

The prime time lineups for fall ☐ ABC-TV
in Los Angeles ☐ AWRT in Washington

Broadcasting May 4

The News Magazine of the Fifth Estate ☐ Vol. 100 No. 18

50th Year ☐ 1981



Katz. The best.

LIBRARY
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JUN 18 1981
KATZ

The First
50
Years Of
Broadcasting

1959

PAGE 83

Air University Library
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Robert
Fensterbaum

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America Knows a Classic
When It Sees One!

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Albany, Georgia 81,000
Albany-Schenectady-Troy 232,000
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Alexandria, MN 25,000
Alpena 11,000
Amarillo 81,000
Anchorage 27,000
Anniston 27,000
Ardmore-Ada 49,000
Atlanta 605,000
Augusta 88,000
Austin, TX 84,000
Bakersfield 36,000
Baltimore 299,000
Bangor 68,000
Baton Rouge 138,000
Beaumont-Port Arthur 96,000
Bend 8,000
Billings 47,000
Biloxi-Gulfport-Pascagoula 44,000
Binghamton 98,000
Birmingham 151,000
Bluefield-Beckley-Oak Hill 55,000
Boise 55,000
Boston 622,000
Bowling Green 23,000
Bristol-Kingsport-Johnson City 157,000
Buffalo 251,000
Burlington-Plattsburgh 123,000
Casper-Riverton 26,000
Cedar Rapids-Waterloo 158,000
Charleston, SC 115,000
Charleston-Huntington 241,000
Charlotte 362,000
Charlottesville 21,000
Chattanooga 162,000
Cheyenne 45,000
Chicago 1,108,000
Chico-Redding 62,000
Cincinnati 394,000
Clarksburg-Weston 69,000
Cleveland 605,000
Colorado Springs-Pueblo 77,000
Columbia, SC 116,000
Columbia-Jefferson City 108,000
Columbus, GA 95,000
Columbus, OH 323,000
Columbus-Tupelo 100,000
Corpus Christi 96,000
Dallas-Ft. Worth 602,000
Davenport-Rock Island-Moline (Quad City) 141,000
Dayton 270,000
Denver 274,000
Des Moines 216,000

Detroit 642,000
Dothan 62,000
Dubuque 18,000
Duluth-Superior 107,000
El Centro-Yuma 13,000
El Paso 78,000
Elmira 32,000
Erie 71,000
Eugene 34,000
Eureka 17,000
Evansville 117,000
Fargo 129,000
Farmington 5,000
Flagstaff 11,000
Flint-Saginaw-Bay City 201,000
Florence, SC 89,000
Ft. Myers-Naples 100,000
Ft. Smith 65,000
Ft. Wayne 134,000
Fresno 97,000
Gainesville 24,000
Grand Junction 15,000
Grand Rapids-Kalamazoo-Battle Creek 315,000
Great Falls 32,000
Green Bay 231,000
Greensboro-Winston-Salem-High Point 260,000
Greenville-New Bern-Washington 26,000
Greenville-Spartanburg-Asheville 334,000
Greenwood-Greenville 9,000
Harrisburg-York-Lancaster-Lebanon 307,000
Harrisonburg 12,000
Hartford-New Haven 330,000
Helena 8,000
Houston 464,000
Huntsville-Decatur-Florence 130,000
Idaho Falls-Pocatello 42,000
Indianapolis 436,000
Jackson, MS 126,000
Jackson, TN 22,000
Jacksonville 169,000
Johnstown-Altoona 162,000
Jonesboro 28,000
Joplin-Pittsburg 67,000
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La Crosse-Eau Claire 131,000
Lafayette, IN 24,000
Lafayette, LA 127,000
Lake Charles 47,000
Lansing 129,000

Laredo 19,000
Las Vegas 45,000
Laurel-Hattiesburg 6,000
Lexington 142,000
Lima 21,000
Lincoln-Hastings-Kearney 162,000
Little Rock 197,000
Los Angeles 1,306,000
Louisville 277,000
Lubbock 78,000
Macon 109,000
Madison 98,000
Mankato 30,000
Marquette 44,000
McAllen-Brownsville (LRGV) 54,000
Medford 52,000
Memphis 274,000
Meridian 34,000
Miami 352,000
Miles City-Glendive 8,000
Milwaukee 377,000
Minneapolis-St. Paul 526,000
Minot-Bismarck-Dickinson 129,000
Missoula-Butte 77,000
Mobile-Pensacola 253,000
Monroe-El Dorado 117,000
Montgomery 97,000
Nashville 323,000
New Orleans 312,000
New York 2,405,000
Norfolk-Portsmouth-Newport News 238,000
North Platte 7,000
Odessa-Midland 78,000
Oklahoma City 270,000
Omaha 183,000
Orlando-Daytona Beach 221,000
Ottumwa-Kirksville 12,000
Paducah-Cape Girardeau-Harrisburg 178,000
Palm Springs 13,000
Panama City 46,000
Parkersburg 20,000
Peoria 93,000
Philadelphia 1,159,000
Phoenix 243,000
Pittsburgh 705,000
Portland, Oregon 287,000
Portland-Poland Springs 144,000
Presque Isle 28,000
Providence-New Bedford 245,000
Quincy-Hannibal 103,000

Raleigh-Durham 246,000
Rapid City 39,000
Reno 30,000
Richmond 206,000
Roanoke-Lynchburg 236,000
Rochester, NY 143,000
Rochester-Mason City-Austin 75,000
Rockford 109,000
Roswell 30,000
Sacramento-Stockton 235,000
St. Joseph 30,000
St. Louis 409,000
Salinas-Monterey 59,000
Salisbury 30,000
Salt Lake City 188,000
San Angelo 22,000
San Antonio 199,000
San Diego 252,000
San Francisco 542,000
Santa Barbara-Santa Maria-San Luis Obispo 38,000
Savannah 119,000
Seattle-Tacoma 322,000
Selma 16,000
Shreveport-Texarkana 265,000
Sioux City 86,000
Sioux Falls-Mitchell 197,000
South Bend-Elkhart 137,000
Spokane 127,000
Springfield, MA 97,000
Springfield, MO 171,000
Springfield-Decatur-Champaign 145,000
Syracuse 166,000
Tallahassee 97,000
Tampa-St. Petersburg 559,000
Terre Haute 118,000
Toledo 285,000
Topeka 89,000
Traverse City-Cadillac 95,000
Tucson 72,000
Tulsa 171,000
Tuscaloosa 26,000
Twin Falls 9,000
Tyler 22,000
Utica 41,000
Victoria 14,000
Waco-Temple 86,000
Washington, DC 544,000
Watertown-Carthage 61,000
Wausau-Rhineland 99,000
West Palm Beach 114,000
Wheeling-Steubenville 133,000
Wichita-Hutchinson 198,000
Wichita Falls-Lawton 79,000
Wilkes Barre-Scranton 244,000
Wilmington 38,000
Yakima 73,000
Youngstown 120,000
Zanesville 21,000

AVERAGE WEEKLY AUDIENCE

SOURCE: ARBITRON NOV. 1980 NPA

Distributed by **TAT** Communications Co.
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Los Angeles, California 90067 • 213-553-3600

In January, 1975, the Jeffersons said goodbye to the Bunkers, moved to a fashionable East Side apartment, their own TV series, and an impressive 45 share.

Capitalizing on The Jeffersons' unique ability to attract an audience, CBS used it as their prime time workhorse, moving it ten times over the next five years. With each move, The Jeffersons not only increased the average rating of the time period, but also out-performed its new lead-in and lead-out series.

Today, when a single time period change can turn last year's hit into this year's also-ran, The Jeffersons remains solidly in the Top Ten, enjoying its highest ratings ever.

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STANDING THE TEST OF TIME PERIODS.

PREMIERING THIS FALL

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strong!*

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The Week in Brief

TOP OF THE WEEK

FOWLER CHARTS COURSE □ At Hill confirmation hearing, FCC chairman-designate promises cooperation among government, public and regulated industries, welcomes congressional oversight and expresses reservations about 9 khz. **PAGE 27.**

HUBBARD'S DOUBLE-DECKER □ Pioneer broadcasting asks FCC authority to launch TV satellite network that would broadcast both direct to home and through member stations. **PAGE 28.**

SONY DOES IT AGAIN □ High-definition pictures for TV and movie theaters come closer to reality with Tokyo demonstration of complete HDTV system that includes two analog videotape recorders. **PAGE 29.**

IN STARTING GATE FOR FALL □ TV networks announce prime-time schedules for 1981-82. NBC-TV will have biggest share of 20 hours and 30 minutes of new programming. **PAGE 30.**

WUNDER TO HEAD NTIA □ Reagan intends to nominate 37-year-old minority counsel of Senate Communications Subcommittee. **PAGE 32.**

SUNSET AND SURVEILLANCE □ FCC is grilled on what it has done and what it plans to do. Questions raised in hearings on bill to make agency subject to periodic renewal. **PAGE 33.**

AT LARGE

ON TAP IN L.A. □ May time is affiliate meeting time. With ABC-TV's sessions opening today (**PAGE 34**), Robert F. Fountain, vice president in charge of station relations, discusses age-old question of compensation method, effect of DBS on networking and other items on and off official agenda. **PAGE 36.**

AWRT ADVANCE

HEADING FOR D.C. □ AWRT opens 30th annual convention in Washington tomorrow with much of agenda geared to capital backdrop. **PAGE 48.**

LAW & REGULATION

HARBINGER OF CHANGE □ Prospects of full copyright

liability for cable increase as battle lines form at Senate hearing. **PAGE 52.**

PROGRAMMING

BRISK MARKET IN CANNES □ Buying at MIP-TV is at usual fast pace. More U.S. firms shop for product; new technologies enjoy high visibility. **PAGE 62.**

BUSINESS

ABC PROFITS DECLINE □ Company reports 48% drop in first quarter, but cautions that accounting change and extraordinary role of last year's Olympics affect comparison. **PAGE 67.**

MEDIA

CLAIM FOR MORE FREEDOM □ NCTA tells Packwood that because cable is akin to newspapers, it should not be restricted by equal-time requirements and fairness doctrine. **PAGE 71.**

JOURNALISM

BUSINESS-MEDIA RELATIONS □ Keynoter Howard K. Smith tells Ohio conference there's room for improvement on both sides. Panelists also cite deficiencies and propose ways to attain more fairness. **PAGE 76.**

TECHNOLOGY

MORE DBS COMMENTS TO FCC □ Oak suggests methods to make service more competitive in marketplace. Consumer groups seek ascertainment obligations and ownership limits. **PAGE 79.**

1959

THE 'BROADCASTING' YEARS □ Charles Van Doren went to confession on Capitol Hill about quiz-show rigging. The government got after Mutual for network's arrangement with Dominican Republic. And Congress revised political broadcasting rules after witnessing equal-time antics of Lar Daly in his Uncle Sam suit. **PAGE 83.**

PROFILE

LABOR OF LOVE □ Martha Pell Stanville steps down this week as president of AWRT. The WCCO-TV executive feels it's been another exhilarating year in her romance with broadcasting that started in 1953. **PAGE 111.**

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THE HIT LIST JAWS COAL MINER'S DAUGHTER

NATIONAL LAMPOON'S ANIMAL HOUSE THE

SAME TIME NEXT YEAR RESURRECTION DR

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JAWS DUCTION OF JOE TYNAN JET P

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NATIONAL LAMPOON'S ANIMAL HOUSE TH

SAME TIME NEXT YEAR RESURRECTION DR



36 OF THE BEST MOVIES EVER!

MCA TV

Closed Circuit®

Insider report: behind the scene, before the fact

Towering tab

No wonder television network officials are urging cost control on suppliers and subordinates. Three commercial networks' total bill for entertainment programming in 1980: \$2.316 billion, 26% increase over 1979. Figures were obtained from FCC by BROADCASTING. Some financial analysts, although "staggered," as one said, by immensity of figure, said it could have been higher but for actors' strike that reduced new production.

On smaller scale but also staggering was three-network expense for news and public affairs in 1980: \$486 million, 50% gain over 1979. Network sources note 1980 was election year. (So was 1976 when networks spent \$218 million on news and public affairs.) Also factors in 1980 expense were Iran coverage; expansion of ABC News; inflation in air fares, car rentals, hotels and meals; worse exchange rates for foreign currencies, not to mention escalating talent prices. (Entertainment programming expense in 1976, incidentally, was \$1.206 billion.)

Election coverage

Senator Bob Packwood (R-Ore.), chairman of Senate Commerce Committee, is slated this week to introduce legislation that would create federal commission to study effect of modern communications on election of government officials. Staffer said Packwood is "not sure there's a problem," but thinks it would be better to establish a commission to look into matter in depth than to rely on "one or two days of hearings." Staffer noted that bills on issue, scheduled for hearing before Senate Rules Committee May 7, assume problem exists and propose solutions.

Antiope and Telidon

Proponents of French Antiope and Canadian Telidon videotext-teletext systems have arrived at single compatible standard, which will be adopted by AT&T as its videotext standard, probably at international videotext conference in Toronto later this month, and submitted to FCC as proposed teletext standard. Common standard means French and Canadians will share royalties to be derived from licensing of technology, but it also means both will have better chance of sharing in prospectively lucrative U.S. teletext market. Team of Antiope, Telidon and AT&T should be able to win FCC endorsement of common standard as national teletext standard, despite best efforts of British Ceefax/Oracle System proponents, who are being pushed out of

picture. AT&T is primarily interested in videotext, but would like to see same standard adopted for teletext to allow commonality of equipment.

Antiope and Telidon were close to compatibility agreement last year, but Antiope broke off talks in euphoria of receiving CBS endorsement. Growing presence of British and reports of AT&T leaning toward Telidon apparently induced Antiope to compromise. Agreement was reportedly reached at unscheduled meeting during National Association of Broadcasters convention.

Next

With FCC Chairman-designate Mark S. Fowler now on his way to swearing-in (see page 27), formalities of appointing Mimi Weyforth Dawson as one of his new colleagues are expected this week. And Commerce Committee, whose chairman, Bob Packwood (R-Ore.), Dawson serves as top assistant, is planning quick hearing, perhaps by end of week. Need for such speed is not apparent, however. Dawson is being named to succeed Robert E. Lee, whose term does not expire until June 30.

Meanwhile, there is no hard word on next two FCC nominations expected to be announced by White House. But plans to nominate Henry Rivera, Albuquerque, N.M., lawyer, and to renominate FCC Commissioner James H. Quello, both Democrats, still appear on track.

Alphonse/Gaston

While chairmanship of RCA officially won't move from Edgar H. Griffiths to Thornton Bradshaw until July 1, transition is in progress. In two months since Bradshaw left presidency of Atlantic-Richfield, he has been conferring informally with executives of RCA units, including NBC, at ARCO New York headquarters. But he'll be moving to RCA's 53d floor, probably after tomorrow's (Tuesday's) annual stockholders' meeting, over which Griffiths will preside.

Griffiths leaves for Europe May 14 to visit RCA offices in Geneva, Rome, London and Paris, returning May 21. Change in command, it's acknowledged, is awkward, with pressure for swifter action because of what has been described as "hemorrhaging" at NBC.

Aid for archive

Broadcast Pioneers Educational Fund last week set its sights on \$3-million collection to underwrite and expand its library and oral history project now housed at headquarters of National Association of

Broadcasters in Washington. Drive seeks \$50,000 contribution from each of three radio-TV networks for five years as nucleus. Twelve years ago library project was undertaken with collections of \$750,000 but that fund has been exhausted. President of BPEF Inc. is Wallace B. Dunlap, vice president of Westinghouse Broadcasting in Washington; chairman of drive is Tom Frawley, Cox Broadcasting vice president, Washington.

Facing music

For first time since 1976, All Industry Radio Music License Committee is asking stations to contribute to war chest in preparation for new negotiations with American Society of Composers, Authors and Publishers and, later, Broadcast Music Inc. Letters have gone to some 6,500 licensees, asking pledges of 10 times highest published one-time, one-minute national spot rate. With letters went questionnaires soliciting data for use in ASCAP and BMI negotiations. Committee is headed by Robert E. Henley of WGN Continental.

Committee sources believe 1980 radio station payments to ASCAP totaled about \$40 million and to BMI about \$35 million. They estimate ASCAP's take would have been \$9 million higher under licenses in effect when committee started its work in 1958. Current ASCAP contracts expire end of 1982; BMI's, end of 1983. But preliminary negotiations usually start well ahead, and committee leaders say it takes months to get ready.

Million-dollar seat

"Lionel Van Deerlin Endowed Chair of Communications" at San Diego State University, in honor of former Democratic congressman who was chairman of House Communications Subcommittee, is project of ad hoc committee co-chaired by Herb Klein (Copley Press) and Clayton Brace (KGTU-TV San Diego), among others. They're seeking to raise \$1 million, have at least 10% pledged to date. Chair would be in addition to visiting distinguished lecturer post Van Deerlin is occupying this year; that job rotates yearly; earlier occupants have included former FCC Commissioner Rex Lee and former CBS Washington vice president, Richard Jencks.

Corporate contributors are expected to supply majority of endowment, although individuals also are contributing. University is designing chair to be occupied by those sharing "forward-looking communications policy" exemplified in Van Deerlin's service.

Business Briefly

TV ONLY

Clorox □ Clorox II detergent. Begins June 1 for 15 weeks in eight markets. Daytime. Agency: Foote, Cone & Belding/Honig, San Francisco. Target: women, 25-54.

Montgomery Ward □ Department stores. Begins June 29 for 13 weeks in about 100 markets. All dayparts. Agency: Media Bureau International, Chicago. Target: women, 25-54; men, 25-54.

American Can Co. □ Bolt paper towels. Begins June 29 for 13 weeks in about 35 markets. Day, news and fringe times. Agency: Scali, McCabe, Sloves, New York. Target: women, 25-54.

Colortyme □ Television set rentals. Begins July 6 for 10 weeks in 70-75 markets. Early fringe, day and weekends. Agency: Media Works, Dallas. Target: adults, 25-54.

Amaco Foam Products □ Foam dinner

plates. Begins this week for three weeks in 10 Southern markets. Day, prime, fringe, prime access and news times. Agency: D'Arcy-McManus & Masius, Atlanta. Target: women, 25-49; men, 25-49.

Shoney's Big Boy Restaurants □ Begins this week for two weeks in four markets. All dayparts. Agency: Simons, Michelson & Zieve, Troy, Mich. Target: adults, 18-49.

Sail Maker Restaurants □ Begins May 11 for two weeks in Alabama markets. All dayparts. Agency: Buntin Advertising, Nashville. Target: women, 25-54; men 25-54.

Pioneer Take Out Systems □ Fast food chicken. Begins June 1 for nine weeks in various major West Coast markets. All dayparts. Agency: Asher/Gould Advertising, Beverly Hills, Calif. Target: adults, 18-49.

Faygo Beverages □ Begins May 11 for eight weeks in 19 markets. Early fringe, news, prime and prime access times.

Rep Report

WOKQ(FM) Manchester, N.H.: To Selcom from Savalli & Schutz.

KCCY(FM) Pueblo, Colo.: To Selcom from Savalli & Schutz.

CKXL(AM)-CHFM-FM Calgary, Alberta: To Brydson Spot Sales from Devney Co.

CHAB(AM) Moose Jaw, Saskatchewan: To Brydson Spot Sales from Devney Co.

CKY(AM)-CITI-FM Winnipeg, Manitoba: To Brydson Spot Sales from Devney Co.

KSRV(AM) Ontario, Ore.: To Buckley Radio Sales (no previous rep).

KORN(AM)-KWRN(FM) Mitchell, S.D.: To Buckley Radio Sales (no previous rep).

WHER(AM)-WFOR(FM) Hattiesburg, Miss.: To Savalli & Schutz (no previous rep).

In new quarters. PRO Radio, national radio representative, has moved its New York office to 9 East 28th Street, 10016. (212) 648-1610.

Agency: William B. Doner & Co., Southfield, Mich. Target: women, 18-49.

Alcoa □ Can recycling. Begins May 25 for four weeks in about 130 markets. Day, fringe and weekend programming. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: total adults.

Blitz-Weinhard □ Henry Weinhard's Private Stock beer. Begins June 22 for four weeks in Phoenix and Tucson, Ariz. News, early fringe, late fringe, prime and sports programming. Agency: Ogilvy & Mather, San Francisco. Target: men, 18-49.

Leon's Furniture Warehouse □ Begins this week for four weeks in about 35 markets in Phoenix, plus Southwest markets. All dayparts. Agency: Media Buying Services, Los Angeles. Target: women, 25-49.

Universal Television □ Audio/video equipment rentals. Begins this month for four weeks in 11 markets concentrating on Midwest. Day times. Agency: Northlich & Stolley, Cincinnati. Target: adults, 18-24.

WESTWOOD ONE SALUTES

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

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CUTTING EDGE

“Advocacy advertising can become a cutting edge in further opening the process of public information. It can contribute to improved understanding on the part of the public of what can be reasonably expected of business in fulfilling a society’s expectations.”

*—Professor S. Prakash Sethi,
University of Texas at Dallas
(Saturday Review; January 21, 1978)*

Advocacy advertising is increasingly being viewed as an idea whose time has come. In an era of complex problems and difficult choices, the public needs exposure to as many viewpoints as possible, so as to make the best possible decisions.

As a company that has pioneered in advocacy advertising, we're proud to have long been “on the cutting edge”. And we're convinced that we've helped raise issues that might have gone unexplored, on energy and other subjects, had advocacy

advertising not been available as an avenue of communication.

But advocacy advertisements are still to be found largely in newspapers and magazines. Only a few independent TV stations will air them, as will a greater number of radio stations. The door to prime-time network TV remains solidly shut.

We think the time is overdue for that door to swing open. A “cutting edge” that lacks access to America's prime source of information is a weak tool at best.

Mobil®

We're growing as you're growing.

We're working hard to help you grow. We're proud of that.

But, at the same time, we're growing too. We have to in order to continue to offer the best service in a business that grows more complex every day. We match your growth with added personnel, added services, and greater all-around capability.

It's a partnership. The kind that can go on and on.

That's the way we want it. We believe in long relationships. We have it with our people because we reward them with an offer of ownership when they prove they can contribute that extra effort. And we have it with our clients too. Because we contribute extra effort in the way of specialized coverage of every sales situation and with marketing research and other services that help you increase your profits.

Your growth and our growth. It's what we're dedicated to. So dedicated that we've doubled our business revenues in the last three years. We look forward to doing even better in the next three years.



We do things differently.



1980

1978

1976

1974

NOW! CONTINENTAL'S 5 KW AM



Pulse width modulation in an efficient 5 kW package; clear, crisp sound of transformerless modulation; ready for AM stereo. Stability of 12-phase power supply with Switch-mod system allows maximum modulation at all power levels IPL and other circuits combine to give you outstanding audio with cost-effective operation.

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American Petroleum Institute

AdVantage

Bank on TV. Banks were urged last week by Television Bureau of Advertising to use TV to enhance their visibility to general public during this era of stiffening competition. Richard D. Severance, series VP, national sales, TVB, told Bank Marketing Association's advertising conference in New Orleans that other financial institutions now are offering services once found only at commercial banks.

Promoting pay TV. Scali, McCabe & Sloves has acquired Showtime Entertainment account from Compton Advertising and is currently planning "substantial media" campaign for second half of this year. "New look" campaign hopes to build stronger consumer and trade awareness for Showtime; further details on advertising will be supplied at National Cable Television Association convention in Los Angeles in May.

Extra sales help. Alnwick Associates, New York, has been formed as service to television and radio networks and stations, cable TV organizations and program syndicators to provide temporary sales support on special projects, special events and sales presentations requiring advertiser and agency coverage. Gene Alnwick, president, was sales manager of Mutual Broadcasting System for 15 years and earlier worked in various media posts with Compton Advertising and Dancer Fitzgerald Sample, both New York. Firm is located at 355 East 55th Street, New York, N.Y. 10022, (212) 980-3577.

Debut. Ruby Dee, well-known black actress, is making her first appearance in television commercials in campaign beginning in 25 major markets in support of Dark & Lovely Permanent Shampoo-In Hair Color. Campaign was created by Lockhart & Pettus, New York, agency for Carson Products, maker of hair care products aimed at black market. Carson campaign also includes TV commercials featuring black tennis star Leslie Allen, who has been Dark & Lovely spokesperson for some time.



Dee



Nickelodeon

Heavy promotion. Extensive on-air promotion campaign has been launched by Warner Amex Satellite Entertainment Co., New York, in support of its Nickelodeon channel for young people. Spots created by Klein &, Los Angeles-based broadcast promotion firm, are being inserted throughout daily 12-hour programming schedule of Nickelodeon, which reaches four million subscribers. Klein & has created signature of 10 seconds and various 20- and 30-second spots, replete with original music, film animation and graphics. Lyrics, written by Bob Klein, say in part: "Look around/You can find a world of magic/Look around/You can make the world your friend."

RADIO ONLY

Pioneer Electronics Car stereos. Begins in third quarter for about six weeks in 19 markets. All dayparts. Agency: Chiat/Day, Los Angeles. Target: adults, 18-34.

Cotton States Insurance Home owners insurance. Begins this week for four weeks in Georgia, Alabama and Florida markets. Morning and afternoon drive times. Agency: Cargill, Wilson & Acree, Atlanta. Target: adults, 25-49.

Malibu Grand Prix Race track. Begins June 3 for three weeks in 24 markets. All dayparts. Agency: Needham Associates, Los Angeles. Target: adults, 18-49.

Whitman's Chocolates Begins May 6 for four days in 10 markets. Agency: The

Haworth Group, Edina, Minn. Target: adults, 25-54.

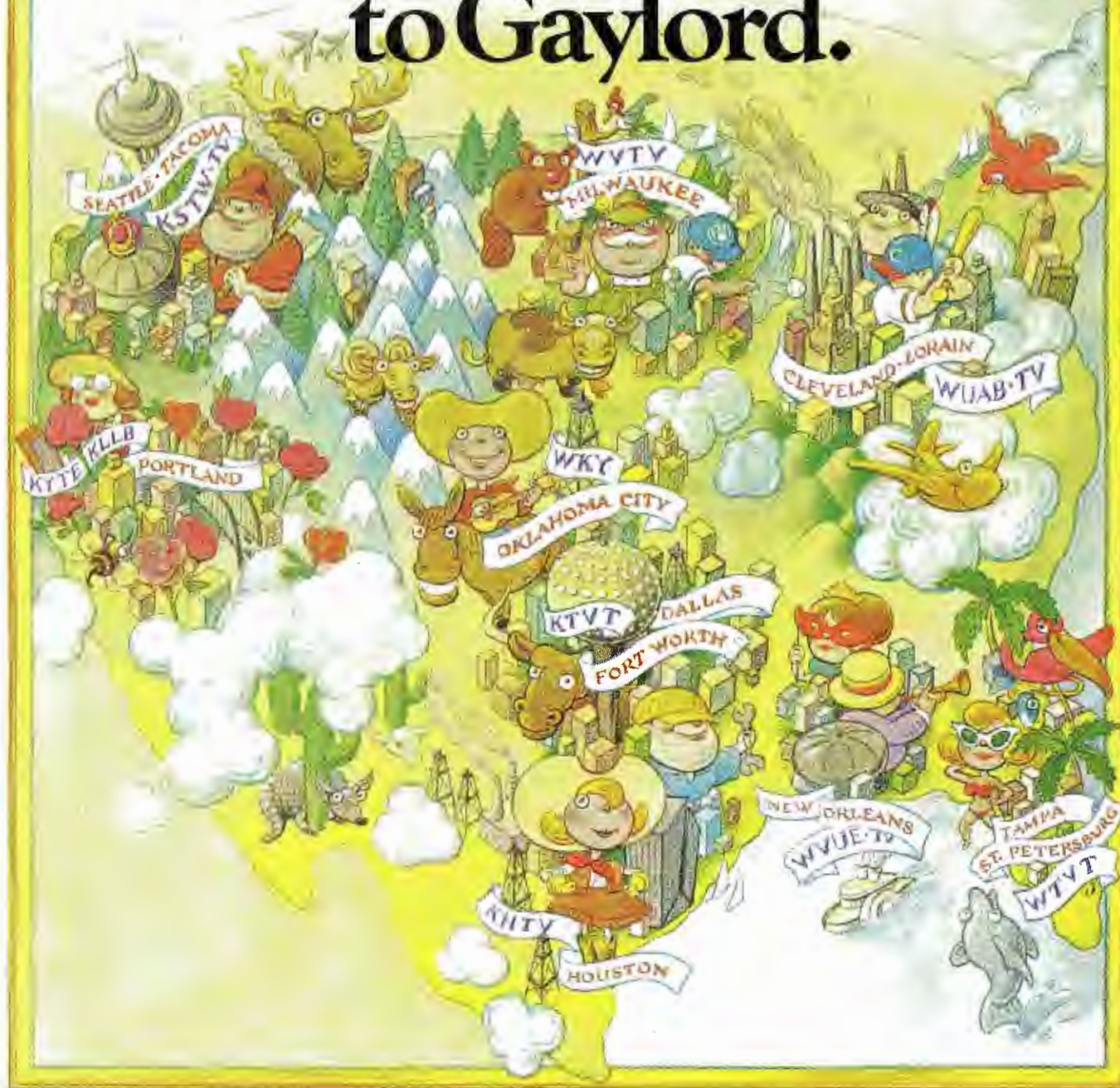
County Seat stores Levis and woven shirt promotion. Begins May 14 for three days in 19 markets. Agency: Campbell-Mithun, Minneapolis. Target: adults, 25-34.

E-Systems Recruitment. Begins May 8 for two days in more than five Southern markets. Morning and afternoon drive times. Agency: Bozell & Jacobs, Dallas. Target: men, 25-49.

RADIO AND TV

Pabatan Suntan lotion/sunscreen lotion. Begins May 18 for four weeks in about 25 markets. Agency: Mediasmith, San Francisco. Target: adults, 18-49.

The world according to Gaylord.



Who knows Houston and Dallas like a wealthy Texas oilman? Who knows New Orleans like a Creole connoisseur? And who knows as much about the blue skies over Seattle as a native Washingtonian? Gaylord, of course. Because we know our markets like the proud people who live there. Nine markets in all. From the Pacific Northwest to the sunny Southeast. That's the world of Gaylord. And we're ready to work with you.



Gaylord Broadcasting Company

One of America's largest privately owned broadcasting companies.

KTVT Dallas/Ft. Worth • WTVT Tampa/St. Petersburg • KSTW-TV Seattle/Tacoma • WUAB-TV Cleveland/Lorain
KHTV Houston • WVUE-TV New Orleans • WVTV Milwaukee • WKY Oklahoma City • KYTE/KLLB Portland

Represented nationally by
TELEREP

Monday Memo®

A broadcast advertising commentary from Sheila Jacobs, VP, marketing, Health Management Services Inc., Baton Rouge, La.

TV ads for hospitals

It's a typical center-city community hospital—in almost every way. With an older central building constructed a quarter century ago, bracketed by new and modern additions, Baton Rouge General Hospital reflects the growth and changes in Louisiana's capital city, the advances of the medical profession and the services provided.

There's one way the state's largest not-for-profit hospital system isn't typical, in fact, is considered avant-garde. Baton Rouge General Hospital promotes itself in the marketplace. Like various professions freed of traditional restraints in recent years, Baton Rouge General has discovered that the "marketplace" brings rewards.

Tune in television, listen to the radio or look at billboards in the area, you'll see and/or hear advertising for the hospital promoting its successful chemical dependency programs or its general services. Results of the campaigns are apparent. Within a recent three-hour period following a single morning commercial about the adolescent chemical dependency program, four confirmed admissions to the unit took place. Each family had made its final decision after exposure to the commercial message.

The marketing story really began in 1975 with the creation of a chemical dependency program at Baton Rouge General. A public service announcement was produced for the hospital to build awareness of the problem and the treatment center. Timing and frequency were a problem, however, and after a few months, the public service announcements were discontinued by the local stations. Then in 1978, I discovered the existing television spot, created a new radio spot, developed a print ad and worked with the hospital's management to prepare the board of trustees for an aggressive move into the marketplace.

If the hospital programs were to be a success, it would be necessary for the board to approve a large budget so that the public might get the message during the peak television and radio viewing and listening times. The board, in a pioneering spirit, approved its first media budget and supported the concept of hospital advertising.

With a full-fledged media campaign, Baton Rouge General opened its adolescent chemical dependency unit early in 1979. Admissions were high from the very beginning. The unit would have been successful in time, perhaps, without the major media effort, but I credit the immediate success to the unit's high visibility before



Sheila June Jacobs joined the Baton Rouge General Hospital in 1978 as public relations director and later took on additional duties as VP of marketing of Health Management Services Inc., BRGH subsidiary. Earlier she had served as public relations director of Herbert S. Benjamin Associates in Baton Rouge and in public relations posts with the National Cancer Institute in Bethesda, Md., and with Goodwill Industries in the Washington area.

and after the opening.

The greatest effort and return were through television advertising, where life situations with which people could identify were created. The people we appeal to were raised on television. They get their information from the 6 and 10 o'clock news and respond to commercial announcements that appear during their favorite programs. We reach the adult market through morning programs, soap operas and *Donahue*.

The spot directed to alcoholism and drug addiction was the one originally produced for public service announcements and presented a family situation in which the drinking father is surrounded by his wife and children and ignores their pleas.

The message worked well for us in the beginning. We created an awareness of the illness, but the same message is not strong enough today. We've now produced a harder-hitting adult message and a recovery spot. People need to know that they will return to a more normal life.

The spot aimed at the adolescent is more dramatic, featuring a doctor talking about the use of drugs and alcohol, with cuts back and forth to normalcy, accident scenes, pills, ambulances, etc.

We learned a lot about buying media with the chemical dependency package. It is more cost effective and we get greater mileage from the package by buying flights at key periods during the year—Thanksgiving, Christmas and other holidays when the impact of the drinker is greatest. Report card time for the adolescent also proved effective.

Other advertising for the programs included drive time on radio where spots with ear-attracting music are run frequently for reinforcement. Industrial and educational journals are also on the schedule.

Another innovative move by Baton Rouge General resulted from interest by other hospitals in the chemical dependency program and marketing activities. Health Management Services Inc., a new health care consulting and contract management corporation, was established at the beginning of 1981 as a for-profit subsidiary of the nonprofit Baton Rouge General Foundation. In the process, I became vice president of marketing for Health Management Services while continuing to direct the marketing program for Baton Rouge General, but now the hospital was my "client."

Another client today is the F Edward Hebert Hospital in New Orleans where HMS installed a chemical dependency unit. HMS hopes to implement chemical dependency programs in hospitals throughout the United States. The marketing packages also are available, including the various television and radio commercials and print advertisements.

Most recently, a "general hospital" package has been created for Baton Rouge General as part of a \$4-million capital drive. "Who Owns the Baton Rouge General ... You Do" is the theme featured on television as well as in print and billboard advertisements.

These spots, developed with the HMS agency, Don Berlin and Associates, also could be adapted for use by other hospitals.

In terms of advertising budget, both for Baton Rouge General and other hospitals, we place the majority of the dollars in television advertising, with some 15% to 20% in radio and about 10% for billboards, a more recent addition to the media planning.

Medical services and particularly hospitals will be a big advertising market, especially for television, in the 1980's. We're in business—the business of health—and it is imperative that we let people know that they have modern sophisticated health services in their own community.

Baton Rouge General is seeing a return on its advertising investment. The census figure is up and that means additional patient revenue—and that means more dollars for modern medical facilities and equipment.

It is clear that advertising has started to make an inroad in the health care industry. Health Management Services and the Baton Rouge General Hospital are certainly in the forefront.

In 1961, a bold idea.



In 1981, a great tradition.

It was intended as a summer replacement series. But when Jim McKay first took up the microphone to cover the Penn Relays 20 years ago, the special magic of ABC's Wide World of Sports took hold, and television sports entered a new era.

Since that first telecast, ABC's Wide World of Sports—through hard work, dedication and talent—has presented an incredible variety of events and major championships. And presented them with professionalism, skill and unsurpassed innovation.

Congratulations ABC Sports on twenty years of unparalleled success.

You've widened our world.

ABC Television 

LITTLE HOUSE

**Now in its 7th year on NBC . . .
and still number one, with
audiences building!**

**Renewed for its 8th smash year
on NBC!**

**Going into syndication—
starting this September!**



ON THE PRAIRIE

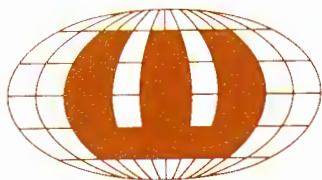
1

Number one in its time period.

Number one on NBC, 1974-1981.

Still one of the Top Ten programs on U.S. television.

168 hours available for local telecasting on your station September 1981 concurrent with its network run.



**WORLDVISION
ENTERPRISES INC.**

**The World's Leading Distributor
for Independent Television Producers**

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome

A Taft Broadcasting Company

■ indicates new or revised listing

This week

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 3-5—*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 7-9—*National Audio-Visual Association* mid-year management conference. Sonesta Beach hotel, Key Biscayne, Fla. Information: (703) 273-7200.

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. Ojai Valley Inn, Ojai, Calif.

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

Bureau; former FCC Chairmen Richard Wiley and Charles Ferris, former FCC Commissioner Tyrone Brown, and Henry Geller, professor, Institute of Policy Sciences, Duke University. Fourth annual Federal Bar Association event is sponsored by Telecommunications Law Committee and Regulated Industries Committee. Mayflower hotel, Washington.

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 13**—*Tennessee Association of Broadcasters* license renewal engineering seminar. Airport Hilton, Nashville.

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 14-16—*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*

Major Meetings

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, Washington.

June 10-13—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

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

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

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

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

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

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

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

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

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

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

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

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

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.

Also in May

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 11-12**—*Telecommunications Law for the Eighties*. Speakers include Representative Timothy Wirth (R-Colo.), FCC Chairman Robert E. Lee; Commissioner Anne Jones; Bernard J. Wunder, consultant to National Telecommunications and Information Administration; Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters; Willard Nichols, chief, FCC Cable Television

Award winning journalism. A regular feature of AP Radio Network.



Frank Sesno.

Overseas Press Club.
Ben Grauer Journalism Award for the
Best Radio Spot News Reporting from
Abroad.

Frank, AP Radio Network's London based correspondent, is being honored for his outstanding coverage of the Iranian Embassy siege in London during May 1980.

In addition to his London assignment, Frank also provides AP Radio Network coverage of breaking news stories throughout Europe, including major NATO, OPEC, and Common Market meetings. And he was at the scene reporting round-the-clock during the emotional return of the U.S. hostages to Wiesbaden and Frankfurt.

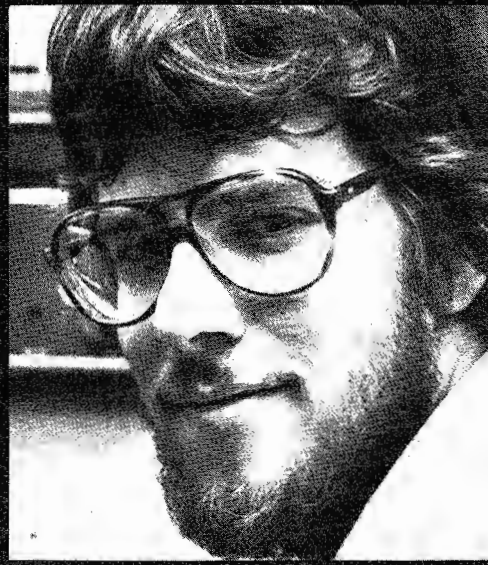


Alan Schaertel

Mortgage Bankers Association.
JANUS Award for Excellence in Business and Financial News Broadcasting.

Alan is being recognized with a JANUS award for the regularly scheduled AP Radio Network program "Business Barometer" that he produces.

This is the second time in three years that Alan has won a JANUS award, and the third time the AP Radio Network has been honored with the award in the past six years.



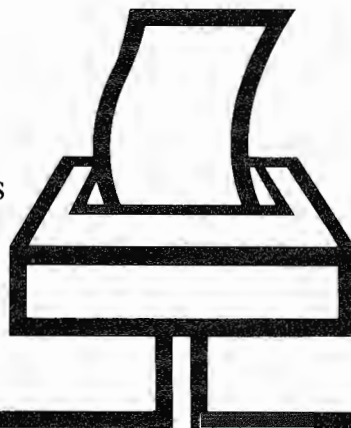
Robert Anbinder

National Headliner's Club.
Award for Outstanding Documentary by a Network.

An AP Radio Network staff member in Washington, D.C. for two years, Bob at age 24, is being honored for his excellent work on the documentary "Carnival: Fun or Fraud." He researched, wrote, produced, and edited this controversial revealing 24 minute program.

We're proud to add Bob's first major national journalism award to the long list of honors received by the AP Radio Network.

For 1980 AP Radio Network has been honored with three more major awards. We're proud of these award winners just as we are of the thousands of AP journalists all over the globe who have made the Associated Press the most honored news reporting organization in the world.



**Innovation for
better news
programming**

AP Broadcast Services

BEAUTIFUL



AT ANY HOUR

Charlie's Angels is the most attractive buy in the history of television.

BEAUTIFUL FLEXIBILITY

It plays any time of day, every day of the week.

BEAUTIFUL SALES

It's already sold to affiliates, independents and major broadcast groups like CBS, NBC, McGraw-Hill and Metromedia.

BEAUTIFUL TIMING

They'll be playing it in every key high income time slot, including 4pm, 7pm, 8pm and 11pm.

Heaven help you if they're not on your side.

CHARLIE'S ANGELS

A Spelling/Goldberg Production
Available Fall 1981 from



**COLUMBIA PICTURES
TELEVISION**



School conference on "Broadcasting and Antitrust: Living with Your Competition." Communications Media Center, New York Law School, New York.

May 20—Connecticut Broadcasters Association spring sales and management seminars. Lord Cromwell Inn, Cromwell, Conn.

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.

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. Dunfey's hotel, Hyannis, Mass.

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

May 27-29—Electronic Industries Association management seminar for New York/New Jersey. Clinton Inn Motor hotel, Tenafly, N.J. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, D.C., 20036, (202) 457-4996.

■ **May 27-29—National Association of Public Television Stations** annual meeting. Mayflower hotel, Washington. Information: Luisa Miller or Yvonne Hauser, (202) 484-9030.

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-7, 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—UPI Indiana Broadcasters annual meeting and awards luncheon. Conner Prairie, Noblesville, Ind.

■ **May 29—Retail Co-op Sales** workshop seminars for broadcasters, sponsored by *Broadcast Marketing Co.* Oakland Airport Hilton, Oakland, Calif.

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 3—International Summer Consumer Electronics Show sponsored by *Electronic Industries Association's Consumer Electronics Group*. McCormick Place, McCormick Inn and Pick Congress hotel. Information: Ralph Jones, (202) 457-4919.

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—Co-op sales** workshop seminar for broad-

casters sponsored by *Broadcast Marketing Co.* Disneyland hotel, Anaheim, Calif.

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 3-4—Third annual Business Advertising Research Conference and Research Fair of Advertising Research Foundation. Pittsburgh Hilton, Pittsburgh.

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

June 11-13—South Dakota Broadcasters Associ-

ation annual convention. Howard Johnson motel, Rapid City, S.D.

June 11-13—Wyoming Association of Broadcasters annual convention. Ramada Inn, Casper, Wyo.

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 12-14—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.

June 16-17—Symposium on Sports Sponsorship and Sports Sponsorship Expo '81, sponsored by *International Society of Sports Sponsors*. New Sheraton Center, New York.

■ **June 18—National Audio-Visual Association** international trade seminar. Theme: "How to Find, Select and Work with Distributors/Agents/Reps Overseas." International Club, Washington. Information: Nora McGillen, NAVA, 3150 Spring Street, Fairfax, Va., 22031, (703) 273-7200.

June 18-20—Radio-Television News Directors Association of Canada national conference. Edmonton Plaza, Alberta.

June 18-19—Telecommunications conference, sponsored by *Energy Bureau*. Speaker: Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee. Stouffer's National Center, Arlington, Va.

June 19-20—Texas UPI Broadcasters convention. Marriott hotel, San Antonio.

June 20-24—Georgia Association of Broadcasters 47th annual convention. Theme: "Creative Management ... the key to the 80's!" Among speakers: Gene Jankowski, president, CBS/Broadcast Group. Callaway Gardens, Pine Mountain, Ga.

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

June 21-27—Radio-Television News Directors Association management training seminar co-sponsored by *National Association of Broadcasters*. Wharton School, University of Pennsylvania, Philadelphia.

■ **June 22-26—Nebraska ETV Network/University of Nebraska-Lincoln Videodisc Design/Production Group** workshop. Telecommunications Center, University of Nebraska, Lincoln. Information: Ron Nugent, (402) 472-3611.

June 23-26—National Broadcasters Editorial Association annual convention. Sheraton-Plaza hotel, Chicago.

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

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

June 25-26—Northeast Cable Television technical seminar and exhibition. Empire State Plaza Convention Center, Albany, N.Y. Information: Bob Levy, New York State Commission on Cable Television, (518) 474-1324.

June 28-30—Public Service Satellite Consortium 2nd workshop on "How to Video-Teleconference Successfully." PSSC, 2480 West 26th Avenue, Denver. Information: PSSC Washington headquarters, (202) 33-1154.

July

■ **July 11-14—Television Programing Conference** 25th convention. Holiday Inn North, Cincinnati.



Minority gains in top-four broadcasting industry job categories in 1980 were up .4% from 1979, not 4% as reported in April 13 issue.

Rodney Sickmann, former Marine sergeant, and one of 52 Americans held hostage in Iran, joins KMOX-FM St. Louis, not KOMO-FM as reported in "Fates & Fortunes," April 20.

Late **Kenneth Hicks**, NBC engineer, handled network's portion of recording of 1937 Hindenburg air disaster ("Fates & Fortunes," April 20) while stationed at Chicago studios. Engineer with announcer Herb Morrison at Lakehurst, N.J., explosion site was Charles Nehlsen, who made historic recording. Last two were with WLS(AM) Chicago which set up feed to NBC.

Call letters for station sale in **Laurens, S.C.** are WGXL(FM), not WXGL(FM); and seller is **Monty DuPuy**, not DuPony, as reported in "Changing Hands," April 27.

It was incorrectly reported that Three Rivers Cablevision, a subsidiary of **American Television & Communications**, had withdrawn its **suit against City of Pittsburgh**, Pittsburgh city officials and Warner Cable Corp. of Pittsburgh over award of cable franchise to Warner last year ("In Brief," April 20). **Suit has not been withdrawn**; parties are still trying to reach out-of-court settlement, however.

Open Mike®

Presidential plan

EDITOR: Your recent excellent interview with Vincent Wasilewski, the president of the National Association of Broadcasters ["At Large," April 13], suggests he may be ready for a new challenge within a few years.

A point I tried to make following my service on the NAB board is that trade associations, like government, need new leadership occasionally to reflect an ever-changing constituency. Obviously, board elections provide some new thinking, but not for day-to-day management. I believe Robert Townsend's book, "Up the Organization," hit the nail on the head when it suggested ... no individual, no matter how capable, can continue to provide innovative and dynamic leadership for an extended period of time.

This suggests nothing personal whatsoever about the fine leadership provided over the years by my friend Vince. The issue is tenure.

With an ample opportunity to plan, my hope is the board will suggest a limit of service to the new president and, while we have several highly competent individuals within NAB, that the board look outside the association for someone recognized for his or her talents as a broadcaster. I still believe we could do no better than Don Thurston.

My congratulations to the NAB staff for an excellent convention in Las Vegas.—*Bill Sims, president, Wycom Corp., Pecos, N.M.*

3M's moment

EDITOR: For the most part, your researchers and writers have done a superb job in detailing the events of "The First 50 Years of Broadcasting." However, in your reporting of 1956, an important fact was left out. It was the development of the first videotape by 3M.

The 3M magnetic tape laboratory turned out an untried, two-inch quad videotape on 20-hours notice, without even seeing the first-ever Ampex videotape recorder that was demonstrated at the National Association of Radio and Television Broadcasters convention in Chicago on April 15, 1956.

I think even Ampex would agree that without the tape, the videotape recorder could not have been demonstrated.—*Richard I. Ziff, 3M, New York.*

Book report

EDITOR: Upon my return from the Las Vegas [NAB] convention, I found in the mail the new BROADCASTING CABLE YEARBOOK. I was reminded once again what an extraordinarily worthwhile project

this is and what a wealth of important information it contains.

I doubt that a day goes by that I don't refer to the YEARBOOK for some piece of information on one subject or another. And it's all there.

Congratulations on your usual first rate job.—*Sherril W. Taylor, consultant, Bonneville International Corp., New York.*

Book preview

EDITOR: I would like to commend BROADCASTING for the continuing series, "The First 50 Years of Broadcasting." It is not only interesting but of much value, especially in education.

Is there any chance that you will gather the series in a book? With pictures? It would be valuable not only in the education of young people but as a general reference.—*David Dary, professor, William Allen White School of Journalism, University of Kansas, Lawrence, Kan.*

Editor's note. A book will be published upon completion of the series in the magazine next October.

Convention kudos

EDITOR: Congratulations on the magnificent job with the "pre," "post" and convention issues of your magazine. The NAB appreciates your continued support and interest.—*Thomas E. Bolger, joint board chairman, National Association of Broadcasters, Washington.*

Coalition confusion

EDITOR: Andy Finn is still confused ("Open Mike," April 20). And clearing up that confusion is important. Because it lies at the heart of the Coalition for Better Television's drive to clean up TV.

Here's how an ad differs from a boycott, Andy: A sponsor uses reasoned argument and emotional appeal to *win agreement*. The viewer is always free to say, "No. I don't agree. You haven't convinced me."

The CBTV wants to use economic muscle to *force compliance*. They're saying, "We don't care whether you agree or not. Just do what we tell you."

There's another way. The coalition could call on the resources of a democracy. If they object to a show, they could prove to the rest of us that it should disappear. Then we'd switch our dials. The ratings would fall. And the show would be canceled.

Lacking the forces of intellect to win us to their view, however, they prefer to form a mob and beat us into submission. What's moral about that?—*Robert Mounts, senior vice president, Mace Advertising Agency Inc., Southfield, Mich.*

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BEYOND MEDICARE: LET THE BUYER BEWARE

PHOENIX—A few unscrupulous insurance agents were playing on the fears of the elderly. They told scare stories about major illnesses that could cause financial ruin. They sold medical insurance policies they promised would pay all bills Medicare does not cover. The policies often provided much less coverage than the agents claimed.

Reporter David Page and photographer Bill Timmer of KPNX-TV in Phoenix investigated complaints about these misrepresented policies.

Using a hidden camera, they doc-

umented actual sales presentations by insurance agents to a 72-year-old widow. The evidence supported complaints that agents were glossing over details and leaving out important information about waiting periods, policy exclusions and limitations. It was information the elderly insurance purchaser usually found out too late.

The KPNX-TV investigation aired in a four-part series, "Policies and Promises."

As a direct result, the Arizona Insurance Department acted against those who were giving the health-insurance industry a bad name. It suspended six agents and revoked the licenses of three others. Facing possible cancellation of its permit to sell insurance in Arizona, one company agreed to a plan which could return more than \$250,000, and a third of that amount has already been refunded to 654 victimized policy holders.

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TOP OF THE WEEK

Fowler hearings called start of new FCC era

New technologies in a free market will have greater impact than regulation on what happens next, Goldwater predicts; new chairman vows cooperation with industry, negative stance toward 9 khz

Senator Barry Goldwater (R-Ariz.) on Friday opened the confirmation hearing on the FCC nomination of Mark S. Fowler, who is to be designated chairman, with the observation that, "Today, we begin a new era at the commission." Fowler promptly proceeded to indicate Goldwater was right; he promised to create an atmosphere of cooperation with the public "and the regulated industries," and to take a hard look at some controversial commission policies—specifically including the controversial proposal to reduce AM channel spacing from 10 to 9 khz. "I have grave reservations about this," he said.

Goldwater, who presided at the Commerce Committee hearing, was referring in part in his "new era" remark to the development of new technologies that he said will make "much of what the commission has done in the past irrelevant to the future," and to his view that marketplace competition, "not pervasive government regulation," will assure delivery of the new services to the public.

He was referring, also, to the vigorous role he said Congress will play in telecommunications policy. He said Congress will set it, "not the commission or the courts." He noted that the subcommittee would hold a hearing later that morning on legislation (S. 821) "to improve congressional oversight of the commission . . . The bottom line," he told Fowler, "is that you are going to be seeing and hearing from us much more than the FCC has in the past."

Fowler said he would welcome congressional oversight and that cooperation between Congress and the commission has been "less than satisfactory in the past." And he made it clear he is at home with the conservative philosophy for which Goldwater is noted. "I am attuned to this philosophy [which] emphasizes consumer choice and entrepreneurial initiative over pervasive government control and direction," he said. And for the telecom-



Fowler at the takeoff of a "new era" at the FCC

munications industry that regarded the commission under former Chairman Charles D. Ferris as callous to its feelings and indifferent to its views, he had this message: "I am committed to creating an atmosphere of constructive cooperation with, and respect for, the public and the regulated industries, and to avoiding a regulatory climate of rancor, deception and mutual distrust."

In response to specific questions, Fowler indicated he would bring a different perspective to bear on matters before the commission. He said that the present FCC, in generating 5,000 applications for low-power television stations before establishing the new service, had "put the cart before the horse."

The commission actions in negotiating for space in the Twin Towers buildings in Rosslyn, Va., were "not proper," Fowler said, referring to the "sole source" negotiations in which no other rentals were considered. "We can do it better the second time," he said. "We want to spend the people's money as if it were our own."

Indeed, he seemed comfortable with the cuts the Office of Management and Budget has made in the FCC budget—\$634,000 and 106 positions in 1981 and \$4,816,000 and 103 positions in 1982. He said the reductions could be overcome by increasing efficiency of commission operations and by "unregulating"—Fowler's word for eliminating unnecessary work.

Government should not charge for the use of the spectrum, he said. "Broadcasters and others pay for the use; they risk capital. They use [the spectrum] as a means to provide service. But it's no free

ride," he declared to the committee.

But it was Fowler's remarks regarding 9 khz that probably most pleased National Association of Broadcasters President Vincent Wasilewski and other industry representatives in the audience who have opposed the channel-narrowing proposal. He made no promise, and stopped short of a commitment, in responding to a question posed by Senator Howard Cannon (D-Nev.). But his feelings were clear.

He saw "serious" engineering problems with the proposal. He thought it was a "mistake [on the commission's part] in not accommodating the views and interests of the industry" before adopting the proposal. "I have grave reservations about this . . . I want to move quickly to get the views of the industry . . . There's overwhelming evidence of grave problems with the proposal, but I don't want to prejudge it."

According to financial information he was required to file with the Senate Commerce Committee, Fowler earned \$68,090 in 1980 and \$30,711 in 1979. His net worth is \$343,897, based on assets of \$408,278 and liabilities of \$64,381. Most of the assets are in the form of a \$150,000 note in connection with the sale of his law firm (Fowler & Meyers) to the Armin Kuder law firm that will succeed it, and the \$142,000 value of his home. Fowler will be paid \$55,387 annually at the FCC.

The records also show that Fowler will have to divest some stock to comply with the conflict of interest law. He owns 50 shares of MCI Inc. and 50 shares of Deltona Corp., which holds a construction permit for an FM in Marco, Fla.

An ambitious plan to have it both ways in TV and DBS

Hubbard Broadcasting asks FCC for interim authority to launch new satellite network that would broadcast both direct to homes and through member stations; \$200 million system would bridge existing and new technologies

Hubbard Broadcasting Inc., a pioneer that got into broadcasting through radio in the 1920's, has entered the new frontier of direct-to-home broadcast satellites. It proposed last week a DBS service that would bridge DBS and conventional broadcasting and bring free television to every home in the United States. If its proposal becomes reality, Hubbard said, "there will no longer be any white areas in American television."

The service proposal, made in an application to the FCC for interim direct DBS authorization, would transmit for retransmission a wide variety of programming to full-service and low-power television "member stations." Homes unserved by broadcasting stations could pick up the programming directly by means of a low-cost, roof-top dish.

According to the application, the programming would come from the same stations that receive it. Member stations in the top 50 markets would be required to install earth stations and provide uplinks for all member stations to contribute to the common programming pool.

The service would be supported by a combination of national and local advertising. The service operators would sell the national advertising and make spots available to member stations within the service's programs. Like major television network affiliates, Hubbard said, the member stations would also be given "compensation" for rebroadcasting DBS programming.

"The availability of [the service's] programming will provide a financial base for local full-service stations to continue their local programming as well as providing a financial base for many future low-power stations to originate local programming," Hubbard said.

"The system will provide the first national broadcast system fully available to all Americans. In doing so it will insure the continuance of our free, over-the-air broadcasting system which is the cornerstone of the greatest communications system in the world—American broadcasting."

Hubbard said it intends to organize a new corporation to hold the interim authorization and construct and operate the system. Hubbard will offer shares in

the corporation to broadcasters and to minority groups or individuals, without any broadcasting ownership or background. If any shares remain, they will be offered to the general public.

The application did not determine the costs of starting up its proposed service, but Hubbard said it is fully aware of the "extensive financial commitment required" and promised that estimated costs and proposed plans of financing would be forthcoming.

Hubbard also promised to submit later the technical details of its proposed service. It did say its DBS system will consist of "one or more satellites" and preferably the satellites will be located in the same orbital slots as those of other interim systems in order that individuals with fixed roof-top antennas can receive all available signals.

Stanley S. Hubbard, president and general manager of Hubbard Broadcasting, told BROADCASTING that the initial costs would be around \$200 million, and added that Hubbard would like to share the financial burden by sharing some of its satellite capacity with other entrepreneurs,



Fils et pere. Stanley S. Hubbard (l) is president and operational head of the pioneering broadcasting company founded by his father, Stanley E. Hubbard, who remains the organization's chairman.

possibly Comsat. Hubbard predicted that the service "will happen very quickly" once the FCC grants its authority. The independent station owners with whom he has talked are "very excited" by the concept, he said.

According to Hubbard, one television station in each market will be asked to become a member station "with the first option" to join going to an on-the-air independent station. If there is no full-service station in the market, the invitation will be extended to a low-power station.

Each member station would have exclusive rebroadcasting rights in its market, Hubbard said. If a member station decides not to carry a particular program, it will be offered to other broadcasters in the market.

Hubbard hopes to provide a variety of programming over the DBS system: news, public affairs, entertainment and children's and cultural programming.

"For the first time in the history of

broadcasting, local television station broadcasters will have the ability to participate in a true 'idea exchange' where programming can be national and local at the same time."

The only programming details in the application had to do with news. Member stations in the top 50 markets, with their uplink capability, "will on very short notice be able to furnish the system with instantaneous [news] broadcasts," Hubbard said, and other full-service stations would be encouraged to install uplinks so that they too could participate in the news gathering. Although a large part of the news would be provided by member stations, Hubbard said, the service will maintain news bureaus around the world.

Member stations will be able to affect the make-up of the national programming through a board comprising representatives of all full-service member stations. The board would appoint an executive to run the day-to-day program planning.

Touching on policy issues, Hubbard said the FCC is obliged to allocate spectrum space in the public interest. "Devoting DBS frequencies solely to pay television designed to attract only those who can afford to pay is not the best use of an important public resource," Hubbard said. The only other DBS application the FCC has on file is that of Satellite Television Corp., which has proposed three channels of pay television. Hubbard pointed out, however, that its application is not intended to be mutually exclusive with STC's.

The service, Hubbard also noted, is consistent with the FCC's interest in developing new programming sources.

Although DBS is thought of as a direct-to-home service, Hubbard believes the rebroadcasting of DBS signals is permitted under the "community reception" clause in the International Telecommunication Union's definition of DBS. According to ITU, under that clause, reception of a DBS signal is permitted by "a group of the general public at one location or through a distribution system covering a limited area."

A 14-page "preliminary" market study, prepared by Sterling Hobe Corp. and attached to the Hubbard application, concluded the proposed service "will provide significant benefits to population segments which are currently deprived of or have limited access to" conventional television programming.

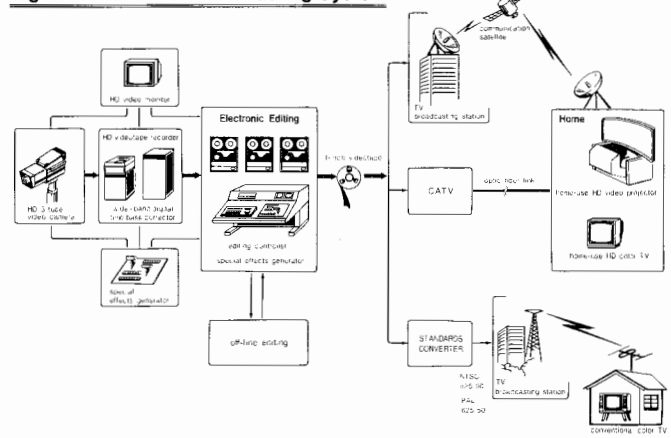
SHC also found that the one-time cost of home receivers is \$450 to \$550 and the operating and maintenance costs "are nil." SHC intimated that is cheap in light of the benefits to be received and stated that the cost compares "very favorably" with the costs of cable service, averaging \$240 a year.

Hubbard, founded by Stanley E. Hubbard in the early days of radio and still controlled by him and his family, now owns three TV's, three AM's and two FM's. The headquarters station is KSTP-TV St. Paul, Minn., an ABC affiliate.



Final link? On hand for the unveiling of Sony's HDTV system (l-r): Francis Ford Coppola, the noted producer-director; Joseph Flaherty, vice president, development and engineering, CBS-TV; Norio Ohga, deputy president, Sony; Masahiko Morizono, senior manager, Sony; Takashi Fujio, developer of HDTV system for Japanese Broadcasting Corp., and Toshio Miamoto, senior general manager, marketing division, Sony. Coppola, who, along with Flaherty was invited to explain the practical applications of HDTV, said he hoped to use HDTV for his next movie production, adding it formed the final link in the total electronic motion picture production system. Broadcast TV applications are expected to follow.

High-Definition TV Broadcasting System



Tokyo demonstration shows still more leaps forward in high-definition technology: recorders that can handle wide bandwidths and 100-inch TV projector for screening; first applications seen in motion pictures, with TV production not far behind

The day of high-definition television (HDTV) may be closer than previously thought. In Tokyo last Tuesday (April 28), Sony Corp. demonstrated a complete HDTV system, including two analog videotape recorders capable of recording the extremely wide bandwidths of HDTV signals.

Such recorders were the only elements missing from the HDTV system, developed by the Japanese Broadcasting Corp. (NHK), that was demonstrated by NHK and CBS in Washington last February (BROADCASTING, March 2). At that time, Joseph Flaherty, CBS-TV vice president for engineering and technology, said HDTV could be a reality within the decade. But after witnessing last week's Sony demonstration, Flaherty said: "Now it really is a certainty. If [Sony] decided to go ahead with its standards, it could have such equipment in the field in four or five years."

That the motion picture industry may benefit as much as television, if not more, from the advent of HDTV was made clear as Sony also demonstrated a 100-inch diagonal projection system ("Closed Circuit," April 20). "It's a shockingly big picture," Flaherty said. "You are really impressed by the fact that it is big enough for a small neighborhood theater."

The Sony system is based on the NHK technology and is defined essentially by its 1,125 lines of vertical resolution and 1,300 lines of horizontal resolution. Sony claims that such resolution produces pictures

comparable to 35 mm film. The system is similar to NTSC in that it uses 60 fields per second and has a two to one interlace ratio.

The picture demonstrated had the same aspect ratio (height-to-width) as standard television: three-to-four (or 1:1.33). But Sony claimed the system is capable of producing and recording more panoramic pictures: 1:1.85 Vista or 1:2.35 CinemaScope. (The NHK system demonstrated in Washington [and earlier to the Society of Motion Picture and Television Engineers in San Francisco] has an aspect ratio of three-to-five or 1:1.66.)

In addition to the videotape recorders and the projection system, Sony demonstrated three HDTV studio cameras with three Sony-made diode-gun HDTV Saticon pickup tubes; an edit controller for the recorders; a digital time base correcter with wideband A/D converter; a 20-inch HDTV monitor, and a 32-inch kinescope HDTV monitor.

The two videotape recorders are modified one-inch helical-scan machines. One was capable of recording three 30-mhz channels (red, green and blue). The other recorded two wideband channels (luminance and chrominance). Sony was releasing no technical details on the machines, but Flaherty said part of the recorders' extraordinary capability stems from a drastic increase in tape speed. The tape is run at about 14 inches per second, instead of the normal seven, he said.

The recorders were demonstrated using videotape shot outdoors at an amusement park and inside a theater. "All the demonstrations were very, very good," Flaherty said, with "very low noise level and no blemishes or imperfections on the pickup tubes."

Flaherty also was impressed that the equipment looked quite professional—"it wasn't prototype"—and performed admirably through 12 long hours of demonstrations before various groups.

The first practical application of HDTV probably will be in motion picture production and distribution. At first, Flaherty guessed, HDTV will be used only for production. The videotape will be transferred to 35 mm film by means of a "laser scanner" so that it can be shown in theaters that will continue to rely on film projectors for some time to come.

Later, Flaherty said, the conversion to film will not be necessary. HDTV movies will be distributed to theaters by HDTV videotape or transmitted directly to theaters via fixed satellites.

The means of distribution are secondary to the benefits that the movie producers should be able to derive from the use of video in production. Besides saving money (no film consumption, no film developing), Sony said, the use of video should save time. "[It] enables repetitive recording and playback of any segment of the story... at the time of the collative reading or rehearsing."

Moreover, Sony said, the HDTV system expands the producers' range of special effects by allowing them to create special effects through "electronic processing."

CBS would like to see HDTV broadcast over direct broadcast satellites and has petitioned the FCC to reserve all or part of the DBS spectrum for that purpose. Flaherty said last week, however, that before HDTV by satellite becomes feasible, the technology will be used in television production. Flaherty said television producers will produce HDTV programming to "preserve quality for future syndication and cinema release." That's important, Flaherty suggested, because television producers who shoot with 35 mm film now have that flexibility and do not want to give it up in a switch to video.

All that is needed, Flaherty said, is a piece of equipment that will "down-convert" the HDTV signal to existing NTSC, SECAM and PAL standards.

The big three line up for Fall's prime time

The 1981-82 prime-time television season took form late last week as all three commercial networks announced schedules to begin—unless delayed by pending or anticipated guild negotiations—in mid- to late September.

The first reaction among many observers was that the new schedules, as a whole, represented a considerable reduction in sexual content but no apparent lessening—some said an increase—in violence. Some felt that the incoming programs gave the impression of toning down sex and violence but that, as one put it, “it’s still there, tempered by the use of humor.”

Agency people appeared divided on whether these changes came in response to Moral Majority and other pressure groups. Some thought it was an inevitable response; others disputed that position, saying the changes, as some network officials put it, reflect changes in the American mood itself. Some agency executives protested that networks were talking of putting premium prices on so-called non-controversial programs.

ABC

To make room for the six and a half hours of new programming, ABC is dropping *Charlie's Angels*, *Soap*, *Vega\$*, *Those Amazing Animals*, *Aloha Paradise*, *I'm a Big Girl Now* and *ABC Friday Night Movie*. In addition, *Eight Is Enough* will leave the regular schedule but return in holiday specials, and *Bosom Buddies* and *American Dream* will become “part of ABC's future plans.”

For 7-8 p.m. on Sunday, ABC chose *Code Red*, a one-hour adventure series—ABC resisted descriptions that called it “action adventure”—that Thomopoulos described as a family-oriented drama about firefighters, starring Lorne Greene.

Code Red will be followed at 8-9 by

another new entry, *Today's FBI*, an updating of the old ABC *FBI* series, with Mike Connors as star. ABC said the series was inspired by actual FBI cases and has been sanctioned by the real FBI.

ABC Sunday Night Movie will continue in the 9-11 period. It will be the only ABC movie night, with entries including such theatrical blockbusters as “Grease,” “Close Encounters of the Third Kind,” “The Goodbye Girl” and “Superman.”

For the 8-9 p.m. period on Saturdays, ABC is bringing in *King's Crossing*, “an exceptional family drama”—“the deeply moving story of a family that shares its joys and sorrows and takes the measure of all of life's difficulties through an unshakable bond of love and understanding.”

On Fridays—CBS's formidable *Dallas* night—ABC is putting three new shows and one reworked series into the fray. *Benson* continues to open the evening. Then comes *Open All Night*, a comedy centering on the operator of a 24-hour food market in Los Angeles. Next is *Maggie*, a comedy revolving around a harried housewife in suburbia, written and co-produced by Erma Bombeck.

Maggie is followed at 9:30 by *Living It Up*, formerly *It's a Living*, with Louise Lasser of *Mary Hartman* added to the cast. At 10-11, action-adventure takes over: *Strike Force*, “an elite unit of the police department charged with solving the most puzzling crimes and rooting out the most vicious criminals.” It stars Robert Stack.

The Fall Guy, which ABC calls “a one-hour program of daredevil action, high humor and exciting adventure,” and starring Lee Majors, goes into the schedule at 9-10 p.m. Wednesdays. And *Best of the West*, a comedy about an Eastern tenderfoot named Best who becomes a sheriff in the old West, goes into the Thursday

schedule at 8:30-9.

Among specials scheduled for 1981-82 are *Night of 100 Stars*, a three-hour production set on the stage of the Radio City Music Hall; a three-hour *Hollywood, the Gift of Laughter*; a mini-series, *Mansions of America*, by Agnes Nixon, the daytime serial creator; “Jacqueline Bouvier Kennedy,” a film biography; a TV adaptation of “The Elephant Man”; a drama centered on Walter Lippmann, and musical-comedy specials starring, among others, Perry Como, the Carpenters, John Davidson and John Denver.

CBS

CBS isn't standing pat on its winning schedule from the current season; there'll be an extensive overhaul for 1981-82. Six new series are coming in; nine are going out. And six returning shows are moving to new time periods, while this year's *Wednesday Night Movie* will become *Saturday Night Movie*.

The new entries are a half-hour situation comedy, four one-hour dramas and a new one-hour Walt Disney anthology.

The shows they'll replace are the long-running *Waltons*, *White Shadow*, *Flo*, *Tim Conway Show*, *Palmerstown*, *Incredible Hulk*, *Park Place*, *Checking In* and *Enos*.

The schedule on two nights—Sunday and Monday—remain unchanged.

The new comedy, *Mr. Merlin*, about a San Francisco garageman by that name, who is a sorcerer, and his 15-year-old apprentice, will open the Wednesday-evening schedule at 8-8:30. It stars Barnard Hughes as the sorcerer and Clark Brandon as the apprentice.

The one-hour shows are scattered, one to a night, across Tuesday, Wednesday, Thursday, Friday and Saturday evenings.

Simon & Simon, billed as an adventure drama starring Jameson Parker and

Monday

	ABC	CBS	NBC
8:00		Private Benjamin (Warner Bros.)	Little House on the Prairie (NBC/Friendly)
8:30	That's Incredible (Alan Landsburg)	The Two of Us (Marble Arch)	
9:00		M*A*S*H (20th Century-Fox)	
9:30		House Calls (Universal)	Monday Night At the Movies (various)
10:00	Monday Night Football (ABC Sports)		
10:30		Lou Grant (MTM)	
11:00			

Tuesday

	ABC	CBS	NBC
8:00	Happy Days (Miller-Milkus/Henderson Production)	*Simon & Simon (Universal)	*Father Murphy (NBC Productions)
8:30	Laverne & Shirley (Miller-Milkus/Henderson Production)		
9:00	Three's Company (N.R.W. Productions)		
9:30	Too Close for Comfort (Don-EI Productions)	Tuesday Night Movies (various)	**Quincy (Universal)
10:00			
10:30	Hart To Hart (Spelling-Goldberg)		Flamingo Road (Lorimar)
11:00			

Wednesday

	ABC	CBS	NBC
8:00		*Mr. Merlin (Columbia)	Real People (Schlatter Productions)
8:30	The Greatest American Hero (Steven J. Kannell Productions)	**WKRP in Cincinnati (MTM)	
9:00		**Nurse (Robert Halm/Viacom)	**The Facts of Life (T.A.T.)
9:30	*The Fall Guy (Glen Larson/20th Century-Fox)		*Love, Sidney (Warner Bros./R.G. Productions)
10:00			
10:30	**Dynasty (Spelling-Goldberg Productions)	*Shannon (Aubrey/Universal)	*The Rock Hudson Show (Wilder/Viacom)
11:00			

Gerald McRaney as "two brothers who operate San Francisco's most free-wheeling detective agency," was chosen to open the Tuesday night lineup at 8-9.

Shannon, centering on the personal as well as professional life of a plainclothes detective who has moved to San Francisco from New York with his 10-year-old son following the death of his wife, will close out Wednesday nights at 10-11.

Closeup: Jessica Novak, featuring Helen Shaver in the title role as a young news reporter for a television station, hard-working and so dedicated that she tends to become involved in the stories she covers, goes in at 10-11 on Thursdays.

The Vintage Years, starring Jane Wyman, is a family drama devised by Earl Hamner, creator of *The Waltons*, but this is a contemporary family drama, set in the vineyard hills of northern California and with the family embroiled in power struggles and encountering unexpected and mysterious secrets.

Walt Disney Presents is a series of one-hour programs including both new programming and new-to-TV product from the Disney library. It will open the Saturday-evening schedule, 8-9 p.m.

NBC

NBC's new fall schedule consists of 13 returning series and 10 new ones. He felt that NBC would be especially strong in the 9 p.m. "anchor" time period every night except Friday and Saturday. He commented: "We're building."

Seven 1980-81 shows are being dropped by NBC. They are *Walt Disney*, *Lobo*, *Buck Rogers*, *Thursday Night at the Movies*, *The Gangster Chronicles*, *BJ and the Bear* and *The Brady Brides*.

The Monday night lineup will not be changed for the fall.

On Tuesday from 9 to 10 p.m., a new entry is *Father Murphy*, in which a prospector in the American West of the 1870's temporarily dons a priest's collar to fool

state authorities so that he may help children who were orphaned when their prospector fathers died. This family adventure series stars Merlin Olsen, Moses Gunn and Katharine Cannon.

Two new series highlight NBC's Wednesday night. They are *Love, Sidney*, starring Tony Randall (9:30-10 p.m.), and *The Rock Hudson Show* (10-11 p.m.). Tony Randall stars as Sidney Schorr, a homosexual who shares his Manhattan apartment with two "roommates"—an aspiring young actress and her small daughter. The Hudson series positions the superstar performer as a former private investigator who returns to the business to help his son begin his career in that same field. It is adventure flavored with comedy.

Marking their debut on Thursday are *Gabe and Guich* (8:30-9 p.m.) and *Gimme A Break* (9:30-10 p.m.). Gabe Kaplan stars as a native New Yorker who migrates to Texas to operate a country music club. Co-starring with Kaplan is Guich Kooch as manager of the club, who was seen most recently in *Carter Country*. Nell Carter stars in *Gimme A Break* as a housekeeper who runs the household for a recently widowed police captain and helps raise his three children.

Friday is an all-new night at NBC, with *The Mickey Rooney Show* (8-8:30 p.m.), *Chicago Story* (8:30-10 p.m.) and *The James Arness Show* (10-11 p.m.) making their starts on the network.

James Garner, who was propelled to

First draft for '81-'82

This is a composite of the three prime time schedules announced for next fall by ABC, CBS and NBC. Among them, the networks plan to bring in 20½ hours of new series programming. NBC is introducing eight and a half hours, ABC six and a half and CBS five and a half. The figures work out to 10 new series on NBC, eight on ABC and six on CBS. Fifteen of the new shows are dramas, but range from detective to police, western, family and fantasy dramas and comedy adventure. Eight are situation comedies and one is a Disney anthology.

* Indicates new show, ** new time period.

Sunday

	ABC	CBS	NBC
7:00			
7:30	*Code Red (Irwin Allen Prods./ Columbia Pictures Television)	60 Minutes (CBS News)	*Star Prince (Paramount Television)
8:00		Archie Bunker's Place (Hugo Prods./ Tandem Prods.)	
8:30	*Today's FBI (David Gerber Co.)	One Day At a Time (T.A.T.)	CHiPs (MGM)
9:00		Alice (Warner Bros. Television)	
9:30		The Jeffersons (T.A.T.)	
10:00	Sunday Night Movie (various)		Sunday Night at the Movies (various)
10:30		Trapper John, M.D. (20th Century-Fox)	
11:00			

Thursday

	ABC	CBS	NBC
8:00	Mork & Mindy (Miller-Milkus/Henderson Productions)		**Harper Valley P.T.A. (Universal)
8:30	*Best of the West (Paramount/Weinberger/Daniels)	**Magnum, P.I. (Universal)	Gabe and Guich (Carson Productions)
9:00	Barney Miller (Four D Productions)		Diff'rent Strokes (Tandem)
9:30	Taxi (John Charles Walters Productions)	**Knots Landing (Lorimar)	*Gimme a Break (Alan Landsburg)
10:00			
10:30	20/20 (ABC News)	*Close Up: Jessica Novak (20th Century-Fox)	**Hill Street Blues (MTM)
11:00			

Friday

	ABC	CBS	NBC
8:00	Benson (Witt-Thomas-Harris Productions)		*The Mickey Rooney Show (Columbia)
8:30	*Open All Night (Freeway Productions)	**Dukes of Hazzard (Warner Bros.)	
9:00	*Maggie (Marble Arch/Erma Bombeck)		*Chicago Story (MGM)
9:30	**Living It Up (Witt-Thomas Productions)	**Dallas (Lorimar)	
10:00			
10:30	*Strike Force (Aaron Spelling)	*The Vintage Years (Lorimar)	*The James Arness Show (MGM)
11:00			

Saturday

	ABC	CBS	NBC
8:00			
8:30	*King's Crossing (Lorimar Productions)	*Walt Disney Presents (Walt Disney Productions)	Barbara Mandrell & The Mandrell Sisters (Krofft)
9:00			
9:30	The Love Boat (Aaron Spelling)		*Bret Maverick (Warner Bros.)
10:00		Saturday Night Movies (various)	
10:30	Fantasy Island (Spelling-Goldberg)		**NBC Magazine with David Brinkley (NBC News)
11:00			

stardom via the original *Maverick* series (1957-62), returns once again to the role of the smooth-talking gambler in the new program, *Bret Maverick*, which fills the Saturday, 9-10 p.m. slot.

Replacing the long-running *Disney* program in the Sunday, 7-8 p.m. slot is *Star Prince*, featuring Peter Barton as David Star, who seems to be a typical 16-year-old boy. But he possesses three special powers: the ability to move things with his mind; the ability to read minds (sometimes) and the ability to see flashes of the future.

Among the mini-series are an eight-hour epic, *Marco Polo*, recounting the adventures of the 13th century explorer; *The Executioner's Song*, a dramatization of Norman Mailer's Pulitzer Prize-winning

book; *Little Gloria, Happy at Last*, an adaptation of a best-selling book on the child custody case involving Gloria Vanderbilt when she was 10; *Princess Daisy*, based on the book by Judith Krantz; *Rage of Angels*, adapted from the book by Sidney Sheldon, and *World War III*, a four-hour drama detailing a scenario of events that could lead world powers to the brink of a global conflict.

Johnny Carson will be represented in two prime-time specials, one dealing with the 19th anniversary of his late-night series. Bob Hope will return for his 32d consecutive year as an NBC-TV star and will be spotlighted in a number of comedy-variety specials. *Live from Studio 8H* specials will return also.

won the Bronze Star and two Air Force commendation medals for service in Vietnam).

While Wunder's experience may be thin, his political backing for the job was heavy. A Republican who is described by those who know him as being of the distinctly conservative variety, Wunder became the leading contender for the NTIA post after two letters of endorsement were received by the White House. One was signed by Senator Bob Packwood (R-Ore.), chairman of the Commerce Committee, and Senators Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee, and Harrison Schmitt (R-N.M.), a key member of that panel. The other was signed by Representative Collins, ranking minority member of the House Telecommunications Subcommittee, and James T. Broyhill (R-N.C.), ranking minority member of the parent Commerce Committee.

If Wunder does not play as large a role in telecommunications policy formation as Geller did, there will be reasons other than Wunder's background. The deputy secretary of Commerce, Joseph Wright, who would be Wunder's immediate superior, has demonstrated a lively interest in telecommunications matters; Wunder talks to him almost every day, and he is regarded as more likely to seek upper level policy guidance than did Geller.

NTIA officials say none of this indicates a diminution of interest in telecommunications issues on the part of the administration. On the contrary, one official referred to telecommunications as "choice turf here ... Everybody is interested in what we're doing."

The issues are large. They include problems involving international barriers to transborder data flow, continuing efforts to enact common carrier legislation, and the renewed fight over cable copyright (see page 56). And although NTIA has filed comments in the commission's DBS proceeding, that controversial matter is not resolved, nor is NTIA's responsibility ended. It will continue to have a role in shaping the position the U.S. will take at the meeting of western hemisphere countries on developing a DBS plan, in 1983.

Also facing NTIA is the controversial question of whether the U.S. should continue to support its own proposal that western hemisphere countries agree to reduce AM channel spacing from 10 to 9 khz. It was the NTIA under Geller that played a major role in establishing as national policy the effort to reduce channel spacing. But, as the U.S. prepares for the critical conference in November, broadcaster-generated pressures to reverse that position are mounting.

There is probably no one at NTIA who expects NTIA to tackle those problems as it might have under Geller. But there are those that think that is not necessarily bad for the agency. As one key staffer put it, "We'll have not only personal credibility [of Wunder] but institutional credibility." Which seemed another way of saying, as some staffers do, "There is life after Geller."

The Wunder of it all at NTIA

Reagan's choice to succeed Henry Geller at agency bearing Geller's original stamp will bring different qualities to that post; probably less in the limelight, but still credible in the corridors of power

The shape that the National Telecommunications and Information Administration will take under the Reagan administration became a little clearer last week with the White House announcement of the President's intention to nominate Bernard J. Wunder to head the unit as assistant secretary of commerce for communications and information ("Closed Circuit," March 16).

The first impression: NTIA seems unlikely to operate on the cutting edge of administration policy in telecommunications to the extent it did under the first head of NTIA, Henry Geller; the Department of Commerce's bureaucracy will probably play a larger role in formulating that policy.

But it would be wrong to write NTIA off as a major player in the development of policy. As a case in point, NTIA staffers cite its filing urging the FCC to move ahead on the direct broadcast satellite front (BROADCASTING, April 20).

Wunder, who is 37 and is moving over from the job of minority counsel of the House Telecommunications Subcommittee, does not have the extensive background in telecommunications matters or the reputation as a driving force in the formulation of telecommunications policy that Geller, a former FCC general counsel, did. Geller, chosen by the Carter White House in 1976 to serve as the first head of the newly formed NTIA, was credible as the administration's principal adviser on telecommunications policy.

Wunder, a native of Columbia, S.C., who graduated from the University of South Carolina Law School, where he served on the Law Review, is regarded as bright and is said to be knowledgeable in

telecommunications matters, not only in terms of their substance but their political implications, as well. Indeed, for the past two weeks, he has been serving as a consultant to NTIA, where his background and knowledge are being tapped for the development of positions and policy.

But he has been deeply involved in telecommunications matters only since January 1979, when he became associate minority counsel on the House Commerce Committee, with particular responsibilities in telecommunications. He joined the subcommittee staff as minority counsel in May 1979. For four years preceding his immersion in telecommunications matters, Wunder served on the staff of the committee's Oversight Subcommittee. He had begun working on Capitol Hill as an aide to Representative James M. Collins (R-Tex.), in 1969, after four years of service as an Air Force captain (a pilot, he



Wunder

CONGRESSIONAL HOT SEAT:

FCC gets scathing reception on Hill

Wirth's subcommittee questions commissioners on legislation renewing agency periodically; he says commission should do more long-range planning

The FCC got its first taste of vastly increased congressional oversight last Thursday and Friday when it went before the House Telecommunications and Senate Communications Subcommittees. All five commissioners testified in hearings on legislation intended to change the FCC from a permanent agency to one that would have to be renewed periodically.

The FCC's planned move to Rosslyn, Va., was the "straw that broke the camel's back" and caused Congress to want to tighten its control, according to Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.). Wirth said the FCC was wrong to seek permission for its move only from Appropriations Committees and not the Commerce Committees that have jurisdiction over the FCC.

Discussion in both hearings ranged widely from the bills in question as members of both subcommittees questioned the FCC at length about its management and key decisions. Wirth indicated the subcommittee may broaden its bill to include a list of priorities for FCC policymaking, elimination of the Cable Bureau and elimination of the FCC's requirement to license citizen band radios.

The bills being considered would cap the FCC's operating budget in fiscal year 1982 at \$77,351,000 in the House version and at \$76.9 million in the Senate version. The FCC is currently operating on a budget of \$77,958,000 and anticipates supplemental 1981 appropriations of \$3,437,000 in October. The bills also would allow the FCC to collect license fees from most providers of telecommunications services to cover part of the cost of regulating them.

The FCC does not object to the budget cuts proposed in the bills, according to its chairman, Robert E. Lee, who said the agency can continue to operate effectively, although it will have to cut back on or slow down in delivering many of its services. Although the FCC does not believe the periodic renewal contemplated in the bills is necessary, it prefers that such renewal be required every three years, as provided in the Senate bill (S. 821), rather than annually as provided in the House bill (H.R. 3239).

Lee also said the FCC supports the concept of license fees, but it prefers S. 821, which contains a set fee schedule, to H.R. 3239, which instructs the FCC to set its own schedule. "Any fees set by the FCC will have to undergo a lengthy rulemaking proceeding and will inevitably be subject to court review," he said. Other commissioners recalled years of litigation

over the FCC's past efforts to set fees.

Representatives Ronald Mottl (D-Ohio) and Edward Markey (D-Mass.) questioned the FCC about its approval of a 16% rate increase for AT&T in a recent closed-door session (BROADCASTING, April 27). Lee and the other commissioners refused to discuss the case in depth because it is currently under court review. Mottl said closed-door sessions are not in the public interest and asked Lee to promise not to hold them in the future for any reasons. Lee said he would comply, but noted that he will soon be replaced as chairman.

Discussion of AT&T led to discussion of the FCC's attempt to establish a uniform system of accounting in which AT&T would break down its operating costs so the FCC could better judge whether rate increases are justified. Wirth noted that completion of this should be a top priority for the FCC, even though the Reagan administration has indicated it should be eliminated as costly and unnecessary.

Representative Thomas Luken (D-Ohio) asked the FCC why it denied renewal of three television licenses to RKO General last year. Lee said he'd "love to comment," but did not want to "disqualify himself from participating in court review of the decision." A text of the FCC's decision and the dissenting statements were entered into the record of the hearings.

"Do you have a list of priorities?" Wirth asked. When Lee replied the FCC "has never written them down," Wirth asked that such a list be submitted to the subcommittee before today (May 4), so the subcommittee may consider it before it marks up its bill on Wednesday.

Wirth also asked the FCC why it maintains a 50-person Cable Bureau when it no longer has many cable regulations to enforce. Lee said the FCC had considered folding the Cable Bureau into its Common Carrier Bureau but had never done so. Wirth asked that recommendations for the Cable Bureau be submitted along with the priority list and a revised version of the fee schedule set forth in S. 821. The FCC also promised to provide the subcommittee with draft legislation to eliminate required licensing of CB radios after Lee testified such licensing is unnecessary and extremely costly, but currently mandated by law.

"This hearing has provided a prime example of why we need stronger oversight," said Wirth.

Also considered in the House hearing was a bill (H.R. 3240) that would change the National Telecommunications and Information Administration from a permanent to a renewable agency. Dale Hatfield, acting NTIA director, testified in favor of the bill and said the administration also favors FCC oversight legislation.

The Senate Communications Subcommittee questioned representatives of the General Accounting Office on FCC management. According to GAO, the FCC spends too much time formulating policy and not enough on long-range planning. It

is also badly in need of a list of priorities and a uniform system of accounting.

GAO representatives recommended that the FCC strengthen the office of its executive director, giving it control over day-to-day FCC management.

Commenting on GAO's testimony, FCC Commissioner Anne Jones said future planning and management "have been the area of greatest frustration in my two years at the FCC." Jones said she has been "almost totally excluded from planning" and that "sunshine laws have been used as an excuse to keep us from being involved." Fowler commented Friday that he would recommend a stronger executive director's office.

Although GAO recommended that S. 821 allow the FCC to set its own license fees "to give it more flexibility to add new fees and adjust existing ones," all five FCC commissioners maintained their stance that only fees set by Congress would stand up in court.

Senator Harrison Schmitt (D-N.M.) noted the Budget Committee had recently instructed the Commerce Committee "to raise \$150 million in users fees." Those set in S. 821, he said, "will provide a partial answer...to meeting that goal without requiring further cuts in existing programs."

The subcommittee plans to markup S. 821 on Wednesday, May 6.

Media limelight for Moral Majority, coalition clean-up

Small army of broadcasters, as well as print reporters, show up for latest revelations in Washington; but there's more hype than news to be had

The Coalition for Better Television (CBTV) may or may not succeed in forcing advertisers to abandon sponsorship of shows the coalition's members regard as tasteless or, as the Rev. Jerry Falwell puts it, "garbage." But it seems able to get the media's attention.

Last week, word that Moral Majority's Falwell and the coalition's chairman, Donald E. Wildmon, would hold a news conference in Washington was enough to attract more than 20 reporters and six camera crews, from NBC-TV, ABC-TV, the Cable News Network, the Independent Television News Association and local stations, WRC-TV and WETA-TV.

The news conference itself proved something of a disappointment, at least to those reporters whom a Falwell aide had called in advance to tell that an update on the coalition's television monitoring efforts would be provided, in response to a large number of inquiries from the media. There was no update.

Instead, Wildmon read a statement sharply criticizing the heads of the three networks for attacking the coalition's pro-



Media event. Electronic reporters and their gear were out in full force last Thursday for the Moral Majority - Coalition for Better TV news conference in Washington featuring Jerry Falwell (above left) and Donald Wildmon (above right). In the opinion of some observers, it was a case of the media outdistancing the message; a promised update on TV monitoring didn't materialize.



ject as censorship (BROADCASTING, April 13) and for rejecting Ted Turner's invitation to debate the issue with him, Falwell, and Moral Majority spokesman Cal Thomas. And Falwell, whose organization is one of 300 that make up the coalition, was afforded a platform for expressing concern about a trend in programing he sees leading in five or 10 years to "X-rated" living rooms and "TV unacceptable for human consumption." He and

Wildmon also contend that all but a handful of advertisers are prepared to abandon sponsorship of such programing.

Wildmon said he, Falwell and Thomas were prepared to accept Turner's invitation to debate CBS's Gene Jankowski, NBC's Fred Silverman and ABC's Fred Pierce. The broadcast chiefs' refusal to debate, Wildmon said, "is an affront and an insult to every American regardless of where they stand on this issue. American tradi-

tion has always been a full and free flow of information—a position which the networks have on occasion said we were trying to destroy."

The coalition is two months into a three-month program of monitoring the programs on the three networks. On or about July 1, Falwell said, the coalition will publish a list of programs considered objectionable and their sponsors, and will initiate a boycott against the products of at least several of the companies. Falwell said five million families are already "committed" to participate in the boycott and that the coalition will use newspaper and television ads to spread word of the targets throughout the country. Ministers and rabbis who Falwell said belong to member groups would also be asked to preach boycott to their congregations.

Falwell, as usual, was calm in his delivery. But he indicated the degree of his seriousness when he said the boycott would be aimed at companies that do not "capitulate."

But he and Wildmon indicated that the battle may be close to being won. Falwell said "over 90%" of the top television advertisers have "made a positive move in the right direction." Wildmon said representatives of the companies had told him "they share our concern" and had asked him "what programs you're talking about." Only a handful of companies are doing business as usual, Wildmon added. "It will make our boycott easy to implement."

ABC-TV starts the affiliate ball rolling

Annual network gathering at Century Plaza gets under way; Pierce expected to give state-of-the-network speech; Rule, Goldenson will also be on hand

The 1981 round of TV-network affiliate conventions opens tonight (May 4) with ABC-TV stations and network officials meeting at the Century Plaza hotel in Los Angeles.

ABC-TV leaders say they plan "no surprises" (see "At Large," page 38). Much of the two full business days will be devoted, as at most of these meetings, to previewing the network's new 1981-82 prime-time schedule (see "Top of the Week").

Some 800 affiliate representatives are expected to be on hand for the welcoming reception tonight and the start of business sessions Tuesday morning.

Leonard H. Goldenson, chairman and chief executive officer of ABC Inc., and Elton H. Rule, president and chief operating officer, will be on hand, officials said, but the main address from top management is expected to be made by Fred Pierce, executive vice president of ABC Inc. and president of ABC Television. Pierce will speak Wednesday morning.

The first business meeting will hear welcomes from Robert F. Fountain, vice

president in charge of affiliate relations, and James E. Duffy, president of the ABC-TV network. Then the presentations will start, interspersed by pilots and clips from new prime-time series.

Audience and technological changes anticipated in the 1980's will be examined by Marvin Mord, vice president, research services, ABC Television, and Mel Goldberg, vice president, news, social and technological research. Sports programing and planning will be covered by Jim Spence, senior vice president, ABC Sports. Roone Arledge, president of ABC News and Sports, will follow with a report on ABC News.

More presentations are scheduled Tuesday afternoon: On daytime programing, by Sy Amlen, vice president, ABC Entertainment, and Jacqueline Smith, vice president, daytime programs; on children's programing, by Squire Rushnell, vice president, *Good Morning America* and children's TV, ABC Entertainment; on late-night programing, by Amlen and Lewis Erlicht, senior vice president and assistant to the president, ABC Entertainment, and on early-morning programing, by Rushnell and Amlen.

Pierce's speech will open the Wednesday-morning session. Then will come a presentation on advertising and promotion plans by Sy Cowles, vice president, crea-

tive services, ABC-TV network, and Roy Polevoy, vice president, on-air promotion, ABC Entertainment. Prime-time research will be presented by Mord and George Keramidas, vice president, audience research, ABC Television.

The central focus of the meeting—the schedule by which ABC-TV hopes to regain first place in the prime-time ratings in 1981-82—will wind up the Wednesday-morning session. Tony Thomopoulos, ABC Entertainment president, will direct the presentation with assistance from Brandon Stoddard, senior vice president, ABC Entertainment; Erlicht; Tom Werner, senior vice president, prime-time series, and Jonathan Axelrod, vice president and senior executive, prime-time development.

A closed meeting between affiliates and network officials is scheduled Wednesday afternoon, followed by the closing reception and banquet that evening. A meeting of the ABC-TV affiliates board and senior management of ABC will be held Thursday.

The ABC-TV meeting will be followed next week by the general conference of CBS-TV affiliates (May 10-13) and the NBC-TV affiliates convention a week later (May 17-19). Those affiliate meetings, like ABC's will be based at the Century Plaza hotel.

The Great Microphone Sale

AKG	LIST	CASH	ATLAS STANDS	LIST	CASH
D1000E	130.00	91.20	BB44	19.85	11.68
D190E	110.00	85.83	MS10C	28.35	16.92
D200E1	150.00	116.50			

ELECTROVOICE		
635A	85.60	57.26
DO54	135.60	95.06
DS35	136.50	95.69
RE10	151.50	105.04
RE11	161.70	115.00
RE15	240.00	167.10
RE16	249.90	169.00
RE18	261.00	181.59
RE20	416.65	289.49
RE85	121.00	83.99

SHURE		
SM53	290.00	201.60
SM57	135.00	94.65
SM58	176.00	118.00
SM59	185.00	129.15
SM7	450.00	312.50
SM82	300.00	208.50

LUXO ARMS		
LM41	29.00	23.35
HEAVY-1	64.50	41.30

SENNHEISER		
MD421	327.00	224.00
MD441	455.00	315.00

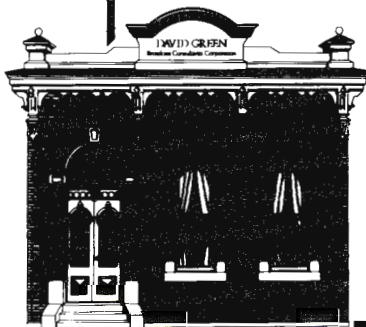
SENN-SHOT		
ME80 + K3U	319.00	211.30

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3M-177	7-inch-PKG-12	126.00	53.92
3M-178	7-inch-PKG-3	37.50	27.84
3M-SPLICE	41-PKG-6	11.40	9.00
3M-LEADER	61W-PKG-3	24.75	20.96
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—SAN DIEGO —PORTLAND —KANSAS CITY
—MEMPHIS —NEW ORLEANS —GREENVILLE
—LOUISVILLE —BIRMINGHAM —NORFOLK
—SHREVEPORT —RICHMOND —KNOXVILLE
—ROCHESTER —FRESNO —DAVENPORT
—COLUMBIA —BURLINGTON
—LAS VEGAS —LUBBOCK

SOURCE: TYBO ARE SYNDICATED PROGRAM ANALYSIS
RANKED BY AVERAGE AD RATING

—BOSTON
—ST. LOUIS
—INDIANAPOLIS
—CINCINNATI
—OKLAHOMA CITY
—ALBANY
—DES MOINES
—ALBUQUERQUE
—ROCKFORD
—ANCHORAGE
—WASHINGTON, DC
—SEATTLE
—SACRAMENTO
—MILWAUKEE
—ORLANDO
—SAN ANTONIO
—GREEN BAY
—CHATTANOOGA
—AMARILLO
—LIMA
—PHOENIX
—RALEIGH
—GREENSBORO
—JACKSONVILLE
—BATON ROUGE
—SANTA BARBARA
—HONOLULU

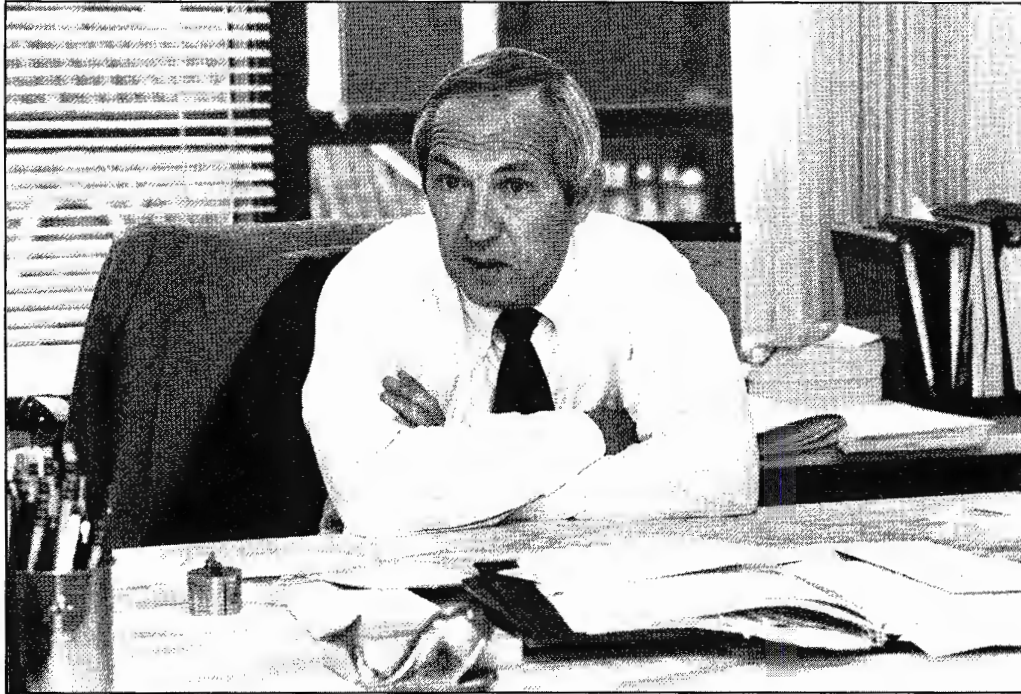
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ABC-TV's Bob Fountain

With this year's annual conventions of TV network affiliates coming up, BROADCASTING editors set out to take the temperature of network/affiliate relationships, as recorded on the thermometers of network affiliation chiefs. The interviews produced views on many subjects, including some that aren't on any convention agenda. Example: In this one, which coincides with the ABC-TV meeting, Robert F. Fountain, the network's vice president in charge of station relations, says among many other things that ABC has the age-old custom of paying station compensation "under the utmost scrutiny," in hope of finding a better way. The 1981 network relations context that gave rise to that observation is described in full in the following "At Large."

What news are you going to lay on the affiliates in Los Angeles?

I would hope that the most exciting news will be a prime-time entertainment schedule that will be enthusiastically received and will show extremely strong promise of ABC's moving back into leadership. I think most of our affiliates meeting will be devoted to a discussion not only of our product but of our strategies surrounding prime time.

That certainly is the key item. I don't think there really are going to be too many surprises. We have an extremely good and candid dialogue with our affiliate board. It's an ongoing one. There is very little if anything, I might add, coming up in Los Angeles of which our board

and the majority of our affiliates are not already aware.

When you say no surprises, at the 4 A's [convention], a couple of weeks ago, ABC put a heavy emphasis on saying the future of the network business depends on innovative programming. Should we be looking for new, significantly different forms in the schedule, or is it also going to be no-surprises sort of programming?

That's very difficult to answer. I think there certainly are going to be some innovations in some of the programs that we are developing. As to whether they will be innovative program forms as opposed to perhaps an innovative approach to a program, I think it's best left to

the eyes of the beholder. There is no question—and now I'm speaking from the standpoint of affiliate relationships, and you're not talking to a program person here, but we do talk to each other—that we would certainly be looking at some very intriguing long forms, we would certainly probably expect to see more reality programming, but there is no question that the staple of television continues to be situation comedies and certainly ABC will be addressing itself to that.

I don't think there really are going to be any surprises. We have announced any number of the major projects that we have in the works, *The Winds of War* being one. We're very gratified with what happened with *Masada*—and I might add, parenthetically, that I think a

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lot of our stations took that for granted; I don't mean that as an indictment of the stations but I think that because we had talked so highly of it and perhaps have had a reputation of being so successful with it that it was considered by many to be an automatic win.

I'm not too sure that all of us at the network felt that way about it. That's not indicting it, but we felt that it was fragile, that it had to be handled properly, it had to be promoted properly and that we could make it a success. It was a success but it did not happen by chance. It was not a given, it was not an automatic. And, incidentally, I think you're going to see more of those program forms being announced, not only by ABC but also by the other networks.

What are the main concerns that bother affiliates?

The economy, or lack thereof—the unpredictability of the upcoming economy I think is of major concern to them. I would have to say that soon after it would be their concern with this new technology. I think it represents to many of them an unknown, and while it may be unknown to them the one thing that is very clear in their mind is it is more competition.

How severe this competition is, how well they will be able to combat it, again, is developing on a market-by-market basis. I was recently talking to a station that told me 95% of its market can get a cable system, that is a cable system that has at least 12 channels on it. And they're all very active.

This is of major concern to them. There are of course a number of other stations that have seen this growth of cable come into their market and become an increasing factor. So I'd have to say that the new technology—not just cable—is something that is very much on their minds.

I would say also that the proliferation of good nonnetwork programing has become not necessarily a problem but a very major consideration in the minds of many of our affiliates, whether they have that programing or whether their competitors have that programing. That competition, incidentally, could well include an independent station. It has become something that they have to deal with.

I would say that one that is very much on their minds and is very much on the network's mind is the matter of costs. The cost of product, the ability to control local station costs, is very much on every station's mind.

The ability to deliver the P&L that they had delivered in the past two years or are asked to deliver in the immediate present, is very much on their minds. We of course share those concerns because it is well known that the networks are extremely concerned with our ability to control runaway costs. Runaway costs in all areas. Not just programing. So I would say that covered the concerns on their minds.

Concerning one of those concerns, technology, was there any response to ABC's involvement with cable programing?

No, we announced this very carefully at our past regional meetings and we told our stations very precisely what we were about. We assured them that our interest in providing programing for these new technologies was specifically limited to, if you will, narrowcasting. That we would be developing product which has traditionally not

been able to achieve any kind of a mass-audience appeal, either on the network or on local stations.

We've explained to them that our entrance into this in no way, shape or form should be misconstrued as our abandoning the network business. We described it very thoroughly.

You talked about proliferation of good nonnetwork programing as one of their considerations. Has that shown up in a higher pre-emption rate?

It's beginning to. Our distribution continues to be excellent. We don't have any difficulties in distribution, but there is no question that as more of this comes into the marketplace, which there seems to be no question that it will do, an increasing number of stations will look to this at a given point in time as being an attractive alternative for them.

I would say that this is typified perhaps with the *Mobil Showcase*—is that it? Whatever. And I think the tip of the iceberg might also be some experimentation which has occurred in the past and I think will probably occur in May with a very limited number of stations taking a major theatrical film and playing it in prime time before it has appeared on television. That being specifically *The Deer Hunter*.

I think we're going to see more of this kind of technique. And in my mind, certainly, there is no question that nonnetwork programing for stations is in greater supply and in probably greater quality than I have seen in quite some time, if ever, before.

As this progresses, does that mean that the stations will be less dependent on the network and the network will be more dependent on the stations?

Let me answer the latter part of that question first. I think that our dependence and our partnership with the stations has never been stronger than it is right now, so the introduction of this product really does not change that dependence. Perhaps it makes the dependence a great deal more precious.

We certainly are competing with some better product. From what I can see, the majority of this nonnetwork good product that I am talking about in the greatest part has been relegated to prime time. I really haven't seen anything in daytime, I haven't seen anything in the early morning and I really haven't seen anything in the news area that is of significance.

I guess the only exception to that might be *PM Magazine*, but that really doesn't compete with us because that generally is designed to fit in the access time just prior to network time. And it's been quite successful and many of our stations have gotten involved with it and I might add we're delighted with that because it means that they are becoming more involved in the news arena, which we have preached for quite some time, and the more successful they are in that arena I think bodes very well for us.

So I think that very specifically what I am talking to has got to be specifically in prime time.

Is there any coincidence of the upswing in pre-emptions and poor performance or what some people see as the collapse of a particular type of network program over the past season? Were the pre-emptions

concentrated on some of the comedy shows?

No, not at all. There really have not been any concentrated pre-emptions. Let me make that very clear. But what I am seeing now as we have gotten through our regular season is that the stations—and I don't think this is just ABC stations because I talk at great length with stations other than ABC stations—looked at [nonnetwork program] opportunities to fulfill economic commitments: Is there anything that is viable that is equally attractive and that might achieve certain audience levels and make some money besides that?

There are better options available to them right now than there have been before. I don't want you to misconstrue what I said before; in terms of our clearances of any single area, and that goes from *Good Morning, America* to daytime to news to prime time to late night and to *Nightline*, we are enjoying probably the highest clearances that we have ever enjoyed.

What I am seeing is on a selective basis. When an Operation Prime Time or a *Mobil Showcase* comes along, I think that the stations are not automatically rejecting this out of hand. They're looking at it very carefully. And so when I talk about pre-emptions I'm talking within that framework.

ABC has been uncommonly successful in picking off affiliates from other networks. How many have you picked up in the last four or five years?

The best way to answer that is probably to go back to Jan. 1, 1974, when we had 182 ABC affiliates. Today we have 206. You have to keep in mind that the acquisitions to ABC have not been exclusively in switching stations from our competitors but also that there have been a number of new stations that have gone on the air, and these also have played a significant role in the acquisition.

It is something that has been very important to us. We certainly have significantly improved not only the quantity of stations that we have but more important, or as important, the quality of those stations.

As we have been successful in acquiring these stations we have accordingly reduced those areas where we had need for improvement; therefore, I'm saying in many words that there are not as many situations as we sit here and chat today that represent a great need to us. There certainly are some, there probably, definitely would be opportunities in the future and we're fully prepared to evaluate and analyze and aggressively develop these situations.

But my personal reaction is that we have probably seen as major an activity against this area as we probably will see.

When you are evaluating a market or a station, what do you look at in deciding whether you want or need this station or this market?

Number one, we take a look at the market and determine through research, through personal inspection, through our dialogue or relationship with the management or the ownership, exactly how our station is doing. How is it doing vis-a-vis its competitors in the market, how is ABC programing performing on the station vis-a-vis

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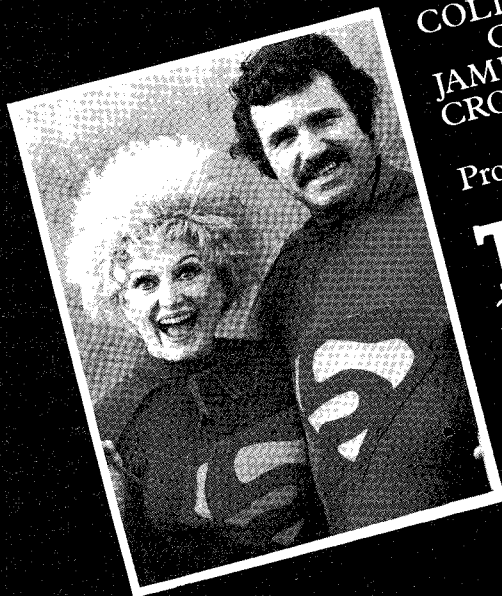
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the network overall, vis-a-vis our competitors, CBS and NBC?

What we also try to do is to acquire a good understanding of what the ownership, the management's philosophy is in terms of the future of the station. Are they looking to the station to become the number-one leader in the market or are they satisfied to perhaps assume a lesser role and achieve good profits? And there's nothing wrong with that.

Is their philosophy in terms of running that station a philosophy that is in common with ABC's philosophy in terms of our determination to dominate every daypart from *Good Morning, America* through daytime and news right through prime time and late night. You might have been at the meeting, several years ago, when Leonard Goldenson got up the year that we had happily and proudly pronounced that we were number one and said, "no, we're not number one! We won't be number one until we're number one in news."

That was very sincere on his part and he fully is determined that is exactly what is going to happen. We asked that our stations equally share that philosophy. So we would certainly look to the station to see what is its commitment to news. Is it important to them? It is their station, they have every right to run that station as they see fit and if we determine that in the long run, that our philosophy really is different, that we perhaps might be better aligned with someone who does share our philosophy and we theirs, we would pursue this.

But it would be that kind of determination that would certainly take place here at ABC before we even took a look at that market or made any kind of contact. I might add, incidentally, that in today's environment we are enjoying an awful lot of solicitation by stations that have come to a determination on their own. What I'm saying is that we are not always the ones who ask the person to dance. And I would say today that it's probably as much on the other side, where we have people contacting us.

Now that your ratings this year haven't been number one . . .

In prime time.

. . . In prime time. Do you hear from the affiliates about that?

We sure do! We have had a very candid dialogue with our affiliates from the very beginning of the season. We keep them apprised on a weekly basis of the performance of our product. I might add that is not exclusive to prime time but other dayparts and have shared with them our victories and some of our defeats.

Yes, we are hearing from them in terms of the ratings fall-off in certain markets, in certain programs and I might add that they are very sophisticated about this, and many of them are aware that you must take a look at the various programs and the various nights of the week because really I guess the story of this television season, certainly as far as ABC and CBS are concerned, can be relegated to a great extent to Friday night.

How well we know that. And while I don't say let's talk about prime time and pull Friday night aside, we do know that that terribly distorts the overall performance of the three networks. Our stations know that. I would say that what I hear about most, to answer your question directly, is

not only our overall prime time performance, in which obviously they're greatly interested, but really the 10 o'clock programing that leads into their local news.

And this, I would say, would certainly be a subject of much discussion which we're fully prepared to have at our May affiliates meeting. These are areas that are very dramatically addressed in our development and I think that based on what I have seen and what I know, stations are going to be absolutely delighted when they see some of our 10 o'clock product. That's what I've been hearing about prime time.

Are affiliates harder to get along with when you're not number one in prime time?

I don't know that they're harder to get along with but certainly the conversations that we're having are not quite the same kind of



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conversations that we've had in past years. They're concerned when it affects them locally, and it has affected them locally—again, it depends upon the market. There are a large number of our stations that are doing well in prime time and you have to consider the perspective because an awful lot of them, even in the February book, are number one from sign-on to sign-off and are winning prime time.

But they're not winning it by as much. That doesn't say that they're passive and they are happy and not asking us questions. I don't know that it's any harder but we certainly are having a very active discussion about it but I don't know that it's hard. It's certainly not adversary; I guess that's why I'm stalling a little bit on it. It's not a problem.

Network ratings as a whole, not just ABC's but the three-network ratings and shares, declined somewhat during this past season. The shares declined in the last two or three years. If this erosion, if you can call it that, continues, will that affect the network and affiliate relations?

I don't know. I think part of this will depend on what our share of the network audience in the marketplace is. As long as we maintain a significant portion of that audience share in a given marketplace I believe that we will continue to develop a very positive mutual success.

It varies so much, depending upon the market—some of the stations are seeing a great deal more erosion than others. I referred before to that station that's got 95% cable there. I assure you that their erosion is one hell of a lot more than a lot of other major markets where the erosion might be really imperceptible in any given week.

We still are dealing in tonnage figures, and they are still so significantly large as compared to the new technology's that even with the erosion that we have seen on a national basis based upon the sets in use, that is occurring and is predicted, we are confidently predicting that the network audiences will continue to grow. They may not continue to grow at the levels that they have grown in the past.

Stations in a couple of markets that have lost their current affiliations—and I think you're not involved in either of these—say that they are seriously considering going independent rather than affiliates. Do you think this is apt to become a trend?

I think it will depend on the market. I'm very familiar with the markets you're talking about and I know the individuals involved. I have not talked to them and ABC is not involved. I do know that our former affiliate in Minneapolis has enjoyed very significant success as an independent. From what I hear long-distance, the economics are extremely attractive. This of course is a situation that is somewhat different from the two you alluded to because neither Albany nor Baltimore has an independent in the marketplace. And I will be greatly surprised if either one of those stations goes independent. That's my personal opinion.

What have been the significant changes in network and affiliate relations in the last, say, five years?

I think the major changes are that our affiliates expect a great deal more from the network. And I think that we have responded in kind. Network affiliation now means not just the supplying of network programing to the affiliate and the contractual agreement between the two. It now has expanded into the area of the network supplying expertise in the area of local programing.

It now means that we have retained expertise in the area of news programing. ABC, I might add, was the first to do it with our news advisory service, where we now have a staff of people who are actively involved, at the invitation of stations, developing a critique for the local station in the news arena. This was unheard of in the affiliate relations business before.

We now are equally involved in providing local research expertise, again at the request of the station, and we have local research people who are at the beck and call of the stations, time permitting. We also have moved into the area of making engineering help available to the stations—to go out and inspect equipment, make product recommendations, to make appraisals in terms of microwaves and so forth



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and so on. We are in virtually every area of local station management and we have this expertise available at no cost. We do not charge the station for this. They look to us, and I think that many times it is looking for a second doctor's opinion.

The use of these services is predominant with our smaller stations. They also are looking to us increasingly to have dialogue with them concerning the public service areas in terms of their handling of local special-interest groups, in terms of their promoting the station, and we're getting increasingly involved in that.

You're providing all these additional services at no charge and you're paying the stations to carry your programs?

Yes, that is true.

Do you think that will change?

I'm not sure whether it will change, but I think it's under the utmost scrutiny. In my opinion, our current compensation system is an anachronism. It developed from the days when I first got started in this business, when the sponsors and the advertising agencies developed a program, came to the network, negotiated for time, then at the conclusion of that negotiation proceeded to order a specific number of stations around the country.

We in turn ordered those stations, made a financial arrangement with those stations for that order of time and came up with a price to the advertiser. That was, if you will, the basis, the underpinning for our current compensation arrangement. Times have changed, obviously. Our stations, as are the other network stations, are looking for continued economic benefit, not only from the networks but from any other source that they can find.

We equally are taking a look at what has happened to our industry, taking a look at the cost that we as a network are facing and we're taking a look at the costs of compensation and we're asking ourselves: "Is there a better way? Is there a better way that could perhaps work on behalf of the station and could work on behalf of the network?"

Fortunately at ABC we do have a very good dialogue with our affiliates and with year after year a very effective affiliates' board, and we are planning to enter into discussions with them. It might lead somewhere. There is no implication in what I'm saying to you other than that we are looking at this entire area of compensation to see if there might not be ways that we can improve it—in terms of increased dollar potential for stations as well as a benefit to the network.

It sounds like supply-side television.

I really can't comment on that. One of the facts that we have to live with is that every single piece of product that we are developing as network programs is so accelerated with increased costs that the demands on that return become increasingly difficult to achieve. And as you continue to compensate stations, to deliver that audience, you develop a very significant conflict.

I'm totally sympathetic to all those areas and I just wish that I was smart enough to have the answer but we are looking to see if there might

not be an area that we could develop in terms of commercial allocation. In terms of a review of our existing compensation contract that perhaps could be developed and expanded in certain areas and could be of benefit to the stations and could have benefits to the network.

I really can't say much more than that because we haven't developed it yet.

You mentioned commercial allocation. You mean giving them more spots?

It could well be that, I'm not sure that will be the answer. There is very real consideration here in terms of not increasing clutter on the air and not decreasing the effectiveness of your programs. You have codes that you must live with and of course we were the first to experiment in this area, which in my mind has been very successful and that's in *Nightline* and I might remind you that is the only television network program on the air in which the affiliates participate within the program breaks, where we compensate.

That is their compensation?

No, we compensate them plus give them commercial participation. I would say that that is exclusive of *Good Morning, America*, where they do have local participation but we don't compensate them for that.

Do you think that the network will program more hours in the future?

I really don't know. We are asked that question all the time by our affiliates. I think that there is agreement in just about every spectrum of our industry that the prime time access area has not been as successful as it was initially hoped to be, and I would say that presently we have no plans certainly in expanding prime time or news or *Good Morning, America*. Of course, we program fewer hours in daytime than our competitors, and while I would say that we might look to that area, we don't have any present plans or any intention of making the announcement at the May meeting.

The access time has been tremendously successful for the stations financially. If it were repealed do you think you could get that time back?

I think it would be very difficult. I think the key to that would be the kind of programming, the kind of situation, that we develop for them. Could we come up with a scenario that could provide attractive programming in which they might participate? This is pure conjecture on my part, but if this could be developed, I would say that you might be able to get some of that time back. But it would have to be an optimum situation because there is no question that the stations have made money with it. I think the majority of the stations would tell you that they don't expect to win any awards with the programming that they have in there.

I'm not indicting the station. However, if we could give them a viable alternative, good programming that they did not have to purchase, perhaps develop an economic kind of situation, I think that there would be a significant number, certainly at ABC stations, that would look at this with a very fair eye. We have not approached them on this and I am not taking this for granted. But they're a reasonable bunch and they think pretty clearly and I think that

they would certainly be willing to consider something like this. We don't have anything to develop at this point that we are going to discuss.

People at ABC News say that they would like to introduce a program on Sunday morning. Would that be in station time?

No. It would be network time. We have discussed with our stations at the recent regional meetings in January that with the development of the ABC News product in terms of quality, which has been just unanimously accepted by our stations, that we look to provide them an ABC News visibility, on the weekend, in the morning, on Sunday. We have certainly admired what CBS is doing and we have expressed to our stations an intention and a desire on our part to develop something in that area.

Talking about ABC News and the importance of news to local stations, some people conjecture that a logical thing for ABC to develop in cable would be a news service. Were ABC to do such a thing what effect might that have on broadcast affiliates?

I think the answer would depend upon the kind of service that they developed. I am unaware as we sit here of any kind of service that is under serious consideration. I can conceive, however, that we perhaps might develop an area in the news arena that could be of interest to our affiliates and nonaffiliates alike. I don't have any particulars on this and unless I had something specific, I really can't answer your question.

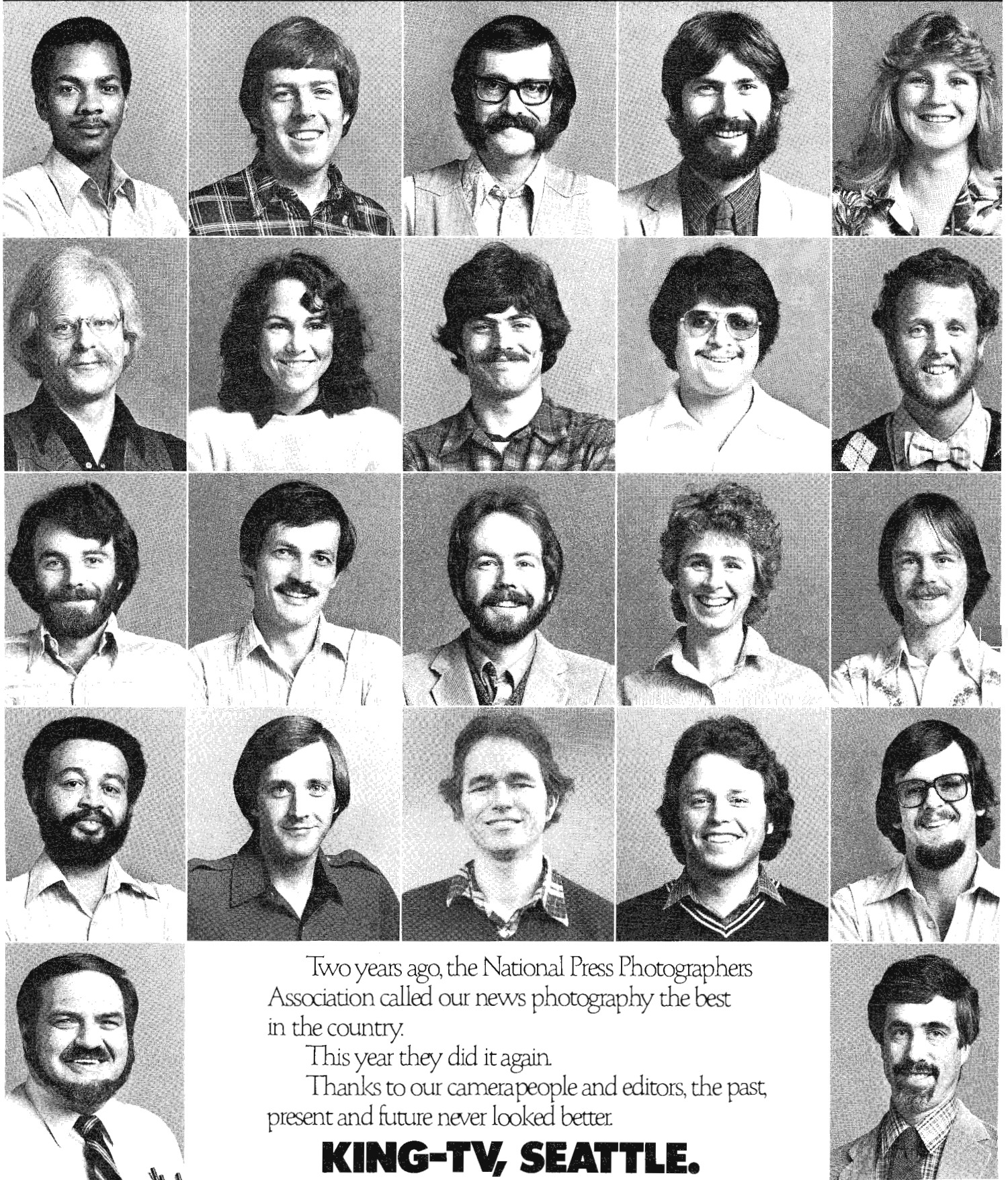
Can you envision a time when the television network might provide multiple services, something on the order of the various ABC radio networks?

I've thought about this and I would only say that I think that the existing technology would have to change. If a lot of these new technologies came off and became more of a factor in the marketplace than they currently represent, it is not inconceivable that that might be a way for us to go and provide a sensational service to our affiliates. We would in effect become a very unique program supplier which would fulfill a very real need for them. But so much would have to change in terms of the existing environment that it's very speculative on my part. I mean there are just so many areas that would have to fall in place. I think one of the things that we have not discussed which is very pertinent to almost everything that we have talked about would be a major thrust coming into our marketplace from the FCC in terms of the entire concept of localism. That is fundamental, literally, to our entire conversation because it is to me at that base that our stations and our better stations exist. If the commission or some power is going to ordain that we walk away from that concept, then it's a whole new ballgame.

The FCC seems to be moving toward the concept of direct satellite to home broadcasting. Should it?

Our position is that DBS would be at odds with the structure of local broadcasting as spelled out in the Communications Act, and that it should

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not be authorized until Congress has studied the question and acted on it.

What sort of reaction are you getting from the affiliates on DBS? What are their concerns?

They're nervous; there's no question about that. They're nervous in that this is a new area of competition. Like us, they're uncertain how it's going to affect them, but they know perfectly well that the environment that they've enjoyed in the local marketplace is subject to change. And change only makes people nervous.

What would that do to the network and affiliate relationship?

I'm not sure. With new technology there is no question that the means of distribution is subject to great change. And that obviously subjects our business to great change.

We have done our homework and have done a great deal of research and review and given it a great deal of consideration. In no way, are we philosophically abandoning the business we are in right now. We are absolutely committed and convinced that our current system of commercially supported television over the air as we now know it will represent a major marketplace and will be the dominant marketplace for, if you will, the next decade to come.

However, there could be some other areas that could be very interesting, certainly to ABC, and I would say the establishment of ABC Video Enterprises is the most practical way I know. There could be some very narrow segments that very possibly, because of new technology, might represent a very viable marketplace.

What effect would there be on the network-affiliate relationship if DBS became the distribution method for networking, as opposed to AT&T?

I can't answer that question because I don't think that we conceive that in the foreseeable future that is going to happen.

One of the things that we see is the absence of any kind of viable broad-based programing that would really compete with the business that we're in right now. We do see and we do expect that there certainly will be more very selective programing that will become available to the American public and will become available in the marketplace. So I, personally, talking as an individual who a long time ago was in the magazine business, draw some parallels to what has happened in the magazine business where your more selective magazines, i.e., *Skiing* and *Field and Stream* or *Popular Photography*, have shown a great deal of success in their ability to program to a selective audience, get a premium for their page rate and so forth. They've been very, very healthy.

We believe that that is probably a very real possibility for the television business, and that gets back to our Video Enterprises. We have seen some of those program forms coming into the market right now, where because of the kinds of distribution, because of the kinds of programing, they are able to function with a much more limited audience than the mass audience that we need to function in the television business as we know it.

Bob Lee [FCC chairman] was quoted as saying that DBS would put the current concept of localism to a very severe test and that only those stations that could get enough local and regional advertising would survive. Because, he said, all the national advertising would go on the bird. There are a lot of stations in smaller markets that don't get much national business now, but big markets get a great deal.

That's right. However, I might add that the trend that has become evident to me—and this became particularly evident out at NAB [convention in Las Vegas] where I asked an awful lot of our stations—businesswise, the trends seem to be that the national advertising business for a lot of these stations, and granted that most of them were certainly probably in the top 50 markets, was picking up very dramatically, it was at a very healthy state, but a lot of the local business that they had enjoyed in the past was falling off.

Obviously this probably had something to do with the economy, depending upon a particular market. I don't know that that might be a trend. However, if you took the longer look and took, let's say, a 12-month period and you took a look at all stations including those smaller stations, there seems to be no question in my mind, certainly, that the majority of stations in markets perhaps 50 and smaller are enjoying a significantly larger proportion of their gross revenue coming from local business.

I am not totally familiar with Chairman Lee's comments but I would concur based on what you just told me. There is a growing sentiment within ABC that the idea of localism in terms of the local station's performance has probably never been so critical as it will be and is right now. Go back 10 years, when the competition in that marketplace was primarily from other network affiliates or perhaps an independent. That's now totally changed, that's no longer just what's happening in terms of cable but now all of a sudden the independents become a factor that has never occurred before in our business. Now all of a sudden you've got the superstations coming in, and now you have literally on the horizon this new technology which is going to develop even further product.

Developing an individual image has probably never been more critical to the local station: who you are, what you are doing in the marketplace.

What are you doing in news, what are you doing in investigative reporting? We believe that it is going to become increasingly important for that successful station to develop a very, very specific image that is tied to the community. In terms of competing in sports, in entertainment, he is going to have more competition from the outside than he's ever dreamed of and so he's got to develop that local image and the local image incidentally might also include being associated with a major television network and perhaps may become more important than it ever has been before.

Do you think that you would ever consider delivering your programs by DBS rather than through a local station?

I really don't know. We have made a very careful study of the entire network concept and

are convinced in light of everything that we know that it continues to represent one of the most effective and powerful mass communications media that will be available to the American public. We fully intend to be a part of it and I would say that there are certainly no plans whatsoever on our part to depart from that.

Can you envision a time when your network or any network might offer a service to the highest bidder? Either in addition to or in lieu of the present service?

I can't envision that because it would be such a totally different business than we currently have that it would simply mean that we were in the programing syndication business and you'd just have to scratch the word network. That totally changes the business that we're in right now. I can't envision that at all.

Could you envision a time, with the growing availability of high quality programing and some erosion from new technologies, that while there would be a viable network business it will only be big enough for two networks?

I can't envision that based on what I know right now. I don't think that there is any question in my mind that the availability and the marketing of this nonnetwork product is pushing the networks to develop and to innovate and to create and to program better product year after year after year. To me it is going to be our very existence. I can't speculate at this time with the appetite of this American public, which is insatiable, that for the foreseeable future we would certainly not have a three-network economy. And I don't see that erosion significantly affecting our future business.

I think I said there is no question that there is some minimal erosion that we have witnessed and we see depending upon any given week but at the same time with the homes using television and with the homes available to the networks as they're currently constructed, our audiences we anticipate growing but we don't think they're going to grow at the same level that they have over the past years. We also think that these other technologies are going to be healthy and that they are going to find their own niche in the scheme of things, but we really think it's going to be at a very narrow area—that they will be able to develop and provide to the American public some very specialized programing that is economically not feasible to us.

One last question. Can you envision a time when you might affiliate a cable system?

My answer to that would have to be no under the current regulations. We have no intentions of getting involved in any arena that will significantly compete with the television network as it is currently constituted. Would ABC or would our company be interested in owning a cable system? I guess that would depend upon a particular opportunity in terms of economics, in terms of audience impact but also where it might be. And I cannot at this point conceive that we would be interested in affiliating with a cable system. Because it's suggesting that it would mean that we would make our network television product available to it and we are not planning to do that. ■

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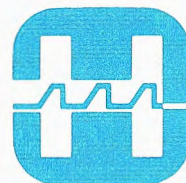
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AWRT's 30th convention: showcasing Washington

Capital will be center of attention as many workshops, sessions and field trips focus on workings of federal government; Stahl, Fenwick, Abernathy, Woodward speakers

The American Women in Radio and Television's 30th annual convention, to be held May 5-9 at the Sheraton-Washington hotel in Washington, promises participants a number of firsts.

For the first time, AWRT will open its doors to exhibitors; roundtable discussions on a variety of subjects will be held; a tour day is intended to give participants new insight into the workings of the FCC and Congress; and featured speakers will include CBS News White House correspondent Lesley Stahl, Representative Millicent Fenwick (R-N.J.), NBC News correspondent Robert Abernathy and *Washington Post* metropolitan editor Bob Woodward.

Martha Pell Stanville, AWRT president and director of advertising and promotion at WCCO-TV Minneapolis, said she was "terribly excited" about the conference. "Not only is it a milestone in our history (as the 30th annual convention), but I think it's just the right program.

"I can't think of a better place to have

the conventions" she said. "That's [Washington] where the rules and regulations governing broadcasting are forged, she said.

"I'm terribly excited about it . . . and I think it's going to be the best conference we've ever presented," she said.

Stanville will turn over the helm to President-elect Muriel Kennedy, president and owner of MMK Associates, Watertown, N.Y., at a brunch on Saturday.

The convention, for which preregistration topped 450 last week, will kick off with "Inside Washington Day" on Tuesday, May 5. Limited to 150 participants, this will include a tour of the FCC, lunch in the Senate Caucus Room and a reception honoring the women members of Congress.

On Wednesday, AWRT will present its Sid Guber memorial award to Catherine Overhauser, a doctoral candidate at The Peabody Conservatory of Music, and Dr. Elliot Galkin, the conservatory's director, will speak on "The Musical World of Tomorrow."

That same day, eight panels will cover topics from "Government/Industry Affairs" to "Creative Local Television Sales."

Wednesday evening, AWRT will host a

reception and anniversary banquet at which it will present its Silver Satellite award to Charles Kuralt, CBS News correspondent and anchor of *CBS News Sunday Morning*.

Thursday's opening session will start with a showing of *Together We Make the Difference*, a documentary about the last 30 years of women in broadcasting. The film will be followed by Stahl's keynote address.

At the Thursday luncheon, a panel will address "Issues of the '80s." Woodward will discuss the rights of individuals, Abernathy will address what the future holds for education, and Fenwick will discuss women's rights. Professional development seminars will follow.

On Friday afternoon, a panel will discuss how the electronic media cover Washington; later, eight concurrent workshops will be presented, covering everything from "Establishing Your Radio Station's Image and Market Position" to "Challenges of Advertising in the New Electronic Media."

Saturday's wrap-up session will be on "New Technologies: What They Are and Where They Will Take Us."

A complete list of convention events and speakers follows.

Registration. Desk will be open from noon to 9 p.m. on May 5, 7 a.m. to 6 p.m. on May 6, 7 a.m. to 8 p.m. on May 7, 7 a.m. to 6 p.m. on May 8 and from 8:30 a.m. to 11:30 a.m. on May 9.

Tuesday, May 5

Inside Washington Day (preregistration required). 9-11:15 a.m. FCC visit with presentation on *The FCC and Current Regulatory Issues*.

Pre-luncheon reception. Noon. Caucus room 318, Russell Senate Office building.

Luncheon. With House and Senate leaders and members of communications subcommittee, Caucus room 318, Russell Senate Office building.

Tour of House broadcasting facilities. 2:30-3:30 p.m.

Choice of tour of Voice of America or East Wing of National Gallery of Art. 4-5 p.m.

Reception. Honoring female members of Congress. 5:30-7 p.m.

Wednesday, May 6

Advisory council breakfast (preregistration required). 7:30-8:30 a.m. Chapter presidents meet with President-elect Muriel Kennedy in Washington ballroom.

Advisory council meeting. 8:30 a.m.-12:30 p.m. President-elect Muriel Kennedy presiding. Washington ballroom.

Pre-luncheon reception. 12:30-1:15 p.m. Sheraton foyer.

Foundation luncheon. 1:15-2:30 p.m. Master of ceremonies will be Bette Jerome, executive director, BJB Productions. Speaker: Dr. Elliot Galkin, director, Peabody Conservatory of Music, "The Musical World of Tomorrow." Sid Guber Memorial Award will be presented to Catherine Overhauser, doctoral candidate at conservatory. North Sheraton hall.

Foundation business meeting. 2:45-3:45 p.m. Sylvia Goldstein, foundation chair, presiding. South Sheraton hall.

Eight concurrent workshops. 4-5 p.m.

Government/Industry Affairs. Vermont room. Moderator: Sallie Forman, director of government relations, NBC. Panelists: Edgar Holtz, Hogan & Hartson; Helen Disenhaus, Dow, Lohnes & Albertson; Belva Brisset, director of government relations, NAB; Ann Hagemann, assistant director of government relations, ABC.

Owning a Radio or TV Station. Idaho room. Moderator: Dwight Ellis, vice president, minority and special services, NAB. Panelists: Sis Kaplan, president, NRBA; Laurel Vlock, president, Bridgeway Communications Corp.; Linda Cinciotta, Arent, Fox, Kintner, Plotkin & Kahn.

ERA Update. Nathan Hale room (Wardman building). Speaker: Sonia Johnson, Mormons for ERA.

Beyond Sesame Street. Thomas Paine room (Wardman building).

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Moderator: Nicholas Van Dyke, executive director, National Council for Children and Television. Panelists: Frank Philpot, director of children's/youth programs, PBS; Sally Gelbard, hostess, Romper Room Enterprises.

Creative Local Television Sales. Woodley room. Speaker: Barbara Zeiger, director of member services, TVB.

Cable Networks: The Sky's the Limit. Kansas room. Moderator: Lucille Larkin, Larkin & Co. Panelists: Linda Lee Davis, Home Box Office; Brian Lamb, C-SPAN; Barbara Ruger, Titsch Publishing.

Cable: A New Communications Service? Calvert room. Moderator: Linda Ebner, vice president, marketing and research, Malarkey-Taylor Associates. Panelists: Ann Dorman, deputy project coordinator, Warner-Amex Cable Communications; Dennis Grubb, national franchise coordinator, United Cable Television Corp.; Edith Bjornson, vice president, programming, Teleprompter.

Jobs in Cable. Holmes room. Moderator: June Travis, senior vice president, ATC. Panelists: John Evans, executive vice president, ARTEC; Char Beals, vice president, media services and research, NCTA; Chris Derick, president, cable communications division, Comcast Corp.

Pre-banquet reception. Sheraton foyer. 6:30-7:30 p.m.

30th Anniversary Banquet. Sheraton ballroom. 7:30-10:30 p.m. Martha Pell Stanville, national president, will preside. Silver Satellite Award will be presented to Charles Kuralt, CBS. Entertainment: Don Stewart, *Guiding Light*.

Exhibitors reception. Exhibit hall A. 10 p.m.-Midnight. Gala opening of AWRT's first exhibition.

Thursday, May 7

Roundtable breakfast discussions. 8-9:30 a.m. Washington ballroom.

Opening session. 10-11:30 a.m. Sheraton ballroom. Martha Pell Stanville, national president, will present: "State of the Organization Address." Keynote speaker: Lesley Stahl, CBS News White House correspondent.

Pre-luncheon reception. 11:30-12:15 p.m. Exhibit hall A.

Luncheon. 12:15-2:45 p.m. Sheraton ballroom. Invocation by the Gallaudet Dancers, Gallaudet College, Washington. Panel: *Issues of the '80s*. Moderator: Nancy Dickerson, executive director, Television Corp. of America. Panelists: Bob Woodward, metropolitan editor, *Washington Post*; Representative Millicent Fenwick (R-N.J.); Robert Abernathy, correspondent, NBC News.

Five concurrent seminars. 3-4 p.m.

The Mistakes Women Make in Business and How to Avoid Them. Dover room. Speaker: Jo Foxworth, president, Jo Foxworth Co.

When You Speak . . . Do Others Listen? Wilmington room. Speaker: Toby Katz, president, The Speaker's Corner Communications Consulting Group, N.Y.

Getting Organized. Rockville room. Speaker: Stephanie Winston, director, The Organizing Principle, N.Y.

How to Set Goals and Objectives for Your Career. Baltimore/Annapolis room. Speaker: Susan Davis, president, Successful Woman, Washington.

Dressing for Success. Washington ballroom. Speaker: Lynne Cummings,

executive fashion editor, Saks Fifth Avenue, Washington. (Seminars will be repeated from 4:15-5:15 p.m.)

Friday, May 8

Roundtable breakfast discussions. 7:15-8:15 a.m. Washington ballroom.

AWRT Business Meeting. 8:30-11:30 a.m. Sheraton ballroom. Martha Pell Stanville, national president, will preside.

Reception/luncheon. Preview of San Francisco convention. 11:30-1:30 p.m. Exhibit hall A.

General Session: How the Electronic Media Cover Washington. 1:45-3 p.m. Sheraton ballroom. Panelists: Renee Poussaint, co-anchor, WJLA-TV Washington; Linda Wertheimer, Capitol Hill correspondent, NPR, Washington; Susan King, White House correspondent, ABC News; Alexandra Druzhinin, Washington bureau chief, Soviet Television.

Eight concurrent workshops. 3:15-4:15 p.m.

Secrets of Good Radio Station Management. Idaho room. Moderator: Ted Dorf, general manager, WGAY(AM) Washington. Panelists: Ernest Colburn, vice president, Rau Radio Stations, Washington; Sally Hawkins, president and general manager, WILM(AM) Wilmington, Del.

Establishing Your Radio Station's Image and Market Position. Wisconsin room. Moderator: Larry Keene, president and general manager, WWOC(FM) Avalon, N.J. Panelists: Carol Sommer, promotion manager, WASH(FM) Washington; Thurman Worthington, general manager, WKEZ(FM) Norfolk, Va.

What Makes a Good Radio Salesperson a Good Salesperson. Kansas room. Moderator: Bernard Mann, president, Mann Media, Highpoint, N.C. Panelists: Bill Phippen, WRC(AM) Washington; William Sherard, vice president and general manager, WVKX(FM) and WPKX(FM) Alexandria, Va.

Programing Trends . . . Crystal Ball and Hard Facts. Wilmington room. Moderator: Dean Landsman, president, Landsman/Rivers Radio Service. Panelists: Terry Hourigan, programing vice president, Mutual Broadcasting System; Frank Murphy, vice president, client relations, Bonneville Broadcast Consultants.

Challenges of Advertising in the New Electronic Media. North Carolina room. Speakers: Mike Atkins and Page Thompson, senior vice presidents, Needham, Harper & Steers.

Broadcasting, Narrowcasting and Public Relations. Calvert room. Moderator: George Glazer, director of broadcast and video services division, Hill & Knowlton. Panelists: Chuck Novitz, managing editor, Independent Television News Association; Lou Dobbs, chief economics correspondent, Cable News Network.

Localism: The Final Frontier. South Carolina room. Moderator: Lynn McIntyre, program director, KFSN-TV Fresno, Calif. Panelists: George Hulcher, director of special projects, WHAS-TV Louisville, Ky.; Ed Jones, program manager, WDM-TV Washington.

Adapting to The Buck Stops Here. Dover room. Panelists: Amy McCombs, general manager, WDIV(TV) Detroit; Dorothy Brunson, president, Brunson Communications; Helen Dudman, president, WDEA-AM-FM Ellsworth, Me.

Embassy night. 6-8 p.m.

Agenda continues on page 51.

Saturday, May 9

General Session: *The New Technologies—What They Are and Where They Will Take Us.* Washington ballroom.

Part I: The Technologies. Moderator: Phillip Rubin, chief scientist and director, office of science and technology, CPB. Panelists: Dr. Steven Lukasik, chief scientist, FCC; Dr. Christopher Weaver, president, Media Technology Associates, Washington; Judith Elnicki, vice president, public relations, Satellite Television Corp., Washington; Joseph Flaherty, vice president, engineering and development, CBS.

Part II: Uses of the New Technologies. Panelists: Kathleen Criner, director of telecommunications affairs, Newspaper Center, Washington; Kay Koplovitz, president, USA Network; Herbert Granath, vice president, ABC Video Enterprises; Charlotte Schiff Jones, vice president, marketing, CBS Cable; Booker T. Wade, president, Community Television Network; Seth Willensen, staff vice president, program and business affairs, RCA SelectaVision.

Gala brunch. Sheraton ballroom. Presentation of certificates of commendations. Entertainment: Mark Russell. Installation of new board; president's inaugural address.

Meetings of 1981-1982 board of directors. 3-5 p.m.

Exhibitors

Hours: Wednesday, May 6, 10 p.m.-midnight. Thursday, May 7, 11 a.m.-2:30 p.m. Friday, May 8, 11 a.m.-2:30 p.m.

American Health Care Association—Booth 406. Chamber of Commerce of USA—Booth 202. Chemical Manufacturers Association—Booth 212. Chevron USA—Booth 212. Congoleum—Booth 313. Department of Energy—Booth 209. J.C. Penney—Booth 410. Leisure and Sport—Booth 207. Mary Kay Cosmetics—Booths 211-213. Mead Johnson & Co. (Harshe, Rotman & Druck)—Booth 214. Mutual of Omaha Insurance—Booth 301. National Alliance of Business—Booth 404. National Food Processor Association—Booth 305. National Meat Association—Booth 305. SESAC/The Personal Touch—Booth 206. Susan B. Exclusives—Booth 314. Texaco—Booth 201. The Tobacco Institute—Booth 412. Tupperware Home Parties—Booth 412. U.S. Tape & Label—Booth 310. Women in Energy—Booth 409.

MEDIA MONITOR

Advertisement

Media May Have Hindered Solution Of Atlanta Murders

By Reed Irvine
and
Cliff Kincaid

The attention of the nation has been riveted on the brutal murders of teen-aged boys in Atlanta. In the past 21 months 21 black youths between the ages of 7 and 16 have been found murdered and two more have been reported missing and are feared dead. The reporting of these deaths has created the impression that some kind of maniac is loose in Atlanta who is zeroing in on black teenagers. There have been suggestions that the killings are racially motivated. Federal money has been funneled to Atlanta to help solve the crimes and find the killer or killers.

Some Atlantans are now beginning to wonder if the tremendous media attention given to the murders had not hampered their solution. One who holds this view is Dr. Robert R. Stivers, Medical Examiner for Fulton County, where most of the murders have occurred. Dr. Stivers notes that crimes are often solved when a killer tells someone, who then tells someone else. Eventually someone tells the police. He thinks that all the publicity that has been given to the Atlanta murders may have kept people in the know from talking. Dr. Stivers also notes that crimes are frequently solved as a result of anonymous tips. He points out that so much mail and so many phone calls have been generated by the Atlanta publicity that the police simply don't have the personnel to check out all the tips flowing in.

Dr. Stivers also points out that number of teen-age disappearances and deaths in Atlanta has not been extraordinarily high in the past 21 months. He said they have averaged eight to fourteen such cases a year in recent years. What is unusual, he says, is that none of the murders have been solved in the last 21 months.

Beverly Harvard, spokesman for the Atlanta Public Safety Commission, agrees that excessive publicity has been detrimental to the investigation of the crimes. She says: "To the extent that the task force is following a particular lead, and to the extent that information regarding that lead is printed in the newspapers, then it could cause the person to change his habits." Dr. Stivers noted that after the media had reported that a certain type of fiber had been found on the bodies of some of the victims, the killers began to strip the bodies of clothing and dump them in rivers in an obvious attempt to eliminate the discovery of such fibers.

Beverly Harvard thinks one of the big problems is media overkill. She says that they have been inundated by reporters, but there is not much new to say from day to day. She said the result was that reporters were grabbing at anything, spreading rumors and disseminating inaccurate information. A rumor control center has been established, but Miss Harvard said that once a rumor had been read in the papers or seen on television it was a tremendous job to overcome it.

Tragic as the murders are, it appears that the teen-age murders in Atlanta have not suddenly escalated to the degree that the media have suggested and that the unusual media interest may have hindered rather than helped the solution of the crimes.

MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 1341 G Street, N.W., Washington, D.C. 20005.

Copyright issues debated in Senate

Present and former government officials come out for and against compulsory licenses; Ladd is in favor of full liability for cable systems

The battle lines for a new congressional fight over cable copyright were being formed last week in a Senate Judiciary Committee hearing. The interested parties themselves—the owners and users of copyrighted material—were not on hand. Only supposedly disinterested government and ex-government officials were, but they were enough to make clear the issue has lost none of its fire.

This time, proposals for dropping the compulsory license given cable systems and making them negotiate in the marketplace for programing like other users were not as alien as they seemed five years ago, when the Copyright Act of 1976 was moving through Congress.

This time, those proposals had important support. Register of Copyrights David Ladd, for instance, was vigorous in his call for repeal of the compulsory license after a three-to-five-year transition period. The changes in the communications industry since 1976 warrant that approach, he said. Cable is now a vigorous industry, no longer in need of the protective support of a compulsory license. And copyright owners, he said, in effect, are entitled to get what they can from the cable industry.

The acting head of the National Telecommunications and Information Administration, Dale Hatfield, took a similar position, although he stopped just short of recommending full copyright liability for the cable industry. (Staff studies “strongly suggest that moving toward a full copyright liability option here is the best long-run option.”) His predecessor, Henry Geller, now a research professor with the Institute of Policy Sciences of Duke University, was, as he has been in the past, unequivocal on the subject; the time for full copyright liability for cable is now.

Support for retaining the compulsory license came principally from the five members of the Copyright Royalty Tribunal and from former FCC Chairman Charles D. Ferris. The tribunal, in testimony presented by Commissioner Thomas C. Brennan, said changes in the law giving it added flexibility would be helpful; but as for eliminating the compulsory license, it has not become aware of “any new and viable alternative.” Ferris said, “The system works. There is no need

to tinker with it.”

Something of a middle ground was staked out by Barbara Ringer, Ladd’s predecessor in the register of copyrights’ office, and now in private law practice in Washington. She did not call for repeal of the compulsory license. But she said the FCC’s action in scrubbing its syndicated exclusivity and distant signal rules—an action that is being challenged in court—removed one of the bases on which the 1976 act was constructed; she suggested Congress consider reviving those measures, which she regards as copyright in nature, in legislative form.

The hearing, called by Judiciary Committee Chairman Strom Thurmond (R-S.C.) to consider whether the compulsory license for the cable industry should be replaced with full copyright liability, is evidence of the pressure broadcasters and motion picture producers are applying to Congress to right what they consider an imbalance in copyright matters favoring the cable industry. It comes when the CRT is being criticized, by one of its own members, among others, as being unable to do its job properly. And the committee will be joined on the cable copyright front next month by the House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice. It has tentatively scheduled hearings for May 14 and 20. (It will also consider performer royalties on May 21 and piracy and counterfeiting on May 27.)

But members of the affected industries who crowded into the Judiciary Committee hearing room last week might have wondered how seriously the committee considers the matter. At no time was more than one senator present. For about 20 minutes, the only symbol of committee authority was the general counsel, Eric Hultman; Thurmond had left for an appointment with the attorney general, and Senator Arlen Specter (R-Pa.) had not yet arrived.

But from the testimony, it appeared that

Register of Copyrights Ladd, because of his position and his strong feelings on the issue, constitutes the brightest hope of those seeking to impose full copyright liability on the cable industry.

Ladd begins with a feeling of concern for the copyright owners, who, he said, “should enjoy all their property rights.” And the changes that have occurred since 1976, he said, have removed the need for the compulsory license, which, he noted, permits someone other than the property owner to determine the value of his property.

He noted the development of pay cable, advertiser-supported cable networks and the growth of the industry generally. Where five years ago it was made up largely of small companies lacking bargaining power with respect to broadcasters and program suppliers, he said in his prepared statement, today it has developed in size and wealth, with mergers and acquisitions leading to the development of strong multiple system operators and with many cable enterprises linked “to huge companies,” affording them access to capital, management, talent and enhanced bargaining power.

He noted, also, that satellite transmissions had “shattered” the territorial distribution system on which the 1976 law was based, the action of the FCC in repealing the distant signal and syndicated exclusivity rules and the emergence of competing technologies, including videodisks, and low power television stations. Of all the technologies, he added, only cable is not fully liable for copyright payment.

Ladd offered another proposal that was bound to create a furor. He said the Copyright Act should be amended to make it clear that the exemption from liability now afforded passive common carriers does not apply to resale carriers. These are companies that lease space on satellites to relay the programs of stations to cable systems throughout the country.

None of the other witnesses addressed that matter. But those supporting retention of the compulsory license, as well as Ringer, did not agree things had changed all that much since 1976. Ringer, for instance, said that the “practical impossibility of each cable system sitting down and bargaining with the literally thousands of possible and actual copyright owners of the programing to be retransmitted, and the intolerable danger of full liability for unlicensed transmissions” remains as true today as it was five years ago. (However, the other side had suggestions for easing that burden. Hatfield said the American Society of Composers, Authors and Publishers and Broadcast Music Inc. and the Copyright Clearance Center demonstrate that



Ladd

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Ferris

markets evolve mechanisms to limit transaction costs under a full liability system. And Geller suggested investing all cable systems in markets below the top 100 with a permanent compulsory license.)

It was left principally to Ferris, who during his days at the commission practically made an ideology of the free marketplace to defend the concept of the compulsory license against those who argued that cable systems should be required to compete in the marketplace with others seeking programming.

Ferris cited the study done by the FCC in connection with proposals to deregulate cable which, he said, "suggest there is no reason to abandon the copyright system adopted by Congress in 1976 because it is well-suited to provide the marginal redistribution of revenue that is required to keep the program market functioning." If "incremental adjustments" are required because of new developments, he added, "the CRT has the required flexibility to make them under the 1976 act."

Nor did he place any faith in the ability of the market to develop a mechanism for easing the "transaction" costs of full liability. He said it was uncertain that consent for the carriage of programs would be granted at a free market price, if granted at all. He said the commission discovered, in 1968, when it attempted to implement such a scheme, that "retransmission consent ultimately becomes retransmission denial."

What's more, he suggested that if full liability is imposed on cable systems, they should be freed of some restrictions that protect broadcasters. They should, for in-



James

stance, be allowed to delete commercials contained in a program and substitute their own, as well as to drop distant and even local signals to substitute other programs. Repeal of the mandatory carriage rules, he said, "flows irresistibly from the concept of full copyright liability."

If there were any surprises last week, the CRT provided them. First, the outspoken chairman, Clarence James, was not present; he was said to be out of the city on the day of the hearing. Second, although he had said the tribunal would present a statement generally agreeing with the one he delivered at a congressional hearing last month, one that suggested that Congress consider eliminating not only the compulsory license but the tribunal as well (BROADCASTING, March 16), the tribunal's statement was mild, even cautious. And Commissioner Thomas C. Brennan, who delivered it, said James "concurred in principle" in its recommendations.

The statement said it is not the tribunal's function to "assess the feasibility of proposals to repeal the cable compulsory license." But it proceeds from the assumption the license will be retained. And, indeed, the tribunal calls for broader authority to administer the law. For instance, it asked for authority to adopt a fee schedule which reflects distinctions among different categories of cable systems. But the closest it came to calling for its own abandonment was to suggest reducing the number of commissioners from five to three.

Goldwater's S. 720 passes committee; amended heavily

Changes in public broadcasting bill would lift cap on federal grants to stations, allow more discretion in how to spend CSG's; amendment to allow limited form of advertising tabled until bill goes to full Senate for vote

Public broadcasting stations may face a slightly easier transition to reduced federal support in the coming years as a result of Senate Commerce Committee action last Wednesday, April 29. In a markup session, the committee passed an amended bill to continue federal funding to public broadcasting through 1986, and although it kept funding levels as low as originally proposed (BROADCASTING, March 23), the committee eased some of the bill's restrictions on the way stations may spend their federal grants.

Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), who introduced the bill (S. 720), offered the first and lengthiest amendment, which the committee passed without objection. The amendment changed seven provisions of his original bill.

As amended, the bill no longer contains a \$1-million cap on annual federal grants to individual stations. During hearings on the bill, representatives of the Corporation for Public Broadcasting and several stations had argued that this cap would severely hurt larger public stations, which produce most of the system's programming.

Goldwater's original bill would have forbidden stations from spending federal funds on anything but program production and acquisition. As amended, it would require stations to spend their community service grants (CSG) "primarily" on programming. Stations now spend CSG funds on operating costs, salaries and satellite interconnection and argue these are all part of programming costs.

Under the amended Goldwater bill, stations would have to deduct from federal grants an amount equal to income tax they had paid the previous year on income raised through "unrelated" or commercial activity. His original bill would have required them to deduct from federal funds an amount equal to all unrelated income that had been taxed the previous year.

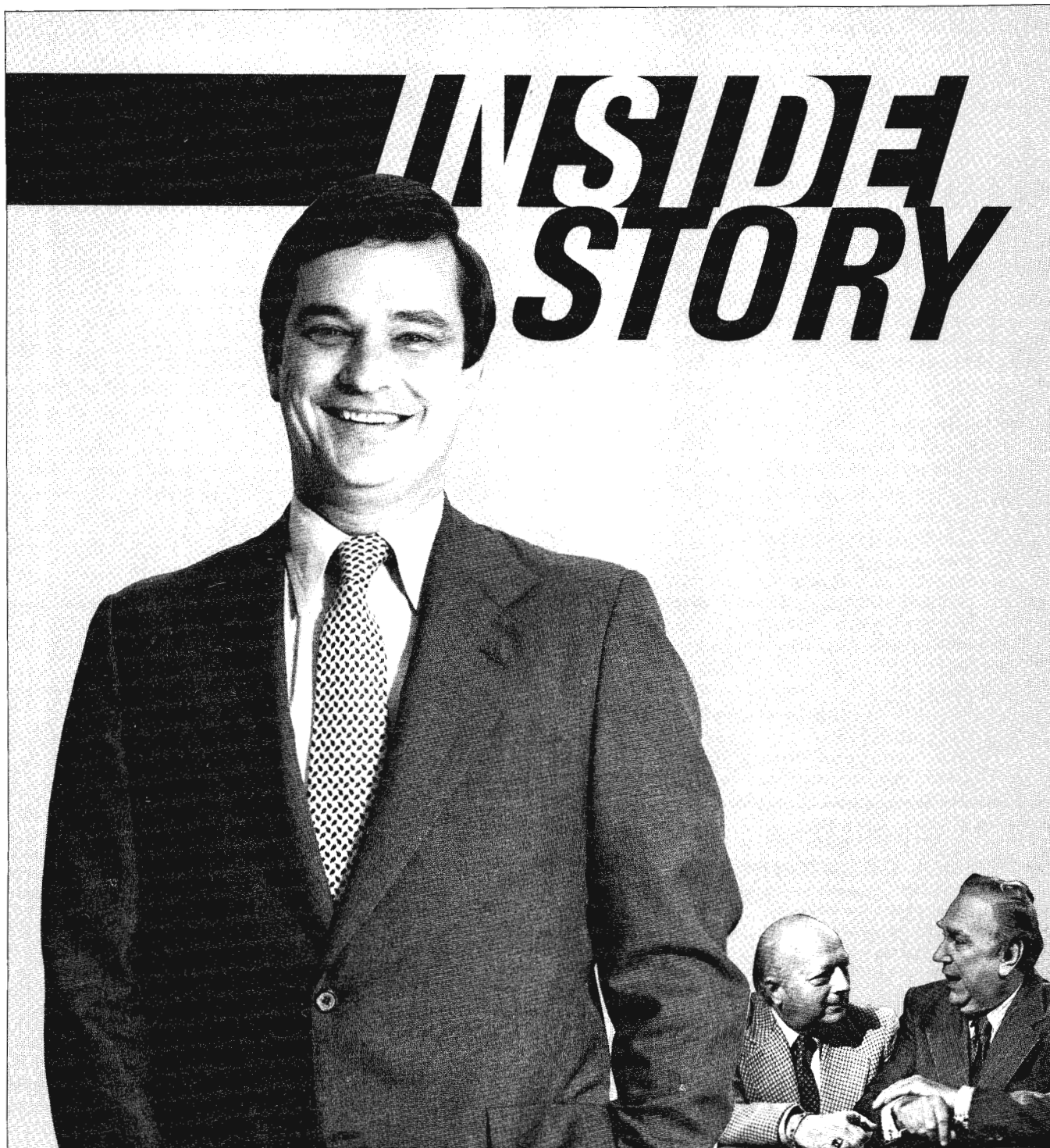
The amended bill would reduce the number of CPB board members from 15 to nine instead of seven, as provided originally in S. 720. It would contain language that would emphasize that federal funds are intended for programming, and it would ease auditing requirements on stations receiving federal funds.

Senator Harrison Schmitt (R-N.M.) offered an amendment requiring the FCC to develop guidelines for stations to engage in commercial activities, such as limited advertising. Senators Wendell Ford (D-Ky.) and Slade Gorton (R-Ala.) objected, saying such a provision would amount to government competition with private enterprise. Goldwater, too, said he was "a little apprehensive" about the amendment.

Schmitt argued it is needed to help stations adapt to reduced federal support in the coming years. "We're making it very difficult for stations," he said, "We've got to give them more flexibility." Commerce Committee Chairman Bob Packwood (R-Ore.) cautioned Schmitt about the amendment's provision requiring the FCC to develop its guidelines "on an expedited basis" and within one year of the bill's enactment. Packwood said the committee had already asked the FCC to complete a number of other tasks on such a basis, and did not want to dilute the effectiveness of asking for it by doing so too often.

The committee decided, on Packwood's suggestion, to table the amendment for redrafting and introduction when the bill goes to the full Senate for a vote. A few days before the committee's session last week, the FCC voted to liberalize its guidelines governing on-air identification of program underwriters (BROADCASTING, April 27).

Schmitt offered two other amendments, both of which the committee accepted. One increased the amount of money CPB is permitted to pass through in direct grants to stations in a single year. The bill



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originally would have restricted CPB from passing through more than 50% of its total funds. It now directs CPB to pass through "at least 60%" of its funds. Last year, CPB passed through about 58% of its funds in direct grants.

Schmitt's last amendment would require CPB board members to attend at least 50% of its meetings in a calendar year, or forfeit their seats. The President would replace any member who failed to comply.

Senator Howard Cannon (D-Nev.) offered an amendment to restore the matching principle to the government's awarding of funds to public stations. Goldwater's bill had eliminated the match on the grounds that government appropriations have not met the matching formula since 1977.

Although Schmitt argued vigorously against the amendment, saying the match is "unrealistic" and "an anachronism," the committee passed it by a voice vote of 8 to 2. Part of Goldwater's amendment had contained a provision to allow CPB to provide stations with "incentives" for raising additional funds. These incentives were intended to replace the match, but Goldwater accepted Cannon's later amendment, saying it would do "no untold damage" to the proposed legislation.

On a recommendation by Ford, the committee's final report on the bill will contain language instructing CPB to give public radio "its fair share" of federal support. Once that report is completed, the bill will go to the Senate floor.

More Abscam tapes cleared for broadcast

Federal appeals court rules that taped evidence used in trial of John Jenrette (D-S.C.) can be used by broadcast media

For the second time in two weeks—and the third time overall—a federal appeals court has held that the networks may copy and broadcast video and audio tapes entered as evidence in an Abscam trial. Last week the tapes involved were those played in the bribery trial of former U.S. Representative John Jenrette (D-S.C.). Broadcast of the tapes, the court said, would serve a significant public interest.

The U.S. Court of Appeals in Washington overruled a district court's decision prohibiting ABC, CBS and NBC from copying and playing the tapes, which were made by Federal Bureau of Investigation agents in their Abscam investigation. The tapes showed Jenrette meeting twice in a Washington townhouse with government agents who posed as representatives of an Arab sheik and offered him a bribe. Jenrette was convicted of taking a \$100,000 bribe to sponsor a private immigration bill for the fictitious sheik.

Jenrette had opposed release of the tapes to the networks on the ground that the broadcast would prejudice his rights in

the event his efforts to win a new trial were successful. (At one point on the tape he is seen and heard saying, "I have larceny in my blood.") The lower court agreed with Jenrette's opposition: It held that "the potential damage in the event of release of the tapes outweighs any benefit to the public if the tapes are released."

The three-judge panel of the D.C. circuit, however, concluded otherwise. It held that the possible danger to Jenrette's right to a fair trial—assuming he wins a new trial—is slight. But the public interest benefit of releasing the tapes for broadcast, the court said, would be considerable, in terms of offering the public insight into the behavior of Jenrette as well as into the criticized actions of the FBI, which has been accused by Abscam defendants of entrapping them.

"This case involves issues of major public importance—a high government official has been charged with, and convicted of, betraying the public trust, and law enforcement agencies have been accused of employing tactics which subvert the constitutional rights of the citizenry," Judge George E. MacKinnon wrote for the court.

"Thus, although the public's First

Amendment right of access to the trial itself was fully respected in this case, and although the case was reported by the press and broadcast media, we believe that following the trial there remains a legitimate and important interest in affording members of the public their own opportunity to see and hear evidence that records the activities of a member of Congress ... as well as the FBI."

The quoted material was from the opinion of the U.S. Court of Appeals for the Second Circuit affirming a lower court's decision to release tapes played at the first Abscam trial, in New York, last year. MacKinnon's opinion also recalled the opinion of the appeals court for the Third Circuit, in Philadelphia, that was issued a week earlier and reversed a lower court's decision to bar release of the tapes (BROADCASTING, April 27). As in that opinion—released too late to be cited in MacKinnon's—the court held that the tapes are encompassed by the presumption in favor of access to judicial records. "In sum," MacKinnon said, "we conclude that the instant facts present a strong case for recognizing the common law right to inspect and copy judicial records."

Interpreting the copyright act

Two court cases brought by New York Mets and WGN-TV test ownership of rights in satellite feeds to cable

Doubleday Sports Inc., as owner of the New York Mets baseball team, contends it can control the rights to transmit to cable television systems throughout the country the telecasts of Mets games carried by WOR-TV New York. But when it made that point in a telegram to Eastern Microwave Inc., which is authorized by the FCC to operate as a common carrier and to retransmit WOR-TV signals by satellite, Doubleday got an argument, which is now being aired in a U.S. district court in Syracuse, N.Y.

This is not the only case stemming from FCC certification as common carriers of companies that rent satellite time to retransmit television signals to cable systems throughout the country. There is another, in a U.S. court in Chicago, that raises a problem not even many of those who opposed such FCC authorizations could have foreseen. It involves WGN-TV Chicago's complaint against United Video Inc. It's not that WGN-TV objects to the retransmission of its programs; rather, it objects to United Video's "stripping" teletext material from the vertical blanking interval and substituting material of its own, the Dow Jones business news service. WGN-TV is seeking a court order to prevent United Video from continuing the practice.

At issue in both cases is the question of whether the carriers are guilty of copyright infringement. The carriers say no—that they are within the exemption of the Copyright Act of 1976 that applies to

passive carriers. Whichever way the courts rule, at least some legal uncertainties left by the authors of the law and by the FCC are likely to be resolved.

The Doubleday case seems more forthright. Doubleday has sold television rights to Mets games to WOR-TV, and has warned Eastern it will be subject to a copyright infringement suit if it continues to retransmit telecasts of the games. Doubleday, in a letter to Eastern, said the telecasts would be "fixed," that is, recorded on transmission, and, therefore, copyrighted in accordance with the existing law.

That was last month. Eastern Microwave's response was to ask the U.S. district court for a declaratory judgment that delivery of the games does not constitute copyright infringement. Eastern Microwave has been delivering WOR-TV telecasts, including those of the Mets games, since 1965, initially by microwave repeater network and since 1979 by satellite. It says it delivers the WOR-TV signal to more than 600 cable systems serving more than 3,500,000 homes. All told, Eastern Microwave delivers the WOR signals of 16 stations to some 675 systems nationwide.

And since 1978, Eastern Microwave told the court, the systems it serves have been paying royalties into the fund created by the Copyright Act. Doubleday, it notes, is one of the copyright owners entitled to payment from the fund.

Eastern Microwave's argument that it is exempt from royalty payment is based on Section 111 (a)(3) of the Copyright Act. That section says that the secondary transmission of a primary transmission embodying a performance or display of

work is not an infringement of copyright if the carrier involved "has no direct or indirect control over the content or selection of the primary transmission or over the particular recipients of the secondary transmission," and if the carrier's activities in connection with the transmission consist only of providing "wires, cables or other communications channels for the use of others." Eastern's carriage of the programing of the 16 stations, it says, is based on customer preference.

Doubleday, on the other hand, argues that Eastern Microwave is not neutral regarding the content of the material it retransmits—as is, say, AT&T. In selecting the signals of WOR-TV for carriage, Eastern Microwave is exercising the kind of content control that disqualifies it as an exempt carrier, Doubleday contends.

The WGN-TV case involves an effort by the station to transmit program schedules as a test of a teletext system. WGN-TV notified United Video on Jan. 30 that the material—which can be viewed only on specially equipped receivers—would be included in the vertical blanking interval during broadcasts beginning on Feb. 10. And the 9 p.m. news, one of the programs in which the material was contained, was recorded and copyrighted.

But United Video, WGN-TV said in its complaint, stripped the material from the news program on Feb. 12 and from other WGN-TV programs on that and other days and substituted its own teletext material

which it "sold or intends to sell . . . for its own commercial profit." United Video dis-tributes Dow Jones business news service.

WGN-TV contends United Video's satellite transmission of the WGN news program in a "mutilated and altered" fashion was an infringement because United Video exercised direct control over the content of the primary transmission of the WGN news program, in violation of Section 111(a)(3) of the Copyright Act.

The station also contends United Video interfered with an agreement between WGN-TV and Albuquerque Cable Television Inc., in Albuquerque, N.M. The cable system was to have supplied the teletext material in the news program to some subscribers equipped with decoders. If United Video's "unlawful acts are permitted to continue," WGN-TV said, it and ACTV "will suffer immediate and irreparable injury in that the experimental program envisioned by the agreement will be entirely frustrated."

United Video responded to the court with a request for dismissal or for summary judgment. United Video contends that while the news program can be copyrighted, the teletext material involves a separate transmission not only in terms of content but physically, in that it is not viewable on ordinary television receivers. And since it did not carry WGN-TV's teletext transmissions, United Video said, "there can be no claim of infringement." United Video said the station, "by this

contrived complaint, is merely attempting to obtain a 'free ride' on United Video's satellite for its teletext transmissions without payment of a retransmission service which United Video and other common carriers already offer . . ."

Indeed, United Video contends transmission of the teletext material would constitute possible copyright infringement. Since those transmissions are not receivable without the use of a decoding device, it said, they constitute a "primary transmission to a controlled group," under the law. And unauthorized secondary transmissions—unless required by FCC rules, which they are not—would be "grounds for infringement."

Louisiana AM applicant rebuts KOB's objection

Seeker of 770 khz tells FCC that Hubbard's request for commission to postpone action on station is delay tactic

Describing a Hubbard Broadcasting Co. filing in opposition to its application for a new AM facility on 770 khz in Lafayette, La., as based upon "speculative, hypothetical and unlikely future commission determination," Jackson & Chaisson Broadcasting System Inc. called on the

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Because Uncle Julio speaks to Spanish-Americans like no one else has. In Spanish. On subjects important to them.

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The programs are free for sustaining public service broadcast. We invite you to sample this 15-minute program. Just return the coupon for an audition tape or more information. Or call Vi Knickrehm at 314-647-4900.

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Ayer, Hoy y Siempre, 2185 Hampton Avenue, St. Louis, MO 63139
Please send me an audition tape of "Ayer, Hoy y Siempre."

NAME

TITLE

STATION

ADDRESS

CITY/STATE/ZIP

A large satellite dish antenna is shown in silhouette against a bright, orange-hued sky, likely during sunset or sunrise. The dish is mounted on a complex metal support structure. The sky is filled with soft, wispy clouds. The overall mood is one of technological advancement and communication.

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

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

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

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

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

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FCC to reject Hubbard's argument and grant the Lafayette application.

In March, Hubbard petitioned the commission to designate its KOB(AM) Albuquerque, N.M., as the class I station on 770 khz and in so doing strip WABC(AM) New York of that status. At the same time it asked the commission to hold in abeyance the Jackson & Chaisson application claiming its facility would be mutually exclusive with KOB if the latter were granted class I status (BROADCASTING, March 16).

In its filing, Jackson noted neither WABC nor KOB filed formal petitions to deny its application before the March 9 cutoff date. Jackson also said even in its informal objection Hubbard did not argue that the proposed Lafayette facility would be inconsistent with KOB's present operation. Thus, said Jackson, "Hubbard has not raised any substantial or material questions of fact which refute or question Jackson's legal, technical or financial qualifications" to operate the proposed station.

Jackson is a 100% minority-owned company and plans a black program format. To delay the processing of the application would not only be a public disservice, Jackson said, but would also be contrary to the stated intention of the commission in its clear channel proceeding to increase minority ownership in broadcasting.

CPB appointment for president comes under fire on Hill

House hearing criticizes Moore's role in Nixon administration; budget cuts, use of logos and future of CPB also debated

The Corporation for Public Broadcasting got stiff treatment at congressional hearings last week: One witness called for abolishing it altogether, others argued over how CPB funds should be divided—and it even received a congressional tongue-lashing.

The tongue-lashing arose over the CPB board's appointment of Thomas Moore, president of Tomorrow Entertainment, to head a search committee to select a successor to retiring CPB President Robben Fleming.

Moore was a CPB board member appointed by President Nixon in 1970 and believed to be instrumental to the administration's unsuccessful plan to prevent CPB from funding public affairs programs, which the administration thought were often biased against it.

Evidence of collusion—which raised questions about CPB's supposed "insulation" from government interference—was found in a Dec. 1, 1971, White House memo from Peter Flanigan to Bob Halde-man. That memo, which was made public through a Freedom of Information request, referred to Moore as "one of our

few strong board members."

The memo said Moore had volunteered to further the administration's plans through a number of maneuvers:

"(A) At the Dec. 16th meeting of the board he [Moore] will undertake to have a board resolution passed removing CPB from news and news analysis and commentary.

"(B) At the end of December, he will be in a position to assure the administration that, at its January meeting, the CPB board will pass a resolution removing CPB from public affairs programing. Both of these resolutions will remove PBS [Public Broadcasting Service which is the networking arm of CPB] from carrying any such programs even produced privately."

The memo noted that the administration could appoint its own chairman and concluded: "This approach will put control of the corporation in the hands of people who believe it should concentrate solely on educational and cultural broadcasting and avoid news, news analysis and commentary, and public affairs programing and networking pertaining thereto. It will insure a competent management. . . . If this action creates a tradition of limiting programing to educational and cultural affairs, that tradition should survive even a change in board control."

After reading parts of the memo aloud, Representative Edward Markey (D-Mass.) asked Lillie Herndon, CPB board chairman, "How in the world can you justify appointing him?"

Markey said no one has demonstrated less regard for the "insulation" of public broadcasting than Moore and called the decision to appoint him "irresponsible."

Herndon pointed out that the search committee could only recommend candidates—the final decision would be up to the board—and said the other members of the committee constituted a "very diverse" group.

And although Diana Lady Dougan, another board member, said she didn't think it would have been proper for the board to delve into the "politics" of search committee members, Markey retorted that he wasn't concerned about Moore's "politics" but his "philosophy."

Markey said the record showed that Moore doesn't have the character to stand up against "intense, political pressure . . . and I think you have failed us greatly."

Otherwise, the hearings, held by the House Telecommunications Subcommittee to consider two bills for establishing authorizing legislation for CPB for 1984 and beyond, did proceed, but with less emotion.

The bills were H.R. 3238, introduced by Representative Tim Wirth (D-Colo.), chairman of the subcommittee, and H.R. 2774, introduced by Representative James Collins (R-Tex.) (BROADCASTING, April 13).

Although the subcommittee heard more public broadcasters testifying about the importance of CPB—and the importance of keeping CPB's appropriation from dwindling—one witness called for CPB's abolition, and the lion's share of the other testimony revolved around mechanisms proposed to help public broadcasters make up the slack caused by cutbacks in federal funds.

Richard Marks, an attorney for Dow, Lohnes & Albertson, testifying on behalf

Washington Watch

CBS plea. In supplemental filing to its petition to FCC for declaratory ruling on financial interest rule, CBS said its cable and home video programing subsidiaries would provide services "including programs from sources heretofore unavailable to American television viewer" and thus in public interest. It said co-production ventures—whereby such programing would initially be broadcast on television by CBS's co-producers—was desirable because productions for new technologies alone "may not be feasible because of the high per viewer cost involved, and because the revenues from such programing may be uncertain." CBS noted that it would be only one of many in cable and home video programing business and thus contributing to diversity of choices available to viewers.

West Coast denied. FCC has denied West Coast Media Inc., licensee of KIFM(FM) [formerly KDIG-FM] San Diego, reconsideration of its August 1980 decision denying license renewal because of station's virtual elimination of news and public affairs programing from May 1972 to April 1974. West Coast argued that commission made impermissible finding of misrepresentation against it without specifying character issue. Commission rejected argument, concluding that West Coast presented no new facts that would cause it to question renewal denial.

Oral argument push. National Black Media Coalition (NBMC) has asked FCC to hold oral arguments in its 9 khz proceeding so that it and other proponents of plan (it cites Daytime Broadcasters Association, National Public Radio and Hispanic Bar Association) can adequately express views on issue. It said that at meetings of commission's Advisory Committee on Radio Broadcasting, "the concern which led to the proposal—increased potential for minority ownership—has gotten lost in the shuffle. The issue has instead been transformed into one where broadcasters have been led to believe that new competitors will run them out of business." This fear, said NBMC, is unjustified since most of demand for stations comes from minorities, daytimers and noncommercial broadcasters.

of more than 20 public broadcasters, said CPB was unnecessary and should be abolished, permitting federal funds to pass straight through to public broadcasters. Marks, who drafted a bill for a group of public broadcasters that would abolish CPB (BROADCASTING, April 6), reportedly still has not found a congressional sponsor.

Although several alternative scenarios to help public broadcasters replace the proposed cuts in federal funds were discussed, the consensus seemed to be that loosening restrictions on public broadcasters' commercial behavior wouldn't help enough to offset the cuts.

For example, although the Wirth bill would permit public broadcasters to air underwriters' logos—as would an FCC ruling passed two weeks ago (BROADCASTING, April 20)—doubts were raised as to how much money public broadcasters could raise from running them.

Although FCC Commissioner Abbott Washburn testified that the FCC had passed its rule to help public broadcasters make up the slack from proposed cuts in federal funds, he admitted the FCC didn't know how much the rule would help.

And though the Collins bill would allow public broadcasters to air "institutional" or "instructional" ads, witnesses were split on whether that was a good idea.

Wirth said the subcommittee has scheduled markup of the bill for Thursday (May 7).

Applying same rules for all players in game

Hill hearings address issue of restrictions foreign countries place on U.S. electronic suppliers and information carriers in world telecommunications arena

The House Telecommunications Subcommittee held the first of a series of hearings on world trade and the telecommunications industry last Wednesday, April 29. The goal of the hearings is to determine how the U.S. should respond to a growing number of restrictions by foreign countries in trading with U.S. electronic equipment manufacturers and information carriers.

Subcommittee Chairman Timothy Wirth (D-Colo.) called the task "one of the subcommittee's most important ventures." He acknowledged the hearing's sparse audience and that only three subcommittee members including himself attended by predicting that six months from now, "we'll be facing packed houses on this issue."

Wirth noted that although national productivity as a whole is declining while costs are rising, productivity in telecommunications is rising while the cost of technology is going down. The U.S. is the world leader in the growing electronic

communications industry, he said, "but other countries recognize the market; they know we have a winner, and they want it."

Wirth said subsequent hearings would attempt to discover how U.S. companies are dealing with increasingly restrictive trade policies by other countries and also with how the government is responding to the problem. "We're trying to do something rare," he said, "We're trying to deal with a problem before it becomes acute."

Wirth also said he is not intending to precipitate new government intervention in private enterprise. Instead, he said he wants to remove regulatory and market barriers to free trade in the industry and asked the audience to offer any advice they might have on the issue.

The eight witnesses appearing before the subcommittee agreed generally that although foreign companies are permitted to sell goods and services in the U.S., with few or no restrictions, U.S. companies face considerable barriers to trading in foreign countries. Those barriers are primarily tariffs, and "type approval" or compatibility standards. Japanese, French and German companies trade freely in the U.S., they claimed, but U.S. companies are finding it more difficult to trade in those countries.

Foreign countries erected those barriers in order to "catch up" with competition from the U.S. according to witness Oswald Ganley, professor, Harvard University's Program on Information Resources Policy. "To other countries, we are the villains in the telecommunications and information industries," he said. "Many countries consider this sector vital to their security and development."

Many countries, including Japan and Canada, subsidize their telecommunications industries, according to John Sodolski, vice president, Electronic Industries Association. This allows foreign companies to lower their prices to a point at which U.S. companies cannot profitably compete. Furthermore, U.S. companies are prevented by tariffs from competing by lowering prices when trading in those same countries, according to Sodolski.

A major stumbling block to dealing with these trade restrictions is a lack of coordination in U.S. government policymaking, according to Norman Lerner, president, Transcomm Inc., and international consulting firm. The FCC, the National Telecommunications and Information Administration, and the Departments of State and Defense are some of the agencies involved in negotiating different areas of international communications policy. None of the agencies involved, however, is charged with directing an overall policy.

In contrast to this, some foreign governments, including those of France and Japan, have undertaken major planning of telecommunications development in their countries. According to William Finan, Technicon Analytics Research Inc., an electronic equipment manufacturing company, Japan is now "on the frontier with the U.S. in some areas of technological development" because it has required its

companies, since 1976, to follow specific programs of research and development with the goal of advancing the state of the art in certain telecommunications equipment.

The subcommittee plans at least two more hearings on this issue.

Appeals court backs distress sale rules

Court upholds ALJ's decision that prevents distress sale to minority applicant when station in question has been denied license renewal

The U.S. Court of Appeals in Washington has affirmed the FCC policy of barring a proposed "distress sale" to a minority-controlled applicant after an initial decision denying renewal had been issued by an administrative law judge. A three-judge panel agreed unanimously with the commission that permitting sales after an initial decision had been issued would adversely affect the integrity of the commission's processes.

An ALJ, in an initial decision in November 1977, recommended denial of the WLIR(FM) Garden City, N.Y., renewal on a variety of grounds—among them, unauthorized transfer of control, licensee failure to supervise station operations, misrepresentations to the commission and multiple violations of the technical rules (BROADCASTING, Dec. 5, 1977).

In April 1979, Stereo Broadcasters Inc., the licensee, proposed to sell the station to black-owned Domino Broadcasting Inc. under the commission's distress sale policy, which is designed to encourage the sale of stations faced with the loss of license to minorities. However, the commission, which normally does not permit the sale of stations whose licenses have been designated for renewal or revocation hearing, limits its distress sale policy to cases where hearings have not yet begun—or, in the case of stations in hearing at the time the policy was announced, in October 1978, to cases that had not yet been resolved in an initial decision.

Accordingly, the commission denied Stereo distress sale eligibility. Stereo and Domino appealed, contending it is "arbitrary, capricious, [or] an abuse of discretion" for the commission to base decisions on whether to permit a distress sale on whether an initial decision had been issued.

The court, however, disagreed. Judge Edward Allen Tamm, writing for himself and Judge Abner Mikva, held that court could not disagree with the commission's judgment—that permitting a distress sale following an initial decision would have a harmful effect on the integrity of the administrative process. Those "are the kinds of judgmental or predictive facts that are entrusted to the commission's discretion, and not to this court's" he said. Judge Philip Nichols Jr. of the U.S. Court of Claims, who was sitting by designation, filed a concurring opinion.



MIP market. The Palais des Festivals.

It's a buyers market at MIP

The annual Cannes program marketplace features more U.S. firms shopping for product; new technologies well represented

The ABC-owned TV station group was scouting the international marketplace for "reality" programming. Pay cable leader, Home Box Office, was shopping for movies and specials. RCA's SelectaVision was investigating international programming for disks.

Although a small minority, American buyers in growing numbers showed up across the Atlantic last week for the 17th Marche International des Programmes de Television (MIP-TV) program market in Cannes, France. Their presence proved a significant departure from the traditional American role at MIP which has been and remains that of a seller.

Overall, the Palais des Festivals in Cannes opened its doors to buyers and sellers from 106 countries. Programs up for sale ranged from *Dallas* from the U.S. to *Felix and Otilia* from Rumania. As usual there was record MIP growth—this year there were more than 3,600 participants (up from last year's 3,400), working 440 stands, walking the Palais floor or meeting in nearby hotels. MIP tallied 756 production and distribution companies vying for the time and budgets of 288 networks and stations. Most producers and

distributors were said to have come from the U.S., the United Kingdom and France.

MIP claimed some \$102 million in business dealings related to its marketplace—either negotiated immediately prior, signed there or to be closed shortly thereafter. That's 100% higher than last year—and a figure that MIP itself admits is impossible to exactly calculate and an estimate that some might view as only speculation. However, MIP said one company, BBC Enterprises, was reporting \$40 million alone. In the marketplace MIP said there were 12,043 programs and 3,570 films being offered.

For U.S. distributors, MIP continues to be a draw, but it is only one stop on the international circuit that is estimated to have brought in more than \$400 million from programs and movie sales internationally in 1980, up from 1979's \$350 million (BROADCASTING, April 20).

Worldvision Enterprises claimed \$1.5 million in deals after just two days of MIP, with Italy as a major client. As to whether those sales would have been made without MIP, Colin Campbell, executive vice president, international sales, said, "I wouldn't want to find out," adding, however, that he believed "you make deals here you wouldn't otherwise." Worldvision's portfolio ranged from *Dallas* to a *Fred Astaire Life Achievement Award* special.

Other leading distributors gave varying

opinions as to whether MIP was a place to sell or mostly to promote. But they were there, nevertheless, joined by numerous smaller firms.

Paramount Television, for example, was promoting itself as the place for mini-series, with properties including *Shogun* and *Backstairs at the White House*, as well as three Australian productions: *A Town Like Alice*, *The Last Outlaw* and *The Timeless Land*. The draw of mini-series, according to Bruce Gordon, senior vice president, international sales, is that they "give the international telecaster a chance to be a showman."

Others there included Columbia Pictures Television (with movies and series including *Hart to Hart*, a big hit in the United Kingdom) and Viacom (whose offerings included Showtime pay TV specials among its regular syndicated fare).

For distributors at MIP it was business as usual. The small but growing American buying presence, however, was MIP's new wrinkle. Among the buyers this year was Phil Boyer, vice president, programming, ABC Owned Television Stations. Boyer, looking for "reality" programming playable in prime time access, expected to leave MIP with eight to 10 hours. He said he was interested in programming from New Zealand Films, Radio Quebec and Brian Jackson (United Kingdom) and shows from Japan and South Africa.

"Everything I looked at is done, but would require us to change it," Boyer said, explaining that once edited and adapted, each hour purchase would likely result in a half hour for the ABC O&O's and show up on the air in the spring of 1982. Some of the programs he mentioned involved Japanese undersea footage, similar to that of Jacques Cousteau, African art and a documentary on violence in hockey.

MIP is only one stop on the ABC investigation of the international market. From Cannes, Boyer headed to London for meetings with Thames Television, ATC and Electronic Publishing. Boyer said his primary goal is to find something different, and only secondarily, the financial benefits that can come from purchasing abroad.

Another scouting the territory, for the second year in a row, was SFM Entertainment President Stan Moger, who was screening potential programs for his movie syndication and upcoming documentary network.

The largest contingent of American buyers, however, represented the new technologies—cable in particular. Fred Cohen, HBO director of co-production and a MIP veteran as well, called Australia "one of the best sources" because it is "willing to understand the American market." Among HBO shows previously picked up from Australian distributors are *Island of Nevawuz*, *Storm Boy* and *Mystery Island*. The pay TV service has also been using movies from the British Rank Film Co.'s *A Children's Film Foundation* package.

Now that international distributors are being approached by programmers of new technologies, Cohen said, more and more thought is being given by them to different release patterns to take advantage of the new distribution windows. (The new American buyers are proving a new experience for some sellers. ABC's Boyer, for example, said next year he will arrive with a brochure explaining what the owned stations are.)

ARTS, the cultural cable service from ABC Video Enterprises and Warner Amex Satellite Entertainment, launched only last month, also was eying programming. Herb Granath, head of ABC Video Enterprises, said he was finding cassettes to take back and analyze in New York. Already supplying ARTS fare prior to MIP were organizations including France's SFP and the Arts Council of Britain.

Still another among the new technology buying ranks was RCA's SelectaVision. Seth Willenson, vice president, programming and business affairs for the videodisk venture, said his company was looking at programs and was also there to "investigate co-development." All told, MIP counted about 30 U.S. companies registering buyers, ranging from CBS Cable to WTBS(TV) Atlanta.

ON TV, an over-the-air subscription TV service in Los Angeles, already has had considerable success with international fare. Its *The Professionals* series from London Weekend Television has been

drawing large audiences, and ON TV was at MIP this year screening products from the United Kingdom, Australia, South Africa and elsewhere.

For some buying companies, MIP also served a selling purpose. Marvin Goodman Associates, for example, was representing HBO-produced fare abroad. And ARTS programs, through ABC Video Enterprises, were available.

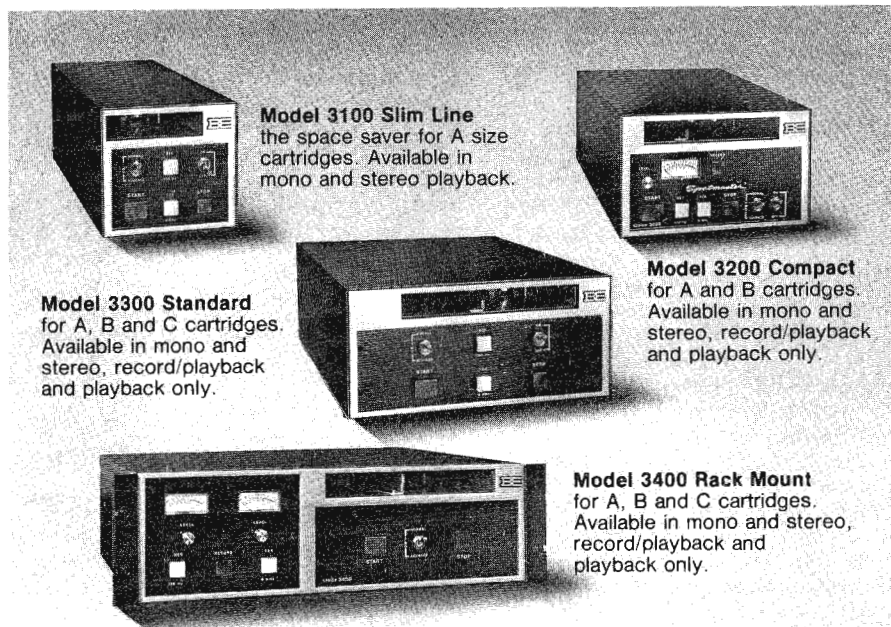
BBi Communications, commonly owned with WCVB(TV) Boston, was at MIP for the first time. And, according to Paul Rich, vice president, marketing operations, the company was scouting the marketplace for programming and co-production opportunities. Independent agents for BBiC were also on the floor promoting the sale of the company's *Summer*

Solstice.

CBS Sports, led by Art Kane, director, international sales, also had U.S. cable programming on the block internationally, distributing Madison Square Garden.

While prohibited by the FCC from domestic syndication, all three networks were at MIP with programming produced in-house that they are allowed to offer internationally, ranging from NBC Enterprises' *Sports World* to ABC Video Enterprises' *20/20*, to CBS Sports' *CBS Sports Spectacular*.

Aside from the buying and selling directly, co-production continued to be a major topic of discussion at MIP with MIP itself providing a co-production referral service. Several announcements also came during the week. One involved the eight-



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hour series, *The Brain*, with the French network Antenne 2 joining the previously established joint effort of noncommercial WNET(TV) New York and Japan's public NHK network. The French, for a \$1.1-million investment—said to be the largest amount ever negotiated by the French television channel with any international co-production—received the program distribution rights for continental Europe and most of the Middle East.

International partnerships also went beyond programs themselves. The American Robert Wold Co. and the British Visnews used MIP to announce Wold-Visnews Service that will provide satellite transmission and offices in New York, London and Washington with editing and dubbing facilities.

Another international arrangement joined Image West Ltd. of Hollywood with SFP, the Societe Francaise de Production, of Paris. Together they will be offering special effects and animation.

The international interplay took on a variety of forms. Osmond International, for example, had a hand in the French DIC/Tokyo movie, "Shinsa," and co-production of *Ulysses 31*, a series of animated half-hours on sale this year. Osmond handled the music background score, an assignment it picked up at last year's MIP. Game shows were also providing some international opportunities. Talbot Television Ltd. already offers British versions of such games as *Family Feud* (*Family Fortune*) and *Match Game* (*Blankety Blank*). This year it added pilots for *To Tell the Truth* and *Blockbusters* and was working on its first adaptation of a non-English game from the French Teletest. Telepictures Corp. was at MIP with its series and movies and word that its NIWS feature service would be available internationally. Beginning Sept. 1, according to Michael Garin, Telepictures president, NIWS will be launched abroad, and he expects 15 companies by then, citing strong interest in Japan, Australia and much of Latin America. He expects to be pitching in Europe shortly.

For about the first year, Garin plans to use features from the U.S., but then expects to integrate international ones into the service. Eventually, Garin has in mind a satellite interconnected service where stories and footage are indexed and readily available for client use.

While Telepictures has been on the MIP scene for only two years, MIP also had its long-time American veterans. Metromedia Producers Corp., for example, has series ranging from *Starsky & Hutch* and *Fantasy Island*. MGM Products inventory included *CHiPs* and the new *Great Mysteries of Hollywood* as well as *Tom & Jerry* cartoons. MCA TV's lineup included not only its movies but also the mini-series, *Masada*, and series including *House Calls* and *Gangster Chronicles*.

Sandy Frank Film Syndication was there with its *New You Asked For It*, and for the international market had cassettes dubbed in Italian, French and Spanish. (Sandy

for children at a local orphanage. And this year Frank donated to the orphanage a videocassette player/recorder, movies and 50,000 francs [about \$10,000].)

First-time companies on the selling scene at MIP included Novacom, which offered *Nova* and *Genesis Project: The Media Bible* (a massive production effort based on the Bible) and Colbert Television Sales with its game shows and other properties.

While MIP primarily is a place for buyers and sellers and not celebrities, there were some on hand. Among them was Israeli leader, Moshe Dayan, who came in connection with *Dayan*, a three-part documentary series produced by the Israeli Rimon Communications in association with the BBC and distributed by Anthony Morris Ltd. The three 50-minute programs—"Settler," "Warrior" and "Statesman"—are scheduled to debut over the BBC early this month. Play in Israel is not legal until after June 13, the day of Israeli elections, since Dayan is running for office. Among others making appearances were Richard Mulligan, star of Columbia Pictures Television's *Soap*; Ian Anderson of the rock group, Jethro Tull, to promote a special by the Chrysalis Group, and classical flutist James Galway for *Music In Time*, a joint production of Germany's ZDF network, noncommercial KCET(TV) Los Angeles and the international Polytel.

This year's MIP will be the last in the present Palais des Festivals. Next year, a considerably larger facility is to be ready.

The MIP organization was also promoting another gathering prior to the annual April event. Its "first autumn MIP" was announced for October to be held in conjunction with the annual VIDCOM marketplace for home video and other programming—also run by MIP commissaire general, Bernard Chevy.

The TV marketplace business is bigger than ever. Among other places so far this year on itineraries of international distributors and buyers have been a Monte Carlo festival, the National Association of Television Program Executives conference and MIP. Soon many buyers will be heading to Los Angeles screenings to see new product available due to U.S. network pickup.

Last week in Cannes, NATPE President Steve Currie, of KOIN-TV Portland, Ore., approached MIP with the proposal that the two shows trade exhibit space for the organizations to provide information. Currie said the response from MIP was positive, as it had been from Monte Carlo earlier.

Parlez-vousing in the Palais

Some of the spirit, as well as some of the action, of MIP-TV was captured by BROADCASTING's photographer in these pictures taken in Cannes last week.

Columbia Pictures Television □ L to r: Toru Ohnuki, CPT, Tokyo; Anne Page, international sales executive; Brian McGrath, senior VP, international, and Hugh Broun, VP for Australia and Far East.

MGM □ Carlo Perrone (c) head of Italy's RTID talks with Graeme Nixon (l), Far East sales supervisor (CIC—MGM's international representative) and Larry Gershman, MGM executive VP, worldwide syndication.

Worldvision □ Bert Cohen, senior VP, international sales (l), discusses business with A.F. Monnickendam, managing director, SEPP, Belgium.

MCA TV □ Bob Bramson, president, MCA TV International (l), shows the company's portfolio to Marcel Rivas of Television del Pacifico, Ecuador.

ITC Entertainment □ The company's contingent at MIP included (l-r) Armando Nunez, executive VP, international; Leslie Pound, director of world publicity; Philip Jones, director of TV sales, and David Llewellyn-Jones, sales executive.

Sandy Frank Film Syndication □ In the booth were (l-r) Tom Battista, president; Sandy Frank, chairman; Anne Curtis, staffer, and Bob Peyton, Shamrock Television sales, consultant.

Telepictures □ The company's movies, sales and NIWS offerings are explained by Telepictures Chairman Michael Solomon (r) to Nasso Katakouzinas, Greek Radio and Television.

Paramount □ Bruce Gordon, senior VP, international sales greets Miriam Rothschild, Israeli Broadcasting Authority.

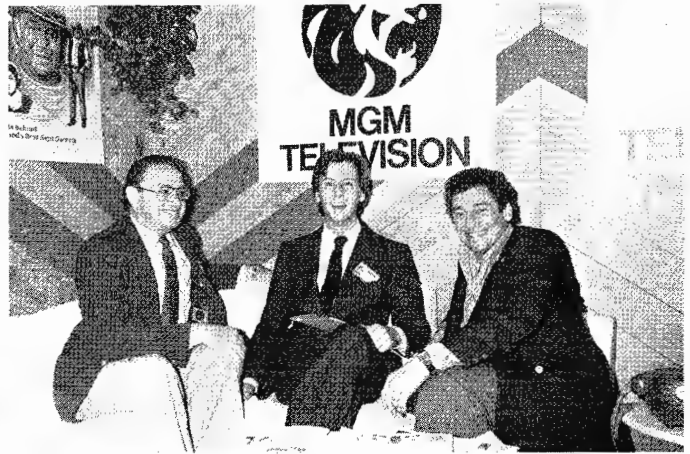
20th Century-Fox □ Fox's Richard Harper (l) discusses possible rights deal with Renato Rezzonico (c) and Guido Vanneti of Switzerland's Polivideo.

Metromedia Producers Corp. □ Alan Silverbach, executive VP, worldwide syndication, talks to Leon Darcyl of Telefilms of Argentina.

Viacom □ L-r: William Wells, managing director for Australia, Far East; Simona Calcagno, consultant, Italy, and Raul Lefcovich, VP, international.



Columbia Pictures Television



MGM Television



Worldvision



MCA TV



ITC



Sandy Frank



Telepictures



Paramount TV



20th Century-Fox TV



MPC



Viacom

Ratings Roundup

The first week of the prime-time rerun season, the week ended April 26, saw CBS-TV still in the victor's seat in the ratings, just as it was in the regular season (BROADCASTING, April 27). For the week, CBS turned in a 16.7 average prime-time rating and 29 average share, while ABC had a 16.0/27 and NBC a 14.2/24.

Two new CBS shows made the top 10, which otherwise consisted of repeats. *Private Benjamin* ranked fourth (22.5/35) and *Nurse* tied for eighth (20.4/37). Another new CBS entry, *The Two of Us*, drew a tie for 11th (19.8/30), but two other new CBS shows, *Checking In* and *Park Place*, ranked 37th (15.4/25) and 43d (14.6/23).

NBC Magazine With David Brinkley turned in one of its better performances (17.5/28), beating CBS's *Checking In* and *Park Place* and, on ABC, a repeat of *Bosom Buddies* (15.5/25), but falling fractionally short of a *Mork & Mindy* rerun (17.8/29).

An ABC *Wide World of Sports* 20th anniversary special (Saturday 8-9:30 p.m.) tied with a Barbara Mandrell repeat on NBC (8-9 p.m.) for tops (15.2/27) in their periods. A John Denver special on ABC Friday at 9 came in second (13.9/24) to CBS's *Dukes of Hazzard* (24.0/41) but ahead of NBC's *Gangster Chronicles* (10.4/19).

It was the first week under ABC's new policy of not counting hard news, unless part of a regularly scheduled series, in its calculation of prime-time averages (BROADCASTING, April 20). Both ABC and NBC benefitted by ABC's plan.

The First 20

1.	<i>Dukes of Hazzard</i> (9 p.m.)	CBS	24.0/41
2.	<i>Dukes of Hazzard</i> (10 p.m.)	CBS	23.3/44
3.	<i>M*A*S*H</i>	CBS	23.2/35
4.	<i>Private Benjamin</i>	CBS	22.5/35
5.	<i>Jeffersons</i>	CBS	22.4/37
6.	<i>Three's Company</i>	ABC	22.0/34
7.	<i>Diff'rent Strokes</i>	NBC	20.8/33
8.	<i>Nurse</i>	CBS	20.4/37
9.	<i>Too Close for Comfort</i>	ABC	20.4/32
10.	<i>Facts of Life</i>	NBC	20.0/32
11.	<i>60 Minutes</i>	CBS	19.8/41
12.	<i>Two of Us</i>	CBS	19.8/30
13.	<i>Barney Miller</i>	ABC	19.6/32
14.	<i>Alice</i>	CBS	19.5/33
15.	<i>House Calls</i>	CBS	19.4/30
16.	<i>Magnum, P.I.</i>	CBS	19.2/32
17.	<i>Real People</i>	NBC	19.2/31
18.	<i>Trapper John, M.D.</i>	CBS	19.1/34
19.	<i>Love Boat</i>	ABC	18.8/35
20.	<i>20/20</i>	ABC	18.8/34

The Final Five

63.	<i>Gangster Chronicles</i>	NBC	10.4/19
64.	<i>Palmerstown</i>	CBS	10.1/16
65.	<i>NBC White Paper</i> (special)	NBC	9.6/17
66.	<i>ABC News Closeup</i> (special)	ABC	8.1/15
67.	<i>Those Amazing Animals</i>	ABC	7.2/15

Monitor

Video publisher. American Express Co. has announced that Mitchell Beazley, international publishing group it acquired last year, has launched television production division, Mitchell Beazley Television, to produce film and video for broadcasting and cable markets. It is based in London and headed by Mick Csaky, former managing director of television and video publishing division, Viacom.

Believe it or not! Rastar Television has acquired rights to Robert Ripley collection of unusual facts and oddities and will use them in production of one-hour special for ABC-TV for broadcast this month. Project is in association with Columbia Pictures Television, which will distribute program worldwide.

And they're off! Sport of kings is coming to New York area via cable. Sportschannel pay sports network, carried by 18 systems in metropolitan area, has signed one-year agreement in principle with New York State Racing Association to carry daily results of racing program at three tracks—Belmont, Aqueduct and Saratoga. Programing begins May 6, airs six days per week and includes feature material in addition to races themselves.

Probing continues. USA Network announced 39-week renewal of *Sports Probe* series hosted by Larry Merchant. Produced by Corp. for Entertainment & Learning, and ProServe Television, series began original 26-week run on USA Oct. 3, 1980; extension will carry it through end of 1981.

Times Mirror acquires cable films. "Spotlight", soon-to-be launched pay TV service of Times Mirror Cable Television, has acquired package of major theatrical features from Columbia Pictures. Among films obtained by service: "Stir Crazy," "Kramer vs. Kramer," "The Blue Lagoon" and "The Competition." Service has recently closed deals with Paramount, United Artists, Universal and Warner Brothers studios.

SelectTV scores. SelectTV of Wisconsin, programmer of wccv-tv in Milwaukee, will televise 26 home games of Milwaukee Brewers baseball over next two years. Rights to STV telecast are first for club, which sells regular broadcast rights to wvttv(tv) and wsn-tv Milwaukee. Terms of agreement were not announced.

Teaming up. Klein/Mednick Special Projects—new venture of Klein &, production and promotion firm, and Harvey Mednick, former RKO Radio vice president—has been formed to develop, produce and distribute programs and promos for film and music industries. Programing will be free and geared towards pay cable, commercial TV and radio. Company also will supply RKO Radio with music specials. Mednick now serves RKO as consultant.

PlayBack

In the marketplace. TM Special Projects is offering 16-hour radio special called *The Class of 81* for airing in mid-May, co-hosted by Los Angeles radio personality Tony St. James and comedian Gallagher. Program will emphasize music and interviews involving current recording artists and graduation day theme.

In the air. Association of Independent Radioproducers has begun distributing first edition of its new Directory of Radio Programing to general managers around country. Additional copies of twice-yearly volume may be ordered for \$14.95 from AIR at Box 8888, Universal City, Calif. 91608.

Switching hats. Wsb(AM) Atlanta has dropped affiliation with Mutual Broadcasting and replaced all-night *Larry King Show* with in-house production. Entitled *Interstate 75*, program features MOR country music and telephone talk. Hosting program is wsb air personality, William Vale.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Just the Two of Us* by Grover Washington Jr. on Elektra; (2) *Morning Train* by Sheena Easton on EMI/America; (3) *Being With You* by Smokey Robinson on Motown; (4) *Angel Of the Morning* by Juice Newton on Capitol; (5) *Kiss On My List* by Hall & Oates on RCA. The top five in **country radio airplay**: (1) *Am I Losing You?* by Ronnie Milsap on RCA(2) *I Loved 'Em Every One* by T.G. Sheppard on Warner Bros./Curb; (3) *Roll on Mississippi* by Charley Pride on RCA; (4) *Hey, Joe* by Moe & Joe on Columbia; (5) *Seven Year Ache* by Rosanne Cash on Columbia.

ABC reports 48% profit decline on 1% revenue drop

First-quarter earnings statement finds TV network cause of overall slide by company; accounting shift and last year's winter Olympics, though, affect number comparisons

First-quarter earnings for American Broadcasting Companies plummeted to little better than half those of the same period last year, \$12,760,000, 45 cents per share compared to \$24,332,000, 86 cents per share, in 1980, a 48% drop. Revenues were down also, by 1%, to \$541,233,000.

The ABC-TV network, suffering from "a significant profit decline" on lower revenues, contributed most to the slide. Three reasons were cited in the ABC announcement: "the weak television advertising marketplace that continued throughout much of the quarter, the residual effect of last year's actors' strike and increased programming costs."

At the same time, almost 57% of the company's earnings in the first quarter, \$7.3 million, resulted from an accounting change ABC initiated in last year's fourth quarter. The change defers accounting of some of the costs of a television program from the time of its initial broadcast to subsequent broadcasts. Analysts see that change as primarily affecting accounting of motion pictures and mini-series. Without the accounting change, ABC earnings would have declined by more than 77% in the quarter. The timing of the change, which served to bring ABC in line with the methods used by most companies in the industry, reflected a belief at ABC, some analysts say, that it was necessary insurance against the possibility of a loss in the first quarter.

The company also pointed out that 1980 revenues had been boosted by the winter Olympics—first-quarter company revenues rose 21% last year. However, ABC net income and the profits of the TV network had both declined last year as well, making this a second consecutive year of first-quarter profit erosion at the corporate and network levels.

While earnings were down, company Chairman Leonard Goldenson and President Elton Rule were quoted as saying that "these results are stronger than we had earlier anticipated. Cost reduction measures" were accorded an "instrumental"

role in buoying results, and Goldenson and Rule said they are "encouraged by a recent improvement in the overall broadcast advertising environment."

ABC Radio, thanks to "robust advertiser demand," logged improved revenues and profits. However, owned television stations' profits slipped from last year.

ABC Publishing profits declined on rising revenues, while the company's leisure parks division recorded drops in revenues and profits. ABC noted that last year's results showed an adverse effect from losses of Travel Network, (which it sold) while this year's earnings were reduced by a decline in interest income.

Alter paints rosy picture for analysts

CAB chief describes efforts being made to help cable develop into major ad medium

Wall Street entertainment analysts heard about the promise of cable advertising from the Cabletelevision Advertising Bureau's Bob Alter. Attesting to his own belief in the "very important" future of that segment of the cable industry, Alter began by reminding the analysts of the

1980 network numbers. The bottom line on revenues for the three television networks and their 15 owned and operated stations in 1980 was \$4.6 billion up 11.5% from 1979. Pretax profits were down 7.2%, however, to \$534.1 million from 1979's total of \$572.6 million, according to FCC figures released last week.

Advertising sales from network operations were \$4.8 billion, up 11.6% from 1979.

Net revenues from network operations totalled \$3.9 billion, up 11.8% with the O&O's accounting for the remaining \$700.3 million, up 9.7%.

Pretax profits from network operations alone were \$325.6 million, down 12.1%, while the O&O's made modest gains—\$208.5 million, up 1.6%.

Broadcast expenses totalled \$4.03 billion, up 14.6% with network operations accounting for \$3.5 billion (up 14.7%) and O&O's reporting \$491.8 million (up 13.6%). The three networks, exclusion of the O&O's, reported spending \$486 million on their news and public affairs operations in 1980 as compared with \$324 million in 1979 and \$218 million in 1976, the previous presidential year.

1980 financial data of three television networks and their 15 owned and operated stations
(amounts in millions of dollars)

	Amount ^a	Total % change from 1979 ^b	Amount ^a	Networks % change from 1979 ^b	Amount ^a	O&O's % change from 1979 ^b
1. Network advertising revenues			\$4,796.1	11.6		
2. Deductions:						
a. Paid to owned and operated stations			115.5			
b. Paid to affiliated stations			310.9	8.1		
Total participation by stations			356.4	7.5		
3. Retentions from network advertising revenues	4,485.5	11.8	4,439.7	11.9	45.8	0.1
4. Nonnetwork time sales	802.9	10.6	—	—	802.9	10.6
5. Other broadcast revenues	151.3	6.7	146.0	7.2	5.3	(5.4)
6. Total broadcast revenues	5,439.7	11.4	4,585.7	11.7	854.0	9.9
7. Deduct commissions to agencies and representatives and cash discounts	874.2	11.1	720.5	11.2	153.7	10.8
8. Net broadcast revenues	4,565.5	11.5	3,865.2	11.8	700.3	9.7
9. Broadcast expenses	4,031	14.6	3,539.6	14.7	491.8	13.6
10. Broadcast income (before federal income tax)	534.1	(7.2)	325.6	(12.1)	208.5	1.6

^a Last digits of figures may not add because of rounding.

^b Percent change is based on the rounded figures. () indicates decrease.

"significant career change," from executive vice president of the Radio Advertising Bureau, he made in accepting his current post.

Advertising on cable now amounts to less than 2% of the industry's revenues, Alter said, but with growing cable penetration, increased channel capacity, cable's ability to target demographically and geographically, and the potential for interactive services, "cable will find it hard to stay out of the way of the advertising industry."

Cable might now be a "reluctant suitor" of advertising, according to Alter, but he believes there's a "growing ardor" on the part of the cable industry to pursue advertising revenues. He drew a comparison with the oil industry, which he said for years ignored the marketing of its products to consumers, concentrating on production and distribution, but which now enjoys profitable returns from owning service stations. Cable, likewise, Alter said, is learning the importance of consumer marketing, and selling skills.

Alter reviewed the projections industry analyst Paul Kagan has made for cable advertising, estimating that the industry took in \$68 million network advertising dollars last year, \$35 million local. Kagan has figured those numbers would grow to \$1.65 billion and \$575,000 by 1990. (That would represent 20% of 1990 projected industry revenues, Alter later said.) The CAB president proclaimed himself "more bullish" on the potential for local advertising, and said he believes "there's a tremendous amount of local advertising leverage."

Alter went on to detail for the analysts some of the innovative advertising and marketing approaches utilized by several local systems. For example, Palmer Cable's Naples, Fla., system expects to derive \$15 per subscriber (there are 28,000) in revenues this year from advertising. Times Mirror's Louisville, Ky., system has signed \$1 million worth of advertising contracts for this year, according to Alter—with such advertiser-supported services on the 34 channel system as a horse racing channel which programs every night's races from the local harness track in addition to racing-related features (the track gets 25% of the ad revenues), a real estate channel leased to a local entrepreneur, another to a local magazine, and one to a local paper, which runs classified advertising. The system also has deals for selling as packages the local avails in network programs—in fact, all the avails on Warner-Amex's satellite entertainment's new The Music Channel have already been sold to a local radio station.

Progress at the network and regional interconnect level was also reviewed by Alter, and he detailed the work being done through the CAB on cable measurement. Among research areas that need further exploration, Alter listed the apparent inconsistency between measurements of national cable penetration, with Nielsen's meters showing 31% penetration, Nielsen's diaries about 25% and Arbitron 22% or 23%.

Bottom Line

Viacom earnings. Viacom announced record first-quarter earnings of \$4.1 million, 36% improvement over last year, equalling 69 cents per share. Revenues rose 47% to \$46 million. Along with recent two-for-one stock split authorization, directors also approved 25% increase in annual dividend, to 25 cents per share for new shares.

Divying up. ABC board of directors declared cash dividend of 40 cents per share on common stock, payable June 15 to holders of record May 22.

Sacrificing mobility. RCA has sold its Mobile Communications two-way radio manufacturing operation, located in Meadowlands, Pa., to TACTEC Systems Inc., affiliate of Hampshire Capital Investors Corp., Morristown, N.J. Price was undisclosed.

South of the border. Scientific-Atlanta has formed new company, Digisat S.A., with private investors in Mexico. Company will sell S-A's communications products in Mexico, establish own facilities for manufacturing earth stations there.

Down first. Scripps Howard Broadcasting net income slipped 13% in first quarter, to \$2,970,000, \$1.15 per share, on revenue rise of 8% to \$17,982,000.

Changing hands. Georgia Network Inc., owned principally by Don Kennedy, and previous 50% owner of Florida Network Inc., has purchased remaining 50% of latter from Louisiana Network Inc. for \$380,000. All three are news and sports networks for respective states.

Asked how cable operators are setting prices now in the absence of research, Alter said that's "one of the toughest" questions they're asking themselves, with the most common approach probably being pricing against the lower radio stations in the market. Networks, he noted are following a "magazine concept."

Discussing the role his organization hopes to play in the development of cable advertising, Alter said he thinks CAB "will be a catalyst," spurring growth both through consultancy work with local systems, and direct national and retail selling.

Autry sells 48% of KOOL for \$35 million

Gulf United buys minority share from Golden West chairman

In a transaction that several brokers described as "unique," Gene Autry will sell his 48.11% interest in KOOL Radio-TV Inc. to Gulf United Corp. for approximately \$35 million. KOOL Radio-TV is the licensee of KOOL-FM-TV Phoenix. Howard E. Stark of New York was the broker.

The agreement calls for Gulf to acquire 24% of Autry's stock in the KOOL properties this year with the remaining interest to be acquired in 1982.

The question that arose from many quarters last week was why Gulf, or anyone else, would invest so much money in a property without gaining a controlling interest. Sources familiar with the transaction said Gulf was taking a calculated risk that it would be able to acquire the remaining interest some time further down the road. However, at this time, Gulf does not have a right of first refusal to the

remaining KOOL stock.

John Massey, executive vice president of Gulf, a publicly traded Jacksonville, Fla.-based insurance conglomerate, said that his company simply felt that the acquisition would be a good long-term investment. "We believe in the long-term future of the TV business and Phoenix," he said. As for the future acquisition of the remaining KOOL stock, Massey said it was "too early to tell" if Gulf would be interested or not. He also pointed out that although Gulf may not be acquiring a controlling interest in the stations, no one else is either. Tom Chauncey, chairman of KOOL is the other major stockholder with 49.89% while Homer Lane, executive vice president and general manager, holds the remaining 2%.

Autry and Chauncey had been the major stockholders in KOOL since the TV station went on the air in 1953 when it shared time with KOY-TV (now deleted). A year later KOOL bought out KOY. Autry is also 51.1% owner of Golden West Broadcasters, the Los Angeles-based group owner of five AM's, three FM's and two TV's, and principal owner of the California Angeles professional baseball team.

Autry said he was selling his interest in the KOOL properties for tax and estate purposes. He also said he would be retaining his interest in Golden West.

He said he and Chauncey had talked about a deal but that it "just didn't work out."

Gulf's broadcasting subsidiary, Gulf Broadcast Group, owns WVOJ(AM) Jacksonville and WTSP-TV Largo, both Florida; WNDE(AM)-WFBQ(FM) Indianapolis; WKAP(AM) Allentown, Pa.; WWRN(AM) Beckley, W.Va.; WGHP-TV High Point, N.C., and KTXQ(FM) Fort Worth. It has also applied to the FCC for approval of the planned \$33.5 million acquisition of most of the San Juan Racing Association Inc. properties.

UATC ups ante to \$90 in merger bid

Biggest UACC stockholder, in attempt to block merger with Knight-Ridder/Dow Jones, has increased tender offer again; court action possibility

The war over UA-Columbia Cablevision (UACC) heated up last week, and indications are that among the primary beneficiaries of the continuing struggle over the future of the company will be the lawyers for the various parties involved.

United Artists Theater Circuit, largest shareholder of UACC stock, with 27% of 3.3 million common shares, last Wednesday upped the price on its partial tender offer to \$90 per share. The offer was designed to boost UATC's holding by 725,000 shares, enough to block shareholder approval of the joint merger

offer by Knight-Ridder Newspapers and Dow Jones that has been approved by the UACC board (over the objections of UATC board designees). Knight-Ridder and Dow are offering \$80 a share—a price that itself was reached in two increases. UATC on Wednesday also expanded its tender offer to 735,000 shares. However, by Tuesday, the initial deadline to qualify for proration, only 263,700 shares had been tendered under the original offer.

At the same time, UATC repeated a suggestion made in its formal tender offering, saying it was talking to outside parties, seeking to make a proposal for all shares of UACC at a price better than \$80 per share.

Last week, however, separate announcements from UA-Columbia and the merger partners seemed to indicate that they had mustered enough support among shareholders to block the UATC tender bid. The cable system announced that shareholders of 1,256,000 shares had agreed not to tender their stock to UATC, with commitments covering another 32,000 shares expected shortly. Separately,

trustees controlling 164,000 shares in company benefit plans agreed not to tender those shares.

Dow and Knight-Ridder meanwhile announced they had purchased 167,000 shares from other trusts, and bought some 214,000 shares on the open market.

Taken together, the shares add up to enough to block success of UATC's bid for control. But all indications are that litigation will be the next move.

UATC said it intended to challenge the legality of the moves by UACC and the two merger partners, expanding on a suit it had already filed that challenged a stock option granted to Knight-Ridder and Dow by the UACC board that would have diluted UATC's holding (but which, following last week's actions, it seemed unnecessary for Knight-Ridder and Dow to exercise). None of the tendered shares will be bought, UATC said, until 735,000 shares are tendered—and noting that there aren't enough in public hands to meet that minimum, said "judicial or other relief" may be necessary to free them up.

The Media

Funding talk dominates NPR gathering

Annual conference of public radio stations worries over government budget cuts, is pleased with newly-won right to air corporate logos

Restrained and anxious.

That's the way one station manager described the mood prevailing among the more than 800 public radio professionals attending last week's Public Radio Conference in Anaheim, Calif. (April 27-30). Representatives of the nearly 250 National Public Radio affiliates were anxiously awaiting word from Washington on when and how much federal funding would be cut from the various agencies supporting the noncommercial system. "We should be meeting in Washington," grumbled one NPR staffer, referring to last week's congressional committee hearings on the subject of public broadcasting.

NPR President Frank Mankiewicz set the tone earlier in the conference, with a Tuesday morning briefing on the status of pending proposals. It would be a "grave error" for public broadcasters to feel they can somehow escape budget cuts, Mankiewicz confided. "I am not optimistic about increases in funding for

public broadcasting . . . [but] nobody looks better than public radio" among media-related agencies trying to minimize funding reductions.

"We will certainly face cuts in 1984," he continued, but the size of those cuts will be determined by the nation's economy and demonstrated public support for National Public Radio services. "We have known for some time that the assumptions underlying federal support of public broadcasting would be under attack or challenge . . . It's a different economic and political climate now."

Mankiewicz reiterated his objection to the administration's recommendation to rescind the 1980 appropriation for the Corporation for Public Broadcasting and

reduce its budget by 25%. NPR is arguing that CPB's advanced funding formula should protect its budget from cuts through 1983, and that only joint action by the House and Senate can authorize retroactive reductions.

"The issue," he said, "goes to the heart of what has protected public broadcasting from political influence." Mankiewicz expressed optimism not only that rescission would not be enacted, but that Congress will approve legislation renewing the public broadcasting act now in effect and set to expire in 1983.

Without endorsing either of the two major bills being proposed to renew CPB authorization (NPR receives about two-thirds of its funding through the quasi-government agency), Mankiewicz outlined seven principles the network's board of directors seek to include in such a measure. Among these is a continuation of the advanced-funding concept, continuation of matching criteria, allowance for specified entrepreneurial activity, recognition of critical differences in radio and television requirements, unrestricted use of community service grants, separate facilities funding and continuation of CPB's role as a financial manager.

"We must disenthral ourselves from the old ways of doing things," said Mankiewicz, suggesting individual stations "think anew and act anew" in searching for new funding sources. He said an NPR task force is looking "in every possible way" for new ways of raising money, including leasing of excess



Mankiewicz

satellite time, corporate underwriting, and sale of programs for nonbroadcast use.

Ending on a positive note, Mankiewicz told his Marriott hotel audience of several instances of "significant local and state government increases in public radio funding during the past year." He noted that NPR programs in several divisions have won prestigious awards and critical acclaim since last year's conference in Kansas City, Mo.

The funding issue was a recurrent theme in many of the more than three dozen seminars and workshops held during the conference. Discussions centered on legal aspects of terminating or demoting employees, promotion of specialized programming, commercial sharing of satellite facilities, and use of audience ratings as a promotional tool. One workshop even discussed the idea of operating a second, commercial station as a source of revenue to support the noncommercial venture.

Deregulation of public radio's fund-raising restrictions came up at a Tuesday morning session headed by NPR Station Services Associate Rob Gordon. After summarizing the likelihood of cutbacks in such agencies as the National Endowment for the Arts and the Department of Education, previously a popular form of programming support for many public radio stations, Gordon distributed copies of an FCC news release on the commission's April 23 decision to "air unpaid promotions of goods and services when in their judgment such promotions would serve the public interest." This will allow public TV stations to broadcast corporate logos and both TV and radio to identify product

lines, donor location, and certain other information about products and services. The stations may broadcast these announcements as often as they wish (BROADCASTING, April 27).

"We may have the Michelob Jazz Hour on public radio some day" as a result of the ruling, said Gordon, terming it "very significant." He compared the possibilities to the "soft sell advertisements" infrequently used by institutional advertisers in image campaigns. Immediate impact, said Gordon, might take the form of special consumer programs in which, for example, wines or phonograph records could be reviewed, including cost, availability and store locations.

"This allows you to go back to the potential underwriter who didn't think he was getting enough in return for his participation in the past," Gordon told the group. "If once an hour wasn't enough, try offering four mentions an hour. It's not a big market, but it will help broaden what we have now."

Several broadcasters predicted there will be some confusion over how to implement the new underwriting guidelines. One asked if a corporate logo might be interpreted as a jingle or theme song that did not contain promotional lyrics. Another speculated that stations might begin issuing "rate cards," charging more for underwriters who wish to have mentions made during prime time.

Some friendly advice on how to cope with budget cuts was offered in a Tuesday luncheon address by Clive Mason, the managing director of English-language radio for Canadian Broadcasting Corp.

Mason pointed out that the CBC is the owner as well as programming source of its affiliate stations, which makes the coping somewhat easier than in the U.S., where NPR stations are owned by an assortment of colleges, state and local governments, community groups and educational foundations.

"I'd sooner be in radio shows than in TV shows," said Mason, contending that the explosion of new video services favors the development of national networks as a sought-after alternative.

The video explosion "is one of the most encouraging things I've seen," Mason maintained. "After they've succeeded in fractionalizing their audience into tiny specializations, we'll have a national public radio network that provides a little of all things to all people."

He pointed out that the CBC now reaches four million of Canada's 20 million people for an average of eight and a half hours per person per week.

"Private [commercial] radio is now attacking the CBC," said Mason, "since we are encroaching on their market shares." He noted Canadian commercial stations are emphasizing more news and informational programming, a shift he attributes to the government's progress with news magazines. As *It Happens*, a daily news round-up, is often regarded as the prototype of *All Things Considered*, NPR's news magazine.

All Things Considered celebrates its 10th year on the air today (May 4), and was the object of special attention at the Anaheim conference. The program, which attracts an estimated 1.6 million listeners a week, was described as an alternative to "reports on jello-wrestling" that former co-host Bob Edwards told a conference audience typify much of commercial television journalism. Former NPR Program Director William Siemerling was singled out for a special award at Tuesday's luncheon, acknowledging Siemerling as the founding force behind *All Things Considered*.

Other conference events included a first-ever "Star Power" presentation, in which "celebrities from the performing arts soon to be heard on public radio" appeared live and on tape. The Wednesday evening event served to highlight a variety of performance programming for which NPR is seeking station support in promoting in the coming year, and followed the network's introduction of the radio version of *Star Wars* last March.

A special "program marketplace" for independent producers and syndicators of programming was offered for the second year, but many presenters said they were disappointed with the turn-out, which seemed to average about 15 persons. Participants, numbering some 20 in three program categories, were given 10 minutes to present program samples, literature and other information.

The conference wound up with an NPR membership meeting on Thursday.

In 1982, the Public Radio Conference will convene in Washington from April 18 to 22.

Steve Allen calls NPR 'voice of reason'

In keynote speech to public radio conference, entertainer warns of decay of American intelligence, says public broadcasting is cause for hope

In an uncharacteristically somber address, entertainer Steve Allen warned in his keynote address at National Public Radio's annual conference last Tuesday, of the "steady and demonstrable deterioration of the American intelligence." Allen, whose *Meeting of Minds* is in its fourth season on public television, contended: "we live in a time when irrationality is on the march," leading to "the relative collapse of our literary and reasoning powers. It is, of course, not too late at all to at least noticeably improve our intelligence. Listening to National Public Radio," said Allen, "is helpful."

Allen speculated that NPR is making an enormous impression on the national consciousness. "You are a voice of reason, as well as a source of information," he said.

After detailing 22 "major social problems," ranging from "the international Marxist challenge" to "the continuing struggle for women for social justice and equality," Allen concluded that "what

handicaps us primarily is our relative inability to think." He suggested the public education system be revamped to concentrate more on how, rather than what, to think.

"It's no panacea," Allen cautioned, "but we'll be better off than we are now, so often ruled by our prejudices, superstitions, angers and fears."

Acknowledging he has been a major participant in the commercial media, Allen characterized most commercial television as "junkfood for the mind... Thirty years of watching television of the most mindless sort must have a destructive effect on the intelligence.

"Radio is also at fault. As a people, we devote far too much time to listening to popular music," he said, "Some small amount of high quality material manages to attract public attention every year. But the percentage of such material is far lower today than it was formerly."

Calling NPR "one of the causes for hope in our society," Allen described the network's essential interest and purpose as the same as his: "to contribute to the rational public dialogue, to provide information and opinion in a tone befitting discourse among civilized adults."

Cable more akin to newspapers than broadcasters, NCTA tells Senate

In comments to committee, association says equal time and fairness doctrine should not apply to medium

The National Cable Television Association has asserted the First Amendment rights of cable television operators go beyond those now accorded to broadcasters to a point of parity with newspaper publishers. "Like newspaper publishers," NCTA said, "cable operators should be free of government attempts to tell them what must be said on, or who must have access to, their medium of expression."

The assertion was made in NCTA's lengthy response to Senate Communications Committee Chairman Robert Packwood's (R-Ore.) request last February for comments on the applicability of the equal time requirements and the fairness doctrine to cable television. Not only did the NCTA's 100-page response, written by Robert Ross, NCTA's vice president, government relations, address and reject the application of those rules to cable, but it went on to argue that cable should be free of all regulations—federal, state or local—that would constrain its freedom of expression.

In the document, NCTA argued solely for the "right to be free of affirmative regulation of speech, such as specific cable access requirements." It made good its promise not to address "negative regulation" in which the government prohibits certain kinds of speech like obscenity. NCTA noted, however, cable, unlike broadcasting, is "better suited" to delivering programming to specific audiences.

NCTA contends cable's status alongside newspapers before the First Amendment stems from the increasing similarity of functions of publishers and operators. Since cable served for many years as a mere retransmitter of broadcast programs, NCTA said, it should not be surprising that cable operators have suffered from the same constraints on free speech as broadcasters.

But as the cable technology has advanced and as cable programming has proliferated, the cable operator's role has changed. "Now, the operator is beginning to function essentially as does a magazine editor or publisher," NCTA said. "His staff develops or directly purchases some of the news and entertainment features, while others are drawn from national services. The operator, like a newspaper editor, must exercise editorial control judgment and control deciding what is shown and what is not, what needs revision and what editorial policies are appropriate."

Regarding the fairness doctrine and equal time requirements, NCTA said they were designed for broadcasting and ex-

tended to cable based on the Supreme Court's finding in 1968 that cable was "reasonably ancillary" to broadcasting. However, NCTA noted, the "reasonably ancillary" provides no more than a jurisdictional basis for FCC regulation and no justification for limiting the First Amendment rights of cable operators. "The commission's power to impose broadcast-type content regulation on cable systems has not been ruled on by the courts."

NCTA also argued against "broadcast-type" regulations on the ground they would impose an administrative burden on the operators. Such regulations would necessarily lead to log-keeping, pre-screening, tape retention, mandated by the government or done voluntarily by the operators as a defense against allegations of rule violations.

Furthermore, NCTA cited two federal court decisions that support the notion that cable systems should be treated more like newspapers than broadcast stations. In *Home Box Office vs. the FCC* in 1977, the appeals court of Washington found the differences between broadcasting and cable "justify differences in the First Amendment standards applied to them" and stated that "there is nothing in the record before us to suggest a constitutional distinction between cable television and newspapers. . . ." In *Midwest Video Corp. vs. the FCC* in 1979, the NCTA said, another federal court concluded that "nothing in this case . . . indicates(s) a constitutional distinction between cable systems and newspapers in the context of the government's power to compel public access."

NCTA also rejected in various contexts the contention that government-mandated access to cable channels or some other form of content regulation is justified on the grounds that each cable

system is a local monopoly. "In our information-laden society, however, cable is just one of many sources of news, information and entertainment." NCTA listed commercial television, public television, STV, MDS, radio, movie theaters, live sports, the legitimate stage, videocassettes and videodisks as some of those sources.

As NCTA pointed out, the First Amendment rights of cable operators are now limited not only by the federal government but also by state and local governments. As an example of local government's intrusion on cable operators' rights, NCTA cited the "National League of Cities Code of Good Cable Television Franchising Conduct" which urges cities during the franchising process "to assure local public, community educational, municipal and leased cable access and to promote local programming."

NCTA also suggested that it would be wrong for cities to accept access channels bid by cable operators during the heat of a franchise fight. A long line of Supreme Court cases, NCTA said, holds "that the receipt of public benefits may not be conditioned on the waiver of constitutional rights."

Instead of identifying with broadcasters and arguing for full First Amendment rights for the television medium as a whole, NCTA tried to put as much distance as it could between broadcasting, and its First Amendment problems and cable.

The broadcast experience should serve as a lesson for regulators approaching cable, NCTA added. "Government interference with media speech simply has not led to more diversity, more vigorous programming, or better service to the public. It has, instead, invited blandness and timidity, a result foreseen by the framers of the First Amendment."

McKinney leaves Sheridan; Finley successor

Thomas E. McKinney resigned last Monday (April 27) as president and chief operating officer of Sheridan Broadcasting Corp. and Sheridan Broadcasting Network. The same day, three corporate executives were named to replace him and Connie Balthrop, vice president, general manager of the company's radio division, who also resigned.

McKinney said he left the company because of "policy disagreements and other problems." He also resigned from the National Association of Broadcasters board of directors last Monday.

Ronald Davenport, chairman of the company's board of directors, has replaced McKinney as president. Glenn Mahone, general counsel, has been named executive vice president, general counsel. He will oversee the operation of the company's three radio stations, WYJZ(AM)-WAMO(FM) Pittsburgh and WUFO(AM) Amherst, N.Y.

Skip Finley, executive vice president, general manager, SBN, has been named to replace McKinney as network president. Finley, 32, has been with Sheridan since



McKinney



Finley

July 1974 and has been executive vice president, general manager of SBN since September, 1979. Before joining Sheridan, Finley was an account manager for Humphrey, Browning & MacDougall, an advertising firm in Boston and before that, he was an account executive with WRKO(AM) Boston. He has also held positions with WHDH-TV (now WCVB-TV) and WSBK-TV both Boston.

Company spokesmen declined to comment on McKinney's sudden departure, nor would they say whether Davenport's presidency would be permanent.

Changing Hands

PROPOSED

■ **KOOL-TV Phoenix:** Noncontrolling interest sold for approximately \$35 million (see story, page 68).

■ **WEZN(FM) Bridgeport, Conn.;** **WFTQ(AM)-WAAF(FM) Worcester, Mass.;** **WZZK(FM) Birmingham, Ala.:** Sold by Park City Communications to Katz Broadcasting Co. for \$16 million (BROADCASTING, March 9). Seller is owned by Richard A. Ferguson, Steven A. Marx and group of Boston-based venture capital firms. Buyer is subsidiary of The Katz Agency Inc., New York-based station representative which is also buying **KWEN(FM) Tulsa, Okla.** (see below). James Greenwald is chairman. Ferguson, president of Park City, will head broadcast division for Katz. Buyer is also new TV applicant for Omaha (BROADCASTING, Dec. 17, 1979). **WEZN** is on 99.9 mhz with 25 kw and antenna 660 feet above average terrain. **WFTQ** is on 1440 khz with 5 kw full time. **WAAF** is on 107.3 mhz with 18 kw and antenna 780 feet above average terrain. **WZZK** is on 104.7 mhz with 100 kw and antenna 640 feet above average terrain.

■ **KWEN(FM) Tulsa, Okla.:** Sold by **KWEN** Inc. to Katz Broadcasting of Tulsa Inc. for \$3,050,000. (BROADCASTING, March 9).

Seller is principally owned by Ron Curtis, who owns **KOKY(AM)-KLAZ(FM) Little Rock, Ark.** Buyer is subsidiary of The Katz Agency Inc., New York station representative which is also acquiring **Park City Communications** (see above). **KWEN** is on 95.5 mhz with 100 kw.

■ **WVIC-AM-FM East Lansing, Mich.:** Sold by **WGSB Broadcasting Co.** to **Goodrich Broadcasting Inc.** for \$2,350,000. Seller is principally owned by James Morse, Charles Schuler and Joe Buyes, Schuler owns 25% of **WQWQ(FM) Muskegon, Mich.** Others have no other broadcast interests. Buyer is owned by **Goodrich Theatres** (83%), **Robert E. Goodrich** (12%) and **Robert J. Malone** (5%). **Goodrich** owns **Goodrich Theatres**, Michigan-based movie chain. **Malone** is former vice president and general manager of **KARO(AM) Vancouver, Wash.** They have no other broadcast interests. **WVIC** is 500 w daytimer on 730 khz. **WVIC-FM** is on 94.9 mhz with 49 kw and antenna 500 feet above average terrain.

■ **KATI(AM)-KAWY(FM) Casper, Wyo.:** Sold by **Modcom Corp.** to **Casper Broadcasting Corp.** for \$1,550,000. Seller is owned by **Patrick H. Meenan** and family, who have no other broadcast interests. Buyer is owned by **James Stuart**

family, **Lincoln, Neb.-based** owners of **Stuart station group** of five AM's and five FM's. **KATI** is on 1400 khz with 1 kw day and 250 w night. **KWAY** is on 94.5 mhz with 65 kw and antenna 1,908 feet above average terrain.

■ **KPRL(AM)-KPRA(FM) Paso Robles, Calif.:** Sold by **F Ray Bryant** and wife, **Nancy L.**, to **Lincoln Dellar** and wife, **Sylvia** (80% jointly) and **Donald E. Pummil** and wife, **Judith M.** (20% jointly) for \$1 million. Sellers have no other broadcast interests. **Dellars** own **KMEN(AM) San Bernardino** and **KGGI(FM) Riverside**, both California, where **Pummil** is station manager. **KPRL** is on 1230 khz with 1 kw day and 250 w night. **KPRA** is on 94.3 mhz with 3 kw and antenna 54 feet above average terrain. Broker: **W. John Grandy**.

■ **WTCH(AM)-WOWN(FM) Shawano, Wis.:** Sold by **Shawano County Leader Publishing Co.** to **Wheeler Broadcasting Inc.** for \$950,000. Seller is owned by **Jeanne Donald**, who has no other broadcast interests. Buyer is owned by **Ray L. Wheeler** (80%) and wife, **Ahna** (20%). **Ray Wheeler** is news anchor at **WLUK-TV Green Bay, Wis.**, and has no other broadcast interests. **WTCH** is on 960 khz with 1 kw full time. **WOWN** is on 99.3 mhz with 3 kw.

■ **KBET(AM) Reno:** Sold by **Sierra Broadcasting Inc.** to **Reno Electronics Inc.** for \$820,000. Seller is owned by **Royce P. Adams** (38.9%), **Robert H. Day Jr.** and wife, **Julie A.** (39.48% jointly), **Marvin V. Bear** and wife, **Virginia** (8.1% each) and **John P. Costello** (6%), who have no other broadcast interests. Buyer is owned by **Bernstein Rein & Boasberg Advertising Inc.**, which is owned by **Robert A. Bernstein** (53%), **Irwin D. Rein** and **Howard T. Boasberg Jr.** (23.5% each). **BR&B** is **Kansas City, Mo.-based** advertising agency that also owns **KNUU(AM) Las Vegas**. **KBET** is on 1340 khz, 1 kw day, 250 w night.

■ **KOKQ(FM) Seaside, Calif.:** Sold by **Monterey Media Inc.** to **Johnston Broadcasting Inc.** for \$531,000. Seller is owned by **George Franklin** (65%), **Michael S. Moyse**, **David E. Lloyd** and **James Petrucci** (11.66% each), who have no other broadcast interests. Buyer is owned by **Stoddard P. Johnston**, **Monterey, Calif.-based** publisher of *Monterey Life*, who has no other broadcast interests. **KOKQ** is on 107.1 mhz with 1.1 kw and antenna 570 feet above average terrain.

■ **WCDL-AM-FM Carbondale, Pa.:** Sold by **Stainless Broadcasting Co.** to **Lifestyle Productions of Pennsylvania Inc.** for \$525,000. Seller is principally owned by **Henry J. Guzewics**, **Richard J. Eberle** and **Robert A. Farrington**, who own **WRAK(AM)-WKSJ(FM) Williamsport, Pa.**, and **WICZ-TV Binghamton, N.Y.** Buyer is owned by **Noble V. Blackwell** (60%) and **Richard S. Owen** (40%). **Blackwell** is former vice president of **WNJR(AM) Newark, N.J.** **Owen** is **Washington computer analyst**. They have no other broadcast interests. **WCDL** is 5 kw daytimer on 1550 khz. **WCDL-FM** is on 94.3 mhz with 330 w and antenna 770 feet above average

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■ **WYNN(AM)** Florence, S.C.: Control (85%) sold by John F. Maurer, his son, John G., and Agnes C. Hunt to James N. Maurer (80%), son of John F. Maurer, and his sisters, Mary Fulton and Jennifer Welsch (10% each) for \$512,000. James N. Maurer is Hilton Head, S.C., real estate investor and already owns 15% of WYNN. Family has no other broadcast interests. WYNN is 250 w daytimer on 540 khz.

■ **KBSQ(FM)** Espanola, N.M.: Sold by KBSQ-FM Inc. to Espanola Valley Broadcasting Inc. for \$250,000. Seller is owned by James F. Hoffman and Jon van Wambeck (50% each), who also own KDCE(AM) Espanola. Buyer is owned by H. Keith Megill and wife, Viola (50% each). Megill is director of Espanola community service group and has no other broadcast interests. KBSQ is on 102.3 mhz with 1.1kw.

■ **KLSN(FM)** Brownwood, Tex.: Sold by GBE Inc. to Cycles Communications Inc. for \$225,000. Seller is owned by Stephen F. Pasquini and wife, Peggy C. (25% jointly), Peggy's father, George F. Clements (25%), Ernest F. Cadenhead and M. Bryan Healer III (25% each) and Gary R. Price (1%). Healer, Cadenhead and Stephen Pasquini each own 22.1% of KBAL-AM-FM San Saba, Tex. Buyer is owned by Louis H. Gonzales (52%), Ronald G. Leppig and Dennis K. Boyle (24% each). Gonzales is account executive with Pates/Walton Radio, Chicago-based radio representative. Leppig is station manager at WAIT(AM) Chicago. Boyle is account executive at John Blair & Co. KLSN is on 104.1 mhz with 100 kw.

■ Other proposed station sales include: KBWA(AM) Williams, Ariz.; KYLO(FM) Davis, Calif.; KSFE(AM) Needles, Calif.; KUTY(AM) Palmdale, Calif.; KDHI(AM)-KQYN(FM) Twentynine Palms, Calif.; WEBI(FM) Camilla, Ga.; WRWH(AM) Cleveland, Ga.; KAIN-AM-FM Nampa, Idaho; KWEI(AM) Weiser, Idaho; KOKX(AM)-KIMI(FM) Keokuk, Iowa; KTXK(AM) Whitefish, Mont.; KTNC-AM-FM Falls City, Neb.; WGVA(AM) Geneva, N.Y., and WXNC(FM) Henderson, N.C.; (See "For the Record," page 88).

APPROVED

■ **KLIK(AM)-KJFF(FM)** Jefferson City, Mo.: Sold by KLIK Radio 950 Inc. to Brill Media Corp. for \$2.1 million. Seller is owned by R. Dana McVay (22%), Stan G. Grieve (20%) and nine others. McVay and Grieve are also principals in WIVQ(FM) Peru, Ill.; WSTL(AM) Eminence, Ky.; WBUK(AM) Portage-Kalamazoo and WKNX(AM) Saginaw, both Michigan. Remaining shareholders have no other broadcast interests. Buyer is owned by Allen R. Brill, Charlottesville, Va., financial consultant. Brill recently purchased WPVA-AM-FM Petersburg (Colonial Heights), Va. (BROADCASTING, Dec. 8, 1980; Feb. 9). He has 10% interest in Worrell Broadcasting Inc., licensee of WHSV-TV Harrisonburg, Va.; WIFR-TV Rockford, Ill., and WBNB-TV Charlotte-Amalie, St. Thomas, Virgin Islands. KLIK is on 950 khz with 5 kw day and 500 w night. KJFF is on 106.9 mhz with 100 kw.

■ **WTTR-AM-FM** Westminster, Md.: Sold by Carroll County Broadcasters Corp. to Shamrock Communications Inc. for \$1,742,510. Seller is principally owned by Russel Morgan and his wife, Kathryn. They have no other broadcast interests. Buyer is owned by William R., Edward J., and George V. Lynett, brothers; and Mrs. James J. Haggerty, their sister. They own KDIZ(FM) Orlando, Fla.; WEJL(AM)-WEZX(FM) Scranton, Pa., and WQFM(FM) Milwaukee. Lynett family also owns Scranton (Pa.) *Times* and *The Towanda* (Pa.) *Daily Review*. WTTR is 1 kw daytimer on 1470 khz. WTTR-FM is on 100.7 mhz with 50 kw and antenna 350 feet above average terrain.

■ **KYAC(AM)** Seattle, Wash.: Sold by estate of Carl Deck Jr. through U.S. bankruptcy court to Northstar Broadcasting Inc. for \$1.6 million. Seller has no other broadcast interests. Buyer is owned by Lloyd Edwards, president of First Enterprise Bank, Oakland, Calif. He owns 30% of KMPX(FM) San Francisco. KYAC is on 1250 khz with 5 kw day and 1 kw night.

■ **WVBS(AM)-WPJC(FM)** Burgaw, N.C.: Sold by Smiles East Inc. to The River Broadcasting Co. of North Carolina for \$692,000. Seller is owned by Norman J. Suttles and Derwood H. Goodwin (45% each) and John E. Ingraham (10%). Suttles and Goodwin each own 21.82% of WFOG-AM-FM Suffolk, Va., and 31.3% of WPJL(AM) Raleigh, N.C., and WDIX(AM)-WPJS(FM) Orangeburg, S.C. Ingraham

owns 5.45% of WFOG-AM-FM and 9.7% of WDIX-WPJS. FCC recently approved their sale of WAJL(AM) Winter Park, Fla. (BROADCASTING, April 20). Buyer is principally owned by George E. Pine II, son, George III, David Rousso and Wayne Rogers. Elder Pine is regional manager for McGavren-Guild Inc., New York radio representative. Younger Pine is Lake Village, Ark., farmer. Rousso and Rogers are Los Angeles-based real estate developers and investors. Pines each own 23.75% and Rousso and Rogers each own 9.9% of WNIX(AM) Greenville, Miss. WVBS is on 1470 khz with 1 kw day. WPJC is on 99.9 mhz with 100 kw and antenna 520 feet above average terrain.

■ **WDLP(AM)** Panama City Beach, Fla.: Sold by Media Investors Ltd. to Janus Broadcasting Inc. for \$650,000. Seller is owned by Syndicated Services Inc. (general partner) and 35 limited partners. Syndicated Services is principally owned by Harold Grothaus. Media Investors also is licensee of WFTP(AM) Fort Pierce, Fla. Buyer is owned by Frederick L. Lindholm, president, and Donald G. McCoy, vice president (40% each), and David Johnson (20%). Lindholm and McCoy are general manager and sales manager, respectively, of WGNE-AM-FM Panama City/Panama City Beach Fla., of which each owns 40%. Johnson is physician in Santa Ana, Calif. WDLP is 1 kw full time on 590 khz.

■ **WKNY(AM)** Kingston, N.Y.: Sold by

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Kingston Broadcasters Inc. to Sawmill Broadcasters Inc. for \$510,000. Seller is owned by Dorothy Martin Moore (88.5%), Phyllis Bernstein (9.7%) and Moore's father, Alistair B. Martin (1.8%). Moore owns 14% of WMGW(AM)-WZPR(FM) Meadville, Pa., and 35% of WGRD-AM-FM Grand Rapids and WTRU(AM) Muskegon, both Michigan. Martin owns 50% of WTRW(AM) Whitehall, Mich., 43% of WAAL(FM) Binghamton, N.Y., 1% of WMGW-WZPR and 50% of WRMF-AM-FM, proposed assignee for Titusville, Fla. Bernstein owns 15% of WTRW, 18% of WAAL and 12.7% (plus 10.2% preferred) of WBZA(AM)-WNIQ(FM) Glens Falls, N.Y. Buyer is owned by Richard Landy (63.97%) and David R. Klemm (33.6%), and Landy as custodian for his sons, Douglas and John (1.35% each). Landy is president and 28% owner of Madison Communications, operator of cable systems in Vermont, New Jersey, Maryland, Virginia, North Carolina and South Carolina. He also is 33% owner of Oxford Communications, cable operator in Palm Beach county, Fla. Klemm is vice president of John H. Blair & Co., New York station representative. WKNY is on 1490 khz with 1 kw day and 250 w night.

■ Other approved station sales include: WKRW(AM) Cartersville, Ga.; WAGM(AM) Presque Isle, Me.; WAMV(AM)-WCNF(FM) [CP] Amherst, Va., and KLLK(FM)[CP] Saratoga, Wyo. (See "for the Record," page 88).

Runoff in Boston

Cablevision Systems Boston and Warner Amex are only two of original nine applicants left in race for 242,000-home franchise

And now there are two left competing for the demanding Boston cable television franchise—each claiming it would provide the most extensive services available anywhere—amid continuing questions about standards, politics and the law and the prediction that this means the end of cable operators simply "plumbing" major urban markets.

Complying with the city's requirements that the franchise winner has to give 5% of annual gross revenues to a nonprofit community access corporation, 3% to the city and offer Boston residents bonds in its company (BROADCASTING, March 30), Warner Amex is offering a 133-channel system it estimates will take \$76 million and five years to build. Cablevision Systems Boston, a subsidiary of Cablevision Systems Development, Jericho, N.Y., plans a 106-channel, \$94-million operation within three and a half years.

Both finalists balked at the city's proposal that they sell convertible bonds to Boston residents and institutions. But both, in final applications (BROADCASTING, April 27), said they would be willing to offer long-term bonds with interest

rates increasing if franchise profits did.

Warner-Amex's financial estimates are based on projections of 52% penetration of Boston's 242,000-home market, with 5.2% seen taking the first tier (36 channels at \$5.95 a month) and 46.8% taking the second tier (62 channels at \$9.95 monthly). The company estimates 20.8% of subscribers will also take its two-way interactive Qube service (for \$3.95 a month), and plans to provide information retrieval services to Boston based on its Columbus, Ohio, experience with tests run in conjunction with CompuServe and Atari. The company's five-volume final proposal projects that only 19.5% of its cable will have to be laid underground, and projects a 22.7% rate of return on its equity (net operating income less interest) in 10 years after its operation would start.

Cablevision Systems states its Boston plan can't succeed with the usual 50% penetration figure; it assumes 60% penetration, increasing to 74% in the 10th year of operation. Elsewhere in its three-volume application, the company predicts that 63% of Boston residents will subscribe, based on a poll showing 32% "definitely" and 31% "probably" signing up.

The company is less optimistic about the cabling job, estimating that 34% of the cable will have to go underground. Cablevision will charge only \$2 monthly for its 50-channel basic service on the assumption—Vice-President Sheila Mahoney said before the final application was filed—that subscribers to other services (such as Home Box Office for \$7 monthly and a 20-channel, two-way system for \$6 monthly) will make the total service pay for itself.

While some preliminary applicants complained that Boston's cable requirements are both harsh and unrealistic, the final applicants talked of challenge and commitment. Warner-Amex has pledged to invest up to \$3.5 million in a national video production center in Boston (a plan dear to the heart of Mayor Kevin White, who is expected to pick the franchise winner by August). A local origination budget of just over \$1 million, says Warner, will provide 21 hours a week of local production.

Cablevision would invest \$500,000 in a Boston production center, buy at least \$1 million a year of the center's productions (if they're competitive in cost and quality with other available programming) and build a \$1-million satellite uplink to take Boston programming to cable subscribers throughout the country.

Formally, Cablevision states that while Boston's request for proposals is the most thorough and comprehensive it has yet encountered, the city has realized its ground rules have to "attract private investment." It projects a hefty 57.3% rate of return on equity by the third year of operation.

But before that, Mahoney complained the guidelines have forced Cablevision into what she called the somewhat pre-

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Intermedia

Citified. City of St. Paul took giant step toward municipal ownership of cable franchise when it threw out bids of seven companies to pursue city ownership two weeks ago (April 24). Idea is to set up nonprofit corporation to run system. Presumably major cable company would be hired to build and manage system. Initial financing would be raised through industrial revenue bonds by city's Port Authority. Some cable companies that were bidders have shown interest in managing system. First Amendment concerns including privacy and government censorship will have to be addressed if St. Paul is to be first major U.S. city to own its cable system in form of public utility.

Minneapolis showdown. Minneapolis city council has passed amendments that cleared up four problems state cable board had with cable franchise application of Storer subsidiary. However, city mayor promptly vetoed measure, so issue now goes back to council vote to override veto. Vote is expected May 8 with nine of 13 councilmen needed to override. Original passage of amendments by council was 7-4 with two abstentions.

Full house. After nine months of sitting on fence, Oak Industries has joined other major STV operators as members of Subscription Television Association. In welcoming Oak to fold, Rinaldo Brutoco, chairman of STVA (and president of Universal Subscription Television), said: "STVA has routinely discussed policy matters with Oak to insure that the association reflects cohesive industry views. Oak's substantial presence in the STV industry makes it an integral part of the association." Oak operates STV services in Chicago, Dallas-Fort Worth, Miami-Fort Lauderdale, Phoenix and, along with National Subscription Television, Los Angeles. STVA was formed last year by Universal, Wometco Enterprises, NST, American Subscription Television, and Subscription Television of America.

Two-way toehold. Teleprompter announced agreement with Datavision Inc. for use of latter's proprietary two-way data systems technology. Two-way service will first be tested on Teleprompter's Grosse Pointe, Mich. system—with, company says, "possible expansion to the nationwide Teleprompter CATV network of systems." Service to be provided through Datavision system is said to include automatic meter reading, power load and energy management. "Possible future residential interactive services" cited in announcement are catalogue shopping, polling and computerized banking.

among the position papers included in the city's request for proposal was one of Christian Associates stating: "We specifically request that prospective bidders allocate a separate channel for Christian Associates." It also noted that Brother Richard Emenecker, superintendent of the city's Bureau of Cable Communications, and Ronald Lengwin, chairman of the city's cable advisory committee, are Catholic clergymen with "close and active" relationships with Christian Associates. Emenecker was a member of its cable television subcommittee and Lengwin was its director of communications, ACLU said.

The plaintiffs in the suit are Jesse Cavileer, minister of the Allegheny Center Unitarian Church; Joseph Houle, minister of the Metropolitan Community Church, and Sam Lane, a member of American Atheists, a group founded by activist atheist Madalyn Mays O'Hair.

According to the suit, Christian Associates represents 12 Christian denominations in southwestern Pennsylvania.

Emenecker would not comment on the merits of the suit, but said it would have no effect on Warner's construction of its cable system. Emenecker noted, however, that because of the slowness with which the local utilities are "making ready" utility poles, Warner is behind schedule. So far, Emenecker said, Warner has managed to hang just seven miles of cable and hook up just 185 subscribers, all for basic cable service.

mature choice of having to provide two-way services "with no more evidence than we have about the marketplace." Mahoney said the company is unsure where the profit and loss areas are in two-way just now. (Its survey found only 16% of Boston residents polled were very or quite interested in two-way after having it explained to them, 14% somewhat interested and 57% not at all interested.)

"It's peculiar for a government to advocate a technology," Mahoney said, "but they're writing the rules of the game and we want to play, so we'll play the way they want to play it."

In this game, Warner Amex has some heavy political hitters. Its Boston-based assistant vice president, government relations, came from a top post in the Boston school system. Its director of franchise operations in Boston had been the city's park and recreation commissioner until last July. Its legal counsel in Boston had been the city's corporation council.

Current plans are for June public hearings on the two companies' proposals, visits to at least two of each firm's operations, and then the mayor's decision.

Nine companies originally applied for the franchise last November. *The New York Times* dropped out first, and failing to file final applications this month were the Times Mirror Corp., Time Inc. subsidiary American Television & Communications, Rollins Cablevision, Tribune Cable of Boston and Boston Cablevision Services.

Group files cable suit against Warner in Pittsburgh

ACLU chapter says agreement by MSO to guarantee religious channel violates Constitution

The Pittsburgh chapter of the American Civil Liberties Union has filed suit in Pittsburgh federal district court, challenging the year-old cable agreement between the city and Warner Cable Corp. of Pittsburgh and asking that certain portions of the agreement be declared "null, void and unenforceable."

The law suit, filed against the city on behalf of two Christian ministers and a member of the American Atheists, centers on provisions of the agreement guaranteeing Christian Associates of Southwest Pennsylvania, a consortium of Catholic and Protestant churches, a full-time cable channel on the system Warner is currently building for the city and \$60,000 worth of production equipment.

The ACLU claims in the suit that such provisions constitute "an establishment of religion in violation of the First and 14th Amendments" and force individuals, specifically the plaintiffs, to support the programming of Christian Associates through their subscriber fees in violation of their constitutional rights.

In its complaint, ACLU pointed out that

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Smith finds fault, progress in business reporting

Former ABC commentator leads discussion at Ohio conference where business executives and reporters square off in debate

American businessmen and the media covering them have to improve—and “there’s a lot of room for it,” former ABC commentator Howard K. Smith said last week in the keynote speech at Ohio University’s World Communication Conference III.

“The main trouble with business is businessmen,” Smith said, saying that there has been a decline in the quality of managers and executives. “They’ve lost their spirit of venturousness; they look at this year’s profit, not at future growth,” he said.

Meanwhile, Smith said, business reporting is “cursory, trivial and uninformed. Business deserves deeper, more scholarly analysis, both in the interest of simple fairness and the public good.”

Nonetheless, Smith said things were

getting better, noting that the national concern about the economy and government spending is leading to a better relationship between business and the media. For example, he said, economic experts now report business news for television networks and more newspapers are using specialists to cover business and the economy.

Smith said that David Stockman, director of the Office of Management and Budget, whom Smith likened to a cross-eyed javelin hurler, is at least partly responsible for the change. “He may not hit the target, but he’s the center of attraction; he’s even forced the media to pay close attention to the economy,” Smith said.

Nonetheless, said Smith, “our craft should improve.” And though he thought the media shouldn’t be “hostile” to business, neither can the media “give up our watchdog function,” he said.

In response to a question, Smith noted that although he didn’t disagree with advocacy advertising in principle, he warned that the media shouldn’t “sell business everything they want to buy.”

The conference, the theme of which was: “Media and Business: The Concerns and Responsibilities of Two Major Forces in World Affairs,” also presented panels comprising media professionals and representatives of business.

One panel asked itself whether television is fair to business, and the answer seemed to be, no. Included on the panel were Herbert Schmertz, vice president for Mobil Oil; Dan Cordtz, economic editor for ABC-TV; Ray Brady, business news reporter for CBS-TV; J.W. Cosley, vice president for public affairs at TWA; Dudley Kircher, director of corporate communications at the Mead Corp.; Ronald Rhody, vice president of public relations and advertising at Kaiser Aluminum, and William Sheehan, vice president for public affairs at the Ford Motor Co.

The business panelists seemed to agree that television reporters needed to be better educated on business affairs and thought that the time limitations of television news would prevent television from treating business news fairly. The business panelists also asked whether it was fair for networks to deny them time to air their sides of stories.

Rhody compared the way television handles business news to an unfair trial. He said television news producers act as judges and prosecuting attorneys while the audience is the judge. However, he said, since the defendant—the business being reported on—can’t speak for itself, its story can only be heard as interpreted by the

judge and prosecutor—the show’s producer.

Although the business panelists agreed that businessmen should be more open to the press, they said they had been “burned” by the press in the past.

Schmertz said relations could be improved if the media would let businessmen know the kinds of questions that would be asked beforehand, try to get producers, editors and reporters to agree on where they want to go with a story, let businessmen know who else is going to be on the show and let the press cover the press as news as often as it covers business.

Television news ranks highest in ‘Newsweek’ poll

Network news is viewed by 71% as most accurate, least biased

Television outranks other media “in providing accurate, unbiased news accounts,” according to a *Newsweek* poll published in the magazine’s May 4 issue.

The findings in this phase of the poll echoed those of the Roper Organization, whose studies for the Television Information Office have found television the “most believable” news medium for almost 20 years.

The *Newsweek* poll, conducted by the Gallup Organization among 760 telephone respondents, showed that 71% of those questioned gave network television an excellent/good rating on the question of accuracy and lack of bias, while 69% gave local TV the same rating. Comparable figures for other media were: news magazines, 66%; daily newspapers, 57%; personality/show business publications, 21%.

Fair/poor ratings on the same question came from a minority of respondents in most cases: for network television, 29%; for local TV, 31%; for news magazines, 34%; for daily newspapers, 43%, and for personality/show business publications, 79%.

The poll was conducted in conjunction with a *Newsweek* report on “A Searching of Conscience” by journalists in the wake of disclosure that a Pulitzer-winning story in the *Washington Post* was a fabrication.

Asked how they would rate “the honesty and ethical standards of people in these different fields,” 38% gave journalists high marks—above advertising executives (12%), congressmen (16%) and business executives (31%), but behind

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Foreign relations. Japanese people were able to share thrill of countryman's Toshihiko Seko's victory in Boston Marathon April 20, thanks to WNAC-TV Boston, which shared its production facilities with TV Asahi, Japanese television network. Working out of RKO station, TV Asahi covered 26-mile race end to end and was ready two hours after Seko crossed finish line with five-minute segment which it transmitted by satellite back to

Japan in time for early morning newscast there. With help of Americans, by 11:30 p.m. NYT, TV Asahi had two-hour program ready for prime time in Japan, delivered by satellite.

Spanish news. National Spanish Television Network has set June 1 as starting date for first national Spanish-language television newscast, *Noticiero Nacional SIN* (SIN National News). Live, half-hour newscast will be carried Monday through Friday, 6:30 and 11 p.m. over SIN's 100 satellite-interconnected affiliated stations. Feeds will originate in New York and Washington.

Stepping in. Eastern Broadcast Services has rescued UPI Newstime slowscan video cable news service, which had been slated to cease operation on April 30 (BROADCASTING, April 6). EBS, Atlanta-based producer of commercials and audio-visual training material and owner of Columbia School of Broadcasting, purchased service from UPI and is continuing operation as North American Newstime without interruption of service.

INN adds half-hour midday newscast

Oct. 5 debut set for noon version; it too will be satellite delivered like its nightly counterpart which has 51 subscribing stations

In its second expansion move in less than 18 months, Independent Network News of WPIX(TV) New York will add a midday edition on Oct. 5 to supplement its nightly satellite news feed started a year ago.

The new satellite telecast will be fed to stations five days a week at the outset between 11:30 a.m. and noon.

Leavitt Pope, president of WPIX Inc., noted that the nightly national edition expanded from weekdays to seven days a week last October. Both half-hour news programs are offered to stations on a barter basis.

INN's nightly newscast is taken by 51 subscribing stations and Pope believes, on the basis of a recent sampling, that an equal number will accept the noon version. The evening program is anchored by Pat Harper, Bill Jorgenson and Steve Bosh. Anchors for the noon program have not been set.

WPIX sells three minutes nationally in the nightly presentation and permits local stations to sell three minutes. That formula will be used on the noon newscast.

clergy (71%), physicians (58%), and police (52%).

Asked "how much of what you hear and read in the news media can you believe?", 5% said almost all, 33% said most, 52% said only some and 9% said very little. Fifty-eight percent said they thought the hoax in the *Washington Post* was an isolated incident; 33% said they thought reporters "often make things up."

Asked whether reporters should always reveal their sources or be allowed to keep them confidential if that is the only way they can get a story, 13% voted for always reveal; 83% said sometimes keep sources confidential.

Columbia University begins seminars on media and society

Ford Foundation to help underwrite programs, scheduled to run three years in centers across country in panel format

Columbia University will conduct a three-year seminar program examining the relationship of the press to such societal concerns as crime and violence, race relations, foreign policy, the justice system and business and government.

The university has been awarded \$975,000 from the Ford Foundation to help underwrite the costs of the project. Based at Columbia's Graduate School of Journalism, the "Media and Society Seminars" will be similar to a series on the media and law conducted by the Ford Foundation and media partners in a num-

ber of American cities during the past seven years.

The seminars will be held at regional centers across the country and occasionally abroad. They will be co-sponsored by participating institutions—newspapers, universities, professional associations, broadcast stations and groups. Columbia said \$500,000 already has been pledged by outside groups, including media, corporations and other foundations.

A minimum of a dozen seminars are planned for each year—six one-day meetings and six weekend sessions. Stuart Sucherman, a Ford Foundation program officer and formerly vice president of legal affairs for WNET-TV New York, is executive director of the project. He said last week the first seminar probably would start in late summer or in the fall.

The program was conceived by Fred W. Friendly, professor emeritus at Columbia's Graduate School of Journalism, who served as the Ford Foundation's communications adviser until his retirement last fall. He will serve as senior program adviser.

The seminars will employ a "Socratic-method" format in which a moderator engages about 30 participants in a directed discussion of specific situations involving the relationship between the press and other elements of society.

"The roughest journalists and jurists have been known to squirm when forced to play out roles in hypothetical cases involving real-life situations having to do with libel, privacy, sources and First Amendment rights," said Friendly. "The key of the seminars is to put journalists, judges, politicians and others into situations so agonizing that they can escape only by thinking."

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Stock Index

Exchange and Company	Closing Wed. April 29	Closing Wed. April 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	32	34 5/8	-2 5/8	- 7.58	6	896
N Capital Cities	75	74	+1	+ 1.35	15	987
N CBS	59 3/4	60 1/2	- 3/4	- 1.23	8	1,665
N Cox	68 1/2	65	+3 1/2	+ 5.38	11	925
A Gross Telecasting	28 5/8	27 3/4	+ 7/8	+ 3.15	8	22
O LIN	34 1/2	36 1/4	-1 3/4	- 4.82	12	191
N Metromedia	121 1/2	120	+1 1/2	+ 1.25	13	543
O Mooney	9 1/4	9 1/4			12	3
O Scripps-Howard	61	60 1/2	+ 1/2	+ .82	10	157
N Storer	38 3/8	41 1/4	-2 7/8	- 6.96	12	504
N Taft	30	29 1/2	+ 1/2	+ 1.69	8	293

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	25	26	-1	- 3.84	20	82
A Affiliated Pubs.	29 7/8	29 5/8	+ 1/4	+ .84	12	154
N American Family	9 1/4	9 1/2	- 1/4	- 2.63	4	114
N John Blair	20 1/4	21 5/8	-1 3/8	- 6.35	6	75
N Charter Co.	12 1/8	11 3/8	+ 3/4	+ 6.59	1	331
N Chris-Craft	34 5/8	35 1/2	- 7/8	- 2.46	17	109
N Coca-Cola New York	9 3/8	9 3/8			21	165
N Cowles	36	34 3/4	+1 1/4	+ 3.59	24	142
N Dun & Bradstreet	68 3/4	64 7/8	+3 7/8	+ 5.97	21	1,917
N Fairchild Ind.	25 1/4	26 3/4	-1 1/2	- 5.60	7	288
N Gannett Co.	42 1/4	43 1/4	-1	- 2.31	11	2,285
N General Tire	25	25 7/8	- 7/8	- 3.38	10	602
O Gray Commun.	53	53 1/2	- 1/2	- .93	11	26
N Harte-Hanks	36 1/8	36	+ 1/8	+ .34	17	344
O Heritage Commun.	16	16			8	86
N Insilco Corp.	20	20 7/8	- 7/8	- 4.19	8	215
N Jefferson-Pilot	26 1/2	28 3/4	-2 1/4	- 7.82	6	580
O Marvin Josephson	13	12 3/4	+ 1/4	+ 1.96	8	30
N Knight-Ridder	34 1/2	34 3/4	- 1/4	- .71	12	1,116
N Lee Enterprises	29 1/2	29 7/8	- 3/8	- 1.25	14	210
N Liberty	17	17 1/2	- 1/2	- 2.85	7	216
N McGraw-Hill	48	46 1/2	+1 1/2	+ 3.22	15	1,192
A Media General	35 1/8	35 1/4	- 1/8	- .35	10	253
N Meredith	64	63 3/8	+ 5/8	+ .98	9	201
O Multimedia	35 3/4	37 1/4	-1 1/2	- 4.02	19	359
A New York Times Co.	34 7/8	34 5/8	+ 1/4	+ .72	11	418
N Outlet Co.	37 1/2	36 1/4	+1 1/4	+ 3.44	54	94
A Post Corp.	24 3/8	24 5/8	- 1/4	- 1.01	12	44
N Rollins	20	20 1/2	- 1/2	- 2.43	8	545
N San Juan Racing	18 5/8	18 1/2	+ 1/8	+ .67	21	46
N Schering-Plough	38 3/4	37 5/8	+1 1/8	+ 2.99	9	2,057
O Stauffer Commun.	45	46	-1	- 2.17	11	45
A Tech Operations	17 1/8	17 3/8	- 1/4	- 1.43	18	18
N Times Mirror Co.	51	52 7/8	-1 7/8	- 3.54	12	1,739
O Turner Bcstg.	23	21	+2	+ 9.52		230
A Washington Post	24 5/8	25 1/8	- 1/2	- 1.99	10	345
N Wometco	18 7/8	20 1/2	-1 5/8	- 7.92	8	250

CABLE						
A Acton Corp.	17	17 5/8	- 5/8	- 3.54	12	51
N American Express	44	44 3/4	- 3/4	- 1.67	9	3,136
O Burnup & Sims	16 3/8	17 3/4	-1 3/8	- 7.74	20	146
O Comcast	25	23 1/2	+1 1/2	+ 6.38	28	96
O Entron*	5	5			5	4
N General Instrument	112 1/4	110 1/4	+2	+ 1.81	19	988
O Rogers Cablesystems	11 1/8	11 3/4	- 5/8	- 5.31	21	211
O Tele-Communications	31 1/2	30 7/8	+ 5/8	+ 2.02	30	750
N Teleprompter	33 3/4	33 5/8	+ 1/8	+ .37	28	574
N Time Inc.	74 1/8	73 3/4	+ 3/8	+ .50	14	2,086
O Tocom	16 1/2	16 1/2				54
O UA-Columbia Cable	79 3/4	79 7/8	- 1/8	- .15	59	267
O United Cable TV	29 3/4	31 1/2	-1 3/4	- 5.55	21	291
N Viacom	57 7/8	61 1/4	-3 3/8	- 5.51	21	258

Exchange and Company	Closing Wed. April 29	Closing Wed. April 22	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 1/2	3 1/2			3	11
N Columbia Pictures	41 5/8	43 1/4	-1 5/8	- 3.75	12	422
N Disney	58 1/4	58	+ 1/4	+ .43	15	1,895
N Filmways	8 1/8	7 3/4	+ 3/8	+ 4.83		51
O Four Star	2	1 5/8	+ 3/8	+23.07	20	1
N Getty Oil Corp.	65 1/4	66	- 3/4	- 1.13	7	5,360
N Gulf + Western	18	18 1/8	- 1/8	- .68	4	1,343
N MCA	54 1/8	56 5/8	-2 1/2	- 4.41	9	1,272
O Medcom	8 1/8	7 1/8	+1	+14.03	29	14
N MGM Film	10 3/4	12 3/8	-1 5/8	-13.13	7	349
O Reeves Commun.	44	41 1/4	+2 3/4	+ 6.66	31	159
O Telepictures	6 1/2	7 1/8	- 5/8	- 8.77	30	15
N Transamerica	21 3/8	21 5/8	- 1/4	- 1.15	6	1,396
N 20th Century-Fox	63 3/4	61 7/8	+1 7/8	+ 3.03	10	686
O Video Corp. of Amer.	13 1/4	14 3/8	-1 1/8	- 7.82	28	13
N Warner	50 1/2	52 7/8	-2 3/8	- 4.49	12	2,967
A Wrather	28 3/8	28 1/4	+ 1/8	+ .44		65

SERVICE						
O BBDO Inc.	44 3/4	45 1/2	- 3/4	- 1.64	10	112
O Compact Video	19 5/8	20 5/8	-1	- 4.84	18	58
N Comsat	48 5/8	51 1/4	-2 5/8	- 5.12	10	389
O Doyle Dane Bernbach	15 1/2	16 1/4	- 3/4	- 4.61	4	19
N Foote Cone & Belding	34 5/8	35 1/2	- 7/8	- 2.46	9	94
O Grey Advertising	62	62 1/2	- 1/2	- .80	6	37
N Interpublic Group	36	36 1/4	- 1/4	- .68	7	161
N JWT Group	35 1/4	36 3/8	-1 1/8	- 3.09	8	107
O MCI Communications	16 1/2	17 3/4	-1 1/4	- 7.04	83	603
A Movielab	6 1/4	6 1/4			5	10
A MPO Videotronics	6	6			17	3
O A.C. Nielsen	44	45 1/4	-1 1/4	- 2.76	18	493
O Ogilvy & Mather	29 3/4	28 3/4	+1	+ 3.47	9	123
O Telemation	2 1/4	2 1/8	+ 1/8	+ 5.88	13	2
O TPC Communications	4 3/4	5 1/4	- 1/2	- 9.52	34	4
N Western Union	24 1/4	22 7/8	+3 3/8	+ 6.01		368

ELECTRONICS/MANUFACTURING						
O AEL Industries	14 5/8	13 1/8	+1 1/2	+11.42		24
N Arvin Industries	16 1/4	16 1/4			8	126
A Cetec	7 3/4	7 7/8	- 1/8	- 1.58	10	16
O Chyron	11	11 1/4	- 1/4	- 2.22	18	13
A Cohu	9 1/8	9 1/8			13	15
N Conrac	21 1/4	21 1/2	- 1/4	- 1.16	9	45
N Eastman Kodak	79	83	-4	- 4.81	13	12,749
O Elec Missile & Comm.	9 1/8	7 1/2	+1 5/8	+21.66	114	25
N General Electric	66 1/8	66 1/2	- 3/8	- .56	10	14,988
N Harris Corp.	55 3/4	58 5/8	-2 7/8	- 4.90	21	1,715
O Intl. Video*	1/8	1/8				
O Microdyne	32	28 1/2	+3 1/2	+12.28	24	85
N M/A Com. Inc.	29	30 5/8	-1 5/8	- 5.30	25	968
N 3M	62	63 1/4	-1 1/4	- 1.97	11	7,221
N Motorola	79 3/8	85 5/8	-6 1/4	- 7.29	15	2,265
O Nippon Electric	86 1/2	85 1/8	+1 3/8	+ 1.61	66	2,840
N N. American Philips	51 3/4	49 1/2	+2 1/4	+ 4.54	8	622
N Oak Industries	31 3/8	35 1/4	-3 7/8	-10.99	11	341
A Orrox Corp.	11 3/4	12 1/4	- 1/2	- 4.08	38	19
N RCA	26 1/4	26 3/8	- 1/8	- .47	7	1,968
N Rockwell Intl.	40 7/8	40 1/4	+ 5/8	+ 1.55	11	3,065
A RSC Industries	5 1/4	5 1/8	+ 1/8	+ 2.43	13	12
N Scientific-Atlanta	30	32 1/4	-2 1/4	- 6.97	26	635
N Sony Corp.	20	17 1/2	+2 1/2	+14.28	33	4,312
N Tektronix	60 1/4	57 3/4	+2 1/2	+ 4.32	13	1,100
A Texscan	38 1/8	42 1/2	-4 3/8	-10.29	75	56
N Varian Associates	29	29 3/4	- 3/4	- 2.52	13	223
N Westinghouse	34 1/8	33 3/4	+ 3/8	+ 1.11	8	2,899
N Zenith	19 3/8	18 3/4	+ 5/8	+ 3.33	18	364

Standard & Poor's 400
Industrial Average 150.74 151.91 - 1.17

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. *** Stock split. + Stock traded at less than 12.5 cents.

Groups ask for FCC oversight of DBS service

Electronic groups favor establishment of technical standards; consumer groups want public interest protected

In comments filed with the FCC on permanent domestic direct broadcast satellite (DBS) policy, electronics groups have come out in favor of the establishment of technical standards for DBS service to insure the lowest costs possible to the public. Consumer groups have urged the commission to regulate DBS as a broadcast service to make sure it adequately serves the public interest.

Oak Industries, a supplier of cable TV converters and decoders with interests in subscription television, suggested that when DBS becomes a reality, it will face an extremely competitive marketplace. Cable, multipoint distribution services, STV, videodisks and videocassettes will provide adequate restraints on DBS, it said, contending that "programming, not hardware, will remain the key element in determining the success or failure of the new media technologies." That being the case, the price of DBS services need not be regulated, Oak said.

Oak suggested that any spectrum allocation assignment plan the U.S. opts for should be based on time zone coverage whereby full bandwidth (500 mhz) for orbital slots in a given time zone should be obtained. It said that within any service area, channel assignments on the polarization should be given to every other channel and each orbital slot should be assigned every fourth channel. Assignments should have orbit locations that are 15 to 25 degrees west of their corresponding service areas in order to provide non-eclipsed broadcasting service during normal viewing hours.

DBS operators should be assigned single channel bandwidths and not block-allocations to insure that demand for television service is satisfied, Oak said.

Regarding interference problems in the 12 ghz band between existing fixed terrestrial services and DBS, Oak said the fixed services could alleviate some of the problems by using larger diameter, higher-gain antennas, low side-lobe antennas, lower noise-figure receivers, shorter link hop lengths, and lower transmission power. All this aside, Oak said DBS should be given priority on the 12 ghz band because of the band's high PFD (power flux

density) qualities required by the DBS service.

Oak said that the commission should establish a single set of technical transmissions for the manufacture and sale of receivers suitable for reception of all so-called "free" television services. However, it suggested that decoder-adaptor units for pay-DBS systems not be standardized but should be required to comply with interference limitation standards and operators should be required to supply or lease the decoders.

The Consumer Electronics Group of the Electronic Industries Association agreed with Oak that technical standards should be set by the commission. It recommended that the commission provide for a period of three years for an industry committee to develop recommendations on technical standards for DBS service.

In a joint filing, several public interest groups, headed by Citizens Communications Center, said the commission was obligated to regulate DBS as a broadcast service. The group argued that under the Communications Act, broadcasting is defined as "the dissemination of radio communications intended to be received by the public," be it free or advertiser supported. DBS, it said, should therefore be regulated under Title III of the act.

The group called for multiple and crossownership restrictions on DBS operators to insure diversity of media control and also called for restrictions on the number of channels any one DBS operator could own. The group said that networks, terrestrial broadcasters, cable operators and newspaper owners should be prohibited from operating any DBS channels that transmit to homes within their existing service areas.

They also suggested that ascertainment obligations should be imposed on DBS applicants to insure that programming is responsive to the problems and interests of all residents of the DBS service area.

The group also said the commission should require DBS operators to utilize at least a percentage of its channel capacity to cover a certain portion of the country with a broad beam (i.e., rural areas) before being allowed to direct spot beams at population centers.

The National Black Media Coalition (NBMC) urged the commission to impose the same similar regulations on DBS that now apply to terrestrial broadcasters (ascertainment, program service and EEO). It noted that since there will be few DBS licensees, the total paperwork volume involved would be minimal thus imposing a small burden on the industry, commission and the public.

NBMC said a lottery system for picking among DBS applicants would constitute a

public disservice because such a method would preclude meaningful public participation in the licensing process.

As for high definition television service in DBS, NBMC noted that demand for clearer pictures was not a high public priority. Of the many thousands of complaints received each year by the commission, NBMC said only about 200 address poor TV signal quality.

It said that AT&T and the networks should be precluded from entering the DBS field.

The International Union, United Automobile, Aerospace, and Agricultural Implement Workers of America (UAW) agreed with other consumer groups that stricter regulations should be imposed on DBS than recommended by the commission's Office of Plans and Policy which has opted for an overall deregulatory course. Regulations concerning transferability of licenses, technical standards to insure compatibility or signal quality, program content and crossownership, it said, are essential safeguards protecting the public interest.

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The backstage debate about backyard receivers

Those enterprising individuals who aren't waiting around for tomorrow's DBS are causing some legal problems for today's; Westinghouse's Teleprompter deal caught up in the controversy

Manufacturers, distributors and users of the backyard earth station—that rapidly proliferating symbol of America's passion for more and more choices of television programming—may be moving out from under the mantle of “pirate” that producers and suppliers of pay programming have hung on them. At least, Westinghouse Broadcasting Co. says it is

doing what it can to allow the backyard earth station owners to buy some of the material they now intercept—including, possibly, that of Showtime, one of the largest suppliers of satellite-delivered pay cable programming.

WBC disclosed its plans in a letter to the FCC, after receiving a sharp nudge from the Society for Private and Commercial Earth Stations (SPACE). The association of manufacturers, distributors and users of stand-alone earth stations, in its little more than a year of existence, has waged a vigorous campaign to persuade program suppliers to sell their product to individuals, as well as to Master Antenna Television

Systems, something they have refused to do. And in the process, it petitioned the FCC to deny WBC's application to acquire Teleprompter Corp., the nation's largest cable system operator and 50% owner of Showtime, unless WBC agrees to direct Showtime to negotiate contracts with individual earth station owners. SPACE contends that Showtime's refusal to deal violates commission policies and the antitrust laws.

WBC says it is already moving ahead to meet some of SPACE's objections where WBC's own pay-programming distribution company, Home Theater Network Inc., is concerned. WBC told the commission that HTN has obtained permission from all but one of its suppliers to sell their product to master antenna television operators. And it said it construes its existing licenses to permit sales to individuals. Thus far, “approximately 10 individuals” subscribe to HTN services.

What's more, WBC said HTN's standard affiliation contract with cable systems does not grant them exclusivity in their franchise area; requests for exclusivity are a subject for negotiation. Only one of HTN's affiliation agreements contains any restrictions on service to others. And WBC said it will not seek exclusivity in behalf of its cable systems for HTN's cable service “or any other commonly owned service.” That would include Teleprompter. At present, WBC's systems serve about 78,000 subscribers. Its acquisition of Teleprompter would give it access to 1,337,515 more.

As for HTN, its objective, WBC said, is to obtain as many subscribers as possible, “by selling its service, wherever it is economically feasible to do so, to MATV, MDS, STV and individual users.” A caveat entered is that, as a middleman, HTN's ability to supply the service is limited by its contracts with program suppliers. But it said HTN is resisting supplier restrictions.

The principal news in the letter, however, is in the final paragraph: If the commission approves WBC's acquisition of Teleprompter, WBC will not only apply those basic policies to Teleprompter's operations, it will “urge their adoption by Showtime, which is 50% owned by Teleprompter.” The remaining 50% is owned by Viacom.

Teleprompter last week filed its own response to the FCC, one that generally, though not entirely, tracked WBC's. It said Teleprompter will not seek exclusivity in behalf of its cable systems for Showtime programming against other users, including individuals and MATV systems. And it noted that Showtime has announced it will sell its programming to MATV systems, including those served by satellite. But where WBC saw no legal obstacle to the sale of HTN programming to individual earth station owners, Teleprompter said its general counsel and Showtime's agree that most of Showtime's licensing agreements with producers do not permit it to sell to the backyard user.

However, Teleprompter does not rule out



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InSync

Another international connection. U.S. Earth Station Ownership Consortium, which now owns and operates five international earth stations in United States, has announced plans to construct another in central Pennsylvania to handle increasing amount of international satellite traffic in East. ESOC includes Comsat, AT&T, ITT Worldcom, RCA Globecom and Western Union International. Comsat, which is U.S. partner in Intelsat, has 50% interest in consortium. Earth station complex, expected to be operational in late 1983, will comprise three 100-foot dishes and 30,000-square-foot building to house electronics. It will be located on 107-acre site, 10 miles outside Bloomsburg. Existing earth station sites are Etam, W.Va.; Andover, Me.; Brewster, Wash.; Jamesburg, Calif., and Paumotu, Hawaii.

the backyard market. It says that if rights can be obtained from suppliers "on reasonable terms" and, "assuming, of course," that Showtime determines sales to that market would be profitable, "Teleprompter will urge" Showtime to enter it.

To SPACE's general counsel, Richard L. Brown, of Brown, Bernstein & Longest, the responses constitute a welcome "first step." But, he said, they do not resolve all of the issues. Indeed, he noted that while HTN feels legally free to sell to backyard users, Showtime does not. What SPACE wants, he says, is "a commitment, either from the commission, in the form of a condition attached to approval of the acquisition, or from WBC" that Showtime will sell to the home market.

Assuming the pressure SPACE is applying results in Showtime selling to the home and MATV markets, the results could be an important breakthrough for the new organization. Showtime now serves about 1.8 million customers, making it second only to HBO as a supplier of satellite-delivered pay programming. (HBO serves more than six million customers.) SPACE might not be unreasonable in assuming Showtime would not be alone if it were to adopt the policy WBC says it would "urge."

HBO, Showtime and other suppliers of satellite-delivered pay programming have refused to sell on various grounds. John Sie, Showtime's senior vice president for marketing and affiliates, for instance, said Showtime has made a business decision to sell programming to cable television systems on a "wholesale" basis. "We don't sell retail to the consumer." He also cited the complications a supplier could face if, in putting together the package it will sell, it turns up a producer who will not permit the sale of its programs to the "retail" market. "I don't want that kind of business restriction," he said.

Although the consumer market SPACE represents constitutes only a thimbleful of the potential customers now available to cable systems, it is growing rapidly. In the year and a half since the commission deregulated earth stations and thus made them available virtually to anyone who could afford them, between 7,500 and 10,000 backyard earth stations have been installed, according to SPACE. (Hard information is hard to come by, however. Other estimates indicate the number is closer to 5,000.) And with prices dropping to as low as \$4,000, they are beginning to

sprout in America's backyards at the rate of 1,000-1,200 monthly, again, according to SPACE.

Another indication of interest in the technology was provided in Washington over the April 17-19 weekend, at a conference of manufacturers and distributors of earth stations for the home market, sponsored by Bob Cooper's Satellite TV Technology Inc. and SPACE. Some 1,500 members of the public turned out when the doors were opened.

Brown insists that the reception by home earth station owners of satellite-supplied signals is legal (although he acknowledges that MATV owners who resell the programming they receive are liable for copyright payment); and he draws a sharp distinction between the backyard reception of unscrambled signals and those who build decoders to unscramble scrambled pictures and who manufacture receivers to pick up pay programming on multipoint distribution service frequencies. "We have moved as far away as possible from [those] so-called pirates," Brown says. But Brown, who says he realizes the program supply will dry up if suppliers are not paid, insists the question is not a legal one so much as it is: Will those with product sell it to those who want to pay for it and at a reasonable price? If the answer is yes, he says, there is no problem.

As for the legal argument, Brown cannot look to the FCC for support. It has held in various policy statements dating back to 1978 that unauthorized reception of signals that common carriers deliver by satellite is illegal. And in deregulating earth stations, in October 1979, the commission said those who use the new technology must obtain permission before receiving a distributor's programming (BROADCASTING, Oct. 22, 1979).

The commission's acting general counsel, Marjorie S. Reed, cited those statements last month in a letter to counsel for American Television & Communications, which is a common carrier as well as the second largest cable system owner. She also cited a policy statement warning against unauthorized use of MDS transmissions and a decision of the U.S. Court of Appeals for the Sixth Circuit, in December, holding that the manufacture of equipment to decode STV signals is illegal (BROADCASTING, Jan. 5).

ATC's lawyer, John R. Wilner, had expressed concern about the refusal of the U.S. attorney in Denver to prosecute

manufacturers of equipment designed to intercept the MDS signals of ATC. Reed said the commission is "in accord" with the court's position, and said the U.S. attorney's view should be "conformed" with the court's. She made the same point in a letter to the Department of Justice.

It isn't only the present status of the law on the subject—which even some commission lawyers describe as "murky," at least where unscrambled pictures are concerned—that might be a cause of concern for SPACE members. Representatives of the pay television industry are working with members of Congress to draft legislation that would, they say, eliminate any doubt that unauthorized reception of pay programming is a crime. The production, distribution and use of equipment designed to intercept MDS and pay television programming would be made subject to civil and criminal penalties (BROADCASTING, April 6). Backers say the measure is needed to maintain the integrity of the system.

The proposal—which is expected to be introduced in the House this week, by Representative Henry A. Waxman (D-Calif.)—is being modeled on a bill that SPACE successfully lobbied to death last year. But if program suppliers agree to sell their product to earth station owners and MATV operators, Brown says "SPACE would support theft-of-service legislation." With the suppliers' cooperation, those whom SPACE represents would clearly have the legitimacy they seem to crave as much as they do programming.

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THE FIRST 50 YEARS



OF BROADCASTING

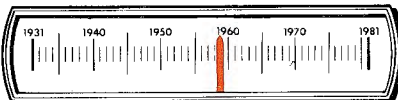
The expected promise of space communications and an unexpected TV confrontation between Richard Nixon and Nikita Khrushchev were among the highlights of broadcasting in 1959. Among the lowlights were disclosures of quiz-show rigging, payola and plugola, and an indictment of a radio network for allegedly serving as a propaganda instrument of a foreign government.

Following the Russians' initial triumph with Sputnik, American communications companies stepped up their work on live radio-TV transmissions via space satellites. General Electric submitted its blueprint for communications satellites to Congress, while RCA revealed plans for manned space relay stations.

America's forays into new technology also set the backdrop for a memorable broadcast involving Soviet Premier Khrushchev and Vice President Nixon. It happened in July 1959 when the U.S. staged a cultural exhibition in Moscow to display such U.S. products as color TV, videotape, washing machines, electric dryers, and SOS scouring pads. At a stop at the Ampex-RCA exhibit, with a videotape machine recording the visit, Khrushchev steered the conversation to issues unrelated to the displays, injecting questions and comments on such things as American bases in other countries. Nixon initially attempted to return the talk to American technology, but, conscious of the videotaping, rose to Khrushchev's argumentative level. From the television exhibit to the kitchen marvels and beyond, two world leaders vigorously debated policy and freedoms. Each later agreed that the taped debate could be televised uncut.

However, Khrushchev was unhappy with ABC's translation of the debate—each network was responsible for its own translation. Accordingly, the Soviet foreign ministry subsequently denied ABC radio circuits to cover Nixon's visit to Siberia. It offered facilities to CBS and NBC, but those networks declined to take advantage of a competitor.

John Daly, head of news for ABC, issued this statement: "My colleagues from CBS and NBC accompanying Vice President Nixon were told they could still use the broadcast circuits and—bless them—they told [A.J.] Popov [acting head of the press section of the Soviet Foreign Ministry] in blunt language, 'No thank you. We don't know the facts of the



Fidel Castro assumed power in Cuba Jan. 1, following the collapse of the Batista government. Two stars were added to the American flag with statehood for Alaska (Jan. 3) and Hawaii (Aug. 21). The St. Lawrence Seaway opened April 25 and was dedicated June 26 by President Eisenhower and Queen Elizabeth II. In July, the country was gripped by a strike of 500,000 steelworkers, a walkout that was ended after 116 days by a government injunction. The Chicago White Sox and Los Angeles Dodgers set a World Series attendance record of 420,784. And in

BROADCASTING...

telecast [in Moscow]. Neither does Mr. Popov [who was in Siberia]. He just read in the paper that Mr. Khrushchev is unhappy. In sum, it's a heck of a way to run a let's-be-friends visit by the Vice President of the United States."

Khrushchev visited America in September, gaining what BROADCASTING called "million-dollar coverage." Followed by an entourage of over 375 reporters, Khrushchev was under detailed scrutiny of all media. CBS-TV and NBC-TV estimated that they each spent more than \$200,000 covering the first two days of

Khrushchev's visit.

Under the title, *Mr. Khrushchev Abroad*, ABC aired seven half-hour programs highlighting each day's events. CBS devoted its *Eyewitness to History* series to Khrushchev's visit, and NBC presented a nightly half-hour series, *Khrushchev in America*.

A concomitant of the Soviet leader's visit was the cessation of Soviet Union jamming of Voice of America programs. "It was the first time in 10 years," BROADCASTING noted, "this verbal blockade had been interrupted. The Soviet Union has been spending an estimated \$113 million annually to jam the non-English language broadcasts—approximating the entire appropriation of the United States Information Agency for all services. Obviously, the cessation of jamming is to permit the 'live' transmissions of the Khrushchev mission to reach Russia and its satellites. . . . Any accord with the Soviets in any area is meaningless without the cessation of jamming. We do not silence the Soviet transmissions to this country. There must be the free flow of information in this shrunken world if there is to be any degree of amity among nations."

Radio's credibility received a setback in 1959 when a special arrangement between Mutual Broadcasting System—with Hal Roach Jr. as MBS chairman and Alexander Guterman as MBS president—and Rafael Trujillo, dictator of the Dominican Republic, came to light. In September a federal grand jury indicted Guterman, Roach and Garland L. Culpepper (vice president of Guterman's Scranton Corp.) on charges that for a \$750,000 advance payment, the financially troubled network would "disseminate within the U.S. political propaganda on behalf of and favorable to the Dominican Republic."

Calling its agreement with MBS a publicity consultancy, the



THE CELEBRATED DEBATE AS RECORDED ON TAPE
They talk on as tapes and cameras turn

Broadcasting, Aug. 3

Dominican Republic, through Washington attorney Edward L. Carey, later sought a refund from MBS on grounds of non-performance.

Radio endured another headline-making scandal in 1959, the investigation of payola. It involved benefits, often characterized as "booze, broads and bribes," paid by record companies and distributors to disk jockeys for preferential playing of certain records.

In a special report in August, BROADCASTING cited the statistics that created payola. There were between 1,500 and 2,000 recording companies in 1959, turning out from 50 to 250 new records each week. As one disk jockey said about the flood of new releases: "Who can play them all and decide which ones are going to get the plays? ... There's room for about 15 or 20 disks outside the top 40, and how much chance do you think your record has of being one of those 15 or 20, and how much are you willing to pay to help make it one?"

Seymour M. Lazar, entertainment lawyer and West Coast attorney for the American Society of Composers, Authors and Publishers, testifying before a Senate Commerce subcommittee in 1958, had stated: "In order to get your song played by disk jockeys in Los Angeles, you must pay cash ... I know disk jockeys making \$300 to \$500 a week above their salaries of \$25,000 to \$50,000 a year. ... The broadcasters know this. It is that flagrant."

By December BROADCASTING headlined "Two Tough Moves Against Payola." The Federal Trade Commission formally charged RCA, London Records, and Bernard Lowe Inc. (Cameo) as well as six distributors in Philadelphia and Cleveland

with bribing disk jockeys. In addition, the FCC started a sweeping investigation of payola by ordering all 5,326 radio and TV licensees to report on all programs and commercials broadcast since Nov. 1, 1958, in which the payment of money or a "thing of value" to the stations or their employees was not identified over the air. The order even included educational outlets.

Two weeks later RCA and the FTC agreed to a consent judgment. Although admitting no guilt, RCA agreed to refrain from paying disk jockeys and other broadcasting personnel to play RCA records over the air unless the listening public was told that the station or the DJ had been paid to play the item. "We welcome this action," RCA declared, "because we firmly believe that these steps, taken to assure the highest standards for the record industry, are in the best interests of the public, the artists, record distributors and retailers, and the industry."

Meanwhile, Chairman Oren Harris (D-Ark.) of the House Legislative Oversight Committee considered an even more extensive investigation of payola.

Congress also weighed the implications of "plugola," a practice in which a show host mentioned the name of a product in exchange for gifts or cash, while the station, unlike in sponsorship, received no remuneration. The FCC questionnaire, which attempted to cull information about payola, was also designed to uncover plugola.

Unsettling as all this was, the biggest and perhaps most disturbing scandal in 1959 involved the admission by participants and producers of TV quiz show rigging. Representative Harris's subcommit-

tee in October heard testimony by contestants that *Twenty-One*, *Dotto*, and *Tic Tac Dough* had fraudulently given some contestants the answers in advance. The most dramatic testimony came in November from Charles Van Doren, a long-running winner on *Twenty-One* whose popularity had led to a \$50,000-a-year job as an NBC commentator. Appearing before the House Legislative Oversight Committee, he contradicted earlier testimony to a New York grand jury and declared: "I would give almost anything I have to reverse the course of my life in the last three years. I was involved, deeply involved in a deception." Van Doren admitted that all of his 14 appearances on *Twenty-One* had been rigged. Testifying that Albert Freedman, producer of *Twenty-One*, manipulated more than answers, Van Doren said, "He instructed me how to answer the questions: to pause before certain parts of the answers, to skip certain parts and return to them, to hesitate and build up suspense."

About his own qualms in accepting almost \$130,000 in winnings, Van Doren, a Columbia University faculty member, rationalized: "I was almost able to convince myself that it did not matter what I was doing because it was having such a good effect on the national attitude toward teachers, education and the intellectual life ... I was able to convince myself that I could make up for it after it was over."

Other testimony revealed that *The \$64,000 Question* and *The \$64,000 Challenge*, were also rigged. One beneficiary of help on the *\$64,000 Question*, the Rev. Charles E. (Stony) Jackson, stated that he felt no compunctions about taking \$16,000 in winnings because "I worked like a dog boning up ... on a category ridiculous enough to attract attention—great love stories. I have not been censured nearly so much for taking the money as for opening my big mouth." Xavier Cugat, who appeared on *The \$64,000 Challenge* for publicity, accepted help as he "didn't want to make a fool of myself. I thought it was entertainment—it was a show. Now I wish I'd never gone there." As BROADCASTING analyzed in a November editorial: "Who was responsible for keeping *Twenty-One* clean? The answer is: Nobody. The network was acting only as a vehicle for carrying the program. The sponsor and its agency were thinking of the show only as a vehicle for carrying advertising messages. Barry & Enright [the company that owned the show] was thinking of it only as the source of a fast and very large buck. Among all the people who in some way had a direct connection with the show, not one felt a personal sense of editorial responsibility. ... If order is to be brought to television operations, the networks and stations themselves must take command of all their programs."

The networks began to effect such change through closer monitoring. CBS President Frank Stanton announced closer scrutiny by CBS over broadcasts because "whether it is a quiz program or an advertising commercial or a news broadcast or



whatever, we are held responsible for what appears on CBS. We accept that responsibility, and the quiz show scandal has led us to re-examine the whole area of our responsibility." NBC President Robert E. Kintner stated, "NBC has never been a party to quiz show rigging. We are just as much a victim of the quiz show frauds as the public." Both networks attempted to eliminate deceptions by such practices by requiring all personnel associated with quiz and audience participation shows to sign affidavits of honesty, and recommending an independent audit of security procedures.

Besides the networks' own housecleaning, the quiz and payola scandals produced other reverberations. The FCC announced an inquiry to "determine the policies, practices, mechanics and surveillance pursued and carried out by networks, station licensees and others in connection with the acquisitions, ownership, production, distribution, selection, sale and licensing of programs for radio and television exhibition." In addition, the new investigation was to determine the practices involved in the "selection, presentation and supervision" of advertising material, and to determine whether the Communications Act needed to be revised.

Television, to reclaim some of its good reputation, established an image factory, the New York-based Television Information Office. Designed to research television's role and impact, the TIO planned regular mailings to opinion leaders, arranged for speakers to appear before educational and professional groups and established a library of tapes, films and kinescopes.

The networks, to fill the blank spaces in

their schedules caused by the abrupt dropping of many quiz shows, aired more than 30 new Hollywood telefilm series, including *Hennessey* with Jackie Cooper, *Johnny Staccato* with John Cassavetes, *Riverboat* with Darren McGavin, and *The Alaskans* with Roger Moore.

In the wake of the scandals, Attorney General William Rogers, in December, issued a report to President Eisenhower calling for new legislation to eliminate false programing and advertising, and FCC Chairman John Doerfer asked the networks, in partial expiation of their sins, to expand their public service programing in prime time. The National Association of Broadcasters toughened its TV code, banning plugs, payola and quiz rigging.

Despite the blemishes that the scandals put on broadcasting, an Elmo Roper study found that the public had not lost faith in radio and television. Roper's analysis showed that a majority of the public rated TV close to newspapers as a source of news, and felt that TV performed in the "good" or "excellent" range, that while two out of three people thought quiz rigging to be wrong, they didn't condemn all of television for those abuses, and that three out of four people remained convinced that the television industry was correcting the publicized abuses.

In addition to the quiz scandals and correctives, television faced the recurring problems of pay TV, community antenna TV and Section 315.

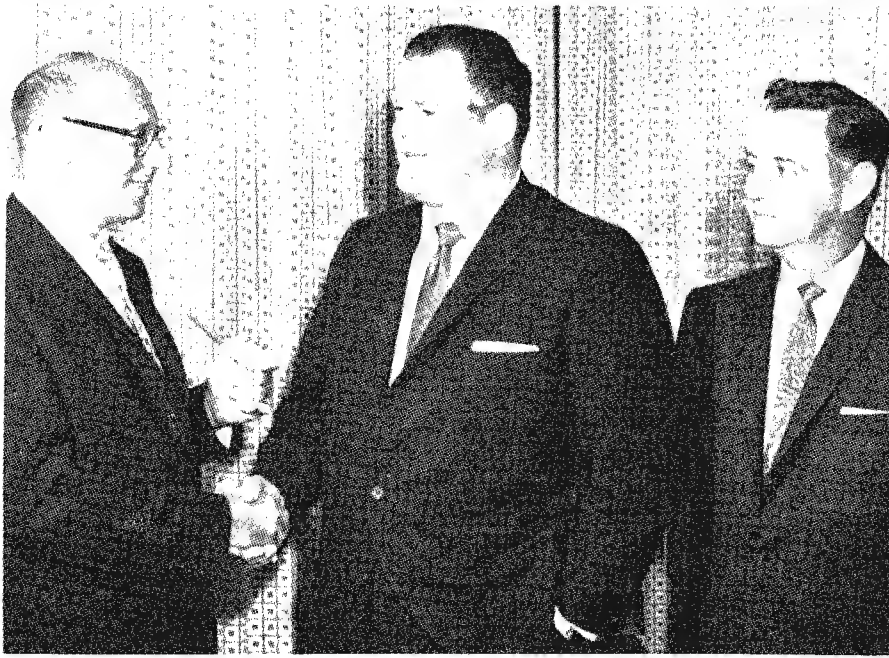
Despite some reservations, the FCC in March announced that it would consider plans for a three-year test of pay TV. The House Commerce Committee, long an obstacle to any pay TV test, approved the plans by an 11-10 vote. Even this small



Van Doren

Broadcasting, Nov. 9

step met with severe criticism from pay TV opponents such as Representative Robert W. Hemphill (D-S.C.) who voiced concern that "pay television will do away with the public service features of television [and] ... would ... mean millions of sports fans would be denied in the future the privilege of looking at sports contests without added



These were happier days • Alexander L. Guterma (left) congratulated Hal Roach Jr. (center) last May when Mr. Guterma's Scranton Corp. acquired all of the outstanding stock of Hal Roach Studios in Hollywood in an undisclosed part-cash, part exchange-of-stock deal, said to total \$15.5 million. Scranton vice president Garland L. Culpepper looks on. But last week, a federal grand jury in Washington indicted the trio on charges of conspiring to evade the foreign agents registration law when they allegedly agreed to use Mutual to sweeten the U.S. taste for Trujillo.

Broadcasting, Sept. 7



Study of a Colorful Interviewee • Radio-tv newsmen last week got first-hand examples of the uninhibited nature of Cuban Premier Fidel Castro. Dropping in unannounced at a Washington restaurant (left photo) where WWDC's Steve Allison conducts a late evening interview show, Dr. Castro consented to an impromptu interview marked by fiery moments. And, in a planned appearance at WRC-TV Washington for NBC-TV's *Meet The Press* (right photo), Dr. Castro was no less colorful in his discussion with panel member Richard Wilson, Cowles Publication, and underscored feelings with a flailed fist (blurred in center of photo).

Broadcasting, April 27

costs." Zenith, a pioneer advocate of pay TV, planned to test its Phonevision system under the FCC's new rules, and Paramount Pictures announced plans to introduce its own pay TV system because, as Paramount President Barney Balaban stated, "some form of pay television is inevitable. The opposition can delay it only temporarily. It cannot be stopped."

Conventional broadcasters continued to mount their guns against CATV systems on the grounds that cable was pirating their shows, was deficient in public service and posed an economic threat to free TV. The Senate Commerce Committee again held hearings during which CATV spokesmen asked that cable be placed under FCC jurisdiction for licensing purposes, but that the broadcasters' proposal that CATV systems secure permission from the originating stations before using their TV signals be dropped. FCC Chairman Doerfer felt that CATV operations should be required to abide by the same retransmission consent that the law imposed on broadcast stations, but the battle continued.

BROADCASTING summarized the situation this way: "There's no relief in sight for the small-market telecaster who is fighting for survival against the community antenna operators. The outlook for legislation to place cable stations under FCC licensing is bleak indeed. While a Senate Commerce subcommittee seems sympathetic, the counterpart House committee hasn't yet scheduled hearings and there's little prospect that anything will be done in the closing weeks of Congress. The FCC says realistically that without legislation its hands are tied."

Also contributing to the uncertainties of the broadcaster's life in 1959 was Section 315 of the Communications Act of 1934, the political law requiring equal time for political candidates and prohibiting censorship of their messages.

In a test case, the Farmers Educational and Cooperative Union of America, North Dakota division, earlier had sued WDAY-TV Fargo, N.D., for telecasting a filmed campaign speech by A.C. Townley, a candidate in the 1956 Senate campaign, in which Townley called the farmer's union "Communist and Communist-dominated." A lower court in 1958 ruled that Section 315 implicitly protected the station from libel damages. The union in 1959 appealed to the U.S. Supreme Court.

The Supreme Court in July 1959 ruled in a 5-4 decision that broadcasters were immune from libel actions arising from the appearances of political candidates. With this for momentum, broadcasters pushed for a revision of Section 315.

Then, in what BROADCASTING hailed as a great emancipation for radio and television, Congress in September enacted a revision of Section 315. Under the amendment, broadcasters were freed from the need to give equal time to rival candidates on legitimate news programs and on interview shows such as *Meet the Press* and

Face the Nation.

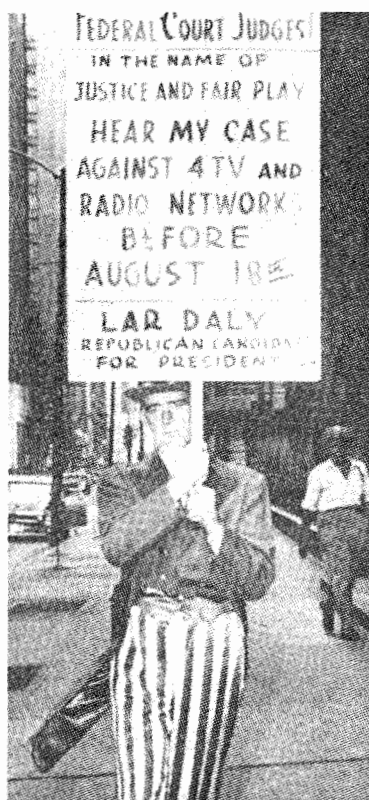
Concerns about the former Section 315's rigid requirements had been fueled earlier in 1959, when Chicago's Lar Daly won equaltime, under an FCC 4-3 decision, after the mayor of Chicago had appeared on regularly scheduled newscasts. Daly, a perennial candidate for mayor and other offices who became known for his Uncle Sam attire and frequent picketing, gained national attention including that of Senator John O. Pastore (D-R.I.) who was in the forefront of the fight to amend Section 315.

But Congress also wrote the fairness doctrine into law, saying that nothing in the modification should be construed as relieving broadcasters of the responsibility "to afford reasonable opportunity for the discussion of conflicting views of public importance." FCC Chairman John Doerfer expected this to create problems. BROADCASTING commented: "Mr. Doerfer thinks the Section 315 amendment will require broadcasters to give time to all political partisans who wish to express opposition to anything said on radio and television. To use his own words: 'Apparently, any responsible person who has opposing views can now get into a political hassle over the air.'" Broadcasters waited for the 1960 elections to test the interpretations of Section 315.

Such differing interpretations between broadcasters and the FCC reflected much of the FCC's tumultuous 25-year history. About the FCC's tenure since July 11, 1934, BROADCASTING summarized, "All 25 years of the FCC's existence have been no less tumultuous than they are today. . . . When the FCC opened its doors in 1934, there was practically no legal precedent. Every court decision plowed legal ground. . . . It is true that, despite all the travail, the United States from the start has led the world in broadcasting. It is a tribute to the American system of free competitive enterprise."

This system of free enterprise had created, by the end of 1959, 3,527 authorized AM stations with 3,398 on the air, 838 authorized FM stations with 688 on the air, and 673 authorized TV stations with 573 on the air. Total net radio billings in 1959 increased 7.6% to \$582,914,000, with the greatest changes occurring in the national network figures, down 23.4% to \$35,633,000, and the local billings, up 11.1% to \$359,138,000. The net time sales of television stations increased in every category to create the first billion-dollar year, with a total of \$1,070,600,000, up 12.6% over 1958.

The burgeoning television economy was creating three-network competition in prime time. The key to ABC's challenge to CBS and NBC was, as expressed by Oliver Treyz, ABC president, "counterprogramming—putting on something completely different from what the other networks have on the air at the time." Such strategy pitted *Disneyland* against CBS's Arthur Godfrey, *Cheyenne* against NBC's Milton



In native dress • Lar Daly wears an Uncle Sam suit on special occasions such as picketing the Federal Bldg. in Chicago in early August 1956. Mr. Daly had filed suit to force the networks to give him time equal to that given other candidates for the Presidency. He wanted action before Aug. 18 in hope of going on the air before the GOP convention Aug. 20.

Broadcasting, Feb. 23

Berle, and *Maverick* against CBS's Ed Sullivan.

Continuing the trend of previous years, the 1959 season became known as "the season of the special," with more than \$100 million worth programed. ABC, relying heavily on its regularly scheduled programming, planned to broadcast a minimal amount of special programming, some of which included *The Splendid American*, a documentary about Americans working in Laos, and a Bing Crosby show with guests Frank Sinatra, Louis Armstrong and Peggy Lee. CBS's strategy included more than 185 specials that relied on such stars as Tallulah Bankhead, Sammy Davis Jr., Mort Sahl, Jack Benny and Phil Silvers, as well as the presentation of four dramatizations of Hemingway novels, and a piece on *The Fabulous Fifties*. NBC aired more than 200 specials. Some of the more ambitious were 40 news specials, the 39-part *Ford Startime*, as well as Sir Laurence Olivier's TV debut in *Moon and Sixpence*.

New situation comedies included *Dennis the Menace* (CBS), starring Jay North;

The Many Loves of Dobie Gillis (CBS), starring Dwayne Hickman, Bob Denver and Tuesday Weld, and *Fibber McGee and Molly* (NBC), starring Bob Sweeney and Cathy Lewis.

As the era of space communications was arriving, the networks presented adventures in that mold. Two such 1959 offerings were *Men into Space* (CBS) with William Lundigan, and *The Man and the Challenge* (NBC) with George Nader. Not in space but somewhat out of this world was Rod Serling's *The Twilight Zone* (CBS).

Two well-developed fictional forums continued to be exploited by the networks: detectives and westerns. *The Untouchables* (ABC) presented Robert Stack as Eliot Ness leading the Federal Special Squad against the gangland rule in Chicago. *The Lineup* (CBS) presented Warner Anderson as Lieutenant Ben Guthrie fighting crime in San Francisco.

Among new westerns were: *The Rebel* (ABC) with Nick Adams; *The Man From Black Hawk* (ABC) with Robert Rockwell; *Hotel de Paree* (CBS) with Earl Holliman; *The Deputy* (NBC) with Henry Fonda; *Wichita Town* (NBC) with Joel McCrea; *Riverboat* (NBC) with Darren McGavin and Burt Reynolds; *Laramie* (NBC) with John Smith, Robert Fuller and Hoagy Carmichael, and *Bonanza* (NBC) with Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon. The last proved to be one of the longest-running series on TV.

The end of 1959 capped a decade that included the end of TV's allocations freeze, a final resolution of the color conflict, the emergence of memorable programming and a changing world for radio, particularly the networks. There were low points with McCarthyism, Hill and FCC probes, the resignation of an FCC commissioner under a cloud, and wrongdoing within the industry. But it was all just prologue to breath-taking developments in broadcasting that were to come in the soaring sixties.

Stay Tuned

1. What ad agency was chosen by the Democrats for the 1960 campaign? What agency did the Republicans pick?
2. What FCC program was dubbed "The U-2 Plan" by broadcasters?
3. What former network executive was sentenced to prison for attempting to defraud the government?
4. Name two satellites launched in 1960, each of which demonstrated important space age technology.
5. Why did FCC Chairman John Doerfer resign?

**The answers next week
in "1960"**

As compiled by BROADCASTING April 20 through April 24 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ **Rancho Cordova, Calif.**—Minority Communications of California Inc. seeks 650 khz, 25 kw-D, 5 w-N. Address: 3113 Manchester Lane, Bay Village, Ohio 44140. Estimated construction costs: \$133,500; first-quarter operating cost: \$70,000; revenue: NA. Format: music & talk. Principals: Mary Forbes (51%), Paul Neuhoﬀ (25%) and Robert W. O'Leary (24%). Forbes is 51% owner of WQIZ(AM)-WDWQ(FM) St. George, S.C. Neuhoﬀ owns 25% of WQIZ-WDWQ and O'Leary owns 24% of same facilities. Filed April 10.

■ **Concord, Mass.**—Walden Communications Inc. seeks 1120 khz, 1 kw-U. Address: 84 State Street, Boston 02109. Estimated construction costs: \$133,500; first-quarter operating cost: \$40,000; revenue: \$55,000. Format: NA. Principals: Lloyd F. Simon (50%), John P. Marttila and Thomas R. Killey (25% each). Simm is vice president and 25% owner of WGFP(AM) Webster, Mass. Marttila and Killey own Boston advertising research and consulting firm. They have no other broadcast interests. Filed March 10.

■ **South Weymouth, Mass.**—Mid-Shore Communications Inc. seeks 820 khz, 10 kw-U. Address: 249 Forest Street, South Weymouth 02190. Estimated construction costs: \$200,000; first-year operating cost: \$155,000; revenue: \$230,000. Format: NA. Principals: Ronald F. Brinkmann (31.5%) and Dennis P. Cronin (26.6%) and four others. Brinkmann is communications controller and Cronin is sergeant, both for Quincy city police department. They have no other broadcast interests. Filed April 10.

■ **Hallsville, Mo.**—Contemporary Broadcasting Inc. seeks 1030 khz, 5 kw-D, 1 kw-N. Address: 514 Earth City Plaza, Earth City 63045. Estimated construction costs: \$325,000; first-quarter operating cost: \$41,500; first-year revenue: \$75,000. Format: NA. Principal: Michael S. Rice (100%), who owns 100% of KFMZ(FM) Columbia, Mo. Filed April 10.

■ **Tonopah, Nev.**—Tonopah Broadcasters Inc. seeks 650 khz, 25 kw-U. Address: 7901 Yarnwood Court, Springfield, Va. 22153. Estimated construction costs: \$297,000; first-quarter operating cost: \$30,000; first-year revenue: \$180,000. Format: CW. Principals: Scott Mizpah Inc. (56.77%), Carl T. Jones (33.33%) and William P. Beko (10%). Frank E. Scott will vote Scott Mizpah Inc.'s stock, which is Las Vegas casino and hotel company. He is also director of Nevada Power Co. Jones is Washington consulting engineer and owns KXQR(AM) Clovis, Calif., and 25% of KDWN(AM) Las Vegas, Nev. Beko is District Judge for State of Nevada. Filed April 10.

■ **Buffalo, N.Y.**—Sun Ship Communications Inc. seeks 820 khz, 50 kw-D, 2.5 w-N. Address: 3051 Bailey Avenue, Buffalo 14215. Estimated construction costs: \$517,300; first-quarter operating cost: \$58,000; Format: Educational. Principal: minority controlled non-profit corp.; Clarence Smith, director. He is Buffalo

theater manager and has no other broadcast interests. Filed April 9.

■ **New York City**—Osborne Communications Corp. seeks 1380 khz, 5 kw-D, 5 kw-N. Address: 32 Owasco Street, Auburn, N.Y. 13021. Estimated construction costs: \$541,000; first-year operating cost: \$256,000; revenue: \$500,000. Principal: Frederik R. L. Osborne (100%). He is New York-based real estate investor and president and principal owner of Auburn Cablevision Inc., cable systems in Auburn and neighboring communities. Filed April 6.

■ **Charlotte, N.C.**—Long-Pride Broadcasting Co. seeks 820 khz, 1 kw-D, 10 w-N. Address: 2829 North Salina, Wichita, Kan. Estimated construction costs: \$806,000; first-year operating cost: \$108,500; revenue: \$500,000. Format: music & talk. Principals: Charley F. Pride (51%), Jim Long (45%) and Joseph Lastelick (4%). Long is Dallas-based investor and 25% owner of KSSN(FM) Little Rock, Ark. Pride is country music recording artist with additional interests in concert promotions, booking and management, music publishing and commercial banking, all Dallas-based. Lastelick is Dallas-based music promoter. Filed April 10.

■ **Wishek, N.D.**—Wishek Broadcasting Inc. seeks 1330 khz, 500 w-D. Address: 500 East First Avenue, Lemmon, S.D. 57638. Estimated construction costs: \$64,400; first-quarter operating cost: \$17,500; revenue: \$75,000. Format: NA. Principals: Gordie H. Ulmer (50%), and Michael D. Troshynski and wife, Evelyn M. (25% each). Ulmer is livestock auctioneer and market owner. He has no other broadcast interests. Troshynski owns 50% of WQJZ(AM) Lemmon, S.D. Filed April 3.

■ **Yauco, P.R.**—Radio Voice of Yauco Inc. seeks 880 khz, 500 w-U. Address: P.O. Box 755, Yauco, P.R. 00768. Estimated construction costs: \$42,000; first-quarter operating cost: \$15,000; revenue: \$180,000. Format: Popular. Principals: Abimael R. Rivera (52%), Edwin Rodriguez, Hector L. Filardi, and Armando R. Baez (16% each). They are Ponce and Yauco businessmen and have no other broadcast interests. Filed April 2.

■ **Dickson, Tenn.**—Albright Broadcasting Co. seeks 1030 khz, 1 kw-D, 250 w-N. Address: 406 Luther Road, Dickson 37055. Estimated construction costs: \$104,500; first-quarter operating cost: \$13,000; first-year revenue: \$150,000. Principal: Richard Albright (100%). He owns 25% each of WBAR(AM) Bartow, Fla.; WDKN(AM) Dickson, Tenn.; WKDJ-FM Winchester, Ky., and 33.33% of WSLV(AM) Ardmore, Tenn. Filed April 10.

■ **Mt. Pleasant, Tenn.**—Radio Maury County Inc. seeks 1460 khz, 5 kw-D. Address: 105 Main Street, Adamsville, Tenn. 38310. Estimated construction costs: \$34,000; first-quarter operating cost: \$15,000; revenue: \$120,000. Format: CW/MOR. Principals: Carlton D. Swafford and Robert L. Vinson (50% each). Swafford is manager and 50% owner of WLIC(AM) Adamsville, Tenn. Vinson also owns 50% of WLIC. Filed March 6.

■ **Houston, Tex.**—Tierra Alta Broadcasting Inc. seeks 1180 khz, 50 kw-D, 5 w-N. Address: 2105 North Main Street, Houston 77009. First-quarter operating cost: \$139,400; revenue: NA. Principals: Seven-Holdings Inc. (90%) and Olga Y. Soliz (10%). Serendipity Holdings Inc. is principally owned by Manuel A. Sanchez III., Houston-based businessman and bank director. Soliz is Houston business consultant and real estate investor. They have no other broadcast interests. Filed April 20.

■ **Houston, Tex.**—Tri-Star Communications Inc. seeks 1180 khz, 10 kw-D, 5 w-N. Address: 777 South Post Oak Road, Suite 600, Houston 77056. Estimated construction costs: \$687,000; first-year operating cost: \$617,000; revenue: \$400,000. Format: Minority. Principals: Billy B. Goldberg (15.5%), J.L. Kosberg (10.4%), Carver L. Henry (7.3%) and 24 others. Goldberg is Houston-based investor, Kosberg owns 8.25% of KEON(TV) Houston, and 16.5% of KTXA(TV) Ft. Worth. Henry is Houston attorney. Filed April 3.

■ **Houston, Tex.**—Vel Communications Corp. seeks

1180 khz, 50 kw-D, 5 w-N. Address: 727 Montclair, Sugarland, Tex. 77478. Estimated construction costs: \$525,000; first-quarter operating cost: \$139,000; revenue: \$120,000. Format: NA. Principals: Cruz Velasquez (51%) and wife, Rosie G. (49%). Cruz Velasquez is manager at Tennaco Oil Co., Houston. Rosie Velasquez is vice president of Vel Enterprises Inc., Houston restaurant and dance ballroom concern. They have no other broadcast interests. Filed April 13.

■ **Humble, Tex.**—Humble Audiocomm Corp. seeks 1180 khz, 1 kw-U. Address: 121 West First Street, Suite D, Humble 77338. Estimated construction costs: \$460,000; first-quarter operating cost: \$67,000; revenue: NA. Format: Contemporary/variety. Principals: J.M. Keller and C. H. Kersh Jr. (45% each), and Donna Keller and Pamela Kersh (5% each). J.M. Keller is retail drug store chain owner. C. H. Kersh is Humble, insurance agency owner. They have no other broadcast interests. Filed April 10.

■ **Rupert, W.Va.**—Mountain State Broadcasting Inc. seeks 1250 khz, 5 kw-D. Address: Route 1 and Smith Drive, Rupert 25984. Estimated construction costs: \$105,000; first-year operating cost: \$121,000; revenue: \$90,000. Format: MOR. Principals: Bruce G. Barker and Cecil H. Dunford (25% each); Donald E. Crookshanks and wife, Betty D. (25% jointly); Cornelius B. Gwinn and Gloria G. McFarland (12.5% each). Barker is former president and part owner of WRRL(AM) Rainelle, W.Va. Dunford is Rainelle real estate developer and pharmacist. Donald Crookshanks is vice president of Western Greenbrier National Bank, Rainelle. Betty Crookshanks is high school teacher and member of the West Virginia State legislature. Gwinn is security supervisor at Walt Disney World. McFarland is former salesperson at WRRL. They have no other broadcast interests. Ann. April 10.

FM applications

■ **Little Rock, Ark.**—University of Arkansas seeks 89.1 mhz, 100 kw, HAAT: 822 ft. Address: Fayetteville, Ark. 72701. Estimated construction costs: \$130,000; first-year operating cost: \$78,000. Format: Educational. Principal: The board of trustees on behalf of the University of Arkansas; Raymond P. Miller Sr., chairman; Mary J. Thomas, Dean, College of Communications. It owns and operates KUAF(AM) Fayetteville, Ark. Filed April 16.

■ **Colusa, Calif.**—Affinity Communications seeks 107.5 mhz, 27.8 kw, HAAT: 633 ft. Address: 940 Howard Street, San Francisco. Estimated construction costs: \$130,000; first-quarter operating cost: \$32,000; revenue: NA. Format: CW. Principals: Peter Mieuli and Michael E. Marquardt (50% each). They are San Francisco-based radio and TV producers. Marquardt is also engineer at KNBR(AM) San Francisco. Ann. April 9.

■ **Parrish, Fla.**—Last Days Broadcasting Inc. seeks 90.5 mhz, 100 kw, HAAT: 756 ft. Address: P.O. Box 579, Oneco, Fla. 33558. Estimated construction cost: \$141,000; first-quarter operating cost: \$30,000. Format: Educational. Principal: nonprofit corp.; Thomas M. Provenzano, president. He is Sarasota, Fla.-based private investigator and has no other broadcast interests. Filed April 20.

■ **Manhattan, Fla.**—Kaldor Communications Inc. seeks 103.9 mhz, 3 kw, HAAT: 275 ft. Address: 1215 Houston Street, Manhattan 66502. Estimated construction cost: \$73,500; first-quarter operating cost: \$44,600; revenue: NA. Format: Principals: Rhona L. Weir (60%), Daniel R. Weir and Richard H. Kaldor (20% each). Kaldor is Manhattan, Kans., medical laboratory owner, and owns 10.53% of KCLY(FM) Clay Center, Kan. Daniel and Rhona Weir, husband and wife, are Manhattan restaurant owners. Daniel Weir owns 10% of Ark City Cable TV Inc., cable systems for Ark City, Kans., and 2% of Communications Services Inc., CATV operators in Kansas, Texas, Oklahoma and Louisiana. Filed April 20.

■ **Virden, Ill.**—Virden Broadcasting Corp. seeks 96.7 mhz, 3 kw, HAAT: 300 ft. Address: 140 North Dye Street, Box 215, Virden 62690. Estimated construction costs: \$15,000; first-quarter operating cost: \$32,000; revenue: \$36,000. Format: NA. Principals: Randal J.

Maller and Joseph Cerar (50% each). Miller is former owner of Carlinville, Ill., broadcast property search firm and assistant manager at WSMI(AM) Litchfield, Ill. Cerar is chairman of State Bank of Virden. Filed April 17.

■ Ellsworth, Me.—Arcadia Broadcasting Co. seeks 94.3 mhz, 3 kw, HAAT: 441 ft. Address: Steamboat Avenue, Searsport, Me. 04974. Estimated construction costs: \$4,000; first-quarter operating cost: \$35,000; revenue: \$24,000. Format: Standard pops. Principals: Mark L. Osborne (55.56%) and wife, Natalie K. (44.44%). Mark Osborne is vice president for operations at Northeast Communications Corp., Springfield, Mass. Natalie is teacher for Maine public schools. They have no other broadcast interests. Filed April 10.

■ Littleton, N.H.—White Mountain FM Inc. seeks 106.3 mhz, 115 w, HAAT: 1256 ft. Address: 52 School Street, Littleton 03561. Estimated construction costs: \$77,506; first-quarter operating cost: \$16,000; revenue: \$100,000. Format: CW. Principal: Thomas M. Pancoast and wife, Kathleen G. (50% each). Thomas Pancoast is Littleton, N.H., attorney. They have no other broadcast interests. Filed April 8.

■ Auburn, N.Y.—Booker T. Washington Community Center seeks 105.9 mhz, .01 kw, HAAT: 65 ft. Address: 24 Chapman Avenue, Auburn 13021. Estimated construction costs: \$200; first-year operating cost: \$600; Format: Educational. Principal: nonprofit corp.; Merritt Fletcher, director. It has no other broadcast interests. Ann. April 20.

■ Lawton, Okla.—The Church of Jesus Christ seeks 95.3 mhz, 3 kw, HAAT: 117 ft. Address: P.O. Box 12833, Oklahoma City 73157. Estimated construction costs: \$35,300; first-quarter operating cost: \$9,000; first-year revenue: \$60,000. Format: Gospel. Principal: James E. McCuiston (100%), also owns 20% of KJAK(FM) Slaton, Tex., which has been sold subject to FCC approval (BROADCASTING, April 13). Filed April 15.

■ Henderson, Tenn.—Wolfe Communications Inc. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 1686, Jackson, Tenn. 38301. Estimated construction costs: \$77,000; first-quarter operating cost: \$32,400; first-quarter revenue: \$150,000. Format: Popular/Gospel. Principals: James E. Wolfe Jr., and wife, Denise J. (25.5% each) and James R. Hight and Steve Hilliard (24.5% each). Wolfes are Jackson, Tenn., night club owners and entertainment managers. Hight is vice president of First National Bank of Jackson. Hilliard is sales manager at WJHR(AM) Jackson, Tenn., and one-third owner of new AM applicant for Milan, Tenn. Filed April 17.

■ Santa Fe, Tex.—Open Bible Ministries Inc. seeks 90.5 mhz, 8 kw, HAAT: 507 ft. Address: P.O. Box 282, Santa Fe, Tex. 77510. Estimated construction costs: \$88,000; first-quarter operating cost: \$9,000; Format: Educational. Principal: nonprofit corp.; Jerry I. Smith, president. It has no broadcast interests. Filed April 17.

■ Buckhannon, W.Va.—Multiplex Communications Inc. seeks 93.5 mhz, 3 kw, HAAT: 218 ft. Address: P.O. Box 256, Piedmont, W.Va. 26750. Estimated construction costs: \$79,000; first-quarter operating cost: \$15,000; first-year revenue: \$102,000. Format: contemporary. Principals: Jack I. Mullen (25%), Tommy L. Kuhn (35%), Roger L. Ruff, Curtis E. Durst, William L. Kelly, Jack I. Mullen II (10% each). Kuhn is president and 75% owner of WXEE(AM) Welch, W.Va. Jack I. Mullen is Westernport, Md., attorney. Younger Mullen is student. Kelly is Westminster, Md., stockbroker. Ruff is project director at Daniel Electronics, Charleston, W.Va. Durst is announcer and account executive at WMSG(AM)-WXIE(FM) Oakland, Md. Filed April 7.

TV application

■ Wilmington, N.C.—Wilmington Telecasters Inc. seeks ch. 29, 3192 kw vis., 319 kw aur., HAAT: 803 Ft. Address: 301 West Main Street, P.O. Box 586, Durham, N.C. 27702. Estimated construction costs: \$2,674,000; first-quarter operating cost: \$114,500; revenue: NA. Attorney: Baraff, Koerner & Olender-Washington. Engineer: Moffet, Ritch & Larson-Arlington, Va. Principals: Wilmington Telecasters Inc. is wholly owned subsidiary of American Telecasters Inc.; Robinson O. Everett and mother, Katherine R. (24% each); Jacob H. Froelich Jr., George W. Lyles Jr.; G. Nolan Beardon and J. Harriss Covington (10.22% each), and two others less than 10% each. They are new TV applicants for Fayetteville, N.C. (BROADCASTING, Oct. 27, 1980) and part owners of permittee WGGT(TV) Greensboro, N.C.

AM actions

■ Alpharetta, Ga.—North Fulton Broadcasting granted 1400 khz, 1 kw-D, 250 w-N. P.O. address: 5561 Aven Road, N.E., Marietta, Ga. 30060. Estimated construction cost \$73,169; first-year operating cost \$97,310; revenue \$143,000. Format: MOR. Principals: Ronald R. Baker and wife, Ann Marie, and William R. Dorminey are principal owners. Bakers are Alpharetta, Ga., broadcast equipment suppliers and consultants. Action April 15.

■ Glencoe, Minn.—McLeod County Broadcasting Co. granted 1550 khz, 500 w-D. Address: 1205 Royal Oaks Road, St. Cloud, Minn. 56301. Estimated construction costs: \$74,000; first-quarter operating cost: \$40,000; revenue: \$180,000. Format: Adult contemporary. Principals: Terrence P. and John V. Montgomery, brothers (40% each) and their sister, Mary H. (20%). Terrence and John each own 50% of KDWA(AM) Hastings, Minn. Also, Terrence owns WQPM-AM-FM Princeton, Minn. Action April 10.

■ Monticello, Minn.—Tri County Radio Inc. Granted 1070 khz, 10 kw-D, 2.5 kw-N. Address: Route 2, Box 33, Annandale, Minn. Estimated construction costs: \$364,000; first-year operating cost: \$280,840; revenue: \$394,000. Format: MOR. Principal: Ross G. Eggestein (100%). He is educational camp director and former sports director at KRWC(AM) Buffalo, Minn., and has no other broadcast interests. Action April 8.

■ Cornwall, N.Y.—Mid-Hudson Valley Broadcasting Inc. seeks 1170 khz, 100 w-D. Address: 45 Roe Ave., Cornwall-on-Hudson, N.Y. 12520. Estimated construction costs \$159,000; first-quarter operating cost \$25,000; revenue \$150,000. Format: Adult contemporary. Principals: Richard S. Matta and Paul B. Benz (45.5% each) and six others. Matta and Benz are commercial air line pilots. They have no other broadcast interests. Action April 8.

■ Sisters, Ore.—Rice Broadcasting Corp. Dismissed application for CP for new daytime AM station on 980 khz, 5-kw DA (BP-790803AC). Action April 10.

FM actions

■ Jackson, Miss.—Mississippi ETV Authority. Returned as unacceptable for filing application for new non-commercial educational FM station on 91.3 mhz (ARN-801106AJ). Action April 15.

■ Washburn, Wis.—Silver Birch Broadcasting Co. seeks 105.9 mhz, 100 kw, HAAT: 608 ft. Address: The Pier Plaza, 13 Front Street, Bayfield, Wis. 54814. Estimated construction cost: \$227,600; first-quarter operating cost: 25,000; revenue: \$50,000. Format: Beautiful. Principals: Kermit H. Hanson (51%), Urmila M. Patel (25%), Narciso Anillo (14%), Jittikom Jantarasami and Steven B. Zaboji (5% each). First four are Greenbelt, Md., physicians and partners in Greenbelt medical clinic. Zaboji owns Washington stereo equipment marketing firm. They have no other broadcast interests. Action April 16.

Licenses

■ The following new stations were granted licenses:

- KGTL(AM) Homer, Ark.
- WWLX(AM) Lexington, Ala.
- WMRL(AM) Portland, Tenn.
- KKSJ(AM) Vancouver, Wash.
- WUWF(FM) Pensacola, Fla.
- KBBG(FM) Waterloo Iowa
- WWSL(FM) Philadelphia, Miss.

Ownership Changes

Applications

■ KBWA(AM) Williams, Ariz. (AM: 1240 khz, 1 kw-D, 240 w-N)—Seeks assignment of license from Coconino Media Inc. to Soho Broadcasting for \$60,000. Seller: C. Dwight Tindle (50%) and Eric Hauens-tein (50%). They have also sold, subject to FCC approval, KNOT-AM-FM Prescott, Ariz. (Broadcasting, March 30). Buyer: Benita S. Soho (51%) and her husband, Stanley (49%). They are Los Angeles-based business property investors and have also bought, subject to FCC approval, KDAN(AM) South St. Paul, Minn. (Broadcasting March 2). Filed April 14.

■ KYLO(FM) Davis, Calif.(FM: 105.5 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of KYLO Radio

Inc. from Richard C. Dorf and Bruce Horrigan (51% before; 35% after) to Vernon Miller (48% before; 65% after) consideration: \$3,600. Principals: Sellers together own 25.5% of station and are transferring it to Miller, who already owns 48.02%. Miller also owns KHIP(FM) Hollister, Calif. filed March 23.

■ KSFE(AM) Needles, Calif. (AM: 1340 khz, 1 kw-SH)—Seeks assignment of license from James J. Parr to Veach and Associates for \$525,000 (Broadcasting, April 13). Seller: James J. Parr (100%), who has no other broadcast interests. Buyer: Jesse C. Veach Jr. and wife, Mary (20% each); James J. Parr, T.G. Harward, John W. Claypool, Howard Newberry, Nancy Ross and S. Marie Veach (10% each). Jesse Veach is salesman/announcer at WPAY-AM-FM Portsmouth, Ohio, and is also new FM applicant for Needles (BROADCASTING, April 20). Filed March 13.

■ KUTY(AM) Palmdale, Calif. (AM: 1470 khz, 5 kw-D)—Seeks assignment of license from Bates Hall Communications Inc. to Ware Communications Inc. for \$400,000 (Broadcasting, April 13). Seller: Laurens C. Hall (100%), who has no other broadcast interests. Buyer: Paul Ware, steel manufacturer and fabricator, who has no other broadcast interests.

■ KOKQ(FM) Seaside, Calif. (FM: 107.1 mhz, 1.1 kw, ant. 570 ft.)—Seeks assignment of license from Monterey Media Inc. to Johnston Broadcasting Inc. for \$531,000. Seller: George Franklin (65%), Michael S. Moyse, David E. Lloyd and James Petrucci (11.66% each). Buyer: Stoddard P. Johnston (100%), who is Monterey, Calif., publisher of *Monterey Life* and former owner and general manager of KWAV(FM) Monterey, Calif. Filed April 8.

■ KDHI(AM)-KQYN(FM) Twentynine Palms, Calif. (AM: 1250 khz, 1 kw-D; FM: 95.7 mhz, 16 kw, —79 ft.)—Seeks assignment of license from Hi-Desert Broadcasting Corp. to Pinin Broadcasting Corp. for \$775,000 (Broadcasting, April 13). Seller: Arthur E. Sipherd Jr. (90%) and wife, Adeline F. (10%), who have no other broadcast interests. Buyer: Bernard G. Allen Jr. (50.02%), William S. Sanders (9%) and Fluid Capital Corp. (24.99% each). Allen is Chicago-based marketing representative for IBM and real estate investor. Sanders is former vice president for Sunbelt Communications Ltd., Albuquerque, N.M.-based group owner. Fluid Capital Corp. is Albuquerque, N.M.-based investment firm.

■ WEBI(FM) Camilla, Ga. (FM: 105.5 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Enterprise Broadcasting Inc. to Mitchell Broadcasting Inc. for \$180,000. Seller: John W. Burson and family, who have no other broadcast interests. Buyer: William H. NeSmith Jr., Newton, J. Babb and Farnell O'Quinn (one-third each). NeSmith is Jesup, Ga.-based newspaper publisher and has no other broadcast interests. Babb is Spartanburg, S.C., newspaper publisher. O'Quinn owns WUFF-AM-FM Eastman, Ga.; WULF(AM) Alma, Ga., and WUFE(AM) Baxley, Ga. Filed April 16.

■ WRWH(AM) Cleveland, Ga. (AM: 1350 khz, 1 kw-D)—Seeks transfer of control of News Inc. from Ronald E. Weitman and others (100% before; none after) to Lamont J. Kinsey and others (none before; 100% after) consideration: \$10,000. Principals: Ronald E. Weitman, Rodney D. Fitzgerald and Claude P. Smith (one-third each), who have no other broadcast interests. Buyers are Lamont J. Kinsey, Stanley V. Hefner and Dean Dyer (one-third each). Kinsey is former engineer at WRWH. Hefner also was employed with station. They have no other broadcast interests. Filed April 15.

■ KAIN-AM-FM Nampa, Idaho (AM: 1340 khz, 1 kw-D, 250 w-N; FM:) Seeks assignment of license from Broadcast Inc. to Hayes Broadcasting Co. for \$525,000. Seller Jack R. Bolton and wife, Sharon L.; LeRoy T. Roper and wife, Catherine A. (one-quarter each), who also own CP for new FM at Caldwell, Idaho. Buyer: John T. Hayes (100%), who also owns and operates KAYT(AM)-KNAQ(FM) Rupert, Idaho. Filed April 13.

■ KWEI(AM) Weiser, Idaho (AM: 1260 khz, 1 kw-D)—Seeks assignment of license from Edwin C. Miller and Robert Cooper, receivers for Weiseradio Inc. to Mountain Land Broadcasting for \$160,000. Seller: Edwin C. Miller (70%) and Robert Cooper (30%), who have no other broadcast interests. Buyer: Douglas A. Raper and Daniel A. Kramer (50% each). Roper is reporter and anchor at KSL(AM) Salt Lake City, Utah. Kramer is Salt Lake City developer and announcer and assistant program director at KSL. Filed April 13.

■ KOKX(AM)-KIMI(FM) Keokuk, Iowa (AM: 1310

khz, 1 kw-D, 500 w-N; FM: 95.3 mhz, 3 kw ant. 235 ft.)—Seeks assignment of license from KOKI Inc. to Withers Broadcasting of Iowa Inc. for \$900,000 (Broadcasting, Jan. 12). Seller: G. Dale Cowle (41.67%), Cowle Enterprises Ltd. (27.77%), Ronald D. Westby (18.06%) and Gertrude I. Flambo (41.67%). G. Dale Cowle Owns Cowle Enterprises, which owns KASI(AM)-KCCQ(FM) Ames, Iowa; 61.9% of KQCR-FM Cedar Rapids, Iowa, and 37.9% of KKJO(AM) St. Joseph, Mo. Buyer: W. Russell Withers Jr. (100%), who owns WDTV(TV) Weston, W.Va., and WMIX-AM-FM Mt. Vernon, Ill. He is also controlling partner of KGMO-AM-FM Cape Girardeau, Mo. Filed April 13.

■ WVIC-AM-FM East Lansing, Mich. (AM: 730 khz, 500 w-D; FM: 94.9 mhz, 49 kw, ant. 500 ft.)—Seeks assignment of license from WGSB Broadcasting Co. to Goodrich Broadcasting Inc. for \$2,350,000. Seller: principally owned by James Morse, Charles Schuler and Joe Buyers. Morse is majority principal of WZZR-FM Grand Rapids, Mich. Schuler owns one-quarter of WQWQ(FM) Muskegon, Mich. Goodrich Theaters Inc. (84%), Robert E. Goodrich (12%) and Robert J. Malone (5%). Robert Goodrich owns Goodrich Theatres (100%), movie theater franchise throughout Michigan. Malone is former vice president and general manager of KARO(AM) Van Couver, Wash. They have no other broadcast interests. Filed April 10.

■ KTXH(AM) Whitefish, Mont. (AM: 1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Big Mountain Broadcasting Inc. from Richard R. Miller and John L. Peterson (100% before; none after) to J. John Morrison (none before; 100% after) consideration: \$10,000. Principals: Sellers seek to relinquish their control of station. Buyer is presently manager at KTXH. Filed April 8.

■ KTNC-AM-FM Falls City, Neb. (AM: 1230 khz, 500 w-D, 250 w-N; FM: 95.3 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Southwest Nebraska Broadcasting Inc. to C.R. Communications Inc. for \$270,000 (Broadcasting, March 2). Seller: Edwin S. Towle III (100%), who has no other broadcast interests. Buyer: Charles A. Radatz (56%), Larry A. Lamont (25%) and Richard F. Morrissey (19%). Radatz is sales manager at WKTS(AM) Sheboygan, Wis. Lamont is technical school teacher. Morrissey is Sheboygan oral surgeon. They have no other broadcast interests. Ann. April 9.

■ KBET(AM) Reno, Nev. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Sierra Broadcasting Inc. to Reno Electronics Inc. for \$820,000. Seller: Royce P. Adams (38%), Robert H. Day Jr. and Julie A. Day (19% each), Marvin V. Bear (18%) and John P. Costello (6%), who have no other broadcast interests. Buyer: Bernstein Rein & Boasberg Advertising Inc. (100%), which is owned by Robert A. Bernstein (53%), Irwin D. Rein and Howard T. Boasberg Jr. (23.5% each) BRB is Kansas City, Mo.-based advertising agency that also owns KNUU(AM) Las Vegas. Ann. April 15.

■ KBSQ(FM) Espanola, N.M. (FM: 102.3 mhz, 1.1 kw, ant. 460 ft.)—Seeks assignment of license from KBSQ-FM Inc. to Espanola Valley Broadcasting Inc. for \$250,000. Seller: James F. Hoffman and Jon Van Wambeek (50% each), who also own KDCE(AM) Espanola. Buyer: H. Keith Megill and wife, Viola (50% each). Keith Megill is director of Espanola Valley Community Activities. Viola Megill is community volunteer and housewife. They have no other broadcast interests. Filed April 9.

■ WGVA(AM) Geneva N.Y. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Radio Geneva Inc. to Seneca Lake Broadcasting Corp. for \$450,000 (Broadcasting, March 30). Seller: Milton Jacobson and Samuel J. Semel (50% each), who have no other broadcast interests. Buyer: Daniel F. Gordon (100%), reporter for Poughkeepsie Newspapers Inc., has no other broadcast interests. Filed April 8.

■ WXNC(FM) Henderson, N.C. (FM: 92.5 mhz, 15.5 kw, 280 ft.)—Seeks assignment of license from Rigel Inc. to Bible Broadcasting Network Inc. for \$335,000. (Broadcasting, Dec. 8 1980). Seller: Roy O. Rodwell and William F. Belote (45% each) and James M. Simpson (10% each). They also own WNHC(AM) Henderson. Buyer: Nonprofit, nonstock corp.; Lowell L. Davey, his wife, Georgenna; Lowell's brother, Keith H. and his wife, Yvonne (25% each). They also own WYFI(FM) Norfolk, Va.; WHPE(FM) High Point, N.C.; WAVO(AM) Decatur, Ga., and WYFJ(FM) Ashland, Va. They are applicants for new educational FM at Gaffney, S.C. (BROADCASTING, January 1, 1979). Filed April 8.

■ KWEN(FM) Tulsa, Okla. (FM: 95.5 mhz, 100 kw, ant. 300 ft.)—Seeks assignment of license from KWEN Inc. to Katz Broadcasting of Tulsa Inc. for \$3,050,000. (BROADCASTING, March 9). Seller: principally owned by Ron Curtis, who also owns KOKY(AM)-KLAZ(FM) Little Rock, Ark. Buyer: Subsidiary of Katz Agency Inc., New York-based station representative; James Greenwald is chairman. It is also new TV applicant for Omaha, Neb. (Broadcasting, Dec. 17, 1979). Filed April 8.

■ WYNN(AM) Florence, N.Y. (AM: 540 khz, 250 w-D)—Seeks transfer of control of Forjay Broadcasting Inc. from John F. Maurer and others (85% before; none after) to James N. Maurer and others (15% before; 100% after); consideration: \$512,000. Principals: Sellers are John F. Maurer (55%), his son, John G. (10%) and Agnes C. Hunt (20%). Buyer is son of John F., James N. Maurer (80%), and James' sisters, Mary Fulton and Jennifer Welsch (10% each). James Maurer is Hilton Head, S.C., real estate investor and has no other broadcast interests. Filed March 16.

■ KLSN(FM) Brownwood, Tex. (FM: 104.1 mhz, 100 kw, ant. 205 ft.)—Seeks assignment of license from GBE Inc. to Cycles Communications Inc. for \$225,000. Seller: Stephen F. Pasquini, wife, Peggy C. (25% jointly), father of Peggy, George F. Clements (24%), Ernest E. Cadenhead (25%), M. Byran Healer III (25%) and Gary R. Price (1%). Healer, Cadenhead and Stephen Pasquini each own 22.1% of KBAL-AM-FM San Saba, Tex. Buyer: Louis H. Gonzales (52%), Ronald G. Leppig and Dennis K. Boyle (24% each). Gonzales is account executive at Pates, Walton radio representatives, Chicago. Leppig is station manager at WAIT(AM) Chicago. Boyle is account executive at John Blair Co., Chicago. Ann. March 16.

■ KATI(AM)-KAWY(FM) Casper, Wyo. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 94.5 mhz, 65 kw, ant. 1,908 ft.)—Seeks transfer of control of Modcom Corp. from Patrick H. Meenan (100% before; none after) to Casper Broadcasting Co. (none before; 100% after) consideration: \$1,550,000. Principals: Seller is owned by Patrick H. Meenan and family, who have no other broadcast interests. Buyer is joint venture owned by Hawkeye Broadcasting Inc. (49%) and Salina Broadcasting Inc. (51%). Hawkeye Broadcasting is owned by James Stuart (98.48%) and Helen Stuart (1.52%). It owns KOEL-AM-FM Oelwein, Iowa. Salina Broadcasting is owned by James Stuart children (51%) and grandchildren (49%) They are Lincoln, Neb.-based group owners of five AM's and five FM's. Filed March 20.

Actions

■ WDLF(AM) Panama City Beach, Fla. (AM: 590 khz, 1 kw-U)—Granted assignment of license from Media Investors Ltd. to Janus Broadcasting Inc. for \$650,000. Seller: Syndicated Services Inc., general partner, and 35 limited partners. Harold Grothaus is principal of Syndicated Services Inc. They are also licensee of WFTF(AM) Ft. Pierce, Fla. Buyer: Lindholm and McCoy are general manager and sales manager, respectively, at WDPL and each own 40% of WGNF-AM-FM Panama City Beach/Panama City, Fla. Johnson is physician in Santa Ana, Calif., and 20% owner of WGNF. Ann. Feb. 25.

■ WKRW(AM) Cartersville, Ga. (AM: 1270 khz, 500

w-D)—Granted assignment of license from Bartow Radio Corp. to Empire Radio Ltd. for \$242,000. Seller: Don H. Kordecki (100%), who has no other broadcast interests. Buyer: Julia N. Frew (80%) and her daughter, Julie (20%). Julia is former co-owner and manager of WYXI(AM) Athens, Tenn. Julie is student. They have no other broadcast interests. Action April 20.

■ WAGM(AM) Presque Isle, Me. (AM: 950 khz, 5 kw-U)—Granted assignment of license from Aroostock Broadcasting Corp. to Colonial Broadcasting Corp. for \$235,000. Seller: Horace Hildreth and family. They also own WABI-AM—TV WBGW(FM) Bangor, Me.; WCJB-TV Gainesville, Fla., and WAGM-TV Presque Isle. Buyer: Harry F. Rideout, J. Gregory Freeman and Stephen A. Candars (one-third each). They are partners in Presque Isle real estate investment company and have no other broadcast interests. Action April 17.

■ WTTR-AM-FM Westminster, Md. (AM: 1470 khz, 1 kw-D; FM: 100.7 mhz, 50 kw, ant. 350 ft.)—Granted assignment of license from Carroll County Broadcasters Corp. to Shamrock Communications Inc. for \$1,742,510. Seller is principally owned by Russel Morgan and his wife, Kathryn. They have no other broadcast interests. Buyer is owned by William R. Edward, and George V. Lynett, brothers; and Mrs. James J. Haggerty, their sister. They own KDIX(FM) Orlando, Fla.; WEJL(AM)-WEZZ(FM) Scranton, Pa., and WQFM(FM) Milwaukee. Lynett family also owns Scranton (Pa.) Times and The Towanda (Pa.) Daily Review. Action April 7.

■ KLIK(AM)-KJFF(FM) Jefferson City, Mo. (AM: 950 khz, 5 kw-D, 500 w-N; FM: 106.9 mhz, 100 kw, ant. 600 ft.)—Granted assignment of license from KLIK Radio 950 Inc. to Brill Media Corp. for \$2.1 million. Seller is owned by R. McVay (22%) and nine others. McVay and Grieve are also principals in WIVQ(FM) Peru, Ill.; WSTL(AM) Eminence, Ky.; WBUK(AM) Portage-Kalamazoo and WKNX(AM) Saginaw, both Michigan. Remaining shareholders have no other broadcast interests. Buyer is owned by Allen R. Brill, Charlottesville, Va., financial consultant. Brill recently purchased WPVA-AM-FM Petersburg (Colonial Heights), Va. He has 10% interest in Worrell Broadcasting Inc., licensee of WHSV-TV Harrisonburg, Va.; WIFR-TV Rockford, Ill., and WBNB-TV Charlotte-Amalie, St. Thomas, Virgin Islands. Action April 21.

■ WKNY(AM) Kingston, N.Y. (AM: 1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Kingston Broadcasters Inc. to Sawmill Broadcasters Inc. for \$510,000. Seller: Dorothy Martin Moore (88.5%), Phyllis Bernstein (9.7%) and Moore's father, Alistair B. Martin (1.8%). Moore owns 14% of WMGW(AM)-WXPR(FM) Meadville, Pa.; 35% each of WGRD-AM-FM Grand Rapids and WTRU(AM) Muskegon, Mich. and 1% of WAAL(FM) Binghamton, N.Y. Martin owns 50% of WTRW(FM) Whitehall, Mich., 43% of WAAL(FM), 1% of WMGW(AM)-WXPR(FM) and 50% of WRMF-AM-FM Titusville, Fla. Bernstein is 15% owner of WTRW(FM); 18% of WAAL(FM), and 12.7% common and 10.2% of preferred of WBXA(AM)-WNIQ(FM) Glens Falls, N.Y. Buyer: Richard Landy (63.97%) and David R. Klemm (33.6%); also, Richard Landy is custodian for his sons, Douglas and John (1.35% each). Landy is president and owns 28% of Madison Communications, operator

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

*Special temporary authorization

**Includes off-air licenses

of cable systems in Vermont, New Jersey, Maryland, Virginia, North Carolina and South Carolina; and 33% owner of Oxford Communications, cable systems in Palm Beach County, Fla. Klemm is vice president of John R. Blair & Co., New York station representative. They have no other broadcast interests. Action April 13.

■ **WVBS(AM)-WPJC(FM)** Burgaw, N.C. (AM: 1470 khz, 1 kw-D; FM: 99.9 mhz, 100 kw, ant. 520 ft.)—Granted transfer of control of Smiles East Inc. from Derwood H. Goodwin, N.J. Suttles & John Ingraham (100% before; none after) to the River Broadcasting Co. of North Carolina (none before; 100% after) consideration: \$692,000. Principals: Norman J. Suttles and Derwood H. Goodwin (45% each), and John E. Ingraham (10%). Suttles and Goodwin each own 21.82% **WFOG-AM-FM** Suffolk, Va., 31.3% of **WPJL(AM)** Raleigh, N.C., and **WDIX(AM)-WPJS(FM)** Orangeburg, S.C. Ingraham owns 5.45% of **WFOG-AM-FM** and 9.7% of **WDIX-WPJS**. They sold, **WAJL(AM)** Winter Park, Fla. (**BROADCASTING**, April 20). Buyer: Ribber Broadcasting is general partner and is principally owned by George E. Pine II, his son, George III, David Russo and Wayne Rogers (25% each). George Pine II is regional manager for McGavren-Guild Inc., N.Y. radio rep. George III is Lake Village, Ark., farmer. Russo and Rogers are Los Angeles-based real-estate developers and investors. Pines each own 23.75%, and Russo and Rogers each own 9.9% of **WNIX(AM)** Greenville, Miss. Action April 17.

■ **WAMV(AM)-WCNF(FM)** [CP] Amherst, Va. (AM: 1420 khz, 1 kw-D; FM: 107.9 mhz, 4.1 kw, ant. 1,870 ft.)—Granted assignment of license from Amherst Broadcasting Corp. to Central Virginia Media Inc. for \$132,565. Seller: Charles R. Brown (35%), Marshall Mays (28%), Thomas Tucker (10%) and S. Vance Wilkins Jr. (28%), who have no other broadcast interests. Buyer: S. Vance Wilkins Jr., Amherst, Va.-based contractor and present 28% owner of **WAMV-WCNF** Action April 17.

■ **KYAC(AM)** Seattle, Wash. (AM: 1250 khz, 5 kw-U)—Granted assignment of license from estate of Carl Deck Jr. through U.S. bankruptcy court to Northstar Broadcasting Inc. for \$1.6 million. Seller has no other broadcast interests. Buyer is owned by Lloyd Edwards, president of First Enterprise Bank, Oakland, Calif. He owns 30% of **KMPX(FM)** San Francisco. Action April 21.

■ **KLLK(FM)** [CP] Saratoga, Wyo.—Granted assignment of license from Elk Mountain Broadcasters Inc. to Ronald Ihli for \$42,426. Seller: Carol Gwynn and Conrad F. Dobler (47.5% each) and Floyd A. Rummel Jr. (5%), who have no other broadcast interests. Buyer: Ronald L. Ihli (100%) is owner and general manager of **KRAL(AM)** Rawlins, Wyo. Action April 17.

Facilities Changes

AM applications

■ **KHOG(AM)** Fayetteville, Ark.—Seeks CP to change city of license from Fayetteville to Farmington, Ark.; change hours of operation to U by adding 1 kw-N service; increase D power to 10 kw; change frequency to 1030 khz; install DA-N, and make changes in ant. sys. Ann. April 23.

■ **WKLb(AM)** Manchester, Ky.—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; locate SL and RC at 109 Richmond road, and change from DA to non-DA. Ann. April 23.

■ **WXYZ(AM)** Detroit—Seeks CP to add MEOV's to N directional ant. pattern. Ann. April 20.

■ **WBRB(AM)** Mt. Clemens, Mich.—Seeks CP to make changes in ant. sys. (decrease height of tower to 193 ft.). Ann. April 23.

■ **WIQT(AM)** Horseheads, N.Y.—Seeks CP to change hours of operation to U by adding 1 kw N service; install DA-N; change frequency to 820 khz; change SL and RC to Hanover Square, Horseheads, N.Y., and make changes in ant. sys. Ann. April 23.

■ **WGNy(AM)** Newburgh, N.Y.—Seeks CP to change hours of operation to U by adding 1 kw N service; increase power to 10 kw; install DA-2; change frequency from 1220 khz to 1200 khz; change TL, SL and RC to termination of Vanamee Street, Newburgh N.Y.,

and make changes in ant. sys. Ann. April 23.

■ **WNYC(AM)** New York—Seeks CP to change hours of operation to U by adding 10 kw N service; increase D power to 50 kw; install DA-2; change frequency to 920 khz; change TL to Brielle Avenue, at Bradley Avenue, New York (Staten Island), and make changes in ant. sys. Ann. April 23.

■ **WUTQ(AM)** Utica, N.Y.—Seeks CP to change frequency from 1550 khz to 1200 khz; add 1 kw N service; change hours of operation to U; install DA-N; redescribe SL and RC to 288 Genesee Street, Utica, N.Y., and make changes in ant. sys. Ann. April 23.

■ **WOSU(AM)** Columbus, Ohio—Seeks CP to change hours of operation to U by adding 1 kw N service; install DA-N, and make changes in ant. sys. Ann. April 23.

■ **KEX(AM)** Portland, Ore.—Seeks mod. of CP to add MEOV's to the N and D directional ant. patterns. Ann. April 20.

■ **WLOK(AM)** Memphis, Tenn.—Seeks CP to change frequency to 1030 khz; change D power to 50 kw and N power to 1 kw; install DA-2; change TL to 1000 ft. west of Jackson Avenue, just south of I-40, Memphis, and make changes in ant. sys. Ann. April 23.

■ **KCOH(AM)** Houston—Seeks CP to change hours of operation to U by adding 2.5 kw N service; increase D power to 50 kw; install DA-2; change frequency to 1180 khz and make changes in ant. sys. Ann. April 23.

■ **KTSA(AM)** San Antonio, Tex.—Seeks CP to increase MEOV's on the N directional ant. pattern. Ann. April 20.

■ **KSOP(AM)** Salt Lake City—Seeks CP to change D power to 5 KW. Ann. April 20.

■ **WGGM(AM)** Chester, Va.—Seeks CP to change hours of operation to U by adding N service with 1 kw; increase D power to 10 kw; install DA-N; change frequency to 820 khz, and make changes in ant. sys. Ann. April 20.

■ **WVMR(AM)** Frost, W.Va.—Seeks mod. of CP to increase power to 2.5 kw ND-D; change TL to 250 ft. east of Route 28, 0.2 miles north of Route 13, near frost, W.Va., and change type trans. Ann. April 23.

FM applications

■ **KCAW(FM)** Sitka, Alaska—Seeks mod. of CP to make changes in ant. sys.; change type trans.; change type ant.; change ERP: 10.22 kw (H&V); change HAAT: -612 ft. (H&V) Ann. April 23.

■ **KCRJ-FM** Cottonwood, Ariz.—Seeks CP to change TL to north slope of Sunshine Hill, Jerome, Ariz.; change type trans.; change type ant.; change ERP: 203.54 kw (H&V) and change TPO. Ann. April 21.

■ **KGBA-FM** Holtville, Calif.—Seeks mod. of CP to make changes in ant. sys.; change TL, SL and RC to highway 111 and Holton road, 6.7 miles west of Holtville; change ERP: 3.0 kw (H&V) and change TPO. Ann. April 23.

■ **WOWE-FM** Rossville, Ga.—Seeks CP to change TL to 270 North Crest Road, Chattahoochee, Tenn.; change SL & RC to Ellis Road, Rossville, Ga. Ann. April 23.

■ **WABR-FM** Tifton, Ga.—Seeks CP to change from class-D to commercial band with freq. of 107.5 mhz. Ann. April 23.

■ **KBXL(FM)** Caldwell, Idaho—Seeks CP to increase ERP: 40.0 kw (H&V); increase HAAT: 2754 ft. (H&V); change type trans., and change TPO. Ann. April 21.

■ **WEFT(FM)** Champaign, Ill.—Seeks CP to increase ERP to 0.995 kw (H); HAAT: 146.5 ft. (H), change TL to 17 East University Street, Champaign, Ill., and make changes in ant. sys. Ann. April 20.

■ **WBMP(FM)** Elwood, Ind.—Seeks CP to increase HAAT: 300 ft., and make changes in ant. sys. Ann. April 21.

■ **KADQ-FM** Rexburg, Ind.—Seeks CP to change SL and RC to 134 East Main Street, Rexburg, Idaho; decrease ERP: 2.90 kw (H); increase HAAT: 310 ft. (H&V) and change TPO. Ann. April 21.

■ **KOJC(FM)** Cedar Rapids, Iowa—Seeks CP to make changes in ant. sys.; change type trans.; increase ERP: 0.202 kw; increase HAAT: +28 ft., and change TPO. Ann. April 23.

■ **KUCB-FM** Des Moines, Iowa—Seeks Mod. of CP to make changes in ant. sys.; change TL to make

changes in ant. sys.; 801 Forest Avenue, Des Moines; change type trans.; change type ant. Increase ERP: 9.72 KW (H&V); decrease HAAT: 109 ft. (H&V) and change TPO. Ann. April 23.

■ **WHSN(FM)** Bangor, Me.—Seeks CP to increase ERP: 124.68 w; HAAT: 68.6 ft. Ann. April 20.

■ **WSPH(FM)** Baltimore—Seeks CP to change frequency to 96.7 mhz; change TL and SL to Dundalk Senior High School, 1901 Delvale Avenue, Baltimore; increase ERP: 0.0187 kw (H&V); HAAT: 76 (H&V) and make changes in ant. sys. Ann. April 20.

■ **WNJC-FM** Senatobia, Miss.—Seeks CP to make changes in ant. sys.; change freq. to 88.9 mhz; change TL; change type trans.; change type ant.; decrease ERP: 2.54 kw (H&V); decrease HAAT: 147 ft. (H&V); change TPO and utilize former trans. and ant. as aux. Ann. April 20.

■ **WBSU(FM)** Brockport, N.Y.—Seeks mod. of CP to make changes in ant. sys.; type trans.; change ERP: 0.0084 KW (H&V); increase HAAT: 1 (H&V) and change TPO. Ann. April 21.

■ **WNRR(FM)** Bellevue, Ohio—Seeks mod. of CP to increase ERP to 3 KW (H&V); change type trans. and change TPO. Ann. April 20.

■ **KIWW(FM)** Harlingen, Tex.—Seeks CP to change HAAT to 454 ft. (H&V). Ann. April 21.

■ **WFFV(FM)** Front Royal, Va.—Seeks mod. of CP to make changes in ant. sys.; change TL to Signal Knob, 2.5 miles southeast of Strasburg, Va.; change type trans.; change type ant.; change ERP: 0.160 KW (H&V) and change TPO. Ann. April 21.

TV applications

■ **WKOI(TV)** Richmond, Ind.—Seeks authority to operate trans. by RC from 1702 South Ninth Street, Richmond, Ind. Ann. April 21.

■ **WHME-TV** South Bend, Ind.—Seeks authority to operate by RC from 61300 South Ironwood Road, South Bend, Ind. Ann. April 21.

■ **KGSW(TV)** Albuquerque, N.M.—Seeks authority to operate trans. by RC from SL at 1377 University Boulevard, N.E., Albuquerque, N.M. Ann. April 22.

■ **KCTS-TV** Seattle, Wash.—Seeks authority to operate trans. by RC from SL at 1151 Ellis Street, Bellingham, Wash. Ann. April 21.

AM actions

■ **KMYC(AM)** Marysville, Calif.—Granted waiver of section 73.1201(b)(2) of Rules to identify as Marysville-Yuba City, Calif. Action April 16.

■ **WCUZ(AM)** Grand Rapids, Mich.—Granted CP to increase N input power from 163 w to 250 w; conditions (BP-801231AR). Action April 20.

■ **KYNT(AM)** Yankton, S.D.—Granted CP to make changes in ant. sys.; change TL to 1.4 miles northwest of Yankton; change SL and RC to 202 West Second Street, Yankton, and change type trans.; conditions (BP-810130AL). Action April 10.

■ **WKVL(AM)** Clarksville, Tenn.—Granted CP to increase D power to 1 kw; install DA-2, and specify main SL and RC to 322 Main Street, Clarksville, Tenn. Action April 20.

■ **KLUF(AM)** Lufkin, Tex.—Granted CP to increase D power to 5 kw; install new trans. (BP-790730A1). Action April 20.

■ **KNBO(AM)** New Boston, Tex.—Granted CP to make changes in ant. sys.; conditions (BP-810122AL). Action April 13.

FM actions

■ **KAHM(FM)** Prescott, Ariz.—Granted modification of CP to make changes in ant. sys.; change TL to Badger Mountain, near Prescott; change type trans. and ant.; decrease ERP 620 w (H&V), increase ant. height 590 ft. (H&V), and change TPO (BMPH-800903AH). Action April 17.

■ **KKGO(FM)** Los Angeles—Granted modification of CP to make changes in ant. sys.; change type ant.; increase ERP 17 kw (H&V) (18 kw max H&V), decrease ant. height 2970 ft. (H&V), and change TPO (BMPH-801211AJ). Action April 9.

■ ***KTSC-FM** Pueblo, Colo.—Granted CP to change freq. to 89.7 mhz; increase ERP 100 kw (H&V); ant. height 1120 ft. (H&V); change TL on Baculite Mesa, approximately 7.9 miles north-northeast of Pueblo; install new ant., and make changes in ant. sys. (increase height) (BPED-791011AA). Action April 14.

■ **KHLO(AM)** Hilo, Hawaii—Granted CP to increase

D and N power to 5 kw; conditions (BP-801021AA). Action April 14.

■ ***WESN(FM)** Bloomington, Ill.—Granted CP to increase ERP 120 kw (H&V); ant. height 100 ft. (H&V); conditions (BPED-800102AA). Action April 14.

■ **WSQR(AM)** Sycamore, Ill.—Granted modification of CP to make changes in ant. sys.; change TL to highway 23 at north edge of city, Sycamore; change from DA to non-DA; conditions (BMP-810106AD). Action April 15.

■ **WXTZ(FM)** Indianapolis—Granted CP to change TL to southeast of intersection of West 79th Street, and Township Line Road, Washington township, Indianapolis; locate RC at main SL; change type trans. and ant.; change TPO (BPH-801114AH). Action April 9.

■ ***KTCC(FM)** Colby, Kan.—Granted CP to increase ERP 100 w (H&V); ant. height 38 ft. (H&V) (BPED-791226BO). Action April 14.

■ **WYAJ(AM)** Sudbury, Mass.—Denied application as unacceptable for filing for waiver of Section 73.509 of rules (ARN-800604AA). Action April 14.

■ **KTJJ(FM)** Farmington, Mo.—Granted CP to increase ant. height to 1040 ft. (H&V), and change TPO (BPH-801020AP). Action April 9.

■ **KMZK(FM)** Belgrade, Mont.—Granted CP to change TL to Story Hill, old beacon site, Belgrade; RC to Route 2, Box 400, Belgrade; specify and increase ant. height 210 ft. (H&V); make changes in ant. sys. (BPH-801027AH). Action April 14.

■ **KOOZ(FM)** Great Falls, Mont.—Granted CP to change ERP 3.0 kw (H&V), and make changes in ant. sys. (BPH-800905AD). Action April 14.

■ **KNEB-FM** Scottsbluff, Neb.—Granted CP to change TL to 11 miles south of Scottsbluff; increase ERP 100 kw (H&V); ant. height 680 ft. (H&V), and make changes in ant. sys. (BPH-801022AA). Action April 14.

■ **WDBN(FM)** Medina, Ohio—Granted CP to change type trans.; decrease ERP 52 kw (H&V); increase ant. height 610 ft. (H&V); change TPO

(BPH-790725AG). Action April 17.

■ **KLOO-FM** Corvallis, Ore.—Granted modification of CP to change type trans.; operate by RC from SL; increase ant. height 1140 ft. (H&V), and change TPO (BMPH-810218AH). Action April 14.

■ **WCTX(FM)** Palmyra, Pa.—Granted CP to make changes in ant. sys.; increase ant. height 300 ft. (H&V), and change TPO (BPH-801030AI). Action April 17.

■ ***WKDU(FM)** Philadelphia, Pa.—Granted CP to increase ERP 0.110 kw (H), 0.099 kw (V); ant. height 170 ft. (H&V); conditions (BPED-791227AN). Action April 14.

■ ***KAZI(FM)** Austin, Tex.—Granted CP to change TL to 1200 Camp Craft Road, Austin; SL to 1700 East 12th Street, Austin; increase ERP 1.60 kw (H&V), ant. height 350 ft. (H&V), and make changes in ant. sys.; conditions (BMPED-800918AD). Action April 14.

■ **KPAS(FM)** El Paso, Tex.—Granted modification of CP to change type ant.; change ERP 85 kw (H&V), ant. height 1210 ft. (H&V), and change TPO (BPH-810211AG). Action April 17.

■ **KYST(AM)** Texas City, Tex.—Granted CP to change hours of operation to U by adding N service with 1 kw; increase D power to 5 kw; install DA-2 and make changes in ant. sys.; conditions (BP-801219AA). Action April 14.

■ **KLLK(FM)** Saratoga, Wyo.—Granted modification of CP to change TL to Elk Mountain, 29.7 (18.5 mile) northeast of Post Office in Saratoga, northeast of Saratoga; increase ERP 29 kw (H&V), decrease ant. height 3430 ft. (H&V); change TPO (BMPH-801125AQ). Action April 9.

TV actions

■ **WJFT-TV** Albany, Ga.—Application granted to commercial TV broadcast station to change ERP to 5000 kw vis., 1392 kw aur.; change TL to east of highway No. 41, 2.5 miles northeast of Brooksville, Ga.; SL to be specified; change type trans. and ant., and HAAT to 1518 ft. Action April 6.

■ **WXIA-TV** Atlanta, Ga.—Application granted to commercial TV broadcast station to reduce the height above ground level of the aux. ant. to 658.7 ft.; ERP: vis. 46 kw; aur. 4.6 kw; HAAT: 705.43 ft. Action March 27.

■ **WBNS-TV** Columbus, Ohio—Application granted to commercial TV broadcast station to change TL to 770 Twin Rivers Drive., Columbus, Ohio (39-58-15 83-01-39). Action March 30.

■ **KTPX-TV** Monahans, Tex.—Application granted to commercial TV broadcast station CP to change station from Monahans, Tex., to Odessa, Tex.; change SL to undetermined site at Odessa, Tex. Action April 7.

■ **WCTI-TV** New Bern, N.C.—Application granted to commercial TV broadcast station authority to operate by RC from Glenburnie Park Drive, New Bern, N.C. Action April 1.

■ **WSLS-TV** Roanoke, Va.—Application granted to commercial TV broadcast station for authority to operate by RC from SL at Third Street and Church Avenue, southwest, Roanoke, Va. Action March 25.

■ **WTMJ-TV** Milwaukee, Wis.—Application granted to commercial TV broadcast station authority to operate trans. by RC from SL at 720 East Capitol Drive, Milwaukee, Wis. Action April 3.

In contest

FCC decisions

■ **FCC ALJ** Joseph Stirmer granted application of Sounds Good Inc. for new FM on 94.3 mhz at Cresson, Pa. He deleted ascertainment issue designated against Sounds Good and dismissed its motion for summary decision. Last July 10, mutually exclusive applications of Sounds Good and The Great American Wireless Signal Company Inc. were designated for hearing. On January 27, Judge Stirmer approved settlement agreement between Sounds Good and Wireless whereby Wireless application was dismissed and reimbursement in amount of \$6,067.70 was authorized. Action April 20.

■ **FCC ALJ** Edward J. Kuhlmann granted application of Waters Broadcasting Corp. for new FM on 105.3 mhz at Hart, Mich. He denied competing proposal of West Michigan Broadcasting Co. and dismissed two other applications at their own request. Initial decision will become effective 50 days after its release unless appeal is taken within 30 days or FCC reviews it on its own motion. Action April 22.

■ **FCC** added issue in pending comparative hearing on renewal application of United Broadcasting Inc. (United), licensee of WOOK(FM) Washington, D.C., and the mutually exclusive applications of District Broadcasting Co. (District) and Hispanic Broadcasting Corp. (Hispanic) for new stations on 100.3 mhz frequency. In view of its findings and conclusions in 1975 when renewals were denied for licenses of WOOK(AM) Washington, D.C., and WFAB, Miami, Fla., Commission added issue of whether United has basic and/or comparative qualifications to be licensee of WOOK(FM). Over the past several years FCC has designated eight of United's licenses for hearing and has denied renewal or revoked four of them. In September 1980 Commission set three applications for hearing to determine which is most qualified to operate commercial FM in Washington. At that time it reserved jurisdiction to consider what effect United's misconduct at other broadcast stations should have on its basic and/or comparative qualifications in this proceeding. Action April 23.

■ **FCC** affirmed its July 23, 1980, action denying Family Stations Inc.'s request to return competing application of Sterling Recreation Organization Co. for new commercial TV on Channel 64 at Stockton, Calif., as being untimely filed. On August 8, 1978, Redwood Television Ministries Inc. applied for CP for new TV station on Channel 66 at Vallejo, Calif., and FCC subsequently issued cut-off list for applications, including Redwood's, and notice stating that all other applications necessitating hearing with any application on list had to be filed by January 30, 1979. On January 4, 1979, Family filed for Channel 64, 2.5 miles short-spaced to Redwood's proposed site and therefore mutually exclusive. Subsequently, its application was accepted for filing and placed on its own cut-off list. FCC announced that applications in conflict with Family's proposal would be due by May 7, 1979. On Family's cut-

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off date, but more than three months after Redwood's, Sterling filed for Channel 64. Family argued that Sterling's application was mutually exclusive with Redwood's and therefore subject to January 30 cut-off date. FCC rejected this argument, stating that in TV (and FM) services every channel has its own cut-off date. Therefore, Sterling's application was timely filed by Family's May 7 cut-off date. FCC noted that in seeking reconsideration Family used same arguments it had previously. It added that cut-off rules were not intended to allow Family to avoid competition for Channel 64 in Stockton by filing short-spaced to application for different channel in second community. It said it had determined that each channel would be cut off separately and, therefore, the Vallejo cut-off date would not apply to Stockton. Family's Stockton application was, itself, cut off and Sterling's application was timely filed. Action April 23.

■ FCC renewed license of Mid-State Broadcasting Co., licensee of WHLW(AM) Lakewood, N.J., and conditionally approved assignment of license and sale of station's assets to North Shore Broadcasting Corp. In October 1975, WHLW's renewal application was designated for hearing by FCC to determine whether applicant violated rules concerning fraudulent billing practices; whether preferential treatment was accorded political candidate; and whether station principals had misrepresented or concealed facts in ownership reports to Commission. In petition for special relief, filed in 1976, Mid-State outlined proposal to sell station to Seashore Broadcasting Corp. (subsequently North Shore Broadcasting). FCC denied petition finding that suspected wrongdoers would receive direct benefits of \$30,799 and more from sale. In contrast, FCC found second petition by Mid-State acceptable in light of fact that two of its major shareholders have waived their claims against licensee. Action April 23.

■ FCC affirmed its Review Board's grant of application of Greater Media Radio Co. for vacant FM on 100.3 mhz at Media, Pa. Decision follows from Commission directive to its staff on February 25 to prepare decision giving Greater Media slight preference over Alexander S. Kellin Jr., and greatly preferring both of these to Roberts Broadcasting Corp. FCC said decisive distinction is Greater Media's integration of its 5% owner, Judith Grimes, a minority applicant as full-time business manager. FCC went on to add, however, it conditioned grant on Greater Media's principal, Daniel Lerner, divesting himself of all ownership in licensee of two Lowell, Mass., radio stations within 45 days of issuance of CP. Action April 23.

■ FCC denied Desert Empire Corp., licensee of KMIR-TV (NBC) Palm Springs, Calif., waiver of rules to require local cable television systems to provide it with network nonduplication protection against KNBC (NBC) Los Angeles. KMIR-TV contended that KNBC was not significantly viewed in area and that if KMIR-TV's network programming were not protected, it would suffer serious financial problems that would affect its ability to serve public. Commission said KMIR-TV had failed to provide persuasive evidence that either of these arguments was valid. Action April 23.

■ FCC renewed license for radio station WQSN(AM) Charleston, S.C., licensed to Low Country Broadcasting Inc. In December 1978, FCC granted WQSN's license on short-term basis finding lack of effort by station to comply with Commission's equal employment opportunity (EEO) standards. After examination of renewal application and EEO progress report submitted by station, FCC found WQSN sufficiently improved EEO standards. Action April 24.

■ FCC ALJ Edward J. Kuhlman granted application of Waters Broadcasting Corp. for new FM on 105.3 mhz at Hart, Mich., and denied competing proposal of West Michigan Broadcasting Co., and dismissed two other applications at their own request. Initial decision will become effective 50 days after its release unless appeal is taken within 30 days or FCC reviews it on its own motion. Action April 24.

Designated for hearing

■ Sedona, Ariz.—**FM proceeding:** (American Broadcasting Corporation and Red Rock Broadcasting). Designated ALJ Joseph Stirmer as presiding judge and scheduled prehearing conference for June 5 at 9 a.m. and hearing for July 6 at 10 a.m. (BC Doc. 81-200-201). Action April 6.

■ Indianapolis—**FM proceeding:** (Channel 59 of Indiana Inc., et al.) Designated ALJ Edward H. Kuhlmann as presiding judge and scheduled prehearing conference for June 10 at 9 a.m., and hearing for

July 13 at 10 a.m. (BC Doc. 81-229-232). Action April 10.

■ Natick, Mass.—**AM proceeding:** [Home Service Broadcasting Corporation (WGTR)] Designated Chief ALJ Lenore G. Ehrig as presiding judge and scheduled prehearing conference for May 22 at 9 a.m., and hearing for June 18 at 10 a.m. (BC Doc. No. 81-150). Action April 10.

■ Grand Island, Neb.—**FM proceeding** (KMMF Inc., et al.) Designated ALJ Frederick J. Coufal as presiding judge and scheduled prehearing conference for June 5 at 9 a.m., and hearing for July 17 at 10 a.m. (BC Doc. 81-204-206). Action April 10.

■ LaFollette, Tenn.—**FM proceeding:** (Powell Valley Broadcasting Corp., et al.) Designated ALJ Edward Luton as presiding judge and scheduled prehearing conference for June 4 at 10 a.m., and hearing for July 10 at 10 a.m. (BC Doc. 81-212-214). Action April 10.

■ Professional Radio Broadcasting Corp. and Family Radio Broadcasting Inc., for new AM to operate on 1510 khz at Lajas and Guanica, both Puerto Rico, to determine whether both applicants are financially qualified; areas and populations which would receive primary service from each proposal and the availability of other primary aural service to such areas and populations; which of the proposals would better provide fair, efficient and equitable distribution of radio service; in event it be concluded that choice between applicants should not be based solely on considerations relating above issue, which of proposals would better serve public interest and which should be granted (BC Doc. 81-266-67). Action April 23.

■ Doxa Inc., and Covington Area Broadcasters Inc., for new FM to operate on 103.1 mhz at Covington, Ind., to determine which of the proposals would better serve public interest and which should be granted (BC Doc. 81-268-69). Action April 23.

Procedural rulings

■ Mechanicsville, Va.—**FM proceeding:** (Christian Communications Inc., et al.) Granted request by Ninety-Two Point Seven Broadcasting Inc. and extended to April 20 (in lieu of April 13) time to exchange exhibits (BC Doc. 80-661-665). Action April 8.

■ St. Ignace, Mich.—**FM proceeding:** (Mighty-Mac Broadcasting Company and Maumee Valley Broadcasting Association) ALJ John M. Frysiak granted joint request by Mighty-Mac and Maumee and approved agreement to dismiss competing application, authorized reimbursement to Maumee for \$2,858.07, dismissed Maumee's application with prejudice, granted Mighty-Mac's application and terminated proceeding (BC Doc. 80-452-453). Action April 10.

Earth stations

Application

■ Hi-Net Communications for La Salle-Peru, Ill. (5m; AFC; E3061).

■ Full Gospel Business Men's Fellowship for Burlington, Vt. (6.1m; USTC; E3061).

■ Coastal Bend Cablevision for Gregor, Tex. (7m; S-A; E3153).

■ Phoenix Cable for Gun Barrell City, Tex. (4.6m; S-A; E3156).

■ Cable TV of Carolina for Irmo, S.C. (5m; AFC; E3158).

■ Hi-Net Communications for Chicago (5m; AFC; E3158).

■ Hi-Net Communications for Chicago (5m; AFC; E3159).

■ RCA American Communications Inc. for Marshall, Ala. (10m; Andrews; E3161).

■ Live Line Inc. for Carbon Hall, Ala. (4.6m; S-A; E3162).

■ M/A Com Inc. for Boca Raton, Fla. (4.5m; Prodelin; E3163).

■ Full Gospel Business Men's Fellowship for Walker, Mich. (6.1m; USTC; E3165).

■ Fine Arts Satellite Network Inc. for Lexington, Mass. (10m; E3166).

■ Warner Amex Cable Communications Inc. for Sandy, Ore. (5m; S-A; E3167).

■ Arco Communications Inc. for Marten's Creek, Wyo. (4.6m; S-A; E3168).

■ Glenville Cablesystems Corp. for Glenville, N.Y. (5m; Microdyne; E3169).

■ Blue Ridge Cable Television Inc. for Dushore, Pa. (5m; Microdyne; E3171).

■ Blue Ridge Cable Television Inc. for Damascus township, Pa. (5m; AFC; E3171).

■ Western Union International Inc. for Wahuawa, Hawaii (13m; RMS; KE32).

Grants

■ Cablevision of Oak Lawn Inc. for Oak Lawn, Ill. (E2720).

■ Cable TV of Hernando for Hernando, Miss. (E2840).

■ Cablevision of Lucedale, Miss. (E2841).

■ Essex 1980-3 Operating Partnership for Pontotoc, Miss. (E2966).

■ Viacom Broadcasting Inc. for Albany, N.Y. (E2987).

■ Hamilton Cablevision for Hamilton, N.J. (E2989).

■ Video Vista Inc. for Birmingham, Ala. (E2989).

■ Video Vista Inc. for St. Louis, Mo. (E2991).

■ Video Vista Inc. for Arlington, Tex. (E2992).

■ Video Vista Inc. for Dallas (E2993).

■ Video Vista Inc. for Irving, Tex. (E2994).

■ Tuolumne Cable-vision Inc. for Twain Harte, Calif. (E2995).

■ Video Vista Inc. for Omaha, Neb. (E2996).

■ Palmer Communications Inc. for Pine Island, Fla. (E2998).

■ Palmer Communications Inc. for Snibel Island, Fla. (E2997).

■ Warner Amex Cable Communications Inc. for Reedsville, Pa. (E2999).

Call Letters

Applications

Call	Sought by
	New TV
WGGT	Guilford Telecasters Inc., Greensboro, N.C.
	Existing AM's
WPIK	WTCB Flomaton, Ala.
WKGC	WGNE Panama City, Fla.
WXQT	WGRD Grand Rapids, Mich.
WVGB	WSIB Beaufort, S.C.
	Existing FM's
KJBO	KTOC-FM Jonesboro, La.
KYKZ	KSNS Lake Charles, La.
WYRK	WADV Buffalo, N.Y.
WKGL	WALL-FM Middleton, N.Y.
KCMX-FM	KKIC Ashland, Ore.
KLRZ	KRMQ Provo, Utah
	Existing TV
KGAN-TV	WMT-TV Cedar Rapids, Iowa

Grants

Call	Assigned to
	New FM's
WAOP	Allegan County Broadcasters Inc., Otsego, Mich.
KFXZ	Glacier County Broadcasters Inc., Kalispell, Mont.
	New TV
WBAH	Memphis Area Telecasters, Memphis, Tenn.
	Existing AM's
KKID	KRBB Sallisaw, Okla.
WTJT	WAGG Franklin, Tenn.
	Existing FM's
KJJJ-FM	KXTC Glendale, Ariz.
KAZZ	KRBB-FM Sallisaw, Okla.
KIPR-FM	KSPL-FM Diboll, Tex.
KHEY-FM	KEZB El Paso, Tex.
WMYX	WNUW Milwaukee, Wis.
	Existing TV's
KUSI-TV	KJOG San Diego, Calif.
WPXI	WIIC-TV Pittsburgh, Pa.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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 much more than just another job, but we need a hard, hard worker. Investigate by letter and resume to General Manager. Box D-140.

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.

Sales Manager: \$20,000 - \$30,000 income directing staff in Santa Fe, Española, Taos areas of New Mexico. Person with proven sales record ... creative, promotion oriented ... must be tough and demanding. Will have complete authority. EOE. Jim Hoffman, KDCE Radio, Box 970, Santa Fe 87501.

General Manager for medium market, daytime country music station in N.C. Must be aggressive in sales and community involvement. Write and give me full details. Box D-161.

Broadcast group beginning search for two Station Managers—one in the Rocky Mountain region and one in border state. Small to medium size market. Good growth opportunities. EEO. Box E-30.

Financial Support Director for growing public radio station. Supervision of fund raising, grant writing, membership, and public relations. Strong understanding of business underwriting needed. Competitive salary with good benefits. Deadline May 15. Send resume to David Anderson, KWGS, 600 S. College, Tulsa, OK. 74104. Equal Opportunity Employer.

Sales Manager, who can do it all—sell, lead, recruit sales staff, promote, merchandise, entrench in community affairs ... who's seeking greener pastures, and greener dollars. Reply Box E-1.

Station manager for group owned profitable automated single station market class IV AM in the Northeast. Must have strong sales background. Send resume and references with first reply to: Box E-13.

Station Manager wanted for small mid-Atlantic station near metropolitan area. Excellent opportunity for experienced person. Heavy emphasis on sales, management and innovative ideas. Box E-20.

General Manager needed for 50,000 watt urban FM commercial station which exists as an academic training ground for students. M.A. in Communication area with management and teaching experience. Salary competitive. Applications with resume by May 29, 1981 to: Don B. Morlan, Chairperson; Department of Communication Arts; University of Dayton; Dayton, Ohio 45469. University of Dayton is an Affirmative Action/Equal opportunity Employer.

Sales Manager and possibly later as manager at station where 72 year old owner wants to retire. Charlie Persons KVBR Brainerd, Minn. 56401.

Carolina Group Operator, AM-FM combination need aggressive, sales-oriented manager. Excellent opportunity. Ownership, when earned, is possible. Call S. Lynch at 919-276-2911.

HELP WANTED SALES

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: 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.

Selling Sales Manager for community involved AM-FM located in lovely Indiana town of 18,000. Great chance to grow with group owner if you have a strong desire to succeed! E.O.E., contact John Dotas, WCNB-AM-FM, Box 619, Connersville, Indiana. 317-825-6411.

Aggressive, successful local salesperson wanted for top rated AM & FM combo. Must have at least 5 years radio sales experience with successful record. Resume to DeBeau Broadcasting, Box 1929, Punta Gorda, Fla., 33950, or phone 813-639-1188. EOE.

Group Broadcaster seeks experienced radio salesperson at Springfield, Massachusetts. Top radio AM/FM radio combination. Earn top dollars, salary plus commission and bonus. Write Michael Schwartz, c/o WAQY Radio, 45 Fisher Avenue, East Longmeadow, MA 01028 or call 413-525-4141. Equal Opportunity Employer.

Proven radio sales track record? Work well with people, with just the right balance of aggressiveness and empathy? We need an Assistant Sales Development Manager for our broadcast division that is expanding into cable TV. If qualified and interested in joining a proven AM/FM leader in the industry, EOE, send your success story and resume to Box D-166.

The best, hardest working radio salesman in the midwest wanting a chance in TV. 20-25 the first year with realistic opportunity on up side. Seasoned staff of pros to work with, and management that will help you grow. RAB training a plus. Send resume to Box D-177, EOE.

Media Sales—Detroit radio station seeking individuals with 3-4 years retail broadcast selling experience. Must be familiar with contemporary (AOR) format and capable of developing sales presentations, analyze rating books and developing new business. Salary history, references and resume requested. Box D-168. EOE-M/F.

Combo. If you can sell (established list-protected territory), pull easy afternoon drive jock shift, you can write your ticket at this southern Ohio highly successful FM. Modern Country format. Extra bucks for football and basketball play by play. Superior financial package: Good salary, commission, fringes, incentives, etc. If you're an experienced salesman who can handle a fat list and 20K a year call now. 513-378-6151 for Randall Carlisle.

Growing, Creative five station California Radio group seeking radio time salespeople to work for KARM/AM and KFIG/FM in Fresno. Call for an appointment 209-268-8801. Radio sales experience not required, sales experience is required. Equal Opportunity Employer.

Wanted Now ... A CBS affiliate is looking for a mature, responsible, and professional account executive with proven broadcasting sales experience for adult contemporary AM station. Excellent opportunity if you're the one. ... E.O.E. Please send resume to: Manager of Personnel, WSPA-AM PO. Box 1717, Spartanburg, S.C. 29304.

Sales Manager: Orlando and Central Florida's only AOR seeks an aggressive and highly motivated sales manager. Excellent compensation plan and fringe benefits. Contact George Duffy, WDIZ Radio, 2699 Lee Road, Suite 470, Winter Park, Florida 32789. WDIZ is an Equal Opportunity Employer.

Experienced Salesperson for Maine classical music station. Active account list. Salary commissions and benefits. Must have good track record. Call Jane Graffam or Fred Miller, 207-883-9596 for details. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Ohio Small Market needs experienced, versatile, first ticket combo. Security and dollars for right person. Resume to Box E-4.

Drive Time communicator for midwest regional adult AM. Experienced with knowledge of country music. Staff on production and remote. Call Ed More 219-875-5166. WCMB Box 307 Elkhart, IN 46515.

If you like an air shift, if you like sales, if you like news you can get all three. And not for the price of one! We are an award winning station with an opening for such versatility. If you are such a person, include audition of news, commercials and air check. Send complete resume. If this is the challenge you desire apply now. If you aren't the type, don't waste our time and yours. Box E-29.

Combo. If you can sell (established list-protected territory), pull easy afternoon drive jock shift, you can write your ticket at this southern Ohio highly successful FM. Modern Country format. Extra bucks for football and basketball play by play. Superior financial package: good salary, commission, fringes, incentives, etc. If you're an experienced salesman who can handle a fat list and 20K a year call now. 513-378-6151 for Randall Carlisle.

Suburban Pittsburgh full time, needs morning personality with good production skills. Send tape and resume to Barry Banker, WHJB 245 Brown St., Greensburg, PA 15601. EEO.

WRTA, Altoona, Pa. has an opening for a morning personality. Our's is moving into ownership/management. Minimum of three years' experience. Adult-Contemporary format. Established facility and moving into new quarters in July. EOE. Send tape and resume to Rod Wolf, PO. Box 272, Altoona, Pa., 16603.

WSTU-AM & WHLG-FM, Stuart, Florida, are seeking experienced announcers well versed in air work, news and production. Send Air Check and Resume to G. Glascock, WSTU, Stuart, Fla. 33494. Equal Opportunity Employer.

Announcer-Salesman for aggressive small market AM. Base salary and ongoing commissions start at \$225.00/wk+benefits. Excellent opportunity. Resume-Air Check, WSEW, Box 1240, Selinsgrove PA 17870. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

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., PO. Box 2128, Rock Springs, Wyoming 82901. EOE.

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.

Columbus, Indiana needs Chief Engineer for AM/FM station. Must be familiar with automation. Send references, resume, and salary requirements to Jim Kauper, WCSI AM/FM, PO Box 809, Columbus, Indiana 47201. EOE.

Technical Director for growing sun-belt broadcast group. Must have first class license, working knowledge of FCC Rules and Regulations, and practical experience in AM/FM Transmitters, maintaining and adjusting DA, STL's, audio processing, and automation. Salary commensurate with qualifications. Send resume to Box E-37. E.O.E.

HELP WANTED TECHNICAL CONTINUED

Assistant Chief Engineer for WSPD Radio, Toledo, Ohio, a full-time 5 KW station. First Class License required, with experience in preventive maintenance, transmitters, studio construction and directional antennas. Salary negotiable. Equal Opportunity Employer. Qualified candidates send resume, with references, to Chief Engineer, WSPD Radio, 125 South Superior, Toledo, Ohio 43602.

Chief Engineer for AM/FM stations in NE and SW New Mexico belonging to growing sun-belt broadcast group. Must have first class license, working knowledge of FCC Rules and Regulations, and practical experience in AM/FM transmitters, maintaining and adjusting DA, STL's audio processing, and automation. New Class C FM to be constructed soon. Salary commensurate with qualifications. Send resume to Box E-38. E.O.E.

Chief Engineer. Job opening for adventurous person FCC 1st required duties: Weekly maintenance of transmitter, studio, satellite & STL equipment. Remote production, on air announcing. Salary \$24,100. Contact Brad Reeve—KOTZ P.O. Box 78, Kotzebue, AK 99752. 907—442-3435.

Northern California station needs good chief engineer for Class III directional. Good knowledge of studio and directional equipment a must. Jeff Martin, P.O. Box 1918, Redding, CA 96099.

Chief Engineer for nation's leaders in Religious Radio, KCFO-FM and KAKC-AM, Tulsa. Top pay, benefits & work with a purpose! AM directional experience a must. Call Dennis Worden at 918—445-1186. An Equal Opportunity Employer.

Chief Engineer—Opportunity to join professional team with groups 5th facility—Class C FM in Lake Charles, LA. First class and FM knowledge required. Call Gary Koeffler, G.M. 713—639-4455.

Experienced Chief Engineer wanted for AM/FM in large Midwest city. Excellent salary, benefits, engineering staff. Must be experienced with DA's and state-of-the-art equipment. Excellent opportunity for a qualified chief to improve his status. Resume to Box E-32.

Maintenance Engineer. FCC First, troubleshooting experience. Salary mid teens. Good benefits. J. Baker WBBF/WMJQ 850 Midtown. Tower Rochester, N.Y. 14604. 716—232-7550. EOE.

HELP WANTED NEWS

Wanted: News Director. 10KW full timer in Aberdeen, S.D., looking for experienced news director in medium market. Top pay/benefits. Tape-resume to KKAH Box 1770. Aberdeen, S.D. 57401.

News Director needed now for Florida AM. Must get actualities, anchor and do on-street interviews. Experienced only. Good starting salary. Box D-189.

Writer/Reporter: Minimum one year experience. Emphasis on anchoring news casts. Send tape and resume to Personnel Director-Broadcasting P.O. Box 100, Nashville, Tennessee 37202. An Equal Opportunity Employer.

Expanding our news department, need two commercially-experienced people strong in news gathering, writing, and delivery. Equal Opportunity Employer, M/F Tape and resume: Scott Witt, WHUD, Peekskill NY 10566.

Reporter/Anchor for two of country's greatest radio stations. Must have minimum three years experience, street smarts and potential as an assignment editor for a six person staff. Degree preferred. Excellent salary and benefits with a top notch professional company. Tape, writing samples, resume and real references to Dick Forney, News Director, WMEE/WQHK, P.O. Box 6000, Fort Wayne, IN 46896. No calls please.

5 KW Info Giant needs major market quality news professional. KFGO-Fargo has won 15 awards in the last 4 years. Major market pay for major market experience. No first or second year people please. Tape and resume to Jay Joiner P.O. Box 2966, Fargo, N.D. 58108.

Gulf Coast news-talk station needs strong morning anchor/reporter. Three years experience required. Self-starter a must. Send tape/resume to: Joe McKay, P.O. Box 2367, Mobile, AL., 36652. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Step Up to manager. Small market. Learn all phases while growing. Production, announcing, sales, continuity experience a necessity. \$12,000 first year. Northeast. Winners only. Resume to Box E-2.

We Need a Program Director for a medium market daytime that can deliver a major market sound. Must be aggressive, a solid programmer, and can work with people. Must be able to execute policy, yet have initiative to produce creative programming in an overall saturated market. Box E-16.

Near Genius Wanted: Producer/Writer who revels in writing and producing radio works of art. If imagineering and audio technique are your game, we want to hear from you. '79 Billboard Station of the Year, 9 AP Awards, etc., etc. One of the country's best stations offers excellent salary, benefits, and life-loving working environment in our new \$1.2 million building shared with our sister newsmagazine. Send resume, writing samples, and tape to: GENIUS, WLDF Radio, Box 10,000, Marion, Ohio 43302 EOE.

Radio-Television, 3 positions: Program Director, Director of Public Affairs and Development, Director of Production. Administrative staff positions for WAJC, a 48,000 watt stereo FM station operated by the Department of Radio-Television in the Division of Fine Arts of Butler University. Responsibilities: appropriate to position title including teaching one course each term. Qualifications: successful professional experience; Ph.D. or Master's degree preferred. Salary competitive depending on background and experience. Twelve month appointment beginning September 1, 1981. Butler University is committed to the principle of equal opportunity. It does not knowingly discriminate against any applicant, student, or employee for reasons of sex, race, color, age, or national, ethnic or geographic origin. It attempts to make its programs equally accessible to all qualified applicants regardless of physical handicap. Send application letter, complete vita of training and experience, references and transcripts to: Mr. James R. Phillippe, Chairman, Department of Radio-Television, Butler University, 4600 Sunset Avenue, Indianapolis, Indiana 46208. All credentials should be sent by June 1, 1981.

Excellent opportunity for do-it-all person. We need a morning drive (7-9 am) personality, copy writer and automation/personel overseer. You will be directly responsible for the entire programming operation, so you must be sharp and good. Send tape and resume to: Box 377, Newport, Vermont 05855 E.O.E.

National radio network located in Washington, D.C. needs individual to coordinate all on-air (audio & video) corporate promotional activities; activities for National Program Service; and services to member stations. Requires individual with 4 years related experience to include previous station experience. Interested persons should submit resume to: DeNise Johnson, National Public Radio, 2025 M St., N.W., Washington, D.C. 20036. NPR is an Affirmative Action/Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

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.

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.

Aggressive programmer for 35+ audience. Theatre, Film, Nostalgia, Beautiful Music, Classical. MA. \$18M. Sales background, management experience. Box D-188.

General Manager/V.P. Jennings, RAB, College, over 16 years, successful track record, interested in medium market. Seven stations achieved history breaking sales. Five moved to number one. Strong sales, programming, promotion and management. Call 812—865-2315.

Seeking Florida opportunity in management. Heavy experience 10 years in Florida. Box E-10.

General Manager General sales manager. New England major market and 2 South East medium markets. Background. Station solid looking for permanent position. J. McClusky Box E-9.

Take charge general manager with outstanding track record, have quadrupled station sales and ratings in last two years. Box E-17.

10 Year Veteran desires inside station management position. Professional, versatile, and dedicated. Prefer Midwest. 815—273-3057.

General Manager. Lengthy experience with excellent performance record, AM & FM various formats. Currently Assistant GM, but available due to sale of station. Excellent administrator, stable, dedicated and dependable. Carefully looking for long term association with quality organization. Would also be interested in share purchase, now or later. Box E-40.

Currently Employed SM looking for first move to station management, small to medium market. Prefer turn-around situation, West/Midwest but other locations considered. Sales and programming background. Starting salary not as important as incentive structure. 208—734-6608 evenings.

G.M.—23 years experience. Highly qualified in all phases of operation, including station ownership. Sales and promotion oriented a leader, self starter, and motivator. Contact: Jack A. Carpenter—601—956-2859.

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

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—844-2849.

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.

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.

Attention Chicago, suburbs, Reno and Carson City Nev. Experienced, versatile and dependable announcer looking for full time work, format no problem. Gael Jerry Obrecki, 312—725-4713. Before 1:00 p.m.

Rock Jock, seeks AOR, ready to roll anywhere, tape and resume, Bernie Ross 826 N. 15th, Apt. 13, Milwaukee, WI 53233. 414—342-6630.

Top Notch Sports Announcer seeks Sports Director and/or play-by-play opening. You name it, I can do it. 4 years experience doing major college football and basketball. I sound damn good and have the tapes and experience to prove it! Contact Burt Groner, 5455 Grove Street, Skokie, Illinois 6077. 313—966-3875.

Mistress of soft rock and sophisticated sounds. Lady jock on the bay. Contralto. Sweet, refreshing and authoritatively sexy. Tape: Veronica German, 1040 Bush No. 334, San Francisco, Cal. 94101. 415—673-6768 x 334.

Six Years Experience as Ann/DJ/Prod. One year as News/PA/D/MD/PD. Prefer secure Ann/DJ/Prod/PD position in small or medium rock station. Relocate to Cent. or Mid-West but, will compromise. Let's talk. Robert 703—980-6400 Mornings or 703—674-6325 Evenings.

SITUATIONS WANTED ANNOUNCERS CONTINUED

People listen to and talk about "Slightly Strange". Now a free agent. Experienced in Drive Time, and BPP. Midwest only. Will move pronto. Call, 715-246-2254.

Weather-Forecaster-Meteorologist. I am a bright and well appearing young man with a good college background in meteorology and now enrolled at Emerson College. I've some radio and forecasting experience, with excellent recommendations. Desire to gain more experience on a full or part time basis and will consider replies from any part of the country. Contact: Steven Bernson, P.O. Box 68, Boston, MA 02167 or call days at 617-389-5209.

News Prepared and Announced with authority and style by a talented, trained and creative communicator 3rd phone. Will relocate for a creative opportunity write; Ray Harvey 912 Powell St. No. 8, S.F. Calif. 94108. Phone-415-397-8651.

S.F. Bay Area is where I am and want to work. Any shift. Part-time OK. Have first and experience. 415-948-4880.

Psychologist in search of larger audience. Has guested on and hosted talk and magazine shows on major New York radio and TV stations. (Will relocate). Dr. Kathy Hahner 212-749-1318, 308 W. 104 St. New York, NY 10025.

Good attitude, voice and reader. Trained by a professional announcer, anywhere. Jim Laux 3815 S. Lenox St. Milwaukee, WI 53207. 414-483-2982.

Music Director/Morning Man in small market. Experienced; Talented; Creative; Versatile, Strong Productions; wants to move up. Mike-814-368-3240 after 12:00 p.m.

Aggressive female crazy and in sane. Will bring ratings up. Will relocate. Tape and resume available. Agent C.J. Chelle 312-221-0554 after 6 p.m. 7636 South Merrill Street, Chicago Illinois 60649.

Take a chance on me. Experienced and college degreed announcer. If you're really looking for steady, long-term man call me. Prefer contemporary, Top 40 or MOR. Bruce, 512-992-4566 or 512-452-6536.

SITUATIONS WANTED TECHNICAL

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.

Experienced, dedicated, conscientious, professionally oriented board operator wants fulltime position. Can also do announcing and production competently. Write: Rick Marches, 621 Lenox Avenue, Miami Beach, FL 33139 or call: 305-672-4890.

Experienced Chief/Air Personality seeks mid-west or south. Country or MOR combo OK. 17 years R-TV, DA, stereo, automation. Heavy maintenance. 20K minimum. Ron 314-334-6397.

SITUATIONS WANTED NEWS

Sportscaster experienced in p.b.p., sportstalk & reporting. CBS Stringer who's an excellent writer & interviewer with pleasing delivery. A college grad, I'm presently at a small market and want even more sports than I'm getting. All locations and offers welcome. Box D-178.

Looking for a pro to handle your football and basketball play by play for next season. Contact Box D-176 or call 206-538-0336.

Female-News Reporter dependable and ambitious, willing to work any shift. Tape and resume available. 312-787-8220/233 E. Ontario Suite 902, Chicago, IL 60611.

Experienced and marketable with 2 years of commercial radio news background encompassing local and nat'l hard core plus informative and light feature work. First phone. Dedicated in ENG with more than just a rip and read style. Available now. Box C-1.

Creative, Determined, Capable. Tape, Resume available. Justin Shay 312-874-7111.

The sound you're looking for! My tape will sell you! Enthusiastic newscaster, 4 yrs. radio experience, including contemporary DJ, skilled production, sales. Will relocate. Tape and resume ready to go. Bruce Nesmith 312-355-7841.

Experienced newsmen desires return to field. I have BA, enthusiasm; appreciation for local news. Prefer upper Midwest. Call Steve 612-540-1141 (work) or 612-546-6980 (eves).

News Director. Number two person in respected medium-market news department seeks growth opportunity as ND of station with serious news commitment. Box E-11.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Looking for a sports director to make your sports come alive? If so, you've found him right here. 4 Years BPP & sportscasts. Will travel. Box D-151.

Presently employed, seeking new long-term challenges in Wisconsin or Illinois medium or major market. Five years experience; PD, sales, automation, PR. First ticket. Dependable, hard-working, creative. Confidential correspondence to Box D-191.

Number one ratings again. Adult contemporary/contemporary format. Good handle on available talent. 9 Year Program Director experience. 1-207-862-3503. Just ask for Kirk Sherwood.

Pd-Announcer. Major urban-contemporary share-cume strategist ... plus, personality. James Jack 301-589-1028.

California Broadcaster seeks medium/large market PD Position. Guarantee to turnaround even the lowest rated operation. If you're willing to fully support new ideas/format, please phone Bob. 714-588-0342.

5 years experience all phases of production. Contact Fredric Bracken 815 Thornwood No. 6 Toledo, OH 43609 419-382-5229.

I Can Produce/Direct For You! 5 years experience major broadcasting station, PBS, industrial. Will relocate. Contact Fredric Bracken 815 Thornwood No. 6 Toledo, OH 43609 419-382-5229.

I'm Diverse, experienced, interested in programming. Eve Glicksman, 244 Bowen, Providence RI 02906. 401-273-9397.

TELEVISION

HELP WANTED MANAGEMENT

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.

Assistant Network Program Manager. Responsible for recommending program acquisitions and scheduling of programs for broadcast on the Nebraska ETV Network and reviewing and recommending the EduCable program schedule. Requires: MA in Telecommunications plus four years television experience in an increasingly responsible position or BA in Mass Communications, Journalism, Broadcasting plus six years experience. Salary: \$23,250 Minimum/Year. Apply by: May 18th to Paul E. Few, Assistant Manager-Administration, University Television, P.O. Box 83111, Lincoln, NE 68501. AA/EEO.

Major market PTV station has open the senior management position responsible for thirty person engineering department including broadcast, production, equipment maintenance/acquisition. Proven engineering management track record of five years minimum. FCC first class license required. Electrical Engineering degree desirable. Extensive knowledge state-of-the-art equipment and strong management ability. Excellent fringes. Salary negotiable d.o.q. Submit resume to Bill Kobin, Twin Cities Public Television, 1640 Como Avenue, St. Paul, Minnesota 55108. An Equal Opportunity Employer.

HELP WANTED SALES

Local Sales Manager-Top 50 network affiliate in sunbelt market seeks aggressive and hard-working manager to head team of seven account executives. Challenging work in competitive market offers excellent opportunity for advancement with group broadcaster. Management experience required. Send salary requirements with resume to Box D-194. An Equal Opportunity Employer.

The best, hardest working radio salesman in the mid-west wanting a chance in TV. 20-25 the first year with realistic opportunity on up side. Seasoned staff of pros to work with, and management that will help you grow. RAB training a plus. Send resume to Box D-177. EOE.

Account Executive: Unique opportunity to join a new ABC affiliate serving Northeast South Carolina, including Myrtle Beach. Established list, excellent growth potential. Send resume with references to Paul Brewer, General Sales Manager, WPDE-TV, Box F-15, Florence, SC 29501. EOE.

Account Executive Top 20 ABC affiliate in Florida seeks professional dedicated sales person with a proven track record. Established list, strong retail, top earnings! Minimum of 3 years broadcast sales experience required. An Equal Opportunity Employer. Send resumes plus data reflecting growth to Box E-22.

Group Owned CBS affiliate seeks an experienced local television account executive. Must be strong self starter and heavy on serving agencies and direct accounts. Send resume to Joe Matthews, General Sales Manager, P.O. Box 6, Tulsa, OK 74101. E.O.E. M/F.

Group Owned CBS affiliate seeks aggressive national sales manager. Duties include contact with national sales representative, national agencies and major national advertisers. Send resume to Joe Matthews, General Sales Manager, P.O. Box 6, Tulsa, OK 74101. E.O.E. M/F.

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

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.

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.

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.

Chief Photographer: We're looking for a dynamic leader to guide our young photography staff. We're all ENG with two live units in a beautiful Southern City. Send a tape, resume, and references to Michael Sullivan, News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801. EOE.

Our organizations seeks a senior video tape engineer. Qualified candidate will have a first class FCC license as well as five or more years broadcast experience with emphasis on maintenance. Person should be familiar with 3/4", 1", 2" VTR and editing systems. In addition to the above qualifications, candidate should have a commitment to the goal of promoting the religious message on a worldwide scale. Send resume and salary requirements to Personnel Director, PTL Television Network, Charlotte, NC 28279.

HELP WANTED TECHNICAL CONTINUED

Maintenance Engineers: Due to recent Facility expansions, Video Tape Associates, a leader in State of the Art Television Production, has maintenance positions open at both its Hollywood, Florida & Atlanta locations. Applications should be capable of performing maintenance on quads, Color camera & Switcher, 1 inch Computer editing & Digital effects systems. Light design capabilities helpful in some positions. Salary negotiable. Call: Michael Orsburn, Director of Engineering 305-920-0800 or send resume and salary requirements to: Video Tape Associates, 2040 Sherman Street, Hollywood, FL 33020.

Photographer/Editor (Videotape/Film). Position requires skilled and experienced videotape/film photographer/editor for Public Affairs Programs. Resumes and Tapes only to Jon Miller, Director of Public Affairs, WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. An Equal Opportunity Employer.

Director of Engineering & Chief Engineer. Two excellent positions available with Eastern Group. "Hands on" and constructions experience necessary. Reply immediately, Box E-25.

KUHT-TV Houston/Texas TV Broadcast Engineer: BS degree in radio or TV broadcasting engineering or electronics. Applicant will be given 1 year to acquire FCC 1st Class radiotelephone license if not presently licensed. Call Al Lerick or Al Haubold 713-748-5934.

KUHT-TV Houston/Texas Junior Engineer: Two years or more college level work, some experience in radio for TV broadcast engineering or related electronics. Applicant will be given one year to acquire FCC 1st class radio telephone license if presently licensed. Call Al Lerick or Al Haubold 713-748-5934.

KUHT-TV Houston/Texas Senior Engineer: BS degree in Electronics Tech. or equivalent in TV Broadcast engineering. FCC 1st Class radiotelephone license required. Minimum 3 years broadcast experience. Some maintenance ability required. Call Al Lerick or Al Haubold 713-748-5934.

Maintenance Technician—Maintains, sets-up, operates and repairs audio and video equipment for public TV and Radio joint licensee in California. Requires: Valid FCC First Class Radiotelephone Operator's license and two years full time experience in repair and maintenance. Salary: \$14,268 to \$17,340 plus full benefits. Applications must be postmarked by May 23, 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.

Maintenance Engineer. KWTW needs a maintenance engineer with a valid first class radio/telephone operators license. Requires: high school diploma or equivalent plus two years training in electronics and two years experience. TV experience preferred. Send resume to: Pamela Dean, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M/F.

Experienced Video Tape operator with 1st Class FCC license. EOE—Contact: Chief Engineer—P.O. Box 510, Palm Beach, Fla. 33480 Ph 305-655-5455.

HELP WANTED NEWS

Weathercaster: ABC affiliate seeking person with a professional presentation. EOE. Send resumes to: News Director, KDUB-TV, Dubuque, Iowa 52001.

We need a Co Anchor/Reporter gal or guy. Please send resume, VTR and salary requirements. EEO. KNOP-TV, Box 749, North Platte, Neb 69101.

Chief Photographer for all ENG. Familiarity with equipment, ability to lead the best staff in town required. Looking for someone who wants to win the NPPA. Write, don't call: Tom Becherer, News Director, WLKY-TV, 1918 Mellwood, Louisville, Ky. 40206.

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. EOE.

Sports: Station in Top 10 College Basketball town looking for Sports Anchor who dares to be different. We want the person who can go beyond traditional sports coverage, and let some personality show through on the air. If you think you could fit in U.K. Country, send resume, tape, and salary requirements to John Ray, News Director, WLEX, Box 1457, Lexington, KY, 40591. An EOE employer.

WTVO-TV News currently has an opening for an experienced news reporter. The position requires a college degree, one year TV experience and the ability to shoot tape when necessary. Send a resume, video cassette of your work and salary requirement immediately, to Dave Winters, News Director, P.O. Box 5590, Lexington, Ky. 40555.

General Assignment Reporter—Minimum one year experience. Must be willing to work weekends. Send tape and resume to the Personnel Director, Broadcasting, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

Executive Producer in Washington to supervise production of series of television documentaries on critical issues facing the American people. Series funded for broadcasting on public television. One year contract with possible renewal for second year. Salary competitive. Must have journalistic background and extensive experience in documentary production and supervision. Knowledge of studio production and final preparation of programs for air also necessary. Send resume to Frank Jordan, Dean, School of Communication, The American University, Washington, D.C. 20016. University is an Affirmative Action/Equal Opportunity Employer.

News Director: Central California NBC affiliate is searching for an aggressive, experienced news director committed to leadership in a highly competitive news market. Must have extensive work history in commercial television news. Salary negotiable. 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.

Program host needed for weekly public affairs series, "Inside Washington." Working knowledge of all aspects of Washington political life required. On-air experience and writing skills necessary. Send resume and tape, by May 15th, to: John Grassie, Producer, "Inside Washington", Md. Center for Public Broadcasting, Owings Mills, Md. 21117. An Equal Opportunity Employer.

News Director—Hands on news pro-needed. We're upgrading and looking for good people. If you know news and want to live in a medium market in a great area. send resume and salary requirements immediately to Box E-26. It's a hands on job.

Anchor. Our weekend anchor is super, but her partner moved on. Must be a solid reporter and capable producer. Strong possibility for promotion to weekdays in the future. Medium market, highly rated, aggressive news operation heading for the top. EOE. Resumes to Box E-31.

Southeastern Medium Market number one is looking for a bright, energetic talent for weekend sports anchor/reporter. We have a strong commitment to cover local sports and recreational activities. If interested, send resume to Box D-193. EOE.

News Cameraperson—Experienced in ENG. Send tape, resume, salary requirements—Director of Personnel, WPEC-TV, Fairfield Drive, West Palm Beach, FL 33407 EOE m/f.

TV News Director: Medium-sized Midwestern market station seeking person with strong journalistic ability, creativity and outstanding managerial skills to head network-affiliated stations news department. Must have 7 years current television news experience including 4 years news department management experience and complete background in all current aspects of television news. Must have at least a B.A. in journalism/mass communications. On-air ability would be a plus. Salary \$28,000 minimum, depending upon training and experience. Also generous fringe benefits. Send current resume to Box E-12 by May 20, 1981. E.O.E./A.A.E.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

Director for fast paced news program. Candidate must have solid news directing background with skills to deal effectively with people. Immediate opening. Send resume to Production Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. An Equal Opportunity Employer, M/F.

Progressive, new sign-on Indie seeking hard-working production manager to train staff and handle all new studio and equipment. Be prepared for a staggering work load, a demanding professional staff and a great experience. Heavy production/switching background necessary. Send resume, tape, salary requirements, etc. to: Mr. Richard Nailling, 48 WGGT, P.O. Box 1618, Greensboro, NC 27402.

Now Accepting applications for host & co-host for PM Magazine. Ability to write, edit a must. Looking for dedicated go-getters, willing to work from the ground up. Excellent area in medium market. Send resume & salary requirements to Box D-201. An Equal Opportunity employer.

Television Graphics/Set Design. Graphic artist for television production. Requires BA in Graphic Design. Must be able to implement original designs. Required experience with TV set design and graphics, color and B&W slide process, darkroom procedures, design of promotional brochures. Full fringe benefits. Salary Range: \$13,455-\$17,646. Effective Date: July 1, 1981. Send cover letter and resume to: Victor Aulestia, University of Maryland-Baltimore County, 5401 Wilkens Avenue, Catonsville, MD 21228.

Host/Weathercaster. Strong station medium sized sunbelt market. Co-host morning community-oriented news/talk program and present weather segment within program and on weekend news. Must have ability to interview wide range of people and write/produce news/talk segments. Send resume to Box D-172. EOE.

Creative Commercial Copywriter with photographic know-how for growing market in south Texas. E.O.E. Box D-160.

EFP Photographer/Editor wanted for production unit. Heavy schedule of documentaries, fine arts, and various public affairs. Hard workers with proven skills and group orientation only. Resumes to Box E-36. EOE.

Producer/Director wanted for top ten network affiliate. Strong news directing skills essential. Documentary and studio producing experience necessary. Send resume to Box E-35. EOE.

Promotion Writer-Producer Wanted to head up on-air promotion staff for the South's leading station. Group owned, ABC affiliate is looking for experienced, aggressive, promotion pro to work in this tough market. If you're one of the best, send a tape and resume (no phone calls please) to: David LaFountaine, Creative Services Manager, WSB Television, 1601 West Peachtree Street, NE, Atlanta, GA 30309. Equal Opportunity Employer M/F.

Producer/Director (TV/Film Programs). Position requires skilled and experienced self-starting Producer/Director for various forms of public affairs programs. Individual will be responsible for proposing, selecting and developing content for local Public Affairs Programs. Position requires a demonstrated ability to direct and supervise production personnel. Resumes and tapes only to Jon Miller, Director of Public Affairs, WPVI-TV, 4100 City Line Avenue, Phila., PA. 19131. An Equal Opportunity Employer.

Program Director Cable Satellite Network seeks experienced person skilled in program scheduling and the development of a bright, sophisticated "on air look." Knowledge of the performing arts essential. New York area location. Send resume to Rainbow, Attn: Director of Programming, 100 Crossways Park West, Suite 200, Woodbury, New York 11797.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Promotion Manager needed for top ten independent. Experience creating print, radio and TV promotion required. Send resume and salary requirements to Box E-3. E.O.E. M/F.

Executive Producer PM Magazine—Prior producing/directing experience required, PM experience preferred. Must have administrative/organizational and supervisory skills. Group owned, network affiliate in top 60 market. An Equal Opportunity Employer. Send resume to Box E-5.

Two Production Assts/Anncr.: We're expanding with new facilities and new equipment! Looking for three creative, enthusiastic, talented individuals to grow with us as No. 1 station in market. Good benefits. Gannett Broadcast Group. Tape and resume to Production Manager, WPTA-TV, 3401 Butler Road, Ft. Wayne, Ind. 46808. E.O.E.

Production Photographer. Immediate opening for A-No. 1 person to handle commercial, promotion, and documentary shooting on film and videotape. Work with fully equipped remote unit and latest in editing facilities. We want the best! Send resume, references and tapes to: Kerry Richards, Director of Creative Service, WTAE-TV, 400 Ardmore Blvd., Pittsburgh, Penna. 15230. An Equal Opportunity Employer, M/F.

SITUATIONS WANTED MANAGEMENT

Assistant GM seeks top post. Sales Savvy, Program excellence, tight operation. Box E-18.

SITUATIONS WANTED SALES

I want to sell TV. M.A. Management. Ten years in broadcasting, mostly news; retail and radio sales. Excellent references. Box D-196.

SITUATIONS WANTED ANNOUNCERS

Weather-Forecaster-Meteorologist. I am a bright and well appearing young man with a good college background in meteorology and now enrolled at Emerson College. I've some radio and forecasting experience, with excellent recommendations. Desire to gain more experience on a full or part time basis and will consider replies from any part of the country. Contact: Steven Bernson, P.O. Box 68, Boston, MA. 02167 or call days at 617—389-5209.

SITUATIONS WANTED TECHNICAL

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.

FCC 1st Phone from cram course. Looking for a start anywhere/any pay. Write or call: John Jarecki, 962 Talbert, Simi, Cal. 93065. 805—526-8750.

News Photographer/Editor, with film processing experience, seeks creative atmosphere in mid-size market, excellent references, Anthony 213—931-9100.

SITUATIONS WANTED NEWS

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.

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.

Experienced TV reporter, interested in top 30's markets. Send replies c/o M. Cain, 350 Trowbridge, Detroit, Michigan 48202.

AMS Weathercaster, 12 Years, Stable, now doing TV/Radio weather & consulting in midwest. Contact, Bob, 309—755-6389.

Anchorwoman. Dominant news station in top 50 market. More than six years broadcast experience including reporting, producing. Looking for good operation dedicated to truth in journalism. Box D-174.

Transplant Time: Creative feature reporter, cultivated for year at PBS station, desires growth spot in fertile commercial environment. Box D-164.

White House reporter, with radio background looking to re-enter television as reporter/anchor. Immediate availability, willing to relocate. Box D-39. 202—244-1468, after 7 p.m.

Industries, creative, reporter, producer, anchor. Looking for small-middle market station. B.A. Broadcast Journalism. Will graduate with top honors. Write Gigi Lyons, 2422 7th Ave., North Riverside, IL., 60546 or 312—447-6294.

Business/Economics reporter-producer; knowledgeable, creative and experienced. Box D-117.

I'll "shine" for you! I've worked hard and "plished-up my act." Strong interviewer/writer. Reporting, anchor and talk experience. Frequent wire contributor. BA. Age 26 with 10 years professional news experience (all media). Call Steve 201—838-6991.

Reporter/Producer: Female, 29, 5 yrs exp. currently producing and hosting magazine format show, seeks position as host or anchor. Articulate-attractive. Prefer move from New York to warmer climate, but will answer all inquiries. Call Patricia for tape/resume 212—472-2911.

Reporter, MA Broadcasting, producing experience, prefer Western states, any market, Judy 415—771-4644.

Experienced Reporter/Anchor seeks medium market position. Tireless worker. Solid communicator. B/F Box E-33.

Use me or lose me! Broadcast trained newscaster-interviewer-announcer. "All-American" look of Cybil Shepard, provocative voice quality of Jacklyn Smith—see videotape made for demanding critics. Nancy Chandler, Box E-39.

Female graduate seeking entry-level television news position. BA Journalism. Top 20 market television news internship experience. Marisa 404—355-7087.

Reporter/Weekend Anchor: Ready for top 40. 3 yrs. TV. Solid experience live reporting. Award-winner. Box E-21.

Medium market sports director has helped raise station's ratings 25 per cent, ready for larger market with major college or pro sports. Four years on-air, six years newspaper experience before that. Strong PBP all sports, statewide prep hockey, Division One hockey. Can write well, produce highlights and features with the best. Looking for more than just a pretty face? I'll bring solid reporting skills to your staff. Box E-23.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Television Director. Capable of directing/switching newscast and station breaks. Young but talented pro. Strong leader with management potential. Send inquiries to P.O. Box 3016, Jackson, MS. 39207. Call 601—948-0557.

Experienced Female Producer/Director. For the past ten years, I have produced, directed, written, edited, administered and taught. A Master's from Syracuse and experience with commercials, station in-studio production, EFP from rock concerts to open-heart surgery and ETV. Confirmed workaholic wants a change and a challenge. Box E-14.

Psychologist in search of larger audience. Has guested on and hosted talk and magazine shows on major New York radio and TV stations (will relocate). Dr. Kathy Hahner 212—749-1318. 308 W. 104 St., N.Y., N.Y. 10025.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED INSTRUCTION

Education Graduate assistantships (7): assist large section courses; check out film equipment; assist radio station manager; teach basic audio/TV production; teach slide/tape media course; teach intermediate film production; teach basic radio/TV/film writing. Salary varies; out-of-state fees waived. Must be eligible for graduate school. Director, Division of Radio/Television/Film, North Texas State University, Box 50008, Denton, TX 76203.

Assistant or Associate Professor to teach in Broadcast Production and other areas of expertise. Interest in applied research and in cable and corporate communication. Terminal degree. Professional experience required. Grad teaching experience helpful. Tenure track position in rapidly growing, progressive department. Send letter of application with supporting materials to: Dr. Peter Pringle, Department of Communication, University of Miami, Post Office Box 248127, Coral Gables, Florida 33124 no later than May 30, 1981. AA/EEO Employer.

Broadcasting. Assistant/Associate Professor to teach television production, EFP and some combination of news, announcing, or management. Tenure track. M.A./M.S. with commercial/public experience. Ph.D. preferred. Nine month position with possibility of summers. Starting date: August 15, 1981. Send resume and references by May 15 to: James S. Harris, Chairman, Department of Mass Communications, Eastern Kentucky University, Richmond, Kentucky 40475, 606—622-4582. ECU is an equal opportunity, affirmative action employer.

Mississippi State University seeks Instructor/Assistant Professor for courses in journalism and/or broadcasting. MA in mass communication required, PhD preferred. Salary negotiable. Send letter of application, resume and list of references by May 16, 1981, to Dr. George Padgett, Search Committee, Communications Department, Box NJ, Mississippi State, MS 39762. Affirmative Action/Equal Opportunity Employer.

Instructor/Assistant Professor—Broadcasting. Undergraduate instruction in radio and television with specialty in theory and regulation. Master's Degree required. Salary negotiable. Starting date August 1981. Application deadline June 15, 1981. Write: Dr. John Malcolm, Chairperson, Department of Communications, McEwen Hall, State University College, Fredonia, New York 14063. An AA/EO Employer.

Radio and TV Production. Instructor to teach radio and television courses, introductory broadcasting lecture class. MA and teaching experience required; commercial broadcasting experience preferred. Salary: \$13,000-17,500 (9 mos.) Application indicating interest, training, and experience should be sent to: Robert Bradley, Head, Department of Speech and Theatre, Southwest Missouri State University, Springfield, MO 65802. Closing deadline: May 15, 1981. SMSU is an AA, EOE.

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 used tower to support FM antenna. Must be at least 1200. Contact Ben Weiss, 816—531-3400.

We are currently looking for a used Thomson Noise Reducer. If you have one for sale please contact: Norman Friedman, Visual Information Systems, 15 Columbus Circle, New York 10023 212—541-8080.

We are building two small UHF stations. In need of all controlroom and transmitter equipment. Prefer used. Capitol Broadcast Exchange, 3469 West Benjamin Holt, Suite 525, Stockton, Calif. 95209.

Wanted: TK-44 or TK-45 RCA Cameras PAL—Studio Equipment: Recorders, Monitors, Switchers, Generators, etc. Call: Panos Productions—Days: 312—236-5535.

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.

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).

1 KW AM CSI T1-A, 6 mos. old; 2.5 KW FM Harris with MS 15 exciter, stereo, 3 yrs. old; 3.5 KW FM McMartin with B 910 exciter, 3 yrs. old, mint condition; 5 KW FM CSI, 1 yr old; 10 kw FM RCA 10D, exciter and stereo, spares, proof; 1 KW AM RCA BTA 1R1, on the air, excellent condition; We also buy used equipment as well as supplying new cable and towers, antennas and studio gear. For more information, call M. Cooper, 215-379-6585.

For Sale 3/4" Shooting and Editing Package. Nearly new Sony Shooting Package with 110s and Convergence Editor with BVU 200As. Designed for Magazine Style EFP Ready to go. Call Gary Brasher 415-332-5830.

Collins 732-A 1 kw fm transmitters. Re-built with spare tubes/parts. \$1900.00 Capitol Broadcast Exchange 209-957-1761. Less exciter.

Best Buy in the country on Ikegami, BTX Time Code, Z-6 Editor, Ampex 440. Dyma 505-758-8686.

Major Market News Set Complete. News, weather and sports studio set. Professionally built in 1978 by Dynametrics Inc. of Calif. Operated out of studio 40' x 45'. Plywood and formica construction. Risers and weather maps included. Rear screen and chroma key capabilities on background wall. Place for built in monitors in desktop. Pictures available upon request. Contact Roger Cotey. 1-414-355-6666.

Audio Console Bargains! Blank recording tapes. Write for catalog. Box 213, Dunkirk, MD 20754.

JVC KY-2000 color video camera with Fujinon 12:1 Lense with Auto Iris. 5" Viewfinder for studio use. Camera is new and has not been used. Contact Steve Burrell 805-544-2618.

COMEDY

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

Quick quality comedy. Hundreds of productions 60 seconds and under. \$2 for sample cassette applies to purchase. Sweet Lakin Enterprises, P.O. Box 19037, San Diego 92119.

MISCELLANEOUS

Low Power Television—Have a question? Free brochure. "Inside Reports-LPTV", TRA, Inc., 2900 N. Dixie Highway, Fort Lauderdale, FL 33334.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or grade ... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, ILL 60610.

Tape Duplication, distribution of radio programs our specialty. Heil Enterprises is currently accepting a limited number of clients to take advantage of our high-speed tape duplication (broadcast standard mono or stereo) and computerized shipping facilities. Could we help you duplicate and distribute your program? Call, write today for a customized quote—just tell us your needs. No obligation. Heil Enterprises, Box 1372, Lancaster, PA 17603. 717-299-5899.

Washington, D.C. News stringer/correspondent. News from the nation's capital relating to your area, personalized with your call letters. Veteran correspondent. Affordable rates. Box E-19.

RADIO PROGRAMING

Treasure Vaults, Push button locks, for sale. Excellent, tested promotion. Info—813-522-6896, Box 84, St. Petersburg, FL, 33703.

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.

TV/Movie Reviews. Syndicated critic. Informative and witty reviews. Great listener response. Free demo cassette. Brian Rose Productions, 99 State Street, Brooklyn, N.Y. 11201.

EMPLOYMENT SERVICES

Let professional representatives sell you to the best stations in America. All Radio & Television positions. Reasonable rates. Initial consultation \$15.00. Mail fee and materials to: North American Media, Box 3523, Quincy, Illinois 62305.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. PO. Box 2808, Sarasota, FL 33578. 813-955-6922.

FCC "Tests-Answers" manual! Free information: Command, Box 26348-B, San Francisco 94126.

BUSINESS OPPORTUNITY

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, P.O. Box 31768, Dallas, TX 75231. 800/527-1782.

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 Management

V.P./GENERAL MANAGER WSNE-FM TAUNTON-PROVIDENCE

Prior experience as manager of medium-large market station. Prior proven track record of profit performance. Experience with media research—marketing helpful. Send resumes to:

Dick Rakovan
Outlet Broadcasting
111 Dorrance Street
Providence, RI 02903

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 Management Continued

Group Radio Executive

Headquarters of diverse AM/FM operation seeks bottom-line oriented operating vice president to supervise budgeting, sales, programming and expense control. Strong managers in the field will respect only top credentials and demonstrated leadership. Travel, personal discipline and a love for radio are all prime requisites. Resume and qualifications to Box D-163.

MORNING DRIVE PERSONALITY

Outstanding opportunity for professional personality who is fun, funny, outrageous, friendly and ready for a major market. New ownership of 50,000 w FM, simulcast AM, in Washington, D.C. Send tape, resume and salary requirements to: The Dalton Group Inc., No. 2 Golden Crest Court, Rockville, Maryland 20854. E.O.E.

Help Wanted Announcers

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, KLOK Radio Station, PO Box 21248, San Jose, CA 95151. Equal Opportunity Employer.

Help Wanted Programing, Production, Others

Chief Engineer Schulke II WEFM

50,000 watt, Chicago FM radio station seeks an experienced individual with strong audio and preventative maintenance skills. The ideal candidate has a good ear, unusually high standards and enjoys SRP. We offer an excellent benefit package and an outstanding facility. Contact:

David Lee Austin
WEFM Radio
John Hancock Center
875 N. Michigan
Chicago, IL 60611
(312) 649-0099

WEFM 99.5

GCC Communications Inc.
An Equal Opportunity Employer

Major FM Broadcast Group

... with contemporary music stations in America's major markets is seeking talented professionals to fill positions in programing and music direction. Grow with us.

Send detailed description of background along with career ambitions. Replies strictly confidential.

Box E-24

An equal opportunity employer

Help Wanted Programing, Production, Others Continued

PROMOTION MANAGER

If you know the hows and whys of marketing a radio station; if you understand and can create campaigns for promotion, contests, positioning, sales support and advertising and have a successful track record in these areas of expertise; and if you want to live in one of America's most beautiful cities while working for one of the nation's most prestigious group owners; send resume to P.O. Box D-75. All replies held in strictest confidence.

AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted News

Help Wanted News

... Come to beautiful Cape Cod: Market leader with heavy news commitment seeks news person for anchor/investigative reporter duties. Good salary. Excellent career opportunity with growing regional group. Tape, resume and salary requirements to: News Director, WOCB, P.O. Box 668, West Yarmouth, MA 02673.

WANTED: EXPERIENCED NEWS PERSONALITY FOR KVI RADIO—SEATTLE

- Good news judgment
- Excellent on air delivery
- Able to handle "live" call outs
- Can interact with existing talent
- Have "Personality Plus"

If you've checked all the above and can prove what you say with audio—send tape, resume & references to:

Joe Martelle
KVI
7th & Olive Way
Seattle, WA 98101

Help Wanted Technical

First Class Broadcast Engineer

for WQUE/WGSO New Orleans. Take charge of FM studio and transmitter operation. Able to assist AM directional operation. Contact Herb Korte, Insilco Broadcasting, P.O. Box 85, New Haven, Connecticut 06501. Phone 203/281-9600. Affirmative Action/Equal Opportunity Employer.

BROADCAST CHIEF ENGINEER/RADIO

needed immediately for group owned WPOC-FM Baltimore. Complete charge of technical department. Position is Chief Operator of station in charge of all maintenance, construction, hiring of technical people and ensurance of station's complete technical compliance to FCC rules. Candidates must have management experience, FCC First Class License, own automobile, plus experience in both studio and transmitter construction and maintenance. Salary commensurate with experience. Great benefits package. For interview call General Manager at 301-366-3693 or send resume with references to General Manager, WPOC, 711 W. 40th St., Baltimore, MD 21211. No beginners please. A Nationwide Communications Inc. Station, An Equal Opportunity Employer.

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 specialties. To get the most from your format,
Shouldn't you have a dependable pro on your team?

BOX D-90

Situations Wanted Announcers

One of
the nation's top
talk show hosts
available
October, 1981.
Box D-169

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.

!!HELP!!

Looking for a place to settle as we re-group personally and professionally ... Dynamic male/female team with major market experience (AC and Country); both on-air and programming. No offer over looked, regardless of locale or market size. Available immediately ... Call (817) 261-3769.

Situations Wanted Management

RADIO GENERAL MANAGER

Creative and industrious broadcast professional with 25 years experience in station management, sales, programming and engineering. Totally familiar with keeping cost down and getting sales up! Presently managing medium market California station. All west coast markets considered if compensation is adequate. Will consider ownership participation. Box D-210.

NEWS DIRECTOR AVAILABLE

Seeks new challenge and GM committed to a quality news department. Experienced in all formats including all-news plus television and network radio exposure. A team motivator. Box E-15.

I'M READY TO WORK FOR YOU

Major market experience. Sharp, young, assertive female. A winner for your station. Call LD (317) 546-9654.

TELEVISION

Help Wanted Management

KDKA-TV

Audience Promotion Manager

3 years experience as a writer/producer of creative advertising in all media is a must for this job. You will be responsible for all of the day-to-day output of the department—writing, producing, scheduling and buying. You will also participate in long-range strategy and planning with the department head. Please send video-tapes, print samples and radio samples to: Brad Crum, Creative Services Director, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222.

KDKA-TV 2

Help Wanted Sales

TERRITORY SALES EXECUTIVE

Sell to local and regional advertisers; work with TvB member station sales staff; represent the television industry. Must have station and/or rep sales experience and knowledge of competitive media. New York location. Send resume to: Bob Lefko, Television Bureau of Advertising, 485 Lexington Avenue, New York, N.Y. 10017. No phone calls.

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.

NO SNOW

I can offer the above if you can offer the same. Non-technical GM needs a straight-shooting Chief and Asst who are diagnostic marksmen. Small market UHF affiliate in Florida's Capital City. Call Jim Matthews, GM, WECA, (904) 893-3127.

I DON'T GET NO RESPECT

Feel like Rodney D. in your present Chief Engineer or Asst. Chief Engineer position? High marketing/finance GM needs high technical hands-on Chief Engineer to keep him from looking foolish. Come to Florida and get respect at small affiliate in the Capital City. Call Jim Matthews, GM, WECA, (904) 893-3127.

VIDEO ENGINEER RANK CINTEL

The international name in Telecine, has two openings for field service engineers: one in North Hollywood, California 213-765-7265 and one in West Nyack, New York 914-353-1914. Requirements: minimum 3 years maintenance experience on broadcast video equipment, available for travel, conversant with state of the art analogue and digital electronics. Micro processor knowledge would be desirable but not absolutely necessary. Salary, training in England and liberal fringe benefits. An equal opportunity employer. Rank Precision Industries, 260 North Route 303, West Nyack, New York 10994.

TELEVISION TECHNICIAN

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212
E.O.E. M/F

Help Wanted Programing, Production, Others

TV NEWS PRODUCER

TV News Producer for developing News Department in competitive market. Experience in producing newscasts and thorough knowledge in use and application of ENG required. Writing and organizational skills mandatory. Managerial ability essential. Qualified applicants may send resume to: John Stoddard, WDTN TV2, P.O. Box 741, Dayton, Ohio 45401.
AN EQUAL OPPORTUNITY EMPLOYER M/F/H

Help Wanted Programing, Production, Others Continued

PROMOTION MANAGER WANTED

TV-AM operation (both network affiliated) in medium-size, midwest market has position immediately available for an experienced promotion manager. Responsibility includes multi-media audience and sales campaigns with major emphasis on TV news. Applicants should have hands-on knowledge of TV production techniques. Excellent in-house facilities and company benefits, including retirement plan. Send resume to Box D-209. Replies confidential.

An Equal Opportunity Employer



We're looking for a dynamic co-host/story producer to work with female co-host already on board for our highly successful PM MAGAZINE now in its second year. If you're great on-air and enjoy producing local stories, then this is your chance! PM experience helpful. We're a major market, East-Coast group owned station. Send resume to Box D-200. An Equal Opportunity Employer.

INSTALLATION SPECIALIST

Looking for qualified applicant with general Data Processing experience in Broadcast related field. Prefer knowledge of broadcast traffic/operations along with direct customer service experience.

Primary responsibility will be installing and teaching the use of a new broadcast computer system. The ideal candidate will also participate in marketing presentation and/or demonstration in training programs as required as well as assuming all of the duties and responsibilities of a Customer Services Representative on an "as scheduled" basis.

There is heavy travel (50 to 80%) combined with a normal business office environment with a staggered shift. A high school education is required and college level work in Broadcasting or Data Processing desired. A degree in either of the above fields preferred. Please send resume with salary history to Box E-41.

EXECUTIVE PRODUCER/ PRODUCTION MANAGER TOP 25 MARKET

Applicants must have strong management, budget and organizational skills. At least 5 years full-time producing and directing experience. Comprehensive knowledge of studio, field, and post-production, state-of-the-art equipment, and contemporary program formats required. Previous production management preferred. Send resume and representative cassette of programs (no phone calls please) to Craig Smith, Program Director, KGW-TV, 1501 S.W. Jefferson St., Portland, OR 97201. Deadline is May 22, 1981. An Equal Opportunity Employer. M/F/H.

PRODUCER/DIRECTOR WTBS-TV SUPERSTATION Atlanta, Georgia

Position immediately available for experienced Producer/Director.

Requirements include 3-5 years experience in all phases of television production. Duties include total responsibility for on-air promotion and sales presentations.

Send resume and reel to:

Vivian Hunt
Promotions Director
WTBS-TV
1050 Techwood Drive, NW
Atlanta, GA 30318



PM PRODUCER

Experienced PM producer with strong production credentials wanted to carry on No. 1 tradition, as show heads into its third successful season. Send resume to Box E-6. An equal opportunity employer.

WDVM TV 9 WASHINGTON, DC

The #1 station in the Nation's Capital is looking for the best **STORY PRODUCER** and **ASSOCIATE PRODUCER** in the country.

Our story producer must have extensive ENG field experience in addition to excellent writing skills. The candidate must have the ability to produce informative, entertaining and absorbing feature stories.

Our associate producer for our local departments must be organized and must have the ability to direct talent in the field in addition to good writing skills. A minimum of two years ENG field experience is required.



Send your
tape and
resume to:

Lenny DePanics, Producer
WDVM TV 9
4001 Brandywine Street, NW
Washington, DC 20016

An equal opportunity employer

Help Wanted Programing, Production, Others Continued

SCRIPT WRITERS

Evangelical religious ministry is launching an exciting, wholesome new show which will feature human interest/documentary viewing. We are now seeking Script Writers who can visualize ideas, write concisely, and do own research. Applicants must have five years professional experience with advertising experience helpful.

If you can qualify and feel led to serve, please send resume and sample treatment to:

CBN Personnel
CBN Center
Virginia Beach, VA 23463
CBN is an Equal Opportunity Employer

DIRECTOR/CAMERA PERSON

Evangelical religious ministry is launching an exciting, wholesome new show which will feature human interest/documentary viewing. We are now seeking Director Camera Person with film and 1" video experience. Applicants must have 5 years Director's experience as well as field and post experience with CMX editors.

If you can qualify and feel led to serve, please send resume to:

CBN Personnel
CBN Center
Virginia Beach, VA 23463
CBN is an Equal Opportunity Employer

ASSIGNMENT EDITOR

We are seeking an assignment editor for our local magazine program. Position requires an understanding of the requirements for a television feature story, organizational skills, ability to budget, monitor expenditures and experience as a producer, assignment editor, field producer, or reporter. Person must be able to motivate and supervise people, have a knowledge of film and tape production techniques, the capacity to work well under pressure for long hours, meet daily deadlines and have demonstrated writing skills.

Resumes and demo tape only (no calls) no later than May 15, 1981 to: Julie Wagner, Executive Producer, "Weeknight"®, KCRA-TV, 310 Tenth St., Sacramento, CA 95814. EOE.



PM Magazine in New Orleans needs an experienced EFP editor who will be responsible for editing three stories and three departments weekly. PM experience is preferred.

Contact: Richard Akin
Executive Producer/PM Magazine
WWL Television
1024 North Rampart Street
New Orleans, LA 70176
E.O.E.



PM PHOTOGRAPHER/EDITOR

You've got to be the best to get this job! I'm looking for someone who possesses the rarest of all possible combinations: a strong visual and aesthetic sense and the ability to make a piece of equipment perform beyond normal expectations. If you think you're good, I'm offering you the freedom to use your talents and skills to the fullest. Send resume and tape to:

Dick Goggin
KMBC-TV
1049 Central Street
Kansas City, Missouri 64105
An Equal Opportunity Employer



PM HOST

Our show and hosts have had unusually high national visibility over the past year. And now the major markets are calling. We're looking for someone who can step right in and make a good show even better. If you're looking to move up in the world then send resume to Box E-7. An equal opportunity employer.

Help Wanted News

REPORTER

Top 20 market station seeking experienced general assignment reporter. Journalism degree preferred. Salary & fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. We are an aggressive news operation with all the necessary equipment for you to succeed. What we need is the right person! Please send resume to Box D-179. EEOE, M/F.

Tireless investigative

reporter, undeterred by hard work, attention to detail and officialdom, sought by leading major market West Coast Television Station. The street-smart person we hire will understand public records, financial statements and the law. We're looking for a proven storyteller, journalist and gumshoe. Your work should be of award-winning quality that gets results. We offer a seasoned production team and state-of-the-art technology. You should offer us the promise and delivery of investigative stories that generate respect and action. Pro's only please, no beginners. Call:

Joe Hunig, I-Team Manager
KPIX
415-765-8679
EOE

METEOROLOGIST

The Christian Broadcasting Network has a unique opportunity for a personable, authoritative, experienced meteorologist. We offer an exciting challenge on a new show with a National audience. Plus CBN's extraordinary facilities and working atmosphere. Please send tape and resume to CBN Center, Personnel Dept. Virginia Beach, VA 23463.

CBN is an Equal
Opportunity Employer

Help Wanted News Continued

FEATURE TALENT

The producers of the first local television magazine program in the country are seeking talent for a nationally syndicated magazine program. Applicants should have experience as a magazine host, news anchor or talk show host, with proven track record and a demonstrated ability to do feature materials. Position would require extensive travel and a tough production schedule. Send resume and demo tape to John Reim, Kelly Broadcasting, 79 Scripps Drive, Suite 100, Sacramento, CA 95825, no later than May 8, 1981. No phone calls. Equal opportunity employer.

Situations Wanted News

TV rating grabber Puffy The ... weather dog and the nations 1st weather family.



Call
Gail
Gordon
915-
581-9594

LOST

- Extraordinary stores of Courage. Inspiration. Humor. Drama.
- People stories. Unsung stories. Stories overlooked in your daily news scramble.
- Sensitive film Essayist writes, narrates, produces memorable portraits. You provide creative ENG photographer. And car for the road. Samples Box E-34 (804) 355-1542

ALLIED FIELDS

Help Wanted Instruction

FACULTY-TELECOMMUNICATIONS

For professional-oriented radio & TV 2 year degree programs. Responsible for radio production, announcing, newsreporting, mass media, radio-TV writing and management courses. Must have appropriate commercial radio station experience, thorough knowledge of applicable FCC rules and regulations and former FCC 3rd class license requirements, BA degree with MA preferred. TV production experience a plus. West Windsor Campus houses state of the art radio stereo and TV facility. WWFM 3,000 watt non-commercial FM under construction. Tenure track, excellent benefits. Salary negotiable. Forward resume and non-returnable audition tape to: Mercer County Community College, Personnel Services, Dept. GS, P.O. Box B, Trenton, N.J. 08690.

Equal Opportunity/
Affirmative Action Employer

Help Wanted Programing, Production, Others

SOUND RECORDISTS

Now hiring for a national bilingual TV series for teenagers, applications, resumes and work samples for staff position. Relocation to Austin, Texas with extensive nationwide travel. Send resume with production credits to Tony Mussari, Production Coordinator, Southwest Center for Educational TV, 7703 North Lamar Blvd., Suite 500, Austin, Texas, 78752. Equal Opportunity/Affirmative Action Employer.

Situations Wanted Management

VICE PRESIDENT CORPORATE COMMUNICATIONS

Fortune 100 Public Relations professional with solid background in commercial, public and corporate television, and employee communications seeks to invigorate established corporate communications organization or start a new one. Excellent communicator, public speaker, and media consultant with M.A. degree. Box D-71.

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series

Program Distributors

410 South Main
Jonesboro, Arkansas 72401
501-972-5884



For Sale Equipment

FOR SALE

700' of 6 1/8" transmission line—EIA Flanged, 19 1/2' sections, 30 hangars, new "O" rings, new nuts & bolts to assemble, stored inside, excellent condition. \$18,500. E. McClellan 419-684-9496.

Wanted To Buy Equipment

WANTED

220' of 6 1/8" RCA universal line, 20' sections, 50 ohm E. McClellan 419-684-9496.

Employment Service

CREATIVE BROADCAST SERVICES AGENCY

"Media Placement Professionals"

- Executives • Technical
- Management • Talent

(213) 467-8151
100% FREE
TO APPLICANTS

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



Miscellaneous

"Want To Own a Station?"

Full day individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001 141 East 44th Street, N.Y. 10017. 212-599-3303

Consultants

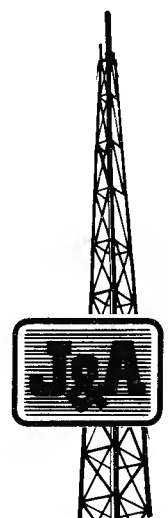
FCC is now taking applications for Low Power TV. Hundreds of cities with less than 2 full service stations qualify now.

State map with all stations contours shown \$49.00 per state.

Full applications prepared in two weeks with freeze exception showing.

**Edward M. Johnson
& Associates, Inc.**

Suite 702 Hamilton Building
531 Gay Street
Knoxville, TN 37902
615/521-6464



Consultants Continued

An ounce of prevention—have you checked your EEOP, Public File, and PA commitments lately?

J.A. RYMAN
COMPANY

214-696-1353

RADIO PROGRAMMING & MANAGEMENT CONSULTANTS
5944 Luther Lane • Suite 505 • Dallas, TX 75225

For Sale Stations Continued

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 891-2076
11311 N. Central Expressway • Dallas, Texas

MS Brokers
RADIO • TV • CATV
MEDIA SERVICES (813) 939-7066
Specializing In Florida Properties
1620 Medical Lane Ft. Myers, FL 33907

LOW-POWER TV APPLICANTS

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.

3115 Kashiwa St.,
Torrance, CA 90505 (213) 539-8533

EXCELLENT AM/FM

Growth market. Abundant expensive real estate. Gross 1980 \$335,000.000 Estimated 1981 \$425,000.000 Cash flow \$160,000.00. Mid-Atlantic location price \$1,300,000.00. Good Terms. Box E-27.

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

Wanted To Buy Stations

WANTED TO PURCHASE

AM, FM or combination in Northeastern Illinois or Southeastern Wisconsin, to include Chicago or Milwaukee suburbs. Box E-8.

Hurry, sell immediately to top offer Combo in Single Station Market in Indiana.

MEDIA BROKER, APPRAISER...
318-868-5409

JOHN MITCHELL
P.O. Box 1065 Shreveport, LA 71163

Highly respected

powerful AM single station. Mid-west market. Owners retiring. Long history of high profit and excellent cash flow. No brokers. Include financial qualifications in first reply.

Box E-28

For Sale Stations

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar Ave • Suite 816 • Memphis, TN. 38157
700 New Hampshire Ave., N.W. • Watergate South
Suite 1003 • Washington, D.C. 20037

R.D. HANNA COMPANY
BROKERAGE • APPRAISAL • MANAGEMENT

Las Vegas, NV 89107 6257 Garwood St., 702•870•7106
Dallas, TX 75225 5944 Luther Ln., Suite 505, 214•696•1022

WALKER MEDIA & MANAGEMENT, INC.

William L. Walker
President

Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
(202) 223-1553

Brokers-Consultants-Appraisers

UPSTATE NEW YORK

Existing AM station with CP for new FM adjacent to Top 50 Market. Available at cost or with controlling interest plus liability assumption. Excellent growth opportunity. Box D-92.

Lee Wilkins and Associates
Media Brokers

TX	AM & FM	750K	Small
OH	Daytime AM	450K	Suburban
NY	FM	635K	Small
AR	FM	350K	Suburban
MS	Daytime AM	295K	Medium
MS	AM & FM	475K	Small
WI	FM	700K	Medium
AL	FM	475K	Small
ND	Daytime AM	300K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
WV	AM-Downpayment	25K	
SC	AM-Downpayment	25K	

Post Office Box 850/Albany, GA 31702/912-883-4917
3500 S. Phillips/Sioux Falls, SD 57105/605-338-1180

We offer outstanding Radio Stations in the West and Mid West from \$700,000 to \$7,000,000.

W. John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET
SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502

MEDIA BROKERS • APPRAISERS
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.
SHAHEEN, INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



Prefer minority buyers for Black programmed radio station. Priced 500K—3.5 mil. All Apps. considered.

MEDIA BROKER, APPRAISER...
318-868-5409

JOHN MITCHELL
P.O. Box 1065 Shreveport, LA 71163

For Sale Stations Continued

- AM/FM in W. Arkansas city. \$390,000.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- C.P. for AM covering 100,000 population in W. Tenn. \$10,000.
- AM/FM S.W. Tenn. FM covers big town. \$540,000.00
- 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.
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Fates & Fortunes®

Media



Byrne

E. Blake Byrne, president-general manager, KXAS-TV Fort Worth, named VP-television for parent company, LIN Broadcasting. **Frank O'Neil**, general sales manager, KXAS-TV, named station manager and VP of licensee, North Texas Broadcasting.

Robert Sutton, VP-programs and promotion, NBC Entertainment, New York, joins WFLA Inc., licensee of WFLA-AM-FM-TV Tampa, Fla., as executive VP.

Richard Schaller, general sales manager, KHON-TV Honolulu, joins KIKU-TV there as general manager. **Grace Furukawa**, from KHON-TV, joins KIKU-TV as assistant to Schaller.

C.H. McKeever, VP-assistant general manager and general sales manager, WDBJ-TV Roanoke, Va., named president-general manager, succeeding **John Harkrader**, who retires after 43 years with station.

George Blank, director, accounting and financial reporting, NBC, New York, named VP and controller. **Richard Martin**, manager of broadcast standards, NBC-TV, Los Angeles, named director.

Kernie Leon Anderson, general manager, KDIA(AM) Oakland, Calif., joins WBMX(FM) Oak Park, Ill., in same capacity.

Pat Michaels, station manager, KWIZ-AM-FM Santa Ana, Calif., joins KWRM(AM) Corona, Calif., as president-general manager and VP-general manager of licensee, Major Market Stations.

William Williamson, executive VP-general manager, WTBX(AM)-WBQ(FM) Utica, N.Y., named president of licensee, Marathon Communications.

Rollo Fletcher, sales representative, KLNT(AM)-KNJY(FM) Clinton, Iowa, named general manager.

Jack Hogan, general sales manager, KWKN(AM)-KGCS(FM) Wichita and Derby, Kan., respectively, named general manager.

Bob Antinarelli, from WPMX(AM)-WPMY(FM) Rochester, N.Y., joins WBTF(FM) Attica, N.Y., as general manager.

Harvey Mars, VP-creative services, KBTB(TV) Denver, joins WFSB-TV Hartford, Conn., as director of broadcast operations.

William Craig, VP, Minnesota Cablesystems, Minneapolis subsidiary of Rogers Cablesystems, Toronto, joins GE Cablevision, Schenectady, N.Y., as VP-franchise development.

Roger Seltzer, general counsel-secretary, Liberty Communications, Eugene, Ore.-based cable TV operator, named VP. **Peter Redkin-**



Tribune officials. With the merger of Douglas Communications Corp., into the Tribune Company Cable, Mahwah, N.J., subsidiary of Tribune Co., Chicago, new staff members have been hired to work with the company's president, Douglas Dittick (former president of DCC). Meeting with Dittick (standing) are (l-r): Edmond Nickerson, from WPRV-TV Providence, R.I., who joins Tribune as director of new market development and public relations; Gemma Wells, from international packaging firm, Raymond Eisenhardt & Son, Oakland, N.J., named executive secretary; Steven Simmons, with DCC as senior VP and former member of White House domestic policy staff in Carter administration, who joins Tribune as senior VP; Michael Pohl, director of White House press advance office under Carter administration, who signs on as director of new market development, and Abby Aronsohn, franchise proposal coordinator for Warner Amex Cable Communications, New York, also director of new market development.

son, national sales director, United Cable Television Corp., Denver, joins Liberty as director of marketing.

Janet Andreassi, system trainer, Viacom Cablevision of Long Island (N.Y.), named business office manager.

Richard Johnson, senior VP-creative director, W.B. Doner & Co., Baltimore, joins Kenyon & Eckhardt, New York in same capacity.

Jackie End, senior VP-creative group head, Wells, Rich, Greene, New York, joins Marschalk there as senior VP-associate creative director.

Named VP's, J. Walter Thompson U.S.A./New York: **Steve Dworin**, management supervisor; **Mark Earle**, senior account supervisor; **Larry Grossberg**, associate media director, and **Jo Anne Laine**, senior account supervisor.

Harold (Mike) Hogan, VP-account supervisor, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named management supervisor. **Robert Gulovsen**, VP-marketing, Kellwood Co. men's

Advertising

John Raventos, independent consultant, based in San Francisco, joins Needham, Harper & Steers International, New York, as senior VP. **Robert Rowley**, from Warner-Lambert Co., Morris Plains, N.J., joins NH&S International as senior VP of finance and administration.

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and children's apparel group, St. Louis, joins DM&M there as VP-account supervisor. **William Daily**, account supervisor, Stolz Advertising, St. Louis, joins DM&M there as account executive.



Kuras

James Kuras, senior VP of Interpublic Group of Companies, New York, named executive VP and general manager of New York office of McCann-Erickson Worldwide (Interpublic agency), succeeding **Stephen Norcia** who moves to Interpublic pending reassignment.

William Munro, senior VP-management supervisor, Benton & Bowles, New York, named senior VP-general manager of new Houston office. **Jon Gulinier**, VP, associate creative director, B&B, New York, named senior VP.

Michael Naples, VP, research and development, Chilton Research Services, New York, joins Advertising Research Foundation there as president, succeeding Edgar Roll ("Fates & Fortunes," Feb. 9).

David Heneberry, VP-marketing, RCA SelectaVision Videodisks, New York, joins Tatham-Laird & Kudner there as general manager of TLK direct marketing.

Hugh Gibney, VP-senior management representative, Needham, Harper & Steers, New York, joins Chiat/Day in Detroit as VP-general manager. **Kenneth Brandt**, with Chiat/Day in San Francisco, named account supervisor for its Detroit office.

N.D. Brown, with W.B. Doner, Houston, named VP-general manager of Southwest operations, including, Dallas and Houston offices. He will be based in Houston. **Anthony Passarello**, W.B. Doner, Baltimore, named VP-management supervisor there.

Donald Ratliff, account supervisor, Earle Palmer Brown, Bethesda, Md., named VP.

Gene Kolomatsky and **Jean Martin Hurford**, from Pearlman/Rowe, New York, named VP-design and VP-client services, respectively.

Jeanie Karnes, from Christenson-Barclay & Shaw, Kansas City, Mo.-based advertising firm, joins Mission Advertising there as VP-client relations.

William Fisher, media supervisor, Ally & Gargano, New York, joins Kenyon & Eckhardt there as associate media director.

Nancy Rittenhouse, traffic manager, WCUZ-AM-FM Grand Rapids, Mich., joins advertising firm there, Ad Infinitum, as operations manager.

Patricia Tranghese, advertising manager, New Britain machine division, Litton Industries, New Britain, Conn., joins Wagner Corp., Hartford-based advertising and public relations firm, as account executive.

Richard Maloney, VP-New York sales manager, Metro TV Sales, named VP-Eastern region, based in New York. **Rick Feldman**, New York sales manager, Metro TV Sales, succeeds Maloney. **Stuart Zuckerman**, account executive, Metro TV Sales, New York, succeeds Feldman.

Stuart Lutz, account executive, Petry Televi-

sion, St. Louis, named sales manager for Minneapolis office. **Eleanor Hyman**, account executive, WEFM(FM) Chicago, joins Petry there in same capacity. **Jan Andrea Riskin**, account executive, WMAQ-TV Chicago, joins Petry in San Francisco in same capacity.

Michael Brochstein, account executive, Blair Television's ABC/blue sales team, New York, named marketing manager for Blair's market development division. **Alan Picozzi**, assistant director of sales research, Blair Television's sales strategy division, New York, named director. **Tony Washington**, account executive, WJLA-TV Washington, joins Blair's ABC/blue sales team, New York, in same capacity.

Irv Zelt, regional manager for McGavren-Guild, Philadelphia, joins WEAZ(FM) there as general sales manager.

David Harris, assistant account executive, Keystone Broadcasting, New York, joins Avery-Knodel Television there as marketing associate.

William Wagoner, account executive, WJJD(AM)-WJEZ(FM) Chicago, joins Bernard Howard & Co. there in same capacity.

Jeff Reimus, national director of co-op advertising, Associated Film Distribution, Los Angeles, joins RKO Radio Sales there as account executive.

Barbara Mihalich, from Eastman Radio, New York, joins Major Market Radio Network there as network account executive.

Named account executives, Harrington, Righter & Parsons: **Roy Bell**, account executive from KYW(AM) Philadelphia, to HRP's office there; **Gail Sattler**, KCRA-TV Sacramento, to HRP in San Francisco, and **David Bradshaw**, from TeleRep, Los Angeles, to HRP there. **Mary Nastri**, sales assistant, HRP, New York, named computer coordinator.

Peter Drochelman, recent graduate, University of Missouri, St. Louis, joins Bruce Schneider & Co., St. Louis-based radio and television sales representative firm, as radio manager.

P. Richard Macaluso, Eastern sales manager, CBS-Radio Network, New York, named VP, sales, succeeding James Joyella, who has been named VP, sales, CBS Cable Division (BROADCASTING, April 20).

Tony Kiernan, director of sales, Post-Newsweek Stations, Washington, named VP-sales. Post-Newsweek owns four TV stations.

Jerry Sellers, local sales manager, KYA-AM-FM San Francisco, named general sales manager.

Gary Fiset, from SCI, syndicated radio promotions firm, San Rafael, Calif., joins KYA-AM-FM as marketing director.

Tom Matheson, sales manager of San Francisco office for CBS-FM National Sales, named general sales manager of co-owned KCBS-FM there.

Steve Woodbury, general sales manager, WGEE(AM) Green Bay Wis., joins WCCO-FM Minneapolis in same capacity. **Miles Knuteson**, general sales manager, WHBY(AM)-WAPL-FM Appleton, Wis., succeeds Woodbury as general sales manager of WGEE.

Wayne Lansche, general sales manager for NTV Television Network, Kearney, Neb.-based station group, named VP.

Lee Dolnick, general sales manager, WISN(AM) Milwaukee, named VP.

James Kelley, account executive, KORK-AM-FM Las Vegas, joins co-owned KBRS(AM) Springdale, Ark., as sales manager.

Joel Fletcher, sales representative, KLNT(AM)-KNJY(FM) Clinton, Iowa, named sales manager.

Ross Elder, account executive, WHDH(AM) Boston, named national sales manager.

Ed Loud, sales manager, Peters, Griffin & Woodward, New York, joins Bonneville International there as national sales manager for its KIRO-TV Seattle and KSL-TV Salt Lake City. He will be responsible for New York and Eastern territory.

Janet Barkell, senior broadcast buyer and negotiator, Ed Libov Associates, Chicago, joins WILX-TV Onondaga, Mich., as national sales coordinator.

Bob Dalton, local-regional sales manager, WQWT(TV) Omaha, named national sales manager. **David Kuehn**, account executive, WQWT, succeeds Dalton.

Anthony Ziomek, local account executive, WDIV(TV) Detroit, named regional sales manager. **Valerie Tuttle**, national sales manager, WXYZ(AM) Detroit, joins WDIV as account executive. **Denise Cunningham**, sales service coordinator, WKBD-TV Detroit, joins WDIV as assistant traffic-sales service manager.

Jack Carrigan, general sales manager, KMTV(TV) Omaha, joins WGN-TV Chicago as retail sales manager.

Ray Friedman, account executive, KHOW(AM) Denver, named local sales manager.

Terry Conway, account executive, WANE-TV Fort Wayne, Ind., joins co-owned WISH-TV Indianapolis in same capacity.

Barbara Hewlett, account executive, WMAQ(AM) Chicago, joins WGN(AM) there in same capacity.

Judith Cohen, account executive, WIFJ(FM) Philadelphia, joins WCAU(AM) there in same capacity.

Kim Smith, from KDKO(AM) Littleton, Colo., and **Rich Rectanus**, from KTKT-AM-FM Tucson, join KENO-AM-FM Las Vegas as account executives.

Deane Osborne III, sales representative, WWQM-AM-FM Madison, Wis., joins WSPD(AM) Toledo, Ohio, in same capacity.

Paul Gilgun, business manager, WDAF-AM-TV Kansas City, Mo., joins Dial Media, Warwick, R.I.-based direct marketing agency, as assistant controller.

Programing

Michael Fahn, VP-sales, Cinaco Television, Los Angeles-based film syndicator, joins D.L. Taffner/Limited there as Western division manager.

David Campbell, director of sales for northern Midwest region, Columbia Pictures Television, Chicago, joins Metromedia Producers there as director of sales-Midwest region.

Lucy Stutz, program acquisition assistant, Premiere, Los Angeles-based proposed pay TV network, joins SelecTV there as manager of acquisitions.



Reporters' roster. Broadcast journalists were much in evidence at the headtable at the White House Correspondents Association annual dinner, on April 25, at the Washington Hilton. Clifford Evans, vice president of and correspondent for RKO General Inc., is the new president of the association. He is shown in the picture at the left, with Vice President George Bush and Judy Woodruff, NBC News, and the new secretary of the association. The outgoing president, Robert C. Pierpoint, CBS News, shown at the right, presided at the dinner. The association's new vice president is Thomas M. DeFrank of *Newsweek*. Edgar A. Poe, of the *New Orleans Times-Picayune*, continues as treasurer. Broadcast journalists were among those winning awards. John Palmer, NBC, received the Merriman Smith Memorial for breaking the story of the failed U.S. effort to rescue the American hostages in Teheran, last April.

William Peck, director of European Sales, Time-Life Films, London, joins Novacom there as director of European Sales. **Maria Donioles**, Latin American sales representative, Time-Life Films, New York, joins Novacom there as international sales manager.

Howard Blumenthal, executive in charge of production and director of special projects, QM Productions/Kleiman Co., New York, joins Video Corp. of America there as director of new program development, responsible for pay TV, cable, international TV and videocassettes.

Kathleen Dolie, VP-programing Golden West Subscription Television, Los Angeles, joins Playboy Enterprises there as adviser for Playboy's proposed cable programing service.

Don Thomson, head of own radio consulting firm, Country Doctor, Dallas, joins Century 21 Programing there as VP-programing, responsible for new consulting division.

Helen Yang, former editor-columnist, *Monterey* (Calif.) *Park Progress Dragon News*, joins Falcon Cable TV there as director of Asian programing.

Joseph Baird Jr., audience promotion manager of Group W's KDKA-TV Pittsburgh, joins co-owned Home Theater Network, Portland, Me., as programing and promotion manager.

Cliff Curley director of programs, WRC-TV Washington, joins WCVB-TV Boston in same capacity. He succeeds Bruce Marson, who was named VP-general manager of BBI Productions, Boston (BROADCASTING April 13).

Anita Karpathy, acting production director, WFME(FM) Newark, N.J., named production director.

Deborah Heyman, producer-writer, WXYZ-TV Detroit, joins WDIV(TV) there as special projects producer.

Richard Ketuk, segment producer, WCBS-TV New York, and Ara Chekmayan, editor, CBS Reports, CBS News, New York, join Public

Broadcasting System's Non-Fiction Television, New York, as producers of proposed national documentary on mental health care for children.

Don McCune, host for *PM Northwest*, KOMO-TV Seattle, retires after 24 years with station.

David Culver, news producer-director, WROC-TV Rochester, N.Y., joins KYW-TV Philadelphia as audio visual production manager.

Mark Scott, air personality, WTWN(AM) Grand Rapids, Mich., joins WXYZ(AM) Detroit in same capacity.

Steven Reeder, former program director, KING-FM Seattle, joins WFMT-FM Chicago as air personality.

News and Public Affairs

Bill Gillen, director of news operations, WLS-TV Chicago, named assistant news director. **Paul Udel**, anchor-reporter, KHON-TV Honolulu, joins WLS-TV as co-anchor-reporter. **Kim Peterson**, reporter, WLS-TV, named correspondent for station's new northwest suburban bureau in Rosemont, Ill.

Charles Garrett, president, ZDR Survey and Research, Tampa, Fla.-based broadcast marketing consulting firm, joins WWL(AM) New Orleans as news director.

Keith Nichols, assistant news director-assignment editor, KMTV(TV) Omaha, named news director.

Virgil Teter, news director KETV(TV) Omaha, joins KBMT(TV) Beaumont, Tex., in same capacity.

Larry Perret, video producer, KPIX(TV) San Francisco, joins KRON-TV there as executive news producer. **Linda Bell**, news producer, KPIX(TV), joins KRON-TV in same capacity.

Mike Majors, news director, WFBR(AM) Baltimore, joins KSTP(AM) Minneapolis-St. Paul in same capacity.

Steven Blue, director for news department KPIX(TV), joins KRON-TV in same capacity.

Mike Throop, from KEEY-AM-FM St. Paul-Minneapolis, joins KXEL(AM)-KCNB(FM) Waterloo, Iowa, as news director.

Paul Gluck, executive news producer, WJZ-TV Baltimore, joins co-owned KYW-TV Philadelphia as news producer. **Rob Miller**, desk assistant,

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KYW-TV, named daytime assignment editor.

Hans Laetz, former promotion chief, Hollywood, Don Lee Network, joins KTUC(AM) Tucson, Ariz., as news director.

Joe Harvat, anchor-reporter, WRQK(FM) Greensboro, N.C., named news director. **Ed McDonald**, assistant news director, WDOX(AM) Oneonta, N.Y., joins WRQK in same capacity.

Elizabeth Clancy, news producer-anchor, KRNA(FM) Iowa City, Iowa, named news director. **Gary Brown**, news producer-anchor, KRNA, named assistant news director.

William Holstein, deputy news editor, Asia-Pacific division, UPI, Hong Kong, named manager of Peking bureau. **Louis Toscano**, with UPI in Trenton, N.J., named manager of UPI's Atlantic City, N.J., bureau.

William Rickett, former communications director, New Jersey Gasoline Retailers' Association, Trenton, joins WHWH(AM) Princeton, N.J., as news assignment editor.

Edie Huggins, reporter, WCAU-TV Philadelphia, named community affairs director.

Robin Bogen Roshkind, public service director, WEAT-AM-FM West Palm Beach, Fla., joins noncommercial WPTV(TV) there in same capacity.

Belva Davis, reporter and documentary producer, noncommercial KQED(TV) San Francisco, joins KRON-TV there as urban affairs specialist for station's news department.

Steve Grad, sports anchor, KMBC-TV Kansas City, Mo., named sports director.

Joe Moore, former sports director, KHON-TV Honolulu, named news anchor.

Jeanne Marie Antol, noon news producer and assignment editor, WTAJ-TV Altoona, Pa., joins WPVI-TV Philadelphia as reporter.

Mary Miller, from WHSV-TV Harrisonburg, Va., and **Beth Carroll**, aide to Massachusetts state senator, Robert Wetmore, join WWLP(TV) Springfield, Mass., as co-anchors and general assignment reporters for 6 p.m. and 11 p.m. newscasts, respectively.

Jack Curtiss, Latin American correspondent for Voice of America, based in Mexico City, joins ABC News in same capacity. He will be based in Miami.

Technology

Jack Banister, VP-broadcast systems for Europe, Africa and Middle East for RCA International, based in London, named division VP of marketing for RCA broadcast systems, based in Camden, N.J.

Gary Biller, group VP-manufacturing, Compact Video Systems, Burbank, Calif., named executive VP. **Arnold Taylor**, VP, Sony Video Products and general manager of Sony broadcast division, New York, joins Compact as Biller's successor.

Fred Hayden, assistant VP-engineering, Audiotronics, North Hollywood, Calif., named VP-engineering for company's new engineering-research and development center.

Keith Bandalik, assistant manager, distributor products, Switchcraft, Chicago, named distributor marketing manager.

Yoshihisa Kawamura, general manager, ICC Far East, Tokyo, joins Augat, Mansfield, Mass., as general manager of Augat KK, newly formed electronics manufacturing subsidiary based in Tokyo.

Promotion and PR

John Tarquinio, manager of press information, WCAU-TV Philadelphia, named manager of communications. **Andi Sporkin**, television columnist, *Philadelphia Journal*, joins WCAU-TV as Tarquinio's successor. **Stephen Friedman**, creative director, Charles Paul Advertising, Philadelphia, joins WCAU-TV as manager of on-air promotion.

Sharon Warantz, from ABC Radio Network, New York, joins McGavren-Guild there as publicity director.

Mary Ann Weisberg, account executive, ICPR, Los Angeles, joins William B. Tanner there as West Coast public relations account executive.

Claire Grace, traffic coordinator, WLVI-TV Cambridge, Mass., joins Avery-Knodel Television, New York, as promotion assistant.

Marilyn Osborn, director of promotion and public services, KOTA-TV Rapid City, S.D., joins KTVV-TV Austin, Tex., in same capacity.

Allied Fields

Roger Schlies, Western division client service manager for A.C. Nielsen's coordinated management systems, Chicago, named VP and Western division marketing information service manager for Marketing Research Group U.S.A.

Thomas Bennett, from WTHR(TV) Indianapolis, joins Arbitron Television Midwestern station sales, Chicago, as account executive. **Jill Snyder**, sales assistant, Arbitron Midwestern advertiser/agency sales, Chicago, named account executive.

Michael Wortsman, director of sales, KRON-TV, San Francisco; **Robert Bushyhead**, local sales manager, KRON-TV, and **Kenneth Klein**, director of research, KRON-TV, form Bushyhead Wortsman & Klein, San Francisco-based research and marketing consulting firm. Wortsman serves as president, Bushyhead as VP-marketing and Klein is VP-research.

New officers, Washington chapter, American Women In Radio and Television: **Mal Johnson**, Cox Broadcasting, president; **Helen Disenhaus**, Dow, Lohnes & Albertson, president-elect; **Dorothy Townsend**, CBS, VP; **Kathleen Litschgi**, U.S. Chamber of Commerce, recording secretary, and **Marianne McDermott**, Hill & Knowlton, treasurer.

Philip Malkin, VP-general manager, KALI(AM) Los Angeles, joins Satellite Communication Investment and Management, San Clemente, Calif., as one of principals.

Deaths

Lynn Decker, 59, VP of Booth American Co., Detroit, and chief operating officer of Booth Communications Co., its cable television subsidiary, died in his sleep on April 17 on visit to Silver Spring, Md. Pending autopsy report, cause of death has not been disclosed. Decker had been with Booth Communications for five

years and earlier was VP and general manager of Suburban Cablevision of New Jersey and retired lieutenant commander in U.S. Navy assigned to electronics instruction. Contributions may be made to memorial fund being set up by Booth American at 2600 Buhl Building, Detroit, 48226. Surviving are his wife, Louella; two sons, Lynn Scott and Alan B., and daughter, Laura Kay Daw.



Stein

Jules C. Stein, 85, founder of MCA Inc., entertainment complex that includes MCA TV, among largest program suppliers to television, died April 29 of heart failure at Los Angeles Medical Center at University of California. Stein, who had earned medical degree from University of Chicago's Rush Medical College in 1921, formed Music Corp. of America in 1924, initially as booking agent for musical bands and later as general entertainment talent agency. In 1958 MCA acquired Universal Studios and started producing television programs and motion pictures while still representing talent clients. MCA withdrew from the talent area in 1962 when federal government started antitrust suit, and thereafter concentrated on production and distribution of television programs and feature films. Stein is survived by his wife, Doris, and two daughters, Jean vanden Heuvel and Susan Shiva.

Jim Davis, 72, veteran movie and television actor who was known to millions as Jock Ewing on CBS-TV's *Dallas*, died April 27 at his home in Los Angeles. Davis had been convalescing from recent surgery on perforated ulcer. Although Davis appeared in roughly 150 films, it wasn't until he portrayed Jock Ewing, patriarch of infamous Ewing clan and father of notorious J.R., that he became nationally known. He also starred in several other television series, *The Cowboys*, *Rescue 8*, *Stories of the Century* and *Maisie*, in which he appeared with Ann Sothern. He is survived by his wife, Blanche.

William Meiklejohn, 78, Hollywood talent agent responsible for discovery of radio announcer Ronald Reagan, died April 26 at St. Joseph Medical Center, Burbank, Calif., after receiving treatment for perforated ulcer. Meiklejohn also worked for Music Corp. of America in 1930's and helped to form company's film division. He is survived by his wife, Lucy, son and daughter.

Paul Leonard, 67, board chairman of Lenco, Jackson, Mo., manufacturer of video test equipment, died of cancer there on April 16. Leonard in 1948, co-founded Wagner Manufacturing Co., later called Lenco in 1956. He was member of Society of Broadcast Engineers and was with WOPI(AM) Bristol, Tenn., in 1932-36. He is survived by two sons and three daughters.

Lester Zins, 65, Washington metropolitan area radio personality remembered as Les Sand, died April 23 of cancer at Sibley hospital, Washington. Prior to his retirement earlier this year, Zins had been air personality for WEAM(AM) Arlington, Va., and was former general manager and part owner of WRGM(AM) Richmond, Va. (now WKIE). Zins had also been with WWDG(AM) Washington and was host for *The Game Room* on WTG-TV Washington. He is survived by his wife, Dora.

AWRT's Stanville: starring as a role model for women in broadcasting

As Nellie Forbush in "South Pacific," she found fulfillment. As Eliza Doolittle in "My Fair Lady," she realized happiness. But as Martha Pell Stanville, she became more realistic about life after her little theater days in Macon, Ga. In the latter period, she learned how to seek other entrances when doors were slammed in her face, how to be content with respectable gains from a conscientious effort.

Stanville says that rationale will make her a satisfied woman when she steps down from the presidency of American Women in Radio and Television next Saturday at the conclusion of the association's annual meeting in Washington.

"AWRT has had a very successful year in which we set out to tackle only a small part of the world," she explains in rich Southern tones. "Next year, we'll take on a little more."

Stanville first set out to tackle the theater world. While growing up in Macon, Ga., and attending Wesleyan College, she dreamed of becoming a musical comedy star. There was a heavy schedule of voice and music lessons and a growing involvement in theater activity. "I thought nothing could divert me from my goal," she says.

Diversion came, however, when she took a summer job as receptionist at WMAZ-TV Macon and "fell in love with television at age 19."

She immediately reassessed her schooling plans, saw little opportunity to develop TV skills in the formal courses available, and chose to stay at WMAZ-TV "to learn from the ground up . . . by being nosey."

Desire, ability and supportiveness at WMAZ-TV enabled Stanville to move up the station ladder. By 1965, her duties included writing, producing and hosting a children's show, doing commercials and weathercasts.

Her expertise expanded; she set out in 1965 for Minneapolis. There she ran into some different facts of life.

"Maybe I was naive," she admits, "but I wasn't aware in those early [Georgia] days that there was discrimination against women. I had been given this opportunity to learn everything . . . to move up. And I didn't think there was any way possible that I couldn't reach the top."

There was a brief stint at KMSP-TV Minneapolis-St. Paul before Stanville joined WCCO-TV there. In those days "basically just a payroll name," she became active in AWRT, resolving that "If I ever was to make it in the business, I had to learn



Martha Pell Stanville—director of advertising and promotion, WCCO-TV Minneapolis-St. Paul, and president, American Women in Radio and Television; b. Nov. 15, 1933, Macon, Ga. Attended Wesleyan College as music major, 1951-53; WMAZ-TV Macon, 1953-65, as summer receptionist, progressing to operations, production, writer-host of local series and weathercaster; KMSP-TV Minneapolis-St. Paul, 1965-66; WCCO-TV Minneapolis-St. Paul, 1966 to present, as writer-producer in promotion, assistant advertising and promotion director; current position since January 1978; divorced.

about the system that men already had in place."

Stanville feels those were gray days not only for herself but for most women. She decries the practice of the early 1970's of some companies in responding to mandates and quotas in hiring for women. "They weren't very selective," she remembers. "Consequently those women couldn't succeed, and it was an easy out for employers to say: 'I tried a woman in that job and she failed.' That was unfair. With a little more time and effort they could have found someone qualified for that job."

Stanville thinks that today management in most cases is more selective in seeking qualified women. "I see this as moving in the direction of AWRT. We don't want to be given anything; we just want the opportunity to compete."

Stanville believes her career moved back into high gear in the spring of 1977, when Midwest Radio & Television bought the rest of the company's stock and became sole owner of WCCO-TV. That was when AWRT held its national meeting in the Twin Cities, and Stanville as a convention leader was highly visible. The new WCCO-TV management took a hard look at her, saw a potential and decided more of her talents should be applied to AWRT ac-

tivities.

"That's why I guess I'm an AWRT success story," she laughs, and adds that in her visits around the country she has found many sequels with other women who came up the ladder with the help of AWRT.

It's been life on the run for Stanville during her AWRT presidency, traveling more than a hundred thousand miles to attend numerous meetings. It's meant that she has had to do tight scheduling to keep up with her duties at WCCO-TV as well as serving as a charter member of a promotion board that CBS set up three years ago among its affiliates.

Stanville is unstinting in praise of personnel at WCCO-TV, agencies and other organizations that shuffle deadlines and meetings to accommodate her schedule.

Temporarily bobtailed, but not stopped, have been her public service activities on national, state and local levels. One such project she particularly savors is the AWRT "Selective Viewing Project," that stemmed from her irritation with critics of broadcasting. While on a plane trip to Hollywood, she angrily listed the positive side of TV as well as her thoughts on the responsibilities of adults in the home to monitor the program selection of the young. She went to TV stars, such as Michael Learned and Mike Farrell—concerned parties in their own right—and prevailed on them to present this thinking in spot messages. Stanville took the whole package to the next national AWRT board meeting, and convinced the board to adopt it as an association project. The spots, with an AWRT credit line, have been shown in 150 markets locally and on ABC, CBS and NBC nationally.

Last year, Stanville took it a step farther with a "Selective Voting Project," in which concerned people such as Loretta Switt and Linda Kelsey urged women not only to vote, but also to acquaint themselves with the issues.

Stanville confesses that, despite her satisfaction, her eyes are constantly open for new challenges. To that end, she makes it a point to train a successor as she goes along. "I never want to be indispensable," she stresses. "If a company thinks it can't get along without you, it won't . . . and you won't be advanced." She hopes, ultimately, to be a station manager.

As for greener fields outside broadcasting, Martha Pell Stanville unequivocally spells out her feelings: "I've had opportunities to go with some big companies in management positions . . . but I don't want to walk away. I want to stay in reaching distance of that studio, that newsroom."

"After all, I've had a love affair with TV for 27 years."

House Appropriations Committee approved rescissions for 1981 budgets of number of agencies and programs. Included were: **Corporation for Public Broadcasting**—Would cut \$60 million (\$8 million more than Reagan administration requested) from 1983 appropriation, bringing budget to \$112 million. Budget for 1982 of \$172 million was untouched. **Federal Trade Commission**—Approved rescinding full \$226,000 administration recommended from FTC's 1981 appropriation. **National Telecommunications and Information Administration**—Although administration had recommended rescinding full \$25.7 million appropriation for NTIA's Public Telecommunications Facilities program for 1981, committee approved rescinding only \$12.9 million. Committee also rescinded all but \$163,000 of \$313,000 administration had requested for NTIA salaries and expenses. **Board for International Broadcasting**—Although administration hadn't requested cuts for BIB, committee recommended that its 1981 appropriation of \$99.7 million be rescinded by \$9 million.

CBS-TV affiliates's new Government Relations Committee had full day conferring with FCC commissioners and members of Congress last Tuesday. Representatives of 18 affiliates met with Commissioners James H. Quello, Abbott Washburn and Anne P. Jones in morning. Senator Paul Laxalt (R-Nev.) addressed them at lunch on Reagan plans and actions, and later Representative Al Swift (D-Wash.) answered questions on his proposed license renewal bill. Senator Barry Goldwater (R-Ariz.) also chatted with affiliates' group. Members were host to some 20 members of Congress, including Senate Majority Leader Howard Baker (R-Tenn.) at dinner at F Street Club. Members thought day-long "seminar," as some called it, was worthwhile, should be repeated on regular basis. Homer Lane, KOOL-TV Phoenix, described sessions as providing "good give and take" with lawmakers and regulators.

NAB executive committee voted last week to oppose legislation before both House and Senate that would allow FCC to collect license fees from industries it regulates. In comments sent to Senate Communications and House Telecommunications Subcommittees, NAB argued fees set in Senate bill are "far in excess" of cost of regulation as estimated by FCC itself in past determination. Comments urge that if fees must be levied, they be set in legislation rather than left up to FCC. Executive Committee also voted unanimously to urge FCC to expedite resolution of AM stereo proceeding by assigning extra engineering staff to task. Meeting in Washington last Wednesday and Thursday, committee decided to petition FCC to expand its list of exceptions for licensing regular translators while it completes its low-power television proceeding, which has put such licensing on hold.

Mike Shapiro, president and chief executive officer of Belo Broadcasting Corp., will head new program and syndication enterprise for Dallas-based radio-TV-cable company. **Ward L. Huey Jr.**, executive vice president and chief operating officer, succeeds Shapiro, who is to retire from company at end of 1983 and who now becomes senior vice president of parent A.H. Belo Corp. Shapiro will also focus on acquisition of other communications properties for Belo. Huey currently is vice chairman of ABC Television board of governors. Like Shapiro, he will report to James M. Moroney Jr., Belo board chairman. In addition, **Jeff Poll**, general manager of owned KZEW-FM Dallas, has been elected Belo Broadcasting VP.



Huey

Shapiro

Leading contender last week for chairmanship of Federal Trade Commission was Mary Estill Buchanan, now Colorado secretary of state. Buchanan, Republican who supports Equal Rights Amendment, was narrowly defeated last November in election bid for U.S. Senate seat held by Gary Hart. Though White House had no official word on who would be appointed to fill FTC seat vacated Thursday (April 30) by Republican Robert Pitofsky, Buchanan told BROADCASTING that Genny Murray, White House staffer, told her Thursday (April 30) that she was being considered for FTC's top slot and that her name had been circulated among top Senate Republicans for consideration. If appointed, Buchanan would replace David Clanton, also Republican, who has been serving as acting chairman.

Strike settlement with independent producers giving writers share of home video and pay TV profits was approved last Thursday by West Coast directors of striking Writers Guild of America. Approval (16-1) was described as "radical breakthrough in crucial area of pay TV" by WGA West President Melville Shavelson. It provides for minimum scale writers to be paid 2.75% of gross profits of programs made for pay TV after producers recoup \$1 million in revenues for each broadcast hour. WGA-East was expected to approve agreement Friday, which would mean writers could begin returning to work immediately, pending ratification by union's 8,500 members.

Mark S. Fowler's entry into government ranks as FCC chairman (see page 27) will mean one communications law firm in Washington where there used to be two. Fowler's partners in Fowler & Meyers, David Meyers and Morgan O'Brien, will join forces with Richard Becker, Louis Gurman and Russell Lukas, of Becker, Gurman & Lukas. New firm, which will be established on June 1, will be called Becker, Gurman, Lukas, Meyers & O'Brien. Physical assets of Fowler & Meyers firm have been sold to still another law firm (see page 27).

Broadcast Capital Fund Inc. (**BROADCAP**), minority enterprise small business investment corporation founded by NAB, announced **commitment of up to \$550,000** in first investments since its creation in 1978. Until deals have been closed, it refuses to discuss number or details of ventures.

Frank Washington, deputy chief of FCC's Broadcast Bureau is resigning effective May 8 to **become VP of Times Mirror Cable Co.**, Irvine, Calif. Washington has been with commission since 1977 serving first as legal assistant to former FCC Chairman Charles Ferris and then as acting chief of Policy and Rules Division before being named to current position in September 1979. Before joining FCC Washington was attorney with Washington law firm of Arnold & Porter, specializing in broadcast and cable matters.

Citing actions that "taken as a whole demonstrate a shocking disregard not just for the commission's rules but for the ... safety of life," **FCC fined Comcast Cablevision Corp. \$20,000** for violations of rules concerning use of aeronautical frequency bands. Comcast system cited was one serving Flint, Mich. Commission also fined **Cox Cable** (St. Clair Shores, Mich., system) **\$10,000** and **Berks TV Cable Co.** (Reading, Pa., system) **\$7,500** for similar but less flagrant abuses.

Warner Communications Inc. proxy reports chairman Steven Ross earned \$1,414,275 in cash and cash equivalent remuneration last year, plus additional \$859,413 in contingent remuneration. Figures for **Jay Emmett**, member of WCI office of president who resigned following guilty plea in federal fraud case, were \$629,154, and \$353,858. Proxy notes company advanced Emmett \$700,000 for legal fees, but states belief advances relating to case are refundable because of guilty plea.

Senate Rules Committee will hold hearings on **early broadcast projections of election returns** in Room 301 Russell Senate Office building on Thursday, May 7, at 10 a.m. Among key witnesses are William Small, president, NBC News; William Leonard, president, CBS News; Richard Wald, senior vice president, ABC News; Reese Schonfeld, president, Cable News Network; Senator S. I. Hayakawa (R-Calif.), who has introduced four election reform bills, and Representative Mario Biaggi (D-N.Y.), who has introduced bill to set uniform poll closing times. Possible witness is Commerce Committee Chairman Bob Packwood (R-Ore.) who plans to introduce pertinent legislation this week (see "Closed Circuit"). Rules committee will hold third hearing on whether to **televis** **Senate proceedings**, on Tuesday, May 5, in room 301 Russell at 10 a.m. Witnesses will include Martha Pell Stanville, president, American Women in Radio and Television; Douglas Dittrick, chairman, National Cable Television Association; John Saeman, president, Cable Satellite Public Affairs Network (C-SPAN), and Fred Wertheimer, Common Cause.

□

Department of Justice supports FCC staff proposal for authorizing **direct broadcast satellite system** that would be regulated **primarily by marketplace** rather than government. Justice, in comments filed in commission proceeding aimed at developing regulatory policy for DBS (see page 79), said it agrees with commission's Office of Plans and Policy that DBS will be "additional source of video program packaging and delivery, thereby promoting competition" in video market. Department said commission should not limit multiple ownership of DBS systems, since "current proliferation of video programming services makes it unlikely" that anticompetitive forces will flow from such multiple ownership. However, department said commission could act in those cases where threat of substantial market power exists. Justice said commission should authorize DBS on experimental basis initially, to expedite introduction of service and maximize incentives to use technology efficiently. And it supported argument for adoption of flexible spectrum allocation and assignment plan to allow marketplace to determine development of DBS.

□

Time and place has been set for previously announced special **meeting of 20th Century-Fox stockholders for vote on proposed merger** with company owned by Denver oil executive Marvin Davis. **Meeting on June 8 will begin at 8:30 a.m.** at Scottish Rite Auditorium in Los Angeles. *Los Angeles Times* reported last week that officers and directors of Fox will gain \$12.4 million in profit from unexercised stock options if merger is approved. About \$6.7 million, according to report, would go to Chairman Dennis C. Stanfill alone.

□

WATR-TV Waterbury, Conn. has been **sold for \$4.5 million** by B. Preston Gilmore family to communications attorney Michael Finkelstein and others in Washington-based law firm of Nixon, Hargrave, Devans & Doyle, and B. Oppenheimer & Co., New



Flipping through the frames. A classic bit of Americana, the Sears catalog, has become part of the video revolution. At a Washington press conference last Thursday, Sears launched a three-month market test of the feasibility of replacing the printed pages of its catalogs with videodisk displays. For the test, Sears has put its 236-page summer catalog on one side of a laser-optics videodisk. The videodisk catalog system, dubbed Tele-Shop, has been set up in display booths and has replaced printed catalogs at nine Sears retail and catalog stores in Washington and Cincinnati. In addition, Tele-Shop will be distributed to approximately 1,000 homes that have the proper videodisk players. ■ The test is scheduled to run from last Friday (May 1) to July 25. According to Robert E. Wood II, vice president, advertising and sales, at the end of the test, consumer acceptance or rejection of Tele-Shop will be analyzed, but Sears has no "immediate plans" to go beyond the testing stage. Wood said the test will cost less than \$500,000, a fraction of the some \$100 million Sears spends each year on printed catalogs. ■ Tele-Shop makes use of the 54,000 frames of video available on one side of a laser-optics disk. About 5,600 of them are used for static displays of text and photographs. The remainder are used for 17 motion sequences, including a three-and-a-half minute segment featuring Cheryl Tiegs promoting and modeling her line of Sears sportswear. According to Ronald Ramseyer, national catalog advertising manager, Sears is employing the DiscoVision videodisk format because it is the only format with the two features critical to a videodisk catalog: freeze-frame and random access search and display. Jack Reilly, president of DiscoVision Associates, said the Tele-Shop is incompatible with the RCA and Magnavox videodisk formats. There are, he said, approximately 20,000 consumer DiscoVision players, manufactured by Pioneer, in use today. ■ Wood said a consumer will use Tele-Shop in much the same way he does printed catalogs. "You can view the frames in any sequence, one at a time, at high speed, skipping frames, or in reverse. It's like browsing through the printed catalog, at your own pace." ■ The Tele-Shop is just one mode of electronic communications Sears is investigating to keep on top of the catalog sales business, which generates \$3.6 billion (22% of its total sales) annually for Sears. Ramseyer said Sears is also looking at two-way cable systems and telephone lines as possible electronic pipelines for delivery of its catalogs. He noted that Sears is currently involved in the Knight-Ridder/AT&T test in Coral Gables, Fla. It also worked with Qube in Columbus, Ohio, he said, but found Qube to be too limited in its two-way and graphics capabilities.

York investment firm. Finkelstein and Oppenheimer are also principals for new TV in Dayton, Ohio (BROADCASTING, April 14, 1980). Co-owned stations WTAR-AM-FM are not involved in transaction. Station is NBC affiliate on ch. 20.

□

Satellite Television Corp. has requested reservations aboard **Space Shuttle** for launch of two **direct broadcast satellites** in July and October 1985. One satellite would be operational; other would be in-orbit spare.

UpComing

On Capitol Hill: Senate Rules Committee will hold hearings on whether to allow television of proceedings in room 301 Russell Senate Office Building, Thursday, at 10 a.m. □ The Senate Commerce Committee will mark up S. 821, FCC authorization and license fee bill in room 235 Russell Senate Office building, Wednesday, 9 a.m. □ House Energy and Commerce Committee will mark up H.R. 3238, 3239 and 3240, bills to authorize public broadcasting, FCC and NTIA in room 2322, Rayburn House Office building, Wednesday, 9:30 a.m. **Also in Washington:** AWRT annual convention opens at Sheraton Washington tomorrow (see page 48). **In New York:** George Foster Peabody awards luncheon, sponsored by Broadcast Pioneers, will be held at Hotel Pierre Wednesday. **In Los Angeles:** ABC-TV affiliates meeting starts at Century Plaza today (see page 34). CBS-TV affiliates meeting commences at Century Plaza following Sunday.

Operators' licenses

In both Senate and House the movement toward imposition of a fee schedule for broadcasters and others regulated by the FCC is gaining adherents. Despite broadcaster opposition, the movement rolls on. Perhaps the broadcasters ought to think about stepping back to salute as it goes by.

In both magnitude and purpose, the fees under present discussion differ radically from earlier proposals that broadcasters had good reason to oppose. Serious talk of fees started with the doomed rewrite of the Communications Act introduced in the House in 1978. That legislation would have soaked commercial broadcasters \$266.9 million a year to subsidize noncommercial broadcasting. The scaled-down version issuing a year later from the same source put the bill at \$150 million, still grotesquely excessive and still conceived as a tax for use of a spectrum that the authors regarded as a public resource that was somehow depleted or defaced by private use.

Things are different now. Chairman Bob Packwood (R-Ore.) of the Senate Commerce Committee has introduced a fee schedule of moderate proportions that is intended to defray about half of the FCC's annual expense. Chairman Timothy Wirth (D-Colo.) of the House Telecommunications Subcommittee wants the FCC to draw up a schedule of fees that would generate about the same proceeds. Neither is talking about spectrum use or other discredited excuses to punish broadcasters for delivering wanted services and, in so doing, making money.

As has been suggested on this page before, there may be benefits to gain from the payment of a reasonable fee to defray at least part of the expense of federal regulation. The purchase of a license to broadcast, like the purchase of a license to drive, could confer rights that may be missing now.

Indeed new freedom from regulation is promised by the radio deregulation and television licensing bills that the sponsors of fee legislation are also supporting. Are broadcasters clever enough to get one without the other?

Everybody's First

The National Cable Television Association has drawn up a legal brief, described elsewhere in these pages, persuasively arguing the case for full First Amendment freedom for cable. Regrettably, the NCTA has felt it necessary to draw distinctions between cable and broadcasting, which the NCTA is apparently willing to consign indefinitely to the hobbled status that the Supreme Court's Red Lion decision of 1969 decreed. The NCTA prefers to identify itself with newspapers.

The connection has some validity. In more markets than not, the cable system and the daily paper are monopolies, as the NCTA is realistic enough to note in its brief. But, says the NCTA, "In our information-laden society . . . cable is just one of many sources of news, information and entertainment." Among the other media now competing in the marketplace, the NCTA mentions commercial radio and television, noncommercial broadcasting, over-the-air subscription television, MDS, videocassettes and disks. It could also have mentioned local papers and regional and national magazines. Coming are satellite broadcasting to the home, low-power television stations, videotext, teletext. "When the information marketplace is so large," the NCTA points out, "the danger that any one medium could dominate it is essentially chimerical."

Exactly. The profusion of media makes a strong case for full

First Amendment freedom for all, including the fifth estate—cable, broadcast television and broadcast radio—and the NCTA would have been on sounder ground if it had taken that position.

Indeed whatever claim to journalistic function cable television can make depends largely on the journalism it takes off the air. As reported in this issue, the three commercial television networks alone spent \$486 million on news and public affairs in 1980. The only cable news of consequence comes from the Cable News Network, budgeted at about \$35 million.

Cable operators and broadcasters have their differences, but the First Amendment is their common refuge.

The super-FCC

The talk in regulatory and legislative circles may emphasize deregulation these days, but the U.S. Court of Appeals for the District of Columbia Circuit hasn't heard the word. Defying a Supreme Court directive to quit telling the FCC what kind of rules to write for broadcasting, the appellate court has as much as ordered the commission to institute a rulemaking that would give the deaf "meaningful access to broadcasting."

The decision, described in BROADCASTING April 27, was issued in an appeal of an FCC renewal of television licenses in Los Angeles. The court could find no excuse to reverse the commission's renewal of the commercial licenses, but decided that noncommercial KCET-TV was fair game because it had violated a statute prohibiting recipients of federal funds from discriminating against the handicapped. As for the commercial broadcasters, however, the court gratuitously decided: "It is time for the commission to act realistically to require, in the public interest, that the benefits of television be made available to the hard of hearing now."

Less than a month earlier (BROADCASTING, March 30), the Supreme Court, reversing the appellate court's orders to the FCC to oversee radio format changes, had told the appellate court to confine itself to legal review of FCC decisions and let the FCC write the rules. In the Los Angeles case, the appellate court took passing notice of the format case and then spit in the high court's eye. KCET-TV has said it will challenge the decision. It deserves everybody's help.



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