

Opening salvos on copyright ☐ Striking a compromise
on teletext ☐ NBC winds it up in L.A.

Broadcasting May 18

The News Magazine of the Fifth Estate ☐ Vol. 100 No. 20

50th Year ☐ 1981

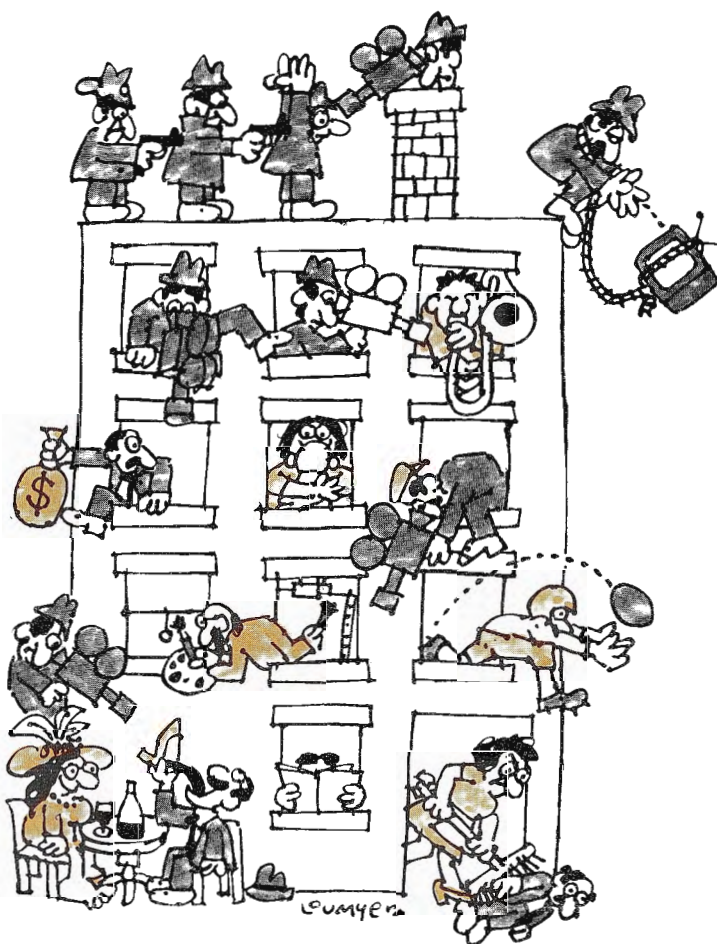
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50
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Broadcasting

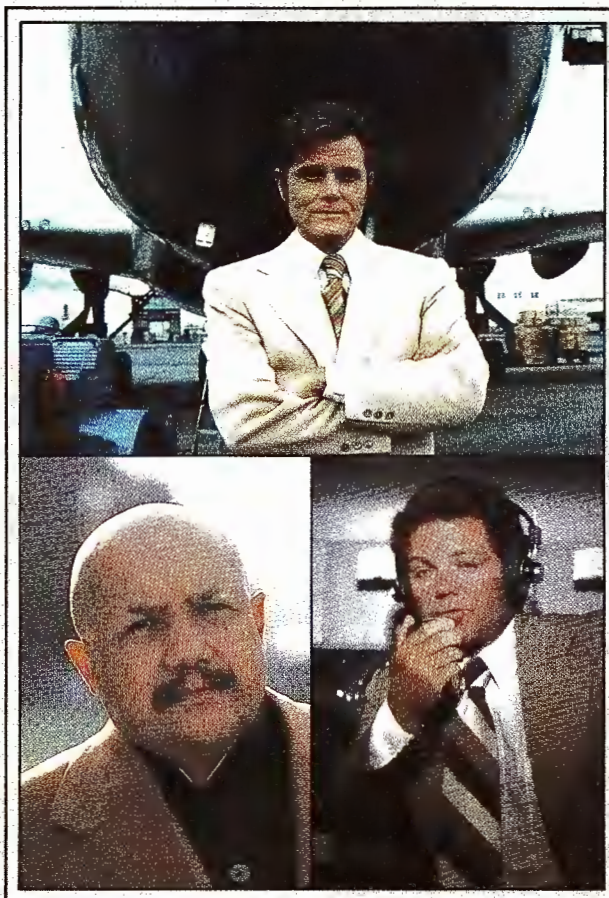
1961

PAGE 83

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A U L I B R A R Y
H S A I R F O R S E
S E R I A L A C C S E C T I O N
M O N T G O M E R Y A L 3 6 1 1 2

WHEN THEY BOUGHT HAWAII FIVE-O...

Los Angeles	KCOP	San Diego	XETV	Omaha	WOWT
Philadelphia	KYW	Kansas City	KCMO-TV	Quad-Cities	WCIA
San Francisco	KPIX	Phoenix	KPHO-TV	Honolulu	KGMB-TV
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Dallas-Ft. Worth	KTVT	Salt Lake City	KSL-TV	Baton Rouge	WBRZ
Pittsburgh	KDKA-TV	Syracuse	WTVH	El Paso	KDBC-TV
Miami-Ft. Lauderdale	WPLG	Flint-Saginaw	WNEM-TV	Charleston, SC	WCSC-TV
Tampa-St. Petersburg	WTSP-TV	Richmond	WXEX-TV	Las Vegas	KVVU-TV
Baltimore	WJZ-TV	Tulsa	KTUL-TV	Ft. Myers	WEVU-TV
Indianapolis	WTTV	Little Rock	KATV	Boise	KIVI
Sacramento-Stockton	KTXL	Fresno	KMJ-TV	Florence, SC	WBTW
		Jacksonville	WJXT		



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Source: NTA 1968-80. All regularly scheduled programs. Network competition, lead-in programs, second half-hour-September 26, 1968 to April 5, 1980, each individual telecast of Hawaii Five-O and its competition and lead-ins. Prime-Time benchmarks, Nov/Feb/May 1971-1979. Reruns: Nov/Feb assumed originals, May assumed reruns, from programs first season through 1979-80 season.

THEY GOT A NUMBER OF IMPORTANT ADVANTAGES:

- | | |
|----------------------|--------------------|
| 1. Jack Lord | 11. Buddy Ebsen |
| 2. James MacArthur | 12. Patty Duke |
| 3. Loretta Swit | 13. George Kennedy |
| 4. Edward Asner | 14. William Devane |
| 5. John Ritter | 15. John Byner |
| 6. Gavin MacLeod | 16. Martin Sheen |
| 7. Sally Kellerman | 17. Vera Miles |
| 8. Ricardo Montalban | 18. Rich Little |
| 9. Helen Hayes | 19. Andy Griffith |
| 10. William Shatner | 20. Carol Lawrence |

AND, when you combine this powerful list, of just a few of HAWAII FIVE-O's fabulous guest stars, with these important numbers...things really start to add up!

21. HAWAII FIVE-O achieved total domination over its powerful network competition for 12 prime time years with an outstanding 34% share.

22. HAWAII FIVE-O's long format not only held, but gained, audience during the 60 minutes, picking up a full rating point in its second half-hour.

23. HAWAII FIVE-O re-runs in prime time dipped only 1 share point below original runs. Compared with re-run dropoffs of 2 to 6 points for all other available hours such as "Incredible Hulk," "Barnaby Jones," "CHiPs," "Charlie's Angels," and "Little House on the Prairie."

24. HAWAII FIVE-O's average 21 rating stands 3 points higher than the average performance for all prime-time hours and all mystery-suspense programs. And 2 points higher than the average for all prime-time programs.

25. 200 episodes available for Fall 1981.

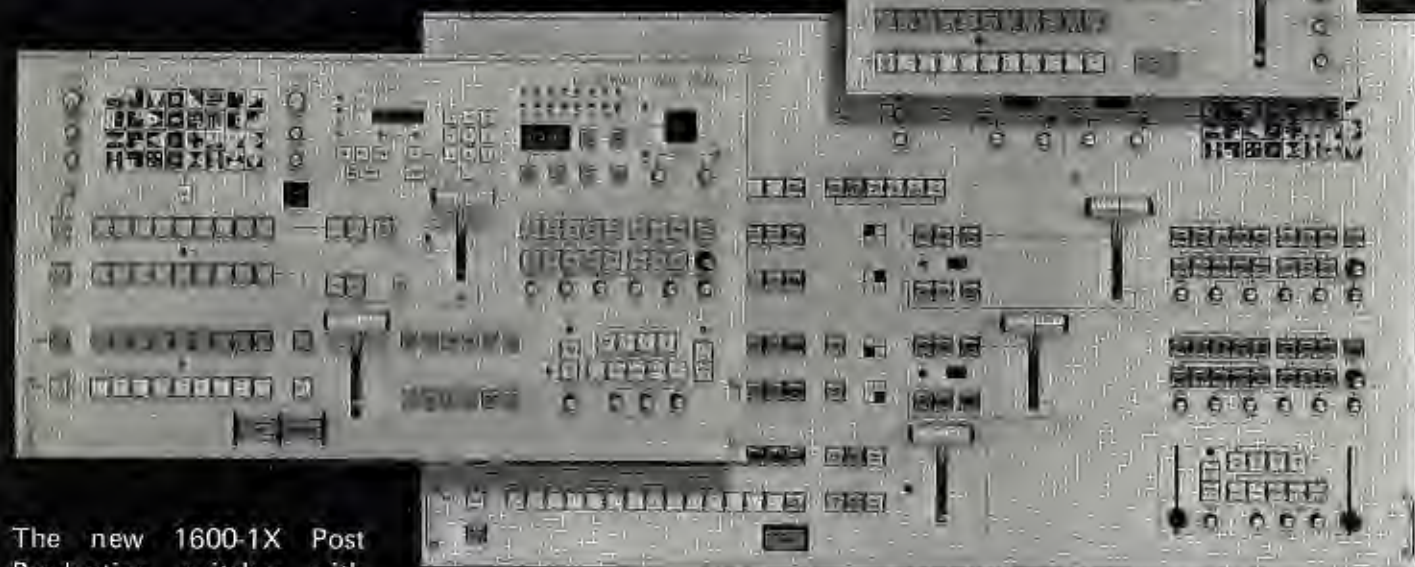


HAWAII FIVE-O

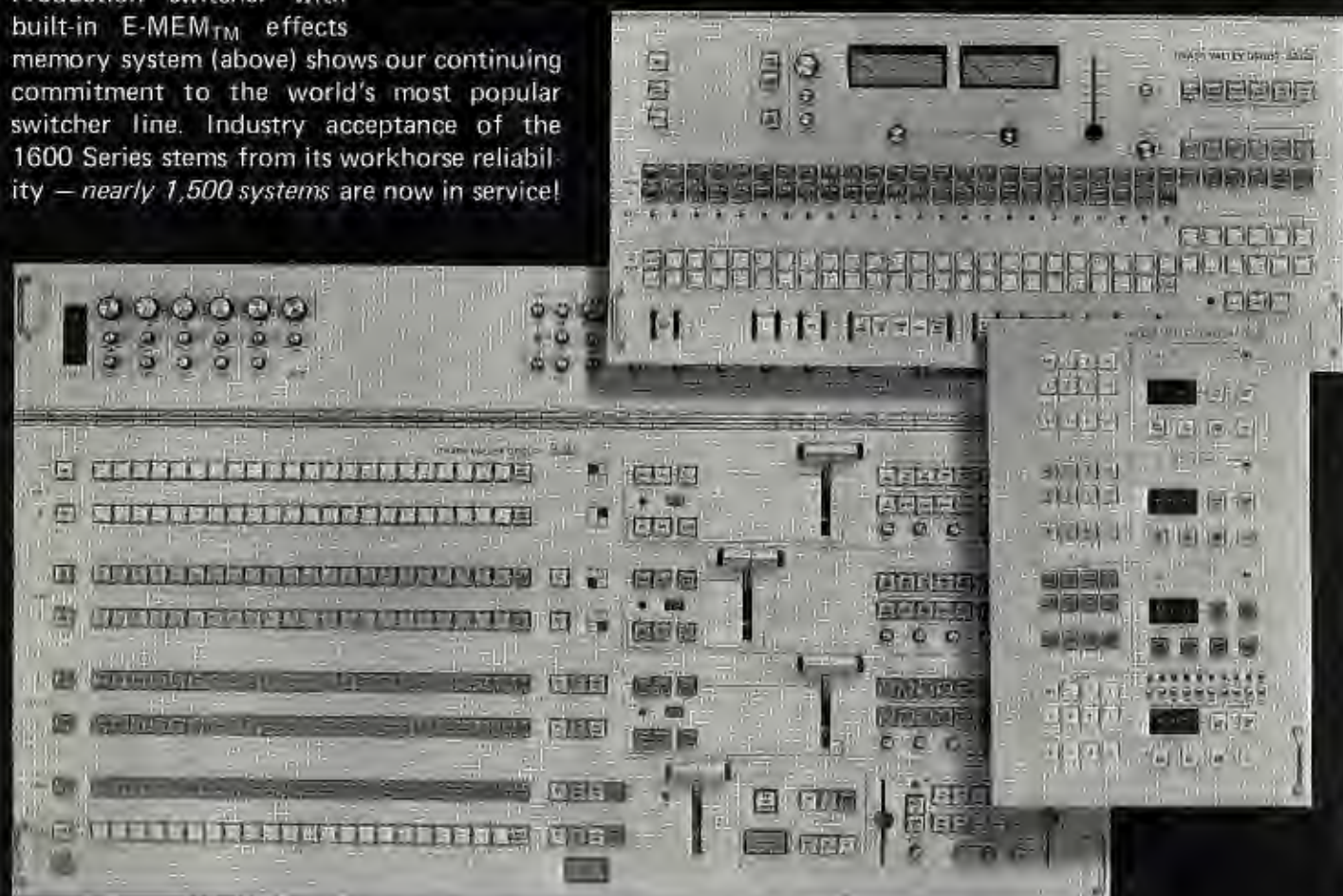
STARRING

JACK LORD

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The Week in Brief

TOP OF THE WEEK

NEW FCC ERA DAWNING □ Fowler to be sworn in today as chairman, Senate committee hearings slated Thursday on Dawson nomination, and Reagan expected to pick Rivera. **PAGE 27.**

TOGETHERNESS ON TELETEXT □ Compromise on standards for North America expected this week in Canada. CBS is principal matchmaker for AT&T, Canadian Telidon and French Antiope agreement that will be sharp blow to British Ceefax system. **PAGE 28.**

ABC REVAMPS AT TOP □ Severino becomes president of ABC-TV, reporting to Pierce; Cohen named Pierce's deputy, and Thomopoulos and entertainment division will relocate to Los Angeles. **PAGE 29.**

COPYRIGHT PRESSURE ON CABLE □ Foes of compulsory licensing for CATV continue their battle on Capitol Hill. **PAGE 30.**

REPORTING ANOTHER GRIM EVENT □ This time crisis squads at networks and stations give all-out coverage to last Wednesday's attempted assassination of Pope John Paul II. **PAGE 32.**

SHIFTING WINDS ON 9 KHZ □ With Fowler at FCC helm and Wunder named to head NTIA, adoption of Carter's pro-9 khz stance at Rio De Janeiro in fall may be in jeopardy. **PAGE 33.**

AT LARGE

NBC-TV LOOKS IN MIRROR That network's meeting with affiliates gets under way in Los Angeles. **PAGE 34.** Executive Vice President Ray Timothy discusses subjects of NBC-TV concern, ranging from NBC-TV's third-place ratings to DBS and station compensation. **PAGE 37.**

LAW & REGULATION

MARKETPLACE REGULATION □ NBC's Dunham says it is wise and good, but stresses there are areas in which it should be approached in deliberate, planned manner. **PAGE 45.**

PROGRAMMING

CBS'S CABLE PROGRESS □ New president announces

delay of start to Oct. 12, formal commitment to Westar III transponder 6 for distribution to systems, and 12-hour daily schedule. **PAGE 56.**

TECHNOLOGY

THINGS TO COME □ AWRT panelists brainstorm about evolving shape of telecommunications. **PAGE 63.**

MEDIA

CBS-TV'S REASSURANCES □ Affiliates at Los Angeles meeting are told not to fear new media and that network will withstand pressures while it seeks quality programming. **PAGE 66.** Wyman and Shephard detail network's prime-time schedule that will emphasize new stars and series. **PAGE 67.** Affiliates get report on improved audience demographics and look at promotion plans. **PAGE 68.** Leonard dangles some CBS News goodies. **PAGE 69.** Jankowski says inroads of new technologies are being overstated and that audience will follow programming. **PAGE 69.**

BUSINESS

NEW VISTAS □ Kluge explains to stockholders that sale of Figi is prelude to revised directions for Metromedia. **PAGE 75.**

JOURNALISM

TURNER PUTS UP DUKES □ Cable News Network files suit against three major TV networks and White House, alleging CNN was squeezed out of pool arrangements. He also wants congressional probe of networks and movie industry for "polluting" country. **PAGE 78.**

1961

THE 'BROADCASTING' YEARS □ John F. Kennedy's New Frontier took over in Washington, and his new FCC chairman, Newton Minow, promptly made waves with a "Vast Wasteland of TV" speech. It also was the year when Senator Thomas Dodd's subcommittee began lengthy hearings into TV violence, an exercise that resulted in more headlines than tangible results. **PAGE 83.**

PROFILE

HORN'S CORNUCOPIA □ As president of Tandem Productions, Alan Horn finds deep satisfaction in being part of a free-wheeling creative community that works hard to make dreams come true. **PAGE 111.**

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MCA TV

Weidenfeld to FTC?

Mary Estill Buchanan, reported to be leading contender for chairmanship of Federal Trade Commission two weeks ago (BROADCASTING, May 4), has been dropped from consideration. Pendleton James, top White House personnel adviser, said last week another name was being forwarded to President Reagan. Although James wouldn't reveal identity, sources say leading contender is Edward Weidenfeld, Republican attorney with McKenna, Conner & Cuneo in Washington. Weidenfeld, 38, was deputy chief counsel for Reagan/Bush campaign and chairman of Lawyers for Reagan/Bush. He also served on administration's transition team.

Another name being kicked around was that of Wayne Bishop, attorney with Debevoise & Liberman in Washington. Bishop is Democrat but headed administration's transition team on Civil Aeronautics Board.

Surgery at FCC

FCC Office of Plans and Policy and Review Board can be "substantially reduced or eliminated," according to Senate Commerce Committee's report to Congress on S. 821, bill to tighten control over agency. Reductions can also be made in Offices of Opinions and Review and Public Affairs, committee said in authorizing budget for FCC at \$400,000 below that recommended by Reagan administration.

Radio exporters

Frank Shakespeare, president of RKO General Inc., will reportedly be named chairman of Board for International Broadcasting, which oversees operations and funds for Radio Liberty and Radio Free Europe. Shakespeare headed U.S. Information Agency in Nixon administration.

On related front, White House this week is to announce appointment of James Conkling, who now heads BEI Productions Inc., subsidiary of Bonneville Corp., as director of Voice of America ("Closed Circuit," March 16).

Staying loose

Americans returning from Ottawa last week felt they had something to cheer about as result of CITEL (Inter-American Telecommunications Conference) meeting to begin preparing for Regional Administrative Radio Conference of

western hemisphere nations in 1983 on use of 12 ghz band for fixed and broadcast satellites. U.S.'s principal concern has been that western hemisphere—as Europe and Asia did in 1977 conference—would adopt rigid plan under which frequencies and orbital slots would be apportioned among countries on a priori basis, without regard for need. However, CITEL adopted draft resolution proposing that conference adopt plan providing for "required flexibility."

Draft resolution was based on report by subcommittee composed of representatives of U.S., Canada, Mexico, Peru and Brazil, which said that "rigid plan... is not the best solution" for western hemisphere and that region should consider "various planning methods available." CITEL draft will be submitted to International Telecommunication Union's Administrative Council, which will meet in June to consider agenda for RARC-83.

Chutzpah

Among final acts of Charles D. Ferris before he left FCC chairmanship April 10 was dispatch of personalized letters on FCC stationery to broadcasters in which he thanked them for "contributions" to his tenure. He acknowledged disagreements on some issues, but contended there was always what he described as mutual respect.

Ferris is now with new partnership of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, formed on premise that Ferris would deliver clients from communications. It isn't known how many recipients acknowledged letters.

Sky pilots

FCC last week received recommendations of industry representatives to head commission's Public Advisory Committee on Region 2 broadcast satellite conference to be held in 1983.

Recommendations, offered by nominating committee whose members held lengthy discussions to come up with individuals regarded as capable as well as nonpartisan, include Dr. John Clark, of RCA's David Sarnoff Research Center, Princeton, N.J., to serve as overall chairman; Steve Doyle, Aerojet Services, to head subgroup that will define requirements for direct broadcast service in 12 ghz band in Region 2; Edward Reinhart of Communications Satellite Corp., to head unit that will develop technical parameters to be used in planning for conference; and Jack Kelliher, recently retired from Systematics

General, engineering consulting firm, to head group on interservice sharing.

Another shot

Amendments to reduce funding for public broadcasting to levels recommended by Reagan administration and to allow institutional advertising by stations will surface again when money bill for noncommercial service (H.R. 3238) goes to House for vote. Authored by Representative James Collins (R-Tex.), amendments were defeated in separate votes by Telecommunications Subcommittee and Energy and Commerce Committee (see page 46).

People's choice

If upper echelon (as well as rank and file) career people at NBC had their druthers, Robert E. Mulholland, president of NBC-TV Network, would become NBC's new chief executive as replacement for buffeted incumbent, Fred Silverman. Mulholland, 15-year NBC veteran, is specialist in news and operations, having broken in as newswriter/producer at WGN-TV Chicago in 1958 (see "Profile," BROADCASTING, Jan. 19, 1981).

Staffers feel promotion from within would lift network's esprit de corps. RCA's incoming chairman, Thornton Bradshaw, is quietly making his own assessments as he visits with key officials at RCA and NBC before he formally takes over on July 1 in succession to Edgar Griffiths. Silverman's contract, reported at \$1 million per year, doesn't expire until Dec. 31, 1982.

Shifting into low

While low-power TV proceeding has all outward appearances of being at standstill after FCC's April freeze (BROADCASTING, April 13), FCC has finished draft of promised notice of rulemaking on technical aspects of low power. (Specific technical rules must be adopted before FCC can contemplate thaw.) According to FCC's Molly Pauker, notice could appear on FCC agenda in late June, although draft must still be cleared with "facilities people to make sure they can do what we are proposing they do" and General Counsel's Office.

At time of freeze, Pauker said about 35 applications appeared to be grantable under exemptions to freeze, but Pauker said last week that only one grant had been made—to John Boler for Bemidji, Minn. (see "In Brief")—and only five or six more would be.

Business Briefly

TV ONLY

Adolph Coors ☐ Beer (premium and light). Begins June 29 for 13 weeks in over 70 markets. Weekend, fringe and news times. Agency: Ted Bates & Co., New York. Target: men, 18-49.

Jean Pierre ☐ American Family vitamins. Begins June 15 for 13 weeks in various Michigan markets. All dayparts. Agency: Barritt, Larsen, Peck & Farnell, Encino, Calif. Target: adults, 35 and over.

Sherer-Thompson ☐ Pretty nails. Begins May 25 for nine weeks in about 60 markets. Day, fringe and prime times. Agency: Yaffe-Barline, Inc., Southfield, Mich. Target: women, 18-49.

Firestone Tire and Rubber ☐ Automotive services. Begins June 25 for eight weeks in Mobile, Ala.-Pensacola, Fla., Memphis and Nashville. All dayparts. Agency: Sweeny & James, Lakewood, Ohio. Target: women, 18-34; men, 18-34.

Shell Oil ☐ Shell fire & ice. Begins June

15 for eight weeks in under 15 markets. Fringe, news and sports times. Agency: Ogilvy & Mather, Houston. Target: men, 25-64.

Keller Manufacturing ☐ Furniture. Begins June 15 for six weeks in eight markets. All dayparts. Agency: Griswold-Eshleman Co., Cincinnati. Target: women, 25-49.

Land O'Frost ☐ Mahoney Baloney. Begins June 1 for six to 10 weeks in Florida markets, plus Albany, N.Y.; Burlington, Vt.; Peoria, Ill., and Tucson, Ariz. Agency: CPM Inc., Chicago. Target: women, 25-54.

CVS Pharmacy ☐ Various brands. Begins this week for four weeks in eight markets. All dayparts. Agency: Harold Cabot Advertising, Boston. Target: women, 25-49.

Granny Goose Foods ☐ Hawaiian style potato chips. Begins late May for three weeks in about 10 major West Coast

markets. Agency: Ayer/Pitkin/Gibbons, San Francisco. Target: adults, 18-34.

Southern Bell ☐ Yellow pages. Begins May 25 for three weeks in Atlanta and the Carolinas. Sports, news and prime times. Agency: Tucker Wayne & Co., Atlanta. Target: total men.

Jeannette Coburn ☐ Slo-Peel facial mask. Begins May 25 for three weeks in about eight markets. All dayparts. Agency: Ed Libov & Associates, Chicago. Target: women, 18-49.

Go-Jo Industries ☐ Le Soap. Begins July 6 for three weeks in 20 to 25 markets. All dayparts. Agency: Lang, Fisher & Stashower Advertising Cleveland. Target: total women.

Altair Airlines ☐ Begins this week for three weeks in Jacksonville, Fla. Agency: VanSant, Dugdale & Co., Philadelphia. Target: men, 25-54.

Arby's International ☐ Glass promotion. Begins this week for three weeks in Louisville and Lexington, both Kentucky; Greenville, N.C.; Spartanburg, S.C.; Asheville, N.C.; Winston-Salem and Raleigh-Durham, both North Carolina; Memphis, and Highland, Tex. Early fringe, prime access, prime and children's programming. Agency: Liller, Neal, Weltin, Atlanta. Target: adults, 18-34; total children; total teen-agers.

Hasbro Industries ☐ Fresh 'n Fancy toy. Begins May 25 for two weeks in over 10 markets. Day times. Agency: Griffen Bacall Inc., New York. Target: women, 18-49; total children.

New England Subscription Television ☐ Preview. Begins this week for two weeks in Providence, R.I., and Boston. Day, fringe, sports and weekend times. Agency: Ingalls Associates, Boston. Target: adults, 25-54.



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Family interest. Nabisco, Bristol-Meyers Co. and Oil of Olay are national sponsors for barter program: *Capital Cities Special Report, For Better? For Worse? The American Family*. Documentary, scheduled to run May 28, has 146 stations signed to date, and is being offered to independent and network stations at no charge and with eight 30-second positions open for local spots. Robert MacNeil, of PBS' *MacNeil/Lehrer Report* hosts this seventh in series of Capcities special reports.

\$2 million script. Scripto Inc., Atlanta, is placing \$2 million in support of its erasable ball-point pens during five-week back-to-school flight on network television, starting Aug. 10. Company said its agency, Burton-Campbell Inc., Atlanta, is in process of selecting network programs on which its two commercials will run. Campaign aims to reach teen-agers, and adults, 18 to 34.

Requests grow. Torbet Radio, New York, reports that requests for availabilities in first quarter of 1981 climbed to 9,131, up from 7,710 in comparable period of 1980. Top five most requested age groups, according to Torbet, are 25-54, 28.5%; 18-49, 16%; 25-49, 14%; 18-34, 11.1%, and 18-plus, 8.4%. In terms of durations of spot radio flights, one week was leader with 21.9%, followed by four weeks, 16.9%; two weeks, 12.7%; three weeks, 10.3% and six weeks, 7.4%.

Blair digs in Dallas. Blair Television and Blair Radio have moved to new offices in Dallas at One Lincoln Center 5400 LBJ Freeway, Suite 975/LB No. 7, 752420. Telephone numbers: Blair Television—(214) 239-9600; Blair Radio—(214) 239-7000.

New in Atlanta. CBS-FM National Sales has opened regional office in Atlanta at 6 Piedmont Center N.E., 30305. (404) 261-2227. Lesley L. Norman, national sales manager, wsb-AM-FM Atlanta, joins CBS-FM National Sales as sales manager in that city.

Wharton bookings. Radio Advertising Bureau reports its Wharton Sales Management School for radio station executives, to be held June 15-18 at Wharton School, University of Pennsylvania, is more than half booked and that enrollment may reach capacity—60—in next week or so. At \$1,195 per person (for tuition and housing), 36 had signed up by early May. Wharton professors participating will get special orientation on radio later this month.

Minding their own business. American Advertising Federation and Council of Better Business Bureaus have developed new program of local advertising self-regulation to be implemented by two organizations' local affiliates. Under program, Advertising Review Committees will be formed, consisting of members affiliated with local advertisers and advertising agencies and representatives of general public. They will be available to local Better Business Bureaus for consultation and advice, and panels will meet and report to the BBB staff on individual cases as problems arise. Plan is being tested in Denver, Louisville, Ky., and Tucson, Ariz.

Faberge □ Cellin fragrance. Begins June 13 for two weeks in over 150 markets. Weekend and fringe times. Agency: Porterfield Buying Unit, New York. Target: total women.

Blue Star □ Various rings. Begins this month for one to two weeks in 13 markets. Late fringe times. Agency: Joseph Anthony Advertising, Cincinnati. Target: women, 18-49.

Billy Graham Crusade □ Begins June 1 for one week in over 200 markets. Prime times. Agency: Walter F. Bennett & Co., Chicago. Target: total adults.

Grodins Stores □ Begins June 15 for one week in Las Vegas, Reno, San Francisco, Portland, Ore., Sacramento and Fresno, Calif. Day and fringe times. Agency: Wyman Company, Mill Valley, Calif. Target: men, 25-54.

RADIO ONLY

Transamerica Corp. □ Corporate. Begins this week for four weeks in about 20 markets. Agency: Chiat/Day/Hoefer, San Francisco. Target: women, 25-54.

Associated Biscuits □ Peek Freans. Begins May 18 for four weeks in Seattle, New York and Boston. Morning drive, mid-days and afternoon drive times. Agency: Geer, DuBois, New York. Target: adults, 18-49; children, 6-12.

Mr. Steak restaurants. □ Begins July 6 for three weeks in Kansas markets. Mid-days and afternoon drive times. Agency: Winfield Advertising Agency: St. Louis. Target: adults, 25-54.

Eastern Airlines □ Begins this week for three weeks in 36 markets. Morning and afternoon drive times. Agency: Young & Rubicam, New York. Target: men, 35-49.

Krystal Co. □ Fast food franchise (hamburger promotion). Begins this week for two weeks in about 10 markets. Morning drive, afternoon drive times and middays. Agency: Cargill, Wilson & Acree, Atlanta. Target: adults, 18-49.

Sweet & Legal □ Diet frozen dessert. Begins in June for three weeks in over 15 markets. Agency: Hopkins & Minter Advertising, Kansas City, Mo. Target: women, 25 and over.

Bennigan's □ Restaurants. Begins June 3 for two to four weeks in over 15 markets. Agency: Leo Burnett Co., Chicago. Target: adults, 18-34.

Merry-Go-Round □ Boutique stores. Begins May 21 for one week in 18 markets. Agency: Mathis, Burden & Charles, Baltimore. Target: women, 18-24.

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KCPQ Seattle
KPLR St. Louis
WCIX Miami
WFLA Tampa
WBAL Baltimore
KOA Denver
KQVR Sacramento-Stockton
KOIN Portland, Ore.
XETV San Diego
KBMA Kansas City
WXIX Cincinnati
WTMJ Milwaukee
WNGE Nashville
KPHO Phoenix
WCCB Charlotte
WHBQ Memphis
WSPA Greenville-Spart.
KWTV Oklahoma City
WFTV Orlando
WDRB Louisville
KUTV Salt Lake City
WBRE Wilkes Barre
KMOL San Antonio
WHP Harrisburg
WRGB Albany, NY
WNEM Flint
WXII Greensboro
KGCT Tulsa
KARD Wichita
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WALA Mobile
WSLS Roanoke
KMPH Fresno-Visalia
WJXT Jacksonville
WLRE Green Bay
WHCC Mason City-Rochester
KLKK Albuquerque
WBHV Champaign
KFVS Paducah-C. Girardeau
WCSH Portland, ME
WTAJ Johnstown
KIKU Honolulu
KMTC Springfield, MO
WNDU South Bend
WJHL Tri-Cities
KHAS Lincoln
WKYT Lexington
WNCT Greenville-New Bern
WYTV Youngstown
WPTZ Burlington
WILX Lansing
KELO Sioux Falls
KZAZ Tucson
WAFB Baton Rouge
WLOO Columbia, SC
KTVV Austin
WFFT Ft. Wayne
WISC Madison
KWTX Waco



KOAA Colo Springs-Pueblo
WQRF Rockford
WSFA Montgomery
WDIO Duluth
WRDW Augusta
KSWO Wichita Falls
KODE Joplin
WBAK Terre Haute
KSBY San Luis Obispo
KVII Amarillo
KADN Lafayette, LA
WMGC Binghamton
WYEA Columbus, GA
KSBW Monterey-Salinas
WCIV Charleston, SC
KTNV Las Vegas
KJAC Beaumont
KEZI Eugene
KLBK Lubbock
KCBJ Columbia-Jefferson City
KIMT Mason City Rochester
WCTV Tallahassee
KGBT Harlingen
KTVB Boise
WSAW Wausau
WIBW Topeka
KFPW Ft. Smith
WLBZ Bangor
KMID Odessa-Midland
KTVL Medford
WHAG Hagerstown
KTXS Abilene
WBTW Florence, SC
KOTA Rapid City
WDTV Clarksburg
WMDT Salisbury
KULR Billings
KTEN Ada-Ardmore
WHTV Meridian
WWNY Watertown
KQTV St. Joseph
WLUC Marquette
KYEL Yuma

WTAP Parkersburg
KCWY Casper-Riverton
KTVO Ottumwa
WABG Greenwood
KCTV San Angelo
WAEO Rhinelander
WBKB Alpena
KYUS Glendive
WFMZ Allentown
KDUB Dubuque
KTVZ Bend
WKFT Fayetteville
KTVG Helena
WTVS Reading
KXIX Victoria
WATR Waterbury
WSMW Worcester
WWAC Atlantic City
WTVX Ft. Pierce

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- James Taylor Jun. 22-28
- Stephen Stills and Journey Jun. 29-July 5
- Charlie Daniels Band and Charley Pride July 6-12
- Electric Light Orchestra July 13-19
- Beach Boys and Smokey Robinson July 20-26
- Alice Cooper July 27-Aug. 2
- Second City with John Candy and Fred Willard Aug. 3-9
- To be announced Aug. 10-16
- To be announced Aug. 17-23

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information that can help you get out from under. Call your **ARBITRON** Representative.

■ indicates new or revised listing

This week

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

■ **May 18**—*Television, Radio and Advertising Club of Philadelphia* creative awards dinner. Bellevue-Stratford hotel, Philadelphia.

■ **May 18**—*Women in Film and Video* panel discussion and program on "Women and Pornography" Kennedy Center, Washington.

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

May 19—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Motor Inn, Sacramento, Calif.

May 19—*Radio Advertising Bureau's* Idearama for radio salespeople. Hilton Airport, Plaza Inn, Kansas City, Mo.

May 19—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn, Charlotte North, Charlotte, N.C.

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

May 20—*Connecticut Broadcasters Association* spring sales and management seminars. Lord Crom-

well 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, to be presented to Phil Donahue. Waldorf-Astoria hotel, New York.

May 21—*Radio Advertising Bureau's* Idearama for radio salespeople. Anaheim Marriott, Los Angeles.

May 21—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Dallas, Dallas.

May 21—*Radio Advertising Bureau's* Idearama for radio salespeople. Hyatt Richmond, Richmond, Va.

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.

Also in May

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-71, North Royalton, Ohio.

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

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

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

May 29—*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—*Cabletelevision Advertising Bureau* membership meeting. Los Angeles Convention Center, Los Angeles.

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

Center.

May 30—*Arkansas UPI Broadcasters Association* first annual awards presentation. Executive Inn, Little Rock, Ark.

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—Retail Co-op sales workshop seminar for broadcasters 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 1-5**—*National Religious Broadcasters* summer institute of communications for New York metropolitan area. Nyack College, Nyack, N.Y.

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 4-5**—*Pacific Telecommunications Council* seminar and board meeting. Loy Henderson Room of State Department, Washington.

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

June 5-7—*Cable Television and the Performing Arts* conference. Sponsored by New York University school of arts. Washington Square College, New York.

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, Capitol Hilton, Washington.

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

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

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

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

June 10-13—*Real to Reel* workshop for television directors, sponsored by *Dabar Productions and Unda/USA*. *Real to Reel* is syndicated Catholic magazine show. Sheraton Washington hotel, Washington.

June 11-12—*Broadcast Financial Management/Broadcast Credit Association* board of directors meet-

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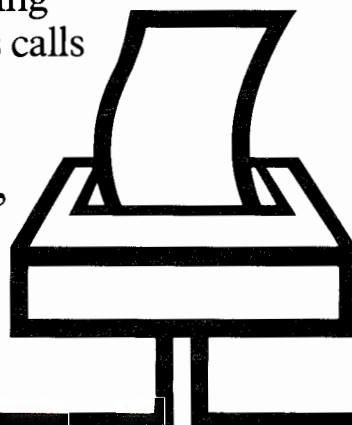
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**WCBS
FM101**

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,

Major Meetings

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. 13-16—National Radio Broadcasters Association annual convention. Fontainebleu hotel, Miami Beach, 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. Fontainebleu Hilton, Miami.

Nov. 11-14—Society of Professional Journalists,

Sigma Delta Chi national convention. Hyatt Regency, Washington.

Dec. 2-4—Western Cable Show. Anaheim Convention Center, Anaheim, Calif.

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.

April 18-22, 1982—National Public Radio annual conference. Marriott hotel, Anaheim, Calif.

April 23-29, 1982—18th annual MIP-TV international TV program market. Palais des Festivals, Cannes, France.

May 4-8, 1982—American Women in Radio and Television 31st annual convention. Hyatt Embarcadero, San Francisco.

ing. Riviera hotel, Las Vegas.

June 11-13—South Dakota Broadcasters Association 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 12-14—Vermont Association of Broadcasters annual convention. Tyler Place Resort. Highgate Springs, Vermont.

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 18-19—"Minorities and Cable Television" conference, sponsored by MultiCultural Television

Council, Chicago. Hyde Park Hilton, Chicago.

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 22-26—National Religious Broadcasters summer institute of communications, for Atlanta vicinity. Toccoa Falls College, Toccoa, Ga.

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 Fontainebleu 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 26-28—Tennessee Associated Press Broadcasters Association 10th annual convention. Sheraton-Gatlinburg hotel, Gatlinburg, Tenn.

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) 331-1154.

July

July 1-31—Boston University's seventh annual Public Communication Institute for students interested in careers in communication. Boston University, Boston. Information: Public Communication Institute, Boston University, 640 Commonwealth Avenue, Boston, Mass., 02215, (617) 353-3447.

July 8—National Federation of Local Cable Programmers pre-convention seminar, sponsored by NFLCP and National Endowment for the Arts. Atlanta Biltmore, Atlanta.

July 9-12—National Federation of Local Cable Programmers annual convention. Theme: "Access: Coming of Age." Atlanta Biltmore, Atlanta. Information: Cindy Kuper, coordinator, NFLCP 1981 Convention, P.O. Box 7013, Atlanta, Ga., 30357.

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

July 12-14—California Broadcasters Association summer meeting. Del Monte Hyatt hotel, Monterey, Calif.

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

July 12-15—New England Cable Television Association annual convention. Dunfey Hyannis hotel, Hyannis, Mass. Information: (603) 224-3373.

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

July 15-18—Florida Cable Television Association annual convention. Lago Mar Resort, Fort Lauderdale, Fla.

July 15-18—International Wildlife Foundation's World Wildlife Conference and Film Festival. Sahara hotel, Las Vegas.

Errata

Revised Nielsen ST market ranking for Minneapolis-St. Paul should be 15, not 14, and revised rank for Seattle-Tacoma should be 16, not 14, as published in chart on page 47, May 11 issue. □

KACJ(AM) and CP for FM at Greenwood, Ark., was sold by Charles Crisler to Tilley Broadcasting for \$125,000, not \$50,000, as reported in April 20 "For the Record."

July 16-18—Louisiana Association of Broadcasters radio-television management session. Biloxi Hilton hotel, Biloxi, Miss.

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

July 26-Aug. 1—National Association of Broadcasters ninth sales management seminar. Harvard Business School, Boston.

August

Aug. 2-4—Michigan Cable Television Association annual convention. Hyatt Regency, Dearborn, Mich. Information: Mike Welch, (312) 693-9800.

Aug. 9-12—New York State Cable Television Association summer conference. Holiday Inn, Grand Island, N.Y.

Aug. 10-19—International Union of Radio Science, 20th general assembly. Hyatt Regency hotel, Washington. Information: R.Y. Dow, National Academy of Sciences, 2101 Constitution Avenue, N.W., Washington 20418, (202) 389-6478.

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

Aug. 19—Ohio Association of Broadcasters legislative salute. Columbus Hyatt Regency.

Aug. 21-24—West Virginia Broadcasters Association 35th annual fall meeting. The Greenbrier, White Sulphur Springs, W. Va.

September

Sept. 1—Deadline for nominations for 1981 Women at Work Broadcast Awards, sponsored by National Commission on Working Women. Information: Sally Steenland, NCWW, 1211 Connecticut Avenue, N.W., Washington 20036, (202) 887-6820.

Sept. 4-13—International Audio and Video Fair Berlin. Berlin Fairgrounds. Sponsor: Association for the Advancement of Entertainment Electronics Ltd. in Frankfurt/Main. Information: Gesellschaft zur Förderung der Unterhaltungselektronik (GFU), mbH, Stresemannallee 19, 6000 Frankfurt 70, telephone: (0611) 6-30-22-89.

Open Mike®

Independent in Baltimore

EDITOR: In reviewing the May 4 issue, I note there is an oversight in your "At Large" with ABC's Robert Fountain. He stated that neither Albany nor Baltimore has an independent station in the marketplace.

Chesapeake Television has operated WBFF-TV Baltimore on channel 45 since April 11, 1971. Thus, we are now entering our 11th year of operation. In fact, several times during these 11 years we have acted on ABC's behalf as a secondary affiliate when Westinghouse, channel 13, preempted ABC programming for Oriole baseball.

During the last several years we have reached a cume of over 500,000 households—in excess of one million viewers.—Julian S. Smith, president, Chesapeake Television, Baltimore.

First 50 fan

EDITOR: Now that you've reached the era in which I worked up in this business, I'm appreciating your look back at the Fifth Estate's first 50 years even more than before. What you've accomplished has become a most remarkable journal. I salute you for this unique accomplishment.—Joel Chaseman, president, Post-Newsweek Stations Inc., Washington.

Peabody praise for Taishoff

EDITOR: Well, those Georgia folk honored themselves when they voted you a Peabody award! Congratulations. You are a great editor, and a great man, and it pleases me to know you have a medal now to prove it.—Charles Kuralt, CBS News, New York.

EDITOR: It was long overdue but they

finally got around to it. Congratulations on the Peabody Award.—Howard Chernoff, San Diego.

EDITOR: They say the best gift is the one that you would have liked to have kept for yourself. We were very pleased to have gleaned a Peabody award a couple of years ago with our children's public service spots, but I must tell you I am honestly more pleased that the Peabody committee chose to bestow on you a Peabody award honoring your years of service to this great industry.—Don B. Curran, president, Field Communications, San Francisco.

EDITOR: Congratulations to Peabody for honoring you.—Eugene S. Cowen, vice president, ABC Inc., Washington.

EDITOR: Heartiest congratulations on receiving the Peabody. This is really a tremendous recognition, and all of us who have had the privilege of associating with you over the years know how well-earned it is. They have never made a more excellent choice.—Arch L. Madsen, president, Bonneville International Corp., Salt Lake City.

Library update

EDITOR: Your excellent chronology of the first 50 years of broadcasting is exciting and remarkable, to say the least.

One small correction in your history for 1959 in the May 4 issue. The Television Information Office, founded in October 1959 by Louis Hausman, established a library—not of tapes, films and kines, but of print documentation, pro and con, about the industry.

I know this because I was there, having started that library, which is still going strong after nearly 22 years.—Catharine Heinz, director, Broadcast Pioneers Library, Washington.

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BUREAUS

New York: 630 Third Avenue, 10017.
Phone: 212-599-2830.
Rufus Crater, chief correspondent—bureau chief.
Jay Rubin, senior correspondent—asst. bureau chief.
Rocco Famighetti, senior editor.
Anthony Herrling, assistant editor.
Karen Parhas, staff writer.
Marie Leonard, Mona Gartner, advertising assistants.
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



Founded 1931. Broadcasting-Teletesting* introduced in 1946. Television* acquired in 1961. Cablecasting* introduced in 1972. *Reg. U.S. Patent Office. Copyright 1981 by Broadcasting Publications Inc.

Viacom and Mace Neufeld Productions take great pleasure in congratulating the many talented people whose efforts have created "Angel On My Shoulder," "East of Eden" and "American Dream." We wish to give special mention and thanks to the writers whose contributions have not been acknowledged in previous advertising.

ANGEL ON MY SHOULDER

A two-hour television movie that premiered on ABC. This modern remake of the famous Paul Muni classic was written by George Kirgo.

EAST OF EDEN

An eight-hour mini-series that premiered on ABC. This adaptation of the John Steinbeck epic saga was written for television by Richard Shapiro.

AMERICAN DREAM

A ninety-minute pilot produced for ABC was written by Ronald M. Cohen and Barbara Corday & Ken Hecht.

These productions are distributed worldwide by Viacom.



Monday Memo®

A broadcast advertising commentary from Anthony C. Chevins, president, chief operating officer, Cunningham & Walsh, New York

A little humor carefully used can work wonders

Humor is one of the most powerful sales tools that man possesses. There are those who believe that humor is very tricky, has limitations and may be dangerous to your financial health—and they are right.

But those who say you should seldom, if ever, use humor in advertising are frequently people who have no sense of humor themselves. They don't know how to use humor effectively and couldn't possibly appreciate the fact that tickling the funny bone can often cause an involuntary spasm, causing those clutching hands that rightly hold those dollars to release their treasures willingly, even joyously.

But there are and have been some very responsible and famous ad people who do not agree. The father of all modern advertising, Claude Hopkins, was one of them. Way back in 1927, he wrote, "Appeal for money in a lightsome way and you will never get it. People do not buy from clowns."

Still it is my contention that humor is just another technique that advertising men should always have in their arsenal. It can be the biggest gun of all. It can be used to sell practically any product or service, but this view is most certainly not totally shared in the world of advertising.

There are many reasons for this. Humor is very tricky to use. It is just too easy to fall on your butt... hard. And then the joke's on you and that's not funny. It is hard to measure. Successful humor is measured by laughter, not by Burkes. It doesn't belong in today's tough, competitive world. We've got to use every micro-second to sell, sell, sell. And even Stan Freeberg admits that humor in advertising can be "like a loaded gun in the hands of a child." There are just too many pitfalls and pratfalls waiting for the unwary and uninitiated. True. All too true.

But this is also true of all the other arts and crafts, like theater and movies and TV and all that. And look how much money it's made for how many. Even though you are much more likely to hit a home run with humor, it's also much easier to strike out.

That's why there are so many non-believers... many famous and folk who claim that humor in advertising should be a court of last resort, if courted at all.

Now let me quote a famous individual who was not an advertising man, but certainly could have been a successful one. He was certainly a great communicator. His name was Abe Lincoln.

He said: "I have found in the course of a large experience that common people are



Anthony C. Chevins has taken the creative route to his present post as president and chief operating officer of Cunningham & Walsh, New York. He worked at several agencies before joining C&W's creative department in 1951. He held the posts of creative director, executive VP and president, assuming the last post in 1968. Chevins is involved in all areas of the agency's operations and still maintains close interest in C&W's creative department.

more easily informed through the medium of a broad and humorous illustration than in any other way." I always did like that guy's style. Thanks, Abe.

There are now and have been many humorous commercials that have delighted viewers, won awards and sold tons of products. Unfortunately, for every humorous campaign that has been effective in selling, there are other contradictory cases of either flat sales results or a decline in sales when humor was used.

But this could be said of slice of life, animation, stand-up announcers, what have you. So I urge you not to treat the light touch too lightly. Humor used correctly can be an extremely effective means of communication, persuasion and increased sales.

Here are some "don'ts and do's" for using humor which I have mined from the minds of wise men. First the don'ts:

1. Don't tell a joke. Jokes wear out fast.
2. Never make fun of the product. Have fun with the product, but not at the expense of it.
3. Don't have a surprise ending. Surprise endings are only a surprise one time.
4. Don't make it difficult for the viewer to figure out whether you're laughing at him or with him.
5. Don't ever let the humor get out of hand and get in the way of selling your product. Don't pull the chair from under the viewer.
6. Don't use humor because you can't figure out anything else to do.

Now the do's:

1. Way out front and number one by far is make the humor relevant... relevant to the product... relevant to its benefits... relevant... relevant... relevant.
2. Involve the viewer in the humor in the first 10 seconds of the commercial.
3. Use humor to point out the product's strong selling points.
4. Be charming rather than funny. It is better to get a smile than a belly laugh.
5. Make your humor simple and clear. Make it basic and broad. (Give it a chance to appeal to everybody.)
6. Make sure that the humor is so tightly integrated with the product and its sales message that there would be no way that one could survive without the other. A humorous approach that could be used to sell any number of products by simply picking out one and putting in another is usually worthless... as with all borrowed interest.

With these points in mind and other "do's and don'ts" of your own gathered from your own experience, don't be afraid to use humor, and don't even be afraid to violate some of the "don'ts" at times.

Don't be afraid to get up and swing for those fences. Nothing can score a home run faster than a brilliant use of humor in a commercial no matter what you're trying to sell, be it a simple, cheap product or a big, stuffy corporation.

There really isn't much of anything you can't sell with humor. No matter what the target audience is... no matter what the demographics are, whether they're married, single or partly married, men, women or persons... the chances are that for the most part the people you are trying to reach are human.

Most humans like to laugh. When you leave them laughing the chances are that you are someone they want to like and really want to do business with and—most important of all—buy your product. It is no accident that every portrayal of a traveling salesman is of a man who opens with the latest story or the latest joke. You can learn a lesson from that. It is obvious that a good salesman tells jokes to warm up his audience, to get him in a receptive mood to buy what he is trying to sell him.

Of course, there are serious salesmen... but look what happened to Willy Loman. Remember, you are salesmen. Pure and simple. (Well, maybe not so simple.) People desperately want to be entertained, want to be amused. Most people want to laugh, sometimes in spite of themselves. Look at it this way, you owe it to them to at least try to sell your products with a smile...

Keep in mind that without humor this world would be a very unfunny place. Here's laughing at you.

NO. 1 IS FOR SALE!



Never
in the history of Tele
so dominated Rating
graphics, or had such
influence over Lead
programming and score
in re-runs! Never be
never
Dallas is No.1! Get

Before

vision has a program

gs, Share and Demo-

an incomparable

in/Lead-out Pro-

ed so incredibly high

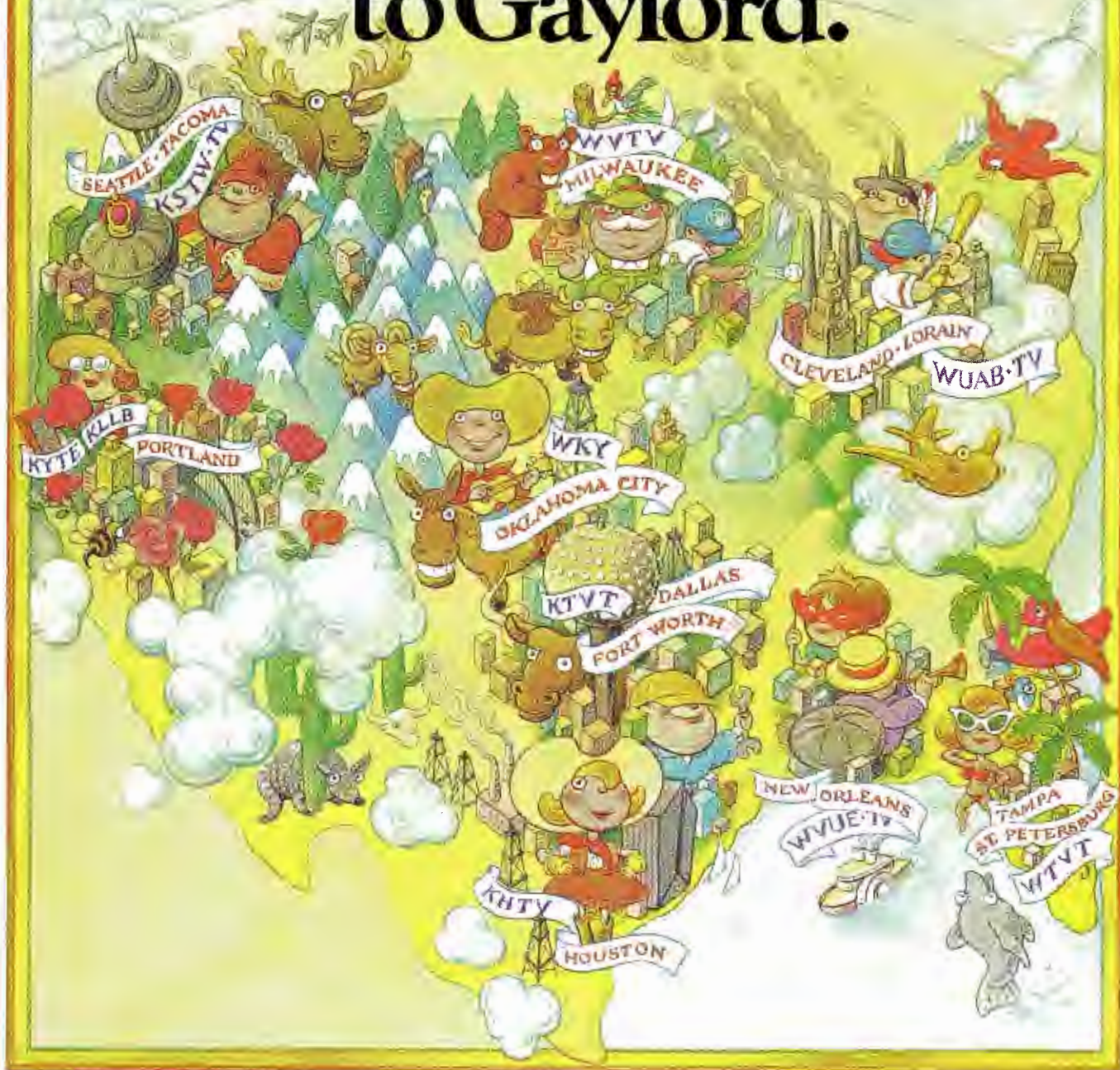
ore, and chances are,

again.

our share today.

LORIMAR Los Angeles ☐ New York ☐ Chicago ☐ Atlanta

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.

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

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Broadcasting May 18

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TOP OF THE WEEK

Out of neutral for Reagan FCC

Fowler nomination clears Senate; Judge Robb will administer oath at swearing-in ceremony Monday; Dawson's name goes up; Rivera appointment expected imminently

After months of an appointment process that was stuck in low gear, the Reagan administration last week was finally putting together its FCC. Washington communications attorney Mark S. Fowler, who is President Reagan's choice to be FCC chairman, finally made it through the appointment process when he was confirmed without dissent by a voice vote of the Senate on Thursday. Earlier in the week, the President's nomination of Mimi Weyforth Dawson reached the Senate Commerce Committee, which promptly scheduled a hearing on the nomination for Thursday.

What's more, the President's intention to nominate Henry Rivera, the Albuquerque, N.M., lawyer who was recruited for the post by Senator Harrison Schmitt (R-N.M.), is expected to be announced soon. And the renomination of Commissioner James H. Quello, whose term expired on June 30, is still believed to be on track—albeit, apparently, a slow one.

Thus in the period of a few months, the makeup of the commission will have changed drastically. Chairman Charles D. Ferris and Commissioner Tyrone Brown are gone. The remaining three years of Ferris's term are to be filled by Rivera and the five of Brown's, by Fowler. And Dawson will bide her time until June 30 and the retirement, after 28 years, of Robert E. Lee.

How the Reagan appointees match up with the four sitting commissioners—James H. Quello, Abbott Washburn, Joseph Fogarty and Anne P. Jones—remains to be seen. Indeed, Dawson, a top aide to Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee, and Rivera are largely unknown quantities. However, observers expect Quello and Washburn to be comfortable with the conservatism for which Fowler is already known. Fogarty, on the other hand, is the last of the commission's Democratic liberals. Jones will continue to follow her own drummer.

For Fowler, the Senate action last week ended two months of anticipation that

began when the White House announced the President's intention to nominate him, and to name him chairman. (And *that* announcement had been expected for several weeks.) The last week was spent waiting for Senator Ernest F. Hollings (D-S.C.), ranking minority member on the Senate Communications Subcommittee, to review papers in the malpractice suit a group of Florida businessmen have filed against Fowler's former law firm (BROADCASTING, May 11).

But with the period of anticipation now over for him, Fowler gives every indication of being prepared to move swiftly to put his stamp on the FCC.

He is to be sworn in at 3 this afternoon (May 18) in a ceremony in the commis-



Fowler

sion meeting room by Judge Roger Robb of the U.S. Court of Appeals in Washington. And in the next few days he will inform fellow commissioners and key staffers what he has in mind for the agency, and make clear he wants their support. "There is so much to get done, there can't be any friction," he said last week. "I'm confident that we can get the work done."

Fowler has a "set agenda of objectives" for the commission which he will discuss with his fellow commissioners early this week. (He expects the commissioners to support the program, although some might disagree on specifics.) He also will outline a planning program for accomplishing the objectives—he calls it "management by objectives."

Fowler declined to discuss details of the program. But from his past public ut-

terances, the broad outlines of the program can be sketched. He has talked constantly of the need to free those industries under FCC jurisdiction of unnecessary regulation—and he indicates the amount of regulation he feels necessary is very limited. Perhaps as important to Fowler as what he calls "unregulation" (which he uses to suggest something beyond "deregulation") is the management ethic—the need to organize in order to reach goals.

He laid out that overall approach in a few sentences in his confirmation hearing earlier this month (BROADCASTING, May 4). The philosophy he follows, he said, "demands the elimination of anachronistic, pointless and harmful regulations and policies. It expects the administrative functions of the Federal Communications Commission, and, indeed, all government activities, to be organized in a manner which efficiently and expeditiously executes those functions." During that hearing, Fowler also made clear he intends to establish a system in which employees will be encouraged to contribute to the effort to meet commission objectives, and in which they will be judged "by how well they perform." In all, he hopes to instill a new "spirit" in an agency he is said to feel has suffered from low morale.

Fowler's view of the importance of management is probably reflected in one of those he will name to his personal staff. He is Edward Minkel, a retired Army colonel now with the National Weather Service as deputy chief of the communications division, who will assist Fowler and work with the bureau chiefs in managing some of the operations of the chairman's office. Fowler refers to him as a "management assistant."

Fowler also disclosed the names of others who will be on his staff—Willard R. (Randy) Nichols, chief of the Cable Television Bureau, who will be Fowler's administrative assistant; Jerald N. Fritz, an attorney with Pierson, Ball & Dowd, who will be special assistant; Lauren J. (Pete) Belvin, an attorney in the Cable Television Bureau, who is to be legal assistant, and Sandra Kimball, Fowler's secretary at his law firm, who will be his confidential assistant. Steve Sharp, former legal assistant to then-Commissioner Margita White, is said to be Fowler's choice for general counsel.

The first public delineation of the Fowler FCC posture is likely to come on May 31, when he appears before the National Cable Television Association in Los Angeles.

All together now on teletext

All but the British, that is; AT&T, Telidon and Antiope reach compromise that will make all three compatible in the home; news will break in Toronto this week, will spur development of new telepublishing media; CBS the matchmaker; RCA signs on

A de facto consensus on teletext compatibility in North America is expected to be announced this week in Toronto, Canada. It will represent what engineers call commonality at the presentation level—that is, although each of the systems may operate differently up front, all will play out on the same decoder in the home. The agreement—once given regulatory blessing—should accelerate the development of television text systems over the air, via cable TV and by telephone lines into the home.

Three of the four principal players in the teletext act—AT&T, Canada's Telidon and France's Antiope—have agreed on a common approach for their various systems ("Closed Circuit," May 4). The role of matchmaker was played principally by CBS, which has been the most vigorous American advocate of teletext systems and which filed the initial teletext standards with the FCC. Odd man left out is the British Ceefax system.

Anthony Barnett, president of Antiope Videotex Systems, confirmed to BROADCASTING that all three have informally agreed to make changes in their systems in order to come to the common standard. Barnett said he expects confirmation of the agreement to come prior to the opening of the Videotex '81 conference in Toronto on Wednesday (May 20).

Under the terms of the agreement, Barnett said CBS would amend the Antiope-based standard it submitted to the FCC with a petition for rulemaking in July 1980, and Telidon Videotex Systems would submit a compatible standard to the FCC. AT&T, which is primarily interested in videotext, would support the common standard at the FCC.

The snowballing effect of the as-yet-unannounced compromise on a variable-format standard was indicated when RCA said last week that it favors some type of variable format standard and its broadcasting subsidiary NBC announced it would join noncommercial KCET(TV) and CBS's KNXT(TV)—both Los Angeles—in a "market" test of the Antiope system. NBC's KNBC(TV) there will begin broadcasting a third teletext magazine to the same decoders in late summer.

And Bill Baker, president of Westinghouse Broadcasting, confirmed last week that Westinghouse was also getting involved in teletext. Baker said Westinghouse hopes to begin experimental broadcasting of teletext using Antiope equipment in one or possibly two markets this September. One likely participant in

the project is KPIX(TV) San Francisco, he said. "We're very excited about it," Baker said. "It's a front burner project for us."

The technical compromises that had to be made to arrive at the common standard were worked out at meetings held over the past month, Barnett said. Although it's a three-way agreement, he said, there have been no three-way meetings. Antiope has met bilaterally with Telidon and AT&T.

AT&T, which plans to announce its videotext standard at the conference, would not confirm the existence of a standards agreement. But Ed Langsam, an AT&T spokesman, said "the standard AT&T proposes will have compatibility as its main goal." AT&T wants to bring "peace" to the world of teletext and videotext by "making sure terminals and data bases are compatible," he said.

Larry Pfister, vice president of Telidon Videotex Systems, a company promoting Telidon teletext use in the United States, confirmed last Friday that a common standard was being worked on and that it might be ready for Videotex '81.



Operating a teletext receiver

The critical compromise was between Antiope and Telidon. Telidon and AT&T had been working closely together in the development of an enhanced Telidon system for AT&T videotext ventures. Antiope and Telidon, on the other hand, have been at odds for the past few years, in bitter competition to win the potentially lucrative U.S. market.

Just prior to the filing of the CBS petition last summer, Telidon and Antiope were reportedly close to a compatibility agreement. With the CBS backing, however, Antiope felt it could make its own way and backed out of the deal. The growing presence of the third teletext competitor in the United States, the British Ceefax system, and reports of cooperation between AT&T and Telidon induced Antiope to look again for compromise.

A common standard will mean that Antiope and Telidon will have to share the royalties to be derived from the licensing of the teletext technology. In all likelihood, a pact to divide total royalties will not be struck between the French and Canadian governments which hold the patents. Manufacturers of teletext equipment will

simply decide for themselves which country to go to.

The agreement among AT&T, Antiope and Telidon is a sharp blow to the proponents of the British Ceefax system. If the agreement is finalized, they may have to withstand the combined influence of AT&T and the Antiope and Telidon proponents in the standards fight at the FCC. Even if the British wanted to join their competitors in the common standard, Barnett said, they could not. Ceefax's fixed format is technically incompatible with the variable format that is the basis of the common standard.

The British cause was further damaged by RCA's announcement, since it is also a major television set manufacturer. Ceefax's chief appeal in this country has been to set manufacturers, who believe Ceefax decoders the cheapest to manufacture. The RCA decision is thus a major disappointment.

Jim Alic, the head of the joint RCA-NBC task force that began studying teletext at about the time of the CBS filing, said he is "generally" in favor of a common variable-format standard, but that RCA would have to evaluate it, particularly in terms of decoder costs, before endorsing it.

Although RCA has endorsed the variable-format concept, Alic said, it has not endorsed either Antiope or Telidon. The only reason NBC is using Antiope, he said, is because the decoders are already in place and a test featuring three teletext magazines will generate better market data. "We're not comfortable with any of the systems at this point," Alic said. "None has been optimized for the United States broadcasting environment."

One of the reasons RCA favors the variable format is that it gives it more flexibility in making technical modifications. A major concern of RCA has been a system's "ruggedness"—its ability to withstand interference—Alic said, and RCA believes modifying a variable-system format for increased error protection would be easier than modifying a fixed-format system.

Alic also believes the variable-format allows more flexibility in service offerings, although the greater flexibility of the variable-format has "been overplayed by everybody." Almost everything that can be done in a variable-format system can be done with a fixed-format, Alic said, but "it may be a little easier in variable format."

Bud Carey, station manager of KNBC, who will oversee the teletext test, agreed with Alic that the Antiope system will probably need to be modified to function properly in the U.S. But, he added, "Antiope is as close to a consumer-operable system as there is."

According to Carey, the KNBC test would have the same purpose as the tests of KNXT and KCET: to discover how consumers will use teletext. He said KNBC will

solicit advertisers to cooperate with the experiment, but will not charge them.

Carey stressed that the teletext magazine of KNBC will be created by KNBC and will be distinct from those of KCET and KNXT. KCET and KNXT share a central computer, which they use for teletext page production. Carey plans to talk to the other stations about also sharing the computer, but said it may not have sufficient capacity.

The start-up of the test is at least three months away, but Carey thinks he already knows what it will prove: Advertisers are interested in teletext, it's essentially a local service and Antiope is "a very good system."

The decisions concerning what teletext system or systems can be broadcast in the United States will be made by the FCC. It has the option of issuing a single standard or of adopting general rules that would allow the use of various systems. In the latter case, marketplace forces would determine which system would be dominant.

According to Jim Green, the FCC staffer assigned to teletext, an item on teletext is in the final stages of being drafted and may be brought before the FCC as early as next month. Green cautioned, however, that if the item is not to the liking of Broadcast Bureau Chief Dick Shiben, it could be held up another month or two for revision.

The item is being drafted to give the FCC an array of options: a notice of inquiry, a notice of rulemaking or a combination of both. The FCC's choice, Green said, will depend greatly on whether it favors a single system or a marketplace approach.

Green said there is no need to hold the item up in anticipation of other system submissions. The item will make clear that any standard submitted after the start of the proceeding will be incorporated into the proceeding, he said.

If the FCC decides to establish a single system standard, its efforts will be aided by the ongoing work on the teletext subcommittee sponsored by the Electronic Industries Association, which met at the National Association of Broadcasters headquarters in Washington last week.

The subcommittee, which had once hoped to come up with a recommendation for a national standard, is now trying simply to develop "underlying technical criteria" for evaluating teletext systems that could be used in the FCC decision making, according to the EIA's Eb Tingley. The subcommittee meets again in Washington at George Washington University on June 23 and hopes to issue an interim report containing some of the criteria by the end of July.

Meanwhile, a subcommittee task force is going ahead with tests of the relative ruggedness of the Antiope, Telidon and Ceefax systems. The tests are slated for the RCA Labs in Princeton, N.J., during the latter half of June, but Tingley doesn't think test results will be ready in time to include in the interim report.



Pierce



Severino



Cohen

ABC restructures executive team

Pierce broadens corporate role; Severino becomes president of ABC Television, reporting to Pierce; Cohen named Pierce's deputy; Thomopoulos and the entertainment division will move to Los Angeles in July

John C. Severino was named president of ABC Television last week in what Frederick S. Pierce, who gives up that title, called the start of a restructuring for the new communications era.

Pierce remains executive vice president of ABC Inc. and Severino will report to him, along with three other divisions already directly in the Pierce chain of command. It has been known that Pierce wished eventually to give up the television presidency and concentrate more on the corporate executive vice presidency ("Closed Circuit," March 23).

Severino, 44, currently vice president and general manager of ABC-owned KABC-TV Los Angeles, will take over the new role July 12. Reporting to him will be three divisions that now report to Pierce: the ABC-TV network, headed by James E. Duffy; ABC Entertainment, headed by Anthony Thomopoulos, and ABC Broadcast Operations and Engineering, headed by Julius Barnathan.

"The television business is evolving and changing rapidly," Pierce said in announcing the change. "In looking to the remainder of this decade and beyond, we feel it is important to begin a restructuring of our television operations to meet the challenge of increased competition from new technologies and to better take advantage of growing opportunities in the telecommunications field."

Continuing to report to Pierce, in addition to Severino, will be ABC News and Sports, headed by Roone Arledge; ABC Owned Television Stations, under Richard A. O'Leary, and ABC Video Enterprises, under Herbert A. Granath.

Pierce said the new structure was devised to "provide more efficiency, the flexibility to deal with continuing changes in the television business, both at the national and local levels, and the expansion

of news, information and sports programming."

He stressed that "this new organization will continue to place a priority on our television activities while at the same time utilize our expertise to take advantage of opportunities to meet the challenges of the new technologies.

"This," he added, "is a prime concern of mine for the foreseeable future."

Pierce also announced two other changes:

■ Mark Cohen, senior vice president, ABC Television, will serve as deputy to Pierce, coordinating all the areas reporting to him, and will be proposed for an ABC Inc. vice presidency. Pierce said Cohen, "my strong right arm for many years," will also assist in all operating, financial and planning activities for the divisions reporting directly to Pierce. Cohen's "advice and guidance" have been "crucial" to ABC Television's growth, Pierce said, and his new role "will be invaluable as we position the company to take advantage of increased opportunities in the future."

■ Thomopoulos will take on additional duties as ABC Entertainment president—and will move the Entertainment division's headquarters from New York to Los Angeles, effective July 1. The new responsibilities embrace all on-air promotion for all entertainment programs and all business affairs activity pertaining to television entertainment.

"The nature and pace of the business of television programming have intensified in recent years and require that we combine creative and financial responsibilities into a new structure for the entertainment division," Pierce said of Thomopoulos's new responsibilities.

These changes and the move to Los Angeles, he said, will make ABC Entertainment "a complete, more efficient entity." And, he added, "it also makes good business sense to establish our entertainment base within the West Coast community which supplies the ABC-TV network with most of its entertainment programs," including "our theatrical motion picture division."

At least one published report construed

the overall changes to mean that Pierce would concentrate on cable and the new technologies. ABC officials denied this interpretation, but noted that the new structure is meant to provide a better approach to growth in all areas, broadcasting as well as the new media. They—and Pierce himself—said he would be a little more removed from day-to-day decisionmaking, or as one put it, “He won’t have to be deciding what’s on at 8 o’clock next Thursday, though he’ll still be responsible for what’s on.”

The change for Pierce himself was widely interpreted as an opportunity for further grooming in his designated role of ultimate successor to Elton H. Rule as president of ABC Inc. Chairman Leonard H. Goldenson has said repeatedly that Pierce is first in line.

Further structural changes are clearly anticipated. The announcements called last week’s a beginning, referring to “this initial restructuring.” Spokesmen said it stemmed in part from a management study by the Booz, Allen & Hamilton consulting firm but that primarily it reflected ABC management’s ideas of what should be done.

Pierce in his announcement cited “the many contributions” made by the heads of the various divisions involved.

He said the selection of Severino to head ABC Television “was motivated by his broad background as an aggressive broadcaster, prominent in the Los Angeles community, and as an executive with 15 years of experience at ABC.”

“John knows the station business, he knows the programing business and he’s an outstanding manager of people. His contributions to this company’s progress, such as his introduction of the first local three-hour early-evening news program, have been impressive,” Pierce said.

Severino was named vice president and general manager of KABC-TV in April 1974, after four years in those posts at ABC’s WLS-TV Chicago. He started with ABC in 1966 as an account executive for WABC-TV New York and subsequently worked with ABC-TV Spot Sales in New York and Chicago and as sales manager of WLS-TV and general sales manager of ABC’s WXYZ-TV Detroit.

He is serving his second term as president of the Hollywood Radio and Television Society. Married, with two sons, he’ll be moving to New York in his new job. But his older son is entering his senior year in high school and Severino says he hasn’t the heart to uproot the young man, so will leave the family in Los Angeles for a year while he works in New York and commutes, “becoming bi-coastal.”

His new job will bring him closer to Connecticut, where he was born (New Haven) and attended the state university, playing varsity football, winning scholastic honors and also doing two years of graduate work. He later was freshman football coach at the university and head coach of the Portland Sea Hawks professional team in the Atlantic Coast Football League.

Foes of compulsory license make their case to Kastenmeier

House Judiciary subcommittee hears MPAA, NAB, and baseball call for full copyright liability for cable TV; witnesses say industry that once needed economic protection is now successful enough to bargain in open market for programing; cable’s turn comes on May 21

Program producers, professional sports and broadcasters presented a united front against compulsory licensing for cable TV systems last Thursday, May 14, at a hearing before the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice. Most of the arguments had been voiced before, but this time they were heard in the context of two bills introduced last week to address what some see as the entertainment industry’s biggest problem.

“Cable is no longer a mom and pop industry,” said Jack Valenti, president of the Motion Picture Association of America, who sought to refute the cable industry’s arguments against eliminating compulsory licensing. “The average return on equity in cable is 19.3%, compared to a return of 14.4% for the *Fortune* 500,” he said. “More than half of all cable systems reported net incomes of 20% or more of owners’ equity in 1979 versus only 15% for the *Fortune* 500.”

Because cable is highly profitable and because most systems are owned by large conglomerates, the industry can assume full copyright liability without raising subscriber fees “one cent,” according to Valenti.

Cable will also have no problem buying programing in competition with broadcasters and other video services, he

claimed. “If we deal with 50 companies, we cover 75% of all subscribers,” said Valenti. The end of compulsory licensing will bring a wave of new middlemen who will specialize in selling programs to cable systems, with more programing becoming available to smaller systems.

Perhaps most significant, according to Valenti, is the growth of advertiser-supported programing on cable. “Five years from now there won’t be any importation of distant signals,” he said.

According to Bowie Kuhn, commissioner of baseball, “unless something is done to relieve the problem of compulsory licensing, we’ll see a significant loss of sports programing on over-the-air broadcasting.” It is a rich irony, said Kuhn, that baseball, an industry “struggling to make ends meet,” is subsidizing cable. “The helping hand that was once justified has been extremely valuable to cable,” he said.

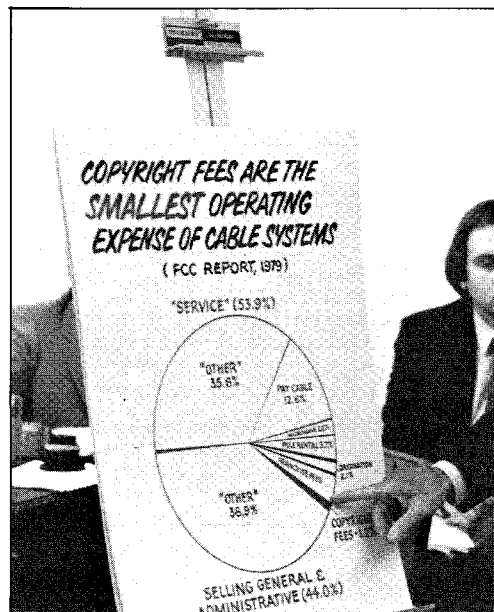
Superstations pose a major threat to professional sports as long as compulsory licensing exists, according to Kuhn. “It is no coincidence that a prime characteristic of each of the existing or potential superstations is its heavy concentration of sports programing.”

The National Association of Broadcasters, according to its president, Vincent Wasilewski, “has no problem with compulsory licensing for local signal carriage.” It should be continued under any changes in copyright law, he said, as should required carriage of local broadcast signals by cable systems.

Cable’s importation of distant signals is already eroding broadcast audiences, according to Wasilewski. If cable is permitted to import unlimited signals, broadcasters’ ability to negotiate for programs will be



NAB's Wasilewski



MPAA's Valenti

further undermined, because they will be unable to guarantee the size of their audiences.

Representative Thomas Railsback (R-Ill.) warned NAB to update its evidence on syndicated exclusivity and distant-signal importation. "Give us relevant economic data," he said, noting that the FCC's economic impact statement on the subject "is significant."

Representatives Harold Sawyer (R-Mich.) and Barney Frank (D-Mass.) asked Wasilewski if broadcasters would trade elimination of compulsory licensing for must-carry rules. "They wouldn't want to," said Wasilewski, but if forced to choose, they'd probably prefer an end to compulsory licensing.

Valenti noted that localism is an important public policy that Congress might want to preserve through must-carry rules. "Cable is a monopoly" he said. "Once you're on cable, you can't get over-the-air unless cable carries it." Frank suggested that mandated compatibility between cable and over-the-air in TV receivers might replace must-carry rules.

Frank asked Valenti how soon program producers expect to be paid fees collected by the Copyright Royalty Tribunal. Even if the formula for fees is changed, according to Valenti, payment will continue to be tied up in court.

"It's impossible to determine fees for so many different markets around the country," he said.

Subcommittee Chairman Robert Kastenmeier (D-Wis.) said the importation of two distant signals is the "sole cause of all the difficulty." He also said elimination of must-carry rules would be "gratuitous to cable" and would cause economic conflict because cable would begin charging broadcasters for carrying their signals.

The bill Kastenmeier introduced last week (H.R. 3560) would make compulsory licensing available to a limited number

of distant signals and would exempt cable systems with 5,000 or fewer subscribers.

It would also permit the Copyright Royalty Tribunal to establish syndicated exclusivity rules and require it to establish "just and reasonable rates" for compulsory licensing. It would grant sports teams full copyright protection for cable retransmission of games within 50 miles of the stadium and mandate distribution of a portion of the royalty pool to radio program producers. It would grant the tribunal subpoena power and would eliminate a provision of the present law that appears to require an automatic stay in distribution of royalties upon judicial review.

Wasilewski and Valenti testified generally in favor of the bill, but said they opposed exempting cable systems of any size from copyright liability. Wasilewski also opposed giving the CRT subpoena power, saying the tribunal already conducts adversary hearings that are sufficient for determining disputes.

Frank introduced the other bill, H.R. 3528, last Wednesday. It would eliminate all compulsory licensing after a transition period of one-and-a-half years. It would also exempt from all copyright liability systems with fewer than 2,500 subscribers, and, effective in one-and-a-half years, exclude satellite resale carriers from passive common carrier exemptions. Finally, it would broaden the "master antenna" exemption to include the secondary transmission of all over air signals.

NCTA reacted angrily to both bills saying they would "turn the clock back to the days of government regulated protectionism," and that passage of either would raise cable subscriber fees and slow cable development. (NCTA's defense of the compulsory license may be led by former FCC chairman Charles D. Ferris. Kathy Creech, NCTA's senior vice president, industry affairs, said NCTA has been negotiating with Ferris about his representing NCTA on the Hill.)

ABC seeks end to ban against cable system ownership

It files petition urging FCC to immediately consider filing by Marsh Media eliminating cable crossownership restrictions

Reflecting the view expressed by ABC Board Chairman Leonard Goldenson last fall that government has been discriminating against television broadcasters in favor of the new technologies long enough, ABC last week petitioned the FCC to eliminate its rules prohibiting network ownership of cable systems.

The network's petition came in the form of a motion for "immediate consideration" by the commission of a Marsh Media Ltd., petition submitted last winter (BROADCASTING, Dec. 22, 1980) calling for elimination of the cable crossownership rules prohibiting broadcasters from owning co-located cable systems and networks from owning any cable systems at all.

Of course, in last week's ABC filing, the emphasis was on the network crossownership ban. And the point was made that elimination of the ban was called for and not just a simple limited waiver of the rule, as requested by CBS in an earlier petition (BROADCASTING, Dec. 15, 1980).

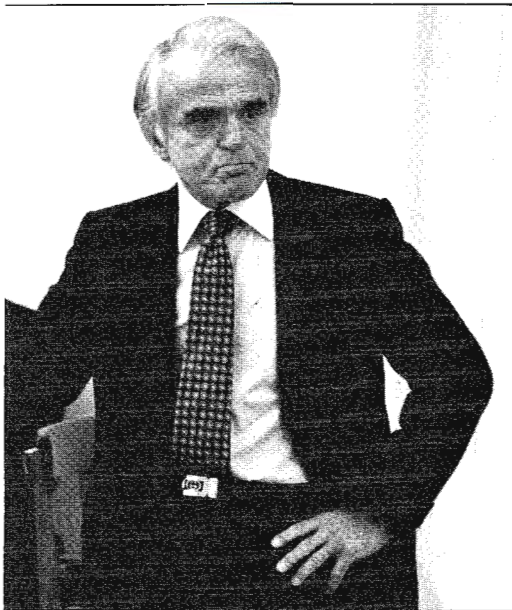
In fact, ABC said that CBS's waiver request—to make a "limited entry" into cable that would not exceed the lesser of either one half of 1% of the total number of U.S. cable system subscribers or 90,000 subscribers—should be put on hold until the commission acts on the Marsh petition.

The CBS request, argued ABC, "does not come to grips with the real issue before the commission. A limited waiver . . . even if extended to all three networks, is totally inadequate to deal with the overall unfair discrimination which exists as the result of commission regulation."

ABC also noted that while the CBS request was opposed by several parties, including the Justice Department, the Motion Picture Association of America and several community groups, the Marsh petition was unopposed and supported by the National Association of Broadcasters, NBC and "a large number of television licensees throughout the nation."

ABC argued that elimination of the rules barring network-cable crossownership was "long overdue." In recent years, it said, commission regulatory policy has "consistently favored the cable and pay television industries over broadcasters." It added that the limitations on broadcaster ownership of cable are "plainly and grossly anticompetitive, unfair and discriminatory, and the public is the clear loser."

ABC also pointed out that the commission's network inquiry staff recommended



and visual aids



Baseball's Kuhn

last December that the ban against network ownership of cable be eliminated. That recommendation was based on the conclusion that "competitive interaction" of cable and broadcast operations in the communications marketplace "is the public's best assurance of diverse, high-quality service and that [the FCC's] own prime objective should be the elimination of obstacles to competition rather than the imposition of regulatory constraints on the market."

Goldenson led the ABC charge last September, in a speech before the National Press Club, against what he described as discriminatory government policy "against free television and in favor of pay television."

Whatever the commission's reaction to the ABC petition, it will not be immediate. William Johnson, chief of the Cable Bureau's Policy Review and Development Division, indicated that several issues pending before the bureau have priority over the cable crossownership matter including franchise fees, aeronautical frequency interference and saturated systems (where all of a system's channels are in use and it is unable to accommodate all its must-carry signals).

However, Johnson did indicate that at least two occurrences could alter those priorities: the first being word from the chairman's office that he wants action on the Marsh petition. The second involves an ongoing study by the commission's Office of Plans and Policy on the structure and ownership of cable. Johnson said that if OPP makes a "persuasive argument" that the restrictions are inappropriate, then action on Marsh might come "fairly quickly."

The first draft of that OPP study is essentially complete and is now circulating within that office. A second draft is now being prepared and should be finished in two weeks, an OPP staffer said. How long it will take the various bureaus and commissioners to give OPP feedback on it he could not say, but suggested that it would be accurate to conclude that no rulemaking proposal based on the study would be forthcoming before the end of the summer or early fall.



ABC News



CBS News

TV tells the world of another shooting

Networks scramble to get feeds from Italy as the Pope is shot; satellite coverage includes reaction from around the world

Only six weeks after broadcast journalists brought a horrified American public scenes of an assassination attempt on President Reagan, Pope John Paul II was wounded by a gunman's bullets in St. Peter's Square in Vatican City last Wednesday (May 13).

Again, television and radio coverage was the primary source of minute-by-minute information. But while the attempt on President Reagan's life was the most heavily covered assassination attempt in history—with five U.S. network ENG cameras rolling in Washington (BROADCASTING, April 6), American broadcasters had to rely on European footage for eyewitness coverage of the shooting of the Pope thousands of miles away.

Footage of the shooting in St. Peter's Square, transmitted via satellite from Rome, came from Italian (RAI), German (ZDF) and Spanish (TVE) networks.

About 15 minutes after the shooting of the Pope outside St. Peter's Basilica, reports started on the U.S. networks. As usual in spot news coverage, there were many reports of "firsts."

UPI Audio said its Rome bureau got the news from Vatican Radio at 11:29 a.m.

NYT and, via satellite, sent the bulletin to the home office in New York in less than a minute. UPI believes it put out the first report in the U.S. and claimed the networks read it verbatim.

Elsewhere, ABC Radio said it was the first American news organization to broadcast a bulletin at 11:30. (Rome bureau chief Bill Blakemore happened to have been on the phone to ABC's London bureau when the news first broke from the Vatican.) The Cable News Network said it was first with video, from RAI, at 12:58 p.m.

Despite the competitiveness among news operations to get the story, a good deal of caution seemed to be exercised when reporting the information that was coming in. It was a reaction many believe to have come from the coverage of the Reagan incident—when Press Secretary James Brady inaccurately had been reported dead.

According to an ABC spokesman, its reporting was influenced by the Brady lesson, as well as the fact that the shooting was thousands of miles away. ABC said its caution manifested itself chiefly in identifying sources of unconfirmed information.

AP Radio claimed that it refrained from announcing some of the early information it received until more specifics and confirmation came in. And UPI Audio said it wasn't as quick to announce the medical condition of the Pope or others struck by bullets as it had been of those injured in the Reagan assassination attempt.

NBC, in fact, said the extent of airtime covering the Pope was tempered. Explaining why it was on the air less than ABC and CBS, an NBC spokesperson said, "We reached a point at which there was a great deal of repetition and rehashing and not all of the information could be substantiated. We determined to continue our ongoing coverage with reports every quarter hour and bulletins when required."

NBC's John Chancellor went on at 11:37 a.m. for the first of 21 "special broadcasts," including bulletins, the longest of which ran 35 minutes at 3:07 p.m.

CBS, on the other hand, had continuous coverage, after bulletins and periodic up-

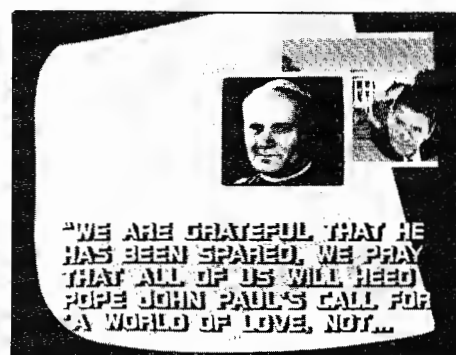
Music city sale. WSM-TV Nashville has been sold by NLT Corp. (Russell L. Wagner, chairman) to Gillett Broadcasting Co. (George Gillett, owner) for approximately \$45 million, retaining its co-located WSM-AM-FM. Gillett currently owns three television stations, all of which he picked up in separate transactions in 1978: KPWR-TV Bakersfield, Calif.; WSEE(TV) Erie, Pa., and KXON-TV Mitchell, S.D. He is former president and principal owner of Globe Broadcasting Co. which owned WVON(AM)-WGCI(FM) Chicago; WMGC(AM) [now WBBG]-WDOK(FM) Cleveland, and WDEE(AM) [now WLOV] Detroit. Four of the five stations (WMGC was spun off to a separate buyer) were sold to Combined Communications Corp. in 1978 which subsequently merged into Gannett Co. Gillett, currently based in Wausau, Wis., is also the president of a Wausau bank holding company; he owns one of the largest beef packaging companies in the nation (Packland Packing Green Bay, Wis.), and has interests in oil and gas exploration and distribution, auto parts distribution and a venture capital firm. If the WSM-TV deal goes through, Gillett plans to relocate his headquarters in Nashville. Gillett said his company is "very much interested in continuing growth," and will continue to "look at all forms of media businesses," in terms of possible acquisition. Gillett noted that he has "a high regard for what's happening in cable" and has also looked into the possibility of acquiring one or more newspaper operations. WSM-TV is an NBC affiliate on ch. 4 with 93.63 kw visual, 19.68 kw aural and antenna 1,410 feet above average terrain.



NBC News



CBS News



CBS News

dates, from 1:20 to 5 p.m. ABC carried continuous coverage from 1:30 to 4:30 p.m., after already having run an hour and fifteen minutes worth of reports after 11:30 a.m.

American networks had no correspondents on the scene at the time, but Lowell Newton, editorial director of ABC-owned WXYZ-TV Detroit, happened to be among those gathered at St. Peter's Square at the moment of the shooting. At 3:42 p.m., Newton provided ABC's audience with his account of the incident, as he had witnessed it from less than 15 feet away.

The assassination attempt also caught two of the three broadcast TV network anchors a considerable distance from their home bases. Dan Rather, anchor of the *CBS Evening News*, was in Los Angeles for the CBS-TV affiliates meeting. He handled his anchoring not from the usual New York desk but from the CBS News studio at Television City in Los Angeles.

Frank Reynolds of ABC's *World News Tonight* was traveling to New York when the news broke. En route to attend his son's graduation from the Columbia School of Journalism, which he missed, Reynolds arrived at his hotel at 12:30 p.m. and received the urgent message that the Pope had been shot and he was to head to the New York office immediately.

News of the assassination attempt broke minutes before CBS News President William Leonard was scheduled to make a presentation to the CBS-TV affiliates convention in Los Angeles. "I am making a presentation I wish I didn't have to make," he told affiliates in relaying the news, and left to supervise coverage. (His presentation to affiliates was rescheduled.)

The networks and the news services, however, were not the only ones on the story. An expansive effort was undertaken by Group W's KYW-TV Philadelphia which went with continuous coverage from noon to 6:30 p.m. although its network, NBC, did not. The station earned considerable kudos from the local print press, including a *Philadelphia Daily News* headline, "Channel 3 Not First But It Had Most."

For the first time, KYW-TV went live with the satellite "newsfeed" service that normally is closed-circuited for story trading among Group W stations. Interconnected live with the other stations, it tapped their reporting resources, and on its own during the day had information ranging from local

Philadelphia reaction to a direct local line to the Vatican. It was the only one of Group W's stations to go live with the "mini-network" newsfeed.

In covering such a long-distance story, satellite technology played a major role. In fact, a bird through Wold Communications cleared up a problem CBS was said to have had in getting telephone lines. Wold, through its satellite facilities, said it was able to clear up the problem on 35 minutes notice.

The networks may not have been on-hand at the beginning of the story but quickly raced to get there, and to other locations. CNN, for example, included a portion of the mass for the Pope at St. Patrick's cathedral in New York as well as a phone call from a gun shop owner in Chicago who discussed the damage a handgun could do. Across the board the networks and news services interviewed

numerous people ranging from church officials to doctors to concerned citizens. Abroad reports ranged far from Rome and Vatican city. NBC's John Cochran, for example, was filing from Warsaw in Poland, native country of the Pope.

That night, CBS went with an hour prime-time special report beginning at 8 p.m. NBC had a special broadcast from 11:30 p.m. to midnight and ABC extended *Nightline* a half hour, running news from 11:30 p.m. to 12:30 a.m.

News continued the following morning as well with Tom Brokaw originating for NBC's *Today* from Rome. ABC's *Good Morning America* had several interviews related to the assassination attempt, including one satellite-transmitted from Italy. CBS *Morning's* Charles Kuralt also was on the story, like others at CBS having been called back from the affiliates meeting.

PERSPECTIVE ON THE NEWS

Winds are blowing against 9 khz

With Fowler at the FCC helm, Wunder nominated to head NTIA, Carter administration's adoption of a pro-9 khz stand to take to Rio de Janeiro next fall may be in serious jeopardy

For the first time since Charles D. Ferris's FCC joined Henry Geller's National Telecommunications and Information Administration, in December 1979, in recommending that the U.S. urge the rest of the western hemisphere nations to support a reduction in AM channel spacing, there are credible signs that the U.S. might do what had seemed the unthinkable—change its mind on the controversial issue.

The matter is still in doubt. But designated FCC Chairman Mark S. Fowler, during his confirmation hearing before the Senate Commerce Committee, on May 1 (BROADCASTING, May 4), provided broadcasters who have long opposed the proposed switch with reason to cheer.

He testified that he had "grave reservations" about the proposal to reduce AM channel spacing from 10 to 9 khz and that he intends to obtain the industry's views on the issue. The National Association of Broadcasters' vice president and general

counsel, Erwin Krasnow, said the NAB (which has been lobbying hard against the proposal) is "enormously" pleased that Fowler "has an open mind and is willing to take a hard look" at the issue.

Since the change in administrations, there has been mounting evidence of trouble for the proposal that was born of daytime broadcasters' fervent hope of being able to apply for a full-time station and nurtured by visions of new station grants to minorities.

At the moment, 9 khz remains U.S. policy. But the agencies concerned—the FCC, NTIA and State Department—are reviewing the matter, as the U.S. moves to adoption in late June or early July of the position it will take on various issues in Rio de Janeiro, in the fall, at the second and concluding session of western hemisphere countries on AM broadcasting. The first session was held in Buenos Aires, in March 1980.

The FCC, which will consider the matter at a closed meeting on June 16, will be a far different body from the one that unanimously approved the proposal initially. As of last week, supporters could count on the votes of only three of seven commissioners—Robert E. Lee, who led

the U.S. delegation in a vigorous if vain effort at the first session to persuade the hemisphere to adopt the proposal, Joseph Fogarty and Anne Jones. Chairman Ferris and Tyrone Brown are gone. Fowler is filling the remaining five years of Brown's term, Henry Rivera, an Albuquerque, N.M., lawyer, is expected to be named to fill the three years remaining of Ferris's. And among those supporting Rivera for the post has been Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, who has been nothing if not extreme in his opposition to the channel-reduction proposal. He went to the unusual length for a senator of virtually "guaranteeing" the Senate would not approve a hemispheric plan for AM broadcasting if it contained the 9 khz proposal (BROADCASTING, April 20).

Broadcasters are encouraged also when they look at the Department of Commerce and its NTIA. Bernard J. Wunder, the former minority counsel for the House Communications Subcommittee who is President Reagan's choice to head NTIA, is considered a conservative, and broadcasters feel comfortable with him. Neither statement could be made of Henry Geller.

What's more, it is likely the decision on the policy recommendation will be made at a higher level in the department, perhaps at the highest. Officials say the department will probably follow the practice it employed in the commission's direct broadcast satellite proceeding, when Secretary Malcolm Baldrige expressed the administration's position on the issue (BROADCASTING, April 13). And as was true of Baldrige's letter to the commission on DBS, the department would be expected to make its views on 9 khz known, say, a week before the commission is to act on the matter; the department's influence would be nonexistent after the commission acted.

The State Department is reviewing the

matter in terms of its foreign policy implications. But it would normally take its lead from the recommendations of the FCC and NTIA and, therefore, it is no doubt hoping they agree. Otherwise, the job of establishing policy would be considerably more difficult.

Those involved in the review say it is too early to predict where it will come out. But as some officials say, the decision to be made is basically a political one—a matter of sorting out priorities. They also concede the matter is somewhat more complicated now than it once was.

The principal argument in favor of the proposal has been that the 12 new channels it would create could accommodate several hundred stations, which would meet some of the demands for new full-time facilities of daytime broadcasters and minority-group members. But there would be some adjacent-channel interference—not much, perhaps affecting no more than 5% of a station's fringe area (much less, if any, in most cases). And a number of stations would have to bear the expense of changing frequency.

Carter administration appointees had no trouble opting for the extra channels. As for the concern—at least implied—of industry representatives that additional stations would mean additional competition, that made no impression. With the Reagan administration, there may be a change in priorities and attitudes. As one official put it, "It comes down to a matter of judgment" as to whether the benefits outweigh the costs. Industry representatives hope that what they consider the Reagan administration's pro-business feeling will be a factor in that balancing process.

There are new factors to be considered, however. One will be the work of a panel of experts now meeting in Geneva to compare the 10 khz and two 9 khz channel-spacing plans. The panel is expected to produce meaningful data by the time the

commission meets on the issue—one reason why that meeting, which had been expected to be held early in the month, was postponed.

Then, too, there are technical arguments that did not figure prominently in the debate over the issue originally.

One is the contention of engineers that the 12 new channels the proposal would create are needed to help resolve incompatibilities among countries in the hemisphere. Indeed, that benefit is beginning to dominate the debate. Cuba is cited as a prime problem; its plans for a multitude of high-powered stations are seen as a threat to the service areas of stations in large stretches of the U.S. Opponents of the 9 khz proposal, however, say the Cuban issue should be dealt with "politically." The State Department is reviewing "options" available to the U.S. for political action—but would welcome any suggestions broadcasters could offer. The U.S. is already enforcing a complete embargo on trade with Cuba.

Another technical argument grows out of the fact the western hemisphere is alone in the world in maintaining a 10 khz channel spacing scheme; stations in Europe and in the Pacific operate on a 9 khz plan. As a result, some NTIA engineers say if the western hemisphere remains on a 10 khz plan, its stations will suffer heterodyne interference (a whistling sound) from outlets in Europe and the Pacific in the next several years, when sunspot activity, now at a peak, diminishes and opens the way to long-range radio signals, particularly those of high-power stations that will be going into operation. Broadcast engineers who have opposed the 9 khz plan have not been impressed by that argument.

How it and the other factors involved tilt the balance on the issue remains to be seen. But for the moment, the tide seems to be running against change.

The peacock's turn to preen

NBC-TV winding up annual series of network affiliate meetings; prime-time hopefuls to be previewed

More than 700 representatives of NBC-TV's affiliated stations were expected in Los Angeles this week for their annual convention and particularly for a look at the new programming that NBC officials hope will lift them out of the prime-time ratings cellar.

The agenda also encompasses programs for other dayparts, news, sports and advertising and promotion. The business sessions start this morning (Monday).

Fred Silverman, NBC president and chief executive, will address the Tuesday luncheon.

Thornton Bradshaw, chairman-designate of RCA, NBC's parent company, is expected to attend the convention but was said not to be planning a formal speech (BROADCASTING, May 11).

After a welcoming reception last night (Sunday) with Silverman as host, NBC-TV President Robert Mulholland is scheduled to open the new business sessions with a "stewardship report" on the state of the network, its progress and plans.

He is to be followed by Irv Wilson, senior vice president, programs, East Coast, with a report on daytime, children's and late-night programming.

Then the affiliates will hear a report on sports accomplishments and plans by Arthur Watson, president of NBC Sports, and Don Chimeyer, NBC's executive sports producer. A presentation by William Small, NBC News president, is scheduled to round out the major morning events.

No speaker is scheduled for the Monday luncheon. In the afternoon the affiliates, following their usual convention procedure, will have a closed meeting of their own.

The Tuesday-morning agenda calls for W. Watts (Buck) Biggers, vice president, advertising and creative services, to open with a presentation of the network's advertising and promotion plans for the new season.

Brandon Tartikoff, president of NBC Entertainment, will wind up the morning with the presentation of the 1981-82 prime-time schedule.

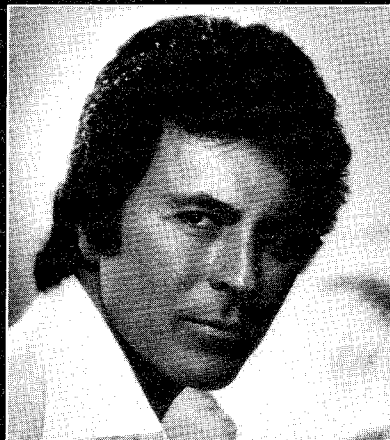
Tuesday afternoon, following Silverman's luncheon speech, the affiliates and NBC management will go into a closed question-and-answer session.

The affiliates convention will close with a scheduled entertainment gala Tuesday evening.

The convention will be based at the Century Plaza hotel—where CBS-TV affiliates held their convention last week (see page 66) and where ABC-TV affiliates held theirs the week before (BROADCASTING, May 11).

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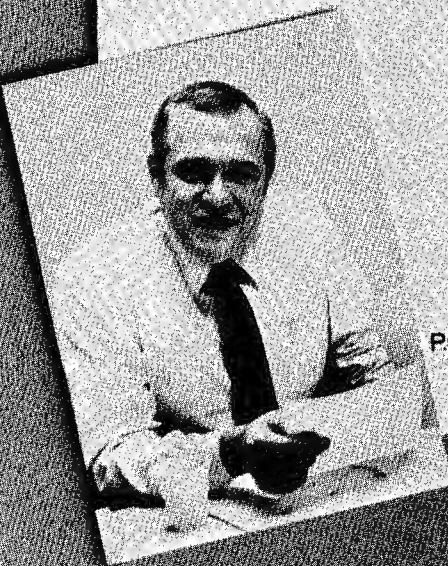
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NBC-TV's Ray Timothy

As the 1981 series of TV network affiliates' conventions approached, BROADCASTING editors set out to assess the current state of network/affiliate relationships. Interviews with the men in charge of this area at the networks turned up few problems but several deep concerns and many views—some similar, some divergent—on a wide range of topics. In this one, which coincides with the NBC-TV meeting, Ray Timothy, NBC-TV executive vice president, takes on subjects ranging from third-place ratings to direct broadcast satellites, interconnection costs and the value of station compensation.

What are the main concerns of your affiliates these days? Ratings?

Sure, always, they're always interested in ratings. That's what it's all about. They're dying to see what we're going to tell them May 17, 18 and 19.

How much trouble did they give you during this past season about ratings?

A lot of them do very well with us in individual markets and are happy with us. Others wish we'd do better so it would rub off on them. And I wouldn't say it is trouble; they express their concerns to us, yes.

Are they mostly concerned about prime time?

Prime time gets all the ink, but they look at all the dayparts. And we're doing very well 7 to 9 in the morning. Doing very well late night. Our news is very competitive. Last week was the closest week ever among the three, and we attribute some of that to [Walter] Cronkite's leaving [CBS]. So on balance we're showing progress. And there is a big controversy about the

season and what it was and when it started and when it ended and how you count it and do you put *Shogun* in or do you take it out. But if you count it our way and put *Shogun* in we were flat year to year. We didn't go up or we didn't go down, and the other two guys went down, CBS some and ABC quite a bit. They choose to leave *Shogun* out of the count and they do better by that calculation.

In talking to the affiliates what are their concerns apart from ratings? The economy? Overruns?

No, overruns have from time to time been an issue but that's kind of quiet now because we're doing a lot better job than we had been. There were a lot of problems with weekend overruns and sporting events and that's been minimized. The economy is a concern to us all because it is a very puzzling economy. Some sections of the country are hard hit and others are doing quite well. Some fellows are going well in national spot and not so hot locally, and vice versa. But in general it's been so far a pretty good year.

Network sales are in very good shape. They started off slowly in January and February, but in March they began to pick up, and the second quarter is solid, and things look good for the rest of the year. The affiliates love to hear that, because if we're healthy in the network business, the theory goes, it eventually finds its way into spot, and they become healthy economically too. But the economy is always a concern, absolutely.

How about new technology?

I knew that was coming. Yeah, sure. Everybody is talking about that, but everybody's always talked about something. I mean, a few years ago government regulation was going to kill us off and lately now it's either DBS or cable or STV or some other alphabet soup with initials, right? But I see television stations selling for enormous prices so these fellows who own stations who are worried about new technology are still buying television stations. I don't think they're too worried about it.

Do you think some of them are selling because of ...

Well, they're getting terrific prices. I think they are selling for one real reason. I think the market is very good for selling right now. And a lot of them have tax situations, because a lot of the original owners, 25- and 30-year owners, are trying to settle up their estates. So there is a lot of it for that reason. I don't think they're selling because they see some handwriting on the wall out there, no. And we think that the new technologies are going to chip away at out audience at the edges. OK? But there is going to be an offset against that by virtue of the fact that there are more television homes out there. They're using television more, so we don't think we're going to lose our lion's share of the audience. When I say "we" I mean network/affiliate combinations.

What are you going to do about programming for these other technologies?

A la CBS and ABC with their cable networks? We'll be in that before too long. Our parent company, RCA, has announced its intentions to develop programming in that area.

The FCC seems to be moving toward direct broadcast satellites. What do you think of that?

I don't think that this network is going to get into that business, because again, we think the best way for us to get national distribution of our signals and our commercials is through the local affiliates. If we try to go directly from here into the home we've got to stand in the shoes of every other person who is trying to vie for time on the viewer's set. Now we go through the local station, which is known in the community and has a reputation. And I think we'd be foolish if we abandoned that and went into DBS.

Do you think it's a business for anybody to get into?

Again, I think people will, and I think that will be one of the things that chips away at the edge a little bit, but I really don't see it as an economically viable full-time competitor to the networks. I think they can slam together an ad hoc network going into the home, but I don't see them day to day providing the kind of service that we provide and the local stations provide. We have quite a position in a lot of communities, the networks and the local stations. And I don't see DBS supplanting us.

We're going to feed our affiliates via the satellites. That's down the road. We are doing some now, and we're getting into it a little bit more and eventually that's going to be the principal way that we are going to get the signal around.

Is there any timetable on that?

No, right now it's the subject of AT&T tariff negotiations. But that's going to happen down the road.

Do you think that will substantially alter the economics of networking? Will the cost savings be of such a magnitude?

No, I don't think so. Interconnection now is about a \$15-million bill for each of us. I don't know what it will be on the satellite, but we'll get a better signal back for it. I don't think it will be a huge cost savings but there will be a better signal with fewer interrupts and a cleaner feed. So there are some advantages there.

What are you going to tell the affiliates at the convention?

Well, it's our chance to show them the fall line, the new wares, so the prime-time schedule gets the most attention. Eight and a half new hours of programming. We'll have seven half-hour comedies. The long-form nights will be down from three to two. We're really emphasizing series

development. So I think the main news will be our schedule. We think it's balanced. Innovative, Mr. Silverman's word, and competitive. And we think that is how it will be received by the advertising community and the affiliates. Beyond that, I can't think of any specific announcements that would be made.

Are you going to talk about longer evening news?

Maybe in response to a question. As you know, that's a subject that we've looked at, as have the other networks, over long periods of time. There are those, mostly in the news department, who feel that it's inevitable that the networks would do longer news. But the difficult, as you know, is that the affiliates have local news broadcasts in those time periods. We don't plan to bring it up in Los Angeles. But I wouldn't be surprised if we got that question. We hear that they are talking quite a bit about it over at one of the other networks.

A lot of attention at the RCA stockholders meeting focused on Fred Silverman and his performance. Do the affiliates feel that goals and promises have been met?

Well, first of all there are 213 affiliates, so it's very hard for me to answer a question, "Do the affiliates feel?" Really, I'm not copping out. I think the consensus would be that under Fred Silverman we've made progress towards everyone's goal, which is market leadership in every area where we program or compete. There is discernible progress.

You've had some bad luck in affiliate losses. Do you expect any more?

We've had some good luck too. In some of the markets where switches have occurred, we are doing better with our new stations than we'd been doing with our old stations. That's particularly true, for example, in Indianapolis. But I don't think there are any changes imminent. And I think a lot of the switches did not have the desired result for the stations that made the switches. I point to Knoxville and Jacksonville, where we're on a UHF now but we're doing much better than that UHF had ever done. And our former affiliate is not doing nearly as well as it had done when it had our programs. Those are verifiable data. It hasn't all been bad luck.

Do you have any sense that affiliates down the line, with the pressures from erosion by new technology, may be looking to switch affiliation more frequently than they have, say, over the last 20 years? Might people start looking for shorter-term affiliations?

As a general trend, I would doubt it.

A couple of stations that lost affiliations are saying that they might go independent. Have those been resolved?

We're talking to people in each of those markets and yesterday we were talking to the Baltimore folks, and next week we'll

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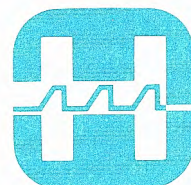
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be talking to folks in Albany-Schenectady-Troy. And I would doubt that they would do what they said they would do.

You think they're bargaining?

Well, I don't want to characterize it as that but we're talking to each of those parties. We're very optimistic we will be affiliated before too long. [See "In Brief," page 112].

Do you have any negotiations going on for changes in affiliation?

Yes.

You're not going to tell us who they are?

No. And as you know, we recently had a successful negotiation in Clarksburg [W.Va.]—WBOY which a long time ago dropped us for ABC didn't do very well with ABC and then came back to us, and they are doing very fine now with us. And there are a couple more like that.

When you say a couple more like that, do you mean winning back former affiliates?

Yes. And also just in general, targets of opportunity out there for us.

Who is approaching whom?

It takes two to tango.

them with the programs, and compensation with the programs. If they don't take us, they have to go out and buy them. It's been demonstrated that network affiliates make more money, by and large, than nonnetwork affiliated stations.

You mentioned that you furnish the programs and compensate them...

Right.

Have you given any thought to not compensating them?

You want me to say that in BROADCASTING the day of my convention? Sure we've given thought. We think about a lot of things. But I think that is what makes us unique as a program supplier. This system works. It works for us, and it works for the stations, and it works for the advertisers. I think it would probably continue that way.

You have nothing firm under consideration?

In doing away with comp? You'd never get me to say that. I mean I'm... No, no. Again I think it's at the heart of the relationship, and it works. If we stopped doing comp then we'd be no different than anybody else, and I think they might start

clearance erosion of each of the networks, but so far it's not a hemorrhage. There are more sources of programs, and it's easier to get program feeds via satellites and the like. So there is increased pressure on clearances.

Are you seeing pressure in any particular areas? Any particular program?

No, except there are more programs available, more readily accessible, and each of the networks is feeling more pressure. I would say it's across the board.

How do you try to keep that pre-emption level down as much as you can?

Well, there are a lot of arguments. If you pre-empt a network program and sell it fully to local sponsors, it looks good on your books/short-term, because you've got a little transfusion of dollars, but long-term it cheapens the market because there is more inventory now available. You've also got to pay for that product. And many times it underperforms that which you are replacing it with. And there is no compensation. So many times it just doesn't make economic sense, even short-term, to do it. Sometimes it might, but that's one of the weapons we use.

Aside from providing programming and compensation, do you provide other services? And what are they? Are you increasing the level of other services these days?

Sure, but first of all, we're more than just a program service. We provide a program service which fits with a station's license commitment. Each station is licensed to serve its community, and has to provide a broad and varied program schedule. And what we provide them fits that.

We start off with a news program at 7 to 9 in the morning with the *Today* show; we provide them with entertainment; we provide them with information; we provide them with national and international news, so to characterize it as just another source of programs is a little bit inadequate. It's a network program service which is more than just, 'Hey, here's a program.' It really fits with what they're doing and what they're supposed to do; it must.

But we *are* doing more. We communicate more closely with them now than we ever did. We have a faster means of doing that. We have a news consultant service in-house. We hired a fellow who used to do that for a living as an independent news consultant. And he will go to a station and help it with its individual news problems. We have the same kind of a service available to us although we don't have an employee on the books,—we have a consultant—for promotion that we send out to stations. We've instituted regional meetings for our affiliates so that we don't wait all year long until we meet them all in Los Angeles, but we meet them in smaller groups around the country, three and four times a year. We've started a round of regional meetings for the engineers and the



Timothy and BROADCASTING editor

Some are coming to you?

Nod, nod, let the record reflect an affirmative nod.

With the nibbling around the edges of ratings/shares, if it continues, is that going to affect the network and affiliate relationship?

I again don't feel that it's a long-term trend and I don't think it's going to be a precipitous drop, and I think last season was atypical with the strike. But even there, although network shares were off by about 4% or something like that, network ratings were off about 2%. Ratings are really what we're selling—the audience that we're selling. That could have been attributed to the strike, and that's not a great deal. And there is more usage, so I think even if that did continue at a 2% rate a year, I don't know at what point that would affect the affiliate-network relationship. Because the programs are the thing and I don't know where they are going to get all the programs. We provide

to look elsewhere at a greater rate for other programming—I don't think that would be wise on our part. Because we're selling national circulation and national time.

What does comp amount to over the year?

It's over a hundred million dollars at each of the networks.

(Editor's note. The FCC reported that the three networks in 1980 paid \$310.9 million to affiliates and \$115.5 million to their 15 owned-and-operated stations.)

On the other side, something at the heart of the relationship is program clearance. You mentioned dropping compensation might cause people to look elsewhere to a greater degree. Are we seeing that already, and what has that meant for your clearances?

Yeah, we're seeing that already a little bit. But we're still well above the 90% range. So we're starting at a very high base. I'm talking about potential coverage of the United States. There is, I think, some



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technical people, because so much is happening so fast in those areas. So, yes, I would say the range and the variety and quantity of network services are on the increase.

Are you recompensed for these, or are these in your view part of the affiliation service?

Well, we're not doing it wholly out of altruistic motives. If it works for the station, it is to our benefit eventually. Because if through our efforts or our joint efforts a station does better in local than it had been doing, there is a rub-off on our national news. If it does a better job of promoting its programs as well as ours, we're the beneficiary too. We think of it as a partnership arrangement. And yes, we provide that without any fee.

Do you get any input from the stations about program content? Going back to the Moral Majority issue?

We all live in a fishbowl. We try to program for the whole country, and there are regional differences. So we hear quite a bit from the affiliates on these questions. By and large, they are satisfied with our standards. We prescreen almost half of our prime-time product for them. If it's something that we think might be questionable, we for sure screen or prescreen that episode of that series. They are licensees. So we have to be very careful. And we're licensees, too, in five markets.

On average, does that lead to any stations not taking a particular program?

I would say it's the other way around. Most of the time, after having seen it, he will vote to take it. Because most of the time what is written about these things and what is talked about them is nowhere near the reality. It's usually a lot better. So I'd say it cuts the other way. Now there are cases where we send something down, and the guy says: 'hey, I can't clear it because in my market' this, that or the other. Most of the times it goes the other way.

Talking about pre-emptions for given markets, you mentioned some parts of the country might have more problems with certain programs than others. Coupling that with NBC's attempt to get networking on the satellite, do you see any future for networks offering several different feeds, say, the way certain radio networking is done?

I'm not much of a futurist. But I don't see why not. But one of the reasons why what we have now works—that is, the network-affiliate relationship—is that it works economically for all the parties. One of my troubles with envisioning separate network services for regional feeds is how you make it pay out. I think that the technology, if it's not there, will be there. I think the difficulty will be to find an economic base for it so that it would work. That would be my only reason for saying that maybe it won't happen or it won't happen soon. Other than that it would be a

great idea. If you could make it pay out.

Drawing an analogy from radio, or perhaps picking the basic schedule and then making adaptations for various regions? The way people do with sports coverage.

In my newspaper at home I get a Long Island edition. In New Jersey, you get a Jersey edition. In Connecticut, I guess there is a Connecticut edition, or something like that. I think maybe yeah. Again we're selling mass audience at the moment. That's why it's working very well.

Are you interested in getting the prime-time access period back?

I think so. That's a rule that we don't need. I don't think it's worked. I think the study staff that the FCC had examining the rule would agree that it hasn't worked. I think they said that in their report. We've always felt that it was unnecessary regulation. I guess on balance we'd like to see it lifted.

Do you think you could get the time back? If it were lifted?

Now that would be an interesting . . . I think over time, perhaps yes; I don't know.

Affiliates from time to time—and reps—complain that networks keep taking more time, more station time. Do you have your eye on any more station time?

No, and there is only so much time on the clock. The affiliates make it clear that that's a problem for them. They need a certain amount of time to take care of their local commitments. No, I don't see us taking over any more local time and converting it to network time.

Have you given any thought to a Sunday morning newscast?

We've looked at it. And we've looked at Saturday morning as well. Saturday morning we program currently for kids, and we've looked at the possibility of going in there with news.

News for kids?

No, just news. We've made no decisions to do so. Looked at Sunday, but that is local time for the affiliates. And haven't made any decisions to do so in either case, but it is something we've looked at, yes.

How about late-night news?

I would say we've looked at that less seriously than the other fellows because we have Johnny Carson in there. And I think that would be one good reason why we would not go into the news business late-night.

What's been the affiliates' reaction—you mention Carson—to his declining levels of original Carson appearances?

He is like your cleanup hitter—you'd like to have him up nine times, in every slot in the batting order. He's been on the air a terrific number of years—19—and when

the man says he just doesn't want to work as much, you've got to respect that. Currently he is on four nights a week for an hour. And the most recent prior configuration was three nights a week for an hour and a half, so in this much ballyhooed and celebrated new Carson contract we've only lost him live for a half-hour a week and we have him on the air four nights a week live instead of three nights a week. He's doing well. We're doing very well with the Carson show in national ratings, and we are delighted with it. He is a phenomenon.

What about the Saturday Night Live situation?

Well, if it hadn't been for this strike I think we've got that one fixed. We've got Dick Ebersol back, who was in on the original program. And the first time out with his first entry we did a 32 share, or something in that neighborhood, so we feel that that one is fixed and is on track.

Do the affiliates feel that? What sort of feedback have you gotten?

Generally good about our first effort. Generally good.

What are the clearances on that?

High. It started out, you know, as another innovative program. We had clearance problems with that when we began in that time period, but a lot of word of mouth and a lot of public clamor finally got the program cleared. We lacked clearance on the station that covers Duke University's viewing area. The law school at Duke University sent a petition—a mock petition—to clear the program. Sent a copy to the station and a copy to us and it had a zillion signatures on it.

Did they clear?

And they cleared. Over time they all did after a while. Again, it was slow, because it was new and different. And on Friday night we're doing a new show, the Second City show, which everybody is very high on. So we think that late-night we're in good shape. And the *Tomorrow* show is doing better now than it had. It seems to be on an up-tick. So we think that late fringe is in good shape.

Your Saturday Night Live clearances dropped off for a while?

If they did, we lost one or two stations, but then they weren't in big markets.

How do you describe the type of affiliate you're looking for? If you're considering a new affiliate, what do you look for?

Well, we have a lot of criteria and most of it is subjective in that it boils down to judgments. But we look for a station whose local programs lead in the market, particularly news. We look for a station that is well managed, well financed. Has state of the art equipment. Leads in the marketplace. Has strong access programming, leading into our prime. We look for winners. ■

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Dunham on regulation: when it is and isn't needed

In FCBA speech, network executive calls marketplace regulation wise; sees need for oversight in spectrum and engineering matters including Comsat's DBS proposal before FCC

The complexities of the job confronting broadcast industry representatives in Washington these days were pointed up last week in a speech Corydon Dunham, NBC's executive vice president and general counsel, made to the Federal Communications Bar Association at a luncheon in Washington. On the one hand, he said that marketplace regulation is a wise and good thing, if only it were applied more loosely to broadcasting. On the other, in the case of engineering standards and spectrum management, particularly where direct broadcast satellite service is concerned, "a deliberate, planned approach" is essential.

It was the DBS issue that Dunham seemed to stress. The FCC last month issued a rulemaking looking to the adoption of interim procedures for regulating DBS systems and has accepted for filing its first DBS application, that of Satellite Television Corp., a Communications Satellite Corp. subsidiary (BROADCASTING, April 27).

And the implications of those actions were on Dunham's mind, particularly as the U.S. is preparing for a western hemisphere conference in 1983 to establish a plan for the use of fixed and broadcast satellites in the 12 ghz band. "We will be bound by international spectrum decisions for a long time to come and we need to decide as a nation on the most efficient use of the spectrum available to us and the standards for maximum service for all consumers," Dunham said.

Clearly he was not sure the commission has struck off on the right course, with a proposed interim policy that would be generally free of regulatory restraint and is aimed at permitting the first system operators, at least, to experiment. NBC has urged the commission to establish some policy guidelines before the 1983 conference so that the U.S. position will not be pre-empted by existing interim operations (BROADCASTING, May 11).

The question to be asked regarding the commission's interim approach, he said, is whether it "adequately serves the necessary goal of spectrum conservation. Indeed, history may well see us as abandoning spectrum management, at this critical point, to squatter's rights."

Thus in a Washington grown skeptical of

government's ability to manage anything, Dunham saw a critical role for government. "Whether the issue is UNESCO's new world order of information or an international spectrum treaty, this country's best efforts will be required," he said. "We will certainly need more vigorous government support in international forums for U.S. broadcasting than has been demonstrated in the past."

As for permitting the marketplace to displace government as regulator, Dunham said, that is sensible. "But," he said, "we falter at the real threshold. We can't seem to let go of the regulation of broadcast television." Only the so-called



Dunham

"new technologies" are benefitting from government's hands-off approach, he said.

"This double standard," Dunham added, "distorts the marketplace and prevents the stimulation of new market services."

Government treatment of cable television was an example of the kind of thing troubling Dunham. He said that since cable is "pretty much exempt" from copyright liability it has had little incentive to support programming. Last year, he said, it spent \$22 million on program origination, less than 2% of basic cable subscriber revenues, compared with \$3.5 billion spent by broadcasters on news, entertainment and sports.

"At the same time, government policies deny broadcasting the full freedom to innovate and compete," he said. "Regulatory restrictions like the financial interest and prime-time access rules are continued even after being discredited."

"So we must ask whether broadcast programming schedules can continue under a double standard that loads copyright liability and program restrictions on broadcasting and not on its competition."

Dunham called for "a fresh and realistic

look by the commission and Congress at the new video marketplace. People," he observed, "watch programing, not technology."

As a true believer in the industry he serves, Dunham was not content simply to read a speech. Three times he illustrated points by the use of videotapes shown on monitors set up around the room. After citing the money the networks spend on programming, for instance, the monitors came alive with a piece containing brief clips from NBC sports coverage and ending (proudly) with the NBC sports promo. He closed his talk with a piece from NBC's WKYC-TV Cleveland showing the Cleveland Symphony Orchestra's involvement with the city's children. It was meant to illustrate Dunham's point that the station works to sustain the quality of the city's life.

But the piece that wowed the audience was a clip from an old *Saturday Night Live* that ended a section of Dunham's speech warning of "the threats of economic pressure on broadcasting's advertiser base to force a narrower view of our society and the world." The material contained an alleged commercial demonstrating the smooth-riding qualities of the "Royal Deluxe II" automobile—a bearded rabbi performs without incident, a circumcision on a baby in the back seat of the car as it travels a bumpy road.

"Fortunately," Dunham said, leading into the clip, "the risks of irreverent humor are always with us."

FCC puts hold on 16% tariff increase by AT&T

Common Carrier Bureau chief orders delay until July 9, maintaining increase gives company higher rate of return than already authorized

The FCC has rescinded its two-week-old decision granting AT&T special permission to put into effect a general rate increase of 16% for most domestic services, including radio and television transmissions, much earlier than the 90-day notice period prescribed by law. AT&T filed the new tariff proposals with the commission on April 10 in light of the commission's

April 6 decision authorizing an overall 12.75% rate of return for the multibillion-dollar communications conglomerate. The April 10 tariffs were scheduled to take effect May 14.

However, in a letter to W.E. Albert, administrator of rates and tariffs for AT&T Long Lines, FCC Common Carrier Chief Joseph Marino ordered AT&T to defer the effective date of those tariffs to July 9. The bureau said one of its main concerns was that proposed cuts in AT&T's overseas tolls would not offset domestic rate increases by the company, thus creating an overall rate of return higher than the newly authorized 12.75%.

Marino requested that AT&T submit additional data on the tariffs no later than May 28, but stipulated that interested outside parties will have only until May 22 to file additional comments on the tariffs.

Not affected by this latest commission decision is a 16.4% hike in AT&T's private line service rates which the company filed for in February. On May 7 the commission denied petitions by various parties to reject or suspend the February tariff proposals, thereby permitting them to go into effect as of last Thursday (May 14).

The commission has yet to act on petitions to reject or suspend an additional February tariff proposal by AT&T to increase television transmission rates by an overall 38%, but it has indicated that it will do so before the end of the month. If it denies those petitions as well, the 38% hike in TV transmission rates would then take effect.

The commission's action came on the heels of petitions for injunctive relief by the three major networks in appeals courts in New York and Washington ("Closed Circuit," May 11). In joint filings, ABC, NBC and CBS asked the New York court to put the 16.4% private line increase on hold while asking the Washington court for similar relief in the case of the 16% general rate increase, until the legalities of both could be resolved.

Last Wednesday (May 13), the New York court denied the networks' plea for injunctive relief, while the commission's rescission order basically mooted a similar request filed in Washington with regard to the general rate increase. However, both courts are still analyzing additional documents filed by the networks which seek review of the commission's decisions regarding AT&T's tariffs and the legalities of the tariffs themselves.

Stations seen getting upper hand in House public TV bill

Legislation, headed for full House vote, gives stations greater discretion over funding than before; CPB objects to loss of control; funding levels would remain same; advertising issue tabled until floor vote

The pendulum swung in favor of stations last week in the continuing argument over future funding for public broadcasting. In a substantially amended bill, the House Energy and Commerce Committee voted to require the Corporation for Public Broadcasting to pass through a higher proportion of its funds in direct grants to stations.

National Public Radio and the National Association of Public Television Stations applauded the bill, while CPB deplored it, saying it "purports to preserve CPB while at the same time emasculating it." The action came two weeks after the Senate Communications Subcommittee overhauled a bill of its own that would originally have increased CPB's portion of annual funds and forced stations to rely on more nonfederal support (BROADCASTING, May 4).

In a markup session last Wednesday, May 13, the House committee imposed a strict formula on CPB's allocation of funds beginning when the bill takes effect in 1984. "We want to define the appropriate distribution of money, rather than leave it to infighting among the various factions in the public broadcasting community," said Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) who several times repeated his dissatisfaction with the system's lack of unity.

Under the bill (H.R. 3238), CPB would retain, as it does now, 5% of its annual appropriation for its own administrative costs. It would keep another 5% for research, training and payment of the system's satellite debt, copyright fees and interest on debts.

Of the 90% left, 75% would go to TV and 25% to radio. Of television's share, 80% would go to stations in community service grants and 20% to national pro-

gramming. For radio, CPB may spend up to 50% on national programming and at least 50% on community service grants. Stations would continue to receive federal funds in proportion to funds raised from nonfederal sources, as they do now.

Wirth's original bill would have directed CPB to pass through at least 50% of its annual funds to radio and TV stations.

That figure is similar to CPB's present authorizing legislation, under which it passed through 58% of its total funds in station grants last year. CPB opposes Wirth's amended bill because it would significantly reduce the funds it will have to finance national programming and would remove much of its control over the funds it was created to disburse. "It is a vote of no confidence in CPB," said corporation President Robben Fleming, who argued with CPB's board of directors that CPB "can only accomplish its goals with maximum flexibility and discretion in its activities and a minimum of statutory set-asides or limitations."

To mitigate the impact of its pass-through formula, which "severely crimps the national program fund," according to subcommittee chief counsel David Aylward, the committee decided to allow CPB to receive its government funding annually rather than quarterly as it does now. This will allow it to earn an extra \$500,000 to \$2 million in interest in fiscal year 1984. It has been receiving its funds quarterly since 1978, when Congress decided CPB was amassing too much money under annual disbursement. The amendment would not change CPB's present practice of disbursing funds quarterly to stations.

The committee tabled a proposal by Representative Thomas Tauke (R-Iowa) to allow five public TV stations to experiment temporarily with institutional advertising. Tauke offered his amendment as an alternative to one offered by James Collins (R-Tex.) to allow all public broadcasting stations to begin airing 30-second institutional advertisements in clusters of up to two minutes at the beginning and end of programs. Collins agreed to withdraw it when committee members expressed interest in studying the matter before introducing it when the bill goes to the full House for a vote. At an earlier session, the subcommittee had rejected Collins's amendment and passed instead one offered by Representative Al Swift (D-Wash.) to expand upon the FCC's recent decision to allow stations to identify program underwriters with logos (BROADCASTING, April 27). Swift's amendment would allow the use of logos to identify a company "but not to promote a specific product." They may be aired "at logical breaks in programming," such as station identifications, and not necessarily at a program's beginning or end. It was included in the bill passed by the full committee on Wednesday.

The full committee overruled the subcommittee only once, by passing an amendment by Wirth and Committee Chairman John Dingel (D-Mich.) requiring the FCC to conduct a study of future funding alternatives for public broadcast-

Clearing up crossownership. On reconsideration of its October 1980 clarification, the FCC has ruled that waivers of the cable-telephone company crossownership ban be based on a cable TV service area with fewer than 30 homes per route mile. Previously, the 30-home standard applied to separate franchise areas because of concerns that phone companies could "gerrymander" large service areas by seeking a waiver to serve an urban center surrounded by sparsely populated areas that, when considered together, would contain fewer than 30 homes per route mile. However, the commission concluded that the franchise-area standard would allow independent operators to serve "core" areas, leaving surrounding rural areas unserved, where it would not be economically viable for phone companies to serve them on a stand-alone basis. Cable Bureau Chief Randy Nichols suggested that the 30-home standard—in any form—"is just not working," and should be reworked from scratch. The commission is considering alternatives in a pending rulemaking proposal on telco-cable crossownership in rural areas.

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ing. "I was appalled that the FCC's rulemaking on logos contained no cost or income analysis," said Wirth. "This will put the heat on the FCC to do what it should have done." Participating in the FCC study will be CPB, NPR, the Public Broadcasting Service and several members of Congress.

The committee accepted an amendment offered by Tauke to require CPB's chairman to provide the President with a list of recommended candidates within 45 days after a vacancy occurs on the board. If the President fails to fill the vacancy within another 45 days, the board may elect a new member, subject to Senate confirmation. "This will get the administration's attention," said Tauke, who concurred with Wirth and other subcommittee members that the President should show more interest in CPB board nominations. This replaced a provision in Wirth's original bill that would have established a blue-ribbon committee to advise the President on appointments to the CPB board.

In a related amendment, the committee voted that CPB's board must include two representatives each from public radio and TV stations. Although Wirth had originally proposed that these members be elected by stations, the committee accepted instead a proposal by Tauke that the President appoint them upon recommendation from CPB's board chairman, who must consult with NPR, PBS and stations before submitting a list of candidates.

The committee passed an amendment offered by Collins to forbid stations receiving federal funds from editorializing. It defeats a provision in the original bill that would have allowed editorializing and concurs with a provision in the Senate's public broadcasting bill (S. 720).

It also voted to require stations to account separately for funds raised through commercial activities and those raised in donations from nonfederal sources. Stations could no longer include commercially raised funds in securing matching grants from CPB.

Another amendment moved enforcement of public broadcasting's equal opportunity programs from the Department of Health, Education and Welfare, which was eliminated last year, to its successor Department of Health and Human Services. The bill will not require the system to include the handicapped in its EEO hiring, as proposed by Wirth, but report language accompanying the bill will stress that the handicapped should be considered equal with minorities and women.

The committee defeated amendments offered by Collins to reduce funding levels in fiscal years 1984, '85 and '86 to \$110 million, \$100 million and \$100 million as recommended by the Reagan administration and to eliminate funding for new and updated facilities. The bill authorizes overall levels of \$160 million, \$145 million and \$130 million for those three years and funds the facilities program at \$25 million, \$20 million and \$15 million in fiscal years 1982, '83 and '84.

The bill is expected to go to the full House for a vote within two weeks.

The role of common carriers: a matter to be reckoned with

FBA panel agrees Congress should handle matter of Bell's entry into new telecommunications markets with care; requiring separate subsidiaries for new ventures is one possible solution

It's high time Congress passed legislation to update the Communications Act, but while writing its legislation, Congress should take care with the role it will allow AT&T to play in the telecommunications environment. That was the consensus of a panel addressing the regulation of common carriers at a Federal Bar Association seminar in Washington last week.

Lawrence Secrest, panel moderator and partner in the Washington law firm of Kirkland & Ellis, pointed out the significance common carriers have in communications—they form the largest communications industry around. Secrest said, for example, the Bell System alone generated revenues of \$46.4 billion in 1979, while the entire commercial television industry generated revenues of only \$10.6 billion and the cable industry \$2.3 billion.

Secrest said AT&T has become the center of attention for several reasons. First, he said, since the 1970's, a consensus has formed that the telecommunications industry should rely on competition, not regulation, to insure that it best serves the public. But since AT&T controls 80% of the country's local telephone distribution networks, its future role in a competitive telecommunications environment has come into question.

And, Secrest said, AT&T's desire to enter new markets—such as data processing—raises two more questions for regulators. First, he said, if AT&T is allowed to expand into new, competitive markets (it is currently prohibited from getting into unregulated businesses by a 1956 consent decree), the scope of regulation might have to be expanded. And, second, he asked, if AT&T is allowed entry into new markets, how can regulators insure that AT&T won't use its size to monopolize those new markets?

William Diefenderfer, chief counsel for the Senate Commerce Committee, noted there hadn't been a "substantive review" of communications since the Communications Act was passed in 1934 and blamed Congress "for not having addressed the issues."

But Diefenderfer noted "key political issues" are raised when attempts are made to rewrite communications law for common carriers.

One problem, he said, was what role legislators should permit AT&T to play as Congress moved toward deregulating the telecommunications industry.

Diefenderfer said one solution for permitting AT&T to enter new markets without allowing it to overpower its competi-

tion by cross-subsidizing its new enterprises, has been proposed in S. 898, a bill introduced by Senate Commerce Committee Chairman Bob Packwood (R-Ore.) (BROADCASTING, April 13).

That bill, which would, as did the FCC's Computer Inquiry II, modify the 1956 consent decree and allow the mammoth common carrier to offer unregulated services, would only allow AT&T to offer those services through separate subsidiaries that don't offer transmission services, sell equipment or offer other unregulated services. And although Diefenderfer admitted under that provision "it would be difficult to catch" AT&T if it did cross-subsidize its unregulated businesses, he didn't think it would, because it would have too much at stake.

Another problem, Diefenderfer said, arises because so much money is thought to be at stake in the emerging telecommunications businesses. As a result, powerful interest groups worry about how their slice of the pie will be affected by new legislation, and those interest groups clash.

For example, Diefenderfer said, although AT&T wants to supply "electronic Yellow Pages"—a service AT&T would be able to provide under provisions of S. 898—the newspaper industry doesn't want AT&T to offer that service.

Newspapers, Diefenderfer said, don't want competition for classified advertising from AT&T, which he said raised revenues of about \$2 billion from its printed Yellow Pages last year.

Quoting former Senator Warren Magnuson (D-Wash.), Diefenderfer said the problem is: "All everyone wants is a fair advantage."

David Aylward, staff director for the House Subcommittee on Telecommunications, said the subcommittee also thought new communications legislation was "long overdue," but noted there isn't a "national consensus that there is a problem," so it won't be easy to get Congress to move on the issue. He said although Congress has felt "groundswells" on the issue, Congress wasn't "receiving a lot of mail on it," and without that kind of support, "it's very difficult to pass legislation," he said.

And although Aylward thought there was a consensus within Congress that competition was preferable to monopoly, beyond that, "it's hard to tell," he said.

Aylward also cited several problems that could arise in rewriting communications legislation.

One problem, he said, was since no one knows where telecommunications is going, "people are very nervous; they're sure of what they're afraid of, but not sure of what they want."

Another problem, he said, was that because AT&T is so large, its competitors are

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afraid they'll be pushed out of the markets AT&T is allowed to enter.

Still another problem, he said, is that a "whole new set of players"—for example, newspaper publishers who don't want AT&T to encroach on their territory, and cable operators who don't want common carriers to be allowed to offer cable services—has entered the arena, "realizing that their interests are at stake, too."

Aylward also thought it was important to distinguish between the deregulation of other industries and the deregulation of the telecommunications industry. Unlike other industries that have been deregulated, he said, all the telecommunications industry's markets aren't "structurally competitive ... at this time."

Other problems legislators must face, he said, were determining how much of the industry to deregulate how soon; determining what sorts of "competitive protections" should go along with deregulatory moves; and determining what regulations should be retained.

Noting that "Bell basically wants to get into as many markets as possible with as few restrictions as possible," Aylward said "the crucial public policy issue" will be to determine how and where Congress should draw the line between what AT&T could do and what it couldn't do.

The House Telecommunications Subcommittee will hold hearings on the status of competition and regulation in the communications industry on May 20, 21, 27 and 28.

The Senate Commerce Committee will hold hearings on S. 898 on June 2, 11 and 15.

Washington Watch

BABMC blocked. FCC has denied petition by Bay Area Black Media Coalition to deny license renewal of KTVU-TV Oakland, Calif., on EEO grounds. Commission said station had maintained successful and aggressive EEO program. Broadcast Bureau Chief Richard Shiben asked commission for delegated authority to dismiss several other petitions to deny filed by Community Coalition for Media Change, headed by Marcus Garvey Wilcher. Commission gave Shiben go-ahead. Petitions were filed against KKKH-AM-FM, KRON-TV, KABL-FM, KSFO(AM), KFOG(FM), KPIX(TV), KGO-TV all San Francisco, and KSOL-FM San Mateo and KABL(AM) Oakland, both California.

NBMC files against SJR. National Black Media Coalition (NBMC), in joint filing with other black groups, has petitioned FCC to deny San Juan Racing-Gulf United Corp. merger (BROADCASTING May 26, 1980 et seq.) on grounds that SJR stations "have the worst EEO record of any group of radio stations which NBMC ... has ever seen." Black groups said transfer of stations to Gulf would do little to improve situation, given Gulf's "marginal" EEO performance. Groups also charged that SJR stations' public affairs programming is "aired mostly in graveyard hours, is of low quality, and is unresponsive to the issues facing the urban black communities to which the stations are licensed." Noting that "market has failed in all of the SJR cities," groups contend that Gulf, in preparing assignment applications, "adopted the expedient course of action by walking through the rote exercise of ascertainment and then adopting as its own the miserable service of SJR."

ICA to USIA. Charles Wick, California businessman who has been named but not yet confirmed as director of International Communications Agency, has gone public with first goal he wants to achieve in new job: Change name of agency. Wick, who was co-chairman of Presidential Inaugural Committee, told Senate Foreign Relations Committee that agency's original name, U.S. Information Agency, is better and should be revived. He wants name changed "at the earliest possible moment."

Closing the book. FCC has terminated inquiry begun in 1968 into sale of nonnetwork programming. Commission's primary concern was territorial exclusivity, but inquiry was later expanded to include time exclusivity provisions as well. Adoption in 1973 of 35-mile limit for territorial exclusivity eliminated need for further consideration of that matter while comments from industry maintained abuses were unlikely because of expenses incurred in warehousing diverse programming that currently exists.

Ownership balance held vital to new technologies

Wirth and Pearce stress that point at Washington law seminar; Jones spells out FCC's challenges in decisions for emerging services

"Engineering diversity will mean little without diversity of ownership," said Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), who keynoted a two day seminar on "Telecommunications Law for the Eighties" May 11-12 in Washington. Sponsored by the American Bar Association, the seminar addressed the challenges of regulating telecommunications in an era of rapid change.

Although video and information services are multiplying, the FCC is operating on a law that "assumes scarcity ... that gives the FCC a pittance of direction," said Wirth. Changing technology is bringing new players into the communications ring and legislators must strike a balance between allowing the marketplace to determine what services reach the public and preventing monopolistic control of information, the Colorado congressman declared and added: "Our policies must be as flexible as our burgeoning technologies."

How will the FCC regulate the profusion

of developing video services? Will Congress be able to develop policies to guide that regulation? Diverse answers to those questions surfaced last Monday at a panel session on the subject.

FCC Commissioner Anne Jones set the stage with a staggering list of questions the FCC faces each time it tries to make a decision involving developing technologies. "I'm afraid one of these days someone will say the FCC is irrelevant," she said. "There will always be spectrum management, but we're at the threshold of sweeping changes in technology." These changes, Jones said, are pushing the FCC to consider each decision's long-range impact on ownership of new services, the established industry and the FCC's future role as a regulator.

The FCC's withdrawal from cable regulation has been based "primarily on cable's role as an ancillary carrier of broadcast signals," she said. Now, however, the "wired nation concept" is looming again, she added.

Multipoint distribution services might prevent a cable monopoly on video services, Jones said, so "should their development be preferred through spectrum allocation and some kind of spectrum pricing system?" Then again,

she asked, "Would such a pricing scheme discriminate against broadcasters who utilize the most valuable portion of the spectrum?" Jones's other questions:

As for broadcasters, "should they be permitted to lease their channels or offer teletext services to minimize their losses as cable grows?" If broadcasting survives in "recognizable form" will regulating it be necessary in light of the abundance of other services?

"The government and the industry must plan ahead," said Jones.

Replying with the cable point of view was Bob Jones, senior vice president, National Cable Television Association, who argued primarily against content regulation. "Cable doesn't have the scarcity that broadcasting has," he said thus regulating access and programing violates the First Amendment.

Alan Pearce, Washington telecommunications economist who was special assistant to former FCC Chairmen Dean Burch and Richard Wiley, warned that monopoly could result from the Congress's "Moral Majority" attitude toward deregulating telecommunications.

"The top 12 newspaper chains control 39% of daily circulation, the top 20, over 50%," he said. "The TV networks still ac-



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count for over 50% of all TV advertising revenues and nine of the top cable systems have interests in broadcasting or publishing." Congress and the FCC "are concerned with technical compatibility for competition's sake," he said, "but ownership issues must also be looked at."

FCC decisions on teletext will affect all players in the communications industry, he said, and "you can't leave the market to itself when you have AT&T and IBM wanting to get involved."

Warren Zeger, vice president, general counsel, Satellite Television Corporation, followed Pearce with a description of Comsat, the company's parent organization that recently received FCC authorization to experiment with direct broadcast satellite service to the home.

Erwin Krasnow, senior vice president, general counsel, National Association of Broadcasters, noted that the Reagan administration is "confused about its policy on DBS," but that the FCC could hardly exclude Comsat from its future decisions on how to implement DBS after allowing the Comsat firm to invest over half a billion dollars to experiment with it.

The recent Godfrey decision, in which an appeals court directed the FCC to consider how broadcasters might be required to serve the hearing impaired, "may speed the FCC's deliberations on teletext," said Krasnow, who also noted that 56% of broadcasters polled at NAB's recent annual convention said they plan to employ a teletext system within 10 years.

Privacy and piracy key law challenges in '80's, Lee says

At FBA conference, FCC chairman also calls for Hill input on DBS and U.S. representative to ITU

The next challenge in communications law in the 1980's, says FCC Chairman Robert E. Lee, will be "dealing with the subject of privacy and piracy."

Lee, in a luncheon address before the Federal Bar Association's fourth annual "Telecommunications Law for the Eighties" conference at Washington's Mayflower hotel last Monday (May 11), also said that the U.S. should establish a permanent "special ambassadorship" to the International Telecommunication Union for telecommunications policy (ITU).

Regarding congressional matters, Lee said that input from Capitol Hill on the implementation of a domestic direct broadcast satellite (DBS) service is a must while proposals by several legislators calling for one- or three-year reauthorization of the FCC is a bad idea.

Lee noted that many of new video services, such as MDS, subscription TV and cable are targets of piracy. "If a regulatory scheme should develop based on free market theory of competition," Lee said, "it is imperative that the [new video markets] have the protection of other markets as to the theft of services." He said the piracy issue was not at this time "satisfactorily addressed" in the Communications Act.

In recommending that the U.S. create a

permanent special ambassadorship to the ITU, Lee said such a post would provide the U.S. with "semi-equal footing" with other ITU nations which have created similar positions "so that expertise can be developed." When asked after the speech if he would be interested in taking such a position himself, Lee said, "It's tailored for me."

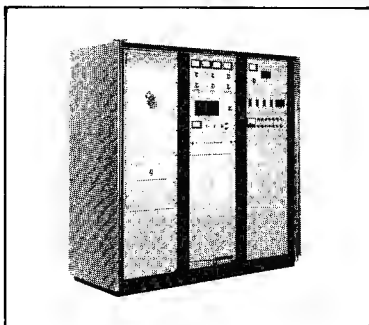
The chairman argued against the FCC reauthorization proposals now circulating on Capitol Hill because of what he said would be the resulting "temptations for the Congress to engage in management of the commission." Noting that Congress set up the commission as an independent agency to be insulated from the reach of partisan politics, Lee expressed his hope that "Congress in their zeal for more control do not swing the pendulum back too far."

The issue of privacy, Lee said, will be "both a technological and a legal challenge of the '80's," given the advent of satellite communications, broadband services over cable and "the utilization of telephone wires for business transactions."

Describing DBS as a mode of communication "critical to the electoral process," Lee said that "never under any circumstances," could DBS not be addressed by Congress.

When asked after the speech if reducing the number of FCC commissioners would increase the commission's efficiency, Lee said that five commissioners with longer terms (but not eligible for reappointment) would be "more ideally suited than seven." He suggested that the reappointment process was "somewhat demeaning—you have to go around and around and kiss two million butts." He then told the audience that if they thought the process hinged on merit alone, "I've got some costume jewelry I'd like to sell you."

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Citizen group goes to court over 10-year renewal battle

Coalition protests delay in final FCC order in EEO case against KGGM-TV Albuquerque

Almost 10 years ago, when the citizen movement in broadcasting was becoming a significant force, a coalition of Mexican-Americans, blacks and Indians, backed by the Office of Communication of the United Church of Christ, petitioned the FCC to deny the license renewal of KGGM-TV Albuquerque, N.M. Last week, the coalition filed an appeal with the U.S. Court of Appeals in Washington—from the FCC's failure "to grant in a timely fashion" the petition to deny. For the commission has yet to issue its formal order in the case.

When it does, it will probably renew the license; the last commission action in the case, in December 1980, indicates as much. Then the Coalition for the Enforcement of Equality in Television and Radio Utilization of Time and Hours could ap-

peal a decision. In the meantime, the coalition points out, the station, whose application for the 1971-74 period remains at issue, continues to operate.

The coalition based its complaint on charges common to many petitions to deny. The petition alleged that the New Mexico Broadcasting Co., the licensee, employed no blacks or Indians among its staff of 61 and that its seven Spanish-surnamed employees held low-level jobs. It said the station failed to ascertain the programming needs of minorities and did not cover news of the black, Mexican-American and Indian communities, which, the coalition said, make up more than 40% of the area's population.

The commission designated the application for hearing, but then the wait began. It wasn't until February 1976 that a hearing was held. The administrative law judge issued an initial decision, recommending renewal. Two years later, in November 1978, the commission heard oral argu-

ment, but no decision was announced until December 1980, when a press release was issued, reporting that the commission had voted, 4 to 3, to renew the license for one year. But, the appeal notes, the commission has yet to issue a formal order or to explain the basis for its decision.

"When it is considered that the issue before the commission is the granting of a license to broadcast during the period from 1971 to 1974, it becomes clear that justice delayed is justice denied," the appeal says. "Indeed this delay has resulted in the licensee receiving two more three-year renewal terms and part of a fourth renewal term without a final decision rendered that it is entitled to the first."

Pole attachment complaints get increased attention

FCC sets up task force to handle backlog; in recent action, commission awards Teleprompter \$120,000 from Mountain States Telephone Co.

The Pole Attachment Branch of the FCC Common Carrier Bureau's Tariff Division has assembled a task force to speed up the processing of pole attachment complaints filed with the commission, some of which have been pending since 1979. The task force consists of the four regular members of the Pole Attachment Branch plus an additional 12 staffers recruited from other branches.

The goal of the task force is to settle the majority of some 63 currently pending complaints within the next two months. Twenty-five complaints have been filed by cable companies so far in 1981, while the totals for 1980 and 1979 were 24 and 56, respectively.

The commission got into the business of regulating pole attachment disputes between cable and utility companies in 1978 when Congress amended the Communications Act with a provision mandating that the commission do so in cases where the states do not.

In that amendment, referred to as the Pole Attachment Law, Congress defined a rate as "just and reasonable if it assures a utility the recovery of not less than the additional costs of providing pole attachments, nor more than an amount determined by multiplying the percentage of the total usable space . . . which is occupied by the pole attachment by the sum of the operating expenses and actual capital costs of the utility attributable to the entire pole . . ."

In carrying out its mandate, the commission came up with the following formula for determining the maximum rate to be charged by a utility: space occupied by the cable company per pole divided by the total usable pole space, multiplied by the cost of a bare pole which in turn is multiplied by the carrying charges per pole.

In five recent actions, the commission

has awarded Teleprompter Corp. approximately \$120,000 plus interest from utility companies in refunds for pole attachment overcharges, going back to 1979. Mountain States Telephone and Telegraph Co. was ordered to pay refunds in three of those cases, involving Teleprompter subsidiaries in El Paso, Tex., Farmington (and vicinity), N.M., and Trinidad, Colo. The other two utilities Teleprompter prevailed over were Montana Power Co.—for rates assessed against Teleprompter systems in Great Falls, Missoula and Hamilton—and Northwestern Bell Telephone Co. for rates assessed against Teleprompter's cable system serving Brainerd (and vicinity), Minn. Teleprompter has approximately 35 pole attachment complaints still pending at the commission.

In settling another recent complaint, the commission awarded Liberty TV Cable Inc. (serving several Texas communities including Port Arthur) approximately \$50,000 plus interest in refunds for excessive pole attachment charges by Gulf States Utilities Co. going back to May of 1980.

More ammunition for broadcasters on copyright issue

Study by Shooshan & Jackson finds 1976 act has reduced broadcaster programing levels

Broadcasters may have a new weapon in their fight to repeal the cable provisions of the Copyright Act of 1976: a 110-page study, prepared by the Washington consulting firm of Shooshan & Jackson, concluding that the "hidden cost" of those provisions has been a decline in programing available to broadcasters that will become increasingly precipitous.

Under the provisions of the act, cable television systems were given the right to import the signal of any broadcast station in return for a compulsory license fee. Consequently, the program producer lost control over his programs' distribution, the study said, and the producer has an incentive to avoid sales to over-the-air broadcasters and to sell to other media.

According to Shooshan & Jackson—whose principals are Harry "Chip" Shooshan, former chief counsel of the House Communications Subcommittee, and Charles L. Jackson, former staff engineer with the subcommittee—some producers have refused to sell to broadcasters to prevent cable carriage and, in at least one case, a producer has reportedly paid cable systems not to carry his program.

In effect, the copyright provisions work to the advantage of all media that compete with broadcasting, since all other media can control their audience for a particular program. Without a change in the provisions, over-the-air viewers will "almost certainly be denied more and more programing that would have otherwise been

available to them," the report said.

Absent the copyright provisions, the study said, hybrid networks, in which a program is sold to a cable operator in one market and to a broadcaster in the next, could theoretically evolve to provide "expanded service to most viewers."

The study also concluded the "transaction costs" that cable operators would incur under full liability "are not prohibitively high."

There are alternatives to the present law and to the compulsory license for cable operators, the study said. It suggested a "central clearinghouse" such as those employed by the music industry or a "station-as-retailer" scheme whereby broadcasters become agents for the resale of programing they carry. The study also suggested modifying current law to limit the compulsory license to small cable systems or to selected broadcast signals.

The negative impact of the compulsory license fee will be felt hardest in the traditional television sports market, the study said. In the short term, consumers and broadcasters will be denied sporting events simply to prevent their being shown in other markets. In the long term, sports producers may withhold their programs from broadcasters in favor of pay cable, STV, MDS and other full-liability alternatives.

The study cited the case of college basketball's Atlantic Coast Conference and the C.D. Chesley Television Network as an example of the negative impact. Chesley's \$1-million contract for 1980-81 with the ACC stipulates that when Chesley televises an ACC game in a market no other game involving an ACC team can be shown in that particular market.

Because of that stipulation, and the compulsory license, a basketball game between the University of Maryland, an ACC member, and William & Mary was yanked from WDCA-TV Washington and WBFF(TV) Baltimore last January. "Although the [Chesley] game between North Carolina State and Clemson [both ACC members] was not being shown in either Washington or Baltimore, [WDCA and WBFF] were carried, under the compulsory license, by cable systems in Virginia and North Carolina, where the [Chesley] game was being telecast," the study said.

To protect its exclusive rights in Virginia and North Carolina, Chesley forced the ACC to withdraw the broadcast rights it had extended to WDCA and WBFF, the study said.

Under the study's central clearinghouse alternative, producers would establish a cable retransmission fee, which would be posted at the Copyright Royalty Tribunal (or some other federal agency). At the end of a designated period, the CRT would act as broker, collecting the money from the cable operators and passing it on to the producers.

The study said the clearinghouse would keep transaction costs to a minimum and would provide cable operators and program producers with greater choice.

Progress report on CBS Cable

Oct. 12 start date firmed up; enlarged staff has moved to new offices; division president Cox discusses programing and approach CBS will take to ad community

CBS Cable last week announced its start date, Oct. 12, somewhat delayed from earlier predictions of a summer premiere of the cultural program service. Making the announcement was Dick Cox, the CBS Cable division's president of some seven weeks, who additionally made the company's first formal commitment to use of Westar III, transponder 6 for distribution of the feed to cable systems. While CBS officials have on numerous occasions mentioned the company's existing lease of that transponder, the company had refrained from any definitive announcement that it would use it for CBS Cable, and was known to be attempting to secure time on the primary cable satellite, Satcom I.

Cox discussed the status of his operation with BROADCASTING last Wednesday. He sees his post as "another level of management" inserted in the CBS organization above that of Bob Shay, the vice president and general manager of CBS Cable who presided over much of the early developmental work. Shay will continue to be responsible for the day-to-day operations of CBS Cable, Cox explained, while he will concentrate on long-range goals and planning.

His going aboard, Cox says, reflects a need for a "more sophisticated approach to management," something exemplified by the doubling of the CBS Cable staff that



Cox

has taken place since he arrived. And future growth plans call for an increase from the present 80 or so staffers to just under 200 by the end of 1982.

The company seems to have prepared for that explosive growth in at least one way—CBS Cable has been moved from the offices it occupied in the CBS headquarters to a full floor in a nearby New York office building.

How CBS Cable will work to overcome that Westar disadvantage—the lack of satellite dishes trained on the bird—is something that will be approached on a system by system basis, Cox indicated, with financial or other assistance from CBS a possibility, but not part of any set pattern or plan.

Cox explained the delay in launch date for CBS Cable's service by saying that necessary origination facilities, to be located at the CBS Broadcast Center, wouldn't have been ready in August. Programing, on the other hand, is quite ready—50% of CBS Cable's schedule for the first year is already in the can or in production, with another 25% in negotiation or production.

Last week's announcement noted that CBS Cable's launch will be at 7 p.m., Eastern Time on the 12th, and continue until 4 a.m. the next morning. Thereafter, CBS Cable will run 12 hours a day from 4 p.m. until 4 a.m. As subsequently described by Cox, each day's programing will be divided into four three-hour blocks, with CBS looking on the 7 p.m. block as the start of the programing day. A given

day's original programing will begin then, and be repeated at 10 p.m., 1 a.m. and then at 4 p.m. on the following day.

The frequency of repeat cablecasts "may be the largest problem I had in moving here from a broadcast background," Cox said. But he stressed that it's perfectly compatible with both the nature of cable viewing, and with the audience growth CBS is projecting. Cox expects the number of viewers CBS Cable will be reaching to soar 1,400% from the present 1.5-million starting point by the end of 1985. That growth curve he says, "is like having a new audience every 20 minutes," people who won't have seen previous cablecasts of CBS Cable.

With programing in hand, Cox's sales force (six now) has just started calling on prospective clients for the advertiser supported service. What CBS Cable will be selling is sponsorships of series as well as individual programs. Sponsors will get both ad billboards and five minutes within an hour, but said Cox, different programs will be treated "in different ways," using "natural breaks" in the program content.

CBS Cable, Cox said will "start next month on an aggressive campaign to help advertisers and agencies learn how they can use cable and CBS Cable." In turn, Cox will be "open to advertiser ideas on programs" (while paying note to the financial interest rule's taboo on co-productions). And sponsorship pricing, Cox suggested, will be more tied to a given program's production cost than to any sense of a "rate card."

Those in cooker wonder how to live with heat of pressure groups

Advertisers admit nervousness at California panel sessions; writers resist suggestion that they tone down scripts

An "era of fear and intimidation," as one producer termed it, has returned to Hollywood creative community, largely stemming from efforts of conservative, church-linked protest groups concerned about prime-time network programing.

That was the consensus of more than 50 panelists participating in a May 8-10 symposium on the proliferation of pressure groups. Held in Ojai, north of Los Angeles, the event involved writers, producers, directors, journalists, network executives and agency and advertiser representatives. It was jointly sponsored by the Academy of Television Arts and Sciences

Monitor

Children's lineup. New to CBS-TV's children's programing schedule for 1981-82 season are: daytime specials, *Becoming a Man* and *Becoming a Woman*, both inspired by prime-time series *The Body Human*; animated shows, *The Kwicky Koala Show*, *Trollkine* and *Blackstar*; *CBS Field Trip*, on-location specials featuring well-known personalities; *Zorro*, with Fernando Lamas, to be added to *Tarzan/Lone Ranger Adventure Hour*, and *An Orchestra Is A Team, Too*, starring Joe Namath and Ricky Schroeder, presented on *The CBS Festival of Lively Arts for Young People*. Returning shows include: *Captain Kangaroo* with creator Bob Keeshan in revised format designed for school-age children and their parents, *In the News* and *30 Minutes*.

Showtime shows more. Showtime pay cable network has set July 4 as date for expansion of service to 24-hour seven-day-per-week schedule. Further details are to be forthcoming at NCTA convention.

Encore. ABC-TV mini-series, *Roots: The Next Generations*, will be rerun on consecutive Sundays, 7-9 p.m. NYT, from May 31 through July 12. ABC Entertainment President Tony Thomopoulos said: "We have specially edited the program to conform to this early-evening time period..."

and the Caucus of Producers, Writers and Directors.

There was disagreement about what to do about the protests, which all agreed have intensified over the past several months. Although agency representatives maintained they had not been coerced into dropping programs deemed objectionable by outside organizations, several recommended better communication between the networks and groups such as the Coalition for Better Television in an effort to reduce tensions. Organizers deliberately chose to exclude representatives of pressure groups from the gathering at the Ojai Valley Inn, saying they plan to meet with the groups' leaders "at a subsequent one-day seminar in an attempt to reach a mutual understanding."

A few advertising executives present expressed disappointment with some of the network programming. Thomas T. Ryan of the Gillette Corp. complained of "an escalation of sex during prime time," noting "the atmosphere around us has changed."

"We don't feel the industry comes to this debate with clean hands," added Robert Goldstein, of Procter & Gamble, "because of the gratuitous sex."

At least one company, General Foods Corp., admitted to being "nervous" about the public's attitude to the current protest movement. "We want to alienate as few people as possible," confided the company's advertising director, Gail Smith.

ABC vice president for broadcast standards, Alfred Schneider, told the group there has been an increase "at a large rate now, of sponsors saying they want to stay off certain (ABC-TV) programs." He emphasized the network is resisting pressures to shift its programming to satisfy advocacy organizations.

There was resistance at the gathering to adoption of a motion that industry representatives should meet with Moral Majority leader Jerry Falwell or the Rev. Donald Wildmon, president of the Coalition for Better Television, and even more objection to a suggestion by a keynote speaker that the industry adopt specific guidelines on how to deal with pressure groups.

"(You) must learn to live in a twilight zone," insisted Harvard Law School Professor Alan Dershowitz, "a grey area of censorship, and make the best of it." A constitutional law expert, Dershowitz said that current actions are not unconstitutional, and that the industry must set up its own standards of morality.

Similar sentiment was expressed by former FCC Commissioner Tyrone Brown, who suggested that the National News Council might serve as a model for a new panel to process some of the complaints directed at the networks. "Segments of the viewing public," Brown contended, "are not getting what they want."

Several writers participating in the sessions resisted suggestions that they tone down some of their scripts dealing with sensitive subjects, hinting that such action would represent a return to "McCarthy era-type" suppression of creative freedom.

PlayBack

Bringing back memories. Drake-Chenault has cleared almost 200 markets for its *The History Of Rock and Roll* including top 10 markets, plus nine in Canada and one in Mexico City. Show is also being offered to Australia and New Zealand. Drake-Chenault also is distributing copies of its *Drake-Chenault: The First 20 Years* album on national basis. First side of record features 25 personalities, five in each format category. Second side features original air checks and jingles throughout company's 20 years in radio.

First fives. Top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Bette Davis Eyes* by Kim Carnes on EMI/America; (2) *Just the Two of Us* by Grover Washington Jr. on Elektra; (3) *Being With You* by Smokey Robinson on Motown; (4) *Morning Train* by Sheena Easton on EMI/America; (5) *Sukiyaki* by A Taste Of Honey on Capitol. Top five in **country radio airplay**: (1) *Elvira* by The Oak Ridge Boys on MCA; (2) *I Loved 'Em Every One* by T.G. Sheppard on Warner Bros./Curb; (3) *Am I Losing You* by Ronnie Milsap on RCA; (4) *Seven Year Ache* by Rosanne Cash on Columbia; (5) *Friends by* Razy Bailey on RCA.

Group W forms cable programming unit

GWSC will be headed by Baker and Hayes; services will be delivered over Westar IV beginning next year

Westinghouse Broadcasting (Group W) last week clarified some of its intentions regarding cable programming, announcing the formation of Group W Satellite Communications (GWSC), a new operating unit to be headed by Dr. William F. Baker, president of Group W Television, (who will now also serve as chairman of GWSC), and Jonathan Hayes, former vice president and general manager of Group W's KDKA-TV Pittsburgh.



Baker



Hayes

The Hayes announcement came as no great surprise. In February, Group W's Baker announced that Hayes would be heading a "new business venture to be announced shortly." That news was greeted with wide speculation that the venture would be tied to cable (a reflection of Group W's pending move into cable ownership through acquisition of Teleprompter). Group W President Daniel L. Ritchie, in public remarks on several occasions, has since made clear the company's intention to get involved in cable programming, and a few weeks ago Group W announced the lease and purchase of transponders on future Westar satellites (BROADCASTING, April 20).

According to last week's announcement, GWSC will produce and sell program services to cable systems commencing early next year. And the latest release noted that the programs will be first distributed on the five leased Westar IV

transponders, (that satellite will be launched in March) with all services to be transferred to Westar V when that bird is launched later in 1982. (Group W will, nevertheless, retain its Westar IV leases.)

Little protest over obscenities in 'Deer Hunter'

Station managers attribute general acceptance to movie's wide acclaim

Some of the strongest language—if not the strongest—has been heard on local television over the past six months with the syndicated play of the film, "The Deer Hunter," but station managers who left the sound intact on their telecasts do not attribute the lack of usual censorship to a new trend in television but rather to the specific movie's box-office success and critical acclaim.

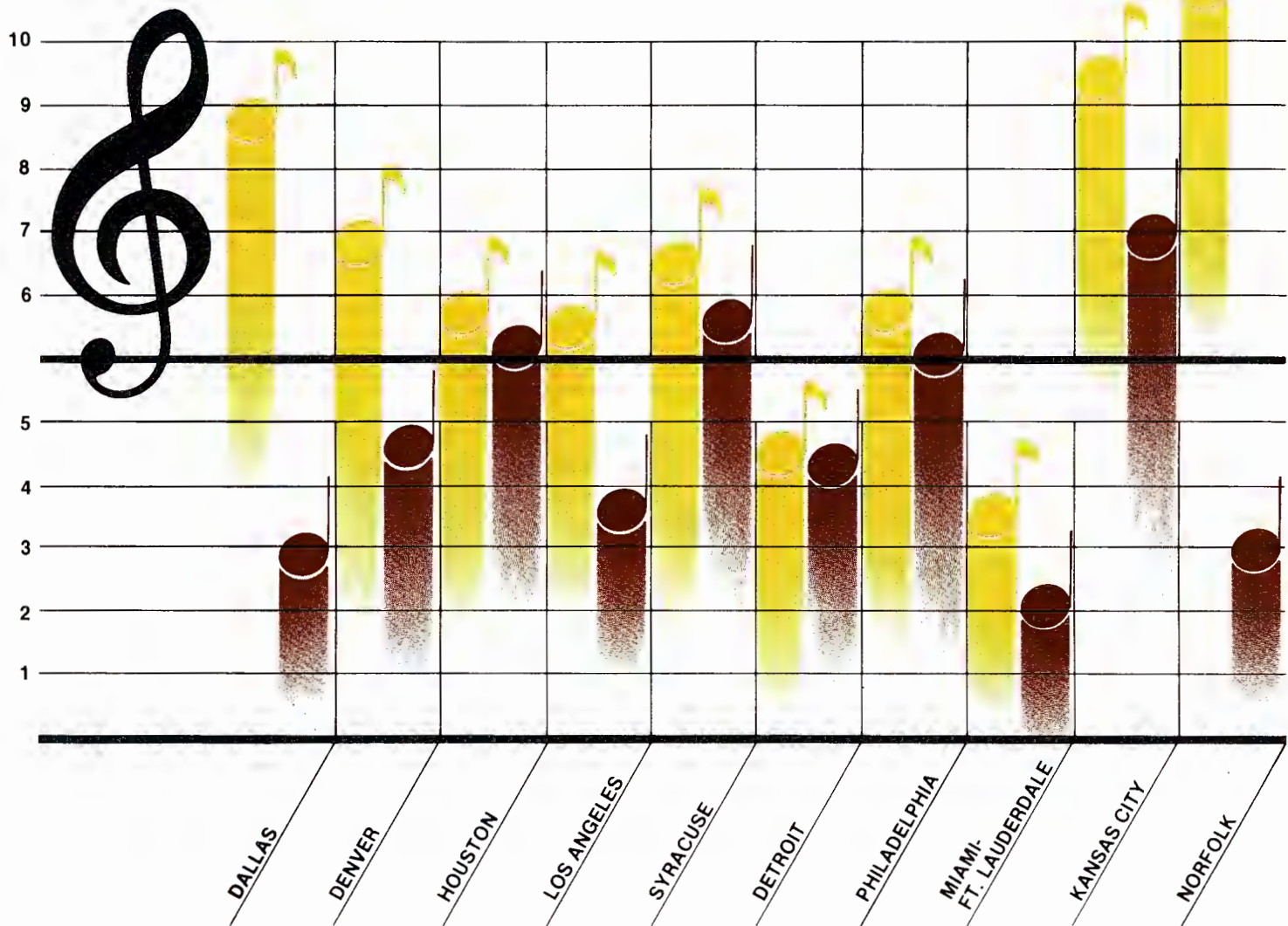
Distributor MCA TV/Universal claims 40 markets so far on its syndication sales list for "The Deer Hunter,"—a film that went directly to local stations after having been turned down by the networks. According to a spokesperson at MCA TV, there has been no negative feedback from stations, and where it has played already, it has "either been a raging success or a success."

When the picture played on election night last November, WOR-TV New York earned one of the highest ratings in its history, and KCOP-TV Los Angeles then won "the highest metered rating" for a theatrical film in that market (BROADCASTING, Nov. 24, 1980).

Graphic violence aside, the movie includes dialogue straight out of combat soldiers' mouths. At KCOP-TV the film was said to have run unedited. WOR-TV cut 16 words.

At WDCA-TV Washington, which ran the film for the second time on May 11 and 12, John Rose, general manager, said there was "very little" editing. Calls received at the station following the repeat broadcast, Ross said, ran about 60% pro

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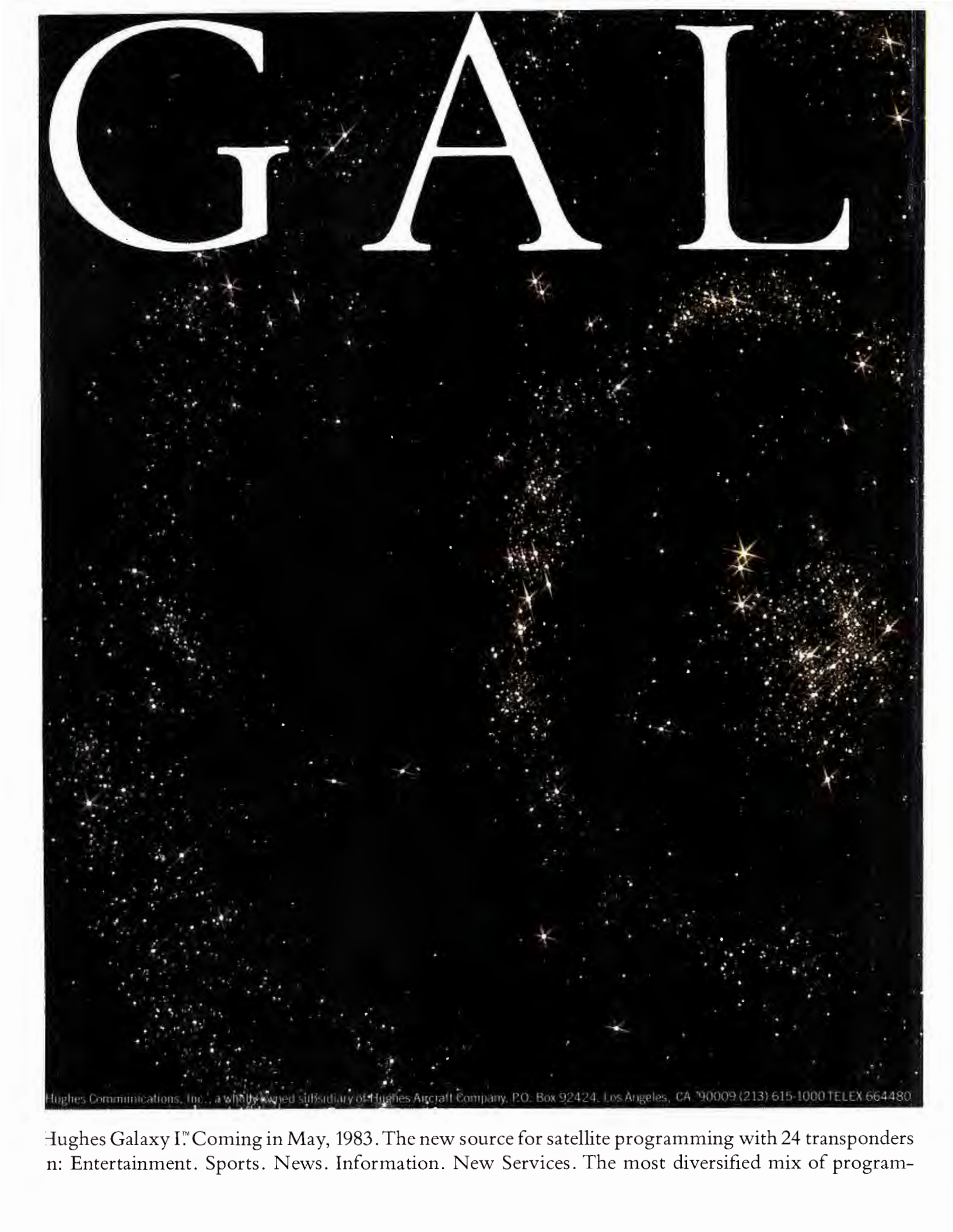
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Rose explained that "in this case, language is an integral part of the story." And he added that the station felt the public would accept much of the dialogue since "The Deer Hunter" won "many Academy Awards including Best Picture and was such a box-office draw."

The new WCLQ-TV Cleveland received about 500 complaints when it used the film March 3, 4, 5 and 6. However, Pat Brady, general manager, said that the number has to be put in the perspective of a half-million viewers said to have watched. WCLQ-TV, a subscription-television operation at night, went on the air March 3 and in an initial free offering ran the movie.

Brady said the controversy of airing the

movie was worth \$250,000 to \$500,000 in publicity as it was covered on local TV magazine covers, radio interviews and elsewhere. In presenting the film, Brady explained, the word "motherfucker" was edited out; however, "fuckin' A" was used because that was just about the only thing one character said.

KCPQ(TV) Seattle (Tacoma), a broadcast television station, also used "The Deer Hunter" when it went on the air for the first time, last Nov. 4. Bob Kelly, part owner and film buyer, said he was "surprised" that response was as favorable as it was: about nine to one, and that it rated fairly well. KCPQ did not edit the film and Kelly said it was an exception to the type of material KCPQ presents.

Ratings Roundup

Call it a draw between ABC-TV and CBS-TV for the week ended May 10. While NBC-TV lagged by a 1.3 rating and 2 share points, its two network rivals tied at a 16.5 rating/28 share.

Nevertheless NBC had the top-rated program—part two of the made-for-TV movie, *Murder in Texas*, (26.8/41) on Monday. With *Little House on the Prairie* (17.7/29) preceding *Murder*, NBC also had the week's strongest nightly average: 23.8/37.

Night-by-night, ABC won Tuesday, Thursday, Friday and Saturday; NBC took Monday and Wednesday, and CBS, while tied for first on the whole week, topped its competitors only on Sunday.

ABC claimed its first Friday win of the 1980-81 season and post-season as its *Battle of the Network Stars* (19.3/34) knocked a two-hour rerun of *Dallas* (17.3/30) out of its usually unassailable position.

In other ratings, NBC suffered with its two-night presentation of *The People vs. Jean Harris*, scoring only a 12.4/20 for Thursday's two-hour opener and an even lower 10.4/18 for Friday's hour conclusion. ABC also had a problem special with its *Sixty Years of Seduction* (12.9/20) against *Murder in Texas*. With its movies, CBS had mixed results. Tuesday's *Broken Promise* brought a 21.0/34 and Wednesday's *Gentleman Bandit* also won its time slot with an 18.5/30. A rerun of "The Exorcist," taking all but a half-hour of Saturday prime time, however, performed poorly with a 12.0/22.

The First 20

1.	<i>Murder in Texas</i> (movie, Part II)	NBC	26.8/41
2.	<i>M*A*S*H</i>	CBS	23.2/34
3.	<i>Love Boat</i>	ABC	21.3/38
4.	<i>Three's Company</i>	ABC	21.2/34
5.	<i>Diff'rent Strokes</i>	NBC	21.1/34
6.	<i>Broken Promise</i> (movie)	CBS	21.0/34
7.	<i>60 Minutes</i> (R)	CBS	20.5/40
8.	<i>Nurse</i>	CBS	20.5/34
9.	<i>Facts of Life</i> (R)	NBC	20.4/32
10.	"The Main Event" (movie)	ABC	20.1/33
11.	<i>Laverne & Shirley</i>	ABC	19.5/33
12.	<i>20/20</i>	ABC	19.4/32
13.	<i>Battle of the Network Stars</i> (Special)	ABC	19.3/34
14.	<i>Too Close For Comfort</i>	ABC	19.3/30
15.	<i>CHiPs</i>	NBC	19.2/33
16.	<i>Fantasy Island</i>	ABC	19.0/34
17.	<i>Real People</i>	NBC	19.0/32
18.	<i>House Calls</i> (R)	CBS	19.0/28
19.	<i>Happy Days</i>	ABC	18.7/34
20.	"The Gentleman Bandit" (movie)	CBS	18.5/30

The Final Five

64.	<i>Nero Wolfe</i>	NBC	10.6/18
65.	<i>The People vs. Jean Harris</i> (special part II)	NBC	10.4/18
66.	<i>Pink Panther</i> At First Sight (special)	ABC	9.5/18
67.	<i>Gangster Chronicles</i>	NBC	9.2/16
68.	<i>Benji at Marineland</i> (special)	ABC	8.7/16

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The technological shape of things to come

AWRT panel members, including Koplovitz, Flaherty and Granath, brainstorm the evolving face of telecommunications

With all due respect to Herbert Hoover, said Kay Koplovitz, president of the USA Network, "prosperity will be measured in this decade by a decoder on every set and two [video] recorders in every house."

Koplovitz's prediction was made on a panel at the American Women in Radio and Television convention in Washington, "The New Technologies—What Are They and Where Will They Take Us?" (See related story, page 70).

"Our lives are going to be drastically changed in the decade," she said, as the television set changes from a passive receiver of programing into a "communications vehicle." The transformation

not be around in 15 years."

Cable is now an entertainment medium and if it is to become successfully an information medium—a transformation Weaver apparently feels is vital to its future—it must find information service formats that can be sold as mass communications. Weaver said videotext services presently available are difficult to use. Fifty-three percent of the people who use the "tree search" method of information retrieval of the Prestel system get lost, he said.

The current system formats are suitable only to a "two percent lunatic fringe who don't mean anything," Weaver said. Cable is a "wonderful" medium, he said, but "you've got to deal with the medium as a human medium."

As an example of a technology that would make information services more

tribution, said Joseph Flaherty, vice president, engineering and technology, CBS, and the trend in software is toward electronic production. The trend began with electronic news gathering, Flaherty said, noting that today 90% of all television stations have some ENG capability, and continues as video replaces film in program and movie production. Single-camera production, using video cameras with all the features of film cameras, portable high-quality videocassette recorders and an electronic editing system, are now possible, he said.

Flaherty also said the combination of high-definition television and videocassettes, videodisks or cable "opens the probability of the electronic theater."

The challenge of high-definition television, Flaherty said, is to broadcast it. If HDTV is going to be delivered over-the-



Future roads. Joseph Flaherty, vice president, engineering and technology, CBS, participates in AWRT new technology panel.

New technologists. Herbert Granath, vice president, ABC Video Enterprises, and Kay Koplovitz, president, USA Network, discuss new technologies with Koplovitz predicting "in this decade... a decoder on every set and two recorders in every house."

Public view. Philip A. Rubin, chief scientist at Corporation for Public Broadcasting, discussed home computers during session.

will be effected by the proliferation of distribution media, including direct broadcast satellites, subscription television and cable, which she said was the "oldest" of the new technologies.

Videodisks and videocassettes, she said, will liberate the consumer from the program choices and schedules of network programming. "We will become a whole nation of Freddy Silvermans," she said.

The Saturday morning session, which drew a large and responsive crowd, was divided into two parts: one addressing, the other applying, the new technologies.

Chris Weaver, who left the National Cable Television Association in January and is now head of his own consulting firm, Media Technology Associates, said cable has great potential as a distributor of information services. But the potential will never be realized, he warned, if the people who now control cable don't look for and apply new technologies. "If things don't change," he said, "cable television will

palatable to the masses, Weaver showed a videotape of a Spatial Data Management System (which panel moderator Phil Rubin of the Corporation for Public Broadcasting said was developed by the Defense Department). Information stored in the SDMS system is called up in the same way a person flips through the pages of a book. Instead of actually touching paper, however, the SDMS user touches the display screen or a touch-sensitive remote control pad and the video "book" appears to flip open to the desired page.

Rubin, who followed Weaver at the podium, questioned whether computerized information systems should be made to behave like books. "We are catering to you and me. Let's think about catering to the future generations," he said. Computers will not be as foreign to the people of his children's generation as they are to his generation, he said.

Software production is enjoying an explosion similar to the explosion in dis-

air, he said, "we have to find some new channels."

Twenty years ago, when the UHF band was opened, Flaherty said, the country opted for "more of the same." The band now under consideration is the DBS band, and Flaherty advocated allocating it for HDTV broadcast. "If we missed that window," he said, the country will have to await the 22 ghz band which is at least 15 years away.

Without broadcastable HDTV, "we will rocket into the 21st century with the world's lowest quality television standard," Flaherty said, repeating comments he made at a CBS demonstration of HDTV in Washington (BROADCASTING, March 2). "We cannot afford to go into the next century that way."

Comsat's Satellite Television Corp. has asked the FCC for permission to use DBS frequencies for a pay television service using the conventional television system, not the HDTV that Flaherty and CBS has

Journalism Awards Must Be Reformed

by **Reed Irvine**
and
Clif Kincaid

"Jimmygate," the scandal that engulfed The Washington Post upon the discovery that the story of the 8-year-old heroin addict had been fabricated, had a parallel—"Pulitzergate." The Washington Post's disgrace would not have been so monumental had they not won a Pulitzer Prize for the fake story.

Judith Crist, the veteran journalist and professor of journalism at Columbia University, has said that the story sounded like "total fiction" to her. Crist was the chairman of the Pulitzer jury on feature stories which was by-passed by the Pulitzer Board when it gave the prize for feature writing to "Jimmy's World." Crist's jury had not even seen the story.

That last minute shifting has come in for criticism, but an even more important criticism is that the judges that give these prizes are told only of the virtues of the stories they are judging. They are told nothing of the criticism they have attracted and the flaws that have been exposed. This must be changed. Both sides must be told.

The Pulitzer board is composed of a lot of big-name journalists and academics, but for all their prestige, they were not in any position to make a valid judgment about the merits of The Post story on "Jimmy." The Post did not tell them anything about the many reporters and even editors on the staff of the paper that doubted the authenticity of the story. No one told them that District of Columbia Mayor Barry and the police chief had concluded the boy did not exist after they had carried out an intensive and fruitless search for him.

A newspaper doesn't win journalistic prizes by telling the juries of the flaws in its stories or of the criticisms that have been directed against them. They win by concealing that kind of information from those who judge the stories.

That was true of the "Jimmy" story, but it has been true of many others. For example, in 1969, Nick Kotz of the Des Moines Register won the Robert F. Kennedy award for his series on life on the farm owned by Senator James O. Eastland in Mississippi. The Register did not inform the judges that they had been compelled to run a front-page correction of two serious errors in the stories. Kotz had charged that Eastland was charging a poor old black woman "two-bits on the dollar" for a loan he had made to her. The paper admitted that was false and that Eastland charged no interest on loans made to his employees. Kotz had also incorrectly said that the county in which the farm was located provided no free medical services for the poor.

In 1980, Karen De Young of The Washington Post won an award from the Society of Professional Journalists for her coverage of the revolution in Nicaragua in 1979. The AIM Report for July 1979 had severely criticized De Young's reporting, saying that she was to the Marxist Sandinistas what Herbert Matthews of The New York Times had been to Fidel Castro in the 1950s. She consistently tried to knock down charges that Cuba was supporting the Sandinistas with arms, and she concealed the fact that they were led by hard-core Marxist-Leninists. That is what the SPJ honored as great journalism.

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advocated. Judith Elnicki, STC's vice president/public relations, said STC was "excited, even encouraged" by the FCC's endorsement of DBS last month and its formal acceptance of STC's application.

It wasn't in the job description, but FCC Chief Scientist Stephen Lukasik said his primary role at the FCC is spectrum manager. The main focus of his job, he said, is not "the new and marvelous technology," but "more channels."

Taking each broadcast service one at a time, Lukasik gave a status report on some of the projects the FCC is working on.

While attention has been focused on means of squeezing more channels into the AM band through channel-spacing reduction and the breakdown of the clear channel stations, Lukasik said, "it may well turn out to be a fight to keep the channels we do have." Cuba, he said, is demanding channels that could wreak havoc to stations in the Southeastern states.

Lukasik gave HDTV his blessing. The country, he said, has been living with a technology developed in the 1930's and 1940's. "There is no reason to settle for a 50-year-old technology," he said.

Kathleen Criner, a telecommunications specialist with the American Newspaper Publishers Association, reviewed newspaper experiments in electronic information services via teletext and videotext. She said there are 20 to 30 newspapers that lease or are thinking of leasing cable channels to transmit everything from scrolled news services to local programing.

Herb Granath, vice president in charge, ABC Video Enterprises, sees each of the new distribution media as potential markets. To produce a high-quality program, Granath said, "everything we produce must have multiple distribution possibility."

NAB wants more time before 9 khz decision

**Krasnow letter to Lee says
present June 16 deadline
doesn't allow enough time to
gather various technical data;
seeks extension until July**

With the U.S. moving toward a final decision on June 16 on its controversial proposal to countries of the western hemisphere to reduce AM channel spacing from 10 khz to 9, opponents of the proposal last week began playing for a time that would allow them to fire some last-minute salvos at it. They cite a number of critical matters they say could not be fully considered by the commission or commented on by the public in advance of June 16.

A request for a postponement of the meeting to mid-July was made in a letter to FCC Chairman Robert E. Lee by Erwin G. Krasnow, general counsel of the National Association of Broadcasters, which

is the leading opponent of the 9 khz scheme.

Krasnow wrote the letter on Tuesday, after a meeting of the Advisory Committee on Radio, during which he and other industry members of the committee peppered commission staffers running the meeting with requests for delays and for special consideration the staffers said they were in no position to grant. Among other things, Krasnow asked that the committee be allowed to comment on the Broadcast Bureau's recommendation on the channel-spacing issue before the meeting—a suggestion that, given the confidentiality of commission agenda items, struck some observers as extreme.

Henry L. Baumann, chief of the FCC's Policy and Rules Division, who is chairman of the committee, said, "This committee was to gather information and to share information with you. But on briefing you on an agenda item, that's more than we can do."

The requests appeared in part at least to be an outgrowth of what industry members said was their frustration at the manner in which the commission has treated the contributions they have made—in the form of studies alone that have cost several hundred thousand dollars. Krasnow, citing a familiar complaint about the lack of "feedback" from the commission on the studies NAB has commissioned, said, "We feel frozen out." Another member, noting the time and expense of travel to Washington for the meetings, asked, "What the hell have we been doing here?"

The countries of Region 2 will resolve the channel-spacing issue and a host of others in Rio de Janeiro in the fall at the second session of a conference that is developing a plan for the use of the AM band in the hemisphere. The first session was held in Buenos Aires, in March 1980. And while it was the FCC that played a major role in the U.S.'s decision to urge the hemisphere in Buenos Aires to adopt the 9 khz channel spacing plan, chances that the commission will stand firm on the 9 khz issue now seem to have faded with time.

Krasnow, in his letter to Lee, cited three matters he said warranted a postponement of consideration of the channel-spacing issue:

- The Region 2 Panel of Experts is now conducting comparative studies at a meeting in Geneva on the relative merits of the 10 khz and two alternative 9 khz channel spacing plans. The report will not be completed until after the commission's meeting. The report is being written as the POE meeting, which began on April 22—and got off to an agonizingly slow start because of bugs in the computer programs—continues, and a draft is expected to be completed by the end of the eight-week session, on June 19. But commission officials are receiving reports as the work progresses. In any event, officials say the commission would base its decision on domestic, not necessarily international, considerations—as Canada did, when it announced its position in favor of 10 khz,

last month (BROADCASTING, April 13).

- A Broadcast Bureau study of the benefits of the various channel-spacing plans has been completed, but the data has not yet been tabulated—and probably will not be for one or two weeks. It will not, Krasnow said, "be made available for timely review and comment by the public."

- The Broadcast Bureau has not completed studies of adjacent-channel daytime and nighttime interference losses that would be experienced under a 9 khz plan. Questions concerning service losses "have not been addressed," and public comment on the studies would have to be precluded by a June 16 meeting date.

Krasnow also noted that the committee "has never received" an evaluation of the economic and technical reports it has submitted. Nor will it, he said, be "permitted an opportunity to comment on Broadcast Bureau recommendations to the commission prior to the June 16 meeting," which itself is to be closed.

"Before the FCC decides whether to retain 10 khz spacing or to adopt one of the 9 khz channeling proposals," Krasnow wrote, "it should at least know the probable costs of reduced spacing in terms of service gains or losses as well as interference levels from other countries." The last was a reference to the information commission officials provided at the advisory committee meeting that Cuba, whose inventory of actual or proposed stations contains a number that would cause serious interference to U.S. stations, intends to modify that inventory—though in what precise manner is unknown.

Krasnow's request for a postponement apparently is not unrealistic in terms of the deadlines the U.S. faces in drafting its proposals and submitting them to the International Telecommunication Union in Geneva for translation and distribution to the other countries of the region in advance of the second session. State Department officer William Jahn, who attended the meeting, said the documents should not be filed "later than the end of July."

One political implication of the proposed delay, however, is that the makeup of the commission will be different in mid-July than at present, and not in a manner that favors 9 khz. Lee, one of only three commissioners whose support for the 9 khz plan seems certain, is to retire June 30.

The 9 khz issue was not the only one discussed at the advisory committee meeting. In other matters:

- Wilson LaFollette, head of the Broadcast Bureau's Technical and International Branch, said the staff was considering policy options for handling AM applications for power higher than that permitted by commission rules but within the limits the first session of the Region 2 conference tentatively approved for the region. For instance, under the regional plan, so-called Class A stations (all class IA and IB stations) would be allowed to operate with 100 kw day and 50 kw day, while so-called Class B stations (all class II and III regional stations) would have operating limits of up to 50 kw day and

night. So-called Class C stations (all class IV outlets) would be authorized to operate with 1 kw day and night. (FCC rules limit Class I and II stations on clear channels to 50 kw day and night, regional stations to 5 kw day and night, and local (Class IV) stations to 1 kw day and 250 w night). LaFollette said the staff is considering recommending that the commission accept applications for the higher power when the power is needed to recoup service-area losses as a result of interference from other stations in the hemisphere. The applications would arm U.S. negotiators with additional means of attempting to resolve those interference problems. (Some stations—including ABC's owned-and-operated AM's—have already notified the FCC of an intention to seek higher power in the event it is authorized.)

- U.S. negotiators will have a busy summer preparing for the conference. Bilateral talks have thus far been scheduled with Cuba, the Dominican Republic and Mexico, all in Washington. The talks will be aimed at resolving incompatibilities between stations in those countries and the U.S.—a problem of great technical and political complexity where Cuba is concerned. The U.S. will probably have a second bilateral with Mexico, to discuss the possible impact of the Region 2 agreement on the agreement already governing AM broadcasting in the two countries.

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CBS's message to its affiliates: Broadcasting a safe bet for the future

As network comes up to bat in Los Angeles, members are told not to fear the new media nor programing risks CBS takes in face of pressure group boycotts

The corridors of the Century Plaza hotel in Los Angeles echoed to a familiar refrain last week, as CBS-TV Network executives reassured their affiliates—just as ABC executives had done the week before—that network television broadcasting was their primary business and that outside pressure groups bark more aggressively than they bite.

Commercial broadcasting, insisted CBS Inc. President Thomas H. Wyman in a Tuesday luncheon address, is “going to provide the principal source of entertainment and information in this country for the foreseeable future. What you [affiliates] do locally and what we do nationally offer an unbeatable combination.

“The application of some of the new technologies remains somewhat theoretical and uncertain. That is particularly true of direct satellite-to-home television.”

Wyman reminded his audience that an efficient DBS delivery system remains “no more than conjecture” and that much regulatory and legislative work must be completed before such a system would have any significant impact.

“Personally,” he added, “I am very skeptical about the economics [of DBS].”

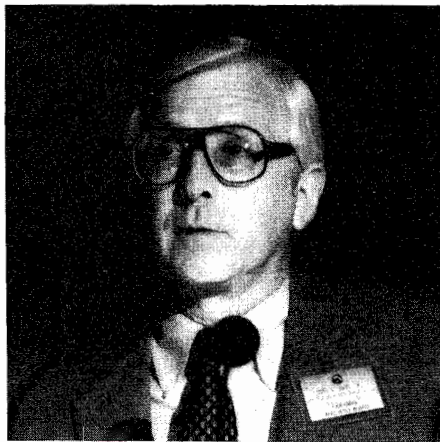
On the other hand, Wyman acknowledged that CBS’s “current businesses provide a solid base from which to develop operations in other promising markets. And we are allocating our resources accordingly. Therefore in 1981 and beyond, we’re planning to spend significant amounts of money to develop new businesses, always remembering our fundamental commitment to broadcasting.”

The executive, in his first appearance before an affiliate meeting, called on stations to unite with the network in providing high quality programing to maintain dominance over new competitors.

On another theme, Wyman accused special interest groups of trying to “disenfranchise the real majority of viewers from making their own decisions about what to watch. Indeed, they strike at the heart of the American ideal of a free marketplace. We must make it clear that what is at stake is not the prosperity of the networks, but the freedom of the airwaves.” Wyman was interrupted by applause from the delegates, whom he called on “to speak out against this vocal but



CBS President Wyman



Affiliate Chief Babb

constitutionally immoral minority that dares to call itself the Moral Majority.”

The theme was picked up, also on Tuesday, by CBS Entertainment President B. Donald Grant, who told affiliates their network “will continue to take risks” in its programing. In his first presentation as entertainment chief, Grant pointed out: “If all the objections we received before broadcast were heeded, your network would not have presented in the last two seasons such programs as ‘Playing for Time,’ ‘Guyana Tragedy,’ ‘Peter and Paul,’ ‘The Day Christ Died,’ ‘Scared Straight,’ ‘A Matter of Life and Death,’ ‘Blinded by the Light,’ ‘Fallen Angel,’ . . . and some of our ‘Body Human’ specials.”

Grant emphasized that CBS is hearing criticisms that “are valid and constructive,” and tries to be balanced in its approach to sensitive subjects.

“Creative writers, not censors, will

write our scripts. Imaginative casting directors, not narrowly focused activists, will shape our productions,” he said.

“We don’t deliberately set out to create controversial programing, but we don’t shrink from it—and we don’t abandon the project when we’re attacked ahead of time.”

Grant singled out “Playing for Time” as an example of one program that had proved highly successful, and critically acclaimed, despite vigorous protests. He announced that the network has scheduled the program for re-airing in the new season.

Earlier, in a Tuesday morning keynote speech, CBS-TV President James H. Rosenfield told affiliates that scheduling “the least objectionable program” is no longer sufficient to attract a competitive audience to network television. Instead, programing “the most preferable” shows must be the approach taken.

“No longer can we hold our share just by being there,” Rosenfield pointed out. “The competing media offer enough alternatives to make us work harder to compete . . . Mutual strength is the answer to the new competitive forces we face. So, don’t be misled by all this blue-sky blather about technology leading to a system of television in this country in which stations are all local, and networks are all programed by satellite-to-home distribution. Our system, this network partnership we have evolved, works because it brings viewers in your communities most of what they want to know, see and hear, all on one channel.”

On Monday, during a closed business session, many delegates said their greatest fear, in terms of new technologies, is DBS. The affiliates agreed to draft a letter outlining their concerns, to be sent to appropriate bodies in Washington. ABC affiliates, after seeing a memo on DBS circulated at their meeting by the network, are drafting a similar document. The head of the affiliates’ task force on DBS, A. James Ebel of KOLN-TV Lincoln, Neb., recommended stations concentrate on lobbying Congress for help in the DBS fight. The network itself has proposed a specialized, high-definition use of DBS.

As one Midwestern station manager put it: “A lot of us understand CBS’s entry into cable [CBS Cable’s cultural program service, to debut Oct. 12, was described in the closed session Monday as “not competing for a significant percentage of the prime-time network audience”], because we are involved in cable in our own com-

munities. But DBS is another matter entirely—we see it as a threat.”

During a Tuesday morning welcoming speech, Jim Babb Jr. of WBTV(TV) Charlotte, N.C., chairman of the CBS Affiliates Advisory Board, had described DBS as “perhaps the biggest threat we have and the one which will give us the most pain in the years to come . . . We must never again be lulled into a false sense of security by deregulation.”

Several affiliates questioned Wyman’s assertion that growth in the number of households and increases in the general population would offset inroads made by the new technologies. Wyman cited statistics suggesting network television’s prime-time audiences will increase by 20% by 1990, suffering only a small audience loss to cable, DBS and other distribution systems.

During his Tuesday speech, Wyman urged affiliates to speak out on such issues as the fairness doctrine, equal time and access rules, presidential debate policies and election poll closing legislation.

“These are not new issues,” Wyman pointed out, “but there’s no reason to stop fighting for them.” He reiterated CBS’s stands calling for repeal of the fairness doctrine and equal time requirements, and the “reasonable access” provision of the Communications Act. Wyman suggested presidential debates be sponsored by groups of journalists, not “well-meaning outside organizations.” He asked affiliates to contact their legislators on these and other common concerns.

During a Tuesday afternoon presentation, the director of the affiliate/Washington relations office, Rae Evans, said the new unit has received many inquiries from members about regulatory and legislative issues. The office has begun publishing a quarterly newsletter to keep affiliates abreast of CBS policy on current developments.

At the same session, CBS Washington Vice President William Lilley III predicted 1981 could prove to be “a watershed year,” marking the separation between “the good old days” and “the unknown.” He said the new common denominator in the new broadcasting environment is “explosive change.”

After outlining forces within government, business, society and the technological world that are forcing changes in the industry, Lilley concluded “abundance and diversity, instead of solvency” are the goal of the new government regulators. As a result, he said, companies like American Express, rather than COMSAT, may become broadcasting’s biggest competitors.

“The FCC not only wants competitive services [to broadcasting], but is giving them decided regulatory advantages,” said Lilley. He prodded broadcasters to seize the opportunity to turn deregulation into their favor, by exploiting current ideological trends that are in favor of the public receiving more sources of programming.

“We are the best at what the public wants, and what the public wants is software,” he concluded, arguing that current

regulatory structures are based on the 1976 media environment—now completely obsolete.



CBS-TV President Rosenfield (l) and CBS Entertainment head Grant

CBS opts for new stars and series in fall lineup

Wyman and Shephard detail No. 1 network's plans to stay on top with fresh approach to programming; Self pledges commitment to movies

With network executives devoting most of their attention to new technologies and pressure groups, next fall's programming took a back seat in the eyes of many at last week's CBS affiliate meeting. But when the new schedule was discussed, both affiliate and network representatives were quick to remind themselves that CBS's place at the top of the ratings in most measurements is recent and relatively tenuous.

“Never again will we make the mistake of letting our programming inventory become too lean,” vowed Thomas Wyman, vice chairman of Pillsbury Corp. at the time of last year's meeting and this year CBS president and chief executive officer. “We believe this is our strongest schedule in many years,” contended Harvey Shephard, vice president for programming. In a Tuesday morning run-through of the fall lineup, Shephard criticized the other two networks for bringing back familiar male stars to less-than-innovative program concepts. He maintained that it is CBS's goal to introduce “potential superstars of

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tomorrow" in its prime-time lineup, and fresh approaches to new series.

However, a few affiliates expressed some dissatisfaction with the amount of new programming introduced (six series are new, 19 are returning) and the decision to delete several shows from the schedule, notably "Enos" and "The Incredible Hulk."

One station manager privately speculated that the network may be trying too hard to win all time periods in prime time, every night of the week, by canceling some series too hastily. Another felt CBS was not following its own advice closely enough, and relying too heavily on "name" stars and proved formats in the fall schedule.

Shephard, meanwhile, expressed optimism: "We feel our new shows are exciting and placed in the time periods where they can perform best."

Many of the new shows were described as being "strong lead-in" vehicles for existing series. On Monday, for example, *Private Benjamin* and *The Two of Us*, two midseason replacements, were described by Shephard as "strong lead-ins to M*A*S*H."

On Tuesday at 8 p.m., the new "bright adventure show with a very light touch," *Simon & Simon*, was termed "a good lead-in to the CBS Tuesday Night Movies." The series, which features a pair of private detectives in a good-natured rivalry, was described as being "too much like 'Freebie and the Bean'" by some in



Shephard



Sofronski



Ogiens

the audience.

Better received were two new Wednesday night series, *Mr. Merlin* (a comedy at 8 p.m. dealing with the relationship of a modern-day sorcerer and his apprentice), and *Shannon* (a 10 p.m. hour-long drama focusing on a San Francisco police detective who is a single parent trying to raise his 10-year-old son). The series, said Shephard, is designed to maintain a high viewing level among women, expected from the 9 p.m. show, *Nurse*, introduced in midseason. "This is our strongest Wednesday in years," Shephard stated.

Another well-received pilot, *Jessica Novak*, is slated for 10 p.m. Thursday evening. Helen Shaver stars as a television news reporter. The program is designed to "play strongly to both men and women." The 9 p.m. program, *Magnum P.I.*, is expected to do well in its new time slot.

Friday night, predicted Shephard, may come as a surprise to CBS competitors who may not have anticipated the shift of *Dukes of Hazzard* and *Dallas* to 8 p.m. and 9 p.m., respectively. In the old *Dallas* time slot, 10 p.m., CBS is introducing *The Vintage Years*, a family saga focusing on deep-seated conflicts within two competing families. Jane Wyman stars as the matriarch of a California wine-producing dynasty. Many affiliates responded positively to the pilot, although a few suggested it might be too similar to other "family conflict" programs already on the air.

Saturday, which Shephard conceded remains a weak night for CBS, is highlighted by *Walt Disney Presents*, which will be broadcast at 8 p.m. "We feel we are fortunate," said Shephard, "that we were able to obtain this fine family series." NBC canceled the program earlier this year. Shephard suggested it might make "a strong lead-in" into CBS's Saturday movie presentation.

Ascending the dais after Shephard, William Self, vice president for motion pictures for television and mini-series, told affiliates despite the current writers' strike and threat of a directors' strike, CBS already has 30 made-for-TV movies in the can, ready for broadcast. He described several of these projects, whose stars include Ed Asner, Loretta Swit, Valerie Bertinelli, Jean Stapleton, Carol Burnett, John Schneider and Barbara Eden.

"CBS has continued its policy of making movie commitments to those stars

who have proved themselves to the American public," said Self, including many regulars from CBS series. Pointing out that other networks have tended to cut back on movie offerings recently, Self insisted: "CBS is not disenchanted with movies on television."

Bernie Sofronski, vice president for special programs, told the audience about several prime-time specials the network has on tap for 1981-82, including two Walt Disney-oriented features, a close-up look at dancer Mikhail Baryshnikov and a music special headlined by singer Anne Murray. Dramatic specials include a debut performance by Danny Kaye in "Skokie," a drama about First Amendment rights, and a six-hour dramatization of the life of Robert F. Kennedy, based on the biography written by Arthur Schlesinger Jr.

In daytime programming, described by daytime and children's programming vice president Michael Ogiens as "a weak point," a strategy of "strengthening, re-scheduling, and balancing" was outlined. "Our competitive picture has improved," said Ogiens, "but we're not satisfied. ABC is the one to beat."

Audience strength, promotion planning described by CBS

CBS-TV affiliates were assured that their network will "make competitive inroads and increase its share of the broadcast pie" in the 1981-82 season, with special emphasis on the most affluent segments of the audience.

In a Wednesday morning presentation, Paul Isacson, CBS-TV sales vice president, reported CBS dominance over ABC in women 25-54, women 18-49, and women 18-34.

"While figures on the male side were not as strong, our network improved its position there as well," said Isacson. "The 'real' story of the 1980-81 television season ... (is) the end of ABC's dominance in the young adult categories."

"We are also positioning CBS as the network that the affluent audience prefers."

Isacson presented a detailed breakdown of in-house research indicating CBS leadership among upper income adults, affluent households, and for top income

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groups for specific programs, such as documentaries and certain specials.

"Daytime is a daypart in which CBS holds a clear second-place position behind ABC," Isacson continued. "However, while CBS's average audience is appreciably below that of ABC, the cumulative audience levels for both networks are very close." He pointed out that individual program loyalties make it prudent that advertisers buy time on more than one network to reach substantial numbers of daytime viewers.

A similar strategy was advanced for late night, with Isacson declaring CBS a winner in young adult audience. "A modest CBS schedule," said Isacson, "combining daytime and late-night can deliver almost one-half of all women 25-34."

Wednesday afternoon, Steven Sohmer, advertising and promotion vice president, told the affiliates about plans for CBS's "Reach for the Stars" fall season promotion campaign. He presented a series of local and national promo announcements to be released beginning next month. New graphics, promotional music, and print media materials were also described.

Leonard dangles bunch of CBS News goodies in L.A.

Moyers may return full time; afternoon show for women set; Wallace set for profile series

CBS News President Bill Leonard revealed last Wednesday in Los Angeles that "serious negotiations are under way" to try to lure former CBS correspondent Bill Moyers back to the network in a full-time capacity. Leonard said that agreement on such an arrangement could be reached within the next few days, with a possible announcement by the end of this week. Moyers, just completing a stint with the Public Broadcasting Service as a documentary producer, has served as an occasional commentator for CBS during the past several years.

In his Wednesday afternoon presentation, Leonard also fleshed out plans for the network's new half-hour weekday news program, tentatively titled *Inside Out*. The series will air at 4 p.m. in the East and 3 p.m. in the West. Format of the show will be based around a weekly theme, from which one specific aspect will be drawn for each day's program. An as-yet-unnamed host will open the show with an eight-to-10-minute filmed segment, followed by audience participation and interaction with a "guest celebrity and an expert on the subject being dealt with." An example given was Carol Burnett discussing troubled teenagers. Another regular feature will be a daily report from Bob (Captain Kangaroo) Keeshan on adult/child relationships. In a promotional film, the new show was portrayed as a combination of *The Phil Donahue Show* and *60 Minutes*, appealing primarily to the

Audiences will follow programing, says Jankowski

Broadcast Group president tells affiliates that new technologies outstrip new program sources

"The message is the message."

That was the message delivered by CBS/Broadcast Group President Gene F. Jankowski to a Wednesday morning audience at the affiliates meeting last week.

"If programing is there, an audience will be there," Jankowski reassured the delegates, suggesting that the inroads made by new video technologies are being overstated. "There is no stronger medium than the network-affiliate partnership at its best ... Our medium will be the nation's primary source of information and entertainment for many years to come."

As evidence of this, Jankowski presented unattributed research predicting that "by February 1990, the three net-

works combined will reach over 50 million homes. That will be three times as many as all other video sources combined."

Jankowski maintained that new video technologies only represent the evolutionary enhancement of a revolution sparked by television.

"What may be 'revolutionary' about the new media," he said, is that "we are getting new means of distribution much faster than we are getting anything new to distribute ... No new source or sources have the capacity to challenge commercial television on its own ground."

Repeating a familiar theme at the conference, Jankowski stressed the need for individual affiliates to pay attention to local community needs and promotion as key elements to maintain continued dominance in the expanding video universe.



Jankowski



Leonard

modern woman, but also to men and teenagers.

It was also announced that Mike Wallace will be featured in an irregular *Mike Wallace Profiles* series to begin this fall. Wallace will profile such figures as Robert

F. Kennedy and the late actress Jean Seberg.

Overall, Leonard said, the time devoted to news and public affairs by the network will expand significantly in all program vehicles in the 1981-82 season.

He assured any affiliates nervous about talent defections from CBS News that "morale has never been higher" and the talent "never stronger" than at present.

Kuralt's new teammate. CBS News correspondent Diane Sawyer will co-anchor the network's *Morning* news program with Charles Kuralt, beginning Sept. 28, when the weekday program expands to 90 minutes. Sawyer, currently covering the State Department for CBS, will broadcast with Kuralt from the network's New York studio.

"I'm not alone," said Bill Leonard, CBS News president, in making the announcement to CBS affiliates in Los Angeles, and I join the principals in *Morning* in feeling she is the right person in the right place at the right time." The program will air from 7:30 to 9 a.m., shifting *Captain Kangaroo* back to 7 a.m.



Cutting the ribbon. Martha Pell Stanville (l), AWRT president and director of advertising and promotion at wcco-tv Minneapolis, is joined by AWRT president-elect Muriel Kennedy, president and owner of MMK Associates, Watertown, N.Y., at festivities marking the opening of AWRT's first convention exhibit show.



Meeting the senator. AWRT members from Nebraska chatted with home state senator at a reception on Capitol Hill. (L-r) Linda Lovgren, Lovgren Advertising Inc., Omaha; Joan Baillon, KMTV(TV) Omaha; Senator J. James Exon (D); Doris Graham, May Broadcasting, Omaha.



Meeting the chairman. Sallie H. Forman, AWRT convention chair and director government relations for NBC, introduces FCC Chairman Robert E. Lee to AWRT members at a special presentation at FCC headquarters in Washington.



International flavor. AWRT welcomed delegation from Society of Japanese Women in Radio and Television at its opening session. L to r: Keiko Kamauchi, producer/director, Bunka Broadcasting, Tokyo; Junko Yoshizumi, editorial staff, Harlequin Enterprise, Tokyo; Reiko Takashina, announcer/director, Radio News Section, Tokyo Broadcasting System; Phyllis Tritsch, executive director, AWRT Inc.; Chizuko Fujii, chief director, social education division, NHK, Tokyo, and president of Society of Japanese Women in Radio and Television, Masako Hiramatsu, producer/director, Radio Kanto, Tokyo; Kazuko Tsuji, chief director, morning program, RKB Mainichi Broadcasting, Fukuoka-Shi; Mal Johnson, senior correspondent, Cox Broadcasting Corp., Washington and national chairwoman, AWRT International Relations Committee; Yuriko Saisho, honorary chairman, Nippo Marketing and Advertising Inc., Tokyo, and founder of Society of Japanese Women in Radio and Television.

Washington wrap-up on AWRT

American Women in Radio and Television wrapped up its 30th annual convention in Washington, having presented its more than 600 participants with panel discussions and workshops featuring practical information for getting ahead in the broadcasting business or updating conventioners on recent developments in telecommunications.

Highlighting the presentations was a Saturday, May 9, panel on the new technologies and their applications (see page 63). But conventioners also had a chance to hear Washington journalists describe the problems they face in covering Washington, learn about recent developments in children's programming and telecommunications regulation and hear of cable

job opportunities.

■ In one panel, a group of Washington journalists told conventioners about some of the problems Washington journalists face in covering their beats.

Susan King, White House correspondent for ABC News, disputed the commonly held notion that the media have exclusive control of the information flowing from Washington, describing her own coverage of the White House as a "unique sort of dance, an accepted manipulation."

That, she said, is because access to news sources at the White House is limited and controlled. Reporters, she said, aren't allowed to wander around the White House halls; they spend most of their time sitting in the White House press room, try-

ing to figure out what the "big story" of the day will be, and waiting for "photo opportunities."

But that "big story," she said, is often orchestrated by the White House itself. "So, if the White House doesn't want El Salvador to be in the news" ... it will "send you to where Reagan can resell his economic program," she said.

"We get access when the White House wants us to have access," she said.

Especially hard hit is TV news, King said, "because we rely on pictures ... and those in the White House who control our access to pictures control us."

Also limiting the coverage of Washington on TV news are the time limitations inherent to TV newscasts, she said.

Linda Wertheimer, Capitol Hill correspondent for National Public Radio, told conventioners that her job, covering the Senate, was no bed of roses. Unlike representatives, she said, senators tend to think they're in direct line for the Presidency, and that makes them hard to talk to. And because the Senate has not opened its proceedings to broadcast coverage, as has the House, she said her coverage tended to be "mostly men—and sometimes women—talking."

But things might get better, she said. If Senate Concurrent Resolution 1 is passed, she said, broadcasters will be allowed to film and tape the Senate in action.

Nonetheless, Wertheimer said she wasn't sure allowing broadcasters that access would improve the quality of lawmaking or the behavior of Senators. It might just make senators "more blown-dry clones of themselves than they already are."

Renee Poussaint, co-anchor for WJLA-TV Washington, said one of the biggest problems facing a reporter working on a local news program in Washington is figuring out what local news in Washington is; it's hard to separate local stories from national and international stories in Washington, she said.

For example, she said, because President Reagan was shot in Washington, her station covered it as a local story, even though the network news people thought WJLA-TV was encroaching on their territory.

Working as a local reporter in Washington is also complicated by the difference in governmental jurisdictions—and so many different audiences—in the Washington area, she said.

Maryland, Virginia and Washington all have different governmental structures, and different kinds of people live in each area, she said. That makes coverage—and pleasing each of the audiences—difficult, she said.

Nonetheless, she said, "It's challenging; it's frustrating, but it's probably one of the best places to be a reporter."

Poussaint also said WJLA-TV is "moving farther and farther away from 'happy talk,'" a trend she thought was for the good. As TV news moves away from happy talk formats, it will compete by concentrating on better journalism instead, she said.

Melior Sturua, a Washington correspondent for the Soviet newspaper *Izvestia*, said what the women's movement really needed to achieve equality in the media is a "female Walter Cronkite, a national mother figure."

Sturua also said he thought Americans should have defended former *Washington Post* reporter Janet Cooke, who won and lost a Pulitzer prize for a fraudulent story about a child heroin addict—noting that he had filed a story on "Jimmy," too—because, whether Jimmy existed or not, "maybe there are other Jimmys," and by focusing attention on the drug problem, Cooke had served the public.

But King rebutted his own remark, noting: "The reason so many of us had trouble getting behind her (Cooke) is she

didn't get the facts."

■ What's available in children's programming, where to find and fund it, and how to reach the audience were topics of discussion at a workshop titled "Beyond Sesame Street."

With representatives from both the private and public sector of television present, the panel included: moderator, Nicholas Van Dyke, executive director, National Council for Children and Television; Frank Philpot, director of children's programming, Public Broadcasting Service, and Sally Gelbard, vice president, Romper Room Enterprises and hostess of the program. The panel presented a positive view of what to expect in the future, and how to keep children's programming alive and thriving.

Noting that funding for children's programming is limited, Gelbard pointed out that "it's up to the individual stations to develop their own sources that don't cost money." And she maintained that there are "tons of sources" out there.

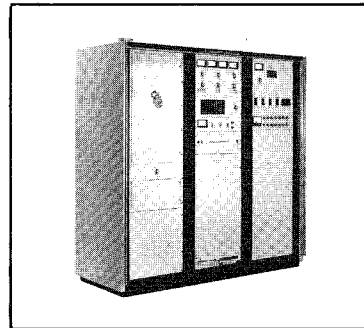
Gelbard used videotapes from her own show, *Romper Room*, to illustrate her point. She said that private associations, companies, private foundations and some government agencies are good sources for funding. And, she added, they can provide a variety of programming "at little cost" for children of all ages, that is entertaining, educational and instructional.

For example, in conjunction with the American Dental Association, *Romper Room* presented a series on dental hygiene. Most of the programming, she explained, is public service oriented. Another example was of an episode about flying, sponsored by United Airlines. While the question of conflict of interest was raised, Gelbard stated that she has "total content control—we say what we want to say."

While all the panelists agreed that children's programming is often neglected, Philpot of PBS took the hardest stance on that subject, claiming that neither the FCC, networks or independent stations were doing anything significant to improve the quality of children's programs. However, he said, the prospects "are not that gloomy" and a videotape of some upcoming series received applause from the audience. Philpot said PBS, to improve its children's programming, planned to devote the Wednesday night prime-time "special spot" to more family and children oriented shows. And he said PBS planned to provide more programming suited to older groups of children, moving away from the *Sesame Street* and *Mister Rogers' Neighborhood* audience. Some of the programs that are oriented to an older group were: *Khandu*, which deals with handicapped children; *Checking It Out*, oriented to teen-age minorities, and *Oye Willie*, drama about an urban Huckleberry Fin.

How to promote children's programming to let parents and children know what's available was also discussed. Van Dyke noted that in order to promote the programming, a station would have to "allocate 50% of its budget." However, he suggested

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Washington viewpoints. Sharing tales of the difficulties of covering the news in Washington was this AWRT panel of (l-r): Renee Poussaint, co-anchor, WJLA-TV Washington; Susan King, ABC News White House correspondent; Linda Wertheimer, National Public Radio Capitol Hill correspondent, and Melor Sturua, Washington correspondent for the Soviet newspaper, *Izvestia*.

ways to avoid that expense by using other resources such as "getting involved with local schools, national education associations and using TV critics from newspapers."

He also suggested that getting children involved with the actual process of making the program will increase their interest. Gelbard said that *Romper Room*, reaches parents through the PTA and library associations.

Concerning the availability of resources, Van Dyke noted that NCCT's publication, *Television and Children*, provides material and ideas.

In addition, he cited organizations such as Multicultural Children's Television, and Children's Television Workshop as good resources.

■ A new Congress, new FCC and a

Senate Commerce Committee bent on deregulating communications are not likely to revolutionize the lives of broadcasters, according to panelists at a session on government and industry relations. "The biggest mistake broadcasters can make is to assume everything is easy street from now on," said panelist Edgar Holtz, an attorney with the Washington firm of Hogan & Hartson.

He and four other panelists shared their views on changes being effected in Washington this year. Increased competition among broadcasters and continued FCC emphasis on equal employment opportunity enforcement are two trends broadcasters can look forward to, according to panelists, no matter what changes result.

Helen Disenhaus, an attorney with Dow, Lohnes & Albertson, said FCC figures indicate that jobs in broadcasting

increased by 4.4% in 1980, with 60.4% of those going to women. Women took 22% of the 4,000 new upper-management positions created in broadcasting during the past year.

Increased competition is expected to result from the FCC's initiative to license low-power television and direct broadcast satellite services. The FCC, said Holtz, has shown a "remarkable lack of concern" about what greatly increased competition will do to the existing local broadcast services.

Holtz also agreed with recent statements by the National Association of Broadcasters that engineering standards at the FCC have badly deteriorated. "Many of the problems being raised today would go away if the FCC would return to sound engineering principles," he said, noting it has been many years since an engineer sat on the commission. "Engineers are out, economists are in," he said in commenting on choices made to fill government agencies.

Sallie Foreman, director of government relations for NBC, moderated the discussion, whose panelists also included Ann Hagemann, assistant director, ABC government relations, and Belva Brissett, director, NAB congressional liaison.

■ Another panel told conventioners that there was plenty of room for women broadcasters in the expanding cable industry—especially for those who have marketing or advertising experience and can easily communicate with the public.

June Travis, panel moderator and senior vice president, American Television & Communications, said that cable, which has been "capital intense" in the past is becoming more and more "people intense," and needs more employees.

Char Beales, vice president, media services and research for the National Cable Television Association, however, warned that not just anyone should try to move into cable. Cable is "not static," she said. The industry is continually moving, she said. In cable you "have to deal with new problems all the time."

Beales noted several growth areas in cable that need personnel. Cable systems need people to produce "product" for their systems; programmers need people to market their services to cable systems; systems need businessmen to pay for that product; equipment suppliers should need personnel to help them wire cities and upgrade older systems and systems need personnel to put out newsletters, program guides, specialized billing systems and new accounting systems, she said.

Chris Derick, president, cable communications division, Comcast Corp., said his company was especially interested in acquiring "professionals"—engineers and technicians—the hardest personnel to attract.

But also at a premium, he said, were "marketing types." Cable is no longer just in the business of stringing wire, "but communications," he said. As a result, he said, the industry needs people to "package and sell" its services to the public.

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5/18/81

Changing Hands

PROPOSED

■ **WMUR-TV** Manchester, N.H.: Sold by United Broadcasting Co. to Commercial Dispatch Publishing Co. for \$5 million. Seller is Washington group of six AM's, four FM's and one TV owned by Richard Eaton. He has sold, subject to FCC approval, KECC-TV El Centro, Calif., for \$1,025,000 to Esquire Inc. (BROADCASTING, May 11) and WJMO(FM) Cleveland Heights, Ohio, for \$2.5 million to Brunson Broadcasting (BROADCASTING, Oct. 22, 1979)—distress sale that is pending before commission. Buyer publishes the Columbus, Miss., *Commercial Dispatch* (daily) and *Aberdeen Examiner* (weekly) and is licensee of WBOY-TV Clarksburg, W. Va., and KDUB-TV Dubuque, Iowa. It is owned by Birney Imes (60%), and wife, Nancy (25%), Clyde K. Burson and David Bossinger (7.5% each). Imes owns 100% of WROX(AM) Clarksdale, Miss.; 97.4% of WCBI(AM) and 25% of WCBI-TV, both Columbus. WBUR-TV is ABC affiliate on ch. 6 with 282 kw visual and 33.5 kw aural and antenna 1,030 feet above average terrain.

■ **WHAG-TV** Hagerstown, Md.: Sold by Henson Aviation Inc. to Great Trails Broadcasting Corp. for \$1.6 million. Seller is owned by Richard A. Henson (36%), Sheldon Magazine and brother, Samuel (29.8% each), and Hans Omenitsch (4.4%), who have no other broadcast interests. Earlier deal to sell station fell through last year. Buyer is principally owned by Charles Sawyer family, Dayton, Ohio-based group owner of five AM's and four FM's. Alexander J. Williams is president. WHAG-TV is NBC affiliate on ch. 25 with 436 kw visual, 51 kw aural and antenna 1,230 feet above average terrain.

■ **WXRY(FM)** Columbia, S.C.: Sold by Frank D. Ward to Stewart A. Freeman for \$950,000. Seller has no other broadcast interests. Buyer is New York real estate investor who has no other broadcast interests. WXRY is 93.5 mhz with 1.7 kw and antenna 380 feet above average terrain.

■ **WZIX(AM)** York, Pa.: Sold by Greenco Communications Inc. to The Baltimore Radio Show Inc. for \$664,000. Seller is principally owned by Dan H. Cohen and Jeffrey Greenhawt, who have no other broadcast interests. Buyer is owned by some 130 stockholders. Harry R. Shriver is president and general manager. It also owns WFBR(AM) Baltimore and WBKZ(FM) Glen Burnie, both Maryland. WZIX is on 1350 khz with 5 kw day and 1 kw night.

■ **WPVL(AM)** Painesville, Ohio: Sold by Lake Communications Corp. to WPVL Associates for \$600,000. Seller is owned by Raymond Q. Armington (33.8%) and son, Steven (10.4%), Anthony S. Ocepek and William M. France (20.9% each) and

Richard H. Gehring (13.9%). They own 50% of WFKY(AM)-WKYW(FM) Frankfort, Ky., and 86.6% of WHOK-AM-FM Lancaster, Ohio. Buyer is principally owned by Ocepek and Richard J. Supelak. Ocepek is president of Lake Communications. Supelak is Cleveland accountant and has no other broadcast interests. WPVL is on 1460 khz with 1 kw day and 500 w night.

■ **WGL(AM)** Fort Wayne, Ind.: Sold by News Sentinel Broadcasting Inc. to Frank S. Kovas Jr. for \$425,000. Seller is owned by Helene R. Foellinger, who has no other broadcast interests. Buyer owns WONX(AM) Evanston, Ill. WGL is 1 kw daytimer on 1250 khz. Broker: Blackburn & Co.

■ **WELE(AM)** South Daytona Beach, Fla.: Sold by WELE Radio Inc. to Jerry E. Kiefer for \$325,000. Seller is owned by Sidney Frazer and Sheldon S. Katz (36.5% each), Bernard Rabin (5%) and six others who also sold, subject to FCC approval, WELE-FM De Land, Fla., for \$1.85 million to Elyria-Lorain Broadcasting Co. (BROADCASTING, March 9). Buyer is general manager and 96% owner of WURD(FM) Georgetown, Ohio. WELE is 1 kw daytimer on

1590 khz.

■ Other proposed station sales include: WJVA(AM) South Bend, Ind.; WMT-TV Cedar Rapids, Iowa; KDNL-TV St. Louis; KTVZ(TV) Bend and KTMT(FM) Medford, both Oregon; WRDN-FM Durand, Wis. (see "For the Record," page 88).

APPROVED

■ **WFTH(AM)-WMBL-FM** Morehead City, N.C.: Sold by Carteret Broadcasting Inc. to Bogue Broadcasting Inc. for \$540,000. Seller is owned by Robert R. Pate (75%) and his mother, Corrine (25%). They have no other broadcast interests. Buyer is wholly owned by Ronald E. Kramer, who is vice president and 20% owner of Son-techniques and 33.3% owner of Santee Corp., electronic manufacturing and record pressing companies in Cockeysville, Md. WFTH(AM) is 1 kw daytimer on 740 khz WMBL-FM is on 95.9 mhz with 3 kw and antenna 280 feet above average terrain.

■ Other approved station sales include: WYBT(FM) Jersey Shore, Pa. (see "For the Record," page 88).

- *Negotiations*
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BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

May 25  **Pre-NCTA.** Before-the-facts advance—including a complete agenda and exhibitor listing—on what's being billed as **cable's biggest convention ever:** the 30th annual National Cable Television Association meeting in Los Angeles, May 29-31.

June 1  **NCTA Issue.** Including a unique ranking of **Cable's Top 25** and a special "At Large" with **NCTA President Tom Wheeler.**

June 8  **Post-NCTA.** Gavel to gavel, from keynote to postlude, at the Los Angeles Convention Center. And in the same issue, we'll reach across the Atlantic to Switzerland, to report the 12th **Montreux International Television Symposium and Technical Exhibition**, May 30-June 4.

July 13  The **annual awards issue**, pulling together in one place all the major winners of the principal national awards competitions during the preceding 12 months.

July 27  A special report on **local TV journalism**—a national canvass of extraordinary news coverage and public affairs efforts on the local firing line.

Aug. 17  **Radio 1981.** The ever-changing state of the art in the oldest of broadcasting's family of Fifth Estate media.

Oct. 12  **BROADCASTING will celebrate its own golden anniversary** in this massive, one-of-a-kind issue. Including: a year-by-year chronology of the first 50 years and a comprehensive look ahead to the future.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

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** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Kluge says Figi sale is prelude to re-emphasis at Metromedia

New vistas are opening to company, thanks to FCC, chairman tells annual stockholders meeting

Metromedia Chairman John Kluge told company shareholders at their annual meeting last week that the sale of Metromedia's mail-marketing operations is part of a change of direction for the company. He said the switch is being undertaken in light of recent FCC moves that Kluge characterized as "evolutionary" if not "revolutionary."

The commission moves, Kluge said, "open up an awful lot of areas, programming and otherwise [for Metromedia], which will become apparent to shareholders later." Those remarks came in response to a shareholder's question as to why the company had now chosen to sell off Figi's, the marketing unit Metromedia acquired in 1978. Earlier, Kluge had told another shareholder inquiring about Metromedia's plans for cable that the company's approach to new media will be through program production. Corporate philosophy, he explained, is to avoid capital intensive businesses like cable—"we're not investing one dime in cable hardware."

In prepared remarks during the meeting, Kluge had identified "expansion into program production" as a primary long-term goal of the company—and he noted, as he has on previous occasions, that the restructuring of Metromedia Producers Corp., the company's production arm, will require several years to achieve profitability. Discussing plans further during the question-and-answer session, Kluge said Metromedia intends to produce programs for all forms: "cable, cassettes, DBS, our stations, syndication" in the future.

It had earlier been announced (BROADCASTING, April 27) that Metromedia's *The Merv Griffin Show* would be distributed by satellite (in conjunction with Wold Communications), with Metromedia retaining ownership of many of the dishes to be used to receive the signal.

Kluge reviewed the "outstanding" 1980 and first quarter 1981 results for the company, and expressed a "guardedly optimistic" outlook for the remainder of the year. Inflation may moderate overall advertising growth, he said, but with the "cost conscious mode" in which Metromedia is

operating, he expects "solid growth" this year. Metromedia had logged 31% net income growth on 9% revenue growth last year, with a 40% return on shareholders equity, which Kluge called "the second highest of all Fortune 500 companies."

Looking specifically at Metromedia's broadcast properties, Kluge said they "outperform the industry," and "are especially designed" to take advantage of trends he sees for the future: increased concentration of national spot advertising, and growth of local advertising. Kluge also cited Nielsen figures he said show an audience of 16 million households for Metromedia's seven television stations, which he claimed would make the Metromedia stations "the third largest



Kluge

broadcast group after CBS and ABC owned stations."

Announcing a change in a 26-year Metromedia tradition, Kluge said that next year for the first time the company will hold its annual meeting out of New York, in Los Angeles. Prompted by another member of Metromedia's board, Kluge described at length the gala Metromedia recently hosted in conjunction with the celebration of the Bicentennial of Los Angeles, which will be broadcast by Metromedia on Sept. 24.

And in another reply to a shareholder, Kluge indicated that the company at present has no plans to split its stock.

ABC-TV half way to '84 Olympics sellout

Price in winter games will range from \$52,000 for late-night 30's up to \$215,000 for same commercial in 9-11 p.m. period

ABC-TV, almost three years away from the winter Olympics, has already acquired almost \$300 million in advertising from the sale of participations in both the 1984 winter and summer Olympics.

John Lazarus, vice president, sports marketing and sales, told BROADCASTING that the \$300 million is about one-half of the \$600 million ABC-TV estimates it will take in from sale of both Olympics.

Lazarus was interviewed after he divulged the network's plans for TV coverage of winter Olympics in Sarajevo, Yugoslavia, during a presentation to advertisers and agencies in New York last week. He said 30-second spots in the winter Olympic coverage will be priced at \$215,000 each in nighttime (9-11 p.m. period); \$100,000 in the weekend daytime slots (10:30-6 p.m.) and \$52,000 for late night (11:30-midnight).

Lazarus said the average cost of a 30-second commercial in ABC-TV's winter Olympic coverage in 1984 will be \$160,000, up from \$67,000 in the 1980 games in Lake Placid, N.Y. in 1980. He explained the steep increase in the average cost by pointing out that rights for the "winter events in 1984 have soared to \$91 million from about \$20 million in 1980."

During the 13 days of continuous coverage Feb. 7-19, 1984, ABC-TV will offer 96 hours of programming, including 72 hours of nighttime, five hours of late night and 19 hours of daytime.

Lazarus noted that ABC-TV's 1980 coverage of the winter Olympics in Lake Placid consistently outrated normal pro-

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Stock Index

Exchange and Company	Closing Wed. May 13	Closing Wed. May 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	30 1/8	32	-1 7/8	- 5.85	5	843
N Capital Cities	70 1/2	71 3/4	-1 1/4	- 1.74	14	928
N CBS	57 1/8	57 1/2	- 3/8	- .65	8	1,592
N Cox	66 1/2	67 3/8	- 7/8	- 1.29	10	898
A Gross Telecasting	28 1/4	29	- 3/4	- 2.58	8	22
O LIN	33 1/4	32 1/2	+ 3/4	+ 2.30	12	184
N Metromedia	133	121	+12	+ 9.91	14	595
O Mooney	8 3/4	8 3/4			12	3
O Scripps-Howard	60 1/2	60 1/2			9	156
N Storer	36 3/4	36 1/8	+ 5/8	+ 1.73	12	482
N Taft	28	27 3/4	+ 1/4	+ .90	8	274

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	24 3/4	25 1/4	- 1/2	- 1.98	20	81
A Affiliated Pubs.	30 1/2	30 1/4	+ 1/4	+ .82	13	157
N American Family	8 5/8	9 1/4	- 5/8	- 6.75	4	106
N John Blair	19 7/8	19 7/8			6	74
N Charter Co.	12 1/4	12 7/8	- 5/8	- 4.85	1	334
N Chris-Craft	34 3/4	34 1/2	+ 1/4	+ .72	17	109
N Coca-Cola New York	8 5/8	9 1/2	- 7/8	- 9.21	20	152
N Cowles	33	33 3/8	- 3/8	- 1.12	22	130
N Dun & Bradstreet	67 1/4	66 3/8	+ 7/8	+ 1.31	20	1,875
N Fairchild Ind.	25 1/4	25	+ 1/4	+ 1.00	7	288
N Gannett Co.	41	41 5/8	- 5/8	- 1.50	11	2,217
N General Tire	24 1/2	24 3/8	+ 1/8	+ .51	10	590
O Gray Commun.	50	52 1/2	-2 1/2	- 4.76	10	24
N Harte-Hanks	35 3/4	35 1/4	+ 1/2	+ 1.41	17	340
O Heritage Commun.	14 5/8	14 3/4	- 1/8	- .84	7	79
N Insilco Corp.	19 1/4	20 3/8	-1 1/8	- 5.52	8	207
N Jefferson-Pilot	27 1/2	27 3/4	- 1/4	- .90	6	602
O Marvin Josephson	12 1/2	12 1/2			8	29
N Knight-Ridder	36 1/8	35	+1 1/8	+ 3.21	13	1,169
N Lee Enterprises	29 5/8	29 3/4	- 1/8	- .42	14	211
N Liberty	16 3/8	16 1/2	- 1/8	- .75	6	208
N McGraw-Hill	46 1/4	45 1/4	+1	+ 2.20	15	1,149
A Media General	36	36			10	260
N Meredith	58 7/8	60 1/2	-1 5/8	- 2.68	9	185
O Multimedia	34 3/4	35	- 1/4	- .71	18	349
A New York Times Co.	34	34 1/8	- 1/8	- .36	10	407
N Outlet Co.	36 1/4	36 3/8	- 1/8	- .34	53	91
A Post Corp.	20 1/2	22 1/8	-1 5/8	- 7.34	10	37
N Rollins	19	19 1/2	- 1/2	- 2.56	8	518
N San Juan Racing	18 5/8	18 3/8	+ 1/4	+ 1.36	21	46
N Schering-Plough	37	37 7/8	- 7/8	- 2.31	9	1,964
O Stauffer Commun.	45	45			11	45
A Tech Operations	16 1/4	15	+1 1/4	+ 8.33	17	17
N Times Mirror Co.	50 1/2	50	+ 1/2	+ 1.00	12	1,722
O Turner Bcstg.	21	23	-2	- 8.69		210
A Washington Post	25	24 3/4	+ 1/4	+ 1.01	10	350
N Wometco	20 3/8	18 7/8	+1 1/2	+ 7.94	9	270

CABLE						
A Acton Corp.	16 3/4	16 5/8	+ 1/8	+ .75	12	50
N American Express	42 1/8	41 1/2	+ 5/8	+ 1.50	9	3,003
O Burnup & Sims	16 1/2	15 3/8	+1 1/8	+ 7.31	21	147
O Comcast	25	24 3/4	+ 1/4	+ 1.01	28	96
O Entron*	5	5			5	4
N General Instrument	112 3/8	113	- 5/8	- .55	19	989
O Rogers Cablesystems	9 7/8	9 7/8			19	187
O Tele-Communications	27 7/8	28 1/2	- 5/8	- 2.91	27	664
N Teleprompter	34 1/2	33 3/4	+ 3/4	+ 2.22	29	587
N Time Inc.	72 1/4	70 1/2	+1 3/4	+ 2.48	14	2,033
O Tocom	15 3/4	15 1/2	+ 1/4	+ 1.61		51
O UA-Columbia Cable	79	79 1/4	- 1/4	- .31	58	265
O United Cable TV	26 5/8	26 5/8			18	261
N Viacom***	31	29 1/2	+1 1/2	+ 5.08	11	276

Exchange and Company	Closing Wed. May 13	Closing Wed. May 6	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Chuck Barris Prods.	3 3/8	3 1/2	- 1/8	- 3.57	3	10
N Columbia Pictures	38 3/4	40 3/4	-2	- 4.90	11	392
N Disney	55	56 3/8	-1 3/8	- 2.43	14	1,789
N Filmways	8	8 1/2	- 1/2	- 5.88		50
O Four Star	2 3/8	1 5/8	+ 3/4	+46.15	24	1
N Getty Oil Corp.	67	72 1/4	-5 1/4	-7.26	8	5,504
N Gulf + Western	17 3/8	17 1/2	- 1/8	- .71	4	1,297
N MCA	56	53 1/8	+2 7/8	+ 5.41	9	1,316
O Medcom	11 3/8	8 5/8	+2 3/4	+31.88	41	19
N MGM Film	10 3/8	10 1/4	+ 1/8	+ 1.21	7	337
O Reeves Commun.	43 1/2	44 1/2	-1	- 2.24	31	157
O Telepictures	6 3/8	6 3/8			29	15
N Transamerica	21	20 1/2	+ 1/2	+ 2.43	6	1,372
N 20th Century-Fox	63 3/4	63 1/2	+ 1/4	+ .39	10	686
O Video Corp. of Amer.	15 3/4	14	+1 3/4	+12.50	33	15
N Warner	48 1/2	48 1/4	+ 1/4	+ .51	12	2,850
A Wrather	26 1/2	27 1/2	-1	- 3.63		61

SERVICE						
O BBDO Inc.	44 1/4	44 3/4	- 1/2	- 1.11	9	111
O Compact Video	17 1/4	18	- 3/4	- 4.16	16	51
N Comsat	53 3/8	46 1/8	+7 1/4	+15.71	11	427
O Doyle Dane Bernbach	15 3/4	15 3/4			4	19
N Foote Cone & Belding	32 1/8	32	+ 1/8	+ .39	8	87
O Grey Advertising	60	60			6	36
N Interpublic Group	35 1/4	34 1/2	+ 3/4	+ 2.17	7	157
N JWT Group	34 1/2	34 3/4	- 1/4	- .71	8	105
O MCI Communications	21 1/4	16 1/4	+5	+30.76	106	777
A Movielab	5 5/6	5 3/4	- 1/8	- 2.17	5	9
A MPO Videotronics	5 5/8	6	- 3/8	- 6.25	16	3
O A.C. Nielsen	44	44			18	493
O Ogilvy & Mather	31 3/4	31 1/2	+ 1/4	+ .79	9	131
O Telemation	2 1/2	2 1/4	+ 1/4	+11.11	15	2
O TPC Communications	4 1/2	4 1/8	+ 3/8	+ 9.09	32	4
N Western Union	23 3/8	23 3/8				354

ELECTRONICS/MANUFACTURING						
O AEL Industries	14 5/8	13	+1 5/8	+12.50		24
N Arvin Industries	15 7/8	15 3/4	+ 1/8	+ .79	8	123
A Cetec	7	7 1/2	- 1/2	- 6.66	9	14
O Chyron	13 3/4	13 3/4			23	17
A Cohu	9 1/8	8 3/8	+ 3/4	+ 8.95	13	15
N Conrac	21 1/4	21 1/2	- 1/4	- 1.16	9	45
N Eastman Kodak	74 5/8	74 3/8	+ 1/4	+ .33	12	12,043
O Elec Missile & Comm	11 3/8	9 3/8	+2	+21.33	142	31
N General Electric	63 1/4	63 7/8	- 5/8	- .97	10	14,336
N Harris Corp.	52 3/6	54 1/2	-2 1/8	- 3.89	19	1,611
O Intl. Video	1/8	1/8				
O Microdyne	28 1/4	29 1/4	-1	- 3.41	21	75
N M/A Com. Inc.	28 7/8	29	- 1/8	- .43	25	963
N 3M	58 1/4	59 3/4	-1 1/2	- 2.51	10	6,784
N Motorola	74	74 3/4	- 3/4	- 1.00	14	2,112
O Nippon Electric	82 3/4	84 3/8	-1 5/8	- 1.92	63	2,717
N N. American Philips	50 1/8	50 1/2	- 3/8	- .74	8	603
N Oak Industries	32 3/4	32 1/2	+ 1/4	+ .76	11	356
A Orrox Corp.	12 1/4	11 3/4	+ 1/2	+ 4.25	40	20
N RCA	25 1/2	25 3/4	- 1/4	- .97	7	1,911
N Rockwell Intl.	40 7/8	40 5/8	+ 1/4	+ .61	11	3,065
A RSC Industries	5	5 1/8	- 1/8	- 2.43	13	11
N Scientific-Atlanta	31 1/4	30 1/8	+1 1/8	+ 3.73	27	662
N Sony Corp.	21 3/8	19 1/4	+2 1/8	+11.03	35	4,608
N Tektronix	57 7/8	58 5/8	- 3/4	- 1.27	13	1,057
A Texscan***	21 5/8	18 7/8	+2 3/4	+14.56	42	64
N Varian Associates	25 3/4	26 1/4	- 1/2	- 1.90	12	198
N Westinghouse	32 1/2	31 3/8	+1 1/8	+ 3.58	8	2,760
N Zenith	18 5/8	17 3/4	+ 7/8	+ 4.92	17	350

Standard & Poor's 400

Industrial Average 147.66 148.74 - 1.08

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. *** Viacom, Texscan, stock split 2 for 1. + Stock traded at less than 12.5 cents.

graming in non-Olympic years in all time periods and set viewing records for coverage of winter games. The Lake Placid program achieved an average 21.1 rating and 23.7 in prime time.

Robert Landau Associates, New York, has been named exclusive U.S. marketing representative for the 1984 winter Olympic Games, responsible for all rights to use of the logo, mascot and all marks representing the games and for selection of licensees and suppliers of the games.

TV commercial recall test developed by FCB

'Masked recognition' technique found to be better measure than day-after recall test commonly used, concludes ad agency study

The memorability of a TV commercial is better judged by "masked recognition," a new technique developed by Foote, Cone & Belding, than by the standard day-after recall methods, according to an FCB study.

Officials of the agency told a news conference in New York that in the day-after recall test, respondents are shown new TV commercials and are asked to remember the commercial, the brand advertised and the copy. FCB said many critics believe recall tests tend to show a lower score for emotional or "feeling" commercials than for rational or "thinking" commercials.

FCB said it undertook the study to see whether a brand's advertising had a better chance for sales success if it had rational appeals or was aimed at the emotions. In the "masked recognition" approach, a sample of viewers who have seen the commercial intact are again exposed to the commercial on the following day with the brand name blocked out of both the video and audio portions.

Foote, Cone & Belding decided to test the "masked recognition" technique late last year on a sample of 400 women. The results showed that "feeling" commercials were remembered by an average of 32% during the masked recognition test and only 19% during the day-after recall test. Similarly, with "thinking" commercials, the masked recognition technique tested to 37% and the day-after recall to 31%.

FCB said it believes "masked recognition" is a truer measure of actually remembering than asking people to verbalize their recollections of a commercial the day after, particularly with respect to "feeling" commercials.

FCB invited other advertising agencies to see and hear its presentations. One outside agency official noted that in both techniques the viewers are asked to remember after only one or two exposures and said some commercials don't make an impact until several viewer exposures.

Ed Rosenstein, director of research for FCB, said the "masked recognition" approach is only the first step in the refinement of copy testing and called on other agencies to experiment.

Broadcasting up, magazines down

Figures for this year show ad pages decline slightly after years of growth; TV networks flat in first two months, but spot and local strong, as is radio

The magazine advertising business, going like gangbusters the last half of the 1970's, has hit a slow-down. Broadcast and newspaper business, on the other hand, are running strong.

Longtime observers foresee for magazines in 1981 the second straight year in which ad pages will show little or no gain over the preceding year, along with revenue increases that will barely, if at all, keep pace with inflation.

Consumer magazine ad pages in 1980 didn't rise above the 1979 level, while revenues rose 8% to \$2,846,083,540, according to Leading National Advertisers Inc., which keeps track of magazine business. For the first two months of this year, the trend is no better—pages down by 1%, revenues up by 4%.

In television, the first 1981 figures for network have taken a turn that surprises many TV executives. After a 1980 in which network TV revenues rose 9.6% to \$5.15 billion, the January-February estimates—the latest available—from Broadcast Advertisers Reports show a two-month gain of about 1.5%: January was up about 7% but February was down about 4% from the comparable reported periods last year.

Spot and local TV for the first three months, however, are said to be about 12%

above the first quarter of 1980.

Radio, too, has been running strong, in 1980 and again thus far in 1981. Revenue estimates for 1980 put national radio—spot and network combined—close to 25% ahead of 1979, carrying spot to about \$760 million and network to about \$160 million. For the first quarter of 1981, the estimates put national radio about 18% ahead of last year's record first quarter.

The word from newspapers also is bullish. After a gain of about 7.2% in 1980, newspaper advertising revenues rose by 12.7% in the first quarter of 1981, the Newspaper Advertising Bureau estimated last week. It said national advertising revenues rose even faster, by 24.7%, to reach \$673 million for the quarter. Retail advertising revenues for the quarter were put at \$2 billion, up 12.1%, while classified advertising sales were put at \$1.10 billion, up 7.7%.

Just why magazines as a group are leveling off is not clear. Some publishers blame the economy. Some agency people suggest that magazines drew off television dollars when everybody was complaining about high TV rates in the 1980's, and that some of this money is now returning to broadcast. But magazine people said the biggest shifts involved products that don't use radio or TV: liquor and cigarettes. The shifts were by R.J. Reynolds Tobacco and the Seagram's liquor company, which moved big chunks of money from magazines into newspapers while also expanding their use of regional publications and outdoor advertising.

Basic training in TV ad strategy offered newcomers

CBS unit to unveil indoctrination program during seven-city swing that starts this week in St. Louis

CBS Television Stations has devised the InfoMarketing Client Services Program, designed to help new TV advertisers use that medium more effectively.

The program was outlined at a news conference in New York by Jack Myers, director of marketing of the CBS Television Stations, and creator of InfoMarketing. He said the program tells advertisers, "how" to use television effectively, rather than "why" it should be used.

The division has targeted 12 life-style categories it believes represent the emerging market for the 1980's. They are apparel (with emphasis on western wear and women's active wear), cosmetics, skin care and fragrances, personal computers, jewelry, tourism, leisure products, home furnishings, home entertainment,

automotive aftermarket and music/recording.

Myers said that some companies in these categories may be using television, but others have used it sparingly or not at all. He said InfoMarketing's team of specialists in New York, Chicago and San Francisco will be responsible for developing market strategies, research studies and media recommendations to assist advertisers and their agencies.

"We are committed to show advertisers how they may use television more effectively, and there may be instances where we may recommend other electronic media such as cable television, for example," Myers said.

To launch InfoMarketing, CBS Television Stations has scheduled presentations to be made to prospective advertisers and agencies. The first will be in St. Louis (May 21), followed by Philadelphia (May 28), New York (June 1), Chicago (June 3), Los Angeles (June 9), San Francisco (June 10) and Atlanta (June 16).

Coordinating the program of CBS Television Station's marketing in New York will be Joseph Willix, director, national marketing; J. Scott Naren, director, account management and Paul Koenigsberg, director, retail, marketing.

Turner takes on the networks, White House over pool arrangements

CNN head files suit in Atlanta; he also calls for congressional investigation of networks, movie industry for 'polluting' country; supports CBTV campaign

The Cable News Network filed suit against the three major television networks and the White House last Monday, alleging that they have denied CNN access to news in violation of antitrust laws through restrictive pooling arrangements.

The announcement of the filing was made the same day by CNN's founder, Ted Turner, and president, Reese Schonfeld, at a Washington press conference.

Turner used the forum also to call for a congressional investigation into the programming of the networks and the motion picture industry which is "polluting the minds of our people" and "tearing down what was once the strongest, hardest-working country" in the world.

Turner allied himself with Donald Wildmon's Coalition for Better Television and said he would support advertiser boycotts to clean up network programming. In a broadside aimed at the networks, Turner called network executives and directors criminals, guilty of manslaughter, murder and treason.

In addition to the three networks, the suit named President Reagan, White House Chief of Staff James A. Baker and Deputy Press Secretary Larry Speakes. The suit was filed in the United States District Court for Atlanta.

"The three major networks should not be able to dictate the terms of our coverage, limit its scope or combine their resources to effectively prevent CNN from competing with them," Turner said. "And the President's staff should not be allowed to deny CNN equal access to cover presidential activities and White House events."

The suit seeks unspecified damages and declaratory and injunctive relief from the alleged discrimination. It focuses on the pooling practices of the major networks, but Schonfeld said that other issues—what a CNN press release called "various other predatory and illegal practices"—may also arise in the preparation of CNN's case and become part of it.

According to Schonfeld, CNN's problem with the White House stems from its policy of allowing the three major net-



Leading the assault. Ted Turner, founder of the Cable News Network (l), and Reese Schonfeld, president of the 24-hour-a-day news operation, announced at a Washington press conference last week the filing of suit against the three major television networks and the White House for restricting CNN's access to the news.

works, and only the three major networks, to participate in expanded pools. "If the White House has the right to name who is going to be in a pool, it becomes a fundamental freedom of speech question," he said.

Although it is White House policy, Schonfeld believes the networks might be partly responsible for it. "We believe the networks are pressuring the White House to keep us out," he said.

Schonfeld said CNN is also upset by CNN exclusion from "tight" pools—events where only one television camera is allowed—because of two of the networks' union contracts. CBS is no problem, Schonfeld said, but ABC and NBC vote against CNN in the selection of a pool because they have contracts that stipulate that they can't take pool feeds from any source but the two other networks.

Schonfeld believes CNN's case on the tight and expanded pools is supported by the First Amendment and a "half dozen" court rulings that prohibit arbitrary discrimination against one news operation in favor of others.

Schonfeld hopes the suit, however, will precipitate a "major revolution" in television news coverage by weakening the dominance of the networks which have decided when to pool, where to pool and how the pool should cover a particular event.

According to Schonfeld, CNN is willing to participate "in kind" in pools for major events—"if 12 cameras are needed, we'll supply three," he said—but the networks are unwilling to accept CNN on that basis. The networks have been demanding money, "at grossly inflated" rates, Schonfeld said, instead of service.

Since CNN can't begin to meet the networks' price to participate, Schonfeld said,

CNN is relegated to the role of receiving what the networks give it. CNN has no control of what gets shot or how, he said.

When Prince Charles visited the national cathedral in Washington earlier this month, Schonfeld said, CNN was ready to go live at 4 p.m. NYT, but ABC, the pool network, wasn't. It "was still racking the camera and focusing the lens."

The parade for the hostages last February in New York was covered as a pool by the three local network owned-and-operated stations, Schonfeld said. Halfway through the parade, the network stations began rehearsing for a closing montage, even though CNN wanted to continue live coverage of the parade, he said.

The filing of the suit, Schonfeld suggested, was not done precipitously. CNN had had a number of unfruitful meetings with the networks seeking a "reasonable" solution to the pooling situation, he said.

CNN is able to compete with any of the three networks one on one, Schonfeld said. "It's when the three gang up that we have major problems."

As of last Wednesday, NBC News was the only one of the defendants that would comment on the suit. It said: "Pool material has always been available to anyone wanting it, including the Cable News Network. CNN has always gotten the material for charges far below cost. CNN has not been thwarted in any way in providing news coverage and we believe the suit lacks merit."

While Schonfeld's resentment of the networks came from their "ganging up" on CNN, Turner's came primarily from what he called the "totally irresponsible" and "criminal" nature of their programming.

In a prepared statement passed out at the press conference, Turner said a con-

Newsroom search request. Central Intelligence Agency has again urged legislation to permit FBI to conduct surprise searches of newspaper and broadcasting newsrooms in cases involving names of covert CIA agents. CIA Director William J. Casey, in letter to Representative Edward P. Boland (D-Mass.), chairman of House Intelligence Committee, suggested that proposal be added as amendment to legislation, enacted last year, that requires law enforcement authorities to obtain subpoena before searching newsrooms. That law contains exception permitting surprise searches in espionage cases, and Casey suggests that exception be extended to apply to cases arising under new bill making its way through Congress, one that would make it illegal to publish covert agents' names. Casey's proposal is similar to one advanced by former President Carter's CIA director, Stansfield Turner.

AP board. Associated Press re-elected Jack Tarver, vice chairman of Cox Enterprises, as chairman of board. Broadcast representatives appointed to 21-member board were William Leonard, president of CBS News; Charles Whitehurst, vice president WSFA-TV Montgomery, Ala., and Robert Wells, vice president of Harris Enterprises.

gressional investigation "will cause the American people to cry out for massive change in network programming and motion picture releases—change to glorification of the good guy instead of the bad guy, change from indecency to decency, change from immorality to morality, change to programing that appeals to the best in people instead of the worst, Turner said.

But at the podium, before the Washington press, Turner was not nearly so restrained in condemning the networks. Through their programing, they have "committed crimes that could put them behind bars," Turner said. By inducing people to drive recklessly, they are guilty of manslaughter, by inducing people to kill, they are accomplices to murder, and by airing programing with an "antimilitary" bias, they are guilty of treason, he charged. "The networks are the worst enemy this nation has," he said.

Turner hopes to spark the congressional investigation into network programing with a one-hour documentary—"TV: The Moral Battleground"—currently being aired over CNN. The program, shown at the press conference, examines some of the issues about the decency of television programing raised by such groups as Donald Wildmon's Coalition for Better Television and Jerry Falwell's Moral Majority and strays a bit to show the buying and selling of programs at the last National Association of Television Program Executives convention.

One of the program's sequences juxtaposes CBS programing executive Alan Wagner's defense of the network's programing with a seduction scene lifted from CBS's *Young and the Restless*. Wagner's claims that CBS eschews "depravity... cheap thrills, cheap laughs" were contrasted to the goings-on in the clip.

The program remarks that the presidents of the three major networks refused Turner's invitation to debate program decency with Falwell and Wildmon (BROADCASTING, April 27). Fred Pierce, president of ABC Television; Fred Silverman, president and chief executive of NBC, and Gene Jankowski, president of CBS/Broadcast Group, were included in the program, however. Their denunciations of efforts to influence programing by pressure groups, made at the American Association of Ad-

vertising Agencies' convention in Boca Raton, Fla., were recorded and inserted into the documentary.

Turner said a screening room for the program would be set up in Washington and that every member of Congress would be invited to take a look at it.

Regardless of what Congress does, Turner said CNN would continue to investigate the question of morality in television and hinted that it would take on broader dimensions: "cocaine in Hollywood and a number of other areas."

For their crimes, Turner thought the least that should be done would be to take away the licenses of the network owned-and-operated stations. With the "filth and dirt" they distribute, Turner said, they don't deserve to hold licenses.

Turner would apparently have no serious qualms about amending the Constitution to limit the networks' First Amendment rights and their ability to broadcast what he called "visual and mental pollution." He said the Constitution was written when print and speech were the only means of communications and its authors did not foresee the day of television and its dominance by a three-network "cartel."

Turner hoped, however, that the networks could be persuaded "to exercise reasonable responsibility" through the forces of the free enterprise system. Boycotts of advertisers, he said, seem to be the only road open. Although he said he had not joined Wildmon's Coalition for Better Television, he said he supported the group and any boycotts it may institute.

In a classic Turneresque retort to a reporter's charge of witchhunting, Turner said the networks were worse than witches and deserved hunting. "They need to be hunted down and prosecuted," he said.

Turner is himself a broadcaster, owner of superstation WTBS(TV) Atlanta, and, judging from the independent station's schedule for May 8, it will be difficult to accuse Turner of not practicing what he preaches. The day's lineup was dominated by half-hour sitcoms, including *The Brady Bunch*, *The Adams Family*, *I Love Lucy*, *Hazel* and *All in the Family*. The most provocative of the three movies shown was "Bedtime Story," a 1941 comedy.

SDX steps up its defense of 1st Amendment

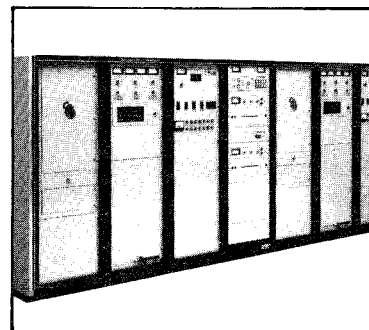
Journalists society hires law firm to file friend of the court briefs; first case involves public figure definition in libel

The Society of Professional Journalists, Sigma Delta Chi, the oldest and largest organization of journalists in the country, has decided to take an activist role in defending the First Amendment against erosion. It has retained the services of a Washington law firm and, in one of its first actions in its new role, has filed a friend-of-the-court brief urging the Supreme Court to review a lower court decision SDX says "constructs a sharply barbed barrier to news reports about election campaigns."

The case involves a libel suit filed against former Senator Frank E. Moss (D-Utah) by G. Andrew Lawrence, who had been a key campaign aide to the Republican, Orrin Hatch, who defeated Moss in his bid for re-election in 1976. Moss, in response to questions at a news conference during the campaign, referred to Lawrence—who had served on the staffs of Vice President Spiro Agnew and of President Nixon's Committee to Re-Elect the

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Lawrence sued for \$6 million, claiming defamation.

A district court dismissed the suit, but the U.S. Court of Appeals for the 10th Circuit reversed that decision. The court held that, contrary to Moss's claim, Lawrence was not a “public figure” for libel law purposes and, therefore, did not have to prove malice on Moss's part.

To SDX, the case seemed an appropriate one for its attention, particularly because it did not involve the media, but, rather, an individual. SDX wanted to make the point that the First Amendment protects everyone's rights, not only the media's.

SDX President Howard Graves, Associated Press bureau chief in Portland, Ore., said the brief filed on behalf of the organization's 25,000 members “signifies the society's new activism in the First Amendment area.” He said the Society's national board has set a high priority on “participation in cases where the public's First Amendment rights are seriously curtailed, because the ability of journalists to report the news has been hindered.”

SDX earlier this year retained the law firm of Baker & Hostetler. Its first service to the society was the filing of a statement with the Senate Communications Subcommittee urging Congress to abolish the fairness doctrine. The statement was issued in response to an invitation by the subcommittee for advice on what Con-

gress should do about political broadcasting.

The SDX brief in the Moss case, prepared by Baker & Hostetler partner Bruce W. Sanford, argues that the appeals court erred in holding that Lawrence is not a public figure. That court said that Lawrence had not thrust himself into “public prominence.” But, the brief said, Lawrence is a public figure by virtue of his role in seeking to influence the outcome of a public controversy—the Moss-Hatch election campaign.

The brief said the Supreme Court, in an earlier libel case, had said “public figures,” unlike private individuals, are those who had “thrust themselves into the forefront of particular public controversies in order to influence the resolution of the issues involved.”

As a class, therefore, the brief said, “Those who plan an active role in political campaigns must be categorized as ‘public figures’ when they bring defamation actions.”

“Misapplication of the public figure test in this case constructs a sharply barbed barrier to news reports about election campaigns,” the brief said. . . . “The court of appeals has advised the press that news reports about campaign officials—even newsworthy accusations made in the heat of the campaign—are published only at the peril of libel litigation . . . where the plaintiff can recover upon a showing of mere negligence.”

Judge quashes search warrant

KMOT-TV Minot, N.D., is upheld in resisting request for tapes sought by county officials

A state judge in Minot, N.D., last week sided with a local television station resisting a newsroom search by authorities seeking evidence of illegal gambling. The judge said other means of obtaining the evidence were available and that the media's rights outweighed the convenience of the authorities.

Judge Wallace Berning issued the ruling on Tuesday (May 12) in quashing a search warrant he had issued earlier in response to a request by the state's attorney for Ward county, Tom Slorby.

KMOT-TV's problems had begun on March 27, when a cameraman covering a fund-raising party for Minot State College in a state-owned building on the fair grounds wandered into a side room and rolled about a minute and a half of tape of the celebrants there.

It was only later that the station learned that illegal gambling had been under way in the room, though out of sight of the cameraman. But Slorby, who along with other law enforcement officials had been under pressure from the state attorney general to crack down on illegal gambling, wanted the unedited tape. He said it might provide evidence of illegal activity and help authorities to identify potential witnesses.

However, there was some confusion between the search warrant obtained from Berning and the supporting affidavit presented in the newsroom as to precisely what was being sought. That afforded KMOT-TV's lawyers, who were advising newsroom personnel verbally resisting the search warrant, with the opportunity to argue for a court hearing on the issue.

Berning, who issued his ruling after listening to arguments and then reading the briefs he requested—he noted that legal issues involving newsroom searches are rare in his court—accepted the argument that the state's attorney could have tried other avenues in a search for evidence before approaching KMOT-TV.

“It is not shown that the failure to utilize the search warrant compelling the petitioner to disclose the evidence requested would cause a miscarriage of justice,” he said. There appeared to be “numerous leads and tangible evidence for the investigators,” he added.

“The need to protect the right of privacy accorded the media and the press by statute,” Berning concluded, “outweighs the transitory convenience which might be enjoyed by the state in its investigation of this matter.”

In October, search warrants issued by state courts will no longer be a problem for newsrooms. That is when the law requiring police to obtain subpoenas in order to make such searches becomes effective for states. It became effective on the federal level in January.

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1961

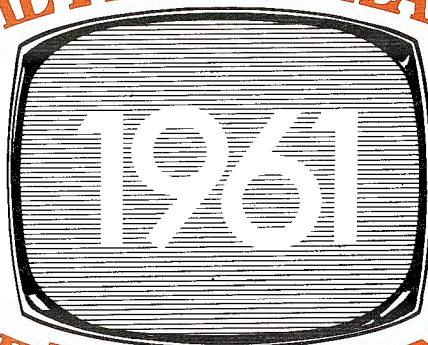
A very special year.

Because that was when WKJF (FM)
in Cadillac joined with us
to extend the Fetzer tradition
of total community involvement
to the people of Northern Michigan.



WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

THE FIRST 50 YEARS



OF BROADCASTING

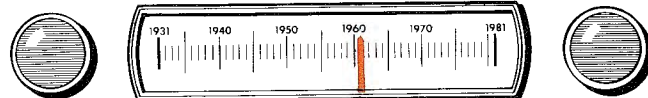
The year brought John F. Kennedy to the Presidency, his "New Frontier" to national consciousness, a doomed invasion force of Cubans to a beach in the Bay of Pigs, 35-year-old Newton Minow to the FCC, and the medical heroics of *Dr. Kildare* and *Ben Casey* to TV screens.

Attempts to increase regulatory controls brought the FCC into a period of new prominence. Reform and idealism were hallmarks of the new administration.

America got that picture quickly on a cold, clear day in January when radio and TV covered the inauguration of a new President. At the ceremonies Marian Anderson—a black banned by the Daughters of the American Revolution from Constitution Hall in 1939—sang "The Star Spangled Banner," poet Robert Frost read one of his works, and Kennedy encouraged the nation to "ask not what your country can do for you; ask what you can do for your country."

Minow, Kennedy appointee to the FCC chairmanship, had been in office barely more than two months when he dropped a bomb in broadcasters' laps at the National Association of Broadcasters convention in May. He warned the delegates in Washington that they "must deliver a decent return to the public" and declared that broadcasters should replace the "vast wasteland" of television with better programing.

The former Chicago lawyer and partner of Adlai Stevenson mixed praise and reprimand: "Your industry possesses the most powerful voice in America. It has an inescapable duty to make that voice ring with intelligence and with leadership. . . . Like everybody, I wear more than one hat. I am chairman of the FCC. I am also a television viewer. . . . I am talking about this past season. Some [TV programs] were wonderfully entertaining, such as *The Fabulous Fifties*, *The Fred Astaire Show*, and *The Bing Crosby Special*; some were dramatic and moving, such as Conrad's *Victory*, and *Twilight Zone*; some were marvelously informative, such as *The Nation's Future*, *CBS Reports*, and *The Valiant Years*. . . . I could list many more. When television is good, nothing—not the theater, not the magazines or newspapers—nothing is better. But when television is bad, nothing is worse. I invite you to sit down in front of your television set when your station goes on the air and stay



The Twist was the national dance craze with Chubby Checker its principal exponent. The U.S. broke diplomatic relations with Cuba Jan. 2. An anti-Castro force of 1,200 exiles and sympathizers was crushed in an attempted invasion at Cuba's Bay of Pigs April 17. Navy commander John B. Shepard Jr. became America's first man in space May 5; returning to Washington, he accompanied President Kennedy to the NAB convention there. In August, the East Germans erected the Berlin Wall to stop the flow of refugees to West Germany. Burma's U Thant was elected acting secretary general of the United Nations following the September death of Dag Hammarskjöld. Roger Maris hit 61 home runs to pass Babe Ruth's 60 in 1927. And in

BROADCASTING . . .

there without a book, magazine, newspaper, profit and loss sheet or rating book to distract you—and keep your eyes glued to that set until the station signs off. I can assure you that you will observe a vast wasteland. You will see a procession of game shows, formula comedies about totally unbelievable families, blood and thunder, mayhem, violence, sadism, murder, western bad men, western good men, private eyes, gangsters, more violence and cartoons. And, endlessly, commercials—many screaming, cajoling, offending. And most of all, boredom. True, you will see a few things you will enjoy, but they will be

very, very few. And if you think I exaggerate, try it. Is there one person in this room who claims that broadcasting can't do better?"

While not arguing about all of his goals, broadcasters worried about Minow's means. Images of government control, censorship and the re-emergence of a carrot-and-stick approach at license renewal time caused broadcasters to become concerned. BROADCASTING felt that because Minow "attempted to circumvent the First Amendment," broadcasters should "close ranks" to fight Minow's reforms. Other immediate reactions from NAB conventioners to Minow and his speech included such comments as: "A young smart alec, needlessly aggressive. How can they program blue ribbon programs 18 hours a day, 365 days a year?" "He certainly speaks well . . . but not of us." "An unrealistic bureaucrat who wants to change the basic nature of people and institutions." "It was excellent . . . he dispelled any doubts about his position. Some chairmen haven't been as clear." "He acted like the captain of a slave ship." "A naive young man who has read all the books but hasn't had to meet a payroll." "The only word I have for that speech is censorship and what's worse, it's the sneaky kind of censorship we can't fight."

For his part, Minow, in that same speech, professed opposition to government censorship but said: "I want to make clear some of the fundamental principles which guide me.

"First: the people own the air . . . For every hour that the people give you—you owe them something. I intend to see that your debt is paid with service. Second: I think it would be foolish and wasteful for us to continue any worn-out wrangle



NEW FCC CHAIRMAN MINOW

Broadcasting, Jan. 16

over the problems of payola, rigged quiz shows, and other mistakes of the past. . . . Third: I believe in the free enterprise system. . . . Fourth: I will do all I can to help educational television. . . . Fifth: I am unalterably opposed to government censorship. Sixth: I did not come to Washington to idly observe the squandering of the public's airwaves. I intend to take the job of chairman of the FCC very seriously. There will be times perhaps when you will consider that I take myself or my job *too* seriously."

Minow underscored his serious intent with this warning: "I say to you now: Renewal will not be pro forma in the future. There is nothing permanent or sacred about a broadcast license."

To reform children's programming, a genre Minow labeled neither harmful nor helpful to their audience, but instead "dull, grey and insipid . . . like dishwater

. . . just as tasteless . . . just as nourishing." Minow suggested that the three TV networks alternate in presenting quality children's programming in a specified, daily hour. Besides citing the current "time waster" shows that "hold down and babysit. Period," Minow referred to the cancellation of ABC's educational children's show, *Discovery*, before it went on the air. Although 67 of the network's 110 affiliates intended to carry the show, advertisers rejected it, feeling that was insufficient clearance.

To assist the development of educational television, the FCC helped orchestrate the sale of commercial WNTA-TV Newark-New York (channel 13) to a civic group for use as a New York-area ETV, for \$6.2 million. The sale was consummated to Educational Television for Metropolitan Area in December after a series of legal roadblocks including protests from New



A SAMPLING OF MINOW'S NAB AUDIENCE REACTION

Broadcasting, May 15

1961

A very special year.

Because that was when KGIN-TV
in Grand Island joined with us
to strengthen the Fetzer tradition
of total community involvement
in Nebraska.



WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

Jersey Governor Robert B. Meyner. Meyner, concerned that his state was losing its only VHF allocation and that his state's programming needs were being neglected, charged the FCC with bias in the proceedings. The sale to ETMA was completed after ETMA made programming and administrative concessions in the TV station's operations to ease Meyner's concerns about New Jersey service.

Part of its funding came from New York-area stations that were not adverse to the prospect of one less commercial competitor. The three TV networks, all owners of New York outlets, pledged \$500,000 each, while independents WOR-TV and WNEW-TV pledged \$250,000 each. The rest of the money came from grants from philanthropic groups. To avoid antitrust complications, prior approval was received from the Department of Justice.

Another assist to educational television was AT&T's decision in December to offer ETV interconnection rates that were less than the prevailing commercial rates.

To provide "additional nighttime primary [radio] service to the public . . . while at the same time holding to a minimum any loss of existing services to the listening public," the FCC decided to breakdown 13 of the 25 Class 1-A frequencies. The commission took this action despite congressional pleas that it postpone a decision.

To provide pay television with an opportunity to prove its worth, the FCC in February approved RKO General's and Zenith's joint petition for a three-year test in Hartford, Conn., bringing toll TV a little closer to fruition.

To study the amount and the effect of television violence, Thomas J. Dodd (D-Conn.), chairman of the Senate Subcommittee on Juvenile Delinquency, called for hearings. Dodd charged that since the Kefauver hearings six years before, television violence, instead of decreasing, "dra-



Gov. Collins

Broadcasting, May 15

matically increased." "We must determine," the senator said, "if this gigantic new medium is not allowing . . . human weaknesses to dictate its policies and drag it into the same category as the violent Roman spectacles of 2,000 years ago, which also had 'high ratings.'"

Outside programmers and producers blamed the networks for TV violence. Ivan Tors, a Ziv-UA producer, claimed that CBS and NBC pressured him into adding sex and violence to shows he produced for them.

Network executives, such as Walter Scott, executive vice president for NBC, and James T. Aubrey, president of CBS, denied any link between TV violence and the rising rate of juvenile delinquency. "There is an enormous difference," Scott

declared, "between television's impact in advertising and campaigning and the possible influence of the kind of material to which objection is made. It is the difference between a thorough attempt to persuade and convince . . . and the depiction of antisocial behavior which, far from being held out as an example, is presented as unsympathetic and unworthy."

FCC Chairman Minow and NAB President LeRoy Collins agreed there was too much violence on television. However, their remedies, as could be expected, differed. Minow recommended that the FCC be allowed to regulate the networks, while Collins argued for increased industry control through tougher enforcement of the NAB's television code.

Dodd, meanwhile, increased his political prominence as the proceedings continued to attract national attention. For their part, the networks promised a self-imposed limit on television violence that would curtail all fighting not essential to the plot. The unofficial new network rule booked such peace-loving compromises as fewer killings per episode, fewer and shorter fistfights, fewer drinking scenes and quicker deaths for villains.

In daytime programming, TV game shows made a comeback. CBS, which had dropped all such shows in 1959 following the quiz scandals, aired four daytime quiz shows: *Your Surprise Package*, *Double Exposure*, *Video Village* and *Face the Facts*. ABC, which had few game shows in 1959, aired five in 1961: *Camouflage*, *Seven Keys*, *Number Please*, *Who Do You Trust*, and *Queen for a Day*. NBC, which continued to air quiz shows after the scandals, but with tighter controls, scheduled seven: *Concentration*, *The Price is Right*, *Say When*, *It Could Be You*, *Play Your Hunch*, *Truth or Consequences* and *The Jan Murray Show*.

For nighttime programming, the networks included such dramatic shows with social implications as the legal-based *The Defenders* (CBS), with E.G. Marshall and Robert Reed; as well as the medical-based *Dr. Kildare* (NBC), with Richard Chamberlain and Raymond Massey; and *Ben Casey* (ABC), with Vincent Edwards and Sam Jaffe. New comedy shows included *Dick Van Dyke* (CBS), with Dick Van Dyke and Mary Tyler Moore; *The Bob Cummings Show* (CBS), with Bob Cummings; *Father of the Bride* (CBS), with Leon Ames and Ruth Warrick; *Hazel* (NBC), with Shirley Booth; and *The Lucy Show* (CBS), with Lucille Ball and Gale Gordon.

For film enthusiasts, NBC inaugurated *Saturday Night at the Movies*, a regular showing of contemporary films. Two incidents affected the showing of movies on television. First, the U.S. Supreme Court in January upheld a Chicago ruling approving prior censorship of movies for television viewing. Writing the majority decision, Justice Tom C. Clark noted that "it has never been held that liberty of speech is absolute." Writing the dissenting



Counseling with subcommittee chairman Thomas Dodd (D-Conn.) (second from right) is Carl Perian, staff direc-

tor. Sen. Estes Kefauver (D-Tenn.) is at right. Dr. Ralph J. Garry, consultant to the subcommittee, is at left.

Broadcasting, June 19

opinion, Chief Justice Earl Warren noted: "This case clearly presents the question of our approval of unlimited censorship of motion pictures before exhibition through a system of administrative licensing. Moreover, the decision presents a real danger of eventual censorship for every form of communication be it newspapers, journals, books, magazines, television, radio, or public speeches."

Next, the U.S. District Court in February banned the block booking of films. That was the practice of compelling buyers to purchase desirable films in a package that included those less desirable. Injunctions were issued against Loew's Inc. (MGM), Associated Artists Productions Inc. (Warner Bros.), C&C Super Corp. (RKO), National Telefilm Associates (20th Century-Fox), Screen Gems (Columbia) and United Artists (independents), ending a three-year government antitrust suit.

For historians and armchair scholars, 1961 brought an increase in documentaries nurtured in part by the perfection of the 16 mm camera, and of a method for synchronizing sound and film without the need for a wire connection between camera and recorder. By 1961, besides CBS's *See It Now*, regularly scheduled documentaries included NBC's *White Paper*, and ABC's *Close Up* series. Outstanding documentaries in 1961 included NBC's March telecast of *The Real West*, a program based on authentic photographs and narrated by Gary Cooper, and CBS's November telecast of *Biography of a Bookie Joint*, report by Jay McMullen on gambling.

Two important names in documentary film making were Robert Drew, head of his own production company, Robert Drew Associates, and executive producer of ABC's *Close-Up* series, and David Wolper, head of Wolper Productions and the largest producer of documentaries outside the networks.

"I want to do shows that employ dramatic logic," Drew commented, "where the story tells itself through pictures, not through word logic, lecture logic, written logic or interviews. . . . I'm determined to be as unobtrusive as possible. And I'm determined not to distort the situation."

Wolper felt that "maybe we should thank Newton Minow for a fine publicity job on our behalf. It's certainly a fact that, since his vast wasteland speech, there's been an upswing in interest in documentaries, even among the advertising agencies. It came after the schedules had been set for this season, but there's a lot of interest for next year and if we can get the people to handle it I expect our business to have doubled by then."

Although radio's net time sales decreased by 0.8% in 1961 to \$617,242,000, AM-FM broadcasters were buoyed by the results of a comprehensive study of radio listening conducted by Alfred Politz. Politz found that 98-99% of adults lived in homes equipped with radios, and that radio's audience remained fairly stable



The "MM" logo Board Chairman-President John W. Kluge is holding stands for MetroMedia Inc, the new company name of Metropolitan Broadcasting Corp.

Broadcasting, April 3

from 7 a.m. until 8 at night, when at least 45% of the adult population still listened to radio, despite the lure of prime-time television.

Technical improvements that boded well for radio included the development of transistors which according to a Hooper study, increased radio's audience by 14.3%, the increasing use of automation, particularly in low-budget radio operations, and the growing use of the tape cartridge.

FM received a boost when the FCC in April approved FM stereophonic broadcasting, choosing the composite three-dimensional sound system proposed by Zenith Radio Corp. The first FM stereo stations on the air were WGFM Schenectady, N.Y., WEFM Chicago, and KMLA Los Angeles. With 1,128 FM stations

authorized, and 960 on the air, up from 815 in 1960, FM's future continued to be brighter.

Newton Minow, for one, had great praise for America's radio programming. The FCC chairman, addressing a September meeting of the CBS Radio Affiliates Association, said that while TV may be a "vast wasteland," radio "is America's roommate. . . . Radio is also America's traveling companion. It travels with us like a welcome shadow. . . . We all recognize that entertainment—that music—is the core around which the day's programming is built. But we also know that more people depend on radio for news as it happens, and for news of community affairs, than they do on any other means of communication. . . . Typical of the contributions to public information are many especially informative broadcasts over CBS Radio last year: Lippmann on leadership; Secretary Herter's address on U.S. foreign policy; Premier Khrushchev and Prime Minister Nehru at the United Nations; the White House Conference on Aging. . . . I also want to commend you for occasionally massaging the egghead—for continuing a great musical tradition by making a place in your schedules for the broadcasts of the New York Philharmonic and the Cleveland Symphony Orchestra. This is responsible broadcasting and this is what makes radio the finest kind of companion."

Among the important events brought to Americans by 1961 radio and television were the news of the U.S.-sponsored invasion of Cuba (the Bay of Pigs incident) and the trial of former Nazi Adolph Eichmann in Jerusalem.

Israel, afraid that individual coverage by all the American networks would overtax the limited courtroom facilities, awarded exclusive videotape and film rights to one



ABC makes news about its planned news and public affairs operations which will be run by James C. Hagerty (r), White House news secretary. ABC executives present at news conference last week, at which network plans to expand into competitive position with CBS and NBC, are (l to r): Oliver Treyz, ABC-TV president; Michael J. Foster, ABC press information vp; Leonard

Goldenson, AB-PT and ABC president, and Mr. Hagerty. The Hagerty-Goldenson news conference was held in New York on Monday, prior to a meeting of ABC-TV affiliates at Miami Beach, where Mr. Hagerty also accompanied Mr. Goldenson. The presidential news secretary takes over his new job Jan. 23, three days after his boss turns over the reins to John Kennedy.

Broadcasting, Jan. 16

U.S. company, Capital Cities Broadcasting. After much network protest, Capcities agreed to provide each network with one hour's taped highlights of the daily proceedings in return for a flat fee of \$50,000 per network. To record the trial, Capital Cities used four Marconi TV cameras placed on an overhead balcony to avoid reflections from Eichmann's bullet-proof booth, and two Ampex videotape machines. To facilitate radio coverage, Israel established three direct radio circuits to London in addition to the regular Tel Aviv-to-London circuit.

Such broadcast events were, according to a Nielsen report, easily available to the average American who could tune in more than four television stations as well as nine radio stations.

The critical issue for the coming decade, according to FCC Commissioner Rosel Hyde, a 30-year veteran of the FCC and its predecessor Federal Radio Commission,

was whether broadcasting's faults "justify abandonment of the basic principles under which broadcasting was envisaged as a liberating art. Even though there are imperfections in broadcasting . . . we should not give tacit acceptance to regulatory approaches which could make inroads upon

its status as a free-enterprise, censor-free system of communications . . . Any alternatives . . . encompass inherent repression and restrictions that must be avoided."

Such words defined the challenge and the resistance to Minow and his actions on JFK's New Frontier.

Stay Tuned

1. What publicly owned space communications corporation was set up in 1962 under an act of Congress?
2. What space satellite relayed the first TV program?
3. President Kennedy's "quarantine" of Cuba brought what restrictions for news reporters?
4. The great increase in radio station numbers caused what concerns to broadcasters?
5. What happened in John Henry Faulk's suit against those whom he claimed blacklisted him?

The answers next week
in "1962"

For the Record

As compiled by BROADCASTING May 4 through May 8 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

■ Mobile, Ala.—United Broadcasting Inc. seeks 1160 khz, 10 kw-D, 1 kw-N. Address: 6601 Old Shell Road, Mobile 36608. Estimated construction costs: \$183,400; first-year operating cost: \$125,000; revenue: \$250,000. Format: Black. Principals: C.J. Kennedy, Tom C. Wilson, H. Leroy Davis (one-third each). Kennedy is Judge, 13th Judicial District. Wilson is safety supervisor, Degussa Chemical. Davis is executive vice president, Gulf Savings and Loan. All Mobile area. They have no other broadcast interests. Filed April 22.

■ Orange, Calif.—Hesperia Valley Broadcasting Inc. seeks 910 khz, 1 kw-D, 500 w-N. Address: 3028 Meadow Grove Road, Orange 92667. Estimated construction costs: \$77,500; first-quarter operating cost: \$37,000; revenue: \$168,000. Format: Inspirational. Principals: Abbott E. Paine (80%) an wife, Linda A. (20%). They are Orange, Calif.-based media brokers and real estate investors who have no other broadcast interests. Filed April 27.

■ Salt Lake City, Utah—Mountain West Broadcasting Inc. seeks 750 khz, 5 kw-D, 1 w-N. Address: 2137 East 3300 South, Salt Lake City 84109. First-quarter operat-

ing cost: \$16,000; revenue: \$24,000. Format: MOR. Principals: Fed D. Bond (40%), Morris J. Jones (20%), Mr. Teuscher, wife Betty, Mel Carson and David Johns (10% each). Bond is marketing and sales representative for Applied Computer Techniques of Salt Lake City. Jones is general manager and owner of KABE(FM) Orem, Utah. Carson is Salt Lake City contractor and real estate investor. Johns is real estate agent. Teuscher is former dispatcher for Union Pacific. Filed April 27.

■ Spokane, Wash.—Michael P. Fontaine seeks 700 khz, 10 kw-D, 1 kw-N. Address: East 10 Thirteenth Street, Spokane 99202. Estimated construction costs: \$132,000; first-year operating cost: \$190,000; revenue: \$238,200. Format: Country. Principal: Michael P. Fontaine (100%), marketing representative for Spokane-based solar energy equipment manufacturer, who has no other broadcast interests. Filed April 27.

FM applications

■ El Dorado, Ark.—Inspirational Radio Co. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 2060 El Dorado 71730. Estimated construction costs: \$172,400; first-quarter operating cost: \$40,000; first-quarter revenue: \$250,000. Format: Religious. Principals: J.S. Beebe Jr., J.H. Works, C.E. Davies (one-third each). Beebe is partner in Eldorado oil and pipe supply firm. Davies is Chevrolet dealer. Works, is manager there, both Eldorado. They have no other broadcast interests. Filed April 20.

■ Miami, Fla.—Unity Broadcast Network-Florida seeks 96.3 mhz, 98 kw, HAAT: Address: 17345 Old Cutler Road, Miami, Fla. 33157. Format: Rhythm & blues. Principal: subsidiary of Unity Broadcasting Network Inc., which owns and operates National Black Network, black-oriented radio news and information network with 82 affiliates. It is principally owned by Eugene D. Jackson, president, and Sydney L. Small, executive vice president. They also own WDAS-AM-FM Philadelphia and have bought, subject to FCC approval, KATZ(AM) St. Louis, Mo. (BROADCASTING, March 2 and May 11). Filed April 27.

■ Paxton, Ill.—Plowshares Broadcasting Inc. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 625 South Park, Decatur, Ill. 62523. Estimated construction costs: \$107,000; first-quarter operating cost: \$29,000; Format: CW. Principals: Betty Bellinger (38.1%), Sandra L. Putbrese (19.7%), Joyce Pogne and Walter T. Morey (14.6% each), James A. Pounds and Joanna Pounds (7.5% each). Bellinger, Putbrese, Morey, and Pogne own WDZQ(FM) Decatur, Ill. Bellinger also owns

WIZZ(AM)-WLAX(FM) Streator, Ill., and 49.44% of WDZ(AM) Decatur. Putbrese own in addition owns 15.8% of KWNT(AM) Davenport, Ill., and 8% of CP for new FM at Muncie, Ind. Filed April 27.

■ Coffeyville, Kan.—Midwest Broadcasting Inc. seeks 92.1 mhz, 3 kw. Address: 306 West Eighth Street, Coffeyville, Kan. Estimated construction costs: \$100,000; first-quarter operating cost: \$27,000; first-year revenue: \$120,000. Format: Modern country. Principals: R.M. Seaton (40%), Robert L. Pratt, Edward L. Seaton (20% each), Donald R. Staton, Johanna C. Epp, Alfred N. Seaton and Monica M. Seaton (5% each). Seaton family is Coffeyville, Kan., group owner of four AM's, one FM and one TV and newspaper publishers in Kansas, Nebraska, South Dakota and Wyoming. Filed April 10.

■ Manhattan, Kan.—Wildcat Broadcasting Co. seeks 103.9 mhz, 1.14 kw, HAAT: 490 ft. Address: Route 2, Box 422, Gering, Neb. 69341. Estimated construction costs: \$115,500; first-quarter operating cost: \$24,000; first-year revenue: \$200,000. Format: MOR. Principals: Robert L. Hinze (49%), Michael J. Tracey (35%) and Marion Latimore (16%). Hinze owns 5% of KWIV(TV) Douglas, and 10% of KASL(AM) Newcastle, both Wyoming. Tracey owns 51% of KMOR(FM) Scottsbluff, Neb., and is 13.3% owner of new FM applicant for Omaha, Neb. Latimore is assistant football coach for Kansas State University. Filed April 27.

■ Columbia, Mo.—Columbia FM Inc. seeks 101.7 mhz, 3 kw, HAAT: 300 ft. Address: 211 Brenda Lane, Columbia 65201. Estimated construction costs: \$82,000; first-quarter operating cost: \$50,000; first year revenue: \$200,000. Principal: Alan M. Germond (100%), chief engineer at KFRR(AM) Columbia and KWRT(AM)-KDBX(FM) Boonville, both Missouri, who has no other broadcast interests. Filed April 24.

■ Albuquerque, N.M.—Hispanic Owners Inc. seeks 103.3 mhz, 22.4 kw, HAAT: 4110 ft. Address: P.O. Box 16191, Fort Worth, Tex. 76133. Estimated construction costs: \$84,000; first-quarter operating cost: \$42,000; revenue: \$35,150. Format: Spanish variety. Principals: Mark A. Rodriguez Jr. (95%) and Gustavo Perez (5%). Rodriguez is sales manager at KESS(FM) Fort Worth Tex. Perez is former news director and general manager at KLAT(AM) Houston. They have no other broadcast interests. Filed April 23.

■ *Purchase, N.Y.—Student Senate Association at Purchase Inc. seeks 88.7 mhz, .126 kw, HAAT: 174 ft. Address: c/o Student Activities, Purchase 10577. Esti-

mated construction costs: \$10,500; first-year operating cost: \$5,000; Format: Educational. Principal: non-stock, nonprofit corp; David Bassuk is student senate president. The State University of New York also operates 13 noncommercial stations throughout state. Filed April 27.

■ Alva, Okla.—Lynn L. Martin seeks 104.7 mhz, 100 kw, HAAT: 776 ft. Address: 109 Aspen Drive, Alva 73712. Estimated construction costs: \$104,000; first-quarter operating cost: \$35,000; first-year revenue: \$150,000. Format: MOR. Principal: Lynn L. Martin (100%), who is general manager and 25% owner of KALV(AM) Alva. Filed April 27.

■ Granbury, Tex.—Lugo Broadcasting Inc. seeks 106.7 mhz, 100 kw, HAAT: 408 ft. Address: 218 South Broadway, Ballinger, Tex. 76821. Estimated construction costs: \$29,000; first-year operating cost: \$70,000; revenue: \$100,000. Format: Beautiful music. Principal: Diane Lugo (100%), supervisor at Telephone Industries Inc., Ballinger, who has no other broadcast interests. Filed April 27.

■ Granbury, Tex.—Majan Broadcasting Corp. seeks 106.7 mhz, 100 kw. Address: P.O. Box 808, Granbury 76048. Estimated construction costs: \$54,000; first-quarter operating cost: \$33,000; Format: Standard pops. Principals: William Janks II (55%), J. Gordon S. Harris (10%); Mari Jo Mathis (15%), Raymond L. Fitzgerald, Durwood A. Bark Jr., W. David Bark and Cynthia A. Godfrey (5% each). Janks is Dallas, Tex., mortgage broker. Harris is Richardson, Tex., homebuilder. Fitzgerald is Portland, Ore., mining equipment manufacturer. Durward Bark manages Waco, Tex., Radio Shack. David Bark, his brother, is Dallas real estate developer. Godfrey is Bellview, Wash., data processor. They have no other broadcast interests. Filed April 24.

■ Murray, Utah—Robert R. Busch seeks 102.7 mhz, 100 kw, HAAT: 1036 ft. Address: 5286 South 320 West, Suite A-126, Murray 84107. Estimated construction costs: \$18,500; first-quarter operating cost: \$28,000; revenue: \$18,000. Format: Popular. Principal: Robert R. Busch (100%), Murray-based real estate developer who has no other broadcast interests. Filed April 22.

■ Roy, Utah—Margaret Kathlene Wamsley seeks 107.9 mhz, 49.49 kw, HAAT: 239.25 ft. Address: 1612 Down Drive, Salt Lake City 84121. Estimated construction costs: \$21,500; first-quarter operating cost: \$13,000; first-year revenue: \$96,000. Format: Country/Folk. Principal: Margaret Kathlene Wamsley (100%), operation manager at KRGO(AM) Salt Lake City, who has no other broadcast interests. Filed April 20.

■ Cheyenne, Wyo.—Blue Sky Broadcasting Inc. seeks 106.3 mhz, 3 kw, HAAT: —4 ft. Address: 2317 Bradley Avenue, Cheyenne 82001. Estimated construction costs: \$4,850; first-quarter operating cost: \$40,000; first-year revenue: \$150,000. Format: Beautiful music. Principals: Gerald E. Gebhard and Stephen Z. Lobel (40% each) and Phillip R. Noble (20%). Gebhard is announcer at KFBQ(FM) Cheyenne. Lobel is former news director of KATI(AM) Casper. Noble is former reporter for KTWO(TV) Casper. They have no other broadcast interests. Filed April 27.

TV applications

■ Tucson, Ariz.—J. P. Communications seeks ch. 40; ERP: 1619 kw vis. 162 kw aur., HAAT: 2022 ft.; ant. height above ground: 194 ft. Address: 3710 West Morse Avenue, Lincolnwood, Ill. 60645. Estimated construction cost: \$126,500; first-quarter operating cost: \$360,000; Legal counsel: Glaser, Fletcher & Johnson-Washington. Consulting engineer: Peter V. Gureckis & Associates. Principal: Julius Polan (100%), who owns Lincolnwood, Ill., bus transportation company and has no other broadcast interests. Filed April 13.

■ Tucson, Ariz.—National Group Telecommunications of Tucson Inc. seeks ch. 40; ERP: 685 kw vis. 68.5 kw aur., HAAT: 2010 ft.; ant. height above ground: 195 ft. Address: 701 Welch Road, Suite 1119, Palo Alto, Calif. 94304. Estimated construction cost: \$421,000; first-quarter operating cost: \$290,000; first-year revenue: \$1,210,000. Legal counsel: Mullin, Connor and Rhine-Washington. Consulting engineer: John A. Fergie. Principals: N. John Douglas (21.9%), R. William Smith (15.6%), Lee Wenger (15.6%), John M. Rohrbach Jr. (14.6%), Mary Jo Kolenda Imparato (13.5%) and husband, Nicholas J. (7.3%), Robert L. Dini and wife, Patricia M. (1% jointly). They are also applicants for new TV at Burlington, N.C. Douglas, Rohrbach, Kearn and Imparato are applicants for new TV at New Orleans (BROADCASTING, Sept. 15, 1980). Douglas and Rohrbach also are permittees of

KSTS(TV) San Jose, Calif. Filed April 13.

■ Brawley, Calif.—SI' TV Inc. seeks ch. 7; ERP: 2 kw vis., .02 kw aur., HAAT: 262 ft.; ant. height above ground: 282 ft. Address: P.O. Box 214, Brawley 92227. Estimated construction cost: \$152,000; first-quarter operating cost: \$23,000; revenue: \$30,000. Legal counsel: Jack W. Fleming-Brawley, Calif. Consulting engineer: Courtright Engineering Inc.-Yuma, Ariz. Principals: Victor M. Calderon and Fernando Sanga (25.5% each), Jack W. Fleming, Dean A. Leptich, and John B. Stodell (16.3% each). Fleming and Sanga are Brawley attorneys. Calderon is Brawley CPA. Leptich is administrator at Imperial Valley College. Stodell is owner and operator of KROP(AM) Brawley. Filed April 7.

■ San Diego, Calif.—Venton Corp. seeks ch. 69; ERP: 621 kw vis., 62.1 kw aur., HAAT: 1906 ft.; ant. height above ground: 195.5 ft. Address: 1010 second Avenue, Ninth floor, San Diego 92101. Estimated construction: \$2,000,000; first-quarter operating cost: \$467,000; Legal counsel: Paul, Hastings, Janofsky & Walker. Consulting engineer: Moffet, Ritch, & Larson-Arlington, Va. Principals: Jim Estrada, Roy B. Cazares, Gilbert R. Contreras, Salvador C. Contreras, Ralph Ocampo, Rudolph S. Martinez and Uvaldo Palomares (11.76% each), and seven others. Estrada is advertising executive. Cazares is attorney. Contreras brothers are Lemon Grove, Calif., contractors. Ocampo is physician. Martinez owns restaurant supply business. Uvaldo heads research firm. All San Diego. They have no other broadcast interests. Filed Feb. 16.

■ Melbourne, Fla.—Broadcast Production and Management Corp. seeks ch. 56; ERP: 1194 kw vis, 238.8 kw aur., HAAT: 1003 ft.; ant. height above ground: 996 ft. Address: 4897 Northwest sixth Court, Plantation, Fla. 33317. Estimated construction cost: \$1,133,000; first-quarter operating cost: \$260,000; first-year revenue: \$460,000. Legal counsel: Cordon & Jacob-Washington. Consulting engineer: Leonard R. Harris. Principals: Don S. Sundquist and Leonard R. Harris (50% each). Sundquist is Hollywood, Fla., TV producer. Harris is Hollywood engineer. They recently were granted CP for new TV at Key West, Fla. (BROADCASTING, April 27). Filed April 28.

■ Toledo, Ohio—Toledo Telecasting Inc. seeks ch. 36; ERP: 2056 kw vis, 206 kw aur., HAAT: 1416 ft.; ant. height above ground: 1435 ft. Address: 3150 Republic Boulevard, Toledo 43615. Estimated construction cost: \$4,000,000; first-quarter operating cost: \$500,000. Legal counsel: Schnader, Harrison, Segal & Lewis-Washington. Consulting engineer: Atlantic Research. Principals: William C. Mitchell and Securities Inc. (35% each), Arthur M. Dorfner (25%) and Pamela Arnos (5%). Mitchell is Toledo land developer. Securities Inc. is Toledo venture capital firm principally owned by Pamela Arnos' father, Richard D. Arnos. Dorfner is former president of WDHO(TV) Toledo. They have no other broadcast interests. Filed Feb. 27.

■ Longview, Tex.—KLMB Inc. seeks ch. 51; ERP: 3083 kw vis, 308.3 kw aur., HAAT: 1091 ft.; ant. height above ground: 1014 ft. Address: P.O. Box 38620 Houston, Tex. 77088. Estimated construction cost: \$3,217,000; first-quarter operating cost: \$231,000; Legal counsel: Fly, Shuebruk, Gaguine-Washington. Consulting engineer: Moffet, Rich & Larson. Principals: Clara J. McLaughlin (27.2%) and 13 others at 5.4% each and one at 2.2%. McLaughlin is author and former TV talk show host at KUHT(TV) Houston. They also are new TV applicants for Paris, Tex. (see below). Filed April 24.

■ Paris, Tex.—KLMB-TV Inc. seeks ch. 42; ERP: 1545 kw vis, 154.5 kw aur., HAAT: 557 ft.; ant. height above ground: 546.8 ft. Address: P.O. Box 38620, Houston, Tex. 77088. Estimated construction cost: \$1,317,000; first-quarter operating cost: \$100,000; Legal counsel: Fly, Shuebruk-Washington, D.C. Consulting engineer: Moffet, Rich & Larson-Arlington, Va. Principals: Clara J. McLaughlin (27.2%) and 13 others. They are also new TV applicant for Longview, Tex. (see above). Filed April 28.

■ Salt Lake City, Utah—Utah Television Associates seeks ch. 13; ERP: 60 kw vis, 12 kw aur., HAAT: 3901 ft.; ant. height above ground: 145 ft. Address: 1406 Walker Bank Building, Salt Lake City 84111. Estimated construction cost: \$1,732,000; first-quarter operating cost: \$500,000; first-quarter revenue: \$480,000. Legal counsel: Lovett Ford & Hennessey-Washington. Consulting engineer: Ralph Dippell-Washington. Principals: Richard S. McKnight and Arnold Orleans (35% each), G. Andrew Lawrence (10%) and Utah Television Enterprises Corp. (20%). McKnight owns Salt Lake City-based oil and gas exploration company. Orleans is Washington D.C.-based real estate in-

vestor. Lawrence is U.S. senate administrator and 10% owner of CP for Craig, Colo. Ann. April 27.

■ Parkersburg, Va.—Eastern Associated Services seeks ch. 39; ERP: 586 kw vis, 116 kw aur., HAAT: 646 ft.; ant. height above ground: 417 ft. Address: 806 Avery Street, Parkersburg 26101. Estimated construction cost: \$1,700,000; first-quarter operating cost: \$180,000; first-year revenue: \$1,710,000. Legal counsel: Midlen & Reddy-Washington. Consulting engineer: Jansley & Bailey-Alexandria, Va. Principals: Edward J. Schlag, Wayne A. Thomas, A. T. Archer, H. James Province, Enos L. Singer, James M. Stark, William G. Powell, Mark W. Geihig, Priscilla F. Leavitt, Terry Connolly (10% each). Stark owns one-third of J. Rebb Inc., holding company for cable systems serving Georgia. Others are Parkersburg area businesspeople and have no other broadcast interests. Filed April 24.

■ Racine, Wis.—Racine Telecasting Co. seeks ch. 49; ERP: 1600 kw vis, 160 kw aur., HAAT: 907 ft.; ant. height above ground: 1086 ft. Address: 6608 West Hope Avenue, Milwaukee, Wis. 53216. Estimated construction cost: \$161,000; first-quarter operating cost: \$28,000; first-year revenue: \$52,000. Legal counsel: Lyle K. Evans-Green Bay, Wis. Consulting engineer: Lyle R. Evans. Principal: Joel J. Kinlow (100%), Milwaukee-based real estate investor who has no other broadcast interests. Filed April 30.

■ Lander, Wyo.—Central Wyoming College seeks ch. 4; ERP: 100 kw vis, 10 kw aur., HAAT: 1515 ft.; ant. height above ground: 242 ft. Address: Highway 26, Riverton, Wyo. Estimated construction cost: \$2,120,000; first-year operating cost: \$75,000; Legal counsel: Fletcher, Healt & Hildreth-Washington. Consulting engineer: Robert A. Jones-La Grange, Ill. Principal: Nonstock, nonprofit corp; Robert A. Peck, president of board of trustees. He is co-publisher of *Riverton* [Wyo.] *Ranger*, and 50% owner of KRBN(AM) Red Lodge, Mont. Central Wyoming College is also licensee of KCWC(FM) Riverton, Wyo. Filed Jan. 19.

■ Lander, Wyo.—The Chrysoston Corp. seeks ch. 4; ERP: 100 kw vis, 15 kw aur., HAAT: 272 ft.; ant. height above ground: 182.8 ft. Address: 300 North Center Street, Casper, Wyo. 82601. Estimated construction cost: \$675,000; first-quarter operating cost: \$50,000; Legal counsel: Brown, Bernstein & Longest-Rockville, Md. Consulting engineer: Kenneth Williams-Tacoma, Wash. Principals: Robert Zipay and Henry Ort (20% each), Daniel M. Burke and Vincent J. Horn Jr. (12% each), Franklin Brown and M. Joseph Burke (18% each). Zipay is general manager at KCWY-TV Casper, Wyo. Ort is Casper businessman. Joseph Burke is rancher and real estate investor. Horn is attorney. Daniel Burke, son of Joseph, is attorney. All Casper. They own KCWY-TV Casper and are new TV applicants for Cheyenne, Wyo. Filed April 28.

FM actions

■ Woodlake, Calif.—Dismissed application for new FM CP on 90.5 mhz, CH-213, ERP 0.87 kw, antenna height 2511 ft. (BPED-790730AJ). Action April 29.

■ Hollywood, Fla.—Dismissed as requested application for new FM station, closed all records. Action April 29.

■ *Cumming, Ga.—Curriculum Developmental Foundation Inc. granted 91.5 mhz, .22 kw, HAAT: 910 ft. Address: 2055 Mt. Paran Rd., Atlanta 30327. Estimated construction cost \$70,128; first-year operating cost \$45,000; revenue \$50,000. Principal: non-profit educational corp; Paul L. Walker, president. Action April 28.

■ Birch Tree, Mo.—Jack G. Hunt granted 1310 khz, 500 w-D. Address: 204 Washington, Doniphan, Mo. Estimated construction costs: \$60,500; first year operating cost: \$36,000; revenue: \$48,000. Format: CW/gospel. Principal: Hunt is Doniphan, Mo. optometrist. He owns KDFN(AM)-KOEa(FM) Doniphan as well as cable franchise there. Action April 27.

■ Pinconning, Mich.—Dismissed application for CP for new FM station on 100.9 mhz, CH-265, ERP 3.0 kw (H&V), ant. height 300 ft. (H&V) (BPH-791121AAO). Action April 24.

TV actions

■ Grand Rapids, Mich.—TV 17 Unlimited Inc. granted UHF ch. 17 (488-494 mhz); ERP 440.5 kw vis., 88 kw aur.; HAAT 1057 ft.; ant. height above ground 1080 ft. Address: 3862 Planfield N.E., Grand Rapids, Mich. 49505. Estimated construction cost \$377,432; first year operating cost \$306,500; revenue \$963,232. Principally owned by Paul A. Stewart. Action March 20.

■ Grand Rapids, Mich.—APW Enterprises Inc. dismissed application for Ch. 17; 1219 kw vis., 984 kw a.u.; HAAT: 1010 ft. Action March 20.

Ownership Changes

Applications

■ WELE(AM) South Daytona Beach, Fla. (AM: 1590 khz, 1 kw-D)—Seeks assignment of license from WELE Radio Inc. to Jerry E. Kiefer for \$325,000. Seller: Sidney Frazer (36.5%), Sheldon S. Katz (36.5%), Bernard Rabin (5%) and six others. They sold, subject to FCC approval, WELE-FM (BROADCASTING, March 9). Buyer: Jerry E. Kiefer (100%), who is general manager and 96% owner of WURD(FM) Georgetown, Ohio. Filed April 1.

■ WJVA(AM) South Bend, Ind. (AM: 1580 khz, 1 kw-D)—Seeks assignment of license from Mid-America Broadcasting Inc. to Maramar Broadcasting Inc. for \$275,000. (BROADCASTING, May 11). Seller: Ralph Gregory (51%) and Charles Hayes (49%), who own WMMQ(FM) Charlotte, Mich. Gregory also owns WYRQ(FM) Little Falls, Minn. Buyer: Jose Berrocal (50.6%), Jason Meyer (14.5%) and nine others. Berrocal is Yale Law School student. Meyer is student at Princeton University. Nine of 11 stockholders are former members of managing board of WPRB(FM). Princeton, N.J., student-run commercial station. Filed April 20.

■ WMT-TV Cedar Rapids, Iowa (ch. 2, CBS, 100 kw vis., 20 kw a.u., ant. 1,450 ft.)—Seeks assignment of license from WMT Inc. to KGAN-TV for \$13,000,000. (BROADCASTING, March 9). Seller: principally owned by estate of George W. Norton and family. Norton's nephew, T. Ballard Morton, is president. It has also spun off WFRV-TV Green Bay, Wis., and its satellite, WJMN-TV Escanaba, Mich. (BROADCASTING, Jan. 26), and also spun off WAVE(AM) Louisville, Ky. Buyer: Subsidiary of Guy Gannett Publishing Co., publisher of daily newspapers in Portland, Augusta and Waterville, all Maine. It is controlled by Jean Gannett Hauley (chairman) and family. Broadcast portfolio includes: WGAN-AM-FM-TV Portland, Me.; WGGB-TV Springfield, Mass.; WINZ-AM-FM Miami; KOFM(FM) Oklahoma City; KSTT(AM) Davenport, Iowa; WXLN(FM) Moline, Ill. Ann. May 7.

■ WHAG-TV Hagerstown, Md. (TV: ch. 25, CBS, 436 kw vis., 51 kw a.u., ant. 1,230 ft.)—Seeks assignment of license from Henson Aviation Inc. to Great Trails Broadcasting Corp. for \$1,600,000. Seller: Richard A. Henson (36%), Sheldon Magazine and brother, Samuel (29.8% each); and Hans Omenitsch (4.4%), who have no other broadcast interests. Buyer: Charles Sawyer family, Dayton, Ohio-based group of five AM's and four FM's. Ann. April 30.

■ KDNL-TV St. Louis. (TV: ch. 30, 1,190 kw vis., 12 kw a.u., ant. 1,100 ft.)—Seeks assignment of license from Evans Broadcasting Corp. to Cox Broadcasting Corp. for \$14,200,000 (BROADCASTING, March 9). Seller: Thomas M. Evans; wife, Betty; son, Edward (30% each) and Jack Petrik (10%), who have no other broadcast interests. Buyer: publically traded, Atlanta-based group owner of five AM's, seven FM's and five TV's and parent of Cox Cable Communications, MSO with more than 880,000 basic subscribers. Garner Anthony is chairman and Clifford Kirtland is president. Ann. May 7.

■ WMUR-TV Manchester, N.H. (TV: ch. 6, ABC, 282 kw vis., 33.5 kw a.u., ant. 1,030 ft.)—Seeks assignment of license from United Television Company of New Hampshire to the Commercial Dispatch Publishing Co. for \$5,000,000. Seller: Washington-based group of five AM's, four FM's and two TV's owned by Richard Eaton. He sold, subject to FCC approval, KECC-TV El Centro, Calif. (BROADCASTING, May 11). Buyer: Birney Imes Jr. (60%) and wife, Nancy (25%), Clyde K. Burson (7.5%) and David Bossinger (7.5%). Imes owns 97.4% of WCBI(AM) Columbus, Miss., 25% of WCBI-TV Columbus, Miss., and 100% of WROX(AM) Clarksdale, Miss. Ann. May 7.

■ KTVZ(TV) Bend and KTMT(FM) Medford, both Oregon (TV: ch. 21, CBS, 77.6 kw vis., 15.5 kw a.u., ant. 540 ft.; FM: 93.7 mhz, 18.5 kw, ant. 3260 ft.)—Seeks transfer of control of from J. L. DeArmond and John R. Dellenback (66.67% before; none after) to George R. Johnson (33.33% before; 100% after) consideration: \$1,600,000 (BROADCASTING, May 11). Principals: Sellers are releasing their two-thirds interest in stations. Buyer already owns one-third of stations. They also sold, subject to FCC approval,

KTVL(TV) Medford for \$12.5 million to Freedom Newspapers (BROADCASTING, March 2). Ann. April 24.

■ WZIX(AM) York, Pa. (AM: 1350 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Greenco Communications Inc. to the Baltimore Radio Show Inc. for \$664,000 plus \$36,000 for three year noncompete fee. Seller: principally owned by Dan H. Cohen and Jeffrey Greenhawt, who have no other broadcast interests. Buyer: Closely held owner with more than 130 stockholders; Harry R. Shriver is president and general manager. It owns WFBR(AM) Baltimore, and WBKZ(FM) Glen Burnie, Md. Filed April 22.

■ WSVI(TV) Christiansted, St. Croix, V.I. (TV: ch. 8, 58.5 kw vis., 7.2 kw a.u., ant. 742 ft.)—Seeks transfer of control of Antilles Broadcasting Corp. from Leroy Mercer (47.66% before; none after) to Barakat Saleh and Len Gawrych (52.34% before; 100% after) consideration: \$283,000. Principals: Seller is relinquishing his interest and selling it back to company. As a result, Saleh and Gawrych's ownership in ceases proportionally. Saleh and Gawrych are St. Croix businessmen and new TV applicants for San Juan, P.R. (BROADCASTING, April 13). Filed April 6.

■ WRDN-FM Durand, Wis. (FM: 95.9 mhz, 930 w, and 500 ft.)—Seeks assignment of license from WRDN Inc. to Marvette J. Hagevik for \$435,000 (BROADCASTING, March 2). Seller: principally owned by Richard Darby, who owns 49% of KOWO(AM)-KQDE(FM) Waseca, Minn., and sold, subject to FCC approval, KDN(AM) South St. Paul, Minn. (BROADCASTING, March 2). Buyer: Marvette J. Hagevik (100%), physical education & health instructor in Spring Lake Park Junior High School, who has no other broadcast interests. Her husband, Bruce Hagevik, is newsmen at WCCO(AM) Minneapolis. Filed April 8.

Actions

■ WFTH(AM)-WMBL(FM) Morehead City, N.C. (AM: 740 khz, 1 kw-D; FM: 95.9 mhz, 3 kw)—Granted transfer of control of Carteret Broadcasting Inc. from Robert Pate (100% before; none after) to R. E. Kramer (none before; 100% after). Consideration: \$635,000. Principals: Seller is owned by Robert R. Pate (75%) and his mother, Corrine (25%). They have no other broadcast interests. Buyer is Ronald E. Kramer (100%) who is vice president and 20% owner of Son-techniques, Cockeysville, Md., electronic manufacturer; one-third owner of Santeq Corp., record-pressing company in Cockeysville, and 40% owner of Nante-Crete Ltd., Alexandria, Va. Action April 29.

■ WYBT(FM) Jersey Shore, Pa. (FM: 97.7 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Jersey Shore Broadcasting Co. to Audiophase Broadcasting Inc. for \$175,000. Seller: Jeffrey O. Schlesinger is president and owner. He has no other broadcast interests. Buyer: Curt Van Loon (52.05%), Frank Bell (23.47%), Timothy Menowsky (16.33%), Dave Wollett and Jill Uskurait (4.08% each). Loon is sales manager at WEJL(AM)-WEZX(FM) Scranton-Wilkes Barre, Pa. Bell and Menowsky are regional managers at National Association of Broadcasters. Uskurait is former news reporter and public affairs director at WLYC(AM)-WILQ-FM Williamsport, Pa. They have no other ownership interests. Action April 30.

Facilities Changes

AM actions

■ KABN(AM) Long Island, Ark.—Granted modification of CP to change height of tower (BP-790910AC). Action April 28.

■ WZYX(AM) Cowan, Tenn.—Denied application requesting waiver of section 73.1201(b) (2) of Rules to identify as WXYZ Radio, Cowan-Winchester, Tenn. Action April 23.

■ WHMT(AM) Humboldt, Tenn.—Returned as unacceptable for filing application for authority to change frequency, increase power and add N facilities (ARN-810116AB). Action April 28.

FM actions

■ KSFH(FM) Mountain View, Calif.—Returned application as unacceptable for change in frequency (ARN-801125AT). Action April 29.

■ *WWQC(FM) Quincy, Ill.—Granted CP to increase ERP .110 kw (H), ant. height 710 ft. (H) (BPED-800102AN). Action April 28.

■ WLFQ(FM) Crawfordsville, Ind.—Granted CP to increase ERP 1.10 kw (H&V), ant. height 490 ft. (H&V); change type ant. (BPH-800724AH). Action April 29.

■ KTDY(FM) Lafayette, La.—Granted CP to change aux. TL to Dugas and Guilbeau, Lafayette; change ERP 36 kw (H), ant. height 170 ft. (H); change TPO (for auxiliary purposes only); conditions (BPH-801201AR). Action April 28.

■ WZYQ(FM) Braddock Heights, Md.—Granted CP to increase ERP 0.35 kw (H&V); and increase ant. height 910 ft. (H&V), and change TPO (BPH-800708AG). Action April 29.

■ WNLA-FM Indianola, Miss.—Dismissed application for CP to make changes in ant. sys.; change type trans. and ant.; change TPO (BPH-801110AD). Action April 28.

■ WJDR(FM) Prentiss, Miss.—Dismissed application for mod of CP to change type ant. and TPO (BMPH-801117AJ). Action April 28.

■ KFUO-FM, Clayton, Mo.—Granted CP to make changes in ant. sys.; change type ant.; decrease ant. height 330 ft. (H&V); change TPO (BPH-801124AN). Action April 28.

■ *WJSL(FM) Houghton, N.Y.—Granted CP to increase ERP 0.195 kw (H&V) and ant. height minus 295 ft. (H&V) (BPED-791231CC). Action April 28.

■ WQXR-FM New York—Granted modification of CP to change type trans and ant.; increase ERP 7.9 kw (H), 5.5 kw (V); decrease ant. height 1220 ft. (H&V); change TPO; conditions (BMPH-801106AP). Action April 28.

■ *WFNM(FM) Lancaster, Pa.—Granted CP to change frequency to 89.1 mhz, CH-206; increase ERP .100 kw (H&V); ant. height 150 ft. (H&V); conditions (BPED-791227AV). Action April 28.

■ *WVMW-FM Scranton, Pa.—Granted CP to increase ERP .100 kw (H&V); antenna height minus 185 ft. (H&V) (BPED-791231AN). Action April 28.

TV actions

■ KAIT-TV Jonesboro, Ark.—Granted request for authority to operate trans. by RC from SL at highway 141 north, Jonesboro. Action April 27.

■ WVEU(TV) Atlanta, Ga.—Granted modification of CP to change SL to 3 miles east of corporate limits of Atlanta, at 2700 N.E. Expressway, Atlanta. Action April 8.

■ KSHO(TV) Honolulu, Hawaii—Granted request for authority to operate trans. by RC from SL at 1750 Kalakaua Avenue, Honolulu. Action April 27.

■ WDDD-TV Marion, Ill.—Granted modification of CP to change ERP to vis. 2570 kw, aur. 257 kw (M); change TL to 2.2 miles west of Goreville, Ill.; change type trans. Action April 27.

■ WQAD-TV Moline, Ill.—Granted request for authority to operate trans. by RC from SL at 3003 Park 16th Street, Moline, Ill. Action April 27.

■ WHME-TV South Bend, Ind.—Granted request authority to operate by RC from 61300 South Ironwood Road, South Bend, Ind. Action April 28.

■ WHAS-TV Louisville, Ky.—Granted CP to utilize former main trans. as aux. trans. with WHAS-TV's aux. ant. (for aux. purposes only). Action March 30.

■ KTBO-TV Oklahoma City—Granted request for authority to operate trans. by RC from SL at 3705 N.W. 63 Road, Oklahoma City. Action April 27.

■ KTVY(TV) Oklahoma City—Granted request for authority to operate trans. by RC from SL at 500 East Britton Road, Oklahoma City. Action April 27.

■ KPIC(TV) Roseburg, Ore.—Granted request for authority to operate trans. by RC from KPIC Studio, 655 West Umpqua Street, Roseburg, Ore. Action April 27.

■ WWSG-TV Philadelphia—Granted request for authority to operate trans. by RC from SL at 300 Domino Lane, Philadelphia. Action April 22.

■ WTVF(TV) Reading, Pa.—Granted request for authority to operate by RC from SL at 1729 North 11th Street, Reading, Pa. Action April 9.

■ WGS-TV Greenville, S.C.—Granted requested for authority to operate trans. by RC from SL at 3409 Rutherford Road, Taylors, S.C. Action April 27.

■ WLYJ(TV) Clarksburg, W. Va.—Granted CP to change ERP to 156 kw vis., 15.6 kw a.u.; change type trans.; make changes in ant. sys.; change HAAT to 796 ft. Action March 20.

FCC decisions

■ FCC denied Mr. and Mrs. Robert L. Miller review of Broadcast Bureau's action denying their complaint against WFPL (FM) Louisville, Kan. They alleged that commentary by WFPL on its "One Issue Politics" program was personal attack on character of local "Right to Life of Louisville" organization and they requested time to rebut attack. According to Millers, commentary attacked "Right to Life of Louisville" as being "un-American," violent in its lobbying and having "so called" morals. In denying complaint, Broadcast Bureau said that WFPL was not singling out Louisville group but made generic reference to many groups using "right to life" label as their reason for being. Broadcast Bureau noted that label is accepted reference to anti-abortion groups in general and should not be construed as specifically targeted at "Right to Life of Louisville" or any other individual and organization. Action April 9.

■ ALJ Thomas B. Fitzpatrick decided not to revoke licenses of Booth American Company's stations WJLB (AM)-WMZK (FM) Detroit. Stations were designated for hearing on issues of delegating responsibility, payola, conflict of interests and misrepresentation and/or lack of candor. After account appeared in local paper that music director/DJ at WJLB engaged in plugola/payola, Booth told FCC it would conduct investigation, and subsequently filed report in 1978 pointing out own abuses by employee who broadcast selections in which he had financial interests. ALJ noted that although implementation of licensee's conflict of interest policy could have been more vigorous, report filed was sufficient in its self-evaluation of incident and, further, proposed new policy procedures to safeguard against such occurrences. Ann. May 5.

■ ALJ Thomas B. Fitzpatrick granted applications of WLST (FM), WMAM (AM) and WCJL (AM), all Marinette, Wis. for license renewal. Renewals were set for hearing on March 5, 1980, to determine whether licensees engaged in anticompetitive practices by combining or conspiring to arrange their advertising rates since all three charged exact same rates. Judge Fitzpatrick said there was no evidence of conspiracy and licensees had fully explained their actions in setting advertising rates for stations. He said they satisfactorily explained economic and other business factors that were basis for their independent pricing activities. This initial decision becomes effective in 50 days unless there is an appeal within 30 days or FCC moves for review.

■ FCC denied petition of Department of Communications of the Capitol Region Conference of Churches, the Communications Management Team of the Christian Conference of Connecticut and eight individuals for reconsideration of FCC order designating WHCT-TV, Hartford, Conn., for hearing. WHCT-TV was designated for hearing in series of FCC actions dealing with two other stations licensed to Faith Center—KHOF-TV, San Bernardino, and KVOF-TV, San Francisco, both California. Commission designated KHOF-TV's 1977 renewal application for hearing on questions of fraudulent over-the-air fundraising and failure to cooperate with FCC's investigation. Consequently renewal applications for KVOF-TV and WHCT-TV were placed on deferred status. Faith Center petitioned for distress sale of all three stations to resolve hearing proceeding. Before commission acted on distress sale proposal, presiding judge dismissed KHOF-TV application for failure to prosecute. In November 1980 FCC affirmed dismissal of renewal of KHOF-TV and denied distress sale for all three stations. FCC required Faith Center to file supplemental renewal application for KVOF-TV and thus open "window" for filing of competing mutually exclusive applications, while WHCT-TV was designated for hearing immediately, precluding filing of competing applications. Connecticut group complained that supplemental renewal should have been required and competing applications entertained for WHCT-TV as well as for KVOF-TV. In denying reconsideration, FCC said it was able to decide to designate for hearing before Faith Center's deadline for filing supplemental renewal application for WHCT-TV. It noted it would therefore not have to waive applicable rules and policies to grant requested relief. Action May 7.

■ FCC granted American International Development Inc. CP for new FM with specialized programming for Spanish-American community at Phoenix, Ariz. In so

doing, it denied Herbert W. Owens' and KXIV Inc.'s applications. Another application, Radio Phoenix Inc., was dismissed in 1978. Grant of America's application affirmed 1979 Initial Decision and overturned a finding of FCC Review Board in order released Dec. 18, 1979. Finding involved alleged nongenuine signatures of majority principal, a blind woman, Mrs. Julia Zozaya. Commission found disputed signatures did not involve misrepresentation, after all. Action May 7.

■ FCC affirmed ALJ John H. Conlin's initial decision that Lewell Broadcasting Inc., licensee of WDRK (FM) Greenville, Ohio, is unqualified to remain licensee because of repeated and deliberate technical violations. Accordingly, FCC granted Korin Broadcasting's competing application for new FM. ALJ Conlin, in initial decision released October, 1979, found WDRK responsible for several technical violations and repeated lack of responsibility. Moreover, WDRK was granted short-term license renewal in 1971 on promise that it would reform. Although Lewell made oral argument before FCC on exceptions to initial decision, commission upheld ALJ's initial decision. Action May 7.

■ FCC denied petition by Bay Area Black Media Coalition to deny license renewal of KTVU-TV Oakland, Calif. Coalition said KTVU did not give equal employment opportunity to blacks in community, as required by FCC rules. In petition, Coalition said blacks made up half of Oakland's population and 17% of San Francisco-Oakland area population. They went on to point out that only 9.5% of station's managerial employee's are black. In response, KTVU claimed statistics used by Coalition were irrelevant. KTVU said most recent data showed blacks to be 13.3% of total population of San Francisco-Oakland area and that basis for EEO guideline is available workforce population, not total population. KTVU asserted available black workforce for the area is 9.5%, and said station meets that. Action May 7.

■ FCC affirmed its Nov. 25, 1980 action denying Harold A. Jahnke stay of ruling which denied his request for extension of time to build KQHJ (FM) Hampton, Iowa. Hahanke's petition requested stay of FCC's decision which sustained Review Board ruling pending disposition of case before U.S. Court of Appeals for District of Columbia. On July 17, 1980, FCC upheld Review Board decision which found Jahnke had not proceeded with diligence to construct proposed station. Review Board said construction was not prevented by circumstances beyond his control, and extending completion date would not be in public interest. Action May 7.

■ FCC denied petition of Faith Center Inc. for reconsideration of order dismissing Faith Center's renewal of its license to operate KHOF-TV San Bernardino, Calif., and denying distress sale relief for that station. Faith Center's renewal for KHOF-TV was designated for hearing in October 1978 in response to allegations that licensee had engaged in fraudulent over-the-air fundraising in violation of federal wire fraud statute and had failed to cooperate with FCC investigation of these allegations. After Broadcast Bureau served three sets of discovery requests on Faith Center, ALJ concluded that licensee's repeated inadequate responses revealed pattern of bad faith and obstructive conduct. Commission affirmed ALJ's conclusion. Action May 7.

■ FCC, by Chief of Cable Bureau, fined Warner-Amex Communications \$1,000 for its failure to report

transfer of control from Western Arizona CATV of of CARS Station WJS-20 on October 16, 1979. Although Warner-Amex voluntarily reported transfer of control of that station, it did so two months after consummation of sale. Adopted April 15.

■ FCC renewed license of WXGI (AM) Richmond, Va., for remainder of regular license renewal period expiring October 1. WXGI was granted short-term renewal on October 10, 1979, for not taking affirmative action to hire blacks in full-time positions. This was second time that FCC imposed sanctions on station. However, recognizing WXGI's affirmative action in recruiting blacks since then and its continuing efforts to recruit and train them for future vacancies, FCC renewed license for remainder of renewal term expiring October 1. Action May 7.

Designated for hearing

■ Covington, Ind. **FM proceeding** (Doxa Inc. and Covington Area Broadcasters Inc.)—ALJ Lenore G. Ehrig designated ALJ Joseph Chachkin as presiding judge; scheduled prehearing conference for June 19 and the hearing for July 27 at 10 AM (BC Doc. 81-268-9). Action April 23.

■ Havre, Mont. **FM proceeding** (Triangle Broadcasting Co., et al.)—ALJ Lenore G. Ehrig designated ALJ Thomas B. Fitzpatrick as presiding judge; scheduled prehearing conference for June 25 and the hearing for July 27 at 10 AM (BC Doc. 81-256-8). Action April 23.

■ Evanston, Ill. **FM proceeding** (Broadcast Communications, Inc. and Genesis Broadcasting Limited)—ALJ Lenore G. Ehrig designated ALJ Edward J. Kuhlmann as presiding judge and scheduled prehearing conference for June 17 at 9 a.m. and hearing for July 28 at 10 a.m. in Evanston, Ill. (BC Doc. 81-157-158). Action April 20.

■ Penn Yan and Cazenovia, N.Y. **AM proceeding** (Broadcast Facilities and AGK Communications, Inc.)—ALJ Lenore G. Ehrig designated ALJ Joseph Stimer as presiding judge and scheduled prehearing conference for June 19 at 9 a.m. and hearing for July 22 at 10 a.m. (Action April 20).

■ Incline Village, Nev. **FM proceeding** (Incline Broadcast Services Inc. and North Lake Tahoe Broadcasting Co.)—ALJ Lenore G. Ehrig designated ALJ James E. Tierney as presiding judge and scheduled prehearing conference for June 15 at 9 a.m. and hearing for July 16 at 10 a.m. Action April 20.

■ Elizabeth City, N.C. **FM proceeding** (North Carolina Radio Service Inc., et al.)—Designated ALJ John H. Conlin as presiding judge and scheduled prehearing conference for June 24 at 9 a.m. and hearing for August 5 at 10 a.m. Action April 20.

■ Northstar Communications and Kravetz Media Corp. for new station in multipoint distribution service at Hagerstown, Md.; to determine relative merits of each proposal with respect to efficient frequency use, particularly with regard to compatibility with co-channel use in nearby cities and adjacent channel use in same city; anticipated quality and reliability of service proposed, including installation and maintenance programs; and comparative cost of each proposal considered in context with benefits of efficient spectrum utilization and the quality and reliability of service as set forth in first two issues (CC Doc. 81-304-05). Action April 29.

■ Quality Media Corp. Birmingham Family Television

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

Inc., and Celtic Media Inc., for new commercial TV to operate on channel 68 at Birmingham, Ala., to determine whether Quality Media is financially qualified; whether tower height and location proposals of Birmingham Family and Celtic Media would constitute a hazard to air navigation; which of proposals would best serve public interest and which should be granted (BC Doc. 81-292-94). Action April 9.

■ Thomas C. and Essie L. Collins, Merit Broadcasting Corp. and Smith, Shelton Broadcasters, and Shasta Communications Corp. for new FM station at Burney, Calif., to determine whether Merit Broadcasting and Smith, Shelton Broadcasters and Shasta Communications are financially qualified; whether Smith, Shelton antenna proposal would constitute a hazard to air navigation; which of proposals would best serve public interest and should be granted (BC Doc. 81-298-301). Action April 24.

■ South Burlington Communications Corp., Lake Champlain Communications Corp., and Champlain Valley Broadcasting Corp. for new FM station at South Burlington, Vermont, to determine whether South Burlington Communications and Champlain Valley Broadcasting are financially qualified; whether Champlain Valley warrants waiver of Section 73.315(a) of Rules which requires that Champlain Valley provide a 3.16 mV/m signal to entire city of South Burlington; whether all three tower height and location proposals would constitute hazard to air navigation; which of the proposals would best serve public interest and which should be granted (BC Doc. Nos. 81-295-97). Action April 24.

■ Reading Aviation Service Inc., Perkiomen Airways Ltd., and Public Aviation Inc., for new aeronautical advisory to serve Reading Municipal Airport, at Reading, Penn., to determine which applicant would provide public with better aeronautical advisory service based on location of the aviation service organization and proposed radio station in relation to the landing area and traffic patterns; hours of operation; personnel available to provide advisory service; experience of applicant and employees in aviation and aviation communications, including but not limited to operation of stations in Aviation Services that may be or have been authorized to applicant; ability to provide information pertaining to primary and secondary communications as specified by rules; proposed radio system including control and dispatch points; and availability of radio facilities to other aviation service organizations; to determine which of the applications should be granted (PR Doc. 81-278-80). Action April 23.

■ Cannon's Point Broadcasting Co., James U. Steele, Burrows Broadcasting Co., and Dale Bell for new FM station at St. Simons Island, Ga., to determine whether Cannon's Point is financially qualified; which of proposals would best serve public interest and should be granted (BC Doc. 81-306-09). Action April 3.

Earth Stations

Applications

- Essex 1980-3 Operating Partnership for Mainstee, Mich. (5m; S-A; E3182).
- Blair Broadcasting for Oklahoma City (7m; S-A; E3183).
- Pembroke Cable Corp. for Murfreesboro, Tenn. (4.6m; S-A; E3192).
- Pembroke Cable Corp. for South Hill, Va. (4.6m; S-A; E3193).
- Hi-Net Communications Inc. for Chicago-Skokie (5m; E3194).
- Theta Cable of California for Santa Monica, Calif. (6m; Harris; KG94).
- Gallup Cable Television for Gallup, Minn. (4.5m; Andrew; KH23).
- NW Translator TV Inc. for Pondcreek, Okla. (4.5m; Andrew; KH72).
- Western TV Cable for San Francisco (4.5m; Andrew; KH91).
- Plantation Cablevision Inc. for Hilton Head Island, S.C. (5m; S-A; WG36).

Grants

- Crest Communications Inc. for El Dorado, Kan. (E2483).
- Crest Communications Inc. for Derby, Kan.

(E2486).

- Hi-Net Communications for Minneapolis, Minn. (E2586).
- Equatorial Communication Services for Stevens Creek Quarry, Calif. (E2722).
- MBS Cable TV Inc. for Rittman, Ohio (E2975).
- National Broadcasting Co. for Washington (E3016).?L
- Home Box Office Inc. for Hauppauge, N.Y. (E3019).
- American Television and Communications Corp. for Littleton, Colo. (E3020).
- Liberty TV Cable for San Bernardino, Calif. (E3022).
- WBNS-TV Inc. for Pinckerton, Ohio (E3023).
- Wabash Cablevision of Hendricks for Brownsburg, Ind. (E3025).
- Wabash Cablevision of Hendricks for Danville, Ind. (E3026).
- Wabash Cablevision of Hendricks for Plainfield, Ind. (E3027).
- American Television and Communication Corp. for Webster, N.Y. (E3030).
- Monmouth Cable TV for Monmouth, Ill. (E3031).
- New Berlin Cablevision for New Berlin, Wis. (E3033).
- American Television and Communications Corp. for Falls City, Neb. (E3037).
- Twin City Area TV Corp. for Appleton, Minn. (KD87).
- Las Cruces TV Cable for Las Cruces, N.M. (KG35).
- People's Cable Co. for Rochester, N.Y. (WR39).

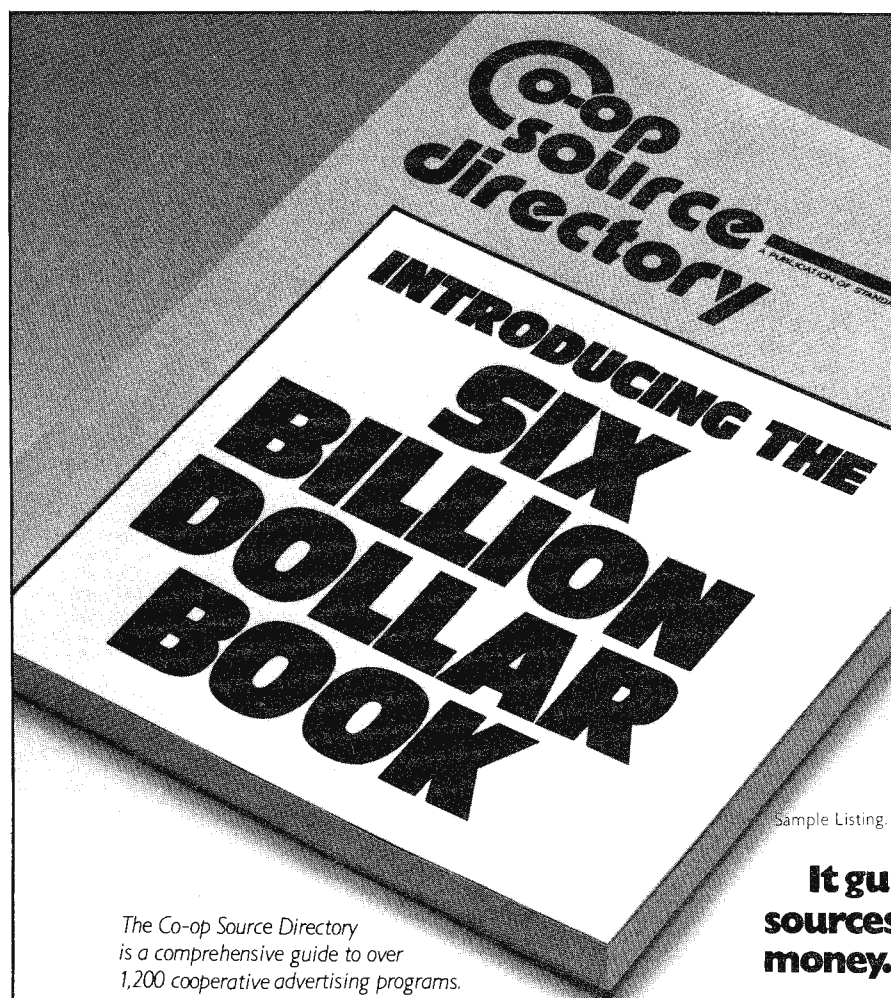
Cable

- The FCC reported the following cable service registrations:
- Omega Satellite Product Co. for Landings Apts. (Marion county), Ind. (IN0249) new signal.
- Omega Satellite Product Co. for Pepple Point Apts. (Marion county) Ind. (IN0251) new signal.
- Community Cable Inc. for Gold Beach, Ore. (OR0045) add signal.
- Omega Satellite Product Co. for Abington Apts. (Marion county) Ind. (IN0248) new signal.
- Omega Satellite Product Co. for Spyglass Apts. (Marion county), Ind. (IN0250) new signal.
- Shawano Cablevision for Shawano, Wis. (WI0240) new signal.
- Community Cablevision Inc. for Harvard, Ill. (IL0405) add signal.
- Esic CATV Ltd. for Fleischmanns, N.Y. (NY0917) new signal.
- Esic CATV Ltd. for Shandaken, N.Y. (NY0918) new signal.
- Esic CATV Ltd. for Lexington, N.Y. (NY0919) new signal.
- Lamar Cablesystems Inc. for Havana, Fla. (FL0514) new signal.
- Janney Cable TV Co. for Artie, W. Va. (WV0680) new signal.
- Cherokee Cablevision Inc. for Cherokee Indian Reservation, N.C. (NC0249) new signal.
- Hebron Cable TV for Hebron, Neb. (NE0081) new signal.
- Teletron Cable TV for Biron, Wis. (WI0247) new signal.
- Tele-Media Co. of Darke County Corp. for New Madison, Ohio (OH0854) new signal.
- Jones Tri-City Intercable Inc. for Broomfield, Colo. (CO0155) new signal.
- Tele-Media Co. of Darke County Corp. for Ansonia, Greenville, Adams, Van Buren, Neave, Bulter and Brown, all Ohio (OH0855, 856, 857, 858, 859, 860, 961) new signal.
- Sammon Communications Inc. for Benbrook, University Park, Highland Park, Duncanville, all Texas (TX0647, 545, 546, 548) add signal.

- Cablevision Systems Long Island Corp. for East Williston, N.Y. (NY0920) new signal.
- Genesee County Video Corp. for Elba, N.Y. (NY0922) new signal.
- Genesee County Video Corp. for Oakfield, N.Y. (NY0923) new signal.
- All American Cable Communications Co. for Mokena, Ill. (IL0450) new signal.
- Colonial Beach Cablevision Co. for Colonial Beach, Va. (VA0256) new signal.
- Siebring Electric Co. for George, Iowa (IA0139) new signal.
- Rome New Channels for Floyd, N.Y. (NY0921) new signal.
- Valley Cable Television for Willow Bend Apts. (Jefferson county), Ala. (AL0215) new signal.
- Souris River Telephone Mutual Aid Corp. for Westhope, N.D. (ND0088) new signal.
- Souris River Telephone Mutual Aid Corp. for Westhope, N.D. (ND0089) new signal.
- Community Antenna for Laurinburg, East Laurinburg, Scotland, Maxton and Robeson, all North Carolina (NC0020, 19, 117, 116, 112) add signal.
- Texcom Inc. for Refugio and Woodsboro, both Texas (TX0757, 758) new signal.
- Community Development Cablevision Inc. for Coweta, Okla. (OK0185) add signal.
- Cablevision Systems Long Island Corp. for Floral Park, N.Y. (NY0774) add signal.
- Omni Midwest Communications Corp. for Chester and McLeansboro, both Illinois (IL0277, 280) add signal.
- Dugway Cable TV Corp. for Dugway, Utah (UT0059) add signal.
- Clearview Cable TV for Remerton, Lowndes, Valdosta, all Georgia (GA0293, 210, 011) add signal.
- Tylertown Cable TV Co. for Tylertown, Miss. (MS0089) add signal.
- Jones Intercable Fund VII Venture for St. Augustine, St. Augustine Beach, Crescent Beach and St. Johns, all Florida (FL0042, 309, 310, 311) add signal.
- Television Enterprises Inc. for Junction, Tex. (TX0078) add signal.
- Total TV of Washington County Inc. for Hartford, Wis. (WI0066) add signal.
- Vision Cable of South Carolina Inc. for Darlington, Florence, both South Carolina (SC0014, 15) add signal.
- Suffolk Cable Corp. for Spencer and Salisbury, both North Carolina (NC0158, 015) add signal.
- Vision Cable Communications Inc. for Kannapolis, Concord, Morehead City, Cabarrus County and Rowan, all North Carolina (NC0193, 173, 168, 174, 194) add signal.
- Omega Satellite Product Co. for Autumn Wood apts., both Marion county (IN0246, 247) new signal.
- Janney Cable TV Co. for Artie, W.Va. (WV0680) add signal.
- Coastal Bend Cablevision Corp. for Gregory, Tex. (TX0745) new signal.

Other

- Classical Radio for Connecticut Inc. asked appellate court to review FCC's action January 14 deregulating commercial radio by eliminating requirements related to ascertainment, commercials, program logs and modifying nonentertainment programming obligation. Appeal was filed April 27 in U.S. Court of Appeals for the District of Columbia Circuit. (Classical Radio for Connecticut Inc. v. FCC, Case No. 81-1463) Ann. May 7.
- FCC received report from Moffet, Ritch & Larson, concerning additional cost estimates of shift from 10 khz channel spacing to 9 khz spacing in United States. Estimates in this latest report are based upon station frequency shift of maximum of 9 khz (9-9) with 9 khz channel spacing. Further information may be obtained by contacting John Robinson at (202) 653-5940. Ann. May 5.



The Co-op Source Directory is a comprehensive guide to over 1,200 cooperative advertising programs.

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Each listing tells you the name of the company, its address, and the name of the person to contact. More importantly, it gives you the details of each co-op advertising program available. It even gives you the name and address to which claims should be sent.

SPORT OPTICS-SMITH GOGGLE

Marketing Department
Box II, 210 Sun Valley Rd. E
Ketchum, ID 83340
Contact: Tom Hanson
(208) 726-4477

Retailer Co-op Plan

Product

Goggles and Sunglasses

Trademark

Smith Goggles

Eligible Media

Radio, TV, newspaper, weekly newspaper, shopper, catalog, magazine, outdoor, national and regional ski periodicals

Distribution: Direct

Timing: Seasonal

Timing

Program: August 1, 1980 thru March 31, 1981

Accrual: August 1, 1980 thru March 31, 1981

Advertising: August 1, 1980 thru March 31, 1981

Claim: Within 60 days of ad

Accrual: 3

Accrual/Allowance

3% of net purchases on initial orders only

Participation

50-50, lowest earned rate

Ad Specifications

No competing products, products must be illustrated, manufacturer's logo required

Media Requirements

Newspaper: Serving retailers primary trading area

Advertising Aids

Camera-ready ads; print elements

Reimbursement Method

Check

Claim Documentation

All media: Paid media invoice

Newspaper: Tearsheet

Send Claim to

Sport Optics-Smith Goggle
Marketing Department
Box II, 210 Sun Valley Rd. E
Ketchum, ID 83340

Sample Listing:

It guides you to the major sources of co-op advertising money.

Two issues for only \$120.

The brand-new Co-op Source Directory is priced to pay for itself many times over.

You get one complete issue in March, another in September. And both editions of this invaluable reference cost you only \$120. Or you can order one issue for just \$90.

Subscribe to the Co-op Source Directory today by mailing the coupon below. Or by calling us at 312-470-3450.

And find out how you can put your hands on more co-op money.

YES. I want to subscribe to the Co-op Source Directory.

☐ Please send me _____ (qty.) full subscriptions (both Spring/Summer and Fall/Winter issues) at \$120.

☐ Please send me _____ (qty.) of the current issue only at \$90 each.

☐ Check enclosed.

☐ Bill me.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Signature _____

Phone (_____) _____

To order, call 312-470-3450 or mail coupon to:

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SRDS Co-op Source Directory
5201 Old Orchard Road, Skokie, IL 60077

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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.

Director of Radio Activities America's highest rated Public Radio station seeks new leader. BA/BS in communications or administration plus significant management and radio programming experience required. MA and/or teaching experience preferred. Salary: \$22,000-\$25,000. Apply before June 30, 1981, to Dennis Haarsager, General Manager, Edward R. Morrow Communications Center, WSU Pullman, WA 99164. An EO/AA Employer.

Station Manager Sunbelt growth market seeks Manager. Proven sales and administration ability, able to develop sales people and motivate. References a must. Sell yourself in reply. Box E-97. EOE.

Wanted: Manager-Salesperson to manage new and expanding small market station. Write Box E-98.

Manager—Outstanding opportunity in central Minnesota. High incentive program. Sales leadership essential. EOE Write Box E-122.

Manager for new religious sunbelt station. Excellent opportunity for experienced dedicated individual. Box E-117.

HELP WANTED SALES

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.

Radio sales manager position in a small Northeast market open for an enthusiastic, dependable salesperson who wants to step up into management and who wants the opportunity to grow. Reply in confidence to Box E-70.

100,000 Watt Contemporary FM. Established list. Needs experienced sales person. Better than average opportunity good guaranteed draw resumes and income requirements to Jim Lord Chaplin WOVV-FM, PO Box 3192, Ft Pierce, Florida 33454 EOE.

"Moving on Up." You can sell... now, can you sell and lead. We're looking for a local sales manager who can lead thru creative, productive sales. We have the tools, ratings and team to help make you money with our Contemporary and Modern Country stations. Give me your best shot and I'll give you mine. Phil Hoover, WIOB/WNRS Radio, PO Box 8605, Ann Arbor, Michigan 48107. Equal Opportunity Employer.

FM Radio Station looking for aggressive salesperson. Excellent growth opportunity. Salary commensurate with experience. At least one year street experience. Send resume to Box 701, Freeport, IL 61032.

St. Louis FM Station seeks experienced sales person to replace long time salesman. Excellent opportunity for advancement. Send resume to General Manager, Box E-44. EOE Employer.

Excellent Opportunity for aggressive radio salesperson in beautiful Northwest Connecticut. Excellent pay and top benefits to right person. Equal opportunity employer welcomes resumes to attention: William Knudson, General Manager, WSNR Radio, Box 657, Torrington, CT, 06790.

Local/Regional Account Executive. One of our top salespeople is moving on to a management position. To fill the empty shoes we need a top quality, aggressive individual with a minimum of 2 years experience in selling broadcast media to direct and agency accounts. Must be thoroughly experienced in the utilization of research materials and preparation of sales presentations. Degree preferred. Excellent mid-west market. Income to \$30M+. EEO-m/f. Full details to Box E-95.

HELP WANTED ANNOUNCERS

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, P.O. Box 272, Altoona, Pa., 16603.

Afternoon Personality at a suburban New York AM-FM Combo. Rush resume to Box E-51. EOE/AA Employer.

Announcer/News. Experienced & mature sounding Staff Announcer for "Beautiful Music" station. Must also have the skill necessary to function as News-person. Tape, resume & news writing samples to: WSR, West Side Station, Worcester, MA 01602 EOE.

WANS-FM (Greenville-Spartanburg's 100,000 watt contemporary hit station) is looking for announcers to join our winning team. Good production skills required. Send your best to Bill McCown, WANS-FM, Box 211, Anderson, South Carolina 29622 or call 803-224-3424.

Would you like to become a morning institution? We are a major midwestern station. We are looking for a morning man to continue a long tradition of leadership. If you can combine information and humor into a believable, human on-air presentation, you are the person we're looking for! Please send several examples of your work, along with resume and references to Box E-146. An equal opportunity employer. M/F.

Florida Metro Market Top 40 format. Fast creative production plus airshift. Production must be very outstanding. Send tape and resume to PO. Box 216 Fort Myer, Fla. 33902. \$400. a week to start. Equal opportunity employer.

Growing broadcast group located in N.C. seeking experienced announcer. Excellent benefits. EOE. Call S. Lynch at 919-276-2911 or send tape and resume to Box 529, Laurin burg, N.C. 28352.

Great Bucks for the right consistently funny, community-oriented, give a damn morning man. South U.S. Send resume with at least 3 professional references to Box E-115.

Need Two Born Salespersons. Will train if necessary. Super opportunity. Excellent advancement. Guaranteed salary to start. Hustler will earn 30+. Resume to Jerry Hennen, KOKK, Huron, S.D. 57350.

Kansas City Radio Station has position available for successful agency/direct salesperson with 1-2 years experience. Must be committed to excellence and professionalism. Call Wilton R. Osborn II, 816-753-7707.

Kansas City Radio Station has position available for entry level salesperson. Strong training program, above average commission structure, and good advancement opportunities. Must be willing to work harder than most in order to succeed sooner than most. Call Wilton R. Osborn II, Salesmanager. 816-753-7707.

Minnesota: We have one opening for an experienced radio salesperson. We offer above average income, ongoing sales training and a good station to work for. If interested call Don Wohlenhaus KRWC Radio Buffalo, Minnesota 612-682-4444.

HELP WANTED TECHNICAL

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 709, 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.

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—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.

Dallas, Texas. Rare opening in five-man engineering staff. KLIF 60 KW AM, KLPX 100KW FM. High energy, competitive operation! Opportunity for small or medium market chief to move up. First class license, experience, good ears, enthusiasm, and desire to be part of winning team required. Apply in confidence by resume including salary history and cover letter to David Briggs, 411 Ryan Plaza, Arlington, TX, 76011. EOE 817-461-0995.

Southeastern 100,000 Watt FM 5,000 Watt AM clear channel looking for chief engineer with air experience. If you are a team player looking for stability with a rapidly growing company and would like to make 19+K, send complete resume to Box E-78.

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 709, Columbus, Indiana 47201. EOE.

Midwest AM Directional/100,000 Watt Automated FM have excellent opportunity for Chief Engineer. Please send resume and salary expectation to Box E-50, EOE.

Chief Engineer for 50KW FM and 5KW AM. This is a full time position for an experienced engineer to lead our four man department. Excellent opportunity for you to demonstrate your engineering and management ability. In addition to our AM/FM we operate a MUZAK and RCC division. Send resume and letter outlining experience and salary history to Chris Johnson, Station Manager, WFUN/WREO-FM, 3226 Jefferson Road, Ashtabula, OH 44004. M/F E.O.E.

Engineers Wanted All levels of experience. Excellent opportunities for the right people. Southern market, AM and FM, competitive salary, excellent working conditions. 1st phone. Personal and professional references required. Most important is a professional attitude and the ability to communicate and work with management and other engineers. Box E-137.

C.E. for N.E., PA, DA-N. Excellent opportunity for the right person. Send resume to Command Broadcasting Group PO Box 511 Beacon, NY 12508. E.O.E.

HELP WANTED TECHNICAL CONTINUED

Carousel technician needed for automation reconditioning shop. Earl Bullock, Broadcast Automation, 4340 Beltwood Parkway, Dallas, Texas 75234. 214-934-2125.

HELP WANTED NEWS

WIRL—looking for right morning newperson. No beginners. This is an aggressive news operation which demands excellent delivery, initiative and judgement and 2 years experience. No phone calls. Equal Opportunity Employer. Aircheck and resume to: Ira Bitner, P.O. Box 3335, West Glen Station, Peoria, Illinois, 61614.

News Director Number one Midwest adult contemporary now ready to build number one professional news department. Our News Director will be a highly competitive, professional journalist whose ego will not allow second best and who understands contemporary news approach. This is a career opportunity for individual looking for take charge position and big market income. We are committed to providing budget for personnel, equipment, and promotion. Send resume, tape, and philosophy to Larry Lakoduk, General Manager, KQWB, Box 2983, Fargo, North Dakota 58108.

News Director/Asst. Professor wanted for NBC and CBS affiliated, award-winning commercial AM and FM owned by the University of Florida, Gainesville. Must be top-flight journalist who will be responsible for teaching and training broadcast journalism students; supervising professional and student staff; and maintaining highly competitive objectives of stations' news commitment. Will teach some courses at U.F. minimum: related M.A. and three years (commercial preferred) broadcast news experience. Salary range: \$17,000 to \$19,500. Excellent benefits; send resume and tape before June 5, 1981 to: Hank Conner, Committee Chairman, College of Journalism and Communications, University of Florida, Gainesville, Florida 32611.

Black All-News, talk, WLIB-AM and number one rated WBLS-FM seeking female/male newsreporter. Good anchor. Heavy solid street experience. References required. Company will not pay relocation expenses. Start immediately. Only Ms. or Mr. right need apply. No calls. Send resume to News, 801 Second Avenue, New York, NY 10017.

Help Wanted: Beautiful Berkshire County's first news team looking to beef up staff. Opening for an afternoon anchor/street reporter. You must have smarts and a good sound. Tapes and resumes to Howard Herman, News Director, WBRK, 100 North Street, Pittsfield Mass. 01201. EOE/M-F.

News and Public Affairs Director position for public radio station. Salary \$1343 per month plus benefits. Position available July 1. Requires BA degree in Radio-TV or broadcast journalism and one year on-air news experience. Resume, names of three professional references and audition tape must be received by June 15, 1981. Apply to EO/Personnel, University of Montana, Missoula, MT 59812. An EEO/AA Employer.

We want a news person—hard working—intelligent. Experience can substitute for college degree. Send tape, resume to WMMW, 21 Colony, Meriden, CT 06450. An EOE. Were hiring, do it now!

Award Winning Small Market Station needs a News Director with energy, and good writing/news-gathering skills. Resume to GM, WRXO/WKRX Box 1176 Roxboro, N.C. 27573. AA/EEO.

Southern Oregon's new Country giant, serving Medford, Ashland and Grants Pass. Seeks creative news director. Want experienced, talented news person ready to grow with young, progressive company in one of America's most livable medium markets. Jack Hansen, Operations Director, KRWQ, Box 388, Gold Hill, Oregon 97525.

News Director—Pittsburgh's fastest growing radio station looking for aggressive, dynamic off-air news/information director to run six person news department and maintain station's public affairs programming. Must have a minimum of five year's experience, good management skills and a comprehensive grasp on Pittsburgh and its news and information requirements. Send resume and salary requirements to Box E-110. EOE.

News Director. 13-station Midwest Family Group seeks young, aggressive newperson to head 3-person department. Local News is our most important product. Great Living on Lake Michigan, 90 minutes from Chicago. 72,000 metro. Gayle Olson, Manager, WSJM/WIRX, Box 107, St. Joseph, MI 49085. 616-983-3992. EOE. M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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, WDFB Radio, Box 10,000, Marion, Ohio 43302 EOE.

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.

Denver calls! Two rare openings—KIMN—one of America's legendary radio stations seeks two people: Program Director and Morning Drive Anchor. (Combination morning man/program director leaving after 4½ years). Stable track record a consideration. We seek articulate, imaginative people who love radio and will join us with a determination to deliver their best—every day. Send resumes and inquiries to Steve Keeney, General Manager, KIMN, Box 14008, Denver, CO 80214. Jefferson-Pilot Broadcasting Co. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

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.

General Manager seeks position with equal opportunity employer, sales, programming, administration budgeting, FCC. expertise urban contemp and black oriented formats, result oriented, currently employed excellent references. Box E-87.

General Manager, professional, expert in sales management and sales desires management East Tennessee stable growing operation. 615-764-0042 after 6 p.m.

17 years in broadcasting. Left business to go back to school. Will be available for Small Market station management position after June 10th ... prefer NY, Penn. Bill Sutton 615-242-2120. Box 204 Trevecca College, Nashville, TN 37210

Florida Only. Sick of Wisconsin weather. 15 years in management and ownership. Will pound the beat, strong in promotions and country music. Would consider ownership. Call 414-324-4639 evenings.

Successful radio veteran seeks management/ownership opportunity. Interested in medium or larger markets. Strong leadership, solid background, can share ownership. Box E-123.

Manager ... twelve year broadcaster, six years management, revenue oriented, station operations, programming, technical, First Phone, SBE, College, Family. Looking for G.M. position that requires a shirt-sleeve manager. Box E-134.

Sales Oriented Manager Wants to return to Upstate New York. 25 Years sales experience in all fields. No fancy resumes or fantastic claims!! Box E-120.

General Manager. Lengthy experience with exceptional performance record in major and medium markets, AM & FM, various formats. Excellent administrator, strong sales management, plus all other qualifications for successful station management ... with references to prove it. Carefully looking for long term association with quality organization. Box E-119.

Take charge general manager with outstanding track record, have quadrupled station sales and ratings in last two years. Box E-17.

Manager ... twelve year broadcaster, six years management, revenue oriented, station operations, programming, technical, First Phone, SBE, College, family. Looking for G.M. position that requires a shirt-sleeve manager. Box E-106.

SITUATIONS WANTED ANNOUNCERS

Catch It! That is: the ability and talent of a hard working, dependable Top 40 Jock. I love music and public relations. I got it together: so put me on. Have wheels: will go. Tape and resume available. Amy Jay, 410 Ironwood, Glen Ellyn, IL 60137.

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 60077 312-966-3875.

Creative, Comedy Duo. Not Jokesters. Both have experience. Definite audience attractive. Tight board. Routine adjustable to format. Best with Top 40/Rock. Call Brian 404-542-7100 for tape and resumes.

Here I Am Top 40 DJ with talent and a desire to work. Have job will travel. For tape & resume call Steve Michaels, 312-758-3850.

Small Markets: If you want someone who's unproductive, unaggressive and egotistical, forget it! But if you want someone with good voice and light experience in news, rock, production, who's dependable, aggressive, productive, who will produce revenue, call Garry 212-987-6891. Will relocate.

If you've got the Bread, I've got the Jam. Dependable, hardworking. I will relocate immediate to do RB/Disco Show, tape and resume available. Mike Stevens 312-925-9630 after 10 pm. 6126 Carpenter, Chicago, Illinois 60621.

Copywriter/Announcer—1½ years experience. College graduate. Charles Conner, 26 Vermont Drive, Willimantic, CT, 06226.

Look no further. I'm the D.J. you want. Take a chance on me. For tape and resume, write: Fred Sal Denton, 5756 S. Monitor, Chicago, ILL 60638 or call: 312-585-3542.

Eager to learn, young broadcasters, available immediately, one year varied experience, 1st class FCC. Could add a lot to local sportscasting. Work any hours, prefer upper midwest. Tape and resume available. Call Tim Duncan, 612-455-7385 or write 6842 Booth Ave East, Inver Grove Heights, Minnesota 55075.

Communication grad; 4 years experience with 4 non-commercial, 3 commercial stations, covering a wide range of duties, is still in search of first full-time announcing job. Prefer Rock format. B.C. 106 Bartlett Ave., Arlington, Mass. 02174.

Dependable Exp. Female Jock, soft rock or Top 40-Oldies a specialty, for tape and resume, call Chris anytime from 7 a.m.-12 p.m. 312-298-4775.

Syracuse-Newhouse Grad. looking for entry level position in radio. Has experience at top all news station. Call Neil at 212-944-6677, 137 East 36 Street, New York, New York 10016. Apartment 5A. Will travel.

Responsible, Dependable male, knows music, wants to work at progressive station, any format. Will start immediately. For tape and resume call 312-388-6244 or 312-263-6690.

Bright personality. D.J.-News-Sales & promotion experience. Desire Florida West Coast Station; Beautiful music or MOR Format. Call: 1-313-673-2745.

For Rent: announcer, maintenance, switcher, news, whatever. 1st ticket, ham, cb, mars. Single. Ready in 2 weeks. Joe Riley, 4350 Paradise, Apt. 818LV, 89109, Phone: 1-702-733-3900, Ext: 818.

21 year old male, with 3 years experience. Currently music director and 7 p.m. to midnight jock, with good production skills, seeks new position in midwest. Hard working and willing to learn. Box E-145.

11 years experience as first phone combo, wants permanent position in Midwest. Preferably Iowa. Phone 319-935-3693.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Black announcer presently employed at large market rock station. Seeks similar position at a Top 40 rock FM only. That's stable. In one of the following cities: Fresno, Sacramento, San Diego, Seattle, San Jose, Portland, Minneapolis, Milwaukee, Omaha, Phoenix, Austin, Little Rock, Spokane, Fargo, Denver or Bosie. Box E-150.

Experienced Minnesota. Sports caster, seeks Minor League or College Hockey Play-By-Play position. Will relocate. Call Marc. Afternoons 218-749-4983.

Industrious, Talented male anxious to work at your small market radio station; will relocate now. Tape and resume available. Box E-131.

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 60077 312-966-3875.

Fire The Staff Prima Donna! Enjoy life with an unspoiled, intelligent sounding, trained broadcaster. For small market station whose motto is: "We guarantee only 4 hours sleep!" Call Chris: 1-212-362-6050. After 4:00 p.m.

Have it your way! DJ/newscaster with. Personable delivery. Loves small markets call Mike 212-798-9390 or Box E-100.

8 years experience. Dependable. Excellent references. Any format. Pro stations only! Mike 904-255-6950.

Experienced, versatile announcer-newscaster. Have been employed at adult contemporary, modern country, and beautiful music station. Currently anchoring news as major market station. First phone. Prefer Florida, but all locations considered. Box E124.

SITUATIONS WANTED TECHNICAL

Chief Engineer of one of Americas top rated radio stations, desires a better opportunity for professional growth. Experience includes 50KW-DA, FM, STL, assistant group tech. director, construction, 1st. class, SBE certified. Box E-68.

Engineer/Announcer seeks combination position with emphasis on Engineering, or all Engineering. Resume and tape available. James Furry 612-472-2648.

Black First Phone willing to trade bulldog tenacity and persistence for a chance to learn from a pro. Call Terry Higdon 215-927-2340.

SITUATIONS WANTED NEWS

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.

Creative, Determined, Capable. Tape, Resume available. Justin Shay 312-874-7111.

Black college grad wants to work for your news department. Good voice, delivery, writing skills. East coast area preferred. Call John Clark, 814-234-8584.

Sportscaster—Exceptional PBP ability Top Quality sportscasts as well. Five years experience. Medium and major markets only. 612-255-0386, 10 am-2 pm central time, evenings. Gary.

Experienced journalist seeks Eastern location. 32 year old pro. Reporter, anchor, writer, producer, talk-show. Call Steve 803-771-7641.

Female News Caster with great voice, can work any shift. Tape and resume available. Ann Jones, 312-787-8220/233 E. Ontario, Suite 902, Chicago, IL 60611.

3rd Ticket, talented, trained, seeks announcing job in a small market, skills include rewriting news and commercials. Ray Harvey 912 Powell St No. 8 S. F. Calif. 94108 415-397-8651.

Controversial, Lovable, Knowledgeable, Award-winning, Workaholic Sports Talk Host Wants Major or Large Medium Market Sports Talk or Sportscasting Position. Currently Getting Impressive Numbers In Medium Market But would like to move up. Box E-152.

Aggressive, experience, sports director, unique play by play, excellent production, looking for medium market break. Write Box E-151.

Unique Position Sought. 5 year pro looking for news/sports combo in top 50 market. Exceptional writing and news judgement. Will go anywhere. Box E-132.

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

Experienced Talk Show Host available immediately. 216-732-8383.

Radio Networks.! Nine years experience—Program Research Development. Can relocate. Hardworking. Full of ideas. Box E-127.

TELEVISION

HELP WANTED MANAGEMENT

General Manager of TV production company being set up by major direct marketing agency. Ground floor opportunity for bright, aggressive individual. Washington, D.C. area. For more information write: TV Production, Box 941, Vienna, VA 22180.

Production Manager, Minimum of two years experience as Production Manager, plus three additional years as producer and director. Top Ten, Major Group, network affiliate. Person will have responsibility for all studio production plus extensive 3/4-inch programing filed production. Must be experienced in scheduling, budget control, and have superior people management skills. Minority candidates are especially encouraged to apply. An equal opportunity employer. Box E-141.

Membership Director—WPBY-TV is seeking qualified, motivated individual to coordinate aggressive membership efforts. Individual will be responsible for all aspects of member acquisition and retention utilizing direct marketing methods such as direct mail, telethons and phone-outs. Successful applicant must be prepared to demonstrate ability in promotion and marketing and must be a skilled communicator (both written and verbal). Supervisory and broadcast experience helpful. Degree preferred. \$14,500-16,000. Send resume, cover letter and writing samples to Walter Blower, Community Relations Director, WPBY-TV, Third Ave., Huntington, WV 25701. EOE.

Research Director Wanted—High rated O&O CBS affiliate in top 15 market seeking research director to work with sales, news, programing, consultants, promotions. Must have research experience in television. Plenty of opportunity for advancement in broadcasting group. Serious inquiries only. Send resumes to Box E-104. An Equal Opportunity Employer.

HELP WANTED SALES

National Sales Manager Group-owned CBS affiliate. National sales experience required. Must be quality individual with high standards of performance. Resumes to Jim Keeley, G.S.M., KMGH-TV, P.O. Box 5007, Denver, CO 80217.

National Film/Video Sales Representative. Community broadcasting center looking for an aggressive national sales representative. Will be responsible for selling award winning television programs in film and video formats to large educational institutions, libraries and business concerns. Will also seek new program production work from commercial or public television stations. Excellent opportunity. Relocation required. Salary + commission. Good benefits. Send resume and salary requirements in confidence by June 15 to: Ed Mee II, Media Management Services, Inc., 10 North Main Street, Suite 301, Yardley, PA 19067.

Account Executive—CBS affiliate in top 15 market looking for a local account executive. Individual must be aggressive, ambitious and a new business developer. Plenty of opportunity for future management in an O&O group. Must have strong sales experience; serious inquiries only. Send resume to Box E-103. An Equal Opportunity Employer.

Aggressive account executive, with TV experience, needed to pursue expanding small market sales effort. Established the list, for right individual, will provide \$15,000 income, you'll be expected to double that! Join our dynamic sales staff; contact Brad Worthen, WNNE TV, Box 906, White River Junction, VT. 05001, 802-295-3100. Sleepers need not apply. E.O.E.

HELP WANTED TECHNICAL

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.

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.

Engineer's Retreat: Get out of the rat race. If you know R.F. would like to help an independent public TV station, would like to work alone, at your own pace, then you'll love maintaining our Colorado mountain top transmitter site. Pay is modest \$15,000 but there is room for growth in this new VHF major market station. Call 303-469-5234 or write KBDI-TV, Box 6060, Boulder, CO 80306.

South Fla. Television station looking for a studio maintenance/operations engineer. Must have experience with microwave and ENG equipment. FCC 1st class required. EOE—Contact: Chief Engineer, P.O. Box 510, Palm Beach, FLA. 33480. Ph No. 305-655-5455.

Director of Engineering—Immediate opening at new post production and production facility nearing completion in San Francisco Bay Area. CMX, 1" VTR's, Quantel Digital Effects, GVG Switchers. Applicant should have demonstrated skill and experience with sophisticated television and digital systems. Full technical responsibility for all aspects of facility, including hands-on maintenance and willingness to handle operating responsibilities. Stable organization, excellent fringe benefits. Salary open. Send resume with salary history to: Box E-93. An Equal Opportunity Employer M/F.

Southern California Opportunity. Experienced videotape maintenance engineer for rapidly expanding successful postproduction facility. Knowledge of 2" Quad, 1" VTR's and CMX editing systems required. Also seeking qualified CMX editors and 1" videotape operators. Salary negotiable. Send resume or call Dick Wellman or Rich Thorne, The Post Group, 6335 Hollywood Avenue, Hollywood, California 90028, 213-462-2300.

Engineering-Television Technician—A minimum of 2-5 years' experience preferred in studio broadcasting and an FCC 1st Class license is required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume, including salary requirements, to Personnel Department, WNAC-TV, Boston, A CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

HELP WANTED TECHNICAL CONTINUED

TV Transmitters Supervisor: Louisiana Public Broadcasting seeks 1 qualified individual for Supervisor of UHF Television Transmitter near Kaplan, LA. Must have FCC 1st class license and 5 years television experience, including 3 years transmitter experience. UHF experience preferred. Starting salary \$1539 per month. Applications should be submitted to Director of Engineering, Louisiana Public Broadcasting, 2618 Wooddale Blvd., Baton Rouge, LA 70805. For additional information, contact Coy Simmons, Director of Engineering, 504-342-5822. Louisiana Educational Television Authority is an Equal Opportunity Employer.

Broadcast Technician needed by New York State station. Must have First Class License and minimum two years experience. Box E-148.

Chief Engineer for California independent: Must have 5 years as Chief Engineer with "hands on", administrative and personnel experience and maintenance background. A motivated trend setter needed. Send resume, references and salary history to Box E-149. An EOE/M-F employer.

Qualified-2", 3/4" and 1" tape machine operator with editing and on air switching. 6 months experience required. Equal Opportunity Employer. Call Bruce Sloan, 907-272-3456.

Assistant Chief Engineer for a top ranked VHF CBS affiliate in the Midwest. Supervisory experience preferred. Staff of 23. Ampex 2000's, VPR-2B's, ACR 25's, Sony 3/4's, RCA 45's and 76's, vital SWT, and RCA Transmitter. Submit resume, references and salary history to: Bill Huey, Chief Engineer, KCCI-TV, P.O. Box 7111, Grand Station, Des Moines, IA. 50309. EOE.

International Executive Service Corps is seeking two retired broadcast engineers, as volunteers for assignment in developing countries. Need is for persons with strong maintenance backgrounds. Also sought is non-network production person experienced in live programming. All expenses are paid for volunteer and spouse so retiree is not out of pocket. Contact Paul Aubry, staff vice president, or J. Robert Myers, executive recruiter, 622 Third Ave., New York, N.Y., 212-490-6800.

Master Control Technician—Operates and sets up a variety of video equipment, audio equipment, and transmitters for Public Television station in California. Requires: Valid FCC First Class Radiotelephone Operator's License and two years full time experience in the on-air master control operation of a broadcast facility. Salary: \$12,312 to \$14,964 plus full benefits. Applications must be postmarked by May 30, 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.

Director of Engineering & Chief Engineer. Two excellent positions available with Eastern Group. "Hands on" and constructions experience necessary. Reply immediately. Box E-25.

HELP WANTED NEWS

TV News Director. Need individual to manage and direct a growing committed news operation. This job is for someone interested in becoming a News Director who possess management ability, production experience, solid journalistic background and is only satisfied with producing the best production. Send resume, state salary requirements and availability. Box E-75.

Anchor for top rated station in the South. We are looking for that unique individual who loves to be where the action is ... whether it is field anchoring, on the set, in the newsroom or reporting. If you like working with dedicated journalists ... and management who cares about news ... Write Box E-84. EOE.

Special Projects ... Expanding news operation looking for a unique individual ... Do you stand out from others? Can you go beyond the surface of a complicated story? If so, tell me what you can do in my news department by sending resume along with detailed letter of news and special projects philosophy to Box D-208. Degree experience required. EOE.

Three Reporter positions open immediately ... We are expanding our talented staff ... If you're aggressive and care about TV journalism then you may have a bright future with us. Send resume and detailed letter of your news philosophy to Box D-207. Degree experience required. EOE.

TV News Director "Excellent opportunity to direct a news operation in a small but influential TV market with excellent acceptance. We are looking for a person with a good news background and the ability to deal effectively with people. Excellent opportunity to grow within our company. Send resume to Box E-64. An equal opportunity employer. M/F.

KMPH-TV is now accepting applications for a sports reporter/anchor. Applicant must have at least three years of medium market experience in "on air anchor" as well as a like amount of field experience. This person should be able to use ENG video equipment as well as edit own material. Although not a requirement this person should have the capability to do "play by play" sports reports. Applicants meeting the aforementioned requirements send resume and salary requirements to News Director, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. An EOE/M-F Employer.

Meteorologist, Group seeks experienced, personable person. We are the leaders in state of the art equipment, and growing. If weather excites you, then send resume, and salary required to Box E-56. Degree, experience required. E.O.E.

TV Reporter/Producer: For weekly news and public affairs program. 2 yrs exp., BA degree required. Experience in producing half hour documentaries helpful. Resume to: WXXI Personnel Dept., PO Box 21, Rochester, New York 14601. EOE.

News Director. Good, young staff needs knowledgeable leader. Must be experienced and have strong leadership, organizational, writing, and producing skills. Television news background. Equal opportunity employer. Send resume to: Box E-109.

News Director: Immediate opening 50's market. Strong credentials and people management skills a must. Resume and salary requirements to Box E-96.

Experienced producer needed with proven record of success. Must have experience with live remotes, state-of-the-art equipment, extensive writing and organizational skills. Send resume and tape to Lucy Valerio, KUTV, 2185 South 3600 West, Salt Lake City, Utah 84119. EEO employer.

Director—position open today. We produce highly paced visual newscasts. If you are creative and work well with others, and can switch your show let me know. Resume and salary requirements to Box E-58. Experience required. E.O.E.

Photographers—expanding staff has 4 new positions open immediately. Strong commitment to telling the story, with video emphasis on quality shooting and editing and post-production. Must work well with others to join current staff of 10 ten photographers with state of the art equipment. If you want to join an aggressive team of dedicated journalists, send resume to Box E-57. Experienced required. E.O.E.

Weekend Producer/Director ... Must know how to produce direct and switch complicated news cast. Sound journalistic judgment and production values essential. Position open immediately. Excellent chance to grow with group. Degree and experience required. EOE. Box D-205.

Associate Producer ... Immediate opening for the right person. Our news cast has strong emphasis on content and production values. Great future with group ... If you're the one, send resume and detailed letter of news philosophy to Box D-206. Degree experience required. EOE.

Two people to staff an investigative unit. Must be strong in both reporting and photographic skills. Investigative experience preferred. Medium market station. Send resume to Box E-129, including salary requirements.

ENG Editor needed for all ENG news operation in the Forty-first market. Speed and creativity essential. Minimum two years experience. Send resume to: News Director, P.O. Box 2009, Durham, NC 27702. EOE.

Photographer for All-ENG in top 30 market. Two years experience preferred. Must be experienced with HL 79A camera, and Sony BVU editing. Send resume to Box E-143. EOE m/f.

Reporter-Videographer for Gulf Coast ABC affiliate. Commercial experience and strong writing abilities a must. Resume & Tapes to: News Director, WEAR-TV, Box 12278. Pensacola, FL 32581.

Photographer/Producer for nightly public affairs magazine program, Louisville Tonight. Program and staff are award-winning, with national reputation and respect. Immediate opening due to promotions within, for creative communicator, with great resume tape and talent to back it up. Send resume and tape to George Hulcher-Executive Producer, Louisville Tonight, WHAS-TV, P.O. Box 1084, Louisville, Ky. 40201. EOE.

Reporter to join top-rated news department in upper Midwest medium market. Must have previous commercial television news experience. Send resume with salary requirements to Box E-154. We are an Equal Opportunity Employer.

ENG Photographers. We're looking for two of the finest photographers in the country. If you have at least five years experience shooting news or news related programming, are street-wise, and enjoy a constant challenge, we'd like to see your tape and resume; don't call. Joe Berini, KRON-TV, P.O. Box 3412, San Francisco, CA 94119.

Reporters. There's new excitement in San Francisco television, a newscast and a news department that has the competition's attention. Now we need more of the nation's best news reporters. The very best. If you think you qualify, please send a tape and resume; don't call. Mike Ferring, News Director, KRON-TV, P.O. Box 3412, San Francisco, CA 94119.

Field Producers. Okay, you've been producing PM Magazine pieces for a year or two, have some news background, and think you could add some production and content pizzazz to daily news packages. You're a good writer and know how to make great television. We'd like to see your resume and tape; don't call. Mike Ferring, News Director, KRON-TV, P.O. Box 3412, San Francisco, CA 94119.

Chief Photographer: We're looking for a dynamic leader to guide our young photography staff. We're all ENG with two live units in beautiful Southern City. Send a tape, resume and references to Michael Sullivan, News Director, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801. EOE.

Sports Director: We're a medium market number one in the Southeast with a strong commitment to covering local sports and recreation. If you're good on the air and like to get out in the field too, send a resume and references to Box E-118. EOE.

Weekend Anchor/Reporter: If you have strong anchor potential and would like to co-anchor our top-rated weekend newscasts, please send a resume, tape and references to Michael Sullivan, News Director, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

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 production/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.

Wanted: Camera/Editor to shoot variety of public affairs programming and commercials. Minimum two (2) years professional experience; knowledge of all field production and use of music in editing. EOE. Resumes only. Box E-69.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Director/Announcer/Writer: We're seeking a director with experience, talent, and enthusiasm. Someone skilled in location and studio tape production, and equally talented on-camera. Whatever it takes to produce a selling commercial from concept to completion you'll have the freedom to create. Join our award-winning staff in a unique Southeast medium market. EOE. Box E-76.

Broadcast Traffic. Continuity coordinator needed to schedule station breaks and prepare program logs for New Jersey Public Television. \$10-12,000. Send resume and salary history to Michael Mitrano, NJPTV, 1573 Parkside Ave., Trenton, NJ 08638.

Promotion Manager—Northern New England affiliate seeking creative and enthusiastic individual. Must have experience writing and producing TV, radio and print. Send resume and salary requirements to Box 1731. E.O.E.

Operations Assistant/Traffic WGBH-TV is seeking an Operations Assistant/Traffic who would be responsible for ensuring the smooth and efficient operation of the WGBH Traffic Department and videotape distribution and storage facilities. Candidates are required to have one to two years experience in television production. Send resume to: WGBH-TV, Personnel Department (A-87), 125 Western Avenue, Boston, MA 02134. Deadline: May 29, 1981. An Equal Opportunity Employer.

Director of Production for Mississippi ETV. Supervises production and post production of all tape and film programs. Responsible for long range planning, maintains overview of production budgets, provides cost analysis of all production projects, and conducts periodic program evaluations. Consults with other divisionals on program development, content and format. Directly responsible to the Executive Director. Master's degree in Radio/Television/Film and three years experience at a public television outlet in a production capacity or bachelor's degree and five years experience. Contact Personnel Director, P.O. Drawer 1101, Jackson, MS 39205, 601-982-6228.

Top notch smaller market station seeking director for fast-paced dominant news programs. Experience a must. Minimum one year directing and punching newscasts. Also does extensive promo/PSA directing. Salary very good for this size market. Send resume and salary requirements to: Neal Neumann, Personnel Director, P.O. Box 8086, Savannah, Ga. 31412. EOE/AA M/F Minorities and females encouraged to apply.

Director of Production Incumbent supervises production and post production of all tape and film programs. Responsible for long range planning, maintains overview of production budgets, provides cost analysis of all production projects, and conducts periodic program evaluations. Consults with other divisionals on program development, content and format. Directly responsible to the Executive Director. Master's degree in Radio/Television/Film and three years experience at a public television outlet in a production capacity or bachelor's degree and five years experience. "An equal opportunity/affirmative action employer." Applications accepted through June 5, 1981. Mary Ann Garrity, Personnel Manager 601-982-6227. Mississippi Authority for Educational Television, P.O. Drawer 1101, Jackson, Mississippi 39205.

Production Manager. Western Network Affiliate is searching for a strong, creative manager. Must have experience in all facets of production and managing people. Send resume and reference to Box E-136. E.E.O.

Promotion/Creative Director: Western Network Affiliate is searching for a strong creative person. Must have experience in production, writing, layouts, newspaper and outdoor. Send resume and references to Box E-135. E.E.O.

Production/Director Top 10 network affiliate seeks a creative, motivated individual with demonstrated skills in all forms of high quality studio and remote production. Applicant must possess strong skills in studio staging, electronic field production and post-production. Ability to interact, manage and communicate effectively is a must. Imagination, leadership and creative ideas are major requirements. Send resume to: Box E-140. An Equal Opportunity Employer.

Production Manager. Minimum of two years experience as Production Manager, plus three additional years as producer and director. Top Ten, Major Group, network affiliate. Person will have responsibility for all studio production, plus extensive 3/4-inch programing field production. Must be experienced in scheduling, budget control, and have superior people management skills. Minority candidates are especially encouraged to apply. An equal opportunity employer. Box E-141.

Producer-Director to develop public TV and instructional programs for broadcast and cable TV use. Requires 3 yrs. prod.-directing of commercial or PTV programs. Master's degree preferred. University production center with quad., 1" and EFP facilities. Academic setting. Good benefits. Competitive salary. Forward resume by June 2 with two references and, if available, videotape of production work to Dr. T. M. Ditzel, TV Production Center, Kolbe Hall, University of Akron, Akron, OH 44325. EEO/AA employer.

Producer/Director—Applicants must have experience, ability to produce and direct programs, news and commercials. News shows are highly involved and fast paced. Person selected must join IBEW Union. Applications accepted until June 19th to: Duane Borovec, Production Manager, KCRA-TV, 310-10th St., Sacramento, CA 95814. EOE.

Graphic Designer/Illustrator Large market, South Florida net affiliate seeks graphic artist with minimum 3 years broadcast design experience. Knowledge of on-air graphic production techniques a must. Heavy emphasis on print. Set design experience helpful. Design degree preferred. An Affirmative Action/Equal Opportunity Employer. Box E-111.

Production Manager: Duties: Overall supervision and execution of studio, remote and EFP productions for broadcast, CCTV, and videocassette utilization. Requires demonstrated production and management expertise, B.A., M.A. preferred, minimum of 3 years experience in TV production management, including studio and EFP exp., interest in instructional production. Contact: Joel L. Hartman, Center for Learning Resources, Bradley University, 1501 West Bradley Avenue, Peoria, IL 61625. AA/EOE.

SITUATIONS WANTED MANAGEMENT

General Sales Manager looking for new challenge. Station owners are prepared to talk about my outstanding record. National representative will give good recommendation. Looking for larger station with challenging sales problems. Will consider trouble shooting for group operation. Box E-142.

SITUATIONS WANTED ANNOUNCERS

7 years radio and TV experience. Looking for medium market sports anchor-reporting-p.b.p. position. TV-radio combination ideal. Available end of summer. Box E-121.

SITUATIONS WANTED TECHNICAL

News Photographer/Editor, with film processing experience, seeks creative atmosphere in mid-size market, excellent references, Anthony 213-931-9100.

Super Chief available on short term basis totally familiar with all phases of TV engineering transmitter to personnel J. Devine 315-677-9511.

Experienced TV Maintenance Engineer seeks entry level management position in engineering, small-medium market. Solid technical school background. 1st Phone. Will relocate. Box E-144.

ENG Editor interested in new markets. Experience in daily news editing, magazine format, special projects. Have produced and reported. Degree in broadcasting. Box E-102.

SITUATIONS WANTED NEWS

Experienced TV reporter, interested in top 30's markets. Send replies c/o M. Cain, 350 Trowbridge, Detroit, Michigan 48202.

Black Man, B.A. Journalism, seeking first break in television news. Interned at a top-5 station. Dedicated, talented. Call John Clark 814-234-8584.

Weathercaster. Expert forecasts, articulate, lively, highly credible, good appearance. Medical reports. Majors only, please. Box E-74.

Award winning sports reporter-photographer with strong sports background, 8 years experience & college. Can shoot & edit ENG or film, report live shots, features and profiles. Box E-67.

Experienced, energetic, enthusiastic and talented radio Sports Director looking for small or medium market television news or sports opportunity or combo radio/TV reporter position. Have VTR, resume, writing samples, references—will travel. Write Box E-128 or call Bob 203-623-7045.

New York Newsroom Experienced. Ready to leave for good, small station where I can report. Good on camera. Solid writer. B.A. Journalism. Leave message—Lundeen 212-598-3976.

Why not the best? Experienced journalist with TV magazine and documentary background as reporter/producer seeks a challenging, creative news environment. Stop looking and let's talk ... you have only to gain. Box E-130.

Reporter/Anchor with major market radio experience available. Dedicated, journalistically sound newsroom is where I'd like to be. Box E-123.

I could be your next news anchor, weekdays 6 and 10 I have a year's experience as weekend sports anchor and weekday news reporter. Hardworking, dedicated, will relocate anywhere. Please call Bruce—days 915-779-7581 evenings 915-755-2045.

General Assignment/Feature Reporter. Creative bright gal looking for challenging new job. Box E-112.

I have paid my dues and am ready to come home to New England. Two years solid experience as anchor, reporter, producer. Reply Box E-105.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

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.

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.

5 years experience all phases of production. Contact Fredric Bracken 815 Thornwood No. 6 Toledo, OH 43609 419-382-5229.

Production Manager—seeks new challenges. Experience—responsibility of working staff, development, direction, quality of commercial and studio productions, childrens programs. ENG. Quad, cassette editing, news directing, great writing. Call 914-241-1640 or 914-666-5038 and leave message. Will locate anywhere.

Give me a shot at that opening position in TV production. You bet your HL-77 that I'll do a good job. Interesting qualifications. New York area. Will relocate for right spot. Write: P.O. Box 532, Westfield, N.J. 07091 or call 201-272-6178.

Attractive female seeks producer/host position for strip magazine or community affairs program. Broadcasting Degree. 3 years experience producing/hosting/editing taped and live remote and studio cable TV shows. Professional model: 2 years radio news. Versatile. Prefer West Coast or Midwest. Debra. 217-429-1928.

CABLE

SITUATIONS WANTED ANNOUNCERS

UCLA June honors Communications graduate, energetic, personable, interested in cable, educational, or broadcasting job, prefer Bay area or central California. Please call Gale 213-824-5453.

ALLIED FIELDS

HELP WANTED SALES

If you are ambitious, have a background in radio, and desire a career opportunity with an established broadcast services company in the sunny Southwest, read on. TM Special Projects is seeking an ambitious in-house salesperson. We have the product, if you have the sell your income potential is limited only by your ability. Send resume to: Jody Alexander, TM Special Projects, 1349 Regal Row, Dallas, TX, 75247.

Business oriented successful salesman with good credit and character. This is a straight commission opportunity, involving substantial dollar amounts. We'll train in business brokerage. John Emery, Chapman Co., Inc., 1835 Savoy Dr., Atlanta, GA. 30341

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Audience Research Analyst—Leading national opinion research firm, specializing in surveys of viewer attitudes toward television news, has attractive position available for research analyst. Responsibilities include questionnaire design, written analysis of results, and project direction. Position demands excellent writing skills and analytical ability. Salary commensurate with experience. Send resume and writing sample to Geoffrey Garin, HRA, 1724 Connecticut Avenue, N.W., Washington, D.C. 20009.

HELP WANTED INSTRUCTION

Communications Faculty. New England College, an international, independent, coeducational college with an enrollment of 1,200 students on its American campus and 250 on its British campus is seeking a full-time faculty member in the Communications Program of its American campus. Responsibilities include teaching Broadcasting: writing and production for television, film, and, if possible, radio. To start September 1, 1981. Appropriate professional experience desirable. Send resume and three letters of reference by May 30 to: Office of Academic Affairs, New England College, Henniker, N.H. New England College is an Affirmative Action/Equal Opportunity Employer.

Broadcasting Instructor. Teach all courses, request equipment, supervise studios, recruit students, plan radio station. Master's required: \$16,319-\$16,985, present schedule, 9 mos., 2 yrs. teaching, industry. By June 1, send letter, vita, and transcript to Dr. Charles Florio, Dean, Arts and Sciences, Kilgore College, Kilgore, TX. 75662. E.O.E.

Mass Communication Full-time teaching position anticipated for Fall 1981, to teach courses in mass communication history, theory and issues, and possibly broadcast performance, and journalism. Involves coordinating some aspects of active internship program. Must have some professional experience. Doctorate preferred; Masters required. Rank and salary negotiable. Application deadline, June 12, 1981. Submit resume to: Mr. John McGinnis, Communication/Journalism Program, St. John Fisher College, 3690 East Avenue, Rochester, New York, 14618 EOE (m/f).

Speech Communication & Broadcasting Instructor Speech/Drama Department. Rank and salary commensurate with educational background and experience. Applicants must possess a master's degree; Ph.D. preferred. Preference will be given candidates with strong teaching competencies, including broadcasting, and with related professional experience. A fulltime, tenure track position will be available effective 1 September 1981. The applicant chosen for this position will initially teach public address and interpersonal communication skills. Expected is development by the individual of a variety of mass communication courses which would supplement the broadcasting emphasis of a new degree program in Speech Communication. Individuals interested should forward an introductory letter, vita, three letters of recommendation, and all official transcripts to: Mr. Charles E. Muench, Chairperson, Speech/Drama Department, Susquehanna House, Millersville State College, Millersville, PA 17551 by June 1, 1981. Millersville State College earnestly seeks and is eager to receive applications from women and minority candidates.

Theatre Department seeks full-time lecturer or tenure track instructor to teach television and related theatre courses. Should have strong qualifications in production and some back-ground and/or experience in theatre. Additional duties include: supervision of student and departmental productions for cable programming. Ph.D. completed and/or professional equivalency required. Professional and teaching experience required. Apply to Alvin J. Keller, Chairman, Department of Theatre, California State University, Fullerton, CA 92634. Application Deadline: June 1, 1981. Affirmative Action, Equal Opportunity, Title IX Employer.

Individuals with a commitment to undergraduate teaching in the areas of Radio-Television Communications sought to teach university courses in performance and production, and supervise lab TV and radio studio. Ability and interest to teach beginning speech course is desired but not required. Tenure track appointment to begin either Fall or Winter 1981. Rank and salary dependent on qualifications. MA required, Ph.D. preferred. Moorhead State University is an equal opportunity/Affirmative Action employer. Send inquiries to: Professor Timothy Y.C. Choy, Department of Speech Communications, Moorhead State University, Moorhead, MN 56560.

Two faculty positions August 1981 for consolidated new Department of Communication. One position in print journalism, other in broadcast journalism. MA required, PhD desirable. Ability to teach in other areas of department desirable, including broadcasting, public relations, speech, theatre. Department housed in multi-million dollar beautifully equipped communications center. Salary \$16-18,000 for nine months, depending on qualifications and rank. Rush resume, three letters of reference, official transcripts to: Ralph Carmode, Journalism/Broadcasting, Mississippi University for Women, Columbus, MS 39701. Women and minority applicants encouraged.

Assistant/Associate Professor to teach in the area of video production with secondary strengths in writing and broadcast journalism. Courses include both basic and advanced video production as well as related courses at both the undergraduate and graduate level. Opportunity to work with School of Communications professional production unit. Starting August 15, 1981. Ph.D. desirable, M.F.A. or M.A. essential. Teaching experience desirable; extensive professional experience necessary. Salary contingent upon qualifications; range \$17,000-\$23,000 for academic year. Send application with resume and names of references by June 10, 1981 to: Thomas Wickenden, Chairperson, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, New York 14850. 607-274-3214. Ithaca College is an Equal Opportunity/Affirmative Action Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

We are currentling 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.

Wanted: TK-44 or TK-45 RCA Cameras PAL—Studio Equipment: Recorders, Monitors, Switchers, Generators, etc. Call: Panos Productions—Days: 312-236-5535.

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.

FOR SALE EQUIPMENT

3 RCA TR-600 video recorders with AE-600 edit controller, internal time code generators and readers, monitor bridges, HB/SHB option, five headwheel panels, air compressor. Machines have less than 1000 hours on head meters. Three of the five heads have been recently refurbished by Spin Physics. Available immediately. Will consider cash or equipment trades. Will sell one at a time for \$60,000 or \$152,000 for all three. Let's talk. Contact Bob Olsen, Chief Engineer, Fred Niles Communications, 1058 West Washington Boulevard, Chicago, Illinois 60607. 312-738-4181.

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.

FM Transmitter for Sale. RCA BTF-10E-1 10kw full stereo plant, ten years old. Like new. Owner going 30kw. Includes Optimod, monitoring equipment, Dolby and spare parts. Available first week of June. F.O.B. Muscatine. Call Dave Metz or Vince Beckey for price and list of all equipment included. 319-263-2442.

TR5 High Band Record Machine (RCA), with spares and parts for two others. Keene 3/4-inch Videocassette Tape Loader. Contact David Antoniak at Global Video Communications, 744 W. Church Street, Orlando, Florida 32805. Call 305-423-8299.

Video Production Switching Systems: Vital VIX-114-10A featuring encoded chroma keyer; downstream keyer; Telemet decoder; AFV package. In good condition: \$12,000 or best offer. Cross Point Latch 6112 four base switcher with two independent mix effects systems; encoded chroma keyer; downstream keyer; quadruple re-entry. In good condition: \$5,000 or best offer. Contact: National Video Industries, Inc. 15 West 17th Street, NY, NY 10011. 212-691-1300.

For Sale RCA TK 76C camera. In service 6 months. Angenieux 15 to 1 zoom lens, pistol brace, range extender. Large and small viewfinders. Plumbicon tubes. Carrying case. \$33,500 WYES-TV 504-486-5511. No collect calls.

For Sale Remote Production Vehicle. 27 foot of production length on roadworthy Ford chassis and cab. Entire unit custom built by Ampex for Transmedia. Aluminum body by Montibello with welded steel dropframe storage compartments. Originally configured for 6 cameras. All original cabling in place and excellent. Three phase/single phase, all voltage patchable with Stabiline regulators. Air conditioning and heating functional. Four Hannay electric cable reels and dual voltage power cable reel. The unit is panelled and carpeted with all racks in place. Present equipment includes two TKP 45 cameras complete with Plumbicon tubes, lenses and O'Connor Hydropeds. The switcher is a CDL VS10. Audio console is Collins 212T-2 sixteen input with 4 Ward Beck AA601 distribution amps. Monitoring includes 2 Tek 527 WFMS and a Conrac RHA19. Intercom all operating stations and two 5 line phones each position. Telephone bay. Extensive external connector panel. 400 feet of TV81 camera cables, air compressors and other items. Contact Director of Engineering, WYES-TV, 504-486-5511. No collect calls. Serious inquiries only.

2.5KW FM Harris 2.5K, 2 years old, mint Call M. Cooper 215-379-6585.

3.5KW FM McMartin 3.5K w/B9-10 exciter, 2.5 years old with spares on air. Call M. Cooper, 215-379-6585.

5KW FM CSI 5000E w/direct FM exciter, like new, on air w/warranty. Call M. Cooper, 215-379-6585.

10KW FM Gates 10G w/exciter & stereo, many spares, on air, will warranty, also RCA BTF 10D1, good cond. w/proof. Call M. Cooper, 215-379-6585.

1KW FM Gates FM-1C w/exciter, excellent cond. Spares. Call M. Cooper 215-379-6585.

1KW AM RCA BTA-1R1 on air w/proof, also CSI T-1-A like new w/proof. Call M. Cooper, 215-379-6585.

Collins 732-A 1 kw FM transmitter. Re-built with spare tubes/parts \$1900.00 Capitol Broadcast Exchange 209-957-1761. Less exciter.

Audio Console Bargains! Blank recording tapes. Write for catalog. Box 213, Dunkirk, MD 20754.

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 E.F.R. ready to go. Call Sausalito Productions 415-332-5830/Rental/Lease Options.

For Sale: Collins—ABC, Automation 4 tape decks 3 Kartels, Time Announce, and Net Join. Used 6 months, English Cart Encoder Decoder. WVAM, Altoona, Pa. 814-944-9456.

FOR SALE EQUIPMENT CONTINUED

Cetec 903E Automation System. 2 Audio File II A; cart playback units; 100 cart capacity. 5 reel playback decks; "verified English" log printer. Perfect condition. Bob O'Brien, 601-957-1300.

Upgrade Emcee HTU-100 TV translator-retune cavities to any channel-solid state front end. Will buy old units most brands. D.W. Strahan, 9625 Catlett, La Porte, Texas 77571 713-479-1614.

Like New Ikegami HL-79A w/Fijion 14:1 lens w/2X all under factory warranty. \$36,995.00 415-676-7260.

Two "SMC" Automation Units 9 carousels, 6 reel to reels. All extras sacrifice both \$20,000. One—\$12,500. 915-728-2013 Drew Ballard.

COMEDY

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

MISCELLANEOUS

Low Power Television—Have a question? Free brochure. "Inside Reports-LPTV," TRA, Inc., 2900 N. Dixie Highway, Fort Lauderdale, FL 33334.

Star Contact Interview TV stars and other celebs details Interlink, 6399 Wilshire No. 700, Los Angeles, CA 90048.

Professional voicing: 30's \$1.50; 60's \$3.00. Sample: Bruce Kayser, 215 Apache Trail, Columbia, Tenn. 38401.

RADIO PROGRAMING

Let's Face It. Impersonal wire copy news doesn't address the big issues closer to home: The widening of main street, the state of public education in your City or County, or the proposed shutdown of the factory. Uncork a fresh approach to local affairs. We plug into your elected representatives in the Capital and get answers, as well as track the agencies for news that affects your area. Details. Washington Spectrum, P.O. Box 56376, Washington, D.C. 20011.

Treasure Vaults, Changeable pushbutton locks, for sale, \$200. Tested promotion. Info: Eli Jenkins, collect: 813-522-6896. Box 84, St. Petersburg, FL 33731.

Audio Animation: Now you can afford unique and entertaining radio spots that deliver results ... and CLIOS! Each spot is fully produced from conception to completion. Demo available. O'Brien & Hutchinson Creative Services, 11811 Lake Avenue, Suite No. 108, Cleveland, Ohio 44107.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813-955-6922.

FCC "Tests-Answers" manual! Free information: Command, Box 26348-B, San Francisco 94126.

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

BUSINESS OPPORTUNITY

Investor-Partner needed, active or inactive. Need equity capital for existing Midwest AM. Presently being turned around. Up to 50% ownership available. Also have possibilities of several other properties to build. Box E-63.

Investors needed, active or inactive. Have C.P.s pending and other searches completed. Golden opportunity for excellent investment and ownership tax advantages. Presently involved in ownership and management of three radio properties. Will trade references. Box E-62.

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 Thrallkill, TRAVELHOST Magazine, P.O. Box 31768, Dallas, TX 75231. 800-527-1782.

Broadcaster would like to invest and manage your radio station Fla. market. Box E-113.

CONSULTANTS

MJO News Associates. Consulting services that meet station and market needs. Box 11043, St. Louis, MO 63135. 314-522-6325.

Bob Borum, Consulting Engineer—AM-FM-TV-Cable-Studio-Transmitter installation and service. Audio Proofs. 3236 Harborview, Tampa, FL. 33611 813-833-2110 (24 hour answering service).

RADIO

Help Wanted Technical

Broadcast Engineers

•Camera•Videotape•Transmitter

Bored With Your Job Or Career?

If you feel confined in your present job, sitting behind a desk or trapped in a day-to-day routine with no future in sight, then a career with RCA Service Company may be your ticket out.

RCA Service Company's Broadcast Engineers travel all over the world to install, maintain and service television cameras, television tape recording equipment, and/or transmitting systems. A digital background, and experience in the maintenance of television broadcast and related equipment are necessary. RCA equipment experience is a real plus.

We are looking for a few of the best Broadcast Specialists, who are able to work without close supervision and who would enjoy working from home to travel throughout the U.S. and occasionally to many foreign countries.

Naturally we provide excellent salaries and Company paid benefits including medical and life insurance, vacations, holidays, and income savings, dental and retirement plans.

For immediate consideration, call collect, or send a letter or resume to: John Thayer, (609) 778-0770, RCA Service Company, 102 Gailther Drive, Mt. Laurel, NJ 08054. An Equal Opportunity Employer.

RCA

A Tradition On The Move!

Help Wanted Technical Continued

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.

Help Wanted Announcers

Wanted:

Bright, humorous Morning Personality who can interact with award winning News Department and is not afraid to do telephone bits. Growing S.E. radio chain, willing to pay for the right person. Send resume to Box E-86. An equal opportunity employer.

Help Wanted Sales

AN AGGRESSIVE, INNOVATIVE

and fast growing small market station is looking for a take-charge individual. The right person can quickly be promoted to additional responsibility with the possibility of eventual station ownership. If you have confidence in your abilities, can sell and want to manage and own someday, reply to Box E-126. E.O.E. M-F

Help Wanted News

NEWS TALK HOST

If you are informed, fluent, creative, interesting and interested with a sense of humor, you may be just what we're looking for.

Letter, resume and unedited air check to:

W.E.R.E. Radio
1500 Chester Ave.
Cleveland, Ohio 44114

Equal Opportunity Employer M/F

Help Wanted Management

SMALL MARKET SOUTHERN NEW ENGLAND

Needs sharp sales manager who wants to make things happen.

Great Opportunity For Salesperson Who's Looking For First Chance To Move Up To Management. Good Salary. Great Benefits. Bonus Incentives. E.O.E., M/F

Reply Box E-125

SALES MANAGEMENT—REAL OPPORTUNITY

Young, aggressive, radio group has sales management position available in a top 100 ADI market. We are looking for a bright, creative individual with sales management experience. If you are an exceptional individual, an over-achiever, we have a real growth opportunity. Unlike other situations you may have been involved in, we'll let you take the ball and run free.

BOX E-156

**BUSINESS MANAGER
WLUP-FM CHICAGO
WIKS-FM INDPLS
HEFTEL STATIONS**

Radio Stations looking for a person with 2 to 3 years Broadcast Accounting, plus Supervisory and General Ledger experience with good communications skills. Send Resume to L. Wilson Heftel Broadcasting Corp., 875 North Michigan Ave., Suite 4102, Chicago, Illinois 60611. No phone calls please. E.O.E.

**NEWS DIRECTOR
for Top Ten Market in Sunbelt**

We're an innovative newstalk radio station in need of an experienced, energetic News Director to manage a large, aggressive news operation. We have the commitment and resources to be THE best news and talk station in the market.

The candidate chosen will have a degree in journalism, heavy broadcast news experience, excellent writing skills and should be able to manage, instruct and motivate others. You'll report directly to the General Manager, will supervise a staff of 23 and will be responsible for managing our entire news operation. The "hands-on" approach is a must, in addition to the ability to learn the city and its personality and the talent for communicating effectively with both listeners and staffers. You'll live in a dynamic, growing Sunbelt city and work for a respected communications corporation with excellent benefits and working environment. Salary is negotiable. Please send us a detailed resume of your qualifications and experience to Box E-153. An equal opportunity employer.

General Sales Manager

adult contemporary WKIX-AM located in beautiful capitol city of North Carolina. We need a person who likes to help others be successful. Excellent salary and bonus plan with this Mann Media Station. Contact Ed Weiss, General Manager, WKIX, Raleigh, North Carolina 27605.

**SUNBELT FM
GENERAL MANAGER**

Our Perfect Candidate has Strong Local Sales and Management Experience in Medium Markets, Bottom Line Orientation and a Love of Beautiful Music. Absentee Owner Offers Attractive Salary and Incentives for F.C.C. Pending Acquisition. Call Stewart Freeman Collect (212) 684-3225

Situations Wanted Announcers

!!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 programing. No offer overlooked, regardless of locale or market size. Available immediately ... Call (817) 261-3769.

**Employed TV/Radio
Sports Director**

seeking major college or pro play-by-play opportunity, especially basketball. Experience includes radio p-b-p in basketball, football, baseball, extensive anchoring, reporting, ENG editing. Call Jim, 216-793-6051 mornings.

**TELEVISION
Help Wanted Technical**

Transmitter supervisor

Must have broadcast VHF/UHF transmitter maintenance experience. Also, familiar with studio equipment maintenance helpful. Call KTXA-TV, Ed Reid, C/E, 817-265-2100.

Situations Wanted Management

GENERAL MANAGER—RADIO

Hard working, dedicated, experienced, successful General Manager and group manager. Strong credentials in all areas of radio station management, including excellent bottom line history. Also available for sales consulting.

Box E-114

BROADCASTING EXECUTIVE

Solid background in station management, sales, programming and engineering. Presently employed as manager on West Coast seeking opportunity in California, Washington, or Oregon. Well qualified with excellent references. Contact Box E-107 today!

Situations Wanted News

**Knock, Knock. Who's There?
Opportunity.**

Creative, aggressive and resourceful architect of success with over a dozen year track record including majors, plus FCC first phone, BA in mass communications, law degree and more seeks first GM position for mutual profit. Ownership participation possible. Reply Box E-155.

WASHINGTON NEWS DIRECTOR

Seeks stable, professional operation. Experienced in all formats. Emphasis on good writing, field-reporting. Excellent references. Will build or remodel to suit. 202-364-5839 or 703-241-7507.

**EXPERIENCED ANCHOR/
REPORTER**

seeking all news or news-talk spot. Heavy on interviews, actualities, writing, delivery. Numerous awards. Tape, resume and references all available. Can handle talk show. Box E-94.

ENGINEERING

**TV ENGINEERING
TECHNICIAN**

Immediate opening for TV Technician with 1-3 years experience to operate and maintain state-of-the-art EFP production equipment, computer assisted post production and type B tape equipment. This individual must be able to provide a superior finished product; some production skills also desirable. Position will be both studio and field work with approximately 20-30% travel.

We offer a competitive starting salary and an excellent benefits program. Qualified applicants, please forward brief resume to Mr. R.J. Hope.



Air Products & Chemicals Inc.
P.O. Box 538
Allentown, PA 18105

SPECIAL NOTICE

Due to the holiday on Monday, May 25, the deadline for receipt of classified advertising copy for the June 1 issue of BROADCASTING has been advanced to Friday, May 22.

Help Wanted Technical Continued

TOWNSEND ASSOCIATES

The successful introduction of our new product line including solid state klystron pulsed, VHF transmitter, revolutionary Low Power Television transmitter designs and all solid state MDS transmitters has made available several new positions in this dynamic television transmitter company. We need the following experienced personnel:

Field Service Engineers: Responsibilities include installation, test, and proofing of all types of television transmitter equipment. Must be willing to travel internationally and must have a first class F.C.C. radiotelephone license.

Low Power Television Product Manager: Responsibilities include product development, advertising, scheduling of manufacturing and contract administration.

Experience and education are important but we give consideration to young engineers who can demonstrate ambition, ability, and a rich interest in the industry and in the company.

Please send resume or contact:

ROBERT BROMLEY c/o TOWNSEND ASSOCIATES
P.O. Box 1122
Westfield, MA. 01086
(413) 562-5055

ELECTRONICS—TV ENGINEER

Our Video Systems Division is seeking fully training personnel for the position of Video Service Engineer. We offer a challenging opportunity in an established and rapidly growing company. Your work will involve state-of-the-art video systems and equipment used in broadcasting, government and industry with factory training provided. Competitive salary and complete fringe benefits package. Advancement based on your initiative and performance. If you are a diligent worker interested in an exciting career in video systems, Call Tom Burton at (301) 530-9580 or write to: PEIRCE-PHELPS, INC., 10215 Fernwood Road, Bethesda, Maryland, 20034. Equal Opportunity Employer M/F.

Help Wanted Programing, Production, Others

Digital Video Productions

will hire, for its brand new Northeastern Pennsylvania state of the Art Tele-Production Center, an "all-around" commercial production person. Must be familiar with directing, lighting, staging, audio, studio and remote production. Send resume, salary requirements, and tape today to Mark Olingy, Digital Video Productions, 62 South Franklin Street, Wilkes-Barre, Pa., 18773.

METEOROLOGIST

KTVY, NBC affiliate in Oklahoma City, is seeking professional Meteorologist as member of 3-man staff. Wx equipment includes Enterprise color radar, satellite receiver, Wx receiver fax, and computer graphics. Prefer applicant with experience and/or education in meteorology. To apply or for more information, call KTVY Chief Meteorologist Jim Williams (405) 478-1212. Equal Opportunity Employer M/F

New T.V. station Grand Rapids, Michigan

Going on the air December 1, 1981. Looking for dedicated talented engineers, production and sales people. Format religious, sports, family. Brand new studio and equipment. Send resume to

Paul A. Stewart
3862 Plainfield N.E.
Grand Rapids, MI 49505

Help Wanted Programing, Production, Others Continued

NEWS PRODUCER

Major market TV station seeks experienced News Producer to supervise production of station's major news programs. Also work with news reporters on mini-documentaries and special reports, and handle a variety of producing assignments. College degree and minimum of 3 years experience in commercial television news preferred. Send resume to: Robert Warfield, Assistant News Director, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. An Equal Opportunity Employer.



Network affiliate in attractive midwestern market has opening for a PM Magazine producer. Must be creative, with strong managerial skills. Applicant should also be a skilled video tape editor. Field and control room experience preferred. Send resume and salary requirements to Box E-138. An Equal Opportunity Employer.



now seen in 23 markets and growing has immediate openings. We are looking for experienced magazine style feature story producers, a 3/4" computer editor, and an office manager. Understanding of the Church helpful. Send resumes and reel to

Real to Reel
c/o Martin Doblmeier
3035 Fouth St. N.E.
Washington, D.C. 20017

Help Wanted Programing, Production, Others Continued



CO-HOST/WRITER

We are looking for an aggressive co-host/writer to work with male co-host already on staff of our highly rated PM Magazine now starting its second season. We are the dominant station in a medium sized southeast market on-air experience preferred. Send resume to Box E-88. An equal opportunity employer.



Top 50 PM MAGAZINE Station seeking female Co-host to replace current talent moving to larger market. Applicant must have previous on-air experience and must be able to write/produce/create excellent television. New talent will be joining Number 1 rated PM MAGAZINE operation with established male Co-host. If you think you're the person I need, send resume and salary history to Box E-108. An equal opportunity employer.

WNAC-TV Boston, CBS affiliate, has an immediate opening for a

TRAFFIC SUPERVISOR

This individual will supervise the sales service operation of the Traffic Department. Duties will include knowledge and understanding of all agencies (reps. and TWX), ability to apply the information to BIAS computer system and maintain updates on programming for booking orders on all day parts, weekend sports and PRIME. At least 2 years TV traffic experience with supervisory background **required**. Computer experience also required.

For prompt consideration, send resume and salary requirements, to Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114.



WNAC-TV BOSTON
A CBS AFFILIATE

An Equal Opportunity Employer
M/F/H/Vets

**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

Help Wanted News

KAKE-TV/WICHITA KANSAS

EXECUTIVE NEWS DIRECTOR sought by KAKE-TV for its top-rated state of the art news operation. Applicants must have a minimum three years top level news management experience, a record of outstanding achievement, and a commitment to quality journalism. Excellent compensation and benefits. Rush resume, tape to Martin Umansky, President, KAKE-TV, P.O. Box 10, Wichita, KS 67201. EOE.

TV NEWS ANCHOR

The Christian Broadcasting Network has an exciting opportunity for a personable, pleasant, experienced news anchor. Help us organize and present our new fast-paced national wake-up show. You'll join other committed Christians in a unique working atmosphere. An unusual challenge for a creative and caring pro. Please send tape and resume to: The Christian Broadcasting Network, Inc., CBN Center, Virginia Beach, Virginia 23463

An Equal Opportunity Employer.

**Help Wanted News
Continued**

NEWS PRODUCER

For station with strong news commitment. Must have 3 to 5 years news producing experience. The ideal candidate will have talents both in the technical aspects of producing news and also a strong knowledge of journalism. Prefer prior experience producing hour news broadcast. EEO. Contact: Ken Middleton, Asst. News Director/Programs, WJLA-TV, 4461 Conn. Ave., N.W., Washington, D.C. 20008.

EJ PHOTOGRAPHER

Must have 3 to 5 years experience working in a news operation. This person must know how to edit 3/4 inch tape and do live shots from a microwave van. Send tape and resume to Assistant News Director/Operations, WJLA-TV, 4461 Conn. Ave., Washington, D.C. 20008. Equal Opportunity Employer.

**Help Wanted Management
Continued**

PERSONNEL MANAGER

If you're the kind of person who can keep our personnel as happy as they are today, and can keep the same quality of professional people coming, we want to see your magic act! You'll be in charge of a small professional staff and be heavily involved in employee relations. You'll need to have an understanding of FCC regulations; EEOC; OSHA; and FEPC as well as health and pension plans and employee benefits. You'll report directly to the Station Manager. Write us today and convince us you're the person we're looking for! Send your resume with salary requirements to:

STATION MANAGER
KTVU-TV
TWO JACK LONDON SQUARE
OAKLAND, CA 94607

**KTVU-TV IS AN EQUAL OPPORTUNITY
EMPLOYER M/F**

Help Wanted Management

Marketing Manager

Meet The Challenge Of Subscription TV Under The Texas Sun

Experience an involving marketing opportunity with Golden West Entertainment (VEU), the ambitious pay television division of widely respected Golden West Broadcasters.

As Marketing Manager for our Dallas/Ft. Worth operation, you'll be heading up the Marketing Department and be responsible for direct /retail sales and promotions for a leading subscription station in one of the nation's most progressive markets.

Ideally, your background has included extensive marketing management in direct sales, entertainment and/or cable television.

Challenge an industry taking off in the eighties. We'll offer you an outstanding arena for personal and professional growth in addition to a superior salary and benefits package. Please call or send your resume including salary history to: Tom S. Reddell, Vice President and General Manager.

GOLDEN WEST ENTERTAINMENT

VEU/Dallas, 901 W. North Carrier Parkway
Grand Prairie, TX 75050 (214) 988-3005

Equal Opportunity Employer

Vice President STATION SALES

BBi Communications, Inc. is a rapidly-growing company with both a rich heritage in broadcasting and an exciting future in the emerging new media. We are seeking a Vice President of Station Sales, headquartered in our New York City office, to organize and manage our television station syndication sales force and to exploit the company's major commitment to competitive, quality programs.

BBi Communications is a wholly-owned subsidiary of Boston Broadcasters, Inc. (licensee of WCVB-TV, Boston). For the past two years, BBiC has gained prominence in the industry by successfully syndicating health, childrens, documentary, and situation comedy programs which originated on WCVB-TV. Now, newly-formed BBi Productions will create and produce a broad range of entertainment programs and series for BBiC to syndicate. We seek an individual equal to this promising challenge.

The successful candidate will be more than a seasoned salesperson. The individual must have a minimum of ten years' television sales experience, contacts with top television station management on a national scale, a proven track record of station clearances, and, most importantly, the ability to sell creatively and aggressively.

The Vice President of Station Sales and his national sales staff will have the total responsibility for clearing BBiC's continuing repertoire of programs as well as new series expected to begin production this fall.

All replies will be held in the strictest confidence. Send resume, with brief description of syndicated sales record, to: Boston Broadcasters, Inc., Personnel Dept., L581, 5-TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F



BBI Communications, Inc.

Situations Wanted Management

Top manager in the computerized graphic communications field looking for an exceptional opportunity in

VIDEOTEX, INTERACTIVE TV or ON-LINE INFORMATION SERVICES

Extensive and successful experience in

- National Marketing and Sales Management
- High Technology Project Management
- On-Line Systems Design and Development

Ten years of experience with a broad range of information handling systems gives me the depth to work from design and development through to marketing and sales.

I'm looking for a solid position on the marketing and management sides of consumer or commercial information services. For more information and a resume, please write to VIDEOTEX APPLICANT, 175 Fifth Avenue, New York, NY 10010 or call 212 677-2200.

Situations Wanted News

LOST

- Extraordinary stories 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

AVAILABLE

Pilot/Reporter ENG HELICOPTER

- Extensive flight exp: ATP(IFR)
- Broadcast training & experience

For resume, demo tape: Box E-83.



Situations Wanted Programing, Production, Others

TALK HOST NEWSMAN

editorial writer, CBS Chicago with ownership management experience, seeks TV host or editorial director position.

Box E-147

ALLIED FIELDS

Help Wanted Management

The National Association of Broadcasters

is now accepting applicants for the position of Regional Manager. Applicants must have a general broadcasting background in both radio and television, with a general working knowledge of accounting, billing procedures and sales. The applicant must be a self-motivator who communicates freely with both radio and television broadcasters. The position is one of extensive travel throughout the states of Connecticut, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, and Maine. Knowledge of FCC rules and regs helpful. Mail your complete resume and salary requirements to: Larry E. Tierney, Vice President of Membership, NAB, 1771 N Street, N.W., Washington, D.C. 20036. E.O.E.

CINEMATOGRAPHERS/EDITORS

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 Lemar Blvd., Suite 500, Austin, Texas 78752. Equal Opportunity/Affirmative Action Employer.

ELECTRICAL ENGINEER

Responsibilities include design, testing, evaluation & installation of communications sub-systems. Requires: BS, EE or equivalent with working knowledge of analog & digital circuits. Field exp. in installation & testing desired, but not required.

Competitive salary & benefits. Contact:

SEAL & CO. INC.

1246 Taylor, St., N.W.
Washington, D.C. 20011
202-882-4800

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



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

*A penny saved—in the wrong place
can cost you plenty.*

**J.A. RYMAN
COMPANY**

214-696-1353

RADIO PROGRAMMING & MANAGEMENT CONSULTANTS
5944 Luther Lane • Suite 505 • Dallas, TX 75225

Consultants Continued

ED MULLINAX

Broadcast/CATV Consultant

"Experience Counts" Sales
Appraisals
Rate Increases
Franchises

(404) 882-6119
P.O. Drawer 1649
LaGrange, Ga 30241

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



Miscellaneous

RADIO OPENINGS

Need your first radio job? Need a new radio job? 100 to 200 Nationwide jobs. Open every week—Disk Jockeys—News—Programming—Top 40—Country—AOR—All Formats—All Market Sizes—This National computer list is available weekly for six dollars.

Special Discount—receive nationwide mailed to you for 4 consecutive weeks only \$12.50. You save \$10. If you don't need a job now, cut and save this ad.

**AMERICAN RADIO
JOB MARKET**
6216 Don Gaspar
Las Vegas Nevada 89108



Business Opportunities

LOW POWER TV SPIN OFF

Minority controlled group with 16 cut-off LPTV applications wishes to spin off a non-controlling interest in company for cash or interest in other broadcasting venture. Apps feature STV tie-in and rebroadcast of an independent.

Box E-139

NEW STATION OR POWER INCREASE?

FM Frequency search with interpretation \$150-200. Basic FM drop-in petition \$250. AM contours verified at reasonable cost. List of largest towns without local radio/TV, 1980 population, \$10 per state.

BROADCAST PLANNING ASSOCIATES
Box 42
Greenwood, Arkansas 72936
(501) 996-4055/2254

Radio Survey

200 CALLS \$550., \$150 DOWN.
\$33.25 MO. RAW DATA FREE

S-A-M-S

P.O. Box 2585, Augusta, Ga., 30903 (404) 733-0642. Dick Warner, President.

ALLIED FIELDS Help Wanted Management

CATV
MANAGER/TECHNICIAN
Collierville, Tennessee



Heritage
COMMUNICATIONS

Heritage Communications has an opening for a Manager in the Collierville, Tennessee system. Responsibilities will include supervision, design and construction of a new 54 channel 400 Mhz plant.

Qualifications will include:

- Knowledge of all phases of CATV construction, operation of headends and earth stations, and system maintenance.
- Highly motivated with good people, administrative, organizational and technical skills.
- FCC first class license preferred.
- Strong technical and management skills required.
- Organizational abilities should be demonstrated through past experience.
- Graduation from a recognized technical school or equivalent CATV experience required.
- Must have a pleasant personality, relatively articulate and comfortable with writing and speaking skills.

Send resume to:

**JUDITH GERMAN
PERSONNEL DEPARTMENT
HERITAGE COMMUNICATIONS, INC.**
2195 Ingersoll
Des Moines, Iowa 50312
(515) 245-7579

Wanted To Buy Stations

Radio Family

60 years combined experience, with modest DOWN PAYMENT interested in lease-buy arrangement your station AM or FM. East Tenn. or S.W. Virginia. Box E-116.

ATTENTION OWNERS

If you're selling your medium market station for personal or other reasons, but reluctant to do so, I'll assume day-to-day management and share in ownership. I'm an experienced, successful 20-year professional who could be your answer.

Box E-133

For Sale Stations

FOR SALE BY OWNER

Powerful full time AM-FM single station market, located in Eastern Ohio state. Terms no brokers, Box E-128.

FM-Class-C 5000 watt full-time AM

Both in 300,000+ markets, Pacific Northwest, priced with terms for immediate sale at 1.5 mil with 10% down
Class "C" FM, excellent coverage, northern UT—\$600,000

Brent T. Larson
4014 Beus Drive

(801) 621-0234
Ogden, UT 84403

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

For Sale Stations Continued

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

- A majority interest in good daytimer in big town in S.C. California. \$160,000.
- A daytimer near large university town. \$120,000 for 50% of the stock \$60,000 cash required.
- AM/FM in W. Arkansas city. \$390,000.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- 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.
- 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.
- 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.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

**THE
KEITH W. HORTON
COMPANY, INC.**

For prompt service
contact

Home Office: P.O. Box 948
Elmira, N.Y. 14902
24 hr Phone: (607)733-7138

Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963

Brokers and Consultants

MIDWEST AM-FM

Fine facilities in small metro market. AM is fulltime with good record for absentee owners. FM is automated. Asking \$985,000 with attractive terms to financially qualified buyer.

Contact Keith Horton at our Elmira office.

TOP MARKET RADIO

Profitable, top five market radio station for sale. Station has ten year profitability history with revenues and profits running 20% ahead of 1980. Excellent signal and equipment. Seller desires financially qualified cash buyer. Write Box E-101.

W John Grandy

BROADCASTING BROKER
1029 PACIFIC STREET

SAN LUIS OBISPO, CALIFORNIA 93401
805-541-1900 • RESIDENCE 805-544-4502



CHAPMAN ASSOCIATES®

media brokerage service

STATIONS

E	Small	FM	\$90K	Cash
SE	Small	AM	\$200K	Cash
SE	Small	Fulltime	\$300K	\$50K
MW	Small	AM/FM	\$450K	\$125K
W	Small	FM	\$600K	\$150K
E	Small	FM	\$635K	\$184K
E	Small	FM	\$1500K	\$500K

CONTACT

Art Simmers	(617) 848-4983
J.T. Malone	(404) 458-9226
Bill Cate	(904) 893-6471
Bill Whitley	(214) 387-2303
Ray Stanfield	(213) 363-5764
Art Simmers	(617) 848-4893
Art Simmers	(617) 848-4893

To receive offerings of stations within your areas of interest, or to sell your stations, write John Emery, Marketing Manager, Chapman Co., Inc., 1835 Savoy Dr., Atlanta, GA 30341 or call (404) 458-9226.

MEDIA BROKER, APPRAISER...

318-868-5409

JOHN MITCHELL

P.O. Box 1065 Shreveport, LA 71163

Stan Raymond & Associates

Broadcast Consultants & Brokers

Has stations available in Ga., Fla., N.C., & S.C.
Call or write now.

404-351-0555 1819 Peachtree Road, N.E.
Atlanta, Georgia 30309

MEDIA BROKERS • APPRAISERS

AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.

SHAHEN, INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



Dan Hayslett

& associates, inc.



Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

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



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
IN	AM & FM	500K	Small
WV	AM-Downpayment	25K	
SC	AM-Downpayment	25K	

Post Office Box 850/Albany, GA 31702/912-883-4917
3500 S. Phillips/Stoups Falls, SD 57105/605-338-1180

CLASS C FM

Medium large market Class C FM available in a sunbelt location. Annual revenues have exceeded \$1,000,000 for the last three years. Valuable real estate included. Asking price \$4,500,000 cash. Seller might consider some terms to responsible buyer. For complete details write Box E-99.

ILLNESS FORCES SALE

significant 10,000 w 24 hr AM in major top 100 market. Pac. NW. \$300K and assume. Suite 652, Security Center, 222 N. Central Phoenix, Az. 85004.

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.

(Billing charge to stations and firms: \$2.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

DON'T FORGET

Advertising copy for June 1 issue
DUE FRIDAY, MAY 22.

Fates & Fortunes

Media



Baker

Winthrop Baker Jr., executive VP, New England Television Corp., applicant for channel 7, Boston, now occupied by RKO General's WNAC-TV, joins General Electric Broadcasting and General Electric Cablevision, Fairfield, Conn., as president, succeeding **A. Donovan Faust**, who retires.

Baker was former president of Group W's television group. GE owns three AM's, five FM's and three TV stations and operates cable systems in Mississippi, Michigan, Illinois, New York, and California.

John O'Hearn, from WBBM(AM) Chicago, joins WKTQ(AM) Pittsburgh as VP-general manager.

James Broadbuss, general manager, WWWQ(AM)-WPFM(FM) Panama City, Fla., assumes additional duties as executive VP of station's licensee, MediaSouth.



Crump

Harold Crump, executive VP-general manager WTVF(TV) Nashville, named to same post at co-owned KPRC-TV Houston.

Thomas Ervin, VP-station manager, WTVF succeeds Crump as general manager. **Jack McGrew**, executive VP-station manager, KPRC-TV, retires after more than 30 years with

station. McGrew, who joined co-owned KPRC(AM) in 1936, will continue as consultant.



Ervin



McGrew

Jeff Lee, VP-general sales manager, KPRC-TV, succeeds McGrew as station manager.

Tony Berardini, program director, WBCN(FM) Boston, named general manager.

Fred Hendrickson, sales manager, KXEL(AM)-KCNB(FM) Waterloo, Iowa, named general manager.

Diane Rappoport, program attorney, ABC Television, New York, named to new post of director of compliance, consent decree and business affairs.

Ted Cordes, program policy manager, broad-

cast standards department, NBC, West Coast, Los Angeles, named director of broadcast standards, succeeding Maurie Goodman, named VP ("Fates & Fortunes," May 11).

Arthur Hertz, senior VP-chief financial officer and treasurer, Wometco Enterprises, Miami, named executive VP.

Jon Martin, controller, Marriott Inn, Rochester, N.Y., joins WRQC-TV there as business manager.

Mary Hall, with WTVN-AM-FM and co-owned WLWQ(FM) Columbus, Ohio, named assistant business manager.

Theodore Powers, director of public affairs-editorials, WDBJ-TV Roanoke, Va., named secretary and director of station's licensee, WDBJ-TV Inc.

Paul Martin, business manager, General Electric's WJIB(FM) Boston, named manager of business affairs, co-owned WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y.

Roger Turner, VP-radio, Park Broadcasting, Ithaca, N.Y., joins Colony Communications, Providence, R.I.-based cable operator, as VP-director of operations.

Abiah (Bob) Church, VP-general corporate law and secretary, Storer Broadcasting, Miami, named VP-general counsel.

Robert Price, director of marketing, United Video, Tulsa, Okla., named VP of marketing.

Marvin Dilbeck, VP-corporate development, Fresno (Calif.) Cable TV, named director of McClatchy Newspapers; new cable-TV division. Fresno Cable TV was recently purchased by McClatchy.

Robert Hale, VP-marketing, Cox Cable's San Diego operation, named general manager of Cox Cable Tidewater, responsible for Cox's cable operations in Norfolk, Portsmouth and Virginia Beach, all Virginia.

Linda Gardner, with MetroVision, Atlanta, named marketing coordinator.

Candice Riolo, assistant customer service supervisor, and **Pat D'Agostino**, field sales supervisor, Viacom Cablevision of Long Island (N.Y.), named customer service supervisors.

Mike Davern, manager of employee relations, Resistol Hat Co., Garland, Tex., joins Warner Amex Cable Communications, Dallas, as director of human resources.

Advertising

Peggy Stinchfield, art director-producer, Dancer Fitzgerald Sample, New York, named VP.

Lief Erickson, management supervisor, George Patterson Ltd., Melbourne, Australia, advertising firm, joins D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as VP-account supervisor.

Appointments, Foote, Cone & Belding/New York: **Mara Connolly** and **David Renning**, from Wells, Rich, Greene, New York, to VP-

creative directors; **Maurice Mahler**, associate creative director from Van Leeuwen & Partners, to VP-executive art director; **Jerome Handman**, VP-copy supervisor, FCB, to VP-creative director, and **Robert Meyerson**, VP-senior art director, FCB, to VP-executive art director.

John DiResta, director of computer service division, **Edward Beckhorn**, director of scientific services, and **Ken Parlatore**, head of sales promotion department, Cunningham & Walsh, New York, named VP's.

Jay Levy, management supervisor, **Art Kluger**, account supervisor, and **Roy Free-mantle**, art director, Marsteller Inc., New York, named VP's. **Mark Kallan**, with Marsteller, named management supervisor.

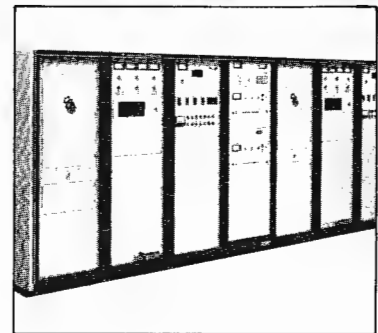
Andrea Fox, account executive, Weiss & Geller, New York, named VP.

Beverly Milam, media director, Sherrill Co., Dallas advertising firm, named VP.

Timothy Gardner, treasurer-assistant secretary, Ensslin & Hall Advertising, Tampa, Fla., named VP-administrative services.

Peter Cheyney, account executive, Needham, Harper & Steers, New York, named account supervisor.

NOW! CONTINENTAL'S 50 KW FM



High performance. Offers you high fidelity, dynamic balance, good stereo separation, extremely low noise and distortion; excellent frequency stability. Easy installation. Low power consumption. Proven exciter. Available with fully automatic exciter and combiner control.

Write for brochure on 817R-1
Continental Electronics Mfg. Co.
Box 270879
Dallas, Texas 75227

Continental Electronics 

Jack Bloom, executive art director, and **Cathy Kaputa**, copy-contact supervisor, Trout & Ries Advertising, New York, named creative directors.

William Klimas and **Kenneth Konecnik**, creative directors, Tatham-Laird & Kudner, Chicago, named group creative directors.

Mary Duncan, production manager, Weitzman, Dym & Associates, Bethesda, Md.-based advertising firm, joins Henry J. Kaufmann & Associates, Washington, in same capacity.

Ralph McGill Jr., associate creative director, Austin Kelley Advertising, Atlanta, named creative group head. **Harold Shields**, senior art director, Austin Kelley, succeeds McGill.

Darlene Koplien, media director, Mintz & Hoke, Avon, Conn.-based advertising firm, named media supervisor.

Jon Parmater, independent writer, director and producer of radio and TV commercials based in New York, joins W.M. Zemp & Associates, St. Petersburg, Fla., advertising firm, as director of broadcast services.

Elaine Chubski, account executive, Leo Burnett, Chicago, joins Ogilvy & Mather, Houston, in same capacity.

Ronald Snyder, sales trainee, Petry Television, Dallas, named account executive for Petry's Atlanta office.

Marvin Astrin, sales manager, Bernard Howard & Co., Chicago, joins WBBM(AM) there as account executive.

Chip Ermish, with Katz American Television's sales training program, New York, named to Katz's American stars sales team there. **Vicki Pierce**, account executive, Buckley Radio Sales, Chicago, joins Katz Radio there in same capacity.

Bob Kaplan, account executive, Group W's WJZ-TV Baltimore, named to same post at Group W Television Sales, Chicago.

Linda Sue Hoffman, from Revlon Inc., Charlotte, N.C., joins TN Spot Sales there as account executive.

John Suder, general sales manager, WTOG(TV) St. Petersburg, Fla., joins Tribune Broadcasting, Chicago, as director of marketing. **Ronald Inman**, local-regional sales manager, WTOG(TV), succeeds Suder there.

General sales managers at Ziff-Davis Broadcasting stations, named VP's: **Robert Craig**, WJKS-TV Jacksonville, Fla.; **Stephen Dant**, WTOV-TV Steubenville, Ohio; **Enerst Hill**, WEYI-TV Saginaw, Mich.; **William Kemple**, WRDW-TV Augusta, Ga.; **Robert Krieghoff Jr.**, WROC-TV Rochester, N.Y., and **Dennis Siewert**, WRCB-TV Chattanooga.

James Johnson, president of Doces Inc., Seattle-based furniture company, named director of corporate marketing, KIRO-AM-TV and co-owned KSEA(FM), all Seattle.

Lillian Lang, manager of special projects, Amaturio Group, Houston, named group sales director responsible for Amaturio's two FM's and four TV's.

William Cummings, acting national sales manager, Radio Advertising Bureau, New York, named VP and national sales director. **William Shriftman**, controller-investment officer, Empire State Federal Savings, New York, joins RAB as VP, finance.

Ellen Persa, south bay sales manager, KRON-TV San Francisco, joins KSTS(TV) San Jose, Calif., as general sales manager. KSTS is to go on air May 31.

Lynn Fairbanks, national sales manager, WJXT(TV) Jacksonville, Fla., named general sales manager.

Ray Sullivan, local sales manager, KFVS-TV Cape Girardeau, Mo., named general sales manager.

Robert Dodenhoff, account executive, WCMF(FM) Rochester, N.Y., joins WTMA(AM) Charleston, S.C., as sales manager.

Jeff Snadow, sales specialist for Gallo wine, Los Angeles, joins KGO(AM) San Francisco, as merchandising director.

Harrison Pittman, account executive, WWDE(FM) Hampton, Va., named sales development director of WWDE(FM) and co-owned WPEX(AM) there. **Leo Williams**, with WWDE, named peninsula sales manager for WWDE and WPEX.

Todd Gibbons, manager-promotional representative, Baxters Restaurant, Fairfax, Va., joins WEEL(AM) there as marketing consultant.

Dan Kirk, account executive, Petry Television, Atlanta, joins WBT(TV) Charlotte, N.C., as national sales manager.

Kevin Hale, manager of team A group, MMT Sales, Los Angeles, joins KUTV(TV) Salt Lake City, as local sales manager.

William McCadden, senior account executive, WIP(AM) Philadelphia, joins WCAU(AM) there as local sales manager.

Robert Kirshenbaum, account executive, WEEK-TV Peoria, Ill., named local sales manager.

Frank Gibson, independent cameraman, based in New Britain, Conn., joins WVIT(TV) there as director of client services, responsible for writing and producing television commercials for station's production unit.

Kathryn McLaughlin, sales marketing director, WPLJ(FM) New York, named account executive. **Adrienne Seraile**, director of sales operations, WPLJ, succeeds McLaughlin, and **Dawn Blair**, director of broadcast standards and practices, WPLJ, succeeds Seraile.

Marc Bodner, account executive, WHP-TV Harrisburg, Pa., joins WJLA-TV Washington, in same capacity.

Steve Rosetta, general sales manager, KXRX(AM)-KSJO(FM) San Jose, Calif., joins KOVR(TV) Stockton, Calif., as account executive. **Eileen Dugan-Vaughn**, from KXTV(TV) Sacramento, Calif., joins KOVR as traffic log coordinator.

Craig Lundquist, account executive, KBHK-TV San Francisco, joins KSN-AM there in same capacity.

Anne Walton, account executive, WTIP(AM)-WTIO(FM) Charleston, W.Va., joins KSFX(FM) San Francisco, in same capacity.

Joel Kaczmarek, producer, WDBJ-TV Roanoke, Va., joins WNN-AM-TV Hanover, N.H., as account executive.

Richard Muzzy, account executive, from WTVG(TV) Toledo, Ohio, joins WSPD(AM) there in same capacity. **Cathy Hertzfeld**, sales representative for Toledo (Ohio) Merchants Service, joins WSPD as co-op coordinator and sales representative.

sentative.

Randy Miller, manager for local origination channel in Macoupin (Ill.) County Cablevision, Carlinville, Ill., joins WTIM(AM)-WEEE(FM) Taylorville, Ill., as account executive.

Programing

Michael Weisbarth, VP-production and producer, Tandem Productions-TAT Communications, Los Angeles, named senior VP-dramatic programs.

Charles Goldstein, VP-post production, Columbia Pictures, Los Angeles, joins NBC Entertainment there as VP-film production.

Paul Orio, general manager of sales, WFSB-TV Hartford, Conn., joins Enterprise Radio, Avon, Conn., sports network, as executive VP of marketing.

Paul Cholak, VP-employee relations, R.H. Macy & Co., New York, joins Columbia Pictures Industries there as VP-personnel and administration.

Robert Chenoff, Northeast sales manager, Osmond Television Sales, New York, named VP-national sales manager.

William Dennis, general manager, United Artists licensing and merchandising division, New York, named VP. **Stephen Kutner**, general manager, United Artists Pay Television, New York, named VP. **Barry Potter**, director of legal affairs, United Artists Television, New York, named VP-administration, of television, video and special markets division.

Nina Rosenthal, manager of prime-time development presentations, and East Coast-West Coast programing liaison, ABC, New York, joins CBS Cable there as director of program development. **Don Fouser**, executive producer, noncommercial WGBH(TV) Boston, joins CBS Cable as executive producer of special projects.

Howard Berk, VP-marketing for National Basketball Association, New York, joins Viacom Enterprises there as director of licensing and merchandising. **Stephanie Beatty**, assistant manager of syndication for Vitt Media International, New York, joins Viacom Enterprises as manager of program clearance.

Janie Cull, advertising-public relations director, Tocom, Irving, Tex.-based cable company, joins Showtime, in Dallas, as regional affiliate manager for south central region.

Thomas Lucas, marketing assistant, Warner Amex Satellite Entertainment Co., New York, named manager of marketing services.

Kenneth Kinderman, account executive, CBS Radio Spot Sales, New York, joins USA Network, Glen Rock, N.J., as director of national affiliate sales.

Ed Kanoi, from KDEO(AM) Waipahu, Hawaii, joins Drake-Chenault Enterprises, Los Angeles, as traffic-production manager.

Daniel Gershon, from *View* magazine, New York-based magazine covering pay and cable television programing, joins SMA Entertainment there as sales manager. SMA is film and special programing distributor for pay TV.

Debby Messana, coordinating producer of *PM Magazine*, Group W Productions' syndicated program, based in San Francisco, named producer of *PM Magazine* cooperative, provid-

ing production and consulting services to program's cooperative stations.

Bill Kietzer, from WFAA(AM) Dallas, joins WITS(AM) Boston as program director.

Fred Jacobs, director of research development, ABC-FM Division, New York, named program director of ABC-owned WRIF(FM) Detroit.

Mike O'Rourke, production manager, WTTV(TV) Indianapolis, joins WFRV-TV Green Bay, Wis., and co-owned WJMN-TV Escanaba, Mich., as director of operations and programming.

George Carden, music director, WAJF(AM) Decatur, Ala., assumes additional duties as program director.

Raymond Jones, former air personality, WGH-FM Newport News, Va., named program director, noncommercial WFOS(FM) Chesapeake, Va.

Jane Neubauer Wertz, from WEEK-TV Peoria, Ill., joins new KSTS-TV San Jose, Calif., as public service director-program coordinator. **Vic Cabrera**, assistant production manager, KOLO-TV Reno, joins KSTS as production manager.

Dick Dodson, producer-director, WTBS(TV) Atlanta, named manager of field operations.

Kenneth Marcellus, with WDTN(TV) Dayton, Ohio, named producer-director.

Allyson Beecher, executive producer, non-commercial KUED(AM) Salt Lake City, named director of production services for KUED and co-owned noncommercial KUER(FM) there.

Dick Johnson, production manager, KHJ-TV Los Angeles, named assistant program director and executive producer.

David Salinger, news promotion producer, WDIV-TV Detroit, joins WXYZ-TV there as on-air production manager.

Ben Grylewicz, senior stage manager-floor director, WJLA-TV Washington, named associate director.

Frederick Pagane, producer, WITS(AM) Boston joins WHDH(AM) there in same capacity.

Karen McGee, acting *PM Magazine* producer, WHAS-TV Louisville, Ky., has been named to post officially.

Mike Jerrick, co-host, *PM Magazine*, KMBC-TV Kansas City, Mo., joins co-owned WNEW-TV New York in same capacity.

Don Moffit, host, *PM Magazine*, WIVB-TV Buffalo, N.Y., joins WHAS-TV Louisville, Ky., in same capacity.

Krista Sue Fordham, news anchor, WAOK(AM) Atlanta, joins WSB-FM there as air personality.

News and Public Affairs

Bruce Anderson, news director, WCXI(AM) Detroit, joins WKHK-FM New York in same capacity.

Steve Besner, co-director, ABC News's *World News Tonight*, based in Chicago, joins CBS News, New York, as staff director.

John Hamill, VP, Schnake & Associates, Tulsa, Okla.-based public relations firm, joins KGCT-TV there as news director. **Glenda Silvey**, news anchor, KMOD(FM) Tulsa, joins KGCT-TV as managing editor.

Elden Hale Jr., executive news producer, KXAS-TV Fort Worth, joins WFTV(TV) Orlando, Fla., as news director.

Ed Garsten, weekend weather anchor, KGUN-TV Tucson, Ariz., named news producer.

B.R. Bradbury, talk show host, KAYO(AM) Seattle, joins KJR(AM) there as news director.

Bill Ihle, senior reporter, KHSL-TV Chico, Calif., named news director. **Mark Pepper**, from KPAY(AM) Chico, joins KHSL-TV as field reporter. **Ron Rogers**, program host, noncommercial KIXE-TV Redding, Calif., joins KHSL-TV as anchor for its Redding bureau.

W. Bruce Van Brocklin, with KIRO-TV Seattle, named night assignment editor.

Appointments, news department, KOVR(TV) Stockton, Calif.: **Carl DeWing**, reporter-weekend anchor, KOVR, named assignment editor; **Linda Laird**, from KCRA-TV Sacramento, Calif.; **Frank Simpson**, anchor-producer, from KHSL-TV Chico, Calif., and **Tim Sinnwell**, from KXTV(TV) Sacramento, named reporters. **Karen Minton**, news trainee with KOVR, named weekend weather anchor.

Appointments at news department, WBOC-TV Salisbury, Md.: **Bill Jones**, co-anchor, named associate news director; **Marty Thorsen**, reporter-weekend weather anchor, named week-night weather anchor; **Bob Costantini**, reporter, named weekend sports-weather anchor; **Bill Sammons**, reporter-assignment editor, named farm specialist; **Jim Brown**, reporter, named assignment director, and **Cindy Briggs**, reporter, named alternate weekend news anchor-reporter.

Gale Ensign, night assignment editor, KOMO-TV Seattle, named assignment editor. **Ed Pollock**, daytime assignment editor, KOMO-TV, succeeds Ensign.

Paul Waldschmidt, bureau manager, UPI, Tulsa, Okla., named regional executive for Colorado and New Mexico, based in Denver.

Matt Cooney, sports director, WTLV(TV) Jacksonville, Fla., joins WAPE(AM) there in same capacity.

Randall Carlisle, anchor, WDTN(TV) Dayton, Ohio, joins KUTV(TV) Salt Lake City as reporter-anchor.

Steve Harms, from KXAS-TV Dallas, joins WXYZ-TV Detroit as sports anchor. **Dayna Eubanks**, weekend anchor, KOOL-TV Phoenix, joins WXYZ-TV as news anchor.

Kenneth Kettering, news director and public affairs director, WTJC(TV) Springfield, Ohio, joins WDTN(TV) Dayton, Ohio, as reporter-anchor.

William Watson, from WPOP(AM) Hartford, Conn., joins WEEI(AM) Boston, as news anchor.

Tom Garrison, Waterloo(Iowa) bureau chief for KCRG-TV Cedar Rapids, Iowa, joins WTLV(TV) Jacksonville, Fla., as weekend anchor.

Diane Butler, from WRKL(AM) New City, N.Y., and **Mike Dudley**, from WCOU-AM-FM Lewiston, Me., join WMER(AM) Portland, Me., as reporters-anchors.

Georgeann Herbert, from WCHV(AM) Charlottesville, Va., joins WTAR(AM) Norfolk, Va., as anchor-reporter.

Valerie Voss, staff meteorologist, CBS-TV, New York, joins WABC-TV there as weekend

meteorologist and environmental correspondent.

Florence Jonic, reporter-anchor, KXLY-AM-FM-TV Spokane, Wash., joins KPTV(TV) Portland, Ore., as general assignment reporter.

Horace Holmes, from WDMV-TV Washington, joins WBTV(TV) Charlotte, N.C., as reporter.

Elected officers, Carolinia UPI Broadcasters Association: **Brian Thompson**, WBTV(TV) Charlotte, N.C., president; **John Patterson**, South Carolina Network, Columbia-based radio news network, VP, and **Jerry Mitchell**, regional executive, UPI, based in Charlotte, secretary.

Technology

Charles Steinberg, executive VP, Ampex, Redwood City, Calif., named chief operating officer.

Emory Cohen, president of Compact Video Systems' Video Services, Los Angeles, named to additional post of president for co-owned Image Transform, international full-service film and tape transfer facility in North Hollywood, Calif.

George Hoberg, assistant to president, of Electron Device Group of Varian, Palo Alto, Calif., named general manager of Varian's EIMAC division, San Carlos, Calif., which manufactures power-grid electron tubes for radio and television transmitters.

Paul Meyer, senior VP-administration, Carberundum Co., New York, joins General Instrument Co. there as VP-finance and chief financial officer.

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Broadcasting

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Books for Broadcasters

T418 HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$29.95**

T464 HOW TO MAKE NEWS AND INFLUENCE PEOPLE by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

T469 ALL-NEWS RADIO by Phillip O. Keirstead. A valuable guide for those involved in any phase of the operation of an all-news radio station. This fact-filled book covers promotion, mini-documentaries, interviews, formats, features, syndicators, national and regional networks, advertising sales and much more. There's also a section on the history of the concept of all-news radio; where it stands now and where it's going. A noteworthy addition to broadcast journalism literature and a priceless guide for any all-news station. 210 pages, 40 illus. **\$16.95**

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Jesse Nickels, manager of Midwestern broadcast sales, RCA Broadcast Systems, Chicago, named manager of Northern and network sales, based in Camden, N.J. **Dirk Freeman**, manager of Western broadcast sales, RCA Broadcast Systems, Los Angeles, succeeds Nickels, and **Oliver Bjerke**, broadcast sales representative for Western region in Los Angeles, succeeds Bjerke. **Thomas Yawit**, district manager in New York for RCA's two-way mobile radio activity, named sales representative for RCA Cablevision Systems, based in Clifton, N.J.

Ruth Scovill, production supervisor, Reeves Teletape, New York, named manager of studio facilities. **Cynthia Fuchs**, unit manager-production supervisor, Reeves Teletape, named manager of location facilities.

Dave Ferry, mini-cam crew chief, Warner-Amex Qube, Columbus, Ohio, named studio operations supervisor, Warner Cable, Pittsburgh.

Promotion and PR

Curt Block, director, press and publicity, NBC, New York, named to newly created position of VP, press, East Coast.

Paul Wang, director of financial planning, CBS Entertainment, Los Angeles, named director of administration, advertising and promotion.

Malcolm White, senior account executive, Creamer Dickson Basford/New England, Boston, joins Colony Communications, Providence, R.I., as manager of public and government relations.

Gerald Miller, art director, WOR-TV New York, assumes additional duties as VP of creative design.

Diana Richardson, marketing creative director, WDCW-TV Washington, named station creative director.

Ingrid Nelson, promotion-publicity specialist, WKW-TV Cleveland, named publicity manager. **Joanne Stern**, assistant director of creative services, WKW-TV, named audience promotion manager.

Gerald Downey, director of advertising and promotion, WRQX(FM) Washington, joins WMZQ(FM) there in same capacity.

Sandra-Jeanne Peterson, manager of public relations, Waldbilling & Besteman, Madison, Wis.-based advertising firm, joins noncommercial WHA-TV there as promotion director.

Perry Carrison, manager of press information, KGO-TV San Francisco, joins March Five, Los Angeles, as senior account executive.

Carol Musgrave, account executive from Reagan-Bush re-election campaign, Washington, joins Henry J. Kaufman & Associates there as account executive for HJK&A public relations division.

Allied Fields

Tolfe Lee Albert, executive VP, La Buick & Albert Media, Palm Springs, Calif.-based marketing firm, joins William B. Tanner, as regional sales manager for its San Francisco office.

Bill Prikryl, from R.D. Hanna, Denver, leaves to form own media brokerage firm there,

Prikryl Media Investments.



Hensel

Lan Hensel, VP and general manager of WSM-AM-FM Nashville, since 1972, joins Broadcast Music Inc., New York, in newly created post of director of broadcast relations, effective immediately. He will be based at New York headquarters but travel extensively, working from BMI's eight regional offices.

He will report to BMI President Edward M. Cramer.

Elected officers, California Cable Television Association: **Marc Nathanson**, Falcon Communications, Los Angeles, president; **Anna Marie Hutchinson**, Eagle North Cable TV, Oakhurst, VP; **Ross Wileman**, Storer Cable TV, Thousand Oaks, VP-technical; **Neil McHugh**, Viacom Cablevision, San Francisco, VP-special services; **Allen Gilliland**, Gill Cable, San Jose, secretary, and **Gail Oldfather**, Televents, Walnut Creek, treasurer.

Officers elected, Federal Communications Bar Association: **Earl Stanley**, Dow, Lohnes & Albertson, president; **Herbert Forrest**, Steptoe & Johnson, vice president; **Margot Humphrey**, Koteen & Burt, secretary (re-elected); **Allen Frishkorn**, GTE, assistant secretary, and **Leon Knauer**, Wilkinson, Cragun & Barker, treasurer. **Gene Bechtel**, Farmer, Wells, McGuinness, Flood, Siball, Bechtel, was elected American Bar Association delegate. New executive committee members are **Alan Naftalin**, Koteen & Burt, **Peter O'Connell**, Pierson, Ball & Dowd, and **William Potts**, Haley, Bader & Potts. All are in practices in Washington.

Deaths



Bostic

Tom Bostic, 62, chairman, of National Association of Broadcasters' radio board, Washington in 1960-61, died of congestive heart failure May 10 in Yakima, Wash., where he resided. Bostic was also chairman of CBS Affiliates Advisory Board in 1967-68. He had been president and owner of Cascade Broadcasting,

based in Yakima, group of two AM's, two FM's and three TV stations which he sold in 1972. Later, he became president and part owner of KMWX(AM)-KFFM(FM) Yakima, but sold his interest in 1978, remaining as vice president. He is survived by his wife, Hallie, two daughters, and son.

Romulo O'Farrill Sr., 84, founder and chief executive officer of Novedades Editores, operator of television and radio stations in Mexico City, died of heart attack, May 7 at his home there. O'Farrill, whose communications holdings also included many publications, was instrumental in formation of Televisa Network in Mexico City which has four channels there. And Televisa, of which he was part-owner, has 75% interest in SIN National Spanish Television Network, in United States. He is survived by his son, Romulo Jr., who succeeds O'Farrill as chief executive officer.

Tandem's Horn: proud practitioner of TV programing

When Alan Horn talks about "the entrepreneurial spirit," he underlines his words with the enthusiasm and inflection of a true believer. The president and chief operating officer of Tandem Productions and its affiliate, T.A.T. Communications Co., has faith that Hollywood remains a free-wheeling creative community in which those with talent, vision and the willingness to work hard can see their dreams come true. "I sometimes have to remind myself," confides Horn, "how lucky I am to be working in this business."

At the helm of one of the industry's most successful independent production houses, Horn is bullish about the opportunities offered by the new video technologies.

"Software will be the key to success [in communications] in the eighties," he believes, insisting that producers must be alert and aggressive in developing new markets for their programing. To that end, Tandem/T.A.T. has grown from a relatively small, specialized producer of comedy series to a multimedia enterprise involved in series production, syndication, theatrical features, drama, children's programing, TV specials and programing for cable and subscription TV.

Horn not only oversees all of these operations, but personally supervises production of the seven current prime-time series produced by the companies. He is also chairman of the board of WNJU-TV, Tandem's Spanish-language station serving the New York market from Linden, N.J.

Alan Horn was an outsider when he joined Tandem eight years ago. The New York City native entered the corporate world after earning a BA in economics from Union College in 1965 and serving a four-year hitch with the Air Force. Following his discharge, he completed Harvard's MBA program, with distinction, in 1971.

Horn joined Procter & Gamble in 1971 as a product advertising and promotion executive, working in brand management. "It was not an entrepreneurial experience," he recalls now. "I wanted to help run a company, and the company was too big and rigid to expect a position with that kind of range right away. I learned a lot, but just decided I wanted a smaller environment."

In 1972, through a mutual friend, Horn met Jerry Perenchio, soon to become president of Tandem Productions. Perenchio let it be known that he wanted someone of Horn's caliber, from outside



Alan Frederick Horn—president and chief executive officer, Tandem Productions/T.A.T. Communications; b. Feb. 28, 1943, New York. Received BA in economics, Union College, 1965; U.S. Air Force, 1965-69, discharged with rank of captain; MBA with distinction, Harvard University, 1971; executive with Procter & Gamble Corp. involved in brand management, 1971-73; "nontitled executive," Tandem Productions, 1973; vice president for business affairs, Tandem/T.A.T., 1974; executive vice president and chief operating officer, 1977; current position since January 1978.

the television industry, that he could train as a production company executive. Early in 1973, Horn and Perenchio joined Tandem at the invitation of co-founders Norman Lear and Bud Yorkin.

After one year as a "nontitled" executive, Horn became vice president of business affairs for Tandem and the new co-owned company, T.A.T. In 1977 he was promoted to executive vice president and chief operating officer, and the following year was named president, adding full creative control to his other duties.

Horn credits Tandem's original executive team—Lear, Yorkin and Perenchio—with setting high creative and business standards that he has sought to emulate. "Norman Lear, for example, was on the cutting edge of his craft ... by showing real life through the telescope of comedy" with such series as *All in the Family* and *Maude*. Horn recalls one observer's comment that Lear "took television and gave it back to the American people by putting them on the screen." In a real sense, says Horn, new technologies will enable Tandem/T.A.T. and others, to continue that trend.

"We're now involved in adding management depth for future growth and acquisition. Right now we're pretty small in terms of management." Despite the expansion, Horn downplays suggestions that bigness

may have a negative impact on the companies' product.

Increasing competition in the comedy genre also influenced Tandem/T.A.T. in making its expansion plans. Another element, diversification, will help the companies attract and keep creative talents who might otherwise seek markets outside the fold, says Horn.

The executive sees a major part of his job as expanding the horizons of the production teams at Tandem/T.A.T. "In terms of new markets, we love the idea of having the creative flexibility, not subject to network program practices and the ratings-based mentality," says Horn. "We are [now] subject to the decisions of network executives who are involved in the creative process at every level, [but] whose only criterion for success is ratings, not content."

Horn predicts some decline in network dominance as a result of encroaching technologies, notably cable and pay TV, but feels the networks will still be the medium of choice for advertisers seeking a mass audience.

"We like the opportunity [afforded by new technologies] to do more 'real life' programing, to discuss issues that might be too delicate to talk about in the broadcast media."

Horn is also hopeful that the expansion of "software markets" may ease the tensions among networks, producers, performers and advertisers that have contributed to escalating costs, lawsuits and a series of industry work stoppages.

Cable provisions in the copyright law and the FCC's recent release of cable from syndicated exclusivity restrictions have created hardships for independent TV stations, syndicators and program producers, Horn says. Current rules have almost eliminated the chance for a first-run syndicated series to recoup the high costs of production, he believes.

Horn also serves on the advisory board for the Foundation for New American Music and is a member of the Communications Law Program advisory committee for the University of California-Los Angeles.

His outside interests include karate, a long-time pursuit in which he has earned a third degree black belt. Horn also enjoys tennis, running and swimming. A bachelor, Horn lives in Los Angeles.

Asked about his future, Alan Horn clearly associates himself with television programing: "I'm very proud of what we do. The people here are as fine as I've met in any industry. It's one in which you can achieve great success, and receive great rewards, for doing work you really believe in."

According to figures released by FCC last Friday (May 15), **eight national radio networks** (CBS, NBC, four ABC and two Mutual Broadcasting System networks) and 35 network owned-and-operated stations **yielded \$292.8 million in net revenues in 1980**, up 16.1% from 1979 when revenues were \$252 million. **Profits** (before federal taxes) **were down dramatically, however, to \$27.5 million**, 26% decrease from \$37.2 million reported for 1979. Net revenues for O&O's were \$184.7 million, up 18.7%, while profits for that group totalled \$23 million, up 8% from 1979 when profits were \$21.3 million. Eight networks yielded \$108 million in revenues, up 11.9%, while 1980 profits totalled \$4.6 million, down 71.3% from 1979 when profits were \$15.9 million. Network expenses for 1980 were \$103 million, up 28.3% from previous year. O&O expenses totalled \$161.8 million, up 20.5% from 1979.

Gene Autry and Gulf United Corp., which is buying his 48.11% interest in KOOL-FM-TV Phoenix for \$35 million (BROADCASTING, May 4), **filed suit last week charging remaining owners** with mismanagement of stations' assets. **Suit was filed in federal district court in Phoenix against Tom Chauncey, chairman of KOOL** and 49.89% owner; his son, Tom Chauncey II, and Homer Lane, executive vice president and general manager, who owns 2%. It claims they attempted to "systematically and unlawfully" divert "millions of dollars in assets and earnings of KOOL for their personal hobbies, gratification and comfort," using company funds "to acquire extraordinarily expensive artwork, horses, farms, cars, airplanes" and other things for own use. Suit asks for full accounting of stations' assets and unspecified compensatory and punitive damages. No defendants could be reached Friday for comment.

One potential problem for NBC-TV was solved Thursday with announcement that Abell Communications' **WMAR-TV Baltimore would become NBC affiliate next fall**. There had been speculation WMAR-TV would go independent after losing its CBS-TV affiliation to Hearst Corp.'s WBAL-TV in that three-V market (BROADCASTING, March 9). Stephen D. Seymour, Abell Communications president, said in announcing affiliation that "we couldn't be happier," and called NBC "the network to watch in the '80's." NBC-TV President Robert E. Mulholland hailed



Celebrants. A happy occasion for Broad Street Communications coincided with good news for Mark Fowler last Thursday (May 14), and this picture resulted. It was taken at Washington's Capitol Hill Club shortly after the Senate confirmed Fowler to be a member of the FCC; he was a guest of Broad Street that evening at a dinner celebrating the radio group's 10th anniversary. Among the principals that evening (l to r): Richard L. Geismar, chairman of Broad Street; Sol Taishoff, editor of BROADCASTING, who was honored on the magazine's 50th anniversary; Fred E. Walker, Broad Street president; Robert E. Lee, outgoing chairman of the FCC, and Fowler.

WMAR-TV as "one of the oldest stations in the country as well as a proved winner in the Baltimore market." Similar problem remained unresolved: At WAST(TV) Albany, N.Y., which is losing CBS affiliation to WRGB(TV) and has said it may go independent (BROADCASTING, March 30), management representative said Thursday no decision had been reached.

A.C. Nielsen has released **cable penetration estimates** for all Nielsen Station Index DMA's (designated market areas). Estimates, effective with February 1981 survey period, and based on "improved procedure" for calculation, show following at top of penetration list: Santa Barbara-Santa Maria-San Luis Obispo, Calif. (80% penetration); Parkersburg, W. Va. (75.1%); Laredo, Tex. (74.8%); Biloxi-Gulfport, Miss. (74.2%), and Yuma, Ariz.-El Centro, Calif. (72.7%). Least penetrated is Las Vegas (1.7%).

"United front" on "issue of money from pay-cable and videodisks" is **shaping up among union members**, according to Rona Barrett, NBC's *Today* show regular. In early-morning segment last Friday (May 15), Barrett reported that multiguild strike possibilities are great and that Writers Guild of America, already striking, has been asked by Directors Guild of America to stay out until DGA contract expires June 30 so as not to "splinter on the issue of money" from software. Day before, Barrett said, members of Screen Actors Guild and DGA joined picketing writers with 4,000 people walking line: "the largest turnout in the history of Hollywood labor disputes." Barrett said result might be TV schedule "filled with reruns."

At end of last Friday's closed FCC agenda meeting—last commission meeting that **Robert E. Lee** will preside over as chairman now that Mark Fowler has been confirmed by Senate (see page 27)—**other four commissioners took turns paying tribute to outgoing commission leader** who has been with FCC since 1953. Commissioner Abbott Washburn led things off, saying, "Your reign has been short but it has been historic and memorable. We've had some real biggies... like cellular radio and Bell rate of return and you bit the DBS bullet. So we salute you as chairman and it's good that we'll have your grace and humor and wisdom for a little while longer. I'm going to find it impossible to get used to the idea of a commission without R.E.L. after July 1 because you've really become synonymous with the commission... I'm glad and I'm honored to have shared seven of those 27 years with you." Commissioner Joseph Fogarty then took his turn: "Of all the chairmen, ... you probably accomplished more in a shorter period of time than any of the other great chairmen that we've had." Flattered by remarks, Lee modestly replied, "You're only saying that because it's true." Commissioner James Quello then chimed in: "Well I have to say I was very glad to see a return of the collegial approach to commission deliberation. You get to the bottom line fast, and you're able to get everyone working with you and I thought we got a lot done in the time you were here." Commissioner Anne Jones added, jocularly, "You're clearly one of the two best chairmen I've served." In a more serious vein she said, "It has been a pleasure... The collegiality has returned, I hope it's here to stay."

In spite of Reagan administration request for budget cut, **Senate Appropriations Committee declined to cut back Corporation for Public Broadcasting's budget** for fiscal 1982 and '83. Administration had wanted \$43 million and \$52 million cut from the current \$172 million budgets for each of those two years. Committee also refused to eliminate totally 1981 appropriation of \$25.7 million for National Telecommunications and Information Administration program which provides grants to public broadcasters. Instead, it cut only \$4 million.

First low-power TV application has been granted to John W. Boler of Bemidji, Minn., 48-year veteran of broadcasting and founder of KXMC-TV Minot, N.D., first TV station in state. He

proposes to use 1 kw transmitter on ch. 26 to send combination of local programming, pay TV and signal from independent station to 40-square-mile rural area around Bemidji. Satellite will be one of "major sources of programming," he says, for station that, he hopes, will be on air by November. Bemidji is currently served by two AM's, two FM's, three translators, one cable and one educational TV.

□
Half of ABC's Washington news bureau—about 200 people—were to move into new 10-floor building at 1717 DeSales Street over weekend. Move includes all producers, associate producers, administrative personnel, and all correspondents and anchors, except Frank Reynolds, who remains behind with assignment desk and production facilities. They move in November, when ABC begins broadcasting from new headquarters. Radio news department is scheduled to make move August 7. New building cost about \$20 million.

□
National Cable Television Association will conduct test early next month to determine "survivability of teletext signal on a typical cable system," according to Wendell Bailey, NCTA's VP, Science and technology. According to Bailey, NCTA doesn't care what system broadcasters use for teletext—Antiope, Telidon or Ceefax—but it is concerned about degradation of teletext signal as it passes through cable. Thrust of test, which will be conducted at Viacom's Suffolk county, N.Y., system, will be to find optimum data rate and pulse shape for cable carriage.

□
National Association of Broadcasters has submitted "petition for partial reconsideration" to FCC, asking that **traditional translator applications be exempted from FCC's April freeze** on accepting and processing low-power television applications. NAB defined traditional translator as one receiving full-service signal directly off-air or by terrestrial microwave or translator relay. Processing traditional translator applications would impose little administrative burden on FCC staff and raise no policy objections, NAB said.

□
U.S. Court of Appeals in Washington has upheld FCC regulation of existing and new pole attachment agreements, rejecting arguments of telephone and utility companies. Appeal of FCC's adoption of pole attachment regulations was filed last year by Monongahela Power Co. "We are pleased that court has agreed with our position," said Tom Wheeler, president of National Cable Television Association, "that the FCC has been properly serving as a forum to consider and resolve unfair pole attachment charges imposed by the utilities."

□
RKO General Inc., faced with loss of three valuable TV licenses, **wants to reopen case.** It asked FCC's acting general counsel to recommend that FCC seek remand of case from U.S. Court of Appeals. RKO argues that recent Supreme Court and Appeals Court decisions favor its position. Case involves commission's decision revoking licenses of RKO's WNAC-TV Boston, KHI-TV Los Angeles and WOR-TV New York for alleged wrongdoing by RKO's parent, General Tire & Rubber.

□
Xerox has decided to abandon plans for "XTEN" broadband digital transmission network it was working on for intra-city data exchange. It had filed petition for rulemaking with FCC in 1978 requesting allocation of spectrum for common carrier electronic message service and last month commission made necessary allocation change. Xerox said while "the concept is technically feasible, the economics, for Xerox, are not."

□
John B. Anderson, independent presidential candidate in 1980, now **commentator** on ABC-owned WLS-TV Chicago, has registered with Federal Elections Commission to continue communications with supporters of '80 campaign. Since February, Anderson has provided commentaries three times per week on early and late newscasts, but may now face **conflict of interest.**

WLS-TV general manager, Peter Desnoes, plans to meet with Anderson this week to review matter, said spokeswoman. Aide to Anderson claimed that funds are needed to respond to mail from National Unity Committee members.

□
Peter Arnett, Pulitzer Prize-winning special correspondent for AP who has been covering national and international news, **joins Cable News Network** June 15 as national reporter. Arnett said he will be based initially in Atlanta learning TV, then work from Washington.

□
James R. Holland, NBC's high-level PR executive hired nine months ago, announced last week he was resigning. Holland, former Ford White House press official, was corporate affairs VP of Miller Brewing Co. when hired by NBC last August for newly created post of executive VP for corporate communications, responsible for press, public and corporate relations and reporting directly to NBC President Fred Silverman. There have been reports for some time that he was dissatisfied in job ("Closed Circuit," March 2) and some accounts last week said he and Silverman didn't get along almost from start. He reportedly has three-year contract at \$180,000 per year. He will remain at NBC for couple of weeks and said he was talking with "a couple of companies" about prospective job.



□
Bert Wahlen, VP and general manager, Westinghouse Broadcasting's KJQY(FM) San Diego, named to newly created position of VP, FM stations, Group W's radio group. Wahlen will set up corporate office in San Diego; successor at KJQY is to be announced shortly.

□
Rick Devlin, VP-general manager, WOR(AM) New York, named to succeed Len Hensel on NAB board. Hensel, former VP-general manager, WSM-AM-FM Nashville, has joined Broadcast Music Inc. (see "Fates & Fortunes," page 110).

UpComing

On Capitol Hill: House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice will hold hearings on performer royalties Wednesday and on cable copyright Thursday, in room 2226, Rayburn House Office building (both days at 10 a.m.). □ House Telecommunications Subcommittee will hold hearings on competition and deregulation in communications industry on Wednesday, 1:30 p.m., and Thursday, 9:30 a.m., in room 2322 Rayburn. □ Senate Commerce Committee will hold confirmation hearing on nomination of Mimi Weyforth Dawson to FCC Thursday, in room 235 Russell Senate Office building. **At FCC:** Mark S. Fowler will be sworn in as FCC chairman in room 856, Monday, 3 p.m. (see page 27). □ At Thursday's open meeting, commission will consider petitions to reject or suspend AT&T Feb. 13 tariff filing that would increase TV transmission rates by an overall 38%. □ **In Toronto:** Videotex '81 international conference and exhibition opens at Royal York hotel and Canadian National Exhibition grounds Wednesday (see related story, page 28). □ **In New York:** International Radio and Television Society will hold annual meeting and present Broadcaster of Year award to Phil Donahue at Waldorf-Astoria hotel Thursday. □ **In Los Angeles:** NBC-TV affiliates annual meeting continues today (Monday) and tomorrow (see page 34). □ **In New York:** NAB and Communications Media Center of New York Law School will hold conference on "Broadcasting and Antitrust: Living With Your Competitor" at school's center Wednesday.

Mr. Chairman

It has taken Mark S. Fowler longer than it takes most appointees to pass through the process of nomination and confirmation as FCC chairman. The passage would have been slow enough, considering the deliberateness of the Reagan style of selection and appointment. It was arrested toward the end by the discovery of a lawsuit that had escaped notice in the FBI investigation that is standard for federal appointees.

In retrospect, Fowler probably wishes that he had volunteered the information that his law firm was involved in a suit over fees and a countersuit charging malpractice. The substance of the litigation itself is of too little consequence to have obstructed his appointment. His omission of a reference to it in the FBI investigation may have raised a question in itself. Now, however, he is free to apply his personal stamp to the office of the chairman.

There was a time that Fowler expected to be confirmed and seated in time to address the National Association of Broadcasters convention April 12-15. He told friends he was intending to go to Las Vegas wearing a lapel button that read: "Free the broadcasting 10,000." He would have been a hit.

He will be eligible to appear at the convention of the National Cable Television Association May 29-31. An amended button with the same sentiment would be less applicable there. The cablecasting 5,000 are considerably freer than broadcasters.

On the job in Washington, Fowler will soon be joined by other new appointees that the Reagan personnel office is at last beginning to release. By the end of June it will be a Reagan FCC and presumably ready to conduct business.

If expectations materialize, the Reagan FCC will pursue deregulation with as much attention to physical consequences as political hopes. The engineering practiced by the Carter FCC was predominantly social.

The opportunity for responsible leadership is waiting.

Overreaction

The Revs. Jerry Falwell of Moral Majority and Donald E. Wildmon of the Coalition for Better Television are striking it rich these days. It's not just the money. Oh, my, how the attention rolls in.

Few television network executives of prominence have made public appearances in recent weeks without inveighing against the coalition's threatened boycott of advertisers whose commercials appear in programs the coalition deems offensive. ABC even commissioned a public-opinion study to discredit the Falwell-Wildmon crusade. No less a figure than Thomas H. Wyman, the president of CBS Inc., took a shot at Moral Majority last week in his first speech to CBS-TV affiliates.

Nor is that all. The Academy of Television Arts and Sciences and Caucus of Producers, Writers and Directors assembled with assorted thinkers at Ojai, Calif., for two days to discuss what to do about reaction to the increasing liberties in television programming. At the conference, tensions between worried advertisers and the creative community became evident. When the manager of P&G's half-a-billion-dollar television budget expresses concern about taste in programming, Falwell and Wildmon can only be cheering in the wings.

It's just possible that everyone protests too much. Television programming has a habit of adjusting to the tolerances of the marketplace. If a significant segment of the public perceives too many cheap thrills and too much sleazy sex coming into the

house, it will make its feelings known through more dependable agents than Falwell and Wildmon. The tuning knob is there for all to use, and the range of program choice is widening daily.

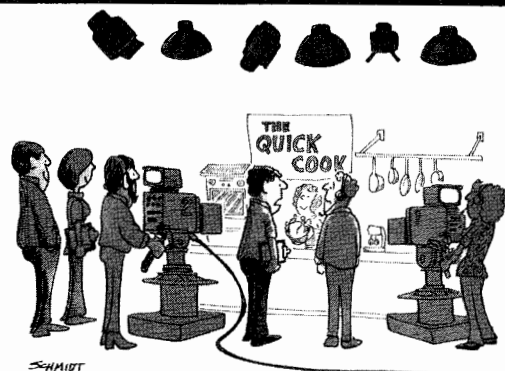
The public has no need for professional evangelists to tell it what to watch on television. The evangelists, however, have a vital need for the kind of response they have been getting from their targets. The attention only magnifies a crusade that has been exaggerated from the outset.

One for all

As readers of this magazine are aware, the effort to achieve a worldwide standard for digital television has been the object of enormous effort by a great number of people in various parts of the globe over the past several years, spearheaded in this country by the Society of Motion Picture and Television Engineers. Ten days ago, at a meeting in a Hilton Inn near New York's Kennedy airport, an overwhelming agreement was reached by SMPTE on a luminance sampling rate of 13.5 mhz. The engineers know better than most of us what that means, but we're persuaded that the agreement is, as one put it, "the keystone in the arch" that will make a world standard possible.

No trumpets heralded that event. Some might well have. The SMPTE's action—assuming, as there is now every reason to believe, it becomes the U.S. position at the International Telecommunication Union meeting in Geneva next fall and carries the day in that forum—will have historic impact on the future of television. It will mean that all broadcasters everywhere can use the same equipment from their cameras to their transmitters. It will mean journalists and other program producers can go anywhere without taking along planetloads of gear that works only in their home countries. Program exchange will be facilitated.

All this won't happen overnight, but there is now reason to hope it will happen eventually. The major credit in the U.S. is due to the farsightedness of the SMPTE. Television's role in that organization is conspicuously growing, as befits the enlarging dimension of electronics in the cinema as well as on the TV screen. Under the leadership of Ampex's Charles Anderson, great strides have been made. Still another leading television light, Joseph Flaherty of CBS, is slated to succeed to the SMPTE presidency next year. The electronic media—and the future of communications in general—are being well served by these present-day futurists.



Drawn for BROADCASTING by Jack Schmidt

"The show was cancelled months ago, but she makes such great meals for the crew, we don't have the heart to tell her."

KRTH is Los Angeles.

Los Angeles is where it all begins. The lifestyle of America springs from the sunshine of Southern California. Surfers on the beach, hang-gliders in the sky and roller-skaters on the strand have all borne the message of contemporary life spawned in The City of the Angels.

To this list of innovations must be added the call letters KRTH. Popularly known as K-EARTH, this was the first adult contemporary station in the country to successfully blend current music with the unforgettable hits of the past, and by using period news, sports and entertainment events, paint a true picture of the era to bring back special memories for the listener.

This original thinking also applies to the involvement K-EARTH has with its community. When underprivileged children needed a place to go, KAMP K-EARTH was created to give them some relief from the blight of the inner city. When blood ran short at the Red

Cross, a drive was mounted to replenish the needed supply of life-giving plasma. When the YMCA's programs were in danger a 10K run was staged which raised 10,000 dollars to keep them going.

To all of the other beginnings nurtured in Southern California must be added the beginning of a new form of responsible and entertaining radio that has prospered for over a decade in Los Angeles and influenced a host of others across the nation. That is why we are proud to say that KRTH is Los Angeles.



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WHBO Memphis/WOR • WKLO New York/KFRC San Francisco/
WGMS AM-FM Washington, D.C.



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