

Deregulation on fast track in Senate
Fowler makes broadcast keynote

Broadcasting Jun 15

The News Magazine of the Fifth Estate □ Vol. 100 No. 24

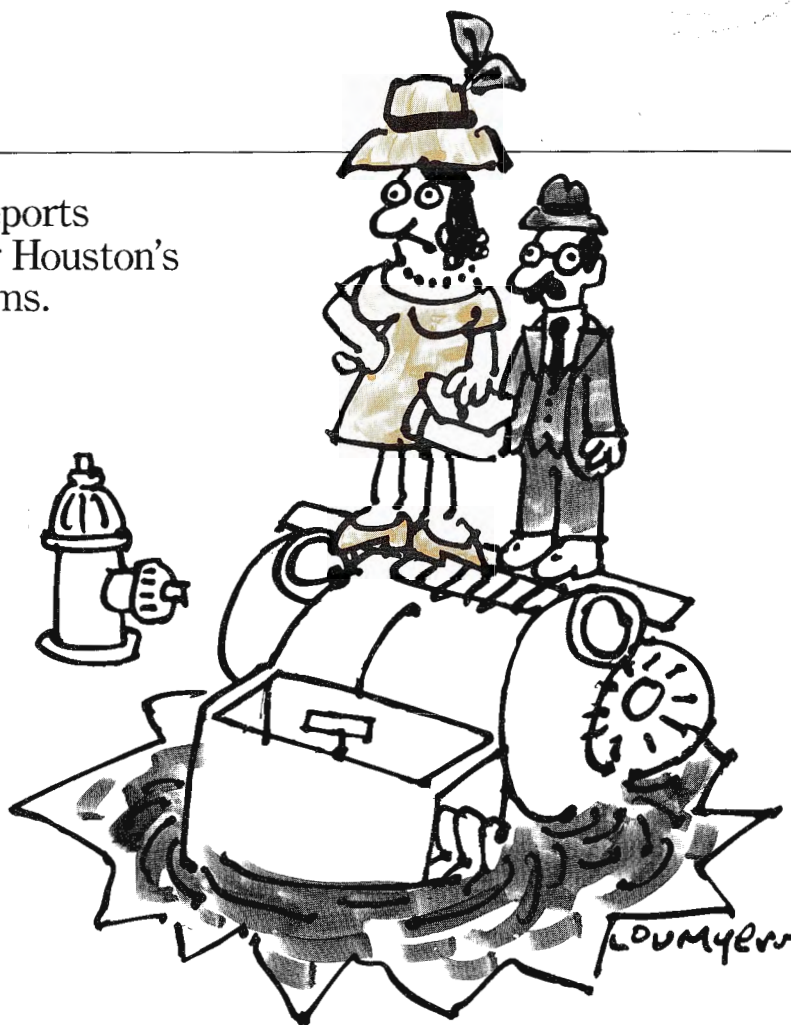
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reporters take to the
streets and get to the
bottom of Houston's
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consumer issues are
floating around town.



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The First

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Broadcasting

1965

□
PAGE 85

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The Week in Brief

TOP OF THE WEEK

EMANCIPATION PROCLAMATION □ FCC's Fowler tells Oregon broadcasters that he has declared war on every unreasonable regulation affecting broadcasters. **PAGE 27.**

AT&T TOUCHES SOMEONE □ Administration, in supporting S. 898, backs company's entry via subsidiary into video services. **PAGE 28.**

DEREGULATION ON FAST TRACK □ Packwood appends broadcast legislation to budget measure in move to get Senate passage. **PAGE 29.**

GETTING TOGETHER □ Rogers bid for UA-Columbia control succeeds; Outlet talks merger with Columbia Pictures. **PAGE 30.**

RESHAPING OF CRT □ GAO report offers five alternative recommendations for changes to improve Copyright Royalty Tribunal. **PAGE 31.**

GOLDEN OPPORTUNITIES □ Speakers at opening of BPA-BDA sessions laud progress of associations, but say explosive media growth offers chance for much more. **PAGE 32.**

BUSINESS

CHANGING NUMBERS □ Arbitron Television and Nielsen revamp TV household estimates and market rankings, applying what they say is more precise formula to 1980 census data. **PAGE 33.**

ADVERTISER SURVIVAL TACTICS □ AAF convention speakers, both inside and outside business, urge self-policing to clean up programs and ads. Warning sounded that boycotts may gain in public support. **PAGE 40.**

RADIO PORTFOLIO TRIMMED □ Charter will sell two outlets in Wisconsin for \$5 million and put Detroit FM up for sale. **PAGE 52.**

PROGRAMMING

VIDEO VENTURERS □ AFI and Sony host Kennedy Center festival where artists, producers and equipment makers show and tell about experimental programming. **PAGE 56.**

PEEK AT PBS'S FALL □ Two-day showing in Los Angeles combines programing previews with reminders of public television success in presenting quality fare and in drawing substantial audiences. **PAGE 61.**

JOURNALISM

GET-TOUGH STANCE □ Reagan administration plans firm position at UNESCO against international press restrictions. **PAGE 64.**

TECHNOLOGY

IT HAPPENED IN MONTREUX □ World's top engineering talent speaks in glowing terms about sophisticated TV wizardry that will hit market in next decade. **PAGE 68.** More than 200 exhibitors display their wares in Switzerland. **PAGE 69.**

9 KHZ IRONY □ Preparations for showdown on AM spacing in western hemisphere continue at Hill hearing. It appears U.S., which last year fought uphill battle for 9 khz, could face another uphill fight in attempt to get support to keep 10 khz. **PAGE 70.**

LAW & REGULATION

WUNDER'S COURSE □ In brief Senate confirmation hearing, designated NTIA head wins approval. He says administration is now undecided about 9 khz proposal, steps will be taken to afford full-time facilities to daytimers, and he expects full cooperation between his agency and FCC. **PAGE 76.**

1965

THE 'BROADCASTING' YEARS □ The FCC decided it had power to regulate cable television and sparked controversy with its proposed rules. Network domination of TV programing became another target of commission. From Red Lion, Pa., came first challenge of fairness doctrine. And ABC anticipated merger with giant ITT. **PAGE 85.**

PROFILE

STITCHER OF HBO'S BASICS □ Last year, when Home Box Office needed a new president, it didn't look far afield. The choice was Jim Heyworth, who had worked his way up the organization ladder with a minimum of fanfare and a maximum of fundamentals. **PAGE 111.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.75 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$50, two years \$95, three years \$135. Canadian and other international subscribers add \$12 per year. U.S. and possessions add \$155 yearly for special delivery. \$90 for first-class. Subscriber's occupation required. Weekly *Playlist* \$12 annually. Annually: *Broadcasting Yearbook* \$60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50).

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If you think Rockford's a hit—watch out for Quincy!

The Rockford Files is one of syndication's standout performers. A surprise to some people who doubted how well a detective show could work during the late afternoon.

And boy, is Rockford working!

Over two seasons, in just about every market where it is playing, Rockford is boosting time period shares and dominating young adult audiences.

And it is working in all time periods — late afternoon, primetime and late night!

And when it is leading into the early evening news, it does wonders — delivering just the right adult audiences!

What has this got to do with Quincy?

Everything! In many ways, Quincy is a mirror image of Rockford. But a lot more!

For two seasons on the network they played back-to-back, and even had the same competition. But during the first year, when Rockford drew five million young women — Quincy drew six million. The next season, when Rockford drew almost six million — Quincy drew almost seven million!

Young women love Quincy!

And when Rockford was the Number Two action-mystery series among young women — guess who was Number One?

Incidentally, while Quincy was topping Rockford in this key demographic group, it also was head and shoulders over Starsky & Hutch, Charlie's Angels, Barnaby Jones and Hawaii Five-O.

Quincy can be stronger than Rockford.

What we're getting at, simply, is this — Rockford's syndication performance is extraordinary.

Quincy's can be even better! Now that's something! Something for you to think about — and act upon!



QUINCY

MCATV

Closed Circuit®

Insider report: behind the scene, before the fact

Network optimism

Though bellwether Ralston Purina Co. has made its major upfront buys for new network TV season ("Closed Circuit," June 8), network officials say they don't expect real buying to start before latter part of this month or into July—as was case last year. But they say there's more money out there this year—maybe 15% more.

For prime time alone they estimate market of \$1.5 billion or more, up from about \$1.4 billion last year. And they say Saturday/Sunday children's programing is completely sold out, at rates 12%-15% higher than year ago. One sales chief put it into dollars: For fourth quarter on three networks combined, he estimated children's program sales this year came to more than \$55 million, versus about \$49 million in 1980 fourth quarter.

One in four

Newest estimates by A.C. Nielsen Co. put U.S. cable penetration in May at 26.5%, or 21,260,000 TV homes. That's up more than percentage point since February, when Nielsen estimated penetration at 25.3%.

One for all

Possibility, if not probability, of worldwide videotext standard is real. Officials of AT&T and British Telecom, developer of Prestel videotext system, have agreed to meet in London later this month to "investigate possible technical solutions to incompatibility" between North American standard, based on AT&T, Antiope and Telidon technology (BROADCASTING, May 18, 25), and European standard, based on Prestel and Antiope systems and established by 27 countries of Conference of European Postal and Telegraph Authorities.

If agreement on world standard is reached at London or subsequent meetings, manufacturers of Prestel equipment will have chance to crack North American market. Prestel was left out of formation of North American standard.

Inflation

Much to dismay of program distributors who say annual conference already is expensive enough, National Association of Television Program Executives has decided to levy exhibition fee not only on those in hall but also in hospitality suites. Rate is \$6 per square foot in exhibition hall. With 45,000 square feet reserved, that's \$270,000—about what NATPE says

Las Vegas Hilton hall space will cost. Hospitality-suite surcharge will be \$5 per square foot—in addition to room rates. NATPE has reserved 215 suites, ranging in size from 300 to 1,200 square feet. NATPE doesn't know yet how many rooms of what size will be taken, but at just 400-square-foot average, that would mean \$430,000 in fees.

Big switch

There is growing apprehension, fueled by recent rash of articles in technical papers, over devastating impact of electromagnetic pulse (EMP) that can result from air-burst of nuclear bomb. By exploding nuclear device 200 kilometers above ground over center of U.S., enemy could produce EMP that would knock out most commercial communications in country, including telephone, cable and broadcasting. EMP is natural side effect of nuclear blast. It propagates like radio wave and creates current surges that can destroy electronic components.

Federal Emergency Management Association, as part of its mandate to prepare country for nuclear attack, has been equipping radio stations with electronic shields against EMP. Since program began, 81 stations have been protected and 89 others are in process. According to FEMA, 427 other stations have been designated to get gear.

Bird watcher

FCC Commissioner Robert E. Lee may be headed for retirement but not for pasture, if he gets wish. Lee wants appointment to board of Communications Satellite Corp. One of three seats filled by President became vacant with death last year of AFL-CIO President George Meany. There apparently would be no legal bar to appointment of Lee once he leaves commission.

FTC prospect

Reagan administration, reported to be giving top consideration to James C. Miller III to be named chairman of Federal Trade Commission next fall ("Closed Circuit," June 1), has still to find occupant for commission seat opened by April resignation of Democrat Robert Pitofsky. Latest being mentioned is Keith Adkinson, 37, Democrat, attorney with Seyfarth, Shaw, Fairweather & Geraldson, Washington law firm. Adkinson served on Reagan transition team for Department of Justice, was national director of Democrats for Reagan/Bush and counsel for Senate Permanent Subcommittee on Investigations from 1972 to 1978.

Hidden persuader

New and potent figure in cable copyright dispute is at work behind scenes this week in person of Walter J. Brown, president of WSPA-AM-FM-TV Spartanburg, S.C., and political influence in his state. Brown, former newspaperman and deputy assistant secretary of state when James F. Byrnes of South Carolina was secretary (1945-47), is in Washington this week working through Senator Strom Thurmond (R-S.C.), chairman of Judiciary Committee. Brown feels that cable transmission of his syndicated programs picked up from distant TV stations is breach of copyright laws and constitutes unfair competition.

Washburn aboard

Don't accept as gospel those reports that Abbott Washburn intends to retire when his seven-year term on FCC expires June 30, 1982. Although Minnesota Republican once made commitment to end government career at age 67, which he will reach next March, he has been importuned by colleagues as well as by new family considerations to defer plan to move to family-owned retreat in North Carolina.

After retirement of Robert E. Lee in two weeks Washburn will be only FCC member with extensive experience in international affairs. He was chairman of U.S. delegation to Intelsat, 1969-71.

Sound only?

If Senator Wendell Ford (D-Ky.) has his way, radio will be allowed to cover Senate proceedings, but television won't be. S. Res. 20, introduced earlier this year by Senate Majority Leader Howard Baker (R-Tenn.), would allow TV coverage. But Ford, ranking minority member of Senate Rules and Administration Committee, plans to introduce amendment to exclude television when committee marks up resolution on June 23.

Shiben seat

Now that FCC has its quota of seven commissioners cleared, focus is on who will head Broadcast Bureau under new chairmanship of Mark S. Fowler. Incumbent Richard J. Shiben, who has been on job since June 14, 1979, hand-picked by Democratic Chairman Charles D. Ferris, wants to stay on. But Fowler is keeping his own counsel. Law requires 120-day waiting period for change of those in senior executive service, as is Shiben. Fowler has talked with others about that and other key positions not yet filled.

Business Briefly

TV ONLY

Taylor California Cellars □ Light chablis. Begins this week for third quarter in 13 test markets. Agency: Kenyon & Eckhardt, New York. Target: adults, 18-49.

Safeway Stores □ Begins June 29 for 13 weeks in Las Vegas and southern California markets. All dayparts. Agency: Ralph Kent Cooke, Los Angeles. Target: women, 18-49.

Luzianne □ Tea. Begins June 29 for 13 weeks in about 25 primarily Southeastern markets. Day and fringe times. Agency: Rosenfeld, Sirowitz & Dawson, New York. Target: women, 25-54.

Garden Pharmaceuticals □ Thicket (hair product) and Slim I (diet aid). Begins July 1 for nine weeks in over 10 markets. Day, early fringe, fringe, late fringe and weekends. Agency: Popofsky Advertising, New York. Target: women, 18-49.

Clorox □ Match Lite charcoal. Begins June 29 for eight weeks in six Florida markets. All dayparts. Agency: W.M. Zemp

& Associates, St. Petersburg, Fla. Target: adults, 18-49.

Federal Crop Insurance □ Wheat and barley. Begins June 22 for seven weeks in 15-25 markets. Day, news, sports, prime times and weekends. Agency: Marsteller, New York. Target: men, 25-54.

True Value □ Hardware stores. Begins July 13 for two weeks in over 85 markets. Day, fringe, news and prime access times. Agency: Cotter & Co., Chicago. Target: 25 and over.

Cutcher Canning Co. □ Shrimp. Begins June 29 for two weeks in six markets. Day and fringe times. Agency: Storey, Camus, McNamara, Galley, New Orleans. Target: adults, 25-54.

Breuners Co. □ Country Airs (room freshener) promotion. Begins this week for one week in seven West Coast markets. Fringe times. Agency: Allen & Dorward, San Francisco. Target: women, 25-49.

Cable shop. J. Walter Thompson U.S.A. and Adams-Russell Co. are joining forces to test new interactive advertising and information service to be called The Cable Shop. Experiment is scheduled to begin in October on Adams-Russell's 52-channel cable television system in Peabody, Mass., which will have about 8,000 subscribers in fall. Program format will consist of three to seven-minute segments featuring either advertising message or community information. Service will utilize combination of telephone, computer and video technology. Viewers wishing to participate will have choice of "menu" items listed on designated channel. They may call up particular item by dialing special telephone number and code in computer. No advertisers have been signed as yet. Thompson plans to solicit its own clients and Adams-Russell will attempt to sell to other local and national advertisers.

Western Co. □ Petroleum services. Begins June 20 for varying flights in about 10 markets. Agency: William F. Finn & Associates, Tyler, Tex. Target: adults, 25-49.

Tender Corp. □ After Bite (insect bite medication). Begins in June for one to two weeks in 78 markets. All dayparts. Agency: A. Eicoff & Co., Chicago. Target: adults, 25-55.

Chief Auto Parts □ Vacation fix-up sale. Begins June 24 for one week in Dallas, Las Vegas and Los Angeles. Agency: Davis, Johnson, Mogul & Colombatto, Los Angeles. Target: men, 18-49.

Eagle Family □ Discount stores. Begins June 23 for one week in Miami, Palm Beach, Orlando-Daytona Beach, Jacksonville and Tampa, all Florida. Agency: Sandy Tinsley Advertising, Miami. Target: adults, 18-54.

RADIO ONLY

Barnett Banks □ Begins July 13 for eight weeks in various Florida markets. Agency: McKinney, Silver & Rockett, Raleigh, N.C. Target: adults, 18-49.

Colonial Food Stores □ Begins July 6 for six weeks in Texas. Agency: Womack/Claypoole/Griffen Advertising, Dallas. Target: men, 18-49.

Wilson Foods Corp. □ Various products. Begins June 24 for four weeks in over five markets. Agency: McCann-



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Programs like: The Dr. Demento
Show, Off The Record with Mary
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American Radio Show,
Daybook, Spaces and
Places, Ace and Friends,
Star Trak, Special Edi-
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N.T.I. 1980-81 SEASON

1. Dallas
2. Dukes of Hazzard
3. 60 Minutes
4. M*A*S*H
5. Love Boat
6. Jeffersons
7. **Alice**
8. Little House on the Prairie
9. House Calls
10. Three's Company
11. NBC Tuesday Movie
12. Greatest American Hero
13. One Day at a Time
14. Real People
15. Archie Bunker's Place
16. Trapper John, M.D.
17. Magnum, P.I.
17. Happy Days
19. Too Close For Comfort
20. Fantasy Island
20. Laverne and Shirley

NOW SOLD IN
66 MARKETS

Source: Nielsen (N.T.I.) 1980-81 season - state ratings from the Nielsen National TV Audience Report through the 15th April 1981 upon subject to qualifications which will be issued upon request.

Warner Bros. Television Distribution



A Warner Communications Company

AdVantage

Indies' growth. Analysis by Association of Independent Television Stations (INTV) of A.C. Nielsen Co. audience shares for February 1981 and February 1980 shows independent outlets registered gains while network affiliates were losing ground. On overall household basis, INTV says, shares of independent stations in 20 major markets rose to 18 from 17 while network affiliates dropped to 73 from 75. INTV says gains were more impressive in comparing key demographics. For total adults, 18-49, independents' share climbed to 21 in 1981 from 18 in 1980 while affiliates share fell to 75 from 78. For total adults, 25-54, independents' share increased to 19 from 17 while affiliates' share dropped to 76 from 80.

Drug deals. Top 15 drug chains posted increases of 31% in local television advertising to \$20.9 million in 1980, according to Broadcast Advertisers Reports data released by Television Bureau of Advertising. In number-one position was Eckerd, up 14% to \$5.6 million, followed by Revco, down 3% to almost \$2.7 million; Skillern, up 690% to more than \$2 million; Thrifty, up 22% to more than \$1.9 million and Hook, up 22% to more than \$1.4 million.

First. For first time in history of Association of National Advertisers-Radio Advertising Bureau Workshop, three of six case histories will feature advertisers that use radio as their prime advertising medium. They are Perrier water, Peek Preans cookies and Allied Van Lines. Workshop will be held tomorrow, June 16, at New York's Waldorf-Astoria hotel.

Family viewing. Backed by endorsements from National Education Association and American Federation of Teachers, ITT Continental Baking Company plans to sponsor new weekly series, *Hostess Family Classics*. Vitt Media International, to place show in prime access times and weekend afternoons, is now working on station line-up, for January premiere. Co-produced by BBC-TV Productions and Time-Life Television, three dramas have been selected for first season: *The Prince and the Pauper* (6 half-hours), *Robin Hood* (12 half-hours) and *The Legend of King Arthur* (8 half-hours). Shows were first introduced on PBS.

O&M move. Ogilvy & Mather has moved San Francisco office to 735 Battery Street, 94111. Phone: (415) 981-0950.

Erickson-MIS, Houston. Target: women, 25-54.

Crakes Bakeries □ Snack foods. Begins July 20 for three weeks in about dozen markets. Agency: Bozell & Jacobs, New York. Target: women, 25-49; teen-agers, 12-17.

Ricon Watches □ Begins this week for one week in various New York markets. Agency: Levine, Huntley, Schmidt, Plapler & Beaver, New York. Target: adults 18-49.

Sofa Factory □ Furniture stores. Begins June 29 for one week in six California markets. Agency: Needham, Harper & Steers, Los Angeles. Target: adults, 25-49.

RADIO AND TV

Pep Boys □ Retail automotive supplies. Campaign begins this week for two weeks in Phoenix. Agency: Michael/Sellers Advertising, San Francisco. Target: men, 18-49.

RepReport

KOUL(FM) Corpus Christi, Tex.: To McGavren Guild Radio from Buckley Radio.

KAKZ(AM) Wichita, Kan.: To Blair Radio from Katz Agency.

KMAC(AM)-KISS(FM), San Antonio, Tex.: To McGavren Guild (no previous rep).

KSET-AM-FM El Paso, Tex.: To McGavren Guild from Christal.

KVOL(AM) Lafayette, La.: To McGavren Guild from Pro Radio.

WKKQ(AM) Hibbing, Minn.: To Savalli & Schutz from Market IV.

KYLO(FM) Davis, Calif.: To P/W Radio Representatives from Robert Allen.

WHOP-AM-FM Hopkinsville, Ky.: To Regional Reps. (no previous rep).

WFIN(AM)-WHMQ(FM) Findlay, Ohio: To Regional Reps. (no previous rep).

WIMS(AM) Michigan City, Ind.: To Regional Reps. (no previous rep).

Avery-Knodel moves. Denver office of Avery-Knodel Television has moved to 280 Columbine Avenue, 80206. Phone: (303) 321-1086. Its Seattle office has moved to 158 Thomas Street, Suite 37, 98109. New mailing address is P.O. Box 19417, Seattle 98109. (206) 624-9022.

TVP®

**“You can call it textured vegetable protein,
or you can call it ‘T’ vegetable protein,
or you can call it textured ‘V’ protein,
or you can call it textured vegetable ‘P’,
but don’t call it TVP without the ®.”**

Just a friendly reminder that while there are many textured vegetable proteins, there is only one TVP® brand. Thank you for not using our trademark as a generic term or an abbreviation.



ADM

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Telephone - 217-424-5200 Telex 250121

Using America's abundance to solve the world's needs.

THE BEAT THAT'S NEVER BEEN COVERED.

HealthBeat



There's nothing like the excitement of a new concept. "HealthBeat" is now in production, set to premiere in October, 1981. Television's first news magazine covering the fast-changing, dramatic, life-impacting world of modern health.

 Host Dr. Timothy Johnson, nationally known and trusted through his "Update on Health" package and as Medical Editor on "Good Morning America," is joined by correspondents to cover the important health

stories whenever they happen.



"HealthBeat." It delivers the health news your viewers want. A monthly half hour. barter, with four attractive local minutes to sell.

 Already, 35 stations* (50% U.S.) have said "Yes" to "HealthBeat" for this fall. And the number grows every day. Make your call to BBI Communications today to learn how you can cover the beat that's never been covered before . . .  "HealthBeat."

For more information and a screening of the pilot, call us in New York at 212/953-1744, in Boston at 617/449-0400, or in Los Angeles at 213/784-9300. 

bbi
BBI Communications, Inc.

Dr. Timothy
Johnson,
Harvard
Medical
School



*including KTTV, WCVB, WXYZ, WTAE, KOMO, WXIA, WTOG, WJZ, KBTU, WISN, WJAR, and more.

There's no place like first place!



"Family Feud" is the highest rated first-run strip in syndication!

It tops such other popular shows as "PM Magazine," "The Muppet Show" and "Dance Fever." And beats the second and third ranked game strips, "Tic Tac Dough" and "Joker's Wild," by margins of 2.8 and 4.9 rating points.

"Family Feud" ranks first among Adults!

This means first among the biggest spenders! And "Feud's" advantage is .2 to 2.2 rating points over the second through fifth ranked first-run strips.

"Family Feud" ranks first in all demos among all game strips!

"Feud" is especially impressive in head-to-head game competition. Reaching an average 90% more Women 18-49 and 86% more Men 18-49 when pitted against "Tic Tac Dough." And 64% more Women 18-49 and 50% more Men 18-49 when pitted against "Joker's Wild."

"Family Feud" ranks first among Total Women!

Not only first among first-run strips but first among all 405 syndicated programs! Even the off-network "M.A.S.H." can't match "Feud's" rating with Total Women.

**"...especially when you've
been there before!"**



**"Family Feud" ranks first
among Women 18-49!**

Your target audience in access time!
"Feud" holds better than a one-point
edge over "PM Magazine" and
eclipses "Tic Tac Dough" and "Joker's
Wild" by more than 4 and 5 rating points.

Now, if you want to win first place
in a time period, you
know the best way to
start is with a first-place
show.



Goodson-Todman's

FAMILY FEUD

Hosted by Richard Dawson

Datebook[®]

■ indicates new or revised listing

This week

June 14-18—International Conference on Communications, sponsored by *Denver section of 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 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**—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Airport Inn, Philadelphia.

■ **June 18**—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Inn, Buffalo East, Buffalo, N.Y.

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.

Also in June

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**—*Radio Advertising Bureau's* Idearama for radio salespeople. Downtown Marriott, Atlanta.

■ **June 23**—*Radio Advertising Bureau's* Idearama for radio salespeople. Indianapolis Hilton.

■ **June 23**—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Old Town, Albuquerque, N.M.

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**—*Television, Radio and Advertising Club of Philadelphia* seminar on strategies of effective radio planning, buying and selling. Holiday Inn, 18th and Market Streets, Philadelphia.

■ **June 25-26**—Women in Communications professional development seminars, entitled "Doing more with less: Managing your organizations resources." Holiday Inn, 18th and Market Streets, Philadelphia.

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

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

■ **June 26-28**—*West Virginia AP Broadcasters Association* annual convention. Pipestem State Park, Pipestem, W. Va.

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 in-

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

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

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

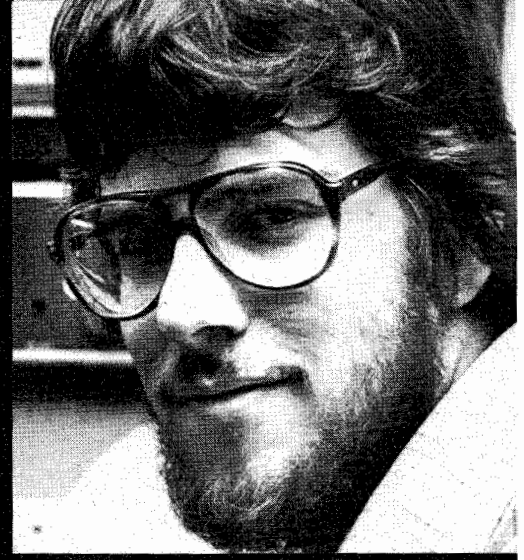


Alan Schaertel

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

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

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



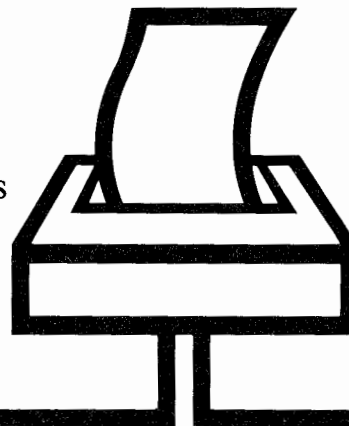
Robert Anbinder

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

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

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

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



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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 and equipment exhibit. Century Plaza, Los Angeles.

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

Nov. 9—*Region 2* conference on AM broadcasting

Major Meetings

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 17-22, 1982—*National Public Radio* annual conference. Hyatt Regency, Washington.

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.

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 Programers* pre-convention seminar, sponsored by NFLCP and National Endowment for the Arts. Atlanta Biltmore, Atlanta.

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

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

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

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

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

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

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

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

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

July 16-17—*Women in Communications* professional development seminar entitled "Doing more with less: Managing your organization's resources." Ramada Inn, 410 San Pedro, San Antonio, Tex.

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

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, Washington 20014.

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

July 22-23—*Wisconsin Broadcasters Association* annual meeting. Pioneer Inn, Oshkosh, Wis.

July 26-Aug. 1—*National Association of Broad-*

casters ninth sales management seminar. Harvard Business School, Boston.

July 30-Aug. 2—*National Federation of Community Broadcasters* conference. Fort Lewis College, Durango, Colo. Information: NFCB, 1314 14th Street, N.W., Washington, 20005, (202) 797-8911.

July 30-Aug. 2—*National Gospel Radio Seminar*. Holiday Inn, Estes Park, Colo. Information: Jim Black, (615) 244-1992.

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. 14-16—*Satellite Television Technology* "back to basics" satellite private terminal seminar. Omaha.

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.

Errata

Jack Pagano, reporter, WJIM-TV Lansing, Mich., joins KALB-TV Alexandria, La., as sports director, not Jack Pagone, as reported in "Fates & Fortunes," June 1.

□

In "The First 50 Years of Broadcasting, 1962" (BROADCASTING, May 25), it was incorrectly stated that **Green Acres** was among new network TV programs that fall. **Green Acres**, spinoff from **Petticoat Junction** began on CBS-TV in 1965.

Ohio.

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

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. 1—Deadline for entries in 16th annual Gabriel Awards, presented by *Unda-USA* for radio and TV programs that creatively treat issues concerning human values. Information: Charles Schisla, (317) 635-3586.

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. 10-12—*Radio-Television News Directors Association* international conference. Marriott, New Orleans.

Sept. 11-13—*Nebraska Broadcasters Association* annual convention. Lincoln Hilton, Lincoln, Neb.

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. 15—Deadline for entries in 13th national Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: Bonita Sparrow, awards coordinator, Southern Baptist Radio-Television Commission, 6350 West Freeway, Fort Worth, Tex., 76150, (817) 737-4011.

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.

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Robert
Fenstermaker

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.

Sept. 25—*Society of Broadcast Engineers* central New York regional convention and equipment show. Hilton Inn. Information: Hugh Cleland, noncommercial WCNY-FM-TV Liverpool, N.Y., (315) 457-0440.

Sept. 25-26—*New York State AP Broadcasters Association* annual meeting and awards banquet. Niagara Hilton, Niagara Falls, N.Y.

Sept. 28-30—*Nevada Broadcasters Association* annual convention. Elko, Nev.

Sept. 28-30—*Texas Association of Broadcasters* engineering-management conference. Loew's Anatole hotel, Dallas.

Sept. 30-Oct. 2—*Mid-America Cable TV Association* 24th annual meeting and show. Hyatt Regency, Kansas City, Mo. Information: Rob Marshall, Mid-America Cable TV, Route 1, LeCompton, Kan., 66050, (913) 887-6119.

October

Oct. 1-2—*University of Illinois* sixth scholar-educator conference, "Education, Media for the Millions, and Government Policy in the 1980's." University of Illinois, Champaign-Urbana, Ill.

Oct. 2-3—*Florida Association of Broadcasters* fall conference. Opryland, Nashville.

Open Mike®

In praise of Lee

EDITOR: For most of us it is hard to imagine the FCC without Bob Lee. How do you describe his 28 years of dedicated service? Some of the words that come readily to mind are knowledgeable without being arrogant ... consistent without being dogmatic ... conscientious without being compulsive ... cooperative without being subservient. All attributes so much needed in the anomalous preserve of the administrative agency.—*Chuck Tower, Riverside, Conn.*

Yes but

EDITOR: I would like to criticize you as well as praise you.

Week after week you provide the most comprehensive review of happenings in the communication field. I'm amazed at the amount of solid information you provide. I appreciate the timeliness of your magazine.

My criticism stems from your articles about public broadcasting (i.e., "CPB position on public broadcasting" ... in the June 1 issue.) You state that "it's not unusual for public broadcasters to be at odds with one another. ..." There is nothing wrong with that comment since it is true, but I would guess that public broadcasters do not fight, squabble or aggravate one another any more frequently than commercial television broadcasters, daytime-only broadcasters, FM broad-

casters and others fight, squabble or aggravate one another.—*David R. Anderson, general manager, KWGS(FM) Tulsa, Okla.*

Something to it?

EDITOR: I must differ with your editorial of May 18. It may be true that coalitions against television may indeed be distorting the facts for the advancement of their cause. But, by the same token, maybe it is time the television industry listens to the cry of the people and admits that a large portion of television programming is offensive and distasteful and appeals to an ever decreasing number of television viewers.—*Mark Kastein, sales manager, WCWC(AM)-WYUR-FM Ripon, Wis.*

The hard-cover version

EDITOR: I do hope there is a plan to print "The First 50 Years of Broadcasting" in bound book form. Like the story of all our lives, it is a keepsake and something to read and remember with in the years ahead. Where and when do I send the check?—*Don L. Kearney, Ocean Beach, N.Y.*

Editor's Note. There is such a plan; the book will be published late this year, incorporating the 50-year history as serialized in BROADCASTING and additional material to be published in the 50th anniversary issue Oct. 12. Post-publication price will be \$35. Orders at the pre-publication price of \$29.95 may be sent to "The First 50," Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036.

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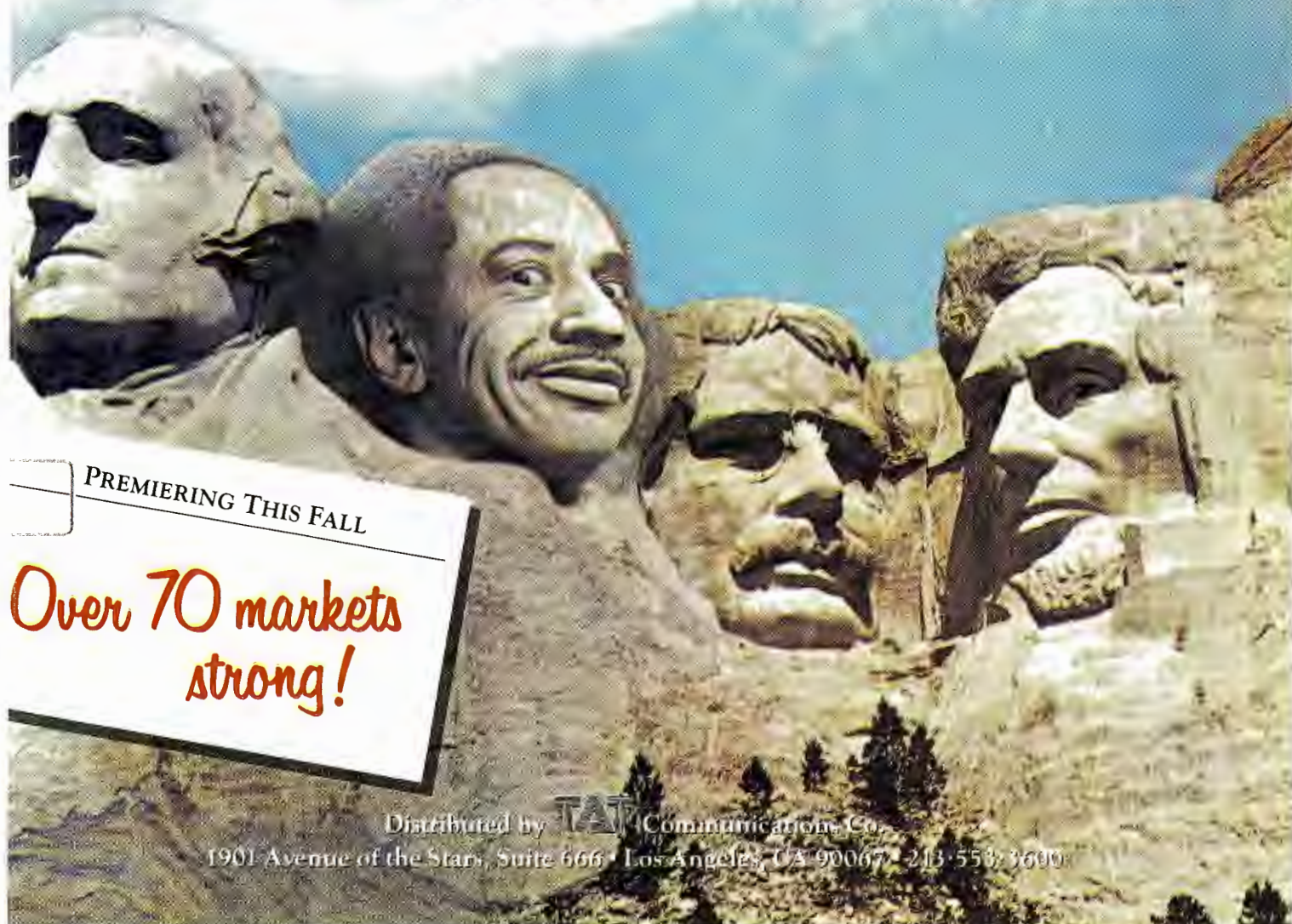
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Monday Memo®

A broadcast advertising commentary by Wendy Marquardt, associate media director, Wyse Advertising, Cleveland.

The search for more and better radio research

Qualidata or *quantidata*? This is the question advertisers, their agencies and many radio stations are asking about Arbitron's latest effort to produce psychographic, qualitative radio listening information.

We asked for (actually, demanded) more definitive information and we got three 600-page volumes, one each for the New York, Los Angeles and Chicago markets—21 different product/consumer categories detailed in the form of indices and percentages by daypart, demographic and radio station.

This information, which was derived by attempting to recontact original diary keepers by telephone over two months after the diary had been returned, deals with questions concerning credit card usage, travel, soft drink consumption, income, newspaper readership and the list goes on.

Arbitron seems to have been successful in getting 60% of the respondents to agree to participate; however, consider the validity, if 40% of the 60% was usable, the net result was 24% of the original diary keepers. There are several obvious problems: Those persons who were reinterviewed were more likely to be less mobile, and probably skewed older. Also, were the reinterviews getting equal distribution of respondents against the original sample of radio stations? Arbitron has recognized these problems and is currently working on Qualidata II—slated for an August release in the top 10 markets.

In the meantime, neither advertisers nor their agencies seem to be buying from the existing information, and the major radio rep firms aren't selling from it. This seems to imply a lack of confidence in the stability of the research.

Though we would all like more definitive information about the psychographics of radio listenership, how can we make an accurate discernment of which station is "best" when sample sizes against many categories have a low respondent base. For example, in Chicago, which has a women 18+ metro population of 2,809,800, many product categories had fewer than 150 women 18+ respondents, and unless the actual number of respondents has been controlled in each demographic, most research experts agree that such a low number of participants in a random sample leaves the research on pretty shaky ground.

Undoubtedly, Arbitron will ultimately



Wendy Marquardt recently was named associate media director of Wyse Advertising, Cleveland. She joined Wyse in 1977 as media supervisor of broadcasting. Earlier she had been media supervisor in Griswold-Eshleman's New York office. Marquardt began her broadcast negotiation career in 1975 at Ketchum, MacLeod & Grove, Pittsburgh.

refine its research into usable information as pressure is brought to bear by stations and agencies. However, in the interim, some very basic questions remain unanswered and more information is sorely needed.

The deregulation by the FCC of radio stations opens an area of need for unbiased and immediately accessible information of station policies. Briefly, radio stations will no longer be limited to 18 minutes of commercials hourly, nor will they be required to maintain the formerly mandatory station logs used to document advertising schedules. They will no longer need to devote a minimum percentage of airtime to news, public affairs or other informational programming.

An advertiser has always had to know the "climate" of the station he is using to sell his product; now he must know its "sound," and programming parameters. This is not a new problem, only an intensified one as uniform restrictions lessen.

In an attempt to make the best station selection for our clients, from both an objective and subjective perspective, we, at Wyse, keep cassette aircheck tapes on file (updated quarterly) for the top 50 markets plus any other markets in which our clients are active. All of a sudden "modern country" has a real sound, a "personality" comes to life and a determination can be made about his style and the kind of environment in which we would be placing our client, in addition to the existing knowledge of average quarter-hour audience and cume estimates.

Commercial clutter, the ability to handle on-air promotions and the approach to reporting the news become reality to the buyer, not a lot of sales rhetoric which may or may not be totally accurate; and the numbers on the page of a rating book take on a more well-rounded meaning.

However, the logistics of requesting, handling and storing tapes are expensive and time consuming—if a major research firm like Arbitron had an "800" number offering to its subscribers the service of listening to stations over the phone in conjunction with updated psychographic information (i.e.—an improved Qualidata) it would satisfy both objective and subjective needs. Example: When buying a television schedule, M*A*S*H in one market "looks" just the same in every other market; however, news/talk radio in one market may have no resemblance to the "sound" of news/talk in another—the only way to judge the "sound" is to hear it.

There is another "need" with regard to format; that is the need to know about attentiveness levels, not time spent listening, but time spent actually hearing. The last (or, at least, most universally accepted) attentiveness study was done by the Golden West stations in 1973. This was nearly 10 years ago, before FM was a major factor in any market.

The information of how a station sounds or who is hearing a station is simple and basic, yet not readily accessible.

We encourage new and extended research to serve our clients better. As each medium continues to become more fragmented and segmented, our need for research intensifies.

We do need more, but in our demand for more we must make sure that it is as statistically accurate as possible. Or we will find ourselves drowning in a sea of diluted numbers which look great on paper, justify our buys, but fail to establish product awareness to those listeners most likely to purchase our clients' products.

GOOD TIMES

A Clean Sweep!

HERE ARE THE FACTS...

GOOD TIMES BEATS M*A*S*H

GOOD TIMES beats M*A*S*H in 8 of the 9 markets where they run head-to-head.

GOOD TIMES SKEWS YOUNGER THAN VIRTUALLY ANY OFF-NETWORK SITCOM

86% of the total GOOD TIMES audience is under 50.

GOOD TIMES BEATS THE SHOWS IT REPLACED! EVERYWHERE!

Compared to the programming in last year's time period, Women 18-49 are up 51%, Women 18-34 are up 63%, Men 18-34 are up 41%, Teens are up 68%, and Kids are up 51%.

GOOD TIMES ... THE MORE IT RUNS, THE STRONGER IT GETS!

Incredibly, 86% of the November 1979 GOOD TIMES markets showed increases in November 1980.

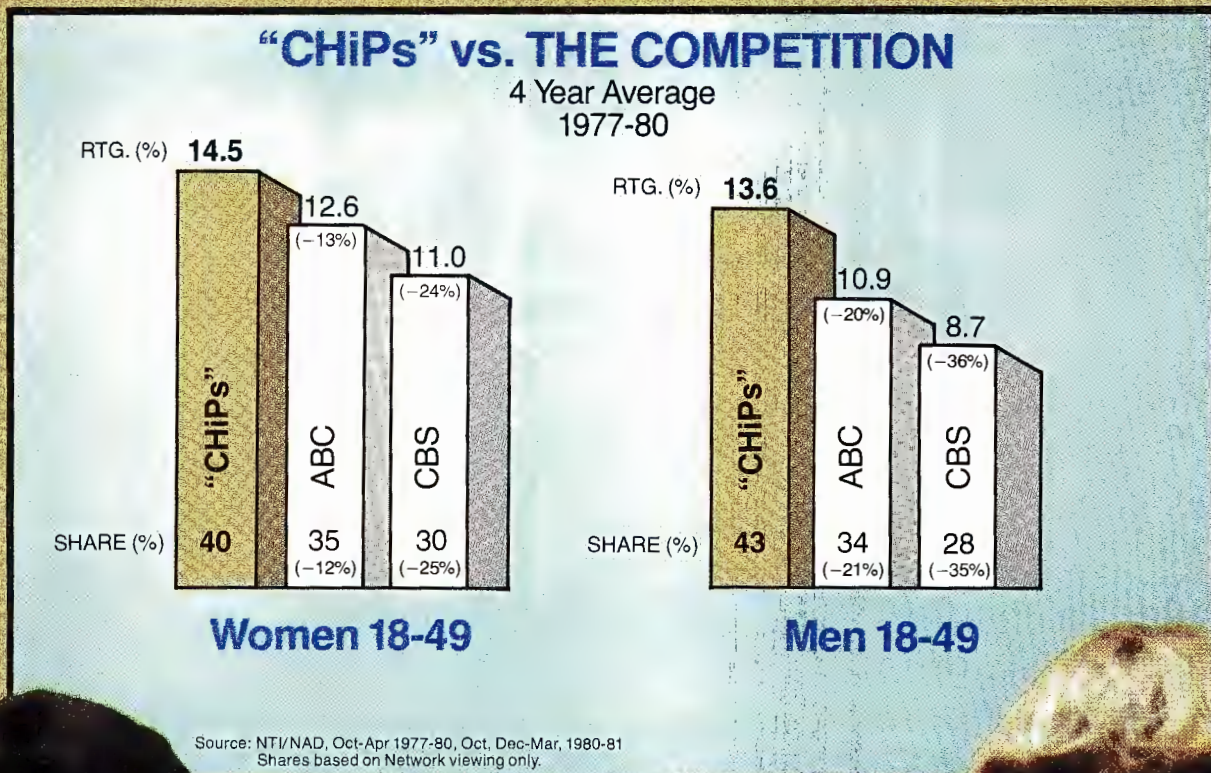
Source: ME - Nov 1979/Nov 1980

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IT'S GOOD BUSINESS**

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AN ARRESTING ANALYSIS



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It's easy to see why "CHiPs" still maintains its place in the recently released Network line-up when so many of the top hours in the syndication marketplace just couldn't hold on. **WOMEN AND MEN 18-49 say, "CHiPs" is #1!**

A four year leader with adults, "CHiPs" averages a **15% higher** rating than its ABC competition and a **32% higher** rating than CBS among Women 18-49.

"CHiPs" 18-49 Men outscores ABC by **25%** and CBS by **56%**.

WOMEN AND MEN 18-49 can't get enough of our strong and handsome heroes of the highways! Contact your MGM Television sales representative today and give the young adults in your market what they want.

"CHiPs"



MGM TELEVISION

TOP OF THE WEEK

Mark Fowler's emancipation proclamation for radio-TV

New FCC chairman declares war on every regulation in sight, vows to make marketplace only standard to measure performance; new First Amendment freedoms, lifting of new media ownership restrictions indicated; Oregon speech promises deregulation beyond any previous imagining, a setting-free after 50 years of 'regulatory confinement'

The FCC's new chairman, Mark S. Fowler, has served notice he is on a rampage. His target is not broadcasters or others regulated by the commission but the rules that he feels have unreasonably burdened broadcasters all these years. Literally, not a single rule or policy is safe. Every one will be examined "in the hard, cold light of current realities," he says, and unless it survives the scrutiny, he adds, the commission will get rid of it. The era of "unregulation" is here.

Fowler believes the commission's effort to remove itself from radio deregulation is "prudent," and says the effort will continue. More than that, the commission "must now move on to television." Indeed, "Deregulation will be an important theme of my chairmanship. The technology bids us to pursue it, and the cost of continued regulation impels us as well."

And that, as he indicates, is just for openers.

Fowler laid out what he seemed to enjoy calling his "radical" plan for the "unregulation" of broadcasting in a speech last Friday (June 12) to the Oregon Association of Broadcasters, in Newport—his first speech to a broadcaster group since he joined the commission on May 18.

The commission has been "regulating" and "deregulating" broadcasting since the days of Dean Burch, in the late 1960's. And the commission substantially deregulated radio under Charles D. Ferris. But all of that is almost as nothing to Fowler. To him, the FCC remains "the last of the New Deal dinosaurs." And the public interest standard that is supposed to

guide its regulatory course, he said, has been so "slathered" over with "coats of conceptual paint" over the years as to have hampered the commission's ability, today, to determine what the public interest really is.

Fowler said "a primary goal of the commission" will be to chip away the layers of rules, policies and programs that encrust the standard. "The new age of alternative communications media—cable television, MDS, subscription television, videodisks and cassettes and perhaps DBS—clearly makes some of these rules and policies as anachronistic as the vacuum radio tube," he said.

But his enthusiasm for his new work is not limited by the opportunities afforded by the new technologies. Many rules have lost whatever usefulness they had; many others "were ill-advised to begin with," he said. All will be scrapped. The test for each



regulation will be, "What would happen to the world if [it] were eliminated?" Could the industry perform the regulatory function better? Does the benefit to the public outweigh the cost involved?

Indeed, his enthusiasm at times seemed to be out-running the commission's authority. He indicated he is troubled most by rules and policies that restrict broadcasters' "First Amendment rights to provide programming and viewpoints as [they] see

fit ... I believe that in this age of a multitude of mass media voices, it is unrealistic, unfair and unnecessary for government to tell you, as broadcasters, what we think is good for the American people to hear and force you to provide programming in response."

Fowler appeared to be referring to the restrictions imposed on broadcasters by the fairness doctrine and the equal time law, both of which are embedded in the

A beginning collection of Fowlerisms

Whatever else may be said of FCC Chairman Mark Fowler's address to the Oregon broadcasters, it can't be accused of lacking imagery. Among the livelier passages:

- "While you and I work at opposite ends of this great country, we in Washington are surrounded with a condition that contributes to the unique charm of this state. I refer, of course, to fog. Now in Oregon, fog is a balm. ... The fog in Washington is different. I refer to indoor fog that obscures the environment, clouds thinking and prevents things from growing."
- "... the laws which to this day guide the [FCC] derive essentially from the same laws that chartered, in 1887, the Interstate Commerce Commission. Whatever the validity of those regulatory notions in the age of the buckboard and the waltz, their relevance must be questioned in the age of minicam and microwave."
- "You may recall the Greek legend of Prometheus who gave the world fire, the symbol for enlightening the masses. In return, the angry gods tied him to a rock. Well, broadcasting was, and is, the 'fire' of our own era. ... You are still regarded with the timorous fascination that resulted in your regulatory confinement nearly 50 years ago."
- "The FCC remains the last of the New Deal dinosaurs."
- "Regulating over-the-air broadcasters on the premise that an audience can get programming only from the one source, when the audience has literally dozens of video options, broadcast and nonbroadcast alike, is like stringing buoys in a fish pond to keep the trout from swimming from one end to the other."
- "While broadcasters are often reviewed as majestic lords plucking the golden apples in their gardens of Shalimar, the truth is that most broadcasters are small-business men and women who are mightily pleased if they can harvest a few radishes from their victory gardens."
- "The historic role of the commission as a grand Poo-Bah of the Potomac, determining what kinds of programs a broadcaster must air, must change."

Communications Act, which only Congress can amend. An aide said that, where legislation is needed to effect change, "We'll go to Congress. But if there are areas where we can act, we will."

Short of that, there were other specifics bound to please broadcasters, including the networks.

For instance, Fowler questioned the validity of rules limiting broadcasters' ability to develop programming for use by new media, "like cable television," which need more programming to serve the American people. Thus, he appears to be favorably disposed to CBS's request for a clarification of the financial interest rule that would permit the networks to acquire nonbroadcast rights to television programs. "I do not believe that past players, players with impressive records and innovative plans, should be arbitrarily excluded from new markets," Fowler said.

He apparently would also permit networks to become active players in the cable television industry, and broadcasters to own cable systems in the markets served by their stations. He said he questioned the "structural rules that, based on a world that existed two or more decades ago, limit your ability to diversify by expanding into ownership of new technologies." As for the anticompetitive problems that might arise, they "may be more appropriately and adequately handled by other government agencies."

"As a matter of communications policy," he said, "bigness is not necessarily badness; and the public interest is not inconsistent with the profit motive." Fowler's zeal as an unregulator appears matched by his credentials as a free enterpriser. Questioning the scarcity argument as an excuse for broadcast regulation, he noted: "The fact is that anybody who has the capital and the drive will get into broadcasting the way most people get into *any* business, the way many of you entered: They can buy in."

The chairman also indicated an entrepreneurial kinship with broadcasters. "As many of you know," he said, "I worked in radio before entering the practice of law. I know the challenge of meeting payrolls, keeping up towers, and trying to find the audiences that will support it all. . . . The notion of the broadcaster as some kind of monopolist to me is sophistry—sophistry born of plain ignorance of what most of you do during most of your working hours."

If Fowler is not big on the kind of hard-nosed regulation that once was thought to distinguish the liberal Democrats who sat on the commission, neither is he, apparently, big on what former FCC Chairman Richard E. Wiley once called the "new ethic." For Fowler said he questions "whether the commission ought to be involved in a microscopic examination of every nook and cranny of a licensee's character, especially where a licensee's actions do not produce a perceptible, adverse effect on the broadcast service provided to the public."

That passage caused some observers to

wonder whether Fowler was sending a signal as to how he would vote if the commission were to take a second look at the RKO General Inc. case. In that proceeding, RKO faces the loss of three television licenses because of the actions of its parent, General Tire & Rubber Co., and some wrongdoing of its own that was unrelated to its broadcast service. The commission is considering an RKO request that it seek a remand of the case from the U.S. Court of Appeals in Washington, where it is awaiting review.

If the program he was outlining sounded "radical" to the broadcasters he was addressing, Fowler said, "then you are hearing it exactly right. The historic role of the commission, a grand Poo-Bah of the Potomac determining what kinds of programs a broadcaster must air, must change. And it will change. Technology has already undermined it. Neither logic nor experience any more supports it. And the American taxpayer should no longer have to pay to support it."

Although the speech was to and for broadcasters, Fowler took the occasion to note that broadcasters are not the chosen people, after all. The commission would not be "transferring the regulatory apparatus from your industry to another," he said. "We will also examine the rules and policies in other areas that in the past insulated you from feeling the effects of marketplace regulation"—an apparent reference to the cable television industry.

"Over the air television has an important role to play in delivering video services in the future," he said. "So do other technologies. I want each technology to have a fair chance to offer services to the public. Marketplace skills, not massive regulation, should determine your future."

AT&T entry into video services backed by Reagan administration

Baldrige forges consensus among cabinet departments, says the Justice Department, too, agrees telephone company should be allowed to compete through subsidiary

The Reagan administration promised unified support last week for a bill before the Senate Commerce Committee to deregulate the telecommunications industry and to allow AT&T to compete, through a separate subsidiary, in video services.

At the same time, a group of economists, state regulators and labor representatives offered qualified support for the bill (S. 898) while suggesting numerous amendments. Business and retail user representatives testifying rejected the bill as unacceptable.

The administration's support includes

backing from the Justice and Defense Departments, according to Commerce Department Secretary Malcolm Baldrige. Two weeks ago, Baldrige had canceled an appointment to testify on S. 898 because of opposition from Justice, which maintained that legislation affecting telecommunications would harm its 10-year-old antitrust suit against AT&T (BROADCASTING, June 8). A Justice Department spokesman refused to comment on Baldrige's testimony last week.

A last-minute effort by Baldrige convinced administration officials to agree on favoring S. 898, according to Commerce Committee Chairman Bob Packwood (R-Ore.), who thanked Baldrige repeatedly for his efforts. "I know the fight [he] made to get them to come to a timely position on this," said Packwood, "and without his leadership this administration would not have a position yet."

Baldrige urged the committee to gather as much information as possible before deciding the extent to which AT&T should be permitted to compete in mass media services. "Your bill reaches a reasonable compromise on that," he said, "but it's such a complicated area that it should be the subject of much expert testimony."

Baldrige also urged the committee to "take fully into account" Defense Department concerns with S. 898 and to be sure it carefully chooses the "how to" of setting up a separate subsidiary within AT&T.

Baldrige said he does not know whether the Justice Department will drop or modify its suit against AT&T if S. 898 passes the Congress. "Your bill doesn't address that," he said.

But Senator Howard Cannon (D-Nev.), ranking minority member on the committee, noted that "Justice reads the bill differently."

Alfred Kahn, a professor at Cornell University and former chief of the Carter administration's Council on Wage-Price Stability, urged the committee to proceed with its legislation as quickly as possible. "You'll never solve all the problems in advance of trying to pass it," he said, "but you can set up mechanisms allowing the FCC to respond to changes in the market."

The greatest obstacle the committee faces is overcoming internal subsidizations which are "shot through the telecommunications industry," Kahn said. Local telephone service has been subsidized for most of the industry's history, and Congress must find "pragmatic compromises" to assure local service to rural areas in a competitive environment, he testified. Such a compromise could require that only basic service, the phone connection itself, be subsidized. Prices for other services should be cost-effective, according to Kahn.

The committee should be careful not to adopt a protectionist policy toward the newspaper industry in S. 898's provisions for allowing AT&T to compete in video services. "It would be dangerous to have AT&T control the content of programming," said Kahn, "but we're talking about its offering a commercial service, classified

ads, not the distribution of news."

Larry Darby, a Washington-based economist and former chief of the FCC's Common Carrier Bureau, disagreed. "We have a stake in local newspaper service," he said, "and S. 898 raises a question about that service's means of support."

For state regulators, the biggest problem with S. 898 is that it eliminates their ability to regulate interstate rates. Michael Hesten, chairman of the Illinois Commerce Commission, said local utility commissions have not been as careful as they should be in regulating interstate rates, but that allowing the FCC to take over this jurisdiction would work. Packwood appeared to agree with Hesten's argument, that Washington may be too removed to regulate interstate service effectively.

Business users oppose S. 898 because it assumes effective competition already exists in telecommunications, according to Robert F. Bennis, manager, communications systems, Westinghouse Electric Corp. "Anyone convinced competition is just around the corner in telecommunications simply cannot appreciate the market power AT&T has amassed through 100 years of protected monopoly," he said. "Deregulation must follow competition rather than precede it."

Senator Larry Pressler (R-S.D.) expressed concern with the future of telecommunications service to rural and poor urban areas. "I hear so much talk of new technology, but I don't see it coming to everyone in this new competitive environment," he said. The committee will hold hearings on this issue on June 24.

High-level kibitzers. The Reagan administration has set up a cabinet-level task force to advise the President on ways to increase efficiency of the telecommunications industry. Its first evident product, however, was the compromise that produced last week's administration stand in favor of deregulating AT&T (see adjacent story)—a compromise that found the Justice Department holding the short end of the policy stick.

Commerce Secretary Baldrige, who is chairman of the task force, had cancelled his appearance before the Senate Commerce Committee because of an inability to forge an earlier consensus. On May 28 (coincidentally, according to administration sources), White House counselor Edwin Meese III set up the task force—a day after antitrust chief William Baxter wrote to the Office of Management and Budget expressing opposition to the AT&T bill, and a few days before Baldrige was originally scheduled to testify.

The task force includes the secretaries for Commerce, Defense, Agriculture and Energy, plus the head of the Federal Emergency Management Agency. The Justice Department is not included.

Packwood shifts deregulation bills from slow freight to fast express

All broadcast legislation bundled together and added to budget measure that looks good for Senate passage; but even if tactic works, House opposition is certain

The Senate Commerce Committee surprised Washington last week by adding much of its pending broadcast deregulation legislation to a budget bill that is believed sure to make its way through the Republican-controlled Senate.

But the bill, which contains program-by-program spending levels for each congressional committee, faces strong resistance in the House, where Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) has mapped a much slower, more systematic agenda for deregulating communications.

Strategy behind the Commerce Committee's move was two-fold. Funds raised by S. 821, a bill to allow the FCC to charge fees for regulating services, would help the committee meet spending goals set by the full Senate for 1982. Attaching deregulation legislation to a budget bill will force the Senate to consider the policy issues involved in a much larger context and under the pressure of a 20-hour deadline set for debate on the budget bill.

Commerce Committee Chairman Bob Packwood (R-Ore.) is said to have initiated the move in an effort to "get things moving" on the deregulation legislation. One observer said Republican committee members decided to go along out of a "growing sense" that the House Telecommunications Subcommittee "would not do anything" after completing its lengthy preliminary investigation of competition in telecommunications industries.

Wirth is said to have spoken recently of initiating radio deregulation only on an experimental basis in a limited number of markets.

Added to the Senate's mammoth budget package was a radio deregulation bill, S. 270, which eliminates commercial time limits and requirements for program log-keeping, ascertainment of community needs and news and public affairs programming. It also allows the FCC to establish a system of random selection for awarding licenses, eliminates license renewals and forbids the FCC from involving itself in program decisions. The committee last week added a provision to S. 270 that clarifies its language requiring the FCC to hold a hearing before revoking the license of a broadcaster whose fitness is brought into question.

A television licensing and renewal bill (S. 601) also went into the budget

package. It would extend TV license terms from three to five years and would require the FCC to renew licenses of stations it finds have met the needs, problems and requirements of residents in their service areas and have not seriously violated the Communications Act. Comparative renewal hearings would be eliminated and the FCC would be permitted to use random selection in awarding licenses.

Key to the package is S. 821, a bill that changes the FCC from a permanently authorized agency to one that must be renewed every three years. That bill also establishes license fees to cover the cost of FCC regulations.

In addition to fees for license applications, hearings, construction permits and antennas, radio and TV station licensees would be charged annual fees based on the size of their markets. Television fees range from \$7,500 annually for stations in the top 20 markets to \$750 for those in markets 181 and below. Fees for radio range from \$1,500 for all class B and C FM's, and AM's greater than 5,000 kw to \$150 for AM's less than 1,000 kw. There are also fees for satellite, microwave and cable services (BROADCASTING, May 11).

The public broadcasting bill (S. 720) authorizes appropriations for the Corporation for Public Broadcasting at \$110 million, \$100 million and \$100 million, levels lower than those set by the House (BROADCASTING, May 18), but within recommendations made by the Reagan administration. It authorized \$23 million for facilities planning and construction in 1982, against administration recommendations, and directs CPB to pass through at least 60% of its funds to stations in direct grants. It also reduces the size of CPB's board from 15 members to nine and prohibits stations receiving federal funds from editorializing.

Also included in the budget package is S. 929, a bill to establish stricter standards for TV set manufacturers to cut down on interference from amateur and land-mobile radio services. This bill also would allow volunteers to police violations by amateur radio operators.

Reaction to the committee's move was mixed. Committees often attach unrelated bills to budget or appropriations measures, but this, by all accounts, is the first time communications legislation has been offered this way, and few outside the Commerce Committee knew it would happen until it did.

Bernard Wunder, newly confirmed director of the National Telecommunications and Information Administration, is said to have been informed about the committee's plans an hour before they were carried out. A former member of the House Telecommunications Subcommittee staff, Wunder had worked closely with Senate Commerce Committee staffers on communications legislation.

David Aylward, House Telecommunications Subcommittee chief counsel, said the Senate committee had "attached criti-

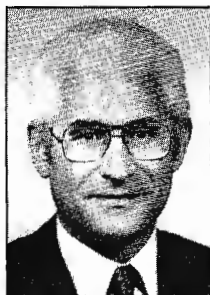
cal communications policy to a totally inappropriate vehicle" and can expect House members to refuse to discuss any of the attached legislation when the budget measure reaches a conference between House and Senate.

According to Aylward, there are angry members who believe in significant broadcast deregulation but who are calling the Senate committee's action "an atrocity." The Telecommunications Subcommittee's opposition to considering the Senate's legislation extends even to S. 821, the license fee bill, on which both Senate and House subcommittee members have reached general agreement.

"They violated an agreement to add nothing controversial to the FCC reauthorization bill because we agreed it was important to get it passed this year," said Aylward, "They've thrown that agreement out the window." Earlier last week, the full House passed two bills with provisions similar to those of S. 821. Those bills (H.R. 3239 and 3240) require annual reauthorization for the FCC and NTIA and allow the FCC to establish license fees. Although the Senate bill sets specific fees, the House bill directs the FCC to set them. The Telecommunications Subcommittee was awaiting conference with the Senate Commerce Committee, where it planned to adopt, with some changes, fees in the Senate's bill.



Kirtland



Schwartz

Schwartz moves up in Cox command

Takes over as president and chief operating officer; Kirtland becomes chairman

In an unexpected move, Clifford M. Kirtland Jr., president and chief executive of Cox Broadcasting Corp., was elected chairman last week and William A. Schwartz, executive vice president of the company and president of its broadcasting division, was named president.

The changes were announced by Garner Anthony, chairman of the executive committee of the Cox board of directors, following a board meeting Wednesday in San Francisco.

The title of chief executive officer, held by Kirtland since he became president on Jan. 1, 1974, was discontinued.

The announcement gave no explanation for the changes. Wall Street analysts ex-

pressed surprise but had no theories of their own to offer. Cox has been turning in strong financial reports and its stock has been selling at or near its high for the year, 78-1/4. It closed last Wednesday at 74-3/8 and Thursday at 74-7/8.

There was some speculation that Kirtland, now 57, might be looking toward early retirement, in which case these moves might be part of the transition.

Kirtland, however, reached Friday, said there was "nothing to" this theory. "We have become a large and growing company, with increasing complexity," he said, "and these are moves to strengthen top management."

He also said a question raised about the company's Cox Cable subsidiary's involvement in so-called adult programming was not involved. The question was raised in a May 29 *Los Angeles Times* story on blue movies on cable. The story quoted Anthony and Ann Cox Chambers, among the company's principal owners, as saying they had not been aware that Cox was a partner in the Rainbow programming venture's Escapade service which provides adult movies for cable. The *Times* also quoted Anthony as saying he would "like to see Cox stay away from that kind of stuff if we can," and that he would raise the issue at last week's board meeting.

Kirtland said there was "limited discussion" of the issue during the board meeting, but not in the context of the executive changes. Asked whether Cox would remain a partner in Rainbow, he said it would. As for whether Cox Cable's San Diego system would add the Escapade service, as the *Times* said it was scheduled to do by the end of the year, Kirtland said he wasn't sure what the program schedule calls for.

Schwartz, 42, was named chief operating officer and a member of the board as well as president. He also will continue as president of the broadcasting division, which he has headed since March 1979.

In other actions, the board scheduled a special meeting of shareholders for Sept. 10 at Cox headquarters in Atlanta. They will vote on increasing the number of authorized common shares available "for potential acquisitions, for issuance to increase the company's capital and for possible stock splits." Stockholders of record July 21 will be eligible to vote.

The board also declared a quarterly cash dividend of 13-1/8 cents per common share, a 10% increase over the current rate of 11-7/8 cents. First dividend at the new rate will be payable July 15 to stockholders of record June 30.

In moving into the chairmanship Kirtland takes over a post that had been vacant since J. Leonard Reinsch retired in 1979. He joined the company in 1963 and served as executive vice president, secretary and treasurer before becoming president in 1974. He has been a director since 1973.

Schwartz started with Cox in 1973 as vice president of operations for TeleRep, Cox's TV station representation firm. From 1974 until 1979, when he became

president of the broadcasting division, he was vice president and general manager of Cox's KTVU(TV) San Francisco-Oakland. He was named executive vice president of Cox Broadcasting last December.

At one point Schwartz almost got away from the company. In February 1979, while he was still at KTVU, Metromedia announced that he had been named president of Metromedia Television (BROADCASTING, Feb. 19, 1979). But within a month, plans changed: Metromedia announced another choice and Cox announced that Schwartz was returning to become president of its broadcasting division (BROADCASTING, March 26, April 2, 1979). This chronology raised some speculation that, to be persuaded not to leave for the Metromedia job, Schwartz had been promised the corporate presidency at some point, and that the time had now come. Neither Schwartz nor Anthony, who presumably would have made the promise if there were one, could be reached for comment.

Rogers bid for UA-Columbia Cable carries the day; Columbia Pictures, Outlet talking

The battle for UA-Columbia Cablevision (UACC) is over, and the Canadians have won. Late Thursday, following a UACC board meeting that lasted most of the day, the various parties in the months long saga of the UACC buyout issued announcements that tied up the loose ends of a deal that seemed inevitable.

Rogers Cablesystems, the Canadian MSO that's already gained a cable toehold in this country, will end up owning 51% of UACC (the U.S.'s ninth largest MSO) if shareholders approve the definitive merger agreement signed by the UACC board. A joint venture between Rogers and United Artists Theatre Circuit (UATC) which already holds a 27% stake in UACC, will pay \$90 a share in cash for UACC—UATC will then hold 49% of the merged company.

In agreeing to the Rogers/UATC deal, UACC terminated its agreement to merge with a joint venture of Dow Jones and Knight-Ridder Newspapers, which had offered \$80 a share for UACC.

The terms of the side-deal by which Rogers/UATC effectively bought out any opposition from the Dow/Knight partnership also were revealed by those parties on Thursday. Dow/Knight is to get \$2.5 million cash, plus \$84 per share for each of the 330,000 shares of UACC stock it still holds. Dow/Knight has further agreed not to exercise the option it has to purchase another 600,000 shares of UACC, and will get another \$500,000 when the merger is consummated. Dow/

Knight comes out with a \$4 million profit, offsetting its costs.

A separate agreement between UACC and Rogers/UATC provides for the purchase from UA-Columbia of up to \$16 million in stock by the partners at \$80 per share. On Thursday, pursuant to that agreement, Rogers purchased 12,750 shares of a newly issued nonvoting convertible preference stock and UATC purchased 12,250 shares of common stock. This has the effect of injecting needed capital into UACC.

Discounting UATC's current holding in UACC, the \$90-per-share offer and the various other payments noted above add up to a \$217.22 million cost for the partners to acquire the cable operator.

Another deal in that price range that is under discussion is a merger of Outlet Co. into Columbia Pictures Industries. Outlet President Bruce Sundlun, who expressed an interest in a merger when talking to security analysts earlier this year (BROADCASTING, March 16), confirmed that his company is having talks with Columbia, although he asserted that "nothing at this point is at all definite."

Columbia, of course, is already involved in broadcasting. It owns five radio stations and an interest in a New Jersey UHF station. They are run by Columbia Pictures Communications, a unit the company formed when it brought broadcast-entrepreneur Karl Eller into its fold last year, following the collapse of Eller's media joint venture with Charter Oil.

Outlet, which had once been a retailing power, recently sold off most of its retailing operations for the express purpose of concentrating on broadcasting. And as Sundlun had told the analysts, Outlet retained consultant McKinsey & Co. to assess the company opportunities.

Sundlun himself, reviewing last week the arithmetic of assessing his company's worth, put a value of \$300 million on the firm, noting that any purchaser would discount \$100 million in outstanding debt.



Rule advises Hollywood to get in line on TV costs

ABC Inc. President Elton Rule called last week for an end to "strikes and cost overruns" in the television production community.

In a speech Thursday to the Hollywood Radio and Television Society, Rule said that "we'd obviously prefer to deal with trusted, old friends"—but would look for alternatives if necessary.

The time has also come, he said, when entertainment programs must be profitable even if they fail to achieve a 30% share.

He cited preliminary FCC figures as showing that from 1977 to 1980, the three TV networks' pretax profits declined 20% despite a 43% rise in advertising revenues. "No business," he said, "can tolerate such diverging revenue and profit trends

for long."

Rule said he wasn't trying to assign blame for rising programing costs because "we recognize that many of the decisions involved were shared by producer and purchaser alike." But, he continued, cost growth must be brought back into line.

"At ABC," he said, "we do not want to lessen our use of top-quality Hollywood-produced programs; they're too good to lose. But the economics are clear—if we cannot earn an adequate return with what we've got, we have to try to develop alternative sources of supply."

"No longer can we build our cost assumptions on the premise that all entertainment programs must command a 30 share of the audience in order to be profitable."

More than that, Rule continued, network reliability in delivering programs to advertisers is being upset by guild and union strikes "past, present and waiting in the wings."

The chief issue is how much union members will be paid for the use of their works in the new technologies, he said, "and that's a little like forming up the line for space shuttle passengers."

"We can all agree that the new media in the aggregate hold significant promise for everyone in the production industry," he continued. "But beyond that generality, serious questions are left unanswered about the actual future of these new media: How fast will they grow? How extensive will they be? What programs and services will be most successful? What revenues and profit margins will they generate?"

"And why the acute emphasis now on long-range promises? No matter how the current conflict is resolved, it will probably be obsolete in three or five or 10 years and discussions will have to begin again from ground zero. The irony is that by arguing over future prospects, we may harm the current business, and future chances as well."

GAO's report card on CRT: some fine-tuning is in order

After a nine-week investigation into the workings and structure of the Copyright Royalty Tribunal, the General Accounting Office arrived at a paradox: The CRT commissioners are underemployed, yet they need help with the legal and economic aspects of their work.

That was among many findings in a GAO report presented last week to the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice by the GAO's Wilbur D. Campbell, deputy director, accounting and financial management division. The subcommittee asked the GAO to conduct the investigation last March.

In his testimony, Campbell said the CRT commissioners are highly paid bureaucrats "with a workload that, by their own estimates, will consume only

somewhat more than half of their work time." At the same time, Campbell said, the CRT's effectiveness has been limited by the lack of a general counsel and "objective, expert opinion," particularly on economic matters.

To remedy these problems, Campbell recommended that the Copyright Act of 1976, the law that established the CRT, be amended to provide the CRT with "access" to a general counsel and adequate funding to obtain expert opinion when needed.

Campbell also offered five alternatives for restructuring the CRT, which he felt would solve the underemployment problem. He suggested: reducing its size from five to three commissioners; restructuring the CRT with a single full-time chairman, general counsel and a number of

part-time commissioners who would convene for hearings; transferring the CRT to the Department of Commerce, and restructuring the CRT as a part-time ad hoc body, convened by the register of copyrights.

A fifth alternative was to eliminate the CRT altogether. Even if the CRT were abolished, Campbell said, compulsory licenses could survive. Fees could be periodically set by Congress or tied to a self-adjusting index, he said, and royalties could be paid out based on agreements reached among the claimants, either privately or through arbitration that would be binding on the parties.

In presenting the report, Campbell did not endorse any of the alternatives, but when pressed by Chairman Robert W. Kastenmeier (D-Wis.), Campbell con-

ceded that the staff preferred the part-time ad hoc body. Under the concept, Campbell said, petitions to convene the CRT to make fee adjustments or resolve distribution controversies would be made to the register of copyrights, who would provide all necessary legal counsel and support staff. "This alternative would have all the advantages of resolving many of the problems we identified," Campbell said, "while drawing on the existing expertise of the Copyright Office."

Campbell said the legislated criteria the CRT must use in determining fees and dis-

tributing them are vague and unworkable. The four outstanding court appeals of CRT decisions, Campbell said, attest to the vagueness. Campbell warned the subcommittee, however, not to attempt revision. "It is virtually impossible to develop clear criteria that would be acceptable to copyright owners and users," Campbell said. "If the Congress were to try to specify new criteria, the results would likely be new problems and controversies."

The ideal commissioner of the future, the report said, is one familiar with

copyright issues without being intimately involved with the affected industries.

The report was not all negative. The CRT is recognized as a "competent body," Campbell said, which has held its proceedings in accordance with applicable federal laws and on the schedule required by statute. That four of the first five decisions of the CRT have been appealed does "not necessarily reflect poorly on the CRT," Campbell said. It is in the interest of those affected to appeal them, he said. "Millions of dollars . . . depend on the precedents now set."

Explosive media growth cited as opportunity to BPA-BDA delegates in New York

Joint conventions of promotion specialists and designers hear testimony to organizational and professional growth; Chaseman advises them to capitalize on changes to come; Low inveighs against prime-time access

Growth—both professional and organizational—was the watchword as the Broadcasters Promotion Association and the Broadcast Designers Association opened their annual joint convention last Wednesday (June 10) at New York's Waldorf-Astoria hotel.

"You've come a long way, baby," BPA President Gail Morrell told conventioners, citing BPA growth that is expected to top 1,200 by yearend. The newer BDA now counts 550.

First-day registration was a record-breaking 1,100—including 900 for BPA's 25th annual gathering and 200 for BDA's fourth. This year's convention, which ran through Sunday, June 14, also saw 40 exhibit booths and 45 hospitality suites.

"It's time to examine our growth and look ahead to the future," said Morrell, director of advertising and promotion at CFCF-TV Montreal. As new forms of entertainment appear, Morrell said, the promotion manager's role will continue to be vital. "The new marketplace will serve as a challenge for our talent and expertise."

Continuing on that theme, keynote speaker Joel Chaseman, president of Post-Newsweek Stations, said that the current "movement and change are breeding incessant questions on where we're going" regarding such advancements in technology as cable, teletext, videodisks and video recorders.

Where does that leave the promotion person? Chaseman asked. In his opinion, it provides more opportunities. The promotion manager will help people discover these new amusements to enjoy, he claimed. In broadcasting, he envisions larger promotion staffs and better tools.

Drawing comparisons between the past BPA conventions and the present, Chaseman stressed that past changes didn't occur suddenly and neither will the future's. Chaseman contended, however, that in



"our business, the world can change around you and without you if you don't keep up with it."

Offering some guidelines that should be followed by progressive promotion people, Chaseman suggested, first of all, to challenge the boss, and check the conventional wisdom against new ideas. "Seek out a place to work that will encourage you to develop your skills," he urged, at the same time warning to "be patient" and take the time to grow and stay with a company long enough to improve until the next, better position comes along.

Leaving the audience with an optimistic thought, Chaseman said: "Your time has come; what you do lights the way for others. As you promote the future, you help to shape it."

Richard H. Low, executive vice president and director of broadcast programming, Young & Rubicam, New York, used his time at the podium to make recommendations for improvement of television programming through the efforts of the FCC, the TV networks and the local stations.

He called on the FCC to repeal the prime-time access rule. Low said the intentions of the rule were "laudable" but claimed it had resulted "too often in a parade of banality." He said that with a few exceptions, the rule had produced "sameness on the one hand and shoddy programming on the other."

Low said the question is not whether the

networks and large producers would be better served if the rule were repealed, but whether small producers and some stations would be better served if the rule were not repealed.

"The question is whether the public would be better served if access were repealed," he asserted. "On that the answer is clear."

Turning to the TV networks, Low pointed out that softening prime-time network ratings and the increase in viewing of public broadcasting and cable television indicate there is a growing interest in programming other than that provided by the commercial television networks.

Low proposed that "each of the networks engage in an enterprise to develop major dramas."

He reminded the audience that CBS Board Chairman William S. Paley had proposed such a joint project several years ago, but it never developed. He suggested, for example, there might be a *CBS Playhouse* on the first Tuesday of each month, an *ABC Theatre* on the second Sunday of each month and an *NBC Producer Showcase* on the third Monday.

He warned the three networks that if they did not reach for the audience that public television and cable television are attracting, their portion of the universe "will inevitably become smaller, less varied and less vital."

□

Highlighting the annual business meeting of the Broadcast Designers Association on Wednesday (June 10) was a vote by the membership authorizing the BDA board to negotiate with the Broadcasters Promotion Association on whether BDA should continue to hold its conventions in association with BPA's.

Gil Cowley, president of BDA and art director of WCBS-TV New York, stressed that the BDA is not dissatisfied with the present practice. But he explained that BDA must give five-year notice of its plans to BPA because of the logistics involved in arranging a convention; thus long-term planning is required. The advantage of a separate convention, Cowley said, is that BDA would establish its own identity.

Census results in market changes

Both Arbitron and Nielsen refigure markets using new data with many fluctuations in cities below top 10

Both Arbitron Television and the A.C. Nielsen Co. were out last week with new TV households estimates and market rankings, based on the 1980 census.

The estimates are being used by the audience-measurement services in preparation of their respective May sweep reports and will be used again with the July sweeps.

This is the second census-updated list put out by Nielsen. Its first, issued last month (BROADCASTING, May 11), was based on the census bureau's data on "housing units" (which include unoccupied units for seasonally occupied dwellings), to which Nielsen applied various occupancy formulas to get households estimates. Then the bureau came out with its 1980 households estimates, and Nielsen decided to re-do the list using actual census data ("Closed Circuit," June 8).

Arbitron officials say their new estimates are not based on the Census Bureau's 1980 households count but were developed with occupancy data "so close to the money" that the estimates won't need recalculation.

Arbitron's estimates put total TV households in the continental U.S. at 79,175,400, a 2.5% gain over the figure Arbitron had been using based on pre-census data. Nielsen's put the total for all states except Hawaii at 79,932,520, a 2.7% increase over Nielsen's old estimate. Including Alaska, Nielsen's estimates total 80,226,020, a rise of 2.8% above the estimates in use until now. The new Nielsen totals are marginally—less than 1%—higher than those released in last month's updating.

In both Nielsen and Arbitron estimates, the top 10 markets remain unchanged in rank, but numerous changes occur in rankings below the top 10. Generally the gains tend to be most consistent among so-called Sun Belt markets. However, some of the Sun Belt markets fared some-

what less well in the new Nielsen estimates than in those Nielsen released last month.

Orlando-Daytona Beach, Fla., for example, which had risen from 41st to 33d in the Nielsen list issued in May, ends up as 35th in the new list. West Palm Beach-Fort Pierce, Fla., which had gone from 78th to 64th in the May list, drops to 69th in the current one. Phoenix-Flagstaff, Ariz., which had climbed from 31st to 25th, slips to 26th. (In the Arbitron list, Orlando-Daytona Beach rises from 40th in the pre-census calculations to 34th, West Palm Beach goes from 76th to 69th and Phoenix goes from 31st to 24th.)

Some markets that are known to have experienced strong growth are shown with declines in TV households. Officials say this happened because growth rates used to project the pre-census figures were shown by census data to have been too high. Similarly, where projected growth rates proved to have been too low, some markets show disproportionate gains in TV households.

In the following tables "old" or "original" rank and estimates are those used from October 1980 through March 1981. The "new" or "revised" rank and estimates are the new ones, to be used in May and July.

Arbitron ADI rankings

New rank	Old rank	Market	New TV households	New rank	Old rank	Market	New TV households	New rank	Old rank	Market	New TV households
1	1	New York	6,324,400	34	40	Orlando-Daytona Beach, Fla.	570,600	58	57	Wichita-Hutchinson, Kan.	392,900
2	2	Los Angeles	4,132,100	35	33	Columbus, Ohio	569,700	59	59	Richmond, Va.	385,600
3	3	Chicago	2,887,500	36	34	Memphis	560,400	60	60	Knoxville, Tenn.	380,900
4	4	Philadelphia	2,373,100	37	36	New Orleans	552,000	61	61	Mobile, Ala.-Pensacola, Fla.	372,500
5	5	San Francisco	1,905,800	38	37	Greenville-Spartanburg, S.C.-Asheville, N.C.	548,900	62	62	Roanoke-Lynchburg, Va.	369,600
6	6	Boston	1,829,200	39	38	Grand Rapids-Kalamazoo-Battle Creek, Mich.	547,900	63	66	Jacksonville, Fla.	355,100
7	7	Detroit	1,835,400	40	41	Raleigh-Durham, N.C.	521,400	64	65	Green Bay, Wis.	347,600
8	8	Washington	1,436,600	41	39	Oklahoma City	516,500	65	64	Des Moines, Iowa	347,100
9	9	Cleveland	1,361,700	42	42	Louisville, Ky.	510,200	66	63	Syracuse, N.Y.	345,100
10	10	Dallas-Ft. Worth	1,310,300	43	43	Charleston-Huntington, W. Va.	504,000	67	68	Fresno, Calif.	344,500
11	12	Houston	1,229,300	44	45	Salt Lake City	498,300	68	69	Omaha	327,000
12	11	Pittsburgh	1,189,800	45	46	Harrisburg-York-Lancaster-Lebanon, Pa.	480,200	69	76	West Palm Beach, Fla.	325,100
13	17	Miami	1,065,400	46	48	Wilkes Barre-Scranton, Pa.	468,900	70	67	Rochester, N.Y.	317,900
14	16	Atlanta	1,061,500	47	47	Norfolk-Portsmouth-Newport News-Hampton, Va.	467,300	71	72	Albuquerque, N.M.	317,300
15	15	Seattle-Tacoma	1,038,500	48	44	Birmingham, Ala.	465,100	72	71	Davenport-Rock Is-Moline, Ill.	313,500
16	13	Minneapolis-St. Paul	1,037,200	49	49	Dayton, Ohio	464,400	73	70	Spokane, Wash.	309,900
17	18	Tampa-St. Petersburg	1,035,000	50	51	San Antonio, Tex.	460,900	74	73	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	292,000
18	14	St. Louis	1,012,700	51	53	Greensboro-Winston Salem-High Point, N.C.	453,600	75	75	Springfield-Decatur-Champaign, Ill.	287,900
19	20	Denver	840,100	52	50	Albany-Schenectady-Troy, N.Y.	450,300	76	74	Portland-Poland Springs, Mo.	279,200
20	19	Baltimore	839,900	53	54	Little Rock, Ark.	439,000	77	77	Chattanooga, Tenn.	276,200
21	22	Sacramento-Stockton, Calif.	769,700	54	52	Flint-Saginaw-Bay City, Mich.	432,800	78	78	Johnstown-Altoona, Pa.	269,700
22	21	Indianapolis	763,800	55	55	Toledo, Ohio	418,700	79	79	Cedar Rapids-Waterloo, Iowa	267,800
23	24	Portland, Ore.	727,600	56	58	Shreveport, La.-Texarkana, Tex.	408,200	80	81	Jackson, Miss.	264,400
24	31	Phoenix	692,900	57	56	Tulsa, Okla.	402,900	81	80	South Bend-Elkhart, Ind.	262,700
25	23	San Diego	689,500					82	83	Bristol-Kingsport-Johnson City, Tenn.	259,900
26	28	Milwaukee	675,600					83	85	Lexington, Ky.	251,300
27	27	Cincinnati	674,400								
28	26	Hartford-New Haven, Conn.	673,600								
29	25	Kansas City	666,300								
30	30	Nashville	620,800								
31	29	Buffalo, N.Y.	607,500								
32	35	Charlotte, N.C.	586,100								
33	32	Providence, R.I.-New Bedford, Mass.	580,800								

New rank	Old rank	Market	New TV households	New rank	Old rank	Market	New TV households	New rank	Old rank	Market	New TV households
84	84	Lincoln-Hastings-Kearney, Neb.	248,100	125	121	Sioux City, Iowa	154,600	169	174	Alexandria, La.	73,000
85	82	Springfield, Mo.	248,000	126	128	La Crosse-Eau Claire, Wis.	151,400	170	172	Anchorage	70,800
86	95	Austin, Tex.	236,400	127	130	Wausau-Rhineland, Wis.	151,000	171	176	Meridian, Miss.	66,600
87	86	Peoria, Ill.	232,800	128	125	Eugene, Ore.	150,200	172	171	Jonesboro, Ark.	65,300
88	92	Tucson, Ariz.	231,300	129	124	Binghamton, N.Y.	149,900	173	175	Lake Charles, La.	65,100
89	87	Huntsville-Decatur-Florence, Ala.	228,900	130	131	Wilmington, Del.	148,000	174	173	Billings-Hardin, Mont.	64,600
90	89	Evansville, Ind.	227,600	131	134	Corpus Christi, Tex.	146,800	175	170	Ardmore-Ada, Okla.	64,400
91	90	Youngstown, Ohio	226,600	132	129	Columbia-Jefferson City, Mo.	146,100	176	177	Gainesville, Fla.	63,400
92	88	Springfield, Mass.	220,600	132	140	McAllen-Brownsville, Tex.	146,100	177	169	Great Falls, Mont.	62,200
93	91	Lansing, Mich.	211,800	134	136	Tallahassee, Fla.	145,100	178	181	El Centro-Yuma, Ariz.	59,500
94	96	Baton Rouge, La.	211,500	135	139	Reno	144,200	179	177	Cheyenne, Wyo.	56,900
95	100	Waco-Temple, Tex.	210,900	136	138	Erie, Pa.	141,100	180	185	Biloxi-Gulfport-Pascagoula, Miss.	55,200
96	97	Columbia, S.C.	207,100	137	135	Traverse City-Cadillac, Mich.	140,600	181	179	Palm Springs, Calif.	54,300
97	94	Ft. Wayne, Ind.	206,400	138	133	Lubbock, Tex.	138,100	182	180	Marquette, Mich.	52,300
98	93	Sioux Falls-Mitchell, S.C.	206,300	138	132	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	138,100	183	182	Eureka, Calif.	52,200
99	101	Greenville-New Bern-Washington, N.C.	201,800	140	137	Macon, Ga.	137,300	184	186	Casper-Riverton, Wyo.	50,600
100	99	Burlington, Vt.-Plattsburgh, N.Y.	198,500	141	143	Boise, Idaho	129,700	185	184	St. Joseph, Mo.	49,900
101	104	Colorado Springs-Pueblo	196,600	142	144	Bluefield-Beckley-Oak Hill, W.Va.	129,100	186	187	Grand Junction, Colo.	49,400
102	103	El Paso, Tex.	194,900	143	141	Chico-Redding, Calif.	128,100	187	183	Roswell, N.M.	45,900
103	102	Madison, Wis.	194,800	144	146	Columbus-Tupelo, Miss.	123,200	188	190	Tuscaloosa, Ala.	45,100
104	98	Fargo, N.D.	193,500	145	142	Minot-Bismarck-Dickinson, N.D.	122,600	189	191	Jackson, Tenn.	41,300
105	110	Augusta, Ga.	183,700	146	147	Quincy-Hannibal, Mo.	120,600	190	189	Anniston, Ala.	41,200
106	105	Rockford, Ill.	182,500	147	149	Ft. Smith, Ark.	117,100	191	188	Greenwood-Greenville, Miss.	39,900
107	122	Las Vegas	177,800	148	150	Odessa-Midland, Tex.	116,300	192	193	Lima, Ohio	38,700
108	119	Salinas-Monterey, Calif.	174,700	149	145	Topeka, Kan.	116,000	193	192	Lafayette, Ind.	37,700
109	113	Columbus, Ga.	172,600	150	152	Albany, Ga.	115,500	194	194	Mankato, Minn.	35,800
110	106	Duluth, Minn.-Superior, Wis.	171,200	151	155	Bakersfield, Calif.	115,400	195	195	Harrisonburg, Va.	34,800
111	122	Savannah, Ga.	170,300	152	151	Missoula-Butte, Mont.	110,600	196	197	Parkersburg, W.Va.	33,700
112	111	Amarillo, Tex.	166,500	153	153	Abilene-Sweetwater, Tex.	108,700	197	196	San Angelo, Tex.	33,600
113	111	Charleston, S.C.	165,500	154	148	Bangor, Me.	105,900	198	198	Charlottesville, Va.	33,200
114	114	Monroe, La.-El Dorado, Ark.	165,200	155	154	Medford, Ore.	104,200	199	204	Bowling Green, Ky.	30,200
115	115	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	163,800	156	156	Utica, N.Y.	101,700	200	203	Dubuque, Iowa	29,300
116	109	Terre Haute, Ind.	163,100	157	159	Tyler, Tex.	94,800	200	200	Zanesville, Ohio	29,300
117	107	Joplin, Mo. Pittsburg, Kan.	163,000	158	157	Idaho Falls-Pocatello	86,500	202	205	Laredo, Tex.	28,300
117	117	Wheeling-Steubenville, W. Va.	163,000	159	158	Elmira, N.Y.	81,900	203	200	Twin Falls, Idaho	27,900
119	120	Beaumont-Port Arthur, Tex.	160,800	160	161	Florence, S.C.	81,800	204	202	Ottumwa, Iowa-Kirksville, Mo.	27,600
120	116	Lafayette, La.	158,100	161	166	Laurel-Hattisburg, Miss.	81,400	205	199	Presque Isle, Me.	25,900
120	108	Wichita Falls, Tex.-Lawton, Okla.	158,100	162	168	Salisbury, Md.	80,300	206	206	Farmington, N.M.	23,900
122	126	Ft. Myers-Naples, Fla.	157,600	163	163	Clarksburg-Weston, W.Va.	80,000	207	207	Bend, Ore.	22,600
123	118	Montgomery, Ala.	156,600	164	160	Alexandria, Minn.	78,500	208	209	Victoria, Tex.	22,200
124	127	Yakima, Wash.	155,900	165	167	Panama City, Fla.	77,100	209	208	Flagstaff, Ariz.	22,000
				166	162	Rapid City, S.D.	75,800	210	210	North Platte, Neb.	18,200
				167	164	Watertown-Carthage, N.Y.	75,200	211	211	Selma, Ala.	17,500
				168	165	Dothan, Ala.	73,600	212	212	Helena, Mont.	15,800
								213	213	Alpena, Mich.	14,700
								214	214	Miles City-Glendive, Mont.	10,500

Nielsen DMA rankings

1	1	New York	6,377,180	24	26	Hartford-New Haven, Conn.	699,920	47	45	Wilkes Barre-Scranton, Pa.	476,200
2	2	Los Angeles, Palm Springs, Calif.	4,138,000	25	27	Cincinnati	696,730	48	47	Norfolk-Portsmouth-Newport News, Va.	472,210
3	3	Chicago	2,912,020	26	31	Phoenix, Flagstaff, Ariz.	693,030	49	48	Dayton, Ohio	466,770
4	4	Philadelphia	2,378,170	27	25	Kansas City	677,060	50	50	Harrisburg-Lancaster-Lebanon, Pa.	464,250
5	5	San Francisco-Oakland	1,922,180	28	24	San Diego	675,950	51	51	Albany-Schenectady-Troy, N.Y.	457,550
6	6	Boston, Manchester, N.H., Worcester, Mass.	1,892,770	29	28	Milwaukee	668,330	52	52	Syracuse, Elmira, N.Y.	441,520
7	7	Detroit	1,659,020	30	30	Nashville, Bowling Green, Ky.	658,760	53	54	Greensboro-H. Point-W. Salem, N.C.	439,580
8	8	Cleveland, Akron, Ohio	1,390,300	31	29	Buffalo, N.Y.	610,840	54	53	Flint-Saginaw-Bay City, Mich.	424,550
9	9	Washington	1,339,480	32	33	Charlotte, N.C.	598,850	55	55	Richmond-Petersburg, Charlottesville, Va.	421,910
10	10	Dallas-Fort Worth	1,318,340	33	32	Providence, R.I.	592,880	56	60	Shreveport, La.	417,660
11	12	Houston	1,209,410	34	38	New Orleans	576,490	57	57	Little Rock-Pine Bluff, Ark.	415,860
12	11	Pittsburgh	1,208,260	35	41	Orlando-Daytona Beach, Fla.	574,460	58	56	Tulsa, Okla.	410,570
13	16	Miami-Fort Lauderdale	1,071,000	36	34	Columbus, Ohio	565,200	59	58	Wichita-Hutchinson, Kan.	396,750
14	14	Seattle-Tacoma	1,062,040	37	35	Memphis	562,250	60	59	Toledo, Ohio	395,670
15	13	Minneapolis-St. Paul	1,039,790	38	37	Greenville-Spartanburg, S.C.-Asheville, N.C.	558,550	61	61	Knoxville, Tenn.	394,570
16	17	Atlanta	1,034,820	39	39	Grand Rapids-Kalamazoo-B. Crk, Mich.	553,300	62	62	Mobile, Ala.-Pensacola, Fla.	373,200
17	15	St. Louis	1,016,560	40	36	Birmingham, Anniston, Ala.	552,360	63	65	Jacksonville, Fla.	364,240
18	18	Tampa-St. Petersburg, Sarasota, Fla.	997,800	41	40	Oklahoma City	518,450	64	63	Roanoke-Lynchburg, Va.	357,140
19	20	Indianapolis, Lafayette, Ind.	841,510	42	42	Louisville, Ky.	518,410	65	64	Fresno (Visalia), Calif.	352,850
20	19	Baltimore	824,730	43	44	Salt Lake City	506,440	66	70	Albuquerque, Farmington, N.M.	341,100
21	21	Denver	823,830	44	43	Raleigh-Durham, N.C.	498,280	67	66	Green Bay, Wis.	339,500
22	23	Portland, Ore.	789,540	45	46	San Antonio, Tex.	491,510	68	68	Des Moines-Ames, Iowa	334,930
23	22	Sacramento-Stockton, Calif.	788,150	46	49	Charleston-Huntington, W. Va.	479,960				



Before The Pitch Comes In, Make Sure You Know The Score

Any time you're looking for a hit, you look over a lot of pitches. A smart programmer knows when to go for one and when to hold back. And that there's plenty to consider before committing yourself.

You'd better know, for one thing, that high network ratings alone don't guarantee success in syndication. Instead, it's *how* a series achieved its ratings that counts—which audience groups it appealed to and which it didn't.

You'd also better know the odds against a hit among hour-long syndicated shows. They simply don't come close to repeating their network results in syndication, and even those that start strong don't last. That's proved by the astounding 73% drop-off in clearances between their first and third seasons.*

The price of programs today makes it a whole new ball game and the "right price" for the wrong series is no bargain—nothing's as expensive as lost audience. That's why we'd like to share our research with you. It's *objective information* about our series as well as those of our competitors. No curves. Just a fast straight delivery that's right down the middle.



*4:30-8:00 PM (ET) Average fall-off among hours introduced into syndication since 1976

PARAMOUNT TELEVISION



DOMESTIC DISTRIBUTION

PARAMOUNT RANKS FIRST IN COMEDY HITS THAT LAST!



PARAMOUNT TELEVISION DOMESTIC DISTRIBUTION

Laverne & Shirley & Company



*Renewed for its 7th network season!
Among the top 5 network comedies over
the 6 full years of its network run!
Like "Happy Days," its young audience
insures years of syndication success!
SYNDICATION DEBUT: FALL 1981*

NTI Reports: 1/76-5/81

HAPPY DAYS again



*Renewed for its 9th network season!
A syndication and network blockbuster!
First in early fringe clearances, first in
Teens & Kids ratings, second among all
off-network series in Adults 18-49!
SOLD IN OVER 160 MARKETS!*

Nielsen ROSP: 11/80

MORK & MINDY



Renewed for its 4th network season!
Only network series ranked in the top 5 in all
key demographics — 18-49s, 18-34s, Teens
and Kids! More Teens and Young Women
than "Happy Days" and more Young Men
than "M*A*S*H" and "Barney Miller"!
SYNDICATION DEBUT: FALL 1981

*NAD Reports: 9/78-1/81, regular TP programming.

**NTI: 9/78-5/81, all first runs.

TAXI



Renewed for its 4th network season!
Ranks consistently in the top 5 among
18-49s and 18-34s. Winner of "Best
Comedy" Emmy and Golden Globe
Award every time out!
SYNDICATION DEBUT: FALL 1983

NAD Reports: 1978-80, regular TP programming.

THE ODD COUPLE



Syndication's most versatile time-period
success for 7 seasons! Uniquely balanced
profile makes it a winner from early fringe
to late night: 54% of its audience is Young
Adults 18-49 and 21% is Teens and Kids.
SOLD IN OVER 70 MARKETS!

Nielsen ROSP: 11/80

The Brady Bunch



Phenomenal syndication longevity! Off-
network since '74 and still #1 in Kids in 73%
of its markets! Perfect Young Adult appeal,
with 81% of its adult audience 18-49.
SOLD IN OVER 110 MARKETS!

Nielsen ROSP: 11/80

New rank	Old rank	Market	New TV households
69	78	West Palm Beach, Fort Pierce, Fla.	331,220
70	67	Rochester, N.Y.	329,660
71	69	Omaha	326,140
72	71	Spokane, Wash.	322,870
73	62	Davenport, Iowa-R. Island-Moline, Ill.	315,070
74	76	Portland-Poland Spring, Me.	314,700
75	73	Champaign, Springfield-Decatur, Ill.	310,860
76	75	Cedar Rapids-Waterloo, Dubuque, Iowa	307,870
77	74	Paducah, Ky.—C. Girardeau, Mo.-Harrbg, Ill.	295,160
78	80	Honolulu	293,500
79	77	Chattanooga, Tenn.	279,270
80	83	Jackson, Miss.	276,870
81	79	Johnstown-Altoona, Pa.	273,700
82	82	South Bend-Elkhart, Ind.	272,820
83	84	Bristol, Va.-Kingsport-Johnson City, Tenn.	268,220
84	81	Springfield, Mo.	261,910
85	85	Lincoln-Hstngs-Krny, Neb.	252,060
86	86	Lexington, Ky.	246,760
87	88	Evansville, Ind.	240,180
88	96	Tucson (Nogales), Ariz.	238,970
89	89	Huntsville-Decatur, Florence, Ala.	234,470
90	100	Austin, Tex.	234,030
91	90	Greenville-N. Bern-Washington, N.C.	231,670
92	91	Youngstown, Ohio	231,520
93	97	Baton Rouge	228,540
94	87	Springfield-Holyoke, Mass.	225,790
95	98	Columbia, S.C.	224,800
96	92	Burlington, Vt.-Plattsburgh, N.Y.	220,080
97	93	Peoria, Ill.	216,900
98	95	Sioux Falls (Mitchell), S.D.	211,880
99	94	Lansing, Mich.	209,380
100	101	Fort Wayne, Ind.	207,430
101	99	Fargo-Valley City, N.D.	202,570
102	103	Waco-Temple, Tex.	201,850
103	105	Colorado Springs-Pueblo, Colo.	196,920
104	104	El Paso, Tex.	194,810
105	102	Madison, Wis.	193,660
106	110	Augusta, Ga.	191,700
107	123	Las Vegas	184,070
108	106	Wheeling, W. Va.-Steubenville, Ohio	183,330
109	107	Rockford, Ill.	182,870
110	114	Monroe, La.-El Dorado, Ark.	177,850
111	108	Montgomery, Ala.	177,650
112	116	Savannah, Ga.	177,350
113	122	Charleston, S.C.	174,590
114	121	Monterey-Salinas, Calif.	174,150
115	118	Lafayette, La.	173,360
116	120	Columbus, Ga.	171,260
117	109	Duluth, Minn.-Superior, Wis.	170,490
118	113	Terre Haute, Ind.	170,410
119	117	Amarillo, Tex.	167,180
120	115	Santa Barbara-Santa Maria, Calif.	166,800
121	112	Joplin, Mo.-Pittsburg, Kan.	165,640
122	126	Yakima, Wash.	162,080
123	125	Eugene, Ore.	160,370
124	111	Wichita Falls-Lawton, Kan.	159,440
125	128	Fort Myers, Fla.	157,730
126	119	Binghamton, N.Y.	157,230
127	124	Beaumont-Port Arthur, Tex.	155,730
128	131	Wilmington, Del.	151,710
129	127	Sioux City, Iowa	150,910
130	130	Columbia-Jefferson City, Mo.	50,240
131	135	Corpus Christi, Tex.	149,290
132	129	Lubbock, Tex.	147,000
133	132	La Crosse-Eau Claire, Wis.	146,560
134	143	Harlingen-Weslaco, Tex.	144,790

New rank	Old rank	Market	New TV households
135	139	Erie, Pa.	144,740
136	138	Reno	144,680
137	134	Traverse City-Cadillac, Mich.	142,960
138	137	Macon, Ga.	142,330
139	136	Columbus-Tupelo, Miss.	141,920
140	142	Tallahassee, Fla.-Thomasville, Ga.	141,670
141	133	Mason City, Iowa-Austin-Rochester, Minn.	141,440
142	144	Boise, Idaho	136,140
143	141	Minot-Bismarck-Dickinson, N.D.	131,180
144	140	Chico-Redding, Calif.	130,120
145	145	Wausau, Wis.	129,330
146	148	Beckley-Bluefield-Oak Hill, W. Va.	128,140
147	147	Fort Smith, Ark.	124,450
148	154	Bakersfield, Calif.	121,390
149	149	Quincy, Ill.-Hannibal, Mo. Keokuk, Iowa	121,290
150	152	Odessa-Midland-Monahans, Tex.	119,950
151	151	Albany, Ga.	119,400
152	150	Bangor, Me.	118,040
153	146	Topeka, Kan.	117,880
154	153	Medford-Klamath Falls, Ore.	110,160
155	155	Hagerstown, Md.	108,460
156	157	Abilene-Sweetwater, Tex.	99,430
157	156	Utica, N.Y.	97,110
158	159	Florence, S.C.	96,120
159	163	Tyler, Tex.	91,630
160	160	Rapid City, S.D.	89,500
161	158	Dothan, Ala.	89,130
162	161	Idaho Falls-Pocatello, Idaho	87,900
163	162	Alexandria, Minn.	84,950
164	164	Hattiesburg-Laurel, Miss.	80,550
165	171	Alexandria, La.	79,100
166	166	Salisbury, Md.	76,950
167	165	Clarksburg-Weston, W. Va.	73,580
168	172	Lake Charles, La.	69,480
169	167	Billings, Mont.	68,890
170	173	Meridian, Miss.	68,290
171	180	Gainesville, Fla.	66,500
172	177	Panama City, Fla.	64,730
173	170	Ada-Ardmore, Okla.	64,560
174	169	Jonesboro, Ark.	
175	168	Great Falls, Mont.	63,710
176	176	Missoula, Mont.	63,360
177	174	Watertown, N.Y.	61,280
178	175	Butte, Mont.	60,250
179	178	St. Joseph, Mo.	59,840
180	179	Cheyenne, Wyo.-Scottsblf, Neb.-Sterling, Colo.	59,520
181	183	Yuma-El Centro, Ariz.	56,910
182	184	Parkersburg, W. Va.	56,300
183	182	Mankato, Minn.	55,830
184	188	Biloxi-Gulfport, Miss.	55,380
185	186	Casper-Riverton, Wis.	55,140
186	185	Eureka, Calif.	53,650
187	181	Marquette, Mich.	53,110
188	187	Roswell, N.M.	51,270
189	189	Grand Junction-Montrose, Colo.	48,820
190	190	Ottumwa, Iowa-Kirkville, Mo.	43,350
191	191	Greenwood, Miss.	42,920
192	192	Jackson, Tenn.	42,090
193	193	Lima, Ohio	39,140
194	194	San Angelo, Tex.	33,740
195	195	Harrisonburg, Va.	30,900
196	197	Zanesville, Ohio	29,440
197	196	Presque Isle, Me.	29,310
198	198	Twin Falls, Idaho	29,250
199	199	Laredo, Tex.	27,650
200	200	Rhineland, Wis.	18,020
201	201	North Platte, Neb.	15,260
202	202	Alpena, Mich.	11,240
203	203	Glendive, Mont.	4,890

S&P downgrades RCA stock

Commercial paper goes from A-1 to A-2 and senior debt drops to BBB from A; CIT Financial, NBC plus development of videodisk seen as drop cause

In an embarrassing move for RCA Corp., Standard & Poor's Corp. has lowered RCA's ratings on preferred stock and commercial paper. Beyond chagrin, the effect of the move is to make it more expensive for RCA to borrow money. However, the downgrading of RCA's ratings wasn't all that drastic. For example, RCA commercial paper was set at A-2, down from A-1; senior debt was notched down from single A to triple B plus.

Part of the rationale S&P used in making its decision was the "low profitability" of NBC, RCA's broadcasting arm, as well as reduced profits of its television manufacturing and records operations, the ratings organization said. Coupled with RCA's development expenditures for videodisk operations, the lower profits have produced a "weakened return on permanent capital over the last several years," S&P said, and S&P doesn't see the company returning to "satisfactory levels of profitability and cash flow" soon.

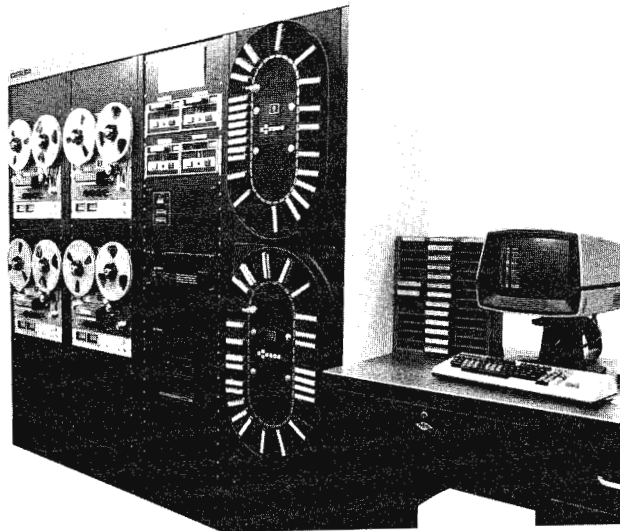
RCA, noting disappointment with the new ratings, said it believed the downgrade "doesn't fully recognize the future earnings and cash-flow potential" of investments in research, videodisks and communications satellites. And the company maintained that all its businesses "represent opportunities for growth and profitability."

With much of the attention generated by the news focused on NBC, some analysts who follow the company nevertheless attribute a heavier burden to RCA's purchase of CIT Financial Corp. (S&P itself noted that the CIT acquisition contributed to an increase in RCA's debt leverage.) RCA's current debt to equity ratio is 39%, 42% if short-term borrowings are included, while the higher grade of S&P ratings RCA had enjoyed require a 35% or lower ratio. The conclusion of one observer is that S&P pulled the ratings because "RCA couldn't convince them those ratios would be restored."

RCA initially shifted the ratios by incurring the debt used to finance the CIT purchase, then exacerbated the situation by borrowing short, in the erroneous expectation that interest rates would drop. Where in the past NBC and Hertz would have been looked upon to generate the cash flow necessary to RCA's fiscal health, over the last several years a variety of factors have depressed those subsidiaries' returns, with NBC particularly hard hit by the Olympics write-off last year.

Interest rates and the magnitude of expenditures for videodisk development are seen as the pivotal issues now for RCA.

**This employee
turns on your
audience and
your coffee pot**



KNEV-FM Operations Director, Steve Grelle, knows the importance of a valuable employee at his Reno, Nevada station.

"Our Harris 9000 Program Automation System allows us to accomplish anything a live operator can. The Autologging provides an exact accounting, free of omissions. Our System 9000 also controls recording decks for network feeds, and even turns on the coffee pot in the morning!"



"Since it handles all the engineering, the 9000 frees our announcers to concentrate on their primary function—communicating with the listeners. And it frees our operators from time-consuming logging chores. In short, the Harris 9000 is a reliable, efficient board operator that works 24 hours a day, seven days a week. With our small staff, we could not get along without it."

Put a reliable Harris 9000 Program Automation System to work for you. For more information, contact Harris Corporation, Broadcast Products Division, P. O. Box 4290, Quincy, Illinois 62301. 217/222-8200.



HARRIS
COMMUNICATION AND
INFORMATION PROCESSING

Advertisers, police yourselves, the word at AAF

Speakers, both in and out of the business, warn that if an effort isn't made to clean up TV programs and ads, boycotts may gain in public support

Even though the Reagan administration has promised to right the economy and get the government off businessmen's backs, advertisers still face numerous challenges and must take care to police themselves. That seemed to be the consensus as the American Advertising Federation convention came to a close in Washington last week.

In his opening remarks, AAF President Howard Bell told the more than 550 conventioners that while they had moved away from the "era of the consumer protection bandwagon and federal paternalism," public opinion—and pressure—swings back and forth. As a result, he said, "this is not the time to rest on our complacency, lower our standards or abandon our responsibilities to protect and promote the advertising process in every possible way."

"Now is the time to reinforce our efforts to prove what we have been saying all along: that industry is responsible and that self-regulation is a viable alternative to government interference with the marketplace," he said.

Illustrating his point, Bell noted that although through such programs as the National Advertising Review Board, there "is more self-regulation of national advertising today than in almost any other area of society," negative public perceptions of advertising still persist.

To help remedy the problem, AAF, along with the Council of Better Business Bureaus, has developed a new program of local advertising self-regulation, Bell said.

The plan, the details of which were released at the convention, calls for the establishment of "advertising review committees," with members drawn from local advertisers, advertising agencies and the general public. The committees would advise local Better Business Bureaus on matters before them. Part of the committees' task would be to help the public understand what local advertising self-regulation is all about.

In a luncheon speech, the Rev. Timothy Healy, president of Georgetown University, Washington, suggested to conventioners one area where better self-regulation might pay off: in advertisers' battle against such groups as the Coalition for Better TV. But that fight won't be all that easy, he warned: the Coalition for Better TV's plan to boycott products of companies that advertise on shows it disapproves of should not be taken too lightly.

Healy warned advertisers to take the group seriously, noting that if the coalition could generate "public anger," its campaign could work—and work well.

Healy noted that many Americans are worried about the quality of television pro-

gramming, and said that several "weaknesses" of advertisers and broadcasters gave organizations like the coalition "ground on which to stand, as well as fuel for their attacks."

Among those "weaknesses," Healy said, were broadcasters' and advertisers' exploitation of sex and violence and whatever else leads to "dehumanization," weaknesses that the coalition can use to build support for its boycott.

Healy said he was especially concerned about TV violence and, though he said he would not urge a boycott of any industry that advertised on a violent show, he said he would join the coalition in "urging you to shuck the sick obsession with violence on our television screens, our news columns and the pages of our magazines."

Healy also said the biggest problem for advertisers is that television "distorts everything it touches." Although he admitted that sometimes such distortion is "necessary and helpful"—by taking life and editing it into a television program—he said he was "terrified" at the changes broadcasters were working in politics through early predictions of election results. "Modern sampling and testing methods, whose results can flash from one end of the country to the other, are like missiles in a war between networks," he said. "But they are also lethal to the free elections which sustain this republic. To fight for the honor of strangling the goose argues a barbarous lack of appreciation for its golden eggs."

Nonetheless, Healy said advertisers did have allies and good counterarguments and should be able to withstand the heat from the coalition.

The first thing in favor of advertisers, he said, was that Americans' sense of fairness "doesn't have much room for the purely negative."



Moral tone. Rev. Timothy Healy, president of Georgetown University, advised advertisers to take the Coalition for Better TV seriously and clean up their acts.

"The negative does not generate much public support, or, if it does, holds it only for a short time," he said.

Second, he said, even though many Americans don't much like what is said in the media, they still are "deeply attached to free speech. Freedom and our care of it is thus your great defense," he said.

But the most powerful defense advertisers have at their disposal, he said, is "the massive public services you perform" by moving goods and services, without which "all of us would be considerably poorer."

Although Healy stressed that he didn't support the coalition's tactics, and predicted that the coalition would be defeated, he also warned that once the coalition's boycott had been defeated, "the rest of us will take you on."

In his remarks, Alan Jacobs, AAF chairman, noted that "great pressures and significant trends . . . demand the very best of us in American business, and particularly those of us in advertising, communications and marketing."

Although Jacobs noted that it was "encouraging" to hear administration spokesmen speak of their desire to "unshackle business from overregulation," to establish new depreciation rules and to stimulate productivity with tax cuts, he thought it clear that this "new government-business" collaboration called for a "heightened sense of responsibility on the part of business . . . on our part as advertising people."

"For years we have argued that advertising fuels our economic system. We have argued that advertising must be kept free of unnecessary restraint and overregulation. However, asking the government, asking the people, to free advertising from unnecessary regulation places a tremendous responsibility on advertising, especially when this administration agrees with us and has announced its intention to relax its grip on our business through the Federal Trade Commission," he said.

"That is why it is essential for each of us to respond with a high sense of purpose beyond tomorrow's sales figures," he said.

Although Jacobs noted that advertisers claim that they are always doing their best, he questioned whether they actually were.

"If we're really doing our best, why is it that so much of our advertising is dull and repetitious and cluttered and turns people off?" he asked. "What do you think of commercials with young teen-agers wearing skin-tight jeans in highly sensual, provocative positions?"

Jacobs went on to say that much television programming is "embarrassing" and that cable television has already established a "worrisome standard of taste by showing X-rated porno movies."

Although Jacobs said he thought that America's moral standards were changing, and that there was nothing improper about television and advertising reflecting those

Making Our Mark



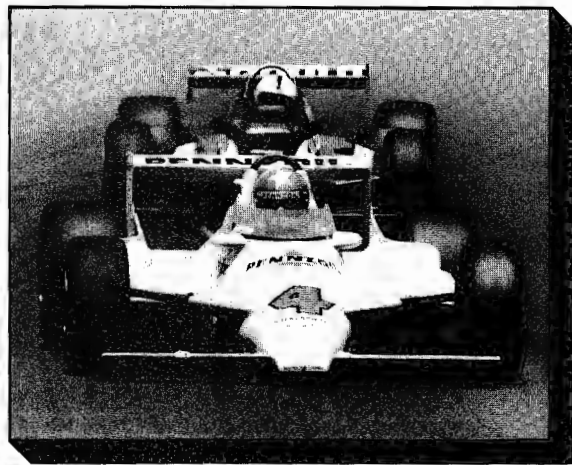
**Petry Television
is Now the National Representative for
KIRO-TV Channel 7
A Bonneville International Station and CBS Affiliate
...Serving the Seattle-Tacoma Market
for More Than 20 Years**

PETRY

Representing the Broadcasting Industry for 50 Years

Thanks! You've Made Us #1 Again!

Last May, for the first time in its brief history, NBC SportsWorld became America's highest rated Sunday SPORTS SERIES. The 1981 May Nielsen Ratings are now in, and they show that once again SportsWorld has won the crucial race for victory in the May sweeps!



NBC SportsWorld...the success story continues!



**NBC
SportsWorld**

The Leader in innovative sports television!

*Source — NTL average AA rating 4 weeks ending May 28th, 1980 and May 27th, 1981. All Sunday sports anthologies. Subject to qualification upon request.



New chairman. Patricia Martin, director of marketing support, Warner-Lambert, Morris Plains, N.J., was elected AAF chairman for 1981-1982, becoming the first woman chairman of the federation in its 76-year history.

changes "honestly and realistically," he thought advertisers should "object to the cheap, sadistic pornography of a Russ Meyer and his ilk—watered-down versions of which sometimes generate TV ratings that attract our advertising."

Jacobs warned that if advertisers didn't set "high standards for our own performance, we'll find others quite willing to take over that task."

Jacobs further noted that he didn't like the threats of boycotts and pressure from "a narrow minority point of view that calls itself a . . . Moral Majority."

"Boycotts, particularly those associated with unarguable, divine inspiration, are bad," he said. "Organized efforts to establish taste and standards smack of the kind of uniformity forced in communist and fascist societies."

And although he said he wasn't concerned with critical opinion of advertising and the media, he did "fear a return to the days of McCarthy and black lists."

As a result, he said, advertisers needed "self-discipline, sensitivity, taste, common sense—a true dedication to quality in our lives and in our work."

At the annual business meeting, Patricia Martin, director of marketing support, Warner-Lambert, Morris Plains, N.J., was elected chairman for 1981-1982, becoming the first woman chairman of the federation in its 76-year history.

Dave Keith, vice president for corporate communications, Houston Natural Gas Corp., was elected senior vice chairman.

Martin succeeds Alan Jacobs, chairman of the executive committee, Bozell & Jacobs, Newport Beach, Calif.

AAF honors the best with Addies

The American Advertising Federation launched its national convention in Washington last week with the presentation of its Addy awards for excellence in radio, television and print advertising.

John Sivatko, AAF manager of program

services, and Bob Johnson, AAF vice president of club services, presented the awards. D'Arcy, MacManus & Masius, St. Louis, won the Addy for best complete national campaign—with radio, television and print ads—for "Weekends were made for Michelob," for Anheuser-Busch Inc. VanSant, Dugdale & Co., Baltimore, won the Addy for best local campaign for Baltimore Blast indoor soccer.

The other radio and television winners follow:

Radio

WGBF(AM)-WHKC(FM) Evansville, Ind. (Local-30 seconds or less). Mr. Gatti's

Dusenbury & Alban Inc., Durham, N.C. (Regional/national-30 seconds or less). Kidswear

Marsteller Inc., Chicago Edward Hines Lumber (Local-more than 30 seconds).

Kloppenburg, Switzer & Teich, Milwaukee Koss Corp. (Regional/national—more than 30 seconds).

Ehrig and Associates, Seattle Dairy Farmers (Washington (local campaign)).

Doe-Anderson Advertising Agency, Louisville North American Van Lines Inc. (Regional/national campaign—any length).

Television

Buntin Advertising, Nashville, Cain-Sloan (Local-30 seconds or less).

Horlick Levin Hodges Advertising Inc., Los Angeles Southern California Savings & Loan (Local-30 seconds or less—production budget \$5,000 or more).

Bozell & Jacobs Inc., Omaha Northwestern Bell Telephone Co. (Regional/national-30 seconds or less).

WMC-TV Memphis In house campaign (Local-more than 30 seconds—production budget under \$5,000).

Rafshoon Shivers Vargas Tolpin, Atlanta Circus World. (Local-more than 30 seconds—production budget \$5,000 or more).

Ogilvy & Mather, San Francisco Henry Weinhard's Private Reserve (Regional/national—more than 30 seconds).

Frankenberry, Laughlin, Bernstein & Constable Inc., Milwaukee H.C. Prange Co. (Local campaign—production budget less than \$5,000 each).

Vinokur Advertising Corp., Beverly Hills Buffums Department Stores (Local campaign—production budget for any commercial \$5,000 or more).

Sinclair & Associates, San Antonio, Tex. Brake Check (Regional/national campaign).

Comments on children's ads follow familiar beat at FTC

AAAA, AAF, NAB agree with staff report to terminate proceeding; ACT opposes, but as parting plea, asks commission to issue policy statement that it will continue case-by-case surveillance

The Federal Trade Commission, after receiving a staff report recommending that it drop its controversial rulemaking to ban or restrict children's advertising on television (BROADCASTING, April 6), has received comments that follow the battle lines characterizing the proceeding.

Among the commenters (the deadline was June 8) urging the FTC to adopt the staff's recommendation were the National Association of Broadcasters, the American Association of Advertising Agencies and the American Advertising Federation.

Among the commenters urging that the staff recommendation be ignored was Action for Children's Television.

In its comments, the NAB said that while the FTC should adopt the staff recommendation, it shouldn't endorse the staff's report on the effect of such advertising on children, and shouldn't rely on the report in any future proceedings.

The NAB said the report "appears to suffer from some of the same biases brought to the 1978 staff investigation and report."

NAB also noted that, contrary to the staff's suggestion, there hasn't "been established any causative link between children's advertising and any purported harm to children." It said the record didn't "contain data to substantiate the staff's views on the cognitive inabilities of young children generally to understand television advertising" and that the conclusion that children place indiscriminate trust in such advertising is "belied by logic and research findings."

In its comments, the AAAA agreed that the rulemaking proceeding should be terminated, having "long asserted" that restrictions on children's advertising were "misguided and unwarranted."

But the AAAA noted that it also objected to segments of the staff's report, believing that by using "selective references" to the rulemaking record, the staff had presented only the staff's position on disputed issues.

Although the AAF also urged the FTC to adopt the staff's recommendation, it objected to the staff's conclusion that advertising to preschoolers is a cause for concern.

Instead, AAF said, the FTC should base its decision to terminate the proceeding on the "fact that truthful children's advertising causes no injury to children or their families."

In its comments, AAF said the rulemaking record "clearly" indicates that the FTC's concerns that young children don't understand the selling purposes of ads and that ads undermine parent-child relationships are erroneous.

AAF also urged the FTC to terminate the proceeding with a "clear finding that nothing has been demonstrated which requires remedy."

In its comments, however, ACT opposed the staff recommendation, maintaining that the record established "compelling" reasons for the commission to continue the rulemaking.

ACT said it thought industrywide rules were an appropriate response to deceptive children's advertising and maintained that the commission had sufficient legal grounds to develop trade regulation rules.

ACT also criticized the staff for not considering rules other than for an outright ban and faulted the staff report for ignoring "viable" alternate rulemaking remedies.

However, ACT said, if the FTC declines to pursue a rule, it should, "at a minimum," issue a "significant statement of policy."

In that statement, ACT said, the com-

**It's 4 PM.
Do you know
where your
children are?**



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



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



**It's 7 PM.
Do you know
where your
family is?**



From 4-8 PM, we know where your ratings are.



EIGHT IS ENOUGH is the perfect choice for success in early fringe. Of the upcoming 15 shows currently being offered in syndication, EIGHT IS ENOUGH is the only program to finish in the top three in reaching women 18-49, teens and kids. In fact, its audience breakdown perfectly matches the available 4-8 pm audience. For any hour in early fringe, get the Bradfords on your side. EIGHT IS ENOUGH is more than enough.

EIGHT IS ENOUGH

Our Shining Hour

LORIMAR

Source: NTI, 9/79-4/80

**SOLD IN
50 MARKETS**

mission should emphasize that children are "uniquely vulnerable" to TV ads; that the FTC will pursue a "rigorous, case-by-case" examination of children's TV ads and that the FTC is concerned about particular children's advertising practices and encourages advertisers to: advertise only one product in each commercial; avoid use of real or animated program characters or heroes to sell products; present food products in a way that reinforces sound principles of nutrition and dental health; disclose information about the use or consequences of consumption of a product within a commercial.

Another record for TV viewing

TVB figures show May to be 12th record-setting month for viewers of network prime time

TV viewing, TV households and prime-time TV network audiences are running at record high levels, the Television Bureau of Advertising reported last week in an analysis of A.C. Nielsen Co. data.

Television viewing in May averaged six hours 19 minutes per TV home per day—a record for May and the 12th consecutive month in which the monthly averages reached record proportions. For the first five months of 1981, TVB added, the average was seven hours one minute per home per day, or seven minutes more than in the same period of 1980.

Prime-time network audiences in the first quarter of 1981, TVB said, averaged 44.6 million households per minute, another record. And Nielsen's updated estimates put total TV households at 79.9 million as of Jan. 1, a gain of 2.1 million over Nielsen's previous estimate (BROADCASTING, June 1).

What it all means, said TVB President Roger Rice, is that "advertisers investing in commercial television have been enjoying a sizable audience bonus and lower costs-per-thousand than previously realized," and that "commercial television is being watched by more people than ever before."

Month-by-month hours of TV usage per television home per day are shown in the following table, based on Nielsen data:

	1975	1976	1977	1978	1979	1980	1981
Jan.	7:04	6:59	7:16	7:08	7:20	7:18	7:35
Feb.	6:55	6:49	6:55	7:00	7:11	7:22	7:23
March	6:31	6:35	6:32	6:36	6:41	7:05	7:07
April	6:20	6:11	6:05	6:05	6:26	6:38	6:44
May	5:39	5:52	5:32	5:46	5:53	6:07	6:19
June	5:31	5:36	5:24	5:28	5:50	5:55	
July	5:12	5:33	5:13	5:32	5:46	5:48	
Aug.	5:16	5:44	5:35	5:42	5:55	6:00	
Sept.	5:55	6:03	5:55	6:09	6:16	6:16	
Oct.	6:04	6:28	6:12	6:25	6:32	6:40	
Nov.	6:26	6:49	6:30	6:44	6:56	7:02	
Dec.	6:36	6:52	6:46	6:51	6:53	7:05	
Yearly average	6:07	6:18	6:10	6:17	6:28	6:36	
Year-to-date	6:30	6:29	6:28	6:31	6:42	6:54	7:01

Bold faced numbers indicate all time high.

Entertainment analysts find cable mom-pop days are gone; big bucks rule the day

United, Cox, Oak, Times Mirror, TCI heard from at special sessions during NCTA convention

Cable industry executives painted a rosy financial picture for a group of securities analysts during separate meetings held before, during, and after the National Cable Television Association convention in Los Angeles. Most of the analysts are based in New York and used the convention as an opportunity to question corporation executives in person about their present activities and future goals for their companies.

"If this year's NCTA meeting has made one thing clear, it's that cable television is no longer a 'mom-and-pop' operation," reflected one analyst. "The future of this industry lies irrevocably in the hands of those who can afford to take big chances, invest big money and be a part of big business."

In a Friday morning session, the president and chief executive officer of United Cable Television Corp., Gene Schneider, predicted that the industry's "capital investment will grow tremendously in the next five years, as cable will become the basis for new communications technologies."

United Cable, based in Denver, is the 11th largest MSO in the country, with 400,000 basic and 280,000 pay subscribers. According to Schneider, the company will have about a million subscribers when its current franchises are fully wired, and another two million signed when the next phase of its development program is completed. Its capital expansion budget has grown from \$29 million in 1980, to \$60 million for both 1981 and 1982. Schneider sees a rapidly growing interest

in premium or pay services, with 70% of United's customers now taking at least one such service compared with 45% in 1980.

"We are constantly searching for acquisition candidates," said Schneider, reminding analysts that the top 50 cable companies account for about 70% of all basic subscribers. He admitted that United's rapid capital expansion program "is a significant depressant on earnings at the present time." The firm's largest development project, in Denver's suburbs, has already cost more than \$15 million. Asked if he feared his own company, limited to the cable industry, might be swallowed up by a more diversified corporation, Schneider replied: "We have plenty of money to do all the things we want to do and need to do. We don't need to sell out to get equity." For the present, he said, United Cable will concentrate on obtaining new franchises in promising suburban areas. Schneider said the company is not counting on revenue from new cable-based security and data-transfer services during the next five years, because "we just don't know how they will develop." Instead, United will experiment with pay-per-view capabilities using addressable boxes and other delivery vehicles.

Schneider also cited a growing problem of high switchover rates among premium subscribers, apparently caused by the viewers' perceived lack of distinction among many pay cable services. That problem was brought up again Thursday night, when CBS Cable executives told analysts of the pains CBS is taking to create a "class channel" identity for the new offering, which will debut Oct. 12. CBS Cable President Richard Cox emphasized that 60% of the service's programming will be original productions commissioned by CBS. This in apparent reference to the cable ventures of ABC and NBC's parent RCA, which are relying heavily on European programming. Cox estimated an hourly budget of up to \$400,000 for original CBS Cable programming.

During a Friday luncheon session, Robert Wright, president of Cox Cable, described his company's "major commitment to interactive services" involving the Indax system, developed in association with Oak Communications. The two-way system relies on Oak's Dimension 2 addressable box to provide home shopping, security, videotext, home banking, pay-per-view and informational capabilities. In San Diego, where a pilot program using Indax began last month, Wright predicted that 20% of subscribers will choose to buy into the interactive system within the next few years. He said that subscribers in the Cox Omaha franchise will be able to acquire the Indax service for \$4 per month beginning in September or October.

"In the long term," estimated Wright, "the best case will be 40% subscriber penetration for the Indax system." He stressed that much research needs to be conducted before all the technical and

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The fabulous group of performers known as "The-Not-Ready-For-Prime-Time-Players" that rose to television and motion picture stardom are here in all their zany glory: Dan Aykroyd, John Belushi, Chevy Chase, Jane Curtin, Garrett Morris, Bill Murray, Laraine Newman and Gilda Radner.

PLUS EXTRAORDINARY GUEST STARS!

Everyone who was anybody in contemporary music, theatre, films and television wanted to share in the live experience of SATURDAY NIGHT. This created a truly magnificent line-up including: Steve Martin, Buck Henry, Blandie, Paul Simon, The Rolling Stones, Dick Cavett, Lily Tomlin, Richard Pryor, Henry Winkler, The Blues Brothers, James Taylor, Jill Clayburgh, Linda Ronstadt, Richard Dreyfuss, Hugh Hefner and Norman Lear. The list goes on...and on!

THE ULTIMATE IN COUNTERPROGRAMMING

The result is a perfect vehicle for stations to counterprogram against Late News, "Talking Heads", movies and syndicated re-runs.

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SATURDAY NIGHT delivers young men and women with great efficiency! For many viewers, it was their *first* and *only* reason to watch late night television. National and local advertisers are eagerly awaiting the opportunity to capture that desired audience!

Just look at our audience profile.

Total Women	% of Total Women 18-34	% of Total Women 18-49
49%	67%	85%
Total Men	% of Total Men 18-34	% of Total Men 18-49
51%	71%	87%

SOURCE: NIELSEN MEDIA RESEARCH

The time to act is now...
This is the time for you to make every night SATURDAY NIGHT!

Now available for stripping, Fall 1981 SATURDAY NIGHT!



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ALREADY SOLD
IN 20 OF TOP 25
INCLUDING TOP 10 MARKETS



LIVE from New York it's

Saturday Night

The excitement of live television has been captured and preserved
on the original SATURDAY NIGHT.

The excitement of *live* sketch comedy continues with:

The Coneheads
Two Wild and Crazy Guys
The Fabulous Blues Brothers
Emily Littella (Never Mind)

The Films of Albert Brooks
Father Guido Sarducci
Baba Wawa
The Bees

Mr. Bill
Roseanne Roseanadanna
Jim Henson and His Muppets
The Samurai

And outstanding hosts and musical guests:

Richard Benjamin
Candice Bergen
Milton Berle
Blondie
Bob & Ray
Ray Charles
Rita Coolidge
Elvis Costello
Rodney Dangerfield
The Doobie Brothers
Kirk Douglas
Bob Dylan

Jodie Foster
Franken & Davis
Art Garfunkel
Elliot Gould
George Harrison
Howard Hesseman
Andy Kaufman
Madeline Kahn
Robert Klein
Kris Kristofferson
Mick Jagger
Billy Joel

Louise Lasser
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Larry Hutchings, Vice President,
Central Division Sales
Rick Jacobson,
Central Division Sales

Jack Connell, Vice President,
Network Sales
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New York: (212) 758-5100



marketing aspects of the device are adequately dealt with, confiding that "we must do a lot of work in selling the concept of Indax to consumers." In San Diego, for example, where Nielsen researchers are helping Cox study the impact of Indax in 300 nonpaying test homes, Cox is still uncertain about how its "electronic magazine" will be handled. The system is technically capable of providing "Qube-type" polling, but Wright said the company is reluctant to get involved in that kind of service at this time.

In Omaha, according to Wright, Indax subscribers will be able to transact basic banking business via the cable system, as well as order merchandise, pay for and select specialized programming, play electronic games, compare shopping information, review advertisements, and tie into national data banks, such as The Source. The possibility exists for direct ordering of tickets and restaurant reservations as well. Financial, sports and general news information will be provided in a teletext-type display. Cox, said Wright, will receive a "per transaction" payment from the stores and banks to which it provides Indax service.

The cost of an Indax box was estimated at slightly over \$300 by Wright, who stressed that future costs for the units are unknown, pending public responses. He estimated they could go as low as \$120.

"We are very eager to help get Indax boxes into other systems," he continued. "This would help us get public acceptance [of the system] and keep the costs down."

Wright repeated the seemingly widely held concern that differentiation between cable program services has become "a big issue." Cox sees no need to start any program services of its own, he explained, noting "we are almost besieged by people selling programs already."

"Pay cable networks may get more like over-the-air networks in the future ... They may even pay us compensation for carrying their programs and spots," Wright said.

Wright expressed some concern that the cultural channels being offered to cable by the broadcast networks, although better programming than cable-only productions, "will not be as good as they themselves know how to do." He hinted that cable programming might become a second-class stepchild of the network-based production industry. On another programming theme, Wright predicted a bright future for pay-per-view event coverage, using addressable boxes, particularly for local or regional athletic contests. This, he said, will create a whole new class of independent, specialized programming entrepreneurs for highly regionalized productions.

In an early Friday session, Oak Industries President John Gwin told the financial experts he is confident the company's diversification, through its several subsidiaries, will assure its unique role in cable's future development. Gwin estimated Oak currently controls about 60% of the STV market, manufacturers about 70% of the STV decoder boxes in use, and will become a primary provider of interactive

software/hardware systems used in two-way cable systems. He pointed out Oak has recently become involved in program production and distribution and cable franchising and "will be ready" for DBS transmissions if they are approved.

"We are changing our image from a hardware to a systems provider in order to better deal with new competition in the black box business," said Gwin. "Our sales per month now [in this area] are now larger than our total annual sales were in 1977."

In addition to the Dimension 2 interactive system used for the Indax two-way service developed by Cox Cable, Gwin described Oak as "the only company providing a broad range of software for cable MSO's, including 56-channel addressable systems capable of customer billing and pay-per-view delivery." He predicted the market for addressable systems should grow by about 35% to 40% a year, with a slightly faster rate for individual decoders. Advantages include ability to present more special events and regional programming while saving money on service calls and billing, said Gwin. He estimated that over 500,000 addressable and interactive boxes would be sold by Oak by the end of 1982. The Indax system, he contended, will prove more acceptable to consumers than broadcast teletext, providing about 4,000 videotext pages of information and visuals with a reasonable call-up time. Current broadcast teletext services, due to technical limitations in the vertical blanking interval, are limited to about 80 pages, he said.

Gwin was joined by satellite division President Hank Sauer, and Executive Vice President Warner Coaster, who joined in making predictions about the near-term development of new technologies. They downplayed the viability of the cable-based home security market, saying it would not be worth looking into for Oak until it reaches about 20% penetration.

Oak's prediction is that four to six DBS channels will be operational by 1985, and that, in Gwin's words, the company "will be established as a DBS signal processor" by that time (the firm already has an encryption system for satellite users on the market). He added that Oak is "looking at some acquisitions that will help position [the company] in the data transmission market, which is potentially very big." Finally, Gwin reiterated his support of Oak's STV ventures (saying they are more successful than had been predicted by the company) and announced the firm has a "long-term interest in acquiring quality cable franchises."

On Monday, June 1, about 20 analysts were hosted at the *Los Angeles Times* building by Times Mirror Co. executives, who screened segments of Times Mirror Cable's new real estate and shopping channels, and demonstrated Times Mirror Videotex Services' new Telidon-based teletext system. The seventh-ranked cable operator will launch its real estate channel in Orange county, Calif., late this summer, and began testing the shopping channel in six markets last April. The teletext experiment will begin field testing in two southern California communities late in 1981 or early 1982. A third cable channel, using a newspaper format, is now under development. A fourth, entitled Spotlight, began as a primarily movie-oriented channel on May 1.

In opening remarks at the session, where no photos were allowed, Times Mirror Cable President Ralph J. Swett termed the company "the third most profitable" in the industry, with \$104 million in projected revenue for 1981 from 654,000 basic subscribers. By 1985, said Swett, Times Mirror plans to invest up to \$350 million on capital improvements, including rebuilding all existing 12-channel systems in its franchises to state-of-the-art technology. It expects to pass 1.9 million homes by 1985, with 1.15 million basic

Bottom4Line

RCA dividend. Directors of RCA declared 45 cents per share common stock quarterly dividend, payable Aug. 1 to holders of record June 15. Other dividends declared, for period from July 1 to Sept. 30 and payable Oct. 1 to holders of record Sept. 11 are: 87.5 cents per share on \$3.50 cumulative first preferred, \$1 per share on \$4 cumulative convertible first preferred, 91.25 cents per share on \$3.65 cumulative preference stock and 53.125 cents per share on \$2.125 cumulative convertible preference.

New money. Seven-year, \$150-million revolving credit and loan agreement was signed by Harris Corp. with group of 12 banks. New funding replaces \$97-million short-term credit lines from same group of banks. Monies are earmarked for Harris's five-year growth plan.

Calling all debentures. Oak Industries International N.V., subsidiary of Oak Industries, has called for redemption of 8½% convertible subordinated debentures due 1995 that it sold last September. Redemption date is July 9, with debentures convertible into Oak common stock through July 6. With conversion price \$23 per share, debenture holders electing conversion would receive stock and cash valued greater than redemption price so long as market price of Oak stock is above \$26. Oak is now trading in mid-to-upper \$30's.

Intelligent buy. Adams-Russell Co. announced \$11-million acquisition of Micro-Tel Corp. of Baltimore. Latter firm is engaged in development and production of microwave surveillance receivers, signal generation and measurement equipment. Adams-Russell, cable system owner and television licensee, said buy will complement intelligence collection and electronic warfare expertise of its Electronic Products Group.

subscribers.

Times Mirror Cable's senior vice president and NCTA convention chairman, Jerry D. Lindauer, said the company estimates its urban construction costs at \$33,500 per mile, but that cash flow comparisons with rural areas have lead Times Mirror to stress urban acquisitions in its franchising activity. According to Lindauer, the firm is focusing on franchises close to existing TM properties, in the Sun Belt or other growth areas, and/or in selected urban areas. He predicted total franchising activity involving 1.18 million homes during the next few years. It was also estimated that the number of subscribers with access to multilevel pay services will grow from 49% to 96% between now and 1985 for TM cable systems.

John F. Cooke, senior vice president for TM Satellite Programming, told the investor representatives of Times Mirror's motives for entering the pay cable field with Spotlight, described as "90% movies and most of the rest high-quality specials."

"[By doing this] we are not going to be an innocent victim of someone else's mistakes," said Cooke. "We are now responsible for our own fate [as programmers]." He predicted the new service would help protect and increase the company's profit margin in a number of ways, and stressed that the programing mix is still being reviewed by market researchers.

The vice president of Times Mirror's new videotext division, James H. Holly, demonstrated capabilities of the yet-unnamed video display information service, using a custom-designed software package purchased from Infomart, an outside vendor. Holly would not say how much Times Mirror is investing in the project, but Swett said "the videotext division was created separate from our [cable] division because, frankly, we couldn't afford to undertake the project."

The videotext field trial will involve 200 volunteer homes, 100 connected by cable in Mission Viejo (50 miles south of Los Angeles) and 100 using dial-up telephone lines, probably on the west side of Los Angeles. Terminals will remain in test homes for six to nine months. In conjunction with Comp-U-Card, Times Mirror will offer test homes shop-at-home services (the same firm is cooperating with TM Cable in operation of The Shopping Channel, which allows subscribers to evaluate and order merchandise at 20%-40% discounts through a toll-free number). Interface with other data systems may allow banking, ticket purchases, and reservations to be carried out over the videotext system. Exclusive of these services, the Times Mirror system allows up to 20,000 pages of information to be made available with minimal call-up time to the home user. Electronic mail, games, news reports, classified advertising, shopping information and educational services will also be provided in the videotext test. According to Swett, the Telidon technology will probably allow for pay-per-view and home security functions to be carried out by the box, but these will

not be part of the initial trial.

"We think this test will teach us a great deal about how the primary interests of Times Mirror, newspaper publishing, fit in with electronic information delivery," Holly concluded. "Among questions we'll be addressing are 'how do people feel about having their telephone line busy while using this system' and 'how do people feel about steering their TV set away from its entertainment function'?" The impact of display and classified advertising via videotext will also be carefully evaluated. He pointed out that the boxes will be left in homes for a sustained period of time—up to 9 months—and that a charge will be introduced during the course of the trial, in order to evaluate the "novelty effect" of the device.

The analysts also heard from Tele-Communications Inc. President John Malone during their four-day seminar. In a Friday morning meeting, Malone told the group

"cable today is like real estate ... [The emphasis is on] levered cash-flow, tax-shelter plays." He predicted that by the end of 1983 TCI will generate a \$200-million-a-year cash flow, double its estimated cash flow for 1981.

"We are like a great big tax-shelter company," said Malone. He estimated the company has 1.3 million homes under franchise, with about one million of these unwired. For the next several years, he reasoned, the company will be deferring its tax liability through the capital investment needed to complete these systems, as well as vigorous acquisition and franchising efforts.

A final Friday seminar, involving Viacom executives, conflicted in scheduling with a major Showtime pay cable news conference, attended by many analysts. In view of the light turnout, spokesmen only conducted a brief question-and-answer session with those attending.

Charter offers three radio properties

Letter of intent has been signed by Sun Belt for two Wisconsin stations; WDRQ(FM) Detroit also placed on auction block

Charter Co. announced last week its intent to sell several of its radio properties, while at the same time expressing a commitment to "focus its attention on maximizing the profitability of its investments" in four remaining stations. The first word of the station divestiture came at Charter's annual meeting, from President Jack T. Donnell.

According to Tuesday's announcement, a letter of intent has been signed with Sun Belt Communications, Menlo Park, Calif., under which the latter would acquire WOKY(AM) Milwaukee and WMIL(FM) in neighboring Waukesha for \$5 million in cash (see "Changing Hands," page 74). Additionally, J. P. Smith, president of the oil company's Chartcom subsidiary, said WDRQ(FM) Detroit has been put on the block, and the announcement quoted Charter Broadcasting (a subsidiary of Chartcom) President John Bayliss as saying bids under \$6 million cash "would not be considered." Frank Kalil of Richter-

Kalil, Tucson, Ariz., is broker for both sales.

Charter's acquisition of WMIL(FM) had only been approved by the FCC in February 1980, with the company saying it would "help re-establish growth momentum" for a faltering broadcasting division. (Because an AM/FM pair is being sold, the three-year rule doesn't apply to the WMIL sale.)

Chartcom will retain KSLQ(FM) St. Louis, KIOI(FM) San Francisco, and KCBQ(AM) San Diego. The company has also entered into an agreement to acquire KITT(FM) San Diego, a transaction it hopes to complete this summer.

The KIOI(FM) and KITT(FM) purchases were initially engineered by Karl Eller, the first before and the latter during his short-lived partnership with Charter in Charter Media. (Eller is now heading Columbia Pictures Communications, and rumored to be looking at the acquisition of Outlet Co. (see "Top of the Week.")

Smith of Chartcom, commenting on the company's future direction, said "our broadcast group will have an excellent competitive position in three strong radio markets."

On March 1, 1980, WPIX-FM/New York retained the Program Consultation services of Todd Wallace/Associates to help increase their ratings.

Here are the results:

BEFORE:

Jan/Feb 1980 Arbitron
AQH Audience: 23,000
Weekly Cume: 578,900

*6 AM-Midnight, Monday-Sunday, New York City MSA

Quarter Hour Increase: 136%!!! Cume Increase: 89%!!!

Congratulations to Program Director CHUCK MORGAN on a job well done in the world's most competitive radio market! And special thanks to General Manager Ray Yorke for his support!

Call Toll Free (800) 528-6082

AFTER:

Jan/Mar 1981 Arbitron
AQH Audience: 54,300
Weekly Cume: 1,091,600

**radio
index**

**Todd Wallace
associates**

Radio is our only business. That's why we're better at radio entertainment than anyone else.

The Dick Clark National Music Survey is the latest in a string of musical entertainment hits created by Mutual. Hosted by the man who turned the country on to contemporary music, Dick Clark will once again be making radio music history with this new weekly show.

Dick's show will feature three hours of hit music playing the top 30 songs of the week. But it's more than just a "countdown." Listeners will hear exclusive interviews with the artists; "Update"—the inside track on what's happening with and to music people; "Showcase"—playing the week's best new releases; "Chartbound"—charting the course of the record skyrocketing through the rankings; and, "Ask Dick Clark"—where Dick answers listeners' questions.

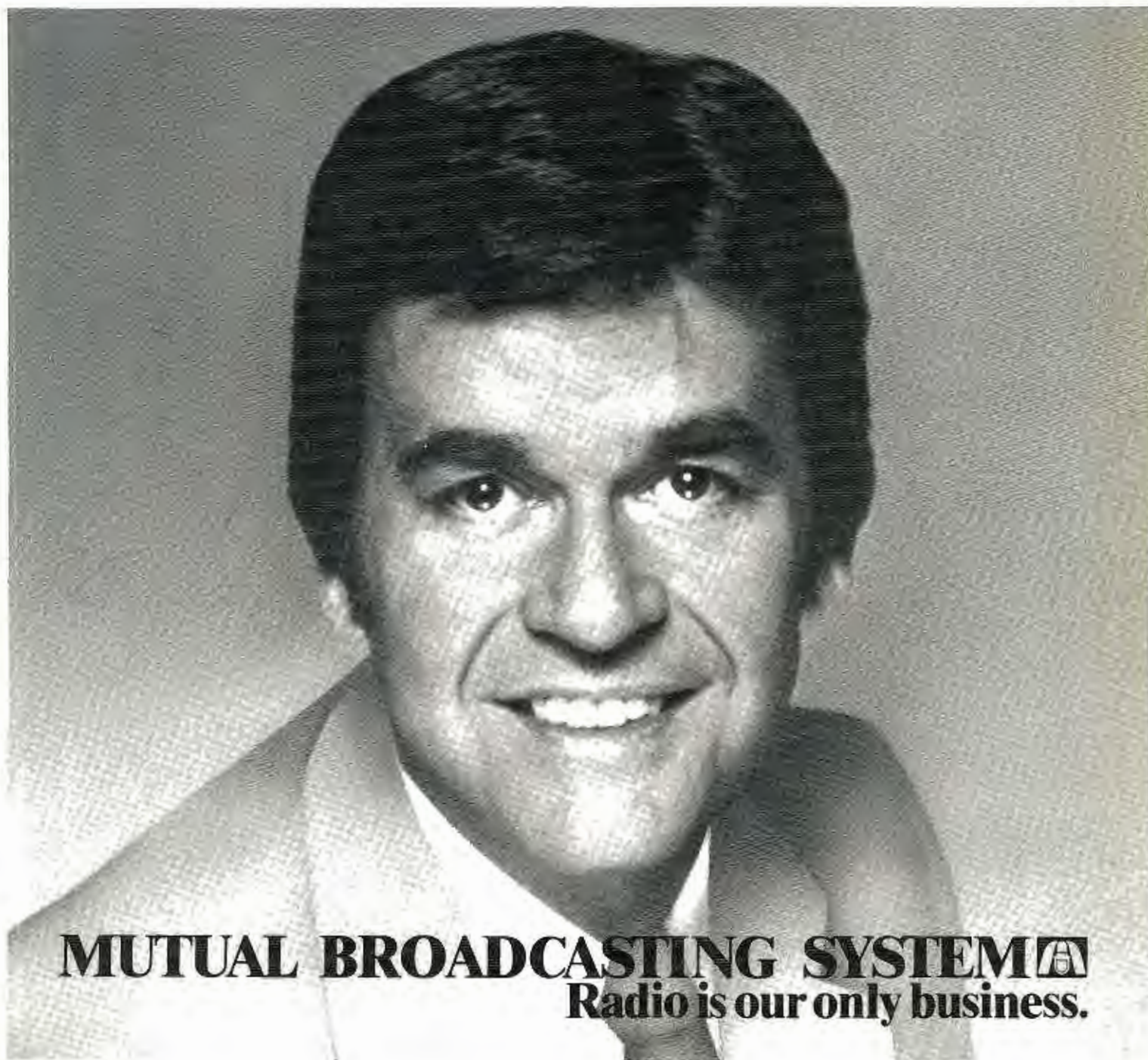
Dick Clark is probably the most visible man in contemporary music. He's a hitmaker whose launching

of stars and songs is legendary. He's on the same sound-waves as young America. And when he sells, they listen, they buy.

In addition to the weekly Dick Clark National Music Survey, Mutual will be broadcasting three Dick Clark Specials this year: Memorial Day, July 4th, and Labor Day.

Mutual has had a nonstop run of musical hits, from the "Johnny Cash Silver Anniversary Special," to "Jamboree in the Hills," to "Country Music Countdown-1980," which was carried by 705 stations reaching an estimated audience of 17.5 million.

Become a part of our greatest hit ever, The Dick Clark National Music Survey, and set new records for yourself. With Mutual it's a sure thing. We're better at radio entertainment than anyone else because radio is our only business. And because only Mutual has Dick Clark.



MUTUAL BROADCASTING SYSTEM 
Radio is our only business.

Stock Index

Exchange and Company	Closing Wed. Jun 10	Closing Wed. Jun 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	31 1/8	30 3/8	+ 3/4	+ 2.46	6	871
N Capital Cities	76	75 1/2	+ 1/2	.66	15	1,000
N CBS	58 3/8	56 7/8	+1 1/2	+ 2.63	8	1,627
N Cox	74 3/8	76 3/4	-2 3/8	- 3.09	11	1,005
A Gross Telecasting	30 1/4	29 5/8	+ 5/8	+ 2.10	8	24
O LIN	36 1/4	37 3/4	-1 1/2	- 3.97	13	201
N Metromedia	137	136 1/2	+ 1/2	.36	15	613
O Mooney	7 3/4	7 3/4			10	3
O Scripps-Howard	60	60			9	154
N Storer	40 5/8	38 1/2	+2 1/8	+ 5.51	13	533
N Taft	29	27 3/4	+1 1/4	+ 4.50	8	284

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	27 5/8	26 1/8	+1 1/2	+ 5.74	22	91
A Affiliated Pubs.	32 1/2	32	+ 1/2	+ 1.56	13	167
N American Family	8 3/4	9	- 1/4	- 2.77	4	108
N John Blair	20 5/8	21 5/8	-1	- 4.62	7	76
N Charter Co.	11 3/8	9 1/2	+1 7/8	+19.73	1	311
N Chris-Craft	34 3/4	35 5/8	- 7/8	- 2.45	17	109
N Coca-Cola New York	8 3/4	8 7/8	- 1/8	- 1.40	20	154
N Cowles	34 3/4	34 3/8	+ 3/8	+ 1.09	23	137
N Dun & Bradstreet	68 3/8	69 3/4	-1 3/8	- 1.97	21	1,907
N Fairchild Ind.	25 3/4	25 1/2	+ 1/4	.98	8	293
N Gannett Co.	43 1/4	44 3/4	-1 1/2	- 3.35	11	2,339
N General Tire	28 1/8	27 3/4	+ 3/8	+ 1.35	12	678
O Gray Commun.	47 1/2	50 1/2	-3	- 5.94	10	23
N Harte-Hanks	36 3/8	34 7/8	+1 1/2	+ 4.30	17	346
O Heritage Commun.	16 3/8	16 3/8			8	88
N Insilco Corp.	19 3/8	20 3/4	-1 3/8	- 6.62	8	208
N Jefferson-Pilot	28 1/2	27 1/8	+1 3/8	+ 5.06	6	624
O Marvin Josephson	13 1/4	13 1/4			8	31
N Knight-Ridder	38	37 1/4	+ 3/4	+ 2.01	14	1,229
N Lee Enterprises	29 1/2	29 1/4	+ 1/4	.85	14	210
N Liberty	14 5/8	15 5/8	-1	- 6.40	6	186
N McGraw-Hill	53	52 1/4	+ 3/4	+ 1.43	17	1,316
A Media General	37 1/2	35 1/2	+2	+ 5.63	10	271
N Meredith	64 3/4	64	+ 3/4	+ 1.17	9	204
O Multimedia	34 3/4	35	- 1/4	- .71	18	349
A New York Times Co.	33 7/8	34	- 1/8	- .36	10	406
N Outlet Co.	39 7/8	40 3/8	- 1/2	- 1.23	58	100
A Post Corp.	20 1/2	20 1/8	+ 3/8	+ 1.86	10	37
N Rollins	19 3/8	18 1/2	+ 7/8	+ 4.72	8	528
N San Juan Racing	20 3/8	18 5/8	+1 3/4	+ 9.39	23	51
N Schering-Plough	36 7/8	36 3/4	+ 1/8	.34	9	1,958
O Stauffer Commun.	45	45			11	45
A Tech Operations	15 1/4	16 1/8	- 7/8	- 5.42	16	16
N Times Mirror Co.	56 7/8	56	+ 7/8	+ 1.56	14	1,940
O Turner Bcstg.	22 1/2	22 1/2				225
A Washington Post	27 3/8	28	- 5/8	- 2.23	11	384
N Wometco	23 7/8	24 1/2	- 5/8	- 2.55	11	316

CABLE						
A Acton Corp.	19	19 3/4	- 3/4	- 3.79	13	57
N American Express	51 1/8	48 1/2	+2 5/8	+ 5.41	10	3,644
O Burnup & Sims	16	17 1/8	-1 1/8	- 6.56	20	142
O Comcast	26 1/4	27	- 3/4	- 2.77	29	101
N General Instrument	115 1/2	123	-7 1/2	- 6.09	20	1,017
O Rogers CableSystems	10 7/8	10 3/8	+ 1/2	+ 4.81	21	206
O Tele-Communications	27 3/4	28	- 1/4	- .89	27	661
N Teleprompter	35 1/2	35	+ 1/2	+ 1.42	30	604
N Time Inc.	77 3/8	78 5/8	-1 1/4	- 1.58	15	2,177
O Tocom	18 1/4	17 1/2	+ 3/4	+ 4.28		60
O UA-Columbia Cable	81 1/2	81 3/4	- 1/4	- .30	60	273
O United Cable TV	29 3/4	30 1/2	- 3/4	- 2.45	21	291
N Viacom	31 1/4	32 1/4	-1	- 3.10	11	278

Exchange and Company	Closing Wed. Jun 10	Closing Wed. Jun 3	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 1/4	3 1/4			3	10
N Columbia Pictures	37 3/8	38 3/8	-1	- 2.60	11	378
N Disney	65 1/4	65 1/2	- 1/4	- .38	16	2,123
O Enterprise Radio	3 7/8	3 7/8				10
N Filmways	7 5/8	7 3/4	- 1/8	- 1.61		48
O Four Star	2	2			20	1
N Getty Oil Corp.	61 3/4	60 7/8	+ 7/8	+ 1.43	7	5,073
N Gulf + Western	19 1/4	18 7/8	+ 3/8	+ 1.98	6	1,437
N MCA	51 3/4	51	+ 3/4	+ 1.47	9	1,216
O Medcom	10 1/4	10 3/4	- 1/2	- 4.65	37	17
N MGM Film	10 1/2	11 1/8	- 5/8	- 5.61	7	341
O Reeves Commun.	50 3/4	50 1/2	+ 1/4	.49	36	183
O Telepictures	8	7 7/8	+ 1/8	+ 1.58	36	19
N Transamerica	25 1/2	23 7/8	+1 5/8	+ 6.80	7	1,666
N 20th Century-Fox****	68 3/8	67 1/2	+ 7/8	+ 1.29	11	736
O Video Corp. of Amer.	14 3/4	14	+ 3/4	+ 5.35	31	14
N Warner	53 3/8	55 7/8	-2 1/2	- 4.47	13	3,136
A Wrather	23 3/4	23 7/8	- 1/8	- .52		54

SERVICE						
O BBDO Inc.	43	44 1/2	-1 1/2	- 3.37	9	108
O Compact Video	22 1/4	20 1/2	+1 3/4	+ 8.53	21	65
N Comsat	58 3/8	60 7/8	-2 1/2	- 4.10	12	467
O Doyle Dane Bernbach	15 1/4	15 3/4	- 1/2	- 3.17	4	18
N Foote Cone & Gelding	32 3/4	32 1/8	+ 5/8	+ 1.94	8	89
O Grey Advertising	65 1/2	62 1/2	+3	+ 4.80	6	40
N Interpublic Group	36 5/8	37	- 3/8	- 1.01	7	163
N JWT Group	35 7/8	35 1/2	+ 3/8	+ 1.05	8	109
O MCI Communications	23	23			115	841
A Movielab	5	5 1/2	- 1/2	- 9.09	4	8
A MPO Videotronics	5 7/8	5 3/4	+ 1/8	+ 2.17	16	3
O A.C. Nielsen	42 1/2	43 3/8	- 7/8	- 2.01	18	477
O Ogilvy & Mather	33 1/2	33 1/2			10	138
O Telemation	2 3/8	2 1/8	+ 1/4	+11.76	14	2
O TPC Communications	3 7/8	3 7/8			28	3
N Western Union	23	23 1/2	- 1/2	- 2.12		349

ELECTRONICS/MANUFACTURING						
O AEL Industries	18 1/4	18 1/2	- 1/4	- 1.35		30
N Arvin Industries	16 1/4	15 7/8	+ 3/8	+ 2.36	8	126
A Cetec	6 5/8	7	- 3/8	- 5.35	8	13
O Chyron	17 3/4	16 1/4	+1 1/2	+ 9.23	29	22
A Cohu	8 5/8	8 7/8	- 1/4	- 2.81	12	14
N Conrac	25 3/8	26	- 5/8	- 2.40	11	53
N Eastman Kodak	76 1/8	76 3/8	- 1/4	- .32	12	12,285
O Elec Missile & Comm.	11 1/8	13 7/8	-2 3/4	-19.81	139	30
N General Electric	66 1/4	66 1/8	+ 1/8	.18	10	15,016
N Harris Corp.	50 1/2	48 1/2	+2	+ 4.12	19	1,553
O Intl. Video*	1/8	1/8				
O Microdyne	32	32 1/2	- 1/2	- 1.53	24	85
N M/A Com. Inc.	32 1/4	32 1/2	- 1/4	- .76	28	1,076
N 3M	60	57 3/8	+2 5/8	+ 4.57	10	6,988
N Motorola	76 7/8	83	-6 1/8	- 7.37	14	2,194
O Nippon Electric	85 1/8	90 3/4	-5 5/8	- 6.19	65	2,795
N N. American Philips	56 1/4	56	+ 1/4	.44	9	676
N Oak Industries	34	35 3/8	-1 3/8	- 3.88	11	370
A Orrox Corp.	15 3/4	17 7/8	-2 1/8	-11.88	51	26
N RCA	24 1/2	24 1/4	+ 1/4	+ 1.03	6	1,836
N Rockwell Intl.	42 5/8	40 1/2	+2 1/8	+ 5.24	11	3,197
A RSC Industries	6 1/8	5 3/4	+ 3/8	+ 6.52	15	14
N Scientific-Atlanta	33 1/4	33	+ 1/4	.75	29	704
N Sony Corp.	23 1/8	24 3/8	-1 1/4	- 5.12	38	4,986
N Tektronix	60	60 1/4	- 1/4	- .41	13	1,095
A Texscan	18 3/4	18 7/8	- 1/8	- .66	37	55
N Varian Associates	28 1/2	27 3/4	+ 3/4	+ 2.70	13	219
N Westinghouse	33	32 3/8	+ 5/8	+ 1.93	8	2,803
N Zenith	19 1/2	21 1/4	-1 3/4	- 8.23	18	367

Standard & Poor's 400
Industrial Average 149.00 146.58 + 2.42

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. **** Private as of last Friday. See story page 62.

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Programing



Festival VIP's. (At left) Actor-director Robert Redford with festival producer Larry Kirkman (l) and broadcast historian Erik Barnouw; (at right) Kenji Tamiya, Sony executive vice president; Charlton Heston, the former chairman of the American Film Institute, and Jean Firstenberg, AFI director.

Video celebration

AFI and Sony host first national Video Festival at Kennedy Center; 300 videomakers in attendance to see screenings that ranged from informational to experimental

If the great video revolution of the 1980's proves unsuccessful, it won't be for lack of ammunition. Video artists and producers have been stockpiling their wares, waiting in the wings to steal center stage from film, which, to date, has handily battled back the competition.

At least some of the video arsenal was unveiled in Washington when more than 300 videomakers descended on the Kennedy Center for the first National Video Festival. The June 3-7 event was presented by the American Film Institute with sponsorship from Sony Corp. of America. Not only was the video generation widely represented, but the festival attracted two major film stars as well (Robert Redford and Charlton Heston). Much of the "experimental" material appeared suitable for such new markets as videodisks and STV. Sony, which expressed pleasure over the entire affair, plans to make it an annual event.

In fact, Sony donated the equipment to make the festival feasible in the first place, giving the AFI a video projection system suitable for use on its 200-inch diagonal screen. The overhead system, the FPH-670W, which was originally designed for aircraft entertainment, and which has been in use in Japan for about a year, is the first of its kind in the U.S. All of a sudden, video in the theater—with an \$8,700 price tag—appears to be a viable option.

Any video signal can be used on the projection system, which can be controlled by a single connection cable up to 200 feet away. The unit can be adjusted for a 120-to 200-inch diagonal screen, and it is possible to provide a cinemascope picture, as well. The AFI system was mounted with 300

pounds of steel on a lattice-type affair that swings into the ceiling, out of the way for standard film projections. The question on the mind of festival organizers and participants was just how often the video projector would be pulled out of the ceiling in coming months and years.

According to festival producer Larry Kirkman, the boom in video may not be felt in theaters but will be apparent in

other arenas. Kirkman said more than 100,000 informational tapes are being produced each year, some of which may have mass market applications, and entertainment programming also is likely to find a niche.

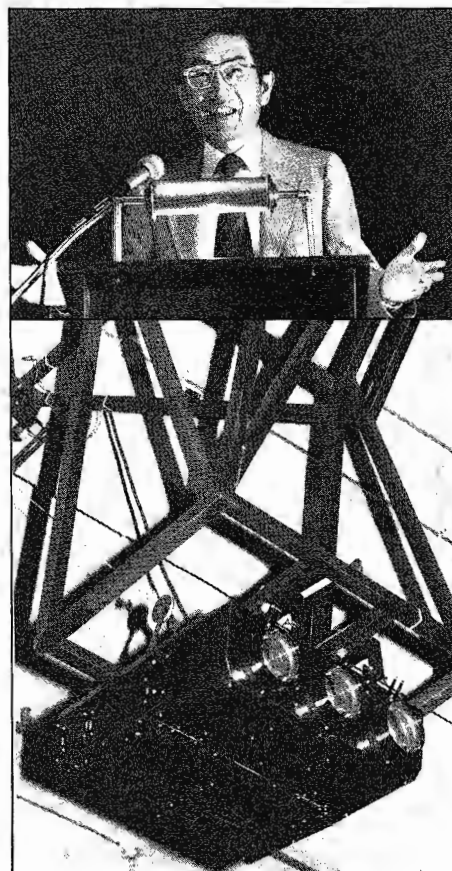
The key question, however, is whether video will find a place in television. Kirkman believes it may not have to. "The audiences will change because of their control over the media," he said. "There will be more selection. People will be starting and stopping. Novelties on broadcast could be a staple on videodisk."

A major factor in the feasibility of using video, Kirkman added, is the evolution of hardware. "There are now hardware possibilities that were only blue sky a few years ago. People looked to cable as blue sky. Now we're looking to videodisk."

The most intriguing works at the festival were the newer and more experimental uses of video, such as computer generated graphics, but all segments of the medium were represented. "Our goal was to cover the entire front," said James Hindman, festival director, who noted that invitations were sent to everyone from independent producers to corporate videomakers to video artists. Enthusiasm for the festival idea was overwhelming, Hindman added, reflecting the current interest in video across the country. "We opened the tap and suddenly had a waterfall."

The festival included a series of symposia and panel discussions, but the heart of the five-day event—which ran 14 or 15 hours some days—was the screening of various works, with examples on hand of everything from informational video to special effects to the integration of video and music.

The corporate-produced tapes were at times predictable, at times innovative. There was, for example, a C&O Railroad training tape for freight train engineers that illustrated why trains fall off the track. And there was a convincing in-house tape for a Union Carbide alcoholism program that showed the potential for com-



Utilitarian gift. Koichi Tsunoda, president of Sony Video Projects, and the FPH-670W overhead video projector, the nation's first.

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Production switcher is a GVG 1600-7K with Digital Video Effects and Effects Memory System.

Background photo courtesy of KATU, Portland.

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panywide video presentations.

The documentaries offered perhaps the most logical integration of video into current-day television, with some tapes that TV viewers probably wouldn't be too surprised—and likely happy—to see on their screens.

The experimental material was another story altogether, sometimes looking as if the screen were intercepting signals from another planet. It clearly isn't conventional television, and whether some of it would ever fit into a network lineup is doubtful at best. Still, it clearly showed the possibilities for new media and, in limited instances, for television.

The great debate about these special uses for video seemed to be over when the world will be ready for them. Prior to the festival's keynote address by broadcast historian Erik Barnouw, AFI director Jean Firstenberg said: "As an art form and a vehicle of communication in the 21st century, video is the future."

Following Firstenberg to the podium was Charlton Heston, former chairman of the AFI, who had a different timetable in mind. "Film has been described as the art form of the 20th century, but the film of the 80's almost certainly will be video," Heston said. "It's impossible to overstate the potential of video," he added.

Barnouw was unwilling to offer any timetables, noting, instead, that video has

already begun to exert at least some influence in areas as diverse as law, psychiatry and athletics, with the small price tag for video production making it an accessible medium for many. "The high wall that has separated a gigantic entertainment industry, with a capital E, from individuals in their homes and communities, shows signs of crumbling," Barnouw said.

Although he said he believed the interest in video was evidence of a genuine movement in the country, he remained unsure where that movement might be heading. "Who can say? Nothing is going to be easy. The communication arena is highly competitive. And let me remind you that new technologies, while offering new means for independent expression, also provide new means for censorship, for monopoly control. It was so for the printing press, and will be so for the new technologies."

The Reagan administration budget cuts for public broadcasting and the National Endowment for the Arts and Humanities were cited as threats to the well being of independents. In fact, without money from the Corporation for Public Broadcasting, many expressed fear there would be no funds whatsoever in the future for independently produced public affairs programming and documentaries.

What will be in demand, most agreed, will be performance programming, although

it is uncertain exactly how much the payable networks, for example, will be spending on production. Many feared their dollars will go simply for acquisitions, meaning that the video community will have to continue its uphill fight to gain a foothold.

Seth Willenson, vice president for programs and business affairs for RCA SelectaVision videodisks, said the company will look to acquire about 60% of its inventory from existing material. In addition, it plans co-development of programming with other media, such as cable and pay cable, and there are also plans for the development of original programming.

Exactly what sort of original productions RCA will do is still uncertain, Willenson said, because it is too early to tell what will be economically feasible in the videodisk market.

Perhaps the biggest boost for independents will come from a concept recently ushered in by film star Robert Redford. Redford, who received an Academy Award for directing his first film, "Ordinary People," is sponsoring the Sundance Institute for Film and Television in Provo, Utah.

Redford sat on a panel the last day of the festival and described the concept, which he said is an attempt to form a partnership between the independent community and the establishment film community, including the major studios.

The institute, which Redford hopes will be a prototype for others around the country, helps refine the skills of talented and promising film and videomakers, covering everything from scriptwriting to editing and film distribution.

Redford predicted that because of reduced costs, video will make possible the production of more programming. But he added that Hollywood will try to cut off any video revolution before it gets too threatening. Ultimately, however, he said the studios will probably get to know the medium and then try to grab control of it.

The task at hand, Redford said, is to hone the skills of independent filmmakers to take advantage of the new media, such as cable. If that talent isn't developed, he said, the industry will be left with a shortage of programming. "It's clear that the new technology could well supersede the supply," he concluded.

At the festival, it was a commercial network, ABC, that showed most graphically how video techniques have begun creeping into conventional TV, and how well suited the two media are to each other.

Julius Barnathan, ABC president of broadcast operations and engineering, presented a compilation of the network's special effects from sports and news programming. These program intros, promos and hinges between stories were as innovative and dazzling as any "experimental" video techniques. According to Barnathan, the major change in special effects has been the number of images that can be manipulated simultaneously. Previously, he said, it was possible to work with only two planes. But now, 16 planes of material

Still more

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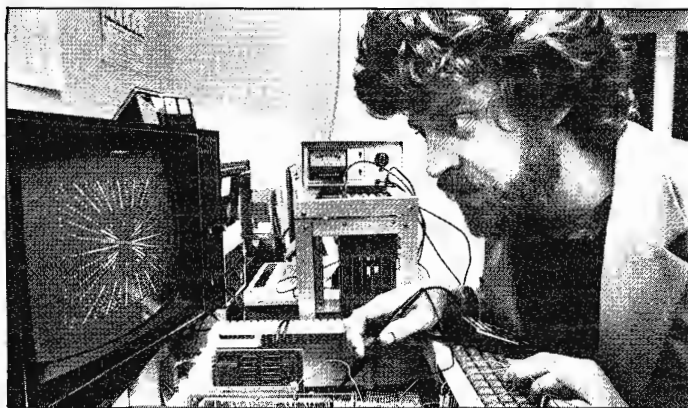
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Content analysis. The works screened over the five days ranged from serious to silly, with video producers showing off a wide array of their wares, leaving audiences enthralled at some sessions and napping at others. The combination of video and music figured prominently in the program, as musicians like Devo appeared and disappeared in new wave style, and Commander Cody did two-and-a-half minutes of his recent song, "Two Triple Cheese, Side Order of Fries." The video/music combinations, lasting two to 15 minutes, looked like the kind of fare that would never find its way into *TV Guide*. On the large screen, however, and at a video record party, hosted by VJ (video jockey) John Hunt, the new format was an obvious winner. Video art, at least in some cases, also looked like a made-for-other-than-TV winner, although small doses might work in the comfort of the living room. Leading the way on some of the extraterrestrial material is Stephen Beck (above left), inventor of the Direct Video Synthesizer, whose optical effects can leave the audience looking for a return ticket to reality.

It wasn't all special effects, though. Benjamin Bergery, who teaches video at MIT, offered eight minutes of *The Seduction Scene*, in which the man behind the camera tries to seduce the woman in his apartment.



Top Value Television (TVTV) showed off a good bit of its work, including (above right) *The Good Times Are Killing Me*, a 1976 documentary on Cajun culture in southwest Louisiana.

One of the most impressive works at the festival was Wendy Clarke's *Love Tapes (Series 15)*, a series of three-minute montages that showed people alone in a little room talking to the camera about what love means to them.

There were serious documentaries: *Nuclear Power: The Public Reaction*, a production of the Public Interest Video Network that aired on the Public Broadcasting Service in 1979; an opera for television: *Music Word Fire And I Would Do It Again (Coo-Coo): 'The Lessons'*, which was only slightly weirder than its title; there were student works, for which some valuable equipment was awarded; and there were emotional portraits, including Michael Marton's *I Don't Matter, I Don't Care*, which examined the lives of some disadvantaged teen-agers in a small upstate New York town. And then there was *Worn Tongs*, produced by Southeastern Drilling Co., which not only showed how important proper tong maintenance is on drilling rigs, but also that even the great video revolution has its lackluster side as well.

can be superimposed on one another, and it will soon be possible to work with 64 different planes.

As impressive as ABC's graphics are, however, the price tag is equally impressive. Depending on the complexity of the operation, Barnathan said, it may cost \$12,000-\$15,000 for a 30-second piece—costs that force the independents to rely more on imagination than money.

Not everyone, however, was overly impressed with ABC's use of graphics, which rely on the use of Quantel equipment for multi-image shots. "It's as if everybody at ABC owns shares in the Quantel corporation," said Robert Northshield, senior executive producer at CBS News. "If it's possible to get 690 frames in a shot, they'll do it."

Northshield, who heads production of CBS's *Sunday Morning*, said he thought TV news was changing, that the networks were moving toward increased use of pictures minus sound. "There was a time when it was impossible to have a picture without words," he said. "Now we're finding that it's OK if we shut up once in a while and let the viewer do his own writing based on his own feelings."

The most vivid example of this was offered by Jon Alpert, co-founder of the New York-based Downtown Community Television Center. Alpert, who is a regular contributor to NBC News, and who is undoubtedly the best known independent video producer doing news, has been the most successful at penetrating the network shield. His work has brought him an Emmy award, and it was urged time and

again at the conference that independent videomakers can compete with the major news organizations.

But Alpert is the only one who has managed to become a regular network con-

tributor, and while some expressed optimism that the proliferation of new technologies would finally offer enough outlets for independent producers, others were not quite so optimistic.

PBS showcases fall schedule

Grossman, Weil, Godwin, Reed and Davis review fall programing

Public television is alive and well, viewed in the homes of more than 75 million Americans. That was the message PBS President Lawrence Grossman delivered to more than 100 television critics assembled in Los Angeles last week (June 9-10) for the semiannual Consumer Press Tour, devoted to examining fall TV schedules.

"Beware of the pell mell rush to abandon the best, purely in the expectation and on the promise of a shining new era," Grossman warned his Century Plaza hotel audience Tuesday afternoon. "There is a prevailing wisdom that the marketplace will take care of all our needs . . . but there must be institutions in our society that stand for quality." In his remarks, Grossman hinted that it is PBS, not ABC, CBS, and NBC—that viewers associated with "quality" programing, downplaying the commercial networks' entry into the cultural programing marketplace via cable.

At the same time, the PBS executive made clear that, in his view, the public television audience "is far from being elitist." Arguing that PBS viewers "mirror society," Grossman recited statistics in-

dicating that more than half of all TV households (42 million) watch public TV at least once a week, representing more than 75 million people. "We have crossed a major threshold," he asserted.

Returning to his initial theme, Grossman predicted that cable, pay TV, home video and other new technologies being developed by the commercial sector probably will emphasize broad-appeal programing in the long run, such as movies, sports, and soap operas. He suggested that this eventuality makes proposed government cutbacks in public television funding especially ironic.

"The very best our civilization can produce is available to every man [through public TV], no matter how poor, how limited in education, or how distant from the traditional centers of culture . . . They [budget cutters] are slashing away at the very institutions that make our civilization worth living."

The network's senior vice president of PTV-1 (the prime-time, general audience division), Suzanne Weil, said that "in programing we're in good shape for 1981-82, but budget problems are very real and we're worried." Weil estimated the cumulative audience for the system has

Ratings Roundup

With the May "sweeps" over and much of the prime-time focus from the network executive suites already on next-season programming, more than 80% of the ABC-TV, CBS-TV and NBC-TV combined lineup was repeats for the week ended June 7.

And overall, the shows did little to draw more than the mediocre ratings and shares that are par for the course at this time of year. Winning CBS scored a 14.2 rating and 26 share; second-place NBC came in with a 13.9/26 and ABC was third with a 13.6/26.

Only five shows, CBS's *M*A*S*H*, *House Calls* and *Lou Grant* and NBC's *Detour to Terror* movie and *Diff'rent Strokes*—all reruns—earned a 20 rating or better.

During the week, ABC came in with the lowest average but won the most nights: Tuesday, Thursday and Friday; CBS took Monday and Thursday, and NBC won Wednesday and Sunday.

The week's best nightly performance came from CBS on Monday when *WKRP in Cincinnati*, *Tim Conway Show*, *M*A*S*H*, *House Calls* and *Lou Grant* together brought in a 19.1/33 rating. NBC had the worst showing, with Friday's *Harper Valley, Sanford* and movie, *Side Show*, only worth a 9.3/19.

Elsewhere in the ratings, ABC continued to bomb out with its rerun episodes of the *Roots: The Next Generations* mini-series, with Sunday's two-hour program (7.5/15) tying for lowest rating in the week with CBS's Tuesday *Palmerstown* episode (7.5/13) among the week's 63 shows. An original *Barbara Walters Special* on Tuesday gave ABC an 18.0/30, but the annual *Tony Awards* special on Sunday earned CBS only a 14.4/25.

The First 20

1.	<i>M*A*S*H</i> (R)	CBS	23.9/39
2.	<i>House Calls</i> (R)	CBS	22.4/36
3.	<i>Lou Grant</i> (R)	CBS	20.7/36
4.	"Detour to Terror" (movie) (R)	NBC	20.7/35
5.	<i>Diff'rent Strokes</i> (R)	NBC	20.3/36
6.	<i>Three's Company</i> (R)	ABC	19.6/32
7.	<i>Facts of Life</i> (R)	NBC	19.4/34
8.	<i>60 Minutes</i> (R)	CBS	19.1/41
9.	<i>20/20</i>	ABC	18.9/32
10.	<i>Laverne & Shirley</i> (R)	ABC	18.8/32
11.	<i>Too Close for Comfort</i> (R)	ABC	18.4/29
12.	<i>Real People</i> (R)	NBC	18.0/35
13.	<i>Happy Days</i> (R)	ABC	18.0/32
14.	<i>Barbara Walters Special</i>	ABC	18.0/30
15.	First You Cry (movie) (R)	CBS	18.0/29
16.	<i>Taxi</i>	ABC	17.9/31
17.	<i>Dukes of Hazzard</i> (R)	CBS	17.9/36
18.	<i>Barney Miller</i> (R)	ABC	16.9/31
19.	<i>CHiPs</i> (R)	NBC	16.5/32
20.	<i>Quincy, M.E.</i> (R)	NBC	16.5/30

The Final Five

59.	<i>American Dream</i> (special) (R)	ABC	9.1/16
60.	<i>White Shadow</i> (R)	CBS	8.0/15
61.	<i>Sanford</i>	NBC	7.9/17
62.	<i>Roots: The Next Generations</i> (mini-series) (R)	ABC	7.5/15
63.	<i>Palmerstown</i> (R)	CBS	7.5/13

R indicated repeat.

risen 78% since 1978. She added that the greatest increase in viewership was among persons with less than a high school education (64%) and incomes less than \$10,000 a year (48%). An information sheet distributed at the meeting indicated that the average prime-time PBS program is seen by about 2% of all TV households, although some specials have been viewed by as many as 16%.

The growth of PTV-2, the network's service for target audiences such as ethnic minorities, was detailed by senior vice president Wayne Godwin. Godwin attributed much of PBS's growing acceptance by minorities (up 19% since 1979) to special-event coverage for blacks and Latinos, Spanish-language commentary for special news programs, and minority-oriented dramatic programming.

Among young viewers, PBS is also becoming more popular, according to PTV-3 senior vice president William Reed. The PTV-3 service is responsible for educational programming, including instructional and children's fare. Reed said the number of children watching at least one PBS program on a regular basis grew from 11.7 million to 14.5 million during the past two years.

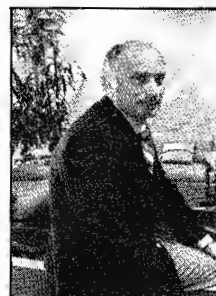
Major program announcements included "a nationwide program service for adults who want to continue their education after finishing high school." The first-ever program series, coordinated by PBS, involves more than 100 of the 292 member stations and an estimated 500 universities and colleges. Drawing on such previous PBS offerings as *Cosmos*, *The American Story* and Shakespeare's plays, the participating schools offer course credit that can be applied toward a degree. Target audience for the programs are the 58 million Americans over age 25 who don't have college degrees and are not enrolled in college.

Also showcased for the assembled critics was *Playhouse*, a new weekly series of dramatic, musical and comedic productions premiering next January over PBS. The 25-week series "is a cooperative drama venture designed to combine the best of original American production and programming from abroad," said *Playhouse* executive director David M. Davis. Budget for the project is \$13.6 million, provided by several grant-making bodies in the public television arena.

The Century Plaza hotel is the site for all four press tours this month. After PBS's two-day gathering ended last Wednesday, CBS took over from Thursday (June 11) through Saturday (June 13). Yesterday was a Television Critics' Association session during which the group's own business was conducted, along with two panel discussions, concerning television reform and women in television. ABC's activities begin today and will run through Thursday. NBC will wind up the tour Friday through Monday (June 19-22). Each of the networks is screening pilots of the fall's new shows for the visiting press, providing interview opportunities and offering assessments of the industry's direction.



Al Rush



Herman Rush

Rushes move at Columbia, MCA

Both organizations reorganize TV divisions; Al Rush heads MCA Television Group; Columbia's Herman Rush gets syndication added to his president's duties

Both MCA and Columbia, in separate moves, have reorganized their television executive ranks—each putting a man named Rush in charge.

At MCA, Al Rush was named president of a newly created MCA Television Group, encompassing Universal Television (first-run network production); MCA TV (off-network syndication); MCA Television Ltd. (Canadian distribution); MCA TV International (distribution) and MCA TV Enterprises (first-run syndication). Rush, a corporate vice president, had been president of the Enterprises division.

In another MCA executive shift, Robert Harris, senior vice president, Universal Television, was promoted to president there, succeeding Don Sipes who now is said to be working in an executive capacity with other MCA Inc. divisions.

At Columbia Pictures Television, Herman Rush, president, has had his responsibilities increased to include syndication sales. Previously he had handled production and network sales but now Henry Gillespie, president of CPT Distribution, reports to him as well. Columbia said Gillespie's "sales operations will continue intact."

Al Rush and Herman Rush are not related.

Davis buys Fox for \$720 million

Oil magnate's bid of \$60 per share plus stock in UTV is approved by stockholders

Effective at a minute past midnight last Friday, 20th Century-Fox was to become a privately owned company. There were virtually no surprises last Monday (June 8) when the corporation's stockholders approved by a 79% majority vote two proposals that turned the publicly held firm over to a new private entity controlled by oil industry millionaire Marvin Davis after the spin-off of the company's television subsidiary to 20th Century-Fox

stockholders. Less than 1% of shareholders voted against the merger at a special stockholders meeting in Los Angeles. The Denver-based Davis elected not to attend the session.

Under terms of the merger, each shareholder last week received one share of United Television Inc. stock (the former Fox subsidiary is now an independent company) for each share of Fox common stock held, and 1 1/3 shares of UTV common stock for each share of Fox preferred stock, with cash in lieu of fractional shares. In addition, each shareholder received \$60 in cash for each share of Fox common, and \$80 for each preferred share held. Over-the-counter trading of UTV began Tuesday. Fox expected to be delisted from the New York Stock Exchange Friday.

One of the conditions of the merger agreement was the transfer of shares in United Television Inc., owner of KMSP-TV Minneapolis, KTVX(TV) Salt Lake City, and KMOL-TV San Antonio, Tex., to Fox shareholders. The FCC gave its approval to that plan on April 24. If the shares had not been transferred, the sale to Davis might have been held up pending FCC approval of the transaction, required when station licenses are involved. Chris-Craft Industries Inc., which held 22% of Fox's stock, has indicated it may file for transfer of control of UTV to Chris-Craft, which already owns two TV stations. UTV sales in the last fiscal year reported were \$14 million, before taxes.

The new company which now owns Fox is TCF Holdings Inc., set up by Davis specifically for the studio. In a proxy statement released last month, there were indications that an unnamed "major institutional investor" and a "non-U.S. corporation involved in the oil industry" helped finance the Davis takeover, in return for a significant interest in the new corporation's holdings. The statement said that after careful review, TCF "may cause Fox to dispose of some of its assets or some of its subsidiaries, using the proceeds . . . to reduce the debt incurred to finance the merger." In a one-page statement released shortly after Monday's shareholders' meeting, Davis provided no details of the agreement. Instead, he simply thanked those involved for "approving the deal."

Davis has not revealed specific financial details of the agreement, but industry analysts estimate the acquisition cost to be about \$720 million.

Fox Chairman Dennis C. Stanfill, the only Fox board member who will remain as a director under the merger plan, called Davis "a man of vision, great accomplishment, and prosperity . . . Fox should continue to grow under his guidance."

Other members of the new board of directors, besides Stanfill, are Davis and his associates, Myron M. Miller and Gerald S. Gray. Davis has reportedly decided to leave Fox's management in place for the time being, but his proxy statement concerning the deal suggested an early review of the company's activities and assets with an eye toward improving profits.

MEDIA MONITOR

ABC's 20/20 Closes its Eyes

**By Reed Irvine
and
Cliff Kincaid**

20/20, ABC's answer to 60 Minutes, has shown that it can also do tough, hard-hitting exposes. However, it forgot most of its investigative techniques when it produced a segment aired on May 21 about the Maryknoll nuns, a Catholic missionary order.

The segment dealt in part with the murder of four American women in El Salvador last December, three of them nuns and one a Catholic lay worker. This case has been highly publicized over the last six months, and the 20/20 segment added nothing that had not been previously aired, save possibly the charge by a nun working in El Salvador that the names of the murdered women had appeared on a death list the very day they were killed. ABC did not produce that list, nor did it explain why such a significant piece of evidence had gone unreported for six months.

There was no justification for this program from a news point of view, but it did have an important propaganda purpose. The purpose was to create the impression that the government of El Salvador, which is under attack by guerrillas supplied by Cuba and other communist countries, is unworthy of the support of the United States. The left has mounted an intensive propaganda campaign to spread this message, and the murder of the Catholic women has been vigorously exploited. The contrast between the attention given to this case and the minimal publicity given to missionaries and clergy murdered by the communists is striking. Why the difference?

The answer can be seen in ABC's kidglove treatment of charges that the Maryknoll missionaries have been deeply involved in pro-communist political activity in the foreign countries in which they work. The 20/20 segment raised the charge. It quoted our UN ambassador, Jeane Kirkpatrick, as saying that it had to be remembered that the nuns in El Salvador were political

activists. That was knocked down by showing a State Department official, James Cheek, saying that there was no evidence that the nuns were politically involved.

ABC quoted from a National Review article charging that the Maryknoll order indoctrinated its members with "Christian Marxism," and answered that with claims by the Maryknoll women that they were simply dedicated to helping the poor and downtrodden.

The producers of the program simply closed their eyes to the overwhelming evidence that the Catholic missionaries in Central America, especially the Maryknollers and the Jesuits, have played a key role in strengthening the Cuban-backed revolutionary movements in that area. This is not simply a claim of conservative publications such as National Review. Alan Riding, the Central American correspondent of The New York Times, writing in The New York Review of Books, recently said that the key to the success enjoyed by these movements "lies in the changing role of the Roman Catholic Church."

Riding said, "By the late 1970s, important parts of the Church were not only busy promoting political organization among the poor masses, but they were also increasingly identified with radical groups." "Activist priests served as a bridge between the guerrillas and the poor," he said. There is abundant evidence to support Alan Riding's statement, but 20/20 closed its eyes to all of it.

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.

Government takes get-tough stance with UNESCO on press restrictions

Administration says U.S. will stand fast in its opposition to plans to license journalists

The Reagan administration has removed the gloves in dealing with the United Nations Educational, Scientific and Cultural Organization and its apparent march toward the adoption of plans to regulate journalists. The assistant secretary of state for international organization affairs, Elliott Abrams, has warned that the U.S. will not compromise in its resistance to the scheme and that in a confrontation with the U.S. on the issue, UNESCO "cannot win."

Abrams did not clearly state that the U.S. would pull out of UNESCO if it adopts proposals sanctioning the licensing of journalists and creating a code of ethics for them. And a State Department official last week said the speech did not constitute "a threat to leave UNESCO."

But Abrams's statement, contained in a speech to the United Nations Association of the U.S.A., in New York, seemed aimed to make clear to the UNESCO secretariat, if it wasn't already, that the U.S. will not back down on the issue. "The U.S. has national interests in communications issues that it will fight to protect," the State Department official said. Indeed, the official did not foreclose the possibility of withdrawal from UNESCO. The U.S., he said, "will consider its options" in the event UNESCO adopts the controversial proposals.

Abrams, too, raised the possibility of withdrawal. He said the "mistrust of UNESCO has gone very far" in the U.S. where, he said, "important constituencies... are calling for the reduction of U.S. participation in UNESCO or outright withdrawal." And he called such mistrust "the inevitable outcome of the massive intrusion of politics into this or any specialized agency [of the UN]."

He said UNESCO's communications programs, instead of focusing on an analysis of the communications problems of developing countries and the choices being imposed on developed and developing countries alike, "have been skewed to support the ideological biases of a New World Information Order," a concept being advanced by the Soviet Union and some Third World countries. "In the process," Abrams said, UNESCO has "lent

itself to a massive assault on the free flow of information..."

Abrams expressed the U.S.'s attitude by recounting a conversation he said he had with UNESCO's director-general, Amadou Mahtar M'Bow, of Senegal. He said he had told M'Bow that, if, as M'Bow said, he sought to be "neutral" and to avoid confrontation and did not intend to aid "a continuing assault on press freedom," the worst of the controversy may be over. But if not, Abrams said he told M'Bow, "we face battle after battle. And this is a war UNESCO cannot win, for we in the administration will never accept defeat or even compromise. I would say it is not the future of press freedom which is at stake, but the future of UNESCO."

In the past, the State Department has taken a softer line in dealing with the press freedom issue in UNESCO. Although it has insisted on maintaining traditional American values of a free press, it has chosen to emphasize the progress the U.S. and its allies in Europe have made over the years in moving UNESCO away from the most extreme proposals of press regulation.

APB wrap-up: dereg, religious right and Iran coverage featured in discussion

Last panel, which includes former hostage and wife, finds media criticized for missing story, giving time to terrorists

One of the American hostages held in Iran has criticized the media for not covering Iran adequately before the takeover of the U.S. embassy, for putting the wrong emphasis on its coverage during the long captivity of the hostages and for only covering Iran "sporadically" since the hostages were released.

Barry Rosen, former attache at the U.S. embassy in Iran, laid most of the blame on superficial reporting.

Rosen made his remarks at a final panel session at the Associated Press Broadcasters convention in Washington, June 4-6 (BROADCASTING, June 8).

Before the takeover, Rosen said, the media accepted the Shah's version of the Iranian revolution, branded the Islamic movement as a band of "fanatics," and thereby failed to get at the truth—that the Shah's opposition was "nationwide."

During the captivity, he said, reporters continually misinterpreted grievances, and, suffering from "ethnocentrism," couldn't understand why the provisional government couldn't survive.

And since the release, he said the electronic media have only "sporadically" covered Iran.

A State Department official last week indicated the department had made a conscious decision that the time had come for a change in emphasis, in an effort to put the pressure on UNESCO. "We have made progress," he said. "But we want to make more progress. We have wanted a basis for translating our concerns into action. It took years to get the organization to a position where we could get through to them." The U.S., he said, is pointing out to UNESCO that "it bears responsibility for what happens next."

The U.S. provides 25% of the UNESCO budget which runs to slightly more than \$200 million a year.

Abrams's remarks came three weeks after some 100 representatives of print and broadcast organizations from the U.S. and 19 other countries had pledged a united effort to protect press freedom, which they called "a basic human right." The "Declaration of Talloires," as it is called, after the village in the French Alps where it was adopted, calls on UNESCO "to abandon attempts to regulate news content and formulate rules for the press" (BROADCASTING, May 25).

Barbara Rosen, Barry's wife, criticized the media for their coverage of terrorism in general, noting that terrorists use the media to attract attention. And although she thought there were no "easy answers" for improving terrorist coverage, she thought reporters should take "cognizance" that terrorists were out to manipulate the media.

She also thought television had turned the hostages into "another soap opera."

Nonetheless, Ulrich Haynes, former U.S. ambassador to Algeria, who was involved in negotiating for the hostages' release, said that though the media's coverage wasn't all for the good, it "cut both ways," pointing out that it helped keep the issue alive. Moreover, Haynes said, when Iran and the United States were no longer speaking, the media served an important function by keeping the lines of communication open.

Gary Lee, former hostage, gave the media high marks for keeping the issue alive. "You've been really great," he said.

In another panel session Senate Commerce Committee Chairman Bob Packwood (R-Ore.), predicted that radio deregulation would be enacted by Congress before the year was out, noting that only a statute would insure that radio remain deregulated—by codifying and expanding upon FCC deregulation—thus ending court challenges.



Deregulation panel. (L-r): Bob Wells, APB vice president-radio; Reverend Everett Parker, United Church of Christ; Tom Worden, owner, KRSB(FM) Roseburg, Ore., and Clint Formby, president and general manager, KPAN(AM) Hereford, Tex., discuss broadcast deregulation at APB convention in Washington.

Deregulating radio made sense, Packwood said, because radio was one of the most competitive businesses around.

Tom Worden, owner of KRSB(FM) Roseburg, Ore., said the marketplace could regulate radio better than the FCC and noted that even if radio were deregulated entirely, the "whole world wouldn't turn into one big ad."

Worden said that competition would require broadcasters to present innovative programming, stating that if the public didn't like what it heard, it would "tune you out."

Robert Wells of the Harris Stations, APB vice president for radio, said he thought many broadcasters "hid behind" the fairness doctrine—as an excuse not to run controversial issues—but he said he objected to the fairness doctrine because it permitted the government to decide what was fair. Wells also thought deregulation was good because it would help provide diversity.

The Rev. Everett Parker of the United Church of Christ demurred. He thought telecommunications deregulation would result in less diversity, narrower distribution and less localism—thereby ruining the qualities that made "our communications system great."

Illustrating his point, Parker said that if AT&T were allowed to offer home information services, it would siphon off ad revenues from newspapers, threatening their stability as a source of information. Similarly, Parker said, DBS could attract enough customers to encroach upon the ad revenues of broadcasters.

Another panel discussed the role religion should play in politics—and opinion on that varied sharply.

Cal Thomas, vice president for communications for the Moral Majority, and Carl McIntire, founder of the *20th Century Reformation Hour*, both took the position that there was nothing wrong with mixing religion and politics, while Sam Brown, representing People for the American Way, and Eleanor Smeal, president of the National Organization for Women, objected to the manner used in mixing the two by groups like the Moral Majority.

Thomas said he saw nothing wrong with the Moral Majority's joining the "mainstream" of American society by

campaigning for and against politicians. He said the Moral Majority believes it has a "better way," noting that it and other "new right" groups had arisen in reaction to such things as the expansion of Soviet power and the rise of homosexuality.

McIntire, who noted that feminists were pursuing the wrong path because the Bible said the role of women was "to have babies," also said the results of last November's election—which he and other members of "new right" groups hold to be a victory for their cause—was "just a beginning."

Brown said that his group was established to battle the "extreme rhetoric" and "intolerance" of groups like the Moral Majority and to present an "alternative" message. Although he said his group didn't discourage religious groups from participating in the political process, it objected to "new right" groups for representing that they had a corner on Christianity.

Smeal advanced the notion that "new right" groups brand anything they don't approve of as "immoral." The "new right" groups know they can't win issues on their merits, she said, and so they reduce them to an emotional plane.

AP announces broadcast awards

Ten awards were announced by the Associated Press Broadcasters for presentation during the national APB convention at the Washington Hilton June 4-6. The awards are presented by AP Broadcasters to AP writers for outstanding scripts and to member TV and radio stations for excellence in news gathering. In addition, Sol Taishoff, editor of *BROADCASTING*, received the AP's Robert Eunson Award (*BROADCASTING*, June 8).

The winners:

Liz Carver For best national summary.
Richard Lawyer For best regional summary.
Tom Harrigan For best regional enterprise.
Liz Carver Jo-Ann Paige Memorial Enterprises Award.
KARZ(AM) Phoenix For outstanding cooperation.
KSVF(AM) Santa Fe, N.M. For best spot news coverage.
KESQ-TV Palm Springs, Fla. For weekend coverage.
WIBW(AM) Topeka, Kan. For best national enterprise.
AP, Albuquerque, N.M. Bureau For best spot news coverage.
Bill Strong, AP, Boston Broadcast Editor of the Year

Investigative eye cast '60 Minutes' by PBS's 'Inside Story'

CBS in-process episode on nuclear power plant in California is scrutinized; attempts by PBS to interview CBS personnel fail

CBS News stepped into the center of the news spotlight finding itself the subject of *Inside Story*, a Public Broadcasting Service series that attempts to scrutinize the nation's press.

And although *60 Minutes* was featured on the June 4 *Inside Story* episode, producers are upset that they couldn't get anyone from *60 Minutes* or CBS News to consent to an interview for the show.

The episode, hosted by Hodding Carter and entitled "Who's Giving Who the Business?", explored the conflict between business and the press, and focused on a conflict between *60 Minutes* and the Pacific Gas & Electric Co.

60 Minutes has been producing an episode on PG&E's controversial license application to operate a nuclear power plant in San Luis Obispo, Calif., near the San Andreas fault. PG&E, however, told the news magazine's producers that it would cooperate fully only if *60 Minutes* granted PG&E two or three minutes of

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unedited time in which to respond to every "major issue"—with PG&E deciding what those issues were—raised in the CBS segment, Don Hanes, PG&E news director, said.

CBS refused to buy those ground rules and is producing the program without access to the PG&E executives it wants to interview.

Inside Story detected a "classic and newsy" confrontation brewing, one that epitomized the business-versus-press conflict—and one that the public could easily understand—and decided to do a story on it. So, said Ned Schnurman, *Inside Story* executive producer, the production company sent a camera crew to San Luis Obispo to tape a *60 Minutes* crew in action.

Although PG&E cooperated by allowing *Inside Story* to interview PG&E executives to get its side of the story, Schnurman said, CBS personnel refused to be interviewed on camera.

Hanes noted that PG&E had cooperated with *Inside Story* because it thought that shows scrutinizing journalism are "badly needed."

Hanes said PG&E had set up special criteria for *60 Minutes* because the utility was under the impression that *60 Minutes* wouldn't present a balanced picture of nuclear energy.

And although Hanes added that PG&E has never turned down news interviews, it didn't feel it had broken that record with *60 Minutes* because "it (*60 Minutes*) is not a news show, it's entertainment."

In a telephone interview, Don Hewitt, *60 Minutes* executive producer, told BROADCASTING he didn't cooperate with *Inside Story* because the episode on PG&E had not been finished. "After the story is on the air, perhaps we'll talk about it," he said. Hewitt added that he didn't think it would be fair to the people working on the segment to talk about it before it was completed.

Although Schnurman asked CBS News President Bill Leonard to consider permitting CBS to participate in the segment, Leonard turned him down.

In a May 28 letter, Leonard wrote that the "question up for grabs is whether journalism, in this case CBS news journalists, should decide the length, nature, content and structure of what they publish should be left up to the subject(s) of their reports. That is really all there is to it and the answer is so simple, so clear, so fundamental to the nature of our business that, frankly, I don't think it's even worth an argument."

Leonard added that he had been "continually responsive and available to the press, broadcast and print, on matters involving journalism in general and CBS News in particular. That does not include an obligation to appear on every broadcast on every subject or to respond personally to any or all inquiries."

Although Schnurman protested that *Inside Story* wasn't planning to question CBS's right to handle its story on PG&E, however it wished, the *Inside Story* episode had to do without on-camera interviews with CBS spokesmen.

Broadcasters, lawyers celebrate First Amendment investigative win

Circuit court of appeals ruling, making it tougher to seize evidence from broadcasters in investigatory pieces, is welcomed as 'very significant decision'

Communications lawyers who sometimes are required to protect clients' First Amendment rights against the efforts of criminal defendants and others who would use the media as an investigative arm are sleeping better these days. The U.S. Court of Appeals for the Third Circuit had issued a decision setting a tough standard for those to meet who would like to sift through television outtakes in an effort to build a case for the defense.

The decision means that a broadcaster who surrenders tapes to a trial judge for *in camera* inspection does not lose the right to appeal the judge's decision to turn them over to a party in a case. It also means tapes demanded by the defense may be turned over only if they can be admitted as evidence. And, finally, it means that defendants must demonstrate the tapes are the only source of the information to which it is entitled.

And then, only when those tests have been met, would the trial judge begin the process of weighing the defendant's rights against the journalist's qualified privilege not to divulge confidential sources and not to disclose unpublished information they possess in criminal cases.

Thus, CBS would appear to stand a good

chance of being able to maintain confidentiality of the tapes of interviews made by *60 Minutes* reporters in preparing a piece on fast-food franchises (BROADCASTING, June 8). "We're very delighted," said Tim Dyk, of Wilmer, Cutler & Pickering, lead counsel for CBS in the case. "It's a very significant decision."

The decision, which reverses an order of the trial judge in a fraud trial that the defendants may have access to the tapes, reaffirms in large part an earlier decision of the appeals court that the Supreme Court refused to review. As a result, Floyd Abrams, of Cahill, Gordon & Reindel, counsel for NBC, which entered the case as a friend of the court, sees the decision as "more a matter of preventing the undermining of the First Amendment principles of the first ... decision. The district court would have done violence to those First Amendment principles."

At present, the case is law only in the Third Circuit. But the decision is likely to be regarded as precedent by courts in other circuits. It could become case law for the country if the decision is appealed to and affirmed by the Supreme Court.

And lawyers for those seeking the tapes—six former executives of the defunct Wild Bill's Family Restaurants Inc., who have been indicted on charges of defrauding investors of millions of dollars—plan to appeal. The tapes, they say, are critical to their clients' defense.

But assuming the decision stands, the Third Circuit Court of Appeals will have

NewsBeat

Tape case. Question of whether county prosecutor may view videotapes of prison riot made last summer by KBCI-TV Boise, Idaho, was argued before state supreme court. Deputy Attorney General Lynn Thomas said station and Judge Robert Rowett are obstructing justice in withholding tapes from county attorney who wants to prosecute those involved in riot. Rowett has ordered that tapes remain sealed in his court until supreme court rules on whether they should be made available to county prosecutor. Law enforcement officials, armed with search warrant, entered KBCI-TV newsroom on July 26 and seized two copies of unedited tapes made during riot at prison on July 23-24 (BROADCASTING, Aug. 4, 1980). Station and news director, Paul Reiss, sued county prosecutor, Jim Harris, contending seizure violated First and Fourth Amendments of Constitution. That action has thus far blocked Harris's access to tapes. □

Malice question. U.S. Court of Appeals has rejected petitions that it review libel case in which former Senator Frank E. Moss (D-Utah) is being sued by campaign aide to Orrin Hatch, Republican who defeated Moss in 1976 election. Moss, backed by Society of Professional Journalists, Sigma Delta Chi, in friend of court brief (BROADCASTING, May 18), had argued that U.S. Court of Appeals for 10th Circuit had erred in ruling that campaign aide, G. Andrew Lawrence, was not "public figure" and thus was not required to prove "malice" on Moss's part in order to press his case. Appeals court said campaign worker was "private figure." Moss, in response to questions at news conference, had referred to Lawrence as "bagman for [former Vice President] Spiro Agnew." High court's refusal to review appeals court ruling clears way for trial of \$6-million suit. □

Nieman awards. Two of 11 Nieman fellowships for 1981 have been awarded to broadcast journalists, Margot Adler, National Public Radio, and Anita Harris, of PBS's *MacNeil-Lehrer Report*, and third to Gerald Jordan, radio and television critic for *Kansas City (Mo.) Star*. Winners receive one year of study at Harvard University on subject of their choice.

done much to satisfy the journalists' view of where the balance between the rights of criminal defendants and journalists should be struck.

The three-judge panel, in a unanimous opinion, upheld CBS in all three of its conclusions:

It held for CBS on the critical procedural question of whether it could appeal the trial judge's decision to turn over the tapes CBS had already surrendered to it for *in camera* inspection. The judge said the defendants were entitled to the material because it contained "exculpatory" material. And once it had turned the material over to the judge, CBS could not incur a contempt citation that would provide a basis for appeal. But to deny CBS the right to appeal for that reason, the court said, "would foreclose it from obtaining review of important issues likely to arise after it submits its documents to the district court."

It held for CBS in concluding that the material could be transferred to the defendants only if it were admissible as evidence. In the case at issue, the material could be used as evidence only to impeach the testimony of witnesses. And the material would be useful for that purpose only after the witnesses had testified and had made statements inconsistent with those expressed in the interview with CBS. "Naked exculpatory evidence in the possession of third parties that does not rise to the dignity of admissible evidence simply is not [subject to retrieval by the defendants]."

And it held for CBS in asserting that the defendants have not met the standard for disclosure of press material as the only source of the desired information. The court had stated that criterion in several earlier cases.

Dyk, who has handled several cases in the past in which journalists were confronted with court-backed demands that they divulge confidential material, said the decision affords broadcasters "greater protection" than they have had in such matters. Then, thinking back over his own experience, he said, "I would love to have had this kind of precedent at an earlier time."

TV's coverage of business supported by ABC News's Bell

Likening himself to Daniel in the lions' den, Steve Bell of ABC News defended television's handling of business news.

The den was the June 10 finale of a spring luncheon series in Washington sponsored by The Media Institute. The lions were in an audience of journalists and business executives, invited by the institute in its continuing effort to establish a better relationship between business and media.

The sharpest questions came from representatives of the business sector, who concentrated much of their criticism on what they considered unfair treatment of

stories on oil company profits in the third quarter of last year.

Bell, anchorman on ABC-TV's *Good Morning America*, refused to concede that bulletin treatment of business news was unfair. He contended there are time and programing limitations that should be recognized; that such treatment is to alert viewers to an event so they can look for more-in-depth reports.

But the 14-year ABC News veteran was not reticent to admit shortcomings. He conceded that broadcast journalism at times has slipped from skepticism to cynicism. He admitted there was need for reporters with a business background to more properly assimilate happenings in that area—but cautioned: "Don't write off

a good generalist [reporter]."

He proposed "more of just what we're doing here today"; that there should be in-depth seminars for the exchange of ideas between business and the general press—not just the trade press. Bell said that he wouldn't object to reviews by bodies such as the National News Council, adding: "but no government."

The Media Institute is a nonprofit research organization, supported by foundations, trade associations and individuals. Its president, Leonard J. Theberge, said the luncheon series would be resumed in the fall in an effort to find ways of improving economic and business reporting by the media as well as to resolve concerns in that area.

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Meeting in Montreux: focusing on the future of television

Engineering talent from around the world gathers in Switzerland for biannual symposium; speakers, papers and exhibits cover topics ranging from today's technology to tomorrow's "telepresence"

With digital video still a plethora of prototypes and direct broadcast satellites still a subject of dispute, broadcast engineers used the 12th International Television Symposium in Montreux (May 30-June 4) to discuss the applications of the sophisticated wizardry that is expected to hit the market in the next decade.

Participants agreed there was going to be a video explosion in the 80's, and they agreed also, in the words of Broder Wendland of the University of Dortmund, Germany, that "present day television systems do not offer the optimum" to the viewer.

So they went to Montreux, perhaps 2,000 in all, to look at new equipment and to discuss, as Maurice Remy of TeleDiffusion de France put it, ways "to nourish home centers, not with videocassettes or disks, but in Hertzian ways."

Indeed, from the opening roundtable onward, the engineers, managers and manufacturers spoke in glowing terms about the sophistication of their audience and discussed how to present the best possible technological packages in the most economical ways.

The top engineering talent from all over



Here's how. Francis Ford Coppola explains his movie-making techniques using a combination of film and video.

Pictured during the opening session (at top of page): L to r: Masahiko Morizono, Sony Corp., Japan; U. Messerschmid, Institut für Rundfunktechnik, Germany; Maurice Remy, TeleDiffusion de France; Hans Groll, Bosch-Fernseh, Germany; K. Teer, Philips, Netherlands; Joseph Polonsky (roundtable chairman), Thomson-CSF, France; Glen Larson, Glen Larson Productions, U.S.; Joseph Flaherty, CBS, U.S.; Henrikas Jushkevicius, GKRT, USSR; Charles Steinberg, Ampex, U.S.; Bryce McCrirkick, BBC, England, and William Hittinger, RCA, U.S.

the world—the industrialized West, the Communist bloc, Asia and Africa and South America—looked forward to the next decade with the realization that virtually anything imaginable in video would sooner or later come to be.

Joseph Flaherty of CBS said: "Both on the receiving side and in transmission, we have broken the old de facto monopoly" imposed by technology. Cable, fiber optics, direct satellite broadcasting, digital recording and editing and high-definition television are today's means of breaking the technological chains that once bound the industry.

And tomorrow? "Telepresence," said Al Goldberg of CBS. He said people would no longer just watch a tube in their living room. They will "become part of the program instead of looking through a window." The future "telepresence" will have "all the qualities of being there—all of the senses."

Francis Ford Coppola, the Academy Award-winning director of "Apocalypse Now" and "The Godfather," gave a special program on how he is molding video technology to meet his filmmaking needs and molding filmmaking to meet the possibilities of video. He said the future will see video "being served up in all sorts of ways, in all sorts of places."

Coppola described how he used video, in combination with film, to make his latest film, "One From the Heart." He said that as a young man he worked as a screenwriter, and to make a script he became "a master stapler and scissor worker," assembling bits of information from any number of sources.

He sees video as having that possibility and of sidestepping the written script in

favor of a video version.

In making "One From the Heart," Coppola began by recording all the storyboards on tape, then replacing them with rehearsals, all of which were recorded on video, all the while costume designers and musicians were supplying their parts. The final film then replaced the rehearsals. A beam splitter gave Coppola instant access to what was being shot. He presented a 30-minute film on the technique, by which he says future films will cost as little as half of what they cost now.

But "One From the Heart" was an experiment, a beginning for Coppola in video. His next film, "Tucker," which concerns the life of an American who tried to invent a new car in the late '40s, will be made entirely in video, with the final product transferred to 35mm film for distribution.

"At the root of it are the creative processes that go on in any piece of work," Coppola said, explaining that he was using the machines as an extender and accelerator of creativity.

Coppola isn't the only filmmaker working with video—George Lucas has used video extensively in his special effects for "Star Wars" and "The Empire Strikes Back." And in Europe, Michelangelo Antonioni has used video.

According to E. Lionetti of RAI in Rome: "During 1980, after the first encouraging experiments, the TV drama, *Il Mistero di Oberwald* directed by Michelangelo Antonioni, was produced by conventional PAL electronic means and then transferred to 35mm color film. This program has been shown at the Venice International Film Festival. It will be presented to the public very soon."

Takashi Fujio of NHK Technical Research Laboratories in Japan, said: "The new television system should have an ability not only to give highly intelligible information with elaborate expression using fine characters and detailed graphics, but to transmit an abundant amount of information which fulfills the possibility of a new type of expression and desire for a high level of culture and appeals to the sense of vision and emotion."

In a paper presented on future high-definition TV, Fujio indicated that large-screen HDTV would contain 1,100 to 1,300 scanning lines and the acceptable picture size would be at least one meter square.

"HDTV is a possible dream for broadcast engineers of the eighties," Fujio said.

Reporting on work done on big-screen television, Thomas L. Credelle of RCA's Advanced Display Systems Research in Princeton, N.J., said: "A number of display systems have been investigated that could lead to the realization of large-screen, flat-panel television. Because of the requirements of size, high brightness, color and power efficiency, new approaches based on cathodoluminescence have been pursued. In particular, a display that utilizes electron beam guides to distribute modulated current over a display area has been developed."

Engineers said digital studios were now

feasible in most respects but that there were still problems. "The necessary LSI or VLSI components are not available," said John P. Rossi of CBS. "The television industry should move boldly toward international standards in order to generate a sufficiently large market for these specialized circuits."

One of the problems facing the broadcasters is the lack of standards for worldwide use of their technology.

Commenting on digital VTR's that would be crucial to a digital studio, Rossi of CBS said, "The manufacturers have made excellent progress in this field, and it remains for the signal standards to be set before production models can be built." It was also suggested, by R.N. Jackson and

S.L. Tan of Philips Research Laboratories, that "we should aim for a process of 'compatible evolution' from present standards up to the new systems."

But in the opening roundtable, another possibility was suggested by Flaherty and Bryce McCrirkick of the BBC. Both said improved quality no longer depends on what is transmitted.

"We must focus on what is seen on the screen," Flaherty said. "We no longer have to transmit that signal necessarily."

The two suggested complex signal processing at the receiver was now a possibility.

The future, it was agreed, might not be here today. But it will certainly be a very short time before tomorrow arrives.



Equipment display in Montreux features cast of 200 exhibits

Dual sound transmission for TV, optical video system and various video cameras among unveilings

While much of the equipment on view at the 12th International Television Symposium in Montreux had been shown at the recent National Association of Broadcasters convention in Las Vegas, there was enough new hardware to keep the engineers occupied inside the newly enlarged exhibition hall.

More than 200 exhibitors took part, up dramatically from the 20 firms that displayed their goods at the first symposium.

Possibly the most interesting new display was the unveiling by Rohde & Schwarz of West Germany's entry into dual sound transmission for television.

A cooperative effort of West Germany's Second Program (ZDF), the federal German postal authority, the ARD (association of German broadcasters) and the institute for broadcasting technology (IRT), the system will be put into operation in September; its debut is scheduled for the International Radio Exhibition in Berlin.

The system uses two separate sound carriers, as opposed to pulse code modulation of the audio signal into the video, or the Japanese practice of multiplexing the second sound system into the carrier.

Dual sound not only offers the possibility of stereo sound from a TV (a Rohde & Schwarz spokesman said it was as good as that from an FM stereo broadcast), but also a number of other applications. At a time when the first bi-nation satellite is soon to be launched (France and Germany), dual sound offers simultaneous transmission in two languages. Films can be transmitted in their original language and dubbed into a second language at the same time. In countries where more than one language is spoken, two national languages can be used for the same program from the outset.

To use dual sound, the German postal authority will modify 32 transmitters by September for an initial coverage of about 60% of the nation. The broadcasts will initially be for several hours a day, but they will eventually be expanded to the entire

broadcast day.

Philips, Grundig and Blaupunkt are already producing stereo television receivers. It is possible to use these new receivers as an input into a conventional high fidelity system, according to a spokesman for Philips, which took stereo sets to Montreux as part of a satellite experiment.

Each channel of the dual sound has a 15 khz bandwidth. The conventional sound carrier is unchanged at 5.5 mhz above the visual carrier. The second carrier—with one-half line offset—is located 242 khz above the first.

The signal is matrixed in the TV transmitter for reasons of compatibility (channel 1: (L+R)/2; channel 2: R).

Standard Telephon und Radio of Zurich

presented for the first time its new optical video system, OVID, the chief application of which is the transmission of color TV signals maintaining studio quality.

OVID, which uses fiber optics, can transmit at distances of up to five miles without regard for such problems as interference from radio stations, crosstalk, power induction or lightning. It is available in both mobile (OVID 1) and fixed (OVID 2) forms, the transmitter being available in both laser and LED versions and the receiver with either PIN or avalanche diodes.

Many of the exhibitors were presenting equipment for the first time in Europe. Sony showed off its new "Betacam" BVW-1, while RCA presented its Hawkeye

video camera. Both are small, lightweight and combine the camera and VTR in the same unit.

Thomson-CSF presented its new Vidfont Graphics V system, introducing a number of new possibilities in combining character generation with art or animation.

AEG-Telefunken representatives explained their new service, Telcoplan, a turnkey system for establishing a complete broadcasting facility.

Developed in cooperation with Planzentrum Freier Architekten und Ingenieure, EG, Fachgruppe Funk und Fernsehen, the plan includes consultation, staff training and facilities.

Prepping for 9 khz showdown

Hearings continue on embattled proposal as U.S. awaits study of Panel of Experts; manufacturers join list of opponents to plan

The House International Operations Subcommittee last week heard three more hours of sometimes turgid testimony on the U.S. preparations for the western hemisphere conference on AM broadcasting. When it was over, it wasn't clear how far the ball had been advanced on the controversial question of the proposed reduction in AM channel spacing from 10 khz to 9 khz. But an irony that seemed to be taking root was that the U.S., which had faced an uphill battle in March 1980 in attempting to persuade western hemisphere countries to adopt the 9 khz plan, may face another uphill battle in November 1981 if it attempts to persuade the same countries to stick with 10 khz.

William Jahn, the State Department official who has been assigned to preparations for the regional conference, told the subcommittee he thinks "a majority" of the 28 countries in the region want 9 khz. He didn't know how large the majority was. But he noted that Canada, in announcing, earlier in the year, its decision

International achievement. Richard Taylor, the managing director of Quantel Ltd. of Britain, was presented with the Montreux Achievement Medal at the 12th International Television Symposium and Technical Exhibition. Taylor was given the award "for the development of a range of high-speed, digital processing equipment for broadcast television use." The inscription on the gold medal read: "Awarded to Richard Taylor for the development of INTELLECT, an interactive real time image processing system for use in broadcast television." INTELLECT enables a frame of video to be captured, displayed and interfaced with a computer. It is possible to process the captured frame in many different ways by changing the computer program while observing the results on a flicker-free monitor.

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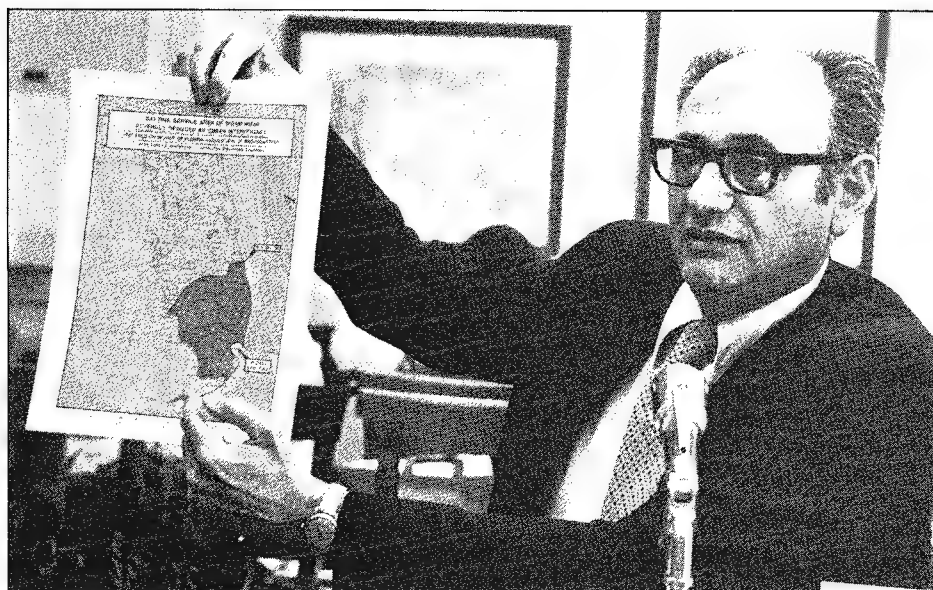
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The NAB's Jules Cohen and a map of effects of Cuban interference.

to continue to support the 10 khz plan, said its information was that "no more than two or three countries were supporting 10 khz." Jahn said he thought the number was low, but he didn't know how low.

The U.S. originally proposed the 9 khz plan—which would result in the creation of 12 new channels and in the U.S. provide spectrum space for hundreds of new AM stations—at the first session of the regional conference, in Buenos Aires, 15 months ago. The U.S. was unable to persuade the member countries to endorse the idea, but it has been waging a campaign since then to change minds—and apparently had been making progress as the start of the second sessions, in November, in Rio de Janeiro, approached. But following Ronald Reagan's victory in November, new policymakers have taken over at the FCC and the National Telecommunications Administration, and they seem to be leaning toward the industry view of retaining the 10 khz plan.

(There appears to be no likelihood that the conference will be postponed. The dates for some International Telecommunication Union conferences have slipped. But the ITU's Administrative Council has decided that two that will be held on schedule are the AM conference and the western hemisphere conference on planning direct broadcast satellite systems, to be held in June 1983.)

A major factor in the decision of the U.S. and other countries in the region will be the results of studies of a Panel of Experts, representing eight western hemisphere countries, comparing the value of the 10 khz and two 9 khz plans in resolving incompatibilities among the countries' stations. The group, which has been working in Geneva since April 22, is scheduled to complete its work on June 19. The FCC will make its decision on whether to reaffirm its 9 khz position in mid-July.

Jahn said a preview of the second session will probably be offered at a seminar

of representatives of western hemisphere countries, in September, in Mexico City. The session will serve to prepare those attending for the second session. Jahn said the final report of the POE will be available for discussion. "Ideally," he said, "we'll get a consensus [on the 9 khz issue], one way or the other."

The subcommittee hearing was called by its chairman, Representative Dante Fascell (D-Fla.), in part from a request by Florida broadcasters seeking a forum to air their concerns about interference from Cuban stations. The Florida Association of Broadcasters spokesman expressed those concerns two weeks ago (BROADCASTING, June 8). But witnesses last week continued to address the issue.

Jules Cohen, engineering consultant to the National Association of Broadcasters, offered the grimmest picture—literally, in the form of map overlays showing the degree of interference stations would suffer if Cuban stations operate as proposed in the inventory Cuba has filed with the conference. He had done studies of the effect on three Florida stations—WQAM(AM) Miami, WSUN(AM) St. Petersburg and WDBO(AM) Orlando—and a clear channel station as far away as Detroit, WJR(AM). The Cubans plan a 10 kw station on WQAM's frequency, 30 kw stations on the frequencies of the other Florida stations, and a 75 kw station on WJR's frequency. The results, as shown on Cohen's overlays, could be described as devastating.

Cohen indicated the extent of the Cuban problem in noting that Cuba says it plans to operate 69 high-power stations, two of them with power of 500 kw each.

But the question of how to deal with that problem proved elusive last week. Cuba itself is backing the 9 khz plan, with the 12 new channels it would create, as the means for dealing with the incompatibilities issue. But NAB President Vincent Wasilewski, who testified with Cohen, said, "The United States should determine the future of U.S. broadcasters, not the Cubans." He said, as have other

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Charles J. Schisla, Chairman

broadcast industry representatives opposed to the 9 khz plan, that the State Department should "take the lead on this politically sensitive concern." The answer, he said, is "not 9 khz."

The acting assistant secretary of commerce for communications and information, Dale Hatfield, was quick to agree that the problem belongs in the State Department shop, though he did not suggest how State might proceed. His concern seemed only that the U.S. avoid a "power war" with Cuba, in which stations in each country would seek to out shout one another—a war no witness regarded with any enthusiasm. (Four stations have won FCC authorization to go to higher power to recoup service area lost to Cuban interference.)

Henry Geller, the former assistant secretary of commerce, under whom the National Telecommunications and Information Administration petitioned the FCC to support the 9 khz idea, agreed that the Cuban problem was essentially "political." But he said that "9 khz is a political answer that can help."

Cohen offered a technical solution—but not 9 khz. "Twelve more channels wouldn't satisfy Cuba's needs" as presented in the inventory. "The solution," he said, "is directional antennas." And he dismissed as invalid Cuban claims that it lacks the funds and land for directional antennas. The veteran engineer then explained the magic of even a simple directional array. But he didn't explain how the Cubans could be persuaded to try the magic. That, presumably, would be a job for the State Department.

Not surprisingly, the witnesses did not confine themselves to the international implications of the 9 khz issue. The familiar domestic arguments were trotted out again.

Geller, who is a professor at Duke University and director of Duke's Washington Center for Public Policy Research, said he would continue to support the 9 khz proposal even if there were no Cuban problem. Indeed, he said, the needs of daytimers and minorities for full-time stations were not controlling for him, either.

"The real issue," he said, "is, is it engineeringly sound?" If it is, he said, the door should be opened to the additional stations the narrower channeling would make possible and provide greater "diversity" of service. That diversity, he said, warrants further deregulation of radio "so far as content" is concerned. "That was the Carter policy," he said. "I hope it's the Reagan policy." He noted that the Reagan administration endorsed a direct broadcast satellite service (BROADCASTING, April 13). "I don't know why that [view] shouldn't be applicable here."

Minorities and daytimers had their representatives in the persons of David Honig, research director of the National Black Media Coalition, and Representative Paul Findley (R-Ill.), respectively. Both cited what they said was the need for the additional stations the 9 khz channel spacing would make possible.

Honig said NBMC studies show that, in

order to gain parity with nonminority-owners, minorities would have to acquire 1,482 additional stations in 371 cities. Minorities now own a little more than 1% of all radio stations. "This is the scope of the national shame of the airwaves, the separate and unequal allocation of public resources which, over the years, has given minorities the short end of the AM band," he said. Findley said the stations are needed to provide "the first local nighttime radio service for almost 50 million Americans." He noted that the 2,300 AM stations are daytime only. As a result, he said, one-fifth of the American people do not have local nighttime service. Findley has introduced legislation (H.R. 3750) that would direct the FCC to insure that, if it implements the 9 khz plan, each community is provided with the maximum number of local full-time stations (BROADCASTING, June 8).

One new entry in the channel-spacing controversy was heard from last week—a representative of the semiconductor industry concerned about Japanese competition in supplying parts to U.S. radio manufacturers. Al Kelsch, radio marketing manager of National Semiconductor Corp., in Santa Clara, Calif., was concerned about the impact of a shift to 9 khz on the domestic digitally tuned radio market.

Kelsch said American firms now have "a clear advantage" over the Japanese in manufacturing the synthesizers, which

generate signals internally at fixed kilohertz intervals. But, he said, the American firms are threatened with loss of their edge by the possibility of a reduction in channel spacing, since Japan is one of the countries employing a 9 khz plan. (Indeed, countries in Europe and Asia are on the 9 khz system.) As a result, Kelsch said, Japanese firms "have complete lines of 9 khz radios and synthesizers ready to sell." He also said they have distribution systems in place. Thus, he said, they would be ready to seize large portions of the market while American firms retooled, a process he said could take two years.

However, in answer to a question from Representative Larry Winn Jr. (R-Kan.), he conceded that American firms have been paying attention to developments and have done "contingency planning." He said they will probably incorporate a switch that would enable a listener to operate a set on 10 khz or 9 khz.

At present, the total synthesizer market at stake is not great—total sales for American firms this year are expected to be \$10 million. But he said American firms hope to use their advantage in the domestic market to expand into other markets. What's more, he said, some 12 million, digitally tuned, 10 khz radios—portable, home and auto—are manufactured each year. And members of Congress, he said, "are not going to enjoy hearing from irate constituents whose radios get only every 10th AM station."

Mostly yea on FCC rulemaking on teletext standards

Telidon, Antiope, NAB, EIA/CEG, CBS push for rulemaking now, while ABC, NCTA, PBS think more information is needed on subject

The FCC should move forward with a teletext notice of proposed rulemaking that would ultimately establish a single standard for teletext operations in the U.S. That's the conclusion of several parties—including the National Association of Broadcasters, the Consumer Electronics Group of the Electronic Industries Association (EIA/CEG), Telidon Videotex Systems Inc. (TVS), CBS and Antiope Videotex Systems Inc. (AVS)—who responded to a petition for rulemaking filed by the United Kingdom Teletext Industry Group (UKG) to have the British Ceefax system adopted as the teletext standard for the U.S.

Other groups opposed that stand, arguing that the time was not ripe for a rulemaking proposal because not enough essential information has been gathered to make the best decision on teletext standards. They included ABC, the National Cable Television Association and the Public Broadcasting Service. NCTA and PBS were willing to go the notice-of-in-

quiry route at this time, which would allow more time for the completion of studies that could then be incorporated into the proceeding.

The commission is expected to decide tomorrow (June 16) which way it wants to proceed on teletext—inquiry, rulemaking or a combined proceeding. It will also consider the two outstanding rulemaking petitions for the adoption of teletext standards—the one filed by UKG touting the Ceefax system and one filed in June of 1980 by CBS promoting the French Antiope system.

Proponents of the rulemaking suggest that those two petitions, along with others that might be filed, ought to be incorporated within the proceeding initiated by the commission.

A TVS spokesman indicated that it will file a pleading with the commission urging it to adopt the "North American" standard, developed by that company along with CBS (representing Antiope) and AT&T. The filing is expected within two weeks of the start-up of a teletext proceeding by the commission—at about the same time the Canadian government initiates its own proceeding which would establish the North American standard as that country's own. Also forthcoming will be a filing by CBS modifying its original petition—endorsing the Antiope system—so that it is consistent with the proposed North American standard.

That standard—approved in Toronto several weeks ago (BROADCASTING, May 25)—is based on the Telidon (Canadian)

system but incorporates elements of Antiope and enhancements by AT&T so that it can be presented in either a teletext or a videotext mode. On the transmission level, the North American standard incorporates elements of both the Telidon and Antiope systems.

Most of the commenters declined to analyze the substantive aspects of the UKG proposal, AVS being the notable exception. Of the five levels of graphics capability within the British system, AVS suggested that "level 2 . . . has been the subject only of preliminary examination in a variety of test sites. Levels 3, 4 and 5 to the best of our information, can properly be described only as conceptual, experimental, or very preliminary variations of British teletext."

AVS also suggested that each level in the British system "is essentially wedded to specific decoder capabilities. It would be possible in such a system only to advance upwards through decoder levels. No downward compatibility is evident. The system does not allow the five levels to be compatible with one another." Transmission efficiency is thus diminished, said AVS, while interconnection with videotext would be impossible.

Field Communications Corp. endorsed the British Ceefax system.

In April Field initiated a teletext experiment based on the British system at its Chicago station, WFLD-TV.

Field said it has been estimated that Antiope and Telidon decoders will cost substantially more than Ceefax units. It also noted that the British have been conferring with AT&T on ways to make the latter's videotext standard compatible with Ceefax.

Compatibility of the chosen teletext standard with videotext, said NAB, was preferable because that would "increase the utility of the decoder and significantly reduce its per unit cost to the customer." Along these lines, it warned that time was of the essence: "Cablecasters and common carriers . . . may implement videotext systems without the prior approval of the commission. Consequently a delay could prevent compatible systems from being developed, to the disadvantage of the consumer."

EIA/CEG, which has been struggling for two years to form a consensus on teletext issues, said that its major work in that area "could be completed within the time frame of a commission proceeding." However it warned that, "a complete record notwithstanding, it may not be possible to reach a consensus on any recommendations because of the political nature of the decisions involved."

TVS compared the lack of a government standard on teletext with the situation that "would exist if CBS, ABC and NBC all required a different type of TV set to receive their programming. Broadcasters and manufacturers of each type of set would lose most of their market and home viewers would be deprived of much of the benefit of television . . ."

TVS also noted that the Telidon system—upon which the North American

standard is based—is composed for the most part of U.S.-manufactured electronic components. Telidon also uses computer graphics technology, "a field in which the United States is the acknowledged world leader," said TVS.

A common teletext standard between the two countries, suggested TVS, would also permit "joint access to each nation's data bases and cooperative transmission arrangements."

TVS did not fail to point out the concessions Canada has made to the U.S. on communications issues—technical standards for color TV to name one—and implied that U.S. adoption of the North American standard would be in line with the "spirit of cooperation" that President Reagan recently noted to be a historical element in U.S. dealings with its neighbor

to the north.

ABC said that the two pending rule-making petitions on teletext standards should be held in abeyance until further studies are conducted on the issue. "It is still too soon to determine whether any form of teletext is the best possible," it said, "or even desirable . . . and it is certainly too early to select from among the three principal systems . . ."

NCTA agreed that further information was needed before a national teletext standard could be adopted. If the adopted standard is not compatible with cable TV facilities, it said, "more than 18.6 million cable subscribers will be unable to reliably receive and use the teletext service." To encourage further study, NCTA suggested the commission might want to proceed with a notice of inquiry on teletext.



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Changing Hands

PROPOSED

■ **WOKY(AM)** Milwaukee and **WMIL(FM)** Waukesha, Wis.: Sold by Chartcom Inc. to Sun Belt Communications for \$5 million. Seller is publicly held New York-based group owner of two AM's and four FM's. Fred C. Danneman is chairman, and J.P. Smith is president. It has bought, subject to FCC approval, **KITT(FM)** San Diego for \$5.25 million (BROADCASTING, April 20). Seller also announced it intends to sell **WDRQ(FM)** Detroit on bid basis for not less than \$6 million cash. Buyer is principally owned by C.T. Robinson, William Moyes and Michael Hesser. They own the Research Group, broadcast consulting, syndication and audience research service, and **KVOR(AM)**-**KSPZ(FM)** Colorado Springs; **KQEE(AM)**-**KZZX(FM)** Albuquerque, N.M., and **KLNK(FM)** Oklahoma City. FCC granted approval for their purchase of **KQPD(FM)** Ogden, Utah, for \$1 million although deal is not yet closed. **WOKY** is on 920 khz with 5 kw day and 1 kw night. **WMIL** is on 106.1 mhz with 19.5 kw and antenna 180 feet above average terrain.

■ **KUPI(AM)**-**KQPI(FM)** Idaho Falls, Idaho: Sold by Idaho Broadcasters to Communications Investment Corp. for \$2.34 million. Seller is owned by Charles Saunders (86.04%), James Garchow (6.34%)

and Saunders's children, Charles Jr., Kirk and Cheryl Brown (2.54% each). Saunders owns **KCLS(AM)** Flagstaff, Ariz. Buyer is owned by George C. Hatch and wife, Wilda G. (50% each). Hatch broadcast interests include **KALL-AM-FM** and **KUTV(TV)** Salt Lake City; **KVEL(AM)**-**KUIN(FM)** Vernal, Utah; **KGEM(AM)**-**KJOT(FM)** Boise, Idaho; **KYSS-AM-FM** Missoula and **KGHL(AM)**-**KIDX(FM)** Billings, both Montana. Early this year they closed their deal to buy the Kansas State Network which included **KARD(TV)** Wichita, **KGLD(TV)** Garden City and **KCKT(TV)** Great Bend, all Kansas; **KTVJ(TV)** Joplin, Mo., and **KOMC(TV)** McCook, Neb. Hatch family also owns cable system serving Hardin, Mont. **KUPI** is 1 kw daytimer on 980 khz. **KQPI** is on 99.1 mhz with 41 kw and antenna 580 feet above average terrain.

■ **WFXZ(FM)** Buffalo, N.Y.: Sold by **WBUF** Inc. to **WVOR** Inc. for \$1.5 million. Seller is subsidiary of Tri Media Inc., principally owned by Robert G. Liggett Jr. and Clark S. Davis. Liggett is principal owner of **WFMK(FM)** East Lansing, **WZZR(FM)** Grand Rapids and **WHNN(FM)** Bay City, all Michigan; 50% of **WCAY(AM)** Cayce, S.C., and 19.14% of **WLOL(FM)** Minneapolis-St. Paul. He recently was granted FCC approval to buy **WZLD(FM)** Cayce for \$1

million (BROADCASTING, March 2). Buyer is owned by Albert L. Wertheimer and family, who own **WVOR(FM)** Rochester, N.Y. **WFXZ** is on 92.9 mhz with 91 kw and antenna 580 feet above average terrain.

■ **WRKT-AM-FM** Cocoa Beach, Fla.: Sold by Robert B. Taylor to **WRKT** Radio for \$1.3 million. Seller has no other broadcast interests. Earlier deal to sell station to Triplett Broadcasting fell through. Buyer is subsidiary of Guy Gannett Broadcasting Services, wholly owned by Guy Gannett Publishing Co., closely held Portland, Me.-based publishing company with 22 stockholders. Jean Gannett Hawley is president. It owns **WGAN-AM-FM-TV** Portland, Me.; **WGGB-TV** Springfield, Mass.; **WINZ-AM-FM** Miami; **KSTT(AM)** Davenport, Iowa; **WXLN(FM)** Moline, Ill., and **KOFM(FM)** Oklahoma City. It bought, subject to FCC approval, **WMT-TV** Cedar Rapids, Iowa for \$13 million (BROADCASTING, March 9). **WRKT** is on 1300 khz with 5 kw day and 1 kw night. **WRKT-FM** is on 104.1 mhz with 30 kw and antenna 165 feet above average terrain.

■ **KJAS(AM)** Jackson and **KJAG-FM** Gordonville, both Missouri: Sold by Rainbow Broadcasting Inc. to Sikes & Associates Inc. for \$639,000. Seller is owned by Vernon Werner and John Ellis Sr., who have no other broadcast interests. Buyer is owned by Alfred C. Sikes, who owns 18% of **KLGT(AM)** Breckenridge, Colo., and 13% of **KRMS(AM)**-**KYLC(FM)** Osage Beach, Mo. **KJAS** is 250 w daytimer on 1170 khz. **KJAG-FM** is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Richard A. Shaheen.

■ **KRML(AM)** Carmel, Calif.: Sold by Edwards Broadcasting Co. to Johnston Broadcasting Corp. for \$500,000. Seller is owned by George Edwards (49%), Gertrude Horwitz (20.5%) and husband, Harry A. (5%), Mary L. Maher (20.5%) and husband, William J. (5%), who have no other broadcast interests. Buyer is owned by Stoddard P. Johnston and family. He bought, subject to FCC approval, **KOKQ(FM)** Seaside, Calif., for \$531,000 (BROADCASTING, May 4). **KRML** is 500 w daytimer on 1410 khz.

■ **KREH(AM)**-**KCWR(FM)** Oakdale, La.: Sold by Louisiana Broadcasting Service to George B. Mowad for \$400,000. Seller is owned by Cyril W. Reddoch (50.77%) and son, C. Winsett (49.33%), who own **KSTV(AM)**-**KWMM(FM)** Stephenville, Tex. Buyer is Oakdale physician and has no other broadcast interests. **KREH** is 250 w daytimer on 900 khz. **KCWR** is on 104.9 mhz with 1.5 kw and antenna 230 feet above average terrain.

■ **WPFA(AM)** Pensacola, Fla.: Sold by Miracle Radio Inc. to Gerald D. Schroeder for \$350,000. Seller is owned by W.C. Woodall Jr. (50.2%), C.H. Grider (41%), Owen W. Parnacott (5.8%) and Alton R. Woolbright (3%). Woodall owns **WDWD-AM-FM** Dawson, 51% of **WBBK(AM)** Blakely, 30% of **WWNS(AM)**-**WMCD(FM)** Statesboro, 25% of **WGRA(AM)** Cairo, all Georgia, and 50% of **WGSW(AM)** Greenwood, S.C.

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6/15/81

Grider owns WIMO(AM) Winder, Ga., and 30% of WWNS(AM)-WMCD(FM). Parnacott owns 16.3% of WBBK. Buyer is general manager at WPFA and has no other broadcast interests. WPFA is 1 kw daytimer on 790 khz.

■ WSYL(AM) Sylvania, Ga.: Sold by Sylvania Broadcasting System Inc. to FAED Enterprises of Georgia Inc. for \$325,000. Seller is owned by Shirley Mahaffey, who has no other broadcast interests. Buyer is owned by Michael A. Fulghum and Dennis D. Eversoll (50% each). Fulghum is account executive and Eversoll is chief engineer at WZAT(AM)-WSGA(FM) Savannah, Ga., and have no other broadcast interests. WSYL is on 1490 khz with 1 kw day and 250 w night.

■ WKGN(AM) Knoxville, Tenn.: Sold by Neighborhood Communications Corp. to Group Y Communications Corp. for \$300,000. Seller is subsidiary of Neighborhood Theater Inc., closely held group of more than 50 stockholders. Morton G. Thalimer is president and 21.4% owner. It owns WLGM(AM)-WJJS(FM) Lynchburg, and is permittee of WRHP-TV Richmond, both Virginia, last which has been sold, subject to FCC approval. WKGN was bought in July 1978 for \$643,000 plus \$75,000 noncompete agreement. Buyer is owned by Samuel J. Yacovazzi (40%), E. Robert Duke and Douglas H. Miller (12% jointly), Jerry D. Armstrong, J.H. Bander, Thomas C. Brown, Ray O. Brownlie, Jordan R. Smith (6% each) and six others. Yacovazzi is former vice president of KLZ(AM)-KAZY(FM) Denver. Others are Denver oil producers and have no other broadcast interests. WKGN is on 1340 khz with 1 kw day and 250 w night.

■ KKIO(AM) Santa Barbara, Calif.: Sold by KACL Radio Inc. to Stanley T. Deck for \$300,000. Seller is owned by Guy S. Erway (99.9%) and wife, Joyce C. (.1%), who have no other broadcast interests. Buyer is president and 98% owner of KDIY-AM-TV Dickinson, N.D. KKIO is 500 w daytimer on 1290 khz.

■ WJZA(AM) Harriman, Tenn.: Sold by Folkways Broadcasting Inc. to Don Beck Jr. and wife, Margaret, for \$295,000. Seller is owned by Philip Beal, who owns WRGS(AM) Rogersville, Tenn. Don Beck is sales engineer and Margaret is retail manager in Nashville and have no other broadcast interests. WJZA is 5 kw daytimer on 1600 khz. Broker: Lee Wilkins & Associates.

■ KMFO(AM) Aptos-Capitola, Calif.: Control (50%) sold by Lawrence M. Wrathall to Pajaro Radio Corp. for \$277,904. Seller is owned by brothers, Lawrence M. and Grant R. Wrathall. Grant Wrathall will keep 50% interest in new partnership. Buyer is owned by Grant K. Norlin, former vice president for sales at Telepictures Corp., New York, who has no other broadcast interests. KMFO is 10 kw daytimer on 1540 khz.

■ WLBG(AM) Laurens, S.C.: Sold by Laurens-Clinton Broadcasting Inc. to CraCom Inc. for \$250,000. Seller is owned

by C.W. Hogan (74.8%), G.M. McCuen (24.8%) and Hogan's wife, Esther F. (.4%), who have no other broadcast interests. Buyer is owned by Craig S. Turner (75%) and wife, Mary V. (25%). Craig Turner is chief engineer at WEAC(AM)-WAGI(FM) Gaffney, S.C. His wife is teacher. They have no other broadcast interests. WLBG is 1 kw daytimer on 860 khz.

■ KPEP(AM) San Angelo, Tex.: Sold by Linda Smith to KHAG Inc. for \$240,000. Seller has no other broadcast interests. Buyer is owned by Rudy Haggard, Robert E. Clark and Lloyd C. Senn. Haggard is former general manager of KTEZ(FM) Lubbock, Tex. Clark is general manager and Senn is farm sales director of KFYO(AM) Lubbock. KPEP is 1 kw daytimer on 1420 khz.

■ Other proposed station sales include: KCLM(AM) Redding, Calif.; KIST(AM) Santa Barbara, Calif.; WEEJ-FM Port Charlotte, Fla.; WGL(AM) Fort Wayne, Ind.; WOKW(AM) Brockton, Mass.; KSOA(FM) Ava, Mo.; KTXS(AM) Whitefish, Mont.; KAMI(AM) Cozad, Neb.; WIAD(FM)[CP] West Union, Ohio; WHUM(AM) Reading, Pa.; WCLE(AM)-WQLS(FM) Cleveland, Tenn.; KUKA(AM) San Antonio, Tex.; KULE(AM) Ephrata, Wash. (see "For the Record," page 91).

■ KEXO(AM) Grand Junction, Colo.: Sold

by Century Broadcasting Co. to Donrey Media Group for \$1,518,000. Seller is owned by Greentree Group, which is owned principally by Charles D. Powers. Greentree is also licensee of KESE(AM) Monterey and KVEC(AM) San Luis Obispo, both California; KTLC(AM) Twin Falls, Idaho, and WHPI(AM) Herrin, Ill. Buyer is owned by Donald W. Reynolds (100%). He also owns chain of newspapers based in Fort Smith, Ark., as well as KFSA(AM) Fort Smith and KBRs(AM) Springdale, Ark.; KORK-AM-FM Las Vegas; KOLO-AM-TV Reno and KOCM(FM) Newport Beach, Calif. KEXO is on 1230 khz with 1 kw day and 250 w night.

■ Other approved station sales include: WCOX(AM) Camden, Ala.; WAQA(FM) Grasonville, Md.; WSHB(AM) Raeford, N.C.; WTIG(AM) Massillon, Ohio; WKZA(AM) Kane, Pa.; KOLJ(AM)[CP] Quana, Tex. (see "For the Record," page 92).

CABLE

■ Cable system serving Vail, Colo.: Sold by Frank Thompson to Heritage Communications Inc. for \$9.26 million. Seller has no other cable or broadcast interests. Buyer is Des Moines, Iowa-based MSO that operates cable systems serving 200,000 subscribers in 13 states and owns KSIB(AM)-KITR(FM) Creston, Iowa. James M. Hoak is president. Vail system serves, 7,000 basic subscribers.

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Wunder charts a course for NTIA: coordination and deregulation

Reagan appointee sails through House confirmation hearing

Bernard J. Wunder, President Reagan's choice to head the National Telecommunications and Information Administration as assistant secretary of commerce for communications and information, may do less than did his predecessor, Henry Geller, in peppering the FCC with pleadings and comments. But he indicates he expects to take a leading role in coordinating telecommunications policy making.

Indeed, the management and coordinating function he intends to fill served to dominate the brief confirmation hearing the Senate Commerce Committee held on his nomination.

In his prepared statement, Wunder described telecommunications deregulation as his "number-one priority." Wunder said revision of the 1934 Communications Act is "imperative" and promised to work with the committee "to insure that regulatory reform legislation in this area is promptly enacted."

Wunder, former minority counsel to the House Commerce Committee and its Telecommunications Subcommittee, was among friends at the hearing on Tuesday, and was whisked through it by Senator Bob Packwood (R-Ore.), chairman of the Commerce Committee, in less than 20 minutes. He received full committee approval within hours of the hearing, and the Senate was expected to complete the confirmation process by the end of last week.

Wunder has been serving as a special adviser to the acting assistant secretary, Dale Hatfield, since April, and had no trouble with any of the questions. Indeed, the questions and answers came and went so fast as to seem almost programmed.

In response to queries about specific matters, Wunder added further fuel to the speculation that the proposal to reduce AM channel spacing from 10 khz to 9 khz

is in trouble. He said the administration has not decided whether to affirm the 9 khz proposal, which got its first official push from NTIA in 1979. "We're taking a totally new look at the studies" on the issue, he said. Among other things, the administration is interested in the costs to existing broadcasters of shifting to 9 khz.

But what's more, he said, the NTIA staff has been instructed to examine alternative ways to afford daytime broadcasters an opportunity to acquire full-time facilities, "without having to move to 9 khz." (The acting assistant secretary, Dale Hatfield, in testifying before a House Foreign Affairs Subcommittee on plans for the western hemisphere conference where the proposal will be acted on, said one of those alternatives NTIA is considering is allowing increased use of FM radio by daytimers. He noted that NTIA has petitioned the commission to make changes in the FM rules that would allow for increased service.)

Actually, the needs of daytimers were only one reason for considering 9 khz channeling. Another was the demands of minorities for status. And recently, the narrower spacing—and the 12 additional channels it would create—were cited as a means of enabling countries in the western hemisphere to resolve incompatibilities among their AM services.

Wunder also said the Reagan administration has not budged from its opposition to the appropriation of any funds for facilities grants for public broadcasting. However, he said that NTIA would spend money Congress seems determined to allocate for the grants—some \$19 million—to provide facilities in areas presently unserved by public television and radio. He said public radio now reaches about 68% of the population and public television, about 90%.

And Wunder said the administration opposed the provision in S.821 that would create a cabinet committee to coordinate

U.S. international telecommunications policy. "We wouldn't favor a change in the structure that now exists with the State and the Commerce Departments."

But Wunder said stronger "coordination" among the State and Commerce Departments, the U.S. Special Trade Representative and the FCC is needed, and indicated work along those lines is going forward. He said he and Deputy Secretary of Commerce Joseph Wright had met with FCC Chairman Mark S. Fowler and James Buckley, under secretary of state for security assistance, science and technology, on the need to strengthen coordination in preparation for the dozen international conferences coming up in the next six years. He also said he and Lionel Olmer, under secretary of commerce for trade, had discussed their mutual concerns, and said they will meet with Fowler on the issue in the near future. "We need a stronger coordinating role," he said.

Then, in answer to questions from Senator Howard Cannon (D-Nev.), ranking minority member on the committee, he said, "yes," he will be lead person in that coordinating effort.

In other matters, Wunder said he intends "to put more emphasis on international telecommunications and trade issues than in the past." He said the U.S. has the lead in that area and added that "we have a responsibility to make sure we stay ahead."

Wunder also was confident NTIA and the FCC could work cooperatively in managing the spectrum—NTIA is responsible for the government side, the FCC for the nongovernment side. "We have a good working relationship with the FCC," he said.

As for the other points of contact between the agencies, Wunder said NTIA "will file less with the FCC. We will be less of a day-to-day participant." NTIA under Geller participated in many commission proceedings. Wunder said NTIA would express its views only in major policy issues of concern to the administration.

Wunder offered a glimpse of the kind of things NTIA would become involved in, in responding to a question regarding its research projects. He mentioned domestic common carrier matters, cable copyright and broadcast regulatory reform, including the question of how the government "can adopt a policy of less regulation." "What about the government's role in electronic mail?" he was asked. "The government," he said, "should have no role. It can be handled by the private sector."

Wunder's financial statement on file with the Senate Commerce Committee indicated his only major asset is his house, in Dumfries, Va., valued at \$100,000. His income for the past several years consists almost entirely of his government salary—\$50,112, in 1980.



Wunder and Thurmond

Performer royalty plan blasted by broadcasters

Representatives of NAB, NRBA claim music industry is seeking subsidy through proposed legislation

Performer royalties levied on radio broadcasters would be nothing more than an unfair subsidy of the record industry, according to those who testified last Wednesday, June 10, before the House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice. It was the second hearing the subcommittee has held on H.R. 1805, a bill to assess commercial users a percentage of their annual revenues for royalty payments to performers and record companies.

"There is a fair and equitable balance" between record companies and radio stations, said James Popham, deputy general counsel, National Association of Broadcasters. This balance, in which record companies receive free promotion of their product and radio receives free programming, would be upset if H.R. 1805 were passed, according to Popham.

Performer royalties would be "useless to the goal, stated in the Copyright Act, of promoting science and the useful arts," said Popham. "Performers are well compensated for their work... and they share with record companies the bulk of revenues from record sales and airplay."

Fees generated by H.R. 1805 would increase record company revenues less than half of 1%, said Popham. So once divided among performers, fees would probably amount to only a few hundred dollars more per year to each performer. "The real difficulty faced by musicians and performers—a supply which far exceeds the demand for their service—would not be remedied by this legislation," he said.

Radio broadcasting is a "strange prey" for such a "Robin Hood" bill, according to Popham. Financial figures for 1979 indicate that 40% of AM stations and AM-FM combinations operated at a loss and pretax profits were down 25.6% from the year before, he said. "Maybe stations can absorb a new expense, but corresponding cutbacks in other program expenses may be the price the public pays."

According to Robert Herpe, chairman, National Radio Broadcasters Association, H.R. 1805 is "illogical." Radio stations "would be paying one or two or five cents to record companies in exchange for a right for which the record companies, absent a federal law, would be willing to pay many times that amount to radio stations for exposure of their product," he said.

Record companies and performers should settle their compensation problems themselves, said Herpe. "Why should radio stations, which provide air time which leads to the success of a record and/or performer be asked to subsidize those



Danielson

Popham and Herpe

members of the record industry who cannot secure adequate compensation from that industry."

Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) asked if airplay promotes only new recordings, leaving older material, still played by radio stations, uncompensated because sales have dropped off. "There are many categories of record sales," said Popham, "continuing exposure confers benefits long after a record's initial popularity."

Composers have a right to copyright fees, according to Popham, because they are never or rarely promoted on the air, as performers and record companies are. Kastenmeier appeared to disagree, saying payment of royalties to composers and not performers seems to be "an accident of history, rather than an inequity," and "I wonder how you would be testifying if early legislation had awarded performers instead of composers."

Kastenmeier asked if H.R. 1805 could be modified to pose less financial burden on smaller stations. "It's the principle we oppose," replied Herpe.

Representative George Danielson, (D-Calif.) who authored the bill and has introduced similar legislation in past Congresses, quoted stories from *BROADCASTING*, *Forbes*, and the *New York Times* saying that broadcasting is the most profitable business in the U.S. and that station prices have skyrocketed. He also quoted a recent *Wall Street Journal* story describing how record company profits have plummeted. "I have trouble with your argument that broadcasters can't afford these fees," he said.

Broadcasters are already paying for their use of records, argued Herpe. "There are different kinds of compensation and the services we offer are worth millions of dollars to advertisers."

Representative Thomas Railsback (R-Ill.) recalled testimony by record company representatives (*BROADCASTING*, May 25) that new technology allowing consumers greater ability to record songs in high fidelity from the radio is threatening the financial viability of the record industry. "Radio is no less threatened by new technology," said Herpe, "but we don't go to the government asking for a bailout." Popham said piracy is an issue of great concern for the record industry, but is separate from the issue of performers' royalties. "People have taped songs from the radio for years," he said.

Railsback asked how the subcommittee

should deal with the fact that 62 other countries have performer-rights laws. "There are at least 106 countries which do not have such laws," said Popham, who noted that Canada had repealed its performer-rights laws.

Representative Barney Frank (D-Mass.) suggested repealing laws preventing record companies from paying broadcasters to play their records, thus leaving negotiations between record companies and radio stations to the marketplace. "I'd get very rich," said Herpe, who owns stations in New Haven, Conn., and Orlando, Fla. And according to Popham, "payola is a fraud on the public." Kastenmeier said the witnesses hadn't gone far enough in answering Frank, and that the result of his scenario would be "utter chaos."

Broadcasters favor full copyright liability for cable TV systems but not for radio, according to Popham, because radio's use of recordings causes no harm to copyright owners while cable TV's use of retransmitted distant signals does cause such harm.

News executives stand by practices in election polling

In Hill hearings on effect of early election projections on voter turnout, Leonard, Small, and Wald defend networks; both sides face problem of gathering conclusive evidence on matter

At House hearings last week on the impact of early election return projections by the networks on voter turnout, network executives denied that a real problem existed and resisted pressure placed upon them by House members to refrain voluntarily from announcing early projections based on sample precincts and exit polling. Dorothy Ridings of the League of Women Voters, on the other hand, testified that as a result of the networks' early projections in last November's presidential race, voter confidence in the election process was "seriously undermined" and that a "tremendous rebuilding job" lies ahead to restore that confidence.

The hearings were conducted jointly by the House Telecommunications Subcommittee—headed by Representative Timothy Wirth (D-Colo.)—and Representative Augustus Hawkins's (D-Calif.) Commit-



Wirth, Swift and Burton



Small, Wald and Leonard

tee on House Administration.

Testifying on behalf of the networks were William Leonard, president, CBS News; William Small, president, NBC News, and Richard Wald, senior vice president, ABC News.

The three executives said the problem—as stated by the committees and the league—was really only a “perceived problem” that Leonard described as “the perception among many voters in the West that turnout is affected by early projections.” Whether the problem “is a real one,” said Leonard, “is yet to be determined.”

Leonard also suggested that the problem, “if there is one, is hardly limited to election night reporting.” He noted that

public opinion surveys are broadcast right up to the time that voters go to the polls and that “everything we do in the news business may have some imponderable effect on people and events for good or for bad.”

“Rather than trying to weigh these imponderables,” Leonard said, “I think we must recognize that our society is founded on the belief that the maximum availability of information about public affairs will ultimately best serve the public good.”

Several committee members, however, challenged that position, characterizing the network practice of broadcasting early projections as “making news” which they argued goes beyond the broadcasters

obligation to report news in a timely fashion. Voters in the West are informed of election outcomes before they go to the polls and therefore perceive their vote to be meaningless, the committee members complained.

By providing early election results based on projections, Representative Thomas Luken (D-Ohio) said, the networks were “manufacturing something that doesn’t exist. . . they [the methods used by each network to formulate projections] are all different and they are your products.”

Based on that assumption, Luken said, a question is raised, “not on the right to report,” but on whether guidelines should be imposed “on how you make [your product].”

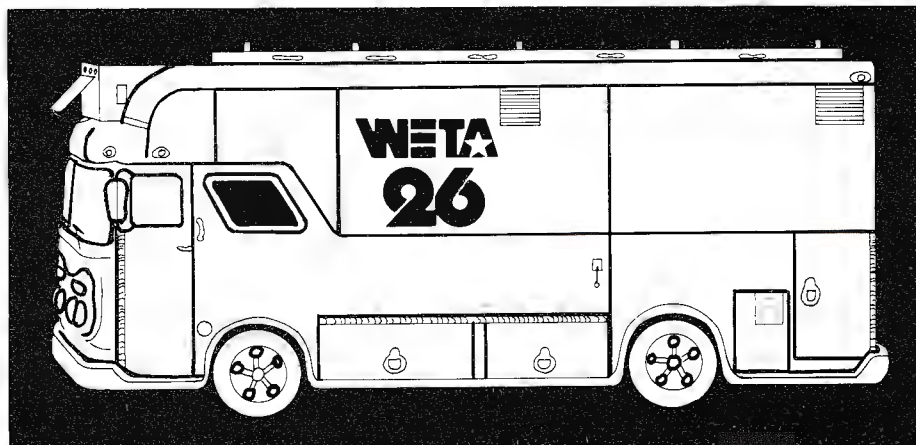
Representative Edward Markey (D-Mass.) suggested to the network executives that although they may not see a problem, a problem does exist and that the networks should “consider our expert opinion.” One thing politicians know about, he said, is elections.

ABC’s Wald suggested that the networks do consider the opinions of Congress but that they could not be expected to “change the basic way we report news to the entire country” to accommodate the 2% or so of voters who go to the polls after 8 p.m. Eastern Standard Time.

All three network executives emphasized that early projections come into play only when a landslide victory is involved, as was the case in the presidential elections of 1964, 1972 and 1980. They noted that the nip and tuck race of 1976 was not called until about 4 a.m.

Markey rejected that argument because even in landslide presidential victories, early projections can affect the outcome of state and local races where one or two percent of the vote is often a deciding margin. “Spread across 15 or 20 races,” Markey said, projections “can have a profound effect” on who ends up running the government.

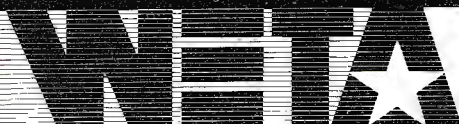
Representative Allan Swift (D-Wash.), voiced a concern with the First Amendment argument that the networks raised. It provides the networks with “insulation from self-examination,” he said, so that they can avoid asking the “tough questions” such as “how far your reach has been extended by new hardware,” and whether that extended reach is harmful as well as beneficial.



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"The solution lies most properly with you," he said, urging them voluntarily to restrain themselves from projecting early election outcomes. "If not, what kind of a box do you put us in?" he asked.

Ridings of the League of Women Voters admitted that the evidence supporting her position that network reporting of the 1980 election returns had undermined voter confidence was largely "anecdotal." In fact, no one on either side of the issue seemed to be able to produce factual evidence to support his contentions.

Austin Ranney, a resident scholar at the American Enterprise Institute, conceded that the networks were right when they argued that no firm evidence existed to connect their early election projections with the behavior of Western states' voters one way or the other.

He also said that the networks do in fact exercise voluntary restraint in election coverage. To illustrate his point, Ranney noted they will not attempt to project which way a state will go in a given race before the polls in that state close. He also indicated that in the 1980 presidential race, NBC had pieced together an ample cross section of how the voters had voted through exit polling to "safely predict" that Reagan would win, by 2 p.m. Yet the network delayed calling the winner of the race for six and a half hours until 8:30 p.m.

Curtis Gans, vice president and director of the Committee for the Study of the American Electorate, said that although "there is no proof that election night projections changed either the level of turnout or the outcome of any election, there is proof and considerable indications that it might have and could in the future." He said the projections "serve no useful societal purpose," although legislative action prohibiting the networks from making projections would violate constitutional protections of a free press. He said voluntary constraints by the networks would be the ideal solution.

NAB asks for postponement of STC application until final action on DBS proposal

Association says rules are needed before specific service can be meaningfully appraised

The National Association of Broadcasters has petitioned the FCC to postpone the July 16 deadline it has established for comments on or petitions to deny the direct broadcast satellite application of Satellite Television Corp. until 45 days after the commission takes final action on its interim DBS rulemaking proposal. It is NAB's first filing on DBS since formally denouncing the proposed service two weeks ago (BROADCASTING, June 8).

NAB said the postponement is necessary for interested parties to have a "full and fair opportunity to evaluate the STC application in light of whatever policy and rules the FCC adopts concerning interim DBS authority."

"It is, quite simply, impossible to participate meaningfully in a proceeding when the governing rules are still in the process of formulation," NAB said.

It said the statutory right of parties to petition the FCC to deny authorization of new broadcasting or common carrier services would be "rendered meaningless here if the commission obligates parties to file petitions to deny the interim STC application before governing standards are established."

NAB also suggested that the commission has "previously recognized the impropriety of considering interim applications before standards to govern their disposition have been finalized." It gave the example of the freeze imposed by the commission on AM applications in the

early 1960's pending revision of the standards.

NAB said that the timetable set in the DBS proceedings was also at odds with the Administrative Procedure Act which requires the commission to solicit public comment on proposed substantive rules via the *Federal Register* and to evaluate those comments before adopting final rules. "Those procedures would be rendered meaningless if comments on the STC application are required before the current interim standards rulemaking has run its course," it said.

NAB compared the commission's present course on DBS with the initial one it took in the low-power television proceeding where it originally decided to process and grant applications, making authorizations subject to compliance with the adoption of final rules. "The attendant problems proved intractable," it said, forcing the commission to impose a freeze on the acceptance of applications in that proceeding.

Washington Watch

Helping out. National Association of Broadcasters Productivity Committee met with high White House officials on June 3, to discuss plans for national campaign to increase worker output. Reagan administration has not yet decided on dimensions of effort, but is said to be considering enlarging scope from publicity campaign to working commission, involving media, to find out where and why productivity is low and determine how to stimulate better output. Despite uncertainty, broadcasters and co-sponsoring Ad Council hope to launch campaign in early 1982, when prime time can be easily donated. NAB committee chairman and originator of idea is Jerry Lee, WEAZ(FM) Philadelphia.

Franchising hearings. House Telecommunications Subcommittee plans to hold first hearing on cable franchising July 28 in Washington. Subsequent hearings, possibly in series of large cities, will be scheduled after August congressional break.

Jumping the gun. Reports by National League of Cities that Senate Commerce Committee is close to introducing bill to deprive cities of their right to regulate much of cable industry is untrue, according to subcommittee counsel, Christopher Coursen. As yet undrafted bill will use S. 2827, common carrier bill that stalled in committee near end of 96th Congress, as starting point (BROADCASTING, April 13). Subcommittee is considering, according to Coursen, provision to prevent municipal ownership of cable systems.

LPTV clarification. National Translator Association reports that in discussions with FCC staff, it was able to obtain clarification that although full-service mileage separations will apply to low-power TV station applications until final adoption of LPTV technical rules, expected some time late this year at earliest, commission will take "second look" at some LPTV applications that don't meet full-service mileage standards. Applicant not meeting mileage separations could point to natural geographic barrier such as large mountain that would preclude interference with another station to which it would be short spaced. Also, NTA notes, noncommercial educational TV's will not be counted in exemption to LPTV application freeze whereby LPTV applications for areas with one or no full-service TV station will be accepted for filing.

BAS expansion. In response to National Association of Broadcasters petition, FCC has proposed amending its rules to allow broadcast auxiliary service (BAS) to use 6425-6525 mhz band for television pickup on secondary basis. Band is currently allocated to common carrier local television transmission service (LTTS). NAB, which asked that band be made available to both services on co-equal basis, cited congestion of BAS bands in larger cities, cost and inconvenience to broadcasters using common carrier service and LTTS band's light use.

Commercial denial. FCC has denied two petitions—one filed in 1974 by Watchers Against Television Commercial Harassment (WATCH) and other filed in 1979 by National Citizens Committee for Broadcasting (NCCB)—seeking to impose limits on commercials aired on television stations. Commission based denial on grounds that television is best regulated by self-imposed voluntary restraints.

SPACE objects to Westinghouse-Teleprompter merger

In filing petition to deny with FCC, backyard earth station group says both companies refuse to sell programing to their members

More than six weeks after Westinghouse Broadcasting Co. and Teleprompter Corp. filed letters with the FCC that seemed to indicate a readiness to meet objections raised by the Society for Private and Commercial Earth Stations (SPACE) to their proposed merger (BROADCASTING, May 4), SPACE has made it clear it is far from satisfied.

In a letter to the commission last week, SPACE said the two companies "have shed incriminating light on their character as commission licensees," and renewed its request that the commission hold a hearing on Westinghouse's application to acquire Teleprompter, the country's largest multiple-system cable owner—either that or condition the grant on Westinghouse correcting alleged policies to which SPACE objects.

SPACE's concern is the refusal of pay-program suppliers generally to sell their product to those of its members who operate backyard earth stations and master antenna systems. The backyard operators, at least, pick up satellite-delivered pay programming at no cost. But paying for it would remove any doubt as to the legitimacy of the practice. And SPACE opposed Westinghouse's acquisition of Teleprompter on the ground that both firms have violated commission policy and the antitrust laws by refusing to sell to SPACE members—Westinghouse, through its wholly owned Home Theater Network, and Teleprompter, through its 50%-owned Showtime.

The letters Westinghouse and Teleprompter filed with the commission in April made it appear to some that SPACE, by using the pressure of a petition to deny that the proposed merger made available, was on the verge of a breakthrough in its effort to persuade suppliers to deal with its members. In fact, Richard L. Brown, SPACE's counsel, called the letters a welcome "first step," although he said even then they did not resolve all questions.

Last week, in his letter to the commission, Brown made no mention of any "first step."

Instead, he accused Westinghouse of "deliberately" attempting to deceive the commission and SPACE in stating, as it did in its April 21 letter, that HTN does sell to backyard earth station owners and that "approximately 10 individuals" subscribe to the service. Brown said that after SPACE, on the strength of the Westinghouse letter, advised its members to seek contracts with HTN, a backyard station owner who tried was turned down. HTN's director of market development wrote the would-be subscriber that HTN

could not serve him "at this time" and that he would be notified when it could.

And Brown said Teleprompter, in its letter of April 24, was relying on "self-serving assertions" rather than facts. Teleprompter had said it could not control Showtime, since it has only equal representation on the Showtime management committee with its 50% partner, Viacom. But Brown said Teleprompter was "intentionally" understating its ability to control Showtime. "As partners, both Teleprompter and Viacom are fully liable for the activities of Showtime," Brown said. And he said SPACE's examination of Showtime's contracts with producers does not support the conclusion of Westinghouse's and Showtime's general counsel that Showtime, as Teleprompter said, cannot serve the backyard user.

Brown's letter was filed in the same week in which the question of the legitimacy of the action of the backyard

earth station operator in picking up satellite-delivered programming received national attention on NBC's *Today* show. Correspondent Ike Seaman, in a segment on Monday on "air piracy," referred briefly to the "home video devotees" who pay between \$5,000 and \$15,000 for earth stations to receive satellite-delivered pay programming. Then he quoted an "FCC spokesman" as saying that if the satellites involved are American-owned, the practice violates federal law.

Brown promptly fired off a letter to NBC, asking for time on the *Today* show to present SPACE's views that Seaman's statement "is simply not true." Brown said no law prevents the ownership, manufacture or sale of earth stations, and added that no one has ever been enjoined from using one. Brown said the time should be made available both under the fairness doctrine and because the issue is "of great importance" to the public.

Lee comes down from the mount

Outgoing FCC veteran delivers 10 commandments that he admits he didn't always observe; he revives pitch for 15-years, one-shot terms for members

FCC Commissioner Robert E. Lee last week bid adieu—as a late-blooming student of French, he would appreciate the word—to members of the Federal Communications Bar Association, at its final monthly luncheon meeting of the season. He has been a commissioner 28 years, longer than anyone has served the commission, and is the dean of federal regulators. So it was a time for nostalgia. And there was a crowd of 335 in attendance, many of them claiming friendship with Lee dating back for decades. But for Lee, scheduled to retire on June 30, it was also an occasion to leave something behind for those commissioners still serving (all four of his present colleagues were there) and those who will follow—"Ten Commandments" to live, and serve, by. He called the speech "Requiem for a regulator."

The commandments, some of which reflect concern with the need to preserve the independence of the commission and the appearance, as well as the fact, of the individual commissioner's integrity, grow out of Lee's years of experience. And he does not claim to have honored them all. In fact, he conceded that he observed many of them in the breach. The most obvious of those, for a man who has had six presidential appointments, including President Reagan's appointment of him for a brief term as chairman, is commandment 5—"Reject reappointment."

But as one who has earned the right to speak in terms of the ideal rather than the real, Lee can make an argument. He noted that the Communications Act speaks of an agency independent of both Congress and the executive branch and said that "the reappointment process is demeaning. One must go trotting around with hat in hand to the power structure, including the very

industry one regulates [seeking support]."

Lee said he knows of no case where support earned a favor. "But it may have," he said, "and in any event, the appearance is there."

Lee's suggestion, which he has offered previously, is to repeal the section in the Communications Act providing for a seven-year term, which, like an option, can be renewed, and replace it with one for a 15-year term, coupled with an early retirement provision. He would also remove the restriction on ex-commissioners practicing before the agency.

It's hard, also, to square Lee's first commandment with the manner in which he has lived over the last 28 years: "Avoid close personal relationships with licensees, congressional staffs and colleague commissioners." As he said, many of his friends know he has violated that precept. And, like the sinner on his way to the Great Beyond, he said that, given the chance to do it again, he'd behave differently. Not that any "true friends" ever asked for, or expected, a favor. But, he said, the fact of a friendship "can cause the undesirable appearance of possible favoritism."

And Lee, in a commandment warning against "log rolling," offered a behind-the-scenes glimpse at the working of the agency now supposedly bathed in sunshine. Since commissioners are prohibited from meeting collectively except in public, a practice of engaging in "one-on-one contacts" has developed among those members who want "to kick around ideas" before casting their vote at a meeting. And a commissioner interested in lining up four votes for an item can attempt to do so through those one-on-one contacts. "While I'm not saying this is how business is done at the commission," Lee said, retreating a bit, "log rolling can become a problem. How can I vote against a colleague on an issue I am not overly concerned about when he or she has just accommodated me on some other issue?"

As for the other commandments:

"Accept only modest entertainment that is business related." He never was troubled by "the occasional lunch or dinner sponsored by members of the regulated industries or their representatives." But, he said, "what is reprehensible" is that some might think "they can bribe through modest entertainment."

"Keep public statements to a minimum." A commissioner should avoid "total commitment," absent strong feeling on an issue. "The issues before the FCC are complex ... The best time to make a decision is when one casts the vote."

"If you depart from your precedent, explain your reasoning." He is not against change in order to adjust to changing conditions, but, he said, "knowing as I do the love of lawyers for consistency as well as for loopholes, I strongly urge that precedent be an important part, but not necessarily a controlling one, in the decisional process."

"Be candid with Congress and the press. Do not compound an error. 'Double talk' doesn't pay where those two institutions are concerned. Complete candor is not an unpardonable sin," he said. "Neither is admission of error." And commissioners should avoid "leaking" to anyone to advance their own goals. "The press and the Congress may claim to appreciate the 'leak,' but ... they understand the motive and do not respect" the leaker. They will even take advantage of one known as a leaker.

"Do not give your word lightly, but keep it when you give it." In fact, a commissioner should make no commitment until all of the information is in. In particular, he said, commissioners should "resist the temptation" to tell the crowd what it wants to hear.

"Watch your travel." Travel is a benefit that should not be abused. "One should not be flattered by all the speaking engagements that are proffered." A commissioner might be asked simply to provide the "free entertainment," since commissioners are barred by ethical concerns from accepting travel expenses or honoraria. But in that connection, he suggested that Congress should "endorse reimbursement of travel expenses by trade groups and other associations."

"Maintain and protect the independence of the agency." And the pressures on that independence, he says, come from the Congress that created the agency to serve as its independent arm. "Every commissioner is tested in his or her early days by requests [from Congress] for special attention. Many times these requests are legitimate; they seek redress for unreasonable delay or bureaucratic red tape ... But, if special favors are granted, the requests never stop, and one finds 535 bosses calling the tune."

Lee, who over the years made, and savored, a reputation as a bureaucratic Henny Youngman, didn't sprinkle the text with any one liners. Rather, he began and closed with quotes from some rather accomplished writers who apparently had

captured his feelings as he approaches retirement. For openers, there was the passage from Ecclesiastes 3:1-8, which begins, "There is an appointed time for everything, and a time for every affair under the heavens ..." And he ended with the seven stages of man as described by William Shakespeare, in "As You Like It," which closes: ... "Last scene of all/That ends this strange eventful history,/Is second childishness, and mere oblivion,/Sans teeth, sans eyes, sans taste, sans everything."

As a matter of fact, Lee seemed in much better shape than that last week.

Santa Fe tale

Channel 11 applicant asks commission to get rid of policy against serving community other than that of license, charge leveled against it by Hubbard, others

Santa Fe, N.M., applicant (ch. 11), Son Broadcasting Inc. has petitioned the FCC to abolish the commission's de facto reallocation doctrine that attempts to insure that an applicant seeking a broadcast license in one community does not exploit that license to serve another and possibly more lucrative market.

Son contends that the doctrine, in the vast majority of cases, is triggered by existing licensees to forestall competition by new entrants in neighboring communities. Additionally, Son argues that the commission has in place several other rules to insure that a broadcaster adequately serves its city of license.

For example, Son cites the rules that require that a licensee provide a city grade signal to its community of license and to broadcast from the highest site possible to avoid shadowing and that it locate its main studio in its city of license. The applicant also argues that the commission can examine the proposed programming of an applicant to insure that it meets the needs of its community.

The reallocation doctrine itself was addressed and altered somewhat by the appeals court in Washington last January. The court rebuked the FCC for summarily permitting two Ogden, Utah, FM applicants to locate their transmitters near the "larger and more lucrative market" of Salt Lake City (BROADCASTING, Jan. 26).

In that case the court set down several factors that it said the commission should consider in resolving de facto reallocation issues including:

- The ratio of the population of the city of license to that of the larger city.

- The ratio of the distance between the proposed transmitter site and the city of license to the distance between the transmitter site and the larger city which the station may be in effect serving.

- The expected ratio of the signal strength in the city of license to the signal strength in the larger nearby city.

- Whether a portion of the city of

license would actually lose coverage.

- Whether the proposed site is already in use by the stations assigned to the larger city.

- Whether the station shares common ownership with an AM station in the larger city and plans to share staff facilities or programming with it as well.

- Whether the station has "evinced a prior interest" in locating in the larger market.

- Whether the applicant proposes to move the studio as well as the transmitter to the larger market.

- Whether there is some unique advantage to the site proposed.

Son, a nonprofit religious corporation, which plans a bilingual programming format, applied for ch. 11 in Santa Fe in 1977. Three of its four officers (and three of six directors) are Hispanic, including its president, Belarmino Gonzales. He also owns KDAZ(AM) Albuquerque, N.M., to be divested if Son is granted the Santa Fe CP.

The group has proposed a transmitter site at Sandia Crest which is 43 miles from Santa Fe and 13 miles from Albuquerque. The group insists that that site is the best if not the only site available for the proposed facility. Alternative sites closer to the city of license, it contends, are either unavailable because land owners will not grant permission for their use or inaccessible for lack of roads and power lines.

Nevertheless, Son, the sole applicant for ch. 11, is being opposed by several commercial TV facilities in Albuquerque—including Hubbard Broadcasting, licensee of KOB-TV—on de facto reallocation grounds.

The commission designated Son's application for hearing in 1980—three years after it first applied—on two issues: de facto reallocation and city grade coverage of the community of license (in this case 77 dbu). After several postponements, a hearing date has been scheduled for September.

The Albuquerque stations' opposition is designed to preclude added competition, some said, and "ultimately to deny the public the service that applicant proposes to provide."

On the coverage issue, Son's consulting engineer, Serge Bergen, conducted on-site field-strength measurements which indicate a medium measured field of 82.4 dbu (decibels above one microvolt), more than 5 dbu above that required by the commission.

It also said that expeditious action was called for because Santa Fe is the only state capital without a TV station. The hearing process, it said, would take about four years in itself—not counting appeals—and that there was no justification to force a community to wait that long for service. It noted that Santa Fe has four television allocations (three V's and one UHF) which have "lain fallow" since 1952 even though there have been nine attempts to activate some of them. It said that several of those failures were due to the inability of the applicants—also proposing Sandia Crest as their transmitter site—to outlast opposing Albuquerque

stations on the de facto reallocation issue, used by those stations to protect "the economic status quo."

Son has also submitted to the commission the signatures of almost 5,000 Santa Fe residents supporting its application with a transmitter located at Sandia Crest. In addition, New Mexico Senators Harrison Schmidt (R) and Peter Domenici (R-N.M.) and Representative Manuel Lujan (D) have expressed their support for Son's proposed Santa Fe outlet.

Groups on left mount challenge to Schmitt

NCCB, CEC take campaign to grass roots against New Mexico senator, in bid to prevent re-election

The National Citizens Committee for Broadcasting, whatever influence it had in Washington during the Carter years now gone, is turning its attention to the "folks back home" as a means of influencing senators and congressmen. And Senator Harrison Schmitt (R-N.M.), a key member of the Senate Communications Subcommittee who is up for re-election next year, is the kind of senator the Ralph Nader group is talking about.

The aim is to focus attention on the senator's record in broadcasting matters, a record broadcasters applaud but that

NCCB regards as reflecting little or no regard for the public interest. The group is presenting Schmitt's S.270, which provides for deregulation of radio, as a measure that will "insure increased profits and reduced accountability for those entrusted with the use of the public's airwaves." It has also attacked Schmitt's alleged opposition to the fairness doctrine, although the senator says he has not yet made up his mind on the issue.

The NCCB is positioning itself to mount an effort to help defeat Schmitt in his run for re-election. The organization has been approached by Democrats who may win the nomination and run against Schmitt next year. And, Simon said, "We'll work with any opponent of Schmitt until he changes his position."

Simon travelled to Albuquerque last month for a press conference in which he called attention to NCCB's view of Schmitt's broadcast record. He urged residents of the state to let Schmitt know that they "want a continuation of access to broadcasting . . . of the airing of balanced and free debate over the airwaves . . ."

Simon said groups to "follow up" on the press conference have been established in Albuquerque and Santa Fe. The Albuquerque group, he said, includes "five or six" representatives of access, public interest and minority groups. NCCB will alert the groups to Schmitt's actions in Washington.

Thus, NCCB appears to be following the path of one-issue groups of the right and

left. And Simon said NCCB will not stop with Schmitt. "We'll look at other members of the subcommittee, to see if we should set up similar watchdog efforts back home."

NCCB may or may not prove a threat to Schmitt. But another organization with more resources has targeted Schmitt and five other members of Congress for defeat next year. The Committee for an Effective Congress says it will spend \$2.5 million to defeat the six senators and House members it regards as too conservative. It described Schmitt as a "right wing zealot."

Schmitt is not without friends in New Mexico. During the week in which Simon was in the state criticizing him for his position on broadcasting issues, Schmitt received a "friend of broadcasting award" from the New Mexico Broadcasters Association.

Geller urges second look at postcard renewal applications

The FCC's postcard-sized license-renewal application so popular with AM, FM and TV licensees, has not scored a hit with Henry Geller, former head of National Telecommunications and Information Administration. He says it is "fatally flawed," and has urged the commission to reconsider it.

Geller, who is now director of Duke University's Washington Center for Public Policy Research, is performing the kind of role he performed before joining the Carter administration—that of self-appointed watchdog and critic of FCC actions. He acted in that role earlier this year in petitioning the commission to reconsider its radio deregulation action (BROADCASTING, March 30).

The problem with the postcard renewal, adopted in March, as Geller sees it, is that it simply does not provide the information he says the law requires the commission to have in determining whether a licensee has performed in the public interest. He referred specifically to programing information. He also said it puts undue burdens on members of the public seeking to determine the kind of record a station achieved during its license period.

Some 95% of all licensees complete only the short form. A "minimum" of 5% of noncommercial radio and commercial and noncommercial television stations are randomly selected to fill out a longer "audit" renewal form. Commercial radio stations are not subject to the long form because of the commission action in January substantially deregulating radio.

The answer, he said, as he has before, is legislation. The commission "should prepare a legislative proposal that is truly deregulatory, and press the Congress for action," he said. If the present course is adhered to, he added, it will lead to endless court battles that, in the end, "will result in the court admonishing the agency to follow the law, until changed by the Congress."

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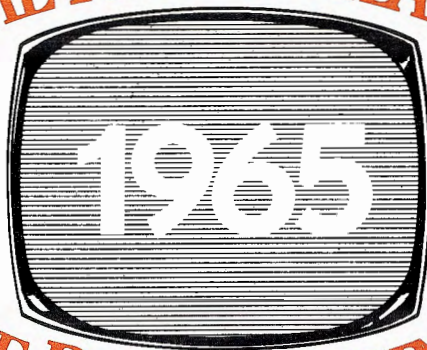
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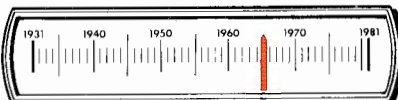
OF BROADCASTING

The FCC in 1965 made moves to regulate cable television and to restrain the TV networks' so-called domination of programming sources. In the same year broadcast journalism had a spate of major stories to cover: civil-rights demonstrations, riots in Watts, more space shots, the escalating Vietnam conflict and a power blackout in the Northeast.

With more than 1,600 cable systems operating by 1965, broadcasters began seeing threats to their positions in their service areas. The National Association of Broadcasters sought an agreement with CATV operators to refrain from duplicating on-air programs within 15 days of local broadcasts. The National Community Television Association sought an agreement for simultaneous nonduplication of programs. The Association of Maximum Service Telecasters, representing about 160 stations, sought immediate regulation by the FCC to prohibit CATV's from carrying a station's signal beyond its grade B contour, or a distance factor of 80-90 miles, to restrain cable expansion that AMST said "could lead to the destruction of the system of television allocations, blacking out local broadcasting service."

In April the FCC proposed direct regulation of all cable systems as subordinate elements in the television allocations structure. Although the FCC in announcing its rulemaking acknowledged that cable systems performed a "valuable service," the commission said that such systems "cannot be permitted to curtail the viability of existing local service or to inhibit the growth of potential service by new broadcast facilities . . . The commission's statutory obligation is to make television available . . . to all people of the U.S. on a fair, efficient, and equitable basis. . . . This obligation is not met by a primary reliance on a service which, technically, cannot be made available to many people and which, practically, will not be available to others. Our conclusion is that community antenna television serves the public interest when it acts as a supplement rather than a substitute for off-the-air television service."

Previously the FCC had claimed jurisdiction only over cable systems using microwave relays to feed distant signals to their headends. For the microwave-served systems the FCC adopted rules, which became effective in June 1965, requiring



In March, Dr. Martin Luther King led a civil rights march of 25,000 from Selma to Montgomery, Ala., with an escort of 4,000 troops dispatched by President Johnson. Beginning on Palm Sunday, a series of 45 tornadoes struck the Midwest in three days. In June, U.S. commanders were authorized to commit 23,000 advisers to Vietnam and adjacent areas. In August, race riots in the Watts area of Los Angeles resulted in the death of 35 persons and \$200 million in property damage. Pope Paul VI visited New York in October to make a personal appeal for peace to the UN. And in

BROADCASTING . . .

systems to carry local television signals and prohibiting them from importing distant programs that duplicated local programs within 15 days of local broadcast. The rules proposed in April for all systems were essentially the same.

The FCC's new stance drew immediate support from TV broadcasters. A National Association of Broadcasters spokesman approved the rulemaking as steering a "clear course . . . to preserve and advance free broadcasting, while recognizing CATV's legitimate place as a supplementary service."

In February, Dr. Martin H. Seiden, an economist engaged by the FCC to study the potential economic impact of cable on broadcasting, had issued a conclusion that the threat had been overemphasized. Cable, Seiden said, was prospering despite its supplemental role. For 28 systems that gave him financial reports, Seiden found the average ratio of profit to revenue to be 57%, "or more than twice the 1963 profit margin of 27% . . . calculated for the TV broadcasting industry exclusive of the networks and their owned stations."

CBS issued its own analysis of the economic impact of cable. It found the threat to telecasters to be less severe than that indicated by the Seiden report. CBS said that assuming "that all stations are faced with equal CATV growth, then an annual rise in television advertising expenditures of 0.5% would be enough to offset the effect on station revenues of the current rate of CATV growth." Based on analyses of other station situations, CBS concluded that "it will be only in rare cases that the rise in CATV will, in fact, be rapid enough and large enough . . . to cause an absolute decline in station revenues."

In part, CBS used this reasoning to dispute the FCC's authority to regulate CATV systems, saying, "While it is possible that unrestricted and unregulated CATV may economically hurt the present system of broadcasting, CATV does not propose to use broadcasting spectrum space. And so, in the last analysis, whether the proposed rules be rationalized in terms of implementing the Sixth Report and Order, or of preserving opportunities for local expression, or of protecting UHF, it seems to CBS that the concept proposed is essentially a concept of electronic tariff walls which would protect an existing and favored method of distribution from what is thought to be 'undesirable' or 'unfair' competition. . . . CBS cannot



The yearend news was the resignation in the last days of 1964 of Fred W. Ford as an FCC commissioner and his acceptance on Jan. 1, 1965 of the presidency of the National Community Television Association. Contract was for \$50,000 annually for two years plus expenses and a car. The NCTA had been wooing Ford for more than a year. At the NCTA convention in June 1964, Ford (right) is shown with FCC Commissioner Robert E. Lee (left) and the hierarchy of cable association, National Chairman Bruce Merrill (second from left) and Fred J. Stevenson, immediate past national chairman.

Broadcasting, Jan. 4



Successor to Fred W. Ford on the FCC was James J. Wadsworth (l.), a Republican who had served President Eisenhower as ambassador to the United Nations. He was sworn in May 5 by FCC Chief Hearing Examiner James D. Cunningham as his wife, Harty, and his brother, Reverdy Wadsworth, looked on during the Washington ceremony.

Broadcasting, May 10

escape the conclusion that it is an unwise policy for the federal government to intervene and abort the normal processes of the free competitive marketplace, to protect one group of businesses against the competition of another group."

CBS at the time was in the cable business with a large system in Vancouver, B.C. Years later it was to spin its cable interests out with program syndication in a new company, Viacom.

The first court challenge to the rules the FCC had adopted for microwave-served cable systems was based on allegedly unfair intervention by government in free market practices as well as the charge that the FCC lacked statutory authority and had not followed correct administrative procedure. The challenge came in June from the Black Hills Video Corp., a common carrier serving cable systems, and its parent corporation, Midwest Video Corp., owner of 10 cable systems in five states. They asked the U.S. District Court of Appeals in St. Louis to overturn the FCC's microwave rules.

But, as BROADCASTING noted, "While broadcasters argue over the degree of federal control they want for CATV, the wire systems continue to gain ground. Before the FCC comes to a final resolution of its CATV position, many more miles of wire will be strung and many more subscribers connected. . . . Even if the FCC were to expedite the assumption of the controls it has been asked to claim, it would be certain to encounter prolonged court appeals before it could exercise them, if indeed the courts upheld its position. It is more than possible that the hard-line broadcasters have taken the wrong case before the wrong forum. . . . It is the Congress, not the FCC, that has the power to amend the law, and it is the Congress to which the broadcasters ought to be addressing their attentions."

Congress did challenge CATV with a new copyright bill, introduced by Representative Emanuel Celler (D-N.Y.). The bill would prohibit systems from picking up broadcast programs without the permission of the copyright holders.

National Community Television Association President Frederick W. Ford, opposed the legislation, arguing that cable should be exempt from copyright liability on several grounds: that CATV's were merely extensions of the set owner's antenna and therefore should have the same access to broadcast material as the general public; that copyright owners were already compensated for use of their material by antenna systems; that it would be administratively impossible for a CATV owner to obtain all the necessary clearances; and that with FCC rules requiring CATV's to carry local stations that might then charge exorbitant fees for copyright clearance, CATV's would be placed in a precarious economic situation.

The NAB argued for the new copyright bill as a needed protection for broadcasters' programing. NAB General

Counsel Douglas A. Anello also reasoned: "We no longer talk of CATV in its traditional role of a supplement to free broadcasting but as a substitute for it. Hence, we fail to see the logic of any principle that would require broadcasters to pay performance rights but would exempt these persons who not only perform a similar function but are actually in competition with those who do pay."

Those broadcasters who had invested in cable breathed a sigh of relief when the FCC in July issued a preliminary ruling that it would not ban CATV-TV cross-ownership in the same market. FCC Chairman E. William Henry dissented, saying that "even the most honest man cannot compete with himself."

To create more programing competition, New York City awarded three cable franchises, one to Sterling Information Services for Manhattan south of 86th Street, one to Teleprompter for northern Manhattan, and one to CATV Enterprises for the Riverdale section of the Bronx.

While the cable controversy went on, the television system was converting from black and white to color.

By the end of 1965, NBC-TV had only one regularly scheduled half-hour in prime time still in black and white; all else was color. (NBC's parent, RCA, had been the foremost advocate of the color conversion in color broadcasting and receiving hardware.) Orders were backed up for station color gear and color receiving sets.

A BROADCASTING survey in November showed that 526 commercial stations (88%) of the 601 commercial TV's on the air were able to carry some form of color or expected to be in color in early 1966. This was an increase of 49 stations from a similar count at the end of 1964.

The most-publicized shortage was that of live color camera chains. Color film, slide and tape equipment moved at a better pace.

The survey of stations from a BROADCASTING questionnaire and network sources showed that by mid-November 506 (84%) of the stations on the air could carry network color; 278 (46%) could show color slides; 76 (12%) could produce local live color; 289 (48%) could transmit color film, and 142 (23%) could show color tapes. Comparable figures at the end of 1964 showed 77% with network color capability; 26% equipped for color slides; 11% local live color; 28% color film; 9% color tapes.

Concerned about what it called network domination of TV programing, the FCC in January began considering rules to exclude networks from domestic program syndication and to prevent networks from owning or controlling more than half of the nonnews programing they aired in prime time. The FCC hoped these measures would spur independent production of TV programs.

Telecasters reacted quickly; BROADCASTING headlined: "It's war on FCC program control." Among the negative conse-



The search by the National Association of Broadcasters for a president to succeed LeRoy Collins who resigned in June 1964 culminated at the association's joint board of directors meeting at Palm Springs, Calif., in January 1965. The choice was Vincent T. Wasilewski (right), who joined the NAB in 1949 and had moved up the ranks to executive vice president. The board also decided that two heads were better than one; it voted to have a full-time chairman at Washington headquarters to supervise policy. Willard Schroeder (left) of WOOD-AM-FM-TV Grand Rapids, Mich., incumbent chairman of the combined boards, took over the newly conceived chairman's job. Schroeder agreed to fill the post until board election time in June, but said he would be unable to continue past that time. The board meeting in Palm Springs designated not more than \$50,000 annually for the chairman's salary and living expenses in Washington, but Schroeder did not accept a salary in the interim period. Wasilewski's salary was set at \$50,000 annually with no provision for living expenses.

Broadcasting, Feb. 1

quences of so "drastic" a rule, Robert W. Sarnoff, NBC chairman, listed the following: "First, it would undoubtedly force a substantial reduction in network service. . . . Second, there would be a lessening of the networks' responsibility for their total schedules. . . . With advertisers controlling a large portion of the schedule, programing would stay or go depending on the sponsor. . . . Finally, the rules would work against program diversity and against the interest of special and minority groups. A network controlling its own schedule can provide for such programs, and serve as a balance wheel against undue emphasis on a few program types. Dividing responsibility for the schedule between networks and advertisers would weaken the networks' ability to fill this vital role."

For the networks, the proposed FCC rules posed the potential loss of a substantial part of the \$500-million-a-year business of prime-time program production as well as the loss of the \$30 million a year in program syndication.

The new FCC proposals, in fact, ran contrary to network purpose. As one network film executive stated, "More than ever before, we are out to get domestic

syndication rights to some of the series we carry on our network. In recent years, we have concentrated on getting overseas rights but have neglected possibilities in the domestic field."

The FCC, historically a creator of shock waves for broadcasters, was itself the recipient of a backlash from an angry broadcaster in Red Lion, Pa. He was the conservative Rev. John H. Norris, 80% owner of WGCB-AM-FM there. WGCB in September of 1965 made the first court challenge to the FCC's 15-year-old fairness doctrine. Filed in the U.S. District Court in Washington, the suit asked \$5 million in damages from the Democratic National Committee and a court order prohibiting the DNC from allegedly harassing the station.

WGCB was one of 10 stations that had been questioned by the FCC during the 1964 presidential campaign on the complaint of the DNC that the stations refused to make time available to present the Democratic position on public issues. WGCB's answer was that the station's challenged programs (*Twentieth Century Reformation Hour*, *Life Line*, *Dan Smoot Reports*) were sponsored and that the DNC could buy time to rebut what it

claimed were unfair presentations.

Since the Democrats didn't respond to the offer, the FCC quashed its investigation but warned the so-called offending stations that both sides of a controversial issue must be presented, whether paid for or not, although the means are left up to the licensee.

In the suit, however, Norris insisted that the FCC policy violated constitutional guarantees of free speech and free assembly and against the taking of property without due process.

Proponents of pay TV gained a victory in May when a California superior court ruled that the 1964 referendum vote to outlaw pay TV was unconstitutional. The court said the 1964 prohibition "abridges freedom of speech contrary to the guarantees. . . . This basic right, guaranteed by the First Amendment, has long been held to be incorporated in the 14th Amendment due process clause, thus protecting against state abuse. Since the right is worthless without an effective means of expression, the guarantee extends to both the content of the communication and the means employed for its dissemination."

Although the ruling provided hope for Subscription Television Inc., California's wired pay TV system, STV President Pat Weaver felt that a reinstatement of service would be possible only if the judgment were not contested in lengthy court appeals.

Meanwhile, a CBS-financed, two-year study of such pay TV ventures as Paramount's International Telemeter operations in Etobicoke, Ont., RKO General-Phonevision's tests in Hartford, Conn., and STV's operations in Los Angeles and

San Francisco forecast doom for the pay TV concept. "Unless there is a major breakthrough in engineering or program development," the report concluded, "pay TV is simply not a viable enterprise. Part of this is due to the fact that despite the often expressed desire that typical subscribers would like to escape from the 'cultural wasteland' of present television, that view is a myth. Viewers want good entertainment, but they do not, in any meaningful numbers, expect cultural reformation from free or pay TV. Further, they are not really dissatisfied with free-TV programming or commercial interruptions."

As part of the quest for "good" entertainment and bigger audiences, the networks looked to specials as well as to their regularly scheduled programs. The networks, which projected that their special programming would account for \$50 million in revenues, \$10 million more than in the previous year, planned both entertainment and news programs. NBC telecast about 80 one-time and occasionally scheduled shows, while ABC and CBS each planned between 30 and 35.

Regular network offering included: *I Spy* (NBC) (one of the first lasting network shows that featured a black in a starring role), a spy drama with Robert Culp and Bill Cosby as U.S. undercover agents; *Honey West* (ABC), a mystery series with Anne Francis as a private eye; *Get Smart* (NBC), a spy comedy with Don Adams as Maxwell Smart, secret agent, and Barbara Feldon as Agent 99; *F Troop* (ABC), a comedy set in post-Civil War times with Forest Tucker and Larry Storch; *Convoy* (NBC), a World War II drama with John Gavin; *The Big Valley* (ABC), a western

drama about a 19th century family dynasty with Barbara Stanwyck and Lee Majors; *Run For Your Life* (NBC), an adventure show about a terminally ill man, Ben Gazzara, seeking worldwide excitement; *Green Acres* (CBS), a comedy with Eddie Albert as a city slicker turned farmer, and Eva Gabor, his glamorous wife; *Please Don't Eat the Daisies* (NBC), a suburban comedy with Patricia Crowley and Mark Miller; *Gidget* (ABC) a teen-age comedy with a surfing background starring Sally Field and Don Porter, and *The Smothers Brothers Show* (CBS), a comedy in which Tom played an angel returned to earth to earn his full-fledged angel status, and Dick played Tom's unwilling accomplice.

A standard for realism in advertising was set when the Supreme Court in April affirmed a Federal Trade Commission ruling that Colgate-Palmolive and the Ted Bates agency engaged in deceptive practices when they showed a TV mock-up of what they purported to be sandpaper being shaved clean by the single stroke of a razor. The court ruled that "if the inherent limitations of a method do not permit its use in the way a seller desires, the seller cannot by material misrepresentation compensate for those limitations." The seller could, however, employ mock-ups if they were clearly represented as such.

As always, the 4,049 AM stations (4,129 authorized), the 1,446 FM stations (1,657 authorized), and the 596 TV stations (702 authorized) brought to the public news and information besides entertainment, specials and commercials. In 1965 radio and TV covered the Gemini launchings and splashdowns, the military action in Vietnam, the Watts riots and Pope Paul VI's visit to the U.S.

To cover the Gemini 4 June flight that included dramatic pictures of Major Edward White's space walk, the networks spent over \$4 million. Throughout the eight-day flight of Gemini 5 in August, the networks provided updates and programming, much of it in color. For the splashdown of Gemini 6 in December, the networks, through the Early Bird satellite, provided the first live TV coverage of such an event. For the splashdown of Gemini 7 in December, the networks telecast live coverage to the U.S., via the Early Bird satellite, which also relayed the event to Europe.

"Television's coverage of the splashdowns . . ." BROADCASTING commented, "represented an advance in TV journalism that rivals the development of working communications satellites. The satellites enabled live television to span oceans and continents. The Gemini 6-7 coverage used portable equipment that linked live cameras at sea with the Early Bird satellite and freed them from the landlocking limitations of traditional microwave and cable services. The two events demonstrated that the range of live news coverage can be vastly extended."

To expand coverage of the Vietnam war, the networks in 1965 established bureaus in Saigon. By 1965, some news commen-



Pope Paul VI as President Johnson greeted him in New York during the October visit of the Pope. Papal coverage, carried without commercials, represented close to \$5.8 million in production expense and pre-emption losses. As many as 90% of all U.S. TV homes watched some portion of the 14-hour visit, according to the American Research Bureau.

Broadcasting, Oct. 11



In 1965, the ranks of journalism lost two men who left indelible marks on broadcasting. On April 27, Edward R. Murrow, whose career at CBS spanned 1935 to 1961 before he became head of the U.S. Information Agency, died at age 57. The photo at right was taken in wartime London in 1941, with the BBC's Broadcast House where Murrow beamed his "This ... is London" reports in the far background. On June 14, H.V. (Hans von) Kaltenborn (above) died at 85. Kaltenborn, who began in newspaper work, transferred his clipped, precise delivery of the news to WYCB New York in 1922, joined CBS as news editor in 1930, and then was hired in 1940 by NBC, where he stayed until retirement from regular broadcasting in 1945.

tators were charging the Johnson administration with suppression of news about Vietnam, and were commenting about the administration's "credibility gap."

While television with its combination of picture and sound might have had more impact in the coverage of these events, 1965 provided radio with one of its most important public service triumphs: coverage of the great blackout of seven Northeast states. Many credited radio stations, running on emergency power, with getting important information to listeners, many of whom had battery-operated radios as their only source of contact with the rest of the nation. In the blacked-out areas radio almost tripled its audience. The *New York Herald Tribune* offered a "brief note of thanks to our friendly rivals, the radio newsmen, who gave most New Yorkers their only information about the nature of the crisis. . . . Broadcasting under exceedingly difficult conditions, they performed a vitally needed public service." *Newsweek* said that New York's "5.5 million transistors served at once as a balm, companion, and domestic adviser. . . . Radio could only share the puzzlement and finally deliver the comforting news that the world had not come to an end, that the blackout was neither the judgment of



God nor the Armageddon with the Communists. . . ."

Educational television got a shot in the arm in November when the Carnegie Corp. of New York announced formation of a blue-ribbon commission of 13 prominent Americans to study educational TV and to make recommendations for its future. The study was underwritten by Carnegie with the blessing of the White House.

Budget for the 12-15-month life of the commission was understood to be \$250,000. The commission chairman was Dr. James B. Killian Jr., chairman of the Massachusetts Institute of Technology and former science adviser to President Eisenhower. Among the members were John Hayes, president of Post-Newsweek Stations; Oveta Culp Hobby of KPRC-AM-TV Houston and the *Houston Post*; J.C. Kellam, president of Texas Broadcasting Corp. (primarily owned by Mrs. Lyndon B. Johnson and daughters), and Joseph McConnell of Reynolds Metal Co., who was president of NBC from 1949 to 1952. Others on the commission came from fields of teaching, business, government, labor and the performing arts.

In December, ABC made its big move for expansion when it announced agreement with International Telephone & Telegraph for a \$370-million merger. As



Also lost during the year was Dr. Allan B. DuMont, a respected name in electronics and TV for more than three decades. He died Nov. 18 at 85. Holder of more than 30 patents for developments in cathode ray tubes and other technical devices, DuMont was an early discoverer of the principal of radar. However, the Army Signal Corps, for security reasons, dissuaded him from patenting his radar findings in 1933. In the broadcast ownership field, his four commercial TV outlets formed the nucleus of the DuMont Network in the 1940's. He subsequently disbanded the network and sold his stations as well as his laboratories division. The last produced TV and radio receivers, phonographs and high fidelity equipment. In his last years, he was senior technical consultant to the DuMont Divisions of Fairchild Camera and Instrument.

an independent but subsidiary operation of ITT, ABC was envisioned as working under the shelter of a \$2-billion corporation, giving it badly needed capital to compete with the other networks. As a pioneer in the development of satellite equipment, ITT was expected to be in a position to further international designs of ABC. [But faced with the necessity of getting approvals from government agencies—including the FCC and the Antitrust Division of the Department of Justice, the merger was destined to be called off a little more than two years later.]

Stay Tuned

1. Who played Batman on television?
2. Who played Batman at a Washington benefit ball?
3. What news executive resigned his post because of a controversy in reporting Vietnam news?
4. Who planned a fourth TV network?
5. Who became FCC chairman at midyear?

**The answers next week,
in "1966."**

As compiled by BROADCASTING June 1 through June 5 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

- San Jose, Calif.—Zeta Radio Inc. seeks 890 khz, 2.5 kw-U. Address: 10202 West Washington Boulevard, Culver City, Calif. 90230. Estimated construction costs: \$270,890; first-quarter operating cost: \$55,000; first-year revenue: \$400,000. Format: Contemporary music. Principals: Loetha E. Falana and Mark Moreno (26% each) and Irwin A. Molasky and Mervyn L. Adelson (24% each). Falana is vice president of Las Vegas entertainment agency. Moreno is Las Vegas attorney. Molasky is Las Vegas real estate developer and Culver City, Calif. film and television producer. Adelson is partner with Molasky in above interests. They have no other broadcast interests. Filed May 26.
- Frankfort, Ill.—Chicagoland Christian Radio Inc. seeks 1200 khz, 5 kw-D, 1 w-N. Address: P.O. Box 206, Mokena, Ill. 60448. Estimated construction costs: \$98,500; first-quarter operating cost: \$31,200; first-year revenue: \$144,000. Format: Inspirational. Principal: nonstock corp.; Robert A. Phagan, president. He is director of music ministries for Christian Communications of Chicagoland, licensee of WCFC-TV Chicago. Filed May 14.
- Radcliffe, Ky.—Radio Radcliff seeks 1200 khz, 500 w-U. Address: 122 Bennington Court, Richmond, Ky. 40475. Estimated construction costs: \$201,776; first-quarter operating cost: \$30,000; first-year revenue: \$200,000. Format: Adult contemporary. Principal: William Walters (100%), who is president and 50% owner of WEKY(AM) Richmond, Ky. Filed May 27.
- Lebanon, Tenn.—Lebanon Broadcasters seeks 1200 khz, 500 w-U., Address 531 Gay Street, Hamilton Building, Suite 702, Knoxville, Tenn. 37902. Estimated construction costs: \$70,600; first-year operating cost: \$50,000; revenue: \$70,000. Format: Contemporary/CW. Principals: Edward M. Johnson and Millard V. Oakley (50% each). They own WCSV(AM) Crossville; 100% of WTNB(AM) Kingston; WREA(AM) Dayton; WNPC(AM) Newport, all Tennessee. Also, Oakley owns 33.33% of WLIV-AM-FM Livingston, Tenn.; 35% of WKXN(FM) Greenville, Ala., plus cable system serving Crossville, Tenn. Oakley is LPTV applicant for 19 stations in 13 states and District of Columbia. Johnson is LPTV applicant for 5 stations throughout Tennessee and applicant for new FM at Elkins, W.Va. (see below). Filed May 26.
- Madisonville, Tex.—Madison County Radio Inc. seeks 880 khz, 5 kw-D, 1 kw-N. Address: P.O. Box 176J, Rural Route 3, Denison, Tex. 75020. Estimated construction costs: \$79,750; first-quarter operating cost: \$24,000; first-quarter revenue: \$24,000. Format: CW. Principals: Larry Henderson and Robert F. Ritchey (47.5% each) and William F. Carter (5%). Henderson is president and owner of KTXO(AM) Sherman, Tex. Ritchey is president and 40% owner of

KRJH(AM) Hallettsville, Tex. Carter is Madisonville attorney. Filed May 26.

■ Seattle, Wash.—Spanish American Radio Corp. seeks 1200 khz, 1 kw-D, 250 w-N. Address: 516 Broad Street, Seattle 98109. Estimated construction costs: \$2,000; first-quarter operating cost: \$20,000; first-year revenue: \$650,000. Format: Hispanic. Principals: Adam Rios (60%), Julio C. Mora (22%) and Walter Valdivia (18%). Rios is Seattle clothing master cutter and former news director at KXA(AM) Seattle. Mora is assistant chief engineer at KTOY-FM Tacoma, Wash. Filed May 26.

■ Selah, Wash.—Tri-Co. seeks 1020 khz, 10 kw-D, 500 w-N. Address: 2703 Third Street, Union Gap, Wash. 98903. Estimated construction costs: \$101,000; first-quarter operating cost: \$40,214. Format: CW. Principals: Robert E. Reece, Raymond V. Naught and Donald L. Harris (one-third each). Reece is announcer at KMWX(AM) Yakima, Wash. Naught is sales representative at KUTI(AM) Yakima. Harris is Yakima farmer. They have no other broadcast interests. Filed May 18.

FM applications

- West Helena, Ark.—West Helena Radio Inc. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: 5100 Sanderlin, Suite 1600, Memphis, Tenn. 38117. Estimated construction costs: \$103,250; first-quarter operating cost: \$28,000; first-quarter revenue: \$18,750. Principals: Stephen W. Anderson (80%) and wife, Carole B. and daughter, Dena C. (10% each). Stephen Anderson is Memphis real estate broker. Carole Anderson is housewife. Dena is nurse. They have no other broadcast interests. Filed May 20.
- Eureka, Calif.—John P. Martin and C. Lucille Martin seek 101.5 mhz, 100 kw, HAAT: 1644 ft. Address: 268 Nicolos Drive, Arcata, Calif. 95521. Estimated construction costs: \$123,000; first-quarter operating cost: \$37,300; first-year revenue: \$240,000. Format: Beautiful music. Principals: John P. Martin and wife, C. Lucille (100% jointly). They own 90% of KXSX(AM) Redding, Calif. Filed June 1.
- Grover City, Calif.—Dimension Four Radio Co. seeks 107.1 mhz, .8 kw, HAAT: 530 ft. Address: 4513 55th Street, San Diego, Calif. 92115. Estimated construction costs: \$101,000; first-quarter operating cost: \$28,000; first-year revenue: \$160,000. Principals: F. G. Sneed III and wife, Inge (80% jointly) and Harlan G. Reinders and wife, Phyllis J. (20% jointly). F. G. Sneed is San Diego real estate broker. Harlan Reinders is contract broadcast engineer. They have no other broadcast interests. Filed May 18.
- *Charleston, Ill.—Eastern Illinois University seeks 88.9 mhz, 4 kw, HAAT: 166 ft. Address: Charleston, Ill. 61920. Estimated construction costs: \$66,000; first-year operating cost: \$98,500. Format: Educational. Principal: nonstock, nonprofit corp.; Daniel E. Marvin Jr. is president. It has no other broadcast interests. Filed June 2.
- Effingham, Ill.—Crossroads Broadcasting Corp. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 101, Oblong, Ill. 62449. Estimated construction costs: \$102,000; first-quarter operating cost: \$13,250; first-year revenue: \$72,000. Format: Inspirational. Principal: Olen M. Evans, Scott Beigle and wife, Brenda (one-third each). Evans is Chattanooga, Tenn., pastor. Scott Beigle is director of operations at KLIT(AM) Pomona, Calif. Brenda Beigle is school principal. They have no other broadcast interests. Filed May 26.
- Spencer, Ind.—Owen Valley Broadcasters Inc. seeks 92.7 mhz, 3 kw, HAAT: 294 ft. Address: 7391 West Highway 46, Ellettsville, Ind. 47429. Estimated construction costs: \$5,000; first-quarter operating cost: \$1,500; first-quarter revenue: \$15,000. Format: MOR. Principals: Henry Ruh (60%) and wife, Jeanette (33%) and Robert Olson (7%). Henry Ruh is chief engineer at WJJD(AM)-WJEZ(FM) Chicago. Olson is CEO of Jerry Mason Group, Harrington, Ill., broadcast consultants. They have no other broadcast interests. Filed May 21.

■ Big Rapids, Mich.—James J. McCluskey seeks 102.3 mhz, 1.8 kw, HAAT: 400 ft. Address: 954½ South Twelfth Street, Saginaw, Mich. 48601. Estimated construction costs: \$42,500; first-quarter operating cost: \$29,000; first-quarter revenue: \$25,000. Format: MOR. Principal: James J. McCluskey (100%), is chief engineer at WKNX(AM) Saginaw, Mich., and has no other broadcast interests. Filed May 14.

■ Greenwood, Miss.—East Delta Communications Inc. seeks 99.1 mhz, 100 kw, HAAT: 220 ft. Address: P.O. Box 4426, Greenville, Miss. 38701. Estimated construction costs: \$50,000; first-quarter operating cost: \$34,800. Principals: William D. Jackson (51%), Sun Delta Capital Access (25%) and Stanley S. Sherman (24%). They also own, in same proportion, WESY(AM) Leland, Miss. In addition, Jackson and Sherman own WBAD(FM) Leland. Sun Delta is subsidiary of Delta Foundation Inc., minority enterprise small business investment company. Filed May 22.

■ *Colstrip, Mont.—WLPD Educational Radio Association seeks 88.5 mhz, 10 kw, HAAT: 3,400 ft. Address: 304 Alder, Colstrip, Mont. 49323. Estimated construction costs: \$8,871; first-year operating cost: \$20,000. Format: Educational. Principal: nonstock, nonprofit corp.; Bill Medved is president. It has no other broadcast interests. Filed May 22.

■ Ely, Nev.—Hansen Corp. seeks 92.7 mhz, .25 kw, HAAT: 840 ft. Address: Box 600, Ely 89301. Estimated construction costs: \$46,000; first-year operating cost: \$12,000; revenue: \$12,000. Format: CW. Principal: Carol and Associates (100%), which is owned by David I. Hansen and wife, Carol S. They own KELY(AM) Ely. Filed May 15.

■ Poughkeepsie, N.Y.—Dutchess Communications Corp. seeks 92.1 mhz, 1.45 kw, HAAT: 439 ft. Address: One Municipal Plaza, Croton, N.Y. 10520. Estimated construction costs: \$152,800; first-quarter operating cost: \$38,500; first-year revenue: \$300,000. Format: MOR. Principals: Irwin Katz and Kalman Kera (38% each) and James D. Roosa Jr. (24%). Katz is Croton automobile dealer and Westchester county-based investor. Kera is Westchester county equipment leaser and investor. Roosa is former manager of WLNA(AM)-WHUD(FM) Peekskill, N.Y. and currently is associated with Pleasantville, N.Y. advertising agency. They have no other broadcast interests. Filed May 22.

■ Memphis, Tenn.—James A. Giesecke seeks 105.3 mhz, 100 kw, HAAT: 105 ft. Address: 14233 Protom Road, Dallas 75234. Estimated construction costs: \$58,100; first-year operating cost: \$45,000; revenue: \$20,000. Format: CW. Principal: James A. Giesecke (100%) is Dallas businessman and has no other broadcast interests. Filed June 1.

■ *Humble, Tex.—Mission to America Inc. seeks 88.1 mhz, 3 kw, HAAT: 200 ft. Address: 736 Wilson Road, Humble 77338. Estimated construction costs: \$37,350; first-year operating cost: \$24,000. Format: Religious. Principal: noncommercial corp.; Hilton H. Sutton is president. He is Humble minister and has no other broadcast interests. Filed May 22.

■ Manchester, Vt.—Northshire Communications Inc. seeks 102.7 mhz, 19.5 kw, HAAT: 722 ft. Address: P.O. Box 276, Lathrop Lane, Manchester 05254. Estimated construction costs: \$97,300; first-quarter operating cost: \$43,300; first-year revenue: \$184,000. Format: MOR. Principals: A. Brooks Brown and wife, Louise R. (50% jointly) and Leo J. Reuther (50%). Brooks Brown is salesman at WPYX(AM)-WTRY(FM) Latham, N.Y. Reuther is retired New York-based FBI employee. They have no other broadcast-interests. Filed May 19.

■ Olympia, Wash.—W-2 Inc. seeks 96.1 mhz, 100 kw, HAAT: 1270 ft. Address: 8610 Northeast 169th Street, Bothell, Wash. Estimated construction costs: \$106,500; first-quarter operating cost: \$13,700; first-year revenue: \$240,000. Principals: Robert L. Wikstrom (29%), Leonard R. Wilkens (26%), Carmen A. Dino (20%) and Percell L. Johnson (25%). Wikstrom is general manager at KXA(AM) Seattle and vice president and 14.5% owner of KCKD(AM) Spokane, Wash. Wilkins is coach for Seattle Supersonics. Dino is assis-

tant controller for Supersonics. Johnson is New York magazine representative. Wikstrom is also 50% owner of new FM for Sweet Home, Ore. Filed May 15.

■ **Elkins, W.Va.**—Elkins Broadcasting Co. seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 531 Gay Street, Suite 702, Hamilton Building, Knoxville, Tenn. 37902. Estimated construction costs: \$50,600; first-year operating cost: \$50,000; revenue: \$70,000. Format: contemporary. Principals: Edward M. Johnson and Mark Manafio (50% each). Johnson is 50% owner of new AM applicant for Lebanon, Tenn. (see above). Manafio is Knoxville management consultant. Filed May 28.

TV applications

■ **Tucson, Ariz.**—Focus Broadcasting of Tucson Inc. seeks ch. 40; ERP: 4754 kw vis., 475.4 kw aur., HAAT: 517 ft.; ant. height above ground: 294.5 ft. Address: One Commerce Place, Suite 825, Nashville, Tenn. 37239. Estimated construction cost: \$1,838,895; first-quarter operating cost: \$165,000. Legal counsel: Midlen & Reddy. Consulting engineer: Markley & Associates. Principals: Closely held group of 18 stockholders. William Geissler is president. Other principals include various members of the Irma A. Allen family, who also are among principals for new TV at Seaside, Calif. (see below). Filed April 10.

■ **Seaside, Calif.**—Focus Broadcasting of the Monterey Peninsula seeks ch. 67; ERP: 2370 kw vis., 237 kw aur., HAAT: 2353 ft.; ant. height above ground: 295 ft. Address: One Commerce Place, Suite 825, Nashville, Tenn. 37239. Estimated construction cost: \$2,568,000; first-quarter operating cost: \$168,000. Legal counsel: Midlen & Reddy. Consulting engineer: E. Harold Munn Jr. Principal: Closely held group of 21 stockholders. Jackman LaBlanc is president. Principals include various members of Irma A. Allen family, who also are among principals for new TV at Tucson (see above). Ann. May 26.

■ **New London, Conn.**—Connecticut Yankee Broadcasting Co. seeks ch. 26; ERP: 2233.6 kw vis., 223.4 kw aur., HAAT: 537.76 ft.; ant. height above ground: 551.3 ft. Address: 260 Bal Cross Drive, Bal Harbour, Fla. 33154. Estimated construction cost: \$1,779,400; first-quarter operating cost: \$227,000. Legal counsel: Sanford, Adams, McCullough & Beard. Consulting engineer: John A. Fergie. Principals: Thomas F. Carney (30%), Joseph E. Carney Jr. and Edward J. Keelan (20% each), William J. Roper and Martin J. O'Meara Jr. (15% each). Thomas Carney and son, Joseph E., are principals in New Haven, Conn., and Pensacola, Fla. greyhound racing tracks. Roper is New Haven real estate appraiser with additional interests in greyhound racing. O'Meara has car rental, greyhound racing and real estate interests, all Connecticut. They have no other broadcast interests. Filed May 11.

■ **Decatur, Ill.**—Jackson Telecasters seeks ch. 23; ERP: 3281 kw vis., 328 kw aur., HAAT: 1,087.5 ft., ant. height above ground: 1,105 ft. Address: 346 Muse Street, Jackson, Tenn. 38301. Estimated construction cost: \$1,675,000; first-quarter operating cost: \$311,500. Legal counsel: Brown, Bernstein & Longest-Rockville, Md. Consulting engineer: Bryan Baker. Principal: Cy N. Bahakel (100%), who is president and owner of six AM's, four FM's and six TV's. Filed May 11.

Ownership Changes

Applications

■ **KMFO(AM)** Aptos-Capitola, Calif. (AM: 1540 khz, 10 kw-D)—Seeks assignment of license from KMFO Broadcasting Co. to KMFO Broadcasting Co. (new partnership) for \$277,904. Seller: Lawrence M. Wrathall and brother, Grant R. (50% each), who have no other broadcast interests. Buyer: Grant R. Wrathall Jr. and Pajaro Radio Corp. (50% each). Wrathall is copilot for United Airlines. Pajaro Radio Corp. is owned by Grant K. Norlin, who is former vice president for sales at Telepictures Corp., New York, and has no other broadcast interests. Filed May 27.

■ **KRML(AM)** Carmel, Calif. (AM: 1410 khz, 500 kw-D)—Seeks assignment of license from Edwards Broadcasting Co. to Johnston Broadcasting Corp. for \$500,000. Seller: George Edwards (49%), Gertrude Horwitz (20.5%) and husband, Harry A. (5%), Mary Lee Maher (20.5%) and husband, William J. (5%), who have no other broadcast interests. Buyer: Stoddard P. Johnston and family. Johnston has bought, subject to FCC approval, KOKQ(FM) Seaside, Calif. (BROADCASTING, May 4) for \$531,000. Filed May 8.

■ **KCLM(AM)** Redding, Calif. (AM: 1330 khz, 5 kw-D)—Seeks assignment of license from Colgan Communications Corp. to Walls & Jones Broadcasting Inc. for \$750,000 (BROADCASTING, May 11). Seller: John A. Colgan (100%), who has no other broadcast interests. Buyer: Henry M. Walls (55%), Garry L. Jones (35%) and Reed Van Houton (10%). Walls is president and 51.5% owner of KGEN(AM) Tulare, Calif. Jones is Tulare attorney, real estate investor and 23.8% owner of KGEN. Van Houton is Tulare farmer. Filed May 12.

■ **KIST(AM)** Santa Barbara, Calif. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Radio Santa Barbara Inc. to KIST Properties for \$1,710,250 (BROADCASTING, May 25). Seller: J. Patt Wardlaw and former wife, M.L. Wardlaw, who have no other broadcast interests. Buyer: Group of Chicago investors: Irving Kupferberg, Earl Goldberg, Stanley Neimark, Martin Ross, and six others. Ross is general sales manager at KOLD-TV Tucson, Ariz. Others are accountants. None have other broadcast interests. Filed May 21.

■ **KKIO(AM)** Santa Barbara, Calif. (AM: 1290 khz, 500 w-D)—Seeks assignment of license from KACL Radio Inc. to Stanley T. Deck for \$300,000. Seller: subsidiary of Erway Broadcasting Corp., which is owned by Guy S. Erway (99.9%) and wife, Joyce C. (.1%), who have no other broadcasting interests. Buyer: Stanley T. Deck (100%), who is president and 98% owner of KDIY-AM-TV Dickinson, N.D. Filed May 19.

■ **WRKT-AM-FM** Cocoa Beach, Fla. (AM: 1300 khz, 5 kw-D, 1 kw-N; FM: 104.1 mhz, 30 kw, ant. 165 ft.)—Seeks assignment of license from Robert B. Taylor to WRKT Radio for \$1,300,000. Seller: Robert B. Taylor, who has no other broadcast interests. Buyer: subsidiary of Guy Gannet Broadcasting Services which is wholly owned by Guy Gannet Publishing Co., closely held Portland, Me., publishing company with 22 stockholders; Jean Gannett Hawley is president. It owns WGAN-AM-FM-TV Portland, Me.; WGBB-TV Springfield, Mass.; WINZ-AM-FM Miami; KSTT(AM) Davenport, Iowa; WXLN(FM) Moline, Ill.; KOFM(FM) Oklahoma City; and bought, subject to FCC approval, WMT-TV Cedar Rapids, Iowa for \$13 million (BROADCASTING, March 9). Filed May 22.

■ **WPFA(AM)** Pensacola, Fla. (AM: 790 khz, 1 kw-D)—Seeks transfer of control of Miracle Radio Inc. from W. C. Woodall and others (100% before; none after) to Gerald D. Schroeder (none before; 100% after) consideration: \$350,000. Principals: W. C. Woodall Jr. (50.2%), C.H. Grider (41%), Owen W. Paracott (5.8%) and Alton R. Woolbright (3%). Woodall owns WDDW-AM-FM Dawson, Ga.; 51% of WBBK(AM) Blakely, Ga.; 30% of WWNS(AM)-WMCD(FM) Statesboro, Ga.; 25% of WGRA(AM) Cairo, Ga.; 50% of WGSW(AM) Greenwood, S.C. Grider owns WIMO(AM) Winder, Ga. and 30% of WWNS(AM)-WMCD-FM. Paracott owns 16.3% of WBBK. Buyer is general manager at WPFA and has no other broadcast interests. Filed May 26.

■ **WEEJ-FM** Port Charlotte, Fla. (FM: 101 mhz, 3 kw, ant. 150 ft.)—Seeks assignment of license from Broadcast Systems Inc. to Jotoma Properties Inc. for \$650,000 (BROADCASTING, June 1). Seller: J. Lynn Stephens (60%), Ronald Kays (25%), E. James Robertson (10%) and Hugh Cardier (5%), who have no other broadcast interests. Buyer: subsidiary of Chambersburg Broadcasting Co., owned by John S. Booth family. It also owns WCHA(AM)-WIKZ(FM) Chambersburg, Pa. Filed May 26.

■ **WSYL(AM)** Sylvania, Ga. (AM: 1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Sylvania Broadcasting System Inc. to FAED Enterprises of Georgia Inc. for \$325,000. Seller: Shirley Mahaffey (100%), who has no other broadcast interests. Buyer: Dennis D. Eversoll and Michael A. Fulghum (50% each). Eversoll is chief engineer and Fulghum is account executive at WZAT(AM)-WSGA(FM) Savannah, Ga. They have no other broadcast interests. Filed May 26.

■ **KUPI(AM)-KQPI(FM)** Idaho Falls, Idaho (AM: 980 khz, 1 kw-D; FM: 99.1 mhz, 41 kw, ant. 580 ft.)—Seeks transfer of control of Idaho Broadcasters Inc. from Charles J. Saunders and others (100% before; none after) to Communications Investment Corp. (none before; 100% after) consideration: \$2,340,000. Principals: Charles Saunders (86.04%), James Garchow (6.34%), and Saunderson's children, Charles Jr., Kirk and Cheryl Brown (2.54% each). Charles Saunders owns 100% of KCLS(AM) Flagstaff, Ariz. Buyer is owned by George C. Hatch and wife, Wilda G. (50%

each). They own 5 AM's, 5 FM's and 6 TV's, and 100% of cable system serving Hardin, Mont. Filed May 22.

■ **WGL(AM)** Fort Wayne, Ind. (AM: 1250 khz, 1 kw-U)—Seeks assignment of license from News-Sentinel Broadcasting Inc. to Frank S. Kovas Jr. for \$425,000 (BROADCASTING, May 18). Seller: Helene R. Foellinger (100%), who has no other broadcast interests. Buyer: Frank S. Kovas (100%), who is Lake Forest, Ill., broadcast consultant and owns 65% of WONX(AM) Evanston, Ill. Filed May 21.

■ **WREM-AM-FM** Jenkins, Ky. (AM: 1000 khz, 1 kw-D; FM: 94.3 mhz, 125 w, ant. 1340 ft.)—Seeks assignment of license from Cardinal Broadcasting Inc. to Kincaid Industries for \$220,000. Seller: principally owned by J.K. Robinson and Arthur D. Gibson, who have no other broadcast interests. Buyer: James W. Craft and Anna C. Kincer (50% each). Craft is attorney, Kincer is insurance broker, both Whitesburg, Ky., who have no other broadcast interests. Filed May 22.

■ **KREH(AM)-KCWR(FM)** Oakdale, La. (AM: 900 khz, 250 w-D; FM: 104.9 mhz, 1.5 kw, ant. 230 ft.)—Seeks assignment of license from Louisiana Broadcasting Service to George B. Mowad for \$400,000. Seller: Cyril W. Reddock (50.77%) and son, C. Winsett (49.33%), who own, in same proportion KSTV(AM)-KWMM(FM) Stephenville, Tex. Buyer: George B. Mowad (100%) is Oakdale, La. physician and has no other broadcast interests. Filed May 19.

■ **WOKW(AM)** Brockton, Mass. (AM: 1410 khz, 1 kw-D)—Seeks assignment of license from WOKW Broadcasting Inc. to Bay Colony Broadcasting Inc. for \$435,000 (BROADCASTING, May 25). Seller: Sidney Sanft, who has no other broadcast interests. Buyer: Francis Greenburger and Edward F. Acton (42.5% each) and Dennis Holler (15%), all New York literary agents with no other broadcast interests. Filed May 13.

■ **KSOA(AM)** Ava, Mo. (AM: 1430 khz, 500 w-D)—Seeks assignment of license from Douglas County Broadcasting Inc. to Floyd Broadcasting Inc. for \$125,000. Seller: Robert L. Woods and wife, Violet L., and Marvin J. Coombs and wife, Linda D. (one-quarter each). Buyer: W. Dave Floyd (100%), former owner of KSEY(AM) Seymour, Tex., who has no other broadcast interests. Filed May 20.

■ **KTXH(AM)** Whitefish, Mont. (AM: 1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Big Mountain Broadcasting Inc. from Richard R. Miller and John L. Peterson (90% before; none after) to J. John Morrison (10% before; 100% after) consideration: \$30,000. Principals: Seller is owned by Richard R. Miller (75%) and John L. Peterson (15%). Miller owns KBOW(AM)-KOPR(FM) Butte, Mont. Buyer is owned by J. John Morrison (100%), who is general manager and currently 10% owner of KTXH. Filed April 8.

■ **KAMI(AM)** Cozad, Neb. (AM: 1580 khz, 1 kw-D)—Seeks assignment of license from KAMI Country Broadcasting Corp. to Tri City Broadcasting Inc. for \$180,000. Seller: Jim and Joe Cetak, brothers (50% each), who have no other broadcast interests. Buyer: Dean G. Dorsey (100%), is publisher of twice-weekly *The Tri-City Trib*, serving Cozad, Gothenburg and Lexington, all Nebraska, and has no other broadcast interests. Filed May 20.

■ **WFXZ(FM)** Buffalo, N.Y. (FM: 92.9 mhz, 91 kw, ant. 580 ft.)—Seeks assignment of license from WBUF Inc. to WFOR Inc. for \$1,500,000. Seller: Tri Media Inc. owns 100% of WBUF Inc., which is principally owned by Robert G. Liggett Jr. and Clark S. Davis. Liggett owns 76.27% of Liggett Broadcast Inc., which wholly owns WFMK Inc., licensee of WFMK(FM) East Lansing, Mich. WFMK Inc. also owns 80% of WZZR(FM) Grand Rapids, Mich., and 19.14% of WLOL(FM) Minneapolis-St. Paul. Liggett is also 20% owner and president of WZZR; 80.6% owner of WHNN(FM) Bay City, Mich., and 50% of WCAY(AM) Cayce, S.C. and recently bought, with FCC approval, WZLD(FM) Cayce. Buyer: Albert L. Wertheimer and family, who are Syracuse, N.Y., real estate investors and own WFOR(FM) Rochester, N.Y. Filed April 28.

■ **WIAO(FM)[CP]** West Union, Ohio (FM: 103.1 mhz, 1.4 kw, ant. 417 ft.)—Seeks assignment of CP from Bell Broadcasting Inc. to Ohio River Broadcasting Association for \$4,820. Seller: principally owned by Joel M. Bell, president, who has no other broadcast interests. Buyer: Virginia M. Purdy (76%) her parents Arthur H. Milner and Helen L. (12% each). Purdy owns Georgetown, Ohio gift shop. Milners are retired

teachers. They have no other broadcast interests. Filed May 20.

■ **WHUM(AM)** Reading, Pa. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Berks Broadcasting Inc. to Reading Radio Inc. for \$1,500,000 (BROADCASTING, March 13). Seller: Kerby Confer and Paul Rothfuss (39% each), and David Bernstein and Henry Kirk (11% each). Confer and Rothfuss each own 35% of WKRT(AM)-WNOZ(FM) Cortland, N.Y., and 25% each of KSSN(FM) Little Rock, Ark. FCC granted approval for Confer and Rothfuss to sell WLYC(AM)-WILQ(FM) Williamsport, Pa. (BROADCASTING, May 11), and they also bought, subject to FCC approval, WGXL(FM) Laurens, S.C. for \$2.5 million (BROADCASTING, April 27 et seq.). Buyer: Alan R. Brill, who also owns WPVA-AM-FM Colonial Heights, Va., and bought, with FCC approval, KLIK(AM)-KJFF(AM) Jefferson City, Mo. Filed May 13.

■ **WKGN(AM)** Knoxville, Tenn. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Neighborhood Communications Corp. to Group Y Communications Corp. for \$200,000 plus \$100,000 noncompete agreement. Seller: subsidiary of Neighborhood Theatre Inc., closely held group of more than 50 stockholders. Morton G. Thalheimer Jr. is president and 21.54% owner. It also owns WJLM(AM)-WJJS-FM Lynchburg, Va., and is permittee of WRHP-TV Richmond, Va., which it sold, subject to FCC approval. Buyer: Samuel J. Yacovazzi (40%), E. Robert Duke and Douglas H. Miller (12% jointly), Jerry D. Armstrong, J.H. Bander, Thomas C. Brown, Ray D. Brownlie, Jordan R. Smith (6% each) and six others. Yacovazzi is former vice president of KLZ(AM)-KAZY(FM) Denver, Colo. Others are Denver, Colo.-based oil producers and have no other broadcast interests. Filed May 20.

■ **KPEP(AM)** San Angelo, Tex. (AM: 1420 khz, 1 kw-D)—Seeks assignment of license from Linda Smith to KHAG Inc. for \$240,000. Seller: Linda Smith (100%), who has no other broadcast interests. Buyer: Rudy Haggard, Robert E. Clark and Loyd C. Senn (one-third each). Haggard is former general manager of KTEZ(FM) Lubbock, Tex. Clark is Lubbock media broker, broadcast consultant and general manager of KFYO(AM) Lubbock. Senn is national farm sales director of KFYO. Filed May 19.

■ **KUKA(AM)** San Antonio, Tex. (AM: 1250 khz, 1 kw-U)—Seeks transfer of control of Por Favor Inc. from Por Favor Inc. (100% before; none after) to River Communications Inc. (none before; 100% after) consideration: \$850,000 (BROADCASTING, April 20). Principals: Seller is owned by June Coe and her son, Marshall, and Jose Luis Amadeo, who have no other broadcast interests. Buyer is owned by Stuart W. Epperson and Edward G. Atsinger III (50% each). Epperson owns 100% WKBA(AM) Vinton, Va., and 55% of KAKC(AM)-KCFO(FM) Tulsa. Atsinger owns 100% of KTED(FM) Fowler and KDAR(FM) Oxnard, both California; 20% of KARP(FM) Carpinteria, Calif.; 25% of KGBA(FM) Holtville, Calif. Together they own KMFM(FM) San Antonio, Tex.; WEZE(AM) Boston and WNYM(AM) New York (formerly WEVD). Filed May 26.

■ **WLBG(AM)** Laurens, S.C. (AM: 860 khz, 1 kw-D)—Seeks assignment of license from Laurens-Clinton Broadcasting Inc. to CraCom Inc. for \$250,000. Seller: C.W. Hogan (74.8%), G.M. McCuen (24.8%) and Hogan's wife, Esther F. (.4%), who have no other broadcast interests. Buyer: Craig S. Turner (75%) and wife Mary V. (25%). Craig Turner is chief engineer at WEAC(AM)-WAGI(FM) Gaffney, S.C. Mary Turner is teacher with Cherokee county school system. They have no other broadcast interests. Filed May 21.

■ **WCLE(AM)** WQLS(FM) Cleveland, Tenn. (AM: 1570 khz, 1 kw-D; FM: 100.7 mhz, 50 kw, ant. 360 ft.)—Seeks transfer of control of Southeastern Enterprises Inc. from Carl J. Haskins and others (100% before; none after) to Atlantic Broadcasting Group Inc. (none before; 100% after) consideration: \$1,300,000 (BROADCASTING, May 11). Principals: Carl J. Haskins (32.5%), Teresa T. Sharpe (25%), Richard B. Helms (17.5%) and son, Richard L. (15%) and Haskins' nephew, Jack L. Haskins (10%). They have no other broadcast interests. Buyer is owned by Ashley T. Joyner (50%) and Sanford L. Korschun and David Weil (25% each). Joyner is Petersburg, Va. producer of radio and television commercials. Korschun is Goldsboro, N.C. Pepsi bottler and real estate investor. Weil is Goldsboro real estate developer and investor. They sold late last year WPVA-AM-FM Colonial Heights, Va. to Alan Brill for \$1.69 million (BROADCASTING, Dec. 8, 1980 et seq.). Currently they have no other broadcast interests. Filed May 21.

■ **KULE(AM)** Ephrata, Wash. (AM: 730 khz, 1 kw-D)—Seeks assignment of license from Mid-Columbia Broadcasting Inc. to Read Broadcasting of Ephrata Inc. for \$106,540. Seller: Walter Click (50%), son Gregory and Eri Bolick (20% each), Alice McGrath and Oliver Click (5% each), who have no other broadcast interests. Buyer: Thomas W. Read (55%) and wife, Melinda R. (45%). Thomas Read is Spokane, Wash.-based advertising and radio program producer and owns KQIN(AM) Burien, Wash., which he sold, subject to FCC approval, to Willie Davis and others for \$750,000 (BROADCASTING, March 9). He is also permittee of KTRW(FM) East Wenatchee and KTRM(FM) Ephrata, Wash. Filed May 19.

Actions

■ **WCOX(AM)** Camden, Alabama (AM: 1540 khz, 1 kw-D)—Granted assignment of license from King & King to Harry A. Taylor and wife, Betty J., for \$89,800. Seller: Z. Danzel King and his wife, Virginia (50% each). They have no other broadcast interests. Buyer: Harry Taylor and wife, Betty (50% each). Mr. Taylor is Fort Myers Beach, Fla. minister. Mrs. Taylor is secretary at Fort Myers Beach real estate firm. They have no other broadcast interests. Action May 15.

■ **KEXO(AM)** Grand Junction, Colo. (AM: 1230 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Century Broadcasting Co. to Western Broadcasting Co. for \$1,518,000. Seller is owned by the Greentree Group, which is principally owned by Charles D. Powers. Greentree is also licensee of KESE(AM) Monterey and KVEC(AM) San Luis Obispo, both California; KTLG(AM) Twin Falls, Idaho, and WHPI(AM) Herrin, Ill. Buyer: Donrey Inc. (100%), which is principally owned by Donald W. Reynolds. He owns chain of newspapers based in Fort Smith, Ark., as well as KFSA(AM) Fort Smith and KBRB(AM) Springdale, Ark.; KORK-AM-FM Las Vegas and KOLQ-AM-TV Reno. FCC recently approved his purchase of KOCM(FM) Newport Beach, Calif. (BROADCASTING, March 23). Action May 27.

■ **WAQA(FM)** Grasonville, Md. (FM: 103.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from WAQA to Atlantic Broadcasting Corp. for \$268,175. Seller: Edward M. DeMaso and wife, Joanne (50% each), who have no other broadcast interests. Buyer: Sydney A. Abel (51%), Joseph B. Gildenhorn, Donald A. Brown, Benjamin R. Jacobs, Robert Lerner, Lee M. Hydeman, Geraldine Sitrick, Gerard Louis-Dreyfus (7% each). They also own WYRE(AM) Annapolis, Md. Action May 27.

■ **WSHB(AM)** Raeford, N.C. (AM: 1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Friendly Broadcasting Inc. to B. B. & D. Broadcast Media Inc. for \$165,000. Seller: W. S. Wellons Sr. and family, Robert Morrice and Walter Guy are majority principals. They have no other broadcast interests. Buyer: Daniel E. Brittain, Carl M. Barrier, Jr. and Merrill L. Davis (33.33% each). Brittain is vice president of sales at Amtex Inc., Cleveland, Tenn., textile manufacturer. Barrier is research development manager for textile firm in Morganton, N.C. Davis is announcer at WMNC(AM)-WQXX(FM) Morganton, N.C. They have no other broadcast interests. Action May 27.

■ **WTIG(AM)** Massillon, Ohio (AM: 990 khz, 250 w-D)—Granted assignment of license from Miller Broadcasting Co. to West Stark Broadcasting Co. for \$399,000. Seller: Richard H. Miller, president (100%). He also owns WLEC(AM)-WCPX(FM) Sandusky, Ohio. Buyer: Virgil L. Musser, Daniel N. Larusso, Lawrence Chiraroli, Amalio Colangelo, M.K. Kamel (20% each). Musser is Massillon attorney. Larusso and Kamel are physicians. Chevaroli is general manager at auto dealership and Colangelo is tailor, both Massillon. Action May 26.

■ **WKZA(AM)** Kane, Pa. (AM: 960 khz, 1 kw-D)—Granted assignment of license from WKZA Broadcasting Co. to Raise Kane Radio Inc. for \$140,000. Seller: Edward and Rita Lenaway (50% each), who have no other broadcast interests. Buyer: William H. Berry and Richard C. Lyons (50% each). Berry is Lewistown, Pa.-based mass transit consultant. Lyons is program director at WKVA(AM) Lewistown. They also own WJUN(AM) Mexico, Pa. Action May 27.

■ **KOLJ(AM)** [FM CP] Quanah, Tex. (AM: 1150 khz, 500 w-D; FM 100.9 mhz, 3 kw, ant. 220 ft.)—Granted assignment of license from Joy Radio Broadcasting Inc. to Crippen Communications Inc. for \$205,500. Seller: Charles E. Maddux, Robert Rachui, Joe E. Willis, Martin Maddoux and E.F. Abercrombie Jr. (20% each). Willis owns 20% and Maddoux, Rachui, and Abercrombie each own 16% of KERC(AM) Eastland, Tex. Buyer: Larry Crippen (100%). He is Gainesville, Texas-based financial investor and former

morning drive personality and program director at KUBA(AM)-KHEX-FM Yuba City, Calif. He has no other broadcast interests. Action April 13.

In Contest

FCC decisions

■ **FCC Review Board** affirmed ALJ's initial decision granting Ferraro and Ferraro CP for new FM at Boulder City, Nev. In decision released last October, Judge Joseph Chachkin gave Ferraro preferences under media diversification and integration of ownership and management criteria over competing applicant Garrett, Andrews & Letizia Inc. Both applications for FM on ch. 288 at Boulder City had been designated for hearing on standard comparative public interest issue. In its exception to initial decision, Garrett complained judge failed to grant its two prehearing petitions to enlarge and add basic and comparative character issues against Ferraro concerning alleged misrepresentations and lack of candor. Review Board agreed both with judge's prehearing rulings that there was not sufficient basis for enlarging issues and with his ultimate conclusion that granting Ferraro's application would better serve public interest. Action May 21.

■ **FCC designated license renewal** of WFPM(AM), licensed to Rocket Radio Inc. at Fort Valley, Ga., for hearing in view of previous ruling that it lacked the character qualifications to be licensee. In 1976, during comparative hearing for new FM in Fort Valley, ALJ Walter C. Miller concluded that record established that Rocket did not possess character qualifications to become licensee of new FM. FCC Review Board upheld that conclusion, and on July 12, 1978, commission refused Rocket reconsideration of Board's action. Specifically, the judge, Review Board and commission based their determination on evidence that Rocket's president and principal stockholder, Paul Rheeling, who also happened to be mayor of Fort Valley, deliberately submitted false affidavit to commission in attempt to discredit competing applicant; he had influenced city building inspector to obstruct his competitor; and had used city's police officers to investigate his competitor's volunteer workers. Therefore, FCC said Rocket's renewal application for AM station would be designated for hearing to determine whether it had requisite qualifications to be licensee and whether renewal of WFPM would serve public interest. Action April 23.

■ **Roberts Broadcasting Corp.** asked U.S. Court of Appeals for District of Columbia Circuit to review FCC's grant of application of Greater Media Radio Co. for new FM at Media, Pa. In decision released April 30, commission affirmed its Review Board's grant of Greater Media's application for vacant channel on 100.3 mhz over that of Alexander S. Klein Jr., and Roberts. Case stemmed from 1977 initial decision by ALJ David I. Kraushaar granting Roberts' application for channel, ranking Klein second and Greater Media distant third. Review Board reversed that decision, granting Greater Media's application and finding Klein extremely close second and Roberts distant third. Ann. June 2.

Designated for hearing

■ **Designated for hearing** competing applications of Public Broadcasting Service Inc., and Haskin Broadcasting Corp. for new FM to operate on ch. 276 in Enid, Okla., to determine which of proposals would, on comparative basis, better serve public interest and which of applications should be granted (BC Doc. 81-365-366) Action May 26.

Allocations

■ **Clinton and Bald Knob, Ark.**—Assigned 92.1 mhz to Clinton, and 91.3 mhz to Conway, both Arkansas, for KUCA Conway, to specify operation on ch. 217 instead of ch. 218 (91.5 mhz), and modified license, effective July 20 (BC Doc. 79-1) Action May 21.

■ **Fountain, Colo.**—Dismissed petition by Kurt M. Graw proposing assignment of 106.3 mhz to Fountain as its first FM assignment (BC Doc. 80-316) Action May 19.

■ **Port Pierce, Fla.**—Dismissed petition by Hubbard Broadcasting Inc., proposing assignment of UHF-TV ch. 59 to Fort Pierce as its second commercial TV assignment (BC Doc. 80-570) Action May 19.

■ **Chubbuck and Pocatello, both Idaho**—To correct short-spaced assignment, substituted 98.3 mhz for 103.9 mhz at Chubbuck as its first FM assignment,

effective July 20 (By Erratum; BC Doc. 80-250) Action May 19.

■ East St. Louis, Ill.—Assigned UHF-TV ch. 46 to East St. Louis as its first TV assignment, effective July 20 (BC Doc. 80-658) Action May 19.

■ Greenville, Ill.—Dismissed petition by Charles Cutler proposing assignment of 101.7 mhz to Greenville (BC Doc. No. 80-318) Action May 19.

■ Paintsville, Ky.—Assigned UHF-TV ch. 69 to Paintsville as its first TV assignment, effective July 20 (BC Doc. 80-568) Action May 19.

■ Seneca, Kan.—Assigned 92.1 mhz to Seneca as its first FM assignment, effective July 20 (BC Doc. 80-319) Action May 19.

■ Smith Center, Kan.—Dismissed petition by Ernest McRae and Jerry J. Venable proposing assignment of 94.1 mhz to Smith Center as its first FM assignment (BC Doc. 80-518) Action May 19.

■ Rayville, La.—In response to petition by North Louisiana Broadcast Enterprise proposed assigning 92.1 mhz to Rayville as its first FM assignment, comments due July 20, replies August 10 (BC Doc. 81-346) Action May 19.

■ Glenwood, Minn.—In response to petition by Dove Broadcasting Inc. proposed assigning 99.3 mhz to Glenwood as its first FM assignment, comments due July 20, replies August 10 (BC Doc. 81-347) Action May 19.

■ Piedmont, Mo.—Assigned 104.9 mhz to Piedmont as its first FM assignment, effective July 20 (BC Doc. 80-317) Action May 19.

■ Irmo, S.C.—Assigned 102.3 mhz to Irmo as its first FM assignment, effective July 20 (BC Doc. 80-514) Action May 19.

■ Rio Grande City, Tex.—Assigned UHF-TV ch. 40 to Rio Grande as its first commercial TV assignment, effective July 20 (BC Doc. 80-608) Action May 19.

■ Smithfield, Utah—Assigned 103.9 mhz to Smithfield as its first FM assignment, effective July 20 (BC Doc. 80-449) Action May 19.

Earth Stations

Applications

■ Simco Cable TV Inc. for MaGee, Miss. (4.6m; S-A; E3251).

■ Oconee Cablevision Inc. for Milan, Ga. (5m; Gardiner; E3265).

■ Blue River Cablevision Inc. for Edinburgh, Ind. (5m; S-A; E3266).

■ Continuing Objectives Inc. for Beckly, W. Va. (4.6m; S-A; E3267).

■ Arthur Weeden for Clyde Hill, Wash. (4.5m; S-A; E3268).

■ Multimedia Broadcasting Corp. for Cincinnati, Ohio (8.8m; Harris; E3269).

■ Kip-Lee CATV Inc. for Laporte, Tex. (5m; S-A; E3270).

■ Sandoval County Cable for Rio Rancho, N.M. (5m; S-A; E3271).

■ Monmouth Cablevision Associates for Freehold, N.J. (5m; S-A; E3272).

■ Tele-Media Corp. of Lake Erie for Geneva, Ohio (7m; unknown; E3273).

■ Tele-Ponce Corp. for Ponce, P.R. (10m; S-A; E3274).

■ Fisher Broadcasting Inc. for Portland, Ore. (10m; S-A; E3275).

■ Fisher Broadcasting Inc. for Vashon Island, Wash. (10m; E3276).

■ Community Tele-Communications Inc. for Republic, Mo. (4.6m; S-A; E3277).

■ Community Tele-Communications Inc. for Montrose, Colo. (5m; S-A; E3278).

■ Texcom Inc. for Refugio, Tex. (4.6m; S-A; E3279).

■ Island Cable Co. for Logan Beach, N.J. (5m; S-A; E3281).

■ Community Tele-Communications Inc. for Brush, Colo. (4.6m; S-A; E3281).

■ Community Tele-Communications Inc. for Mountain Grove, Mo. (4.6m; S-A; E3282).

■ Schenectady Cablevision Inc. for Schenectady, N.Y. (5m; S-A; E3283).

■ Warner Amex Cable Communications Inc. for Harrisonburg, Va. (4.6m; S-A; E3284).

■ Warner Amex Cable Communications Inc. for Broadway, Va. (4.6m; S-A; E3285).

■ Butler Cablevision Inc. for Butler, Mo. (5m; Hughes; E3286).

■ Communications Services Inc. for Lake Charles, La. (4.5m; Andrew; KD40).

■ Quincy Cable TV Inc. for Quincy, Wash. (4.5m; Andrew; KG81).

■ Hill Country Cablevision Inc. for Kerrville, Tex. (6m; Harris; KG93).

■ L-W Communications Systems Inc. for Luther Ranch, Tex. (6m; USTC; KH56).

■ Teleprompter Corp. for Anna Marie Island, Fla. (6m; Harris; WG93).

■ Jone Intercable TV Fund for North Myrtle Beach, S.C. (6m; RF Systems; WG53).

■ Sammons Communications Inc. for McComb, Miss. (4.5m; S-A; WH58).

■ Comcast Corp. for Aberdeen, Md. (5m; S-A; WH58).

■ Telecable of Bloomington-Normal Corp. for Normal, Ill. (5m; S-A; WH60).

■ Teleprompter Corp. for Holly Hill, Fla. (6m; Harris; WJ30).

■ Teleprompter Corp. for Deland, Fla. (6m; Harris; WJ31).

■ Taos Cable Television Co. for Angel Fire, N.M. (4.6m; S-A; E3249).

■ Satellite Cable TV Corp. for Jackson, S.C. (4.6m; S-A; E3250).

■ Lloyd's TV and Cable Co. for McGregor, Iowa (5m; H-R; E3252).

■ Teleco Indiana Inc. for Trafalgar, Ind. (8.8m; Harris; E3253).

■ Sunbeam Television Corp. for Miami, Fla. (10m; S-A; E3254).

■ American Cablevision of Carolina Inc. for Dunn, N.C. (7m; AFC; E3255).

■ American Television and Communications Corp. for Monroe, La. (6m; Hughes; E3256).

■ Iowa Beef Processors Inc. for Chalk Mound, Kan. (4.6m; S-A; E3257).

■ Sevierville Cable Communications for Sevierville, Tenn. (5m; Microdyne; E3258).

■ Verto Corp. for Swoyersville, Pa. (5m; S-A; E3259).

■ Viacom International for San Ramon, Calif. (5m; S-A; E3260).

■ Liberty Communications Inc. for Harrisburg, Ore. (5m; S-A; E3261).

■ Liberty Communications Inc. for Portland, Ore. (5m; S-A; E3262).

■ Crilling Information Service for Houston (4.6m; S-A; E3263).

■ Eastern Pennsylvania Relay Stations Inc. for East Cameron township, Pa. (4.6m; S-A; E3264).

■ Total Cable TV of Fowler Inc. for Fowler, Ind. (4.6m; S-A; E3236).

■ Arkansas Cable Television Inc. for Jacksonville, Ark. (5m; S-A; E3236).

■ Desert Hot Springs Cablevision Inc. for Desert Hot Springs, Calif. (5m; S-A; E3238).

■ Telecable Inc. for Lake Odessa, Mich. (5.6m; E3239).

■ Equatorial Communication Services for Sunnyvale, Calif. (1.2m; unknown; E3240).

■ Jones Intercable Cable TV fund for Sulphur, La. (5m; AFC; KX97).

■ Jones Intercable TV Fund for Panama City Beach, Fla. (4.3m; AFC).

Grants

■ Netarts Cable TV Inc. for Netarts, Ore. (E3073).

■ Cablevision of Plattsmouth Inc. for Plattsmouth, Neb. (E3076).

■ Douglas Communications of West Tennessee Inc. for Jackson, Tenn. (WD96).

■ Oneida Cablevision for Oneida, N.Y. (WJ38).

■ Fredonia Cablevision for Fredonia, N.Y. (WZ52).

Call Letters

Applications

Call	Sought by
New FM's	
WNPR	Connecticut Educational Telecommunications Corp., Norwich, Conn.
KCCU	Columbus FM-98 Inc., Columbus, Kan.
KQMO	Hampro Wireless, Brookfield, Mo.
KYOC	Jim T. Payne, Yoakum, Tex.
Existing AM	
WVHY	WKSD Huntington, W. Va.
Existing FM's	
WLRX	WPRC-FM Lincoln, Ill.
WBEY	WAQA Grasonville, Md.

Grants

Call	Assigned to
Existing AM's	
WPIK	WTCB Flomaton, Ala.
KUKQ	KKKQ Tempe, Ariz.
WKGC	WGNE Panama City, Fla.
WVGB	WSIB Beaufort, S.C.
WNLR	WABH Churchville, Va.
Existing FM's	
KCRI-FM	KZRI Helena, Ark.
KYKZ	KSNS Lake Charles, La.
WYRK	WADV Buffalo, N.Y.
WKGL	WALL-FM Middletown, N.Y.
WCMX-FM	KKIC Ashland, Ore.
WJYR	WXTL Mvrtle Beach, S.C.
KLYN	KLYN-FM Lynden, Wash.

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

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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.

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.

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.

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.

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.

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.

Manager. Group owner seeks experienced General Manager for AM/FM combo in top 50 Midwest market. Must have Manager's or Sales Manager's experience in major market stations. Knowledge of Country Format desirable; salary plus incentive. Give full particulars of background, earning's record, salary requirements, and references in first letter. Equal opportunity employer. Please reply Box F-113.

Program Manager. Public radio station WBST has an opening for a Program Manager to direct the general program philosophy and specific program offerings of the station. BS degree in radio and television or related plus 2-3 years experience required. Salary commensurate with qualifications. Application deadline June 30, 1981. Send resume and salary history to: Personnel Services Office, Ball State University, Muncie, IN 47306. An Equal Opportunity/Affirmative Action Employer.

Sales Manager for beautiful music FM in major sunbelt market. Proven sales and administrative skills, able to recruit and train sales people. Send resume to: Box F-130. EOE.

Director of Radio Activities America's highest rated Public Radio station seeks new leader. BA/BS in communications or administration plus significant management and radio programming experience required. MA and/or teaching experience preferred. Salary: \$22,000-\$25,000. Apply before June 30, 1981, to Dennis Haarsager, General Manager, Edward R. Morrow Communications Center, WSU Pullman, WA 99164. An EO/AA Employer.

Program Director Experienced broadcaster and administrator sought for KFUD/Lutheran Radio, St. Louis. AM is world's oldest religious station; FM is full power classical station. Send resume and salary requirements to Rev. Paul Devantier, General Manager, KFUD, 801 DeMun Avenue, St. Louis, Missouri, 63105.

Selling Manager needed to head our AM and FM operations in West Virginia. Excellent staff and great sounding stations need proven leader with complete knowledge of sales, production, and programming. E.O.E. Send references and resume to Box F-140.

Selling General Manager wanted for AM/FM combination within fifty miles of Chicago. Tremendous potential for the right person. Sales leadership essential. Knowledge of production and programming needed. E.O.E. Send resume and references to Box F-139.

Sales/Station Manager for partially automated FM contemporary in beautiful midwest medium market. Sister station of the region's dominant AM facility. Need a people-oriented individual to lead as well as inspire sales, and supervise promotions, programming, etc. Station is emerging out of AM's shadow—we need you to make the sun shine! Resume with references, compensation requirements, and brief statement of your sales and management philosophy to: Box F-145.

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., KJOY, Box 1000, OKC 73101. E.O.E.

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.

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.

Virginia Radio Station, aggressive, Number One in medium-sized market, is looking for two energetic account executives. Must have street experience selling time to retailers. Competitive remuneration plus opportunity for career growth within expanding media group. Please send resume to Daughtrey & Company, 830 East Main Street, Richmond, Virginia, 23219.

Boston area all-news WGTR offers prime list and lucrative draw/commission to experienced sales person. Call Peter Kern 617-655-2500.

Minnesota: We have one opening for an experienced radio salesperson. We offer above average income, on going sales training and a good station to work for. If interested call Don Wohlenhaus KRWC Radio Buffalo, Minnesota 612-682-4444.

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 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, WISP, PO. Box 606, Kinston, NC 28501. EOE.

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.

The Giant of the High Plains needs an evening announcer. Fill the bill and you can fill the opening. Tapes and resumes to Russ Baldwin, KLMR, PO Box 890, Lamar, CO 81052.

WFIN Findlay, Ohio. Immediate opening for experienced air personality. Top flight staff and equipment. Good production skills required. Contact Kert Radel, PD. 419-422-4545. EOE/MF.

New England's 50,000-watt WOKQ/98 needs promotion dir/air personality... creative, organized, good with details... to handle all on- and off-air promotions, advertising, PR. Need self-starter and team player with solid on-air talent and impeccable references. The person you are replacing was promoted to PD. of our new Des Moines facility. T & R to Bob Walker, PD., WOKQ/98, Dover, NH 03820. An Equal Opportunity Employer.

Afternoon Drive Personality needed at area's number one contemporary station. Experience and talent a necessity. Great opportunity with a growing company. Send resume and tape to WENY, Box 208, Elmira, N.Y. 14902.

Adult Contemporary communicators needed for Viacom's WRVR—Memphis, TN. We offer total professionalism, good benefits and a chance to join a growing company. If you'd like that big break into a major market, this could be the opportunity that you've been waiting for. Tapes and resumes with salary expectations to: Jim Robertson, Program Director, 2272 Central, 38104. E.O.E. M/F.

HELP WANTED ANNOUNCERS CONTINUED

Florida Metro Market Top 40 format. Fast creative production plus airshift. Production must be very outstanding. Send tape and resume to P.O. Box 216 Fort Myers, Fla. 33902. \$400 a week to start. Equal opportunity employer.

Outlet Broadcasting Radio is interested in establishing a "talent pool" for future openings at its stations in Providence, Orlando, Philadelphia, Los Angeles, Detroit, and Washington, D.C. Interested news anchors/directors, and DJs send telescoped cassette tapes to: Dick Rakovan, Outlet Broadcasting, 111 Dorrance Street, Providence, Rhode Island 02903. Outlet—a company acting affirmatively. E.O.E. M/F

Experienced morning or mid shift, adult contemporary. Small northeast AM FM. Salary open, commensurate with ability. EOE Box F-133.

DJ-Rocky Mountain major market AOR with adult appeal. Applicants must have successful track record in format. Send complete resume. Include salary requirements. EEO/MF Employer. Box F-137.

Prefer Recent, intelligent graduate. Very good diction, voice, pleasant, fluent delivery, small, upstate New York Box F-144.

Rare opportunity. Mornings at Denver's KIMN. Morning man leaving after 4½ years. Creative, mature, articulate, stable personality sought. Involvement a must. Ability to handle phones and anchor strong news, sports and traffic personalities a must. Join one of America's legendary radio stations and most respected broadcast companies. Tapes, resumes, etc., to Steve Keeney, Managing Director, KIMN, 5350 W. 20th Ave., Denver, CO 80214. Jefferson-Pilot Broadcasting Co., an Equal Opportunity Employer. All inquiries kept in confidence.

Talk, Talk, Talk. Major market station wants exciting personality who can combine wild and fun telephone talk with music. If you got the "wackos" we got the "bucks". Send resume. EOE. Box F-150.

HELP WANTED TECHNICAL

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. E.E.O. Send resume to Box F-96.

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.

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.

Chief Engineers—Broadcast group with stations in California, Colorado and Arizona looking for experienced chief engineer to fill an opening in mid-summer. Opening will be in one of three markets—excellent opportunity for right person. Send complete resume and background information to Steve Jacobs, P.O. Box 5886, Tucson, Arizona 85705.

Immediate opening Chief Engineer. Modern AM-FM. New building and equipment. Send resume and salary requirements to Tom Archibald WSRW Hillsboro, Ohio 45133 513-393-1590.

Experienced Maintenance Engineer wanted for AM/FM. XMTR, Studio, Digital background necessary. Resume to: KYA Personnel, 300 Broadway, San Francisco, CA 94133 EOE M/F

HELP WANTED NEWS

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.

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, KFHB/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/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.

Experienced Newscaster, newsroom know-how and lots of personality. Send tape & resume. KLOK Radio. Attn: Ray Hasha, P.O. Box 21248, San Jose, CA 95151.

Interesting opportunity for aggressive newperson. Gather, write, air local news. Commercial experience essential. Downstate New York. E.O.E. Box F-134.

Southwest Radio Station looking for an experienced newperson. Good voice and excellent writing ability. Send tapes and resume to KPAC Radio, 7700 Gulfway Dr., Port Arthur, TX 77640.

KPAC Radio is Looking for an experienced street reporter, with ability to turn out accurate copy under pressure. Sports preferred, but not necessary. Send tapes, resume and writing sample to KPAC Radio, 7700 Gulfway Dr., Port Arthur, TX 77640.

Morning Anchor for a Southwest radio station ... past experience required. Excellent writing ability a must. Send tapes and resumes along with a writing sample to News Director, KPAC Radio, 7700 Gulfway Dr., Port Arthur, TX 77640.

News Director. Immediate opening at medium market station in vacationland area. Must be experienced in news gathering, writing, and reporting. Send tape and resume to WLEC, Box 417, Sandusky, OH. 44870. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

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.

Immediate opening for promotion oriented program director/morning personality. Must be capable of leading and supervising air staff in highly competitive south Arkansas market. Contact Bob Parks, 14-KELD, 2525 North West Ave. in El Dorado, AR. 71730. EEO Employer.

AOR Program Director—FM-Major Western Market group. Top salary and benefits for the PD with a solid success in AOR. Send full resume, ratings and your ideas of how to be No. 1 in a competitive market. An EEO employer. Box F-138.

Country Program Director. Established country radio station in Midwest. Management experience necessary. Box F-148.

SITUATIONS WANTED MANAGEMENT

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.

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, programming, management background. 208-734-6608.

Attention Group Owners: Even with good individual station managers, if you are unable to devote full time to the operation of your group ... or if you are not satisfied with its profit and growth ... you need a good group manager. My 15 years of very successful station and group management experience encompasses all market sizes, most formats, AM & FM, total rebuilding, purchases, sales and major improvements. Strong qualifications include administration, sales development, programming and promotions ... plus a dedication to, and love for radio. I am a resourceful, imaginative and practical developer of people and properties ... a hard working, shirt-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long term opportunity with a good, growth oriented group. Box F-117.

General Manager. Lengthy experience with exceptional performance record in major and medium markets, AM & FM, various formats. Excellent administrator, strong sales management, plus all the other qualifications for successful station management ... with references to prove it. Carefully looking for long term association with quality organization. Box F-118.

Double Whammy—Professional couple offers engineering, sales and "on-air" expertise. Offers over 40k considered. 617-998-3839.

Attention Owners—If you are sincerely seeking a manager with proven ability in major market management, with a history of bringing home a winner, with a track record of maximizing gross and net, while minimizing expenses, then we should meet soon. I have a proven record of success. If my background is of interest, please call 204-988-4153.

Successful, compatibly employed GM seeking same take charge position in Southeast. Familiar all phases operations, FCC, Regs, renewals. Sales and promotion oriented. Community-active family man. Professional administrator. No rush. Box F-152.

Top Biller. Employed. Seeking GM/GSM position only. Eleven year background including radio, TV, CATV. Detailed portfolio with references. P.O. Box 1185 Toms River, NJ 08753.

General Manager seeks position with equal opportunity Employer. Sales, Programming, Administrative 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.

Account Executive, six years experience, including programming, seeks opportunity in Top 50 Market. Management is ultimate goal. Box F-10.

Aggressive, Self-Motivated, highly successful advertising consultant must relocate in Twin Cities. Five years broadcast experience. Currently at \$20,000 plus per year. Box F-153.

\$40,000.00, Guaranteed ... Bill \$175,000.00 over the next twelve months and will pay you \$40,000.00 in commissions and bonuses. Strong list available now. Streetfighters only. Call Steve Turner, Dwyer Broadcasting, 3858 College Parkway, Ft Myers, FL 33907 813-481-0001. EOE.

SITUATIONS WANTED SALES CONTINUED

Experienced Salesman desires sales position in W. Penna and Ohio area, 1st phone and announcing experience also. Box F-110.

Engineer & Sales—Heavy engineering and communications skills and experience looking to build management resume. Not naive. 608-455-6272.

SITUATIONS WANTED ANNOUNCERS

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.

Hard work and dedication are my ways of doing business. Currently afternoons and production. Prefer Northeast, will consider other offers. Keith 414-769-6966.

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!

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.

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-News-caster 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.

Clever, experienced personality seeks community-minded, real MOR station. Currently overnites/swing at Northeast powerhouse. 315-478-5329.

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 PM. 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.

Experienced, productive, versatile AOR, soft rock jock, seeking small market. Tape and resume available. Will relocate. Bruce, Box F-114.

Professional Sounding. Good Attitude. Single, Go anywhere. Paul Michalski 3114 East Crawford Avenue, Saint Francis, Wisconsin 53207 414-483-6339.

Anxious young man. Seeking first break. Willing to relocate anywhere, but prefer South. AOR format. For details and tape, call 312-221-8057. Ask for Joe Rock. After 6PM.

Five years board experience, two years PBP: know CW, Rock formats. Prefer southern Rockies, southwest, or west coast. Call anytime 303-346-8918.

Do you need a hard-working, dedicated, experienced morning man, newsman, program director, copy writer? Pleasant, yet authoritative delivery, married, plus FCC first ticket. Fed up with small markets! Medium or better need only respond! Prefer Central PA, but money and benefits talk. State position open and salary, first letter. Box F-109.

8-year veteran whose forte is sports, and who has done it all (PBP, production, board work & read news) well, wants to be part of professional station in Medium Market Radio. Hard-worker with great track record. Phone Hal at 614-374-3423.

DJ-Announcer with 4 years experience in copywriting, production. Also interested in part time sales. Send for my "Free tape and resume." Box F-154.

Good voice: relaxed warm delivery. I am looking for my first commercial job. I've had public experience. I love all music, so format no problem. Please contact me. Tim Lawless RR No. 1 Box 26, Bainbridge, IN 46015. Relocation? No Problem.

Female, First Class License, mature voice, six years experience NYC Radio. DJ, news, engineer all formats. Good knowledge of music and programming. Seeks new position with top station. Call Ann 212-595-4002.

Experienced, Bilingual Currently employed as an announcer-news-caster at a major market station. If you're looking for affluent creative-humorous man with a drive to win, I may be just the person you've looked for and found. T/R 201-943-7181 Espinosa.

Black Gal writer—Editor, trained disc jockey—News-caster. Theatre background, poised performer. Audition tape: Leigh 212-283-1911.

I've worked San Francisco (five years) and Los Angeles (five years). May I do the same for you??? For T & R, please call (collect) 305-486-4140. All offers considered.

Don't Pay Me—until you're satisfied I'm the right guy. Love small markets. Friendly, intelligent sounding DJ-news, good production, hard worker with a "Have it your way attitude." Call Chris Ricker 212-362-6050, 212-799-9190.

Good voice and delivery. Interested in sales, sports and community involvement. Cordial and cooperative. Dennis Semrau, 2529 W. Scott St., Milwaukee, Wisconsin 53204. 414-671-5540.

Versatility and Capability: Experienced air personality, with news, farm news, sports and play-by-play, public service work, some programming and production seeks more specialized position in medium to larger market. Four to five years experience, two years full time; would like farm director and/or assistant news director with active AM or FM operation. Also as jock preferably AOR or Progressive with other formats open. For tape and resume write, Box F-121.

Experienced personality—d.j. desires board shift ... also play by play. Family man. Prefer small or medium market. pic, tape and resume. Box F-126.

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

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.

Experienced journalist seeks Eastern location. 32 year old pro. Reporter, anchor, writer, producer, talk-show. Call Steve 803-771-7641.

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.

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 breathe. Experienced. Have brains, will travel. Box F-93.

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.

Christian News Director—Anchor seeking position with Christian radio station. Have mature professional sound with Christian news emphasis, reported with credibility. Seven years experience with Contemp. and SQ. Gospel music, D.J. work. Excellent references ... Bob Watson, 7120 London Ave., Birmingham, AL 35206. 205-836-2130.

Experienced Sports Announcer. Four years of play-by-play/color for High School/College, all sports. Hosted daily sports report. Sports director potential. Good production skills. Will relocate. Call Mark Arentsen 815-496-2706.

If you need someone to upgrade your sports programming, I'm your man. Prefer Northeast. Call Steve, 716-374-2473.

Sportscaster—Superior PBP and sportscasts, medium and major markets only. 612-255-0386, 10 am-2 pm central time, evenings, Gary.

Attention New England—News-Sportstalk—PBP professional. Degree (Journalism). Excellent references. Available immediately. Hank Holmes 617-679-6957.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

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.

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.

No. 1 ARB Numbers. Near year experienced PD available. AC/Contemporary format. Good handle on available talent. Ask for Kirk Sherwood. 1-207-862-3503.

Dependable Morning Sign-On man with six years on the air experience. 4 Years as sign-on announcer. 3 Years High School basketball and football play-by-play. 1 Year as program director. Looking to move from on the air work into more sports and other station duties. Single willing to move. Must have \$13,500 to start. Box F-155.

Talk Show Host. Sociologist with one year experience as producer and host of interview program on Boston NPR station. Also available for on-air counseling format. Henry L. Tischler, Ph.D., 46 Brewster Road, Sudbury, Mass. 01776. 617-443-4737.

**For Fast Action Use
BROADCASTING's
Classified Advertising**



TELEVISION

HELP WANTED MANAGEMENT

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.

HELP WANTED SALES

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, VI. 00820.

Experienced Account Executive Come to one of the South's real growth markets, Charlotte, North Carolina, to WSOC-TV. Grow and learn with a station committed to retail and market development. Southeast experience preferred. Send resume to Mark Keown, Local Regional Sales Manager, WSOC-TV, P.O. Box 34665, Charlotte, NC 28234. EOE.

Local Sales Manager We are searching for a unique person to head our local sales; must be an aggressive organizer, self-starter, real go-getter with heavy small-medium television broadcast sales experience; commission plus fringe benefits; EOE/M-F; submit resume to Box F-122.

ABC affiliate in top 15 Northeast market seeks Local Account Executive who has experience in broadcast sales, preferably Television sales. Person must be organized, know all forms of media, understands marketing aids and research, and be willing to work hard. If qualified and interested, please send resume to Box F-120. An Equal Opportunity Employer, M/F.

We Are Looking for a unique person to fill some mighty big shoes. Our general sales manager is retiring after 25 years, and we know he is going to be hard to replace. We are looking for a go-getter with heavy small market, local, regional, and national savvy, who is not afraid to roll up his sleeves and pitch in. The person we choose must be a good organizer and be able to work well in supervising people. If you feel you are qualified, send us a letter telling us why you're the person for this position along with your resume and salary requirements, to Box F-115. We are an Equal Opportunity Employer.

HELP WANTED TECHNICAL

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.

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.

Maintenance Engineers: Competitive independent in South is seeking maintenance engineers with minimum 5 years MC/STU experience with RCA equipment; digital experience desirable. Send resume and salary requirements to Manuel Marquez, WANX-TV, P.O. Box 98097, Atlanta, Georgia 30029. EEO/AA Employer.

TV Broadcast Technician For major northeastern U.S. network affiliated television station. Must have first class FCC license and minimum 1 year experience in master control, video-tape and audio operation. Send resume and salary requirements to Irwin Ross, Chief Engineer, Box F-111. An Equal Opportunity Employer.

Maintenance Technician. WBZ-TV seeks an experienced broadcast ENG maintenance technician. Applicants must be experienced in the testing, repair, and installation of ENG and other types of broadcast equipment and systems. A First Class FCC License and a background in digital electronics is required. Send resume to WBZ-TV, 1170 Soldiers Field Road, Boston, Massachusetts, 02134, attention Joseph Blake, Assistant Engineering Manager. WBZ-TV is an equal opportunity employer.

E-N-G Editor for nightly newscasts. Must have two to three years experience. Some shooting experience helpful. Send tape, resume and salary requirements to Joe Sullivan, WCCO Television, 50 South Ninth Street, Minneapolis, MN, 55402. No phone calls please.

TV Studio Maintenance Supervisor University of Florida PBS station seeks a "hands on" maintenance professional ready to take on full supervisory responsibilities. Position demands an individual with strong background in the installation and maintenance of studio television equipment. Requires graduation from high school and four years of experience in the field of television electronics or an appropriate combination of education and experience. FCC first class license is essential. Previous supervisory experience preferred. Salary \$13,613-18,102 negotiable. Apply at Central Employment Center, third floor stadium, University of Florida, Gainesville, FL 32611 by 6/29/81. Requests must refer to position I.D. No. 22723 in order to guarantee consideration. Equal Employment Opportunity/Affirmative Action Employer.

Assistant Chief Engineer for major market VHF in Midwest. Must be strong on administration and supervisory duties. Submit resume, references, and salary history to: Don Clausen, Chief Engineer, KETV-TV, Inc., 27th and Douglas Streets, Omaha, Nebraska, 68131. E.O.E.

Television Audio Specialist—Expanding state public network needs audio specialist to handle multi-channel recording including mix-down from multi-track recordings, sweetening, and field audio using state-of-the-art EFP gear. Must know microphones, equipment installation, trouble shooting and maintenance. Two years experience required with preference for 1st Class License. Starting salary \$15,156. Mail resume to Director of Engineering, Louisiana Public Broadcasting, 2618 Wooddale Blvd., Baton Rouge, La. 70805. The Louisiana Educational Television Authority is an Equal Opportunity Employer.

TV Transmitter Supervisor: Louisiana Public Broadcasting seeks a qualified individual for supervisor of UHF Television Transmitter near Kaplan, La. Must have FCC 1st Class license and 5 years television experience, including 3 years transmitter experience. UHF experience preferred. Starting salary \$1539 per month. Applications should be submitted to Director of Engineering, Louisiana Public Broadcasting, 2618 Wooddale Blvd., Baton Rouge, La. 70805. The Louisiana Educational Television Authority is an Equal Opportunity Employer.

Television Engineers: Growing state public television network seeks engineers with First Class License and a minimum of two years broadcasting experience to handle production and maintenance duties. Experience must include operation and maintenance of cameras, VTR's, TBC's switchers, EFP editors and associated gear. Starting salary \$15,156. Mail resume to Director of Engineering, Louisiana Public Broadcasting, 2618 Wooddale Blvd., Baton Rouge, La. 70805. The Louisiana Educational Television Authority is an Equal Opportunity Employer.

New Jersey Public Television with four UHF TV Stations and studio facilities throughout the State of New Jersey has several openings in its Engineering Department. There are presently two openings for Transmitter Maintenance Technician positions with experience in Microwave. Salary Range: \$16,298-\$22,003 depending upon qualifications. Additionally, there are several studio operating/maintenance technician openings and one studio engineering supervisory position which requires experience in all phases of studio/field operations. Studio Supervisor's salary range \$18,867-\$25,474 depending upon qualifications. Please send resume and indicate present salary to Herbert P. Michels, Director of Engineering, N.J. Public Broadcasting Authority, 1573 Parkside Ave., Trenton, NJ 08638 (EEO).

TV Maintenance Engineer. Central California NBC affiliate is looking for an engineer to fill a vacancy on a 6-person maintenance staff. Prefer computer experience and first phone. State of the art equipment, good hours and top pay in an area with a low cost of living. Send complete resume to Personnel Manager or call Bob Hess, Chief Engineer, KSEE, P.O. Box 12907, Fresno, CA 93779 209-237-2424. An Equal Opportunity Employer.

HELP WANTED NEWS

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.

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.

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.

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/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.

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-Anchor 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, miniseries 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 NEWS CONTINUED

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.

News Director—Our growing news operation needs an experienced working journalist who knows how to motivate and lead by example. Solid background in producing, on-air plus production with strong organizational skills. Send resume to Station Manager, WEAR-TV, P.O. Box 12278, Pensacola, FL 32581.

Photojournalist with minimum 3 years experience in commercial television. College degree preferred. Must have working experience in ENG both shooting and editing. Writing experience helpful. Send resume and videotape to Larry Hatteberg, KAKE TV, P.O. Box 10, Wichita, KS 67201. EOE.

Reporter. Requires 3 years minimum television news reporting experience. College degree required. Must be a solid writer with excellent communications skills. Must have grasp of story production techniques. Send resume and video-tape to Larry Hatteberg, KAKE TV, P.O. Box 10, Wichita, KS 67201. EOE.

News Photographer Needed. One year TV ENG camera and editing are requirements. Send resume, video cassette and salary requirements to: Dave Winters, News Director, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. WTVQ-TV is an Equal Opportunity Employer.

Meteorologist—Bask in the Florida sun in beautiful Central Florida. Our Meteorologist has unexpectedly hung up his thermometer and we need a good replacement fast. On-airability a must—experience necessary—no beginners please. Tape, resume, and salary requirements in first letter to: News Director, WDBO-TV, Box 1833, Orlando, FL 32802. EOE. No phone calls.

Sports Director. Weekday sports anchor and supervision of assistant and photographer. Heavy commitment to pro sports as well as community involvement in high school athletics. Must be experienced, organized, aggressive, and driven to win. Smaller market with a big market look. EOE. Replies to Box F-105.

Weekend Sports Anchor. Must produce a quality sportscast. Must also be a strong sports reporter for weekdays. ENG editing skills and some shooting are necessary. Commercial TV sports experience mandatory. We are the best in this medium sunbelt market. Get my attention on paper and I'll ask for a tape. EOE. Replies to Box F-106.

Farm Reporter. Will produce and host a noon farm show. Will also be responsible for agriculture news reporting on evening newscasts. Send resume to Box F-149. Equal Opportunity Employer.

News Positions—Male & Female co-anchors, and producer for 5 PM "news in progress" newscast. Great small market sunbelt committed station. At least one year experience as anchor and as producer. Send resume. We'll answer all. E.O.E. Box F-147.

Wanted: Meteorologist for weather conscious mid-western station. We are looking for someone who is able to translate complex weather information into "english". We have the most complete weather center in the market, including our own radar, and computer graphics. Experienced television meteorologists ONLY, please. Salary competitive. Box F-143.

Experience Broadcast journalist needed for Middle-Atlantic State station. Top Anchor position. Excellent opportunity for weekend anchor or street reporter to move up. Starting salary approximately \$24,000, with company paid hospitalization, pension, and vacation benefits. Send resume to Box F-156. We may request audition tape by return letter. E.O.E.

Assistant News Director in Sunbelt TV Station looking for talented assistant news director for top 100 TV station. Require a college degree and management experience. Prefer news director looking for an opportunity to associate with a professional news department. Send resume and salary requirements to Box F-142. An Equal Opportunity Employer.

Newscasters send resume, salary history to Fred C. Douglas, News Director, WKZO TV 590 West Maple St., Kalamazoo, MI 49008. No telephone calls. Equal Opportunity Employer.

Noon Anchor needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone who can communicate well with our viewers. Equal Opportunity Employer. Send resume and resume tape immediately to: News Director, WOWK-TV, 625-4th Avenue, Huntington, West Virginia 25701.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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 EEO. Employer. M/F.

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.

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.

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 Aarnestad, Production Director, KQCD-TV, Box 1577, Dickinson, ND 58601.

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.

Executive Producer: Well-established PTV station in upstate New York is seeking an experienced individual capable of supervising producer/directors in production of all national and local programming. Responsible for preparation and control of production budget as well as program proposals. Must have 5 yrs exp as producer/director, national credits, and supervisory experience. MA preferred. Send resume to: WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

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.

Manager, Broadcast Operations for New Jersey Public Television. Oversee facilities and crew scheduling, continuity, video promotion, and on-air operations for four-station statewide network. Salary low to mid 20s. Send resume and salary history to Al Rose, NJPTV, 1573 Parkside Ave., Trenton, NJ 08638.

Chief Engineer for California independent. Must have 5 years as Chief Engineer with "hands on", administrative and personnel experience and maintenance background. A motivated trend setter needed. Send resume, references and salary history to Box E-149. An EOE/M-F employer.

WDTN TV 2 Producer/Director We have an excellent opportunity for a highly motivated Producer/Director. This individual will be working with a highly professional staff and, therefore, requires a minimum of three years professional directing experience. A college degree is preferred for this extremely visible position. Please send your cassette, resume and salary. Requirements to: Personnel Department, WDTN TV2, 4595 S. Dix Ave., P.O. Box 741, Dayton, Ohio 45401. An Equal Opportunity Employer M/F/H.

Executive Producer for PM Magazine, the No. 1 syndicated program in the 38th television market. Must be able to handle all phases of program production with five member staff. Send resume by June 26th to WZZM-TV, Box Z, Grand Rapids, Mi. 49501. All inquiries in confidence. EOE.

News Promotion Director responsible for planning and executing daily news promotion efforts with emphasis on print and on-air for large market, South Florida VHF. Production background and strong writing skills a must. On-air promotion experience and BA degree preferred. An Affirmative Action/Equal Opportunity Employer. Box F-146.

Television Traffic Personnel. Nationally recognized firm in the broadcast automation industry is looking for personnel experienced in television traffic responsibilities to install our Broadcast Computer System. Thorough knowledge of station contract management, avails, log preparation, etc. is necessary. Extensive travel will take you throughout the U.S. to our customer sites where you will instruct station personnel on the use of our system. Salary \$13,000-\$15,000. Travel expenses paid. 404-633-0804. Atlanta.

Production Crew Chief Aggressive Major Market Station needs a quality conscious Crew Chief to help train and supervise young and energetic Studio Crew. Should have 2-3 years experience in Production or Supervision. Excellent Lighting Ability is a must. Small Market Production Managers or experienced Producers/Directors are encouraged to apply. Send resume, tape, and salary requirements to: Henry Goldman, Production Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, Florida 33733. EOE.

TV Writer/Director wanted to serve as creative group leader of rapidly expanding direct response marketing agency entering TV production field. Ground floor opportunity. Salary negotiable. For information write: TV, Box 941, Vienna, VA 22180.

Television Graphics Artists: Challenging one-person television graphics design position with Louisiana Public Broadcasting. Requires illustration and mechanical skills including typography, photography, and layout. Portfolio of recent illustrations required. Starting salary \$10,800. Mail resume to 2618 Wooddale Blvd., Baton Rouge, La. 70805. The Louisiana Educational Television Authority is an Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

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.

Sabbatical Completed—Accepting offers to rejuvenate creative juices for staff/consulting/Per Diem Operations/production manager; studio supervisor; exec. producer; producer; director; creative services; local program development; pub. serv; studio/remotes; national/international credits. Box F-116.

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. Asst. CE or audio/RF supervisory position desired. Box F-88.

SITUATIONS WANTED NEWS

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.

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.

Anchorman, 30, Great track record in both anchoring and reporting. In 60's market now. Will consider all markets. Box F-135.

Sportscaster with creative and imaginative touch seeks career advancement. Seven years on air experience includes anchoring, field reporting, BPR, and talk show host. Box F-136.

Meteorologist/Environmental reporter seeking broadcast position. Production experience. Impeccable appearance. Articulate, dynamic presentations. B.S., University of California, Davis. Master's Candidate in communications. Len Brifman, 1622 Deldayo Dr., Carmichael 95608.

Meteorologist seeking public-spirited southern station. Master's degree, experienced small, major markets. Currently employed. No consultants, please. Box F-141.

Features—top notch—my specialty. 3 years general assignment experience in 50's market. Female, 26, seeking position as feature reporter. Box F-151.

Sports Director with 3 years Television experience. Seeks larger market sports anchor position. Call 702-826-1714. Mornings.

News Director/Anchor, 36, experienced & competent to give your station news dominance. Box F-123.

Dedicated Journalist with 3 years commercial television experience seeking Sports Anchor/Reporter position. Strong visual appeal. Good packaging and production. Write Box F-125 or call 213-943-3017.

Shaggy gray bear. Solid reporter, producer, very strong writer, excellent with people. They trust me, I understand them. Can be generalist or expert. Don't mind sweating or getting dirty. Market size not primary. Not anchor material, too old, too ugly. Box F-108.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

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.

Sports. Nine months major market production experience. Cum Laude Boston Univ. grad. Seeking sports producer or production asst. post. Great references. Will relocate. Stuart Kirshenbaum, 1539A Beacon St., Brookline, Mass., 02146. 617-731-1076.

Getting Out of own production/consulting company. Desire return to staff administrative or production position that would utilize considerable experience as Production Manager, Producer/Director in commercial, Public, Corporate television. Box F-112.

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

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.

Theatre Department seeks full-time lecturer or tenure track instructor to teach television and related theatre courses. Should have strong qualifications in production and some background and/or experience in theatre. Additional duties include: supervision of student and departmental productions for cable programming. Ph.D. completed and/or professional equivalency required. Professional and teaching experience required. Apply to Alvin J. Keller, Chairman, Department of Theatre, California State University, Fullerton, CA 92634. Application Deadline: June 30, 1981. Affirmative Action, Equal Opportunity, Title IX Employer.

Position Available: Assistant Professor of Broadcasting. Teach in areas of broadcast journalism, TV production and other Mass Communication courses such as radio/TV advertising, FCC regulation, communications law, programming practice. Participate in career counseling and internship supervision. Tenure Track Position. Substantial broadcasting experience required; MA or MFA considered/PhD preferred. Deadline: July 6, 1981. Send resume and letter indicating primary areas of teaching experience and research interests to: Professor Bruce R. Powers, Director, Communication Studies Program, Niagara University, New York 14109. An Equal Opportunity, Affirmative Action Employer.

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.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash for Broadcast Equipment: Urgently need UHF Transmitters, Microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 404-324-1271.

Wanted six-to-sixteen bay Circularly-Polarized FM Antenna ... Call 505-734-5591.

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.

FOR SALE EQUIPMENT CONTINUED

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.

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.

Broadcast Systems Inc. supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-494-4998; Carroll Ogle, 919-544-1484; Byron Fincher, 205-525-5467; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6354; Al Crocker, 805-929-4476; and, Jim Spears, Chuck Balding, Cary Fitch, or Don Forbes at 800-531-5232. We specialize in quality television equipment.

Harris FMA-12/300G Twelve bay, 24 element FM antenna 95.7 mHz, excellent condition with heaters. Galen Gilbert 214-272-0322.

Eye in the Sky! At ½ the cost 1981 Hughes 300C ENG Helicopter With Live Microwave Capability, Plus Extras. Available June 15. NI-CAD, Inc., South Bend, Ind. 219-287-5905.

Available Immediately—1" video recorder, RCA-TF50 with A/C adapter, \$32,500.00. 904-258-0222, M-F

Audio Console Bargains! Blank recording tapes. Write for catalog. Box 21, Dunkirk, MD 20754.

COMEDY

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

"Phantastic Phunnies"—month's 500 hilarious, topical 'phunnies' ... \$2.00! 1343-B Stratford, Kent, OH 44240.

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.

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.

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.

RADIO PROGRAMING

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo, P.O. Box 2311, Littleton, CO. 80160, 303-795-3288.

Remember Franklin MacCormack? 1,000 drop-ins of poetry and prose created for your Easy Listening format. Produced by one of radio's smoothest voices. For information and a demo call Roger Galstad today. 715-834-3471.

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.

EMPLOYMENT SERVICES

Job Seekers: Our new approach can get you that important job! Send \$2.00 postage and handling for catalog from Broadcast Careers, Inc., P.O. Box 88864, Atlanta, Ga., 30338. Free Bonus w/orders.

BUSINESS OPPORTUNITY

Williston Basin—Oil and Gas Area! Wanted Investor/Partner for new FM radio station. Proposed new radio station to be located in the abundant land of new oil and coal development. Box 1495, Bismarck, N. Dak. 58502.

Travel Magazine Local affiliates being selected for expansion of leading U.S. travel magazine. Presently reaching 1,200,000 readers weekly in 60 regional editions. Excellent profitability and management training provided. Contact: Roger Thrailkill, TRAVELHOST Magazine, P.O. Box 31768, Dallas, TX 75231. 800-527-1782.

CONSULTANTS

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.

Bob Borum, Consulting Engineer—AM-FM-TV-Cable-Studio-Transmitter installation and service. Audio proofs. 3236 Harborview, Tampa, FL 33611 813-833-2110 (24 hour answering service).

RADIO

Help Wanted 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 broadcast 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/KFIZ-FM Fresno, California.

Help Wanted Announcers

TALK SHOW

Top Ten Market

PROGRAM DIRECTOR—Hands-on producer to direct highly involved personalities.

GENERALIST—Ability to talk with newsmakers. Outstanding communicator.

PSYCHOLOGIST—Experience with radio preferred. Will train right person.

Reply in strictest confidence.

Box F-128

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 Programing, Production, Others

- Is your Nostalgia format yesterdays mashed potatoes?
- Is your Million Dollar Music slightly bankrupt?
- Do you yearn to wax eloquent?

Then, I want to be your MUSIC DIRECTOR

12:06:00 In The Blue of Night	Harry James
12:10:00 Granada	Eydie Gorme
12:18:00 Robbins Nest	Errol Garner
12:21:00 Penthouse Serenade	Tony Bennett
12:25:00 Star Eyes	Four Freshmen
12:32:00 My Gentle Young Johnny	Peggy Lee
12:36:00 Dear Hearts and Gentle People	Bing Crosby
12:42:00 The Lamp Is Low	Glen Miller
12:46:00 I'll Understand	Nat King Cole
12:51:00 You Made Me Love You	Judy Garland
12:56:00 Shuffle Off to Buffalo	Ray Ellis

A random hour of music. Times are approximate. The format is exact. Some call it music to remember, but face it—all pop artists have also made some very forgettable recordings that must be screened out.

WNEW says their format is often imitated but never duplicated. They happen to be right. But what would happen if they went all-talk? You're right, it comes down to music.

Let me make it happen in your market. Every selection hand picked the same way an essential ingredient is added to a gourmet delight. The desert will be your new rate card. Call Me.

RUSS PERRINE
(212) 840-1830

TELEVISION

Help Wanted Technical

ELECTRONIC MAINTENANCE ENGINEERS

The National Broadcasting Company presently has several excellent opportunities for experienced Electronic Maintenance Engineers for our corporate headquarters in New York and our owned and operated Washington facility.

The successful candidate should possess at least 3 years hands-on service experience, preferably from a broadcast station or related activity. Consideration will be given to individuals with good working knowledge of any of the following: 3/4 inch, 1 inch and 2 inch video tape recorders, studio cameras, audio and video equipment, Quantel, ADDA, Chyron and RF equipment, ENG cameras, mini computers and peripheral equipment.

AAS or BS degree in electronics desirable. Digital experience preferred. Some travel may be necessary.

We offer an excellent benefits package including tuition assistance. Salary commensurate with experience. Please send resume and salary history in confidence to:



NBC

Ms. Val Branker/BC
Electronic Maintenance Staffing Specialist
NBC
30 Rockefeller Plaza
New York, New York 10112

An Equal Opportunity Employer M/F

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

DIGITAL BROADCAST ENGINEER

The Broadcast Division of NEC America Inc., an international leader in the electronics industry has a unique opportunity for a Digital Broadcast Engineer in its Chicago location. This position requires an Electronic Technology or Electrical Engineering degree and at least 5 years experience in professional television broadcast or production. Knowledge of digital circuitry a must.

We offer a competitive wage with a company paid benefit package. To explore this opportunity please send resume including salary history to:

Corporate Personnel

NEC AMERICA, INC.

532 Broadhollow Rd., Melville, NY 11747

An Equal Opportunity Employer M/F

NEC
NEC AMERICA

CHIEF ENGINEER WANTED

Our client, a television group broadcaster, is seeking a very special person with strong management credentials to become chief engineer at one of their network affiliated VHF television stations in a top 75 market. Prior supervisory or management experience is mandatory and labor relations experience is highly desirable.

This is a turnaround situation. The task is not easy. The challenge is great. But the opportunity for a bright, ambitious individual to establish a strong track record and be recognized throughout the industry, as an outstanding engineering manager and leader, is even greater.

Our client is an equal opportunity employer and your name will not be discussed with our client without your permission.

If you have what it takes, and would like to discuss this position in total confidence, send us your background profile or call today.

Joe Sullivan
& Associates, Inc.

Executive Search and Recruitment

1270 Ave. of the Americas, N.Y., N.Y. 10020
(212) 765-3330

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

Co-Ancor

Aggressive-personable co-ancor sought by top 20 Sun Belt station. Person must have great production skills and be an aggressive reporter. Strong writing style essential. At least 3 years experience required. Box F-131. EOE.

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.

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.

Weekend Sports Anchor

Major Southeast market seeking a weekend sports anchor. Heavy emphasis on leisure time activities. Want person with excellent production & writing skills. Three years experience preferred. Box F-132. EOE.

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 Programing, Production, Others

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.

EXPERIENCED TELEVISION PROGRAM MANAGER

Must be highly knowledgeable in program evaluation, purchase negotiation and scheduling, with a minimum of 5 years experience. Supervisory experience and the ability to deal effectively with people are essential. Excellent salary, benefits and working conditions. Send resume to General Manager, WTVT, P.O. Box 22013, Tampa, FL 33622. (813) 876-1313. Equal Opportunity Employer.

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.

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SOUTH BEND, INDIANA LOCATION

Indiana Cablevision Corporation's phenomenal growth in the field of cable TV means equally fast-paced career opportunities for men and women of proven ability. Immediate opportunities which could open new career frontiers for you are available in the following areas:

CONSTRUCTION MANAGER

You'd supervise both underground and aerial construction, new plant rebuild and construction maintenance, as well as our design department. Four years experience in CATV construction or related field and at least 2 years supervisory experience are essential.

ENGINEERING MANAGER

Your strong administrative experience, familiarity with CATV operations and minimum of 5 years supervisory experience could qualify you for this key position in which you'd supervise our installation, technical, maintenance and repair departments.

REPAIR & MAINTENANCE MANAGER

You'd be in charge of technical training of all supervisors, as well as supervise our bench repair facility and be responsible for maintenance of head ends and microwaves. A 1st or 2nd class FCC license, plus studio repair and design background are required.

These positions in South Bend, Indiana all offer excellent salaries and benefits in addition to matchless advancement options in the fastest growing entertainment field in America today. For immediate consideration, please send your resume and salary requirements to:

Director of Personnel

BUFORD TV INC.

P.O. Box 9090
Tyler, TX 75711

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Help Wanted Programing, Production, Others Continued

JOIN CHANNEL 20 IN HOUSTON

We need experienced television, broadcast professionals with a minimum of 5 yrs. experience who want the challenge of building the new exciting Channel 20 serving the Houston market. We promise you a unique opportunity for professional growth and a rich and rewarding experience as our company expands its successful operations in Dallas to Channel 20 in Houston.

If you want to be a part of the original team in this innovative Houston venture, please write to: Milton Grant, Channel 21, Inc., 1712 East Randol Mill Road, Arlington, Texas 76011. Opportunities are available for:

- | | |
|--------------------------------------|-------------------------|
| 1. Chief Engineer | 6. Traffic Manager |
| 2. Studio and Transmitter Supervisor | 7. Promotion Manager |
| 3. Program Director | 8. Production Manager |
| 4. Salesperson | 9. Accounting Personnel |
| 5. Executive Secretaries | 10. Art Director |
| | 11. Writers |

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Situations Wanted News

FOR PROGRESSIVE G.M.'S ONLY:

One of the nations most experienced anchors, who has solid credentials with Emmy-award-winning street reporting ability wants opportunity to work with you as News Director and Anchor or Anchor/Executive Producer. Presently anchoring Top 10 market. Will move for medium-size network affiliate in Sunbelt. All inquiries answered.

Box F-2

ALLIED FIELDS

Help Wanted Programing, Production, Others

WRITER

Writer wanted for the Public Affairs Department of a major Midwest utility. Duties involve preparing background papers, brochures, and other writing assignments on energy related topics. Must have excellent writing skills, prefer someone with experience in both news and editorial writing. Samples must be sent with resume. Degree in Journalism or English and at least two years experience preferred. Must be a self-starter.

Competitive salary and benefits. Excellent opportunity for professional growth and advancement. Send resume and clips to:

Box F-107
An Equal Opportunity Employer M/F

Public Notice Continued

CITY OF MILWAUKEE INVITATION FOR BID

The City of Milwaukee, population 632,989, invites qualified applicants to submit a proposal to construct, operate and maintain a cable communications system within the City limits of Milwaukee.

Applications and proposals will be accepted until 5:00 p.m., Monday, September 15, 1981 at the Office of the City Clerk, Room 205, City Hall, 200 East Wells Street, Milwaukee, Wisconsin 53202.

Formal application forms will be sent out to all interested parties by the City Clerk no earlier than June 15, 1981.

All applications must be prepared as provided for in the "Instructions to Applicants" and the "Official Franchise Application Forms." Each application must be accompanied by a \$10,000 non-refundable filing fee.

For further information, contact City Clerk, City of Milwaukee at (414) 278-2221.

Consultants

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Increase your chances for a successful outcome of your FCC LPTV application. Obtain the services of a long-established, top-quality firm. "Only those applications that are engineered with care and certified by a technically qualified individual will be accepted for filing and processed". FCC Notice

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Public Notice

PUBLIC NOTICE

The Membership Committee of the Board of Directors of National Public Radio will meet on Thursday, June 18, 1981, to discuss membership policies. The meeting will be held in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. from 9 a.m. to 5 p.m.

The Technology/Distribution Committee of the Board of Directors of National Public Radio will meet June 25-27, 1981, for a planning retreat. The meeting will be held at the Chateau Louise Resort Hotel in Dundee, Illinois from 6 p.m. to 10 p.m. on June 25; from 9 a.m. to 9 p.m. on June 26; and from 9 a.m. to 4 p.m. on June 27.

For further information concerning these meetings, please contact Ernest T. Sanchez, NPR General Counsel at (202) 822-2043.

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:

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200 CALLS \$550., \$150 DOWN.
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Miscellaneous



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Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience.

Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001 141 East 44th Street, N.Y. N.Y. 10017. 212-599-3303.

Radio Sales Tapes

Welsh Company Radio Sales Training Tapes. Get the complete 12-cassette set, many sold at \$900, for a limited time only \$300 per set, check with order. Quantities are limited, so order today. To order, or for more information, Phillips & Company, PO Box 985, 1300 Lila Dr., Laurinburg, NC 28352 (919) 276-1306 MasterCard & Visa orders accepted by phone.

Miscellaneous Continued

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Religious broadcasting is a growing industry: Almost 130 million Americans listen to religious broadcasts each week from more than 900 program producers over 650 religious radio and TV stations. And while only 42% of the American people go to church in an average week, 47% attend the "electric church" at home. No wonder there's a new Christian radio station every week, a new TV station every month.

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If you need to be "in tune" with this major force contributing to America's religious renewal, you need to subscribe to RELIGIOUS BROADCASTING REVIEW. Tax-deductible subscriptions are \$18 per year.

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Young, aggressive and experienced broadcasters are looking to construct several radio properties in Western States. We are looking for financially qualified investors for both majority and minority interests. Inquire Box F-16.

INVESTOR WANTED

Successful broadcaster seeks equity partner for undervalued Class B FM with new equipment and excellent signal. Northeast Major with 3.0 million coverage for \$500,000. Low Risk, Tax Shelter Benefits. Excellent Return.

718-837-3898 (9 a.m.-9 p.m.)

INVESTOR WANTED

Experienced broadcaster seeks partner to acquire radio station. All replies held in strict confidence.

Box F-124

For Sale Equipment

Complete Parts Inventory

for RCA TV Transmitters and TTU1B/TTU25.
Call 408-757-8886.

REMOTE TRUCK

3 PC-70's, 1200 Quad, Full switching/monitoring, 24 ch. audio, in 35 ft. truck—\$100,000; addn'l quad—\$20,000; also: 2 TKP-45's w/mini-ccu's (would trade for 2 studio 45 heads & lenses). Bill Maylett, WETA-TV 3620 S. 27th St., Arlington, VA. (703) 998-2666.

For Sale Stations

No. 1 Black programed 5 kw

in mid-South medium market 32 years on air. Priced less than twice a year average gross. Some low interest notes assumable. Phone Miller, 904-434-6507-456-9749.

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900 Subscribers + Show Time (HBO), area growing. \$300,000 down.

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Full time AM in Anthracite Region of PA.
Priced for Quick Sale!
Reply to Box F-127.

NC—AM fulltime, maj. mkt, \$350m, xlt. terms.
FL—AM & FM & addl. biz, \$750m, good terms.
FL—AM day, big mkt, \$1 mil.
FL—other stations available.

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Real estate included. \$1,000,000
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St. Albans, VT 05478
24 hr Phone: (802)524-5963

Brokers and Consultants

- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Term. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- 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.
- 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 and weekly newspaper in greater Charlotte. N.C. area. \$580,000. Terms.
- E. Ky. 1000 watt daytimer. \$280,000. \$30,000 down.
- 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.
- 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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1 kw daytimer with PSA
\$205,000, terms

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STATIONS

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S	Small	AM	\$231K	\$75K	Ernie Pearce	(404) 458-9226
W	Small	AM/CP-FM	\$400K	\$116K	Greg Merrill	(801) 753-8090
W	Small	AM/FM	\$700K	\$175K	Bill Whitley	(214) 387-2303
E	Suburban	AM	\$255K	\$75K	Jim Mackin	(312) 323-1545
S	Metro	Fulltime	\$1,300K	\$450K	Bill Chapman	(404) 458-9226
S	Metro	FT/C1-C	\$1,400K	Terms	Bill Chapman	(404) 458-9226

To receive offerings of stations within your areas of interest, or to sell your stations, write John Emery, Marketing Manager, Chapman Co., Inc., 1835 Savoy Dr., Atlanta, GA 30341 or call (404) 458-9226.

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Media Brokers

TX	AM & FM	750K	Small
NY	FM	635K	Small
MS	AM & FM	475K	Small
AL	FM	475K	Small
ND	Daytime AM	300K	Small
ID	Fulltime AM	835K	Medium
IN	AM & FM	600K	Small
IL	Fulltime AM	725K	Small
SC	AM-Downpayment	25K	

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Very valuable rl. est. Good terms. \$1.1m.

S.C.—Well established suburban 1 k

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Fla.—1 of Fla. top 6 mkts. 1 k daytimer.

Exceptional coverage. \$275 k cash.

N.C.—AM/FM comb. Good growth poten-

tial sm. mkt. Liberal terms. \$350 k.

Ala.—2 profitable fulltime AM's. Medium

growth mkts. \$375 k & \$750 k (terms).

S.C.—Fulltime AM med. growth Fed.

payroll mkt. Top ratings. Good terms.

\$495 k.

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Va.—Ron Jones

(804) 758-4214

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(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.

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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.

Fates & Fortunes

Media

Jane Coleman, station manager of Group W's WINS(AM) New York, named VP and general manager of co-owned WIND(AM) Chicago.

David Graves, acting general manager of WIND on temporary assignment, resumes his duties in New York as director of programming and promotion for Group W Radio Group ("Fates & Fortunes," March 16).

Thomas Pierce, VP-general manager, WEZF(FM) Burlington, Vt., named to same post at co-owned WEZF-TV there.

Joe Sands, VP-special projects, Worldvision Enterprises, Los Angeles, joins noncommercial KCET(TV) there as VP-administration and operations.

Garry Ritchie, news director, WEWS(TV) Cleveland, named station manager.

Paul Stagg, program director, WCCO-FM Minneapolis, named general manager.

Albert Hulsen, director-general manager, non-commercial WGUC(FM) Cincinnati, joins non-commercial KQED-FM San Francisco as station manager.

William Cloutier, national-regional sales manager, WBLM(AM) Lewiston, Me., named station manager of co-owned KJYY(FM) Des Moines, Iowa.

Bob West, assistant station manager, non-commercial WEEC(FM) Springfield, Ohio, named station manager.

Cynthia Georgina, operations supervisor, WKNE(AM)-WNBX(FM) Keene, N.H., named station manager.

Bernard Barth Jr., program manager, WJXT(TV) Jacksonville, Fla., assumes additional duties as director of broadcast operations.

Patricia Gesell, assistant to president, non-commercial WNET(TV) Newark, N.J., named director of corporate planning.

Robert Gaskins, operations director, GCC Communications, Boston station group, joins KOIT(FM) San Francisco, as operations director.

Jack Wagner, director of operations, KCBS(AM), Los Angeles, retires after 44 years in broadcasting, 14 at KCBS.

John Crabbe, general manager, non-commercial KTSC(TV) Pueblo, Colo., retires.

Philip Giordano, director of finance and administration, ABC Owned FM Stations, New York, named VP of finance and administration for ABC Radio Division. **James Allegro**, senior VP, ABC Publishing, New York, named VP of finance and administration, for ABC Owned Television Stations. **Timothy Millhiser**, director of business affairs, planning and analysis, ABC Broadcast Operations and Engineering, New York, named VP, administration, finance and planning. **Chris Hikawa**, assistant general attorney in owned stations division, legal department, ABC, New York, named general attorney.

Brian Stone, general manager, WHYN-AM-FM Springfield, Mass., named VP of station licensee, Affiliated Broadcasting.

Howard Pardue, corporate director of human resources, Southern Broadcasting, Winston-Salem, N.C., named director of human resources for Summit Communications there.

Paul Colbert, assistant business manager and financial consultant, WCVB-TV Boston, joins General Electric Broadcasting there as manager of business affairs for GE's WJIB(FM) Boston, and KFOG(FM) San Francisco.

Thomas Holtkamp, business manager, WOMC(FM) Detroit, joins WLQV(AM)-WCZY(FM) there as business manager-controller.

Gary Harrington, former marketing manager for Cox Cable, Yakima, Wash., joins MetroVision in same capacity for its Waco (Tex.) Cablevision.

Lester Gutierrez, Western regional manager, Mickelson Media, cable television operator, based at its Taos, N.M., facility, named VP-Western operations. **Allen Summers**, corporate engineer, Mickelson Media, Los Alamos, N.M., facility, named VP of Southern operations.

Barry Kerr, technical manager, Colony Communications, based in Boston, named Southeastern regional manager for Colony's Dynamic Cablevision of Florida, in Hialeah.

Thomas Spike, with Viacom Communications, Dublin, Calif., named manager of financial analysis.

Elected officers, New England chapter of Women in Cable: **Dodie Tschirch**, Colony Communications, Providence, R.I., president; **Roni Lipton**, American Cablesystems, Boston, VP; **Sarah Kusick**, Compass Productions, Boston, secretary, and **Mary Ann Machanic**, Videotrack, Cambridge, Mass., treasurer.

Advertising

Kennett Johnson and **Charles Hodgson**, with Batz-Hodgson-Neuwoehner, St. Louis, named corporate president-chief executive officer and chairman of board, respectively. They succeed late Hiram Neuwoehner Jr. ("Fates & Fortunes," June 1).

Donald Dillon, senior VP and management representative of New York office of McCann-Erickson Worldwide, named president of agency's Philippines operation, based in Manila, replacing **Sanford J. (Sandy) Kornberg**, who becomes general manager of Ling-McCann Erickson in Hong Kong, effective Aug. 1.

Kenneth Levy, management supervisor, Grey Advertising, New York, named VP.

Karen Wagenknecht, account supervisor, Needham, Harper & Steers, Chicago, named VP.

Todd Abrams, account supervisor, Tatham-Laird & Kudner, Chicago, joins D'Arcy-MacManus & Masius, St. Louis, as VP-account supervisor. **William Harrington Jr.**, sales promotion manager, DM&M, St. Louis, named account executive. **Robert Smith**, research pro-

ject manager, Ketchum, MacLeod & Grove, Pittsburgh, joins DM&M, St. Louis, as research account executive.

Judy Vaughn Westlake, Cargill, Wilson & Acree, Atlanta, named VP-associate media director.

John Welsh, vice chairman of Warwick, Welsh & Miller, New York, retires after 40 years with agency. He started in mailroom in 1937.

Appointments within Foote, Cone & Belding, New York: **Stephan Smith** and **Richard McDonald**, account executives, named account supervisors; **Barbara Gerstenfeld**, media supervisor, named associate media director; **Hildy Travis**, media planner, named media supervisor; **Cathy Wilcher**, assistant planner, named media planner; **Shelley Deneroff** and **Lisa Scudato**, assistant planners named planners.

Nancy Daubenspeck, head planner-buyer, Leo Burnett, Chicago, and **Joanne Franck**, media supervisor, Needham, Harper & Steers, Chicago, join Tatham-Laird & Kudner there as broadcast manager, and associate media director, respectively.

Bryan Cottingham, producer-director, WMC-TV Memphis, joins Walker & Associates, advertising firm there, as broadcast production director.



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San Diego honors Van. Formation of the Lionel Van Deerlin Endowed Chair of Communications at San Diego University ("Closed Circuit," May 4) was announced May 29 at a private reception during the National Cable Television Association's Los Angeles convention (BROADCASTING, June 8). California Governor Jerry Brown and Van Deerlin, former Democratic representative from the 42d congressional district, also announced that Ralph Baruch, chairman of the board, Viacom International, would help to form an initial advisory group. The chair would be in addition to the distinguished lecturer post that Van Deerlin will assume at the university in September. As chairman of the Subcommittee on

Communications, Van Deerlin was a prime advocate of deregulation of communications, and he expressed hope that his work at the university would help continue the process. A campaign is under way to raise \$1 million for the chair, and 20% of that goal has reportedly been pledged. At the reception (seated l-r): Kay Koplovitz, USA Network; Al Williams, Eastman Kodak; Brown; Trgyve E. Myhren, ATC, and Jerry Lindauer, Times Mirror Cable. Standing (l-r): Doug Dittrick, chairman of NCTA; Gary Koester, Warner Amex; Bob Klein, Satellite Education Services; Van Deerlin; Steve Currie, NATPE International; Arthur Taylor, RCTV; John Sie Showtime, and Monroe Price adviser to Brown.

Sam Betts, creative supervisor, Tracy-Locke Advertising, Dallas, joins Cranford/Johnson/Hunt & Associates, Little Rock, Ark., advertising firm, as associate creative director.

Bill Whelan, media director, KRJ Advertising, Melville, N.Y., joins advertising firm of Greenstone & Rabasca there in same capacity.

Kay Johnson, production manager, Baxter, Gurian & Mazzoi, Beverly Hills, Calif., joins Dubin Bunde Associates, Los Angeles, in same capacity.

Lawrence Loiello, executive VP, Peters, Griffin and Woodward, New York, joins IDC Services, as executive VP in charge of advertising division. IDC Services includes BCI Casting/Talent Payments, and Talent & Residuals. Loiello will also be chief operating officer for IDC Data Systems and Talent & Residuals.

Stephen Walden, marketing director of *New York Magazine*, New York, named director of marketing for Warner Amex Qube Cable, Columbus, Ohio.

Mary Bergin, media financial services coordinator, CPM, Chicago-based media management service, named associate spot broadcast buyer. **Laura Berry**, assistant sales representative and group manager, RKO Television Representatives, Chicago, joins CPM as Bergin's successor.

Gary Dean, former general manager, WPEC(TV) West Palm Beach, Fla., forms own advertising, marketing and public relations firm there, Gary Dean & Associates.

Frank Kelly, account executive, Blair Radio, New York, named spot sales manager. **Robert Jacobs**, account executive, Blair Television, Chicago, named sales manager of NBC sales team there.

Stuart Layne, account executive, New York

office, CBS-FM National Sales, named manager, CBS-FM National Sales, Chicago.

John Graziano, general sales manager, KNAC(FM) Los Angeles, joins H-R/Stone there as sales manager.

Appointments, MMT Sales: **Steve Merren**, with MMT, Los Angeles, to sales manager there; **Lee Zeldon**, account executive from WFAA-TV Dallas, to same post at MMT, Los Angeles, and **Jan Dickler**, account executive from KYW-TV Philadelphia, and **Bill Worzel**, account executive from WOR-TV New York, to same posts at MMT, New York.

Angela Pumo, Southeastern sales manager, Family Circle Special Publications Division, New York, joins Eastman CableRep there as director of marketing sales. **Ava Berg**, head of own advertising firm, Brava Sales & Advertising, New York, and **Barry Frey**, account executive, Wyse Advertising, New York, join Eastman CableRep there as account executives.

Ronda Korzon, account executive for CBS's WBBM(AM) Chicago, named to same post at CBS Radio Spot Sales there. **Rodney Zimmerman**, account executive, CBS Radio Spot Sales, Chicago, and **Daniel McTigue**, Atlantic Coast regional account executive, Campbell-Ewald, New York, named account executives for CBS Radio Spot Sales, New York.

Joan Carson, local sales manager, KGTV(TV) San Diego, named general sales manager, succeeding **Jay Grill**, who retires after 27 years of service.

Diane Dunbar, local sales manager, WYNY(AM) New York, named general sales manager.

Jim Thomas, general sales manager, WCTN(AM) Washington, joins WZZD(AM) Philadelphia as sales manager.

Dan McCarney, general sales manager,

WBZ(AM) Boston, joins WITS(AM) there in same capacity.

Timothy Groman Jr., account executive, WPAT-AM-FM Paterson, N.J., joins co-owned WPRO(AM) Providence, R.I., as sales manager.

Jackie Shockley, account executive, WTVR-TV Richmond, Va., joins WRNL(AM) there as sales manager.

Carl Evans, account executive, WBOW(AM)-WBOQ(FM) Terre Haute, Ind., joins WGBF(AM)-WHKC(FM) Evansville, Ind., as general sales manager.

Bob Dodenhoff, account executive, WCMF(FM) Rochester, N.Y., joins WTMA(AM) Charleston, S.C., as sales manager. **Rick Green**, account executive, WUBE-AM-FM Cincinnati, joins co-owned WSSX(FM) Charleston, as sales manager.

Mary Kearns, from *Chicago Tribune*, joins WLS-TV Chicago as assistant director of research and sales development.

Richard Sirvaitis, account executive, NBC Television Network, Detroit, joins WDIV(TV) there as national sales manager.

James Bisagni, account executive, Peters, Griffin & Woodward, New York, joins KOTV(TV) Tulsa, Okla., as national sales manager.

Don Yamate, with KNBR(AM) San Francisco, named retail sales manager.

Charles Kail, account executive, WEZF-TV Burlington, Vt., named local sales manager.

Jack Schwartz, from Project Outreach, San Rafael, Calif., joins KTVU(TV) Oakland, Calif., as account executive.

Larry Williams, associate sales representative, Connections Advertising, San Luis Obispo, Calif., joins KSBY-TV there as account executive.

Programing

Perry Massey Jr., VP-program operations, NBC Entertainment, New York, named VP-program production, based in Los Angeles. **Phil Stone**, sports director, KCST-TV San Diego, joins NBC Sports as play-by-play announcer for NFL and host for NBC's *SportsWorld*.

Barry Weiner, from William Morris Agency, New York, joins Viacom Enterprises there as VP-program packaging, East Coast. **Lynette Simpson**, with co-owned Viacom Communications, cable television operation, Dublin, Calif., named production manager for its new market development department. **Elizabeth McHugh**, with Viacom Communications, Dublin, named community program coordinator.

Stephen Appel, from Home Life Insurance, New York, joins Worldvision Enterprises there as assistant to president, Kevin O'Sullivan.

Jim McKinney, with Reeves Teletape, New York, named VP-syndication.

Seth Pearlman, with law firm of Goldstein, Freedman & Klepetar, Los Angeles, joins ABC Entertainment as supervisor, comedy series development, Los Angeles.

Rodney Allen, advertising manager for El Chico restaurant chain, division of Campbell-Lambert Inc., Dallas, joins Warner Amex Satellite Entertainment Co. there as Southwest regional marketing manager. **Cathy Blakely Bosson**, affiliate relations manager, Rocky Mountain region, Warner Amex, Denver, named affiliate relations director. **Barbara Witoff**, legal assistant, Warner Amex, New York, named contract administrator. **Larry Kauffman**, senior research analyst, Warner Amex, New York, named manager of program research. **Lori Schecter**, junior research analyst, Home Box Office, New York, named senior research analyst, Warner Amex.

Scott Carlin, associate consultant, Frank N. Magid & Associates, New York, joins Telepictures there as director of Eastern sales, domestic television division.

Nicole Browning, from Xerox Corp., Atlanta, joins Rainbow Programing Services there as affiliate manager for Southeast region. **Lila Reinhard**, public relations manager, Rainbow Programing Services, Denver, named Northeast regional affiliate manager, based in New York.

Glenn Clark, director of data processing, Robert Block Advertising, Milwaukee, joins SelecTV (pay-TV service) of Wisconsin there as VP-general manager.

Steve Hibbard, operations manager, WYYD(FM) Raleigh, N.C., and **Ron Walton**, program director, WCGQ(FM) Columbus, Ga., join TM Programing, Dallas, as program consultants.

Ben Glazer, business manager for Metromedia's KLAC(AM)-KMET(FM) Los Angeles, joins co-owned MetroTape there in same capacity. **Patricia Haskins**, from Golden West Videotape, Los Angeles, joins MetroTape there as unit manager.

Franke Jolle, from Radio Arts Inc., Los Angeles, joins Concept Productions, radio syndication firm there as program consultant.

Al Casey, program director, WHB(AM) Kansas City, Mo., joins group owner, Charter Broadcasting, San Diego, as national program director

for its two AM's and three FM's.

Mario Mazza, program manager, noncommercial WMHT-FM Schenectady, N.Y., joins WNCN(FM) New York, as program director-operations manager.

Greg Stehlin, manager of advertising and promotion, WKYC-TV Cleveland, named program director.

Art Good, assistant program director, KIFM(FM) San Diego, named program director. **Jerry Evans**, air personality, KIFM, named music director.

Tom Ambrose, air personality, WCCO-FM Minneapolis, named program director, succeeding, Paul Stagg (see "Media").

Jack Petrey, air personality, WKAY(AM) Louisville, Ky., and **Ed Williamson**, operations manager, co-owned WVEZ(FM) Louisville, named program directors at respective stations.

Jack Brown, director of programing, American Forces Radio and Television Service, based in Los Angeles, retires after 35 years of service.

Catherine Konner, assistant program director, WRQX(FM) Washington, joins WJLA-TV there as program coordinator.

Dave Roberts, assistant program director, KYA-FM San Francisco, joins KCBS-FM there as assistant program director-air personality.

Tom Samad, producer-director, 6 and 11 p.m. newscasts, WLWT(TV) Cincinnati, named production manager.

Jack Hayward, operations manager, noncommercial WGBY-TV Springfield, Mass., joins Wfsb Productions, Hartford, Conn., as producer-director.

Chuck Ashman, media consultant for 20th Century-Fox, Los Angeles, joins KMPC(AM) there as air personality. Ashman succeeds Gary Owens, named creative director for parent Golden West Broadcasters (BROADCASTING, June 1).

Tom Saunders, air personality, KSFO(AM) San Francisco joins KOIT(FM) there in same capacity.

Mike Levine, from WNWS(AM) Miami, joins WJNO(AM) West Palm Beach, Fla., as talk-show host.

News and Public Affairs

Stuart Krane, account executive, ABC Radio Networks, New York, and **Tina Press**, manager, ABC News, for ABC's Information Network, New York, named directors of programing for ABC Information Network.

Dow Smith, executive news director, WJLA-TV Washington, named VP of station's licensee, WJLA Inc.

Eric Braun, news producer, WEWS(TV) Cleveland, named news director, succeeding Garry Ritchie, (see "Media").

Morris Jones, executive producer-anchor, KOA-TV Denver, joins WTLV(TV) Jacksonville, Fla., as managing editor-anchor.

Byron Caloz, from noncommercial KWAX(FM) Eugene, Ore., joins KFLS(AM) Klamath Falls, Ore., as news director.

Betty Watson, news producer, KSBY-TV San

Luis Obispo, Calif., named assistant news director. **Dave Silver**, sports director, KMIR-TV Palm Springs, Calif., joins KSBY-TV as weekend sports anchor-reporter.

Maury Olicker, senior producer of public affairs, WTVJ(TV) Miami, named assistant public affairs director.

Sandra Heberer, current affairs associate, Public Broadcasting Service, Washington, named assistant director of news and current affairs programing.

Betsy Ross, from WCMR(AM) Elkhart, Ind., joins WCPO-TV Cincinnati, as noon news producer.

Bob Greene, columnist for *Chicago Tribune*, named contributing correspondent for ABC's *Nightline* news series.

John Beard, reporter-anchor, WIVB-TV Buffalo, N.Y., joins KNBC(TV) Los Angeles, as anchor-correspondent. **Carol Hutchison**, general assignment reporter, WBZ-TV Boston, joins KNBC in same capacity.

Allen May, reporter, WTOL-TV Toledo, Ohio, and **Mark Siegrist**, weekend anchor-reporter, WISC-TV Madison, Wis., join WISN-TV Milwaukee as general assignment reporters. **Paul Hartlidge**, from WDIO-TV Duluth, Minn., joins WISN-TV as sports reporter.

Rich Vaughn, radio-reporter, KREX-AM-FM-TV Grand Junction, Colo., named television reporter-weekend co-anchor.

Douglas Cope, anchor, KARN(AM) Little Rock, Ark., joins WHYN-AM-FM Springfield, Mass., in same capacity.

Badge Coriel, anchor, KLFY-TV Lafayette, La., joins KPLC-TV Lake Charles, La., as weekend anchor-reporter. **Cynthia Arcenaux**, reporter, WAFB-TV Baton Rouge, La., and **Glen Meek**, photographer, KPLC-TV, named reporters for KPLC-TV.

Mike Jablonski, news director, WLEC(AM) Sandusky, Ohio, joins WSPD(AM) Toledo, Ohio, as anchor-reporter.

Mark Seegers, sports director, KFRD(AM) Richmond-Rosenberg, Tex., joins KSRR(FM) Houston as sports anchor.

Chris Camp, reporter-anchor, WICH(AM)-WCTY(FM) Norwich, Conn., joins WPRO-AM-FM Providence, R.I., in same capacity.

Patricia McCarron, reporter, KHOW(AM) Denver, joins WHWH(AM) Princeton, N.J., as reporter-anchor.

Jerry Hayes, weekend anchor-reporter WHNT-TV Huntsville, Ala., named weekday anchor-reporter. **Leighton Spann**, weekend anchor-reporter, KNOE-TV Monroe, La., succeeds Hayes.

Jamie Lisa Moss, press secretary for Congressman Joseph McDade (R-Pa.), joins KDKA-TV Pittsburgh as general assignment reporter.

Bill Brennan, associate producer, Warner Amex Qube, Columbus, Ohio, joins WTVN-TV there as general assignment reporter.

Lynn Jimenez, with KIRO(AM) Seattle, named special projects reporter-anchor. **Carolyn Duncan**, reporter, KMPS-AM-FM Seattle, joins KIRO in same capacity.

Christine Bjorklund, consumer news producer, KPIX-TV San Francisco, joins KGO(AM) there as consumer specialist.

Susan Dawn McLean, news director,

WKNE(AM)-WNBX(FM) Keene, N.H., joins WNE-TV Hanover, N.H., as field reporter.

Porter Versfelt III, chief photographer-police reporter, KRBC-TV Abilene, Tex., joins WBBH-TV Fort Myers, Fla., as photographer.

Philip Scheffler, senior producer, CBS-TV's *60 Minutes*, receives 1981 Columbia Journalism Alumni Award.

Bill Cooper, news director, KRLA(AM) Pasadena, and **Bill Clatworthy**, news director, KPAY(AM) Chico, elected president and president-elect, respectively, of California Associated Press Television-Radio Association.

Technology

Arnold Taylor, VP of video products and general manager of Sony Broadcast Division, New York, joins Compact Video Systems, Burbank, Calif., as president of Compact Video Sales and group VP of manufacturing.

Edward Boschetti, division VP of marketing for RCA Distributor and Special Products Division, Deptford, N.J., named VP-general manager.

Randy Pattison, national sales representative, Vitek Electronics, Edison, N.J., joins RCA Cablevision Systems, Van Nuys, Calif., as sales representative, based in Indianapolis. **Alphonse Koenig**, administrator of commercial services, RCA Broadcast Systems, Camden, N.J., named broadcast administration manager.

Joseph Horning, president-general manager, Aberdeen Video, video post-production facility, Hollywood, Calif., joins Datatron, video systems division, Tustin, Calif., as Western regional sales manager.

Bruce Pollack, manager of sales administration and acting marketing services manager, Sharp Electronics' professional products division, Paramus, N.J., named marketing services manager.

Peter Nehl, maintenance engineer, Chronicle Broadcasting's KRON-TV San Francisco, and **John O'Hearn**, from CBS, New York, join co-owned Chronicle Productions, San Francisco, as maintenance technicians.

Virginia Hart, sales manager, Victor Duncan, Dallas firm that sells film and video production equipment, named branch general manager of Detroit office.

Dennis Repino, chief engineer, Valley Video Cable TV, Hershey, Pa., joins WLYH-TV Lancaster, Pa., in same capacity.

Donald Perez, supervisor of technical operations, KBTU(TV) Denver, named assistant chief engineer.

Promotion and PR

Nancy Mendelson, CBS Television Network, New York, named assistant manager, print communications, CBS-TV Network Sales, responsible for marketing communications and sales promotion material.

In reorganization of on-air promotion department, NBC-TV, West Coast, Los Angeles, **Michael Levine**, manager, on-air promotion, named director of unit; **Dominic Petina**, manager, production and administration, on-air promotion, named director, on-air production operations; **Richard Rettig**, manager, on-air

promotion operations, named manager, on-air promotion, comedy-variety programs; **Gregg Cassidy**, producer, on-air promotion, named manager, on-air promotion, movies for television and specials; **Julia Crosthwait**, freelance promotion producer for NBC-TV, named manager, on-air promotion, dramatic series; **Stephen Weinheimer**, manager, broadcast advertising, named manager, on-air operations, and **Sandra Dornisch**, manager, casting, named traffic manager, on-air promotion.

Ruth Witmore, director of advertising and promotion, WRIF(FM) Detroit, joins co-owned WXYZ(TV) there as director of creative services.

Linda Tucker, promotion manager, WCIX-TV Miami, joins WTVJ(TV) there as media director for advertising and promotion department.

Thomas Blake, former marketing director, Victoria Station Inc., Larkspur, Calif., joins KGO(AM) San Francisco as creative services director.

Lori Bryant, intern with marketing department, WDM-TV Washington, named marketing specialist, responsible for producing on-air promotional spots.

Katherine Hlebaks, news anchor-consumer reporter, KLOK(AM) San Jose, Calif., named promotion director.

Michael Dougherty, field director-videographer-editor, WBNS-TV Columbus, Ohio, joins WCMH-TV there as creative services director.

Paul Smith, air personality, WSPD(AM) Toledo, named public relations director.

Charles Munch, VP-television programs, ICPR Public Relations, New York, assumes additional duties as executive in charge of New York operations.

Suzanne Dutilly, account executive, Ketchum MacLeod & Grove Public Relations, Pittsburgh, named account supervisor.

Allied Fields

Douglas Widner, manager of Public Service Satellite Consortium's National Satellite Network, Washington, named director.

Pat Korten, news anchor and interview show host, WTOP(AM) Washington, joins federal Office of Personnel Management there as director of public affairs.

Brian Moir, former majority counsel to House Commerce Committee, joins law firm of Finegan, Henderson, Farabow, Garrett & Dunner, Washington.

William Page Jr., assistant director of communications, Hughes Television Network, New York, named director of sales development.

William Rose, air personality and assistant production director, WIOQ(FM) Philadelphia, joins Arbitron Northwestern Radio Station Sales, San Francisco, as client service representative.

Bruce Williams, national media services director, Snelling & Snelling, Hartford, Conn., leaves to form own consulting firm, Broadcast Consultants. Based in West Hartford, Conn., Williams will be involved in recruitment and placement of television professionals.

Thomas Watchorn, director of finance and administration, National Captioning Institute,

Falls Church, Va., named executive director of marketing, finance and business administration.

Bob Keeshan, CBS-TV's Captain Kangaroo, awarded honorary degree of doctor of humanities from Bucknell University, Lewisburg, Pa., at commencement ceremony.

Elected officers, Pennsylvania Association of Broadcasters: **Eugene McCurdy**, WPHL-TV Philadelphia, president; **Arthur Greiner**, WSHP(AM) Shippensburg, VP-radio, and **David Dodds**, WGAL-TV Lancaster, VP-TV.

Elected officers, International Radio and Television Foundation: **Sherill Taylor**, consultant to Bonneville International Corp., New York, president; **F. Charles Graves**, chairman, Haas Group, New York, first VP; **Gerald Baldwin**, VP-director of local broadcasts, Young & Rubicam, New York; **M.S. Kellner**, managing director, Station Representatives Association, New York, and **David Polinger**, VP-assistant to president, WPIX(TV) New York, VP's; **Howard Meighan**, president, The Catalyst Group, New York, honorary chairman; **Joseph Calderon**, partner, Linden & Deutsch, New York law firm, counsel; **Harry Factor**, account executive, ABC Television Network, New York, secretary, and **Frank Biondi Jr.**, VP-programming operations, Home Box Office, New York, treasurer.

Deaths



Ludden

Allen Ludden, 63, popular host of television game show, *Password*, died June 9 of cancer at Good Samaritan hospital, Los Angeles. Ludden had been with *Password* since it was introduced in 1961, and appeared as host on other game shows, *GE College Bowl*, and *Liar's Club*. *Password* was carried

first by CBS for six years, returned in syndication in 1970's and recently aired on NBC. Ludden was one time program director of CBS-owned radio stations and later director of creative services at CBS News. He is survived by his wife, actress Betty White, son and two daughters by previous marriage.

William Gilmore Jr., 46, producer and performer for Armed Forces Radio and Television Services, Washington, died in automobile accident May 30 near Front Royal, Va. Gilmore, who was public information specialist for Veterans Administration, was host of weekly veterans affairs radio show for Armed Forces Radio-TV, and while in Air Force during 1960's he produced *Serenade in Blue*, radio series. He is survived by his wife, Beryl, son, and two daughters by previous marriage.

Virginia Drake, 52, writer in promotion department, KSDK(TV) St. Louis, died of cancer at Barnes hospital there. Drake had been with KSDK since 1952. She is survived by her husband.

James Nelson, 78, assistant to Sylvester L. (Pat) Weaver Jr. when Weaver was president of NBC in 1950's, died of brain tumor on June 6 in Riverview hospital, Red Bank, N.J. He later became producer of NBC-TV's *Wisdom* series. Surviving are his wife, Margaret, two sons, and daughter.

HBO's Heyworth: quietly keeping the service No. 1

How does a boy from Libertyville, Ill., get to be president of the biggest pay TV service in the country?

"You go down to the Interstate and put out your thumb," jokes Jim Heyworth, president and chief executive officer of Home Box Office, calling his career history "very simple."

Not quite that simple, however. First you pick up some big-name degrees (BA, Yale, '64; MBA, Chicago '67), with summer internships in international businesses in Japan and Australia. Then you decide on a career in the communications business; land a job at one of the giants; start in print; get called up by the Reserves, and return to the company in cable. From then on it's up the corporate ladder.

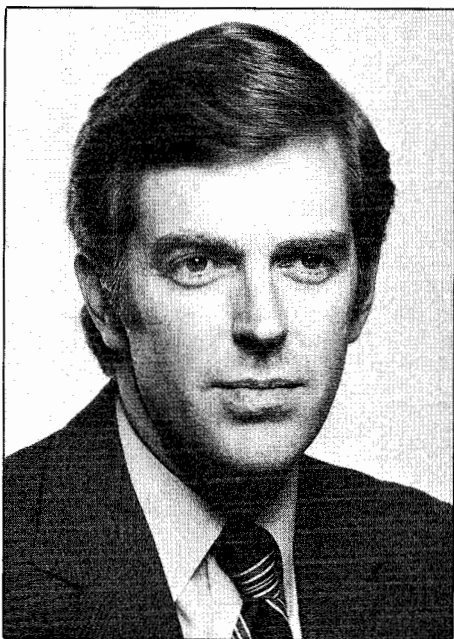
If you're Jim Heyworth, you're 38, and, without much fanfare, sitting in a corner office in the Time-Life building on New York's Avenue of the Americas—responsible for more than 700 employees and two pay TV networks: Home Box Office with more than six million subscribers and the year-old Cinemax with more than 400,000.

Heyworth took over the job in January 1980, after moving up the ranks at HBO since 1973 and at parent Time Inc. since 1967. An inside man with a low profile, Heyworth might not be the first name to come to mind when HBO is mentioned. But within HBO, the Heyworth mark is well known.

"Not just a recent president" but one who provided the "basic stitching for HBO almost from day one" is how HBO's first president, Jerry Levin, describes Heyworth's contribution there. Levin, now Time Inc. group vice president, video, says Heyworth is responsible for the "basic [business] plan and model" and "instituted all the procedures." He calls him the "essential thinker" and "the basic resource," adding that with the presidency, Heyworth now is beginning to receive the outside recognition he deserves.

Nick Nicholas, Time Inc. vice president who succeeded Levin and preceded Heyworth, also uses the word "thinker" to describe him. He praises Heyworth as a "fundamental manager," able to cut right to the heart of a project and put the ball "over the fence before you notice it." And of Heyworth's performance, he adds, "very little flash but incredibly solid."

For his own part, Heyworth calls his progression at HBO "gradual and evolu-



James Ormerod Heyworth—president and chief executive officer, Home Box Office; b. Sept. 22, 1942, Chicago; BA, Yale University, 1964; MBA, University of Chicago, 1967; active duty, U.S. Army Reserves, 1968; joined Time Inc. as manager, *Time* magazine marketing department, New York, 1967; assistant business manager responsible for cable television, Time-Life Broadcast, 1969; business manager, Time-Life Cable, 1972; treasurer, Home Box Office, 1973; senior VP, finance and development, 1976; senior VP, operations, 1978; executive VP, 1979; president since January 1980, CEO since December 1980; associate director, National Cable Television Association; m. Christine Griffith, Sept. 15, 1968; three sons—Samuel, 7; Benton, 5; James Jr., 10 months.

tionary . . . What I do on a daily basis is not much different than in 1973 [when he switched to HBO as treasurer]. The title is different; the process is the same."

The process of building a pay TV business may be the same but Heyworth, while staying with the same company, has seen it from various vantage points. Having grown with HBO since it had only one affiliate in Wilkes-Barre, Pa., Heyworth says he has been involved in all parts of the business with the exception of movie negotiations.

Cable business experience came even before Heyworth's HBO involvement. While business manager for Time-Life Cable Television in 1972, Heyworth worked closely on the negotiations that led to the merger of cable MSO American Television & Communications into Time Inc. And before that, in 1969, he was the Time Broadcast division's assistant busi-

ness manager, responsible for cable television.

In 1973, with the ATC deal complete and Time already having sold off most of its broadcast holdings, Heyworth could have returned to the established magazine side. Instead he chose to go to Time's new baby, whose future at that time was shaky at best. He showed himself to be a corporate man with an entrepreneurial spirit.

In the years that followed, Heyworth's titles changed and responsibilities increased through finance, sales, marketing and operations. The business, he says, developed "much more quickly than we anticipated." And he adds that "happily we were in the right place at the right time"—a statement that could apply equally to Heyworth's own professional career.

Overall he calls his job "tremendous fun" and sees pay TV as "the bridge" between the "historically rural and local" cable television business and the entertainment business. Full of challenge, the job also has its headaches—a major one having been *Premiere*, the big-ticket movie companies' pay TV effort with Getty Oil that has died after a Justice Department injunction, but did manage to affect HBO and other pay TV services' movie quality during the early months of 1981.

The ongoing challenge facing his team "is to keep the quality of programing as high as possible"—a major task, Heyworth says, since it involves securing "in excess of 365 programs a year for HBO." Soon there will be even more time to fill. Like its Cinemax service, as well as competitors Showtime and The Movie Channel, HBO will be going round-the-clock, beginning next January (BROADCASTING, June 8).

Known to employees in nearby offices as "first in, last out," Heyworth hasn't much time for hobbies, and his personal life revolves around his wife, Christine, a former teacher now serving as volunteer president of a private school, and his three sons ranging in age from seven years to 10 months. But having spent as much time nurturing HBO, Heyworth sees the business as more than just his profession. "How goes HBO has become a very personal goal," he says.

As for HBO's future, Heyworth expects "a lot more cable subscribers" for the company's existing services. And while he won't be specific about possible new businesses, Heyworth does mention, for example, that HBO will have six additional transponders available in 1983 once the Hughes Galaxy satellite is launched. Heyworth, not surprisingly, is "very bullish" and adds that at HBO, "We'd like to think we're not done."

FCC's only open meeting scheduled for this month—to be held tomorrow (Tuesday, June 16)—**has packed agenda.** In addition to teletext rulemaking proposal (see story, page 72), commission will consider following items: (1) CBS Inc.'s petition for declaratory ruling on rule restricting TV networks' financial interests in programming; (2) petitions for reconsideration of FCC's interim processing policy for low-power TV applications; (3) ways to expedite broadcast application procedures; (4) revision of EEO program for new station applicants; (5) revisions in processing of noncommercial FM applications pending resolution of interference problems FM's pose to TV channel 6, and (6) decision on whether to retain first-class radio operator license.

FCC "is moving too fast on direct broadcast satellites," said **Representative Al Swift (D-Wash.)** before Mississippi Broadcasters Association last Saturday (June 13). Swift disagreed with Comsat's argument that U.S. needs to implement DBS quickly because other countries are doing so and said Congress, although busy with other communications matters, must have opportunity to review alternatives in DBS.



CBS's Mater (left) and CBTB's Wildmon

Efforts of Coalition for Better Television to influence network programming "are tantamount to censorship" and "highly immoral, though not illegal." That was contention of **Gene Mater**, CBS/Broadcast Group senior vice president for policy, in **confrontation** last Friday morning (June 12) with coalition's director, **Rev. Donald Wildmon**, during network's semiannual press tour at Century Plaza hotel in Los Angeles. About 100 out-of-town members of Television Critics Association heard Wildmon counter Mater's charges with contention that "what we're doing is using the democratic process to change television." There were few points of agreement in 90-minute discussion, moderated by former public television program host, Howard Miller. Both sides agreed to allow impartial academic research team to evaluate coalition's research methodology and both insisted their goal is to preserve freedom of viewer to decide what to watch on television. Mater conceded that "there has been some response from advertisers" on CBS to coalition's campaign, which urges public boycott of sponsors associated with programs coalition considers objectionable. "There has not been a loss in revenue," Mater added, but "there has been a shift," as some advertisers have dropped some shows and been replaced by others. Lively debate ended with Mater insisting coalition's campaign "represents what perhaps is the greatest assault on intellectual freedom that we have witnessed in this country in many years," and Wildmon maintaining he has "no desire to control television" but represents significant segment of general population dissatisfied with current programming.

Television networks can't gauge with certainty **financial impact of major league baseball strike**, but big money is involved. At ABC-TV, prime-time Monday coverage brings in about \$2 million in advertising per telecast; at NBC-TV, Saturday after-

noon coverage is believed to amount to about \$800,000 per telecast. Networks are not sure how many advertisers will accept substitute programming, how many will ask for refunds or how many will ask for make-goods in other sports programs. TV stations with major league games hope to re-schedule missed telecasts since none covers all 162 contests. ABC-TV has decided to schedule motion picture, "Elvis" for tonight, June 15 (assuming strike is still in effect), starting at 8:30 p.m. but is unsure of subsequent programming. NBC-TV intends to provide updates on baseball strike for its duration on Saturdays followed by repeats of sports programming, with highlights of 1975 World Series planned for last Saturday (June 13).

President and chief executive officer of Entertainment and Sports Programming Network last week denied industry rumors that basic cable service is up for sale. Chet Simmons told reporters network's 85% owner, Getty Oil Co., "is totally committed" to two-year-old sports-oriented venture. There had been speculation that NBC was considering buying network. Simmons was once president of NBC Sports, and at one time general manager of ABC Sports. ESPN founder, William F. Rasmussen, owns remaining 15% of company, based in Bristol, Conn.

ABC-TV is beginning to reveal details of that study it commissioned to determine attitudes toward and among members of Moral Majority and other special-interest groups advocating boycott of products advertised on programs they deem inappropriate (BROADCASTING, April 13, et seq.). Network officials last Friday showed full presentation, "Programming and the Viewer: The Right to Choose," to more than 100 representatives of advertisers and agencies in New York and scheduled similar showing this week in Chicago and to press in New York. Full report contains many findings to reassure advertisers and broadcasters. Among them: Members of Moral Majority and similar groups watch each TV program in about same proportion as general public, and rate shows about same way general public does; there is no program that majority of members of these groups believe is inappropriate for broadcast; members' attitudes toward TV are not consistent with leadership's attitudes; **majority of viewers say choice of programs should rest with viewer.**

National Association of Broadcasters and three major television networks have urged FCC to hold evidentiary hearing on NAB's family viewing policy in light of appeals court order that case be referred to commission for further consideration. Since court found that commission has "primary jurisdiction" over matter, NAB said it was required "to make its own independent findings of fact." On other hand, Tandem Productions and Writers Guild—who initially challenged legality of family viewing policy—suggested that commission merely state its views on policy "so that the entire matter may be returned to the courts for a prompt, fair adjudication." It said that appeals court ordered referral of case back to commission only to obtain from it "an explicit and well articulated determination by the FCC of its views on those issues."

More than 100 communications firms and industry associations received questionnaires last week from House Telecommunications Subcommittee seeking detailed information about market competition. Information sought includes: annual revenues of market, company and each product or service sold; number and size of competitors; "reasonable availability and cross-elasticity between relatively similar services or products"; investment required for entry into market; barriers to entry and lead time needed to overcome them; market share necessary for company to become going concern; book value of plant and assets; depreciation costs and reserves; annual construction costs; operating expenses; net income; available capital, and list

of other communications or related firms owned in full or part. Information will form part of data base from which subcommittee will decide whether or how to deregulate communications.



Multimedia Program Productions and Kelly Brothers Television will jointly produce and syndicate daily television magazine show, *America*, to be launched in fall 1982. Announcing project were (l-r) Donald Dahlman, executive VP, sales, Multimedia; Jon Kelly, managing partner, Kelly Brothers (who also own KCRA-TV Sacramento, Calif.), and Walter F. Bartlett, president-CEO, Multimedia. Show has yearly budget of \$10 million. Frank N. Magid & Associates will provide research into show talent, content and production, while Kelly Brothers will produce show and Multimedia will syndicate it. Pilot is now in pre-production and will be available to stations in September.

Ad Council/National Association of Broadcasters plan to launch public service campaign on productivity caught more wind in its sails after President Reagan pledged administration support for campaign (BROADCASTING, May 25). In follow-up meeting on June 3, top White House officials met with Ad Council and NAB representatives, discussed plan in more detail and **agreed to set up White House group to cooperate on project.** Ad Council hopes to launch campaign, envisioned to last three to five years, in late fall. Council estimates it will need \$250,000 in federal funds and \$2.5 million from private sources to defray start-up and ongoing costs. Council estimates it will receive more than \$50 million a year in free space and time from media. Plan also calls for establishment of local productivity task forces in 50 top markets to provide employee training, quality control and productivity audits to complement ad campaign.

Cable News Network has won first round in its suit alleging that White House and three major networks have denied it equal access to news. Judge Orinda Evans of U.S. District Court in Atlanta, where suit was filed last month (BROADCASTING, May 11), ruled last week new White House policy on presidential coverage did not moot CNN's complaint. White House on June 4 posted new policy which leaves question of which networks participate in pools to networks. White House had previously restricted participation in expanded pools to three major TV networks.

Bernard J. Wunder has been confirmed by Senate as assistant secretary of commerce for communications and information, in charge of National Telecommunications and Information Administration. Senate acted day after confirmation hearing by Senate Commerce Committee (see page 76).

President Reagan's nomination of **Charles Z. Wick** as director of International Communications Agency **was confirmed** by Senate last week.

UpComing

On Capitol Hill: Senate Commerce Committee will hold hearings on S. 898, common carrier bill, in room 235, Russell Senate Office building, today (Monday) and tomorrow at 9:30 a.m. and on Friday at 9 a.m. □ Senate Judiciary Committee will hold hearings on monopoly in telecommunications in room 2228, Dirksen Senate Office building, Wednesday at 2 p.m. □ House Telecommunications Subcommittee will hold hearing on VHF-TV service in New Jersey in room 2322, Rayburn House Office building Tuesday at 9:30 a.m. □ House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice will hold hearings on copyright issues on Wednesday in room 2237, Rayburn, and on Thursday in room 2141, Rayburn, both at 10 a.m. **Also in Washington:** Association of Federal Communications Consulting Engineers will hold reception and luncheon for former FCC Chairman Robert E. Lee at Washington hotel Thursday. **In Los Angeles:** Procter & Gamble Chairman Owen Butler addresses Academy of Television Arts and Sciences luncheon at Century Plaza hotel today. **In New York:** Burt Manning, chairman of J. Walter Thompson USA, will be keynote speaker at radio workshop of Association of National Advertisers and Radio Advertising Bureau at Waldorf-Astoria Tuesday. **In Arlington, Va.:** Telecommunications conference sponsored by Energy Bureau, at which Representative Timothy Wirth (D-Colo.) is to speak, will be held at Stouffer's National Center Thursday and Friday.

Cablecom General sale to Capcities clears FCC

In an action that the FCC itself described as representing a change in policy, the commission approved the transfer of 96 licenses for various cable relay stations (CARS) and microwave and earth station facilities connected with RKO's Cablecom-General to Capital Cities Communications. That action paves the way for closing the \$139-million merger of RKO's cable subsidiary into Capcities—a consummation an RKO spokesman said may occur in mid-July.

In coming to that decision, the commission had to consider its policy of not granting transfers of licenses "while a broadcaster's qualifications to hold that license

are in issue."

Last year the commission denied renewal of three RKO licenses for its TV outlets in New York, Boston and Los Angeles and subsequently designated its remaining 13 broadcast licenses for hearing—a proceeding being held in abeyance until RKO exhausts all appeals on three renewals the commission denied.

In evaluating that record of events as it pertained to the transfer of the cable and common carrier licenses presently at issue, the commission determined that their "distinct nature" as conduits and the fact that RKO did not involve them in "serious misconduct" warranted approval of the

transfer of the various licenses.

The licenses at issue here, it said, do not afford "a medium to communicate directly with the public; but instead merely provide a medium by which the cable system operator relays programing..."

The commission also noted that Capcities did not need commission approval to acquire the cable systems themselves and could simply come in and apply for new CARS and microwave licenses. No purpose would be advanced in requiring that process, it said, "other than that of creating needless paperwork for the applicant as well as ourselves, a task which we have set our will to reduce, not expand."

Divided Capitol

The broadcasting deregulation legislation that cleared the Senate Commerce Committee last week would free radio and television of government rules that have served to obstruct more than to enhance innovation and response to marketplace forces. The legislation deserves a better fate than is being decreed for it in the House, where passions have been inflamed by the Senate committee's attachment of the broadcasting bills to the bigger package of budget legislation.

S. 270 would remove most of the repressive regulation of radio. It is an emancipation formula that far exceeds anything the FCC has done or could do under existing law to deregulate AM and FM.

S. 601 would do less for television, but it would at least restore the license stability that has been in doubt ever since the FCC decided the WHDH-TV Boston case on a fluke a decade ago. Neither bill would remove one of the most offensive provisions of existing law, Section 315, which puts political candidates' private interests ahead of the First Amendment and contains a fairness doctrine that the Supreme Court has decreed to be clearly unconstitutional if applied to the printed press. The removal of Section 315, however, is a project of such magnitude as to require legislative treatment by itself.

S. 821 contains a schedule of fees that broadcasters and others regulated by the FCC would pay to defray roughly half of the commission's operating expenses. Broadcasters have consistently opposed the institution of fees, but with diminishing effect. Clearly the mood in both Senate and House is in favor of fees, with or without broadcasting deregulation.

Tied as it is to the budget package, the broadcasting legislation is given a good chance for adoption by the Senate. Broadcasters must hope that tempers will cool enough for rational review of the legislation when its time comes for consideration by members of the House.

Going and coming

Thomas E. Bolger's parting words upon completion of his two-year term as chairman of the joint boards of the National Association of Broadcasters are worth pinning on the NAB members' office walls. Noting the deregulatory talk now heard everywhere, Bolger said: "My only concern is that we'll become overconfident. 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."

Now that he can spend more time at WMTV(TV) Madison, Wis., a decent distance from Congress, the FCC and the frictions of government relations, Bolger is entitled to reflect on a term well spent. His style has been more subdued than that of some predecessors, but there has never been any doubt that he was in charge. The Broadcast Inter-Association Council of 35 organizations whose interests often overlap took distinct form during the Bolger tenure. It is a useful device to coordinate association activities and can play an increasingly important role as time goes on.

Bolger's successor as joint board chairman, the 40-year-old Edward O. Fritts of Indianola, Miss., has interesting ideas of his own. His proposed expansion of the NAB's engineering department into a Department of Science and Technology bespeaks a

necessary awareness of momentous change to come. Broadcasters may indeed face a period of relative calm in government regulation, but no one really knows how to meet a future that will contain thickening webs of cable, rains of signals from the skies, teletext, videotext, cassettes, disks and who knows what else.

As immediate past chairman, Bolger will continue to serve on the NAB executive committee. He'll be in a position to remind his colleagues about overconfidence if euphoria sets in.

Showdown

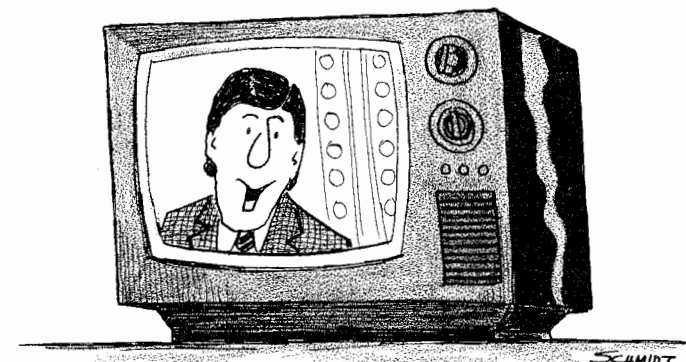
It revives the spirits to report, as is done elsewhere in these pages, that the U.S. State Department is taking a strong stand against a movement in the United Nations Educational, Scientific and Cultural Organization to restrict journalistic freedoms. An assistant secretary of state has all but said it out loud: The U.S. may quit UNESCO if the movement, instigated by the Russians to curry influence in the Third World, is given further encouragement by the UNESCO bureaucracy.

The subject has been discussed on this page before, without arousing discernible reaction from broadcasters; UNESCO is not really up there with Rotary and the local chamber of commerce on the average broadcaster's list of institutional interests. UNESCO could, however, climb swiftly toward the top if the foreign correspondence that broadcasters accept so casually were suddenly to be confined to the patterns that the Russians and their like-minded cohorts would design.

The New World Information Order that repressive societies are promoting in UNESCO could be more aptly named disinformation order. It would include the licensing, and therefore political control, of journalists.

An information order more congenial to the one prevailing here was eloquently described by a confederation of private journalism interests in the West at a meeting last month in Talloires, France (BROADCASTING, May 25). The Declaration of Talloires has obviously impressed the U.S. State Department with the gravity of the dispute before UNESCO.

The next body to be impressed may be the UNESCO bureaucracy in Paris—which derives 25% of its \$200-million-plus support per year from the United States. If the U.S. pulled out, the perks would disappear. Does anybody want to go back to Senegal after he's seen Paree?



Drawn for BROADCASTING by Jack Schmidt

"This program has been recorded from a previously recorded re-recording."

WHBO is Memphis.

Rhythm. The ebb and flow of the Mississippi River as it traces the path of King Cotton to the Gulf of Mexico. Rhythm. The sun catching the glint of a horn as a young musician practices the blues born here with W. C. Handy. Rhythm. Cranes moving beam and brick to raise a new vitality among the creaking pilings of Beale Street. Memphis is a city of rhythms, a city which moves to the shriek of steamboat whistles, the happy laughter of warm and friendly people and the timely service and familiar sounds of WHBO radio.

Getting the rhythm of the city isn't easy. It's gotten by creating the "Day to Excel" program in memory of Dr. Martin Luther King, Jr. and led by Reverend Jesse Jackson. It's gotten by selling over two thousand cases of Coca Cola to benefit the Saint Jude Children's Research Hospital in its fight against cancer in youngsters. It's a rhythm

gotten by staging ten straight "Superwalks" for the March of Dimes in their effort to put birth defects on their way to extinction. It's a rhythm generated by taking the radio station to the people with the "Half-Price Fair" which attracted more Memphians than any other public event in the history of the city. Every city has a movement. A rhythm. In the mid-south no city moves with the grace, charm and history of Memphis. We're proud at RKO to have captured this rhythm so that WHBO is Memphis.



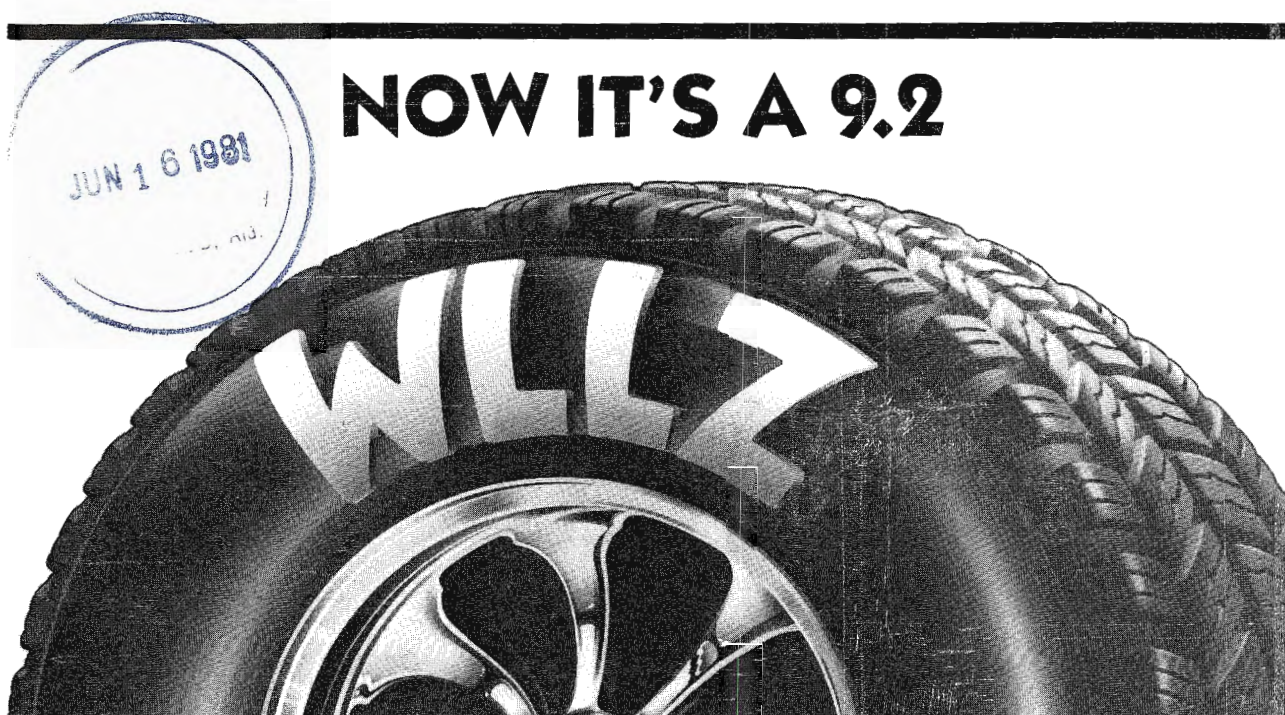
RKO RADIO

WHBO Memphis/WRKO •
WROR Boston/WFMY Chicago/WAXY Fort Lauderdale-Miami/
KHJ • KRTH Los Angeles/WOR • WXLO New York/
KFRC San Francisco/WGMS AM-FM WASHINGTON, D.C.



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A 7.9 SHARE IN DETROIT
LAST FALL, THEY SAID
WE'D NEVER DO THAT AGAIN.**

THEY WERE RIGHT.



**Doubleday's WLLZ-FM now has more audience than
its remaining competitors added together.**

Half a year ago we kicked off WLLZ-FM, "Detroit's New Wheels".

People said we were crazy. We had an album rock format, and there were already **three** others.

Two were established group operators like ourselves, and one was a network O&O.

In our first Arbitron, we soared to a record breaking 7.9 share.* We were crazy all right . . . like a fox.

One of our competitors changed format, and as for the others . . . well in the new January/February/March book, their combined share doesn't even add up to our total 9.2.

When Doubleday does the job, it stays done. We call that competence.

DOUBLEDAY BROADCASTING IS AMERICA'S MOST COMPETENT RADIO GROUP.

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Represented Nationally by RAR and Eastman Radio (KHOW)

*Source: Arbitron Jan/Feb/Mar 1981 M-Sun 6am-Mid. AQH subject to limitations stated by Arbitron.

**KDWB-FM/Richfield, Mn.—WWWK-FM/Granite City/St. Louis