

SPECIAL REPORT

The NCTA Convention

Broadcasting Jun 8

The News Magazine of the Fifth Estate □ Vol. 100 No. 23

Our 50th Year □ 1981

It's got everything!

The Dukes of Hazzard



Warner Bros. Television Distribution
A Warner Communications Company

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MONTGOMERY AL 36112
DEC/83

The First
50
Years Of
Broadcasting

1964

PAGE 101

MGM has something

It's "MGM's That's Entertainment."



Contact your
MGM Television Sales Representative
today to join the rapidly
growing lineup of
"That's Entertainment"
stations.

THAT'S ENTERTAINMENT • CAPTAIN NEMO AND THE UNDERWATER CITY • COMA • CORVETTE SUMMER
NETWORK • THE ROUNDERS • SHAFT'S BIG SCORE • SKYJACKED • THE SUPER COPS • TELEFON • TICK...

new to roar about!

What's Entertainment?

It's 20 great theatrical motion pictures. It's a well-balanced package of hard-hitting drama, action-adventure, passionate love, hilarious comedy—perfect for special Family and Holiday scheduling. It's programming flexibility. Most titles run 100 minutes or longer.

Entertainment Is: Charles Bronson, Omar Sharif, Julie Christie, Jane Fonda, Fred Astaire, Gene Kelly, William Holden, Faye Dunaway, Lee Remick, Peter Finch, Robert Duvall, Ryan O'Neal, Henry Fonda, Debbie Reynolds, Charlton Heston, Michael Douglas, Genevieve Bujold, Mark Hamill.

And it's available. 55% of these titles are ready for you right now. (After all, what's entertainment if you can't enjoy it?)

And it's applause—with a score of motion pictures that not only played to rave reviews in theatres all over the country but also rated at home with an impressive average network share.

That's entertainment!



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DEMON SEED • DOCTOR ZHIVAGO • IN THE COOL OF THE DAY • INTERNATIONAL VELVET • LOGAN'S RUN • TICK... TICK • TORPEDO RUN • THE UNSINKABLE MOLLY BROWN • WILD ROVERS • THAT'S ENTERTAINMENT II

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SACRED FACTS

“Comment is free but facts are sacred.”

—C. P. Scott,
Editor (1872-1932) Manchester Guardian

No one ever said as much in seven words about the responsibility of a free press.

People look for comment and opinion from the press. Many take it as their own. For others, it's merely the spark for their own ideas and opinions. Often it's the seed of public action and political change. The press must be free to comment, but comment is so influential it deserves to be thorough, well-founded, and carefully reasoned.

Facts are different. What a responsible press affirms as fact deserves to be that and nothing else. There isn't room in a fact for comment

or editorializing or latent bias. And facts selected for the press—brought out of obscurity into the light—have to be strong and reliable enough to bear that exposure.

As an energy company, we've had our quarrels with the press, at times about comment, at times when only a selected or one-sided few of the facts have been reported. But those occasions pale beside the press's eternal quarrel with itself: What's fact, what's fair, what's true, what's good reporting? The best guardian of press responsibility—and sacred facts—remains the eternal vigilance of the press itself.

Mobil®

The Week in Brief

TOP OF THE WEEK

SCRAP FINANCIAL REPORTS □ Fowler believes FCC should drop such reporting requirement. He also says partial divestiture may be in order for future buyers of AM-FM combinations. **PAGE 35.**

NODS TO RIVERA AND QUELLO □ New Mexico lawyer to complete Ferris term; incumbent commissioner to stay on until 1987. **PAGE 35.**

NAB BOARD ACTIONS □ It opposes DBS, votes to help daytimers. **PAGE 36.**

IT HAPPENED AT APB □ Turner chides broadcasters for not living up to all their responsibilities. Leonard calls for return to basics in journalism. Panelists air White House-press corps differences. Taishoff urges avid pursuit of First Amendment status for Fifth Estate. Packwood, Parker, Well and Worden offer varying views on deregulation. Convention coverage begins on **PAGE 38.**

PROBLEMS WITH CUBA □ That country's illegal high-power operations that interfere with U.S. AM stations prompts "get tough" talk at Hill hearing. **PAGE 41.**

SPECIAL REPORT

NCTA '81 □ More than 16,000 were on hand in Los Angeles for convention that dramatically reflected cable's position on frontier between past and future. **PAGE 48.** NCTA's board promises to be involved in Utah obscenity case and to take stand in FCC's proposed rulemaking on signal leakage. **PAGE 46.** Agency, advertiser and system spokesmen cite value of getting in on ground floor of cable advertising. **PAGE 50.** Marketing experts suggest methods to strengthen cable's hand. **PAGE 54.** Wall Street says cable stocks are on plateau. **PAGE 58.** Pluses and minuses of equity financing spelled out. **PAGE 58.** Newer MSO's tell why they're happy to be in family. **PAGE 59.** Debate rages on telephone entry into certain services. **PAGE 60.** Panelists explore avenues for future cable financing. **PAGE 60.** Top cable programmers outline local productions on tap. **PAGE 63.** Showtime's plans include expansion to 24 hours on July 4. **PAGE 64.** And HBO will go around-the-clock Jan. 1. **PAGE 70.** NCTA

deals its ACE awards. **PAGE 74.** Hill speakers warn that there is no clear-cut answer on AT&T question. **PAGE 76.** Wirth again stakes claim on cable for his committee. **PAGE 76.** Compulsory copyright license merits debated. **PAGE 78.** Cable goals of Congress this summer previewed. **PAGE 79.** Panelists on addressable and two-way bullish about those services. **PAGE 82.** Back-up satellite proposed by RCA Americom. **PAGE 83.** Last year's doubts about 400 khz fade. **PAGE 84.** Panelists address addressability. **PAGE 85.** Majors explain modus operandi in data distribution. **PAGE 86.** High-speed data transmission touted by manufacturers. **PAGE 87.**

MEDIA

NAB GUARD CHANGES □ Tom Bolger, outgoing joint board chairman at NAB, leaves legacy of energetic leadership. Reins are turned over to Ed Fritts, already running fast. **PAGE 88.**

BUSINESS

MORITA TELLS IT ALL □ Sony's chairman provides security analysts with complete picture of company's status, finances and future plans. **PAGE 93.**

LAW & REGULATION

PACKWOOD FUMES □ Senate Commerce Committee chairman is unhappy that White House witnesses don't testify on AT&T bill, but the S. 898 show goes on to applause of Fowler and Geller. **PAGE 94.**

JOURNALISM

CBS BACKED □ Federal appeals court goes along with network in *60 Minutes* First Amendment case. **PAGE 97.**

1964

THE 'BROADCASTING' YEARS □ Federally ordered and self-imposed restrictions on cigarette advertising marked 1964. LeRoy Collins quit as NAB president to the relief of many broadcasters, who also breathed a bit easier when Pat Weaver's pay-television operations were blocked by a California referendum. **PAGE 101.**

PROFILE

SPIRIT OF A 49ER □ Times and places have changed for Bruce Cox since he took his first radio job in 1949. But nothing happened in the ensuing 32 years to lessen the enthusiasm for broadcasting of Compton's vice president, director of programing. **PAGE 127.**

Index to departments

Business..... 93
Business Briefly..... 8
Changing Hands..... 91

Closed Circuit

..... 7
Datebook..... 19
Editorials..... 130
Fates & Fortunes..... 123

For the Record

..... 106
Journalism..... 97
Law & Regulation..... 94
Media..... 88

Monday Memo

..... 14
Open Mike..... 30
Special Report..... 44
Stock Index..... 92

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Index to advertisers ■ ABC Information Network 23 □ Accuracy In Media 20 □ American Chiropractic Association 27 □ American Insurance Association 12-13 □ American Petroleum Institute 85 □ Ampex 56-57 □ Arbitron 51 □ Beck-Ross Communications Inc. 10 □ Becker Communications Associates 76 □ Blackburn & Co. 90 □ Boy Scouts of America 26 □ Broadcast Personnel 123 □ CBS-FM Sales 19 □ CMA 28-29 □ Continental Electronics 85 □ Delta Airlines 30 □ Feltzer Stations 21 □ Filmways 31-34 □ Harold Friedman Consortium 87 □ Gaylord Broadcasting Co. 55 □ Gold Key 61 □ Hayes Broadcast Syndication 22 □ Ikegami 65 □ Katz Agency 18 □ Lorimar Productions 15-17 □ MCA-TV 6 □ MGM-TV Inside Front Cover/Page 3 □ Maxine Ltd. 89 □ Media People 125 □ Mobil 4 □ NBC Radio 9 □ NEC Inside Back Cover □ Phillips Petroleum 124 □ SFM Holiday Network 52-53 □ Satellite Music Network 47-49 □ Sony 72-73 □ Standard Rate & Data Service 79, 81, 83 □ Howard E. Stark 93 □ Storer 24-25 □ Supersign America 43 □ TA Associates 91 □ TV Guide 77 □ Tandem 66-67, 69, 71 □ Telepictures Corporation 11 □ Edwin Tornberg 106 □ United Media Enterprise 62 □ WSBK-TV 100 □ Ward Beck Back Cover □ Warner Brothers TV Front Cover □ Westwood One 8 □

California Cooks With Pepper



The L.A. market is fiercely competitive, so late last month KTLA sent in "Sgt. Pepper" against the networks' sweeps entries, and the movie -- with 32 solid gold Beatles' hits -- *out-pulled every station in town*, including all three networks, *and in prime time*, with a 15 rating and a 25% share!*

It was no fluke, because two weeks earlier when KTVU San Francisco premiered "Sgt. Pepper," it netted a whopping 20 cumulative rating, which made KTVU smile, while their advertisers cheered.

It should be no surprise. When you start with the fantastic all-time best-selling music of Lennon, McCartney and Harrison, and add radiantly funny star performances by George Burns, Steve Martin plus Peter Frampton and The Bee Gees, you've got the perfect recipe for ratings success.

"Sgt. Pepper" delivers because its appeal straddles *all* demographics. Spot advertising for burgers, beer, soft drinks, sports cars and trendy apparel really *reach* the audience for which they're intended. Just ask KTLA and KTVU.

Put some Pepper in *your* schedule!

Sgt. Pepper's Lonely Hearts Club Band

MCA TV

*By the way, on its second telecast in the same week, the movie got a 9 rating and a 16% share, a huge 25 cume!

© 1980 Universal City Studios, Inc. All rights reserved.
*Source: Los Angeles and San Francisco Nielsen overnight ratings

Closed Circuit®

Insider report: behind the scene, before the fact

Region 2 delay?

Second session of Region 2 conference on AM radio allocations scheduled for Rio de Janeiro beginning Nov. 11 may be postponed, primarily because of computer troubles (see page 41). International Telecommunication Union in Geneva has been unable to compute various allocations structures based on 9 khz separation for study by Panel of Experts now assembled in Geneva.

Brazil reportedly has suggested delay of six months and as host country has big say. Sentiment in Panel of Experts is reportedly swinging in same direction.

Lids to be lifted?

Will Reagan FCC liberalize limitations on broadcast station ownerships (seven AM's, FM's, TV's) and crossownerships in all classes (including network acquisition of cable)? That judgment won't be made until agency acquires its full reorganized strength of seven this summer. But within staff and among some commissioners, there's serious talk of letting down bars. This would be in keeping with marketplace philosophy.

Prospect

Departure of Lewis D. Wetzel from National Association of Broadcasters after tour of only eight months as senior vice president for engineering (see page 126) has aroused speculation over successor, with none in sight. Ideal choice, some say, would be Wallace Johnson, executive director of Association for Broadcast Engineering Standards, now in Geneva for meetings preparing for Region 2 conference on AM allocations. Johnson may be overqualified for NAB post unless its status is raised, as NAB's new chairman is proposing (see page 36). Johnson, political independent, has been mentioned as future prospect for engineering member of FCC. He was FCC Broadcast Bureau chief before retiring in April 1979.

Figures lie

Those new, 1980 census-based television-homes estimates and market rankings A.C. Nielsen Co. released last month (BROADCASTING, May 11) have been completely refigured. Nielsen explains originals were derived from census figures on housing units (which include unoccupied and seasonally occupied dwellings), to which Nielsen applied various occupancy formulas based on pre-

census data to get household estimates. Since then, Nielsen says, census has released 1980 household data, which show occupancy formulas were not too good. So new TV estimates have been compiled for all 203 designated market areas (DMA's) and all 21 non-DMA's, for use—as earlier estimates had been intended—in May and July sweep reports. Nielsen's latest cable penetration estimates (BROADCASTING, June 1) are also affected.

No one speaking up

Unless some "paid commentators" start signing on dotted line, ABC-TV's one-year issue-advertising experiment, set to begin July 1, will start with considerably less than bang. ABC-TV reports talk but no firm takers yet on network ad offer in late-night entertainment programing. Price is about \$32,000 per minute, 8.5% more than standard late-night rate ("Closed Circuit," March 30).

Low key

Results of General Accounting Office's investigation of Copyright Royalty Tribunal will be made public on Thursday at hearing of House Judiciary Committee's subcommittee on copyright. Indications are that testimony of GAO officials will contain no bombshells, though it will suggest modifications in agency's structure. As for CRT's four members, they reportedly have nothing to worry about as far as GAO's view of their work is concerned.

CPB bill on hold

Senate Commerce Committee, reportedly upset by lack of support among public broadcasting stations for S. 720, its bill authorizing appropriations for the Corporation for Public Broadcasting for 1984-1986, is in no hurry to bring bill to Senate floor. Source says without some support from stations for key provisions—distribution formula and emphasis on CPB retaining substantial portion of its appropriation for national programing—there's no incentive to bring bill to floor, for fear it will lose all in conference.

Station representatives have publicly lauded House companion bill, H.R. 3238, while criticizing Senate's (BROADCASTING, June 1). Problem for public broadcasters: Since House and Senate bills are companions, each must be passed before single public broadcasting bill can emerge. If Senate bill isn't brought to floor, CPB—and public broadcasters—could find themselves without authorizing legislation.

ABC-D.C.

ABC's new Washington news headquarters, customized to house 400 staffers in 10-story building with earth stations on top and representing outlay in \$20-million area for structure and equipment, will be dedicated Nov. 2. Preceding event will be VIP open house Oct. 21, with News-Sports President Rooney Arledge and Washington bureau chief Bill Knowles among hosts. Structure, at 1717 DeSales Street, N.W. (opposite Mayflower hotel), was three years in building and equipping. (Ground was broken Oct. 4, 1978.) Building contains 145,000 square feet and was erected under supervision of Julius Barnathan, president, ABC broadcast operations and engineering.

Up in air

Radio chairmanship of National Association of Broadcasters' Congressional Liaison Committee is open. Most recent chairman, Jerry Lee, WEAZ(FM) Philadelphia, was ineligible for re-election to board this year, but has indicated he wants to remain at head of committee. Although some NAB committees are chaired by nonboard members, Congressional Liaison has traditionally been composed of board members, and incoming Joint Board Chairman Edward O. Fritts, Fritts Broadcasting, plans to appoint new chairman from among radio board members.

Lee was instrumental in securing board approval of \$50,000 honorarium to compensate Fritts's company for loss of his day-to-day management during joint board chairmanship which began last Friday (see page 36). Eugene Cowen, ABC vice president, Washington, will be reappointed to head TV side of committee, according to Fritts.

Early wrap-up

Ralston Purina Co., St. Louis, traditional pace-setter in upfront network buying, is understood to have completed buying for new prime-time television schedule with purchases including *60 Minutes*, *Alice*, *Nurse and Magnum PI* on CBS-TV; *Little House on the Prairie*, *Father Murphy*, *Real People* and *Quincy* on NBC-TV and *20/20*, *Hart to Hart*, *Love Boat* and *Fantasy Island* on ABC-TV.

Upfront buying for Ralston was made by Paul Schulman Co., unit of Advanswerts/Media Programing, buying subsidiary of Gardner Advertising. Schulman also will undertake network TV buying for Century 21 and unidentified new client.

Business Briefly

TV ONLY

Franklin Mint □ Various products. Begins June 15 for 13 weeks in over 20 markets. Day, early fringe, late fringe prime times and weekends. Agency: Media Basics, New York. Target: women, 18-49.

I.G.A. □ Supermarkets. Begins July 29 for 13 weeks in under 20 markets. Day, fringe and weekend programming. Agency: Willis/Case/Harwood, Dayton, Ohio. Target: women, 25-54.

Hartz Mountain Products □ Begins mid-June for eight to 10 weeks in about 35 markets. Fringe, news, prime and late fringe times. Agency: Cooper Square Advertising, Harrison, N.J. Target: women, 25-49.

Dad's Root Beer □ Begins June 15 for 10 weeks in Milwaukee. Fringe and prime times. Agency: Gardner Advertising, St. Louis. Target: adults, 18-34; teen-agers, 12-17.

Marvel Poultry □ Begins June 21 for four weeks in nine markets. All dayparts. Agency: Paula Green Advertising, New York. Target: women, 25-54.

Southwestern Bell □ Business network service. Begins June 15 for eight weeks in about 30 markets. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: adults, 25-54.

Firestone Tire & Rubber □ Tires. Begins June 15 for six weeks in seven markets. Prime times. Agency: BBDO, New York. Target: men, 25-54.

Arby's International □ Various food products. Begins in July for four to 10 weeks in Greenville, N.C.-Spartanburg, S.C.-Asheville, N.C.; Greensboro-Winston-Salem-High Point, N.C.; Memphis, and Lexington, Ky. Early fringe, prime and children's programming. Agency: Liller Neal Weltin, Atlanta. Target: adults, 18-49; total children.

Rep Report

KIRO-TV Seattle: To Petry Television from Peters, Griffin, Woodward.

WSAL-AM-FM Logansport, Ind.: To Regional Reps Corp. (no previous rep.)

KLYD-FM-KNTB-AM Bakersfield, Calif.: To CBS-FM National Sales from Selcom.

KBIF(AM) Fresno, Calif.; KMAX(FM) Arcadia, Calif.; KEST(AM) San Francisco, and KUDY(AM) Spokane, Wash.: To Radio Spot Sales, (no previous reps.).

WALE(AM) Fall River, Mass.: To Lotus Reps from McGavren Guild.

CHYM(AM)-CKGL-FM Kitchener, Ont. To Brydson Spot Sales from Devney Co.

Repping in Detroit. Roslin Radio Sales has opened its sixth office, in Detroit area at 3565 Darcy Drive, Birmingham, Mich., 48010. (313) 645-1930. Named as manager of Detroit office is Katherine Yager, who has been media buyer at Ross Roy, Detroit.

CIT Corp. □ Financial services. Begins in June for varying flights in three markets. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Luray Caverns □ Travel. Begins June 29 for three weeks in six markets. All dayparts. Agency: Woltz & Associates, Richmond, Va. Target: adults, 25 and over; total children.

Grodin Stores □ Begins this week for three weeks in six markets. Fringe, prime and news times. Agency: Wyman Co., Mill Valley, Calif. Target: men, 18-64.

Commercial Credit Co. □ Begins June 15 for four weeks in Providence, R.I., Salt Lake City and Bluefield-Beckley-Oak-Hill, W. Va. All dayparts. Agency: Richardson, Meyers, Donofrio, Baltimore. Target: adults, 25-64.

Slush Puppies □ Dessert. Begins in June for varying flights in about 10 markets. Daytimes and Saturdays. Agency: Press-Galvin Advertising, Cincinnati. Target: children, 6-11; teen-agers, 12-17.

Royal Durasteel □ Stainless steel mixing bowl set. Begins mid-to-late June

WESTWOOD ONE SALUTES

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

WESTWOOD ONE

9540 Washington Blvd.,
Culver City, CA 90230
(213) 204-5000

KYYS

America's Number One Producer of Nationally Sponsored Radio Programs

How fitting.

KPRC RADIO COMPANY

KPRC

April 23, 1981

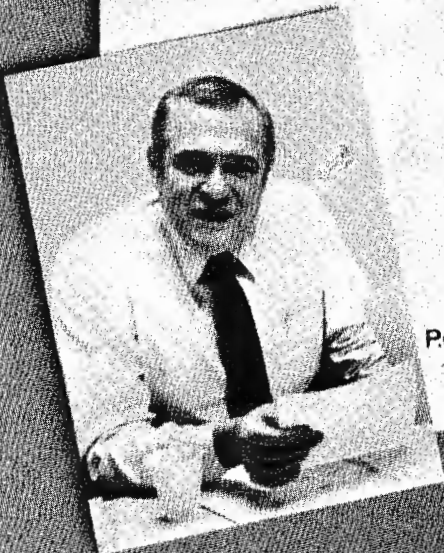
Mr. Alan Walden
Director of Network News
NBC Radio
30 Rockefeller Plaza
New York, N. Y. 10022

It's unanimous! At KPRC, we think the NBC Radio Network sound is superb -- time and time again.

As you know, our format is NewsTalk; we consider NBC an invaluable aid in positioning KPRC as Houston's number one A.M. radio station. Thanks to all at NBC for providing us with superior content and a unique style of reporting. The coverage on the special events is superior -- but it's the professionalism on a daily basis that really counts.

When Houstonians think radio news, they think KPRC and NBC. And we think the combination is unbeatable!

Jack London
Jack London
Program Manager

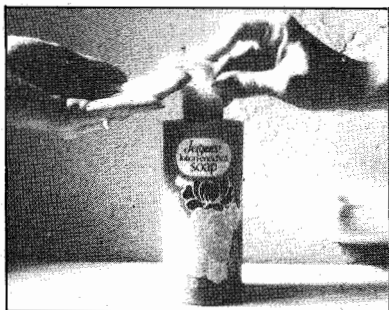


P.O. BOX 2222 / HOUSTON, TEXAS 77001

NBC
Radio
Network

Sound years ahead.

AdVantage



Soft soap campaign. Andrew Jergens Co. joins soft soap market this month with Jergens Lotion-Enriched Soap after two years in test marketing. Network and spot TV campaign starts this week in prime, late fringe and daytimes to promote liquid soap and highlight "convenient pump dispenser in three decorator colors." Jergens, known for line of hand lotions, entered soap market after "highly successful sell-in and data market tests were conducted last fall and winter." Ad agency for Jergens, Cunningham & Walsh, New York, is also planning major print and point of purchase campaign.

with emphasis on coupons. One unusual aspect of campaign is attention given to peel-off label on dispenser, in order to remove commercial reference from front panel of product.

Joining together. New regional cable network was announced at NCTA convention by MSO Harron Communications. Eastman Cable has been signed as exclusive national sales representative for interconnection that joins 29 systems with 351,000 households in Pennsylvania, New Jersey and Delaware. Harron said interconnection "is certainly the best way to attract the large regional and local advertisers." ESPN, CNN and Warner's new Music Television Channel will be three advertiser-supported channels. Network will be interconnected via AML microwave relay links by Hughes Microwave. John Wiedman, sales department head at WBNG-TV Binghamton, N.Y., has been appointed advertising director for Harron Cable Interconnect.

Gridiron advertisers. Coors Co., Golden, Colo., and Strohs Co., New York, regional beer producers, have signed as major sponsors in Pro Sports Entertainment Inc.'s summer and fall football programming of National Football League. Strohs and Coors have each bought four 30-second spots in each of PSE's programs, including four one-hour specials during July and August; five one-hour specials from September through January 1982, and 21 one-hour weekly shows, *NFL Review & Preview*, from Sept. 5 to Jan. 24, 1982. PSE will clear 50 markets west of Mississippi River for Coors and about 45 markets east of Mississippi for Strohs on barter advertising basis.

Spot leader. The popularity of the 25-to-54 age demographic among radio advertisers is pointed up in a spot analysis compiled by Katz Radio for the first quarter of 1981. The 25-54 group continued in first place, representing 26% of all requests, according to Katz. This percentage was the same as last year. The 18-49 category placed second with 16% of all advertiser requests, up from 14% last year and 25-49 was third with 12%, down from 14% last year. Katz noted increases in the average number of markets per campaign—from six in the first quarter of 1980 to eight in the comparable 1981 period. Similarly, Katz said, the average number of weeks per campaign rose from six in 1980 to nine in 1981.

Kodak on cable. In its first national cable television campaign, Eastman Kodak Co., Rochester, N.Y., has bought schedules through end of summer on ESPN, Cable News Network, USA Network, Black Entertainment Television and superstation WTBS(TV) Atlanta. Campaign aims to reach key audience of sports fans. Agency: J. Walter Thompson Co., New York.

for third quarter in over 100 markets. Agency: Dial Media, Warwick, R.I. Target: women, 25-49.

U.S. Air Force ☐ Recruiting. Begins July 1 for three to six weeks in about four markets. All dayparts. Agency: Hammeroff/Milanthal, Columbus, Ohio. Target: men 18-34.

Gold Pin Fun Centers ☐ Begins in August for one to two weeks in over 40 markets. All dayparts. Agency: Eisner & Associates, Baltimore. Target: adults, 18-49.

Publishers Clearing House ☐ Fall campaign. Begins in late June for one week in about 65 markets. Day and fringe times. Agency: Ogilvy & Mather, New York. Target: women, 35 and over.

Frito-Lay ☐ Rold Gold snacks. Begins in June for varying flights in Philadelphia, and Buffalo and Rochester, both New York. Agency: Young & Rubicam, New York. Target: total teen-agers; adults, 18-34.

Jerrico ☐ Long John Silver Seafood shoppes. Begins in July for one week in over 10 markets. All dayparts. Agency: Abbott Advertising, Lexington, Ky. Target: adults, 18-49.

RADIO ONLY

RGM Services ☐ Cleaning service/lawn services. Begins this week for three weeks in five markets. Agency: Weightman Advertising, Philadelphia. Target: women, 25-49.

Michigan Dental Association ☐ Begins this week for three weeks in Michigan markets. Agency: Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich. Target: adults, 18 and over.

Mennen ☐ Various products. Begins July 6 for eight weeks in eight markets. Agency: Grey Advertising, New York. Target: men, 18-49.

People Express ☐ Air travel. Begins this week for about nine weeks in six markets. Agency: Levine, Hunter, Schmidt, Plapler & Beaver, New York. Target: adults, 18-49.

Yellowstone Park ☐ Tourism. Begins mid-June for about 12 weeks in eight markets. Morning drive times and middays. Agency: Sage Advertising, Helena, Mont. Target: adults, 18-49.

RADIO AND TV

Del Taco ☐ Fast food restaurants. Begins this week for four weeks in California markets of Sacramento-Stockton, Los Angeles and San Diego. Agency: McCaffrey & McCall, New York. Target: adults, 18-34.



THE BECK-ROSS COMMUNICATIONS STATIONS
Dynamic...Vibrant...In Touch.

WBLI-FM
LONG ISLAND, N.Y.

WHCN-FM
HARTFORD, CT.

WKTZ-FM
JACKSONVILLE, FLA.

WKMF-AM
FLINT, MICHIGAN

WGMZ-FM
FLINT, MICHIGAN

WKTZ-AM
JACKSONVILLE, FLA.

Sooner or later, the networks are going to have to face reality.



If you think prime-time "reality" television is something only the networks can afford to produce, think again.

Introducing "Look At Us," new from George Schlatter, the man who practically invented the form.

"Look At Us" is all new.



RICHARD CRENNNA
HOSTS THE ALL NEW



produced especially for syndication by the same Emmy-winning organization responsible for "Real People" and "Laugh In."

Hosted by Richard Crenna, this advertiser-supported series consists of 24 original half-hours with two runs each.

Here is the humor and spirit of America. A national magazine that can take a hard-hitting look at subjects of vital interest, then turn around and laugh with the best of them. The kind of program that will have people talking because it talks about people.

So if you've always thought only the networks could deliver primetime quality production, why not face reality right now. Send for our giant killer, another bold, innovative, exciting program from Telepictures.

"Look At Us." If the competition's throwing dragons at you, this one's gonna slay 'em.

The
Giant
Killers



Telepictures
CORPORATION

We're doing what has to be done.

Arson For Profit.

The cost in lives and dollars is appalling. That's why Property-Casualty insurance companies are doing their part to reduce this serious crime.

We've all seen the headlines: "Building gutted by fire. 28 dead, scores injured."

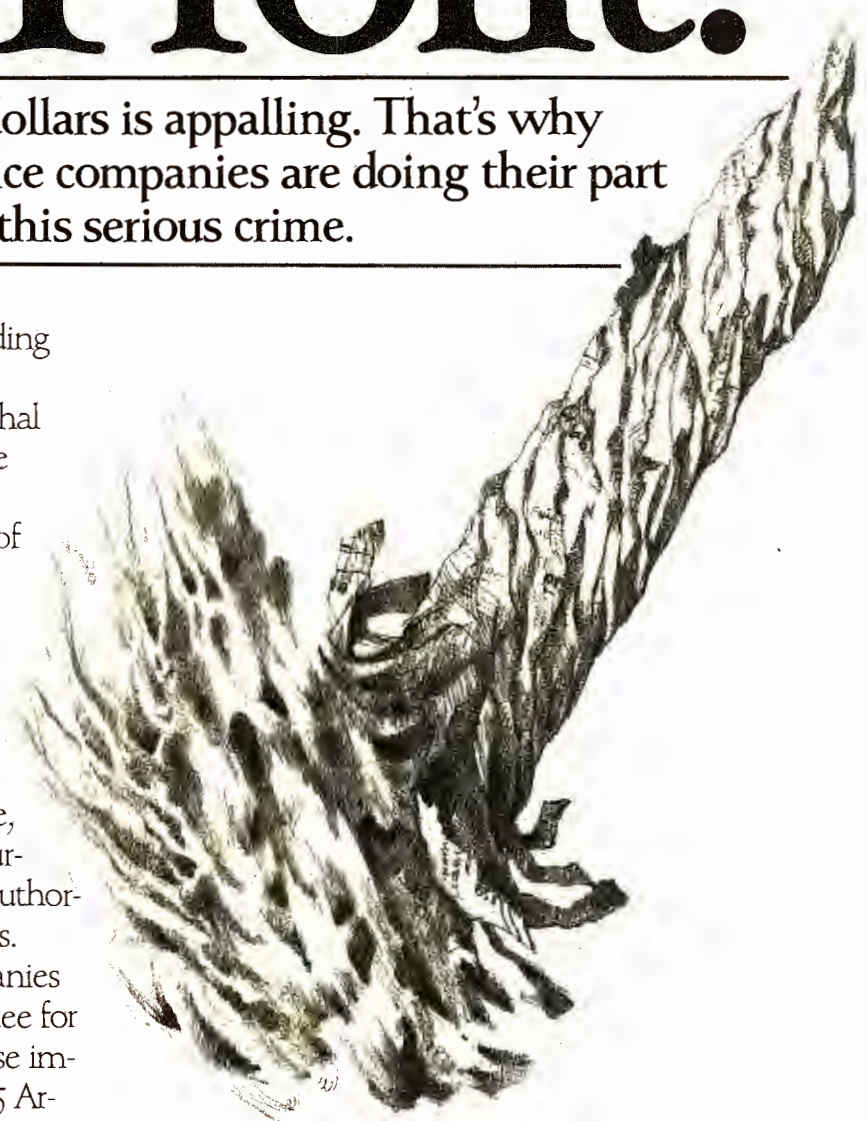
The smoke clears and the fire marshal makes his report. Too often it includes the word: *arson*.

Arson for profit is only a small part of the total arson problem. Most fires are not set for profit. The largest percentage of arson fires is caused by vandals, revenge seekers, or people in need of psychiatric help.

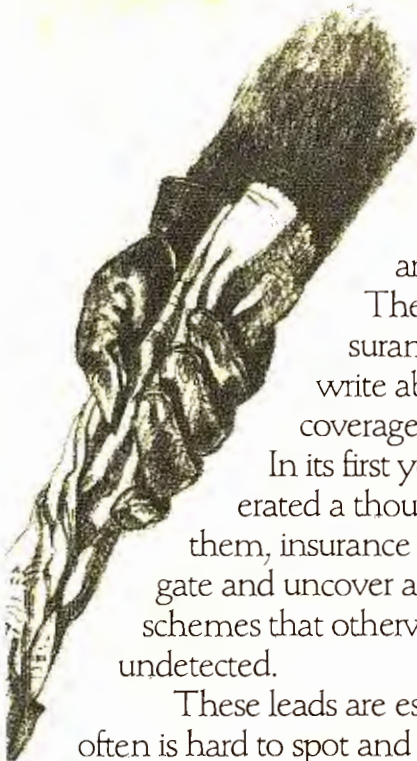
Arson has become a serious social problem. Its solutions demand innovative, coordinated efforts—not only by the insurance business, but by law enforcement authorities, fire inspectors, builders, and legislators.

Property-Casualty insurance companies—acting through the Insurance Committee for Arson Control—help and encourage those important groups to get together. So far, 125 Arson Task Forces have been formed in 41 states.

Meanwhile, insurance companies themselves have been working to reduce the incidence of arson. A prime example, one aimed specifically at arson for profit, is the



Property Insurance Loss Register. This computerized cross-index of fire claims over \$500 is programmed to react whenever a "match-up" of similar characteristics occurs among current



and previous claims.

The PILR computer contains hundreds of thousands of claims, and hundreds more are added every day.

They come from the insurance companies that write about 90% of the fire coverage in the United States.

In its first year, the Register generated a thousand alerts. From them, insurance companies investigate and uncover arson for profit schemes that otherwise would remain undetected.

These leads are essential, because arson often is hard to spot and even harder to prove. It takes time to investigate suspicious fires; to sift rubble for clues to physical evidence, much of which may have been burned up; to probe for financial circumstances which would indicate motive.

Meanwhile, well-intentioned state laws frequently require prompt claims settlement or notice of reason for delay. Other laws have prevented law enforcement officials and insurers from sharing information about a claim. And, insurance investigators face lawsuits for libel, slander, or bad faith if their claim denial or charge of suspected arson doesn't stand up in court.

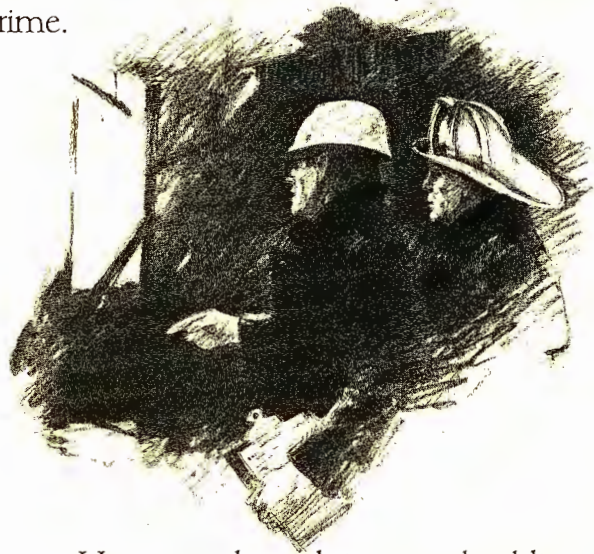
All this has had a chilling effect on investigation of possible fraudulent insurance claims.

But Property-Casualty insurance companies are fighting back. They sponsor fire fraud workshops around the country to train thousands of adjusters and claims people. They seek law changes which will remove incentives for arson and make arson easier to investigate, while protecting the privacy of the policyholder. They are testing an insurance application form designed to identify and deter

potential arson fraud. They developed a model code which makes arson a serious felony and provides appropriate penalties.

Significant operational changes in the many FAIR Plans across the country (where Property-Casualty insurance companies maintain facilities to insure high risk properties) are also making it harder for arsonists to prosper. Inspection practices and underwriting procedures are stronger. Increasingly, claims for fires of a suspicious nature are resisted. New government guidelines give FAIR Plans more flexibility in denying applications and in cancelling insurance coverage. Property owners are threatened with loss of coverage unless unsafe conditions are corrected.

Clearly, progress is being made. Society may never be able to eliminate arson, any more than it can eliminate any other serious crime.



However, through increased public concern, improved legislation, training, and the growing level of cooperation among community groups, insurance companies, fire fighters, and law enforcement authorities, we believe the crime of arson can be brought under closer control.

A national hotline now exists.
For information on arson task forces call:
Outside New York: 800-221-4954.
In New York (call collect) 212-669-9200.

We're working to keep insurance affordable.

This message presented by the **American Insurance Association**, 85 John Street, NY, NY 10038

Monday Memo®

A broadcast advertising commentary from Gary Waldron, VP, account group supervisor, D'Arcy-MacManus & Masius, Chicago.

Setting Amoco apart from the rest of the oil companies

In this age of instant news and reaction, American public opinion has the power to influence policies of governments, guidelines of industry, even the marketing direction of individual corporations.

Some industries are more scrutinized by public opinion than others. The petroleum industry is a fine illustration of this because of its financial, political and global effect on day-to-day living in the U.S. For D'Arcy-MacManus & Masius/Chicago, public opinion and its anticipated trends had tremendous influence in the continuing evolution of the 1981 corporate advertising campaign for parent Standard Oil Co. (Indiana) and its key Amoco subsidiaries.

Because of exceptional international and domestic events throughout 1980 we had a lot to listen to. Public reaction was reeling from a dozen upheavals—many effected by world developments within the oil industry: OPEC-reduced oil production, increased prices of crude oil, Iran/Iraq border clashes that disrupted oil supplies, and a failed rescue of U.S. hostages from Iran. In the U.S., the prime interest rate hovered around 20%, the highest in 140 years; credit was tightening; housing prices kept soaring; and presidential candidates debated oil decontrol while oil companies reported record-high profits for first quarter 1980.

How could DM&M create a positive and effective advertising program for Standard/Amoco, whose industry was trying to weather the complex world issues and turbulent times in the U.S.? Quite simply, we listened to the opinions and beliefs of Americans and planned accordingly.

DM&M and the Amoco market research department continued a long-standing partnership of integrated research to measure public opinion within the 14 Midwestern states and Washington, D.C.—Standard/Amoco's traditional marketing area. We conducted research that probed the public's feeling about energy issues, the oil industry and specific attitudes toward Standard/Amoco.

Our next step was to conduct research using DM&M "Belief Dynamics" research to formulate a creative strategy. Briefly, "Belief Dynamics" is a sophisticated creative strategic development program based on the premise that all behavior is founded on beliefs. Beliefs can be changed, created, or intensified through advertising that is designed to affect those beliefs and subsequently alter behavior.



Gary Waldron is VP account group supervisor at D'Arcy-MacManus & Masius/Chicago. DM&M has been the agency for Standard Oil Co. (Indiana) and its Amoco Oil since 1954. Waldron began supervising corporate advertising when he joined DM&M/Chicago in February 1980; four months later, he became VP. He holds an MBA in marketing from Northwestern University and a BS in economics from University of Wisconsin.

With input from the earlier discussions and "Belief Dynamics" research, we discovered a shift in opinion from earlier years when the public seemed to gravitate toward "intensive" and "moderate" opposition to the oil industry. Research revealed the adult voting population in 1980 fell into five groups based on attitudes towards the oil industry and government control. Importantly, three sub-groups—84% of the population—became our target audience. They shared an anti-oil industry, pro-government-control stance.

We also found that Americans were taking a much longer-term view of the energy situation and possible solutions to the problem—even to the year 2000. They acknowledged the dangers of foreign oil dependence—an issue Standard Oil had emphasized in the previous year's corporate campaign. However, a common concern was that the oil industry had only short-term goals—producing petroleum for immediate profit rather than considering the long-term needs of the nation and exploring alternate energy sources.

Based on this input, the task was to develop a creative strategy that responded to the numerous hopes and fears of the public. DM&M's analysis of Standard/

Amoco activities indicated the company was engaged in outstanding technological work to help reduce America's dependence on foreign oil. This work included finding and producing more oil in America as well as developing alternate sources of energy. Amoco was "working to provide energy to keep America growing now and in the year 2000 and beyond." That translated into the company's new advertising campaign.

The subject that was developed is high technology in a series of five 30-second television commercials. All the spots currently air in rotation in 33 spot markets. Some feature the application of high technology in developing petroleum for today, others show how Amoco is using high technology to produce alternate energy sources.

The commercials were filmed on location at Amoco research laboratories featuring the company's own research staff members working on actual projects in advanced technology. The Amoco experiments were complex and had to be translated into lay terms to be explained.

The "future" energy commercials talk about advance technology. One explains Amoco's efforts to turn algae into gasoline for a form of energy that can be grown in abundant supply in America. Another illustrates Amoco's work turning light directly into electricity following theories advanced by Albert Einstein about the photovoltaic effect.

The "today" energy commercials show Amoco's use of sophisticated technology to find and produce petroleum. One illustrates Amoco scientists looking at grains of sand under 10,000-power magnification to determine how to unlock more oil from sand's mineral bonds. Others show the use of computers and electronic devices to look deeply through solid rock.

All of the advertising focuses on the creativity of the American mind as the ultimate solution to the energy problem. Rather than advocating a tough corporate stance—telling the public what it doesn't want to hear—it reaffirms a strong belief in American creativity and genius.

The combination—working today for tomorrow with American genius—is effective. Futuristic energy explorations make today's efforts more interesting; today's efforts make the futuristic subjects more credible. Amoco is featured as a concerned, responsible company trying to keep the public informed of its efforts to contribute to the nation's future.

Early indications show the advertising is addressing beliefs and positively affecting attitudes about Amoco and the oil industry.

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

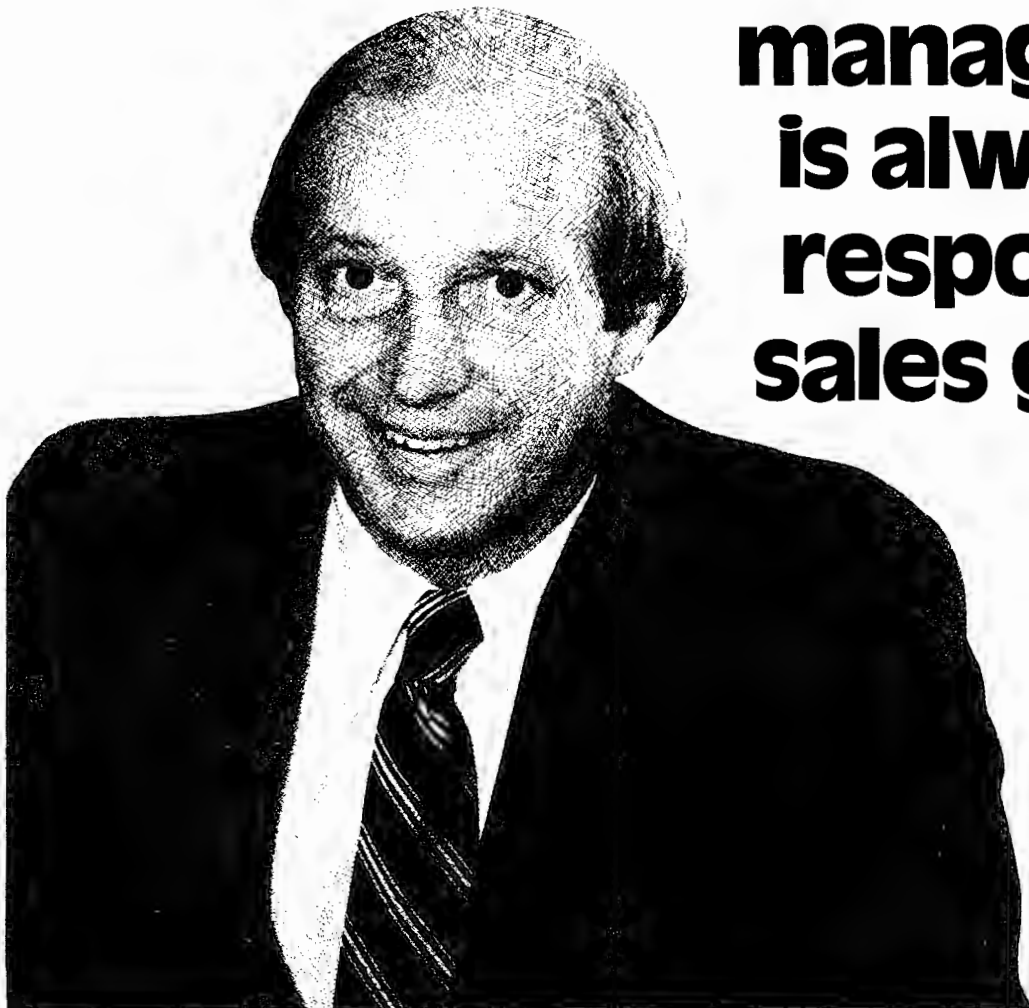
"Katz Radio always stays on top of business. Sales performance has been superlative for KOA Radio 85/Q103. Katz Radio management is always responsive to our sales goals and objectives.

"We particularly enjoy Katz expertise in research and PROBE services in creating new business for

local sales and programming. And it's a definite asset to our stations' revenue to have the advantage of Katz Sports Department.

"Katz Radio is the best in the business."

Generating Sales Power is Katz Radio's business. We are committed to doing it better than anyone.



**"Katz Radio
management
is always
responsive to
sales goals."**

Joel B. Day
Station Manager
KOA/KOAQ
General Electric
Broadcasting Company, Inc.
Denver, Colorado

Datebook

■ indicates new or revised listing

This week

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.

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

June 9—*Radio Advertising Bureau's* Idearama for radio salespeople. Cleveland Marriott Inn Airport, Cleveland.

June 9—*Radio Advertising Bureau's* Idearama for radio salespeople. Netherland Hilton, Cincinnati.

June 10—*National Communications Club* reception for FCC Chairman Mark Fowler. Washington.

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

June 10-12—*National Religious Broadcasters*, Eastern regional convention. Philadelphia College of Bible, Langhorne, 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—*Radio Advertising Bureau's* Idearama for radio salespeople. Pittsburgh Hilton, Pittsburgh.

June 11—*Radio Advertising Bureau's* Idearama for radio salespeople. Hilton Inn, Lansing, Mich.

June 11—*Radio Advertising Bureau's* Idearama for radio salespeople. Providence Marriott Inn, Providence, R.I.

■ **June 11**—*U.S. National Committee of International Institute of Communication's* symposium on regional communications issues involving U.S., Canada and Mexico. Participants include Bert Cowlan, communications consultant; Dr. Stephen Lukasik, chief scientist, FCC; Leonard Tuft, RCA Global Communications; Wilson Dizard, Kalba Bowen Associates Inc.; Henry Geller, Institute of Policy Studies, Duke University; William English, Satellite Business Systems; Kenneth Philips, Citibank; Michael Patriarche, Telesat, Canada; William C. Salmon, State Department; Robert Bruce, Leva, Hawes, Symington, Martin & Oppenheimer; Philip Onstead, Control Data Corp.; Fred Cohen, Home Box Office; Rene Anselmo, Spanish International Communications Corp., and Dr. Oswald Ganley, Harvard University. Meridian House, Washington.

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

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

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

■ **June 11-13**—*Radio-Television News Directors Association* board of directors meeting. Key Bridge Marriott, Washington.

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

■ **June 12**—White House briefing for members of *Radio-Television News Directors Association*. Executive Office building, Washington.

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 13—*TM Productions* Midwest regional commercial library workshop. Radisson South (Airport), Minneapolis. Information: May Moseley or Betty Newman, TM Productions, (214) 634-8511.

Also in June

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—*Academy of Television Arts and Sciences* forum luncheon. Speaker: Owen Butler, chairman of

HAVE YOU HEARD OUR SOUTHERN ACCENT?

CBS FM National Sales is proud to announce that its new office in Atlanta, Georgia is open for business. The Southern market represents one of the fastest growing in the nation. And we're growing right along with it. Stop in and visit our Atlanta office, or give us a call. You'll find that no matter what part of the country you're from, we speak your language.

Ms. Leslie Norman, Sales Manager
CBS FM National Sales
Six Piedmont Center
Atlanta, Georgia 30305
(404) 261-2227



More Disinformation on Public Broadcasting

By Reed Irvine
and
Cliff Kincaid

Although Public Broadcasting is largely financed with taxpayer dollars, the people who run it frequently give the impression that they are more interested in serving the enemies of America than the American people. A year ago they gave three hours of public television time to the former CIA agent who defected to the communist side, Philip Agee. Agee and his friends entertained the minuscule public television audience with a film designed to help accomplish Agee's announced objective of destroying the CIA.

Last January the Public Broadcasting Service managed through superhuman effort to get a propaganda film on the air supporting the cause of the communist-armed guerrillas in El Salvador in time to coincide with their so-called "final offensive." Since the lead time for this psy-warfare assault was very short, PBS accommodated the producers by providing them with \$40,000 from the PBS Special Events fund. That avoided the delay and possible rejection that they would have risked had they sought funding directly from the Corporation for Public Broadcasting.

We don't mean to suggest, however, that the Corporation for Public Broadcasting would be likely to refuse to finance a one-sided attack on American institutions or policy. Although Congress has ordered it to ensure that programs it finances that deal with controversial subjects are produced with strict adherence to objectivity and balance, the Corporation for Public Broadcasting regularly ignores that mandate.

The most recent example was a program that it funded designed to convince the viewers that the Reagan Administration plans to beef up our defenses are really a waste of money. The producers set out to prove that the Soviet military forces are really a paper tiger. Their theme was that we shouldn't be so concerned about them.

Early in the film, Ronald Reagan was shown saying that the Soviets now had twice as many surface ships as we had, three times as much artillery, four times as many tanks, and more ICBMs. Reagan observed that we were no longer negotiating from strength. Reagan didn't say the Soviet forces were invincible. He didn't say they were without weaknesses. He didn't say we were doomed. He simply pointed out that they now have us badly outnumbered with respect to several important weapons.

The PBS reply to Reagan was that "not all Americans agree that the Soviet armed forces are invincible." They went on to point out that Soviet tanks have some defects. They found a couple of army enlisted men who expressed the opinion that our tanks had more firepower and were more accurate. They noted that the most advanced Soviet fighter planes are not really so good as they are supposed to be. Their authority here was a youthful former aide to a defeated congressman noted for his anti-defense stance. They noted that Soviet soldiers have a drinking problem.

Utterly silent about the massive Soviet military buildup of the past decade, PBS tells us that our policymakers are "still driven by the nightmare vision of an invincible Soviet Union." That is a strange way to describe those who realize that the U.S. is no longer invincible, thanks to the Soviet buildup while we slept.

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

Procter & Gamble. Century Plaza hotel, Los Angeles.

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—Radio workshop sponsored by *Association of National Advertisers and Radio Advertising Bureau*. Keynote speaker: Burt Manning, chairman, J. Walter Thompson USA. Luncheon speaker: Stan Freberg, broadcast advertising creator. Waldorf-Astoria hotel, New York.

■ **June 16**—*Radio Advertising Bureau's* Idearama for radio salespeople. Best Western Inn Towne, Albany, N.Y.

June 16—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Inn, Scranton, Pa.

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 17—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Motor Inn, Boise, Idaho.

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 18-19—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 18-20—*Radio-Television News Directors Association of Canada* national conference. Edmonton Plaza, Alberta.

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

June 19-20—*North Dakota Broadcasters Association* spring meeting. Badlands motel, Medora, N.D.

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 Broadcast Editorial Association* annual convention. Sheraton-Plaza hotel, Chicago.

June 23-26—*Corporation for Public Broadcasting's* 1981 Radio Development Workshops. Hyatt Regency Chicago, Chicago.

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

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

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



“Go to the nearest place of shelter.”

When a fast-moving tornado smashed into Kalamazoo, it left behind the worst destruction in the city's history. But thanks to sufficient advance warning, only five lives were lost in a fifty-million-dollar disaster that could have meant death for hundreds.

The Federal Communications Commission commended WKZO-TV and WKZO Radio for their quick action in having “activated the EBS signal on their own initiative prior to receiving an official tornado warning from the Weather Service.”

In addition, the Michigan State Senate adopted an official resolution of commendation praising WKZO-TV's alert service and Stormsearch Radar tracking throughout the course of the tornado.

The staff of both WKZO-TV and WKZO Radio are grateful for such special recognition for what they consider “just doing our jobs.” Because serving the public, whether during a crisis or not, is all part of the Fetzer tradition of total community involvement.



WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island
WJFM Grand Rapids	WKJF(FM) Cadillac	WWAM Cadillac	KMEG-TV Sioux City

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

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

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

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

Sept. 13-16—*National Radio Broadcasters Association* annual convention. Fontainebleau 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

Major Meetings

and equipment exhibit. Century Plaza, Los Angeles.

Oct. 25-30—*Society of Motion Picture and Television Engineers* annual conference. Century Plaza hotel, Los Angeles.

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

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

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

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

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 11-15, 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 2-5, 1982—*National Cable Television Association* annual convention. Las Vegas. Future conventions: 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 4-5, 1982**—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

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

■ **May 10-13, 1982**—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

■ **May 16-18, 1982**—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

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.

June 30—*National Communications Club* reception

for former FCC Chairman Robert E. Lee. Washington.

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 30357.

KMOL-TV, San Antonio, Texas



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Customized Broadcast Packages

"Who's Putting You On?"

Don't kid yourself.

Your station — apart from its affiliation or even its programming — is constantly projecting a look, a sound, a "feeling" into your market; an "on-the-air corporate image," if you will.

After a dozen years of producing award-winning promos, news opens and music, Hayes introduces an important new service designed exclusively for television broadcasters. **Customized Broadcast Packages.** Unlike any syndicated service available anywhere, we are constantly conceiving, designing, and producing quality news, promotion, music and movie packages completely customized to your individual call letters, logo, or format.

You will be receiving our "Package of Packages" soon in the mail. Or write or call John Witherspoon.

We'll be putting you on!



**BROADCAST
PROMOTION
& SYNDICATION**

710 S. Bowie, San Antonio, Texas (512) 224-9565



BUILDING SHARE!

The ABC Information Network builds share for more than 670 affiliates and we can do the same for you. Here's how.

Leadership in news.

ABC's News organization is the biggest and most experienced in radio. Information Network affiliates are offered 5-minute newscasts on the hour, mini documentaries and 10 newscalls daily. By respected reporters like Frank Reynolds, Joe Templeton, Max Robinson, and Bob Schmidt. And Paul Harvey,* the most listened-to commentator on American radio today.

Leadership in special events coverage.

When the big news stories break, ABC is there with the live continuous coverage listeners seek. We offered affiliates 54 hours of live coverage when the hostages were freed, and were first on the air with

the attempted assassination of President Reagan, reporting the story continuously for the next 6 hours.

Leadership in sports.

Live action coverage of the classics, like the Kentucky Derby.* Plus the kind of perceptive reporting sports fans expect from ABC. Two sportscasts daily by Lou Bouda, three sportscalls a day featuring interviews with the biggest names in sports, and 22 sportscasts each weekend, anchored by Fred Manfra, with live reports from major sporting events.

It all adds up.

News, sports and special events programming that build share throughout the year. Let the ABC Information Network build for you. Call John Axten, V.P. ABC Information Network, at (212) 887-6327.

ABC
INFORMATION
NETWORK

One Of The ABC Radio Networks

RADIO **abc**

The People Delivery System™

*In markets where available.

A large satellite dish antenna is shown in silhouette, angled upwards and to the right. The dish is supported by a complex metal structure. The background is a vast, orange-hued sky with soft, wispy clouds, suggesting a sunset or sunrise. The overall mood is one of technological advancement and global communication.

To keep up with this



For more than fifty years, Storer has been in the forefront of the broadcasting industry.

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

Consider our new satellite uplink transmitter now under construction, for example. It will be the first such installation in the Washington, D.C. area operated by a television and cable communications company.

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

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

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

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

STORER

BROADCASTING COMPANY

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 12-16—*National Audio-Visual Association* institute for professional development. Indiana University, Bloomington, Ind.

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 15-16—*International Wildlife Foundation's* World Wildlife Conference and Film Festival. Sahara hotel, Las Vegas.

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 18-22—*World Future Society's* Fourth General Assembly. Theme: "Communications and the Future." Sheraton Washington, Washington. Send papers and proposals to: 1982 Assembly Committee, World Future Society, 4916 St. Elmo Avenue, Bethesda, Md. 20014.

July 20-21—*Practising Law Institute* seminar, "Anti-trust, the Media and the New Technology." Biltmore hotel, New York.

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. 5-7—*National Audio-Visual Association* microcomputer/software conference. Sheraton Inn, Memphis International Airport, Memphis.

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, Columbus, Ohio.

Aug. 20-22—*Southern Cable Television Association* convention and trade show. Georgia World Congress Center, Atlanta. Headquarters hotel, Peachtree Plaza, Atlanta.

Aug. 20-22—*Southern Cable Television Association* Eastern Show. Georgia World Congress Center, Atlanta. Future Eastern shows: July 22-24, 1982; Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985. All will be held at Georgia World Congress Center.

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.

Sept. 11-13—*Maine Association of Broadcasters* convention. Samoset Resort, Rockport, Me.

Sept. 13-15—*Minnesota Broadcasters Association* fall meeting. Holiday Inn Downtown, Rochester, Minn.

Sept. 13-15—*Washington State Association of Broadcasters* annual fall meeting. Seattle Marriott hotel, Seattle.

Sept. 13-15—*CBS Radio Affiliates* board meeting. Salishan Lodge, Gleneden Beach, Ore.

Sept. 13-16—*National Radio Broadcasters Association* annual convention. Fontainebleau Hilton, Miami Beach, Fla.

Sept. 16-18—*Electronic Industries Association* management seminar for Chicago. Holiday Inn O'Hare Airport/Schiller Park, Ill. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, D.C., 20035, (202) 457-4996.

Sept. 17-18—31st annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics Engineers*, Hotel Washington, Washington. Information: Drew Larson, (703) 841-0500.

Sept. 17-19—*American Women in Radio and Television* East central area conference. Cincinnati Plaza, Cincinnati.

Sept. 17-20—*Federal Communications Bar Association* annual seminar with panel sessions on future course of regulation/deregulation in common carrier and on "News Coverage in the 80's—How Best to Inform the People." Williamsburg Hilton, Williamsburg, Va.

Sept. 18-20—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort, Waterville Valley, N.H.

Sept. 18-21—*9th International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 20-23—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington.

■ **Sept. 23**—*International Radio and Television Society* newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Grand Ballroom, Waldorf Astoria hotel, New York.

Sept. 23-25—*Public Service Satellite Consortium* sixth annual conference for satellite communications users. Washington Hilton, Washington. Information: Polly Reed Rash, PSSC director of communications, Suite 907, 1660 L Street, N.W., Washington 20036, (202) 331-1154.

Sept. 24-26—*American Women in Radio and Television* Western area conference. Marina City Club, Marina Del Rey, Calif.

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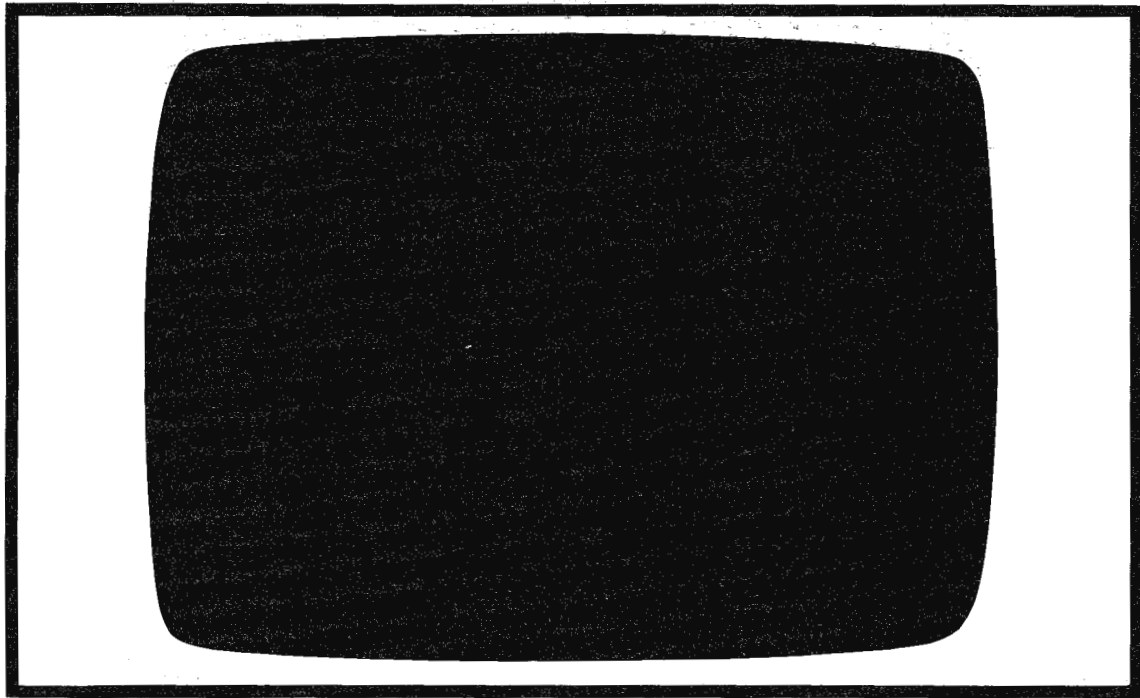
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Facts on what the chemical industry is doing to maximize benefits, minimize risks

Maximizing benefits

The chemical industry and its products play a beneficial and increasingly vital role in every American's life. More than 40 percent of all goods and services used today rely in some way on chemicals.

Chemical industry sales totaled an estimated \$161 billion in 1980, making it the country's fourth largest industry. This helps the industry employ more than one million Americans. Additional millions are employed in industries dependent on chemicals.

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Around the table, vitamin and mineral supplements made with chemicals improve the nutritional value of many foods.

In the medicine chest, most of our

modern medicines, including sulfa, antihistamine, decongestants, analgesics and antihypertensives, are formulated from chemicals.

Throughout your home, nearly 65 percent of the fibers used to weave towels, draperies, upholstery fabrics, sheets, bedspreads, blankets and tablecloths are made from chemicals.

In industry and homes, approximately 80 percent of American-made rubber products come from petrochemicals.

In communications, chemicals help make the resins and plastics used in radio and television transmitters and receivers, telephones, computers and other electronic equipment.

Minimizing risks

But along with benefits come risks. No chemical—not even common table salt—is 100 percent safe. Yet America must have chemicals.

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people and the environment. Here are some of the things our industry is doing:

1. The chemical industry has already spent \$7 billion on pollution control—more than any other industry in the U.S. In addition,

we estimate we'll spend \$10 billion just for safer waste disposal over the next five years.

2. We've hired more than 10,000 people whose sole job is to operate and monitor pollution control equipment that helps to protect

people and the environment.

3. We're creating useful raw materials from some potential pollutants. This helps to improve efficiency and conserve resources. Example: nitrogen wastes from one plant can nourish young pine trees nearby.

4. We're recycling many emissions and wastes back into the production process to improve efficiency and help conserve our nation's raw materials.

5. We've developed the secure landfill design—an underground structure with thick, compacted clay top, walls and bottom—to dispose of wastes safely.

6. New plant construction includes the most efficient equipment and processes. Older plants are being retrofitted with cleaner processes and technology.

7. We've voluntarily created a Hazardous Waste Response Center that offers teams of industry experts to Federal, state and local governments whenever advice or help is needed with waste-disposal problems.

8. We've developed programs which encourage chemical indus-

try employees to submit cleanup ideas. At one company, this helped eliminate 95,000 tons of air pollutants each year.

9. We've developed pollution control equipment like molecular sieves to trap and control gaseous wastes before they can escape into the atmosphere.

10. We're using aeration, biological treatment, flotation, separation and other methods in various combinations to create multi-function total systems for cleaning up our wastewater.

11. We have mobile environmental laboratories traveling the countryside to sniff out emissions and pinpoint their source.

12. We're using instruments like the gas chromatograph-mass spectrometer to detect materials at levels as low as one part per trillion. That is equal to one grain in an 18-foot layer of sand covering a football field.

13. We've intensified safety-training programs for chemical workers. Chemicals now rank as the second safest industry in the United States.

14. We've created CHEMTREC, a 24-hour emergency nationwide response system that provides information on how to handle chemical emergencies.

15. We've extended safety-training programs to include fire departments in plant communities and elsewhere. To date, we have helped train over 100,000 firemen throughout the nation in identifying chemicals and their possible hazards.

16. We've reinforced railroad tank cars with "head shields" and "shelf couplers" to help prevent ruptures and spills in case of chemical transportation accidents.

17. We've created the Chemical Industry Institute of Toxicology (CIIT). This \$14 million facility will spend \$27 million over the next three years to conduct more testing and research to assure greater product safety.

For a set of four special reports or other information on these subject areas, contact CMA News Service, Dept. 1003, 2501 M Street, N.W., Washington, D.C. 20037 or phone (202) 887-1222.

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EDITOR: As chairwoman of the 1981 30th anniversary convention of American Women in Radio and Television (May 5-9, 1981, at the Sheraton Washington, Washington, D.C.), I would like to thank BROADCASTING for its excellent coverage of the convention (BROADCASTING, May 11, 18).

To my knowledge, it was the first time you carried the detailed program outline in advance of the convention (May 4 issue). Undoubtedly, this heightened the interest and participation in the four-day meeting. The two post-convention issues provided very thorough coverage of the programs and participants. I was particularly pleased to see in the May 18 edition that you included in your Technology section the last convention program, "The New Technologies-What They Are and Where They Are Taking Us."

To add to that story, your readers might be interested in knowing that we had a live satellite feed from KRON-TV, San Francisco (the site of next year's convention), directly into the Sheraton Washington.

Technically, it all was perfect and added an exciting dimension to the many other

technologies displayed and demonstrated on site.—*Sallie H. Forman, convention chairwoman, American Women in Radio and Television, Washington.*

Getting up to date

EDITOR: In the "Performance Royalty," story of the May 25 issue you report testimony by the president of the Recording Industry Association of America saying what he said was "a recent statement by the president of the National Radio Broadcasters Association."

The statement he quotes, "if I came along and said broadcasters couldn't afford this, I don't think I could back that up," was made in 1978 by then-NRBA President Jim Gabbert.

This is hardly a "recent" statement and certainly should not be construed as an accurate reflection of NRBA's current position on proposed "pay for play" legislation.

NRBA will testify on H.R. 1805 on June 10. That testimony provides a "recent statement."—*Sis Kaplan, president, National Radio Broadcasters Association, Washington.*

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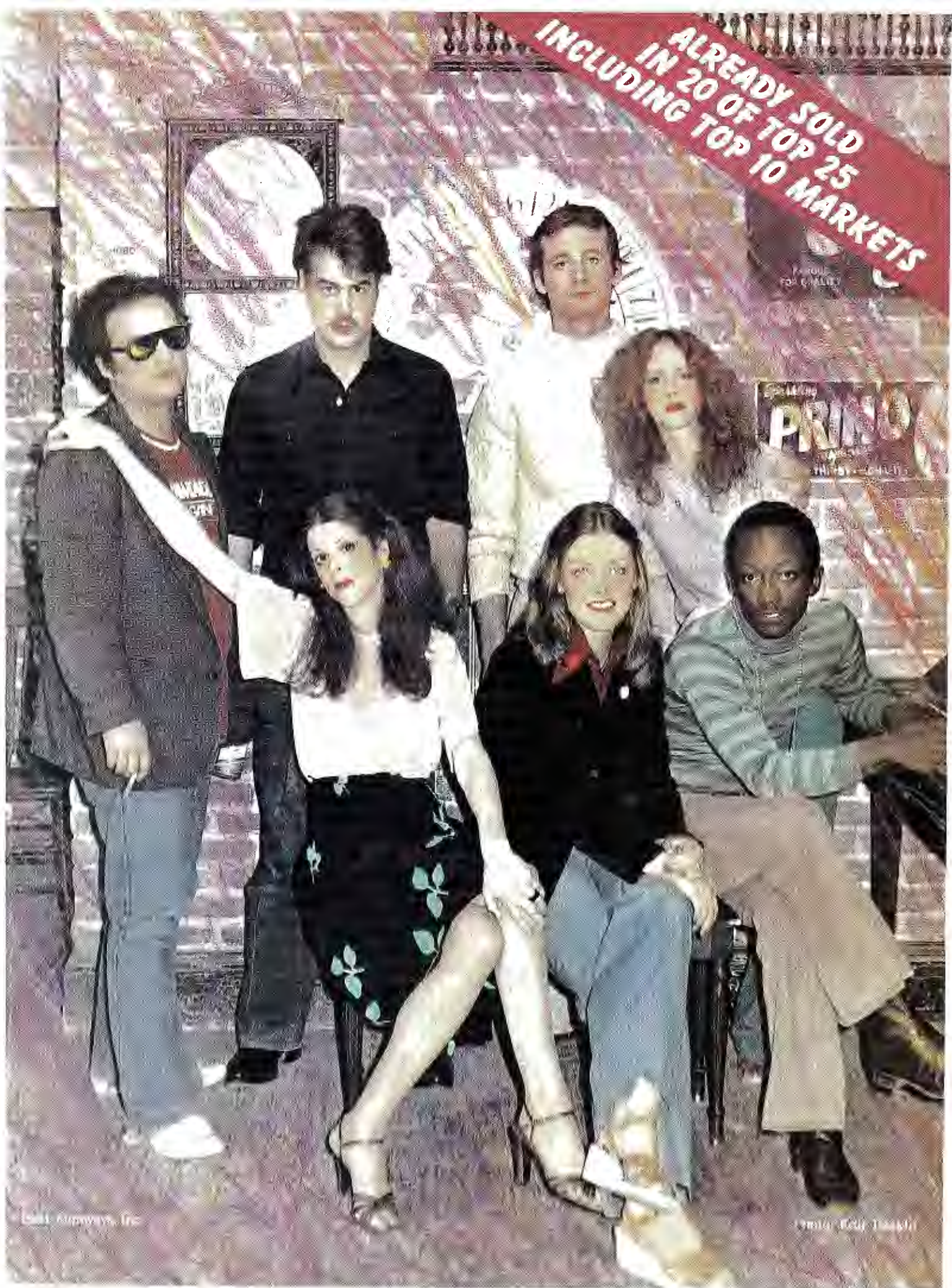
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Broadcasting Jun 8

Vol. 100 No. 23

TOP OF THE WEEK

Fowler wants form 324 eliminated; DBS encouraged

In closed meeting with NAB, FCC chairman proposes eliminating financial reporting requirement and threat of possible future divestiture for AM-FM deals; he also says networks should use affiliates in DBS network

The FCC should scrap its requirement that broadcasters file annual financial figures, said new FCC Chairman Mark S. Fowler last Friday in a closed-door session with the National Association of Broadcasters. He also said a condition that purchasers of AM-FM combinations are subject to partial divestiture in the event of a future rulemaking should also be abandoned.

Fowler declined to comment on his meeting with NAB from which reporters were barred. He told those at the session his remarks were a preview of a speech he plans to give this Friday (June 12) before the Oregon Association of Broadcasters. That speech would be his "keynote speech to broadcasters," according to Fowler.

The FCC is proceeding on a rulemaking to eliminate form 324, in which broadcasters file annual financial information. It has no rulemaking on AM-FM combinations, but proposals had been made under the chairmanship of Charles D. Ferris to initiate one.

Fowler also suggested to the meeting last Friday that television networks try to offer direct broadcast satellite service through their affiliates. That same concept had been discussed at length the day before in a meeting of NAB's Television Board where directors heard reports that the three major networks are already investigating the possibility, and that RCA is close to filing for DBS authorization.

CBS, which has petitioned the FCC to reserve DBS frequencies for high definition transmissions, is said to be considering beginning preliminary testing of such transmissions to movie theatres. Once hardware had been developed, the networks propose that their affiliates could provide dual transmissions, one by conventional means and another by high definition DBS, for a transition period of 25 years. Eventually, conventional TV broadcasting would be replaced by high



Fowler

definition.

The FCC will not stand in the way of implementing DBS, said Fowler, although it would accept Congressional guidance on the issue. The FCC will consider efficient use of spectrum and localism in future proceedings on DBS, he said.

There will be rapid change in television regulation at the FCC, said Fowler, because scarcity of service is no longer a strong argument in favor of regulation. Broadcasters are the most regulated industry in America, he said.

Fowler said he'd directed FCC staff to summarize in detail all petitions that have been filed on proposals to reduce AM channel spacing from 10 khz to 9. The staff may have become wedded to a position in favor of 9 khz, according to Fowler, and it's time for commissioners to have a new look at it. The problem of Cuban interference with stations in the southeastern U.S. is not tied to the issue of 9 khz, he said.

The FCC's proceeding on low-power television "put the cart before the horse" said Fowler. He could not predict an outcome on LPTV, but said so far FCC proceedings on it have been incorrect.

The FCC will have great respect for entrepreneurs, said Fowler, and businessmen will find an open door there.

Quello, Rivera get Reagan nods

White House will renominate commissioner to Ferris term; FCC's first Hispanic will get remainder of Quello slot

More than four months after it took office, the Reagan administration has completed its selections to fill the four vacancies available to it on the seven-member FCC. On Friday, the White House announced the President's intention to nominate Albuquerque, N.M., lawyer Henry M. Rivera and Commissioner James H. Quello. The announcements had been expected for weeks, but the terms to which the two men are to be named came as a surprise. Rivera is to serve out the seven-year term ending June 30, 1987, succeeding Quello, whose term expired last June 30. Quello is to fill out the remaining three years of former Chairman Charles D. Ferris's term.

Rivera, 34, and Quello, 67, are Democrats. And both are considered conservative, pro-business types who will blend in with the administration of the man President Reagan has picked as chairman, Mark S. Fowler. The fourth person Reagan has chosen for the FCC is Mimi Weyforth Dawson, a top aide to Senator Bob Packwood (D-Ore.), chairman of the Senate Commerce Committee. Dawson, whose nomination was confirmed by the Senate last week, will fill the spot to be left vacant when Commissioner Robert E. Lee retires on June 30.

Unlike White House actions in announcing the President's intention to nominate Fowler and Dawson, the actual nominations of Rivera and Quello are ex-



Quello



Rivera

pected to be sent to the Senate in a matter of days rather than weeks. The various preliminary checks, including a background investigation by the Federal Bureau of Investigation of both men, have been completed.

Quello, who joined the commission in 1973, a year after retiring as manager of the WJR Division (Detroit) and vice president of Capital Cities Broadcasting Corp., has developed a reputation as generally pro-industry and skeptical of the validity of citizen groups. His nomination, by President Nixon, had been vigorously opposed by citizen groups. And his survival as a commissioner is believed to have been due to the Carter White House's inability, during the election campaign last year, to move fast enough to select a successor. The word was that, although Quello had some support within the Carter White House, the nod would go to a Hispanic.

Last week, the commission was assured of its first Hispanic. But Rivera was not the one the Carter White House had in mind. In fact, Rivera became a possibility only because Senate Communications Subcommittee member Harrison Schmitt (R-N.M.), who is running for re-election next year and is looking for ways to bolster support among his constituents, was casting about for a candidate from his home state for the FCC.

Rivera and Schmitt were brought together by a mutual friend who thought Rivera was the bright, accomplished young Hispanic Schmitt had in mind when he mentioned he was looking for someone who might be acceptable as a member of the FCC. After they met in Albuquerque, Schmitt was sure he had what he was looking for.

On trips to Washington, Rivera visited with Fowler, Dawson, former FCC Chairmen Richard E. Wiley and Dean Burch, and several members of Congress. Reports were uniformly favorable. In time, Schmitt secured the support of Senators Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, and chairman Packwood of the Senate Commerce Committee. From there on, it was only a matter of time to the White House decision to pick Rivera.

One factor Rivera had in his favor was that he was perceived as a conservative. And although Rivera says he is uncomfortable with labels, he does not resist that one. Whatever else he is, he told BROADCASTING last week, he is "pro-business" and "pro-deregulation." Other Hispanics who had been considered by the White House had been cut from the list because they carried the baggage of having been on lists circulating in the Carter administration.

Rivera, a 1973 graduate of the New Mexico University Law School, has had no experience in communications matters. But as a partner in the law firm of Sutin, Thayer & Browne, his practice, he says, has given him some insight into the mysteries of government regulation, on state and federal levels. Among other things, he

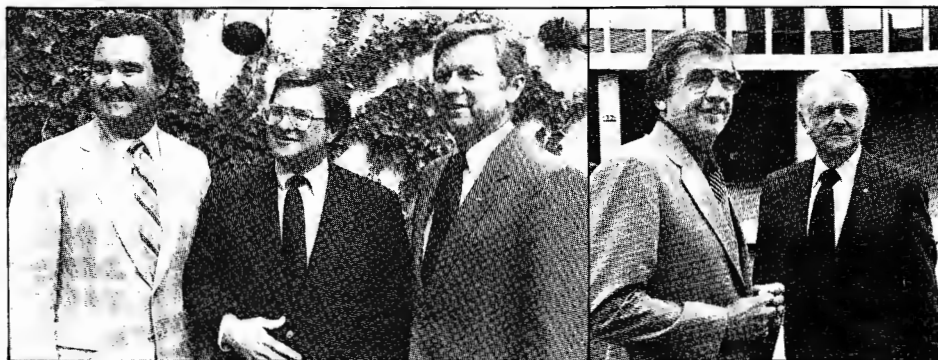
has had to work his way through the complexities of such things as the Truth in Lending and Equal Credit Opportunity Acts, as well as the Internal Revenue Service Code.

In making the four choices that it did, the White House is leaving the commission without a black member for the first time since July 1972, when Benjamin L. Hooks became the agency's first black. The second, Tyrone Brown, resigned earlier this year.

Rivera is not concerned about such mat-

ters. But "as a member of a minority group," he said, "I'll be concerned about minority problems—not only Hispanic but black, as well. The commission," he added, "has never had a Hispanic. It's time it did."

A sensitivity to minority needs is reflected in his discussion of issues. Rivera says he has yet to get into matters substantively. But he has "a gut reaction" that low-power television is something of importance to minority groups. "So I'm interested in it from that point of view."



NAB's new joint chiefs. Elected to office at last week's board (l to r): William Stakelin, Bluegrass Broadcasting, radio board vice chairman; Edward O. Fritts, Fritts Broadcasting, joint board chairman; Cullie Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C., radio board chairman; Mark Smith, KLAS-TV Las Vegas, TV board chairman and Gert Schmidt, Harte-Hanks Communications, TV board vice chairman.

NAB board votes to oppose DBS, help daytimers; Fritts takes over

Under newly elected chairman joint board fights DBS, and 9 khz for AM; urges efforts on behalf of daytimers; elects Stakelin, Tarleton, Smith and Schmidt to chairmanships

The National Association of Broadcasters' joint board of directors voted unanimously last week to oppose allocating spectrum to entertainment services by direct broadcast satellites. At its meeting in Washington (June 2-5) the board also elected a new slate of officers and directed its staff to step up efforts on behalf of daytime broadcasters.

"To say the board voted to oppose DBS would be a graceful understatement," said Edward O. Fritts, Fritts Broadcasting, who was elected joint board chairman last Friday and who sat in on the television board's nearly four hours of heated discussion on DBS last Thursday. That discussion involved less debate than venting of frustration, according to others who attended.

The board resolved that the FCC is bypassing "local public interest obligations ... specifically prescribed by Congress" in proposing to permit satellite-to-home broadcasting. Planning for use of satellite frequencies must be "based on sound supply/demand analyses of competing uses and evaluation of comparative public benefits," and the FCC is moving ahead without such analyses, it said. The NAB "will employ all resources" before

the FCC, Congress and wherever else appropriate to preserve DBS spectrum allocation "for innovative, high-technology uses that best serve the public interest."

Appointed to chair a new task force to fight DBS was outgoing television board chairman Robert King, senior vice president, Capital Cities Communications.

The biggest intramural tussle last week involved the radio board's election of a new vice chairman. Its first vote left William Stakelin, executive vice president, Bluegrass Broadcasting, Orlando, Fla., with 15 votes; Roy Mapel, general manager, KIML(AM) Gillette, Wyo., with 10 votes, and J.T. Whitlock, president, WLBK(AM)-WLSK(FM) Lebanon, Ky., with five. Stakelin won the second round, from which Whitlock dropped in keeping with by-laws, with a vote of 16-14.

Assuming the radio board chairmanship was Cullie Tarleton, general manager, WBT(AM)-WBCY(FM) Charlotte, N.C., and formerly radio board vice chairman, who ran unopposed.

In another closely contested race, Gert Schmidt, vice president, Harte-Hanks Communications, Jacksonville, Fla., defeated Kathryn Broman, president, Springfield Television Corp., Springfield, Mass. for vice chairman of the television board by a vote of 9 to 5. A poll of board members taken the day before that vote had indicated a tie at 7-7.

Mark Smith, vice president and general

manager of KLAS-TV Las Vegas and former television board vice chairman, was designated television chairman after running unopposed.

In an apparent effort to head off potential division between its full-time and daytime station members on the 9 khz issue, the board directed the NAB staff to increase pressure on the FCC to do everything it can, short of degrading present service, to allow daytime-only stations to broadcast full time. This is the second time this year the board has reaffirmed a resolution it first adopted in January 1979.

Shortly before last week's meeting, Representative Paul Findley (R-Ill.) sent letters to most daytime broadcasters (excluding some who are NAB board members) claiming that adoption of 9 khz channel spacing is the daytimers' "last hope" to become full-time stations and accusing the NAB of ignoring the interests of its daytimer members and distorting facts in its fight against 9 khz (BROADCASTING, June 1). Fritts said last week that NAB had received "half a dozen" letters from broadcasters responding to Findley's campaign, half opposing and half supporting NAB.

As he was expected to, Findley introduced a bill last Monday (June 1) directing the FCC, "pursuant to adoption of a 9 khz spacing plan," to insure that each community regardless of size is provided with maximum local full-time radio service. A similar bill Findley introduced in the 96th Congress did not contain a specific reference to 9 khz.

In an update on 9 khz, the board was advised of the latest ammunition brought into its fight against channel shrinkage. Jules Cohen, an engineering consultant hired by NAB to study the impact of reducing channel spacing on existing AM broadcasters, claimed that the FCC underestimated by \$18 million the overall costs broadcasters may have to bear if the western hemisphere decides to adopt 9 khz next November.

Cohen also claimed that the National Telecommunications and Information Administration underestimated the adjacent-channel interference that would result from a switch to 9 khz. It did so by not taking into account the significant amount of audio processing being conducted by stations today. Audio processing, which allows stations to sound louder by maintaining high frequency modulation, increases adjacent channel interference. NAB has spent close to \$200,000 gathering evidence against 9 khz proposals.

The board affirmed a decision by the radio code board that commercials be restricted from simulating techniques used to present on-air editorials and news announcements. It also affirmed an earlier resolution by the executive committee to urge the FCC to expedite its proceeding on AM stereo.

An NAB study of public attitudes toward contraceptive advertising on radio and TV got the board's go-ahead and is expected to begin within two months. The

board put off launching a similar study on personal product ads because it wants more work done on a questionnaire involved.

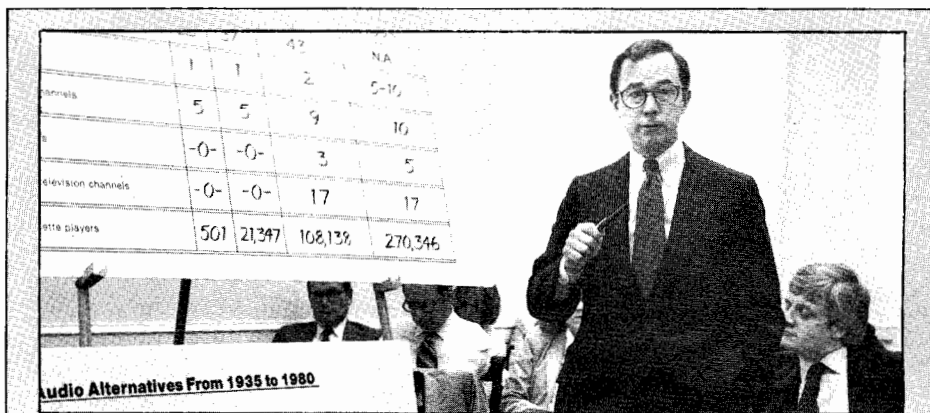
The board approved two new categories of associate memberships, for foreign organizations that will pay \$450 in dues annually and for retired broadcasters, who will pay \$100 in annual dues. The board also voted to raise dues for its other associate memberships by 10% beginning in September 1982.

The NAB Science and Technology Committee, chaired by William Lilley, CBS Washington vice president, will consider requests from the American Newspaper Publishers Association for NAB support in ANPA's efforts to defeat legislation pending in the Senate that would allow

AT&T to offer electronic information services. The board received a briefing on the issue from Kenneth Schanzer, NAB senior vice president, government relations, but decided the legislation and issues involved were too complex for a decision by the full board last week.

Lilley said his committee will report to the executive committee at its July meeting on a study to be conducted between now and then. The study will analyze how the Senate bill (S. 898) could affect current over-the-air television, electronic advertising and television industry revenues. It will also look at political ramifications of NAB's involvement in the issue.

At the July meeting, the executive committee will also review NAB's position on funding for public broadcasting.



Championing the cause of TV deregulation. Total video outlets exceed the number of radio stations in many markets, according to William Lilley III, CBS vice president, Washington, who presented recently compiled surveys to the NAB's joint board of directors last week. He's making a case that conventional TV, as well as radio, is ready for deregulation.

■ Lilley previously had presented his conclusions to the House Telecommunications Subcommittee, which is gathering evidence of competition in the communications industry (BROADCASTING, June 1). Subcommittee staffers found the report "interesting," according to chief counsel David Aylward, who had not yet conferred about it with Chairman Timothy Wirth (D-Colo.). ■ Lilley based his initial conclusions on a study of the 14 markets represented by members of the Telecommunications Subcommittee (hence the inclusion of Denver, from whence the chairman hails). Taking that market as an example (see chart below), there are 37 cable channels, one MDS channel and five VHF and UHF television stations, for a total of 43 video outlets plus 21,315 videocassette players in a city that has only 23 radio stations. ■ CBS now is surveying markets of other members of Congress who have heard about the report. The NAB board referred the study to its executive committee, which will consider further applications or expansion of the project for lobbying efforts.

	CABLE			Total UHF & VHF channels	Video-cassette players	Radio stations
	% of homes passed	Average number of channels	MDS channels			
New York	28	29	3	14	177,554	39
Los Angeles	23	23	3	18	115,314	32
Chicago	6	27	2	11	78,652	39
Philadelphia	23	27	2	10	65,011	30
Boston	19	23	2	9	51,367	20
Detroit	4	27	2	7	44,335	23
Washington	8	29	1	7	38,580	20
Cleveland	32	20	3	5	36,465	21
Dallas	1	35	2	6	33,465	20
Seattle-Tacoma	41	23	2	7	26,857	26
Denver	13	37	1	5	21,315	23
Charlotte, N.C.	15	12	1	7	15,347	13
New Orleans	12	29	1	5	14,707	23
Des Moines, Iowa	34	33	1	4	9,379	13

Leonard: getting back to basics in journalism

CBS News head urges journalists to improve public perception of media and sharpen tools of profession instead of worrying about new technologies

CBS News President Bill Leonard told a gathering of broadcast journalists last week that they should worry less about the "new technology" and more about how they report their stories and how the public perceives them.

The keynote speaker at the Associated Press Broadcasters convention in Washington, Leonard said that despite developments in technology and the media's provision of more and more information to the American public, "it is by no means apparent that the public is any better informed" than it ever was. And the media are at least partly to blame for that, he said.

Leonard also noted that surveys had shown that the media didn't have the public's trust. "It is hard to escape the conclusion that the fault is partly ours, that something about the way we do our work either turns people off or ticks them off, or both."

The problem, he said, was that the media were, ironically, doing their job too well while at the same time not doing it well enough.

"In covering a major story, sometimes it seems we don't just report it, we throw it to the ground and smother it," giving the audience more than it can handle, "leading them to distraction and despair," he said.

A solution might be to help the reader or listener by sharpening the "elements of our profession: good reporting, good writing, good editing," he said.

"The more these things become overwhelmed by mountains of information and by wonders of technology, the more we may all suffer," he said.

But Leonard also said the media should strive to make themselves clearer to the public. Leonard noted that one of the principal reasons the public distrusts the media is that the public thinks the media are "too self-important, too remote and too arrogant."

Although the First Amendment represents to the media a "cherished weapon to be used in defense of the people's right to know," Leonard said, it often appears to the public "that we use the First Amendment the way a maiden uses a crucifix against a vampire, and I don't think people like that."

To remedy that, Leonard suggested that the media make clear to the public that "we are accorded a few special privileges because we are surrogates for the people, because we are acting in their stead to keep them informed about their government

and their community. I think we spend too much time telling people about our rights and not enough time explaining why we have them ... and making it clear through our good faith that we know our readers and our listeners share in whatever special place we may hold."

In a question and answer session, Leonard said he thought shows like Public Broadcasting Service's *Inside Story*, which examines how the press does its job, "are very healthy."

"If we're going to be in everybody's homes ... we have to be able to stand up and be examined and accounted for," he said.

Leonard also said he was certain the American public would be offered an hour-long network newscast "and it will be done first by CBS," he predicted.



Leonard

Press office and press corps air grievances

AP Broadcasters panelists Powell, Rogers, Claybrook trade complaints about lack of initiative of press, lack of availability of President

Between the secretiveness and press manipulation of the White House and the dullness of the White House press corps—make that the Washington press corps generally—it's a wonder the public learns anything useful about the working of its government. Or so some panelists made it seem at one session of the Associated

Press Broadcasters convention, in Washington, last week.

Walter Rogers, AP Radio's man in the White House, was sharply critical of what he said was the White House press office's failure to respond to critical questions. He also revealed that eight weeks after President Reagan's discharge from the hospital following the attempt on his life, reporters are showing impatience at his failure to hold a news conference.

Joan Claybrook, head of the National Highway Traffic Safety Administration in the Carter administration, and Charles Peters, editor of the *Washington Monthly*, suggested part of the problem, at least, was a lack of imagination on the part of the press corps to do more than cover news that is laid out for it.

Maybe it's the fault of both institutions. Former White House press secretary Jody Powell, showing the detachment that comes after more than four months out of the pressure cooker, said the White House and the press share many of the same faults.

It was Rogers, a feisty type, who was most snappish in his judgments. Thus far, he said, the score in the White House vs. press contest is "136-0," with 136 representing the number of days Reagan has been President and the "zero representing the press's failure to communicate the wide gulf that exists between the Reagan personality and his ideas."

He read selected portions of White House press office briefings to make the point that deputy press secretary Larry Speakes dismisses questions regarding press reports about apparently significant developments in the Middle East with an "I don't think I want to discuss it." Other quotes reveal impatience with the President: "Why is the President inaccessible to the press? ... We think he's afraid to answer questions."

"There is," said Rogers, "a conscious



You're another. Press and White House both took their lumps so far as keeping the public informed is concerned during this panel session at the Associated Press Broadcasters convention in Washington. Panelists included (l to r) Lou Gerig, head of the White House Office of Media Liaison; AP Radio's Walter Rogers, Joan Claybrook, head of the National Highway Traffic Safety Administration in the Carter administration, and Jody Powell, Carter's press secretary. Also on the panel was Charles Peters, editor of *Washington Monthly*.

effort to limit access to the President . . . A skillful policy to keep us in the dark on policy issues." And he suggested it has been successful. "We fail to point out that Reagan has no foreign policy."

The long drought of presidential press conferences may be coming to an end, however, Lou Gerig, director of the White House Office of Media Liaison, who (figuratively) kept his head down during most of the discussion, said the President "will have a news conference within the next few weeks."

Claybrook and Peters said the press fails to point out more than the lack of a foreign policy. Claybrook said the press covers the White House policy story but not the "full effects" of the policy. As an example, she said the press reported the White House announcement that cutbacks in safety

regulations would save Detroit \$1.4 billion over the next four years but not that the new insurance, health and medical costs to consumers that would result could be \$10 billion. And Peters said Washington reporters prefer to remain in the "warmth" of the White House and Congress and to take the interesting trips with the President rather than "go out and see" the effects, say, of legislation enacted and signed in the White House rose garden. And until a bill is implemented, Peters said, "it's all make-believe."

As if those criticisms weren't enough, Powell saw both the White House and the press at fault. Any President's relationship with the press is the most important relationship a President will have, he said. But it is "flawed" because of failings shared by the White House and the

press—arbitrary deadlines, for instance, the need to make decisions on the basis of inadequate information, attention paid to outside factors (politics, on the part of the White House; money and profit, on the part of the news media), undue sensitivity to criticism and failure to punish incompetence.

That said, the political adviser to a failed President rose to the surface in Powell after he heard Rogers's complaints about the Reagan White House. "If the Reagan people are limiting access and through a combination of efforts to refuse to talk to the press about their problems," Powell said, "they're doing the politically wise thing. I say it with regret. I enjoy talking about what's going on." But, he added, that seems to be "the best way to run a political system."

Taishoff urges avid pursuit of First Amendment status for Fifth Estate

BROADCASTING editor, presented APB's Eunson award, says new communications vehicles always upset established order, yet all survive in the long run

The long way broadcasting has come in becoming a journalistic force, and some of the hurdles it had to overcome in getting there, were recounted for the AP Broadcasters by Sol Taishoff, chairman and editor of BROADCASTING magazine, in a luncheon address at which he received the association's Robert Eunson Award last Friday (June 5).

Taishoff, whose magazine is celebrating its 50th anniversary year, concluded that "History . . . is on everybody's side." Although each of the new electronic media has caused "temporary dislocation" of those already on the scene—and has faced initial hostility and resistance from them—"not one medium has died" and, indeed, "prosperity is general."

That hostility was especially evident when radio came on the scene early in this century, and was still in full flower when BROADCASTING began publishing on Oct. 15, 1931—"introduced at the bottom of the great Depression into a media world of primitive simplicity compared with the media world of today." Indeed, noted Taishoff, the word "media" wasn't even in popular use at the time.

"From the outset," he said, BROADCASTING "insisted that radio was entitled to the freedom of the press granted by the First Amendment. We were ahead of our time. It was really not until the international tensions began building in Europe in the late 1930's that radio journalism began to make a serious name for itself." And it wasn't until after World War II, "and the radio exploits of the Ed Murrows, Eric Sevareids, Hans Kaltenborns and Raymond Gram Swings," that the Associated Press—controlled by publishers—"agreed to let broadcasters into the [news service] club." Taishoff had quoted from the magazine's May 1, 1933, issue: "AP membership votes to ban network broadcasts of AP news and to curtail local broadcasts to bulletins at stipulated times."

AP finally yielded in 1941, he said, but even then "in a way that antagonized broadcasters." Taishoff recalled AP's designating its new broadcast subsidiary (Press Association, whose initials spelled AP backwards) as a "salvage service," a term that was intended to let publishers know that they alone were getting the genuine article." BROADCASTING continued to editorialize against such treatment and similar slights, but it wasn't until the "new and enlightened leadership" of Wes Gallagher, and later of Keith Fuller and Robert Eunson, that broadcasting emerged from second-class status in the AP establishment, Taishoff said.

Noting how far media relationships have progressed since the magazine's founding, Taishoff cited a report in BROADCASTING's May 25, 1981 issue in which Allen Neuharth, chairman and president of Gannett Co., was quoted as saying that company is transforming itself from what was the nation's foremost newspaper group to the total communications services of what will become the nation's most diverse and comprehensive information company. "Not to put too fine a point on it," Taishoff said, "the head of America's largest newspaper chain was freeing himself from the constraints of a business ruled by print and declaring himself in on one ruled by electrons. My, how things have changed," Taishoff exclaimed. "If I read Mr. Neuharth accurately, the Fourth Estate has just joined the Fifth Estate!"

(The Fifth Estate is the term coined by BROADCASTING at its inception to identify radio as the "logical evolution" of the printed press, generally called the Fourth Estate. Taishoff said the Fifth Estate now embraces "all existing information and entertainment services—whether transmitted by radio, TV, cable or satellites—but is also broad enough to comprehend all the electronic media there ever will be beyond the printed page.")

Taishoff urged broadcasters to remain dogged in their pursuit of "the First Amendment status that is still denied it in its entirety. By whatever means it is delivered, the freedom of all the press is as absolute as the freedom of speech or of religion or of the people peaceably to assemble and to petition the government for a redress of grievances," he said.

As for "the enormously expanding Fifth Estate," Taishoff said: "I would say the sky's the limit—but I don't know yet how high is the sky."



BROADCASTING editor Sol Taishoff receives the Robert Eunson Award from Chuck Whitehurst, APB's incoming president.

Future talk

APB hears Turner predict end of the world if broadcasters don't do better job; Schlosser tells of huge transformation ahead with videodisks; Taylor foresees bigger satellites and smaller receivers; Johnson reports on videotext experiments

Ted Turner told broadcasters at the APB convention in Washington last Friday afternoon that civilization will fall apart if broadcasters and the other media do not accept their responsibility to inform the world of what's happening and what can be done.

Speaking at a panel session—"Beyond Broadcasting: The Next 50 Years"—Turner painted an apocalyptic vision of the year 2000. Overpopulation will cause food shortages, Turner said, and that could lead to chaos. "When you put too many rats in a cage they start eating each other," he said.

Turner promised that his Cable News Network, and superstation WTBS(TV) Atlanta, and an unlaunched radio news network, through their programming, would do their part in educating people and urged the broadcasters to do likewise. He said broadcasters have a duty to go beyond the reporting of news, which is often nothing more than the "most spectacular story." Television news, he said, has been the victim of "insidious thinking." To broadcasters, "news is not news," Turner said. "It's just another program to win rating points."

Herbert Schlosser, executive vice president, RCA Corp., delivered a speech that was closer to what most in the audience had expected to hear.

In the past, Schlosser said, the only choice television viewers had was commercial television. "Now things are changing fast," he said. "The television set in the 1980's is being transformed from a passive device into a receiving screen for an ever expanding array of sources." He listed broadcasting, cable, STV, videotext, teletext, home computers, videotape and videodisk.

It was the last technology that took up the bulk of Schlosser's talk. The RCA videodisk system was introduced 11 weeks ago, Schlosser said, with the intention of selling 200,000 players and two million disks this year.

The success of videodisks is dependent on programming, Schlosser asserted. There must be "programs ready to be released on a continuing basis to maintain excitement, interest and growth."

"To me the really revolutionary aspect of the videodisk," Schlosser said, "is that for the first time most consumers will be able to afford a simple and reliable audio-visual playback system for use in the home. And they will be able to buy a wide variety of programs that will entertain and educate."

Despite the proliferation of new media,

Schlosser predicted that commercial broadcasting would continue to flourish. All the media will survive, Schlosser said, but all will be forced by the marketplace to do "the things that they do best."

For Arthur Taylor, president of RCTV, a new pay cable venture, the "most awesome" prospect in the future of communications is the tremendous possible increase in the size and power of satellites. The larger the satellite, he said, the smaller the receiver. He said it may one day be possible to receive worldwide communications on a "wrist-watch like" receiver.

When trying to gauge the impact of any new technology, Taylor said, "the human factor must be taken into account." Technology is worthless, he suggested, if nobody wants it. He cited a marketing study in 40 markets in which more than half of the 1,600 persons said they were not interested in interactive services like shopping at home.

Another important factor that has to be considered in evaluating technology is economics, Taylor said. The economic base for many of the futuristic services is not there yet, he said.

Bob Johnson, a lawyer with the *Columbus Dispatch*, told the broadcasters that technology has "unleashed" a new medium: videotext. Johnson said the *Dispatch* and the Associated Press became involved in videotext in the summer of 1980 when they began dumping their information into the computer banks of CompuServe, from which consumers all over the country can retrieve it using home computers and telephone hook-ups.

Videotext combines the strengths of the newspaper and broadcasting media, Johnson said. It has the depth and convenience of newspapers and the immediacy of broadcasting, he said.

Johnson ended his talk with an appeal to the broadcasters to be aware of the threat of AT&T in videotext. If the "fledgling" industry is to flourish, Johnson said, AT&T must be prevented from becoming an information provider. The company that controls the gateway, he said, should not be allowed to control what passes through the gateway.



Turner

Battle brews over transponder sales

Move by Western Union, and announced intentions by RCA and Hughes to sell transponders on future satellites draws criticism from cable programmers and others; they feel move releases carriers from public interest standards of common carrier regulation

A number of cable programmers and resale carriers have protested to the FCC the sale of transponders on domestic satellites by three satellite operators.

Western Union has sold several transponders on its Westar V, Hughes Communications has announced it will sell transponders on its yet unlaunched satellites and RCA said that it too "intends to sell transponder facilities to the extent that it is in its interest to do so."

The protests stem from an RCA petition, filed in April, that asked the FCC to direct all satellite carriers to submit transponder allocation plans to the FCC or relieve RCA of its unique obligation to do so. When it released the petition for comments, the FCC also stated that interested parties "may wish" to comment on the intentions of Hughes, Western Union and RCA to sell transponders.

The chief objection of the users seemed to be that the sale of transponders permits the satellite operator to slip out from under the public interest obligation of common carrier regulation. "The unfettered sale of transponders," said Warner Amex Satellite Communications, "accomplishes de facto regulation. . . . The removal of satellite licenses from [common carrier] regulation would simply enable [operators] to wield their market power in a manner inimicable to the public interest outside the FCC control."

Warner Amex took aim at Hughes in particular and its announced plan not even to apply for common carrier status. "If successful," Warner Amex said, "Hughes will have taken advantage of the transponder scarcity faced by cable programmers and accomplished what carriers like RCA and Western Union have only dreamed about, namely, recovered all its investment costs up front, made a venture capitalist's profit in a low-risk environment and rid itself of continuing regulation."

The questions of transponder sales and transponder allocation procedures are, as Hughes Television Network noted, not unrelated. "If transponders are subject to sale . . . there is no assurance that the resulting allocation will serve the public interest as opposed to the private interests of the carriers."

In its comments, Hughes urged that the FCC "require all satellite carriers to tariff their transponder allocation procedures, that it declare void transponder sales to date by the carriers and inform carriers

Creating a galaxy. Clay T. Whitehead, president of Hughes Communications, standing by a satellite similar to the three Galaxy models it will assemble at Hughes Aircraft in El Segundo, Calif. Hughes hopes to sell 18 transponders of Galaxy I; Home Box Office has already signed for six.

Although there is controversy over Hughes's decision to sell transponders and not to operate as a common carrier (see adjacent story), Whitehead maintains there is nothing unusual about it. "We are going to make private arrangements for the sale of these transponders to companies the same way private microwave or private wire are done," he said. Its satellite licenses have been granted under Title III (the broadcast section) of the Communications Act, as opposed to Title II (the common carrier section).



that such sales can only be considered in connection with common carrier regulation."

In urging the FCC to prohibit transponder sales, Satellite Syndicated Systems argued that sales of transponders undermine the construction and launch authorizations of all satellite operators, which were based "upon the implied understanding that the satellite services would be offered as a common carrier service."

The Robert Wold Co. said it regards the intentions of the satellite carriers "to privately lease" or sell transponders "to be in derogation of a carrier's duties ... and inconsistent with the principal basis upon which [they] sought and obtained authority to launch and construct satellite facilities."

The Public Broadcasting Service also expressed concern, suggesting that the FCC gather more information on transponder sales. "Not only does this practice have potential impact on just and reasonable transponder allocation procedures, but it also raises basic public interest questions, which should be examined by the commission before sales are permitted to be consummated."

Most of the satellite users who were against the idea of selling transponders were, like Hughes Television, for the idea of making allocation procedures public information. Confronted with the RCA alternatives of making everyone or no one publish procedures, they took the former approach. PBS, for instance, said the operators "should be required to establish and to make known to the public on request a set of just and reasonable practices and procedures so that customers will be able to evaluate where they stand."

Two other cable programmers, who have had their allocation problems with RCA,

Spanish International Network and Eastern Microwave, were silent on the matter of transponder sales, but vocal on allocation procedure disclosure. SIN said the FCC should "make clear as a matter of law and policy that all domsat carriers' transponder allocations procedures must be fully explained and in lawfully filed tariffs."

EMI objected "strongly" to any FCC action that would "excuse RCA from its duty to tariff its satellite transponder allocation procedures," noting that the reasons the FCC imposed the requirements on RCA originally came from complaints filed against RCA allocation practices.

Other than the satellite operators themselves, the only supporters of transponder sales were two buyers, Dow Jones and Citicorp, which had each agreed to buy two transponders on Westar V from Western Union. "Transponder purchases," Citicorp said, "present a viable means of funding" the large cost of building and launching a satellite. Dow Jones called transponder sales "the logical next step" in the development of satellite communications industry.

Western Union and Hughes Communications are the only operators that have actually sold any transponders. Western Union, in addition to the four transponders sold to Dow Jones and Citicorp, has sold Westar V transponders to TeleMine (for distribution of the Penthouse Entertainment Television Network) and Equatorial Communications Co., Sunnyvale, Calif. Western Union also has sold transponders to Westinghouse Broadcasting on Westar V as part of its 10-transponder lease/sell deal, announced in April.

Hughes informed the FCC of its intention to be a "non-common carrier" last

March and announced in May its plans to sell 18 of 24 transponders on its Galaxy I satellite (six of the transponders are being reserved as back-ups). Just before the start of the National Cable Television Association convention two weeks ago, Hughes announced that its first customer was Time Inc. (Home Box Office) which purchased six transponders.

Hughes has contacted a number of select cable programmers, as it told the FCC, to "assure that the programming offered will attract a large number of cable system earth stations." According to one cable programmer, who decided not to buy, the transponders are being sold for around \$15 million each, depending on quantity. All the money is due up front, the programmer said.

Growing talk of a radio 'power' war with Cuba

Discussion in House hearings on preparations for Region 2 AM conference centers on how to deal with illegal high-power broadcasts that interfere with U.S. stations; still no consensus on 9 khz issue

The subject of the House International Operations Subcommittee hearing was U.S. preparations for the Region 2 conference on AM broadcasting, but the talk last week was sometimes of a "frequency" or "power" war, and of the need to "get tough."

Subject and object of that talk were Cuba, because of the serious interference problems its stations are causing stations in the U.S.—interference that will be more widespread when Cuba implements plans to add some 180 stations, some with power of 500 kw, to its inventory.

It was the subcommittee's chairman, Dante Fascell (D-Fla.), who talked of the possibility of a "frequency war" erupting in the hemisphere, involving Cuba and the U.S. And members of a delegation of broadcasters from his home state urged a tough policy, one that at least one member of the subcommittee, Representative Joel Pritchard (R-Wash.), seemed to endorse. "I don't see any agreement until we get tough with Cuba and send some [broadcast] signals in there" he said.

The Cuban problem seemed to overshadow what for a year and a half has been the most controversial aspect of preparations for the conference—the U.S. proposal that countries in the western hemisphere reduce channel spacing from 10 khz to 9. There appeared to be no indication of movement on that matter.

FCC Chairman Mark S. Fowler said the commission had not yet reached a final decision on whether to recommend that the U.S. proceed with the 9 khz position. That decision is expected by the middle of

July. In December 1979, the commission voted 6-0 to endorse the 9 khz plan. But there have been membership changes since then, and two of those who had concurred in the decision—James H. Quello and Abbott Washburn—now appear virtually persuaded that U.S. self interest lies in remaining with the 10 khz plan, though they do await more evidence.

The State Department, in the presence of James L. Buckley, under secretary for security assistance, science and technology, was less than a rock on the issue. He began by saying "there are no foreign policy reasons" for the department to oppose 9 khz. Indeed, he said, some considerations favor it—specifically, the fact that the present incompatibility between the 10 khz scheme in the hemisphere and 9 khz channeling in Europe and Asia has resulted in some cases of heterodyne (whistle) interference.

Those feeling the impact of the Cuban problem had no trouble figuring where the equities lay. Matt Leibowitz, counsel for the Florida Association of Broadcasters, and Charles T. Morgan, director of engineering for the radio division of Susquehanna Broadcasting Co., talked of the frustration broadcasters feel in suffering interference from Cuba while being obliged by the North American Regional Broadcasting Agreement to protect Cuban stations. Cuba, a signatory to the agreement, has violated it consistently since the early 1960's.

The Florida witnesses recited examples of Cuban interference, and even brought the problem into the hearing room on audio cassettes. Leibowitz saw the problem as basically political, with Cuba determined to use high-power stations to carry its propaganda to the hemisphere. He

noted that Havana's Radio Moscow is broadcast by a station operating with 150 kw. And Morgan said Havana is jamming Susquehanna's WQBA(AM) Miami, which broadcasts in Spanish to the Cuban population in south Florida. He said the Castro government "does not want the Cuban people to know the standard of living enjoyed by their former countrymen." (The propaganda is not all one-sided. The Voice of America broadcasts into Cuba from a 50 kw transmitter in Florida.)

He suggested that the solution to the Cuban interference problem was to persuade Cuba to employ directional antennas and to develop its FM service—ideas that have been given short shrift by the Castro government. But it was Leibowitz's remark that the U.S. "could send in more signals," that "Castro fears our sending in programs," that caught Pritchard's fancy.

However, Buckley had indicated there are limits to what the U.S. can do in a frequency or power war with Cuba. He said the U.S. had informed Cuba of an intention to take "all necessary technical measures" to protect its stations from interference.

The 9 khz issue in terms of domestic controversy was not ignored, although Fascell said on several occasions the subcommittee was concerned solely with the international implications of the upcoming Region 2 conference. The FCC, he noted, was not under the panel's jurisdiction. Quello said the showing thus far made "may not justify . . . the interference, disruption, confusion and expense to radio listeners as well as radio licensees" a reduction in channel spacing would cause. Washburn, after citing costs to existing stations, said he thought "the disruptions will outweigh the benefits."

A major project whose conclusion is being awaited with considerable anticipation by those on both sides of the issue is the studies being made by the Region 2's Panel of Experts, meeting in Geneva, of the relative merits of the 10 khz and 9 khz channel-spacing plans. The project, which has been plagued by computer problems, is scheduled to be concluded on June 19.

The major proponent of the 9 khz plan was Ray Livesay, president of the Daytime Broadcasters Association, who had originally suggested the channel-reduction scheme as a means of generating additional spectrum space to permit daytimers to shift to full-time operation.

Could the U.S. gracefully abandon the position it had championed throughout the hemisphere and support maintenance of the 10 khz plan? Not with Commissioner Robert E. Lee as head of the U.S. delegation.

Lee, who was chairman of the delegation to the first session of the conference, in Buenos Aires in March 1980, could not contain himself after hearing Quello and Washburn criticize the 9 khz plan. "I don't want to leave the impression that the decision on 9 khz was lightly made," he said. "There were 13 studies made. I'm willing to concede it was a close call . . . But I went to Buenos Aires with the full support of the commission. I made representations to 23 countries. We sent teams [of American experts] to those countries. I'd find it difficult to go down [to Rio] and say, 'I didn't mean it.'"

Lee said he was speaking as freely as he did because he will not be with the commission much longer. He retires after 28 years as a commissioner on June 30. The Fascell hearing resumes for one day on June 10 (Wednesday).

Getty's dry hole

Justice Dept. injunction against oil company's pay cable venture with Paramount, Columbia, MCA and Fox proves too tough as Premiere finally dissolves

"Kind of disappointing . . . kind of frustrating and sad." That was Burt Harris's feeling about the decision, made last Thursday, to dissolve Premiere, the pay cable joint venture over whose star-crossed journey Harris had presided.

The partnership of Getty Oil and motion picture companies Paramount, Columbia, MCA and 20th Century-Fox had been rejoined last December from proceeding with its planned Jan. 2 launch. (BROADCASTING, Dec. 15, 1980). The injunction was granted at the request of the Justice Department, which attacked the venture on antitrust grounds, and it was sustained by an appellate court on Dec. 31, 1980 (BROADCASTING, January 5).

"A lot of work, a lot of time," was invested in Premiere by "a lot of people," said Harris. However, by the time the Thursday decision came down, Harris was

one of only three active employees, with about another half-dozen (out of what had been a 45-person staff) still under contract.

Premiere's remaining assets will now be liquidated; Harris indicated they consist chiefly of the Satcom 1 transponder the venture purchased for \$5 million, the uplink facility located in Bristol, Conn., and such other assets as the Los Angeles office lease. The proceeds will be applied against the cash investments made so far

in Premiere, which Harris put at \$20 million. With Satcom 1 transponders going for perhaps \$10 million on the open market, and with Premiere gaining another several million from the other assets, the partners might end up losing only a million or two each. (Getty gets first claim to the first \$8 million in liquidation sales.)

Likely purchaser for the Bristol uplink is Getty—it's located at the headquarters of ESPN, another Getty subsidiary.

Getty won't say if it plans to bid on the uplink, but, in the wake of the scuttling of Premiere, calls its "principal involvement" in the cable field "perpetuating ESPN."

Speculation on the future direction the partners might take includes the theory that one or more might try to go it alone in a pay-cable venture. However, as Burt Harris himself now notes, there was a serious question regarding Premiere's viability—it turned out that the four movie companies didn't hold exclusive pay rights to as many films as had originally been thought. Instead of some 70 films in the first year, Premiere would have had exclusivity on only about 45.



Harris

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Sell the beach crowd where they live with

SUPERSIGN!

Newspapers can't do it. Radio can't. Airplane-pulled banners can't. **No** advertising medium lets you reach the **entire** beach crowd right where they live – except **Supersign**.

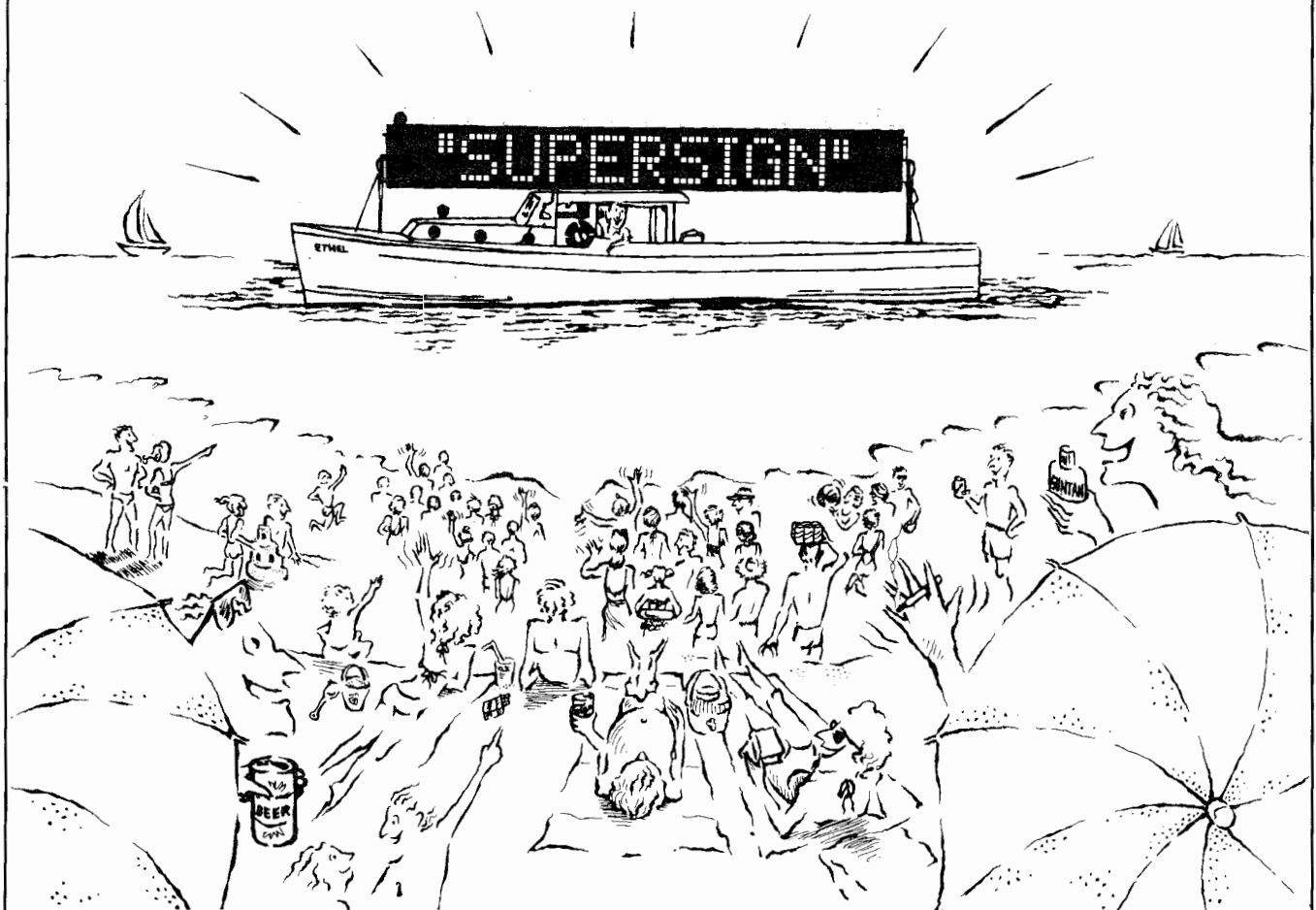
Supersign reaches the people with money to spend. Our network includes the richest resort markets on the East Coast, from Florida to Atlantic City. This summer, include our Mid-Atlantic Network in your plans – Atlantic City and Wildwood, New Jersey; Ocean City, Maryland; and Virginia Beach, Virginia. You can buy just one market or all four, with a cost efficiency unmatched in any other medium.

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NCTA '81: Hottest ticket in Mediaville

No matter that the industry seems to be poised between quantum leaps, and no one's quite sure where the 'next pay' is coming from; cable's annual convention drew record crowds and the full attention of the telecommunications media world

There seem to be no bounds to the growth of National Cable Television Association conventions. By the time the curtain came down (May 31) on the latest, a three-day assembly in Los Angeles, more than 16,000 people had made an appearance.

Cable operators found themselves a small minority at their own convention. By one estimate, only 2,500 of them were there. Some 5,000 in attendance were connected with the 350 exhibitors and over 600 were press. As for the rest, nobody is quite sure.

A great number of state and city officials, financial analysts, bankers and local people in the entertainment business eager to learn about the new media were in evidence. Whoever they were, they caused the registration roll to grow 7,000 names longer than last year's and 4,000 longer than predicted.

And as the roll grew longer, the NCTA coffers grew heavier. Nonmembers were charged \$200 for one day of attendance and \$420 for the full three days. (The 141,000 square foot exhibition itself, at an average cost to exhibitors of about \$8 per square foot, generated slightly more than \$1 million for NCTA.)

The convention found the cable industry, as NCTA President Tom Wheeler told the membership at an opening day luncheon, on the frontier between its past and future. The marriage of computers and broadband cable technologies continued to beckon the industry into the future realm of interactive services and addressability, but, for the most part, the industry continued to ponder whether it would enter.

For once, the policy issues that had demanded so much attention of the conventioners in the past took a back seat to the more immediate tasks of getting a handle on the new technologies and making the most of the basic and pay services that currently support the industry.

The specter of AT&T, of course, was prevalent at the convention, but in different forms. While NCTA worried about telephone intrusion into the conventional cable business, it offered little succor to the American Newspaper Publishers Association in the latter's attempts to keep AT&T out of the telepublishing business.

While Bob Ross, NCTA senior vice

president, law and government affairs, was glad to see the cable operator less preoccupied with regulatory issues, he was nonetheless concerned by the industry's failure to take challenges to the copyright law very seriously. It should, he said, "get excited by it because there are going to be some changes and they can only be negative changes from the cable operator's point of view."

The cable industry's interest in advertising, recognized at last year's annual meeting of the Cable Television Administration and Marketing Society, was apparent at the convention. Char Beales, vice president, media services and research, NCTA, said she was overwhelmed by the standing-room-only turnout for an 8 a.m. panel session on local advertising.

And it wasn't just local advertising that captured the thoughts of the cable operators. Regional and even national advertising were also on their minds. And they recognized that to attract the big money and the big advertiser they would have to expand the subscriber bases. One of the ways to do that was through system interconnection. Harron Communications announced that it had formed with other operators a regional interconnection of 29 systems and 351,000 subscribers (in Delaware, Pennsylvania and New Jersey

and signed Eastman Cablerep to sell the interconnection's time.

A couple of issues that injected much controversy into last year's convention hardly raised a whisper this year. Engineers, who had questioned loudly and vigorously the feasibility of 400 mhz technology last year, were mute on the subject this year. And franchising, which drew a large crowd to a general session in 1980 in Dallas, was discussed only as an aside to other issues in Los Angeles. (The NCTA board did, however, authorize the publication of a primer of franchising practices.)

The exhibition, divided to the consternation of some into two buildings, gave substance to some of the talk in the 40 panel sessions.

Manufacturers of distribution equipment were selling not only 400 mhz equipment, which can pass 50 to 54 channels, but 440 mhz, which one purveyor, Magnavox, claimed could pass 64 channels.

Pioneer Communications of America made a splash with an interactive cable system it had developed for Qube in the shadow of Warner Amex over the past several years. Pioneer sales manager John Lanpher said lines up to 100 delegates long were outside his booth to watch a 20-minute demonstration of the interactive system.

Lanpher admitted most of the people were there to learn about interactive cable—FCC Chairman Mark Fowler was among them—not there to buy. There are only a few interactive services that can now make money, he said, nothing to "get people hot about the technology." The operators who are buying it are those like Warner who promised it in franchise bids and have to deliver, Lanpher said.

Addressable terminal systems, which relieve cable operators of the costly tasks of physically turning service and pay tiers on and off and hold out the lucrative prospect of pay-per-view television, were shown by Oak CATV division, TOCOM Inc., Pioneer and Jerrold Electronics among others.

Generally, it seemed to be a good show for the equipment suppliers. Dick Mullen, vice president, marketing and sales, Magnavox, said, "The convention was the best we ever had from both a business and image standpoint." So excited by the convention was Mullen that he predicted that Magnavox would surpass Jerrold as the industry's number-one supplier of distribution equipment by year's end.

Robert Smeland, manager of sales and promotion, GTE Sylvania, said the show was better than last year's and that traffic through the booth "was very good." Sylvania didn't take a lot of orders, but then it didn't expect to, Smeland said.



They just kept coming and coming and coming. This was one of the registration lines at the NCTA convention. By the time it was over, auditors had counted more than 16,000 attendees—one-third more than had been anticipated, and a crowd that often had to wait more than three hours in line to register at the site.



Cerebration and jubilation. California Governor Jerry Brown (above) was the NCTA convention's keynoter (BROADCASTING, June 1), with a message futuristic enough in its telecommunications challenge to keep pace with the cable industry's own most ambitious planners. For association executives themselves, the Los Angeles meeting was, for the most part, one bit of good news after another. Hence the broad smiles (below) on President Thomas E. Wheeler (and his daughter, Nicole) and Convention Chairman Jerry Lindauer of Times Mirror Cable Television, NCTA Senior Vice President Kathryn Creech and NCTA Chairman Douglas Dittrick of Tribune Co. Cable.



"We talk business; we don't write business."

The convention "was excellent," said Susan Coady, sales service manager of Texscan/Theta-Com. "Our exhibit was a complete success in every respect." Theta-Com was able to maintain traffic through the booth, she said, because of several new products. The only thing about the show that bothered her was the two halls. It made it difficult to find people, she said.

David Alvarez, of Microdyne, an earth station supplier, suggested that the convention has grown so fast that it might be time to consider separating the hardware and software shows. Based on his talks with operators, he said, "there is so much happening in both the software and hardware ends of the business, that it's almost impossible for the poor operator to digest it all in three days. It's too much for a human to endure."

Although Alvarez said business was

"quite good," he said the earth station market is at a transitional point and relatively calm. Things will break loose, he said, as soon as a second satellite, totally dedicated to cable, is established.

Despite the registration, Wally Briscoe of Gardiner Communications, another earth station supplier, said business was off from the last two conventions. Earth stations were not on the top of people's shopping lists, Briscoe said. "Most of the business we did at the show was already in the mail," he said.

For some observers, the wealth of programming available on the floor of the convention was the outward embodiment of the opportunities and the uncertainties inherent in the prospect of 100-channel systems. And while old NCTA hands may think they've come to know what to expect from these yearly displays, there were surprises both in what was said by some programmers and what wasn't said by

others.

HBO no doubt topped the surprise list with its announcement of an expansion to full 24-hour operation (see page 70). That's after saying only shortly before the convention that no major announcements were planned—particularly nothing like Showtime's 24-hour plans. The latter reported "extremely strong" response to the details of how it will fill out its schedule (see page 64), and trumpeted the agreement it secured to be included in all new-builds by Warner Amex Cable Communications. Showtime executives were also proud of their announced intention to run the closed-captioned versions of three films Columbia Pictures has had encoded, which they say make Showtime the first pay service to close-caption for the hearing-impaired.

On the other side of the surprise equation was the lack of any definite word from Westinghouse as to what program services

it plans to offer the cable industry through its new Group W cable wing. Group W president Dan Ritchie merely alluded to a "possible" news service and said further word might be forthcoming soon (see page 68). And despite prior indications to the effect, many at the convention were surprised by the low profile ABC maintained, particularly in contrast to the lavish productions of CBS Cable. CBS said 3,000 people had trooped through its convention exhibit by Sunday, and as evidence of the interest generated in its planned basic cultural service, CBS said that the verbal commitments secured at the convention leave the cable programmer feeling "comfortable" that its subscriber base will be "well over 3 million" in the near future. (The figure of 2.9 million was announced at the convention).

ABC's joint cable venture with Hearst didn't put in an official appearance, but the ABC programed ARTS performing arts basic cable service was on view at the Warner Amex Satellite Entertainment Co. booth. ABC said cable operators know that was where to look for ARTS, and professed to have "seen no problem" with the WASEC marketing of ARTS. At the same time, ABC noted it was being asked where its booth was, and there are indications the WASEC staffers were unaware that ABC wouldn't be mounting its own recognition effort.

WASEC, for its part, counted this NCTA as "by far our best." The convention saw the commitments to WASEC's soon-to-launch advertiser-supported Music Television Channel grow by 1.25 million subscribers to hit 2.1 million, while pay network The Movie Channel added 850,000 homes passed, and basic-service Nickelodeon (on which ARTS is carried) had base growth of 375,000 subscribers to close in on 5 million (90% of whom are said to be offered ARTS by their local system).

Neither the extravagant approach of CBS nor the low-key approach of ABC was successful in calming the undercurrents of antagonism felt toward the networks. Outgoing NCTA Chairman Doug Dittrick said cable operators are still "sensitive" about the networks' presence.

"You don't do business with people while they're cutting your throat," said Dittrick, referring to the network's support of attempts to change the copyright law. "We have long memories," he said.

It was certainly no surprise that much of the attention and considerable floor traffic was directed at the various pay-cable "adult" and "R-rated" program packages being offered to the industry. A new kid on that cable street draws on an established name in "adult" publishing—the P.E.T. Network joint venture between Teleline and Penthouse International. With a fall launch date, it's to be carried on Westar I, which, of course, isn't known now as a cable satellite.

The underwhelming response to "adult" fare on the part of major MSO's is drawing increasing attention. But Satori



The new chief. Allen T. Gilliland, a broadcaster-turned-cable operator, assumed the chairmanship of the National Cable Television Association as the 30th annual convention passed into history. Gilliland had been serving on the board as vice chairman and is also a director and officer of the California Cable Television Association. He is president and owner of Gill Cable, the largest solely owned cable system in the country, passing 187,000 homes and serving 83,000 subscribers. Gilliland entered broadcasting when the family wholesale bakery business built KNTV(TV) San Jose, Calif. While president of the bakery and of the ABC affiliate, Gilliland procured the San Jose franchise and began building the cable system that is today the country's fifth largest. Gilliland eventually sold the bakery and the television station (the latter to Landmark Communications in 1978 for \$24.5 million).

Productions, which claims its Private Screenings R-rated package is the largest "adult" pay service with 85,000 subs (many on STV and MDS operations), thinks this is only a temporary hiatus, until major market franchising is completed. Satori suggested the "stampede" at its booth represents a "cross-section" of America, and demonstrates the desire for such programing.

In other "adult" news, Rainbow program services announced that its Escapade service (as well as its Bravo cultural package) would both expand to seven-day-per-week service as of July. Rainbow puts its subscriber total for both services at 100,000.

RCTV, which is to offer The Entertainment Channel (with RCTV now a joint venture with Rockefeller Center and RCA), really didn't tell operators all that much that's new (BROADCASTING, June 1). But the promised service, it was said, was drawing a high level of interest on the part of operators.

One phenomenon that was widely noted was the proliferation of independent producers who were trying to sell their services to exhibiting programmers, or to strike

production or co-production deals. There were exhibitors who resorted to such techniques as separate suites to talk to producers, to free booth space for cable operators. Some found producers intrusive, others praised their high degree of professionalism. The Los Angeles location was generally assumed to have facilitated the producer presence.

Panel discussions at the convention were also sources of programing news—such as the one where WTBS's Bob Wussler and USA Network's Kay Koplovitz reviewed their services' plans (see page 63). WTBS's Turner Broadcasting sibling, the Cable News Network, meanwhile, was keeping the conventioners happy with its well attended birthday celebrations.

ESPN was able to use the NCTA meeting as the forum for its announcement of reaching a 10 million subscriber base count.

Among the new faces on the exhibit floor was UTV Cable Network, which announced its plans for program development with Charter Publishing at the convention (BROADCASTING, June 1). UTV says it received "overwhelmingly positive" response from operators to its "Involvision" concept and advertising share plan, signing up two systems at the convention and gaining additional verbal commitments.

The big programing news at the 1980 convention in Dallas was Premiere, a joint venture of Getty Oil and four major movie companies. Premiere was nowhere in sight in Los Angeles, however; the proposed service had been blocked by the Justice Department on antitrust grounds. Ron Castell, still on contract with Premiere as a vice president, offered a status report on his company: "It's the Karen Ann Quinlan of the cable industry." Then last Thursday, Premiere called it quits.

With all the fanfare, there were some concerns, however, being voiced by some programmers. Reflecting, perhaps, a certain self-interest, one worry voiced by several existing services is that "there were too many rumors, too much attention" being focused at the NCTA on "new services without any financing." There seems to be both a fear of fractionalization within the industry, and a suspicion that some shakeout of services is coming in the not-too-distant future.

NCTA board votes to act in obscenity, signal leakage cases

The NCTA's board of directors, meeting in Los Angeles May 28 during the convention, voted to ask the federal district court in Utah hearing arguments against that state's controversial antiobscenity law for permission to intervene on the side of Home Box Office and local cable companies.

In asking the board to support such intervention, NCTA President Thomas Wheeler called the attempt to prosecute

could save you
\$300,000

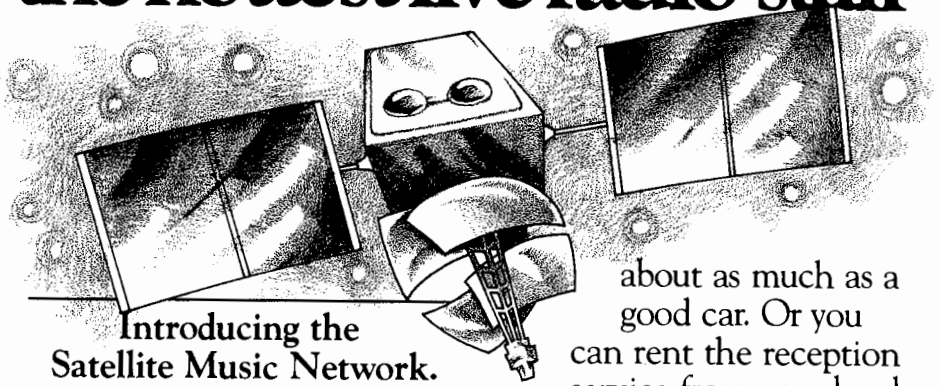
a year.

How to hire the hottest live radio staff

**Bump your ratings.
Bite off your overhead.
And bank the profits.**

\$1,000 hardly seems to pay the light bill. Yet, incredibly, it can get you 24 hours a day of live, full service, stereo broadcasting. Complete with the best air talent we could find in a nationwide search. Music by the most successful programmers in the country. Solid news, contemporary features. And so much local identity that your audience may never know it's listening to a network.

The bottom line is this: by using our staff instead of yours, you can save as much as \$300,000 a year.



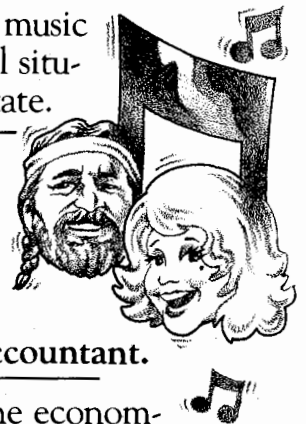
It's the best idea to hit radio since the transistor. Your programming begins in our all new, state-of-the-art studios in Chicago. We transmit live via satellite directly to you and other exclusive radio stations throughout America.

You receive the signal with a satellite dish antenna, which costs only

about as much as a good car. Or you can rent the reception service from your local cable TV operator.

The rest is automatic. Our signal cues your station ID's, local commercials and other local functions. We retain 2 minutes per hour for national commercials. You get up to 12 minutes for local spots, but receive music for those time slots as well. This enables you to cut the number of commercials and play more music when local situations dictate.

It sounds as good to your listeners as it does to your accountant.



The economics are impressive. But so is the sound. It's first class. Obtrusive. Grabbing.

The music is thoroughly researched for mass appeal to the 25-49 adults your advertisers seek. Even the signal itself is special. It's 15 kHz. of full stereo. Satellite technology makes it unbeatable in reliability and audio quality.

Yet, because it's live instead of a syndicated

ESTIMATED PROJECTED SAVINGS IN A LARGE MARKET	
PROGRAM DIRECTOR	\$40,000
5 DISC JOCKEYS	\$190,000
3 PART TIME DJ's	\$30,000
2 NEWS PEOPLE	\$40,000
TOTAL ANNUAL SAVINGS	\$300,000⁰⁰

These salary figures, shown only as an example, are projections based on NAB data and other industry sources for a 24-hour station, exclusive of fringe benefits. Your figures and staff reductions will vary depending on your market size and the type of your operation.

in the business for \$1000 a month.

taped music format, both the music and the talk are always current. You never have to wait for the hits to come in the mail.

**Willie & Dolly or
Barbra & Barry.**

Satellite Music Network offers 2 live formats. Each is exclusive to one station per market. And each is broadcast from its own studio with its own talent.

Our Country Western is filled with Kenny Rogers, Charlie Pride, Willie Nelson and Dolly Parton.

Our Pop Adult means Manilow and Streisand, Barry Gibbs and Neil

Diamond, Blondie and the Beatles.

The programming for both comes from Burkhart/Abrams and

Associates. They'll keep it fresh and tempting.

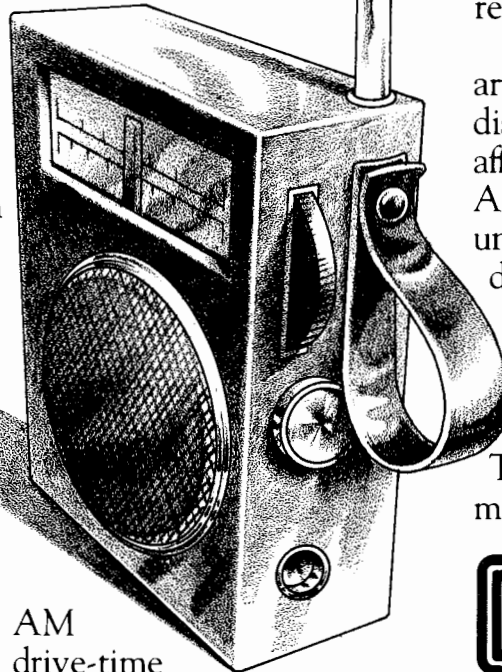
**Good news and
compelling features.**

Good radio goes beyond good music. We provide everything it takes to gain dominance in your market.

You'll get strong national news. Plus entertaining features that get listened to and talked about.

Cutting away from the network is smooth and

easy. So you can skip our news and add your own. Or broadcast a local



AM drive-time show in place of the network's offering. The transition is slick and professional.

**Buy us and we'll help
you sell yourself.**

Satellite Music Network can save you a bundle. Put some of that money into effective advertising, and you've got an excellent investment.

Our total marketing package includes local advertising materials and promotional ideas. They're ready to use. Run with them. And watch your numbers bloom.

**How to get your station
off the ground.**

When Satellite Music Network goes on

the air this fall, a new era of radio broadcasting begins. Join it.

Sign up now to reserve your market format.

We'll help you arrange installation of the dish. Help you find ultra-affordable lease financing. And make things so uncomplex all you have to do is throw a switch.

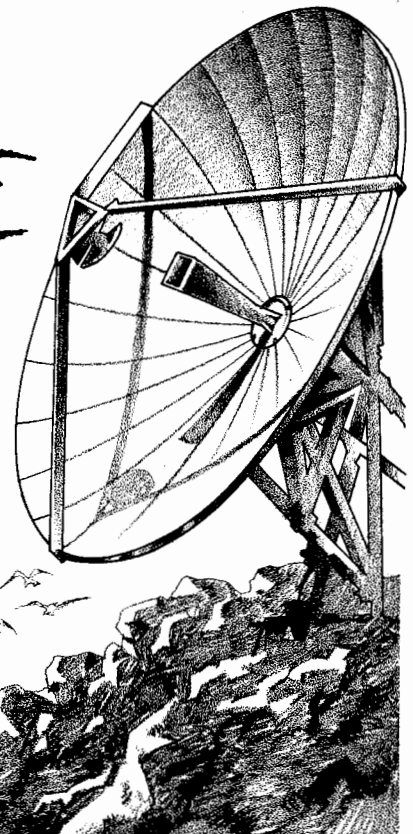
Call our network management team at 1-800-554-1250.

But do it today.

Tomorrow your competition might read this ad.

**Satellite
music
network**

6500 River Chase Circle East
Atlanta, GA 30328 1-800-554-1250



cable program services under the state law a flagrant violation of the First Amendment. "Pampers [diaper] ads could not be shown," contended Wheeler, if the law were followed to the letter. If Federal Judge Bruce Jenkins grants NCTA's petition to intervene, NCTA would effectively become a co-plaintiff in the case. The Utah statute strictly limits the nudity that can be shown over a cable system, and would likely affect many R-rated films now shown over HBO and other pay cable services. According to outgoing NCTA Chairman Doug Ditttrick, "the majority of the NCTA board continues to support the idea that operators should not carry X-rated programming."

The board also voted to file "ex parte" comments with the FCC on the agency's proposed rulemaking on signal leakage. The comments confirm the NCTA's previously announced conviction that the FCC's proposed standards on electromagnetic radiation are too strict, and that leakage at current levels does not pose a serious threat to other services, including aircraft frequencies.

In other action, the board approved a

staff-written draft for a cable franchising primer to be published in June by NCTA. The booklet is for distribution to local communities interested in franchising cable systems, and stems from talks with the National League of Cities. The report was prepared independently of the league, however.

The board also heard reports on cable TV's First Amendment rights and on operator control over leased access channels as a legal/regulatory issue. Wheeler questioned whether lack of operator control over leased access channels "is a public policy issue yet," and suggested policies will likely be established by "practice, courts, Congress or the FCC."

Finally, the board elected three regional representatives to serve as board members.

James Hirshfield, president of Summit Communications in Bellevue, Wash., will represent District 1, including the Pacific Northwest. Richard Leghorn, president of Cape Cod Cablevision of South Yarmouth, Mass., was re-elected to represent District 9, serving New England. Frank Scarpa, president of Valley Video Cable

Co. of Hershey, Pa., was also re-elected. He will represent mid-Atlantic states in district 8.

The membership of the NCTA elected five at-large directors to the board during a general meeting at the convention.

The five are all current members of the board and will serve three-year terms. They are Don Tykeson, president, Liberty Communications; Keith Cunningham, vice president, Prime Cable; Richard Loftus, president, Scripps-Howard Cable Services; Robert Wright, president, Cox Cable Communications, and Daniel Aaron, president, cable communication division, Comcast.

There are nine district directors and 17 at-large directors on the NCTA board; approximately one-third are elected each year.

The membership also elected James Heyworth junior associate director and Jay Levergood alternate junior associate director. Heyworth is president of Home Box Office and Levergood is vice president, Scientific-Atlanta. Associate directors represent equipment manufacturers and programmers on the NCTA board.

NCTA CONVENTION: THE MARKETPLACE

Cable advertising: ready, willing, and eager to grow

NCTA panel tells of value of getting in on ground floor of medium that's poised to flourish

"There's electrifying intensity to being on the cutting edge," said Ira Tumpowski of Young & Rubicam.

"As far as cable is concerned, I think we'll be breaking into a run very soon," said Joseph P. Landy of Mobil Oil.

"You speak so bravely, but when are we going to break even?" asked Chet Simmons of ESPN.

Those three statements, the first two by

buyers, the third by a seller, reflect the range of sentiments and opinions voiced at an NCTA session devoted to the use of cable as an advertising medium. Taken together, they represent the state of the art: developing but not yet developed.

The session had been opened by Dean Maitlen of the Gallup Organization, who reported that company's findings about public attitudes toward cable advertising. Among other things, there's resistance—particularly to the placement of advertising on pay channels. Three out of 10 say they're totally opposed, while only 9% pose no objection. But, Maitlen reported, some trade-offs may be possible even on pay channels. Subscriber resistance weakened when the possibility of lower prices for pay channels was introduced.

Arnie Semsky of BBDO testified that the most concrete advantage the medium

now offers to advertisers is that of gaining franchise positions. In many instances, he said, deals can be struck at rates that will mean lower costs-per-thousands as systems expand. Moreover, he said, "put bluntly, cable operators will remember who their friends are"—referring to times when the medium is in greater demand. Semsky recommended that advertisers allocate from 1% to 5% of their advertising budgets to cable now, and said such opportunities are likely to disappear in a year or two.

Semsky also talked about a trade-off in cable advertising: clustering commercials at the beginning or end of programs to avoid interruptions, as is done now in the British commercial system. He also relayed BBDO's prediction that cable penetration will reach 40% by 1985 and 65% by 1990, when there will be 7,000 ca-



Advertising advocates. Where things stand now in cable advertising was discussed by (l to r) Arnie Semsky of BBDO, moderator Robert Alter of the Cabletelevision Advertising Bureau, Joseph P. Landy of Mobil,

Dean Maitlen of Gallup, Ira Tumpowski of Young & Rubicam, press panelist Maurine Christopher of *Advertising Age* and discussants Chet Simmons of ESPN and George Babick of Cable News Network.



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ble systems.

Y&R's Tumpowski related positive cable advertising experiences for several clients, including Metropolitan Life, Holiday Inn and Merrill Lynch, and said the agency will spend over \$12 million in the medium this year. He warned that cable should not be approached as though it were conventional TV. Instead, he said, it should be approached as a medium that has taken all the best from the media that preceded it.

Simmons's remarks came as a "discus-

sant"—critiquing the opinions voiced by earlier panelists. His company, the Entertainment and Sports Programming Network, was one of the first advertising-supported cable program ventures and has wide experience with the early reluctance of advertisers to use the medium. "You have to get into the blue before you can get into the black," he said, adding that 70% to 80% of advertisers who use the medium come back for more.

Another discussant, George Babick of

the Cable News Network, also touched upon advertiser reluctance to use that service, which also is designed to carry advertising. Agencies have been slow to move into cable, he said, and some are "like a turtle on its back: they can't move at all."

Babick advised potential advertisers not to worry about having to cluster their commercials on cable, should that system evolve. "The commercial networks have been getting away with that for years," he said, referring to TV "clutter."

Marketing experts suggest ways to strengthen cable's hand

Friday panelists chide delegates for allowing high churn; Saturday panel stresses importance of right research

A panel of marketing experts from outside the cable industry expressed surprise at the lack of clear-cut promotional strategies among many system operators, during a Friday afternoon (May 29) session on image development.

"Your disconnect rate is surprisingly high," Joan Rothberg, a senior vice president with the Ted Bates advertising agency, told her audience. "It's like a leaky bucket—you keep adding people all the time, but you're losing them at the bottom."

Rothberg stressed the difficulty in reviving commitments from disenchanted subscribers and urged cable operators "to re-sell by using the cable system. It's a wonderful marketing tool you already have."

Using beverage commercials as an example, Rothberg suggested that many potential subscribers need to develop an emotional need for a product before they are willing to buy it.

"If you can build status into simple carbonated water, think of what you can do with cable," she said.

Rothberg urged cable operators to develop a sense of group identity and prestige among programming subscribers to convey "a sense of security in being part of the world of cable entertainment." She also suggested appeals to specialized segments of the audience, such as insomniacs.

Image advertising was also stressed by Ogilvy & Mather Senior Vice President Mike Newbrand, in his contention that "all products and services contain intangible elements. Your job is to identify and develop them."

Newbrand used his agency's American Express Card campaign as an example of an attempt to acquire and retain new users, as well as to promote increased use of the service.

"The sale doesn't end with the hook-up," said Newbrand. In the competitive cable programming marketplace, he urged operators to create well-defined images and prestige characteristics for their services as a way to increase desire among potential users for the cable programs

offered.

The high "churn" (turnover) rate among subscribers was mentioned by all three of the panelists, including Mike Slosberg, president of Wunderman, Ricotta & Klein.

"The retention and renewal problem for cable is similar to that of magazines and newspapers," Slosberg said. He stressed the need to go beyond creating an image for the cable service in order to alter behavior.

"In direct marketing, everything we do must be accountable. This means you must constantly try to determine why and how people subscribe, as well as why they decide to disconnect. If you can know why people behave as they do, then you can start to work on altering that behavior," Slosberg concluded.

In a separate panel on Sunday morning (May 31), a group of market researchers presented a consensus that cable operators must be careful to use proved research methods in their surveys of subscribers and potential subscribers.

"I subscribe to the 'small bang' theory," ventured Paul Lenburg, senior vice president of ASI Market Research in Los Angeles. "We must begin with small steps in order to build a firm foundation of usable, relevant information."

Lenburg compared television to breakfast cereal and said: "You must convince people that your product is special. People must be made to believe how wonderful it is."

Concentrating on a "research by objectives" methodology, Lenburg listed U.S. Census reports, focus groups, subscriber surveys, and monthly subscriber maintenance programs as useful means of gathering relevant data.

Panelist David Dea, national marketing manager for Times Mirror Cable, termed internal information of "critical" importance. "Our audiences may be more strongly opinionated than the general population," he said, "and a good source of information on what we do right and what we do wrong." Dea's sentiment was echoed by David Harkness, vice president and director of marketing for the Nielsen Home Video Index.

"Too often research is oversimplified," said Harkness. "Attitudinal responses, for example, require significant expertise to evaluate." He stressed the need for cable

operators to conduct more and better research about subscriber preferences in program mix, tiering configurations, and ancillary services such as home security and teletext.

A final presentation, by Video Probe Index President Robert Schultz, detailed results of a Waukegan, Ill., survey of subscriber interest in pay tiers, showing how much and how many residents would be willing to pay for various configurations of premium services.

"You must not only ask the right initial questions," Schultz pointed out, "but the additional questions that will validate responses to the first." As examples, he illustrated how those expressing high interest in paying for one or more tiers were confirmed as those with a history of high-viewing levels, lots of leisure income, other home video interests and frequent movie attendance.

"Downscale viewers," he continued, "will be validated as good prospects if they are also heavy television viewers." This data can then be used in targeting promotional campaigns.

Advertising primer

Nuts and bolts session on local cable system selling emphasizes sales hard work, need for numbers

A growing number of cable operators are interested in supplementing subscriber fees by dipping into the pool of television advertising dollars. Evidence of that interest was the large crowd that turned out early Saturday morning for a panel session, "Mechanics of Selling Local Advertising," at the NCTA convention.

Connie Pettit, who among her many duties for Palmer Cablevision, Naples, Fla., sells local advertising, revealed her secret for success: "Bust ass, push hard." Pettit sells ads on four of Palmer's 12 channels—one data channel, one local programming channel, the Cable News Network and USA Network—at a cost to the advertisers that's "a bit over radio and well under television." In the black for the first time this year, Palmer bills \$400,000 annually, Pettit said.

Pettit said cable "is not a piece of cake to sell." The cable advertising sales people must be well prepared, Pettit said. They

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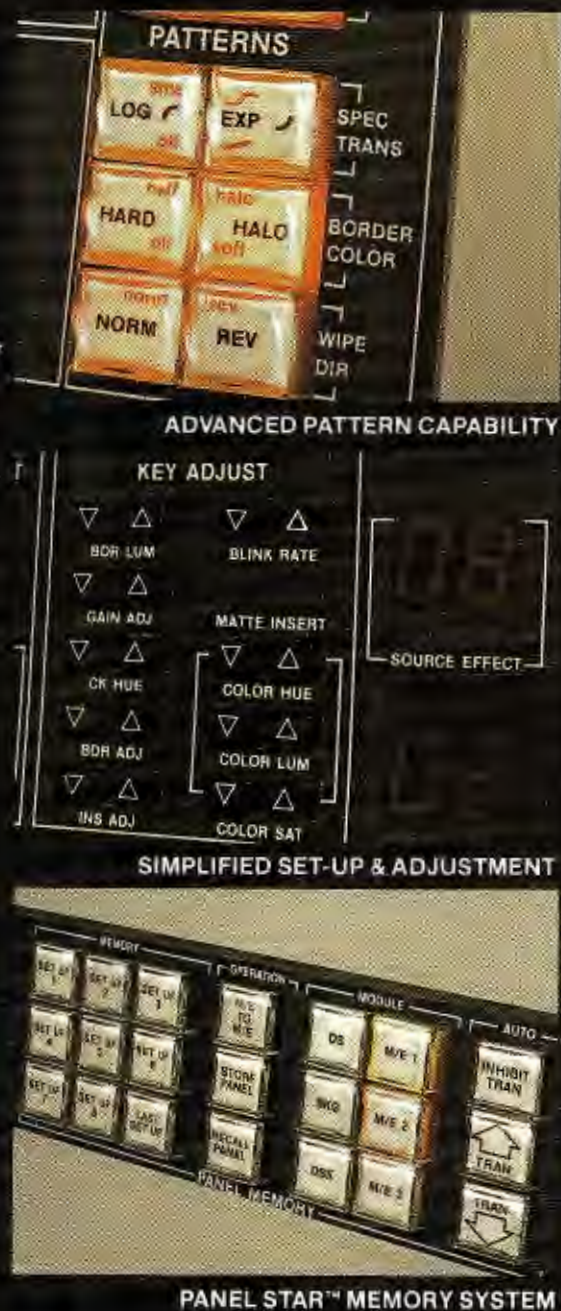
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should know the client's products and the market he is trying to reach and be prepared to explain the nature of the cable medium.

Pettit believes the best way to approach clients is the way broadcasters do. Prepare and use a straight rate card, she said, keep proper logs and bill correctly.

Palmer bases its production charges on those of local network-affiliated broadcasters, Pettit said. If it costs the advertiser \$250-\$300 for the average 30-second spot, Pettit said, the advertiser will expect and deserve "high-quality" commercials.

Palmer schedules a daily newscast and several half-hour series on its local programming channel, Pettit said. If an advertiser refuses to buy time on the ground that none of a cable system's current programs appeal to the advertiser's market, Pettit said, Palmer offers to produce a program just for the advertiser.

Pettit said the advertising dollars she has found for Palmer were earmarked for other media. Some business, she said, has been taken away from newspapers and "I've stolen a lot from radio and TV."

The Palmer system, serving about 28,000 subscribers, is too small to attract advertising from national accounts, Pettit said.

A fellow panelist, Carl Weinstein, president, Eastern Cable Representatives, a national cable rep firm, said not every cable system can be represented "intelligently and profitably" at the national level. Most systems don't reach enough homes to interest national advertisers, he said.

He suggested that system interconnection may be the answer. If several systems get together and jointly produce programming, he said, they may be able to create an audience "that we can sell" to national advertisers.

Weinstein warned the cable operators that national advertisers will expect "accountability" for their ad dollars. The advertisers want audience numbers—"something they can put their fingers on." "When you decide that you want to get into this business," Weinstein said, "you have to go all the way."

Weinstein also warned the cable operators not to "give the store away." "Don't sign any 15-year lease deals with the local

newspapers," he said. "They need you more than you need them."

Cable operators are able—some are not willing—to insert local commercials in some of the national cable programming services, like the Cable News Network. William Killon, another panelist, is president of Channelmatic, a company that makes equipment that automatically runs tape machines that insert commercials. Killon said despite some questioning of the effectiveness of cue tones in activating automation equipment, Channelmatic gear uses cue tones and has found them to be "100% reliable."

Wall St. plateau for cable stocks

Although market is quiet at the moment, Leibowitz predicts 22% annual growth until 1985; Sachar says all predictions will probably be inaccurate

The big gains made by cable stocks in recent years may be over for the moment, according to financial analysts who looked at cable futures during a panel session at the NCTA convention.

"We have been forecasting a 22% annual growth rate for cable through 1985," said Dennis Leibowitz of Donaldson, Lufkin & Jenrette, New York. But so far, 1981 cable stocks are "down a little" as is the market in general. "We're in a holding pattern," said Leibowitz, "but there is no reason for great concern."

It is a transitional period, in Leibowitz's view, "from promises and perceptions to realities." The future depends on whether people turn out to be willing to pay \$25 a month for cable and pay services and whether advertisers "want the medium," he said. Leibowitz added that the market in cable stocks could be affected if telephone companies were allowed to enter the business.

Ellen Berland Sachar of Goldman, Sachs & Co., New York, said "all predictions for the next five years will probably be inaccurate." Nobody a few years ago

would have predicted that cable systems would be selling, as they are now, for \$800 to \$1,000 per subscriber and \$150 per un-built home passed, she said.

In the new franchises, operators will need \$7 or so per home above the \$15 to \$20 now obtainable to meet expenses and pay off the plant, she said. Advertising could sweeten the pot, she said. "I think the sale of advertising is an enormous untapped resource for cable."

What happens, she asked, after the big cities are built? Will growth slack off? She didn't answer the questions.

The debt structure of cable television was described by Ian Gilchrist, of Warburg-Paribus, Becker, a leading investment banker to cable. "The next few months will be crucial," said Gilchrist, "in determining the availability of funds from financial institutions."

Gilchrist presented a Warburg-Paribus, Becker survey showing that banks, in total, increased their loans to cable by more than \$1 billion in 1981 to reach a total of just over \$2 billion in outstanding loans at the end of the year.

In the same period insurance companies increased outstanding loans to cable from \$884 million to just over \$1 billion and intermediate term lenders (venture capital companies) from \$142 million to \$169 million.

"The big problem for cable right now," said Gilchrist, "is how to put those bank debts to bed."

Leibowitz was asked whether direct-to-home broadcasting from satellites posed a threat to cable's future. He thought not. By 1985, the earliest that Comsat's pay DBS subsidiary could be in operation if approved by the FCC, cable will pass 50% of U.S. homes, Leibowitz said. "They're late," he said of Comsat. At best he foresees a rural market for a DBS service.

Equity or not?

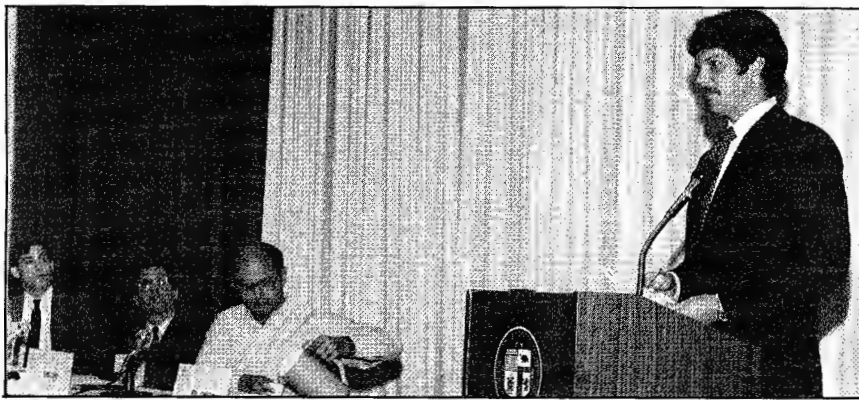
Pluses and minuses of equity financing for cable are spelled out for NCTA

The pros and cons of equity financing as the choice of cable operators to underwrite their systems were examined by three specialists from the money industry for NCTA delegates. Their message was mixed, but tilted toward the positive. They seemed to say: If you can get debt financing (bank loans or similar mechanisms) without having to give up a permanent piece of your action, do so. In the long run, it may be cheaper. But if you can't—and with today's high interest rates many operators are reluctant to—by all means take advantage of equity financing.

Among other reasons, said panelist Jeffery Garvey of Rust Capital Ltd., Austin, Tex., there's a lot of it available. He cautioned operators to look for "patient and flexible" equity partners, people with experience "who understand your business and can do more than write a check." Make sure, too, that the "right amount"



Appraisers. At an early-bird session, "The Analysts Look at Cable Futures," were (l-r) Carolyn Chambers, Liberty Communications, Eugene, Ore., moderator; Ian Gilchrist, Warburg-Paribus, Becker, San Francisco; Ellen Berland Sachar, Goldman, Sachs & Co., New York, and Dennis Leibowitz, Donaldson, Lufkin & Jenrette, New York.



Money on their minds. The pros and cons of equity financing were examined by (l to r) Jack Tankersley of Centennial Management, Gary Pattenon of Goldman, Sachs, Jeffery Garvey of Rust Capital and moderator Keith Cunningham of Prime Cable Corp.

of financing is made available. Garvey said that equity partners will be looking for as little as 25% and as much as 50% of a company in exchange, with payout over five to seven years.

Gary O. Pattenon of Goldman, Sachs & Co., New York, said that with today's cable price/earnings ratios, "debt [financing] is underpriced, equity is overpriced." Many institutional investors are enamored of cable, and many anticipate that the systems they finance now will eventually be acquisition candidates. He called cable "part of the high-technology phenomenon" so attractive to Wall Street. Pattenon, as had Garvey, advised operators to take advantage of equity financing "now, rather than later," because of its availability in the present market.

Addressing the question of how large a company should be to justify public offerings, Pattenon offered the following gauge. Successful national issues should be at least \$10 million. Ordinarily, no more than one-third of the company's stock would be sold initially. That means the total company market value should be in the \$30-million range. And that, in turn, translates to about 65,000 subscribers, Pattenon said. Goldman, Sachs, he said, "has a strong interest in cable, and is actively soliciting the public offering market."

G. Jackson Tankersley Jr., Centennial Management Co., Denver, took a slightly harder-nosed position, emphasizing that equity financing is "not cheap, and in the long run is expensive." Many venture capitalists perceive cable investments to be a tax deal, he said, and think "the industry's [investment] future is behind it; that the bloom is off the rose." If the operator can comfortably support debt financing, "that's the better way," Tankersley said.

Nevertheless, he offered several characterizations of the venture partner. "He's a player, not a lender," Tankersley said, taking equity risks and therefore wanting equity returns. Such an investor has an orientation toward current return; "ultimately he has to get out of the deal." For that reason, Tankersley advised, the cable operator seeking venture partners should spend time up front talking about "exiting," and not leave that important question for later. Such investors, he said, want

to be viewed as partners, and as "consultants" at the board level. The venture capital rule of thumb, in Tankersley's view: three to five times the money back in three to five years.

Moderator Keith Cunningham of Prime Cable Corp., Austin, Tex., who said he had considerable experience as a "venture capitaler," advised those entering equity partnerships (a) to be sure it's "somebody you can live with" and (b) "somebody you can go back to the well with." And he offered a final analysis that seemed to indicate his leaning toward the equity financing route.

The question is, said Cunningham: "Are you going to be a bull or a bear... or a pig?" His point: It's better in the long run to come away with a little bit smaller chunk of a little bit larger pie.

Cable testimonials from newer MSO's

Times Mirror, Centel, Capcities see cable as comfortable fit

Top officers of two major MSO's that have gone heavily into the cable business only recently and of one communications company that is awaiting FCC approval to become a major MSO told an NCTA panel session why they think cable has a future in big corporations.

William G. Mitchell, president of Central Telephone & Utilities Corp., Chicago, said cable had proved to be a "real fit" in his company's operations. Centel started by buying a suburban Chicago system of 12,000 subscribers two and a half years ago. Its systems now pass 270,000 homes in six states and serve more than 100,000 subscribers. Centel's aim, Mitchell said, is to expand in four years or so to half a million subscribers generating \$200 million a year.

To Centel, said Mitchell, cable technology is similar to telephone technology. Consumer service is the same, engineering is "very close," and billing a large customer base is a basic telephone company function.

Thomas S. Murphy, chairman of Capital

Cities Communications Inc., said he regretted going into cable on a large scale only now. Capcities' acquisition of RKO's Cablecom General for \$139 million (BROADCASTING, Nov. 24, 1980) awaits clearance at the FCC.

Four years ago, Murphy said, he asked Dennis Leibowitz, a cable analyst then with E. F. Hutton, now with Donaldson, Lufkin & Jenrette, for an appraisal of cable's future. Leibowitz's report persuaded him that cable was a business that would fit into Capcities' desire for alternate uses of capital, Murphy said, "but just then we had a chance to buy the *Kansas City Star* [for \$125 million] and that depleted our cash." At the time, Murphy said, cable systems could be bought for \$300 per subscriber. "We paid \$600 to get RKO's Cablecom," he said.

"We think cable is a good business for news and entertainment at the prices we're paying," said Murphy. There is, however, a limit to the money subscribers will spend. Over the past 50 years, noted Murphy, the percentage of disposable income devoted to entertainment has remained static at 3%. "So if we're going to increase our subscriber charges," Murphy said, "we're going to have to take the money from someone else."

Robert F. Erburu, president of the Los Angeles-based Times Mirror Co., said his company ventured modestly into cable in the late 1960's because "at the time we thought lurking within cable was an alternative system of newspaper delivery." Although Times Mirror "learned otherwise," it found cable "an interesting business." Today Times Mirror owns systems serving 600,000 subscribers, 300,000 of them also taking pay services. Cable will generate \$100 million this year for the company.

Times Mirror will also begin testing two-way videotext in 100 homes of its Mission Viejo, Calif., system early next year and one-way teletext, with telephone response, in another 100 homes on another system in the Los Angeles area. "We want to find out whether home information by video will be a business and have an impact on our other businesses," Erburu said.

The Times Mirror and Capcities chiefs were asked whether the presence of television broadcasting and cable television in their portfolios created conflicts.

Erburu said: "We're so dumb we just bought five television stations a year ago [the Newhouse group]. Our people there are just as excited as those in cable." Times Mirror owns a full complement of seven TV stations.

Murphy said his television station managers were more concerned about competition with other stations in their markets than about cable inroads. The managers "know that prime-time network audiences will be eroded," Murphy said, but television, he asserted, remains underpriced and can meet that condition. "In five years, network affiliates will still be doing handsomely," said Murphy. "The cable effect could be more emphatic on



Late (but big) starters. The subject was "Welcome to the Club: New Cable Owners Look at the Future," and participants were (l-r) John Saeman, Daniels & Associates, Denver, moderator; Robert F. Erburu, Times Mirror Co., Los Angeles; William G. Mitchell, Central Telephone & Utilities Corp., Chicago, and Thomas S. Murphy, Capital Cities Communications Inc., New York.

radio because audiences will be of that magnitude."

Murphy saw potential competition for television broadcasting in direct-to-home broadcasting from satellites—more, he said, than for cable. "DBS," said Murphy, "will go into the cable headend and be part of the service."

Does advertising figure prominently in cable's future?

Mitchell thought it might if cable systems could be interconnected in sufficient number to generate audiences that Nielsen could measure. Murphy said: "It will be a long while before advertising is a major contributor to cable revenue."

Said Erburu: "Cable has an enormous way to go just being cable."

Moderator of the panel was John Saeman, vice chairman, Daniels & Associates, Denver. Saeman noted that of cable companies, 33% were also associated with broadcasting ownership, 24% with publishing and 3% with independent telephone companies.

Telephone entry debated at NCTA

ANPA reiterates fear that telcos will drive out others; AT&T says any competition will be limited and no threat to others

AT&T and the American Newspaper Publishers Association squared off once again last week in their ongoing dispute over AT&T's proposal to market information services over its telephone lines. The scene was the NCTA convention in Los Angeles where AT&T and ANPA were both soliciting support.

Bell, said Dennis Sullivan, AT&T assistant vice president, marketing and product management, is only intending to distribute to electronic home terminals "the same content we're publishing today"—the Yellow Pages and weather, time and sports results available by phone.

It isn't that simple, said K. Prescott Low, publisher of the Quincy, Mass. *Patriot Ledger* and chairman of the ANPA's

Government Affairs Committee. "Let an 800-pound gorilla into the arena, and people are going to get stepped on."

The two appeared in an NCTA panel session, "Competing with AT&T for Future Services," that also featured Larry Darby, one-time chief of the FCC's Common Carrier Bureau, now a Washington consultant. Darby essayed a detached analysis of the impact of AT&T's entry in the information market but came down closer to ANPA's side than AT&T's.

Sullivan decried "so much rhetoric" about Bell's intentions "before the consumer has had a chance to vote." Indeed, he said, there may turn out to be no market for the electronic services Bell has in mind. In England, Sullivan said, the Prestel system of home terminal display has been in operation for several years and has achieved a home universe of "barely 1,000."

For electronic information delivery to succeed, said Sullivan, a "critical mass" must be reached—a data base big enough to attract consumers and enough home terminals to constitute a system. Bell's Yellow Pages could be the start of a data base, Sullivan said, but such other services as "retailing at home" or "banking at home" will be needed to get videotext off the ground. Bell, he said, would be a "minority influence" in such a market.

Not only that, said Sullivan, the market itself will remain relatively small for some time. He forecast only 7% videotext penetration of U.S. homes by 1990. "That means 93% of the people will be getting information the same way they get it today," said Sullivan.

Sullivan also suggested a combined cable-telephone advertising service of the future. Advertisers could transmit high-quality commercials on a cable video channel, and consumers could order products and services by phone.

Speaking for ANPA, Low said publishers welcome such entrepreneurs as cable companies, banks, retail businesses and broadcasters joining newspapers in the business of making computer-based data accessible through home terminals, but telephone companies ought to be kept out. "We are concerned," he said, "that offering of electronic information services by AT&T, for instance, a company which

already provides monopoly service to more than 80% of the nation's telephones, at this stage of the market's infancy might well allow it to obtain similar dominance over these services."

Cable, Low noted, is familiar with the phone companies' ability to "hamper severely the development of competing services" through cable operators' "experience with AT&T's denial of pole access, restrictive lease-back agreements and discriminatory treatment of non-telephone-affiliated companies."

Low said he regretted the NCTA's decision, "under pressure" from AT&T and Senator Bob Packwood (R-Ore.), chairman of the Commerce Committee, to "break away" from ANPA's opposition to proposals by the committee and the FCC to let telephone companies into the information business through subsidiaries, which he said would fail to insulate the content and distribution functions. "Print and video publishers, including cable operators, have a common stake," he said. "I am here today . . . to urge you to review your position."

As a former telephone company regulator at the FCC, Darby retains an appreciation of AT&T's "substantial market power." The FCC, in its program of deregulation, "cannot be counted on to restrain AT&T's charges and practices," Darby said.

If Bell were allowed entry in the information market, he said, a redistribution of market shares would be inevitable. On the plus side, said Darby, consumers would have direct access to Bell's resources and to Bell's "ability to make rapid and large-scale changes in the telephone network." On the minus side, he said, would be a possible reduction in competitive services. Darby also saw an "enormous amount of litigation" ensuing from a Bell entry in the information business.

On the same panel, Mark S. Radwin, director, business development, GTE Telenet Communications Corp., explained the services his company was now providing in competition with AT&T and other telephone companies. Moderator was Brian Conboy, Washington counsel for Time Inc.

Financial puzzler: Where will cable find its next \$2 billion?

One NCTA panelist estimates that's what medium will need to raise in next 12 months to finance new franchises and rebuild its older ones

About \$2 billion is needed in the next year by cable to finance construction of new franchises and rebuilds of existing plants. With interest rates in the stratosphere, how to get the money?

That question dominated a panel on "Financing the Future of Cable" at the NCTA convention. Costs of building cable plants have been dramatically increased by

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the competition for franchises and advancements in technology, according to Julian Brodsky, senior vice president and treasurer, Comcast Corp., Bala Cynwyd, Pa. "Five years ago the cost per subscriber to bring a system to maturity was \$180," Brodsky said. "Now it can run from \$400 to \$700. At \$500, it requires \$8.33 revenue per month per subscriber to pay the interest alone."

One source of financing is venture capital companies such as Golder, Thoma & Co., of Chicago. But they may not be the most promising source at the moment, said Carl Thoma, general partner. Inflation, he said, has made it "difficult for us" to invest in cable expansion.

David Wicks, managing director, Warburg-Paribas, Becker, New York, was the source of the estimate that cable would need \$2 billion this year. He thought perhaps \$400 million could be raised in

the public market. He said new stock issues are possibilities for companies in the 100,000-to-300,000-subscriber range.

Fred Vierra, executive vice president, brokerage and investment service, Daniels & Associates, Denver, urged cable operators seeking financing to make 10-year projections of cash flow and capital requirements. Lenders want to see a program of that length, he said.

"Forget about rules of thumb and multiples of cash flow," Vierra said. In 25 recent cable system sales, the average price paid was 8.35 times cash flow and \$634 per subscriber. But those averages can be misleading. The range in the 25 deals went from cash-flow multiples of 4.7 to 16.3 and the per-subscriber price from \$336 to \$1,245.

Cornelia Higginson, investment officer in the bond department of John Hancock Mutual Life Insurance Co., Boston, in the

past an active lender to cable, had little news to cheer the delegates. Mutual insurance companies have had sales problems lately and therefore little money to invest. "I'd like to think this is not a permanent state of affairs," she said, "but I can't make assurances."

When Hancock can make loans, she said, it looks carefully at the management of the loan applicant. "Cable is a management-intensive business," she said. "Our major concern is who the people are that we lend to."

In the audience was Peter Miller, representing the city of Somerville, Mass., where a Warner-Amex franchise is running out. Miller wondered how lenders would feel about financing the city if it took over the franchise for a municipally owned cable system. He was told by Wicks that lenders would shy at the city's lack of experience in cable management.

NCTA CONVENTION: PROGRAMING

Local programing: a growing factor in cable's mix

Koplovitz, Wussler and Goddard outline number of plans for local production

Combining quality programing with "what works" was the consensus of an NCTA session on future cable programing.

The panel—which included prominent members of the cable programing community, Kay Koplovitz of the USA Network, Robert Wussler from WTBS(TV) Atlanta, and John Goddard of Viacom Cablevision—drew one of the convention's larger panel session crowds.

Koplovitz predicted that cable "will be the most desirable programing by the end of the decade," but stressed the need for original, quality programing. "Cable has to have its own original programing to retain its subscribers," Koplovitz said.

She gave a preview of USA's *Alive and Well* series on "health and wellness," scheduled for an Oct. 1 debut, adding she would not quarrel with the \$40-million estimate the show reportedly costs.

Koplovitz also urged cable operators to look at ancillary markets for other revenues. And Koplovitz predicted that audiences will have to be found that are "broad enough to support advertising dollars." She predicted that only six to 12 advertiser-supported basic cable networks would survive.

WTBS's Wussler agreed. He said cable networks would have to gain 7% to 8% of the marketplace to prosper. Anything below 4%, Wussler felt, would be too narrow an audience to support advertising.

Though Wussler didn't "see a great deal of change" on the immediate horizon with the commercial networks, he predicted

that their combined audience share would drop to 50% by 1990 in response to competition from cable networks.

Wussler translated the session theme, "Innovative Concepts in Cable Programing," into "what works," in describing WTBS's success in penetrating markets with few commercial outlets by carrying reruns of many syndicated programs from the 50's and 60's.

Wussler made some programing announcements including the return of the *Bill Tush Show*, which Wussler described as "a PG version of [ABC's] *Fridays* or [NBC's] *Saturday Night Live*." Beginning July 5, WTBS will air a one-hour "Ed Sullivan" type show, said Wussler, from Resorts International in Atlantic City which will include guests like Patti Page and Chubby Checker.

Other programing to be added includes a variety/country and western show from Nashville; a British mini-series, *Kidnaped*, "fully sponsored by Kraft," Wussler said, to be aired Dec. 1, 2 and 3; *Smart People*, a look at inventive people throughout the country, and *States of the Union*, which Wussler described as a

"Kuraltian look" (in deference to Wussler's former CBS colleague, Charles Kuralt) at states and places in the U.S.

Wussler announced WTBS's first, originally produced movies, one on Valley Forge and another on the Declaration of Independence. A questioner asked whether Ted Turner was going to star in any WTBS movies: "He would like to," Wussler replied, "but I told him he can't."

Wussler predicted the 7 million homes CNN counts now would rise to 8 million by July 15 and 10 million by the end of the year. He also expects CNN to be operating in the black by that time.

In discussing WTBS's budget and the original projects it plans, Wussler said that by 1986, 50% of the budget will be movies, 20% in-house production, 15% sports and 15% syndicated fare.

Some Turner product on WTBS and CNN is syndicated to some television stations now, and Wussler said that by the end of the year, 10 regular shows and 10 special programs will be in syndication. Wussler said negotiations are under way with some STV stations, but that the CNN material would not be broadcast live, to avoid com-



Cable programers. Packed NCTA session found USA Network's Kay Koplovitz stressing need for quality cable programing. Joining her were (l-r) moderator Robert Hosfelt, Gill Cable, San Jose, Calif.; Robert Wussler, Turner Broadcasting, Atlanta; John Goddard, Viacom, Pleasanton, Calif.

petition with the local cable system, but would be shown the same day.

Viacom's Goddard described the leased channel concept many northwestern cable systems have undertaken with the NBA's Seattle Supersonics. At a cost of \$120, subscribers can watch all Sonic home and away games.

Operators get a percentage of the advertising gross and/or payment from the team, Goddard said, depending on the contract drawn between the Sonics and the system. The Sonics promote and build the subscriber base, Goddard said, and the local cable operator is compensated for security, capital expenditures and marketing costs.

Distribution will be via microwave to the KIRO-TV Seattle transmitter, then to a master antenna system, then to cable operators. KIRO production facilities will be used for the games by the Sonics.

Advertising will be sold at "natural breaks" in the games, Goddard said, with the Sonics retaining the revenue. Six companies have already signed for the service, representing 220,000 subscribers and 400,000 homes. "Marketing has gone quite slowly," Goddard admitted, but said that was because it is difficult "to create a sense of urgency" to induce subscribers to put down the \$60 deposit, and is coupled with the Sonics last-place finish in the division last season.

The key advantage in the situation, Goddard said, is that the middleman has been eliminated in the program purchase

scheme, though it places pressure on the cable system "to negotiate a good contract."

Showtime expands to 24 hours

July 4 is start-up day for full-time service; new programs include series with Mickey Rooney, Jonathan Winters; also announced are affiliation agreements with Warner Amex

Things must have been hopping at Showtime since the pay cable network decided last month to lengthen its programming day from 12-14 hours to 24 hours starting July 4. Showtime President Mike Weinblatt and programming head Greg Nathanson announced a number of new programs and some new directions in Showtime's programming philosophy at a press conference on the opening day of the NCTA convention.

Weinblatt also used the forum to announce affiliation agreements with Warner Amex Cable Communications, Community Tele-Communications and Cross Country Cable.

The bulk of Showtime's programming and its chief attraction to cable subscribers are recent, major motion pictures. A joint ven-

ture of Teleprompter and Viacom International, Showtime counts over 1,100 cable affiliates and approximately two million subscribers.

Showtime's new programming includes six one-hour specials featuring Mickey Rooney performing burlesque and vaudeville comedy; recut and abbreviated versions of *The Wacky World of Jonathan Winters*; *Laff-A-Thon*, game show featuring comic contestants playing for home viewers, and a series of week-long, five-episode serials, produced by Paul Klein.

In addition, Showtime said it has acquired the rights to 1,700 movies of Metro-Goldwyn-Mayer and it will present "Purlie," a Tony award winning musical, as part of its one-and-a-half-year-old *Broadway on Showtime* series.

To establish viewing habits among its subscribers, Nathanson said Showtime would begin running films and series during regular and recurring time slots. "Over time," Nathanson said, "viewers will learn that they can tune in to Showtime any night at 8 p.m. [NYT] and see a great program start to finish." He said Showtime's best movies will be aired on Friday, Saturday and Sunday in that time slot. The slot will be filled on Tuesdays with *Jonathan Winters*, *Laff-A-Thon* and *Bizarre*, an existing comedy series starring John Byner. Showtime has also scheduled regular family entertainment each afternoon at 3:30 p.m. NYT.

One of the headaches for the pay cable programmer has been what to do with the time between feature movies. According to Weinblatt, this heretofore programming wasteland will be filled with a variety of "micro-series."

Chief among the "programming between programming," Weinblatt said, will be television personalities Renny Temple and Caren Kaye, who will preview upcoming movies. The husband-wife team may be familiar to television viewers. Temple starred in the short-lived *The Life and Times of Eddie Roberts* and Kaye has appeared on *The Mary Tyler Moore Show* and *The Betty White Show*.

In other programs, performer Meredith MacRae will interview popular entertainers; Bill Harris, former writer for Rona Barrett, will report Hollywood gossip and news and "count down" the top 10 grossing films of the month, and young comedians will perform.

According to Weinblatt, the Rooney series, which will be produced by Rooney and Greg Garrison Productions, will bring the "broad humor and baggy pants comedy of vaudeville" to Showtime. In a recorded telephone conversation between Weinblatt and Rooney, Rooney said he would perform many of the 257 "black-outs" he inherited from his father.

The 26 *Jonathan Winters* half-hours, Weinblatt said, are the best parts of 52 half-hours produced for the 1972-73 and 1973-74 television seasons. It too is being produced by Greg Garrison Productions.

Costs of the Paul Klein serials will be kept to a minimum by using Ultra-Mat, a technique whereby characters in a studio are superimposed onto pre-recorded



Flap. It was an NCTA convention general session entitled "Agronsky and Company Appraise Free Speech and the First Amendment in the Cable Age," and it brought out a large roomful of delegates. For the first half-hour, Martin Agronsky, moderator of Post-Newsweek's weekly television discussion program (center in photo above), and regular participants, Elizabeth Drew, contributor to the *New Yorker* and other publications (l), and Joseph Kraft, syndicated columnist, shared cerebral thoughts about inflation, economic policy, President Reagan and his administration, without mentioning cable, the First Amendment, or even copyright or AT&T. At that point Agronsky said: "Let's turn to international matters," and a man in the audience could stand it no more. He rose and said in a loud voice: "I can't understand why this panel isn't addressing this audience."

Agronsky said something about cable being a business that like all others is affected by national politics and the general economy. Drew said the title of the session had been printed before the participants had decided to talk about larger matters. Others in the audience began asking such questions as: "How is the Reagan administration going to help cable?"

If anything concrete came off the platform, it was the panel's unanimous view that something ought to be done to prevent national networks from broadcasting election projections or results before polls close. Kraft said he saw nothing wrong with a government law to prevent it. Drew said a prohibition against the publication of political polls before or after an election would be "an advance for civilization." Agronsky, who used to be a network correspondent himself, agreed something must be done to curb network election reporting.

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scenes. Featuring new characters and a new story each week, Weinblatt said, the five-part series will run Monday and Friday and rerun "vertically" on the weekend.

Showtime's new addition to *Broadway on Showtime*, "Purlie," stars Robert Guillaume, best known for his lead role in ABC's *Benson*, Melba Moore and Sherman Hemsley from CBS's *The Jeffersons*. The musical will be restaged at Lehmann College, New York, for the Showtime taping. It is being produced by Bob Thiel Productions in association with CBS Video Enterprises.

The top affiliation news was that Warner Amex would introduce Showtime into all new-build Qube systems, a market of 1.7 million homes. It was also announced that Cross Country had signed to offer Showtime in four new-build systems that will encompass 200,000 homes and that TCI, which already offers Showtime in many of its systems, would extend the service to 150,000 more subscribers within the next two years.

Cable news service may be Westinghouse entry for future, program session hears

And television's in for a run of program failures, predicts NCTA panelist; CBS following P&G's example; Cox is bullish

The president of Westinghouse Broadcasting Co. hinted last week that the company may introduce a news service for cable television. Appearing at the closing general session of the NCTA convention in Los Angeles on Sunday, May 31, Daniel Ritchie, responding to a question, said he had hoped to make an announcement during the convention but was unable to complete plans.

Perhaps, he said, there would be something to say in two or three weeks. He pointed out that Westinghouse had engaged transponder capacity for satellite delivery of programming and that Westinghouse stations were active in a satellite news exchange.

Ritchie was one of four members in a panel discussion of "The Evolving Marketplace for Cable Programming." The theme was set by Richard Frank, president, TV distribution, Paramount Films, Hollywood. "We've watched the dedication to the building of plant," said Frank, "while programming has taken a back seat. Now we ought to see a reallocation of dollars to programming."

But where's the money to come from? Ritchie said expanding advertising volume and increased pay service would combine to support cable programming, "but there will be failures."

Frank agreed. "More money will be lost in programming and there will be more failures in the next five years than we have ever seen in television," he said. As for ad-



Show's the thing. "The Evolving Marketplace for Cable Programming" was the subject of these participants in a general session: (l-r) Daniel Ritchie, Westinghouse Broadcasting Co., New York; Richard J. Cox, CBS Cable, New York; Sandi Freeman, Cable News Network, Atlanta (moderator); Richard Frank, Paramount, Hollywood, and George Paris, 20th Century-Fox, Beverly Hills, Calif.

vertising, said Frank, "advertisers will insist on numbers, and the numbers on some channels just won't be there."

Richard J. Cox, president of CBS Cable, disagreed. The programming his company intends to offer "can be sold at premium rates," said Cox, "because of the value of the audience we will deliver."

CBS Cable will aim at a cultural level higher than that of conventional TV. "The country has never been better educated," Cox said. "We intend to serve an unserved need."

Won't CBS Cable, Cox was asked, be competing with the CBS TV network? "It's like P&G putting out another soap," Cox said. "If you're going to have competition, it might as well be your own."

The fourth member of the panel, George Paris, vice president, daytime television programming and specials, 20th Century-Fox, said narrowcasting on cable and quality programming "are on a collision course." Unions, he said, must be reasonable if costs are to correspond to audience size. "We mustn't be too greedy in the developmental stage," Paris said.

Not only that, said Paris, "in years to come television networks won't be able to pay the fees they pay now for programs. We'll have to be innovative to maintain quality."

Sandi Freeman, a Cable News Network correspondent, was moderator.

Cable's local side

Public access and local origination are growing as systems seek more localism

One of the NCTA's most enthusiastic panel sessions—it ran 30 minutes overtime—concerned the twin subjects of local origination (LO) and access—which, if the tenor of the discussion was any indication, may be communications avenues whose time has come. Both are aspects of the cable experience that in the past have ranged from controversial to troublesome to disappointing.

Much of the impetus for the current wave of LO and access activity has resulted from franchise contests in the big cities and major suburban areas, where communities have demanded and operators have agreed to provide extensive channel set-asides for those purposes. The evidence advanced by the NCTA panelists was that the investments were proving worthwhile.

Sue Buske, executive director of the National Federation of Local Cable Programmers (NFLCP), offered three basic reasons for cable's activating such channels in the first place: (1) to make money from programming—through the sale of local advertising—on LO channels, (2) to



Enthusiasts. Both local origination and access channel activity are enjoying a new boom in cable, according to panelists (l to r) Sue Buske of the National Federation of Local Cable Programmers, Jabari Simama of Cable Atlanta, Don Smith of NFLCP, Marguerite Johnson of San Leandro Cable and Joan Young of Golden Triangle Communications.

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No business like it. One of this year's NCTA convention extravaganzas was the party CBS Cable threw for several thousand guests in the Los Angeles Museum of Natural History. The evening featured a number of entertainments, dancing, continuous dining and, until it ran out, enough champagne to, in the words of one delegate, "float the Queen Mary" (the docked ocean liner aboard which CBS Cable staged its first gala at the Western Cable Show last December). Hosts for the evening (at left): CBS Cable President Richard Cox; Charlotte Schiff Jones, vice president of marketing (who booked the evening's entertainment), and Robert Shay, vice president and general manager. Among the celebrities (at right): Karen Morrow and Nancy Dussault, who will star in *Singin'*, three half-hour originals to be produced by CBS Cable. The advertiser-supported cable service begins operation Oct. 12 with 12 hours of programs each day, seven days a week, via Westar III. At last count some three million cable subscribers had been committed to the cultural service. CBS announced it had signed its newest correspondent, Bill Moyers, to do a 20-part series entitled *A Walk Through the 20th Century*. It examines the places and events of the century's first 80 years and will be a part of the cable debut. CBS also announced a promotional package for affiliates making them eligible for "up to 15 cents-per-year per-subscriber in cooperative ... reimbursement funds."

offer program diversity and localism and (3) for public relations purposes—a reason she said often ends up atop the list. She also offered three basic "models" for approaching the organization of those channels: (1) through nonprofit access corporations, (2) through community institutions, such as a library, or (3) under the cable system's direct control. Buske indicated the access approach is often the most cost-efficient. "There are more people out there than you can have on staff," she said.

Jabari Simama, director of public access for Cable Atlanta, was enthusiastic about the medium's ability to "soften the market" for cable, to build subscribers and as a public and community relations vehicle. He asserted that operators can get back two to three times their investment in access through the subscription sales it encourages.

Marguerite Johnson, local origination manager of Cable TV of San Leandro, Hayward, Calif., was another who came down on the community involvement side. "They're the ones who will stick with it," she said, after the college students and other "media freaks" move on. Don

Smith, president of the NFLCP, spoke of the experience in Bloomington, Ind., where the city has made a major investment in access programming through its public library, reinvesting part of its franchise fee, while the cable operator makes a minimal investment in equipment. "The real return is in the cable system's ability to serve the community's needs," Smith said.

One of the more dramatic success stories was told by Joan Young, program director and local access coordinator for Golden Triangle Communications in Denton, Tex. From a standing start 14 months ago, when the system had only 400 subscribers, it has progressed to a point of having seven full-time staff members (plus "lots" of interns and volunteers) and being booked two months in advance on one weekly *By the People* program.

Young began the effort—in what she described as a conservative community where "all they knew about public access was New York, where they shoot dogs on Christmas Eve"—by cablecasting two live 30-minute newscasts daily for six weeks, all produced by two full-time staff members and two part-timers. After six weeks,

she said, the parent MSO—Cox Cable—took a look and doubled the budget (it's now at an annual level of \$200,000).

The key, she said is to legitimize public access (among other things, in keeping with the Denton community's conservatism, she has insisted on a dress code for student volunteers) and to program it in a noncompetitive slot (her choice: early fringe, right after work and before prime time).

Buske noted that one of the side effects of access programming is to demystify the television process, although she said many operators still are uncomfortable about putting TV equipment in the hands of the community. Asked whether there were any reliable techniques for measuring the audience size of access programming, Simama emphasized that the medium's purpose was not to seek large audiences but "a tremendous opportunity for narrowcasting to small, select communities—to see that they have a voice."

HBO goes 24 hours

Original pay service joins Movie Channel, Showtime and Cinemax in offering round-the-clock programming

Home Box Office, following the lead of Movie Channel and Showtime and its own junior service, Cinemax, plans to expand its operation to a 24-hour, seven-day-a-week schedule next Jan. 1.

HBO President James Heyworth, who made the announcement at a press conference in Los Angeles last week, in connection with the NCTA convention, admitted competitive pressures contributed to the decision, even though HBO is a dominant force in the pay programming business.

"Our hand was forced by Movie Channel, Showtime and Cinemax," he said. Movie Channel is already full time, and Showtime will expand to 24 hours next month. Cinemax, introduced at the NCTA convention a year ago, has been 24 hours a day since Jan. 1.

But Michael Fuchs, senior vice president for programming, said that HBO would be distinctive as a 24-hour service. He provided few details, except to indicate HBO would command some kind of exclusivity for its programming. "In 1982, you won't see the pay services offering the same movies," he said. "There will be exclusivity. The business is changing," he added. "We always felt we had to make HBO and Cinemax recognizable."

Fuchs also offered two other indications of the new programming service, though in negative terms. "We won't repeat movies in 24 hours," he said. And he indicated HBO would not show R-rated movies in the afternoon. He said HBO is troubled by the controversy surrounding the distribution of R movies during the day.

Heyworth said the expansion depends

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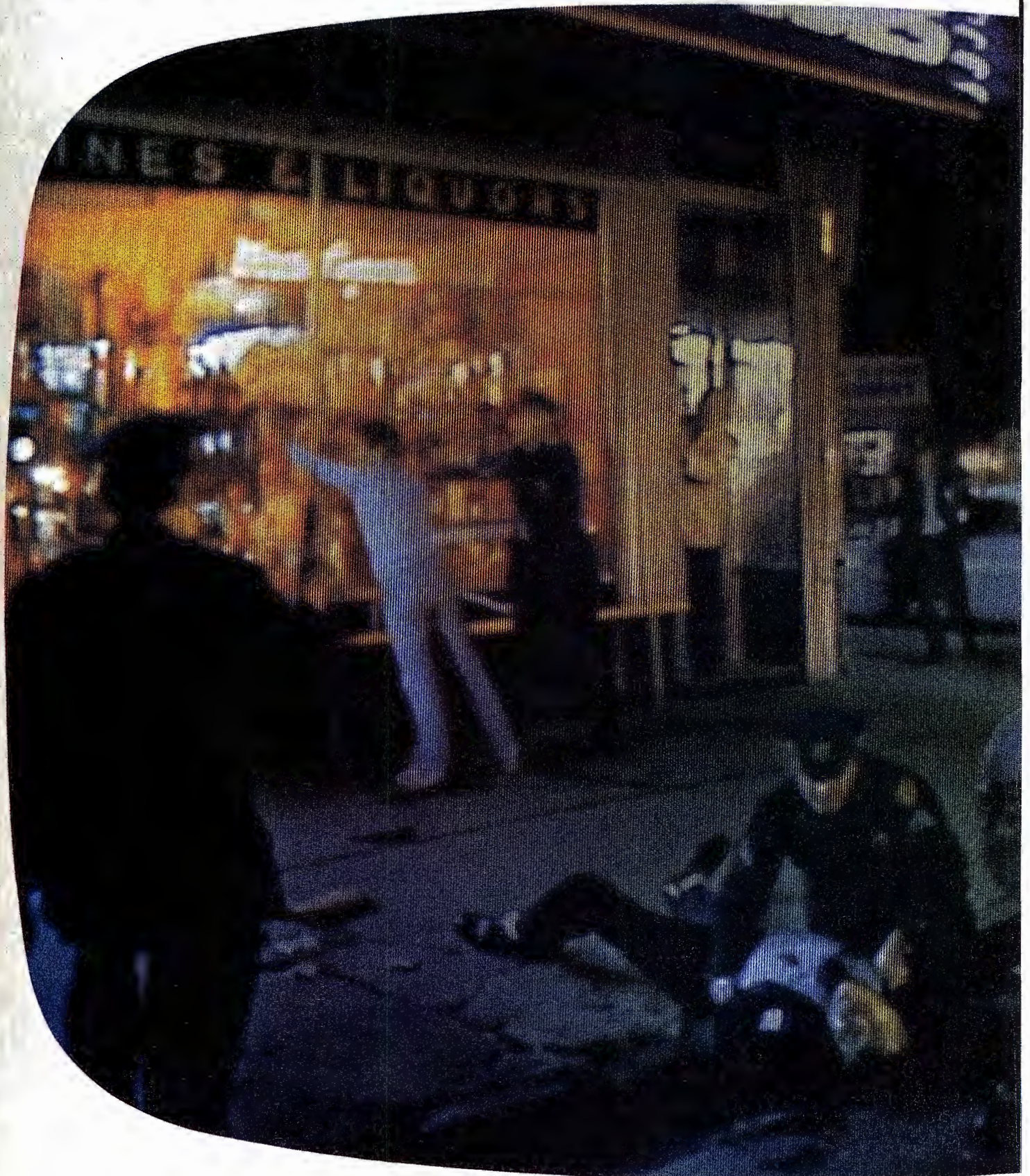
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on the successful launch of Satcom 3-R, in late October. When cable program services are shifted from Satcom 1 to Satcom 3-R, he said, HBO will shift its Western time zone feed to transponder 13 on the new satellite, which HBO has leased 24 hours a day.

Heyworth said 24-hour programming offers a selling advantage in marketing pay services, and added: "it represents an incremental viewing advantage for a segment of the audience attuned to non-prime-time viewing."

The announcement of HBO's expansion to 24-hour service came after some bullish announcements about Cinemax. Tony Cox, senior vice president for sales and marketing, said Cinemax, designed to complement the basic service of HBO, had "exceeded expectations." It is now being carried by 300 affiliates with some 400,000 subscribers, about twice the number taking the service at the end of 1980.

More than that, David Meiser, in charge of programming for the new service, announced a large new film package—over 175 new motion pictures from Metro-Goldwyn-Mayer Film Co., Warner Bros. Television and United Artists. The films are to be shown through 1983. Cinemax will initiate a festival of MGM musicals in June with Gene Kelly's "Singin' in the Rain."

NCTA deals its ACES

With entertainment from Allen and Mandrell, association bestows its many cable programing awards

Spiked with the comedy of master of ceremonies Steve Allen and the entertainment of country singer Barbara Mandrell, the NCTA rewarded excellence in cable programing with its ACE awards, in a gala closing the 1981 convention.

Outgoing chairman Douglas Dittrick presented individual program, national and special awards. Home Box Office won the distinguished achievement award, while Nickelodeon and the California Cable Television Association won special recognition awards.

The other winners follow:

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Brian Lamb, president, C-SPAN.
Brian Conboy, Washington general counsel, Time Inc.
H.I. King, former president, TV Signal Co. of Aberdeen, S.D.

National Awards

William J. Bresnan, president, Teleprompter Cable — Larry Boggs Award.
June E. Travis, senior vice president, administration, ATC — Idell Kaitz Award.
Frank M. Drendel, senior vice president, M/A-COM — Jerry Greene Memorial Award.
Nicholas E. Worth, vice president, engineering, Telecable — Engineering award for outstanding achievement in operations.



Top of the line. NCTA's distinguished achievement award was presented to Gerald Levin, group vice president of Time Inc., for HBO's "continued pioneering and outstanding achievements in the pay TV industry," and particularly for its creation of the first pay cable service in 1972. Levin received the award from Dr. Vivian Horner, chairman of the NCTA cable services committee. At right: Jim Heyworth, president of HBO.

Nathaniel M. Marshall, president, Systems Communications Cable — Outstanding committee chairman award.

William J. Ryan, vice president, general manager, Palmer Cablevision — Walter Kaitz Award for outstanding contribution through state or regional association.

Robert E. Turner, chairman, Turner Communications — Robert H. Beisswenger Memorial Award.

Sydney Fluck Jr., engineering division manager, Wavecable Cable — Engineering award for outstanding achievement in development.

ACE Awards

Continental Cable, Lansing, Mich., R. Paul McConaughy, program director — Excellence in overall format and content in community programing.

UA-Columbia Cablevision, Oakland, N.J., Lenny Melamedas, studio director — Excellence in community involvement in community programing.

Cable Television, Hayward, Calif., Marquerite Johnson, local origination manager — Programing for special community audience.

Warner Qube, Columbus, Ohio, David Feingold, executive producer for *For the Sake of Clean Air* — Excellence in documentary or public affairs.

Total CATV, Baton Rouge, La., Daniel Stein, producer for *Football '80* — Excellence in sports programing.

Suburban Cablevision, East Orange, N.J., Greg Vandervort, director for *June Day* — Excellence in entertainment programing.

Warner Amex, Reston, Va., Thomas Bartelt, director for *The International Children's Festival at Wolf Trap* — Excellence in children's programing.

Golden Triangle Communications, Denton, Tex., Joan Young, director for *Out of the Mysterious Past* — Excellence in educational programing.

Cablevision of Emporia, Emporia, Kan., Sam Dicks, director for *Blessed, Blessed Mama: A Chase County Life*; **Suburban Cablevision**, East Orange, N.J., Greg Vandervort, director for *Conference on Literature and the Urban Experience*; **Warner Qube**, Columbus, Ohio, Fred Barzyk, program producer for *Lulu Smith: The Chicken Who Ate Columbus* — Excellence in single program, unclassified.

Warner Qube, Columbus, Ohio, Jon Steinberg, producer for *QUBEsumers Mean Business* — Excellence in public affairs program series.

Warner Qube, Columbus, Ohio, Allie Sherman, executive producer for *Ohio State Football* — Excellence in sports program series.

Sunflower Cablevision, Lawrence, Kan., Randy Mason, producer for *Bringin' it All Back Home* — Excellence in entertainment program series.

Golden Triangle, Denton, Tex., Candice Liepa, news

director for *News 25* — Excellence in news program series.

Syracuse Cable, Syracuse, N.Y., Abby Lazar, producer for *Kid Stuff* — Excellence in children's program series.

Marin 11, San Rafael, Calif., Christopher Coughlin, producer for *Innersight* — Excellence in educational program series.

Warner Qube, Columbus, Ohio, Leigh Denham, producer for *Columbus Alive* — Excellence in program series.

Home Box Office, New York, *Consumer Reports Presents Food Show* — Excellence in national public affairs program.

HBO, Bruce Cohn, producer for *Time Was ... the 40's* — Excellence in documentary for national program.

HBO, Marty Callner, producer for *SRO Diana Ross* — Excellence in musical general entertainment for national program.

Showtime, New York, Bill Siegler, producer for *Little Johnny Jones* — Excellence in national unclassified general entertainment program.

Showtime, Burt Dubrow, producer for *Broadway on Showtime: Passion of Dracula* — Excellence in national dramatic program.

ESPN, Bristol, Conn., Bill Fitts, executive producer for *WCT Tennis: McEnroe and Connors* — Excellence in national program sports event coverage.

HBO, Michael Fuchs, executive producer for *Thrill Sports* — Excellence in national program about sports.

Warner Amex, New York, *Livewire* — Excellence in national children's program.

C-SPAN, Arlington, Va., *The Presidential Transition with Jack Watson* — Excellence in national special audience program.

HBO, John Korty, executive producer for *Stepping Out: The DeBolts Grow Up* — Excellence in national unclassified program.

C-SPAN, Arlington, Va., *1980 Election Program* — Excellence in national public affairs program series.

Cable News Network, Atlanta, *Investigative Report on Cancer* — Excellence in national news program series.

HBO, Tim Braine, producer for *Wimbledon 1980* — Excellence in national sports event series.

USA Network, Glen Rock, N.J., Sanford Fisher, executive producer for *Sports Probe* — Excellence in national sports program series.

Warner Amex, New York, *Livewire* — Excellence in national children's program series.

B.E.T., Washington, Robert Johnson, executive producer for *BET Sports Presents Black College Basketball* — Excellence in special audience for national program series.

Fowler lays out regulatory plan for NCTA audience

Chairman's first speech, with statements on 'unregulation,' First Amendment rights and marketplace controls on industry, draws scattered applause

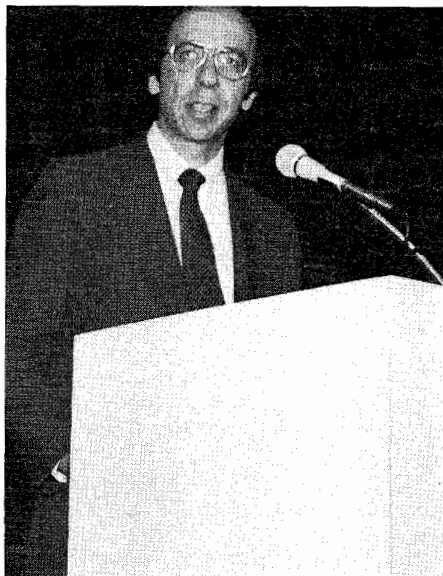
FCC Chairman Mark S. Fowler met the cable industry at lunch last week, at the NCTA convention, and it seemed the two had little to say to each other. Fowler was talking to an industry to whom, because of the deregulatory actions of his predecessors, there was little he could promise or threaten. Perhaps as a result, the reception—in a hall that, as in the case of two previous luncheon speakers, was no more than half full—was less than enthusiastic. The cable operators were not an easy audience.

Although Fowler sprinkled his remarks with comments tailored to the interests of cable operators—he even went to the extent of taking swipes at cable's tormentors—the basic speech could have been delivered before any group under the FCC's jurisdiction. It was Fowler's first as chairman, and he wanted to lay out his concept of the commission's role and the program he intends to follow. (He used much of the material later in a speech to the International Communications Association, a group of worldwide companies with large voice and data transmission networks.)

The subject matter was also cited by some in the audience in explanation of the reception. Fowler, it was said, was talking to a group of up-from-poverty, bottom-line entrepreneurs concerned with what's in it for them. Discussions of a new regulatory philosophy are not what many in the hall would willingly give up another tour of the exhibits to hear.

Furthermore, the commission's "five objectives" that provided the major theme for the speech had already received attention. Fowler had discussed them with the other FCC members after being sworn in as chairman, on May 18, and they had been publicized (BROADCASTING, May 25).

But two of the objectives did spark the three rounds of applause with which the speech was interrupted. One that reflects Fowler's interest in what he chooses to call "unregulation," is to create "an unregulated, competitive marketplace environment for the development of telecommunications." The applause came when he added: "I believe that consumer choice and entrepreneurial initiative should be emphasized over pervasive government control and direction." He said the greatest



Fowler

example of the "folly" of government's belief that it can anticipate how technologies should fit into a regulatory scheme is the regulatory program the commission designed for cable in 1972.

The cable operators also were pleased with Fowler's call to improve the efficiency of the commission's operation, although the applause came when he related that objective to the operators' problems. "Six years is too long to wait for a broadcast license." (Silence.) "Six months is too long to wait for clearance for an aeronautical frequency or for a CARS license renewal." (Applause.) Fowler received a hand, too, when he said "six minutes and an 18-cent stamp are wasted if they are expended on filling out paperwork that we do not need or use for any valid purpose."

The commission's objective to eliminate government action "that infringes on the freedom of speech and press" might have been expected to draw applause from any group whose business is communications, and it would seem to offer the kind of assurance wanted by an industry whose presentation of R-rated movies is becoming a matter of national controversy. But Fowler's statement failed to draw any demonstration of approval.

Fowler's position, however, is worth attention, considering the sensitivity of the issue: "Technological developments are proceeding at such a rapid pace that many definitions of telecommunications are becoming blurred. Unless the commission remains sensitive to these constant changes and their implications, there is a danger that rules perhaps validly applied to one service may be inappropriately applied to another very different service."

Of the two remaining commission objectives, one ties in with those for "unregulation" and increased efficiency. It is for the elimination "of all unnecessary regulations and policies." The other is one

Fowler acknowledged would not "immediately concern" most cable operators; it is for "the promoting, the coordinating and the planning of international communications to assure the vital interests of America in commerce, defense, and foreign policy."

Beyond the objectives, Fowler described what he intends to be the "basic thrust" of his administration—and he made it clear it will be different from what he considered the hallmark of past administrations, presumably a reference to Charles D. Ferris's. It will be to develop "an even-handed approach to the regulation of all telecommunications industries," he said. In the past, he added, the commission has "lacked a cohesive approach to telecommunications regulation." There was "a degree of regulatory unevenness," as the commission "acted to encourage competition within some segments of the telecommunications industry while apparently limiting competition in others," or "pursued deregulation more tentatively and selectively in one area as opposed to another."

The "basic thrust" of his approach, in turn, is based on two premises. One involves what Fowler considers the profound economic implications of telecommunications regulation. "I begin from the premise that the more efficiently our telecommunications systems work the better off our economy is," he said. "Our economy, in turn, determines not only the kind of lives we and our children will have, but also whether this country will continue as the mainstay of the free world."

The other premise involves what he said is his concern with First Amendment values. Free speech and free press safeguards "are interwoven into the fabric of our country as a democracy," he said, adding, "There is no other single area where First Amendment concerns are highlighted in such bold relief as in the regulation of those industries whose business is the formulation and communication of ideas."

In getting into his speech, Fowler tried a few jokes to show he understood and sympathized with the copyright problems of those in his audience. He got a laugh when he suggested that it might be wise if President Reagan lent him the services of Philip Habib, Reagan's special emissary in the Syrian-Israeli dispute, to mediate "between Tom Wheeler, Jack Valenti and Vince Wasilewski."

Then he went further, with material not included in the prepared text, tossing some barbs at those whose position on the copyright issue have made things difficult for the cable industry. He talked of several new items on the menu at the convention hotel—the "Valentiburger—the price goes up after you've eaten it." Henry Geller Retransmission Consentburger—you can order the food but you have to ask the

waitress before you can take a bite." And the "Copyright Royalty Tribunalburger—you don't know when the food is going to come, and when it does, you don't know what it's going to cost," an apparent reference to the continuing litigation over the CRT's distribution of cable royalty fees to copyright owners.

The audience didn't appear to regard those sallies as particularly uproarious. Or maybe they just served to remind the cable operators that it is Congress, not the FCC, that at the moment appears most relevant to their future.

No clear-cut answer for AT&T question

NCTA is warned against working for very strict legislative limits on phone company unless cable will serve unprofitable areas

Cable television operators who have been lobbying Congress hard for legislation to prevent AT&T from competing with them heard some sobering words last week. Denying AT&T the authority to provide anything more than a carrier service could set an unfortunate precedent for cable television, said Representative Al Swift

(D-Wash.). And, suggested Senator Larry Pressler (R-S.D.), cable operators should not count on Congress to bar AT&T from their business unless they are prepared to serve remote, unprofitable areas.

The two were members of an NCTA panel that focused on telco/cable competition as it is being considered in the amendment of the Communications Act now under way in Congress. But it wasn't all downbeat for those attending the session.

Representative Henry A. Waxman (D-Calif.), a member of the House Telecommunications Subcommittee, offered observations reflecting NCTA's position on the issue. Because of its huge size and what he said was its history of anti-competitive practices, "there is a serious question of whether AT&T could ever compete fairly," he said.

Indeed, he delighted the audience with a play on the Bell System's current advertising theme, "reach out and touch someone."

"The real corporate slogan," he said, should be, "reach out and crush somebody."

"The fourth member of the panel, Representative William J. Tauzin (D-La.), who also serves on the Telecommunications Subcommittee, offered no position of his own. But he feels Congress will be "remiss" if it does not set the legal framework within which AT&T will function. The job shouldn't be left to the courts in which the Justice Department is suing the company on antitrust grounds in an effort

to break it up into various parts. "It would be even worse," Tauzin said, if Justice and AT&T settled the case out of court.

But the hard stuff came from Swift, another member of the House Telecommunications Subcommittee, and Pressler, a member of the Senate Communications Subcommittee.

If Congress decides AT&T should only be the [transmission] pipe [and should not be allowed to put anything in it]," Swift said, "you're setting a precedent that could be applied to cable. There are questions now about why there should be one company in a community offering 100 channels."

Ralph Baruch, chairman of Viacom International, who served as moderator, broke in to protest that the "basic difference" between AT&T and the cable industry is that the former is a monopoly and the latter isn't. But Swift wasn't impressed. "You don't want to be a common carrier, but an action on AT&T will put pressure on those who see cable as a common carrier," he said.

Swift has no easy answer to the question of whether AT&T should be barred from putting anything in the "pipe." He said that during consideration of the rewrite proposal last year, he supported barring AT&T from offering a news service. "But I was ambivalent about data."

Pressler was the only panelist who said he would bar AT&T from providing cable television service—but the statement was heavily qualified. Service must be provided to the urban poor and the rural areas, he said—and by AT&T if not by "private" companies. "Those areas are going to demand communications services"—the same services available to the rest of society.

Who will provide that service? he asked. "The question has to be answered by those opposing AT&T getting involved."

On several occasions Pressler cited his experience as a resident of Humboldt, S.D., population 500. "It has no cable television service," he said. "The telephone company will provide the service, but it wants the profitable areas too."

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Wirth stakes a claim on cable

House Telecommunications Subcommittee chairman says he wants to be active in policy issue, does not believe in heavy-handed regulation, gives endorsement to First Amendment rights for systems and opposes AT&T involvement in business

Tim Wirth dealt himself in on cable legislation during a luncheon speech to the NCTA convention in Los Angeles. The Colorado Democrat who is chairman of the House Telecommunications Subcommittee expressed interest on a number of cable policy fronts, including franchising, copyright and the First Amendment, and

indicated his subcommittee would have a hand in shaping them.

Wirth left open the final resolutions of those questions in his forum, although he voiced generous praise for the industry and the merits of leaving it relatively alone. "I hope we have learned the lesson on the dangers to the public of protectionist regulation," Wirth said. But later he added: "Cable . . . is no longer a new kid on the block, a fledgling industry whose mistakes would be overlooked because it had so much future promise." Congress and the public both have "high expectations" of the industry, he said, and "they no longer believe [cable] needs to be nurtured—only that it be given a fair break in the marketplace."

Wirth expressed specific concern over



Wirth

the reintroduction of copyright legislation in the Congress, and said his own subcommittee—and the parent Commerce Committee headed by Representative John Dingell (D-Mich.)—would defend its jurisdiction over communications policy issues that might be involved, specifically including distant-signal importation rules.

And he expressed concern over the recent trend toward municipal ownership and management of cable franchises, as in St. Paul, Minn. While indicating he understood the reasons some cities might opt for that approach, Wirth seemed to be tilting against it. "It is private entrepreneurship which has been the driving force behind wiring the country and bringing services on line. We should be concerned that this drive not be lost," he said. And, "more importantly," he indicated First Amendment dangers in "leaving the door open for municipal control of programming . . . The potential for mischief or the potential for harm is enormous," Wirth said. But, he added, it is avoidable.

Wirth left no doubt of his preference for the marketplace as cable's principal control mechanism. "Government can keep prices low and require minimum levels of service," he said, and "can correct major violations of the public's rights and establish structural ground rules and operational principles." But the government "cannot predict well, and therefore should not bless or restrict market choices," Wirth said. "In the marketplace, bad or ill-timed decisions die quickly; only govern-



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ment can keep a bad idea floating for years."

Wirth closed his speech with a ringing affirmation of the First Amendment and—to the ears of NCTA delegates—a clear opposition to the entry of AT&T into their business. He noted that the Telecommunications Subcommittee would begin hearings in July on information diversity and the First Amendment, pointed out that he had successfully introduced an amendment to last year's House Commerce Committee common carrier legislation precluding AT&T from cable and promised to do so again this year. He also noted his opposition to separating program control from the transmission apparatus in the cable industry.

"Whenever a gatekeeper controls a bottleneck through which information must pass, we must raise the issue [of information diversity and the First Amendment]," Wirth said. "I do not know yet what the answers are, but I know that we must ask the questions."

Compulsory license merits debated

Kastenmeier, others say retaining provision in new legislation may be necessary; Danielson and Moorhead favor negotiating for distant signals

The struggle now going on in Congress over whether to retain the compulsory license given cable television systems to carry copyrighted works was played out in miniature in a panel session at the NCTA convention.

There was encouragement for the cable operators in the remarks of some of the panelists, particularly Representative Robert Kastenmeier (D-Wis.), chairman of the House copyright subcommittee, who has introduced legislation that retains, in large measure, the compulsory license in the Copyright Act of 1976. But it was evident in the 90 minutes of discussion that the compulsory license is not regarded as sacrosanct in Congress.

The issue, as Kastenmeier outlined it, was raised by the heavy pressure broadcasters, program producers and sports interests applied to the subcommittee, beginning in 1979, to repeal the compulsory license they feel has denied copyright owners the due proceeds from their work. And the FCC helped force the subcommittee's hand, he noted, when it repealed its syndicated-exclusivity and distant-signal rules—which formed the basis of the cable provision of the copyright act. That FCC action is now under review by the U.S. Court of Appeals in New York.

Kastenmeier's response was his bill (H.R. 3560), which he described both as a "middle ground" and as "a tentative solution." But whatever his description, the bill—while it would undoubtedly result in higher fees for cable—would retain the compulsory license, at least for those sig-

nals that systems are now authorized to carry. Kastenmeier described the compulsory license as cable's "sine qua non" for legislation, and indicated it is his, too. "I would prefer an agreement among the parties," he said. "I don't believe change should be imposed on the cable industry." He noted later that the 1976 act—for which he is principally responsible—was adopted only after agreement among the producers and cable interests (with broadcasters uncritical observers).

A principal argument for retaining the license that was heard during the session—cited even by legislators whose allegiance to the license is less than firm—is that it is essential to enable systems to acquire programming. Without it, the argument goes, individual cable systems would find it impossible to conduct the necessary negotiations with the myriad copyright owners. What's more, the argument adds, broadcasters, among the owners, might choose not to deal.

As Representative Thomas Railsback (R-Ill.), a member of the copyright subcommittee panel, put it, "My colleagues and I are concerned" about whether small-town cable systems would be able to negotiate with copyright owners for programming. "That's enormously important," he said. But at the same time, Railsback indicated he is not wedded to the compulsory license. Some other mechanism might work as well, he said. "But I'm inclined not to do away with the compulsory license until I have some assurance that what we put in place will work."

The compulsory license received at least as much support from Representative Matthew J. Rinaldo (D-N.J.)—though as a member of the House Communications Subcommittee he is in less of a position to influence action on the matter than those on the copyright panel. He had "no doubt the compulsory license should be retained until there is a fair and equitable solution. Absent that, we should continue with the present situation. It's working."

After that, support for the compulsory license ran a little thin; it may have been no coincidence that the other two speakers were congressmen from southern Califor-

nia—Representative George Danielson, a Democratic member of the House copyright subcommittee, and Representative Carlos Moorhead, a Republican who is a member both of the House Judiciary Committee and the Commerce Committee's Subcommittee on Telecommunications.

Both were sympathetic to cable where local signals are concerned. Indeed, Danielson said there should be "no payment" for "must-carry" signals. He also said it might be necessary to retain the compulsory license "to prevent cable from being cut off" from programming, though at a "higher payment." But both Danielson and Moorhead appeared to favor requiring cable to negotiate for programming on distant signals. "If you carry a distant signal, is that different from copying [on tape] and playing it at a different time?" Danielson asked rhetorically. (Earlier, he expressed the view that it is clearly subject to copyright payment.) Moorhead indicated he was concerned about the return for program producers. "Only \$18 million was paid [in royalty fees last year]," he noted.

Danielson was the one speaker who tested the tolerance of his audience. At one point, he said Congress should act quickly on the matter, then added, "If we're wrong, we can do it again in three years"—a comment that drew hisses and one or two boos from the audience. (During another session on the copyright issue, the next day, Thomas E. Mooney, associate counsel for the House subcommittee on copyright, said that attitude is not shared by the other members of the panel. "The purpose of the 1976 act was to provide stability," he said. "The members don't intend to deal with this every couple of years.")

Also on the panel was Mary Lou Burg, a member of the Copyright Royalty Tribunal, who said the question of whether to retain the compulsory license is a matter for Congress. "The CRT is not aware of any change that justifies altering the conclusions of Congress regarding the compulsory license," she said.

It was probably no accident that the



No consensus. Whether the 1976 copyright law should be amended—a development NCTA opposes—was discussed by this panel of five congressmen and a member of the Copyright Royalty Tribunal (l to r): Robert Kastenmeier (D-Wis.), chairman of the House Subcommittee on Courts, Civil Liberties and the Administration of Justice; Thomas Railsback (R-Ill.) and George Danielson (D-Calif.), both members of that subcommittee; Carlos Moorhead (R-Calif.) and Matthew J. Rinaldo (R-N.J.), both members of the House Telecommunications Subcommittee, and Mary Lou Burg of the CRT. The moderator was Monroe Rifkin of ATC.

Kastenmeier panel did not include any members of the Senate Judiciary Committee. Eric Hultman, counsel to that committee, who shared the platform on the other panel with Mooney, indicated that the Senate committee, which is chaired by Senator Strom Thurmond (R-S.C.), will leave leadership on the question to the House. "We have a lot of issues in the Senate," he said, "and copyright is not number one among the matters on the agenda." The committee has held one day of hearings on the issue, on April 29, and is planning additional hearings in July.

What's more, copyright does not have a great deal of appeal in Congress. As Mooney said, the members of the House subcommittee consider it "a no-win issue." Indeed, he said, it's possible that no action will be taken on it in the current Congress. But he regarded that as the least likely of the options. "Something will come out," he predicted. What will it be? "We don't know."

But Mooney, in response to a question from the audience, said he was "reluctant" to say that Congress does not believe the "equities" in the dispute are not with cable. He said he had spoken to a cable operator who said that perhaps cable should pay more for copyright but that Congress should understand the heavy costs of construction and high interest cable operators pay. "Drop another fee on us," Mooney said he was told, "and it will hurt."

Mooney also attempted to ease cable operators' minds regarding what they might consider "hostile" questioning by congressional members in hearings. "They are only trying to build a record ... to get information," he said.

Cable goals of Congress this summer previewed

Top Hill aides tell NCTA session that legislation will be sought to define jurisdiction, establish standards without regulation; AT&T question again resurrected

Cable legislation of some kind is destined to surface in both Senate and House before the end of summer, the NCTA convention was told.

The divided jurisdictions of federal, state and local governments in cable regulation will be the subject of House legislation that is expected "in August or September," according to David Aylward, staff director of the House Telecommunications Subcommittee. Aylward appeared with Christopher Coursen, assistant communications counsel of the Senate Communications Subcommittee, in a Saturday morning (May 30) NCTA panel session. Robert Ross, NCTA senior vice president, law and government



Views from the Hill. Discussing "Cable Issues in Congress" were (l-r) Robert Ross, senior vice president, law and government affairs, NCTA; David Aylward, staff director, House Telecommunications Subcommittee, and Christopher Coursen, assistant communications counsel, Senate Communications Subcommittee.

affairs, moderated.

Members of the House think it essential to define the federal role, Aylward said. "It is a matter of concern when Congress hears of local problems, bribery for instance," Aylward said. "But those are essentially local problems to be handled on that level."

But where should cable fit in the jurisdictional scheme? "It is difficult to say," said Coursen, who predicted a cable bill in the Senate by July "at the latest." At this point, the nature of the bill cannot be predicted, he said, "except to say that cable won't be pigeonholed."

Cable, said Aylward, "is a weird

animal." The philosophy of the House is that "the marketplace is a hell of a lot better regulator than the government—if the marketplace contains genuine competition," he said. Aylward suggested that the House could establish "standards" without getting into cable regulation in detail.

What about the regulation of new technologies, videotext, for example? Will Congress legislate a fairness requirement, or public access?

Aylward suggested not. House members, he said, "are aware of the dangers" of imposing on new media regulations developed for broadcasting when scarcity was a factor. Indeed, Aylward noted,

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"radio regulation of the past is probably unnecessary" because of the proliferation of stations.

AT&T's potential entry in the information business—a topic visited frequently at the NCTA convention—was discussed by both congressional aides. Coursen announced a one-day hearing, June 22, on rural communications—"how to be sure the people in small markets get what we in bigger markets get."

Coursen also reminded the audience that S. 898, a bill now pending, would admit AT&T to restricted information services through a wholly owned subsidiary. That bill would confine AT&T to electronic versions of services it now provides, including the Yellow Pages.

But how is the electronic version of the Yellow Pages to be defined? That was the question asked by NCTA's Ross, who saw a "difference between an annual print directory" and an electronic service "that may include price information updated often—perhaps hourly."

The question will be dealt with in hearings, Coursen said. Aylward observed: "The issue is not whether to let AT&T in or keep it out but the larger issue of promoting diversity."

There is no question that "dangers" are presented if "the local distribution system" also delivers content, said Aylward. "Owning the local loop confers advantages—for example, in long-distance service—that could be utilized if AT&T offered information services."

Still, added Aylward, the creation of an autonomous subsidiary would "highlight" the separate distribution and information functions of telephone companies so that the FCC could monitor what was going on.

Policy imperatives

EEO, multiple ownership and AT&T are viewed as cable issues of the 80's

Questions were raised last week about the effect of Washington's deregulatory mood on the chances of minorities to participate in cable television as employees and owners. What's more, an FCC commissioner expressed anew his concern over what he sees as the growing concentration of ownership of cable systems.

Those countertrend views were expressed in a NCTA panel on "Communications Policy for the 80's." Representative Mickey Leland (D-Tex.), a member of the House Commerce Committee and the Congressional Black Caucus, expressed the concerns about minorities' future in cable; FCC Commissioner Abbott Washburn, the concerns about the "gobbling up" of small cable systems by multiple system owners.

"Race is still a factor in Congress," Leland said. "Deregulation is causing us a problem. There's an effort to reverse affirmative action and EEO [equal employment opportunity] ... It's absolutely necessary to remind you that the promise has not been kept.



Dereg panel. The effect of deregulation of cable in the real world was discussed by an NCTA panel on "Communications Policy for the 80's." Panelists were (l-r) FCC Commissioner Abbott Washburn, former FCC Chairman Charles D. Ferris, Representative Thomas S. Foley (D-Wash.), and Representative Mickey Leland (D-Tex.). To Leland's left is William Bresnan, president of Teleprompter, who served as moderator.

Indeed, Leland threw out a challenge to the cable industry. He noted that the mood in Congress is not favorable to enactment of legislation to help minorities acquire cable systems, and he added: "If cable owners were to initiate a lobbying effort to enact that legislation, the mood would change ... Blacks and Hispanics ought to have the opportunity to participate."

Washburn, in response to a question, said the commission would not withdraw its EEO and affirmative action policies for cable television. But, he acknowledged, "we haven't done as well with cable as with broadcasting [in terms of increasing the employment of minorities]." He noted that the commission lacks the leverage of a license renewal in dealing with cable systems. "You haven't done it," he told the cable system operators. "Your record is not good."

And former FCC Chairman Charles D. Ferris, who also was on the panel, said the commission lacked the authority in cable to adopt the kind of policies it did to help minorities acquire ownership of broadcast stations. He was referring to the tax breaks given to those selling stations to minorities, and to the distress-sale policy, under which broadcasters whose licenses are in jeopardy may sell to minority buyers.

The issue may have been anticipated by the panel's moderator, William Bresnan, president of Teleprompter Cable TV, in his opening remarks. He said as the cable industry is deregulated, its members should demonstrate a greater awareness of the public interest.

Washburn quoted no figures in stating his uneasiness about the disappearance of small systems into the holdings of big cable companies. But, as in past discussions of the issue, he left no doubt about his feelings. "I dread the prospect of small numbers of MSO's owning all of a lion's share of the cable systems," he said. "If that's the road we're on, the commission should step in and set limits."

He also expressed concern about foreign ownership of U.S. cable systems. There are no limits now on such ownership, and

Canadian companies have been active in establishing a presence in many U.S. cities.

The ownership issue—in all its ramifications—may be addressed in several months. Washburn said the FCC staff is preparing a study on ownership, including crossownership, foreign ownership and network ownership of cable systems, for presentation to the commission late in the summer.

(Washburn is on the cable operators' side regarding one cable rule they would like to see continued. The rule prohibits communities from setting franchise fees of more than 3% of revenues—5% under some special circumstances. The commission is considering repeal, but Washburn said that would result in "a nationwide crazy quilt pattern," which he doesn't think would make sense.)

But if Washburn was worried about small cable systems being "gobbled up" by MSO's, Bresnan expressed the worry of many in his business about the prospect of competing with AT&T, even, as the FCC has prescribed, in the form of a separate subsidiary. "What we worry about is AT&T getting into areas where we operate," Bresnan said. "If AT&T is allowed to take monopoly profits and subsidize competitive industries, it could drive us out of business."

Ferris, who as FCC chairman helped fashion the order now troubling Bresnan, agreed that the commission lacks the resources to regulate AT&T behavior. But the FCC policy now, he noted, is to create a competitive structure to keep AT&T in check.

The NCTA lobbying contingent, incidentally, got high praise from the panelists. Washburn said he knew of no group "more effective than yours in lobbying before us." And Thomas S. Foley (D-Wash.), majority whip in the House, said NCTA does "an excellent job in Congress." But he also cautioned the cable operators not to leave the burden entirely to the Washington office. He noted that individual broadcasters make it a point to get their views across when congressmen

return to their districts and use the stations. And he noted that outside of the House and Senate Commerce and Judiciary Committees, few members have any expert knowledge of the industry.

Seeking answers to regulation questions

Panel told how federal, state and local authorities view rate regulation, adult movies, other cable problems of today

Although the NCTA session was entitled "Regulation: Every State a Battleground?", the troops, many weary of the battle, seemed to suggest compromise on questions of rate regulation, adult programming and the First Amendment.

Panelists began by debating the age-old question of whether cable is a public utility. Seattle Mayor Charles Royer thought so and described cable as part broadcaster and part common carrier. It was Royer who guided the franchising code that the National League of Cities adopted in March (BROADCASTING, March 9).

Former Massachusetts cable commissioner Jeffrey Forbes thought it unwise to view cable as a public utility but cautioned that on the state level, cable matters are often handled by utility commissions accustomed to thinking of rate regulation and investment return. Forbes saw some advantage in state regulations: those that insure uniform financial reporting requirements and uniform price regulation when



Local regulations. State regulators discussed problems in franchising, rate regulation and the First Amendment at this NCTA panel. L-r: Richard Loftus, Scripps Howard, West Medway, Mass.; Charles Royer, Seattle mayor; Jeffery Forbes, former Massachusetts cable commissioner; David McKinley, Viacom Cablevision, Pleasanton, Calif.; William Brown, Ohio attorney general; Paul Isham, Fort Worth city attorney; William Johnson, FCC Cable Television Bureau.

one cable headend might serve many communities. Overall Forbes thought cable might go the regulatory route of AT&T, believing by 1990 most cable regulation will be on the state and federal levels.

William Johnson, acting chief of the FCC's Cable Bureau, said a "theoretical framework for cable TV" regulation was needed to preface regulation. Johnson listed the cable regulations his branch was examining including the elimination of the 3% ceiling on franchise fees, full copyright liability and telco crossownership. Johnson said the FCC's role in cable regulation has been "irrevocably reduced, but for the grace of the circuit court of ap-

peals" (which has the distant-signal case before it).

The subject of adult programming surfaced repeatedly. Fort Worth city attorney Paul Isham said the city found much concern by citizens during the franchise process over obscenity. Eventually, a compromise was reached, he said, where the city passed an ordinance against X-rated programming but allowing R-rated fare, a prime cable revenue producer. Isham said he doubted "whether the ordinance will stand a constitutional test" but figured that would come later. The ordinance also makes R-rated services a subscriber option and requires that lock-out devices, in-

LPTV coordination. Backing a position taken by the NCTA, engineering consultant Early Monroe called on the FCC to require low-power TV applicants to work with cable systems to reduce interference that LPTV stations might cause.

Monroe, whose firm, EDM & Associates, has processed many LPTV applications, said in an NCTA panel session that an LPTV station can cause interference to 13 UHF channels on a cable system. The possible solutions Monroe foresaw were to multihop the signal via microwave—though he said not many clear channel CARS frequencies remain—or use a common carrier which "would be very expensive."

Monroe said that the burden of proof of interference now rests with the cable system and advised operators to find out what potential LPTV stations would cause interference and document that information with the FCC.

Monroe said his firm has re-engineered some LPTV applications to correct potential interference problems. Changing frequency is allowable under the FCC freeze, he said. The best hope for cable operators, Monroe said, is an FCC mandate that LPTV stations coordinate frequencies with affected cable systems.

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tended to stop viewing by children, be provided by the cable operator free of charge. The FCC's Johnson agreed that the lock box was the "preferable solution," adding the complaints the FCC's receives, come from people who find adult fare among free trial offers.

Viacom's franchising head, David McKinley, stressed the need for standard franchise procedures and said the criteria of choosing an applicant should be spelled out in advance. He endorsed the National League of Cities code of franchising conduct. McKinley cautioned applicants "to weigh post-award litigation very, very carefully." He said "there is too much of a

tendency to continue the franchise competition" through litigation, and though the economics are understandable (tens of thousands of dollars in legal fees as opposed to hundreds of thousands to gain awards) he warned much of the time it is just a "fishing expedition".

Commenting on the decision by St. Paul to reject cable bids and pursue municipal ownership, McKinley, whose company was one of the seven whose bids were ditched, said the move "was very unfortunate" and was a "warning for the entire industry. It represents a dissatisfaction with the cable companies," he said, adding that "it is more likely to be seen in renewal

settings."

The First Amendment brings special problems for cable, as regulators decide how much cable is a common carrier. Cable is a "transporter, not communicator," said Johnson. Royer, in reaction to NCTA's recent argument for First Amendment parity with newspapers, said cable "wanted out from under regulation." Forbes called cable a "video publisher." Forbes said there is a case before the highest state court in Massachusetts over the cable First Amendment issue and said the difficulty in distinguishing between news and cable is likely to be decided by the courts.

NCTA CONVENTION: TECHNOLOGY

Interaction reaction

NCTA panel cites advantages, possibilities for future of addressable and two-way

The ratio of bulls to bears was three to one at the NCTA session on "Interactive Services for Cable Television," the convention forum set aside to examine the more exotic services on the medium's horizon. And considering that the bear spoke only on the side of prudence, even he could be counted as an ultimate believer.

Speaking up for caution was Trygve Myhren, president of American Telephone & Communications Corp., who advised the industry not to let "invention try to become the mother of necessity." One among a number of ATC's "assumptions" he shared with NCTA delegates was that "availability of the product is too often confused with existence of de-

mand." Myhren didn't deny the demand was there—and, indeed, he detailed his own company's efforts to determine its extent—but he reminded the session that early evidence isn't all that clear.

For one thing, he mentioned a BBDO study indicating that while 50% of the public says it wants cable to supply security services, and one-third wants shopping information, only 16% are interested in opinion polling and only 10% say they want to shop at home via TV. A principal conclusion of the BBDO study: that while viewers will passively accept help and information, operators shouldn't expect them to actively participate.

ATC, said Myhren, does not fully accept that conclusion. But it does believe that new product efforts should be "consumer driven." It's the cable operator's obligation to investigate new service opportunities aggressively, Myhren said.

Returning to his advocacy of the prudent approach, Myhren said that: "As all marathoners know, you don't sprint through the pack at the start of the race.

You may get your picture in the paper, but all it will get you is tired, and you're almost guaranteed not to finish first." In the same vein, he said, those on the cutting edge should stay just a little bit back from the blade.

Myhren joined the rest of the panelists in being bullish about addressable services. They're worth it in their own right, regardless of whether they generate new service revenues, he said.

Robert Wright, president of Cox Cable Communications, was the first to speak unequivocally in two-way's favor. He predicted that the Warner Qube service will be very attractive in new markets, especially for pay-per-view, and felt that Cox's own Indax interactive service would do equally well.

Indax, he said, would be used primarily for monitoring (security and energy management services), information (data retrieval) and transactional formats (banking and shopping at home). He described Indax as a "gateway" service capable of being hooked up with outside data bases,



Talking along the leading edge. The promise and problems of interactive cable were examined by NCTA panelists (l-r) Gustave Hauser

of Warner Amex, moderator John Gwin of Oak, Robert Wright of Cox Cable, Trygve Myhren of ATC and Clay Whitehead of Hughes.

and said it had networking capability. Cox will have three Indax systems operating within the next nine months, in San Diego, Omaha and New Orleans.

The Cox approach is to integrate the interactive service into the basic cable offering, and not make it a "hang on," which Wright called a more difficult sell. Down the road, he said, it and other interactive systems will provide a "very large and extremely lucrative business."

Gustave Hauser, chairman of Warner Amex, led off his remarks by saying "someone has to be first so others can be prudent." But, he added, "that doesn't mean that to be first is necessarily to be imprudent."

Hauser asked whether any in the room thought that the types of services interactive cable could provide would not ultimately be brought to the marketplace, and answered his own question by saying: "If we do not assure these services to our subscribers, someone else will." Later he added: "We have no monopoly . . . we will have to compete with other providers or be frozen out."

Hauser also praised interactive systems for their usefulness in pay-per-view, which he said allows the cable operator to present more program material and to access more revenue. Pay-per-view does not defeat subscription pay, he said, but complements it. Pay-per-view can be provided on a one-way (noninteractive) basis, Hauser conceded, but that format doesn't encourage impulse buying.

As for the nonvideo services, Hauser said they begin with home security. On that point he was conclusive: "It is a business." In Warner's experience customers are being added rapidly, he said. In non-Qube areas a hybrid transmission system is used, with the returning signal traveling telephone paths.

Clay T. Whitehead, president of Hughes Communications Services, said that "interactive services have always been just over the horizon" for cable, but expressed his company's belief that the horizon is finally "quite close."

The leading edge of interaction is in today's business world, he said, encouraging cable operators to exploit the opportunity of interconnecting business users. In that area, he said, there is "real demand today, not just speculation." Cable's advantages in that arena, he said, were that it offers reliability, a very high bandwidth and is capable of providing a host of services—all attributes telephone companies cannot offer.

It's been only five years since the first one-way satellite services were provided, Whitehead noted, adding that no one could have predicted the incredible growth rate that has ensued. Within another five years, he said, Hughes "will be proving two-way services to your TVRO's" (earth stations).

Speaking of the company's plans for its Galaxy satellite venture, Whitehead said it meant two things. The first was building a "shopping center" with 24 channels devoted exclusively to cable. The second was evidence of Hughes's commitment to

a continuing partnership between satellites and cable.

"The second TVRO" will soon be a must for cable operators, Whitehead said, and after that addressable TVRO's would be demanded.

Most of the questions in the discussion period centered on pricing for addressable and interactive systems. Hauser estimated that current prices were in the \$100 to \$125 range for addressable terminals, \$200 for two-way (both prices that would decline with mass production).

Back-up satellite plan proposed by RCA Americom

Inglis paper at NCTA outlines proposal to send up 'spare-tire' unit within 90 days; company's Braun issues favorable report on three-degree satellite spacing; Cablecasting, Warner Amex officials discuss their newest projects

RCA American Communications will build a "spare" satellite to be launched within six months of an RCA satellite failure, according to a report prepared by RCA Americom President Andrew F. Inglis and delivered at an NCTA Saturday morning (May 30) technical session on satellite issues.

The company's vice president for video and audio services, Harold W. Rice, presented the paper for Inglis, adding that "in an emergency situation, it is expected that NASA would make every effort to expedite an unscheduled launch (of the back-up satellite)." He said it was possible that such a launch could be carried out within 90 days of a major satellite failure in space. An RCA Americom satellite launched in December 1979 was lost and never found.

"RCA prefers the use of pre-emptible transponders," said Inglis in his report. Under RCA's proposed five-satellite configuration, two of the 24 transponders on four satellites would be pre-emptible, with 22 of 24 transponders on an in-orbit "spare" pre-emptible. The remaining transponders would be protected, with customers charged a higher rate for usage. The FCC is currently studying the idea of an in-orbit spare, favored by RCA.

In his remarks, Inglis downplayed the likelihood that the earthbound spare would be needed, pointing out that "satellites used for communications have proved more reliable than had been expected, and upcoming spacecraft will be even more reliable."

Another RCA Americom representative presented a paper predicting three-degree satellite spacing will have no negative effect on cable programming delivered by satellite, if minimum down-link power standards are observed.

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Freeway to the skys. Antenna Technology Corp., Orlando, Fla., brought its 16-by-28-foot spherical antenna to the NCTA convention in Los Angeles mounted on the back of a tractor trailer. The satellite is able to receive simultaneously signals from as many as 13 C-band satellites. According to ATC President Gene Augustin, the antenna is marketed exclusively by Satellite Communications Network and sells for \$21,500.

Doubts about 400 khz fade

Endorsements at NCTA meeting include upbeat report by Cox Communications on workability and reliability at its Orlando Park system

The hot topic among the engineers at the 1980 NCTA convention in Dallas was 400 mhz. The introduction by nearly every major manufacturer of 400 mhz amplifiers and terminals, which can pass and process over 50 channels of television on a single cable, generated controversy on the exhibit floor and at panel sessions.

Some engineers saw 400 mhz as a natural progression of cable, whose capacity had grown from five to 12 to 20 to 35 channels. But others believed that 400 mhz equipment was premature. The doubters felt manufacturers were pushing coaxial technology too hard and too fast just to sate the demands of overzealous franchisers promising more and more channels in their bids to cities. And, they contended, the integrated circuits needed to build 400 mhz equipment were not readily available.

The controversy was nonexistent at this year's convention in Los Angeles. It seems that 400 mhz has become an accepted technology. A panel session on the subject was not well attended and what was heard from the panelists was all positive.

The most significant testimony came from Gerald Bahr of Cox Cable Communications, which turned on a fully loaded, 400 mhz system in Orlando Park, Ill. last June. Cox's conclusion after a year of operation: 400 mhz "is here, workable and reliable."

The system now serves 2,000 subscribers and the number is increasing by 40 per day, Bahr said, and yet Cox in the last six months has not received one service call caused by the distribution system. The only service interruption occurred when Cox moved the headend equipment from a trailer into permanent housing, Bahr said. The on-site engineers, Bahr said, report that the Orlando Park system is "the most stable and reliable they have worked with."

Bahr said at present 100% of the aerial plant and 60% of the underground plant is completed. "Rather than equipment," Bahr said, "our major obstacle was the age-old problem of make-ready and right-of-way clearances." The 100-mile system is designed for two-way service, but the two-way equipment has not yet been installed, Bahr said. Scientific-Atlanta electronics is used throughout the system, Bahr noted.

Cox and S-A conducted last February a proof-of-performance test of the system, one line of which consisted of 17 trunk amplifiers, one terminating bridger and two line extenders. The testers found that system performance as measured in the February test far exceeded the predicted distortion levels, Bahr said. "Judging by

favoring three-degree spacing," said Walter Braun, director of the division's systems and advanced technology engineering. He revealed that RCA studies confirmed FCC findings regarding potential for interference as minimal for systems using 4.5-meter receiving dishes. Smaller earth stations would have to upgrade their off-axis discrimination capabilities to avoid such problems, said Braun. If the closer spacing is put into effect, Braun suggested cross-polarized discrimination in sidelobe regions as a means of improving reception.

A third panelist, Israel Switzer, disclosed a plan to interconnect southern California cable systems using a regional satellite service provided by a Ku-band (12-14 ghz) transponder. The senior consulting engineer for Cablecasting Ltd. of Canada said the hook-up will be "for demonstration purposes" and will begin in the near future.

Switzer emphasized the low-cost and regional affectiveness of Ku-band transmissions, detailing the result of an educational TV application involving TV Ontario.

"The results so far have been excellent," Switzer reported. "I'm convinced the 12-14 ghz band can provide an imminently practical kind of service." He compared the heretofore limited use of the spectrum as comparable to the UHF band in the early days of broadcast television. "Given the virtually insatiable demand of the American audience for variety in TV programming, the chances of C-band (standard band) satellite spectrum saturation seem very high in the not-too-distant future."

According to Switzer, the Canadian government's Telesat agency will soon launch an all-Ku-band satellite, based on its five years of experience with four 12-14

ghz transponders on an existing satellite. Applications may include regional distribution of network television feeds, to replace terrestrial microwave and landline connections.

Among its advantages, said Switzer, are the technology's lower costs, smaller dishes, and up-link/down-link mobility.

Two other panel members presented a detailed report on the development of a satellite program delivery system to be used by Warner Amex Satellite Entertainment in the delivery of an anticipated 10 discrete cable TV channels. The service already distributes two channels (Nickelodeon and The Movie Channel), with a third (The Music Channel) to be added in October. A shopping and a games channel are already in development.

Andrew Setos, WASEC vice president for engineering and operations, explained motives behind the decision to construct a major production and transmission facility for the company in Smithtown, Long Island. The site, about 40 miles east of New York City, met a set of criteria that could not be met within the city itself.

"We wanted to be able to send and receive on all 24 transponders with a minimum of access problems," Setos told the audience. "That was just not possible in or near Manhattan." He emphasized the dedication in building the new network operations center given to high technical standards, including system compatibility, Dolby noise reduction, and the need for back-up units for all critical pieces of equipment.

In a brief discussion of technical aspects of The Music Channel, WASEC Engineering Director Dom Stasi emphasized that the service will provide high quality audio that is compatible with existing audio systems, and is designed to meet the performance standards.

the noise and distortion figures measured," Bahr said, "we see no reason why at least a 20 amplifier cascade could not be designed and operated successfully."

The Orlando Park system, capable of passing 51 channels, cost 13% more to build than a comparable 300 mhz system, capable of passing of 35 channels, Bahr said. Since the Orlando Park system has nearly 50% more channels, he said, the cost per channel of the 400 mhz system is

actually cheaper.

As final testimony of Cox's faith in 400 mhz, a paper accompanying Bahr's talk noted that Cox is building or planning to build 400 mhz systems in 12 other communities; Michigan City, Ind.; Cranston, R.I.; Great Neck and North Shores, both New York; Maywood, Park Forest, Wauconda, Grayslake, Libertyville and Mundelime, all Illinois; Omaha, and New Orleans.

Addressing addressability

NCTA panel discusses pros and cons of systems from reliability, security and installation points of view

One means of managing the multiple tiers of pay programming cable operators are now offering or planning to offer is "addressability." In an addressable system, the headend and the home terminals are tied together by a computer. The system operator can connect or disconnect a subscriber or add or subtract a tier of service by remote control from the headend. No longer must he send out a technician to perform these routine functions.

It's still a relatively new technology, and, judging from a panel session at the NCTA convention, it is still being scrutinized for its practicability.

Robert Luff of UA-Columbia said his company is neither "pro nor con" about addressability, but it is "cautious." The reliability of a 300 mhz one-way addressable system "is not what it should be," he said. Addressability adds another element to a system that can go wrong, Luff said, reminding his audience of Murphy's Law.

Addressability is a costly addition to a cable system, Luff said. And the extra money spent for it buys no extra security, he said. Most terminals use "dime store" technology that can be defeated by pay television pirates, he said. Cable operators should be spending their money on more security, Luff said, instead of a "fancy switch."

Another cause for UA-Columbia's caution: When an operator buys an addressable system, he not only is buying one technology, but also one manufacturer, Luff

said. He is "locked into" that manufacturer for the life of the system, Luff said.

Viacom Cablevision employs an Oak addressable system in its new installation in Nashville, and Curt Jorgensen, vice president and general manager of the system, was more positive about the technology. With 12,000 addressable terminals in the field, Jorgensen said, Viacom has "a great feeling of security," faith that the terminals are not being tampered with and that all the system's pay services—it now offers three and is considering adding two more—are under control.

Jorgensen has found many more advantages than disadvantages to addressability. In addition to security, Jorgensen said, addressability has reduced the number of trips Viacom crews must make to subscriber homes and gives Viacom the ability to offer pay-per-view programs, Jorgensen said it also means that only one terminal is needed in each home, but he added a second box may have to be installed to prevent children from tuning into certain programs.

One of the disadvantages inherent in addressable systems is reliance on computers, he said. Although the Nashville system has only been operational for two years, Jorgensen said, the software for the system had to be replaced. Although the software was "dramatically" improved, it is still "a giant mystery to us," he said. "We have to get smart about computers."

As a representative of a manufacturer of addressable systems, Edgar Ebenbach, product manager, terminal systems, Jerrold Electronics, said Jerrold "is extremely bullish on addressability and breathless with the haste with which we have had to



All in the family. Representatives of Cox Cable Communications dominated panel session on videotext services for the home. L-r: Garold Tjaden, Mike Ellis and Geof Gates, all of Cox, and Walter Ciciora, Zenith.

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Ebenbach said he believed the level of video scrambling incorporated in the terminals is sufficient for today's systems. He added, however, that as more services are added and as their cost to subscribers increases, the incentive to steal and defeat the terminals will become stronger. A more complex scrambling system will then be necessary, he said.

Gary Tjaden, of Cox Cable Com-

munications, a last-minute addition to the panel, was more interested in talking about security than addressability per se. Cox recently discovered that 20% to 30% of the pay subscribers on one of its systems were stealing the second and third pay tier that Cox had added, Tjaden said, by simply snipping a wire in the converter. In some cases, he said, it wasn't even necessary to open the box. The appropriate wire could be fished out of the converter with a paper clip.

Majors explain modus operandi in data distribution

Dow Jones's Valenti reassures small-system operators that there is ample room for all; Exxon welcomes competition, says company doesn't want to mass-market home services; M/A Com's Drendel stresses need to solve local loop problem

An air of skepticism greeted panelists gathered to talk about "New Entrants in Distribution and Information Systems" during a Sunday morning (May 31) session attended by about 100 cable industry executives.

"How can I possibly expect to compete with companies like Dow Jones, Exxon, and AT&T?" wondered one small-system operator during the question-and-answer period following presentations by the first two of those three corporations.

According to Carl Valenti, vice president of the Information Services Group of Dow Jones, there is room for cable systems of all sizes in the application of new data distribution networks.

"Our own [Park Falls, Tex.] two-way cable services have become revenue-producing," said Valenti. "They are no longer in the experimental stage."

Valenti was referring to a prototype interactive system providing central Texas cable subscribers with a computer-based information retrieval service through a dial-up access procedure. The system is compatible with Apple and other home computer configurations.

"We [Dow Jones] seek to become a

leader in two-way interactive business and financial services," Valenti declared. "Electronic games, personal finance, shop-at-home, consumer information, bank-at-home, and educational services are some of the areas of interest to us." He said that by 1983 Dow Jones expects to have 17 earth stations around the country, which may be used to provide cable-based data services nationwide.

Another optimistic picture was painted by Frank Drendel, executive vice president of M/A Communications, based in Catawba, N.C.

"Low-cost transmission to the end user is the key to success in this business," he said, emphasizing the need to solve "the local loop problem." This generally refers to the relatively high cost of interfacing long-distance transmission systems with telephone company networks at the local level.

"Our objective is to bypass the telephone company and its switched systems," Drendel said. He explained how his firm's experimental data transmission experiment is transferring information from Manhattan to San Francisco financial centers without using phone lines. The RAPAC/CAPAC Demonstration Network, as it is known, relies on satellite networking and a cellular radio hookup for transmission of business communications.

In association with Satellite Business Systems, Drendel's company is constructing a new business communications network to be operational this summer, at a cost of approximately a million dollars.

Drendel estimated a similar service provided by AT&T would cost about \$5 million annually.

Speaking for himself rather than the corporation, Exxon Enterprises's planning manager, Gary H. Weinberg, said "cable has either a very, very limited or nonexistent role in the data communications market. It has no role as an alternative for local telephone monopolies, except in very limited cases."

Weinberg listed a series of "major impediments" to cable's entry in the market, including: small percentage of cable systems technically capable of handling two-way, multichannel delivery; lack of penetration in major markets; difficulty in handling massive volume of data in a switched environment; lack of expertise in business communications field; long-term risk involvement; reluctance to compete head-to-head with AT&T; lack of standardization within cable industry on technical parameters; and major political and regulatory questions that have not yet been resolved.

There was disagreement among the panelists on whether cable's entry in high-volume business data transfers would put it in the class of common carrier. Weinberg hinted such services would put cable in "toe-to-toe" competition with the telephone company, but added that operators should be left free to make up their own minds.

"The more competitors out there the better," said Weinberg. "If local cable operators are willing to provide use of their facilities for business services in addition to local cellular radio, that's good."

For Exxon's part, Weinberg said the company has no interest in mass marketing home services, either one-way or video-based. Instead, he said that Exxon is interested in interactive, nonvideo-based business applications.

"What we vitally need," he continued, "is a switching capability, for two-way, point-to-point [business] applications." Weinberg agreed that, at present, business is a captive of AT&T on the "final mile" of interconnection.

One small-market operator in the audience asked about the potential problems posed by failure of a cable-based business information delivery system in the future. With millions of dollars worth of crucial data at stake, the operator wondered, what would the liability of the operator be?

Dow Jones's Valenti pointed out that the company has had better results with its Texas two-way experiment on cable than some other hard-wire-based systems. Weinberg, however, cautioned cable operators about assuming the risk for critical information transfers.

Another questioner asked about AT&T's announced plans to provide information services to consumers in an Austin, Tex., test market situation.

"This is more of a concern to the publishers and cable operators who are competing to provide those same services," replied Weinberg, "than to us... I'd just add the standard caution, 'Where does AT&T stop?'"



Data discussants. Carl Valenti, Dow Jones & Co., Princeton, N.J. speaks on NCTA panel on "New Entrants in Distribution & Information Systems" in cable. Joining him were (l-r) moderator Al Gilliland, Gill Cable, San Jose, Calif.; press panelist Merrill Brown, *Washington Post*; Gary H. Weinberg, Exxon Enterprises, New York; Frank Drendel, M/A Communications, Catawba, N.C.

Waving the flag for data transmission

Those with stakes in business discuss high-speed transmission, expected revenues and problems of standards at videotext session

Manufacturers at a NCTA convention panel session painted bright pictures of cable's future as a distributor of data communications for businesses and institutions.

Speaking on a panel entitled "Videotext Technologies (Commercial/Institutional)," Alex Best, of Scientific-Atlanta, said local data distribution may give cable a boost in revenues on the order of pay television.

The advent of pay television increased the revenues of cable operators 100%, Best said, but because of the complexity and cost of building cable plants in major cities, operators are in search of a business that can generate similar revenues. "It is the belief of a lot of people," Best said, "that possibly the next major source of revenue for cable systems will be the transportation of business data over cable."

Although data distribution is a new business for cable, Best said, it should not be technically overwhelming. Data transmission is simpler "than what we are doing today," he said. The equipment is "less complex than some of the very sophisticated headends we are installing in some cities," he said.

Best and the other three panelists had self-serving reasons for their optimism about cable's role in data communications. They are all makers of the digital devices needed to pick up and transmit data.

Intercity data transmission can be done by satellite, said Gilles Vrignaud, of the CATEL-Division of United Scientific Corp. What is needed is high-speed transmission of data locally, he said, and "there are 10 or more contenders each claiming to have the ultimate solution for the local network."

Right now the high-speed satellite transmissions are distributed locally by the "turtle network," Vrignaud said, flashing a slide of a turtle with the AT&T logo inscribed on its shell. To use telephone lines, high-speed data has to be funneled into low-speed telephone lines, he said.

Not only is broadband cable a reliable and relatively inexpensive means of handling high-speed data, but it's also capable of carrying low-speed data. Broadband cable, said Wayne Martson of Sytek, "is one of the most flexible technologies available in the world today. The other technologies available for data communications are not nearly as flexible."

Compatibility was the chief topic of panelist Tom O'Brien of Jerrold Electronics, although he was more concerned with standards for information services for the home. He called on the industry to "stop now" and consider estab-

lishing a standard for data communications. "I know this is a radical departure for cable," O'Brien said, "but somewhere along the line it has got to start." Standards are needed, he said, to make sure the information that passes through different paths on its way to homes and offices "doesn't get disrupted."

O'Brien presented Jerrold's recommended parameters for TV games, security systems, videotext and home shopping. The videotext standard called for a Prestel protocol, 6 mhz bandwidth, time division multiplexing, ASK modulation and a 3.58 mbs bit rate for downstream transmission and PSK modulation, plus or minus 100 khz bandwidth, a unique protocol, and a 28 kbs bit rate for upstream. Three of the information systems—Virtex, Virdata and Indax—currently available to cable operators were discussed in a session, "Videotext Technologies (Consumer/Residential)," that preceded the session on business applications.

Walter Ciciora, of Zenith, explained the company's Virtex and Virdata systems. Virtex is a one-way system, that, like teletext, makes use of the vertical blanking interval of the television signal, Ciciora said. The system, which is based on the British Prestel format, is being used by Southern Satellite Systems to beam Reuters and UPI news services via satellite to cable systems in the vertical blanking interval of superstation WTBS Atlanta. The services are encoded at the uplink and decoded at the cable operators' headends. Each of the services is then distributed to homes on a separate channel; pages are displayed sequentially.

According to Ciciora, Virdata makes use of the same vertical blanking interval of television signals beamed by satellite or carried on cable systems, but Virdata is designed to transmit all types of data and is not restricted to any page format. And, he said, since each terminal employed in a Virdata system is addressable, it can be used for electronic mail or, more specifically, business communications among systems of a multiple system operator.

Neither system is particularly costly. Ciciora said a Virtex decoder costs \$1,500. The Virdata terminal is cheaper at \$1,025, but several are needed to establish a communications network.

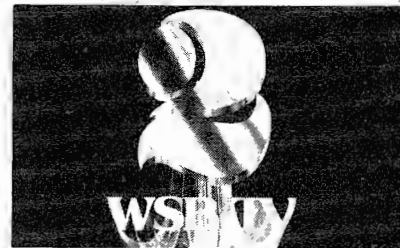
Mike Ellis, of Cox Cable Communications, said Cox's Indax system, a two-way system capable of TV access control, home banking, catalogue shopping, data retrieval, home security and energy management, is based on state-of-the-art technology.

Cox systems using Indax—which is being installed in San Diego and will be installed in Omaha this summer—will be tied into a national data base in Atlanta as well as to local data bases, he said.

All the data bases use the Telidon format, Ellis said. Cox is convinced, Ellis said, that it is the "most flexible way of describing" graphics. However, to keep decoder costs at a minimum, Ellis said, a Motorola videodata generator is employed to create the text pages.



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Radio's turn at the top at the NAB

Tom Bolger's legacy of energetic leadership

Deregulation and international awareness listed as results by Wisconsin native, as he returns to the green of rural Madison

There's a window in Tom Bolger's office at WMTV(TV) that looks out on a rural area of Madison, Wis. As he completed his two-year term as joint board chairman of the National Association of Broadcasters last week, Bolger looked forward to spending more time in that office.

One of the more energetic broadcasters to have stood at the helm of the NAB, Bolger, according to many of the board members who worked with him, provided a rare kind of leadership for his industry. He is "dedicated, thorough and self-sacrificing," said Don Thurston, president, Berkshire Broadcasting, who preceded Bolger in the joint board chairmanship. "He led the industry very capably and sought cooperation with other groups and other countries."

Reflecting on the past two years, Bolger said he accomplished most of the things he set out to do. "Consolidation" within the association and among related industry groups was his primary goal. The most visible result of that is the Broadcast Inter-Association Council.



Bolger

Launched late last year, the BIAC counts 35 associations in its membership including NAB, the National Association of Television Program Executives and the National Cable Television Association. Members are kept informed of what's happening in each other's groups and receive position papers on matters of common concern.

To consolidate within NAB, Bolger attended 16 state association meetings and a long list of industry conventions in the last two years. "I was advance man to NAB staff members who attended subsequent meetings," said Bolger of his state association appearances, which were meant to elicit greater state support for and involvement in NAB projects. That NAB defeated former California Congressman Lionel Van Deerlin's attempts to rewrite the Communications Act in a way that broadcasters disliked, Bolger attributes to greater unity within the association. He also credits it with the FCC's deregulation of radio and the defeat of attempts to set standards for children's programming on TV.

International activities at NAB have escalated under Bolger's chairmanship. "The 9 khz controversy focused our attention on the need for establishing relations with other countries," he said. NAB has increased its involvement and financial contribution in the Inter-American Association of Broadcasters.

It has initiated dialogue with the Canadian Association of Broadcasters toward post-sunset operations for daytime radio stations near the Canadian border, and it has sent representatives to a Panel of Experts meeting on 9 khz still in progress in Geneva, Switzerland.

Bolger leaves the joint board chairmanship as the Senate Commerce Committee works toward deregulating the communications industry and as a new FCC chairman, who says he also has deregulatory aims, is beginning his term. "My only concern is that we'll become overconfident," said Bolger. "There's a perception that all our problems are solved just because the administration has changed. It's better than it was, but we now have a rare opportunity to solidify some of the good things and eliminate the bad in our industry. When we had adversity, it was easy to organize. I don't want to see that high level of interest wane."

Ed Fritts: young hands at the helm

New joint board chairman has plans for expanded Science and Technology Department and greater role of two board chairmen; board accepts Wetzel resignation

Last Friday, the National Association of Broadcasters elected the youngest joint board chairman in its modern history. As he takes the reins, Edward O. Fritts, of Fritts Broadcasting, has plans for a futures-minded Science and Technology Department at NAB and a more visible role for the respective chairmen of its television and radio boards.

Although he just turned 40 this year, Fritts has more than 20 years experience in small-market radio. He held his first broadcasting job while in high school, at Union City, Tenn. "I was a lifeguard by day and announcer by night and no one was worse on the air than I," he recalls. "If my father hadn't been the general manager, I'd have been farmed out much sooner than I was."

By the time he was 22, Fritts had married and bought his first station, WNLA(AM) Indianola, Miss. Six years later, in 1969, he put WNLA-FM on the air and in 1973, bought KMAR-AM-FM Winslow, La. By 1979, Fritts owned three more stations,



Fritts

KZRI(FM) Helena, Ark.; WKDL(AM) Clarksdale, Miss., and an AM station in Tupelo, Miss. He later sold the Tupelo station and bought WELO(AM)-WZLQ(FM) in the same city.

Fritts gained a reputation in his early years, when, as a group owner, he managed his stations from a mobile home outfitted as an office with a desk, coffee machine, radio-telephone and copier. "There was no spare office space at any of the stations, so we'd have management meetings in the trailer," he recalls.

The trailer also had the capacity for remote broadcasts and carried promotional materials for each station. Meetings were coordinated with rodeos, auto shows and other events scheduled by each station.

Later, when the number of stations in the company grew to eight, Fritts began traveling in a single-engine plane. "I could do a lot of work going down the road in that trailer," he says, "but it got to the point where I was traveling five and six hours a day." The plane cut that down to two hours a day, he says, and the company still uses the trailer for promotions.

Fritts joined the Mississippi Broadcasters Association during the 1960's, was elected to its board, then to its vice presidency and served as its president in 1972. That year, he was also president of his local Lions Club. Shortly after that, he was appointed to NAB's small-market radio committee and after that, to its radio code board. Four years ago, he was elected to the radio board, which he has chaired for the last two years.

Today's NAB is "light years ahead of where it was four years ago," according to Fritts, who credits the previous joint-board chairmanships of Don Thurston, Forward Communications, and Thomas Bolger, WMTV(TV) Madison, Wis., for making NAB better attuned to the needs of broadcasters. Fritts plans to assume the highly active schedule of traveling to state association conventions and other meetings that Bolger set during his chairmanship that ended last week.

Fritts's plan to create a Science and Technology Department at NAB rose in part out of the resignation last week of Lewis Wetzel, NAB vice president for engineering (see "Fates and Fortunes," page 126). Fritts wants to take the opportunity for change to transform the three-person engineering department into one that will inform broadcasters about emerging and future technologies.

"The major networks and large corporate entities are doing more and more research and sharing their resources with NAB," said Fritts. "I think we should be in a position to utilize those resources to the maximum extent possible."

Fritts sees the head of the Science and Technology Department as someone well-versed in future technologies and aided by a staff who will disseminate information to the NAB membership. He hoped last week to have the board agree to put the department into operation as soon as possible.

As for increasing the roles of NAB's TV

and radio board chairmen, Fritts says he and newly elected Mark Smith, KLAS-TV Las Vegas, and Cullie Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C., have not yet decided on a format for increasing their cooperation, but they are committed to some kind of change.

"It's not that I was dissatisfied as radio board chairman," he says, "but I think three can accomplish more than one person can and we're going to see what we can do."

At this point, Fritts's only other goal for

NAB is to "be truly responsive to our membership and to represent them in the best way possible."

Fritts assumed the joint board chairmanship officially at the end of last week's meeting and will chair his first executive committee meeting in July. He has hired Jerry McElroy, general manager of WOMI(AM)-WBKR(FM) Ownesboro, Ky., for the past four years, to manage the eight radio stations licensed to Fritts Broadcasting during the boss's term as chairman of the NAB.

Promotion to be in fast motion in N.Y. and BDA has its designs there too

Stanton to receive BPA's first achievement award at joint gathering of two associations

Nearly 1,200 are expected in New York this week, for the Broadcasters Promotion Association and the Broadcast Designers Association annual joint convention at the Waldorf Astoria hotel June 10-14.

The theme for this year's BPA seminar, "Promotion: Into the 80's," signifies the changing role of the promotion director, according to BPA President Gail Morrell, of CFCF-TV Montreal, and the sessions reflect this, she added. Morrell sees the promotion manager as "more than just the person who slots promos on an available time on the air." Rather, the job now entails a knowledge of research, programming and marketing, and, she believes, "By doing promotion, you learn everything there is to know about the business, because all departments rely on you."

During the joint seminar, BPA's 25th and BDA's fourth, 55 sessions and workshops have been scheduled as well as 11 field trips. Additionally, there will be 44 hospitality suites and 34 exhibitors showing their promotion and design wares.

In BPA's silver anniversary seminar several "firsts" will be made. Most notable is the BPA Industry Achievement Award to be presented to Dr. Frank Stanton, retired vice chairman of CBS, at a din-

ner celebration on Saturday. Lou Dorfman, vice president and creative director of advertising and design at CBS, who designed the new award, will be the presenter.

Another change in the routine is the BPA/BDA awards, now moved to a luncheon, also on Saturday. At this occasion, both organizations will honor 68 gold medal winners for promotion and 24 awards of excellence winners for design. There were 1,466 entries for the BPA awards and 1,200 received by the BDA.

This year also marks the first BPA seminar that dedicates a special session to "Cable . . . A New Industry," moderated by Bob Klein from Klein &. This session recognizes the need for promotion in cable, as in broadcasting, indicated Gene Davis, of Corinthian Broadcasting, 1981 BPA seminar chairman.

And new to BPA this year is a panel produced by the National Association of Television Program Executives entitled, "How Would Programers Promote," moderated by WNBC-TV New York Program Director Chuck Larsen.

On Thursday, Joel Chaseman, president of Post-Newsweek Stations, will deliver the keynote address at the opening day breakfast co-sponsored by 1981 exhibitors. Guest of honor is New York City Mayor Ed Koch and The New York Musical Revue will perform, "That's Enter-

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tainment."

Several research workshops have been scheduled for television. Beginning on Thursday morning at 10:30, Arbitron's Pierre Megroz will moderate four workshop sessions entitled, "Research, Programing and Promotion." Part two is at 3:30 p.m. Thursday, and parts three and four are on Friday, beginning at 10 a.m. and 3 p.m., respectively.

Covering the radio side of promotion, the BPA agenda includes nine workshops that promise to delve into all aspects of that medium with special attention to research, sales promotion, event promotions, contests, special sports promotions and music for identification.

The Broadcast Designers Association,

with 550 members to date, has planned 11 field trips and six workshops.

The BDA's keynote address on Thursday afternoon will be delivered by Lou Dorfman, with Gil Cowley, art director at WCBS-TV New York and BDA president, serving as moderator.

Among the BDA workshops scheduled are: "TV News Graphics," moderated by Beverly Littlewood, art director at WNBC-TV New York, on Thursday, 10:45 a.m. to noon; "Management and Financial Skills for Broadcast Designers," moderated by Dick Weise, art director at KTVU(TV) Oakland, Calif., on Friday at 10 a.m.; and a "Design Symposium," moderated by Shelley Safian, president of Safian Communications Inc.

Intermedia

Words from the chairman. Keeping with tradition, FCC chairman will open season of International Radio and Television Society newsmaker luncheons in New York. Speech by Mark Fowler is set for Sept. 23 at Waldorf Astoria hotel.

'Dial' update. Washingtonian publisher Philip Merrill has lost another round in his fight to stop publication of *The Dial*, the advertiser-supported programing guide published by four noncommercial television stations—WETA-TV Washington, WNET-TV New York, WTTW(TV) Chicago and KCET(TV) Los Angeles. This time around, United States Postal Service, despite challenge by Merrill, held that *The Dial* qualifies for second-class nonprofit mailing status.

PBS grants. Public Broadcasting Service has been awarded \$135,100 grant from Corporation for Public Broadcasting to help public television stations and colleges promote PBS's Adult Learning Service. ALS, to be launched in fall, will offer telecourses for credit to students at participating colleges.

Shamrock Communications, Inc.

has acquired

WTTR AM/FM

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for

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from

Carroll County Broadcasting Corporation

The undersigned initiated this transaction
and assisted in the negotiations.

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6/8/81

Fund raising confrontation at KQED(TV)

Coors is asked to withdraw from participation in fund raising at San Francisco public station after boycott threat led by AFL-CIO; groups claim brewer is antiunion and discriminates in hiring

Public television station KQED(TV) San Francisco apparently raised about as much flack as it did money at its 27th annual fund-raising auction.

Funds were flowing smoothly, observers say, until word leaked that KQED had planned a "Coors Day"—with the Adolph Coors Co. kicking in \$6,500, and Bay Area Coors distributors another \$6,500—to underwrite one day (May 30) of the call-in, fund-raising auction.

But KQED asked Coors to withdraw its support after the AFL-CIO's Coors Boycott Committee—together with a coalition of representatives from various homosexual, minority, feminist and environmental groups—threatened to picket the station and the site of the auction, and to jam KQED's switchboard with phone calls.

The AFL-CIO has been spearheading a boycott against the Colorado-based brewer, charging that firm is anti-union and discriminates against minorities and women. Feminists, homosexuals and environmentalists have campaigned against the company because of company President Joseph Coors's championing of conservative causes.

Coors boycott committee coordinator Howard Wallace said the committee especially objected to the "commercialism" of KQED's plan to air the Coors logo and to permit Coors personnel to identify their company when they answered auction phones.

KQED representatives, after two days of meetings with representatives from the boycott committee and the brewery, "reluctantly" asked the company to withdraw its support because of "implied threats of physical violence," a KQED spokesman said.

The spokesman, noting that the station had also received complaints from California political figures, area newspapers and noncommercial and commercial broadcasters, said KQED had been especially concerned about the safety of auction volunteers and had been afraid that an "unwieldy situation" would have otherwise arisen.

A Coors spokesman said Coors agreed to withdraw its support because "we couldn't risk anyone being harmed."

The spokesman added: "The sad part is the real entity being hurt is KQED ... I think every public broadcasting station needs all the individual and corporate support it can get, especially since federal support for public broadcasting is being cut back."

Changing Hands

PROPOSED

■ **KATC(TV)** Lafayette, La.: Sold by Academic TV Corp. to Abellor Corp. for \$20 million ("In Brief," June 1). Seller is owned by 215 stockholders with no other broadcast interests. Mrs. Frances T. Kurzweg is president. Buyer is subsidiary of Loyola University of the South. Rev. James Carter is president. Rev. Thomas H. Clancey is vice president of Loyola for communications. University is licensee of WWL-AM-TV and WAJY(FM) New Orleans. J. Michael Early is general manager of broadcast group. KATC is ABC affiliate on ch. 3 with 100 kw visual and 20 kw aural and antenna 1,740 feet above average terrain.

■ **KHOW(AM)** Denver, Colo.: Sold by Doubleday Broadcasting Inc. to Metromedia for \$15 million. Seller is subsidiary of Doubleday & Co., New York-based publisher and group owner of three AM's and four FM's. Gary Stevens is president of broadcast division. Buyer is Secaucus, N.J.-based, publicly traded group owner of six AM's, seven FM's and seven TV's that has traded, subject to FCC approval, KSAN-FM San Francisco for WWBA-FM St. Petersburg, Fla. (see below). KHOW is on 630 khz with 5 kw full time.

■ **WBIE(FM)** Marietta, Ga.: Sold by Marietta Broadcasting Co. to Capital Cities Communications for \$7.5 million ("In Brief," June 1). Seller is owned by estate of James M. Wilder (75%) and Elizabeth F. Hagood (25%) which owns WCOB(AM) Marietta. Buyer is publicly held New York-based group of seven AM's, six FM's and six TV's. Capcities also owns Fairchild publications, number of newspapers and has contracted to buy RKO Cablecom General, leading cable MSO. Thomas S. Murphy is chairman, and Daniel B. Burke, president. WBIE is on 101.5 mhz with 100 kw and antenna 870 feet above average terrain.

■ **WWBA-FM** St. Petersburg, Fla.: Assets assigned to Malrite Broadcasting of Ohio Inc. for \$7 million. Malrite will trade station for Metromedia's KSAN-FM San Francisco (see below). Seller is owned by Meyer Feldman and Ed Winton, who also own WWBA(AM) St. Petersburg. Malrite is Cleveland-based group owner of six AM's, four FM's and three TV's. Milton Maltz is chairman and principal owner. WWBA-FM is on 107.3 mhz with 100 kw and antenna 620 feet above average terrain.

■ **KSAN-FM** San Francisco: Traded by Metromedia to Malrite Broadcasting for WWBA-FM St. Petersburg, Fla. (see above). Metromedia is publicly traded Secaucus, N.J.-based group owner of six AM's, seven FM's and seven TV's and other major interests, including Ice Capades and Harlem Globetrotters. John Kluge is chairman, president and 16.4% owner. It

has bought, subject to FCC approval, KHOW(AM) Denver, Colo., for \$15 million (see above). Malrite is Cleveland, Ohio-based group owner of six AM's, four FM's and three TV's. Milton Maltz is chairman and principal owner. KSAN-FM is on 94.9 mhz with 30 kw and antenna 1,270 feet above average terrain.

■ **KWHY-TV** Los Angeles: Sold by Coast TV Broadcasting Corp. to Burt Harris and SelecTV of California Inc. for \$5.3 million ("In Brief," June 1). Seller is principally owned by three brothers, Wiley D., Robert W., and Hugh R. Bunn and Frederick D. Custer, who have no other broadcast interests. Harris is president and principal owner of Harriscope Broadcasting Corp., Los Angeles-based group of two AM's, one FM and five TV's. SelecTV is Marina del Ray, Calif.-based subscription television service. Lionel Shaen is president. SelecTV, which has supplied pay programming to station, exercised option to buy after Coast TV continued to oppose introduction of R-rated movies. KWHY-TV is on ch. 22 with 2,570 kw visual and 257 kw aural and antenna 2,930 feet above average terrain.

APPROVED

■ **WFTC(AM)-WRNS(FM)** Kinston, N.C.:

Sold by HGR Broadcasting Co. to Alexander Communications Inc. for \$1.6 million. Seller is owned by Wilbur J. Rider and J.B. Ham (50% each). They have no other broadcast interests. Buyer is owned by William M. Alexander, Richard V. Ozan and David H. Fullen (20% each); last's father, Roy Fullen, Austin Lane, Sol B. Kennedy and Clayton I. Duncan (10% each). Alexander is former sales manager of WFMV-TV Greensboro, N.C. Ozan is business manager of WFMV-TV David Fullen is account executive at WFMV-TV. Roy Fullen is former vice president, engineering, Capital Cities Communications Inc., New York-based station group. Lane is retired Greensboro businessman. Kennedy is Greensboro-based sugar broker. Duncan is vice president, Carolina Securities, Raleigh, N.C., investment firm. They have no other current broadcast interests but group has announced intention to acquire full complement of radio properties concentrating in Southeast. WFTC is on 960 khz with 5 kw day and 1 kw night. WRNS is on 95.1 mhz with 100 kw and antenna 265 feet above average terrain.

■ Other approved station sales include: KIGO(AM) St. Anthony, Idaho; WABE(AM) Churchville, Va.; KPOD(AM) Crescent City, Calif.; KCVR(AM)-KWYN(FM) Lodi, Calif.; KPLL(FM) Pella, Iowa; WNKR(FM) Falmouth, Ky.; WBIO(AM) Parsippany-Troy, Hills, N.J.; WWKO(AM) Fair Bluff, N.C.; WTLK(AM) Taylorsville, N.C. (see "For the Record," page 107).

WALK AM/FM Long Island, New York

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April, 1981

Stock Index

Exchange and Company	Closing Wed. Jun 3	Closing Wed. May 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	30 3/8	32 3/4	-2 3/8	- 7.25	5	850
N Capital Cities.....	75 1/2	73 1/2	+2	+ 2.72	15	993
N CBS.....	56 7/8	58 3/8	-1 1/2	- 2.56	8	1,585
N Cox.....	76 3/4	72 1/2	+4 1/4	+ 5.86	12	1,037
A Gross Telecasting.....	29 5/8	29 1/2	+ 1/8	+ .42	8	23
O LIN.....	37 3/4	36 3/4	+1	+ 2.72	13	209
N Metromedia.....	136 1/2	135	+1 1/2	+ 1.11	15	611
O Mooney.....	7 3/4	8	- 1/4	- 3.12	10	3
O Scripps-Howard.....	60	60			9	154
N Storer.....	38 1/2	38 3/8	+ 1/8	+ .32	12	505
N Taft.....	27 3/4	28 3/8	- 5/8	- 2.20	8	271

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell.....	26 1/8	24 7/8	+1 1/4	+ 5.02	21	86
A Affiliated Pubs.....	32	31 3/4	+ 1/4	+ .78	13	164
N American Family.....	9	8 7/8	+ 1/8	+ 1.40	4	111
N John Blair.....	21 5/8	21 5/8			7	80
N Charter Co.....	9 1/2	9 5/8	- 1/8	- 1.29	1	259
N Chris-Craft.....	35 5/8	35 1/2	+ 1/8	+ .35	17	112
N Coca-Cola New York.....	8 7/8	8 1/2	+ 3/8	+ 4.41	20	156
N Cowles.....	34 3/8	33 1/8	+1 1/4	+ 3.77	23	136
N Dun & Bradstreet.....	69 3/4	68 3/4	+1	+ 1.45	21	1,945
N Fairchild Ind.....	25 1/2	27 5/8	-2 1/8	- 7.69	8	291
N Gannett Co.....	44 3/4	42 3/4	+2	+ 4.67	12	2,420
N General Tire.....	27 3/4	26 7/8	+ 7/8	+ 3.25	11	669
O Gray Commun.....	50 1/2	52	-1 1/2	- 2.88	10	24
N Harte-Hanks.....	34 7/8	35 1/8	- 1/4	- .71	16	332
O Heritage Commun.....	16 3/8	16 3/4	- 3/8	- 2.23	8	88
N Insilco Corp.....	20 3/4	20 1/8	+ 5/8	+ 3.10	9	223
N Jefferson-Pilot.....	27 1/8	27 1/4	- 1/8	- .45	6	594
O Marvin Josephson.....	13 1/4	13	+ 1/4	+ 1.92	8	31
N Knight-Ridder.....	37 1/4	37 1/4			13	1,205
N Lee Enterprises.....	29 1/4	29 7/8	- 5/8	- 2.09	14	208
N Liberty.....	15 5/8	15 3/4	- 1/8	- .79	6	198
N McGraw-Hill.....	52 1/4	49 1/4	+3	+ 6.09	16	1,298
A Media General.....	35 1/2	37 3/8	-1 7/8	- 5.01	10	256
N Meredith.....	64	60 7/8	+3 1/8	+ 5.13	9	201
O Multimedia.....	35	34 3/4	+ 1/4	+ .71	18	352
A New York Times Co.....	34	34 1/8	- 1/8	- .36	10	407
N Outlet Co.....	40 3/8	38 1/4	+2 1/8	+ 5.55	59	102
A Post Corp.....	20 1/8	20 7/8	- 3/4	- 3.59	10	36
N Rollins.....	18 1/2	19 1/2	-1	- 5.12	8	504
N San Juan Racing.....	18 5/8	18 3/4	- 1/8	- .66	21	46
N Schering-Plough.....	36 3/4	38 1/8	-1 3/8	- 3.60	9	1,951
O Stauffer Commun.....	45	45			11	45
A Tech Operations.....	16 1/8	15	+1 1/8	+ 7.50	17	17
N Times Mirror Co.....	56	50 5/8	+5 3/8	+10.61	13	1,910
O Turner Bcstg.....	22 1/2	21 1/2	+1	+ 4.65		225
A Washington Post.....	28	26	+2	+ 7.69	11	393
N Wometco.....	24 1/2	23	+1 1/2	+ 6.52	11	325

CABLE						
A Acton Corp.....	19 3/4	20 5/8	- 7/8	- 4.24	14	60
N American Express.....	48 1/2	47 1/2	+1	+ 2.10	10	3,457
O Burnup & Sims.....	17 1/8	16 1/2	+ 5/8	+ 3.78	21	153
N Comcast.....	27	27 1/2	- 1/2	- 1.81	30	104
O General Instrument.....	123	127 3/4	-4 3/4	- 3.71	21	1,083
O Rogers Cablesystems.....	10 3/8	10 3/4	- 3/8	- 3.48	20	197
O Tele-Communications.....	28	28 7/8	- 7/8	- 3.03	27	667
N Teleprompter.....	35	35			29	595
N Time Inc.....	78 5/8	76 3/8	+2 1/4	+ 2.94	15	2,213
O Tocom.....	17 1/2	17 1/4	+ 1/4	+ 1.44		57
O UA-Columbia Cable.....	81 3/4	82	- 1/4	- .30	60	274
O United Cable TV.....	30 1/2	30 1/4	+ 1/4	+ .82	21	299
N Viacom.....	32 1/4	30 7/8	+1 3/8	+ 4.45	12	287

Exchange and Company	Closing Wed. Jun 3	Closing Wed. May 27	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Chuck Barris Prods.....	3 1/4	3 1/4			3	10
N Columbia Pictures.....	38 3/8	39 1/4	- 7/8	- 2.22	11	389
N Disney.....	65 1/2	58	+7 1/2	+12.93	16	2,131
N Filmways.....	7 3/4	7 1/2	+ 1/4	+ 3.33		48
O Four Star.....	2	2			20	1
N Getty Oil Corp.....	60 7/8	66 1/2	-5 5/8	- 8.45	7	5,001
N Gulf & Western.....	18 7/8	19 1/8	- 1/4	- 1.30	5	1,409
N MCA.....	51	54	-3	- 5.55	9	1,198
O Medcom.....	10 3/4	10 3/4			38	18
N MGM Film.....	11 1/8	11 1/2	- 3/8	- 3.26	7	361
O Reeves Commun.....	50 1/2	51 1/2	-1	- 1.94	36	182
O Telepictures.....	7 7/8	7 1/4	+ 5/8	+ 8.62	36	19
N Transamerica.....	23 7/8	22 3/4	+1 1/8	+ 4.94	7	1,560
N 20th Century-Fox.....	67 1/2	66 3/8	+1 1/8	+ 1.69	11	727
O Video Corp. of Amer.....	14	15 1/4	-1 1/4	- 8.19	29	13
N Warner.....	55 7/8	55 1/2	+ 3/8	+ .67	14	3,283
A Wrather.....	23 7/8	25 1/2	-1 5/8	- 6.37		55

SERVICE						
O BBDO Inc.....	44 1/2	45 1/2	-1	- 2.19	10	111
O Compact Video.....	20 1/2	17 5/8	+2 7/8	+16.31	19	60
N Comsat.....	60 7/8	59 3/4	+1 1/8	+ 1.88	13	487
O Doyle Dane Bernbach.....	15 3/4	16 1/4	- 1/2	- 3.07	4	19
N Foote Cone & Belding.....	32 1/8	32	+ 1/8	+ .39	8	87
O Grey Advertising.....	62 1/2	60	+2 1/2	+ 4.16	6	38
N Interpublic Group.....	37	36 3/8	+ 5/8	+ 1.71	8	165
N JWT Group.....	35 1/2	34 7/8	+ 5/8	+ 1.79	8	108
O MCI Communications.....	23	24 3/8	-1 3/8	- 5.64	115	841
A Movielab.....	5 1/2	5 1/2			5	8
A MPO Videotronics.....	5 3/4	5 7/8	- 1/8	- 2.12	16	3
O A.C. Nielsen.....	43 3/8	44 3/8	-1	- 2.25	18	486
O Ogilvy & Mather.....	33 1/2	34 1/2	-1	- 2.89	10	138
O Telemation.....	2 1/8	2 1/2	- 3/8	-15.00	13	2
O TPC Communications.....	3 7/8	4 1/8	- 1/4	- 6.06	28	3
N Western Union.....	23 1/2	24 3/4	-1 1/4	- 5.05		356

ELECTRONICS/MANUFACTURING						
O AEL Industries.....	18 1/2	18	+ 1/2	+ 2.77		30
N Arvin Industries.....	15 7/8	15 3/8	+ 1/2	+ 3.25	8	123
A Cetec.....	7	7			9	14
O Chyron.....	16 1/4	16 7/8	- 5/8	- 3.70	27	20
A Cohu.....	8 7/8	9	- 1/8	- 1.38	12	14
N Conrac.....	26	25	+1	+ 4.00	11	55
N Eastman Kodak.....	76 3/8	76 1/2	- 1/8	- .16	12	12,326
O Elec Missile & Comm.....	13 7/8	14 7/8	-1	- 6.72	173	38
N General Electric.....	66 1/8	66 3/8	- 1/4	- .37	10	14,988
N Harris Corp.....	48 1/2	51 1/4	-2 3/4	- 5.36	18	1,492
O Intl. Video.....	1/8	1/8				
O Microdyne.....	32 1/2	30 3/4	+1 3/4	+ 5.69	24	86
N M/A Com. Inc.....	32 1/2	35 1/4	-2 3/4	- 7.80	29	1,084
N 3M.....	57 3/8	57 1/8	+ 1/4	+ .43	10	6,682
N Motorola.....	83	86 1/2	-3 1/2	- 4.04	15	2,369
O Nippon Electric.....	90 3/4	87 1/8	+3 5/8	+ 4.16	69	2,980
N N. American Philips.....	56	54 3/4	+1 1/4	+ 2.28	9	673
N Oak Industries.....	35 3/8	38 1/4	-2 7/8	- 7.51	12	385
A Orrox Corp.....	17 7/8	18	- 1/8	- .69	58	29
N RCA.....	24 1/4	25 3/8	-1 1/8	- 4.43	6	1,818
N Rockwell Intl.....	40 1/2	41 1/8	- 5/8	- 1.51	11	3,037
A RSC Industries.....	5 3/4	5 1/4	+ 1/2	+ 9.52	14	13
N Scientific-Atlanta.....	33	32 3/8	+ 5/8	+ 1.93	29	699
N Sony Corp.....	24 3/8	24 3/4	- 3/8	- 1.51	40	5,255
N Tektronix.....	60 1/4	60	+ 1/4	+ .41	13	1,100
A Texscan.....	18 7/8	21 1/8	-2 1/4	-10.65	37	55
N Varian Associates.....	27 3/4	26 1/8	+1 5/8	+ 6.22	13	213
N Westinghouse.....	32 3/8	33 3/8	-1	- 2.99	8	2,750
N Zenith.....	21 1/4	20	+1 1/4	+ 6.25	19	400

Standard & Poor's 400 Industrial Average 146.58 150.70 - 4.12

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split. + Stock traded at less than 12.5 cents.

Sony's Morita a big draw with security analysts

Sony chairman details company's statistics, outlines new products financial picture (very healthy) and describes future areas of concentration (digital audio, high-resolution television)

Anyone needing proof of the high level of interest Sony Corp. is currently generating within the American investment community had only to witness the packed house Sony Chairman Akio Morita drew at a luncheon gathering of New York security analysts. The analysts heard an optimistic Morita describe his company's future in glowing terms, telling the investment community that he believes "the 1980's will be the golden 80's of Sony." The analysts' interest isn't merely academic in Sony's case—as Morita noted in his remarks, foreign (non-Japanese) ownership of Sony stock has grown rapidly in recent months, hitting 47%. (American interest in Sony as an investment has waxed and waned periodically over the years—in the early 70's it was 47%, dropping to under 10% by early 1980).

The company, which celebrated its 35th anniversary last month, has come a long way since it was founded with the equivalent of \$500 in capital, Morita told the analysts. Now, Sony brings in 890 billion yen in sales each year, which translates, depending on exchange rate fluctuations, into between \$4 billion and \$5 billion. Today, according to Morita, Sony employs 33,000 people around the world, 25% of whom are non-Japanese, and makes two-thirds of its sales off its home island. Those figures, along with the foreign investment pattern, Morita stated, demonstrate that "we are an international company."

The Sony chairman provided the analysts with a history of Sony's product developments, from the first Japanese audio tape recorder through the "compact disk" digital audio record player Sony jointly introduced with North American Philips only a few days earlier (BROADCASTING, June 1).

Along the way, Morita acknowledged the intense competition in the VTR field, but called it responsible for the "tremendous improvements" in video recording technology of the last two years. Sony, Morita said, produced 850,000 VTR's last year, and expects to produce 1.5 million

this year. It plans to boost production of VTR's to 250,000 a month by next spring. Right now, VTR sales account for 26% of Sony's total sales—32% if tape sales are included.

Other developments Morita demonstrated or described for the analysts were Sony's miniature video camera/recorder, called the Sony Home Movie (its marketing introduction is still several years away); the Sony microcam for professional use that was shown at this year's National Association of Broadcasters convention and is to be released early next year, and the high-resolution television system on which Sony has been working.

The Sony chairman said he sees an increasing world need for video software as well as a boost in color television set demand, the latter spurred by cassette and disk technology which can open up color sales in areas where there is no broadcast color system. Discussing Sony's color television sales, Morita put them at 2.4 million sets last year, with plans for 2.7 million this year.

And in celebration of its 35th anniversary, Morita said, Sony plans to produce a limited edition, 1,000, of "the world's most expensive television"—a unit costing \$10,000. Given the tight supply, Morita jokingly advised the analysts to "get your orders in now."

Other Sony product lines that were reviewed by Morita were the "Walkman" portable audio cassette player and Sony's new "Typecorder"—the word processing unit Sony plans as its entry into the business machine field. One area Sony won't be entering, according to Morita, is the personal computer field.

Looking to the company's United States operations, Morita indicated that 80% of the U.S. demand for Sony color television sets is being met from Sony's San Diego

picture tube plant, while the Dothan, Ala. tape facility is turning out 60% of Sony's total tape production.

Big switch in airline accounts

Pan Am changes from N W Ayer to DDB; American goes from DDB to Bozell & Jacobs; billings involved total \$80 million

The advertising skyways were busy last week as American Airlines and Pan American World Airways shifted agencies and an estimated \$80 million in combined billings.

The big loser was N W Ayer Corp., New York, which dropped about \$35 million in billings to Doyle Dane Bernbach, New York. DDB was not unscathed—it resigned the estimated \$45 million in American Airlines expenditures. The big winner was Bozell & Jacobs, which landed the coveted \$45 million American Airlines business, the largest account in B&J's 60-year history.

Louis T. Hagopian, chairman of Ayer, said he was "stunned" by Pan Am's action. He said he had been notified by Pan Am by telephone call on Monday night (June 1). (In the first quarter of 1981, Pan American reported a loss of \$114.5 million.)

Another official of Ayer said that was no indication that Pan Am was displeased with the agency's work. He said Pan Am had not asked Ayer to make a presentation for renewal of the account.

Approximately \$18 million of American Airlines' \$45 million spending is allocated to television and radio. Pan Am spends \$8-\$10 million of its overall \$35 million in broadcast.

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Law & Regulation

Packwood fumes as cabinet splits on AT&T bill, but the S. 898 show goes on

Hand of Justice Department, with antitrust actions pending, seen in decision of administration not to testify; FCC's Fowler expresses support for measure as does Geller with amendments

The Senate Commerce Committee blasted the Reagan administration for failing to testify as it was scheduled to last Tuesday (June 2) on S. 898, a bill to deregulate the telecommunications industry. Although its star administration witnesses failed to appear, the committee heard enthusiastic approval of its bill from three others testifying, including new FCC Chairman Mark S. Fowler.

"It's not as if we sprung this bill on them last Friday," said Committee Chairman Bob Packwood (R-Ore.) at Tuesday's hearing, inveighing against the administration's decision late last Monday night that it was not yet prepared to testify. U.S. Trade Representative William Brock and Commerce Department Secretary Malcolm Baldrige had been scheduled to testify, but committee members had begun to hear as early as Thursday, May 28, that the administration might back out.

"I detect the subtle hand of the Justice Department here," said Senator Harrison Schmitt (R-N.M.), referring to the department's position that legislative action would harm its 10-year-old antitrust case against AT&T. "One would think there had been no change in the administrations, considering some of the decisions coming from the Justice Department," said Schmitt, who called S. 898 "the most far-reaching bill the committee has tackled or will attempt to tackle in the coming years."

Packwood said he will "be irate" if the administration does not testify before the

committee concludes its hearings on S. 898, but he, Schmitt and Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) said they will proceed with the timetable they have set for the bill, regardless of what the administration does. Subsequent hearings are scheduled for June 11, 15, 16 and 19, with markup planned for late June.

"The train has left the station," said Schmitt. "If they run fast, they might catch it."

It was suspected that behind the administration's failure to appear was an internal document from the Justice Department to the White House, urging that Congress be asked to delay pursuing telecommunications legislation until its Justice's antitrust suit against AT&T is concluded. "If we had to wait until all antitrust cases involving telecommunications interests were settled, we'd never pass legislation," Packwood remarked.

Packwood and Goldwater also expressed disgust with lobbying tactics of companies that would be affected by the bill. "Attempts have been made to distort positions of mine," said Packwood, "and I'm warning those who will be coming up here to testify later on that I will pursue their tactics in my questioning."

"We're used to this deregulation business," he said. "Anyone who's gained a position of advantage under the law doesn't want to change, but if they can't come up with any better argument than 'we're going to have to compete,' I feel sorry for their industries."

Goldwater said, "In all my years in Congress, I've never been subjected to such outlandish efforts to influence legislation."

In his testimony on the bill, Fowler noted that S. 898 tracks recent FCC actions

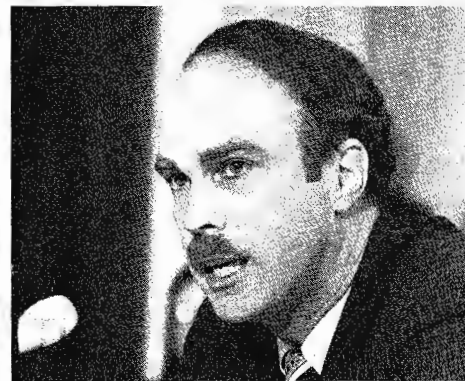
in its provisions to deregulate customer premise equipment, information services and some telecommunications services and to establish a system of access charges for services using local exchange facilities. Fowler said he generally supports those FCC actions, which were taken prior to his assumption of the chairmanship two weeks before, because they attempted to reduce the role of government regulation and encourage innovation and competition in telecommunications.

Fowler and a later witness, Henry Geller, former director of the National Telecommunications and Information Administration, praised the bill's proposal for a transition plan, to be devised by the FCC, to carry out the provisions of the bill. Fowler called the transition plan "a positive step toward resolution of many issues raised by potential corporate expansion of AT&T and its effect on competition."

"The FCC should have the authority to reach any aspect of AT&T's conduct or corporate structure required to protect the communications ratepayer and to insure the objectives of your legislation," said Fowler. "Flexibility is warranted because experience has shown that unforeseen situations can arise."

The FCC's Computer II decision was sound in its interpretation of the Justice Department's 1956 consent decree, according to Fowler, who said he believes the court will ultimately construe the decision the same way. Congress should not, however, delay its deregulation effort until the court completes its review of the Computer II decision. "Such delay," he said, "could impose costs on the American economy that should be avoided."

The FCC has been working on a formula for access charges but has yet to



The witnesses: Fowler, Geller and Himsworth

come up with the right mix of federal and state authority, said Fowler, so the FCC will need maximum flexibility under S. 898 to develop and revise the charges for access.

Concerning the bill's proposal to move regulation of interstate telecommunications from state commissions to the FCC, Fowler said: "We do not covet additional regulatory authority," but we "cannot disagree with S. 898's finding that differing treatment of interexchange telecommunications, based on state boundaries, creates artificial burdens upon commerce. Unfortunately, federal jurisdiction may be the only remedy that will eliminate such distortions."

Fowler doubted that the FCC would be able to meet many of the simultaneous deadlines set in S. 898 for FCC action. He urged the committee to modify the deadlines in a way that would recognize congressional priorities.

Goldwater urged Fowler to ask the White House to send Secretary of Defense Casper Weinberger to appear before the committee to explain why he asked the Justice Department to stop its proceedings against AT&T in the interest of national defense. "We've been unable to get him over here," said Goldwater, "a little nudge from the boss might help."

Geller, now director for the Washington Center for Public Policy Research, also testified strongly in favor of the bill and offered to submit a series of technical amendments to the committee.

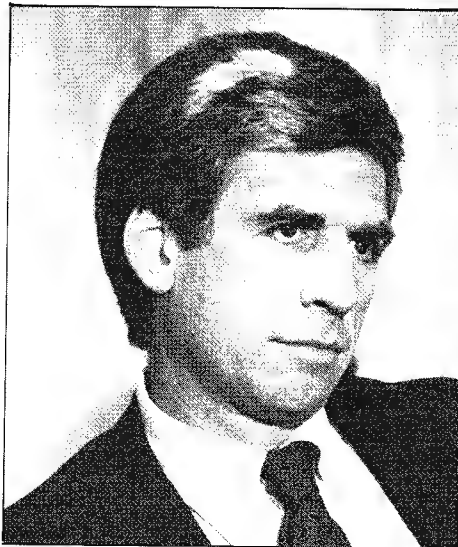
Calling S. 898 "an excellent bill," Geller recommended that the committee add a strong antitrust clause to allow courts to insure fair effective competition.

Geller questioned the wisdom of the bill's proposal to allow the U.S. Postal Service to compete, through a separate subsidiary, in electronic data transfer, saying it "is mischievous to put the government in this area." Furthermore, the bill would permit the postal service to receive but not deliver data electronically, a condition Geller said is costly and inefficient. "If the U.S. is to pour billions into such a system, it should be allowed to offer both services," said Geller, because it is easy to have output once you have input.

The bill's treatment of cable television—to prohibit telephone-cable crossownership except in rural areas and with FCC approval—is inadequate, according to Geller, who urged the committee to deal with cable in a separate bill. Cable TV is not simply a carrier, said Geller, and its ability to monopolize 50 to 100 channels poses serious First Amendment problems. Leased channels should be available to users, he said.

Winston E. Himsworth, a Wall Street securities analyst and vice president of Lehman Brothers Kuhn Loeb, said Congress is on the right track with S. 898 and should proceed as expeditiously as possible to pass it. The risk of investing in telecommunications has gone up in the past decade because of regulatory uncertainties, he said.

Himsworth warned the committee not



The senators: (Above) Packwood and Goldwater. (Below) Danforth and Schmitt.

to yield to pressure from various interest groups wanting specific problems solved in S. 898. "There's no end to specific problems," he said, "and they are a trap."

Senator John Danforth (R-Mo.) expressed concern that investment capital will flow primarily to AT&T rather than small local newspaper companies which, he said, would not be able to compete. Himsworth said AT&T won't be the only company competing with small newspapers because other large firms, including large publishing companies, will be offering local video services. "If a small newspaper plans to do the same thing it's been doing for the last 20 years, I'd consider it a risky investment," he said. "If it goes into cable planning to become the focal point of data services in its community, I wouldn't."

"Phone companies are buying cable companies, but cable companies are not buying phone companies," said Himsworth, "yet cable says the phone company will kill us. I see something crazy there."

No one gets what was sought in cutback of CPB funds

Senate-House conference votes more than White House asked, less than broadcasters had hoped to get

Public broadcasters suffered a major financial setback last week when the House and Senate Appropriations Committees, meeting in conference, approved a cutback of funds for the Corporation for Public Broadcasting for 1983.

But last week's action can also be read as a defeat for the Reagan administration. The administration had recommended that CPB's appropriations of \$172 million for each of fiscal years 1982 and 1983 be cut

back to \$129 million for the first year and \$120 million for the second. However, the conferees left CPB's 1982 appropriation intact and cut back its 1983 funds to \$137 million.

Moreover, although the administration had also recommended cutting out the full 1981 appropriation of \$25.7 million for the National Telecommunications and Information Administration public telecommunications program—which provides grants to public broadcasters to purchase equipment—the conferees' action would leave that program \$19.7 million.

The conference was called to iron out differences between House and Senate versions of supplemental appropriations and rescission bills for 1981. The Senate bill, though approving a cut of \$4 million for the NTIA program, had left CPB funds for 1982 and 1983 intact. The House bill, however, approved cuts of \$12.9 million for the facilities program and a \$60-million cut for CPB for 1983.

CPB said it found the conferees' action "disappointing both because it violates the principal of two-year advance funding and because it gives public broadcasters less time to plan for major reductions in the appropriations that are being proposed for 1984 and thereafter."

CPB added: "There is no question that

programming at the local and national levels will be adversely affected."

David Carley, president of the National Association of Public Television Stations, said the cuts would be "devastating" for public television stations.

Carley said Congress's action "makes a mockery out of the insulation argument" and demonstrated that for all the "platitudes Congress has given about insulation, it doesn't hold up to congressional politics."

Frank Mankiewicz, president of National Public Radio, said the rescission would "irrevocably breach the principle of advance funding, which was established to insulate public broadcasting from political interference, regardless of the level of funding."

Public broadcasters have argued that it was important not to approve CPB rescissions, to preserve public broadcasting's "insulation" from government interference. One reason Congress has appropriated CPB's funds in advance, they say, is to prevent the federal government from pulling CPB's purse strings.

Although the rescission bill must still be approved by both houses of Congress—and signed into law by the President—most observers agree that this version of the rescission bill will become law.

VHF drop-in applications trickle in

Deadline for Salt Lake City channel finds six applicants plus original two; Knoxville, Tenn., deadline June 15; other two cities yet to be sought

Interest has increased somewhat in one of the four VHF drop-ins that the FCC allocated to the TV table of assignments last fall (BROADCASTING, Sept. 15, 1980). There are now eight applicants on file for the short-spaced allocation at Salt Lake City (ch. 13), six of which were filed on the May 13 cutoff deadline. However, the situation has remained unchanged with the other three drop-ins since February when BROADCASTING reported that only one applicant had applied for Knoxville (ch. 8) and that no applications had been filed for either Johnstown, Pa. (ch. 8) or Charleston, W.Va. (ch. 11). The cutoff deadline for competing Knoxville applications is June 15. Since no applications have been in Johnstown or Charleston, no cutoff deadlines have been set.

The first to file for the Salt Lake City drop-in was Utah Television Associates Limited Partnership (Dec. 12, 1980). The principals include Richard S. McKnight, a Salt Lake City businessman with interests in real estate, gas and oil; Arnold Orleans, a Washington real estate operator, and G. Andrew Lawrence, a U.S. Senate staff member.

The second applicant, which filed on March 10, is owned by David R. Williams and his wife, Deanna, who own and operate a Salt Lake City mobile telephone and one-way paging service. They are also permittees of an AM station in Bountiful,

Utah, which has a service area that would overlap the proposed coverage area of the Williamses' ch. 13 application. They intend to divest themselves of the AM if granted the TV.

Two of the six groups that filed for the Salt Lake City drop-in at the cutoff deadline are also principals in applications for a new UHF (ch. 14) at that location as well. They have filed for a waiver of the rule that prohibits an applicant from filing for two different services in the same market. If the waivers are granted, those two groups will be afforded time to decide which facility to pursue.

One of those groups is American Television of Utah Inc., controlled through a series of wholly owned subsidiaries by American Stores Co., a Salt Lake City-based publicly traded food and drug store chain. L.S. Skaggs is chairman. His son, Don, is president of the subsidiary applicant for channels 13 and 14.

The other group is West Valley City Television Associates Limited Partnership. West Valley is not actually the applicant for both Salt Lake City channels, but three of its four partners have extensive interests in both. They are Robert S. Fotheringham, a Salt Lake City advertising agency owner, and Harold R. Boyer and Kem C. Gardner, partners in various real estate businesses in Salt Lake City. Boyer's wife, Sara, and Gardner each have a 9% interest in two California FM's—KRXV Yermo and KIXV Mountain Pass.

The remaining four applicants filing at deadline for channel 13 include:

■ Mountain West Television Co., owned by Joseph C. Lee (39%), son, David (5%),

Sidney W. Foulger (34%), Douglas Cardon (5%) and four others. Joseph Lee is news director at KCPX-AM-FM Salt Lake City. David Lee and Cardon are former congressional staffers and are now partners in a Washington consulting firm concerned primarily with energy issues. Foulger is a Salt Lake City land developer.

■ Rocky Mountain Broadcasting, owned principally by John Price, a Salt Lake City real estate investor. Price and family own KKRD(FM) Wichita, Kan.

■ Salt Lake City Family TV Inc., owned by Patrick D. Crants (51%), a Bradford, Pa., process control engineer; Rebecca N. Bain (47%), announcer/producer at WPLN(FM) Nashville, and Erma L. Freeman (2%), associated with a Nashville financial consulting firm and a principal in an applicant for a new TV station at Reno. Crants's brother, Doctor, is a principal in applicants for new UHF's in Knoxville and Murfreesboro, both Tennessee; Springfield, Mo.; Daytona Beach, Fla., and Richardson, Tex.

■ Salt Lake City Utah TV, owned by Malcolm I. Glazer, who also owns KQTV(TV) St. Joseph, Mo.; WTOV-TV Terre Haute, Ind.; WRBL-TV Columbus, Ga., and 80% of applicants for UHF's at Orange Park, Fla., and Irving, Tex. He also has low-power television applications pending for Columbus, Ga.; Terre Haute, Ind.; Portland, Ore., and Baltimore.

According to several engineers working on the technical portions of applications for the Salt Lake City allocation, that location seems geographically suited for a drop-in. The population centers in that market are confined for the most part to a valley that stretches out in a north-south direction from Logan in the north to Provo in the south. To the southwest of Salt Lake City lies the Oquirrh mountain range which serves as an antenna farm for nearly all of the planned and existing broadcast facilities in the area; to the northwest lies the Great Salt Lake.

Ralph Dippell, of the Washington consulting engineering firm of Cohen & Dippell, said the technical work for Utah Television Associates was "not a particularly difficult" engineering task. He said he used a simple "peanut shaped directional antenna pattern" that any major antenna manufacturer could supply.

The sole Knoxville drop-in applicant is Knoxville Broadcasting Corp., which consists of a local group of residents headed by J. Hugh Branson, a former administrative assistant to Senator Howard Baker (R-Tenn.), majority leader. Baker was a persistent advocate of the Knoxville drop-in.

Peter Gureckis, a Potomac, Md. consulting engineer who worked on the application, said the proposed facility would have an effective radiated power of 316 kw visual except as suppressed in the directions of Athens, Ga., and Nashville, sites of stations to which the drop-in is short spaced. He said that while developing the Knoxville engineering data was not too difficult, many of the proposed drop-ins in the generic proceeding would present greater difficulties because the short-spaced

ings "would be a lot tighter." He also indicated that he has had several inquiries about the Knoxville drop-in and expects "maybe 10" additional applications to be filed by the June 15 cut-off deadline.

On the legal front, there are currently nine petitions for reconsideration pending at the commission regarding the four drop-ins, including one by an Albany, N.Y., nonprofit organization which contends that the commission should have dropped one allocation into the Albany market. Two others filed on the Knoxville drop-in urge the commission to reconsider its ruling that drop-in applicants cannot use terrain shielding in lieu of reducing power or using a directional antenna. The others oppose the commission's decision to drop in the four altogether on various grounds including UHF impact, interference to existing operations and prejudgment of the generic drop-in proceeding.

Three court appeals have also been initiated challenging the commission's decision to drop in the four V's.

Springfield Television Corp., licensee of KSTU(TV) Salt Lake City (ch. 20), contends that the commission's decision was based on faulty econometric models which predicted that UHF television would not be viable in the Salt Lake City market until 1985-88. It points to KSTU, which has been on the air for two years, as a refutation of that conclusion. In addition to the impact on UHF service, Springfield said the Salt Lake drop-in would adversely affect the extensive translator system in the West.

Storer Broadcasting has also appealed, claiming that a Johnstown drop-in would cause interference to its Cleveland station, WJKW-TV (ch. 8).

WHIC-TV Corp., licensee of WPXI-TV Pittsburgh and its parent, Cox Broadcasting, have challenged the method by which

the commission rendered its drop-in order and claimed that it acted arbitrarily and without all of the facts. They also argued in their court appeals that a drop-in facility at Charleston, W.Va., would interfere with WPXI-TV.

The three cases have been consolidated in the 11th circuit (Denver) and at the commission's request will be held in abeyance until the nine petitions for reconsideration can be addressed. That is not expected until late summer at the earliest.

The commission has also moved for dismissal of the three appeals, arguing that the drop-in order is an issue ancillary to the licensing process and thus contestable only in Washington. The appealing parties have opposed that motion, arguing that the drop-in order was the result of a rule-making and thus appealable outside Washington.

Journalism

Federal appeals court backs CBS in First Amendment suit

Case concerns outtakes from 'Wild Bill's' piece on '60 Minutes'; judicial panel rules evidence was hearsay and defense didn't show it could get material elsewhere

A federal appeals court ruled in a decision published last week that the judge in a fraud trial in Newark, N.J., may not turn over to defense lawyers the outtakes and other material that CBS News had submitted to him for his private inspection.

The decision, viewed as an important First Amendment victory, was handed down by the U.S. Court of Appeals in Philadelphia. A three-judge panel upheld CBS's contention that the material was "hearsay," not evidence, and that the defense lawyers had not shown that they couldn't get the information elsewhere.

The decision came on appeal by CBS from a decision by the federal district trial judge, Herbert J. Stern, that material submitted to him *in camera* must be turned over to lawyers for the defendants because it might help their defense (BROADCASTING, March 30, April 13).

John Barry, Newark attorney for the defense, said the U.S. Supreme Court would be asked to review and overturn the appellate court's decision.

The case has taken several twists and turns in attempts to balance free press and fair trial rights. It involves charges against six persons accused of swindling investors in the now-defunct Wild Bill's Family Restaurants chain. The chain had been the subject of an investigative report, "From Burgers to Bankruptcy," broadcast on CBS

News's *60 Minutes* in December 1978.

More than a year ago, just before the fraud trial was to start, defense lawyers subpoenaed material from the preparation of the *60 Minutes* report, and Judge Stern ruled that CBS must turn over to him, for his inspection, outtakes of interviews the *60 Minutes* staff had conducted both with government witnesses in the case and with franchisees or potential franchisees of Wild Bill's. CBS refused, was held to be in contempt and appealed.

The appeals court—the same one that ruled last week—then held that CBS must turn over, for Judge Stern's *in camera* inspection, the interviews with government witnesses (but not those with nonwitnesses). This was to help Judge Stern to "balance the defendant's need for the material against the interests underlying the [First Amendment] privilege." The defense appealed on the ground that the appeals court erred in ordering Judge Stern to consider CBS's First Amendment rights before turning the material over to the defendants, but the U.S. Supreme Court refused to hear the appeal.

Thus the appeals court decision took on the effect of law, and CBS submitted to Judge Stern the transcripts and audio tapes of three interviews with two persons on the government's witness list. But in each case the interview also included nonwitnesses, and CBS edited these out. The judge said he could not understand the interviews without the parts that had been deleted, and CBS, under threat of a heavy but unspecified fine, turned over the missing material for *in camera* inspection.

After he had studied the material, Judge Stern ruled that it would help the defendants and must be turned over to them under the so-called Brady standard, which calls for prosecutors to give defendants evidence that could help clear them.

CBS appealed, contending—among other things—that the interviews were not "evidence," that the Brady standard applies to prosecutors and not to judges, and that the material should not be turned over until after the witnesses had testified, if then, and only if their testimony was at odds with statements they had made in the *60 Minutes* interviews.

In last week's decision siding with CBS—and siding with a large number of organizations that filed friend-of-the-court briefs—the appeals court made clear that Judge Stern had misinterpreted the earlier decision:

"This court," the appeals panel's decision said, "had approved *in camera* inspection of witness statements for the purpose of deciding whether they would have impeachment value; if so, they could be turned over to the defendants during the trial *after* the particular government witness had testified. On remand, however, [Judge Stern] determined that these statements could be turned over to the defendants after commencement of trial but *before* the witnesses testified because they qualified as exculpatory evidence."

The court said it had found no indication of "any potential use of the present materials as *evidence* in the trial other than for purposes of impeachment. On their face, these materials are simply hearsay. Neither the government nor defendants have asserted a relevant exception to the hearsay rule."

The court also reversed Judge Stern "for a separate and independent reason": that the defendants had not shown they could not get the same information somewhere else—in interviews with the witnesses themselves, for instance. "If [the witnesses'] testimony at trial differs from their statement to CBS, the defendants will have the opportunity to obtain the

materials for impeachment purposes," the decision continued, but the materials are not available now "because defendants failed to prove an element necessary to overcome the media's qualified privilege: that the only practical access to the information sought is through the media source."

The decision said the court was not passing upon CBS's claim that the Brady standard does not apply to judges. But in a concurring opinion Chief Judge C.J. Seitz approached the question in some detail. He also gave some clues about what is contained in the 60 Minutes interviews. Saying he "must be circumspect," because appellate courts, like district courts, are obliged to keep *in camera* material confidential, he offered this description:

"My review of the CBS tapes convinces me that the district court's use of 'exculpatory' was intended in a very broad sense of that word. I do not disagree with the district court's conclusion that listening to the tapes or reading the transcripts might assist the defendants in preparing their defense.

"In these interviews, Mike Wallace plays the role of an adept cross-examiner. He asks leading questions, at times trying to imply that the interviewees might have been somewhat at fault in the failure of the franchising operation.

"However, at no point in these interviews did the interviewees affirmatively indicate that they believed either that the defend-

dants were not at fault or that they themselves were at fault. Their statements would not be admissible for purposes other than impeachment."

Chief Judge Seitz said he therefore agreed that Judge Stern's order should be reversed. But he said he was withholding opinion on the majority's finding that the defendants failed to show they couldn't get the information elsewhere, "because I do not believe that the district court had the authority to release these statements in the first place."

Panel members with Chief Judge Seitz were Judges R.J. Aldisert, who wrote the majority opinion, and J.J. Gibbons.

SIN crosses another frontier in programing

Nightly newscast in Spanish now being fed via satellite to 100 stations and cable systems

The Spanish National Television Network (SIN) took a sizable step in advancing its media services last week with the premiere of "Noticiero Nacional SIN," which it described as the nation's first network newscast in Spanish.

The live, half-hour newscast debuted June 1 and is being aired Monday through

Friday at 6:30 p.m. over the SIN Network's 100 satellite-interconnected outlets.

Monday's premiere opened with an on-air statement from President Reagan. Reagan said the broadcast was significant because it would provide a "valuable new service" through the free enterprise system and because it recognized "the growing influence of Hispanic citizens."

Although SIN's national news bureau is located in Washington, coverage also is being provided by internationally based freelancers and by regional bureaus in Miami, Phoenix, Los Angeles, New York, San Francisco and San Antonio, Texas.

"This is commercial television's first national newscast produced by and for Hispanics in the United States," Frank Marrero, SIN head of network production, said. "Our goal is to link Spanish U.S.A. by reporting news of particular interest to Hispanics from wherever it happens."

The SIN Network's answer to Walter Cronkite is anchorman Guillermo Restrepo, a native of Colombia, who for the last nine years has been news director for WXTV (ch. 41) Newark, N.J. Executive producer for the newscast is Bill Nieves, news director for KDTV (ch. 14), a SIN affiliate in San Francisco. And Guillermo Descalzi, who also was news director at KDTV, will be national correspondent.

At a press conference, Rene Anselmo, founder and president of SIN, told reporters he had always thought there was a "tremendous need" for a Spanish-language network newscast. Before SIN's newscast went on the air, he said, Hispanic-Americans had to rely on UPI, AP and other visual services for information. But now, he said, Hispanics will be able to receive a "Hispanic view on what was going on" in the world.

Marrero, echoing Anselmo, noted that other American media's coverage of international events tended to concentrate on "earthquakes and coups," while the media's coverage of domestic news about Hispanics focused on police reports. Marrero said SIN will try to cover stories demonstrating all the good Hispanics do. "That's the gap we'd like to fill," he said.

Marrero noted that the newscast's budget for fiscal 1981 was only \$1.4 million, but predicted that its staff of 20 in its Washington bureau would accomplish what "400 do at ABC."

A SIN spokesman said the network has signed Schlitz and McDonald's as sponsors for the newscast.

Although most of SIN's programing is originated by producers in Hispanic countries, SIN also is planning to introduce domestically produced, made-for-TV movies, specials and sports programing, a SIN spokesman said.

The SIN network has nine conventional and eight low-power television stations. SIN programing is also carried by 89 cable systems. Under an agreement, SIN pays cable systems 10 cents per Hispanic-surnamed subscriber each month to carry its programing. A spokesman said the network generated \$20 million in ad revenues during fiscal 1980.

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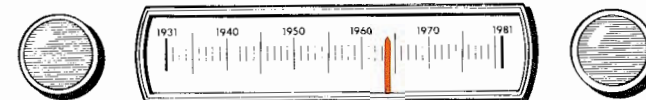


OF BROADCASTING

With more homes equipped with radio and television, and more cars equipped with radio than ever before, broadcasting continued to prosper and grow in 1964. Radio net time sales increased 7.3% to \$763,768,000; television's net time sales rose 11% to \$1,549,300,000. By year-end, there were 4,077 AM radio stations authorized, with 4,009 on the air; 1,468 authorized FM stations, with 1,270 on the air, and 676 authorized TV stations, with 586 on the air. On the other side of the ledger, aggressive antismoking campaigns and more subscription television developments loomed as potential threats to on-air commercial broadcasting.

Television and radio came under particular attack for advertising such products as cigarettes and liquor. When the U.S. surgeon general released a report in January that labeled smoking a health hazard, broadcasters saw a potential loss or diminution of the more than \$130 million spent by the tobacco industry for radio-TV advertising. Most broadcasters questioned the report as well as proposals that singled out their media for controls. A major exception, however, was LeRoy Collins, the National Association of Broadcasters president. A supporter of restraints on such advertising, Collins defended his position: "If we are honest with ourselves, we cannot ignore the mounting evidence that tobacco provides a serious hazard to health. Can we in good conscience ignore the fact that progressively more and more of our high school age (and lower) children are now becoming habitual cigarette smokers? ... We also know that this condition is being made continually worse under the promotional impact of advertising designed primarily to influence young people ... Where others have persistently failed to subordinate their profit motives to the higher purpose of the general good health of our young people, then I think the broadcaster should make corrective moves on his own ..."

This position endeared Collins to several consumer advocate groups, but estranged him from the general body of



In January, a special advisory committee to the U.S. surgeon general linked cigarette smoking to a 70% increase in the lung cancer death rate for male Americans between 1950 and 1960. A Good Friday earthquake wracked Alaska, and the tidal waves destroyed KIBH(AM) Seward. Bodies of three civil rights workers, missing since June 22, were found Aug. 4 near Philadelphia, Miss.; an all-white federal jury later convicted seven of 21 persons charged in the deaths. The Vietnam involvement grew in the wake of reported attacks on two U.S. destroyers: Congress passed the Gulf of Tonkin resolution, empowering the President to take whatever action necessary to repel attacks on U.S. forces and prevent further aggression. In October, Nikita Khrushchev was ousted; Aleksei N. Kosygin became Soviet premier, and Leonid I. Brezhnev took over the Soviet Communist party leadership. Martin Luther King Jr. received the Nobel peace prize. In August, CBS bought 80% of the New York Yankees for \$11.2 million with an option to buy the other 20%. And elsewhere in BROADCASTING ...

broadcasters. It was one of the major factors that led to his resignation from the NAB presidency in June to accept a federal post as conciliator in civil rights disputes. About Collins's disdain for cigarette ads, BROADCASTING commented: "Alone and without any real attempt to develop a meaningful program of reform through private conferences with broadcast leaders, Governor Collins has continued his public crusade against cigarette commercials. ... Once again Mr. Collins has sought action by means that guaranteed no action would take place. ... No one can be called a leader if he marches down the street by himself."

Besides Collins's resignation, several actions resulted from the surgeon general's report. Some tobacco companies immediately changed their sponsorship plans. The American Tobacco Co., the second largest tobacco company, an-

nounced an intention to abandon sponsorship of sports events. R.J. Reynolds, the largest tobacco company, canceled its spots scheduled after 3 p.m. weekdays on radio stations that appealed to teen-agers, Reynolds announced that the "move simply is part of a continuing evaluation of our advertising with a view toward reaching adult audiences."

The Federal Trade Commission and the President's Commission on Heart Disease, Cancer and Stroke issued remedial recommendations of their own. The FTC ordered that effective Jan. 1, 1965, each cigarette pack should contain a warning: "CAUTION: Cigarette smoking is dangerous to health." The FTC said this was necessary since "The extensive advertising on television for cigarettes, on programs widely watched by young people, continuously projecting an image of cigarette smoking as a socially desirable and accepted activity, consistent with good health and physical well-being, may have a great impact on impressionable young minds, and may block appreciation of the serious health hazards of smoking cigarettes." The President's commission proposed that \$10 million of federal funds be appropriated over a three-year period "for a comprehensive national program of education



UCC's Parker who was told his group had no place in the FCC Jackson case.

Broadcasting, April 20

and public information regarding the hazards of cigarette smoking," and for the establishment of a network of smoking-control clinics to aid those wishing to cure the smoking habit. As part of that educational program, the President's commission suggested that the Public Health Service be given money and authority to produce 12 high-quality, 30-minute documentary antismoking films each year for TV.

Other issues in broadcast advertising included the revival of the liquor controversy, the acceptance by the U.S. Supreme court of a case that questioned the use of mock-ups in television advertising, and the attempt by the FCC to set time standards for commercials.

The liquor issue resulted from an announcement by WQXR(AM) New York that it was forsaking the ranks of broadcasters who had operated for three decades under a gentlemen's agreement not to accept hard-liquor advertising. The station said it had accepted contracts for late-night schedules from two hard-liquor advertisers, Muirhead Importers Ltd., and Schenley Industries.

The action drew fire from the NAB and national advertising groups. It also prompted Senators Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.) in March to introduce legislation to ban such broadcast advertisements.

At the request of the FTC, the Supreme Court said it would hear a case that involved an FTC order banning Rapid Shave commercials that used Plexiglas and sand as a mock-up of sandpaper (which did not appear rough on television). Although two lower courts reversed the FTC's order on the grounds that its decision contained

ambiguities and was too broad to apply to the Rapid Shave case, the Department of Justice urged the Supreme Court to take the case as "a test case of major importance." The issue, according to the FTC, centered on the ability of such mock-ups to deceive the public.

In response to complaints of advertising clutter and excessive commercialization, FCC Chairman E. William Henry proposed that the FCC officially incorporate the NAB's code standards as criteria for station renewal. Broadcasters vociferously rejected the proposal and instead supported passage of a bill by Representative Walter E. Rogers (D-Tex.) forbidding the FCC to set commercial time standards through rulemaking. The FCC subsequently withdrew its controversial proposal. BROADCASTING noted that the overwhelming House vote of 317-43 for the Rogers bill caused congressmen to recognize "possibly for the first time, that the FCC... had gone far beyond its delegated authority. They saw censorship implications and First Amendment derogations in the FCC's forays for tighter controls. Although much comment was stereotyped, it was a discussion that hands the FCC's tough-minded majority the guidelines it needs."

In April of 1964, the United Church of Christ began to play an expanding role in radio and television regulation as it petitioned the FCC to deny license renewals to WJTV(TV) and WLBT(TV), both Jackson, Miss. The Rev. Everett Parker, director of the UCC's Office of Communication, described the filing as the first by the church

group for alleged failure to serve the public interest, convenience and necessity. The UCC said that as part of its policy "to condemn segregation in every form," it had undertaken a monitoring program that showed discrimination against blacks in the stations' programming. UCC said that even though blacks accounted for 45% of the population within the stations' prime service areas, WJTV and WLBT had failed to serve the black community or to give "a fair presentation of controversial issues, especially in the field of race relations." The stations, according to UCC, carried news about "official attempts by the state of Mississippi to maintain patterns of desegregation, but do not include any balanced statement of Negroes' activities to obtain freedom, nor any fair presentation of the basis of their grievances." In a 4-2 decision, in May 1965, the FCC renewed the station licenses after those involved either corrected their programming or promised immediate reforms, and ruled that the United Church had no place in the case since the FCC protected the public interest. An appeals court, however, in 1966, ruled that such groups as the church had standing and ordered a rehearing on WLBT's renewal.

In a reprise of hearings in 1961 and 1962 on excessive violence and sex on television, Senator Thomas J. Dodd (D-Conn.) called network representatives to compare their 1961 schedules with their 1964 programming. The senator, who felt that studies showed "a harmful relationship between filmed violence and human behavior," said he found no appreciable



The new command of KTLA(TV) Los Angeles shortly after Golden West Broadcasters paid \$12 million to Paramount Pictures for the pioneer VHF outlet (l-r): Arthur M. Mortensen, formerly director of TV for Golden West and now vice president and general manager of KTLA; Loyd C. Sigmon, executive vice president and general manager of Golden West; Gene Autry, Golden West's board chairman, and Robert O. Reynolds, president of Golden West.

Broadcasting, May 25

reduction in the objectionable content of prime-time programing. By November, the Dodd committee issued an interim report asserting that "expert testimony and impressive research evidence [show] that a relationship has been conclusively established between televised crime and violence and antisocial attitudes and behavior among juveniles."

Dodd recommended five measures: coordination among the networks in children's programing, the establishment of new program standards, the mandatory enforcement of NAB's TV code, the ascertainment of the community's views of good programing by announcements and statistically valid polls, and the creation of long-term studies of the cumulative effect of TV viewing.

The NAB said it shared the senator's concern for good programing, but it rejected Dodd's recommendations as beyond the legitimate realm of government concern. "The basic responsibility for programing lies with the licensee," the NAB stated, "and no central government body should attempt to assume it even if constitutionally it could be given the authority. If the government should move from the area of encouragement and stimulation of programing ... to the area of advocating with favor or disfavor specific categories of programing, then it will have stepped across the line that divides its responsibility from that of the licensee; it has trespassed from what is rightful and legal—the fostering and encouragement of improved broadcasting—into the forbidden territory of abridgment."

For the fall season the TV networks offered the usual amalgam of adventure, drama, variety and comedy shows. Season premieres included *Daniel Boone* (NBC), early American adventure with Fess Parker; *The Man From U.N.C.L.E.* (NBC), spy adventure with Robert Vaughn and David McCallum as agents battling the evil forces of T.H.R.U.S.H.; *Kentucky Jones* (NBC), with Dennis Weaver as a widowed rancher raising a Chinese orphan; *Slatery's People* (CBS), with Richard Crenna as a dedicated state legislator; *Peyton Place* (ABC), a twice weekly nighttime soap with Ed Nelson, Dorothy Malone and Ryan O'Neal; *The Entertainers* (CBS), with rotating hosts, Carol Burnett and Bob Newhart; *Shindig* (ABC), a musical variety aimed at teen-agers with Bobby Sherman and Shindig dancers; *Valentine's Day* (ABC), a comedy about New York playboy Valentine Farrow played by Tony Franciosa; *The Addams Family* (ABC), a comedy about a collection of eccentrics tending toward the macabre, with Carolyn Jones and John Astin; *The Munsters* (CBS), a comedy along similar lines, with Fred Gwynne and Yvonne De Carlo; *Gomer Pyle* (CBS), a spin-off of the *Andy Griffith Show*, with Jim Nabors as a bumbling marine in boot camp; *Gilligan's Island* (CBS), the shipwreck comedy series with Bob Denver, Jim Backus and others, and *My Living Doll* (CBS), a comedy with Bob Cummings as a psychiatrist in charge



The battle for free access for cameras and microphones in public proceedings lost more ground than it gained in 1964. In Jackson, Miss., scene of much strife and unrest, a patrolman (above) guards the courthouse door, where everything except the reporter was not only banned from the courtroom but from the building itself.

Broadcasting, Dec. 28

of a beautiful robot played by Julie Newmar.

As a disseminator of public information and a chronicler of events, broadcasting received accolades for such special programing as broadcasts from the 1964 World's Fair in New York and satellite transmissions via Comsat and Syncom. Hundreds of radio and TV stations in the U.S., Europe, Asia, and Latin America requested permission to broadcast programs about the fair. On the opening night in April, NBC aired a 90-minute colorcast of the festivities, featuring Henry Fonda, Carol Channing, Fred MacMurray, and Lorne Greene as hosts. The National Educational Television network prepared four programs on the fair for distribution to its 84 affiliates in the next fall season.

Satellite communications reinforced both broadcasting's immediacy and scope. Syncom III, the first synchronous communications satellite, was launched in August and used in October to transmit telecasts of the Tokyo Olympics to the U.S. In the inaugural telecast, which included greetings from President Johnson, Secretary of State Dean Rusk and Japanese dignitaries, Johnson called the satellite "a great contribution to international understanding—a vital stepping stone toward lasting peace."

Ranger 7 in July sent back close-up pictures of the moon. BROADCASTING commented: "The feat was a combination of science, tenacity, teamwork and heavy investment. ... The crowning achievement was the faultless operation of the six RCA

TV cameras, transmitter, and other electronic equipment that brought back to earth 240,000 miles away a sequence of more than 4,000 pictures of the lunar surface before the Ranger crashed into the moon as planned. ... It was a great day for the United States, for NASA, for television and for General David Sarnoff and his associates."

The FCC lifted the AM freeze in July, a move that boded an increase in broadcasting's domain. The FCC's new rules were designed to slow the growth of AM radio in large markets, divert growth into smaller areas, and encourage FM development. In addition, the new rules limited to 50% the time that FM stations in cities of more than 100,000 population could duplicate AM programing.

The FCC cleared out another longstanding case in August, when it ordered NBC to undo a 1956 trade-sale agreement with Westinghouse in which NBC swapped its WTAM-AM-FM and WNBK(TV) in Cleveland plus \$3 million cash for Westinghouse's then KYW(AM) and WPTZ(TV) Philadelphia, later renamed WRCV-AM-TV. The FCC held—as the Justice Department had maintained for years—that the network used its power to withhold affiliations to coerce Westinghouse into making the original agreement. The commission also ruled that Westinghouse could keep the \$3 million because NBC had earned greater profits in Philadelphia after the original exchange. Philco Broadcasting Co. was at the same time rebuffed by the FCC in its



Subscription Television Inc.'s Pat Weaver holds a program selector destined for the home of one of STV's subscribers. Manufactured by Lear Sigler Inc., the units cost about \$50 each.

Broadcasting, June 29

attempt to wrest the ch. 3 WRCV-TV from NBC.

To buttress educational television, the House Appropriations Committee in April voted an additional \$13 million in grants to ETV programming. Despite such grants, FCC Chairman Henry asked commercial

broadcasters to donate funds to help ETV. Educational television, Henry felt, would "never realize its full potential until its financial base raises to a radically new level. . . . That educational television should permanently struggle for subsistence is intolerable. [In a country] committed to eliminating poverty in all its forms, we should not overlook what might be called 'cultural poverty.' For the vigor of a democratic civilization depends upon the availability of knowledge and enlightenment, culture and beauty—not to an elite—but to all who want to learn—to all whose minds are undernourished."

A BROADCASTING survey, in which 75% of those sent questionnaires responded, showed that commercial broadcasters had already donated to educational broadcasters about \$8 million in cash and about \$6.5 million in equipment, services, and promotional spots. One ETV station manager responded by saying, "We wouldn't be where we are today if it weren't for commercial broadcasters. They have done a lot for us. I just hope they'll do more."

Pay television was the gut issue at the NAB's April convention in Chicago, according to BROADCASTING. The TV board voted to oppose any form of the service, and FCC Chairman Henry declared that the commission should maintain rigid guidelines and controls of pay TV, both on cable and on the air.

Although the two-year-old subscription-television experiment in Hartford, Conn., was still to yield profits for its backers, Pat Weaver's wired Subscription Television

Inc. came on the scene with all the signs of challenge to conventional telecasters. Weaver's Los Angeles-based \$24-million project which had exclusive rights to baseball's Los Angeles Dodgers and San Francisco Giants, began operations in July, using wire to serve 2,500 subscribers. Besides baseball, STV offered exercise shows, theater productions and, in cooperation with United Artists, contemporary motion pictures.

The specter of pay television catalyzed opponents into a coalition that drafted a California state referendum that was to outlaw all forms of pay TV as contrary to "public policy." BROADCASTING analyzed the situation as "Whatever the outcome of the California vote on Nov. 3 . . . , the theater owners who have financed the anti-pay TV campaign will have bought quite a bit for their money. Pat Weaver's Subscription Television Inc. . . has been stopped dead in its tracks. Even if the anti-pay proposition is defeated, Mr. Weaver will have problems in recovering lost momentum, and he will have spent a million dollars or more in unrecoverable capital on an election campaign that at best will do nothing more than grant him the right to stay in business."

The referendum passed in November. STV stopped operations in California, but initiated a court appeal to declare the California law a violation of the First Amendment. (Later the courts were to declare the law unconstitutional, but by then Weaver's STV was down the drain.)

As both vehicle and reporter of the political process, broadcasting again received revenue and acclaim for its role in the 1964 political campaign. Although the national, state and local races brought a gross of more than \$40 million to radio and TV, BROADCASTING estimated that the three networks spent a total of \$25 million on their election coverage. To trim costs and to eliminate the confusion of conflicting reports, ABC, CBS and NBC—later joined by Associated Press and United Press International—established the Network Election Service. NES was to serve as a central vote counting system for the presidential, gubernatorial and senatorial races; the wire services continued their separate counts of other races.

Besides the broadcasting expense of the 1964 campaign, two items remain noteworthy: the political manipulation of Section 315 of the Communications Act and the vituperative propaganda used in political commercials.

Republican presidential candidate Barry Goldwater, "eager to debate the issues before a national audience," challenged President Johnson to a nationally televised debate. For broadcasters to provide time for another series of "Great Debates" without incurring obligations to put fringe candidates on the air, it was necessary for Congress to suspend Section 315, the equal-time rule, as it had done in 1960. As Senator Hugh Scott (R-Pa.) indicated, "Broadcasters are actually competing to give time to each of the two major parties, asking only protection against equal-time



Central figure in the House hearing on smoking and health was Paul Rand Dixon, chairman of an FTC that unanimously endorsed a rule that cigarette advertising contain warnings that smoking may be dangerous to health.

Broadcasting, June 29



One of the Democratic spots that angered Republicans was this TV spot. In it, the little girl counted daisy petals and a voiceover counted down to the atomic explosion, an implication of the danger of Barry Goldwater's beliefs. *Broadcasting, Sept. 21*

demands from the 14 or more minor parties, with which it would be impossible to comply, while at the same time assuring us of their willingness to deal fairly with the minor parties."

Johnson, however, felt it politically expedient not to debate Goldwater. The Senate obligingly killed the bill to suspend the equal-time law. "Nobody denies," BROADCASTING editorialized "that Mr. Johnson wanted it that way. As an incumbent, the President can get consistent radio and television exposure while appearing in his official status. Mr. Johnson, the President, can command almost unlimited time for broadcast news conferences or broadcast speeches as long as they concern his function as the chief executive. If, in the course of those official appearances, the cause of Mr. Johnson, the candidate, happens also to be advanced, there is nothing much that broadcasters can do about it."

As in past campaigns, the presidential hopefuls turned to the media, especially TV, to further their causes with advertising messages. Two of the more noteworthy, commercials, created by Doyle Dane Bernbach for the Democrats, drew GOP protests that the Democrats attempted to capitalize on fear stemming from Goldwater's comment that he would not be adverse to using "low-yield atomic devices" to defoliate Vietnam. One spot depicted a little girl counting daisy petals, "1-2-3-4-5-6-7-8-9-10" as the voiceover counted down, "10-9-8-7-6-5-4-3-2-1." Then, a picture of a nuclear explosion followed with words by President Johnson: "These are the stakes. To make a world in which all of God's children can live, or go into the dark. We must either love each other, or we must die." The tagline: "Vote for President Johnson on Nov. 3."

In a similar vein, the other spot depicted a girl eating an ice cream cone accompanied by the clicking of a Geiger counter, followed by a picture of an A-bomb explosion. The networks showed each of these spots only once, followed by Republican complaints.

For their part, the GOP countered with a 30-minute film. Called "Choice" and sponsored by "Mothers For a Moral America," the film portrayed the "moral decay" of America by focusing on topless dancers, pornographic magazines, and a speeding white Lincoln, an allusion to the life style of Lyndon Johnson, the ostensi-

ble cause of it all. As a remedy, the film proposed a return to "law and order," a code phrase in some circles for racial segregation. After seeing a preview of the film, the Democrats objected, and Goldwater canceled showings of the film.

Despite such use of the broadcasting media for electioneering by the major parties, BROADCASTING wrote: "There were three winners in the national election this year: (1) the Johnson-Humphrey ticket; (2) the public, and (3) radio-TV. The public got the fastest coverage and the most accurate analysis ever through the broadcast media. And the broadcast media, beyond question, cemented themselves as the primary news media on Nov. 3."

Increasingly throughout the sixties the broadcast media used their advantages of spontaneity and instant analysis to portray the world for Americans, and to portray Americans to the world through coverage of Vietnam—America's living room war—and other crises of the Johnson administration.

Stay Tuned

1. Who signed as the new president of the National Cable Television Association on Jan. 1, 1965, the day after President Johnson accepted his resignation from the FCC?
2. Who became president of the National Association of Broadcasters, culminating a four-month search for a successor to LeRoy Collins?
3. Who became full-time paid chairman of the NAB?
4. How did the Carnegie Corp. attempt to help educational television?
5. Which network planned a merger with IT&T?

The answers next week, in "1965."



Serious negotiations for the pooled effort to count votes, dubbed the National Election Service, was initiated by (l to r) Fred Friendly of CBS News, William McAndrew of NBC News and Elmer Lower of ABC News.

Broadcasting, June 15

For the Record

As compiled by BROADCASTING May 26 through May 29 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

FM applications

■ Lakeport, Calif.—Clearlake Broadcasting Co. seeks 99.5 mhz, 1.9 kw, HAAT: 1874 ft. Address: 2557 Rio Bravo Circle, Sacramento, Calif. Estimated construction costs: \$1,500; first-quarter operating cost: \$16,230 first-quarter revenue: \$16,900. Format: MOR. Principals: Sydney H. Moate (41%), Richard H. Joslyn (25%) and wife, Peggy L. (24%) and Ping Yu Moate (10%). Sydney Moate is audio engineer for Department of Defense. Ping Yu, his wife, is restaurant manager. Richard Joslyn is radio producer for American Forces Radio & Television Service. Peggy L. Joslyn is officer at General Bank of Commerce, Los Angeles. They have no other broadcast interests. Filed Jan. 5.

■ *Cartersville, Ga.—Immanuel Educational Broadcasting Inc. seeks 91.7 mhz, 1 kw, HAAT: 441 ft. Address: Route 5, Duncan Drive, Cartersville 30120. Estimated construction costs: \$13,400; first-year operating cost: \$3,375. Format: Educational. Principal: nonprofit, nonstock corp.; I.B. Edward Tuten Jr. is president. It has no other broadcast interests. Filed Feb. 2.

■ *MaComb, Ill.—Western Illinois University seeks 88.3 mhz, 118 kw, HAAT: 83 ft. Address: 900 West Adams Street, MaComb, 61455. Estimated construction costs: \$19,400; first-year operating cost: \$10,800. Format: Educational. Principal: nonprofit, nonstock corp.; Leslie F. Molpass is president. It also operates WIUM(FM) MaComb, Ill. Filed Nov. 25, 1980.

■ *Pekin, Ill.—Illinois Bible Institute Inc. seeks 91.5

mhz, 35 kw, HAAT: 338 ft. Address: P.O. Box 225, Carlinville, Ill. 62626. Estimated construction costs: \$125,000; first-year operating cost: \$70,000. Format: Educational. Principal: nonprofit, nonstock corp.; Richard W. Dortch is president. It also operates WIBI(FM) Carlinville and is applicant for new educational FM at Champaign, Ill. Filed Sept. 15, 1980.

■ St. James, Minn.—Watsonwan County Broadcasters Co. seeks 104.9 mhz, 3 kw, HAAT: 279 ft. Address: 1012 Marie Court, North Mankato, Minn. Estimated construction costs: \$93,200; first-quarter operating cost: \$9,500; first-quarter revenue: \$60,000. Format: Modern country/MOR. Principals: Richard T. Rogers (55%) and wife, Lorraine T. (20%) and Bruce A. Braun (25%). Richard Rogers is sales associate with Calhoun Realty, Mankato, Minn. Braun is announcer/farm director of KRBI(AM) St. Peter, Minn. They have no other broadcast interests. Filed Dec. 31, 1980.

■ Cape May Courthouse, N.J.—WRLJ Inc. seeks 105.5 mhz, 2.46 kw, HAAT: 333 ft. Address: 2422 Woodbridge Avenue, Edison, N.J. 08817. Estimated construction costs: \$61,600; first-quarter operating cost: \$21,000; first-year revenue: \$85,000. Principals: Andrew Stamat and Michael R. Senkeleski (50% each). Stamat is security guard sergeant. Senkeleski is service manager for Metro Repeater Services Inc., Jersey City, N.J. Filed Feb. 20.

■ Lawton, Okla.—Broadco. Inc. seeks 95.3 mhz, 3 kw, HAAT: 295 ft. Address: 2208 Brookwood Place, Edmond, Okla. 73034. Estimated construction costs: \$108,000; first-quarter operating cost: \$43,300; first-year revenue: \$181,000. Format: Standard pops. Principal: William R. and Deedra M. Fritsch (jointly), Frederick R. Morton Jr., Dennis R. and Sherry L. Yelton (jointly) and Linda A. Meyer (one-quarter each). William Fritsch is account executive at KLTE-FM Oklahoma City. Deedra Fritsch is furniture salesperson. Frederick Morton is chief engineer at KOMA(AM) Oklahoma City. Dennis Yelton is music director at KOFM(FM) Oklahoma City. Sherry Yelton is bookkeeper for Oklahoma City restaurant. Linda Meyer is administrative assistant for Oklahoma accounting firm. They have no other broadcast interests. Filed Jan. 12.

■ *Slippery Rock, Pa.—Slippery Rock State College seeks 90.1 mhz, 109 kw, HAAT: 347 ft. Address: Slippery Rock, Pa. 16057. Estimated construction costs: \$15,600; first-year operating cost: \$8,900. Format: Educational. Principal: nonprofit, nonstock corp.; Herb F. Reinhard is president and Robert V. Miller is assistant professor in department of communications there. Filed Oct. 14, 1980.

■ Tonopah, Nev.—Roughrider Broadcasting Inc. seeks 92.7 mhz, 29 kw, HAAT: 974 ft. Address: 1555 East Flamingo, No. 138, Las Vegas, 89109. Estimated construction costs: \$85,635; first-quarter operating cost: \$18,900; first-year revenue: \$258,000. Format: CW. Principals: Sig Rogich (60%) and Thomas L. and Marla R. Letizia (40% jointly). Letizia owns Las Vegas

advertising firm. Rogich is Las Vegas advertiser, gaming/slot machine distributor and real estate investor. Thomas Letizia is 5% owner of UHF permittee on ch. 21 at Reno, Nev., and 20% owner of new FM applicant at Boulder City, Colo. Filed Feb. 6, 1981.

TV applications

■ Tucson, Ariz.—Sun West Broadcasting Inc. seeks ch. 40; ERP: 1184.7 kw vis, 118.47 kw aur., HAAT: 3720 ft.; ant. height above ground: 309.6 ft. Address: 1729 East County Road D. White Bear Lake, Minn. Estimated construction cost: \$2,186,000; first-year operating cost: \$372,800. Legal counsel: Haley, Bader & Potts. Consulting engineer: Steel, Audrus & Associates. Principals: Jean T. Goins (65%) and David L. Steel Sr. (35%). Goins is Minneapolis physicist. Steel is Queenstown, Md., consulting engineer and principal in LPTV applicant for Washington, D.C. Filed April 13.

■ Columbus, Ga.—Beacon Broadcasting Inc. seeks ch. 54; ERP: 1294 kw vis, 253 kw aur., HAAT: 1026 ft.; ant. height above ground: 1039.3 ft. Address: 5650 Whitesville Road, Suite 110, Columbus 81904. Estimated construction cost: \$471,500; first-quarter operating cost: \$150,000. Legal counsel: Baraff, Koerner, and Olender. Consulting engineer: Peter V. Gureckis. Principal: William J. Kitchen (100%), who is Columbus, Ga.-based communications consultant and seller of broadcast equipment and principal for new TV on ch. 38 at Corpus Christi, Tex. Filed April 27.

■ Kalamazoo, Mich.—Channel 64 Inc. seeks ch. 64; ERP: 1000 kw vis, 100 kw aur., HAAT: 1063 ft.; ant. height above ground: 972 ft. Address: 451 Cambridge Street, East Grand Rapids, Mich. 49506. Estimated construction cost: \$2,347,000; first-quarter operating cost: \$159,000; first-year revenue: \$1,000,000. Legal counsel: Midlen & Reddy. Consulting engineer: E. Harold Munn Jr.-Coldwater, Mich. Principals: John W. Garside, Henry B. Hawk, Sherwood M. Boudeman, James B. Woodruff, R. Charles McLavy, Thomas H. Harding, John T. Peters Jr., Darrell D. Woota, Robert M. Brown, Ronald M. Schutz, and Bruce R. Stickle (9.09% each). They are all Kalamazoo area businessmen and investors who have no other broadcast interests. Filed March 20.

AM action

■ Lawrenceburg, Tenn.—Mize and Rowland granted 1520 khz, 500 w-D. P.O. address: 5834 Blackthorn Road, Jacksonville, Fla. 32210. Estimated construction cost: \$8,050; first-year operating cost: \$35,700; revenue: \$45,000. Principals: Marshall W. Rowland (66.77%) and Billy G. Mize (33.33%). Rowland owns WQIK(FM) Jacksonville, Fla., and WIZY-AM-FM Grodon, Ga. Mize is station manager at WQIK. Action May 21.

FM actions

■ Booneville, Ark.—Booneville Broadcasting Co. granted 92.1 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 185, Booneville, Ark. Estimated construction costs: \$92,800; first-quarter operating cost: \$25,000; first-quarter revenue: \$25,000. Format: CW. Principal: Charles C. Massey (100%), who is Bonneville, Ark., automobile dealer and has no other broadcast interests. Granted May 15.

■ Boyce, La.—KGIM Broadcasting Corp. granted 98.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 69, Boyce 71409. Estimated construction cost: \$75,700; first quarter operating cost: \$13,300; revenue: \$150,000. Format: Soul/Gospel. Principals: Robert Allen (51%) and wife, Patricia (44%), and Clarence Allen (5%). Clarence and Robert are brothers. Robert is 50% owner of Alexandria, La. insurance agency. Patricia is Pineville, La. equal opportunity officer. Clarence is U.S. Air Force staff sergeant. They have no other broadcast interests. Action May 20.

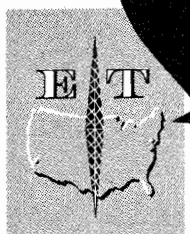
■ Brookfield, Mo.—Hampro Wireless Inc. granted 97.7 mhz, 3 kw, HAAT: 205 ft. Address: 901 Meade St., Brookfield 64628. Estimated construction cost: \$10,450; first-year operating cost: \$2,400; revenue: \$45,000. Format: popular. Principals: James Dunn and his wife, Anne (50% each), who also own

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■ California, Mo.—Town & Country Communications granted 94.3 mhz, 3 kw, HAAT: 300 ft. Address: 605 East Woodland Street, Springfield, Mo. 65807. Estimated construction costs: \$65,000; first-quarter operating cost: \$13,500; first-year revenue: \$70,000. Format: CW. Principals: Ray R. Rouse and Ernest B. DeCamp (26% each) and Susan K. Rouse and F. Lynn DeCamp, wives (24% each). Ray Rouse owns Greenwich, Conn., broadcast equipment sales and service firm. Ernest B. DeCamp is news director at KGBX(AM) Springfield, Mo. Susan Rouse is teacher with Greenwich public schools. Lynn DeCamp is X-ray technician. They are also new AM applicants for California Mo. Granted May 18.

■ Commerce, Tex.—Commerce Broadcasting Inc. granted 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 9304 Raeford Dr., Dallas 75243. Estimated construction cost: \$85,000; first-quarter operating cost: \$17,000; revenue: \$35,000. Format: Adult contemporary. Principals: Charles A. Cervantes and wife, Karen, and Chester A. Maxwell (24% each); Carolyn K. Maxwell (23%) and Kendall A. Minter (5%). Charles Cervantes is associated with Dallas insurance company. Karen is associated with Dallas firm that manufactures electronic components. Chester Maxwell is vice president and general manager of KBOX(AM)-KMEX(FM) Dallas. Carolyn is housewife. Minter is New York attorney. They have no other broadcast interests. Action May 19.

TV Action

■ *Montgomery, Ala.—Christian Life Broadcasting Inc. granted ch. 45; ERP: 703 kw vis, 133 kw aur., HAAT 118.25 ft.; ant. height above ground: 5425 ft. Address: 135 Bell Road, Montgomery, Ala. 36117. Estimated construction cost: \$232,500; first-quarter operating cost: \$41,500. Legal counsel: Baraff, Koerner & Olender. Consulting engineer: Peter W. Gureckis. Principal: nonprofit, nonstock corp.; Coy R. Barker is president. He is Montgomery pastor and TV ministry president. Filed August 26, 1980. Granted Feb. 27.

Ownership Changes

Actions

■ KPOD(AM) Crescent City, Calif. (AM: 1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from William E. Stamps to Florence M. Poorman for \$400,000. Seller: William E. Stamps, who has no other broadcast interests. Buyer: Florence M. Poorman (100%), who has no other broadcast interests. Poorman is employed with Westminister School District, Calif., and is also real estate investor. Action May 15.

■ KCVR(AM)-KWIN(FM) Lodi, Calif. (AM: 1570 khz, 5 kw-D; FM: 97.7 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from KCVR Radio to Snell Brothers Partnership-KCVR Radio for \$150,000. Seller: George D. Snell, B. Floyd Farr, Haig and Anita Naz Mardikian, last two for estate of George Mardikian, (one-third each). They also own KEEN(AM)-KBAY(FM) San Jose, Calif. Buyer: George D. Snell Jr. and his sons, Stephen P., Christopher R., Jonathan H. (8.33% each). Floyd Farr (33.33%), Haig Mardikian and sister, Anita Naz (16.66% each). Application requests assignment of license to establish new KCVR partnership; George Snell is transferring his one-third interest to new Snell Brothers Partnership, incorporating his sons into ownership. Action May 15.

■ WRKT-AM-FM Cocoa Beach, Fla. (AM: 1300 khz, 5 kw-D, 1 kw-N; FM: 104.1 mhz, 30 kw, ant. 190 ft.)—dismissed from by Robert B. Taylor to Triplett Broadcasting of Florida Inc. for \$1.5 million. Action May 20.

■ KIGO(AM) St. Anthony, Idaho (AM: 1440 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Estate of Theodore Austin from Theodore Austin Jr., executor (100% before; none after) to Dale J. Smith (none before; 100% after) consideration: \$160,000. Principals: Seller was granted approval to sell co-owned KADQ(FM) Rexburg, Idaho for \$240,000 last Dec. 11, 1980 to Southwest Television Ltd. and currently has no other broadcast interests. Buyer is owned by Dale J. Smith (100%), who wholly owns KSRA-AM-FM Salmon, Idaho. Action May 12.

■ KPLL(FM) Pella, Iowa (FM: 103.3 mhz, 100 kw)—Granted assignment of license from Dwaine F. Meyer to Tulip City Broadcasting Co. for \$490,000. Seller: Meyer has no other broadcast interests. Buyer: Don

Linder (80%) and son, John (20%). Senior Linder is president and 50% owner of KMHL-AM-FM Marshall and KTOE(AM) Mankato, both Minnesota. He also owns 49.85% of KDMA(AM) Montevideo and 16.6% of KWLM(AM)-KQIC(FM) Willmar, both Minnesota. Jr. Linder is salesman for KTOE. He has no other broadcast interests. Action May 18.

■ WNKR(FM) Falmouth, Ky. (FM: 95.3 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Norkey Enterprises Inc. to I-Omega of Kentucky Inc. for \$50,000. Seller: Jerome E. Hungler (60%), Roy E. Bradford, Clifford C. Robertson, James P. Wagner and Oliver P. Bards (10% each). They have no other broadcast interests. Buyer: I-Omega Inc., a Pennsylvania Corp., owned 100% by Martin Kuper, which buys and sells new and used broadcast equipment. He has no other broadcast interests. Action May 15.

■ WCAS(AM) Cambridge, Mass. (AM 740 khz, 250 w-D)—Dismissed assignment of license from Melvin L. Stone to Boss Communications Corp. for \$500,000. Seller: Stone is also president and 55% owner of WGUY-AM-FM Bangor and WRUM-AM-FM Rumford, both Maine. Buyer is owned by Talbert T. Gray (38.5%) and Robert P. Wotiz (38.5%) with six others. Gray was general manager of WILD(AM) Boston. Wotiz has been chief engineer at WILD. They have no other broadcast interests. Action April 22.

■ WBIO(AM) Parsippany-Troy Hills, N.J. (AM: 1310 khz, 1 kw-D)—Granted assignment of license from Radio 13 Inc. to Troy Communications Inc. for \$499,000. Seller: Roy Schwartz (29.2%), Frederick Weiner, Kalman Liebowitz (16.8% each), Mark Goldman (8.4%), Richard Waller (4.2%), John Dziadzio (3.5%). They have no other broadcast interests. Buyer: George Poydinez (80%) and Louis Steele (20%). Poydinez is Clifton, N.J.-based real estate developer. Steele is announcer for Metromedia N.Y. They have no other broadcast interests. Action May 21.

■ WWKO(AM) Fair Bluff, N.C. (AM: 1480 khz, 1 kw-D)—Granted assignment of license from Universal Broadcasting Inc. to Media Corp. for \$165,000. Seller: Marion H. Davis, Bobby G. Morgan and Carl W. Meares Jr. (one-third each), who have no other broadcast interests. Buyer: Richard H. Marshall (80%) and Theodore J. Gray Jr. (20%). Marshall is program director at WKDE(AM) Altavista, Va. Gray owns WRHI(AM) Rock Hill, S.C., and 95% of WKDE-AM-FM Altavista, Va. Action May 15.

■ WFTC(AM)-WRNS(FM) Kinston, N.C. (AM: 960 khz, 5 kw-D, 1 kw-N; FM: 95.1 mhz, 100 kw, HAAT: 265 ft.)—Sold by HGR Broadcasting Co. to Alexander Communications Inc. for \$1.6 million. Seller is owned by Wilbur J. Rider and J.B. Ham (50% each). They have no other broadcast interests. Buyer is owned by William M. Alexander, Richard V. Ozan and David H. Fullen (20% each); last's father, Roy Fullen, Austin Lane, Sol B. Kennedy and Clayton I. Duncan (10% each). Alexander is former sales manager of WFMV-TV Greensboro, N.C. Ozan is business manager of WFMV-TV. David Fullen is account executive at WFMV-TV. Roy Fullen is former vice president, engineering, Capital Cities Communications Inc., New York-based station group. Lane is retired Greensboro businessman. Kennedy owns Greensboro-based sugar brokerage. Duncan is vice president, Carolina Securities, Raleigh, N.C. investment firm. They have no other current broadcast interests. Action May 15.

■ WTLK(AM) Taylorsville, N.C. (AM: 1570 khz, 500 w-D)—Granted transfer of control of International Broadcasting Inc. from Estate of Hoyt P. Potts (100% before; none after) to Claudetta M. Potts (none before; 100% after) consideration: none. Principals: Claudetta Potts seeks to assume control of WTLK from estate of deceased husband, Hoyt Potts. She has no other broadcast interests. Action, May 15.

■ WRFD(AM) Columbus-Worthington, Ohio (880 khz, 5 kw-D)—Dismissed assignment of license from Buckeye Media Inc. to QNP Corp. for \$1,041,500, plus \$512,000 for consulting agreement and lease for land. Seller is owned by nonprofit Ohio Farm Bureau Federation; Wallace Hirschfield is president. Buyer is owned by Carl C. Nourse and his wife, Mary. They own automobile dealership in Columbus and have various other business interests, including 49% interest in WBBY(AM) Westerville, Ohio. Action May 20.

■ WABH(AM) Churchville, Va. (AM: 1150 khz, 1 kw-D)—Granted transfer of control of Deerfield Broadcasting Inc. from Robert L. Dean & Vincent D. O'Connell (100% before; none after) to Blue Ridge Broadcasting Inc. (none before; 100% after) consideration: \$300,000. Principals: Seller is owned by Robert L. Dean and Vincent D. O'Connell (50% each), who

have no other broadcast interests. Buyer is owned by Alan J. Carter and Jack D. Ferguson (50% each). Carter is Kent, Ohio building material retailer. Ferguson owns dry cleaning and car wash business throughout Virginia. They have no other broadcast interests. Granted May 13.

Facilities Changes

AM applications

■ KXES(AM) Salinas, Calif.—Seeks CP to make changes in ant. sys.; change TL to Blanco Road, 0.25 miles N.E. of Salinas River, near Marina, Calif. and change type trans. Ann. May 26.

■ KTMS(AM) Santa Barbara, Calif.—Seeks CP to make changes in ant. sys.; increase D power to 2.5 kw and change type trans. Ann. May 27.

■ WRHC(AM) Coral Gables, Fla.—Seeks modification of CP (BP-20,043, as mod.) to make changes in ant. sys. (increase height of tower); change TL to intersection of S.W. 24th Street & Southwest 72nd Avenue, Miami, Fla. Ann. May 27.

■ WCIL(AM) Carbondale, Ill.—Seeks CP to make changes in ant. sys. (increase height of tower). Ann. May 27.

■ KBKB(AM) Fort Madison, Iowa—Seeks CP to change TL to: 2 miles N.E. of Fort Madison on U.S. highway 61, Fort Madison; (FM trans. site) and utilize existing FM tower as AM ant. Ann. May 26.

■ KFRM(AM) Salina, Kan.—Seeks CP to make changes in ant. sys. Ann. May 26.

■ WLCB(AM) Buffalo, Ky.—Seeks CP to change hours of operation to U by adding 250 w-N service; D power to 1 kw; install DA-N; change frequency from 1430 khz to 1200 khz; change city of license from Buffalo to Hodgenville, Ky.; change TL to .75 miles east of 31-E on Miller Road, Hodgenville, and make changes in ant. sys. Ann. May 27.

■ KROF(AM) Abbeville, La.—Seeks CP to make changes in ant. sys. (increase height of tower). Ann. May 27.

■ WMPC(AM) Lapeer, Mich.—Seeks CP to change hours of operation from limited to U. Ann. May 27.

■ KWEB(AM) Rochester, Minn.—Seeks CP to increase MEOV's on N pattern. Ann. May 26.

■ WLTN(AM) Littleton, N.H.—Seeks CP to increase D power. Ann. May 26.

■ WOKX(AM) High Point, N.C.—Seeks CP to change D power to 0.9325 kw during non-critical hours. Ann. May 26.

■ KALO(AM) Beaumont, Tex.—Seeks CP to make changes in ant. sys. and change TL and SL to S.W. of intersection of Binger Road & Bennett Road., Beaumont. Ann. May 26.

■ KALE(AM) Richland, Wash.—Seeks CP to make changes in ant. sys. Ann. May 26.

FM applications

■ *KANG(FM) Angwin, Calif.—Seeks mod. of CP (BPED-780919AJ) to make changes in ant. sys.; change TL to at Mount St. Helena, approx. 5.6 miles Northwest of Calistoga, Calif.; change type trans.; change ant., change ERP: 0.540 kw (H&V); change HAAT: 3.036 ft; change TPO. Ann. May 26.

■ *KRCC(FM) Colorado Springs, Colo.—Seeks CP to make changes in ant. sys. Ann. May 26.

■ KKTU(FM) Albuquerque, N.M.—Seeks CP to change freq. from: 91.5 mhz to 103.3 mhz; change SL and RC to 126 Valencita, N.E. Albuquerque. Ann. May 26.

■ WDCI(FM) Gorham, Me.—Seeks mod. of CP (BP-20,624, as mod.) to change SL and RC to 10 Oak Terrace, Scarborough, Me. Ann. May 27.

■ WLMD(FM) Laurel, Md.—Seeks CP to make changes in ant. sys. Ann. May 27.

■ KCFM(FM) Florissant, Mo.—Seeks CP to make changes in ant. sys. and increase HAAT to: 601 ft. (H&V). Ann. May 26.

■ WTII(FM) Bellows Falls, Vt.—Seeks mod. of CP (BPH-7809AM, as Mod.) to locate SL on New Hampshire State Route 12, North Walpole, N.H. (outside city limits). Ann. May 26.

TV applications

■ WTVY(TV) Dothan, Ala.—Seeks CP to change

type of trans. and make changes to ant. sys. Ann. May 26.

■ **KNAX-TV** Flagstaff, Ariz.—Seeks CP to change ERP to vis. 100 kw, Aur. 20 kw and change type of Trans. Ann. May 26.

■ **WATR-TV** Waterbury, Conn.—Seeks MP (BPCT-790214KJ) to change ERP to vis. 2388 kw (M), Aur. 238.8 kw (M); change type of trans. and make changes to ant. sys. (Contingent on grant of BALCT-810519KF). Ann. May 27.

■ **WJTV(TV)** Jackson, Miss.—Seeks Authority to operate by RC from SL at Robinson Road extension, Jackson, Miss. Ann. May 27.

■ **WGGN-TV** Sandusky, Ohio—Seeks MP (BPCT-781023KE) to change frequency from channel 51 to channel 52; change ERP to vis. 136.14, Aur. 13.6 KW; change trans. to Townsend Talone and change HAAT to 541.4 ft. Ann. May 26.

■ **WSTG(TV)** Providence, R.I.—Seeks MP (BPCT-1597, as Mod) to change ERP to vis. 5000 KW, Aur. 500 KW and make changes to ant. sys. Ann. May 26.

■ **KTDS(TV)** Brownsville, Tex.—Seeks MP (BPCT-791029KH) to change ERP to vis. 2585 kw, Aur. 258.5 kw; change TL to 1.6 miles N.E. of Santa Maria, Tex. change trans. and make changes to ant. sys.; HAAT: 1460 ft. Ann. May 26.

AM actions

■ **KFWB(AM)** Los Angeles—Granted application for direct measurement of ant. power. Action May 19.

■ **WBRB(AM)** Mt. Clemens, Mich.—Granted CP to make changes in ant. sys. (decrease height of tower to 193 ft.) Action May 11.

■ **WYGR(AM)** Wyoming, Mich.—Granted CP to change TL to Indian Mounds Road, Grandville, Mich.; change SL and RC to 325 28th Street, S.E., Grand Rapids, Mich. and change type trans. Action May 12.

■ **KKCM(AM)** Waite Park, Minn.—Granted modification of CP (BP790212AB) to make changes in ant. sys.; (decrease height of tower) and locate SL at TL. Action May 20.

■ **KDOM(AM)** Windom, Minn.—Granted CP to increase power to 1 kw. Action May 14.

■ **KABQ(AM)** Albuquerque, N.M.—Returned CP to change frequency from 1350 khz to 660 khz; increase D and N power to 50 kw; install DA-2; and change TL to 2 miles north of Sandoval/Bernalillo county line at Route 80, N.M. Action March 9.

■ **WFNC(AM)** Fayetteville, N.C.—Returned CP to change N power to 1 kw-N; change D power to 10 kw; install DA-D, and change frequency from 940 khz to 640 khz. Action Jan. 22.

■ **WMNI(AM)** Columbus, Ohio—Granted direct measurement of ant. power for AM station. Action April 29.

■ **KQKD(AM)** Redfield, S.D.—Returned CP to change hours of D operation to U by adding 2.5 kw-N service; increase D power to 50 kw; install DA-2; change frequency from 1380 khz to 870 khz; change TL to 3 miles south of Redfield; and 4 miles west of U.S. Highway 281, on county Road 26, Redfield; SL and RC are to be determined; and make changes in ant. sys. Action March 9.

■ **WMPS(AM)** Memphis, Tenn.—Granted application for direct measurement of ant. power. Action May 18.

■ **KSKS(AM)** Conroe, Tex.—Granted modification of CP (BP20393) to increase power to 1 kw and make changes in ant. sys. Action May 20.

■ **KJBC(AM)** Midland, Tex.—Returned CP to change hours of operation to U by adding 1 kw-N service; install DA-N; change frequency from 1150 khz to 1180 khz, and make changes in ant. sys. Action Feb. 11.

■ **WOLD(AM)** Marion, Va.—Granted CP to increase power to 5 kw. Action May 14.

■ **KUUY(AM)** Cheyenne, Wyo.—Granted CP to change frequency from 1530 khz to 660 khz and make changes in ant. sys. Action April 1.

FM actions

■ ***WLVN(FM)** Derby, Conn.—CP to increase ERP to 100 w and HAAT: 342 ft. Action May 13.

■ **KICB(FM)** Fort Dodge, Iowa—Granted CP to in-

crease ERP: 200 w, and HAAT: 132.4 ft. Action May 15.

■ ***WCCH(FM)** Holyoke, Mass.—Granted CP to change frequency to 103.5 mhz; ERP: 8.7 w and HAAT: 258 ft. Action May 15.

■ ***WNMC-FM** Travers City, Mich.—Granted application to increase ERP to 151.23 w; HAAT: minus 87.57 ft. Action May 19.

■ **KBRF-FM** Fergus Falls, Minn.—Granted CP to change TL to 3.8 miles east of Rothsay on No. 21; increase ERP: 100 kw (H&V); HAAT: 650 ft. (H&V) and make changes in ant. sys. Action May 15.

■ ***KUMM(FM)** Morris, Minn.—Granted CP to increase ERP: 223 w and HAAT 57 ft. Action May 15.

■ **WJMG(FM)** Hattiesburg, Miss.—Granted modification of CP (BPH 8443) to change TL to State Route 42 and Gravel Line Road, Hattiesburg; increase HAAT: 300 ft. (H&V) and make changes in ant. sys. Action May 20.

■ ***KRCO(FM)** Cape Girardeau, Mo.—Granted CP to increase ERP to 125.6 w and HAAT 268.4 ft. Action May 15.

■ ***WRSH(FM)** Rockingham, N.C.—Granted CP to increase ERP to 339.7 w and HAAT 161.3 ft. Action May 15.

■ **WLKR-FM** Norwalk, Ohio—Granted CP to increase ERP: 3 kw (H&V); HAAT: 300 ft. (H&V); change TL to N.E. of Huber & Lamereaux Roads, Norwalk; change type trans. and make changes in ant. sys. Action April 23.

■ ***WJHD(FM)** Portsmouth, R.I.—Granted CP to increase ERP to 360 w and HAAT: plus 80 ft. Action May 15.

■ **WDSC-FM** Dillon, S.C.—Granted CP to increase ERP to 100 kw (H&V); HAAT: 553.2 ft. (H&V); install new ant., trans. and transmission line. Action May 20.

■ **KXXX(FM)** Galveston, Tex.—Granted CP to change TL to .55 miles north of loop 197, Texas City, Tex.; ERP: 100 kw (H&V); HAAT: 688.67 ft. (H&V); make changes in ant. sys. Action May 12.

■ ***KPGR(FM)** Pleasant Grove, Utah—Granted CP to increase ERP to 115 w and HAAT minus 1126 ft. Action May 15.

■ ***WBSD(FM)** Burlington, Wis.—Granted CP to increase ERP to 216 w and HAAT: 91 ft. Action May 15.

In Contest

FCC decisions

■ FCC granted Mize & Rowland Radio CP for new daytime AM at Lawrenceburg, Tenn., and denied H-M-S Broadcasting Co. its petition for denial. H-M-S Broadcasting, licensee of WDXE-AM-FM Lawrenceburg, claimed that Mize & Rowland was unqualified to be granted CP; that it misrepresented its ascertainment interviews; that it was financially unqualified; and that change in ownership had taken place since application was filed. FCC found ascertainment issue unsubstantiated and void now due to deregulation. FCC also found applicant had adequately proven itself financially and ownership changes were minor ones that did not cause applicant to lose place in processing line. Action May 21.

■ FCC ALJ John H. Conlin granted Eunice Broadcasting Inc. CP for new FM on 105.5 mhz at Eunice, La., and denied competing application of Acadiana Broadcasting Inc. Mutually exclusive applications were set for hearing on May 21 to determine if Eunice was financially qualified and if Acadiana violated rules by not reporting conviction of one of its principals. Judge found Eunice had secured bank loan making it financially qualified. In regard to Acadiana, convicted principal had withdrawn from party three months after application was designated for hearing. Although this was not reported to FCC in timely manner, and furthermore Acadiana had incompletely reported business interests of other principals, Judge found these errors to be inadvertent and decisionally insignificant. Neither applicant proposed full-time integration of principals and management, but one 50% owner of Eunice would devote 20 hours per week to operations. Acadiana made similar proposal, but not until hearing and then was at odds with application. Judge Conlin found Eunice's application would better serve public interest. Action May 21.

■ FCC accepted revised equal employment oppor-

tunity (EEO) plan proposed by Stone Fort Broadcasting Co., for KEEB(AM)-KJCS(FM) Nacogdoches, Tex. Last October FCC directed licensee to reevaluate its hiring practices after finding stations had exerted little effort to recruit and hire black employees. Blacks comprise 20.4% of available workforce in area. In response to FCC's direction, stations submitted updated EEO plan which calls for intensified recruitment of black employees from several organizations and through use of media. Commission accepted revised plan believing that licensee's goal to have 15% black representation on stations' staff was realistic. Action May 21.

■ FCC granted petition of Atlantic City Television Corp., Atlantic City, N.J., for reconsideration of Broadcast Bureau's action January 16 in which it sustained objection of Avalon Broadcasting Co., Avalon, N.J., (Avalon) to assignment of call letters WWAC-TV to Atlantic City. Avalon, licensee of WWOC(FM), claimed that three letters in basic call signs were identical and that these stations serve substantial areas in common. It also contended that in view of the phonetic and rhythmic similarity between call letters, assignment of requested letters to Atlantic City would suggest that television and FM facilities are under common ownership. FCC said that assignment of requested call letters would not create significant likelihood of public confusion between FM and UHF assigned to community approximately 20 miles away and noted that respective third letters of call signs are not phonetically related and public confusion would not likely result. Action May 21.

Procedural rulings

■ Harrison, Ark. **FM proceeding** (Bowman and Loveland Broadcasting Inc. and Harrison Radio Station Inc.)—ALJ Joseph Stirmer granted joint request by applicants, dismissed B&L's application, authorized Harrison Radio to reimburse B&L for \$9,266.92, granted Harrison Radio's application and terminated proceeding (BY MO&O; BC Doc. 80-574-575). Action May 8.

■ ***Little Rock, Ark. FM proceeding** (University of Arkansas at Little Rock and Arkansas Broadcasting Foundation Inc.)—ALJ Joseph Chackin granted joint motion by applicants and continued all procedural dates including hearing without date in light of proposed agreement calling for dismissal of University's application in return for reimbursement of expenses (By Order) (BC Doc. 80-628-29). Action May 8.

■ Baxley, Ga. **FM proceeding** (W.H.A.B. Radio Inc. and Appling County Broadcaster)—ALJ Joseph Chackin granted petition by Appling for leave to amend its application to submit new bank letter increasing its line of credit from \$50,000 to \$75,000, denied motion by WHAB to enlarge issues, granted joint request by applicants, dismissed with prejudice WHAB's application, dismissed as moot all pending motions, granted Appling's application and terminated proceeding (By MO&O; BC Doc. 80-635-636). Action May 14.

■ Taft, Calif. **FM proceeding** (Valley FM Radio and Mann Broadcasting Co.)—ALJ Byron E. Harrison granted to limited extent motion by Valley FM and enlarged issues to determine whether Mann Broadcasting operated Station KTKR(FM) Taft, Calif., in violation of Section 73.93(a) of rules, and if so, effect on its basic and comparative qualifications to be licensee; ordered burden of proceeding on Valley FM and burden of proof on Mann (By MO&O; BC Doc. 80-379-80). Action May 19.

■ Beaufort and Port Royal, S.C. **FM proceeding** (Beaufort County Broadcasting Co. and Barnacle)—ALJ Byron E. Harrison by four separate actions, granted motion by Beaufort and ordered stricken petition by Barnacle for leave to reply (By Order; May 12); and granted motion by Barnacle and enlarged issues to determine whether Beaufort County Broadcasting has made misrepresentations or abused FCC processes and has been lacking in candor with respect to certain affidavits (By MO&O; Action May 12); granted request by applicants and extended to May 29 time for them to file amendments changing frequency and site; denied motion by Beaufort for production of documents as it relates to Barnacle's program logs and dismissed as moot Beaufort's request for documents used to respond to interrogatories in light of Barnacle's voluntary compliance (BC Doc. 80-775-76). Action May 18.

■ Salem, Va. **Revocation proceeding** [Blue Ribbon Broadcasting Inc. (WBLU-AM)]—ALJ Frederick J. Coufal granted petition by Broadcast Bureau to reopen record and enlarge issues to determine whether William C. Triplett, president, treasurer and 50% owner of Blue Ribbon, made ex parte presentation in

violation of rules, and if so, effect on Blue Ribbon's qualifications to be licensee; ordered burden of proceeding on Broadcast Bureau and burden of proof on licensee, ordered evidence on issue be heard May 19 at 10 a.m. in Washington, D.C. (By Order; Doc. 21280). Action May 11.

■ Charleston, W. Va. **TV proceeding** (Appalachian Broadcasting Corp. and West Virginia Telecasting Inc.)—ALJ Walter C. Miller granted joint request by applicants and approved agreement, authorized reimbursement of \$30,283.83 to Appalachian, dismissed Appalachian's with prejudice, granted West Virginia Telecasting's application, and terminated proceeding (By MO&O; BC Doc. 81-48-49). Action May 18.

Petition

■ The Coalition for Enforcement of Equality in Television and Radio Utilization of Time and Hours (CEETRUTH) has appealed commission's renewal of license of KGGM-TV, Albuquerque, N.M. CEETRUTH filed petition to deny renewal challenging adequacy of station's efforts to ascertain needs of its community of license, responsiveness of its program service to such needs and adequacy of its efforts to employ minorities and women. CEETRUTH filed its appeal with U.S. Court of Appeals for District of Columbia Circuit. Last December 16 FCC announced it would grant KGGM-TV one year license renewal. Ann. May 28.

Cable

■ FCC received the following cable service registrations:

■ Tulsa Cable Television Inc. for Tulsa, Broken Arrow and Sand Springs, all Oklahoma (OK0061, 65, 64) add signal.

■ Sierra Communications Systems Inc. for Lake Wood, Calif. (CA0784) add signal.

■ Mountain Cable TV Co. for Prairie City, Ore. (OR0028) add signal.

■ Capital Cable Co. Inc. for Austin & Bergstrom AFB, both Texas (TX0029, 30) add signal.

■ Telecab of Cleveland Inc. for Cleveland and Bradley, both Tennessee (TN0068, 159) add signal.

■ Marceline CATV for Marceline, Mo. (MO0114) add signal.

■ Scott & Krenz TV Systems for Bruce, Wis. (WI0224) add signal.

■ Tele-Media Co. for Senecaville and Richland, both Ohio (OH0401, 651) add signal.

■ Scott & Krenz TV Systems for Lafayette, Wis. (WI0225) add signal.

■ Vision Cable Communications of Moore Head City Inc. for Pine Knoll Shores, Altantic Beach, Beaufort, Havelock, Cape Carteret, Emerald Isle, Carteret, Newport, Swansboro, all North Carolina (NC0198, 197, 196, 204, 200, 199, 202, 201, 203) add signal.

■ Vision Cable of South Carolina Inc. for Florence and Darlington, both South Carolina (SC0057, 115) add signal.

■ Okmulgee Video Inc. for Okmulgee, Okla. (OK0090) add signal.

■ Cablevision of Fredericksburg Inc. for Fredericksburg and Spotsylvania, both Virginia (VA0020, 22) add signal.

■ Breckenridge TV Cable Co. for Breckenridge, Tex. (TX0014) add signal.

■ Cablevision of Pennsylvania for Bridgeport, West Conshohocken, Conshohocken, East Norriton and West Norriton, all Pennsylvania (PA1465, 1470, 1511, 1512, 1554) add signal.

■ Century Cable of Southern California for Brea, La Habra, La Habra Heights, Los Angeles county, Orange county, all California (CA0016, 18, 802, 753, 754) add signal.

■ Century Cable of Northern California for Benicia, Calif. (CA0015) add signal.

■ Florida TV Cable for Volusia and Ormond Beach, both Florida (FL0015, 16) add signal.

■ Utica CATV Inc. for Utica and North Utica, both Illinois (IL0029, 261) add signal.

■ Sitka Alaska Television for Sitka, Mount Edgecumbe, both Alaska (AK0002, 36) new signal.

■ Ketchikan Alaska Television Inc. for Ketchikan

Gateway, Alaska (AK0035) new signal.

■ Pan Pacific and Low Ball Cable TV for Emeryville, Calif. (CA0852) new signal.

■ Ketchikan Alaska Television Inc. for Ketchikan, Alaska (AK0003) add signal.

■ Garberville Cable TV for Garberville and Redway, both California (CA0595, 596) add signal.

■ Bixby Cablevision Inc. for Bixby, Okla. (OK0202) add signal.

Earth Stations

Applications

■ Church Point Cable TV Inc. for Church Point, La. (5m; S-A; E3181).

■ Skyline Communications Corp. for Galena, Ind. (5m; Microdyne; E3184).

■ Churchill Downs Race-Sport Book for Las Vegas, Nev. (4m; MSC-4; E3186).

■ Sarasota-Bradenton Florida TV Co. for Sarasota, Fla. (7m; Microdyne; E3187).

■ Continental Cablevision of Michigan Inc. for Madison Heights, Mich. (5m; S-A; E3188).

■ Tower Communications Inc. for Waverly, Ohio (4.6m; S-A; E3190).

■ Southern Communications and Service Inc. for Tyndall AFB, Fla. (5m; S-A; E3191).

■ Pittsfield Cablevision Inc. for Pittsfield, N.H. (5m; Microdyne; E3212).

■ Hi-Net Communications for New Iberia, La. (5m; AFC; E3212).

■ Hi-Net Communications for Orlando, Fla. (5m; AFC; E3216).

■ Satellite Business Systems for Columbus, Ohio (5.5m; Nippon; E3217).

■ Satellite Business Systems for Covington, Ga. (5.5m; Hughes; E3218).

■ Satellite Business Systems for Magna, Utah (7.7m; Hughes; E3219).

■ Satellite Business Systems for Faulkland, Del. (5.5m; E3220).

■ Satellite Business Systems for Los Angeles (5.5m; Hughes; E3221).

■ Rube Cablevision for Edwards, Miss. (5m; Microdyne; E3222).

■ Century Cable of Northern California for San Pablo (5m; S-A; E3223).

■ Hi-Net Communications Inc. for Dallas-Regal Row, Tex. (5m; unknown; E3224).

■ Cablevision for Peotone, Ill. (4.6m; S-A; E3226).

■ Medallion Broadcasters Inc. for Sioux City, Iowa (4.5m; S-A; E3226).

■ American Satellite Co. for Fort Monroe, Va. (5m; S-A; E3227).

■ American Satellite Co. for Shaw AFB, S.C. (5m; S-A; E3228).

■ Indiana River Community College for Fort Pierce, Fla. (5m; Microdyne; E3229).

■ Cylix Communications Network Inc. for San An-

tonio, Tex. (4.6m; S-A; E3230).

■ Interstate for Manassas, Va. (4.6m; S-A; E3231).

■ Nor-Cow Video Inc. for Adams, Wis. (5m; Comtech; E3232).

■ General Electric Cablevision Corp. for Watertown, N.Y. (5m; S-A; E3233).

■ Cable Electronics Inc. for Rotan, Tex. (5m; Anixter-Mark; E3234).

■ Nor Cal Cablevision Inc. for Paradise, Calif. (5m; S-A; E3235).

■ Rainbow Vision Cable for Flanagan, Ill. (5m; Anixter-Mark; E3189).

■ WKRQ-TV Inc. for Spanish Fort, Ala. (7m; unknown; E3214).

■ Global Communications Inc. for Houston, Tex. (5.6m; Gardner; E3242, 43, 44, 45, 46).

■ Warner Amex Cable Communications Inc. for Marks, Miss. (4.6m; S-A; E3247).

■ University of West Florida for Pensacola, Fla. (4.5m; Rockwell; E3248).

Grants

■ City of Arma for Arma, Kan. (E3205).

■ Bureau County Cablevision for Ladd, Ill. (E3062).

■ Century Cable of Southern California for Brea, Calif. (E3075).

■ Arlington Cablesystems Corp. for Arlington, Mass. (E3077).

■ Hi-Net Communications Inc. for Alberta Lea, Minn. (E3078).

■ Hi-Net Communications Inc. for Augusta, Ga. (E3079).

■ Cylix Communications Network Inc. for Detroit, Mich. (E3082).

■ Cylix Communications Network Inc. for Indianapolis (E3087).

■ Sunbelt Cablevision of St. Charles Inc. for Destrehan, St. Charles Parish, La. (E3096).

■ Scope Cable Television Inc. for Ashland, Neb. (E3097).

■ Metromedia Inc. for Golden Valley, Minn. (KG83).

■ Teleprompter Corp. for Portales, N.M. (KG87).

■ Hurley Cable TV Inc. for Hurley, N.M. (KH25).

■ Twin City Cablevision Inc. for Centralia, Wash. (KH31).

■ Communications Services Inc. for New Braunfels, Tex. (KH37).

■ Communications Services Inc. for Seguin, Tex. (KH38).

■ WHYI Inc. for Philadelphia (WD57).

■ South Central Educational Broadcasting Council for Hershey, Pa. (WD93).

■ Gerity Broadcasting Co. for Essexville, Mich. (WG47).

■ Nantucket Cable-Vision Corp. for Nantucket, Mass. (WG50).

■ Cox Cable Communications Inc. for Jacksonville Beach, Fla. (E2901).

■ Falcon Communications for Monterey Park, Calif.

Summary of broadcasting

FCC tabulations as of April 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,608	3	1	4,612	117	4,729
Commercial FM	3,313	2	0	3,315	151	3,466
Educational FM	1,101	0	0	1,101	69	1,170
Total Radio	9,022	5	1	9,028	337	9,365
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	97	336
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,019	4	7	1,030	126	1,156
FM Translators	354	0	0	354	220	574
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,396	0	0	1,396	492	188

*Special temporary authorization

**Includes off-air licenses

(E2935).

■ GEM Communications Inc. for Greensboro, Ga. (E3043).

■ Giles CATV Inc. for Narrows, Va. (E3063).

■ Cylix Communications Network Inc. for Dallas, Tex. (E3069).

■ Quality Cable TV for Sheridan, Ind. (E3071).

■ Campbell Communications Inc. for Plymouth, Mass. (E3073).

Call Letters

Applications

Call	Sought by
	New FM's
KWTD	Waymon Dunn, Lomoke, Ark.
WWEV	Curriculum Development Corp., Cumming, Ga.
WMHD-FM	Rose Hulman Institute of Technology, Terre Haute, Ind.
WSDK	Board of Education, Kalamazoo City School District, Kalamazoo, Mich.
	New TV's
KNLC	New Life Evangelistic Center Inc., St. Louis, Mo.
WSJN-TV	JEM Communications Inc., San Juan, P.R.
	Existing AM's
WAMJ	WJVA South Bend, Ind.
WWUN	WBLE Batesville, Miss.
WVBK	WOHN Herndon, Va.
	Existing FM's
WPBS	WFDR-FM Manchester, Ga.
WBLE	WWUW Batesville, Miss.
KEVR-FM	KBSQ-FM Espanola, N.M.
WRKS	WXLO New York
KKXL-FM	KKDQ Grand Forks, N.D.
WMAK-FM	WBYQ Hendersonville, Tenn.
KFMY	KAYK-FM Provo, Utah
WOAY-FM	WRJL Oak Hill, W. Va.
	Existing TV
WTTX	WATR-TV Waterbury, Conn.

Grants

Call	Assigned to
	New FM's
KIDA-FM	B. F. Broadcasting Inc., Ida Grove, Iowa
WHTL-FM	Intercontinental Communications Corp., Whitehall, Wis.
	Existing AM's
WKZX	WAGM Presque Isle, Me.
KKFX	KYAC Seattle, Wash.
	Existing FM's
KJPW-FM	KYSD Waynesville, Mo.
WNBR	WCMC-FM Wildwood, N.J.
KYJR-FM	KIAM-FM Wildwood, N.J.

Addenda to the 1981 'Yearbook'

Following are additions and corrections to the BROADCASTING/CABLE YEARBOOK 1981. They appear by page number in the same order as in the YEARBOOK.

Page B-118. Under New Jersey TV change the heading "Secaucus" to "Paterson" and change the address of WXTV to 24 Meadowland Pkwy, Secaucus 07094.

Page C-2. Under Andalusia, Ala. change WKUD-FM to WKYD-FM.

Page C-14. Under Bald Knob, Ark. change KPAZ(AM) to KAPZ(AM).

Page C-14. Under Conway, Ark. delete the listing for KMJX(FM) and insert the following cross reference:

KMJX(FM)—Licensed to Conway. See Little Rock.

Page C-15. Under El Dorado, Ark. change KRIL(FM) to KLBQ(FM).

Page C-16. Under Little Rock, Ark. pls insert the following listing: KMJX(FM)—(Conway) June 1, 1967: 105.1 mhz; 97 kw. Ant 530 ft. 1100300 Rodney Parham Rd. (72212). (501) 224-6500. Coastal Communications Ltd. (acq 10-27-79). Rep: Christal. Format: Contemp. ■ Richard Booth, pres & gen mgr; Gordon Heiges, VP & sls mgr; Tom Wood, prog dir; Sandy O'Connor, mus dir; William McKenney, chief engr.

Page C-35. Under Castle Rock, Colo. change KMJD(FM) to KRKY(FM).

Page C-44. Under WQXM(FM) Clearwater, Fla. change personnel to Gary Kines, gen mgr; Larry Gorick, sls mgr; Mark Stevens, prog dir.

Page C-52. Under WSUN(AM) St. Petersburg, Fla. change personnel to Don Hibbitts, VP & gen mgr; Bob Abernethy, sls mgr; Bill Gamble, prog dir; Roger Cristy, news dir.

Page C-55. Under WVEE(FM) Atlanta change the format to Urban contemporary.

Page C-61. In the Georgia Radio section move the listing for WTHO-FM from Thomasville to Thomson. WTHO-FM is licensed to Thomson, Ga.

Page C-68. Under WJJD(AM) Chicago change the prog dir to John David Spangler.

Page C-71. Under WEEF(AM) Highland Park, Ill. change personnel to Fred Eychaner, pres; Sandra Kramer, opns mgr; Andrew Kloc, chief engr.

Page C-88. Under Dodge City, Kan. change KGNO-FM to KDCK(FM)—Co-owned with KGNO(AM).

Page C-92. Under WLBJ(AM) Bowling Green, Ky. delete Rick Dubose and add Dennis Mockler, opns dir.

Page C-95. Under Louisville, Ky. change WKJJ(AM) to WCII(AM).

Page C-98. Under Alexandria, La. change KITZ(AM) to KTIZ(AM).

Page C-106. Under WXYV(FM) Baltimore change the format to Urban contemporary.

Page C-108. Under Salisbury, Md. change WBSY(AM) to WSBY(AM) and WBOC-FM to WQHQ(FM).

Page C-129. Under Canton, Miss. change WWLM(FM) to WDGM(FM).

Page C-130. Under WABG(AM) Greenwood, Miss. change the format to Contemp.

Page C-144. Under Norfolk, Neb. change KXEL(FM) to KEXL(FM).

Page C-148. Under Portsmouth, N.H. change the power of WHEB-FM to 31 kw.

Page C-149. Under WRSU-FM New Brunswick, N.J. change the format to Progs and personnel to Keith Wasserman, gen mgr; Carl Ayers, prog dir; Art Weissman, news dir; Vince Anderson, chief engr.

Page C-162. In the New York radio section insert a new heading, Port Henry, and a listing for WHRC-FM Port Henry, N.Y.: WHRC-FM—Not on air, target date fall 1981: 106.3 mhz; 800 w. Ant minus 77 ft. (CP: 92.1 mhz.) Box 92 (12974). Peter Edward Hunn. Format: MOR. Spec progs: Christian/inspirational 5 hrs, class 2 hrs wkly. ■ Peter E. Hunn, pres, gen mgr, prog & news dir; Carolyn J. Hunn, mus dir & prom mgr.

Page C-164. Under Utica, N.Y. change WBVM(AM) to WUTQ(AM).

Page C-173. Under Statesville, N.C. change WLLV(FM) to WLTV(FM).

Page C-184. Under Sandusky, Ohio change WCPX(FM) to WCPZ(FM).

Page C-190. Under Tulsa, Okla. change the frequency of KMDD-FM from 7.5 mhz to 97.5 mhz.

Page C-199. Under Johnstown, Pa. insert a new listing for WGLU(FM):

WGLU(FM)—Sept 1, 1974: 92.1 mhz; 166 w. Ant 1042 ft. 516 Main St. (15901). (814) 536-7825. Conemaugh Communications Corp. (acq 8-29-80). Rep: McGavren-Guild. Format: Album-oriented adult contemp. ■ Fred Glosser, pres; Gary H. Kleiman, VP & gen mgr; Ralph T. Lovette, gen sls mgr; Ken Williams, prog dir. Rates: \$16; 12; 16; 12.

Page C-211. Under Ridgeland, S.C. change

WBUG(AM) to WJMR(AM).

Page C-215. Under WDOO(AM) Chattanooga change the gen mgr to Ken Maness and the prog dir to Steve Chappell.

Page C-215. Under WDOO-FM change the format to Contemp country.

Page C-216. Under Crossville, Tenn. change WXLV(FM) to WXVL(FM).

Page C-218. Under WKIN(AM) Kingsport, Tenn. delete Ken Maness and add Dave Murray, gen mgr.

Page C-218. Under Knoxville, Tenn. change WJBE to WBMK(AM).

Page C-220. WMPs(AM) Memphis change the VP & gen mgr to Craig Scott and the prog dir to Walt Jackson.

Page C-220. Under WHRK(FM) Memphis change the format to Urban contemporary.

Page C-228. Under Edinburg, Tex. change KESI(FM) to KVLV(FM) and insert a new listing for KVLV(FM): KVLV(FM)—Sept 12, 1974: 107.9 mhz; 100 kw. Ant 490 ft. Box 850 (78539). (512) 383-7478. Tippie Communications Inc. Format: Btfl mus. ■ Henry B. Tippie, chmn of the bd; Bill R. McRae, pres & gen mgr; Randall McKee, dir of sls; Casey Hales, prog dir; Henry B. Tippie II, opns dir; Nick Espinosa, news dir; Mike Hales, chief engr. Rates: \$14; 13; 14; 12.

Page C-234. Under Pampa, Tex. change New FM to KOMX(FM).

Page C-237. Under Tyler, Tex. change KZAK(AM) to KTYL(AM).

Page C-243. Under WFOS(FM) Chesapeake, Va. add Raymond Jones, prog dir.

Page C-250. Under Mountlake Terrace, Wash. insert a new listing for KKNW(AM): KKNW(AM)—Sept 22, 1968: 1510 khz; 250 w-D, D.A. Box C-1510, Lynnwood (98036). (206) 771-2343. Radio Northwest Bcstg Co. Format: Adult contemp. ■ Robert Unmacht, gen mgr; Paul Wilson, opns dir. Rates: \$19; 17; 18; —.

Page C-254. Under Vancouver, Wash. change KARO(AM) to KAAR(AM) and change the station's frequency from 1840 khz to 1480 khz.

Page C-263. Under Sun Prairie, Wis. change WYXE(FM) to WMAD(FM).

Page C-264. Under Cheyenne, Wyo. change KFBQ(AM) to KFBC(AM). Also change KFBC-FM to KFBQ(FM).

Page C-276. Under Brampton, Ont. change CHIC(AM) to CKMW(AM).

Page C-284. Under Ville-Marie, Que. change CKVT(AM) to CKVM(AM) and change the station's frequency from 1340 khz to 710 khz.

Page D-2. Under Advertising Agencies insert a new listing:

Cove, Cooper, Lewis Inc. 153 East 57th St., New York 10022. (212) 421-2822. Bernard Cooper, pres; Richard Lewis, exec VP; Francesca Herzog, media dir.

Page D-49. Under Maine Information Radio Network Inc. change the address and telephone number to 269 Commercial St., Portland, Me. 04101. (207) 774-3598.

Page D-110. Under Radio Billings—1955-1979 change the National Network figure for 1978 to 126,-400,000 and insert new figures for 1979: 138,546,-000 + 9.6 (National network), 637,294,000 + 7.6 (National non-network), 2,396,590,000 + 9.3 (Local), 3,172,430,000 + 9.0 (Total).

Page F-8. Under Consultants insert a new listing: Xcel Communications Inc. Box 1141, Darien, Conn. 06820. (203) 655-6500. Rick Perrone, pres. (Cable television service specializing in system audits, sales, marketing, installations, pre wire multiple dwellings, splicing and trapping.)

Page F-30. Under The Telephone Marketing Group insert a new listing:

The Telephone Marketing Group. 1819 Kennedy Blvd., Philadelphia 19103. (800) 523-1110. Stephen D. Lynn, pres. (Cable TV marketing, telephone sales service.)

Page F-50. Under National Federation of Community Broadcasters change the address and phone number to 1314 14th St. N.W., Washington 20005. (202) 797-8911.

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.

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.

New Owners (pending FCC approval) of AM daytimer in N.E. very good small/medium market desire ambitious sales oriented individual to exploit market. Send resume and references to Box E-162.

Ron Fischmann Radio Sales Seminars is expanding. We're looking for someone to help us conduct sales seminars in USA and Canada. Send resume and recent photo. All replies confidential. 4050 Kelly Drive, Durham, North Carolina 27707.

Losing Sales Manager due to relocation in 90 days. Need experienced replacement for immediate hire. Beautiful music format, top ratings. Minimum 5 years sales experience, RAB trained, proven track record. Send resume Cleve Brien WREZ-FM. PO Box 5000 Montgomery Ala. 36192.

Challenging Opportunity for general manager in Ohio. Must have proven track record in local and regional sales. Equal Opportunity Employer. Send Resume and References to Box F-35.

AM/FM station manager needed immediately in Hayward, Wisconsin. Strong sales and good references necessary. Call Bill Landgraf, 312-584-1248, after 7 pm CST.

General Manager, sunbelt small market, investment opportunity. Solid, diversified, high profit market. List carrying managers only. Resume to Box F-60.

Looking for that first opportunity to manage? If you are a young, aggressive person we will give you that opportunity. Someone who wants to prove he can do it. Small market in Western New Mexico, Automated FM C&W. Contact Dick Optenheimer, KHFI, 1219 West 6th, Austin, TX 78703. 512-474-9233.

Operations Manager, WTOP, Washington, D.C., is seeking an operations manager. Must have successful news radio track record, proven news and programming skills, superior people skills and the ability to construct and effectively manage large budgets. Send resume and references to WTOP NewsRadio 15, Personnel Office, 4646 40th St., N.W. Washington, DC 20016. No phone calls. Equal Opportunity Employer, M/F.

Midwest Small Market AM immediate need, Management with strong Sales. Write or call WPCO Mt. Vernon, IN 47620.

Sales Manager for FM. Radio Station Northern Ill. No order takers, experienced, streets sales only or Salesperson who wants to move up, 815-273-7711.

Sales Manager who doesn't want it all up front, but will recognize opportunity and is willing to develop it, and be compensated accordingly. Fast growing market. Write KCIN, Holiday Inn, Victorville, CA 92392.

Classical: new 100-kW fine arts station serving Tulsa reopens search for Music Director to program, announce, and train announcers; Sales Manager to sell and train salespersons; Office Manager to be receptionist, secretary, bookkeeper, traffic manager, program guide editor; Chief Engineer to install, operate, and maintain state-of-the-art audio, rf, microwave, and computing equipment. Please mail resume (no tapes) to KCMA, 9911 East 106 Street North, Owasso, OK 74055.

Sales Manager \$20,000 to start. 1 of America's loveliest areas, Napa Valley, California. 45 miles from San Francisco. Perfect climate, sunshine 320 days a year. Market size 150,000. Contact George Carl, PO Box 2250, Napa, CA 94558.

KAGO AM-FM Klamath Falls, Oregon, seeking experienced, professional, ambitious, salesperson for salesmanager position. Must carry list and manage staff. This is an opportunity to make very good money with an unusually fast growing company. Resume/ references to Gary Katz, KFMI, PO. Box 3718, Eureka, CA 95501.

Sales Manager. Experienced Sales Pro for growing Central NJ middle market station. Not a desk job. Aggressive and promotion minded. Salary + Commission + Over ride + bonus's and other incentives based on performance. EOE. Call Jeanne Corwin 609-695-1300 or send Resume to PO. 2050, Princeton, NJ 08540.

HELP WANTED SALES

Ownership Opportunity Available for General Sales Manager with first class full power FM. In the third fastest growing market in the nation, El Paso, Texas. We invite aggressive individual whose desire is to get ahead with an expanding broadcast group. Complete responsibility for entire local and national sales effort. Must have sales management experience in recruiting, sales training, co-op, merchandising and day-to-day supervision of sales staff. Salary and sales history, references and resume requested, EOE. To PO. Box 10341, El Paso, Texas 79994.

K-Joy, Oklahoma City's Schulke II, wants experienced adult music salesperson. Send resume to G.M., KJYO, Box 1000, OKC 73101. EOE.

Looking For Sales Manager with expertise for AM station located in small Southeast market. 25 to 30,000 salary, stock options and joint ownership negotiable. Box F-30.

Regional Rep—Now interviewing Qualified Professional Broadcasters and individuals in related fields, must have experience working with broadcasters. Position requires travel. Interested parties reply to Carl Reynolds, National Sales Manager, ID/Library Division, William B. Tanner Company 2714 Union Ave. Ext'd. Memphis, TN 38112.

Professional growth opportunity in radio sales for Fairfield (CT) County. Experience preferred. Partial active list. Draw against commission. Benefits. EEO. Reply Box F-97.

New York State AM/FM powerhouse stations seek experienced ambitious sales manager for these growth stations. Opportunity to step in with strong staff, top ratings, and no limits to personal growth. Reply in confidence to Box F-41.

Sconnix Broadcasting has openings for experienced Sales personnel at WLNH, Laconia, NH, WDOS, Oneonta, N.Y., and WTMA, Charleston, S.C. Send resume, track record, earnings to: Scott McQueen, Parade Road, Laconia, NH 03246.

KEMB Radio, Emmetsburg, Iowa, is seeking salesperson. Experience preferred, but willing to train person with potential. Call 712-852-4551. Must appreciate advantages of small town living.

\$25,000 Plus Major Radio station in a spectacular Southeast resort area seeking proven broadcast salesperson. Extra benefits to the right person. Management potential in this growing group. Box F-53.

Experienced Radio Sales Account Executive with proven track record. Exciting, challenging position available in growing Las Vegas. Phone Sales Manager, Marion E. MacKinnon at 702-732-2555. Tuesdays & Wednesdays 9 am-12 Noon PDT.

Aggressive sales people needed for central NJ middle market station. Possibility of future management position. Salary and excellent commission. EOE. 609-695-1300.

Career Opportunity: Not just another job. Station on the move. Write Drawer AF, Victorville, CA 92392.

HELP WANTED ANNOUNCERS

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.

Mature C & W Music Director-Announcer. No beginners. Midwest background. Box E-163.

Experienced announcer for MOR adult format. Send tape and resume to: WLDR, Box 1168, Traverse City, MI 49684.

Air Personalities/newspersons/salespersons. To work at new FM station now in construction 60 miles from NYC. Experience preferred. Send tapes and resumes to Program Director, WPUT, Brewster, NY 10509. No calls, please. AA/EOE.

Experienced A/C entertainer, strong production, community involvement. Morning or other shift. Medium market, growing company. T&R: Chris Norton, WEJL, 149 Penn Ave., Scranton, PA 18503. EOE.

WAAY Radio is looking for a 6-10pm personality for our 50,000 watt Contemporary station. Good voice and production a must. Rush tape & resume to Jerry Dean, Program Director, WAAY Radio, Box 2041, Huntsville, AL 35804. EOE. First good tape, gets the job.

Looking for talented morning person. Good production. Good money for the right person. Tape/Resume to Bob Snowdon, WISR, PO. Box 606, Kinston, NC 28501. EOE.

Experienced announcers, salesmen and news reporters are wanted on Long Island. Send tapes and resumes to WWHB Radio, Box 751, Hampton Bays, New York, 11946.

Sports Reporter: Minimum one year experience gathering, writing and delivering sports on radio. Tapes and resumes to Personnel Director Broadcasting, PO. Box 100, Nashville, TN 37202—An Equal Opportunity Employer.

Night News Reporter/Anchor: Minimum one year experience gathering, writing and delivering news on radio. Emphasis on anchoring. Tapes and resumes to Personnel Director-Broadcasting, PO. Box 100, Nashville, TN 37202—An Equal Opportunity Employer.

Solid Professional with at least 2 years commercial radio experience. Heavy on production and good pipes... Must be solid level headed God fearing person. Interested in aggressive small market station with great benefits and facilities. Send tape, resume and references to Jim Hepler, WQIN, Box 149, Lykens, PA 17048.

HELP WANTED TECHNICAL

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.

Group seeking a resident Chief Engineer for AM station in a Major Market. Area ideal for all outdoor recreation. Moderate climate. Salary negotiable. Excellent fringe benefits, including profit sharing. No beginners. EEO. Send resume to Box F-96.

Hate the hassel? Immediate opening, Chief engineer, rural AM-FM, Northeast. Experience mandatory. Salary open. EOE. Box F-76.

Northern Indiana AM/FM combo needs Chief Engineer. Excellent opportunity for qualified person to move up. Call collect to Station Manager, Harvey Miller. 219-267-3111.

HELP WANTED TECHNICAL CONTINUED

Dallas, Texas. Rare opening in five-man engineering staff. KLIF 50KW 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.

Chief Engineer for AM/FM station in Southwest. Must have working knowledge of FCC regulations and practical experience in XMTRS, DA, STLs, Audio Processing and Automation. Good salary. Excellent conditions with good stability. E.O.E. Send resume to Box F-28.

Broadcast/Maintenance Engineer for national company. Must be willing to travel. Excellent opportunity with fast growing company. Contact: J. Carberry—Metro Networks, 1 N. Charles St., Suite 1114, Baltimore, MD 21201. 301-659-0003.

Studio Engineer, requires a First Phone and experience with maintaining and installing solid state studio equipment. AM Directional and high power FM transmitter experience desirable but not required. We offer a quality conscious shop, competitive wages, and good benefits. Resume and references to Don Lange, Chief Engineer, WEBR, 23 North Street, Buffalo, NY 14202. WEBR is an equal opportunity employer.

HELP WANTED NEWS

61 WGIR, New Hampshire's leading news station, seeks aggressive broadcast journalist with strong delivery, crisp, informative writing and positive attitude. We're an award-winning team in the state's finest facilities. Send tape, resume and references to Paul Jacobson, News Director, WGIR, Box 610, Manchester, New Hampshire 03105. A Knight Quality Group Station and EOE.

KKXL adding third news person. No beginners but ability more important than years. Tape, resume and writing samples to Tim Burke, Box 997, Grand Forks, ND 58201.

News Director with outstanding voice and delivery. Also newperson needed in New York State. Send resume to: Box F-37. E.O.E.

Morning Newperson/Public Affairs Director. Full-time morning newperson/Public Affairs Director. Minimum of two years Major Market experience. Send tape and resume to WAYL Program Director, PO Box 12787, New Brighton, MN 55112. EEO.

News Director for Montana, 5KW regional CBS aff. Salary open. Mail tape/resume to Jerry Black, KSEN/KZIN FM Radio, Box T, Shelby, MT 59474 or call 406-434-5241. EOE.

WRNJ looking for News Director material. Must have strong delivery, initiative and ability to gather local news. No phones please. Tapes and resumes to WRNJ News Department, Box 1000, Hackettstown, NJ 07840. EOE.

No. 1 Rated Midwest Powerhouse accepting applications for an aggressive, full-charge News Director committed to maintaining our No. 1 news ratings. Send resume, tape and first letter to: Jason Drake, KFH/KBRA Radio, 104 S. Emporia, Wichita, KS 67202. EOE.

WLEA/WCKR Needs Newperson. Gather, write and deliver news in well-run operation. Part of growing chain. Send tape, resume to Kevin Doran, Ashbaugh Hill Road, Hornell, NY, 14843.

News Director to lead award winning team. Intelligent, experienced, people oriented manager. Top station states second market. Tapes, resumes, writing samples to Gary Bruce, Program Director, WLAM, Box 929, Lewiston, ME, 04240.

Award Winning news department near Washington looking for hard working, self motivated reporter. College degree and experience a must. Good delivery/writing/news gathering a must. Send tape/resume to Bernard Adams, Box 151, Frederick, MD 21701, 301-662-3103.

News & Public Affairs Director. For KCSN-FM, will administer News and Public Affairs Department. Responsible for gathering and airing all news and public affairs programs: Will train and supervise staff. Four years full-time technical or professional experience in broadcast journalism. Four year college degree in Radio-TV-Film, telecommunications, journalism or related field desirable. Salary \$1508-1808/month. Apply by June 19, 1981. Applications/Resumes should be addressed to: Office of Personnel & Employee Relations, Employment Services Section—Admin. 515-4, CSUN/18111 Nordhoff St., Northridge, CA 91330. An Equal Opportunity, Affirmative Action, Title IX and Section 504 (Handicapped) Employer.

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: \$18,500 to 22,000. Excellent benefits; send resume and tape before June 30, 1981 to Hank Conner, Committee Chairman College of Journalism and Communications, University of Florida, Gainesville, Florida 32611.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Near Genius Wanted: Producer/Writer who revels in writing and producing radio works of art. If imagining 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, WDIF Radio, Box 10,000, Marion, Ohio 43302 EOE.

Metromedia's KRLD in Dallas is seeking an Operation/Program Manager. Minimum experience 10 years. Contact Carl Brazell, Vice-President-General Manager KRLD 7901 Carpenter Frwy, Dallas, Texas 75247. Equal Opportunity Employer, M/F

KUDE/KJFM—Immediate opening for operations director, fully automated, first class operation. Copyrighting and some production. Must be able to lead and supervise competent staff. No beginners. We need a real experienced pro to live and work in Southern California's finest area. E.O.E. Call Lyle Richardson, 714-757-1320 Now.

Top production skills needed. If you can fill this need and run an automated shift, there's a good opportunity waiting for you in New York State. Send resume to: Box F-36. E.O.E.

Assistant Program Manager—Responsible for: public affairs, production, remote broadcasts; on air experience necessary. EEO/AAP Employer. Send resumes and tapes to - WOWO-Radio, 203 West Wayne Street, Fort Wayne, Indiana 46802 Attention: Bob Darling

Needed Immediately: Program Director. We are looking for someone who understands and believes in adult news/information programming, who is able to help formulate and execute saleable promotions, who has strong administrative talents and experience, who has good on-air presence and who wants to make a long-term commitment with a winner. If you fill the bill, send resume, tape and all applicable material to: Rich Habedank, WJON Broadcasting, Box 220, St. Cloud, MN 56302. An Equal Opportunity Employer.

Top-notch Program Director needed now! Strong on announcing, production, leadership, and community affairs. Minimum 5 years experience. An excellent opportunity with our small market operation in Virginia. Talented and serious professionals only. Forward resume, references, and salary requirements to Box F-45.

Program Director for well-equipped FM in Midwest college town. Must have good background in music selection of Contemporary and Album music. Production ability required, automation experience helpful. Box F-77.

Operations Supervisor for public radio to direct master control, T&C, production, and student training. Required: BA, should have 2 years of commercial or public station operations, including master control, transmitter and announcing, and experience in either T&C or production. Desirable qualifications include MA, experience in classical and/or jazz programming, features production, college level teaching, and bilingual. Salary: \$12,500 minimum with university benefits. Deadline: June 22, 1981. Start date: August 3, 1981. Send resume, references, tapes and or other materials to Karen Hoip, GM, KRWG-FM, Box 3J, New Mexico State University, Las Cruces, NM, 88003. NMSU is an equal opportunity/affirmative action employer.

Program Director Public Radio Station WSUI, Iowa City, IA. Responsible for planning, coordinating programming and production; some air work required. BA/BS in broadcast journalism or equivalent required. Substantial news/pa background essential. Must have demonstrated professional ability and reasonable administrative supervisory experience. Salary: \$18,000 plus excellent benefits package. Open until filled. Submit resume, audition tape, short statement of programming philosophy to: George Klingler, Assistant Director of Broadcasting, 3300 EB, University of Iowa, Iowa City, IA 52242. The University of Iowa is an affirmative action, equal opportunity employer.

Large Ohio station needs experienced personality for Midday. Send tape and resume to Pete Gabriel, WKBN, 3930 Sunset Blvd., Youngstown, OH 44501. Interviews by appointment only—no calls. An Equal Opportunity Employer.

Syracuse University Announces an opening for Program Director WAER-FM. The responsibilities of the Program Director: The Program Director is a full-time employee who reports to the Station Manager. The Program Director will be responsible for the air sound, formatting and scheduling of all programs broadcast on WAER. The Program Director will work with five student staff members. Qualifications: B.A. degree minimum, (graduate degree desirable) with reasonable broadcast experience, three years preferably college non-commercial broadcasting. The candidate should have operated as Program Director or in similar position. Additional background (desirable, but not required); experience in news and public affairs, development and fund raising. Salary \$15,550 minimum, attractive tuition benefits available. Applications will be accepted through Friday, June 12, 1981. Resumes and background information should be sent to: Thomas A. Hardy, Chairman Search Committee, WAER-FM, S.I. Newhouse School of Public Communications, 215 University Place, Box "B" Syracuse, New York 13210. Syracuse University is an Equal Opportunity/Affirmative Action Employer.

Strong news, information, entertainment, and community involvement—we need a PD to continue building on this base. Airshift, talk show probable. Medium market, growing company. T&R: Chris Norton, WEJL, 149 Penn Ave., Scranton, PA 18503.

SITUATIONS WANTED MANAGEMENT

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.

Bottom Line Oriented. 28 years, sales, management, construction, ownership. BA, 1st phone, advanced amateur radio, FCC, 20 years present position. Owner-manager. Prefer small market. Box F-17.

Northeastern GSM wants GM position in medium market in East. Over thirteen years of solid experience in radio. Excellent credentials. Reply in confidence Box F-34.

General Manager, sales pro, radio family, combined experience 60 years, wants quality station Tenn, S.W. Virginia. Stock options, investment with right station. Box F-68.

Your Opportunity to Score with a heavy hitter. 22 years Management experience in Major Market broadcasting. Will consider Medium Market station if potential for partial ownership available. Box F-81.

Money Maker. available for permanent or temporary situation. Recently sold my station, too young to retire, seeking new challenge. Expertise in all areas, sales oriented. Documented, exceptional performance, major markets. Prefer Florida location. Will entertain equity position, Group Manager, GM, SM. Call 305-457-7170 or write Box F-98.

General Manager. Hard working and experienced. With the track record to back it up. Ownership, Sales, Programming and engineering, I've done it. Well qualified with very strong background. Box F-72.

We are a Quality Management Team. One GM/Sales expert, the other Operations, Sales & Programming. Stable, Dependable, No-nonsense Professionals. 30 years combined experience, excellent references. Contact Bill James, 919-852-5783 or write, 15-A Hiltin Place, Greensboro, NC 27409. Available immediately for Top 100 Market situation.

Midwest/West. Station Manager, Small-Medium Market. Sales, programing, management background. 208-734-6608.

General Manager seeks position with equal opportunity employer. Sales, programing, administration. Budgeting, FCC expertise urban contemp and black oriented formats, result oriented, currently employed excellent references. Box E-87.

SITUATIONS WANTED SALES

Aggressive Salesman. Experienced. With strong production. Self-starter. Seeking more competitive market and better income. Box E-158.

GSM looking for small market growth opportunity, espceicly GSM/GM combo. Tough street fighter, fully experienced with national, regional agencies, reps. FCC, operations, PD, air, news and PBP experienced. Strong community involvement. Want to raise my family on All-American town. Box F-18.

Account Executive, six years experience, including programming, seeks opportunity in Top 50 Market. Management is ultimate goal. Box F-10.

Broadcast Pros—Husband-wife team. Over forty years combined experience in all size markets. Looking to relocate with possible equity arrangement. Heavy Sales-Promotion. Box F-73.

SITUATIONS WANTED ANNOUNCERS

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.

Hits-I Play Only The Best. Dependable, creative and hard working. I love radio, any format. Especially afternoon drive. Tape and resume available. Please call Greg Anthony 312-343-4234 or 312-544-6048 814 N. 19th Melrose Park Ill. 60160.

Anncr. 5 yrs. exp. looking N.E. 1st phone, needs full time opening at features oriented station. 207-882-7395, Box E-195.

N.Y. Jock wants out! Seeks AM, PM drive or night slot. Top 20 market. Top 40 format. 10 years radio/music. Personality, fun, guaranteed ratings. Letter gets aircheck: Confidentiality a must. Box F-21.

Inject Fresh Life into your station. Enthusiastic pro jock. Top 40, Adult Contemp. 4 years experience. Excellent references. Joe Bartosch. 4701 N. Ozanam Ave. Norridge, IL 60656. 312-456-4219 Afternoons.

Hard work and dedication are my ways of doing business. Currently afternoons and production. Prefer Northeast, will consider other offers. Keith 414-769-6966.

Friendly Personality, experienced in programming, production, management, sales. Creative, dedicated. First phone. Available now. Box F-27.

Gary Hopkins: College grad, 1st phone, tight board, asst. prod. Barry Farber talk show, expert editor, prod. director/on air 2 yrs. WKRB, aggressive, young, talented, knows that top 40 and loves that rock n roll! Call 212-891-5725 for a sparkling audition tape!

I'll never tell—Your staff won't know you're "looking." Black D.J.-Newscaster—follow thru—likeable "no problem" personality. Phone evens. 212-781-2144. Earle.

Rock 'n' Roll is here to stay! Experienced announcer. Have super problem! Small Market "You sound too Big City" Big Market "You don't have the experience. Caught between rock and hard place. Help! Call George collect-312-348-3314.

Not a screamer, but a communicator—have experience, college degree and solid skills. Wish to locate anywhere on Gulf Coast or Florida in adult contemporary, pop standards or bright MOR. Ready to go now. Call Bruce, 512-452-6536.

Small markets: light experience in news, jock. Is employer oriented. Will produce revenue. Call Garry 212-987-6891. Will relocate.

Experienced First Phone Transmitter Engineer-Announcer, Farm Director and most all Radio for 11-years. Prefer small market in Iowa or Midwest. Phone 319-935-3693 before 9:00 A.M. if possible.

3 Years Experience, Play By Play. Reporting, Production. Will relocate. D.C. Enriquez, 3320 S. Hickory Rd., New Berlin, WI 53151. 414-786-1276.

Talented A.O.R. personality in need of work. Will travel. Call 312-530-1085, Ask for C.D.

Good as Gold! I Shine with enthusiasm. Love work under pressure, solid character that doesn't deteriorate, value increases with time: DJ-Newscaster professionally trained in N.Y.C. especially for small market radio. Box F-59.

Go with a winner—a proven winner. AM Drive and PBP experience. Ready for a larger market. Box F-75.

Charismatic, Responsible, Energetic, Articulate, Talented, Innovative, and Very Eager to get my start in the business. If you're looking for a bright personality to anchor your AOR format, then we have something in common because I'm looking for you. If interested, please write Dave Schwartz, 760 Lenox, Glen Ellyn, IL 60137 or call me at 312-469-3656.

21-year Broadcaster ... 19-years, three stations. Seek Solid Commitment. 615-629-7603.

Clever, experienced personality seeks community-minded, real MOR station. Currently overnites/swing at Northeast powerhouse. 315-478-5329.

Announcer, 4 years experience in M.O.R. and Country. Production, copywriting, etc. Seeks stable position with fun crew. B.J. Reader 801-255-6017.

Chicagoland Adult/Contemporary personality available for good opportunity. 3 years professional experience at 50,000 Watt FM. Production skills. Call Bob King. M-F Noon-6 P.M. 312-420-3437.

On air—Who can write, program, or work behind the scenes; small market, needs a break. College educated. Call Alan Katovich 313-939-8063 or write 34788 Fargo, Sterling Hts., MI 48077. Midwest preferred.

Versatile Announcer, has 11 years experience with Beautiful Music, Classical and Christian formats. Seeks full-time air work. Call 714-658-1094. Ask for Scott.

SITUATIONS WANTED TECHNICAL

Major market CE, experienced in high power AM/FM, DAs, automation, studios, administration, and state-of-the-art audio desires new opportunity. BSEE, registered PE, 12 years in business. Box F-87.

SITUATIONS WANTED NEWS

PBP/Sportscaster. 8 year football-basketball PBP veteran looking for major college position for Fall. 29, M.S. Communications, owner sports production company that has been originating college football and basketball the past two years. Tom 316-231-9200. Box E-186.

Attention New England News, Sports talk, PBP professional. (Degree Journalism) Excellent references. Available immediately. Hank Holmes 617-679-6957.

If you're looking for an aggressive pro, and are willing to pay \$15,000 per year to get him, I'd like to talk to you. Before 1pm—Doug Cummings 913-272-5765.

Female—Newscaster. With great voice—can work any shift. Tape and resume available. Ann Jones—312-787-8220; 233 East Ontario, Suite 902, Chicago, IL 60611.

Serious-minded Newscaster eager to demonstrate communicative skills. For tape and resume, phone after 5 P.M. at 312-477-5427.

Sportscaster—Exceptional PBP ability. Top quality sportscasts as well. Five years experience medium and major markets only. 516-781-0037, Gary.

Experienced journalist seeks Eastern location. 32 year old pro. Reporter, anchor, writer, producer, talk-show. Call Steve 803-771-7641.

Sports Director with excellent track record seeking position in Division I and/or Professional market(s). Box E-65.

Hardworking law student looking to get a start in news or sports reporting or PBP Creative, responsible and ambitious. I'm also a good writer with a smooth delivery. Would prefer the Chicago area, but will relocate if necessary. David Schwartz, 760 Lenox, Glen Ellyn, IL 60137—phone 312-469-3656.

Newsman seeks position medium radio market with news commitment. Experience as news director, all-news anchor, extensive reporting background. Prefer East but will relocate 215-372-6485.

Experienced News/Talk. seeking talk show or telephone talk. Heavy on news, writing, delivery, actualities with major market background. Will consider any size market if the climate is right. Very strong qualifications. Box F-71.

Career spot in news, management wanted. Professional work, attitude. Experience in most phases broadcasting, large and small markets. Excellent air presentation, good education, stable. Ready to contribute. Box F-52.

Reporter/DJ Seeks Position with room to breath. Experienced. Have brains, will travel. Box F-93.

Third Endorsd Teacher seeks summer employment anywhere. Summer experience News and Sports, Andrea 412-3241, Pittsburgh.

Best in the West, Sports expert, PBP, First Class, give me a break, no regrets. Brian McMichael, 968 Bidwell Ave., Sunnyvale, CA 94086. Call 408-737-0277.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Radio Networks. I Nine years experience—Program Research Development. Can relocate. Hardworking. Full of ideas. Box E-127.

Specialist—over 20 years talk-show and major-college and pro sports. Employed 50 KW. Need realistic family income. 303-245-8747.

Profit Oriented: Programming specialist with documented performance in ratings/sales. Strong business background projecting fiscal/annual budgets in programming, personal, promotions. Heavy operations responsibility with incentives a must. Group owners only Box F-13.

Highly Talented Professional with 10 years experience in all facets ready to lead your station to measurable success as Program Director or Operations Manager. Anywhere. Also interested in on-air slot in major market. Don Wight, 605-343-0888 day or 605-341-7083 evenings.

I offer experience and efficiency. Program director/operations manager with the ability, knowhow, and will to give direction to your staff and station. Box F-79.

Seasoned Broadcaster/Program Director. Exceptional Supervisor. Can do it all! Now in large Oklahoma market—consider all. Family man. Available mid July. Box F-61.

Seven Years Experience! Two years as Assistant Manager and Sports Director; five years as News Director in small market. Seeking non-air position with good advancement opportunities. Box F-83.

TELEVISION

HELP WANTED SALES

Sunbelt NBC Affiliate seeks experienced local television account executive. Must be strong self-starter and heavy on serving agencies and direct accounts. Send resume to Box F-31.

HELP WANTED SALES CONTINUED

Experienced small market sales person. Must be dependable with good television and work habits. Write with resume, WSVI-TV, P.O. Box 8, ABC, Christiansburg, St. Croix, V.I. 00820.

HELP WANTED MANAGEMENT

Staff Attorney. WGBH is seeking an attorney with two years relevant experience to work in its Legal Department whose responsibilities involve general communications and corporate work. Emphasis on copyright, trademark, FCC, and program rights. Working knowledge of commercial law and membership in Massachusetts Bar preferred. Salary range: \$16,000-\$18,000. Send cover letter and resume to WGBH, Personnel Dept. (A-89), 125 Western Ave., Boston, MA 02134. Deadline: June 15, 1981. An Equal Opportunity Employer.

General Manager: Major network affiliate in beautiful Southwest City. Looking for intelligent, bright executive who knows how to manage, recruit, and provide leadership within station and community. Station presently leads in all areas. Send letter and resume to Box F-92.

Local Sales Manager. Must have experience as Local Television Sales Manager and extensive retail background, with desire to relocate in So. Calif. at an aggressive TV Network affiliate. Send complete resume including past and present references and summary of current responsibilities. Box F-95.

Development Officer Corporate. We are currently seeking an individual who will be responsible for planning and executing a variety of fund raising endeavors. This includes, but not limited to: obtaining grants, fund drives, securing underwriting sources. You must have a minimum of five years business experience in the marketing area. Your communication and organizational ability must be excellent. Management and public television familiarity an important plus. This position reports to the Vice President/Development. If qualified send your resume and salary history to: Personnel Manager, WTVS, 7441 Second, Detroit, MI 48202. E.O.E.

HELP WANTED TECHNICAL

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 1/4'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.

Career engineering opportunities with South's leading commercial production facility. We are expanding and need experienced, quality-oriented maintenance engineers for state-of-the-art video equipment. Pleasant environment; small staff; excellent company benefits. Salary commensurate with experience. Send resume and salary history to: Oliver Peters, General Manager, Florida Production Center, 150 Riverside Avenue, Jacksonville, Florida 32202, 904-354-7000.

Maintenance Engineer—Opening for an engineer with a minimum of three years full time experience on studio and transmitter equipment. Must have first class license and want to live in southern Calif. E.O.E. Contact John Wilson, Chief Engineer, KEYT, Drawer "X" Santa Barbara, Cal. 93102.

Two openings—Chief and Assistant Chief—New UHF ch 24 Macon, GA. Excellent opportunity for aggressive capable leader. Must be experienced in UHF transmitters, inter city microwave, videotape and all studio equipment. EOE. Resume to: J.C. Grams, P.O. Box 340, Macon, GA 31297. Phone 404-820-1055.

Director of Engineering Operations—Responsible for all engineering, administrative and technical level duties necessary for maintenance and operation of public television station—operating a transmitter and 3 translators, PBS satellite equipment, color studio, remote unit, editing and EFP equipment. Development and maintenance of operating and capital budgets and supervision of engineering staff. Requires: College/Associate degree, 5 years of experience, 3 of which must have been in a supervisory/administrative position, first class FCC license required. Starting salary: \$22,910. Send resume only. WVPT, Port Republic Road, Harrisonburg, VA 22801. Equal Opportunity Employer.

Television engineer. Experienced with VHF transmitters and microwave. Needed for Mid West small market station. Contact Don Larsen at KOTA-TV. Telephone No. 605-342-2000.

TV Maintenance Engineer. Experience with Hitachi color cameras, JVC 3 1/4" equipment, TBC's, digital background. Audio/video systems design/planning desirable. Qualifications include experience in related areas; FCC first-class license desirable; immediate opening. Send letter of application starting salary requirements and resume to Personnel Department, Lakeland Community College, Mentor, OH 44060. EOE.

Television Transmitter Maintenance/Operator for top Southwest television station. Must have experience, First Phone and thorough knowledge of television transmitters. Top pay and good working conditions. Contact Bill Schock, KTUL-TV, Tulsa, OK at 918-446-3351. EOE/MF.

Television Maintenance Engineer for one of the Southwest's leading television stations. Must have experience, First Phone, and thorough knowledge of video and audio equipment. Contact Bill Schock, KTUL-TV, Tulsa, OK at 918-446-3351. EOE/MF.

Engineer. To work with latest State-Of-The-Art broadcast equipment in modern facility in the southeast. Responsible for master control switching. VTR set-up, record, edit, and play-back local and network programs. First Class FCC license required. Minimum of one year experience in TV broadcasting. Send resume and salary requirements to Box F-82. EOE.

TV-Engineering Technician. Must have first class FCC license with a minimum of three years experience in Master Control, Video Tape, and Telecine operations. Must have own transportation. Send all reply's to Chief Engineer, WSNL-TV, 3200 Expressway Drive South, Central Islip, NY 11722. An equal opportunity employer.

HELP WANTED NEWS

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.

Sports Reporter. Top 50 market right in the middle of the ACC seeking Sports Reporter with anchor potential. ENG and on-the-air experience required. EOE. Send tape and resume to Woody Durham, Sports Director, WPTF-TV, 410 S. Salisbury Street, Raleigh, N.C. 27602.

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 F-3. An equal opportunity employer. M/F.

Weathercaster: News/Community oriented Texas station in rapidly expanding market wants mature/personable person with meteorology background, degree preferred, TV experience required. Excellent salary, benefits and working conditions. EOE. Call News Director: 214-592-3871.

TV News Reporter. Position for an aggressive, creative reporter with a B.A. degree or comparable and 2 years TV reporting experience. Send resume and tape to: Billye Gavitt, KWTW, P.O. Box 14159, OKC, OK 73113. EOE/M/F.

Reporter. Growing News Department looking for experienced, aggressive individual. Some night and weekends required. Degree mandatory. Resumes to: Randy Parlett, Operations Manager, P.O. Box 247, St. Joseph, MO 64506. No phone calls. An Equal Opportunity Employer.

Investigative News Reporter. Minimum 2 years TV experience required. Resume and tape to Jack Mahoney, G.M., KGGM-TV, P.O. Box 1294, Albuquerque, NM 87103. E.O.E.

Producer who takes news seriously. If you've already paid your dues in the field and are ready for more responsibility, let's talk. Top newscast in sophisticated medium market. Send resume and a few words about your news philosophy to Box F-39. Equal Opportunity Employer.

News Director. KTTC-TV, Rochester, Minnesota, is now accepting applications for this position. We are looking for someone with good management skills, the ability to deal effectively with people, and sound journalistic experience. Send resume to Ed Hutchings, Vice President-General Manager, KTTC Television, Inc., 601 1st Ave. SW, Rochester, MN 55901. Equal Opportunity Employer.

Bureau Chief. If you have the initiative to generate plenty of hard stories & features too, and you are a polished anchor, you may be right for us. We've just established fully equipped bureaus, the only station in the market to serve the entire ADI. Interested? Send tape and resume to Jim Cairo, WNGE TV, Nashville, TN. EOE.

Late News Producer for large Midwestern market. Must have three years news production experience in commercial broadcast outlet. Looking for someone who can produce a well-paced, visually creative newscast, yet concerned with content. Video tape must accompany resume. Send to Larry Hatteberg, KAKE-TV, Box 10, Wichita, KS 67201. EOE.

News Photographer for general assignment work. Must have experience with TK-76 and be familiar with tape editing, live ENG. Competitive medium market station. Send resume to Box F-90.

Reporters. Need aggressive and self-motivated individuals with good organizational, writing, and creative skills. Television reporting background a plus. Equal opportunity employer. Send resume to: Box F-91.

Major market East Coast affiliate looking for weatherman or weatherwoman with knowledge and personality. Resumes, salary requirements to Box F-101.

Experienced Television Broadcast Journalist for top anchor position at Middle Atlantic States VHF Station. Excellent opportunity for street or weekend anchor reporter to move up. Salary \$22,000-\$25,000 to start plus company-paid hospitalization, pension and vacation benefits. Rush resume to Box F-103. An Equal Opportunity Employer.

Co-Anchor/Reporter for the six and eleven news. Weekdays. Journalism degree preferred, with one to two years experience. Station located in the southeast. Medium size market. EEO Station. Box F-66.

News Director. Aggressive, West Coast, Network affiliate TV station needs experienced manager to direct an expanded News Department. Need a proven leader with outstanding journalistic credentials. Complete ENG. Compensation commensurate with experience and ability. Submit resume, references, and salary history to Box F-69. EOE.

Reporter to join aggressive, top-rated News Department in competitive medium market. If you're committed to serious journalism; have one or two years in the field; and need more room to grow, please send resume to Box F-40. Equal Opportunity Employer.

Main anchor for early/late newscasts in medium market. Join number 1 team. EOE. Box F-57.

Weekend sports anchor/reporter. Top-rated medium market news team. EOE. Box F-58.

Weekend Anchor/Reporter. ... Top 50 market. Ideal applicant will have at least a year of Mon-Fri anchor experience and outstanding reporting skills. We can offer you top equipment to work with and excellent pay. Tapes and resumes to: News Director, WAVY-TV, 801 Wavy St., Portsmouth, VA 23704.

Weekend Anchor/Producer. We're still looking for a replacement for our old weekend anchor, who has been promoted. 2 years minimum commercial TV News anchor or reporting experience required. Tape and resume to: Robert Allen, News Director, KOTV, P.O. Box 6, Tulsa, OK 74101. Equal Opportunity Employer M/F.

News Photographer Needed. If you're creative, committed, and want to work for a No. 1 operation, we've got the job for you. We're a Top 60 Market net affiliate, all-ENG and live capable. Resumes and letter to Box E-196. An Equal Opportunity Employer.

Director—for newscasts. Experienced leader with news commitment. E.O.E. Send resumes to Ken Stevens, KOLO-TV, P.O. Box 10,000, Reno, NV 89510.

ENG Editor. Must be fast and sure-handed. Involves supervision of other people. Minimum one year experience. Send tape & resume to Jim Cairo, WNGE-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE.

Assignment Editor/State House Reporter. Group owned station seeks solid journalist to assume Assignment Editor Position and responsibilities as State House Reporter. Journalism degree and/or two years TV experience required. Send resume and tape to Bob Totten, News Director, KTSB-TV, Box 2700, Topeka, KS 66601, an equal opportunity employer.

Seeking Talented, Experienced person to serve as Co-Ancor for 6 p.m. and 10 p.m. television newscasts. Will also be involved with the writing and production of newscasts plus special news programming assignments such as documentaries, mini-series and special news stories. Must have degree in Broadcast Journalism, 5 years current commercial television news experience in reporting and, primarily anchoring as well as news production. Send complete resume and current VTR to News Director, WOIT-TV, Ames, IA 50011, no later than June 19, 1981. E.E.O./A.A.E.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

Senior Producer/Director to develop, produce and direct remote production in 43' fully equipped mobile production unit. Degree plus 5 year's remote experience including sports, public affairs, events and entertainment. Must be management-oriented to control major production crews, budgets, and see that deadlines are met. Must be able to deal effectively with a wide range of outside contacts. Knowledge of post-production is essential. Send resume and tape to: Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. Deadline: June 19, 1981. WYES is an equal opportunity employer.

Person w/air operations and commercial clearance background—thorough knowledge FCC rules & regs. 5 yrs. + experience — Sunbelt market. Box E-183.

Wanted: A Pro-Commercial Production Chief. Must have thorough knowledge of time code editing, (AE 600 system preferred). Will operate Chyron II, TR 600, VPR-2, NEC DME, DRC switcher, and handle 5 person crew. Must be disciplined and creative. Three years experience as director necessary. Salary based on experience and ability. Send resume to Mrs. Lee, KRIS-TV, P.O. Box 840, Corpus Christi, Tx. 78403.

TV Producer. Applicant must have experience supervising production of TV station's major news programs. This person will also work with news reporters on mini-documentaries and special reports, and handle a variety of production assignments. Applicant must have experience in working with hour news format. In our newsroom we look for strong writing ability. Prefer college degree and minimum of 3 years experience commercial television news. Letter and resume to Box F-9. An E.E.O. Employer. M/F.

Minority Affairs Producer—Produce Minority Affairs programs for KUSD-TV/AM/FM and the South Dakota Public Television Network. Requires a Bachelor's degree in Journalism, Communications or English with a journalism or grammar emphasis and three years experience in the mass media communications field or an acceptable equivalent combination of education and experience. Direct experience in the Native American community and on-air television and radio experience with extensive writing and editing skills and proven research abilities preferred. Knowledge of all facts of ENG, quad and cassette editing preferred. Salary base \$13,851. Application deadline: June 30, 1981. Reply: USD Personnel Department, University of South Dakota, Vermillion, SD 57069. An Equal Opportunity Employer.

Production Assistant, KFSM-TV5 Fort Smith, Ark. immediately needs creative go-getter for involvement with all aspects of production. Directing/Switching experience desired. Call Production Manager, 501—783-3131. EOE, M/F.

Program Host/Hostess: Experienced, creative person to host and produce daily talk show. Writing for ENG necessary. Send tape to: Program Manager, WVEC-TV, 110 Third St., Norfolk, VA 23510. Equal Opportunity Employer.

Television Production Manager. Master's degree in R-TV or closely allied discipline, with at least 5 years professional experience preferred. Must have expertise in all facets of television studio and ENG/EFP production. Position requires management of TV production center producing ITV and Public programming including supervision of program proposals, budgets, scheduling, student crews, and quality control. Deadline for applications: June 12, 1981. Date of Appointment: July 6, 1981. Salary minimum: \$20,000. Letter of application, transcripts, and at least 3 letters of reference should be sent to: Thomas O. Olson, Director, Television Services, 105 Music & Speech Center, Kent State University, Kent, Ohio 44242. Kent State University is an Equal Opportunity/Affirmative Action Employer.

Director Position Available. Production and directing experience required. Send resume no later than June 15, 1981, to Director of Personnel, WTRF-TV, 96-16th Street, Wheeling, WV 26003—EOE.

Production Manager. Northern California VHF, CBS affiliate. Must be creative, have ability to manage people and systems and have heavy experience in copy writing, directing, producing commercials and station promotion. Should be familiar with still, mini-cam, editing with quad and 3/4", and switching. Send resume to Box F-85.

Copywriter/Production Assistant. Should have knowledge of EFP procedures, including on location shooting, editing, etc. Strong copywriting skills required. On-air experience preferred. Contact D. Rolf Aanstad, Production Director, KQCD-TV, Box 1577, Dickinson, ND 58601.

Producer for CBS affiliate/market news leader with outstanding reputation. Excellent salary, fringe benefits and growth opportunity for person with minimum 2 years experience as Producer or Associate Producer. Extensive ENG/live experience and writing skills. This is not an opportunity for beginners. Position made available because of promotion from within current staff. All replies from qualified applicants treated in confidence and will be answered. Ideal position for producer who wants to work for a quality operation that recognizes excellence. E.O.E. Box F-43.

SW major market seeks ENG/EFP pro with news/documentary background to shoot, edit, supervise post on 30-60 minute documentaries. Creative latitude, competitive salary. Resume with salary requirements to Box F-50.

Producer/writer: Experience in both for at least two years. A medium size market station in the Southeast desires qualified candidate for the 6 and 11 news. Journalism degree preferred. EEO station. Box F-67.

Television Producer/Director with experience needed for fast-paced newscasts and variety of studio and remote productions including commercials. Candidate should be energetic, creative person with people skills. Ability to switch also necessary. E.O.E. Box F-70.

Technical Director/Director. Immediate opening for Production TD/Director with creative abilities and minimum three years experience capable of directing and switching live/taped TV programs and commercials; salary \$12-14,000 DOE; submit resume to Linda Imboden, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89110. Equal Opportunity/M/F.

TV Director for leading national children's public TV series and other projects. At least 5 years experience with switching, field production and editing. Salary negotiable. Start Sept. Send resume and tape. Family Communications, 4802 Fifth Avenue, Pittsburgh, PA 15213.

SITUATIONS WANTED MANAGEMENT

Management-troubleshooter! Turn-around Specialist! Consultant! Outside-Director! Outstanding credentials and record of achievements! Box F-44.

Small Market ND or FM: Do you have an opportunity for a Radio GM whose first love is journalism. 36, good journalist, dependable, hard working, good voice, appearance. No TV experience. Can we grow together? Willing to travel for interview. VCR Box F-47.

Management—Affiliate Television Program Director in top fifteen markets looking for position as General Manager or Program Director in a warmer climate with a shorter commute. Box F-80.

SITUATIONS WANTED TECHNICAL

Conscientious First Phone broadcast production engineer, striving perfectionist, Box 2391, Warminster, PA 18974.

Engineer with BSEE and PE registration seeks return to TV after six years in radio. Ass't. CE or audio/RF supervisory position desired. Box F-88.

SITUATIONS WANTED NEWS

Syracuse University grad seeking entry-level position on news desk. Have ENG camera and editing experience. Call 201—647-3396.

ENG Photographer/Editor dedicated, aggressive worker, 3 years exp., hard news, "PM" Magazine, Dennis Prewitt, 8721 Town Park no. 1283, Houston, Texas 77036, 713—749-1571. Resume/Tape.

Sports Director. Talented and proven professional seeks challenge of stable operation in major market. Available immediately. Creative, energetic, and personable. Impressive "involvement" packages. Tape shows versatility. Box F-33.

Bright, aggressive news/sports reporter with fresh, honest approach. 26, 5-yr exp. Seeks TV &/or Radio position. I get the story right the first time! Box F-84.

Weathercaster. Currently prime time, one year, in small number one Western market. Wants Gulf, Atlantic or Southern City. Any Market. Minimum Salary, \$18,200. My current boss is great, but I'd like to hear from you. Serious replies in strict confidence only. Box F-42.

Small Markets: Want quality and dominance? Experienced, knowledgeable journalist will develop both as news director. Television news management, Associated Press statehouse, newspaper news management background. Young, married, stable. Seek good living and working environment, preferably in Southeast, New England, Midwest. Box F-46, or 515—277-2595, nights.

Sports Anchor/Reporter: Experience in strong Midwest Sports Market.... Box F-51 or call Stan 216—545-0176.

Weatherman. Creative personality in Top 10 with AMS credentials. Entertaining presentation with credibility. 10 year pro. Box F-48.

Female with degree and good writing skills seeks first television reporting position. Newspaper and radio news experience. Videotape available. Will relocate. Box F-100.

Quality Journalist—Serious, Young, hardworking newswoman, excellent credentials, two years newsroom, anchor & interview experience in Los Angeles & New York, seeking TV street reporter position. Appealing, intelligent & credible on-camera presence. Tape available. Linda Carnes 212—581-9178 or 212—581-4381.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Energetic producer-writer with major market experience in Europe and California, looking for new challenges. Contact: C. Toscan, P.O. Box 1742, Oakland, Calif. 94604 or 415—834-4590.

Production Assistant—I do everything with video. Produce, direct, shoot, edit, switch, light. Degree and willing to relocate anywhere, immediately. Call Jim at 606—293-2719. Leave message.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Program Director with strong track record programming independent and affiliated station. Seeking position with TV station or group; STV or Satellite operation. Knowledgeable in program acquisition, research, sales promotions, public affairs, FCC, EEO etc. Berl Golub, 513-435-8683.

Producer/Director—Head of production for small station, I'm seeking continued producer/director challenges in commercial and local program production. Extensive experience in writing, editing, management. Award winner. Call 914-241-1640 or 914-666-5038 and leave message. Market size unimportant. I'm no drifter. I can produce. Will relocate anywhere.

ALLIED FIELDS

HELP WANTED SALES

Regional Rep—Now interviewing Qualified Professional Broadcasters and individuals in related fields, must have experience working with broadcasters. Position requires travel. Interested parties reply to Carl Reynolds, National Sales Manager, ID/Library Division, William B. Tanner Company 2714 Union Ave. Ext. Memphis, TN 38112.

Business oriented successful salesperson 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 TECHNICAL

Maintenance Engineer: Make your own hours, work at your own pace. All we require is that it be right the first time. You should be familiar with ENG/Studio cameras, one inch VTRs. We are a North East corporation with a reputation for high quality work. We offer flexible scheduling, excellent pay and benefits. We need a self-starting, top-quality engineer. Reply Box F-89.

Chief Engineer. MidAtlantic production house needs Chief Engineer for remote and studio operations. Design and management abilities will be important, as will hands on experience. This is a rapidly expanding company in need of an energetic Chief. Report directly to the president, good salary plus profit sharing and benefits. Box F-99.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Technical Director/Editor with experience in computerized editing and quad format needed by Midwestern production company. Excellent salary and benefits plus an exciting future make this position one that you really check out. Box F-49.

HELP WANTED INSTRUCTION

Broadcast Faculty member needed starting late August to teach radio, TV basics, production; other Journalism areas a plus; \$16,000 for nine-month appointment. Master's required. Great outdoors location. Write: William R. Lindley, Department of Journalism, Idaho State University, Pocatello ID 83209. AA/EEO.

Announcer/Broadcaster—"Entertainer"—We placed over 95% of our graduates last year. Instructor positions open if you are able to keep high interest level and relate the real world to your students, not the collegiate ivory tower disney world. You need at least 2 years experience in broadcasting ... no experience in teaching required. First Phone ... we also have an opportunity for you. American Academy, 833 Chestnut Street, Phila., PA 19107 215-922-0605.

Filmmaker in Residence. Telecommunications and Film, San Diego State U. Tenure track position, salary open. Start August 24, 1981. Terminal degree in cinema and university teach experience required. Teach advanced filmmaking courses and produce films concerning public policy questions. Must have extensive record of award winning professional dramatic and documentary films. Contact Dr. Hayes Anderson, Telecommunications and Film, San Diego, CA 92182 by July 24, 1981. SDSU is an Affirmative Action, Equal Opportunity, Title IX Employer and Does Not Discriminate Against Handicapped People.

Assistant Professor of Telecommunications to teach new writing, electronic news gathering, instructional radio-TV, film and television production and criticism. Full-time tenure tract position. Professional background in the industry desirable and doctorate or work toward doctorate preferred. Salary range: \$18,000-\$24,500 on a nine-month contract. Application Deadline: June 12, 1981. Apply directly to Dr. Charles H. Aurand, Dean, College of Creative Arts, Box 5755, Northern Arizona University, Flagstaff, AZ 86011. NAU is an EEO 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.

Used Microtime 2020. Call 202-638-6722.

Instant Cash for Broadcast Equipment: Urgently need UHF Transmitters, Microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

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.

Videotape Recorder. Sony 3/4" BVU-200 Broadcast Editing U-matic Videocassette Recorder. Includes separate time code track, frame-lock servo, and standard broadcast audio levels and impedance. An industry standard. \$8000 or best offer. Videotape Recorder. Sony 3/4" BVU-100 portable. Broadcast quality in this field companion to the BVU-200. Provides framing pulse, or time code with optional portable time code generator, CG-110. BVU-100, \$4000 or best offer. CG-110, factor option time code generator, \$1300 or best offer. Character Generator. 3M D-3016 Datavision. A complete self-standing multi-page titling facility with Helvetica and Video Gothic fonts. \$5000 or best offer. Contact: National Video Industries, Inc., 15 West 17 Street, New York, NY 10011. 212-691-1300.

10KW FM transmitters (Western Electric 506-B). Donate to non-profit organization or sell very reasonably. In working condition when removed from service. WJOI—Bud Aiello, 412-381-8100.

Used ENG Equipment: Sony DXC 1600 Cameras, 4 avail. \$1,200 ea., Sony RM-400 Editor \$800; Convergence ECS-1 Joystick Editor, \$2,500; Sony VO3800 3/4" VTR \$1,500; Sparta A15 Audio Console \$400. Call Bill Kitchen or Jim Herring, Quality Media Corporation. 404-324-1271.

New 5 KW Hi-Band VHF Transmitters: Never used, in factory crates. Standard electronics model No's AH653, TH652, TH613. Tuned to channel 10, can be tuned to any hi-band channel. \$30,000. Call 800-241-7878. Bill Kitchen or Jim Herring, Quality Media Corporation. (in GA call 404-324-1271).

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (3) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$146,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 404-324-1271.

Used Equipment Bargains: GE TT57 30 KW UHF Transmitter \$65,000; RCA TT-10 AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-22 Hi-Band VTR \$12,000; Ampex 1200B VTR, AFA Rebuild, Editor, \$16,000; IVC 500 Color Camera \$4,500, CBS 504B Time Base Corrector, \$5,000; CDL VSE-741 Switcher \$2,500. Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

Nova 2/10 32K Minicomputer formerly used with Bias system. Excellent condition—\$5,000.00. 803-242-4404.

SMC DP-1 automation system in A-1 condition. Includes 4 Otari reel to reels, 4 carousels, time announce, 4 single plays, remote control, English text Extel printer for logging. All stereo. Price \$19,500. Call Jim at 414-324-4441.

NTSC Chroma Keyer 7000. CBS Laboratories Composite Keyer like new—\$2,200. Tabb Consultants, 843 Holbrook, Simi Valley, CA 93065, 805-526-5638.

Film Chain with Two G.E. PE-245 Cameras, two Eastman 285 16MM projectors and G.E. PF-12 Multiplexer. Cameras have the latest Mods and new Preamps. \$28,000.00 which includes base plate. GVG 1600-3C Switcher, \$25,000.00, RCA BC-50 Audio Console \$4,000.00, CP-16 film camera with 20-120 lens \$9,500.00. Three Marconi MK VII studio cameras with 2000 foot cable and spares—make offer. Contact Jim Wright or Mike Dorman at KPLR-TV 314-367-7211.

(1) Harris BTH-35H, Channel 7, Power Output 35 KW, complete with notch Diplexer, Harmonic Filters, Power Supplies, Receiver Equalizer, Notch Diplexer Equalizer and Precision Frequency Control. Currently Operational. Contact: Jim Richards—ABC-New York 212-887-4906.

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.

Low Power Television.—Updated manual \$2,500. Printout of channels filed for thru freeze. \$15.00. LPTV Crash Course, Denver, July 25-26. Lo-Power Community Television Magazine, \$50 yearly. 7432 E. Diamond, Scottsdale, AZ 85257. Information 602-945-6746.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade. ... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, ILL 60610.

TV-FM frequency searches from \$200, applications, complete field engineering and emergency repair services. Larry D. Ellis, PE., Box 22835, Denver, CO 80222, 303-759-1327.

RADIO PROGRAMING

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 CLOS. 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.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo, P.O. Box 2311, Littleton, CO. 80160, 303-795-3288.

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.

San Francisco, FCC License, 6 weeks 6/22/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

BUSINESS OPPORTUNITY

Travel Magazine. Local affiliates being selected for expansion of leading U.S. travel magazine. Presently reaching 1,200,000 readers weekly in 60 regional editions. Excellent profitability and management training provided. Contact: Roger Thrailkill, TRAVELHOST Magazine, P.O. Box 31768, Dallas, TX 75231. 800-527-1782.

Partner for consulting business with 20 year radio pro. Sales, programming, administration, sales seminars. Also seeking investor partner in medium market station. Box F-63.

CONSULTANTS

Radio Jobs!!! Placement!!! "Anywhere in the USA" Guarantee; Write: NYMO Consultants, Box 852, Saco, Maine 04072.

MJO NEWS ASSOCIATES. For the best radio news your staff can produce. Box 11043, St. Louis, MO 63135. 314-522-6325.

RADIO

Help Wanted Programming, Production, Others

WMCA New York

Conversation Station
is looking for a

PROGRAM DIRECTOR

to join its
top management team
immediately.

If you have a track record in
information or telephone talk
programming

—or even if you don't—

but do have a lot of energy
and the will to win
let us hear from you.

R. Peter Straus
WMCA New York
(212) 586-5700

An Equal
Opportunity Employer

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

COMPTROLLER BUSINESS MANAGER TREASURER

Working financial officer needed to join our home office and supervise growing 7-station radio group with cable and other interests.

Liggett
Broadcast
Group

185 East Grand River Ave.
Williamston, Michigan 48895
(517) 349-2040—Mr. Santimore

Help Wanted Sales

SALES REPRESENTATIVE

Established list available at top rated adult/personality radio station in nine county San Francisco bay area:

KLOK Radio—50,000 watts
San Jose, California

Vacancy due to internal management promotion. Position available right now. Looking for strong sales-management potential representative for fast-growing California broadcasting group.

Call or send resume to: Judith Currier, General Sales Manager, KLOK Radio, PO Box 21248, San Jose, California, 95151, (408) 274-1170.

Davis-Weaver Broadcasting: KWIZ-AM/KWIZ-FM Santa Ana (Orange County), California; KARM-AM/KFIG-FM Fresno, California.

Help Wanted News

THIS MAJOR EAST COAST STATION

is expanding its news operation. We are looking for a "personality" anchor, a news editor with on-air experience and an evening news anchor. We are already known for our excellence in radio news and the best will get the jobs. Minimum of three years experience is essential. Send resume and salary requirements to: Box F-104. Equal Opportunity Employer.

Help Wanted News Continued

Broadcast Maintenance Engineer

Exceptional opportunity for a motivated individual with a First Class FCC license and a minimum of 5 years experience in major market. All News Radio Station in top 5 market seeking engineer with working knowledge of 50 kw AM transmitters, directional antennas, digital electronics and automation systems. Please send resume and salary requirements to: Box F-64. We are an equal opportunity employer. M/F.

News Broadcasting

Major All-News Broadcaster in Top 5 — Market seeking experienced Anchor/Reporters, News-Radio Editors, and Writers. If interested in this exceptional opportunity, please send resume and salary requirements to: Box F-56. We are an equal opportunity employer, M/F.

MISSOURI VALLEY PLAY BY PLAY

WJBC in Bloomington, Illinois, is looking for a sports director to do a good job of digging and reporting local sports, handling all Illinois State University football and basketball play by play, plus a large number of other events. This may be the best radio sports job in the nation, outside the major markets. It will take an exceptional person to fill it. No phone calls, please. But send a tape (football and basketball pbp, plus a sportscast) to Don Munson, WJBC, Box 8, Bloomington, Illinois 61701. An equal opportunity employer.

Situations Wanted Announcers

!Good Morning!

Dynamic AM Drive personality/program director looking for a place to settle. Major market on-air and programming success both AC and Country. All locales and market sizes considered. Available immediately. Call (817) 261-3769.

If I were a poet, my poem would be

Morning Radio

It only happens once a day/
The vulnerability that comes
with awakening/ The Radio/
Slits of music voices light/
Stirring the infant with rebirth/
Open sensitivity/
Another chance/ perhaps better/
A familiar voice coaxing smiles/
Touching a new wet you/ Rain
sun clothes cold warm coffee/
Silly smiles/ Another Chance.

(From a poem by D.C. Sutherland) I am not a poet. But I am an artist. Radio is my medium. I am the best. If your station is in the New York area, or a major market, write Box F-102.

Situations Wanted News

RADIO-TV P.B.P PROFESSIONAL

Seeking major college or pro-play by play in basketball, football, baseball. Communications college degree, 5 years P.B.P. experience, 25 years old. Excellent references, tapes available. Research well done before each broadcast. Call Collect 304-242-0522. George Kellas Jr.

Situations Wanted News Continued

MAJOR MARKET NEWS DIRECTOR

Wants to head west after stint in Washington. Excellent track record and references. Enjoys working with seasoned pros or molding beginners. Believes in demographic, conversational approach to news. 703-241-7507, evenings.

TELEVISION Help Wanted News

SPORTS DIRECTOR

Southeastern medium market seeks proven applicant strong in writing, EFP production, and air performance. Live in one of America's most beautiful cities and work with a prestigious group owner. If you're really good, let's talk. Reply to Box F-78.

An Equal Opportunity Employer

WEEKEND PRODUCER

WTSP-TV, the ABC affiliate in the nation's 13th largest market is looking for a weekend producer/weekday associate producer. A college degree is preferred, and a year or more experience as a writer/producer required. Send resume and recent tape to: George Faulder, ND, WTSP-TV, Box 10,000, St. Petersburg, Florida 33733. EOE.

WTVJ NEWS REPORTERS

Aggressive news operation seeks 2 Reporters. Minimum 3 years ENG experience, be adept on live shots, and have the ability to develop your own stories. Must have good on-air presentation. Positions available in Miami and Ft. Lauderdale bureau. Salary negotiable with a good fringe benefits package. Send resume (NO PHONE CALLS PLEASE) and tapes to:

Manager of Employment
WTVJ

316 North Miami Ave.
Miami, Florida 33128

an equal opportunity employer m/f

TOP 60 EASTERN AFFILIATE UPGRADING NEWS STAFF

18-24 months experience in commercial TV news required for:

- Aggressive nightside reporter with backup anchor ability.
- Sports anchor with live and field reporting required.
- Weekend news anchor and street reporter.
- News producer for 6 & 11 casts.
- News technical director familiar with advanced switcher & effects.

Please, no beginners. Resume and salary history with first letter to Box F-74. E.O.E. M/F.

Help Wanted News Continued

REPORTER

Major aggressive midwest television news dept. with the latest state-of-the-art equipment, including live helicopter, needs general assignment reporter. Candidates should have journalism degree plus at least 3 years television news experience. We are searching for someone to complement our AP and UPI Newscast of the Year. Please send resume to Box F-36. E.O.E./M/F.

NEWS ANCHOR

We have been looking for months, and have been unable to find the right person. Why? Because our standards are so high. We now offer the best, most comprehensive coverage in the market. We need the best anchor/reporter there is to match the rest of the product. If you are energetic, love news and are a proven winner, you may be ready for a Monday through Friday anchor position in one of the most beautiful and aggressive news markets in the country. Send tape & resume to Jim Cairo, WNGE TV 2, 441 Murfreesboro Road, Nashville, TN. 37210. EOE.

Help Wanted Programing, Production, Others Continued

UNIT MANAGER

B.S. or B.A. in Broadcasting or related field or five years production experience. Need person experienced in studio and remote lighting, set design and construction and camera operation. Must have ability to train and supervise crews. Beginning salary \$11,045. Send resume to Ed Wooten, WJWJ-TV, P.O. Drawer 1165, Beaufort, SC 29902. Equal Opportunity Employer.

PROGRAM MANAGER

Are You Ready For A Major Part In The Big Picture?

We think you may be if you got your start in videotape production, camera operation, editing and remote TV production, have good program/entertainment sensitivity and know who's who in Chicago entertainment.

The person we're seeking will work closely with our Group Programming Director to insure delivery, processing and airing of program tapes. Responsible for creating local filler material and establishing contacts with local entertainment sources with an eye toward future programming. You'll monitor on-air quality and viewer reaction and be a vital catalyst in programming changes.

If your 3 years experience has moved you into a management role, we'd like to hear from you. And you'll enjoy hearing about our excellent salary and benefits and the advantages of our suburban Chicago location. Let's start talking. Send resume and salary data to:

Box F-54

Equal Opportunity Employer M/F

Help Wanted Programing, Production, Others



DIRECTOR OF DESIGN

American Broadcasting Companies, Inc. has an excellent opportunity in Chicago for an individual with a minimum of 5 years art direction background. Additionally, position requires

experience in areas of animation, construction and design. Prefer candidates who are knowledgeable in management presentations of concepts and storyboards for future planning.

Position responsible for graphic design of all sets and visuals with staff supervision and budgetary responsibility.

Please forward resume with salary requirements, (no resume will be considered without salary requirements) to:

B.L. Peterson

American Broadcasting Companies, Inc.

233 N. Michigan Ave.

Chicago, IL 60601

Equal Opportunity Employer M/F

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

Graphic Designer

Major market network affiliate has an opening for a graphic designer. Applicants should have graphic design experience, good understanding of color theory, 2 and 3 dimensional design layout, typography and photography. Must have working knowledge in perspective drawing and some illustration. Must be able to prepare finished art for print and spec type.

College degree or equivalent experience preferred. Send resume to: Magda Mourad, Art Director, WDIV, 632 Lafayette Blvd., Detroit, MI 48231. An Equal Opportunity Employer.

Help Wanted Management

DIRECTOR OF INSTAL- LATIONS

Channel Your Experience
Into a Great Opportunity

If you have the technical expertise needed to handle issues arising from subscription TV installation, you can be part of the picture in America's fastest growing entertainment field.

We're seeking an individual who can effectively represent our firm in relationships and negotiations with suppliers and subcontractors. You'd supervise warehousing and subcontractor personnel through our installation supervisor to assure that work is done in the most efficient, cost-effective manner possible.

Your combination of managing ability plus TV transmission, reception and installation know-how can net you an excellent salary and benefits with a forward-looking company. Plus, our north-west suburban location provides ideal working conditions. For immediate consideration, send your resume with salary requirements in confidence to:

Box F-55

Equal Opportunity Employer M/F

Help Wanted Technical

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 FCC 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

Oldest Five Million Watt UHF Station

in Northern California needs a Chief Engineer. Must be experienced as Chief or Assistant. Send resume to KCSO, Post Office Box 3689, Modesto, California, 95352. For further details telephone (209) 527-3060. EOE.

Help Wanted Programing, Production, Others

PRODUCER/DIRECTOR

Must be completely at home with tape and film; remote (travel) and studio; some TD work. Hiring company is 6 years old with offices in Chicago and New York. National clientele ranges from retail to consumer products. Producer must have demo reel of at least 4 commercial clients. Salary Open. A true opportunity for right person. An equal opportunity employer. Send resume and demo to:

*Rick Simmons
Box 1084
Louisville, Kentucky 40201*

BROADCAST MAINTENANCE TECHNICIAN

Immediate opening for individual with experience repairing state of the art ENG equipment, including Sony 3/4 and 1 inch tape machine, RCA TK76, and Ikegami HL79, and Sony BVP300 cameras.

Qualified applicants send resume to:
Richard W. Roberts
Corporate Personnel Director
P.O. Box 1410
Tampa, Fla. 33601

WFLA-TV

An Equal Opportunity Employer M/F

Help Wanted Instruction

ASSISTANT/ASSOCIATE PROFESSOR OF BROADCASTING BAYLOR UNIVERSITY

Undergraduate instructor sought for rapidly growing progressive department to teach courses in radio/television.

Professional experience encouraged and graduate teaching experience helpful. Ph.D. Preferred.

Tenure Track Position; salary negotiable.

Send letter of application, resume and list of references by June 15th, 1981 to:

Dr. Maryjo Adams
Department of Radio/Television
Baylor University
Waco, Texas 76798

BAYLOR UNIVERSITY IS AN AFFIRMATIVE ACTION,
EQUAL OPPORTUNITY EMPLOYER.

ALLIED FIELDS

Help Wanted Technical

West Coast Broadcast Equipment

Manufacturer is seeking experienced management oriented engineer with proven supervisory skills. Must be able to evaluate RF linear circuitry and be familiar with FM transmitter and receiver design techniques as well as digital circuitry, hardware and software. Background should include commercial or cost factor experience. Replies held in strict confidence. Reply to Box F-29.

Employment Services

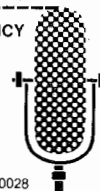
CREATIVE BROADCAST SERVICES AGENCY

"Media Placement Professionals"

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- Technical
- Management
- Talent

(213) 467-8151
100% FREE
TO APPLICANTS

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



Employment Opportunities Continued

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**
6215 Don Gaspar
Las Vegas Nevada 89108

Radio Programing



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY

Program Distributors

410 South Main
Jonesboro, Arkansas 72401
Phone: 501-972-5884

PAUL FREES

"The Most Dramatic
Voice in Radio"



Charles H. Stern Agency, Inc.
9220 Sunset Boulevard, Los Angeles,
California 90069. Telephone: 273-6890

Miscellaneous



SOUND EFFECTS

40 ALBUMS \$7.⁹⁸ EACH

WRITE FOR FREE CATALOGUE
P.O. BOX 1441,
BELLINGHAM, WASH. 98225



Consultants

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Public Notice

Public Notice Applications For Cable Television License Dedham, Massachusetts

The Town of Dedham, Massachusetts, will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commissions. Applications may be filed at the address below until 5:00 p.m. on September 1, 1981. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100.00 non-refundable filing fee, payable to the Town of Dedham. Fifteen (15) copies of the application should be filed. A copy of the application shall also be filed with the Massachusetts CATV Commission.

All applications received will be available for public inspection in the Town Clerk's Office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed. Dedham Board of Selectmen, Town Office Building, Bryant Street, Dedham, Massachusetts 02026.

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- Educational station sacrificed in Wichita. \$170,000.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Educational station sacrificed in Wichita. \$170,000.
- 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.

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S	Medium	AM/FM	\$1600K

CONTACT

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29%	Jim Mackin	(312) 323-1545
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To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

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Profitable small market daytime AM, with excellent community image, located in heart of prolific agricultural area. Opportunity for skilled owner-operator or ambitious person ready to move up to own station! Total price of \$300,000, including valuable real estate, is less than 6 times cash flow. Terms. SOUTH-WESTERN MEDIA ASSOCIATES, Box 6130, Lubbock, Texas 79413. (806) 797-1221.

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Box F-22

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AL	FM	475K	Small
ND	Daytime AM	300K	Small
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BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00.)

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Books for Broadcasters

T418 HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$29.95**

T464 HOW TO MAKE NEWS AND INFLUENCE PEOPLE by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

T469 ALL-NEWS RADIO by Phillip O. Keirstead. A valuable guide for those involved in any phase of the operation of an all-news radio station. This fact-filled book covers promotion, mini-documentaries, interviews, formats, features, syndicators, national and regional networks, advertising sales and much more. There's also a section on the history of the concept of all-news radio; where it stands now and where it's going. A noteworthy addition to broadcast journalism literature and a priceless guide for any all-news station. 210 pages, 40 illus. **\$16.95**

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Media



Kearl

Wayne Kearl, president, broadcasting-entertainment, Harte-Hanks Communications, San Antonio, Tex., since company's television and radio operations were combined under single corporate officer in 1979, named chairman, broadcasting-entertainment. **William Moll**, president of Harte-



Moll



Anderson

Hanks's Television Group, succeeds Kearl with new title of chairman of Television Group. **George Anderson**, president-general manager, Harte-Hanks's KENS-TV San Antonio, assumes additional post as Moll's successor.

John McCrory, president, Times Mirror Broadcasting, New York, elected VP of parent, Times Mirror Co., Los Angeles. **Alan Ross**, with Times Mirror, elected assistant treasurer.

Ed Dolan, VP-general manager of General Electric Broadcasting's WJIB(FM) Boston, named manager of special projects for GE Broadcasting, based in Schenectady, N.Y. **Charles Pickering**, sales manager, WJIB, named acting general manager.

James Tandy, VP-general manager, WLCY(AM) St. Petersburg, Fla., joins KFJZ(AM)-KEGL(FM) Fort Worth as general manager.

John Major, director of research and marketing, WFMT(FM) Chicago, joins KCMA(FM) Owasso, Okla., as president-general manager.

Joseph Nuckols, station manager, WDCG(FM) Durham, N.C., joins WNIJ(FM) Riviera Beach, Fla., as VP-general manager.

Dave Smith, general sales manager, KRRX(AM)-KSJO(FM) San Jose, Calif., joins KARM(AM)-KFIG(FM) Fresno, Calif., as station manager.

Dave Armstrong, account executive, KLOK(AM) San Jose, Calif., named station manager of co-owned KWIZ-AM-FM Santa Ana, Calif.

Jeffrey Friedman, producer-director and production manager, WWHT(TV) Newark, N.J., joins New Jersey Public Television as station manager, responsible for NJPTV's Newark studio and offices.

Fred Gold, director of research, Association of Independent TV Stations, New York, joins WOR-TV and parent RKO General Television there as director of research.

John Danahy, VP, Warner Amex Cable Communications, Cincinnati, named VP-government affairs. **Robert Towe**, VP, Warner Amex Cable, Cincinnati, named VP-general manager.

Larry Howe, VP-cable programing, American Television & Communications Corp., Denver, named VP-corporate development. **Robert Rast**, manager of new products development, RCA, Indianapolis, joins ATC as VP-research and development.

James Grillo, marketing director, American Television & Communications Corp., Rochester, N.Y., joins Continental Cablevision, Boston, as marketing manager-sales development.

Terrell Mayton, assistant general manager, WSJP(AM) Murray, Ky., joins American Television and Communications Corp. there as regional marketing manager for Piedmont area.

Advertising



Fine



Mason

Jeffrey Fine, VP-deputy general manager of New York office of Foote, Cone & Belding Advertising, named executive VP and general manager of that office, replacing Abbott Jones, who has been named president of FCB Advertising (BROADCASTING, May 25). **Bruce Mason**, senior VP-director of account management, FC&B, Chicago, named executive VP-general manager of that office, replacing Norman Brown, who has been named president of Foote, Cone & Belding Communications, parent company (BROADCASTING, May 25).

Bert Huebner, creative group head, and **Emily Mansfield**, copywriter, Kenyon & Eckhardt, New York, named VP's.

Karen Wagenknecht, account supervisor, and **Donald Dempsey**, account director, Needham, Harper & Steers, Chicago, named VP's. **James Higgins**, from Grey Advertising, New York, and **Burt Savitsky**, account executive, Ted Bates & Co., New York, join NH&S there as account executives.

John O'Malley, director of advertising and promotion, Massachusetts Lottery Commission, Boston, joins Arnold & Co. there as VP-account supervisor. **Barbara Gevas**, senior producer, CENTEL/Century Three Films, Boston, joins Arnold & Co., as broadcast producer.

Richard Mantz, associate creative director, Barkley & Evergreen, Kansas City, Kan., named VP-creative director.

Appointments, D'Arcy-MacManus & Masius, St. Louis: **Richard Meyer**, media research

analyst, from General Mills, Minneapolis, to manager of DM&M's sports sponsorship buying group for its Anheuser-Busch account; **Deborah Daugherty**, media director, from Katz & Associates, St. Louis, and **Deborah Bozza**, advertising manager, from CPI Corp., St. Louis photographic industry, to media buyers; **David Gulick**, account executive, from Gardner Advertising, St. Louis, to same post, and **Thomas Gow**, art director-creative supervisor, from Rumrill-Hoyt, Rochester, N.Y., to art director.

Cindy Putnam, production manager, CBS-TV, Los Angeles, joins W. B. Doner & Co./Southwest, Houston, as associate producer.

Susan Lipman, broadcast supervisor, Marschalk Co., New York, named director of spot broadcast. **Marjorie Massarsky**, media buyer, Marschalk, succeeds Lipman. **Debra McCann**, media buyer, Marschalk, named broadcast operations manager.

Gary Emmers, project manager, Gardner Advertising, St. Louis, joins Kenrick Advertising there as media director.

Lisa Cole, from D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., joins Tatham-Laird & Kudner, Chicago, as media planner.

Robert Wilson, VP-creative director, Brewer Associates, Dearborn, Mich., joins Simons Michelson Zieve Advertising, Troy, Mich., as executive art director.



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Richard Molay, head of own communications consulting firm, Huntsville, Ala., joins Enselin & Hall Advertising, Tampa, Fla., as VP-associate creative director.

Loring Grove, art director, Elkmann Advertising, Bala-Cynwyd, Pa., joins Abramson/Himelfarb, Washington, in same capacity.

Mark Woolsey, research director-media buyer, Stockton-West Burkhart, Cincinnati, joins Sive Associates there as account executive.

Keith Ritter, assistant director of marketing, ABC Television Spot Sales, New York, named director of marketing.

Mike Rix, Chicago sales manager, TeleRep's jaguar sales team, named sales manager for its New York lions sales team. **Dave Hills**, account executive, TeleRep, New York, succeeds Rix.

Dianne Carstens, account executive for Bernard Howard & Co., Chicago, named sales manager for company's San Francisco regional office.

Jack Devine, group team manager, TeleRep, Los Angeles, joins Petry Television there as account executive.

John Wettersen, with Blair Television's sales training program, Chicago, and **Kathy Zimmerman**, sales assistant, Blair Television, Detroit, named account executives, remaining at same location.

Scott Packard, spot sales manager, WKSS(FM) Hartford, Conn., joins Torbert Radio, Chicago, as account executive.

Terry Woods, broadcast buyer, D'Arcy-MacManus & Masius, Los Angeles, and **Barry**

Gorfine, manager, H/R Stone, Los Angeles, join Major Market Radio Sales there as account executives.



Hendler

Hilary Hendler, VP, NBC Spot Sales, New York, named director of sales for WNBC-TV there.

Tom Roe, from KLOS(FM) Los Angeles, joins KHTZ(FM) there as general sales manager.

Paul Cassidy, general manager-general sales manager, KWST(FM) Los Angeles, joins KOLD-TV Tucson, Ariz., as manager of sales.

Howard Harlow, from WAOK(AM) Atlanta, joins WIGO(AM) there as sales manager.



Netter

Carol Quereau Netter, local-retail sales manager, WCAU-TV Philadelphia, named general sales manager.

W. Allen Murphy, local sales manager, WCAU(AM) Philadelphia, succeeds Netter.

Appointments, KICU-TV San Jose, Calif.: **Brent Scheiner**, account executive, from KRON-TV San Francisco, to sales manager; **Alan**

Frischner, account executive, from KPX(FM) San Francisco, to regional sales manager; **Bruce Gossett**, account executive, from KXRX(AM) San Jose, to same post, and **John Fitzpatrick**, general sales manager, from KCBS-FM San Francisco, to account executive.

Terry Brown, general sales manager, WHEC-TV Rochester, N.Y., joins KPLR-TV St. Louis as sales manager.

John Toomey, sales manager, WWJ-AM-FM Detroit, joins WDRQ(FM) there as general sales manager.

Ron Jaco, president, R.J. Media, Seattle media buying service, joins KVI(AM) there as general sales manager.

Paul Coates, sales manager, KFIN(FM) Jonesboro, Ark., joins KOTN(AM)-KFXE(FM) Pine Bluff, Ark., as general sales manager.

Bill Mitchell, Jr., production coordinator, Motivation Media, Glenview, Ill., production company, joins WEFM(FM) Chicago as marketing consultant.

Kathy Saunders, account executive, KCMO-TV Kansas City, Mo., joins WPGH-TV Pittsburgh as national sales manager.

Candy Campbell, account executive, WTVH(TV) Syracuse, N.Y., named local sales manager.

David Kennedy, account executive, WHEC-TV Rochester, N.Y., named local sales manager. **Gil Hoban**, account executive, WUHF(TV) Rochester, joins WHEC-TV in same capacity.

John McFarlane, account executive, WDEF-AM-FM Chattanooga, named local sales manager.

Pete Dougherty, from WDBO-TV Orlando, Fla., joins WNAC-TV Boston as account executive.

Andrea Roberts, account executive, WNEW(AM) New York, joins WINS(AM) there in same capacity.

Douglas Lawrence, with sales department, WLS-TV Chicago, named account executive.

J. S. Rashid, account executive, WBMX(FM) Chicago, joins WMET(FM) there in same capacity.

Karen Stallard, from WBEE(AM) Chicago, joins WLAK(FM) there as account executive.

Bonnie Lampkin, sales assistant, WRC-TV Washington, named account executive.

Weyman Slaten, from noncommercial KOKH-TV Oklahoma City, Okla., joins KGMC(TV) there as sales representative.

Mary Shohfi, from Katz Agency, Los Angeles, joins KSBY-TV San Luis Obispo, Calif., as account executive.

Thomas Van Benschoten, account executive, WGAN(AM) Portland, Me., named to same post at co-owned WGAN-TV there.

Programing

James Marrinan, director of international sales administration, Viacom Enterprises, New York, named VP, international marketing. **Bill Theis**, with Viacom Enterprises, named director of operations.

Michael Zucker, advertising director for television and feature films, Lorimar, Los Angeles, named VP of special projects.

Arthur Annecharico, president, Cinemaworld Productions, Los Angeles, joins Metromedia Producers there as VP-programing.

Jay Isabella, director of research, TeleRep's lions sales team, New York, named VP-director of programing.

Gene Linder, director of programing and production, American Television & Communications Corp., Denver, named executive director of programing. **Wayne Knight**, director of programing for ATC's Jacksonville, Fla., system, named manager of community program operations, based in Denver.

Earl Spencer III, director of marketing-merchandising, Avon Products, New York, joins Rainbow Programing Services, Denver, as VP of marketing. **Katie McEnroe**, Southeast regional affiliate manager, Rainbow, named regional sales manager for new Central region, based in Chicago. **Cathy Hetzel**, marketing manager for Rogers Cable Systems, in La Mirada and Rossmore, both California, joins Rainbow as affiliate manager for Western region, based in Denver.

Eugene Bormann, director of network market development and sales, Western Union, Upper Saddle River, N.J., joins Group W Production's Television Syndication Center, as general sales manager, based in New York.

Robert Ardery, former general manager, KKBG(FM) Hilo, Hawaii, joins Drake-Chenault Enterprises, Los Angeles, as VP-sales.

Wilmont Losee Jr., account executive, Petry Television, New York, joins Gold Key Entertainment there as Northeast sales representative. **Tim Overmyer**, account executive, Marvin Kempner, TV syndication firm, based in Pomona Park, Fla., joins Gold Key Entertainment as Midwest sales representative, based in New York.

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Research & Development
Jerry Regan (918) 661-8727



BARTLESVILLE, OKLAHOMA 74004

Mike Nickerson, from Comcast Cable TV, Paducah, Ky., joins Entertainment and Sports Programming Network, as affiliate marketing representative for ESPN's Southeastern region, based in Atlanta. **Andrew Starr**, from Canon Corp., New York, joins ESPN as affiliate marketing representative at its corporate headquarters in Bristol, Conn. **Tom Odjakjian**, assistant commissioner, Eastern College Athletic Conference, Centerville, Mass., joins ESPN, Bristol, as manager of program scheduling.

Marc Sterling, producer, DeCoursey & Associates, Seattle production company, joins Telema-tion Productions audio-visual production firm there, as television director.

John Loy, film editor and cinematographer, Scene Three, Nashville production company, named film production supervisor.

Vashti McKenzie, air personality-program director, WYCB(AM) Washington, joins WAYE(AM) Baltimore, in same capacity.

Howard Corday, program director, WNBX(FM) Keene, N.H., assumes additional duties as program director at co-owned WKNE(AM) there.

Dwyane Allan Helt, head of own research and advertising firm, Tulsa, Okla., joins KTFX(FM) there as program director. **Lee West**, with KTFX, named production director.

Mike Lombardi, field producer, *Louisville Tonight*, WHAS-TV Louisville, Ky., named show producer.

James Piston, producer-director, WJHL-TV Johnson City, Tenn., joins WTVQ-TV Lexington, Ky., in same capacity.

Ross Holland, acting music director, KMJQ(FM) Houston, named music director.

News and Public Affairs

Clifford Abromats, news director of NBC-owned WKYC-TV Cleveland, joins WABC-TV New York as news director, succeeding **Jim Topping**, who has resigned, effective June 19.

Michael Casserly, news director, KPRC-TV Houston, joins KJRH(TV) Tulsa, Okla., in same capacity.

Bill Peirce, reporter, KEYT(TV) Santa Barbara, Calif., named news director.

Charley Steiner, sports editor and sportscaster, RKO Radio Network, New York, named to new post of manager of sports.

Mark Thomas, with KODE-TV Joplin, Mo., named sports director.

Dan Livingston, with KMTV(TV) Omaha, named director of news operations. **Roseann Shannon**, reporter, KMTV, named assignment manager. **Gary Williams**, reporter, KMTV, named senior reporter.

Larry Register, reporter-producer, WHNT-TV Huntsville, Ala., joins WTSP-TV St. Petersburg, Fla., as weekend assignment editor-producer.

Mark Belling, news director, WSJM(AM)-WIRX(FM) St. Joseph, Mich., joins WMAV(AM) Springfield, Ill., as director of news and public affairs.

Gloria Gibson, anchor-reporter, WCVB-TV Boston, joins WTTG(TV) Washington as co-anchor.

Steve Buckhantz, sports anchor, WTVF(TV)

Nashville, joins WSB(TV) Atlanta as weekend sports anchor-reporter.

Morris Jones, news co-anchor, producer and host, KOA-TV Denver, joins WTLV(TV) Jacksonville, Fla., as weeknight anchor-managing editor.

Dave Baird, air personality, WTBC(AM) Tuscaloosa, Ala., joins WCFT-TV there as news anchor.

Kevin MacDowell, weekend anchor, WSTM-TV Syracuse, N.Y., joins WGR-TV Buffalo, N.Y., as weekend anchor-reporter. **Sandy Kozel**, reporter, co-owned WGR(AM) Syracuse, assumes additional duties as reporter for WGR-TV.

Steve Highsmith, news director and morning anchor, WDCY(AM) Minneapolis, joins WCAU(AM) Philadelphia, as morning news anchor.

Bob Losure, weekend news anchor, KOTV(TV) Tulsa, Okla., named co-anchor for weeknight newscasts.

John Repetz, sports-news reporter, WIOO(AM) Carlisle, Pa., joins WHTM-TV Harrisburg, Pa., as weekend sports anchor-news reporter.

Wendy Wetzel, reporter, noncommercial KOCE(TV) Huntington Beach, Calif., named anchor.

Jo McKee, assistant news director, WCMS-AM-FM Norfolk, Va., joins WHBF-AM-FM Rock Island, Ill., as anchor-reporter.

Debby Johnson, anchor-reporter, KOA-TV Tucson, Ariz., joins KTRK-TV Houston as reporter.

Joyce Kulhawik, with WBZ-TV Boston, named arts and entertainment reporter.

Melvin Taylor, general assignment reporter, WCKT(TV) Miami, joins WPLG(TV) there in same capacity.

Bonnie Baker, reporter-talk show host, WISN-TV Milwaukee, joins WDTN(TV) Dayton, Ohio, as reporter.

Steve Ohnesorge, reporter-assignment editor, CBS News, New York, joins WBTV(TV) Charlotte, N.C., as western bureau reporter, based in Morganton, N.C. **Lu Ann Cahn**, reporter, WTVG(TV) Chattanooga, joins WBTV in same capacity.

Thomas Wolf, director of cultural affairs for ABC News, New York, resigns after 18 years with ABC. Wolf plans to start his own consulting firm, Wolf Communications Inc., in Gaithersburg, Md.

Elected officers, Maryland-Delaware-D.C. UPI Broadcasters Association: **Bob Shilling**, WCBM(AM) Baltimore, president; **Sally Hawkins**, WILM(AM) Wilmington, Del., VP, and **Craig Windham**, WASH(FM) Washington, secretary.

Robert Coker, KWKA(AM)-KTQM(FM) Clovis, and **Monty Salisbury**, KOAT-TV Albuquerque, elected president and VP, respectively, of New Mexico Associated Press Broadcasters.

Les Smith, WVCB(AM) Coral Gables, and **Emmett Rozier**, WDAT(AM) Daytona Beach, elected president and executive VP, respectively, of Florida Associated Press Broadcasters.

Kevin Lynch, news director, KEBC(FM) Oklahoma City, and **James Baum**, with KOTV(TV) Tulsa, elected president and president-elect, respectively, of Oklahoma AP Broadcasters.

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JEFF L. WALD, Executive Director



To the future. Some 120 friends from all fields of music and from broadcasting and the printed press gathered at the St. Regis hotel in New York May 27 for a luncheon honoring Russell Sanjek on his retirement as public relations vice president of Broadcast Music Inc. Sanjek, BMI's oldest employee in terms of service, was the second person on the premises when the music-licensing organization opened in 1939, and over the years he gained the reputation of "conscience of BMI." Guests at the luncheon included many well-known names, among them Mitch Miller, Gerald Marx, Jerry Wexler, Lehman Engel, John Lewis, Norman Dello Joio, Otto Luening, Leonard Feist and William Schuman. Key executives of BMI's competitors, the American Society of Composers, Authors and Publishers and SESAC Inc., were also on hand. In photo above are (l to r) Vincent T. Wasilewski, president of the National Association of Broadcasters; W.F. (Jim) Myers, SESAC vice president, performance licensing; Sanjek; Edward M. Cramer, president of BMI, and Hal David, president of ASCAP. Sanjek will be a visiting professor and senior research fellow at the Institute for Studies in American Music at Brooklyn College (N.Y.), conducting a seminar on the history of popular music in America—which is also the subject of a multivolume work he is writing for Oxford University Press ("Closed Circuit," April 6).

Technology

Lewis Wetzel, senior VP of engineer, National Association of Broadcasters, Washington, since last September, resigns to join Singer Broadcast Products, Cherry Hill, N.J., as VP-marketing. Wetzel's successor has not been chosen.

John Swanson, VP-engineering, Buford Television, Tyler, Tex., joins Cox Broadcasting Corp., Atlanta, as director of engineering for broadcast division.

Gene Swanzy, VP for pay-television initiatives, PBS, Washington, joins Mutual Broadcasting System there as VP-broadcast services, responsible for Mutual's technical operations.

David Beddow, VP-television operations and technical services, Group W Television Group, New York, named senior VP of operations, Group W Satellite Communications there.

Charles Perry III, VP of broadcast operations and engineering, Group W, succeeds Beddow.

Donald Phillips, assistant VP-construction, Warner Amex Cable Communications, Cincinnati, named VP-construction.

George Stamatis, Eastern regional sales manager for California Microwave's telecommunications products, New York, named national sales manager.

Byron Fincher, sales representative for RCA Broadcast Sales, Alabama region, based in Cropwell, Ala., joins Broadcast Systems, Austin, Tex., as Southern regional sales manager, based in Cropwell.

Charles Chepak, manufacturing supervisor, Gear Corp., King of Prussia, Pa., joins Peirce-Phelps video systems division, Philadelphia, as general operations manager. Division is video systems contractor and equipment supplier.

Leonard Ecker, technical services manager, Jerrold, Hatboro, Pa., named technical sales

support manager.

Almis Kuolas, engineering manager, Rogers Cablesystems, Toronto, joins American Cablesystems, as project engineer for its proposed Quincy, Mass., system.

Rick Russ, system engineer, MetroVision's LaPlace, La., cable system, named manager of MetroVision's Portage, Ind., system, responsible for construction supervision.

Brian Lay, chief engineer, noncommercial WGBY-TV Springfield, Mass., joins WNCN-TV Boston as engineering supervisor.

Promotion and PR



Tate



Hynes

Dan Tate, deputy assistant to former President Carter for congressional liaison, joins NBC in Washington, as VP, communications development, responsible for representation of NBC with Congress and other government offices.

Robert Hynes Jr., director of government relations, NBC, Washington, named VP of legislative liaison there.

Tim Miller, director of advertising and promotion, WISH-TV Indianapolis, joins WABC-TV New York as assistant director of creative services.

Phil Michael, assistant promotion manager, WISH-TV, succeeds Miller.

Nancy Moore, promotion assistant, KTAR(AM)-KBBC(FM) Phoenix, named promotion director.

Allied Fields

T. A. Clemens, marketing manager of scanning services, A. C. Nielsen, Northbrook, Ill., named VP. **J. A. Taylor**, account manager, A.C. Nielsen, Atlanta, named VP-account manager of Marketing Research Group. **T.L. Spencer**, VP with Nielsen Clearing House Division, Cherry Hill, N.J., named planning and development director, for Clearing House research and development staff in Clinton, Iowa.

Elected as first board of directors, Cabletelevision Advertising Bureau, New York: **Robert Alter**, president, Cabletelevision Advertising Bureau; **Edward A. Bennett**, Viacom; **Jack Clifford**, Colony Communications; **Richard Cox**, CBS Cable; **Arthur Dwyer**, Cox Cable; **Andrew Goldman**, Teleprompter; **Jack Yearwood**, Gill Cable; **Larry Howe**, American Television & Communications; **Robert Johnson**, Black Entertainment Television; **Kay Koplovitz**, USA Network; **Kenneth Lahey**, Muskegon Cable Television; **Gregory Liptak**, Times-Mirror Cable; **Graham Moore**, Telecommunications Inc.; **William Ryan**, Palmer Communications; **Chester Simmons**, Entertainment and Sports Programming Network (ESPN); **Edward Taylor**, Satellite Programming Network; **David VanValkenberg**, United Cable; **Rupert Walters**, Warner-Amex Cable; **Carl Weinstein**, Eastman CableRep; **Beryl Wolk**, TVSM/Goodway, and **Robert Wussler**, Cable News Network. To insure smooth transition, half of board members will serve for one year; other half for two years, and thereafter all will serve for two years.

Robert Buenzle, partner in communications law firm of Smith & Pepper, Washington, leaves to start his own practice there.

David Burrill, client service representative, Arbitron Northwest Radio Station Sales, San Francisco, named account executive.

Deaths



Eaton

Richard Eaton, 82, president and owner of United Broadcasting, Bethesda, Md.-based group owner of five AM's, four FM's and two TV's, died of cancer at his home in Bethesda June 1. Eaton was pioneer in black programming in radio (at WOOK[AM] Washington, which went on air in 1947). His death came

within days after Montgomery County judge had appointed local bank as "temporary guardian" of United upon finding that Eaton appeared incapable of managing his affairs. United has been in and out of trouble with FCC over many years, losing two AM licenses, WFAB Miami and WOOK (now WYCB), for FCC violations. Its other Washington station, WOOK(FM), has been designated for comparative renewal hearing. He is survived by his wife, Elsa, their four daughters, and four daughters and two sons by previous marriage.

E. Harper Cummings, 89, co-founder and former secretary-treasurer of William Esty Co., New York, died of heart attack at Scarsdale (N.Y.) Golf Club June 2. He formed agency with William Esty in 1932. He is survived by his wife, Martha, and daughter.

Compton's Bruce Cox: equally at home in both the show and business of TV

As senior vice president and director of broadcast programming for Compton Advertising, Bruce B. Cox spends about half his time hobnobbing with writers and producers in New York and Hollywood and the other half in close liaison with clients and networks.

"Television is show business, of course," Cox observes, "but remember that half of show business is business. I enjoy every minute of it—both the show and the business."

Cox feels particularly fortunate that Compton is a pioneer in broadcast production, dating back to 1937 with daytime radio. It continued this tradition in television and now produces 12 1/2 hours of daytime programming for its principal client, Procter & Gamble, all on CBS-TV.

Cox stresses that its production involvement does not stop with *Search For Tomorrow*, *As The World Turns* and *Guiding Light*. During this past season, under Compton's aegis, were four prime-time network specials—1975 *Fashion Awards* (ABC-TV), *Peter and Paul* mini-series (CBS-TV), *A Love Letter to Jack Benny* (CBS-TV) and *The Patricia Neal Story* (CBS-TV).

He estimates he spends one week a month in Hollywood and the rest of his time at his Madison Avenue base in New York. He describes his job as embracing the evaluation, negotiation and supervision of clients' network programming, supervising the production of the three daytime serials and the development of network specials and series and syndicated barter programming.

"Right now," he confides, "we have 10 specials in development, including one focusing on the legendary James Cagney."

Cox oversees a program department of 14 specialists in addition to a production staff of 35 for the three daytime series. He emphasizes that the daytime personnel are Compton employees exclusively.

Cox, 49, has spent 32 years in broadcasting (30 in television). He says he knew from the time he was 12 that he would someday become involved with broadcasting. In those days that meant radio. Since that medium was heavily involved in music, he embarked on a learning regimen that included mastering 14 instruments.

While attending college, he worked for WTTs(AM) Bloomington, Ind., as an announcer and producer from 1949 to 1951 and for WTTV(TV) Bloomington as a producer on a wide range of programming, including live comedy, drama and talk, from 1952 to 1954.



Bruce Baldwin Cox, senior VP and director of broadcast programming, Compton Advertising, New York; b. Sept. 5, 1931, Amboy, Ind.; BS, radio-TV, Indiana University, 1953; MS, business administration, Indiana University, 1954; announcer, producer, director, WTTs(AM) Bloomington, Ind., 1949-51; director, producer, senior producer, production manager, WTTV(TV) Bloomington, 1952-54; producer-director, WLWT(TV) Cincinnati, 1954-57; station manager, WLWI(TV) Indianapolis, 1957-65; program director, WLOS-TV Asheville, N.C., 1965; with Compton Advertising broadcast department since 1965 as producer, production manager until 1973; VP, 1973-77; senior VP since 1977; m. Judith Brown, 1953; children—Christopher, 24; Jennifer, 20; Wendy, 18.

Cox sharpened his programming and administrative skills during an 11-year tenure with Crosley (later Avco) Broadcasting from 1954 to 1965. He served Crosley both at WLWT(TV) Cincinnati and WLWI(TV) Indianapolis. At WLWI he was station manager from 1957 to 1965.

In 1965, an offer came from "out of the blue" to join Compton's radio-TV programming department in New York. He's been there ever since, rising from producer to vice president and to senior vice president in 1977.

Cox spends considerable time watching television for professional reasons, but for personal viewing, he enjoys drama, music-variety and "event" programs. His professional viewing must be geared to ascertaining the right show for a particular client. "But we must always keep in mind that what may be fine for a client can be all wrong for a network," he points out.

Cox and his confreres are now deeply immersed in appraising the new network program schedules for 1981-82. Unlike many other agencies in which programming and media departments are melded into one unit, Compton has separate programming and media structures.

"I concentrate on specials, mini-series and made-for-TV movies in which our clients are full sponsors," he explains. "Our media head, Don Mohr, supervises

all the buying for participations in both up-front and scatter buys. I work closely, however, with Don and his associates in evaluating the programs in which we want to place our clients' funds."

Cox lists the CBS-TV schedule as "the strongest of the three." He points out that CBS "is dealing from strength" with the most returning shows, and adds:

"CBS-TV has done a great job of scheduling. Who but CBS would have the nerve to move *Dallas* up an hour to 9 p.m.? But CBS doesn't stand still. If they can improve something, they go right ahead and do it."

Despite criticism from some quarters regarding NBC-TV's accent on "star personalities" for next season, Cox thinks the network's approach is sound. He reasons NBC can advertise and promote those personalities extensively and several of the series may click.

Cox says he is not impressed by ABC-TV's new lineup—at least, the first draft. He is skeptical of ABC's strategy to remain with series that at one time were blockbusters and now appear to be wearing out. In this category he placed *Laverne and Shirley*, *Happy Days* and *Benson*.

"All of our estimates could be way off if the writers strike continues and the directors walk out," Cox observes.

As a person who has been wrapped up in television since the medium was in its infancy, Cox has seen TV undergo numerous changes, and envisions further modifications in the decade ahead.

"It's a clear sign that other media are going to be a force when you see all three networks involving themselves in cable programming," he comments. "Only recently there was a week when only 75% of the TV audience was watching the networks."

Compton, like other agencies, is weighing the potentialities of cable television. Cox himself is on a subcommittee of the American Association of Advertising Agencies dealing with cable and the new technology.

Cox and his Compton cohorts are now exploring the development of programming strictly for cable.

"In fact, we now have two programs in the recommendation stages for our clients," he reports. "We may have an announcement on these projects shortly. Both programs are aimed at the women's audience and since cable is narrowcasting, we feel one of them would be particularly appropriate since our client is interested in reaching a target of older women."

For relaxation from his arduous schedule, Cox turns to his long-time association with music. He plays the marimba and the xylophone with various symphony and jazz orchestras in New York and Connecticut.

ABC Radio Division is branching out, with **four new services in works**. Expected today (June 8) is formal word on two new networks to be operational by Jan. 1 next year: one geared for album-oriented-rock stations and aimed at ages 15-34 and other for stations serving 18-49 demographic with 25-44 emphasis. Two other services, likely hybrids of networking and syndication, will come from ABC Radio Enterprises ("Closed Circuit," June 1), radio division's first new operating unit in more than decade, announced last week. Led by Michael Hauptman, VP in charge (and formerly division's senior VP), Enterprises is working on long-form talk and 24-hour "mass-appeal" music. Following Hauptman to Enterprises is division's Rick Sklar, VP, programming; Joe Sherkjian, director of finance and administration, and Bob Cambridge, director of marketing. Hauptman expects these services to be ready some time during first half of 1982. They'll be satellite delivered, and while transponder time hasn't yet been contracted, Hauptman says "we will have what we need." Enterprises now also will work on ABC/Bonneville Broadcast Consultants promotion-package business and Hauptman eventually sees involvement in research services and hardware. In addition to generating projects in house, Enterprises is open to business acquisitions and further joint ventures. Hauptman expects profitability for Enterprises in 1983.

New five-year contract that "approaches \$1 million" was signed last Thursday by talk-show host **Larry King** and Mutual Broadcasting System. Pact supersedes MBS's existing arrangement with King and runs through 1986 with network getting exclusive use of his services. **The Larry King Show** is broadcast nightly from midnight to 5 a.m., EDT, has grown from 26 stations in 1978 to more than 240 at present.

UA Columbia Cablevision board of directors is waiting for United Artists Theatre Circuit (UATC) and Rogers Telecommunications on one hand, and Dow Jones and Knight-Ridder on other, to iron out their differences before they can proceed to consider UATC/Rogers \$90-per-share merger bid. **All indications are that Dow/Knight are prepared to bow out** of bidding—they've already sold 50,000 UACC shares they held—with sources close to negotiations expecting resolution within next few weeks. UACC's board meanwhile is in middle, between existing merger agreement with Dow/Knight, and fiduciary responsibility to shareholders to take high bid from UATC/Rogers.



Washington's political and media establishments were out in full force last Thursday (June 4) for Decatur House party held by CBS News to honor its new *Evening News* anchor, Dan Rather. White House officials led by Edwin Meese III, counselor to the President, mingled for hours with colleagues, congressmen, news celebrities and lobbyists. Pictured: **Rather and his wife, Jean, with Secretary of Defense Caspar Weinberger**. Hosts for evening were Bill Leonard, president of CBS News, and his wife, Kappy.

NBC has asked FCC for "experimental authorization" for one year beginning Aug. 1 to begin test of **Antiope teletext** next fall (BROADCASTING, May 18). NBC told FCC it intends to use a data rate of 5.72 mbs (megabits per second) and lines 15 and 16 of the vertical blanking interval, but it asked for some latitude to experiment with other data rates and VBI lines. NBC also asked for permission to broadcast teletext on other NBC owned-and-operated and affiliated stations. Such permission will enable NBC to study effects of network transmission on teletext signals.

Rev. Donald Wildmon, head of Coalition for Better Television, named **RCA products among upcoming boycott targets** because of "violence, sex and profanity" he claims are shown on RCA-owned NBC-TV. Coalition has June 29 Washington press conference scheduled to announce companies it believes should be boycotted ("Closed Circuit," June 1) but Wildmon broke early word on RCA last week on NBC *Today* show interview.

Senator Strom Thurmond (R-S.C.), chairman of Senate Judiciary Committee, will hold hearings on June 10 and June 15 on question of **monopolization in telecommunications industry**. Question is whether legislation will provide basis for hearing. Thurmond has asked Senate Commerce Committee to refer two bills on subject that are within its jurisdiction—S. 271 and S. 898. Senator Bob Packwood (R-Ore.) has already turned Thurmond down on S. 271.

Two weeks after FCC rejected proposed tariff revisions by RCA Americom which would have substantially restructured that carrier's domestic satellite service offering and would have instituted rate increases of up to 43% for transponder lease-terms ending in 1983 (up to 17% for terms ending in 1988), **commission has granted RCA special permission to impose new rates**—but tied to existing structure. New rates went into effect last Thursday (June 4). However, commission initiated investigation of rate changes and imposed accounting order so that if new rates are subsequently found to be unjust RCA will be required to refund overcharges to customers. Parties have until June 12 to comment on appropriate issues to be addressed in rate investigation. On May 21 commission rejected RCA's proposed tariff revisions as unlawful concluding that they were designed to lock in customers to its service so that they could not jump to other satellites expected to be launched in 1985. It also rejected the proposed rate increases at that time, not on merits, but because commission found them to be "inextricably linked" to structural changes. RCA Satcom customer, Showtime Entertainment, has appealed commission's decision to let new rates go into effect saying it "tramples on the rights of RCA's customers, who opposed the rate increases, and makes a mockery of the investigation conducted by the FCC prior to the adoption of the [initial] rejection order."

FCC has issued **cut-off notice** which has **127 low-power TV** (116 VHF's and 11 UHF's) and **10 translator** applications (five VHF's and five UHF's) listed. Cut-off deadline: July 15. All applications on notice are for facilities in Alaska and all were filed on or before April 9 freeze on acceptance of new applications.

American Telephone & Telegraph announced filing of registration statement with Securities and Exchange Commission for **proposed new issue** of 15 million shares of common stock. Issue is expected to be offered "in early June." Proceeds generated, estimated in \$800-million range, would be used for corporate and construction purposes.

Television set is ranked as most important item in house and TV viewing comes just behind family as source of personal satisfaction or enjoyment, according to research studies reported last week. R.H. Bruskin Associates said it asked national sample

to name three most important things in their households and TV set emerged in first place, named by 36%, compared with 29% for refrigerator/freezer and 27% for stove. Roper Organization showed national sample list of 15 items and asked which three or four provided most satisfaction or enjoyment, and TV came in second, mentioned by 48%, behind family (72%) but ahead of friends (47%), music (31%), reading (28%), house or apartment (24%), "the work you do" (23%), radio (21%), socializing (20%), meals (18%), hobbies (17%), car (16%), physical exercise (15%), spectator sports (13%) and clothes (6%). TV was mentioned by 62% of persons aged 60 and over and by 59% of those polled in nation's least populous counties.

NBC-TV said **KTVE(TV) El Dorado, Ark.-Monroe, La.**, which left NBC for ABC-TV affiliation in 1974, **will return to NBC-TV** at date to be determined. KTVE, on ch. 10, will replace ch. 14 KLAA(TV) West Monroe, La., in NBC lineup. Station is owned by Gray Communications, whose WALB-TV Albany, Ga., is also NBC affiliate. NBC said KTVE will be second station in six months to return after leaving for ABC, WBOY-TV Clarksburg, W.Va., returned in January.

Advertising Club of New York presented **Andy Awards** for creativity in advertising in 22 categories of television and radio. Total of 66 Andy Awards in all media were given to winners at ceremonies in New York last Wednesday (June 3). **NW Ayer Inc.** captured more awards than any other agency, receiving seven Andy's, followed by Doyle Dane Bernbach with four, and Needham, Harper & Steers and Humphrey, Browning, MacDougall Inc. with three each.

Charles Kuralt, host of CBS-TV's *Morning* program, pleaded no contest to lesser charges of reckless driving last Wednesday, after being charged with driving under influence of alcohol while vacationing in California in February. Kuralt, who was "cooperative" in matter, was fined \$260.50 according to Kelly Ogie, deputy district attorney at San Mateo Municipal Court, who worked on case.

Doyle Dane Bernbach advertising agency, through its Storytellers Inc. program-distribution subsidiary, **will break into cable beginning in October** with 13 half-hours of *Better Homes and Gardens' Idea Notebook* on USA Network. It's co-venture of DDB and Caravatt Communications, drawing material from Meredith Publishing's *Better Homes and Gardens*. Line One Productions is handling. After cable play, backers plan videodisk marketing.

President Reagan's **nomination of Bernard J. Wunder** to be assistant secretary of Commerce for Communications and Information **was sent to Senate last week**. Senate Commerce Committee plans hearing on Wunder's confirmation on Wednesday. Wunder, former minority counsel on House Communications Subcommittee, has been serving as consultant at NTIA since April (BROADCASTING, April 27).

Charles W. (Chuck) Larsen, program director of WNBC-TV New York and first VP, National Association of Television Program Executives, joins WABC-TV New York as program director, replacing Chuck Gingold, resigned (BROADCASTING, June 1).

Directors Guild of America has urged its members to withdraw from membership in Academy of Television Arts and Sciences and not support in any way ATAS' Emmy Awards telecast. DGA said ATAS' recent restructuring of its awards, including reduction in their number, "demeans" directors. Union official said only two director awards will be given on Emmy telecast, as compared with 12 for actors, six for producers, two for writers and two for craft categories.



NAB radio board presented plaques to NAB staff thanking them for efforts toward achieving radio deregulation at FCC, which took effect April 2. Receiving plaques on behalf of entire staff at last week's joint board of directors meeting were (l to r): Wayne Cornils, vice president, radio; Erwin Krasnow, senior vice president, general counsel; James Hulbert, senior vice president for broadcasting; John Summers, executive vice president and general manager; Kenneth Schanzer, senior vice president, government relations, and Shaun Sheehan, senior vice president for public affairs.

KM&G International's evaluation of 1981-82 prime-time network schedule **concludes that effect of Moral Majority is being felt**. It cites "distinct lack" of "jiggly" shows and says while there will be no lack of violence, it will be of "acceptable" form as law enforcement heroes "beat up and otherwise maim bad guys." KM&G says all three networks seem to be on "play it safe" course with such staples as police, comedy, action and drama shows. It projects that CBS-TV will win fourth quarter with audience share of 31.0, followed by ABC-TV, 28.3 and NBC-TV, 25.8.

Up Coming

On Capitol Hill: House Telecommunications Subcommittee will hold hearing on "premature announcement" of election returns in room 2123, Rayburn House office building at 11 a.m., Tuesday. □ House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice will hold hearing on performers' royalties on Wednesday and on Copyright Royalty Tribunal on Thursday, both in room 2226, Rayburn, at 10 a.m. □ Senate Commerce Committee will hold second hearing on S. 898 (telecommunications competition and deregulation legislation) in room 235 Russell Senate office building at 9:30 a.m., Thursday. □ House Subcommittee on International Operations will hold hearing on U.S. preparations for Region 2 conference on AM broadcasting in room 2200, Rayburn, at 9:30 p.m., Wednesday. **Also in Washington:** Steve Bell, ABC News anchorman on *Good Morning America*, will speak on "Business and the News Business" at spring business/media luncheon series, sponsored by The Media Institute, at The University Club. □ American Advertising Federation continues its June 6-10 national convention at Hyatt Regency. □ Former FCC Chairman Robert E. Lee addresses Federal Communications Bar Association annual meeting at Capital Hilton Wednesday. □ U.S. National Committee of International Institute of Communications will hold symposium on regional problems involving U.S., Canada and Mexico, with government and industry representatives from those countries, at Meridian House Thursday. **In New York:** Broadcasters Promotion Association and Broadcast Design Association start joint meeting at Waldorf-Astoria Wednesday (see page 89).

Bigger picture

Newspaper publishers and AT&T are locked in a battle to the death over AT&T's proposal to supply electronic information services to the home. As reported elsewhere in this issue, the American Newspaper Publishers Association is doing its best to recruit broadcasters and cable television operators to its side. For the moment at least, the broadcasters and cable operators are wisely staying out of it.

The publishers' concern is understandable. Under the Senate bill that the Commerce Committee was considering last week, AT&T could develop an electronic version of its Yellow Pages, including, in the words of the bill, "electronic directory advertising." Publishers translate that to mean robust competition to their classified advertising, and they are probably right.

Indeed electronic delivery of constantly updated Yellow Pages, including price and product information, could make an impact well beyond the classified pages of newspapers—assuming an audience of marketable proportion. The advertising world is only beginning to appraise the changes that may come if home delivery systems by cable, videotext and teletext develop sophistication and size. Bell's Yellow Pages, in that larger context, present but one display in a chamber of horrors that nervous members of the current advertising establishment can easily imagine.

It is a hybrid Bell system that S. 898, the Senate telecommunications deregulation bill, would create. The system would function in a changed environment that can only vaguely be perceived without much more study of the bill in its entirety than most broadcasters and cable operators have accorded it. As has been said with tiresome repetition, the distinctions between common carriers and other communications services are becoming blurred.

The thought here is that Bell's desired venture into electronic publishing cannot be sensibly assayed except in context with the other innovations that technology and new regulatory moods may make possible. As central participants in whatever future is to come, broadcasters and cable operators ought to understand the full implications of S. 898 before making up their minds about electronic Yellow Pages.

Perhaps Dennis Sullivan, Bell's man at the National Cable Television Association convention, was to be heeded when he said, on Friday, May 29, there may prove to be no market out there for Bell's venture. On the other hand, why is Bell lobbying so energetically for authority to get into that business if it thinks the prospects dim?

The television board of the National Association of Broadcasters was right last week to vote for detailed study.

Number one

Two new pieces of research came to light last week, both by respected firms and both worth a little reflection.

In an open-ended question, R.H. Bruskin Associates asked people to name the three most important items in their homes. More (36%) named the television set than named anything else—more than named the refrigerator/freezer (29%) or the stove (27%), and also more, by four percentage points, than named television two years ago, when TV was also the hands-down winner.

The Roper Organization meanwhile showed a list of 15 "things" to another national sample of adults and asked which three or four provided "the most personal satisfaction or enjoy-

ment day in and day out." "Family," it is reassuring to report, got the most votes (72%), but right there behind it was television (48%) in second place, ahead of "friends" (47%), "music" (31%) and "reading" (28%), and far ahead of such items as "socializing" (20%), "meals" (18%), "hobbies" (17%) and "car" (16%).

As the Television Information Office's Roy Danish said in making public the Roper study—which, incidentally, was not commissioned by TIO—the Roper results are especially significant "at a time when certain special-interest groups demand that their narrow standards should apply for all viewers."

So, too, of course, are the Bruskin results. The reader of either report should need no more than a moment to see that the Wildmons of the world are on a hopelessly wrong track.

Excess baggage

It may seem unseasonable to be thinking now about presidential candidate debates of 1984, but the League of Women Voters is already working to perpetuate its franchise as the debate arranger. As has been noted here before, the league as sponsor of debates in the past two presidential campaigns has performed as creditably as could be expected under the circumstances. The point that merits repetition once again is that the presence of a third party, along with broadcasters and candidates, is an artificial intrusion that only complicates the process.

The league's role has emerged from one of the many absurdities in Section 315, the political broadcasting law. It has been ruled that debates are news events qualifying for exemption from equal-time obligations only if arranged by institutions outside broadcasting. Why an arrangement made by broadcasters can transform an event from news to nonnews is beyond the comprehension of one untrained in the mystic orders of the law.

Senator Barry Goldwater (D-Ariz.), chairman of the Communications Subcommittee, has been collecting comments on Section 315, among them an eloquent argument for repeal by the Radio-Television News Directors Association (BROADCASTING, March 23). The senator will enlarge the niche he is to occupy in the pantheon of statesmen if he acts accordingly.



Drawn for BROADCASTING by Jack Schmidt

"I asked him for a sample."

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QTY	ITEM	COST
1	FRAME SYNCHRONIZER	\$ 26,000.00
1	SPARE KLYSTRON	55,000.00
1	DIGITAL EFFECTS	74,000.00
1	AUDIO DA'S	1,200.00
1	CHROMAKEY GEN.	6,800.00
1	VIDEO DA'S	1,800.00
1	TYPE C VTR'S	135,000.00
1	VIDEO SWITCHERS	3,000.00
1	CHARACTER GEN.	50,000.00
1	SERVICE SCOPES	8,000.00
1	A/V ROUTING SWITCH	31,600.00
1	ENG/EFP CAMERAS	88,000.00
1	PORTABLE MICROWAVE	17,000.00
1	CONDENSER MIKES	1,600.00
1	PORTABLE LIGHT SETS	19,000.00
1	ENG VANS	6,000.00
1	GAS GENERATORS	2,000.00
1	HEADSETS	13,000.00
1	DIGITAL TBC	6,000.00
1	3/4 VTR'S	5,500.00
1	AUTO DELAY LINES	1,500.00
1	AUDIO AMPS	10,000.00
1	AUDIO DECKS	900.00
1	AUDIO MIXERS	22,000.00
1	AUDIO CONSOLE	6,000.00
1	STUDIO LIGHTS	2,000.00
1	PROM PROGRAMMER	1,200.00
1	WORK BENCHES	500.00
1	WORK STOOLS	3,200.00
1	RF GENERATOR	8,000.00
1	FREQ. COUNTER	3,000.00
1	SWEEP GENERATOR	1,800.00
1	DIGITAL VOM'S	1,500.00
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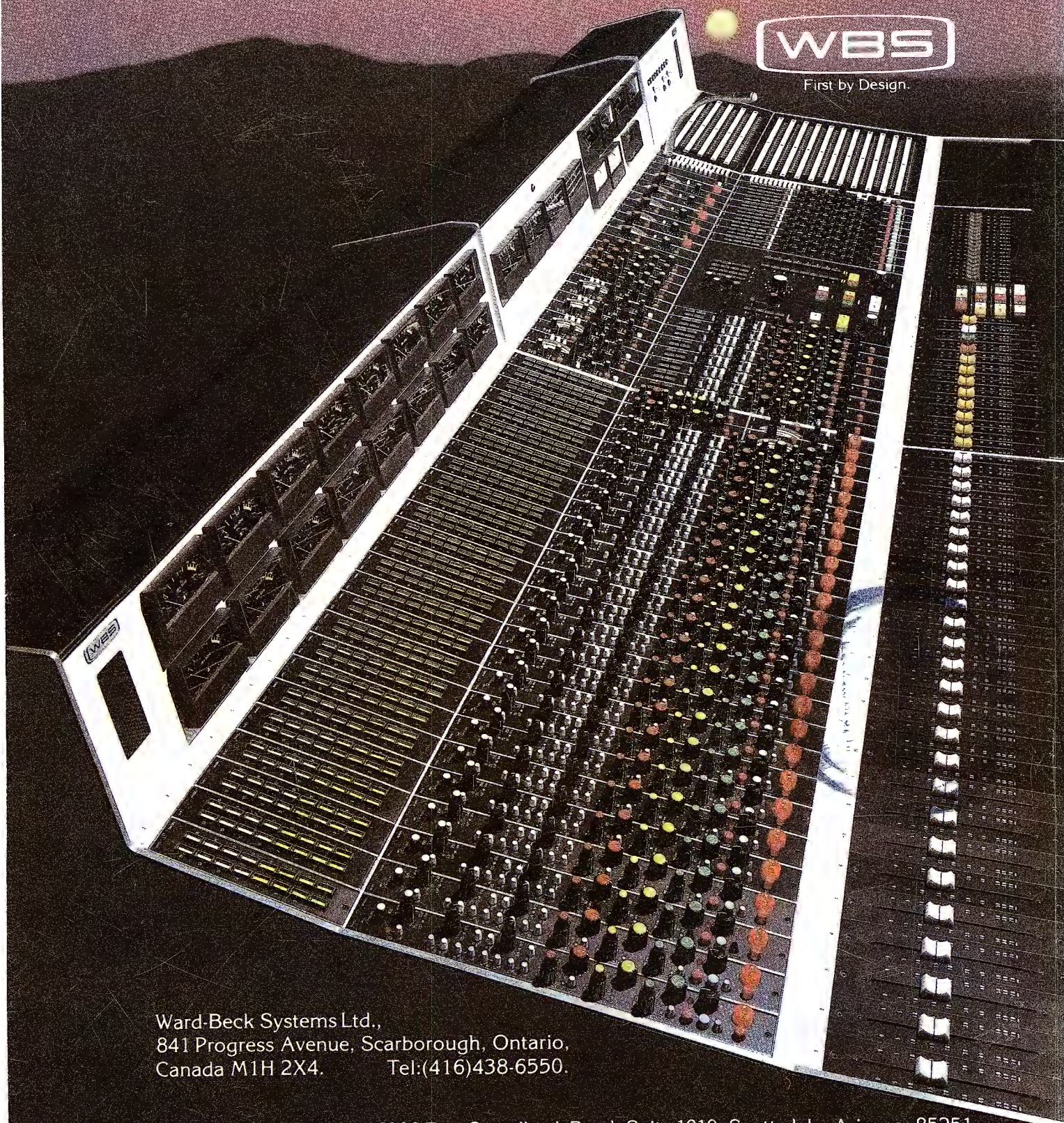
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