

Life without baseball ☐ NATPE shows how
on teleconferencing ☐ "At Large" with Robert E. Lee

Broadcasting Jun 29

The News Magazine of the Fifth Estate ☐ Vol. 100 No. 26

Our 50th Year ☐ 1981

strength

The Christal Company
wants to thank our clients,
who have made us
one of America's strongest
and most successful
radio reps.



Christal.
NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue • New York, N.Y. 10022
(212) 688-4414

36112 LIBRARY
US AIR FORCE
SERIAL ACQ SECTION
MCALISBERG AL 36112
DEC/83

The First
50
Years Of
Broadcasting

1967

☐ PAGE 71

"Radio stations take a chance when they blow out 48 hours of regular format for a special. With the ROCK YEARS the gamble paid off. It was a terrific show which brought in new listeners and new revenue."

Bruce Holberg, General Manager
WMET, Chicago

"Our response to the show was fantastic. We received over 15,000 pieces of mail within 72 hours of the broadcast. This was one of the biggest events ever in New York radio. We're looking forward to repeating it."

Mel Karmazin, General Manager
WNEW-FM, New York

"The response to the "Rock Years" on KMET could be heard all over Southern California. In fast food restaurants, department stores or waiting at a stoplight in the car next to you. Our listeners loved it!"

Howard Bloom, General Manager
KMET, Los Angeles

"One of the finest most comprehensive rock reviews I have ever heard. Extreme attention to detail. Overwhelming positive audience response."

Gary Chase, Program Director
WAVA, Washington, D.C.

"Judging from the telephone and mail response, it was the best received special in the station's history."

Jim Smith, Program Director
KSPX, SAN FRANCISCO

"Audience response was fantastic. It was so popular, we will be running it in 3 hour strips this summer. Well worth the investment. Our Sales Department loved it."

Jeff Poll, General Manager
KZEW, Dallas

THE ROCK YEARS

PORTRAIT OF AN ERA

**THE DEFINITIVE HISTORY OF MODERN ROCK FROM 1965 TO 1980 IN 48
INCREDIBLE HOURS. FOR INFORMATION FOR AVAILABILITY IN YOUR MARKET
CALL (213) 204-5000.**

**WESTWOOD
ONE**

AMERICA'S NUMBER ONE PRODUCER OF NATIONAL SPONSORED RADIO PROGRAMS, CONCERTS & SPECIALS.



Stay tuned for more.

The National Academy of Television Arts and Sciences applauded the work of WCCO Television's I-Team by presenting them with the most meaningful and prestigious award they give. The National Award for Community Service.

They won it for their very first

If you want to be best, you've got to give more.

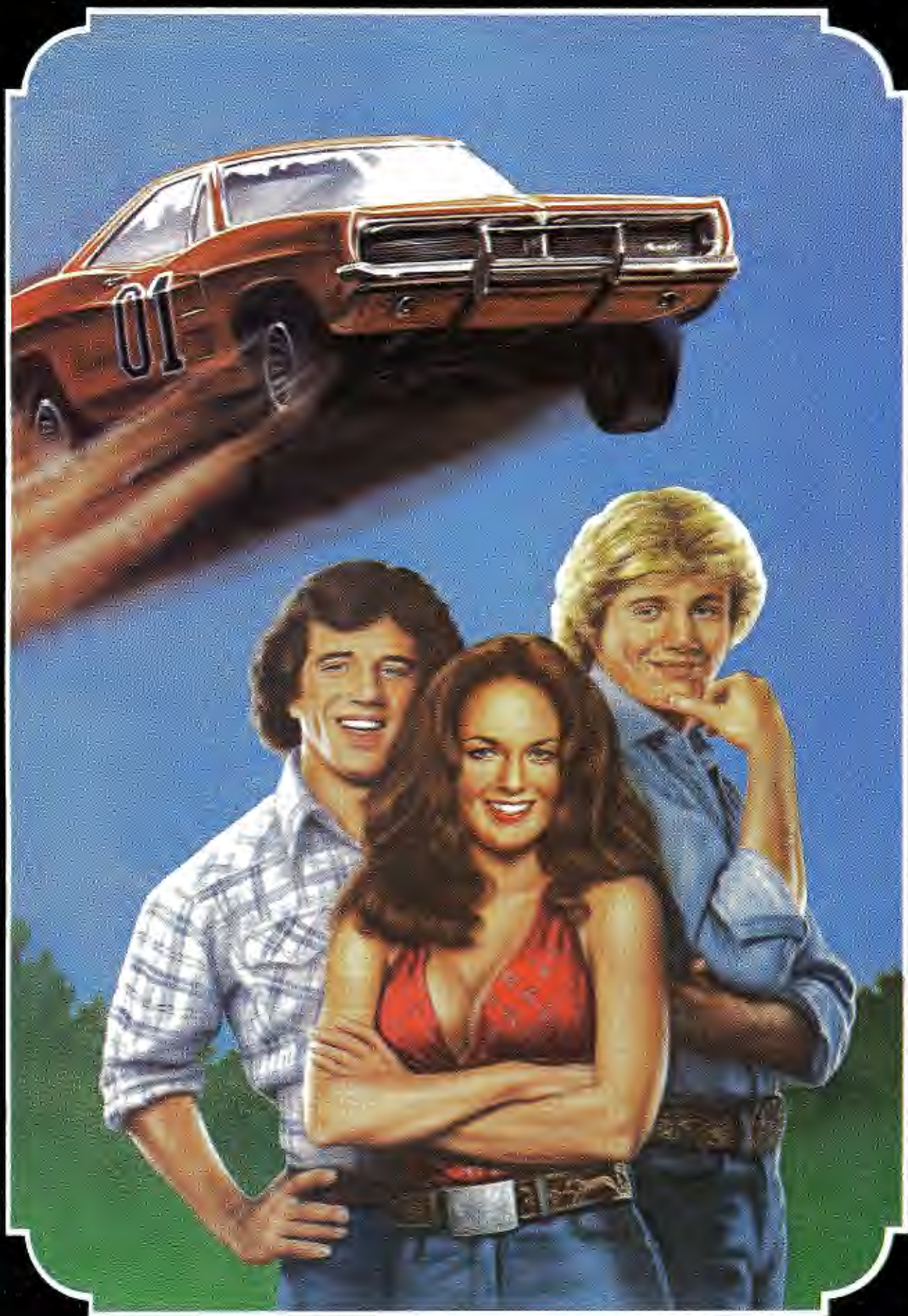
I-Team effort, for exposing fraud among city housing inspectors in Minneapolis.

Perhaps the only thing more meaningful than winning the Emmy, was winning the respect of their entire community.

And that, they earned. And continue to earn.



WCCO Television, Minneapolis/St. Paul. A CBS Affiliate.  Represented by TeleRep.



It's got everything!

The Dukes of Hazzard

Warner Bros. Television Distribution



A Warner Communications Company



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

The Week in Brief

TOP OF THE WEEK

PICKING UP STEAM □ Radio deregulation passes Senate. Wirth ready to fight it in conference, but prospects in House improve. **PAGE 27.**

PRESSURE AND COUNTERPRESSURE □ Lear group kicks off new campaign against "antidemocratic actions of moral majoritarians." Wildmon forces begin sponsor boycott today but already show results with advertising changes. **PAGE 29.**

NATPE'S TELECONFERENCE □ Satellite-distributed panels in Washington argue pros and cons of advocacy advertising and discuss extent of program-director accountability. **PAGE 29.**

MORE OPINIONS ON COPYRIGHT □ Ringer suggests alternative plan for cable; Wunder says NTIA wants change but hasn't made final analysis; Mankiewicz presses for public radio compensation. **PAGE 31.**

FRUSTRATION IN GENEVA □ FCC's Olson feels eight-week meeting of panel of experts did little to dispel shadows surrounding controversial 9 khz issue. **PAGE 31.**

DOING THE CONTINENTAL □ Three-year-old North American National Broadcasters Association is another of broadcaster groups that have been accepted as official observers at international meetings. NANBA Chairman Meany discusses its purposes. **PAGE 32.**

RADIO-TV TURNS TO ITS BULLPEN □ Two-week-old baseball strike has broadcasters resorting to gimmicks and alternative programming. No one has exact figures yet, but it's conceded radio is suffering more in audience and sales losses. **PAGE 33.**

AT LARGE

LEE LOOKS BACK □ After almost three decades of FCC service, the retiring dean commissioner offers his views on persons and issues, past and present, and discourses on the art of surviving in Washington. **PAGE 35.**

LAW & REGULATION

REACHING RURAL AMERICA □ Pressler subcommittee hears government and industry spokesmen testify on best means to provide communications to less populated areas. **PAGE 43.**

BUSINESS

BLAIR'S NEW SERVICE □ Rep firm offers Quantiplex viewer and consumer ratings in 12 markets, will expand to quarterly reports in 25 markets by November. **PAGE 52.**

MEDIA

BOSTON'S TWO-WAY FIGHT □ Competition for city's cable franchise comes down to Warner, which claims best technology and financing, and Cablevision, which proposes \$2 basic fee. **PAGE 57.**

JOURNALISM

EXTRA DUTY □ Four *60 Minutes* anchormen will also be rotating hosts on new CBS-TV afternoon series this fall. **PAGE 62.**

REPRIMAND □ Kaiser Aluminum's Rhody warns delegates to NBEA convention that media misuse is undermining credibility of press. **PAGE 63.**

TECHNOLOGY

CLOSED CAPTIONING □ At least three noncommercial TV stations are working with 21-line system. **PAGE 64.**

TELETEXT TEST IN D.C. □ WETA-TV is broadcasting to 40 homes and 10 public places in experiment that will cost about \$1 million. **PAGE 65.**

PROGRAMMING

STRIKE THREAT □ With possibility of July 1 walkout, Directors Guild of America votes this week on management's latest offer. **PAGE 66.**

1967

THE 'BROADCASTING' YEARS □ The Corporation for Public Broadcasting was created and ABC started to split into four radio networks. It was also the year when the FCC applied the fairness doctrine to cigarette commercials and to personal attacks in broadcast editorials. **PAGE 71.**

PROFILE

LOOKING UP □ Jim Ragan has spent his business life selling products or concepts. As Western Union's vice president, broadcast services, he now finds even more sales horizons in satellite services. **PAGE 95.**

Index to departments

Bottom Line..... 54
Business Briefly..... 10
Changing Hands..... 58

Closed Circuit..... 9
Datebook..... 18
Editorials..... 98
Fates & Fortunes..... 91

For the Record..... 75
In Sync..... 64
Intermedia..... 61
Monday Memo..... 15

Monitor..... 68
Open Mike..... 24
Stock Index..... 56
Washington Watch..... 46

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).

Index to advertisers ■ Accuracy In Media 25 □ Blackburn & Co. 58 □ Broadcast Electronics 42 □ Charter Broadcasting 18 □ Christal Company Front Cover □ Continental Broadcasting Network 16-17 □ Continental Electronics 61 □ Creative Factor 67 □ Fetzer Stations 70 □ Gabriel Awards 61 □ Gannett 26 □ Gold Key 47, 48, 49 □ Group W Productions 12-13 □ Harris 45, 57, 91 □ Home Theater Network 63 □ ITC Entertainment 11 □ International Tapetronics Corp. 24 □ JVC Industries 21 □ KTVI-TV Inside Back Cover □ Lotus Reps 55 □ MCA-TV 8 □ Osmond Television Back Cover □ Paramount 6, 40-41 □ Prikrly Media Investments 60 □ Cecil L. Richards 59 □ TM Productions 19 □ Tandem 50-51, 53 □ Trident TV Associates 14, 20, 22 □ WCCO-TV 3 □ Warner Brothers TV 4-5 □ Westwood One Inside Front Cover, 10 □ World-Northal 23 □

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*

MCA TV

Closed Circuit®

Insider report: behind the scene, before the fact

Accommodation

Comsat has acquired ally in its effort to persuade FCC to grant application of Comsat subsidiary, Satellite Television Corp., to provide direct broadcast satellite service: National Black Media Coalition. Comsat and NBMC are reported to have signed agreement under which STC is committed to various undertakings familiar to broadcasters who have dealt with citizen groups. For instance, STC will institute affirmative action programs—both as to hiring and doing business with black-owned businesses—and will provide employee training. STC will also give consideration to minority programing service, both special and general.

One reported provision similar to that in some cable franchises: STC will provide its otherwise pay television programing without charge to various community centers in low-income areas. For its part, NBMC will support STC's application.

No business, as usual

Traditional August recess at FCC will apparently survive activist policies of chairman, Mark Fowler. Hiatus is planned for last three weeks of month. For more recess, however, Fowler himself will be busy with staff planning fall schedule. Commission is expected to meet four more times in open session before August break—tomorrow (June 30), twice in July (16 and 30) and first week of August. Commissioners Abbott Washburn, James Quello and Joseph Fogarty will be vacationing during recess.

Commissioner Anne Jones, now on honeymoon at Martha's Vineyard (see "In Brief"), may take few days off in August but will remain on job during most of that month. Mimi Weyforth Dawson, to be sworn in as FCC commissioner July 6, said she will be "briefing and learning" during August break.

Collection agent

As if WNAC-TV Boston case isn't complicated enough, footnote has been added to proceeding by former counsel for New England Television Corp., one of parties in case. Joseph Hennessey, of Lovett, Ford, Hennessey, Stambler & Siebert, has proposed FCC defer processing NETV's application for construction permit until it is satisfied there "are no outstanding financial impediments" to grant. Hennessey, who withdrew as counsel on March 16, said in letter to FCC on May 18, that NETV owes

his firm \$330,000 in fees for legal services—debt, he said, that is large enough to be of interest to commission.

NETV and its "predecessor interests"—Community Broadcasting of Boston Inc. and Dudley Station Corp., which had been competing with RKO General Inc. for license now held by RKO's WNAC-TV—replied with letter saying Hennessey had offered commission no new substantive information. Counsel for those interests say fees issue was raised "prematurely and is wholly irrelevant." They said discussions about payment of fees are continuing.

New media

Association of National Advertisers, as well as American Association of Advertising Agencies, favors 18-month test of paid advertising on noncommercial broadcasting stations voted last week by House. Sam Thurm, ANA's legislative spokesman in Washington, says, however, ANA reserves judgment on ultimate policy. Charles Adams, executive vice president and Washington director of AAAA, is for development of new vehicles, as AAAA had told House (see page 45).

Saving his voice

Barring unforeseen, there will be no major policy speeches by FCC's new chairman, Mark Fowler, until he makes traditional luncheon address at New York's International Radio and Television Society's new-season opener on Sept. 23 at Waldorf-Astoria. IRTS speech is planned as major event.

Collision

Cable copyright issue is responsible for amicable departure of John R. Wilner from Washington law firm of Wilner & Scheiner (his uncle, Morton, is senior partner) after dozen years. He becomes partner in Washington office of Byran, Cave, McPheeters & McRoberts, based in St. Louis, and takes with him representation of American Television & Communications Corp., major MSO headed by cable pioneer, Monroe M. Rifkin, who also chairs Copyright Committee of National Cable Television Association.

Arthur Scheiner, also founding partner of W&S, is among counsel for Motion Picture Association of America, headed by Jack Valenti, who is leading cable copyright fight against cable.

Air battle

If Aircraft Owners and Pilots Association has its way, there'll be tough new limitations on broadcast towers in Federal Aviation Administration rules governing obstructions to navigable air space. FAA rules, now under review, will be subject to rulemaking to be issued this summer.

AOPA, according to insiders, wants rules tightened to exclude tall radio and TV towers from air traffic areas. It's urging members to lobby for new controls. Before getting FCC construction permits for towers, broadcasters need FAA clearance.

Davis's shingle

Shortly to be announced: departure of Gene A. Davis as vice president, promotion and public relations, Corinthian Broadcasting Corp., to establish Gene Davis & Associates, with Corinthian as client. National organization will embrace "new concept" in creative services. First associate will be Jacobs & Gerber, Los Angeles; another is upcoming in research. Davis, 42, who hangs out shingle in New York Aug. 1, terminates two years at Corinthian, spent preceding three years in Chicago for NBC and was with Post-Newsweek Stations Washington for three years.

Weekend attraction

Golf, or at least really big-time golf, seems to be on upswing with TV viewers. Ratings of ABC-TV's coverage of U.S. Open on June 20-21 were up 24% from year ago, with Saturday's coverage (June 21) up 49% to 6.1 and Sunday's up 5% to 8.9. Masters tournament on CBS-TV in April also drew bigger TV crowds: Combined Saturday-Sunday coverage's ratings rose 44%, with Saturday's up 27% to 7.0 and Sunday's up 58% to 10.6.

Coming and going

Radio chairmanship of National Association of Broadcasters Congressional Liaison Committee will go to J.T. Whitlock, president, WLBN(AM)-WLSK(FM) Lebanon, Ky., who lost in recent bid for radio vice chairmanship to William Stakelin, Bluegrass Broadcasting, Orlando, Fla.

Former TV board chairman, Robert King, senior vice president, Capital Cities Communications, has stepped down as chairman of recently formed NAB committee on direct broadcast satellites, claiming increased company demands on his time. New chairman this week.

Business Briefly

TV ONLY

National Pork Producers Association

□ Institutional. Begins Aug. 10 in 20 markets for nine weeks. Daytime, fringe. Agency: Lord, Sullivan & Yoder, Des Moines, Iowa. Target: women, 18-49.

Squibb □ Clear Aid. Begins July 6 for eight weeks in over 10 markets. Fringe and prime times. Agency: Allscope Services, New York. Target: women, 18-34.

Lipton □ Wishbone Robusto salad dressing. Begins July 6 for seven weeks in 14 markets. Agency: William B. Tanner Co., Memphis. Target: women, 25-49.

Melville Corp. □ CVS pharmacy division. Begins July 6 for six weeks in about 10 markets. All dayparts. Agency: Harold Cabot & Co., Boston. Target: working women; women, 18-49.

Arrowhead □ Arizona Sparkling Water. Begins this week for six weeks in three West Coast markets. All dayparts.



AAF honorees. Ad Club of New Orleans won top American Advertising Federation award for Ad Club of Year. New Orleans Ad Club directors are (seated, l-r): Shay Clark, Peter Mayer Advertising; Carmen Million, Ross Agency; Ronald Thompson, Fitzgerald Advertising; Lana Duke, Duke & Associates, and Joe Mizelle, Mizelle & Co. Standing (l-r): Bruce Roche, University of Alabama; Mary Welle, club executive secretary; Dr. Joe Miller, Southeastern Louisiana University; Tom Long, Baberlein Inc.; Barnard Austin, Naegele Outdoor; Bill Derbins, Derbins Skidmore; Chuck Foster, Lidgroup; Linda Yasni, club secretary; Al Widner, WSMB(AM) New Orleans; Stewart Gahn, D.H. Holmes department stores, and Alan Watts, Moore & Co.



WESTWOOD ONE SALUTES

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

**WESTWOOD
ONE**

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

WLUP

America's Number One Producer of Nationally Sponsored Radio Programs

Agency: Cole & Weber/Rogers, Weiss, Los Angeles. Target: adults, 25-54.

United Vintners □ Lejon Soft Wine. Begins in mid-July in seven markets for five weeks. Prime and late fringe. Agency: Marschalk Co., New York. Target: Adults, 25-54.

Monsanto □ Round-up campaign. Begins June 29 for six weeks in over 25 markets. Prime and news times. Agency: Gardner Advertising, St. Louis. Target: men, 25-54.

Bachman Foods □ Pretzels and snacks. Begins July 13 for six weeks in under 15 Eastern markets. All dayparts. Agency: Lewis & Gilman, Philadelphia. Target: women, 25-49.

Cumberland Packing □ Various products. Begins July 13 for six weeks in 15 markets. Agency: The Mediators, New York. Target: women, 25-54.

Diamond Shamrock □ Bravo 500/soybeans. Begins July 13 for four weeks in 16 markets. Day and early fringe times. Agency: Gray & Rogers, Philadelphia. Target: men, 25,54.

Woolco □ Summer white sales. Begins July 8 in 20 to 25 markets for three days. Fringe and late fringe. Agency: Sawdon & Bess, New York. Target: Women, 18-49.

Gillette □ Soft & Dry deodorant and Daisy disposable shavers. Begins this week for third quarter in top 50 markets. Day, fringe, prime access and weekend



Entertainment

VOLUME THREE

**16 Outstanding Motion Pictures
Including...**



**More Entertaining
Than Humanly Possible!**

BIGGER

How do you make the best answer for access even better?
By never standing still. For PM Magazine now
and in the season ahead, that means

- Satellite distribution • More international production
- More celebrity closeups • More top quality stories with
an unmatched production resource of 103 stations
- Bonus stories for stations to select from
- Expanded tip segments • Faster pacing • Exciting new
promotion aids • More personalized support for
co-op members from a greatly expanded
national staff • Continuing audience and "user" research
- Plus more of the same innovative mix of fascinating
features that keeps PM Magazine No. 1 in its field.



1978-79 / 16 Stations



1977-78 / 5 Stations



1976 / 1 Station



BETTER



1981 / 103 Stations



1979-80 / 46 Stations



AdVantage

'Confetti' era. In new Young & Rubicam report titled "The Confetti Generation," agency predicts availability of multiple electronic media by 1990 will change media, marketing and product longevity. Y&R says confetti generation will be marked by bombardment of messages from many media and availability of new products, many of them small and disposable. Report predicts that seasonality in television will end; summer will no longer represent downtime and programs will be introduced or canceled in "a seamless flow." Other predictions: Pay television networks will become advertiser-supported, used as magazines are today; more specialized magazines devoted to new products and interests will emerge; magazines stressing information will be threatened as viewdata flourishes; cost per strategy will develop as expression of both efficiency and effectiveness. Report was written by William Donnelly, senior vice president and director of resource management of Y&R.

Youth not served? Analysis by McGavren Guild, New York, of spot radio availabilities in first quarter of 1981 shows drop in requests for "young" business, embracing 12-17, 12-24, 12-34, 18-24, and 18-34 age groups. McGavren noted that since first quarter of 1977, such requests have fallen from 22% of all requests to 17% in this year's first quarter. Continuing to grow, McGavren said, is 25-54 demographic, up to 23% from 16% in 1978. There was increase in business directed to men, consisting of 25% of all availabilities, as compared with 19% for women and 42% for adults.

New shop. Harvey Chertok & Co., new advertising/public relations agency founded by former Time-Life Television VP, advertising, promotion and publicity, has signed clients Novacom Inc.; Lionheart Television International; ITT Continental Baking and D.L. Taffner Ltd. Firm specializes in campaigns for pay TV, cable and syndication. Address: 40 West 57th Street, New York 10019; (212) 246-8750.

First for cable TV. Kraft Inc. is investing almost \$500,000 to sponsor cable TV mini-series next December with telecast over superstation WTBS(TV) Atlanta of Robert Louis Stevenson's "Kidnapped." Seven-hour adaptation will be carried over WTBS on evenings of Dec. 1, 2 and 3 and transmitted by satellite to 196 markets in U.S. with potential audience of more than 15 million cable homes. Kraft will be sole sponsor. Telecast said to represent cable TV's first mini-series. England's HTV is producer.

times. Agency: Grey-North, Chicago.
Target: women, 18-49.

Gold Seal □ Snowy bleach. Begins June 29 for three weeks in about 18 markets. Prime and day times. Agency: Ammirati & Puris, New York. Target: women, 25-49.

Hills Brothers Coffee □ Begins June 29 for varying flights in over 30 markets. All dayparts. Agency: RDR Timebuying Services, New York. Target: women, 25-54.

Gillette □ Dry Idea deodorant. Begins this week for third quarter in Grand Rapids, Mich.; Fort Wayne, Ind., and Omaha. Day, Fringe, prime access and weekends. Agency: Grey-North, Chicago. Target: women, 18-34.

RADIO ONLY

Arkwright-Boston Insurance □ Begins early September for seven weeks in six markets. Agency: Quinn & Johnson, Boston. Target: men 35 and older.

Lionel Leisure Inc. □ Toys. Begins in November for four to five weeks in 36 to 40 markets. Agency: Robert Sarara Associates, New York. Target: women 18-49.

Union Carbide □ Energizer battery. Begins in 20 markets on July 27 for two to four weeks. Drive time. Agency: William Esty Co., New York. Target: Adults, 18-49.

Amstar □ Domino sugar. Begins campaign in early July in about 25 markets for undetermined length. Agency: SSC&B Inc., New York. Target: women 25-54.

General Motors Corp. □ Oldsmobile division. Begins July 20 for three weeks in 33 markets. Agency: Leo Burnett Co., Chicago. Target: women, 25-49.

RADIO AND TV

Phillips Petroleum □ Begins July 27 for 15 weeks in about 80 markets. Fringe, sports and prime times. Agency: Tracy-Locke Advertising, Dallas. Target: men, 18-49.

RepReport

WSIL-TV Harrisburg, Ill.: To Avery-Knodel from Adam Young.

KVEO-TV Brownsville, Tex.: To Avery-Knodel (no previous rep).

WAEO-TV Rhinelander, Wis.: To Blair Television from Spot Time Ltd.

WFXB-FM Buffalo, N.Y.: To H-R/Stone from Selcom.

KYMS(FM) Santa Ana, Calif.: To Radio Spot Sales (no previous rep).

WAEC(AM) Atlanta: To Radio Spot Sales (no previous rep).

ASK ONE WHO OWNS ONE.

"Trident One is an excellently balanced feature package well-suited to our need for high quality entertainment."

DAVID E. HENDERSON
President, Outlet Broadcasting

TRIDENT TELEVISION ASSOCIATES, INC.

540 Madison Avenue
New York, New York 10022
(212) 355-7070

28929 Wight Road
Malibu, California 90265
(213) 457-5833

Monday Memo®

A broadcast advertising commentary from Adam Dempsey, broadcast director, May D&F Department Stores, Denver

A retail strategy for new and old media

Being a department store broadcast advertising director in the formative stages of the new media revolution is akin to ending a successful diet with a celebration at a smorgasbord. Indulge in the selections.

And being in Denver, the cable television capital, is the perfect place to watch these new developments unfold. The question that I'm constantly asked by broadcast station account executives is: Just what do retailers think about the new media?

Since department stores have been regarded as the key to retail advertising directions in local markets, it would be reasonable to suggest they would have definite opinions about the new media. In reality, only a few major retailers on top of their marketing games have any insight at all; the vast majority do not.

The trend seems to be a conservative, traditional two-fold approach of (1) let's ask the source to tell us what we can do, and (2) we must wait and see what other retailers do first.

This reaction is not surprising when you think that as an industry, retailers are just learning to use the established electronic media forms, much less thinking in terms of new media applications and usage. However, the current activities of direct marketers will cause local retailers to educate themselves quite quickly.

Those satellite-distributed cable channels that offer the specialized audiences of radio and threaten to make the local TV guide into a telephone book also deliver the shopping channels of direct marketers. It's this forthcoming assault on local retail trading areas that will have the local department store taking a real crash course in electronic media, both new and traditional, to maintain their market shares against these already strong catalogues gone electronic with their newly found sound and motion.

For the local retailer, every new media marketing advantage has a new media utilization problem. Aside from the obvious concerns about ratings and circulation there are a few more of note. (1) An efficient narrowcast buy can be compromised when a high-quality production is aired on cable's industrial-standard equipment. (2) Before the local retailer can produce catalogues on videodisks there must be enough players in the market to make it cost efficient. (3) A



Adam Morgan Dempsey has been the broadcast director for May D&F department stores, Denver, since 1977. With nine stores in three markets, he is responsible for electronic media marketing planning, strategy, placement and production. He has produced six television series, been a communications consultant, and is a 13-year radio veteran.

good charge customer can't be expected to pay for her Spring Sale videodisk catalogue which is dated by summer when she's been receiving it free in print. And please do not ask where to have the disks pressed if everyone gets the urge at once.

Additionally, with so many stores being promotionally oriented, achieving mass reach on cable will be akin to buying all the radio stations in a sizable market ... unaffordable and not done.

In light of these reasons the loud new media shots being heard 'round the country will continue to be national in scope with local taking a while to catch up. It's this timing lag that can work to the advantage of the local station in allowing them the time to prepare for the future.

Need motivation? Newspapers have already started. Several papers have created data or news services for the local cable operator that will allow the paper to sell in videotext form the same ad that appears in the daily edition. In other words, a video/newspaper combination sell. A possible sidelight to the Hearst/ABC Video relationship could be the development of a video magazine/viewdata newspaper channel in markets with Hearst papers with inherent syndication possibilities to papers in other markets.

We've come up with application methods for broadcast/new media local level positioning that defy presentation in this space, but some pertinent points can be made. Working to the distinct advantage of the broadcaster is the fact that the local retailer still receives his electronic media education and follows the advice of his local station account executive. The broadcaster will play a formidable role in the formation of perceptions of the new media in the hometown marketplace. The maximizing of broad-based local information programming, out of the cost range for most cable operators to produce, can provide the platforms for retailers' promotional advertising. Plus the formula or methodology, if there is one, for the production of low-cost commercials coupled with the stations' ability to become affordable for the smaller budgeted, nonagency advertiser are two additional strongpoints.

But with cable operators and adventurous retailers learning fast, albeit by trial and error, this local ad expertise gap will not last long.

The point to all of this is that new media and local advertising have a direct relationship to the extent of the role local stations want to play. And despite the thinking that it's the television station that has the problem, radio will be affected too.

However, radio is in a more advantageous position. Locally this medium will have to put "character" into its rating demographics and give the retailer the life style and personal profiles of its respective audiences.

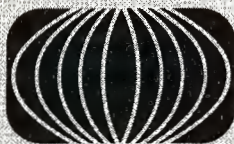
As people have a personal orientation toward magazines and radio, so they will with cable, which will translate into increased video usage. Couple this to cable's lower rates and radio could find itself readjusting its slice of the local advertising pie.

Better-defined program positioning is the long-term key for radio. For the broadcast stations the local advertising game is theirs to lose.



BEFORE YOU LAUNCH INTO SATELLITE RADIO, LISTEN TO OUR PAYLOAD.

One station in your market will soon reap the benefits of Continental Radio's live 24-hour adult contemporary programming for a fraction of current operating costs. Continental's complete turn-key programming includes national personalities, news, station jingles, and a start-to-finish satellite downlink package. Audience share in our flagship market increased over 300% with this proven, flexible format. So, before you launch into satellite radio, listen to the Continental story. Don't make a decision till you hear our demo tape and complete details. Call Craig Sherwood or Dick Lee: (804) 393-2501. You'll like the payload Continental delivers.



CONTINENTAL RADIO

1318 Spratley Street
Portsmouth, Virginia 23704
(804) 393-2501

Division of the CBN-Continental Broadcasting Network, Inc.
© Copyright 1981, CBN-Continental Broadcasting Network, Inc.

■ indicates new or revised listing

This week

June 28-30—*Public Service Satellite Consortium* second workshop on "How to Video-Teleconference Successfully." PSSC, 2480 West 26th Avenue, Denver.

June 30—*National Communications Club* reception for former FCC Chairman Robert E. Lee, Washington.

June 30—*Radio Advertising Bureau's* Idearama for

radio salespeople. Little America, Salt Lake City.

June 30—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn, Chicago.

June 30—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Baton Rouge, Baton Rouge.

■ **June 30**—*Southern California Cable Club and southern California chapter of Women in Cable* dinner. Speaker: Gerald Levin, group vice president-video, Time Inc. Century Plaza hotel, Los Angeles.

EXCLUSIVE!



in your market: the "Big Guy"

After excellent early response to his television commercials for Charter stations, Gordon Jump, of *WKRP in Cincinnati*, is now available as exclusive spokesman in non-Charter markets.

His humor, warmth and professionalism make him an ideal spokesman, no matter what the format of your station. The network-quality spots can give you the best look, image and message ever seen in your market.

To reserve the "Big Guy" as your exclusive spokesman, call today. Prices vary by market size. Production starts in July, offered only through Charter Broadcasting.



CONTACT: John Bayliss, Russ Wittberger, Al Casey
PHONE: (714) 298-3390

2399 Camino del Rio S., Suite 100 • San Diego, CA 92108

July

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

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

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

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

July 12-14—*California Broadcasters Association* summer meeting. Speakers include Lyn Nofziger, assistant to the President for political affairs, and Robert E. Lee, FCC commissioner. 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 14**—*Indiana Broadcasters Association* sports/telco/sales seminar. Essex hotel, Indianapolis.

July 15-16—First annual WOSU Broadcast Engineering Conference, sponsored by noncommercial WOSU-AM-FM-TV Columbus, Ohio, Ohio State University. Information: John Battison, director of engineering, WOSU, 2400 Olentangy River Road, Columbus, Ohio, 43210, (614) 422-8571.

July 15-18—*Arbitron Television Advisory Council* meeting. Broadmoor hotel, Colorado Springs.

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, "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 17**—Deadline for entries in Gold Screen Competition, sponsored by *National Association of Government Communicators*. Categories include information/education programs; training programs; internal communication programs, and public service programs or announcements for radio or television. Information: P.O. Box 7127, Alexandria, Va., 22307, (703) 768-4546.

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

July 20-21—*Practising Law Institute* seminar, "Antitrust, the Media and the New Technology." Biltmore

"TM's 'SOUNDS LIKE' was one of the few commercials that my staff and I saw which really met the MSA criteria for truly 'effective' TV."

**— Dr. Robert E. Balon,
President, MSA**



How Does Your Radio Stand Up On TV?

The television spot from TM's blockbuster "Sounds Like" Total Marketing Campaign was recently reviewed by Multiple Systems Analysis (MSA), a national marketing and communications firm, conducting a lengthy study on the effectiveness of TV spots for radio stations.

The Results!

MSA President, Dr. Robert E. Balon concluded that "in our investigations, we found scores of commercials that were visually appealing but eminently forgettable; likewise, we found numerous commercials which neglected to let the potential listener know what the radio station being pitched was really all about.

"That's why I'm pleased to be able to extend a hearty endorsement to TM's "Sounds Like" cam-

paign. It was one of the few commercials that my staff and I saw which really met the MSA criteria for truly "effective" TV. There's plenty of *call letter identification*, a *very pleasant musical hook*, lots of *lifestyle identification*, and virtually *no incongruent elements*; in short, the campaign has all the ingredients for success. It should

work well in building station image, reinforcement, and position in any market."

Not only has TM's "Sounds Like" campaign earned the approval of professionals, but it's also been readily accepted by audiences across the country, gaining recognition and increased ratings for "Sounds Like" stations everywhere!

To find out more about TM's effective Total Marketing Campaigns, send in the coupon. Or, call TM collect at 214/634-8511, today!

Yes, I want to learn more about TM's Total Marketing Campaigns. Send me a demo on "Sounds Like."

Name _____ Title _____

Station _____ Phone _____

Address _____

City _____ State _____ Zip _____

TM

Productions

1349 Regal Row Dallas, TX 75247 214-634-8511

© 1980 TM Productions, Inc.

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. 22-24, 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 begins. Tentatively set to run for six weeks. Rio de Janeiro.

Nov. 9-11—*Television Bureau of Advertising*

hotel, New York.

July 20-23—*Southern Educational Communications Association's* Center for Instructional Communications summer forum/workshop, "Education and Instructional Telecommunications in the 1980's." Rodeway Inn-Lenox Square, Atlanta.

July 22-23—*Arbitron Radio* workshop. Hilton Plaza Inn, Kansas City, Mo.

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

Major Meetings

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 11-16, 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.

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

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. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

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 Embroiderado, San Francisco.

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

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

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

July 31—*Kansas Association of Broadcasters* sports seminar. Royals Stadium, Kansas City, Mo.

August

■ **Aug. 1**—*TM Productions* Northeast regional commercial libraries workshop. Airport Hilton, Boston. Information: May Moseley or Betty Newman, TM Productions, (214) 634-8511.

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. 12-15—*Rocky Mountain Broadcasters Association* summer convention. Prospector Square, Park City, Utah.

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, Ohio.

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

Aug. 20-23—*West Virginia Broadcasters Association* 35th annual fall meeting. The Greenbrier, White Sulphur Springs, W. Va.

■ **Aug. 24-26**—*Arbitron Radio* Advisory Council meeting. Park Hilton, Seattle.

■ **Aug. 26-27**—*Arbitron Radio* workshop. Writer's Manor, Denver.

September

Sept. 1—Deadline for nominations for 1981 Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Information: Sally

ASK ONE WHO OWNS ONE.

"Trident One has everything! Star value, relevant subjects and a proven track record!"

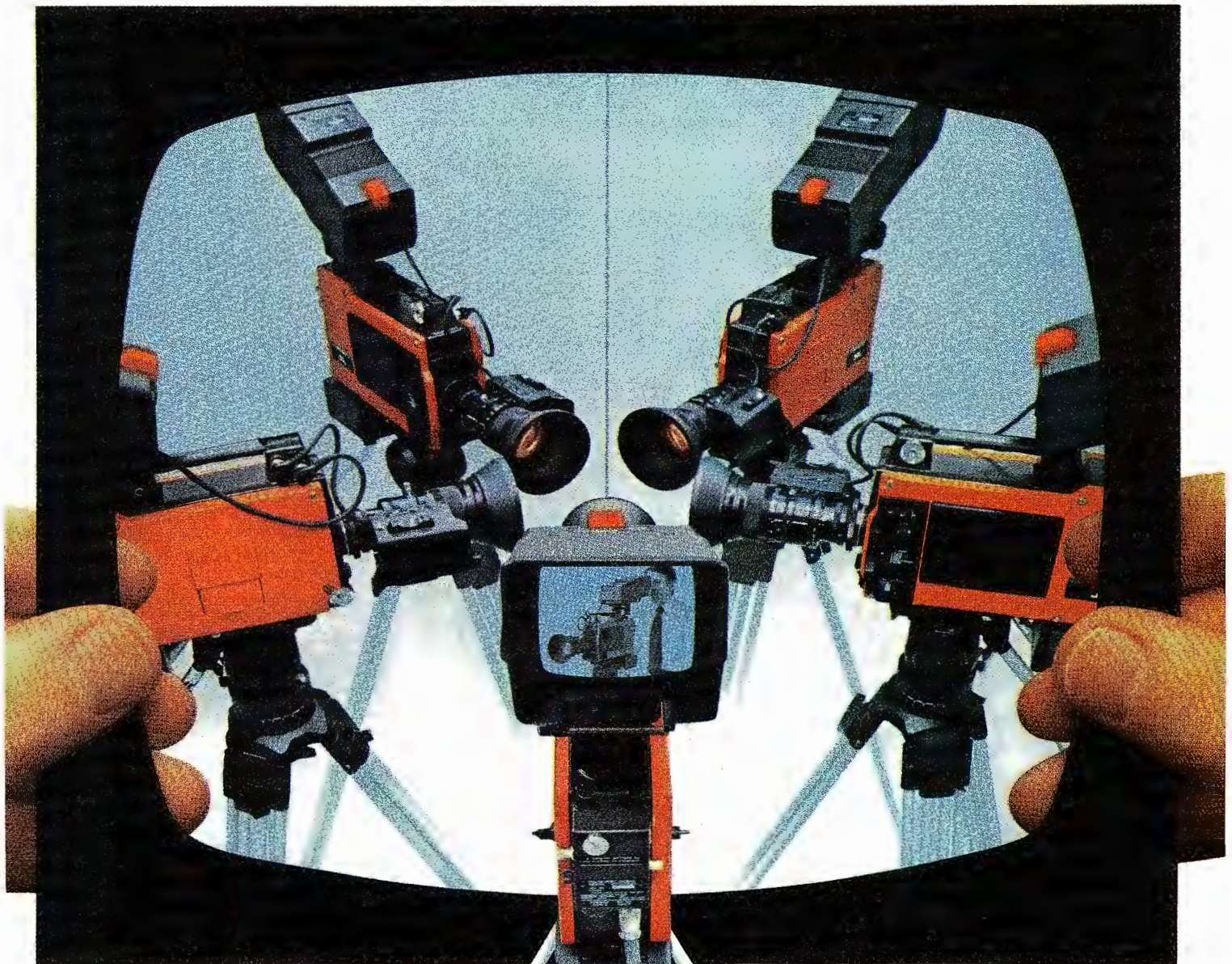
JOHN ATKINSON
Program Director, WNAC-TV Boston

TRIDENT TELEVISION ASSOCIATES, INC.

540 Madison Avenue
New York, New York 10022
(212) 355-7070

28929 Wight Road
Malibu, California 90265
(213) 457-5833

Compare



JVC's Professional Video Dealers want you to compare the newest member of the KY family of 3-tube color cameras to *any* other camera you may be thinking of...and to others you may have eliminated because of their high prices.

COMPARE PERFORMANCE:

The KY-2700 holds registration specs to a tight 0.1, 0.2, and 0.4%, for crisp clean pictures. That's stability!

The KY-2700 has dual-edged vertical and horizontal contour correction for the detail and sharpness you require, 500 lines resolution, and for virtually noise-free video, 54db signal to noise. That's performance!

COMPARE FEATURES:

A fast, 14:1 Servo zoom lens, Automatic Beam Control (ABC), Automatic White Balance with memory, Automatic Black Stabilizer circuit (ABS), a low 18 watt power consumption for extended battery operation, "Instant On"

The new KY-2700



performance. And much more. That's a lot.

COMPARE VALUE:

No other professional 3-tube color camera can match these specifications at a price even near the KY-2700.

That's a pleasure.

Compare it at your JVC Professional Video Dealer NOW!

For more information,

call toll-free 800-821-7700, Ext. 7005.

(in Missouri, 800-892-7655, Ext. 7005.)

Or write US JVC Corp., Dept. B 6/29/81
41 Slater Drive, Elmwood Park, NJ 07407.

Available in Canada from JVC
Canada, Inc., Ontario.

**Your choice.
Now.**

JVC®

US JVC CORP.

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. 1**—Deadline for entries in fourth annual Tokyo Video Festival, sponsored by *JVC of Japan*. Information: JVC Tokyo Video Festival, c/o Burson-Marsteller, 866 Third Avenue, New York 10022.

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 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 20035, (202) 457-4996.

Sept. 17-16—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. 23-26**—*National Broadcast Association for Community Affairs* annual conference. Manor Vail Lodge, Vail, Colo. Information: Marcia West, KOA-AM-TV Denver, (303) 861-4444.

Sept. 24-25—*National Association of Black Owned Broadcasters* annual broadcast management conference. National Association of Broadcasters headquarters, Washington.

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. 29-30**—*Arbitron Radio* workshop. Copley Plaza, Boston.

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.

Oct. 2-4—*American Women in Radio and Television* West central area conference. Omaha.

Oct. 4-6—Cable Software Symposium and Exposition, co-sponsored by *National Cable Television Association* and *Cable Television Administration and Marketing Society*. Hyatt Regency hotel, New Orleans.

Oct. 5-7—International Electrical, Electronics Conference and Exposition, sponsored by *Canadian Region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

Oct. 7—*International Radio and Television Society* newsmaker luncheon. Speaker: CBS Inc. President Thomas H. Wyman. Waldorf-Astoria, New York.

Oct. 7-8—*National Association of Broadcasters* engineering department's 14th AM directional seminar. Marriott Inn/Airport, Cleveland.

Oct. 8-11—*National Black Media Coalition* annual conference. Mayflower hotel, Washington.

Oct. 9-11—*American Women in Radio and Television* Midwest area conference. New Marriott, Harrisburg, Pa.

Oct. 11-13—*National Association of MDS Service Companies* annual convention. Atlanta Hilton, Atlanta. Convention information: Diane Hinte, Standard Communications Corp., P.O. Box 92151, Los Angeles 90009. Exhibition information: Richard Greene, Trade Associates Inc., 4701 Willard Avenue, suite 105, Washington 20015.

Oct. 13-15—*Western Educational Society for Telecommunications* 11th annual conference. Harrah's, Reno. Information: Dr. Donel Price, Media Production Services, California State University, Los Angeles 90032, (213) 224-3396.

Oct. 13-15—Broadcasters Clinic sponsored by *University of Wisconsin-Extension*. Sheraton Inn, Madison, Wis. Information: Don Borchert, UW-Extension, Vilas Communication Hall, Madison, Wis., 53706, (608) 263-2157.

Oct. 14-16—*Kentucky Broadcasters Association* convention. Marriott Resort hotel, Lexington, Ky.

Oct. 15—*American Council for Better Broadcasts* 28th annual conference. Theme: "Telecommunications in Our Everyday Lives—The New Challenge Toward a Media Wise Society." Capitol Holiday Inn, Washington. Information: ACBB, 120 East Wilson Street, Madison, Wis., 53703, (608) 257-7712.

Oct. 15—*Connecticut Broadcasters Association* annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

ASK ONE WHO OWNS ONE.

"The star value, running times, and production quality of Trident One are ideal. The 20 features are perfectly suited for all time periods."

BILL FOX

General Manager, KCST-TV San Diego

TRIDENT TELEVISION ASSOCIATES, INC.

540 Madison Avenue
New York, New York 10022
(212) 355-7070

28929 Wight Road
Malibu, California 90265
(213) 457-5833



THE STATION WITH A BLACK BELT RATES HIGH WITH YOUNG ADULTS.

Young adults get a big kick out of Kung Fu. Theatrical box office records prove it. And what's been socko in the nubes is turning out to be boffo on the tube. The ratings prove this.

On Saturday June 6 at 3 pm, New York's WNEW-TV ran MASTER KILLER, from World Northal's BLACK BELT THEATRE and karate chopped all six competing stations. An 8 rating and a 26 share! A few weeks earlier, WNEW-TV stunned them with another BLACK BELT offering, BRUCE LEE: HIS LAST DAYS. A 9 rating and a 28 share!



That's an increase of 3 rating points, or 190,000 households, over what's usual in the time period.

What WNEW-TV did, you can do. BLACK BELT THEATRE has 13 of these exciting, first run, martial arts feature films, many from the prestigious Run Run Shaw Studios, and ready immediately. If you want to rate big with the elusive young adult audience, get the BLACK BELT THEATRE fighting for you.

Call George Hankoff at World Northal Television today to set up a screening.
(212) 486-5722.

Oct. 15—Fund raising banquet for benefit of Broadcast Pioneers Library, co-sponsored by *Broadcast Pioneers and Vince Wasilewski*, president, National Association of Broadcasters. Sol Taishoff, editor, BROADCASTING, will be recognized. Washington Hilton.

■ **Oct. 15**—Video Technology for Filmmakers, sponsored by *Advanced Technology Seminars*. Barbizon Plaza hotel, New York. Information: Advanced Technology Seminars, 1600 Broadway, Suite 690, New York, 10019.

Oct. 15-17—*American Women in Radio and Television* Southwest area conference. Dallas. AWRT Southern area conference. Charleston, S.C.

Oct. 15-18—*Women in Communications* national conference. Cincinnati. Information: (512) 345-8922.

Oct. 16—*Colorado State University/Colorado Broadcasters Association* 10th annual CSU Broadcast Day. Speaker: Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee, Colorado State University, Fort Collins. Information: Dr. Robert MacLauchlin, (303) 491-6140.

Open Mike®

Just friends

EDITOR: I must compliment you on your laudatory article on Tom Bolger's two-year term as NAB's joint board chairman (BROADCASTING, June 8); however, I must correct an error wherein it states that the Broadcast Inter-Association Council counts 35 associations in its membership

including the National Cable Television Association.

BIAC is an informal group of associations and organizations whose members are directly involved in the business of *over-the-air broadcasting*. Consequently, this would preclude NCTA from being a member but hardly rules out our efforts in establishing better communications with them.—*Robert E. McAuliffe, chairman, Broadcast Inter-Association Council, Chicago.*

Qualidata update

EDITOR: Enjoyed reading the recent "Monday Memo" by Wendy Marquardt (BROADCASTING, June 15). Having chaired the RAB research committee which analyzed Qualidata, I share her concerns. As she suggests, it might have been more aptly called "Quantidata."

My understanding is that Qualidata II will basically be a repetition of Qualidata I with somewhat better response rates. The concern of the research community has always been whether or not re-interview studies are representative of the original sample. Additionally, I feel (as I believe she does) that the study has to be produced in a more usable form.

Once again, I found Ms. Marquardt's opinions right on target.—*Alan Tobkes, vice president, marketing services, Eastman Radio Inc., New York.*

Help wanted

EDITOR: It is probably not news to you, but BROADCASTING does indeed get a wide readership both here in the United States and abroad. Since my "Monday Memo" on the International Executive Service Corps appeared (BROADCASTING, April 20), we have had countless calls from broadcasters overseas, and quite a few from either retired or soon-to-be retired broadcasting executives here.

In a small way, however, we have all contributed to creating a problem and I would like to know if you can help. We find that we need additional executives with broadcasting experience in the U.S. to serve as volunteers with broadcasting organizations overseas. These executives could have experience in all areas of the business, administration, programming, marketing, production and in fact everything. Any broadcasters who are recently retired, or soon to be retired, who would like to help us in serving the foreign broadcasters, should contact Bob Myers of our recruiting staff in New York, or contact me personally.—*Ralph C. Franklin, vice president, program operations, International Executive Service Corps, New York.*

IT Quality at \$1040

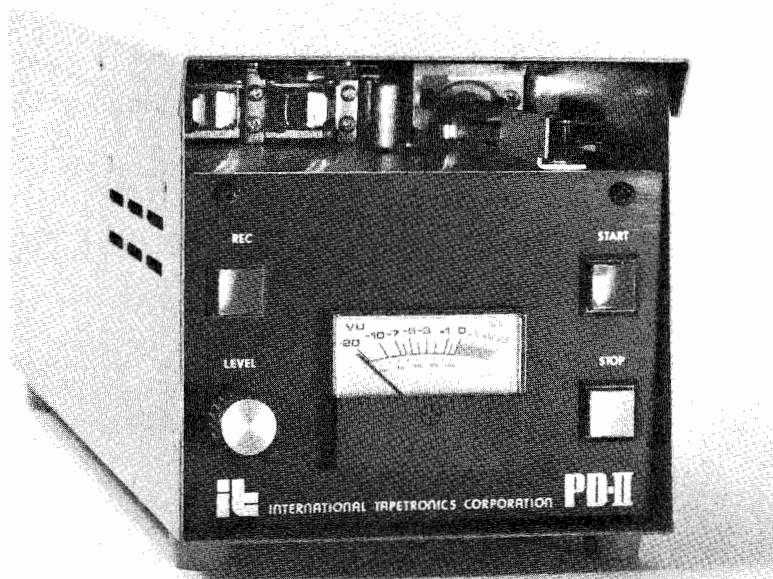
THE PD II RECORDER plays mono tapes in "A" size cartridges. Stops automatically on 1kHz cue. Big and small buy it for the same reason: nothing else does this task so well, so long, so reliably, with so little maintenance. Also available in Reproducer Only for \$760.

**CALL TOLL-FREE
800-447-0414**

Ask about our no-risk, 30-day trial order. Call collect from Illinois, Alaska, Hawaii: (309) 828-1381. Standard 2-year warranty.

INTERNATIONAL TAPETRONICS CORPORATION
2425 South Main Street, Bloomington, Illinois 61701

Marketed exclusively in
Canada by McCurdy Radio
Industries, Ltd., Toronto



Broadcasting Publications Inc.

Sol Taishoff, chairman.
Lawrence B. Taishoff, president.
Edwin H. James, vice president.
Irving C. Miller, secretary-treasurer.

Broadcasting

The News Magazine of the Fifth Estate
INCORPORATING

TELEVISION

AND

Cablecasting

Broadcasting-Teletesting Building
1735 DeSales Street, N.W., Washington 20036.
Phone: 202-638-1022.

Sol Taishoff, editor.
Lawrence B. Taishoff, publisher.

EDITORIAL

Edwin H. James, executive editor.
Donald V. West, managing editor.
Rufus Crater, chief correspondent (New York).
Leonard Zeidenberg, chief correspondent (Washington).
Mark K. Miller, senior news editor.
Kira Greene, assistant to the managing editor.
Frederick M. Fitzgerald, senior editor.
Harry A. Jessell, associate editor.
Kathy Haley, Matt Stump, assistant editors.
Steve McClellan, Doug Halonen, staff writers.
Candye H. Stapen, contributing editor (50th anniversary series).
Kim McAvoy, John Lippman, John Eggerton, editorial assistants.
Pat Vance, secretary to the editor.

BROADCASTING & CABLE YEARBOOK

John Mercurio, manager.
Joseph A. Esser, assistant editor.

ADVERTISING

David Whitcombe, director of sales and marketing.
Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and engineering (Washington).
Gene Edwards, Southern sales manager (Washington).
David Berlyn, Eastern sales manager (New York).
Tim Thometz, Western sales manager (Hollywood).
Charles Mohr, account manager (New York).
Katherine Jeschke, classified advertising.
Doris Kelly, secretary.

CIRCULATION

Kwentin K. Keenan, circulation manager.
Christopher McGirr, assistant circulation manager.
Patricia Waldron, Sandra Jenkins,
Vanida Subpamong, Debra De Zarn.

PRODUCTION

Harry Stevens, production manager.
Don Gallo, production assistant.

ADMINISTRATION

Irving C. Miller, business manager.
Philippe E. Boucher.
Doris E. Lord
Marie Leonard, Mona Gartner, advertising assistants.

BUREAUS

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



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

MEDIA MONITOR

Advertisement

Congress Slashes Funding For Public Broadcasting

By Reed Irvine
and
Cliff Kincaid

Recently a House-Senate conference committee agreed on a reduction in the budget of the Corporation for Public Broadcasting of \$35 million for the 1983 fiscal year. The corporation had been counting on \$172 million, the amount that had been approved in advance during the Carter administration. The Reagan administration wanted to slash this by \$52 million. The House of Representatives had voted an even larger cut, but the Senate had rejected any cut.

The prospects appear good for acceptance by both the House and Senate of the compromise.

Although the cut is well below what the administration requested, howls of protest were quickly voiced by the public broadcasting establishment, which suggested that the budget cutting was threatening to strip away the insulation from political influence that public broadcasting has enjoyed for many years.

Frank Mankiewicz, who helped manage George McGovern's presidential campaign in 1972, said that the action would "breach the principle of advance funding which was established to insulate public broadcasting from political influence." Mr. Mankiewicz should know all about political influence. He heads National Public Radio, which is notorious for its news programs that consistently tilt far to the left. Mr. Mankiewicz obviously sees nothing wrong with taxpayer-supported public radio being headed by a leftwing political ideologue who regularly defends the leftwing propaganda broadcast by his staff. He would like to see this situation preserved.

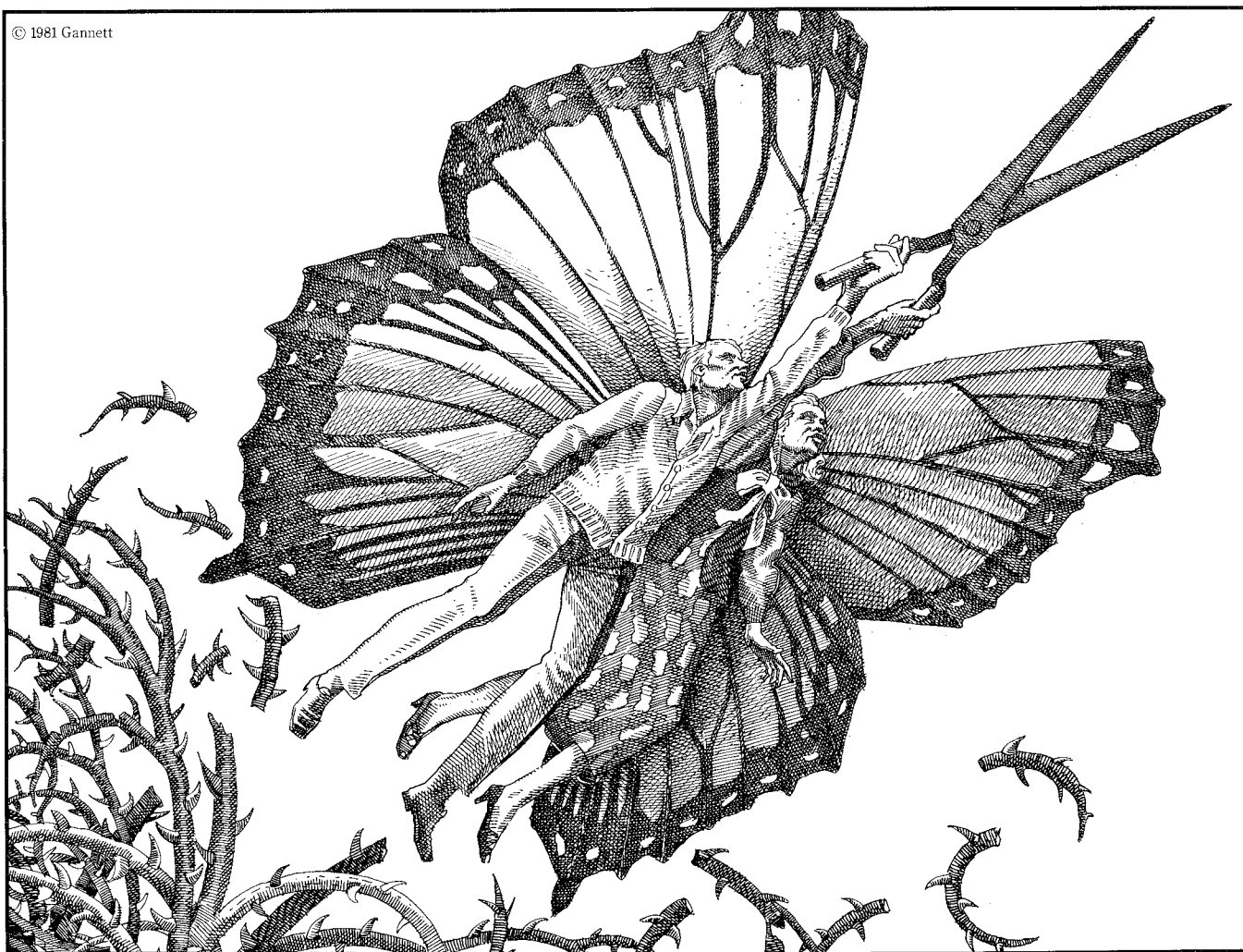
The same is true of the Public Broadcasting Service, which has sent out

all over the country television programs embodying the views of Philip Agee, the man who defected from the CIA to the communist side and who is now devoting his life to trying to destroy the CIA. Barry Chase, a PBS official, told us when we raised questions about this type of programming that they weren't concerned about what Congress thought of the material they were airing. They are responsible only to themselves.

Fran Griffin, president of a Washington media consulting firm, takes a different view. Miss Griffin headed the Reagan administration transition team that studied what the new administration's position toward public broadcasting should be. She said that the transition team had recommended that all federal funding of public broadcasting be phased out over a three to five year period. Miss Griffin said that she saw no justification for the federal government to be in the broadcasting business. She said she would feel this way regardless of the type of programs being aired.

Miss Griffin told us that her concern was that the Reagan administration was not moving with sufficient vigor to get out of the broadcasting business. She said that Budget Director David Stockman had indicated that his goal was to get federal funding of public broadcasting down to the \$100 million a year level by 1985. In her view, this was too modest a target.

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.



HEALTH FAIRS: CUTTING THE COST OF LIVING

SHIVELY, Ky. — Andy and Charlotte VerHage, residents of this Louisville suburb, may owe their lives to a preventive health-care program cosponsored by WLKY-TV, a Gannett television station.

Along with more than 8,000 others from the Louisville area, they took part in the health screening examinations offered at the 1981 Health

Fair. While thousands were found to be in good health, the VerHages learned of dangerous, yet treatable, conditions.

"If it hadn't been for Health Fair, we probably wouldn't have sought medical attention," Mrs. VerHage stated. "It probably saved our lives."

Health Fairs are organized by the nonprofit National Health Screening Council for Volunteer Organizations and now provide an estimated \$50 million a year in free testing and preventive medicine education. The Council relies on the sponsorship of local organizations, including the media, to help make health care more accessible to all and to overcome public inertia.

Joining WLKY-TV in cosponsoring community Health Fairs in 1980 and 1981 were Gannett's KPNX-TV in Phoenix, KBTB-TV in Denver, KOCO-TV in Oklahoma City, WPTA-TV in Fort Wayne and KSDO radio in San Diego. Next year, several Gannett newspapers will also cosponsor

Health Fairs in their cities.

In health, as in information, Gannett believes the communities it serves deserve the very best. From Cleveland to Cincinnati, Denver to Detroit, New Kensington, Pa. to Knoxville, Tenn., the newspaper, broadcast, outdoor advertising and other information services of Gannett join their neighbors in projects designed to help people in their daily lives—and to help those lives run their full, natural course.

For more information about Gannett, write: Gannett Co., Inc.; Corporate Communications; Lincoln Tower; Rochester, N.Y. 14604. Or call (716) 546-8600.



GANNETT

A WORLD OF DIFFERENT VOICES
WHERE FREEDOM SPEAKS

Gannett Broadcasting Group:

KPNX-TV
Phoenix
WVON, WGCI-FM
Chicago

KARK-TV
Little Rock
WPTA-TV
Fort Wayne

KIIS-FM, KPRZ
Los Angeles
WLKY-TV
Louisville

KSDO, KEZL-FM
San Diego
WLQV, WCZY-FM
Detroit

KBTB
Denver
KSD AM-FM
St. Louis

WJYW-FM
Tampa
WWWE, WDOK-FM
Cleveland

WXIA-TV
Atlanta
KOCO-TV
Oklahoma City

Broadcasting Jun 29

TOP OF THE WEEK

Deregulation sails through the Senate

And it's thought to stand a good chance in the House, even though Wirth has begun to mount a counterattack

The Senate voted last Thursday to eliminate most government regulation of radio, increase license stability for TV stations, establish license fees for most telecommunications providers, continue funding public broadcasting at reduced levels through fiscal year 1986 and provide for future VHF service in New Jersey. Attached to a mammoth budget bill, the measures should go to a House-Senate conference shortly after the July 4 congressional recess.

There, they are expected to face heavy opposition from House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.), who began mustering support last week for an effort to strike the deregulation provisions from the bill.

Senator Ernest F. Hollings (D-S.C.) opened fire on the deregulation measures last Wednesday, when the Senate was halfway through its scheduled 20 hours of debate on the bill. He and Minority Leader Robert Byrd (D-W.Va.) stressed that they do not oppose deregulation, but feared adding it and other measures to a budget bill.

Commerce Committee Chairman Bob Packwood (R-Ore.) argued that license fee provisions and a 1981 budget authorization for the FCC are intrinsic to Commerce Committee budget cuts and therefore belong on the bill. License fees should not be passed without regulatory relief for broadcasters, said Packwood. "It [would be] unfair because it is part of a package."

When controversy over the other measures threatened to derail the bill altogether, the Senate recessed several times and leaders negotiated in closed session. They agreed to delete all of the measures Democrats had argued were extraneous, but Packwood later introduced an amendment to restore the communications provisions. The Senate passed that amendment by a vote of 55-40 with Senator William Armstrong (R-Colo.) abstaining. It then added to the amendment by voice vote provisions offered by Senator Bill Bradley (D-N.J.) to provide for eventual VHF service in New Jersey.

Although Hollings never said he opposes broadcast deregulation, he has expressed strong reservations about it this year and it is widely believed that his plea for the budget process last week was primarily tactical.

In the House, Wirth wrote to Telecommunications Subcommittee members last Monday, saying he is "extremely disturbed" that the Commerce Committee had added deregulation to its budget bill and that he intends to "strongly resist any consideration of this legislation" in House-Senate conference. Not only is budget reconciliation the wrong vehicle for considering complex communications policy, said Wirth, but the Senate Commerce Committee had broken an agreement reached with its House counterpart early this year to move first on legislation to authorize the FCC and National Telecommunications and Information Administration and not to complicate those measures with other communications provisions. The House has passed legislation to that end, but Wirth's subcommittee had put off considering broadcast deregulation until after it passes common carrier legislation, as it plans to do late this year.

Some time after the July 4 recess, corresponding House and Senate committees

will convene for a series of "mini-conferences," each committee dealing with that portion of the bill relating to its jurisdiction.

Chances that deregulation will survive those conferences improved last week when the House defeated a move by Democratic leaders to force the House to consider budget cuts one by one, rather than as a single package. Control in the House is far from solidly in the hands of the majority and this diminishes chances that it will be able to significantly alter the Senate bill.

Kenneth Schanzer, National Association of Broadcasters senior vice president for government relations, called last week's Senate action a "significant first step" that demonstrated there's "a broad coalition prepared to deregulate broadcasting." What's more, "a great many people in the House have expressed favor for deregulation," he said. "We're not hearing significant opposition from any quarter."

Although optimistic, industry lobbyists were anticipating stiff opposition from Wirth. If the bill does not survive the House, however, congressional watchers believe it will at least raise the issue of deregulation there, and will likely increase pressure on Wirth to act on it.

If last week's Senate action becomes the law of the land:

- Radio license terms will become indefinite.
- TV licenses will be for five years.
- The FCC will not be permitted to consider competing applications for a TV license until first determining the present licensee to be unfit.
- A radio license could be revoked, but not before the FCC held a hearing to determine the licensee unfit.
- The FCC could award new broadcast licenses by random selection (lottery).
- Radio broadcasters would no longer have to keep program logs, ascertain community needs or broadcast news and/or public affairs programs, nor would they be subject to commercial time limits.
- The FCC could not involve itself in program decisions.
- Public broadcasting would be funded at levels of \$110 million, \$100 million and \$100 million for fiscal years 1984, 1985 and 1986, respectively.
- Public broadcasting facilities planning and construction would be funded at \$23 million in 1982.
- The Corporation for Public Broadcasting would have to pass through at least 60% of its funds to stations in unrestricted grants. It would also have to pay at least 50% of the cost of satellite interconnection.
- CPB's board would be reduced from 15 members to nine.
- Public stations (receiving federal funds) could not editorialize.
- The FCC would have to assign "suitable" VHF facilities to New Jersey as they become available.

Along with the above, legislation passed last week would establish fees to cover the cost of regulating telecommunications. Annual television fees would range from \$7,500 for stations in the top 20 markets to \$750 for those in markets 181 and below. Fees for radio would range from \$1,000 for all class B and C FM's and AM's greater than 5 kw to \$150 for AM's less than 1 kw. The FCC would also charge fees for license applications, hearings, construction permits and antennas. There would also be fees for satellite and cable services.

Cowed ad industry surrendering to Wildmon?

On eve of long threatened boycott, and as Lear and others were counter-attacking, Tupelo minister and Moral Majority colleagues appear to have won what they wanted to begin with: capitulation by advertisers to their kind of TV

Last week, the battle for America's soul seemed to be heating up. TV producer Norman Lear announced the new media campaign of People for the American Way, aimed at countering what it calls the "intolerant messages and antidemocratic actions of moral majoritarians." And today (Monday), the Coalition for Better TV was to disclose its plans for an advertiser boycott aimed at furthering its effort to cleanse television of sex, violence and profanity. But as of Friday, it appeared that CBTV may have won its war without the necessity of firing that shot.

The Rev. Don Wildmon of Tupelo, Miss., chairman of CBTV, was maintaining as of Friday morning that plans to boycott at least one advertiser sponsoring programs containing what CBTV considers an undue amount of offensive material were on track. But Calvin Thomas, vice president for communications of the Moral Majority, the largest organization in the coalition, said—also on Friday—that a boycott might not be necessary. He noted the coalition had always considered a boycott "a last resort."

The call on whether there will be one, Thomas said, belongs to one unnamed sponsor among the "top three or four" sponsors of programming containing what CBTV considers undue amounts of sex, violence and profanity. Thomas said the others have expressed a willingness to change their television advertising policy, in order to be more sensitive to the material the programs contain.

"There is one last sponsor we're talking to," Thomas said. "He might tell us to stick it in our ear." In that case, Thomas noted, the boycott would be on. "But," he said, "we're leaning toward not calling a boycott."

Thomas said the coalition would postpone action for 30 days, during which it would examine the television advertising guidelines of the companies promising a change in policy.

CBTV's apparent victory evolved after Wildmon met in Memphis with representatives of several of the companies considered prime boycott prospects. The purpose, reportedly, was to offer the companies a chance to review their advertising policy before boycott plans were firmed up. Late in the week, at least two of the companies were understood to have directed their advertising agencies to compute the efficiencies to be gained or lost by, as one source put, "doing what Wildmon wants" and changing their time buys.

The list of invitees was said to include SmithKline Corp., Warner-Lambert,

Beecham Products, Esmark Inc., Miles Laboratories and Sterling Drugs. The precise number that sent emissaries to Memphis wasn't known. But Miles Laboratories and SmithKline admitted they did.

CBTV's press conference to announce sponsors of programs containing "the greatest amount of sex, violence and profanity on prime time television" based on monitoring during the three months ending in May, will be held today as scheduled. But if the last holdout advertiser has come into line by then, the subject matter will not be boycott plans. Thomas said CBTV will praise the companies that have adopted new policies, and urge support for their products by consumers. That, however, depends on whether the companies involved are prepared to go public with their identities.

Wildmon appears to have made major gains in his crusade even before the press conference. Last week, it was learned that SmithKline Corp., which spends \$25 million a year to promote over-the-counter drugs, had written the presidents of the three commercial networks expressing concern about "the level of gratuitous sex



Friendly and Wildmon on ABC

and violence" in television programming. Two weeks ago, Procter & Gamble, television's largest advertiser, made clear its unhappiness with the taste level of many programs (BROADCASTING, June 22). And NBC has decided to eliminate homosexuality from the character Tony Randall portrays in a new series, *Love Sidney*, beginning in the fall (see page 66).

Along with that evidence of success and with the approach of the Monday press conference, Wildmon has been the subject of increased attention from the media he said had suppressed news of the coalition and its project. He was interviewed on ABC's *Good Morning America* last Thursday, along with Fred Friendly, the former CBS News president who now teaches journalism at Columbia University, who offered the antiboycott view.

Regardless of whether a boycott is instituted today, the CBTV monitoring machinery will not be allowed to get rusty. "Monitoring will resume in September," he said, and continue over a three-month

period. He noted the National Federation for Decency, which he heads, has been monitoring television and organizing boycotts since 1977—although never with the potential power of the one the coalition is contemplating now. CBTV claims a membership of five million families in all 50 states, and Wildmon says the coalition's constituent members will urge the boycott in its own fashion. The Moral Majority is reported to have set aside \$2 million for newspaper ads and direct mailings.

Last week, the focus was on CBTV's and the Moral Majority's opposite number—the People for the American Way (PAW). It is not simply antiboycott, although Lear, during a press conference in Washington, said he did not "want to see any group in the country apply its standards to television." PAW has a broader range of concerns involving the "Religious New Right."

To PAW, the Religious New Right—"spearheaded," as a brochure puts it, "by a new breed of politically oriented electronic evangelists—is more than just old-fashioned evangelism. It's a well-financed, highly coordinated, computerized campaign, not just to preach their faith and their politics—which they have every right to do—but an attempt to impose *their* political and moral beliefs on the rest of us," says PAW.

Last fall, PAW emerged with a series of television spots designed to counter what it said was the Religious New Right's contention that, to be "a good Christian," an individual must believe as does the New Right on many issues, including political ones.

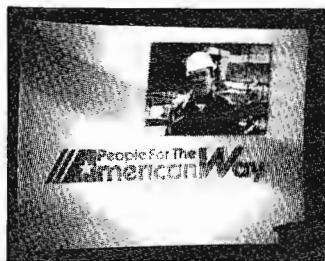
The spots shown at the press conference—and later that evening, at a wine and cheese party, which attracted a number of old-line liberals, including former Senator Frank Church (D-Idaho), former New York Mayor John Lindsay and former Senator Eugene McCarthy (D-Minn.)—appeared to be light and non-controversial. There are four spots—three 30's and one 60—employing the man and woman on the street technique to demonstrate Americans' penchant for arguing about anything—the eggs they like, the music they prefer and their favorite sports.

Considering the messages being delivered by the Moral Majority, weren't the spots too soft? Lear—PAW's media adviser and star attraction—was asked. The questioner, Lear suggested, may have missed the point of the spots, each of which ends with the tag: "Freedom of thought: The right to have and express your own opinions. That's the American way."

"I like [the spots]," Lear said. "They make me feel terrific." And he was sure viewers would understand the message. "How they make the connection in their own minds depends on how their minds



Ready to roll. Norman Lear at his press conference and scenes from the People for the American Way campaign.



turn, but I have no doubt the connection will be made." The spots, he explained to another questioner, are not about eggs and music and sports but "freedom of expression."

Lear said he has written all television stations in the country, asking them to carry the spots—beginning July 4th—as public service announcements. (PAW bought time for the spots broadcast in the fall. They appeared in more than 30 television markets.)

Soft or not, the spots pained the Moral Majority. It wants "equal time under the fairness doctrine" to respond. Thomas said telegrams have been sent to a number of stations in selected markets advising them that if they broadcast the PAW spots the Moral Majority will request "an equal amount of public service time to respond." He said the spots "misrepresent the position of the Moral Majority and its founder, Dr. Jerry Falwell, and further contributes to the stereotyping of the special interest group in the public mind."

It doesn't matter, Thomas said, that the spots do not mention the Moral Majority or Falwell. He said the object of the spots is clear—thus, in effect, agreeing with Lear that viewers can make the necessary connection in their minds.

The issues concerning Lear and Wildmon and Falwell last week managed to find their way into a pleading filed with the FCC. At least Henry Geller, former head of the National Telecommunications and Information Administration, used them to bolster an argument he was making in commenting on the question of the commission's jurisdiction in the family viewing case. Geller urged the commission to hold a hearing on the question of whether it was legal for the commission to have "jawboned" the networks into adopting the family viewing hour, and then promptly to rule that it was not. Failure to reach such a conclusion, he said, would be "disastrous," for controversy regarding "undue sex and violence on network programs" is now raging, he said, and added: "If the commission has an ap-

propriate role in this area, it means that the Moral Majority can bring its arguments to this government agency, asking that it intervene either through 'jawboning' or, if that fails by adoption of a rule or policy."

HBO's Fuchs says pay cable programming is subject to viewer approval, not that of advertisers; he criticizes violence rating and P&G's stance on shows

Sex and violence were also on the mind of Home Box Office senior vice president for programming, Michael Fuchs, last week, at a luncheon of the National Academy of Television Arts and Sciences in New York.

"In this time of boycotts over content," he said, "our viewer doesn't have to boycott products"—he just won't subscribe next month if he's dissatisfied. Fuchs acknowledged not only the rising controversy over sex on pay TV, but said there seems to be "a rising consumer demand for more adult entertainment."

While "HBO is no Disney," Fuchs said, "we've done a commendable job in policing ourselves." Policing efforts Fuchs detailed included no X-rated films, scheduling adult programming in late evening periods with many advisories in HBO

listings. As to violence, Fuchs took issue with "some violence complaints [that] border on the ridiculous," and said "there's a credibility gap in counting the number of violent incidents" in a program, one that leads to branding "The Muppet Movie" as a violent film.

Fuchs took aim at the broadcast networks and their advertisers, suggesting that the "mediocrity" of network fare is a necessary outgrowth of advertiser support. He cited one survey purporting to show "by 67% to 17% the public rejects the idea that people who run commercials 'take my interests to heart,'" and although acknowledging that he lacked supporting data, Fuchs asserted: "Those percentages might be reversed for HBO."

Advertising agency studies that suggest pay-cable viewers wouldn't mind commercials were branded as "comically self-serving" by Fuchs. He then went after Procter & Gamble for its celebrated recent criticism of titillating programming—saying P&G was largely responsible for the launch of soap operas, which Fuchs put at the forefront of sexually suggestive television. And he said that while P&G might condemn "gratuitous" sex, it has never condemned "gratuitous commercials and gratuitous advertising claims."

NATPE teleconference takes on advocacy advertising, PD accountability

Association takes advantage of own medium to cross-pollinate ideas on provocative subjects

The subjects were advocacy advertising and program-director accountability. But with NATPE International's first teleconference last week, the medium was as important as the message.

Using the same technology now commonplace in program distribution, NATPE took to a satellite for an in-house purpose: afternoon panels Wednesday and

Thursday for the edification of program directors and, in fact, anyone with access to Westar I.

Originating from the studios of WDCA-TV Washington and distributed nationwide, the teleconference represented NATPE's intention not only to focus on issues weighing on the collective mind of its membership but also to demonstrate a broadening of its organizational services. It was yet another sign of expansion for the organization that this spring traded in its original name, National Association of

Television Program Executives, for the broader NATPE International.

For the teleconference, NATPE relied on more than a little help from its friends. Taft Broadcasting donated studio time at its WDCA-TV Washington; Westinghouse Broadcasting Co.'s Vidsat services were used to book and arrange the signal transmission, and the panels were coordinated with the *National Law Journal*. According to George Back, NATPE executive director, NATPE costs should end up "definitely less than \$10,000"—including satellite time and one way video, two-way audio for phone-in questions.

While NATPE had secured three hours each day on the bird, the panels ran only for two. After the first panel, Back explained that it "would have been repetitive." And, apparently since NATPE saw the effort as the forerunner of things to come, he added that to go longer would have "hurt the look of the conference."

■ Advocacy advertising was Wednesday's subject.

Expecting that the whole issue will generate "a lot of lawsuits" and perhaps end up as a Supreme Court case was Ralph Goldberg, associate general counsel for CBS Inc. Goldberg, whose corporation has refused to sell commercial time to express views on controversial issues, was the only panelist on the con side. (ABC-TV, on the other hand, has announced an advocacy-advertising experiment in late-night entertainment programming beginning July 1.)

On the panel as well was ABC affiliate WJLA-TV Washington's general counsel, Al Hammond, whose station already has been running such ads. Another panelist whose station sells time for them was Sandy Pastoor, vice president-programming for Metromedia's independent WTTG-TV Washington.

Also on the pro side was Stuart Sucherman, formerly with noncommercial WNET-TV New York and now executive director of media in society seminars at Columbia University. Sucherman opened by trying to shoot down the "shibboleths" used in opposing advocacy advertising.

Among Sucherman's contentions was that advocacy ads by major corporations will not dominate the airwaves and public opinion. Sucherman said that hasn't hap-

pened with print, and also claimed that it is "mostly conjecture" that advocacy ads shouldn't be broadcast because of TV's supposed "greater impact than print."

Furthermore, Sucherman claimed that TV's track record already demonstrates that controversial issues aren't just news-department domain. He cited such shows as *Donahue*, *Maude*, *Lou Grant* and *All in the Family* as well as TV movies as having presented one side of a controversial issue.

CBS Inc.'s Goldberg, however, countered that "the news organization can do a better job in assuring fair coverage." And as for print analogies, Goldberg said that it is a "fact of life" in 1981 that broadcasting is regulated differently from print.

Broadcast regulation of the expression of controversial issues was key to the panel's discussion. Both WJLA-TV's Hammond and WTTG's Pastoor stressed that stations must be prepared to meet the fairness doctrine obligation that both sides of a controversial issue are covered. Accepting an advocacy ad means that the station has to cover the opposing side or perhaps will have to give free time to those with opposing views.

Hammond explained WJLA-TV's "evolving" policy when considering whether a specific advocacy ad should be accepted. He said the staff checks whether both sides of the issue have been covered in previous programming; stays away from those that "inflame or incite" or are in "bad taste"; insists on documentation from the sponsor; insists that the sponsor be easily recognizable on-air, and keeps the ads away from news programming to avoid viewer confusion.

Goldberg, however, warned of the complexities that can arise from such opposing viewpoint time exchanges. He said he expects numerous lawsuits to start cropping up regarding the quality of time provided to the other side.

Moderator Jim Goodale, a communications attorney and columnist for the *National Law Journal*, agreed with Goldberg that a major test case in the courts may be in store. However, given a deregulatory mood he expects to be shaping up in the Supreme Court, he said it could end up freeing broadcasters from the fairness doctrine.

Goodale suggested that it may be the

major-market stations that are in the best position to reap the financial benefit from advocacy ad sales because they can afford to give free time to opposing views and, if necessary, have the resources to fight it out in court.

■ Thursday's subject was program-director accountability—an issue that hit NATPE and its membership close to home earlier this year when a WABC-TV New York program director and former NATPE president was among those fired or forced to resign after "viewer letters" used on-air were proved to be frauds (BROADCASTING, June 1).

Chuck Gingold—the former WABC-TV program director who has maintained he didn't know the letters were faked but who has said he accepts responsibility as the department head—participated, not as a panelist but through the teleconference's call-in line. Gingold contended that a program director has widespread duties and can't be watching everything at the same time. Like the panelists who spoke before him, he urged the creation of guidelines for a program director's use.

Early in the panel, NATPE counsel Michael Collyer suggested that NATPE should work on a manual to aid programmers to avoid problems, including a checklist. And at the end of the two-hour discussion, NATPE President Steve Currie of KOIN-TV Portland, Ore., came on the audio line to say the organization would be working on such guidelines.

Paul Klein, a former NBC-TV programming chief now heading his own PKO production firm, suggested that a safeguard would be for program directors to treat staff producers the same way a network treats an outside producer. Klein explained this would clearly let producers know their ground responsibility and the ground rules.

Another on the panel was Robert Bruce, a Washington attorney and former FCC general counsel. Bruce said that a station making a mistake should be treated no differently from a newspaper at fault. He claimed that the FCC creates a problem when it jumps into a station investigation too quickly and that the FCC should take care that its clout does not, in effect, inhibit creativity.



The NATPE teleconference and panelists (l to r) Goodale, Sucherman, Hammond, Goldberg and Pastoor.

Still more opinions on copyright

Ringer, Wunder, Mankiewicz and CRT commissioners add their counsel to growing body of testimony offered Kastenmeier

Former Register of Copyrights Barbara Ringer told a House subcommittee last week it should replace compulsory licensing for cable with a system of "agreed licensing" similar to that used to determine fees for public broadcasting. Her statement culminated hearings last Wednesday and Thursday in which government and nongovernment witnesses testified.

Ringer told the Subcommittee on Courts, Civil Liberties and the Administration of Justice that elimination of the FCC's signal carriage rules had left copyright law "crippled and in urgent need of legislation repair." Compulsory licensing, however, is a "safety net" still needed by the cable industry "if we are to avoid real dangers to the development of our communications system."

The solution offered by H.R. 3560—a bill introduced by Subcommittee Chairman Robert W. Kastenmeier (D-Wis.)—is not the best alternative, said Ringer, because it would put into statute rules the FCC felt ought to be eliminated.

As an alternative, Ringer suggested that compulsory licensing be retained for a transition period of two or three years for all distant signals authorized before the effective date of the FCC's cable deregulation. During that time, cable systems would have to obtain copyright clearance for any additional signals they wish to carry (assuming the FCC's deregulation order, still subject to court review, is in effect).

After the transition, cable systems and copyright owners would be admonished to negotiate toward voluntary licensing agreements. Within a certain time, the Copyright Royalty Tribunal would be authorized to determine and publish a schedule of retransmission terms and rates. These would bind any copyright owners and cable systems that had not reached voluntary agreements.

The proposed transition period would provide a "strong incentive" for parties to negotiate voluntary agreements, said Ringer. "I'd be surprised if an all-industry committee such as ASCAP or BMI were not soon provided as a phalanx to negotiate."

Representative Thomas Railsback (R-Ill.) and Harold Sawyer (R-Mich.) doubted that Ringer's plan would provide incentive for cable systems to negotiate. Ringer said a similar system has worked for public broadcasting and works in other countries. "Those countries have state-controlled performance committees," said Ringer. "Here, it would be up to the free market, but I think it would work."

Also testifying last week was Bernard Wunder, head of the National Telecommunications and Information Administra-

tion, who also urged change of the cable copyright laws. Wunder said NTIA has reached "no firm or final determinations" regarding revisions but "we are tilting in the direction of substantial, marketplace-oriented changes."

Pressed by Kastenmeier, Wunder said NTIA would favor a "transition to full copyright liability with certain exemptions for small rural systems" that should remain under compulsory license. There is no firm data that present laws harm copyright owners, said Wunder, "but that doesn't have to be established" for Congress to act.

Members of the Copyright Royalty Tribunal, who also testified last week, said they see "no viable alternative to compulsory licensing" and "no justification for eliminating it" in the face of transaction costs cable systems would face without it. Speaking for the tribunal, Commissioner Thomas Brennan told the subcommittee it should not change cable's compulsory license without also changing compulsory licenses for phonograph records, jukeboxes and public broadcasting. There is less justification for those compulsory licenses, said Brennan, than for cable's.

The tribunal disagrees with H.R. 3560's proposal to allow full copyright liability for distant signals not carried by cable systems under the FCC's distant signal rules. If deficiencies in the marketplace justify a compulsory license for already-authorized signals, said Brennan, they should justify it for additional signals and programs.

It is not a good idea to exempt cable systems with fewer than 5,000 subscribers from all copyright liability, as H.R. 3560 would do, said Brennan. "There are no across-the-board exemptions in the other compulsory licenses," he said.

Restructuring the tribunal is necessary, said Brennan, but he questioned some of the recommendations the General Accounting Office has offered to that end (BROADCASTING, June 15). Contrary to statements in the GAO report, tribunal members do not believe a full-time general counsel is necessary, nor do they agree that a full-time chairman and part-time commissioners would work as well as a three-member commission. Even the three-member commission, said Brennan, should be only a temporary solution.

Commissioner Mary Lou Burg objected to GAO's recommendation that future tribunal members have copyright law experience. Members with diverse backgrounds, such as present commissioners have, can be more objective than copyright attorneys who in the past have served parties in interest, said Berg.

Frank Mankiewicz, president of National Public Radio, asked the subcommittee to provide copyright compensation for commercial and public radio in revising its law. Six percent of fees should be set aside for radio, he said, and two-thirds of that should go to public radio, because public

stations are imported as distant signals more often than are commercial stations.

The present law is vague in defining the difference between distant and local radio signals, said Mankiewicz, so congressional action is needed. A compulsory license of 6% would not burden small radio stations or cable systems with paperwork, he said, and it would be easy to differentiate between the programming source, NPR and member stations when distributing fees.

Discouraging word from Geneva's POE

FCC's delegate to international meetings returns with report that Panel of Experts efforts—of which so much was expected—bore little fruit; results can be used to support any position

The Panel of Experts meeting in Geneva had come to be regarded as the gathering that would provide the light needed to dispel the shadows surrounding the controversial 9 khz issue. But it turns out to have provided very little candlepower, after all. As a discouraged Larry Olson, the FCC engineer who led the U.S. delegation through most of the eight weeks of the meeting, put it last week, "As an engineer, I'd hate to rely on the POE study alone" as a basis for decision.

The POE—representing the U.S., Canada, Mexico, Cuba, Brazil, Peru, Argentina and Uruguay—had been detailed by the first session of the Region 2 conference on AM broadcasting, in March 1980, to assist the International Frequency Registration Board in comparing the 10 khz channel spacing plan and the two 9 khz channel spacing plans that had been advanced as alternatives to it.

The results, such as they are, support the assumption that, because of the 12 new channels it will generate, 9 khz channel spacing is the more efficient in terms of resolving incompatibilities among stations of the western hemisphere. The FCC and officials of other countries have said they would await the report of the POE before deciding the position they will take on the channel spacing issue at the second session of the Region 2 conference, in Rio de Janeiro, beginning in November. But Olson does not expect the report, to be issued in August, to be persuasive, because of the "infirmities" he says plague the studies. Olson believes each government "will examine the studies in terms of its own needs and interests, and decide which way to go. It won't sway any countries."

The computer studies were based only on nighttime incompatibilities, and did not include a complete analysis of adjacent-channel interference—only a sampling, Olson said. The same was true of examinations of interregional (Europe and Asia vis-a-vis the western hemisphere) interference. Accordingly, Olson said, "the

report is subject to different governments interpreting it in their own way. To me, as an engineer, it's inconclusive."

What went wrong in Geneva?

Olson and others returning from the meeting—the U.S. team included four commission staffers and, in staggered intervals over the eight weeks, five private industry engineers—talked of frustrations with computer programs improperly done and with preparations that had been inadequate. At least two weeks were lost in straightening out problems the experts encountered on arriving in Geneva during the fourth week in April, with the result that the time left for the studies was too brief. Some of the blame was assigned to IFRB, which had ultimate responsibility for the project; some Americans said the board took on more than it could handle.

Nor was that all. A study written by the U.S. contingent before leaving for Geneva—an index of incompatibilities—was of no help. Some of the Americans, including Olson, had questioned its value, and the full POE finally agreed to discard it after deciding it was too complex. And there was no time to develop a simpler one. Then there was the continuing computer problem that plagued the POE throughout the eight weeks. "We never did have an operational program to test recommended solutions, nor an update program," Olson said.

The results were not entirely negative. "We did work throughout the session to identify problem areas and develop ideas with a view to recommending implementation to the IFRB and the administration," Olson said. "These procedures and programs can be used at the second session, to make it successful. We felt that without changes in the programs and methods of work, the second session wouldn't succeed."

As for the results of the comparative studies, they varied among the four groups into which the experts were divided—one concerned with Canada and the northern U.S., one the southern U.S. and the Caribbean, a third central America and the northern section of South America and the fourth, the southern part of South America.

In each case, the 9 khz plans—a U.S. proposal that would require stations to move no more than 4 khz and a Canadian plan that would require stations to move as much as 9 khz—resolved substantially more incompatibilities among the 75 cases studied than did the 10 khz plan. But whereas the Canada, northern U.S. and the southern South America groups found the two 9 khz plans would resolve about the same number of incompatibilities, the results as to which of the 9 khz plans was more efficient were reversed in the studies of the other two groups.

Those results were the product of eight long weeks of hard and often frustrating work. But they will not, if Olson is any judge, be the decisive force they were expected to be in the 9 khz vs. 10 khz debate. "It's a shame," Olson said. "It was a lot of time and effort."

NANBA: international envoy

Three-year-old organization, comprising North American broadcasting groups, attends WARC and other international meetings as official observer

Over the years, in the late 1960's and 1970's, representatives of American and Canadian networks would run into each other at meetings of the European Broadcasting Union, where they were serving as observers for their respective companies. And as outsiders will, they would get together among themselves, often at breakfast, to discuss matters of mutual interest. Those meetings led to one more in a growing list of international broadcasting associations, those living symbols of the manner in which broadcasters' needs and problems leap national boundaries.

The North American National Broadcasters Association is its name—North America, describing the region involved, and national, the kind of organizations that are members.

Its purposes are not entirely the same as those of the EBU and the seven other international broadcasting unions and associations. It doesn't, for instance, provide for an exchange of news and entertainment programs among members, or arrange for the transmission of signals across national borders to a home station or network.

But one of the advantages the association does give the NANBA members—an advantage shared by members of the other regional groupings—is acceptability by international organizations. NANBA members attend World and Regional Administrative Radio Conferences, as well as meetings of the United Nations Educational, Social and Cultural Organization, as official observers whose views are accorded some weight by those they seek to lobby. As individual representatives of private companies, they were denied that access.

NANBA came into being in 1978 with six original member organizations—ABC, CBS, NBC, the Corporation for Public Broadcasting (which includes both the Public Broadcasting Service and National

Public Radio), Canada's Canadian Broadcasting Corp. and the privately owned CTV. Later, Mexico's Televisa, already a member of OTI (Iberio American Television Organization, an association of Latin American broadcasters), joined.

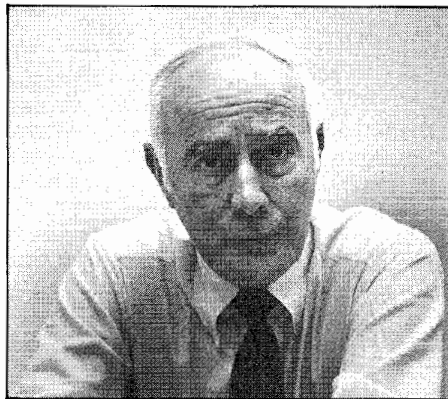
In the past two and a half years, NANBA representatives have been jetting around the world in pursuit of the organization's objectives: "To provide a framework for the identification, study and solution of international problems affecting broadcasting; and to gain an effective voice, and work with other international broadcasters, unions and associations in international circles on matters which affect broadcasting."

NANBA representatives were at the World Administrative Radio Conference in Geneva in 1979, lobbying, with success, for worldwide allocation of frequencies for use by news organizations' transportable earth stations in satellite transmission. They were at the first session of the Region 2 conference on AM broadcasting, in Buenos Aires, in March 1980, and will be on hand for the second session, which gets under way in Rio de Janeiro, next November. NANBA members were at Belgrade last fall when UNESCO debated the controversial MacBride Commission report on world press activities, and it's likely NANBA will be represented at a follow-up meeting in Stockholm. NANBA's Dan McPherson, vice president for news for the CBC, was at Talloires, France, last month, when representatives of Western and some Third World news organizations adopted a declaration pledging opposition to what the participants regarded as UNESCO efforts to restrict press freedom.

Nor is that all. NANBA members, in line with NANBA objectives, have been conferring with regional organizations to help solve mutual problems. For instance, NANBA Chairman Donald Meany, managing director of affiliate and international liaison for NBC News, was in Tokyo, in February 1980, attending a conference of broadcasting unions on issues involving satellite tariffs (a persistent problem for the unions) and coverage of the then-upcoming Olympic games, and in Jakarta, Indonesia, in February 1981, at a conference of newscasters from the international unions who sought ways of expediting customs clearance of broadcast equipment.

Because of the community of interest binding NANBA member organizations, there are seldom disputes among them, either on the basis of national or private vs. noncommercial interests, as to what position NANBA should take on an issue. An exception is the U.S. proposal that Region 2 reduce AM channel spacing from 10 khz to 9 khz. NANBA opposes the proposal—but NPR favors it.

Discussing NANBA in his office at NBC in Washington last week, Meany said, in



NANBA Chairman Meany

effect the organization is a recognition of the aphorism that "in union there is strength," particularly, in an international organization. He said: "The North American broadcasters came to realize that many goals of importance to them as individual organizations could only be addressed by association in an international body that would be accepted by world organizations, such as the ITU, which have authority over matters important to the North American broadcasters."

Meany's discussion of the organization with BROADCASTING was a deliberate attempt by the organization to focus attention on itself. NANBA hasn't been a com-

plete secret during its still-young life; some of its activities have attracted attention. But NANBA is something less than a well-known acronym in North America. And last month, NANBA's executive committee, at a meeting in New York to review where the organization has been and where it should be headed, decided the profile should be raised.

"We thought if the fact of a North American organization became generally known, that in a matter like press freedom, NANBA's would be a more effective voice," Meany said. He noted that in its first 18 months, NANBA had been preoccupied with getting under way. But then,

NANBA realized it was being ignored. "It struck us in reading about Talloires that NANBA wasn't mentioned, or wasn't mentioned in a way that made it clear what it was."

As an organization, NANBA would appear to be cost effective. It operates on a budget of \$70,000, which breaks down to \$10,000 per member organization, and most of the money goes for travel.

It's evident, too, that NANBA clings to its past. Policy is set by the executive committee, which is composed largely of the network officials who met over breakfast at those EBU meetings; they meet three times a year.

Carrying on without the big leagues

TV hurt least, radio most by players' strike; movies, replays, and minor-league clubs called up as substitutes

The major league baseball strike is causing frustration and anxiety at television and radio stations involved in coverage, but they are optimistic that scant financial pain will be felt unless the strike is prolonged.

Two weeks after the major leaguers walked out, station officials last week conceded that their ratings have dipped and some advertisers have withdrawn their business from the stations. But television stations are confident that defections can be recouped through make-goods later when games are re-scheduled. Radio stations are in a less advantageous position since they cover virtually all of the games and it will be difficult to add contests later in the season.

According to Katz Radio, which is heavily involved in representation of sports stations, about \$1 million is placed weekly in baseball radio. Although some stations reported that some clients have channeled their purchases to other parts of their schedules, others are holding back on their buys, at least in the early period of the strike.

Anheuser-Busch, for example, which spends an estimated \$1 million per week in local TV and radio baseball coverage, has notified stations that it will not now accept substitute programing, but will re-evaluate this policy if the strike is prolonged.

On television, the favored choice of replacement programing was motion pictures. Some stations have started special sports programs, with discussions of the strike an integral feature. Others have taken to coverage of high-ranking minor leagues. And one cable system is bringing in baseball programing from Japan.

On radio, some outlets expanded their sports coverage. Others replaced baseball with programing conforming to the stations' usual format.

At WPHL-TV Philadelphia, feature films have been the fare substituting for baseball. Beginning today (June 29), however, the station will go with a one-hour phone-

in sports show with the regular baseball announcers, followed by replays of past key games. In addition, WPHL-TV is offering updates on strike developments.

WPHL-TV will continue with movies in place of games that had been scheduled on days other than Mondays.

According to Zvi Shoubin, program director, "the bulk of the advertisers are staying with us." Assuming the season isn't over and the strike is settled in July, Shoubin says there would be enough games left to make up advertising commitments. In the meantime, he added, some of the advertisers are going into the sports phone-in shows.

Shoubin has no estimate of financial loss from the strike because he, like the rest of the baseball broadcasters, do not know what they will have to cover this season.

KYW-TV Philadelphia, which normally does not carry baseball, signed a six-week contract with the world champion Philadelphia Phillies' AA league farm team, the Reading (Pa.) Phillies, for games to preempt NBC-TV's Saturday-afternoon sports replacement of the network's baseball *Game of the Week*. KYW-TV is taping the Reading team's Friday night game for showing the next afternoon, and on July 4 it plans to carry a live game immediately after Wimbledon tennis on NBC. A KYW-TV spokesperson said a special Arbitron coincidental survey gave its first Reading Phillies telecast a 4 rating and 21 share for the 1:30-5 p.m. period as compared with a 5/26 for ABC's U.S. Open golf on WPVI-TV and a 3/16 for assorted CBS programing on WCAU-TV.

KYW(AM) reverted to its regular all-news format when the strike erupted and has added no particular programs. According to Warren Maurer, vice president and general manager, "we're in the slow season in sports and any additional sports coverage we might add would be merely a lot of fluff."

Maurer noted that the advertisements within the games itself are sold directly by the Philadelphia Phillies and said these clients have not rescheduled the commercials in other parts of KYW. The station itself, he added, sells pre-game segments

and adjacencies, and he estimated that only about 20% of these advertisers are running schedules on other parts of KYW.

"Baseball advertisers on radio basically are generic to sports" he continued, "and most of them would prefer to wait until the games come back." He said one crucial question for radio is: Will the major leagues re-schedule some of the games lost during the strike on open dates in the league schedule?

KABC(AM) Los Angeles is filling its missing Dodger baseball hours with regular programing—a three-hour sports block from 4 to 7 p.m. and a three-hour talk and interview show with Carol Hemingway from 7 to 10 p.m. The sports block covers all types of sports. "Without baseball, we're kind of hurting for features, but we're managing very well," said George Green, KABC vice president and general manager.

Green, who says "the Dodgers franchise is the best sports franchise in America," reports that "from a billings point of view, there is no loss of revenues," at least not yet. The play-by-play coverage is sold by the Dodgers organization, while KABC sells the coverage around the play-by-play. The Dodgers advertisers "are on hold," Green said, but 85% of KABC's have converted to spots in other programing since the strike started.

Green, like other station managers, is hoping for an early settlement of the strike. "There are millions of baseball fans out here," he said. If it continues, he thinks KABC may suffer a bit in the July and August rating books. Even in the baseball off-season, he said, KABC is number one in the market, but during baseball months it's way ahead.

He said "we have a very equitable arrangement with the Dodgers" for adjustment of the rights fee if the strike is prolonged.

KTTV(TV) Los Angeles has a contract for 50 Dodgers games, and Charles Young, vice president and general manager, hopes the strike will be settled in time for the station to complete the 50. In place of the games, KTTV is using regular programing, and Young indicated that its baseball ad-

vertisers for the most part have not switched to other programming: "Baseball advertisers are baseball advertisers," he said. "You can't say we're losing money at this point," Young said. But in a sense, he added, "everybody is losing."

In Minneapolis-St. Paul, WCCO(AM) is replacing the Minnesota Twins games with a variety of baseball programming including recreation of earlier games, highlights of past years' games and interviews with former baseball stars. Yesterday (June 28) it scheduled a live game—between the Twins' Wisconsin Rapids, Wis., farm team and Waterloo, Iowa.

Thus far, according to WCCO's vice president and general manager, Phil Lewis, two of the station's baseball advertisers "have used other facilities." WCCO has 10 season-long baseball advertisers and others that move in and out in flights. In a refrain heard around both leagues, Lewis said "we miss those Twins broadcasts."

KMSP-TV Minneapolis-St. Paul, which carries the Twins on television, is replacing them "with the normal programming that baseball pre-empts," according to Donald Swartz, president of the station. Its contract is for 50 games, but due to some postponements it has carried only 12 thus far, so has 38 to go. Swartz is hopeful that the strike will end soon enough to complete the full allotment. KMSP-TV has been able to "replace about 40% of the revenue dollars" involved in the baseball coverage, Swartz said, "but it will affect us if it continues on and on."

Radio coverage of the New York Yankees is on WABC(AM) New York and for the first two weeks of the strike, advertising has held firm. Adler Communications Corp., New York, which is advertising sales representatives for radio coverage, said virtually all of its advertisers on radio agreed to remain with substitute programming for the first two weeks of the strike.

In the time periods between 7 and 9 p.m., WABC carried two one-hour programs, titled *Strike Zone* and *Sportstalk*, with Art Rust Jr. except for the weekend of June 19, 20 and 21 when WABC broadcast the games of the Columbus Clipper, Yankee farm team. WABC reported that all advertisers it sells—before and after the game and during breaks—have stayed on with the replacement programming.

Art Adler of Adler Communications said that plans were being formulated to carry top minor league games following the end of the second week of the strike starting last Friday (June 26) and noted that prices will be discounted if this arrangement is put into effect.

WSBK-TV Boston is providing viewers with feature films in the time periods usually devoted to the Boston Red Sox games. Stuart Tauber, general sales manager, pointed out that movie fare is the staple in evening and weekend periods outside the baseball season. "Of course, movies don't draw the ratings that baseball does and I hope the strike will be over soon," he conceded. "I think it will be over in a few weeks." He said some adver-

tisers are rerouting their investments to other programming on the station and others are accepting make-goods.

Baseball fans who would have seen the Reds can see the Suds instead—the Cincinnati Suds, that is. Three doubleheaders of the local United Professional Softball League team have been scheduled by WLWT(TV) Cincinnati, with an option for more. Still, the station isn't looking at the softball games as a substitute for Reds coverage; station manager Joe Lewin says softball coverage is something the station might have done even without the major league strike. In most cases, the station is simply going with network programming that would have been covered by Reds games. The regular 48-game schedule is "an important part of our sales effort" and not all major Reds sponsors have proved willing to reinvest their dollars in other dayparts. But with advertiser commitments to return if the Reds make up missed games, Lewin estimates that the strike could run until late July before his station would rethink its approach.

On the radio side, a variety approach has been employed to fill the time scheduled for Reds games over WLW(AM). (The team holds the radio rights, and has been responsible for producing the fill programming). Weekdays, Bob Trumpy's sports talk program, which had run to game time, now runs through 8 p.m. followed by an hour of talk with "The Voice of the Reds," Marty Brunnerman and Joe Nuxhall. The two games on weekends are being filled by a combination of coverage of the Reds farm team, the Indiana Indians, and recreations like last Saturday's computer-projected contest between the Red's 1976 lineup and the 1927 Yankees. According to the station's Gene Myer, almost all sponsors are staying with the substitutions.

One attempt to find a substitute for major league coverage has already been abandoned—the Hewpex Sports Network, which holds the radio rights to Toronto Blue Jays games, found there simply wasn't sufficient listener interest over the

stations in its network to justify the coverage of minor league play from Syracuse, N.Y., that it substituted. Hewpex is now just supplying stations an occasional feed of sports news, and isn't ready yet to project what the disruption may mean in terms of advertiser support. Lead station CJCL(AM) Toronto, is filling time by moving its sports/talk show back into the baseball time slot, and going to regular programming in its place. The station notes that there have been some advertiser pullouts and make-goods as a result.

CFTO-TV Toronto, lead station for CTV Television Network coverage of the Blue Jays, has reverted to its regular summer program schedule. CTV, which had arranged to provide network stations with 22 games, stands to be a considerable loser if the strike is prolonged—the network also holds Canadian rights to the All Star Game, plus both league playoffs and the World Series.

WBBM(AM) Chicago, which carries the White Sox games, has reverted to its regular format—all-news—until the games resume. William O'Donnell, vice president and general manager, said some baseball advertisers "suspended until the strike is over" but that "most advertisers are staying on."

On cable television, Prism in Philadelphia missed three games of the Phillies schedule and filled the time with feature films. A spokesman said there is no problem as of now since the system will carry a total of 30 games and those "washed out" by the strike can be made up later in the season—if the strike ends.

Superstation WTBS(TV) Atlanta, in lieu of the Atlanta Braves games, has put together a skein of 11 contests between the Richmond Braves, Atlanta's AAA farm club, and other top minor league games. The telecasts to cable TV subscribers will continue at least until July 10, barring a strike settlement. An official said most of the advertisers are remaining on the air with the Richmond Braves.

Also in cable, USA Network, which had been covering a major league game each week in its Thursday night baseball slot, has devised a substitute package of triple-A games, half-hour "films on great players" and replays and highlights of past games both from USA's own coverage and its library of baseball films. The satellite network also touts its reporting of the strike itself on the thrice-weekly *Sports Look* series.

ESPN, which hadn't been covering major league play, is one party that may actually find the strike to its advantage. Within 24 hours of the call for the walk-out, ESPN had announced a package of triple-A games, which it says is drawing an "astounding" response from baseball fans and the media. That's not to mention the response of the triple-A clubs—ESPN claims that before its initial cablecast, which pitted the farm teams of the New York Yankees and the New York Mets against, no triple-A game had received national television exposure.

Banzai baseball. Sportschannel, Woodbury, N.Y., which had the rights to 40 home and away games of the Yankees and Mets, may be traveling the farthest for substitute programming—to Japan. It has made an agreement with the Nippon TV Network for the duration of the strike to bring Japanese baseball to its 175,000 pay TV subscribers via satellite transmission. Sportschannel engaged veteran sportscaster Mel Allen to perform play-by-play duties; he left for Tokyo last Thursday (June 25) to handle the Tokyo Giants and Hiroshima Carps contest on Saturday (June 27), and also will handle a Giants-Carps game scheduled for today. A Sportschannel spokesman said other games are to be added, depending on the outcome of the strike.



FCC Commissioner Robert E. Lee

On Oct. 6, 1953, Robert Emmett Lee, one time agent of the Federal Bureau of Investigation and former staff member of the House Appropriations Committee, was sworn in as a member of the FCC. On June 30, 1981, he will retire from that body after having served as a commissioner longer than anyone else in history—and, for the briefest term in history, as the FCC's chairman. In this farewell interview, Lee looks back over his almost three decades of service, offers his views on the present drive to deregulate (a pendulum he fears is swinging too far) and discourses candidly on a subject at which he has few peers—the art of surviving in Washington.

Several weeks ago, in an address to the Federal Communications Bar Association, you offered 10 commandments* to guide commissioners and future commissioners of the FCC. If they were followed would it bring the regulatory process to a halt?

It might slow it down. For example, your friendships pretty much follow the people you work with and you see a lot of—the wives can see each other and so forth.

I'm not saying I haven't violated all these. I'm just saying, the old guy is telling you what could be troublesome. It's very difficult to make very close friends from the bar, and I have some very close friends. Some of them will have a tendency to use it. It's a little awkward not to. They come in and you have to see them.

They're friends, and they get a little treatment that the other guy that doesn't know you that well may not get. And it makes it very difficult to live a personal life.

Is there then some truth to the suggestions that the regulated industries—broadcasting, cable, common carrier,

whatever—own the commission?

I don't think the industries own the commission. And I don't see anything wrong with lobbying. This goes back to my Hill days, too. You learn a lot. But you have to remember that you're the judge, he's the advocate. And that's why it's difficult to engage in a meaningful debate, let's say, with a lawyer. He's got a client; he's paid to espouse a point of view. There's no way you're going to get a concession from him, no matter how overwhelming your logic is.

But by the same token, they often call my attention to things I didn't think of or maybe I didn't emphasize enough. And the industries have an important part in putting their knowledge into the process there.

What about the decisions made over 18

* Lee's 10 commandments. 1. Avoid close personal relationships with licensees, congressional staff and colleague commissioners. 2. Accept only modest entertainment that is business related. 3. Keep public statements to a minimum. 4. If you depart from your precedent, explain your reasoning. 5. Reject reappointment. 6. Avoid log rolling. 7. Be candid with Congress and the press. 8. Do not give your word lightly, but keep it when you give it. 9. Watch your travel. 10. Maintain and protect the independence of the agency.

holes of golf or lunch or dinner or at a party or whatever?

Well, it's something you have to guard against.

But how well is it guarded against?

I don't know of any gross violations. I'm sure there have been some, but I don't know of them. I play golf with lots of guys. And I suppose to an extent, my judgment might be affected, perhaps imperceptibly. Maybe I wasn't aware of it, but they seek an opportunity to put the best foot forward. And I guess it reflects on your judgment.

I think one of the greatest PR jobs that I've seen around here over the years was done for Westinghouse Broadcasting by a great lobbyist, a good friend of mine, Joe Baudino. We became very close friends. And Joe, by just being around every day, not only to see me but the staff, the clerks and everything, many times called little errors to our attention and saved us a lot of money. And they created an atmosphere here that Westinghouse was the best broadcasting outfit. They're not, but they have that image. Good PR. And I guess it has affected my judgment. I had the impression at Westinghouse that they're pretty classy. I'd be willing to forgive more of their transgressions.

Let us follow up on another of your 10 commandments: about not accepting reappointment. For a person who has had more reappointments than any other man in government, that's a curious statement.

I have to give a little background. One of the reasons I've advocated a longer term is because the reappointment process, I think, is demeaning. I don't care how good a commissioner you are or have been, there comes that time when you've got to kiss a certain number of asses up on the Hill. And the industry guys come in, and they say, I'm going to talk to this guy—you don't know whether they do or not. They're touting, maybe. Well, then you feel a little uncomfortable. They then come back three months later and they want something, and you don't know whether you owe them or not.

Do they put it on that basis?

No, they don't. Nobody ever says that. But you catch on. I think a good example is [FCC Commissioner James H.] Quello. He's been sitting here 11 months, afraid to make a move for fear he may offend someone. I think one 15-year term is the way, with no reappointment. That's what the General Accounting Office does, by the way. The comptroller general and the deputy get one 15-year term. There's nothing magic about 15, but I'd buy it.

Well, how did you survive all these years? Was it through the techniques you just mentioned?

My first appointment was very controversial. I was a friend of Joe McCarthy, and they made a big deal over that. I might have been the only commissioner who had a roll call vote on the merits, although I think [former FCC Chairman] Charlie Ferris asked for a roll-call vote for his record. But that was perfunctory; mine was on the merits, and 25 senators voted against me.

By my second one, I still had a lot of friends

up on the Hill. Most of them are dead now. And I was up there, scheming, because it was before the Kennedy election. My term expired in June and the election was in November. The Senate Democratic Policy Committee passed a resolution saying they would not reappoint anybody until after the election. My mentor on the Hill was Styles Bridges [R-N.H.], who was a bosom buddy of Lyndon Johnson. They used to steal together. And they assured me I was going to be all right. And I was the only one who got through. And that was a roll call vote, too, although not on my merits, but just on the question of why should we be stuck with this guy for seven years, when we think we're going to win the election?

That was an Eisenhower appointment?

Yes, Eisenhower appointed me twice. No, three times. One was a recess appointment and they had to do it over again. The one I'm talking about was the third.

Now, by the next one, Lyndon Johnson was in office. And I ended up resigning. I called a press conference. It was like the middle of June. My term was up June 30, and we didn't have the law then that you could continue to serve until a successor took office. You were through on June 30. That law was passed later. I think in the same session. Oren Harris [D-Ark., then chairman of the House Commerce Committee] called it the Lee bill. He was kidding me about it, saying he's going to take care of me so if I'm not reappointed, at least I can hang on.

But at the time, it was the end of June, and I said to myself, I need the job, I have to make plans, I've got to do something. Some people were talking to me about setting up a trade group. I had a contract. I didn't sign it; my lawyers told me: "Don't sign it until you're out." But I had done some negotiating. Because I remember, I wanted to keep the Congressional Country Club membership and I wanted that in the contract.

So they offered me a pretty nice deal, a five-year contract. I called a little press conference and I announced my retirement. And there was a big flurry for an office like this, which was sort of second-page stuff in the press.

History will show that Lyndon Johnson was very sensitive about this agency. He didn't really want to make appointments because he had broadcast properties. I think [Joseph] Califano was over there at the time, Johnson's assistant or something, and he was calling me on the phone, saying, "Jesus Christ, you're making it look like the President is firing you." And I said, "I'm sorry, I've got to make a living, and that's it."

I got a call from a couple of prominent congressmen; somebody must have inspired them to do it. Wilbur Mills [D-Ark.] called me. He was big then on Ways and Means. I didn't really know him that much. He said: "Would you say yes if asked?" I said, "Well, I guess I would. I respect the President," and so on. And one day I was home and a fellow by the name of Watson called me from the White House. He was some kind of an assistant, and later became postmaster general. Anyway, he said, "Can you come over right away, I want to talk to you."

So I went over there, and Watson says, "Come this way. The President wants to see you." There's a little happy room there, and

there's Lyndon standing with a photographer. And he says to me, "What's this I hear about you retiring?" And I said, "Mr. President, I'm at your service." And he hollered at Watson to send that name up tomorrow. And then he proceeded to tell me how Styles Bridges—who in the meantime had died—would crawl out of the grave if he didn't reappoint me. He said he was just busy and he assumed I knew it was going to be all right.

Then the President took me out in the Rose Garden and we played with the dog. He mentioned Sol [Taishoff] in very affectionate terms. And he said, "You have my permission to call Sol. He's got some damn column he likes to print stuff in [BROADCASTING's "Closed Circuit"] department. Disclosure of President Johnson's intention to reappoint Commissioner Lee was printed as the lead story on July 17, 1967.] It turned out that he called Sol later that same evening himself—he was kind of proud of the whole deal.

But one of the things he said to me as he was walking around, saying how much he admired me, and Rosel Hyde [the former FCC chairman], was that "I've got more Republican friends than Democrats." And then he said: "You know something? I'm always looking for Republican judges. How do you like that?" I didn't even remind him I'm not a lawyer. I just let it stay there.

So that's the reappointment process.

Now, the next time [in 1974] there was some opposition to me, and strangely enough, [Senator John O.] Pastore [D-R.I.] saved my hide.

Where was the opposition?

I don't know that there was another candidate, but the question of my age came up. I think [FCC Chairman] Dean Burch was against me at the time—and I say that kindly because he's been very nice to me in this round. But I think his attitude was: "What the hell does Bob want? It's good for him to leave. He's got money and he doesn't need anything."

But it was dragging on. And then Pastore [chairman of the Senate Communications Subcommittee] told the White House, "Don't bother sending one name up because we'll never act on it. We want two of them." At any rate, it was a little bit of a struggle. And at the confirmation hearing Pastore asked something for the record—what's your name, what are your politics, did you file your financial statements, etc.—and then he looks around and says—I'll never forget it: "Anybody else want to say anything about this great man?" And I said, "Is that all, sir?" And he said, "Get out of here."

I now have my sixth presidential appointment from four Presidents. I don't know whether that's a record, but it's pretty good. Also, I am a candidate, sir, for another presidential appointment.

What's that?

I have indicated that I'm available for the board of directors at Comsat.

Beyond that, do you have any plans?

No. Except that I do have a very ambitious plan to raise money for Notre Dame, for a college of telecommunications. My dream is that there ought to be a telecommunications college

because there is no such thing now. Any college communications courses that you look at are pretty much media oriented. I wanted the whole schmear—Comsat, satellites, lasers, everything. A new degree, a new ability.

And my darling wife set up an endowment, kind of seed money for this thing. I asked them to make a study of it, which they did. But it may be too much for me. The research indicated \$36 million, and I just don't know how to do it.

Outside of that, it's been mentioned to me that I might be asked to sit on the board of the local educational channel [WETA-TV, ch.26]. That's a *pro bono* thing. I would like that. And I would like a couple of boards somewhere, although I don't want a full-time job. If I wanted a full-time job, I would have stayed here, or tried to.

On the other hand, I have no regrets about leaving. I think the thing that made up my mind about no regrets was my four months as chairman. It was a real pain, particularly in testifying. I made 11 appearances on Capitol Hill.

I have suggested, only slightly with tongue in cheek, that we ought to have a line item in the budget for preparing and giving congressional testimony. It's a very expensive item. When you see the chairman or other commissioners up there, reading some testimony, that means 20 or 30 people around here have been working on for quite a little while, researching and brainstorming the thing. Plus all the people you do up there.

Rosel Hyde was my age when he was chairman, but things are more complex now. I think it's fair to say that it's really a young man's job. A commissionership isn't that big. You're sort of your own boss.

It's the chairmanship that's a young man's job?

Yes, if you're going to do a good job. It's just constant turmoil and pressure. My blood pressure was up. I went to the doctor; it was up considerably. It's down now. But if you're conscientious, you go home at night and you're worried about the damn thing, and what you're going to say tomorrow. Particularly the building controversy, where we had one committee say to do it and another committee saying not to do it. You're like the bird in the badminton game.

How do you feel about the merits of that case?

There is no question, if you look only at dollars, that the Rosslyn move would save millions of dollars over 10 years. What ruined the thing was Charlie's tricky way of doing it. On the merits, any reasonable person could look at that and come to the same conclusion. That's a major job for Mr. Fowler, by the way, finding a home.

Is Rosslyn out the window now?

I presume it is. I think they've rented the space; they put us on notice they would. They're standing in line over there for space.

I learned that the cost of construction in this area is the same any place. The difference is the cost of land. It's that simple. The deal in Rosslyn was \$17 a square foot for Tower One and \$19 for Tower Two. They might wind up paying \$30 for 400,000 square feet, something like that.

Is there any possibility of staying here?

We're on notice to get out. I assume you could get a few extra months, something like that, in a pinch. But the FCC will have to move in 1983. We've been here about 12 years or so. Our lease is like \$11 or \$12 a square foot. And the going rate right now is probably \$25, and for new space \$28, \$30, and so on. Plus the fact that the owners want to gut the building and refit it as maybe a classier office building and start the depreciation again. Plus the higher rents.

How has the commission's job changed since you came here 28 years ago? And how have the industries changed?

Well, when I came here in 1953 the big thing was the comparative cases in television. The freeze had just been broken and you had all these cases in the major markets. There was intense pressure that led up to some of the semi-scandals. If you've got two or three people fighting for something that turns out to be worth \$75 million or \$100 million, they may do a lot to try and influence you in sneaky little ways.

Now, I look at the broadcast industry as fairly well stabilized. It's used to regulation. You take equal time and things like that, they're sort of used to it. We don't have the problems we used to.

When it comes to satellites and common carrier activity, I think that's where the action will be. I personally don't see how you can stop technology. Congress will get into this very deep.

In 1977 I was chairman of the conference that set aside the frequencies for satellites. And at the time I made some comments about direct broadcasting to the home and I predicted there would be great debate in Congress because there were public policy problems that might be beyond our competence. For example, will this be the end of local stations as we know them? Can a local station survive without network revenue? Maybe they can, but certainly not as well as they do now. Is there a slopover in radio? What does it do to CATV? Those are questions we don't know the answers to, and that's what you're going to see in the next couple of years, I think. Lots of hearings, and maybe some legislation.

But are the demands on individual commissioners greater now than they were? In the amount of work and the complexity of the work?

I'm not so sure I'm the best source for that. I'm kind of biased to the extent that I've had more experience than anyone else around here. I don't feel that heavy a burden. I got along with less staff, and yet they're proposing legislation to give more staff to each commissioner. I haven't felt the need for it.

I think you can work as hard as you want, and you can burden yourself as much as you want. But all you have to do is look at the number of speeches—and I don't say this critically because I've done my share of the travel among the commissioners—but if you were really heavily burdened, you wouldn't have time to do all that. Friday and Monday around here, you can't find any commissioners. They're out making speeches.

You're right; every commissioner sets his or her own pace. But the nature of the

work, it seems to me, has gotten more complicated.

Yes. It's enormous. Well, I think I would maintain that no one mind is capable of being expert in all of the areas that we cover. Maybe I'm too ordinary a guy, but I haven't met the genius who could understand all these things completely. So, after a while, you learn to rely on different people, staff people, who are really expert. They're spending 100% of their time on something that occupies 5% of your time, or less.

So I've learned to rely on certain people. I like to talk to staff. I get more out of talking to somebody than reading a lot of stuff. My mind wanders, and the lawyers put in all those footnotes. I'd rather sit and talk to the guy who wrote it, and get some questions that I can ask at the hearing.

Generally speaking, what kind of marks do you give the commission staff over the years?

I think they're excellent. The professional people around here are very dedicated. They carry work home with them in their briefcases, and they believe in what they're doing. I've known guys I didn't like. I've known guys who were biased one way or the other. But by and large, I think they're highly dedicated people who give you an honest opinion, with which you may disagree. There's an attitude among the pros that they respect the right to give their opinion. Once they've given their opinion and you reject it, they salute and they carry out your instructions.

Is the staff essentially the creature of the chairman?

Substantially, I think that's right. Now, administratively, I would agree that the chairman should pretty much be the administrative head. You can't have the executive director running around with seven people every time he wants to do something. But I think the domination of the staff by the chairman on matters of substance is a very bad thing, and destroys the collegiality of the commission. I've worked with 10 chairmen, and each would exert different types of pressure on the staff. The chairman controls the agenda. If he doesn't like the way it looks, you'll catch on. Maybe he doesn't tell the staff to write an item a certain way, but he'll say to do it over, that he doesn't like it. That's before the rest of the commissioners see it, and it makes it very difficult to get a collegial decision on something. Because if you're a commissioner, as contrasted with the chairman, and you've got some kind of a gut reaction, maybe through your office, that you don't like this, and the staff recommends it, then your battle is tougher. And if it's been orchestrated by the chairman, I think it's very bad.

It all depends on the personality of the chairman. Now, this fellow Fowler gives every indication of being very collegial. But as his muscles grow and he feels his strength, that may change. But at the moment, he wants to be very collegial and talk it over.

Can you give us capsule descriptions of the chairmen you've served under?

That has to be a subjective judgment, and it depends on how one got along—and I got along

pretty well with all of them. I suppose if I mentioned Newton Minow as being outstanding, I would say that despite the fact we disagreed on the type of regulation. He was a very tough regulator; but he was an impressive administrator, and a clinical type—no temper, and very smooth. He was a good speaker, and he caught on very fast. Wiley was a very good administrator, and so was Burch. And I liked Hyde. The first thing you know, you'll have me saying I liked them all.

What about some of the contributions you think each of those chairmen made?

They all had a goal, I guess. But it's largely happenstance when things come to fruition. Charlie Ferris got radio deregulation through before he left, but it was started under Burch. It just takes that long. So it's kind of hard to say who should get credit for what—or discredit. We got the DBS thing out in my little term, but how can I take credit for something somebody else has been working on—maybe you needle them to get it up.

Your association with Charles Ferris came to be a matter of some controversy in the industry.

Well, I make up my mind about people based on how they treat me, not what their general reputation is. I think Charlie's problem basically was that he was hard to see, and I guess broadcasters just got ticked off at him. I don't think he was that hard on them. What did he do? He's no hero of mine, but I don't say he was a bad chairman. He got a lot of stuff through.

Who are your heroes?

I think one of the greatest minds I have met in the communications field was Frank Stanton, the former president of CBS. Years ago I knew him pretty well; I spent quite a bit of time with him. When I went to New York I always went over and talked. He was sort of a genius who was torn between the public interest and making a buck for CBS. You could almost see it. And I think that balance was very good. He appeared at a lot of hearings we had around here in those days. I considered him an absolute genius.

I knew David Sarnoff, and he was another genius, but of a different type. Colossal ego, but the inventor-type ego. He'd get out the whip and say, "Invent something," and they'd go to work.

All the telephone guys, they're like clones. They're all good.

What about on the Hill?

Well, I was a great admirer of Pastore because he did his homework. I think in the communications field, I would put him number one on the Hill. There were a lot of guys I liked up there, but that guy was a worker, and as honest as the day is long. And when he was up there asking questions, he knew what he was talking about. He wasn't just taking pieces of paper from the staff. He got into it. Great guy. But he had a temper; you had to be a little careful with him. I think he's head and shoulders above the rest.

How about the bench?

Leventhal [the late Harold Leventhal, justice of the U.S. Court of Appeals in Washington]. And I suppose I say that because he's one of the few I knew personally. Leventhal was an advocate for AT&T before he was on the bench. And he appeared before us a couple of times. The way he could put those words together so you could understand what he meant was great. It was reflected in his opinions, too, I think. When I say I'm impressed with him, it isn't necessarily philosophy. I'm talking about the ability of the man, the words and the reasoning, the logic. Very, very good.

Do you think it's possible to describe yourself?

Me? Well, to characterize me, I'm an average guy who was lucky, who worked hard when he was younger. What education I have I got through night schools. Lucky. My father was a cop in Chicago.

I guess the turning point for me was when I went from the FBI to the Hill. That's a strange story, too. When I was up there I was head of the staff for the House Appropriations Committee. And I had sold the Republicans on a scheme whereby we would borrow people from industry for the critical three-or four-month budget period.

I wanted that practice to continue, and I wanted to use the General Accounting Office as the government part of it, rather than setting up more congressional staff. And about that time, the deputy director of the General Accounting Office, his name was Yates, dropped dead. So I thought, that's where I belong; I could be the bridge. (It's a 15-year appointment; that's the background for my idea about 15 years here with no reappointment.)

I got 96 members of Congress to endorse me in writing; and I personally delivered it to the White House. To Jerry Parsons, with whom I had a speaking acquaintance. And I got a call asking whether I would be interested in the FCC. I hardly knew what they were, and I said I didn't know whether I wanted that or not. So I called Styles Bridges, my mentor in the Senate, and John Tabor, my boss, a Republican from New York. They both said, if you can get it, grab it. So I indicated I wanted it.

I was in Europe at the time, and they told me to come home immediately, and come to the White House for an interview. I came home, and I went over and saw Sherman Adams. He took me in to see Eisenhower. And I remember him saying, "If this leaks out, you won't get it." So I had a weekend where I pretended I wasn't back from out of the country. I just stayed home. And they sent it up. It was a great surprise to the industry at the time.

Have you generally been in contact with the Presidents who appointed you, or has this been a matter generally handled at the political level?

I've had almost no contact. I've met them all. Had a handshake with Carter. I met Reagan several times. But no regular contact. In the early Eisenhower years, Jerry Parsons was sort of the chief of staff or something like that. His brother was governor of Alabama at the time. General Parsons knew Ike from the war days. And I used to see him quite often. He'd invite me over to lunch, just liked to chat.

I think if I'd pushed it, I probably could have gotten the chairmanship when [John C.] Doerfer got bounced. I was up for reappointment at that time, but the way I reasoned it, I'd rather be commissioner—because I saw very little trouble in the confirmation—but being chairman might put me in a different league. So I told Bridges that if the White House had any ideas, I didn't want to be embarrassed by turning something down, that I really did not want it, at that time.

What was it like at the FCC in those days?

I remember Frank Stanton telling me at one time that his research guys reported we were on the front page of the *New York Times* something like 30 days in a row or some awful figure. It was uncomfortable; you were waiting for the other shoe to drop. And the gumshoes were all over you; they were coming in and wanting to see your phone calls, if you kept a list, and look at your correspondence. They'd come in the office and rifle through stuff.

Who were these people?

From the Hill. The House Interstate Commerce, Oren Harris's group.

The whole thing started with a noble intent. They decided they wanted to review communications—like every chairman, from the roof to the cellar and so on. So they hired this young law professor—Schwartz, his name was [Bernard Schwartz]. And he immediately started a vendetta with the commissioners. The commissioners as such get sort of badmouthed up on the Hill. I understand why. We're dealing out privilege here all the time. And the guy who gets the privilege says that's very judicious, a wise decision, and that's the end of that. He opens his bank account and starts making some money. The guy who lost goes up to the Hill and says, "They're a bunch of crooked bastards; they must have been paid off." And if they find a receptive ear—well, I think a lot of things sort of came together at the same time.

Once you get an investigation started, it touches everybody. And one thing leads to another.

But it was uncomfortable, because it made it difficult for you to come to grips with some of these decisions because they were all suspect. I made a speech one time saying it was a hell of a way to run a railroad, this business of picking and choosing. That's why I got more interested in the lottery type of thing. Two equally qualified people apply. Both have good lawyers and belong to the Red Cross. And the applications, either one would do the same job. But I have to make the choice. One person will never understand if he loses. Just human nature.

What got you interested in UHF?

Well, a number of UHF bankruptcies occurred because of a basic mistake in the commission. Of course, this goes way back; they were in bankruptcy about the time I came. There was a fellow by the name of Potter [Charles Potter], a senator from Michigan—he's still around town—who chaired the subcommittee looking into UHF. That's how I first got interested. The commission made a mistake in intermixing UHF and VHF. That was before my time, but anyone will tell you that was a mistake.

Maybe some of those stations were underfinanced. If they could have hung on a little while longer, the all-channel bill took care of things, really. There's an example of government intervention. You hear all this talk about get the government off my back. If the government hadn't intervened then, you'd probably have a lot of drop-ins in the VHF, I suppose, because the demand would have been so great. And it would have given you more interference and smaller coverage areas.

UHF is—gee, I couldn't be happier with UHF. It surpassed my expectations.

You were a very eloquent spokesman for what the United States did in Buenos Aires on 9 khz, and how you thought it was correct. What do you think about it now?

I have learned nothing in the last years that would make me change my mind. When the NTIA [National Telecommunications and

they really won't do it. But that is a fact. And if you went to 9 khz, that wouldn't solve it all, either. But it would go a long way. You'd have 12 more channels if Cuba were to change frequencies and so on.

The other thing that bothers me is: What kind of credibility does the United States have when we go down there this next session and say, "We've decided we were wrong on 9." We had sent teams to all the Latin American countries selling the merits of 9. And then we go back and say, "We're sorry about that, it's 10."

It's been suggested that I might head that conference. I don't think I could do it if it were 10. I just couldn't look them in the eye.

Do you think the FCC has been shooting from the hip too much in recent years? I think about the 9 khz situation, or low-power TV, where you've had 5,000 applications before you knew what was going on, and now the DBS thing coming



Information Administration] petition was first filed, I guess if I had voted that day I would have voted against it. I was thinking in terms of who the hell needs more stations. But when I got into it in some depth and saw the possibilities, I guess I was impressed a lot with the minority argument, that we were getting minorities into ownership, and the fact that two-thirds of the world was already there. I was big on comity. Europe and Asia both would like to see us on 9 khz—I don't really know why. There is some interference—heterodyne they call it. It's a whistle.

I think the commission probably will reverse itself on 9 khz. But I have several additional reasons now why I'd like to stick with it. One is the Cuban interference thing. It's very serious. The Cubans filed an inventory with the International Telecommunication Union that show, among other things, two 500,000 watt stations they propose to put on the air. If they put substantially all of their inventory on the air, it may not be an overstatement to say that you may have destroyed AM broadcasting.

Now, there's an argument that it's just a bargaining tool that they've put in there and

up. Are policy decisions being made too quickly?

We had 13 different studies on 9 khz. There was enough information there. On low power, I think maybe we shot from the hip a little fast. I think if I had to do it over again, I might not go for it. But it sounded like a beautiful thing. There's no interference, unlike the VHF drop-in decision, on which I wrote a strong dissent. But it seems to me somebody should have anticipated the response. I don't think it's going to go anywhere. I just don't think we could process it, among other things. It's also no license to steal. I don't know where the bucks are. As a matter of fact, maybe 40% of the applications are from schools, universities, nonprofit groups. It needs a lot more attention.

On DBS, I think what we did was probably right. We accepted the Comsat application. So we'll get a lot of debate on that, and we'll find the bugs wherever they are. I expect some legislation on DBS before you're through.

How do you see the telecommunications industry evolving over the next two to three decades?

I think radio broadcasting will become more of a service-oriented thing—news, traffic. Entertainment will be TV. I hate to predict what will happen with direct broadcasting. It's going to make a hell of a difference. I just don't know. So I think a couple of years of debate will be a pretty good thing.

In the common carrier field, of course, the satellite is going to keep going as long as there's space up there, which by the way is not unlimited. This cellular thing is going to be big in personal use of radio as a two-way thing. Everyone who has heard it in Chicago is just amazed at the clarity of the thing. It's like a beehive. You're driving along and you're going from one frequency to another and you don't know the difference; all computerized. That's going to be great.

I don't know what's going to happen to cable. I think somehow or other, they'll all survive. But I do know it's not right to hold back technology because of competition. If that were true we'd be up to our ass in horses.

The future moves so fast. I've heard that communications has progressed in this century further than in all of history before. And I believe that. In the 50's there was a lawyer named Andy Haley. Andy's dead now. Great big guy, drank with both hands. And he filed a petition with us, asking us to reserve some frequencies for space. We treated it as a joke, literally. Dismissed it out of hand. That goddamn Andy is drunk again, ha ha. Well, he was about 10 years ahead of everybody in that area.

We're now in the era of deregulation—or, excuse me, unregulation. You grew up in this job in a very regulatory era. Even Republicans were regulatory minded. From your perspective, how does this new era look to you?

I think the pendulum is probably going too far, and it will come back. I like to think of myself as pretty much an unregulator type of guy. But there are reasons for government being in the act. Government regulation comes about because of abuse. Which is why in my speech to the NAB convention—and I'll continue to stress it in whatever talking I do—I said, take care of yourselves, fellows. Self-police or the government is going to be back on your back. As sure as hell it will happen. You get a new administration and you'll be filling out forms up to here.

I use the analogy of the amateurs. They do a great job of self-policing. If something is going wrong and they know about it, they send a couple of big guys over to explain the rules. And the guy who's doing something wrong, they put a trap in or fix it so others are not bothered.

I think if I were Vince [Wasilewski, president of the NAB], I'd start thinking about some more of a code, some kind of a drive to get more stations in—maybe some kind of a sanction, I don't know. Maybe it's not a bad thought for some bright new commissioner to think about—we've talked a lot of times about how we could strengthen that code. Nobody could figure how we could require a broadcaster to join it, for example, but sort of let it be known that we'd like to see that on your

IS THERE SYNDICATION ON OTHER PLANETS? **Absolutely!**

**And it's dominated by
MORK & MINDY**



You don't have to be from an advanced civilization to foresee the same thing happening right here, starting 1984. All you need is a little down-to-earth syndication history. The record is crystal clear that to succeed in syndication a series must appeal strongly to Young Adults, Teens and Kids. And it's just as clear that there's a reliable way to predict that appeal in advance: strength among those key groups during a series' network run means strength among them in syndication.

MORK & MINDY

And The Rankings



Adults 18-49		Adults 18-34		Teens		Kids	
	Rtg.		Rtg.		Rtg.		Rtg.
1)	19.3	1)	19.0	1) MORK & MINDY	20.5	1)	25.2
2)	18.1	2)	18.9	2)	19.7	2) HAPPY DAYS	25.1
3)	17.8	3) MORK & MINDY	18.7	3) HAPPY DAYS	18.9	3) MORK & MINDY	24.4
4) MORK & MINDY	17.6	4)	18.3	4) LAVERNE	18.5	4) LAVERNE	23.3
5)	17.5	5)	18.0	5)	17.0	5)	23.2
6) TAXI	16.1	6) TAXI	17.1	6)	16.2	6)	19.8
7) LAVERNE	16.0	7) HAPPY DAYS	16.7	7)	16.1	7)	19.8

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

Mork Is Unpredictable. MORK & MINDY Isn't.

So although no one can predict what the wild one from Ork will do next, anyone can see what his series will do in syndication. MORK & MINDY will be a fantastic smash-hit—it's the only series that ranks among the top 5 in all the categories that spell success in syndication!

An Allen Comic With Universal Appeal

Mork is naturally popular with kids, but he really shines with young adults—especially men. Compare MORK & MINDY's remarkable network record with the network records of this season's three off-network hits. The phenomenal fact is MORK & MINDY delivered more Teens and Young Women than the outstandingly popular "Happy Days" and —even more spectacular—more Young Men than "M*A*S*H" and "Barney Miller"!* MORK & MINDY's balanced strength is just plain out of this world!

*NTI Reports: 9/78-5/81. All first runs.

**MORK & MINDY
will succeed
in syndication
like nothing
on Earth.**



**PARAMOUNT
TELEVISION
DOMESTIC
DISTRIBUTION**



renewal form.

But maybe he wants the pendulum to go the other way. After all, if you get everything you want, why do you need the building and all the people? I'm sure a lot of lawyers around town have got a lot of mixed emotions about deregulation. No license renewals. What do you need with the lawyer, with the annual retainer?

I don't want to put words in your mouth or lead the witness. But I get the impression that you're a very flexible person. Is that a latter-day characteristic? I feel like you're more flexible now than you were 10 years ago.

I think that's probably true. It's partly a process of aging, I guess. Maybe getting more

knowledge. I'm much more interested in consensus now than I used to be. You know, I've seen commissioners who've had a strong dissent to a position, and who made a case so strong that they convinced the majority to reverse themselves. And then the guy gets mad. He spent all his time writing the dissent, he convinces them and he's madder than hell. "The dirty bastards made me waste my dissent." And I suppose to an extent I've been proud of some of my dissents. I think now if I had to do some of those over again I could have gotten a little compromise here and there. I probably would have gone along with it. I wouldn't be so rigid.

Speaking of heavy-hitting dissents reminds me of Nick Johnson and the late

60's and early 70's. That was, it seems to me, a most interesting commission—Johnson, Ken Cox, Lee Loevinger.

Loevinger and Cox, they were beautiful when they were debating. I'd sit back and just twiddle my thumbs. It was beautiful. That was fun.

As a matter of fact, I'd even defend Johnson a little, not that I cared much for him. But he made a contribution. This is a funny way to put it, but in my viewpoint he made a contribution in that you'd think about your decision—you'd think: "What's this so and so going to say about it?" Because he was wilder than hell. He'd drive Burch up the wall. Burch had a short fuse, anyway.

How about your service in the international arena?

Oh, I love it. I think I've been an effective spokesman. I've done almost all of it—the '79 WARC they took away from me—but I really enjoyed it. Not necessarily the travel, but the process.

Are we very good at that?

We are proficient, but by reason of stature in the world, we don't win much. It's because of our democratic attitude, I guess. After the war, when all these colonies became nations and they entered the UN, the United States was the leader in one nation, one vote. It was pretty hard to argue against, it sounded so pretty.

But if the United States proposes something, even before the merits are debated, even before anyone understands it, you've got about 50 votes against you to start. To the extent that it becomes advisable, if you have something that you think is really good, you try to get some other country to propose it; then you support it rather than proposing it.

It's hard for us to win. Jealousy that you're big. And Russia is a better manipulator with these Third World countries than we are. If I had my way, I'd spend a lot more time wining and dining these guys from the small countries, if I had my way or the money. Someone can show up—not barefoot, but you can literally see holes in their shoes, and they don't know a bicycle from a kilocycle. They just don't understand it.

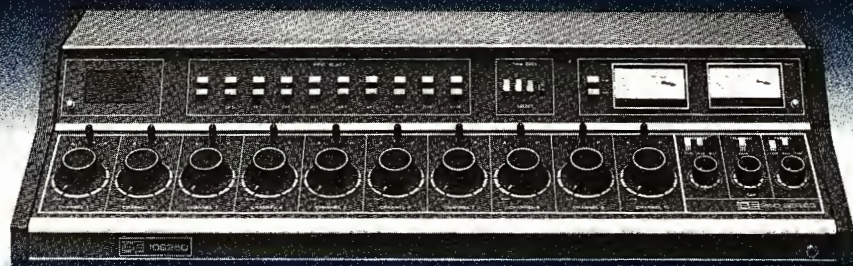
This, by the way, was part of my dream for my telecommunications college. I said, "We're losing in the ITU and it's probably true in the other bodies, but ITU is the one I know about. If we get this college going, no federal money in it at all, but we want industry participation to provide instruction or provide jobs for graduates, that sort of thing, and then we give some fellowships to these Third World countries, get them over here for a couple of years, really teach them something. And they go back, they're the logical guy to go to this conference."

And, honest to God, most of the issues that we present are not political, they're not industry dominated, they make a lot of sense. If they would just understand it, they might still be against you but not so blatantly.

What about a special ambassadorship?

Oh, you hear a lot of talk about having a permanent guy in two or three years to head up all the conferences in the ITU. I think that makes sense. There's only one person in the world qualified for that.

Thank You Customers, You Were Right Again!



The New BE Model 10S250 Ten-Mixer Stereo Rotary Console

was introduced at the urging of our customers who like our 5 and 8-mixer rotary-fader consoles but needed a 10-mixer version. The 10S250, with the same BE performance, quality and styling is setting new sales records.

Thank you, customers.

The new 10S250 gives you all this:

- Twenty stereo inputs into 10 mixing channels
- Ladder step attenuators for accurate level control
- Ten plug-in stereo preamps, four line amps, two monitor amps, and one cue/headphone amp standard
- Talk-back capability to three different locations
- Exceptional Audio—distortion 0.05% IM and THD, from 30 Hz to 20 KHz at +18 dBm, with ± 0.5 dB response
- Mono mix-down option for increased versatility

For complete information, call your local Broadcast Electronics Distributor or contact:

a FILMWAYS company



**BROADCAST
ELECTRONICS INC.**

4100 N. 24th STREET, P.O. BOX 3606, QUINCY, IL 62301, (217) 224-9600, TELEX: 25-0142

The wiring of rural America

Senate subcommittee hears ideas on how less populated areas can best reap what technology has sown

There may be more regulatory than marketplace barriers to the expansion of telecommunications services in rural America. Nonetheless, new technology and the right combination of regulatory control could insure that expansion in the future.

That seemed to be the message from 17 government and industry spokesmen who testified last Monday, June 22, before the Senate Communications Subcommittee. The hearing, chaired by Senator Larry Pressler (R-S.D.), sought ways to insure that rural America will take part in the communications revolution already under way in urban areas.

FCC Chairman Mark Fowler testified, and cautioned the subcommittee not to try to regulate future development in rural telecommunications. "Let the marketplace decide," he said.

The FCC is proceeding on a rulemaking to eliminate the necessity for telephone companies serving areas with fewer than 30 homes per route mile to obtain a waiver before offering cable TV in their service area. It has had no trouble processing uncontested applications for such waivers recently, said Fowler, but has been much slower with contested applications.

Movement on low-power television should come by late summer, according to Fowler, when the FCC hopes first to resolve its logjam on processing applications for conventional translators and then to decide how to proceed.

"I should point out that, in my view, this entire matter needs to be reviewed carefully," said Fowler, who used the word

"if" when referring to FCC action on LPTV. "I cannot predict for you at this time the ultimate role for this service in rural communications," he said. "For areas already served by translators, simply permitting origination would, however, represent a major step."

Pressler asked Fowler if it would be useful for the FCC to permit LPTV stations simply to offer public notice that they hope to begin operating, rather than require them to apply with the FCC. "No," replied Fowler, who said technical standards for LPTV operation need to be ascertained by the FCC.

Direct broadcast satellites represent a "long-range approach" to providing more services to rural areas, said Fowler. He reiterated a view expressed before that broadcasters may be involved in DBS by offering high technology services and sharing subsequent financial benefits with local stations.

As did Fowler, Bernard Wunder, director, National Telecommunications and Information Administration, urged a free-market approach to rural telecommunications development.

Population growth is faster in rural than urban America, said Wunder, so telecommunications development in remote areas will be more feasible in the future. In addition, technological advances may make rural services more cost effective.

Wunder said S. 898, a bill pending in the subcommittee that would promote greater competition among telecommunications providers, will aid rural development by insuring basic services and allowing rural cable-telephone company crossownership. Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) asked Wunder if the Reagan administration is

preparing amendments to S. 898, in spite of its recent testimony in favor of the bill (BROADCASTING, June 15). Wunder said he had been working with the Agriculture and Defense Departments and that, as Commerce Secretary Malcolm Baldrige had indicated in his testimony on S. 898, would submit amendments to the Commerce Committee as soon as possible.

Senator Ted Stevens (R-Alaska) asked if a recently appointed task force was involved in preparing the amendments. "I'd call it an ad hoc group rather than a task force," said Wunder. Stevens also asked if S. 898's proposed access charges for long distance telephone services seeking to connect to local loops are the subject of review by the administration. Wunder said that they are, and that the administration is looking into eliminating Alaska's and Hawaii's exclusion from universal long distance services.

Thomas Wheeler, president, National Cable Television Association, said cable TV penetrates an average of 250,000 new homes each month. Urban and rural growth rates have stayed about the same, he said, although urban development has gotten more publicity.

Wheeler said S. 898's approach to telephone-cable crossownership is sound. Limiting crossownership to rural areas and to those outside a phone company's local telephone service area would allow the right competitive environment for future growth of cable TV, he said.

Steven Effros, executive director, Community Antenna Television Association, said the primary barriers to rural cable TV development are limitations on the number of distant broadcast signals small cable systems are permitted to import. Effros said although the FCC is trying to eliminate its rules in this area, there is legislation pending in Congress that would statutorily restore them.

A "hybrid system" consisting of low-



Speakers and listeners. Addressing the problems of rural telecommunications (l to r): John Johnson, Satellite Television Corp.; Elizabeth Young, Public Service Satellite Consortium; Frederick Andrews, Bell Telephone Labs, and Thomas



Wheeler, National Cable Television Association. Listening to the testimony before the Communications Subcommittee at right were (l) Senators Barry Goldwater (R-Ariz.) and (r) Ted Stevens (R-Alaska).



Fowler



Wunder



Pressler

power TV, DBS and cable would best serve many remote rural areas, according to Effros. "We'll have to see if there's a large enough revenue base in such markets to support local programming," said Effros. "If not, at least they'd have diversity."

Earlier, Wunder had said localism is a "serious policy question that needs to be addressed" in light of new technology. He also said NTIA is "looking into that issue now."

John Johnson, chairman, Satellite Television Corp., a subsidiary of Comsat, described his company's proposals to offer three channels of pay programming via DBS. Johnson said DBS services can "aggregate special interests in a single delivery system" and by narrowcasting, can economically offer a kind of service other delivery systems can't.

Pressler asked Johnson if his company contemplates working with cooperatives for delivery of its services to the rural poor. "We're contemplating a pay service," said Johnson, "but we are looking into offering our programming free to community centers."

Also discussing DBS was Stanley Hubbard, president, Hubbard Broadcasting Inc., whose firm has proposed a free, advertiser-supported DBS service to be transmitted through local network affiliates, including regular and LPTV stations.

Hubbard refuted a statement made earlier by Effros that the government had "given broadcasters their distribution system free." Substantial risk and investment had gone into broadcasting, said Hubbard, and LPTV applicants are not expecting, as Effros had claimed, that local cable systems will be required by FCC rule to carry their signals.

"A source of programming is the biggest problem facing potential LPTV operators," said Hubbard. DBS could provide that source and provide LPTV stations an "economic base for locally produced news and public affairs," he said.

"Taxpayers shouldn't have to pay for DBS, cable or any other service," said Hubbard. "Free, over-the-air broadcasting is the only way to go."

Although the hearing addressed many delivery systems including telephone, Pressler focused often on LPTV, asking many witnesses how the FCC's inability to act on its rulemaking might be solved.

Michael Couzens, a former member of the FCC's LPTV inquiry staff and now

part owner of Television Center Inc., a consulting firm for LPTV applicants, said the FCC had "panicked" over the flood of LPTV applicants. It eliminated many rural areas from eligibility when it ruled that places already receiving two broadcast signals would not be considered for LPTV service after it froze applications on April 9.

Couzens recommended that LPTV applicants be permitted to construct transmission systems prior to receiving permits from the FCC to speed implementation of the service. "Abuses can be corrected after a station has gone into operation," said Couzens, a risk "acceptable in any secondary service." Leon Knauer, general counsel, National Translator Association, said permission to construct prior to receiving a permit can only be granted by a change in the Communications Act, and he suggested the subcommittee act on this.

Knauer said most of the NTA's membership is "disappointed and discouraged" over the FCC's lack of action on LPTV.

The FCC has decided to impose on LPTV stations the same interference standards it has for regular TV stations, a restriction Knauer said is unnecessary in many rural areas. He suggested the FCC return to its original standards for LPTV. "If the FCC can allow DBS experimentation, it can allow the same for LPTV," he said.

Byron St. Clair of Television Technology Corp., a Denver-based translator manufacturer, said his industry had been "greatly slowed in recent years by regulatory processes" and that now, due to the FCC's freeze on translator permits, it is "simply shut down."

"The situation looks hopeless," he said, and "there's a growing trend to construct and operate a translator without waiting for a construction permit."

Translator operations could become lucrative if permitted to scramble their signals and offer pay programming, St. Clair said, but FCC rules prevent scrambling or the carriage of cable programming by translators.

"We need the equivalent of wireless cable systems for some rural areas," said St. Clair. "Rural consumers are frustrated to hear it's technologically possible for them to receive more programs, but that regulatory barriers prevent it."

Bruce Jacobs, director of the National Citizens Committee for Broadcasting's Cooperative Communications Project, described how cooperatives have provided cable TV service in rural areas. "Nonprofit locally owned co-ops have an interest in educational and public affairs programming," said Jacobs, and are providing some model cable TV systems. Any national plan to extend telecommunications services to more rural areas should include the use of cooperatives, Jacobs said.

Elizabeth Young of the Public Service Satellite Consortium said federal subsidy is necessary if rural areas are to enjoy new technologies in telecommunications. That subsidy need only provide for installation of equipment, however, as evidence gathered by the consortium indicates. She said the demand for services in rural areas is sufficient to support them once the initial investment is made.

Problems ahead seen for U.S. in international negotiations

Post-WARC '79 study of trends in world telecommunications, still subject to revisions, finds America may be winning battles but losing war with developing countries

A year and a half after the 1979 World Administrative Radio Conference concluded in Geneva, a draft report, now going through the bureaucratic editorial process of Congress's Office of Technology Assessment, offers a bleak assessment of America's likely fortunes in future international conferences concerning telecommunications. "The long-term trends are running against the U.S.," the report says at one point. "We may be winning the battles but losing the war."

The report is being prepared for submission to Congress in August, and will serve as a major resource for the Senate when it considers ratification of the agreement—covering virtually all aspects of the international table of allocations—that was written in Geneva ("Closed Circuit,"

June 22).

The OTA report, based on contractors' reports on aspects of the WARC experience, is still in early draft form. It was critiqued by an advisory panel last week, and will be subjected to comments by outside advisers before being modified and put in final form.

But in its present draft, at least, the report tends to feed the concerns of those who feel the U.S. and other developed countries are losing their influence in the International Telecommunication Union under the one-country, one-vote system in effect. Developing countries are gaining, for they constitute two-thirds of the ITU's 155 members.

It notes that developed and developing countries have conflicting demands for spectrum space. And while the results of WARC in many respects "closely reflected U.S. proposals or were acceptable to us," the report says that is not the end of the matter. For that judgment "hardly does justice to the overall results of WARC '79, including that which was done and that which was left undone."

(Advisers critiquing the draft last week—government officials, academicians and representatives of the industry—were uncomfortable with the U.S. "winning the war." So the report's conclusions are unhelpful catchwords to be modified in the final draft, they disagreed with the report's metaphor.)

Generally, the report says, frequencies are being first-served. Countries that come under the current system have the opportunity and orbital space "a priori" reserved for them.

The U.S. is tentatively on the ground that the flexibility of developing countries is successful in referring to the done at and vague.

But, the report says, space is not more than a reminder of orbital world continuing to be increasingly narrow. Achieving U.S. objectives, differences no longer is simple, reaching agreement on technical solutions to problems, the report adds. "It will require sophisticated, political negotiations; imaginative, innovative approaches, and long, hard bargaining."

The report also notes that the fabric of ITU was badly strained during the meeting of 154 nations. Eighty-three reservations—statements expressing a country's refusal to abide by specific results of the

conference—were taken, six by the U.S. (which had only taken one in previous WARC's). Not only that, but the use of footnotes indicating unwillingness to protect a particular frequency allocation in a particular locale was widespread. The result, the report says, was a "serious degrading of the Table of Allocations [that] makes future coordination more difficult."

The report's final chapter—"Findings"—remains to be written. But an outline is included that lists a number of key results of the study. Among them:

- There is a need for high-level government policy coordination and accountability for spectrum management issues and international negotiations.

- Streamlined, comprehensive and coherent government processes are required to prepare for upcoming international conferences in an effective and timely fashion.

- As a result of WARC, the U.S. lost flexibility in some areas—particularly national defense—but realized opportunities in others.

- Operating costs will increase for certain radio services; interference protection becomes more uncertain; and administrative costs to implement WARC '79

for an unprecedented number of conferences. The report emphasizes the U.S. mastering the changing as the difficulty in

the spectrum/orbit expansion/communication/information use of growing dependence on military and national security.

Representative Radio Conference results that all using procedures that have all winners and no because of growing nations, these proliferated and disorderly deriding existing mechanism world spectrum use less useful."

House passes bill allowing limited advertising on 20 public TV stations

Tauke amendment passes by wide margin; move comes in light of federal cuts and desire to gather information on ad use by public broadcasters; AAAA supports bill, NAB opposes 18-month experiment

Public broadcasters moved a step closer to their commercial counterparts last week after the House passed a bill that would allow a select number of public broadcasters to run commercials—at least for an 18-month test period.

The move came after the House passed an amended version of H.R. 3238, a bill that would authorize appropriations for the Corporation for Public Broadcasting for 1984-1986. It authorizes 20 public broadcasting stations to run institutional and product ads for a period of 18 months.

The amendment, offered by Representative Tom Tauke (R-Iowa), would require CPB to select up to 10 public television and 10 public radio licensees from a voluntary pool to participate. A blue-ribbon panel would supervise the experiment, reporting to Congress on the effects the advertising had on programming, how audiences reacted to the advertising and the extent business and other organizations purchased the newly available broadcast time.

Under the amended bill, public broadcasters wouldn't be allowed to interrupt programming with advertising, which would be confined to no more than two minutes between programs and no more than four minutes during any one hour. Religious and political announcements would be prohibited.

In a statement, Tauke, a member of the House Telecommunications Subcommittee, said: "In view of the reduction of federal funds, public broadcasting must explore a variety of revenue-producing avenues. The information and data necessary for a complete evaluation of the effects

**Planning a new console?
We have a new concept...
call us!**

Call Wally Kabrick at 217-222-8200, ext. 3538. Or write Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62230.



HARRIS

of advertising do not exist and will not exist until an experimental program is undertaken. I share the apprehension expressed by several of my colleagues about this unexplored resource. However, I believe the federal government's decreased financial commitment to public telecommunications requires us to at least gather the information necessary to fairly consider limited advertising as a future source of revenue for public broadcasting."

Opinion on whether the amendment is desirable is split. While the National Association of Broadcasters has gone on the record against such an experiment to incorporate even "institutional" ads, the American Association of Advertising Agencies has come out in support of allowing public broadcasters to experiment with running such ads.

In a June 16 letter to House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) NAB President Vincent Wasilewski urged Wirth to "strongly oppose" the amendment.

Although Wasilewski noted the amendment would allow only a limited number of public broadcasters to run ads for a limited amount of time, he registered

"NAB's vigorous opposition to its enactment," warning that "by its very existence, an experiment presumes that institutional advertising might eventually be approved as an acceptable method of generating funds."

"Noncommercial television and radio should remain just that—non-commercial," Wasilewski said. "I am confident that when the system was contemplated and initially funded in 1967, Congress did not intend to federally subsidize a broadcasting system that would one day become a competitor for the revenues upon which the commercial broadcasting industry must rely for its existence. To move in that direction eats at the very heart of the rationale for government funding for the noncommercial system," he said.

"Public broadcasting was meant to provide a mixture of educational services, public affairs and entertainment that is not supportable in the commercial marketplace," he said. "Such programming would be jeopardized if marketplace considerations were to become paramount," he added.

AAAA, however, wrote the House Telecommunications Subcommittee that it supported the introduction of institutional

advertising to public broadcasting, but emphasized that the "overall character" of public broadcasting should be maintained and that "the introduction of advertising should be handled in such a way that it will be both attractive to advertisers and acceptable to the [public broadcasting] audience."

In its statement, AAAA said it thought the advertising community would find the opportunity to advertise on public broadcasting "useful and productive."

"Advertisers are constantly searching for new ways to reach important market segments and to open up new avenues of communications. The audience of [public broadcasting] represents such a market. It is upscale in terms of income and education and could provide a viable audience for a number of institutional advertisers," AAAA said.

In other action on the same bill, the House refused to accept two amendments offered by Representative James Collins (R-Tex.). One amendment would have cut the authorization levels for CPB back to the Reagan administration recommended levels of \$110 million for 1984, and \$100 million for 1986. As passed, the bill would authorize appropriations of \$160 million for 1984, \$145 million for 1985 and \$130 million for 1986.

The other Collins amendment that was defeated would have eliminated the National Telecommunications and Information Administration's public telecommunications facilities program.

The House defeated another amendment, one offered by Representative Thomas Bliley Jr. (R-Va.), that would have changed the bill so CPB would have received quarterly disbursements instead of annual ones.

The bill passed the House 323-86.

Washington Watch

Court agrees on STV. Court of Appeals in Washington has affirmed FCC decision not to begin rulemaking on mandatory cable carriage of STV signals. Court said that commission "reasonably concluded that existing regulations did not require cable carriage of STV transmissions, and that it properly adopted an 'interpretative rule' to this effect." Parties to appeal included WWHT Inc., Wometco Home Theater, Blonder Tongue Laboratories and Suburban Broadcasting Corp.

Speed it up. Satellite Television Corp. has characterized NAB petition requesting deadline extension for competing applications and petitions to deny STC's DBS proposal until after adoption of interim DBS rulemaking as "dilatory" and said it should be treated as such. STC said that since substantial delay is inherent in satellite construction, "expeditious agency consideration of DBS applications is critically important." It added: "The significant public interest benefits of this new technology may never be realized if unnecessary administrative hurdles are placed in the path of DBS."

Double trouble. Court appeals have been initiated against two recent FCC decisions. Eastern Microwave Inc. has asked appeals court in Washington to review commission's decision that Cable News Network's claimed contractual right of first refusal to last two transponders on Satcom I is lawful and enforceable under Communications Act (BROADCASTING, April 27). In other case, Lewell Broadcasting Inc.—also appealing in Washington—is challenging commission decision denying renewal of its license for WDRK(FM) Greenville, Ohio (BROADCASTING, April 6).

LPTV hotline. In connection with National Federation of Local Cable Programers convention in Atlanta July 9-12, NFLCP Low-Power Television Hotline is holding series of workshops at Baltimore Hotel there on July 8 to assist applicants in filing for LPTV stations with FCC. Michael Couzens, former head of commission's LPTV task force, and Parry Teasdale, contributor to task force (who recently formed Washington consulting firm, Television Center) will participate, along with number of LPTV engineers. Registration is limited to 100 participants. To preregister call Joan Gudgel at: (202) 797-3660.

Senate passes telex bill. Senate passed amended version of S. 271, bill to allow Western Union to compete as international record carrier, on Monday, June 22. Bill had been attached, along with other communications measures, to budget bill, but was removed by agreement among Senate leaders. As amended, S. 271 requires four-month moratorium before FCC can approve Western Union's application to provide overseas service and directs FCC to expedite domestic telex applications by international record carriers. Amendments were concession to Judiciary Committee, which unsuccessfully had sought to gain jurisdiction over bill.

Westinghouse-Teleprompter rebut Turner

In answer to TBS petition to deny proposed merger, firms say action is merely attempt to block competition to CNN

Westinghouse Broadcasting Co. and Teleprompter Corp. have tried to turn the tables on Ted Turner's Cable News Network. The two companies have charged that CNN's petition to deny their merger (BROADCASTING, June 22) is a "self-serving" delay tactic aimed at forestalling competition in the cable news programming market. The charge came just one week after CNN complained to the commission that the proposed merger itself would be anticompetitive.

Both Westinghouse and Teleprompter vehemently denied any conspiracy between them to encourage Teleprompter's cable systems to "go slow" in deciding whether to carry the CNN service.

In support of that denial Teleprompter

noted that 30 of its systems, serving "more than 425,000" basic subscribers now offer CNN. It also said that on June 17 it signed, and sent to CNN for counter-signature, a contract reflecting its intent to offer CNN on 31 additional systems serving more than 330,000 basic subscribers. Teleprompter also noted that six of the 31 additional systems are "new-build systems which, although they have no subscribers now, will ultimately pass more than 275,000 homes."

Westinghouse characterized the conspiracy charge—included in an affidavit by CNN owner Ted Turner—as one based on "an apparent single hearsay remark by an unnamed person, [which] has no basis in fact."

Westinghouse also indicated that on June 4, before CNN filed its opposition, Turner made a "threatening telephone call" to Westinghouse President Daniel Ritchie, describing tactics that could be employed should Group W continue with its plans to develop a cable news service similar to CNN.

Ritchie responded to that phone call with a letter to Turner dated June 8. In that letter Ritchie said that in the June 4 discussion, Turner indicated that he "would seek to involve the Justice Department and would 'tie us up in knots' at the FCC," should Westinghouse proceed with its cable news programming plans. Ritchie also wrote that Turner had "implied" that he "would attack Group W's existing broadcast licenses and seek to prevent the pending merger . . . [and] would also get certain cable operators to block or refuse to carry Group W programs and . . . would oppose Teleprompter in its franchising and renewal efforts."

Ritchie said that any decision on Westinghouse's future cable news programming would be made "unilaterally, and on the basis of relevant business considerations."

Westinghouse and Teleprompter also challenged CNN's argument that their combined control of a significant number of transponders (either operating now or soon to be activated) and Westinghouse's control of several all-news radio stations in major markets were grounds for denying the merger.

Westinghouse said that its agreement with Western Union to lease or purchase 10 transponders to be launched next year represent "roughly 3%" of the transponders which will become available in the next few years.

Teleprompter noted that the FCC is currently looking into transponder allocations practices and "will necessarily examine the question of whether carriers are allocating a disproportionate share of their transponder capacity to a limited number of customers. It is to that proceeding that CNN should direct its complaints regarding control of transponder facilities."

Group W contended that the all-news radio format (it operates one each in New York, Philadelphia and Los Angeles) "is not identical to, nor closely competitive with, a national cable video news service."

In any event, it said that the markets in which it owned such formatted stations "enjoy a plethora of . . . media outlets . . . [and that] . . . the added voice of a Group W cable news service, should one be introduced, would not adversely impact this present degree of diversity."

Westinghouse concluded that while CNN might be "noticeably unenthusiastic about the notion of facing any competition in an area where CNN has so far been the only provider, this hardly serves as a basis for commission concern, much less the evidentiary hearing CNN would have the commission hold."

NAB seeks FCC review of new underwriting policy for public stations

The National Association of Broadcasters and the Committee to Save KQED have petitioned the FCC to reconsider its two-month-old action allowing noncommercial stations a freer rein in the identification of program underwriters (BROADCASTING, April 27). The Committee to Save KQED also asked the commission to stay the effective date of the new rules pending reconsideration. A third petition was submitted by the Metropolitan Opera Association which seeks clarification of new rules.

NAB said that the rule amendments should not have been made when they were because the commission cannot make "informed" policy decisions "without the benefit of a comprehensive statement of public broadcasting's goals and purposes," a reference to a commission inquiry that has been deferred to a later date.

NAB also asked the commission to clarify the "consideration for broadcast rule" which proscribes the airing of programs or announcements in exchange for consideration. "The commission raises," said NAB, "but does not satisfactorily answer, the important question of whether contributions of money, goods or services fit within the proscription."

As to the rule amendment that permits the use of corporate logos and other non-promotional information about the underwriter—such as location or identification of product lines—NAB said clarification was warranted. "Considering the fine line which must be drawn between announcements which promote and announcements which identify," it said, "NAB believes the commission's guideline to be unduly vague."

For example, NAB questioned whether the commission intended to permit the visual identification of product lines or whether aural identification was as far as it wanted to go. NAB said the former "is not in keeping with the noncommercial nature of educational broadcasting."

NAB also urged the commission to clarify the use of corporate logos, recommending that it "prohibit the use of any

GALAXY TWO IS...

LAND OF THE MINOTAUR

ONE OF 15 FIRST-RUN
SCIENCE FICTION FEATURES
FOR TELEVISION.
NEW FROM

GOLD KEY ENTERTAINMENT

A DIVISION OF THE VIDTRONICS COMPANY, INC.
TOWER 53, 159 W. 53RD ST., NEW YORK
N.Y. 10019 (212) 486-9116

6922 HOLLYWOOD BLVD., SUITE 321
HOLLYWOOD, CA 90028 (213) 856-8200
696 YONGE ST., SUITE 900, TORONTO
ONTARIO CANADA M4Y 2A7 (416) 967-6141

GALAXY TWO IS...

FOES

**ONE OF 15 FIRST-RUN
SCIENCE FICTION FEATURES
FOR TELEVISION.
NEW FROM**

**GOLD KEY
ENTERTAINMENT**

A DIVISION OF THE VIDTRONICS COMPANY, INC.
TOWER 53, 159 W. 53RD ST., NEW YORK
N.Y. 10019 (212) 486-9116
6922 HOLLYWOOD BLVD., SUITE 321
HOLLYWOOD, CA 90028 (213) 856-8200
696 YONGE ST., SUITE 900, TORONTO
ONTARIO CANADA M4Y 2A7 (416) 967-6141

logo which contains within it any promotional information."

The San Francisco-based Committee to Save KQED said the commission did not "demonstrate a rational basis" for its conclusions which it described as "detrimental to public broadcasting."

The committee said that the rule change allowing promotion of goods or services in some cases as long as consideration is not received for such promotion is not supportable in light of an earlier commission decision to prohibit commercial messages "even if the station had not been paid to broadcast the announcement."

To permit to the identification of product lines and corporate logos, the committee said, is "ostensibly permitting the donor to engage in a modified commercial campaign without any requisite restrictions."

It said that the decision not to restrict the amount of time a station could devote to fund-raising and auctions "hardly reflects thoughtful assessment and resolution of the public interest implications of unrestricted fund-raising time."

Metropolitan Opera—whose performances are often broadcast by public stations—asked the commission to make clear that fundraising announcements in intermission features during broadcast performances of nonprofit performing arts groups he permitted.

Telcom users suggest tight reins on Bell market entry

**AT&T seen as only game in town
and beyond marketplace control**

The domestic telecommunications industry should be deregulated only gradually, and AT&T should be subjected to strong regulation, which should be phased out only as telecommunications markets become effectively competitive. That was the consensus among the business representatives testifying before the House Telecommunications Subcommittee last week on telecommunications.

At the hearings, called to assess telecommunications user needs and concerns, representatives of both small and large businesses agreed they had little choice but to use AT&T for telephone service. Most also agreed that AT&T's recent rate hike for private-line service, which, by encouraging larger users to leave the network causes rates for small businesses and consumers to rise, was a better argument for stronger regulation than for deregulation.

Calling the testimony "startling," House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) said the witnesses had suggested two basic conclusions: that the FCC's emphasis on "wholesale deregulation of common carrier intercity services is misguided" and

that "the sole reliance on structural changes in the Bell System—namely, use of separate subsidiaries—to safeguard users' interests does not have a high likelihood of success."

Michael Woody, corporate chairman of the Tele-Communications Association, said that while his group supported the development of a competitive telecommunications market, that market isn't currently competitive.

AT&T, he said, holds more than 80% of the national private-line market, a share that enables it to act as a price leader. And when AT&T raises its rates, its few competitors raise theirs "almost point for point," he said.

Gordon Curnow, general director of communications for General Motors Corp., which spends about \$10 million for domestic telecommunications services each year, agreed that the long-distance telecommunications market wasn't competitive.

Curnow noted that though his company tried to take advantage of other services, they provided for less than 5% of GM's needs.

Curnow said any deregulatory legislation should provide for "an orderly transition from a regulated to a nonregulated environment." During the transition period, he said, rates should be based on service costs and should be "non-discriminatory and equitable."

Richard Vande Merkt, testifying for the National Retail Merchants Association, said there are a number of alternative vendors available in many communications markets, but he warned against using that as a rationale for the "outright removal of some type of regulation for basic business services."

"Based on my perspective as one who deals with this industry every day, full-scale deregulation of business services is not appropriate today, nor is it likely to be in the near future," he said.

Calif. civil rights committee blasts FCC on minority issues

Advisory group blames 'gross imbalance' of ownership between minorities and white males on commission failure to enforce public interest standards

Radio and television broadcasting in California "ignores and distorts the roles of blacks, Hispanics, Asian-Americans, native Americans and other minorities in American life," according to a report released last week in Los Angeles by a committee of the U.S. Commission on Civil Rights.

The California Advisory Committee of that federal agency charged that residents of the nation's most populous state are being denied their full legal rights to the public airwaves, asserting only 15 of California's 518 commercial broadcast sta-

tions are owned by women or minorities. The group found that "97% of all ownership in California [stations] is vested in white males." Only one television station in the state is owned by members of a minority (Hispanics), one radio station is owned by women and 13 radio stations are owned by blacks and Latinos, the report states. It claimed a similar pattern exists in the rest of the United States. Ownership was defined as 50% or more control, but did not take into account women or minority stockholders of publicly held licensees.

"The FCC has allowed station ownership to be vested in one group," the study concluded: "white males." It blamed the current "gross imbalance" in ownership on "the continuing failure of the FCC to enforce the public interest standard of the Communications Act of 1934." Congress also was cited for its alleged failure to play an oversight role.

The committee was headed by former U.S. Attorney Herman Sillas Jr.

Broadcasters have one of best EEO records, says BFM

Association sends letters to congressmen asking for relief from 'overregulation' in EEO matters

The Broadcast Financial Management Association turned to key members of Congress last week for help in getting relief from "duplicative and wasteful" FCC regulation on equal employment opportunity matters.

In a letter to 155 senators and representatives who are members of committees dealing with broadcasting issues, BFM President William J. Key of RKO General cited testimony by former FCC officials that the commission will have to cut back in other areas to maintain its EEO surveillance.

"BFM members can state from personal experience that our broadcasting industry is overregulated in the reporting of EEO matters," Key said on behalf of the BFM board. "BFM questions the wisdom of bolstering the FCC's EEO functions at the expense of essential nonduplicated FCC functions while at the same time subjecting broadcast licensees to a duplicative and wasteful burden with regard to EEO."

Key said broadcasting has one of the best EEO records in the country, with minorities now representing over 14.6% of industry employees, "far in excess" of the percentage in the total U.S. work force, and with women having made even greater strides.

"In view of this EEO record," Key asked, "why should the broadcast industry continue to be subjected to increasing FCC regulation and reporting requirements in this area? The FCC is agonizingly behind in processing industry matters more germane to *communications*—the business the FCC is supposed to regulate."

The letter said "BFM sincerely believes that broadcasters have amply fulfilled their EEO commitment and there is no reason to believe this effort will abate . . . and it would be a waste of the FCC's resources to curtail those essential activities which it is uniquely qualified to conduct in order to maintain or augment its EEO resources."

Citizen groups, buyer settle WHCT-TV dispute

A number of public interest groups represented by the Media Access Project and the proposed buyer of WHCT-TV Hartford, Conn., Television Corp. of Hartford (TCH), have reached an agreement providing for the groups to withdraw their petition to deny the sale of the station for \$4 million.

The licensee of the station is Faith Center Inc., which last year attempted to use the FCC's distress sale policy to sell WHCT-TV and two other stations—KHOF-TV San Bernardino, Calif., and KVOF-TV San Francisco—to a corporation owned by the East Los Angeles Community Union (TELACU) for \$15 million. However, the commission denied the application, upholding a March 1980 decision by Administrative Law Judge Edward Luton dismissing Faith's renewal application for KHOF-TV, and ruling that since neither of the other two stations had as yet been designated for hearing, distress sale relief was "premature."

Subsequently, WHCT-TV has been designated for hearing, enabling Faith to reapply for distress sale relief while KVOF-TV has been designated for comparative renewal hearing, which precludes Faith from selling that station.

The citizen groups—which include the Department of Communications of the Capitol Region Conference of Churches and the Communications Management Team of the Christian Conference of Connecticut—first filed the petition because of concern, among other things, about the lack of local Hartford participation in the ownership and management of the station evidenced in TCH's application.

The essential elements of the agreement call for:

- Establishment of a community advisory board.
- The airing of weekly locally produced religious programs plus time for other local religious programs to be sold at discount rate.
- Special children's programming guidelines.
- Programming to meet the needs of the handicapped.
- Various services to benefit minorities.
- Minimum standards for the amount of news and public affairs programming.
- TCH will pay for the citizen groups' legal fees and out-of-pocket expenses up to \$18,000.

Television Corp. of Hartford is a minority controlled corporation.

GALAXY TWO IS...

THE WAR IN SPACE

**ONE OF 15 FIRST-RUN
SCIENCE FICTION FEATURES
FOR TELEVISION.
NEW FROM**

**GOLD KEY
ENTERTAINMENT**

A DIVISION OF THE VIDTRONICS COMPANY, INC.

TOWER 53, 159 W. 53RD ST., NEW YORK
N.Y. 10019 (212) 486-9116

6922 HOLLYWOOD BLVD., SUITE 321
HOLLYWOOD, CA 90028 (213) 856-8200

696 YONGE ST., SUITE 900, TORONTO
ONTARIO CANADA M4Y 2A7 (416) 967-6141

Just as fine paintings are the backbone of a great art collection, comedies are still the mainstay of a winning program lineup.

One Day at a Time innovatively mirrors contemporary American life, drawing its humor from creating a portrait of real people in identifiable situations.

In its sixth network year, *One Day at a Time* remains solidly in the Top Ten among all shows. Such sustained popularity is unique in television, and, as with a cherished work of art, ensures continued endurance.

One Day at a Time

America Knows a Classic
When It Sees One!

Distributed by

TAT Communications Co.

1901 Avenue of the Stars, Suite 666
Los Angeles, California 90067
213-553-3600





Robert
Rosenbaum

Available
Fall 1982!

Quantiplex launched by Blair to provide syndicated research

Service is available in 12 cities, with hopes for 25 by November; markets will be surveyed quarterly

John Blair & Co., New York, has expanded into syndicated research with the formation of Quantiplex as a new division to provide television stations and advertising agencies with information on which TV programs attract certain types of purchasers within specific markets.

Quantiplex has developed viewer and consumer (VAC) ratings, which measure a given television audience for product users and purchasing groups and correlate that information with individual programs and dayparts.

Quantiplex has been operating for about six months and, according to William A. Morris, its president, an announcement on its formation had been withheld until a test period was completed. He said surveys by Quantiplex already are established in 12 markets (Chicago; Cleveland; St. Louis; Atlanta; Kansas City, Mo.; Cincinnati; Providence, R.I.-New Bedford, Mass.; Harrisburg/Lancaster/Lebanon/York, Pa.; San Antonio, Tex.; Omaha; Albuquerque, N.M., and Amarillo, Tex.). He said the system is expected to be operating in 25 markets by November.

Morris said that most syndicated research today provides only age and sex data. In Chicago, for example, Quantiplex ascertained that the TV program that ranked third in Chicago among men 25 to 54 actually delivered the most airline customers in that age bracket and not the top-rated program among men 25 to 54. In another study, in Providence/New Bedford, the salient selling point to emerge from a survey of new car buyers was that not only should the car give good mileage but also should incorporate low maintenance.

Quantiplex surveys each market four times a year by telephone. Reports are published three to five weeks after the sampling is completed. Depending on the size of the market the sample will range from 1,000 to 3,000 persons. The interviews cover basic demographic information, the respondents' viewing habits within the preceding 24 hours and purchasing behavior, including patronage of restaurants, drug chains, department and discount stores and plans to buy a new automobile, a new TV set, among others.

Morris said the cost to stations will

range from \$10,000 per report in a smaller market to \$30,000 in New York. The price to agencies, he said, will be modest, primarily to cover handling expenses.

Quantiplex has signed 15 TV station subscribers, including KMBC-TV and KBMA-TV Kansas City; WGAL-TV Lancaster, Pa., and KSDK-TV St. Louis. Agency subscribers include Leo Burnett, J. Walter Thompson and Needham, Harper & Steers in Chicago; Tracy-Locke and Bloom Advertising in Dallas and Fitzgerald Toole & Alden in Providence.

Huge growth seen for earth stations

Strategic Inc. studies forecast market sizes by end of decade for various equipment areas

Strategic Inc., a San Jose, Calif.-based research and consulting firm, predicts that the market for small satellite earth stations (excluding military uses) will grow from a current \$17 million to nearly \$780 million in 1989.

The firm says it believes the bulk of the emerging demand for earth stations will come from the direct broadcast satellite market, which it predicts will account for 85% of earth station sales by 1989. It also suggests that the surge in equipment sales will begin in 1985, when the first interim DBS system is expected to begin operation.

Industries accounting for the remaining 15% of the 1989 small earth station market according to Strategic include: data/voice services (8.6%); cable TV (1.3%); residual business and industry (2.3%), and other (2.8%).

Another market study by Strategic predicts a 14% growth rate through 1989 for professional videotape recorders, during which time sales will total more than \$2 billion. The television broadcast industry now accounts for 43% of that market, but with only a "modest" growth rate of 9% over the next 10 years, Strategic predicts that it will account for 28% of the market in 1989. By then, the business and industry segment will have surpassed TV broadcasters and will account for 31% of the VTR industry, the firm concludes. Other users and their percentages of the 1989 market break down as follows: institutions (17%), TV production firms (14%) and cable TV (10%).

The cumulative U.S. market for non-consumer color video cameras will exceed \$1.2 billion through 1989, Strategic predicts. TV broadcasting accounts for 70% of that market now but by the end of the decade that segment will shrink to 50% of

the market, with cable and other industries picking up the slack. The research firm attributes cable's future growth to the expansion of local program origination facilities.

With the trend toward videotext-teletext systems cited as a major factor, Strategic predicts that through 1989 TV broadcasters, production houses, cable systems and others will purchase \$304 million worth of character generators, graphic generators, animation systems and titlers. The cumulative videotape editing equipment market through 1989 will total \$600 million, the research firm suggests.

Audio recorder sales will exceed \$940 million through 1989 Strategic predicts, with digital recorders—which now account for 1% of the market—making up 17% of the market by that time. The firm noted that broadcasting currently accounts for 67% of that market and predicts that it will grow to 77% by 1989. The production-house segment of the audio market will fall from 18% to 7% by 1989, indicating an expansion of audio production facilities by radio stations, says Strategic.

The market for switchers and special effects generators will grow to more than \$500 million by 1989, according to Strategic.

Harte-Hanks sees TV as 'least attractive' medium

Marbut says his company is looking for investments in more 'deregulated' areas such as cable, radio

Harte-Hanks is a poor prospect for station purchases. Company President Robert Marbut, at a meeting with New York security analysts, said he sees television as "the most fully priced . . . least attractive" of the major communications media. There are "better opportunities" in currently deregulated businesses, such as cable television. Radio, Marbut noted, offers "a little better opportunity" than television. Marbut's answer came in response to an analyst's question as to whether broadcast properties, in the wake of possible deregulation, might prove to be tempting acquisitions for the company.

A separate question, whether the satellite potential for broadcasting might lead to more network pre-emptions, drew from Marbut the response: "You don't need fancy technology to pre-empt." Marbut said he sees "more and more local targeting" in broadcasting's future, and he

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

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

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

THE JEFFERSONS...

STANDING THE TEST OF TIME PERIODS.

PREMIERING THIS FALL

Over 70 markets
strong!

Distributed by T.A.T. Communications Co.

1901 Avenue of the Stars, Suite 660 • Los Angeles, CA 90067 • 213-558-3600

noted that Harte-Hanks is equipping its KENS-TV San Antonio, Tex., with an earth station.

Marbut's principal pitch to the analysts centered on what he saw as Harte-Hanks's ability to "reposition" its major businesses—newspapers, television, etc.—to participate in whatever direction the market moves in the future. "We keep close to the market," he told the analysts, adding that "when needs change, we change."

Harte-Hanks's treasurer, Larry Franklin, reviewed some of the company's financial statistics, noting that in the first quarter of 1981, revenues were up 10% on a pro forma basis, 14% on an actual basis, with earnings per share up 13%.

Franklin also reviewed some of the details of the Harte-Hanks option arrangement to acquire AEL Industries (BROADCASTING, June 1). According to Franklin, the arrangement provides for a three-month option, beginning in June 1984, which would give Harte-Hanks the right to acquire the company if it has reached 70,000 subscribers. If AEL has not gained that many subscribers by September 1984, the option is extended for one year. If the 70,000 level is reached by June 1984, Harte-Hanks can be caused to exercise the option, but it may exercise the option whether or not that level of subscribers is attained.

Discussing the results of Harte-Hanks broadcast operations, Franklin said that in television, local business advanced 15% in the second quarter, with national spot business up 20%. June, he said "looks good." Radio revenues weren't as good in May as in April, according to Franklin, with national spot radio revenues down 17% and total radio revenues down 1%. While the second quarter is offering some cause for optimism, Franklin expects radio to be less strong this year than last.

Federal Express the big winner in Clio contest

**Competition for excellence
in advertising honors 67 for
TV commercials, 45 for radio**

Clio awards for excellence in television and radio advertising were presented at ceremonies in New York and Los Angeles.

In television, there were 67 U.S. winners in 53 categories for 57 different commercials. In radio there were 45 U.S. winners.

The most-honored television commercials were the spots created for Federal Express by Ally & Gargano, New York, and Sedelmaier Film Productions, Chicago, which won seven Clios.

Young & Rubicam picked up the most television Clios for an agency, seven, with its New York office winning six and its Los Angeles office, one. Doyle Dane Bernbach, New York, and Ally & Gargano, New York, were tied with five Clios each.

In the radio competition, the production firm of Dick & Bert, Los Angeles, was the top winner with five Clios. Snaring two radio Clios each were Ally & Gargano, New York; Della Femina, Travisano & Partners, New York; Kloppenburg, Switzer & Teich, Milwaukee; Levine, Huntley, Schmidt, Plapler & Beaver, New York, and D'Arcy-MacManus & Masius, St. Louis.

The complete list follows:

Radio

K Mart □ Home Sale (Ross Roy).

Koss Stereophones □ Serenity (Kloppenburg, Switzer & Teich).

Ferrarelle □ Dictionary (Levine, Huntley, Schmidt, Plapler & Beaver).

The Bustop □ Help Eliminate Chest Colds (Fred Arthur Productions).

Levi Strauss □ Skysingers (Foote, Cone & Belding/Honig).

Saab □ 900 Sedan III (Ally & Gargano).

Astoria Federal Savings □ Astoria Applicant (Greenstone & Rabasca).

Pabst Extra Light Beer □ Gourmet Chili Contest (Ogilvy & Mather).

Ovaltine Hot Cocoa Mix □ Minor Milestones (TBWA Advertising).

Butterfingers □ Bop (Lee King & Partners).

St. Louis Masonry Institute □ Three Little Pigs (Fred Arthur Productions).

Agree Creme Rinse □ The Big Date (Needham, Harper & Steers).

California Milk Advisory Board □ Freelance Matador (Cunningham & Walsh).

New York Mets □ Ballgame (Della Femina, Travisano & Partners).

Leo's Quality Foods □ Midnight Snack (Klein Advertising).

King Koil Posture Bond Mattress □ Who's Sleeping? (Grey Advertising).

Duraflame Firelogs □ Anniversary (Botsford, Ketchum).

Mobil Chemical Mocap □ If You Could Hear (Martin Agency).

Blue Cross of Southern California □ Lower (J. Walter Thompson).

WCBM(AM) Baltimore □ Life is a Rock (Burden & Charles).

La-Z-Boy Office Seating □ Seat Tester (Marvin Hahn Advertising).

Koss Stereophones □ Serenity (Kloppenburg, Switzer & Teich).

Minnesota Citizens For Initiative & Referendum □ Bad Law (Lunch Hour Ltd.).

Greenpeace □ Mosconceptions (Belling Productions).

Monty Python □ Contractual Obligation Album (Arista Records).

U.S. Army □ Printed Circuit (N W Ayer).

Goodyear Auto Service □ Women's Car Care (Wyse Advertising).

Solo's Pizza □ Pain of Burgers (VanSant, Dugdale & Co.).

American Automobile Association □ Rainstorm (Della Femina, Travisano & Partners).

Ace Hardware Stores □ Dogs in the Family (D'Arcy-MacManus & Masius).

Ferrarelle □ People (Levine, Huntley, Schmidt, Plapler & Beaver).

North American Van Lines □ Piano (Doe-Anderson).

Air Jamaica □ We're Gonna Win You Over (Ketchum, MacLeod & Grove).

Haagen Dazs □ Best Made (Radio Band).

MCI Communications □ Mother (Ally & Gargano).

Red Balloon Co. □ Balloons Are For Adults (KVI[AM] Seattle).

North American Van Lines □ Piano (Perfect Pitch).

Teleprompter Cable Television □ Ernie in the Kitchen (Ralph Kent Cooke).

Michelob Beer □ New George Benson Full Vocal-Slow Version (D'Arcy-MacManus & Masius).

Pepsi-Cola □ Catch That Pepsi Spirit (BBDO).

Ford Motor Co. □ Ireland (Wells, Rich, Greene).

New England Telephone □ Behind the Times (Dick Lavsky & Associates).

New Yorker Magazine □ Watches (Dick Lavsky & Associates).

BottomLine

Crafty gain from Fox. Acquisition of 20th Century-Fox by Marvin Davis group netted Chris-Craft Industries \$48-million profit—after-tax gain Chris-Craft expects to report in quarter ended Aug. 31. Chris-Craft had received \$141 million from sale of its Fox holdings, plus shares in Fox broadcast subsidiary, United Television, spun out of Davis deal. Chris-Craft has filed petition with FCC to acquire control of UT, stating its current holding is 32%. Chris-Craft says it intends additional stock purchases to enable it to elect majority of five-seat board. For quarter ended May 31, Chris-Craft reported net profit of \$3.6-million, \$1.05 per share, or revenues of \$17.8-million. Year-earlier figures were \$4.7-million profit, \$1.49 per share, on revenues of \$13.9-million.

Popular consent. CBS and Justice Department have agreed on consent decree settling 1978 suit in which Justice sought to force company's sale of Fawcett Books and other assets. Decree would permit CBS to retain Fawcett, but require its sale of Popular Library paperback book imprint within two years "if it can do so at a reasonable price." (Fawcett will retain Crest and Gold Medal paperback imprints.) CBS also would be prohibited from acquiring another mass market paperback publisher for 10 years. Decree doesn't become effective until ordered by federal court after 60-day comment period.

Time split. Time Inc. board has proposed two-for-one stock split, contingent upon stockholder approval of increase in authorized common shares from 70 million to 150 million. Shareholders meeting to vote on question is slated for Aug. 20, with company expecting split, if approved, to be distributed on or about Oct. 1 to holders of record Sept. 1. Directors also increased regular quarterly dividend 11% on pre-split common shares to 50 cents from 45 cents, payable Sept. 15 to holders of record Sept. 1.

Television

Federal Express □ Paper Blob (Ally & Gargano).
Smith Barney □ Amphitheatre (Ogilvy & Mather).
Houston Chronicle □ Jaworski (Rives Smith Baldwin & Cariberg).
Made in the Shade Jeans □ It's Not a Name (Young & Rubicam).
Lincoln Mercury Capri □ Magic (Young & Rubicam).
Mobil 1 □ New York to New York (Doyle Dane Bernbach).
Citicorp Travelers Checks □ Bath (Doyle Dane Bernbach).
Henry Weinhard's Private Reserve □ Alaska (Ogilvy & Mather).
Kellogg Rice Krispies □ Cloister (Leo Burnett).
Ovaltine Hot Cocoa Mix □ Minor Milestones (TBWA Advertising).
Cadbury Creme Eggs □ Clucking Bunny (Young & Rubicam).
McDonald's □ Moving (Needham, Harper & Steers).
Miss Clairol □ You Are So Beautiful (Foote, Cone & Belding).
Breakstone Sour Cream □ Mom (Geers Gross Advertising).
Gopher Football □ Ohio/Southern Cal/Michigan University (Chuck Ruhr Advertising).
Tony's Pizza □ Burp Rev (Bozell & Jacobs).
Sharp Color TV □ Tiptoe (Isidore, Lefkowitz, Elgort).
Sherwin Williams □ Difficult Jobs (Doyle Dane Bernbach).
Blue Cross/Blue Shield □ Body (Meldrum & Fewsmith).
Hour Magazine □ Roger's Picture (Della Femina, Travasano & Partners).
ITT □ Qume (Needham, Harper & Steers).
American Tourister □ Airport (Doyle Dane Bernbach).
Meow Mix □ Crosswords (Drossman Yustein Clowes).
Alka Seltzer □ Can't Find It (Wells, Rich, Greene).
No On Proposition 9 □ Rich Man (Ross McCann & Associates).
Coca-Cola Special Olympics □ I've Got To Try (McCann-Erickson).
Yamaha □ Harry, A Motorcycle (Chiat/Day).
U.S. Army □ Laser Tank (N W Ayer).
Aamco Transmissions □ Roughly Speaking (Calet, Kirsch, Kurnit & Spector).
Dunkin' Donuts □ Every Bit As Good (Ally & Gargano).
American Automobile Association □ Rain (Della Femina, Travasano & Partners).
Montgomery Ward Optical Department □ Herbie (Meldrum & Fewsmith).
Coca-Cola □ Thirsty Workers (McCann-Erickson).
Matchbox □ Cordoba (Levine, Huntley, Schmidt, Plapler & Beaver).
Federal Express □ Secretary (Ally & Gargano).
Pan American Airways □ Say Hello (N W Ayer).
Bell System □ Lion (Lewis & Gilman).
Gillette Papermate Pen □ Precision (BBDO).
Merrill Lynch □ China Shop (Young & Rubicam).
Mobil Corp. □ The Misunderstood Elephant (Steve Gold Productions).
Henry Weinhard's Private Reserve □ Alaska (Ogilvy & Mather).
Timex □ Mean Machine (Grey Advertising).
Polaroid □ Mariette Bonus (Doyle Dane Bernbach).
Lincoln Mercury Cougar □ Four Door Selection (Young & Rubicam).

TRW □ Deep Space Watch (Robert Abel & Associates).

Federal Express □ There's Always Federal (Ally & Gargano).

Alabama Office of Highway and Traffic □ Gas Hog (Luckie & Forney).

Jonathan Mohr Sleep Shops □ Old Mattress (Frankenberry, Laughlin, Bernstein & Constable).

Pepsi-Cola □ Papa (BBDO).

Budweiser □ Bud Youth (D'Arcy-MacManus & Masius).

Lincoln-Mercury Capri □ Magic II (Young & Rubicam).

Pan American Airways □ Say Hello (N W Ayer).

Pentax □ M & M's (Ally & Gargano).

Lincoln Mercury Lynx □ Genesis (Young & Rubicam).

New Yorker Magazine □ Watches (Lord Geller Federico Einstein).

CNN losses down, Turner reports to analysts

Cable operation said to be losing \$1 million monthly, down from 1980's \$2 million; WTBS helping to pick up slack of CNN and Braves

Cable News Network's losses are currently running at \$1 million a month, Ted Turner told shareholders of Turner Broadcasting System last week. That is down from the \$2 million a month that was the estimated loss of the network last year. The figure Turner gave for 1980 losses of CNN was \$16 million, though he said that the profits of his "superstation" WTBS(TV) Atlanta now just about offset CNN losses.

CNN, Turner projected, should reach its break-even point in cash flow in the fourth quarter of this year. Meanwhile, he said, WTBS should clear \$20 million in operating income in 1981, on \$60 million in revenues. Turner put the 1980 results of WTBS at half that much for both revenues and earnings.

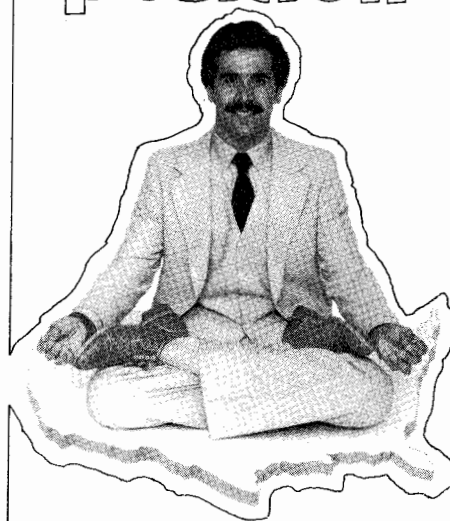
In subscriber terms, Turner said WTBS would be available to 25% of television households by the end of this year, with CNN available to nine million households at that time.

Turner Broadcasting, which includes such properties as the Atlanta Braves, a team that lost close to \$5 million last year and is now facing further losses with the major league baseball strike, is running at a near break-even level, and should have a positive fourth quarter, according to Turner.

The company has not yet closed on its \$50-million package of bank financing (BROADCASTING, June 22), but Turner said he expects to do so soon. Shareholders at the meeting (Turner is the principal holder, with 87% of the stock) approved a two-for-one stock split.

Turner also reaffirmed his intention to move TBS into production, both in television and film, saying construction on a studio complex in Atlanta will begin later this year.

the lotus position



means...

increased national radio sales dollars for our station list

because...

~~11~~, ~~13~~, **16**

young, aggressive, hungry, hard-working, sales people are selling schedules for our stations in our five owned and operated offices in:

New York —	212 697-7601
Chicago —	312 346-8442
Los Angeles —	213 466-8119
San Francisco —	415 563-3252
Dallas —	214 960-1707
Atlanta —	404 237-1577

Call or write us if you want to be in the better LOTUS position: George Sternberg, Vice President and Director, Station Relations, LOTUS REPS, 50 East 42nd Street, New York, N.Y. 10017, Telephone 212/697-7601.



Lotus Reps

Division of Lotus Communications Corporation

Stock Index

Exchange and Company	Closing Wed. Jun 24	Closing Wed. Jun 17	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC.....	31	30 5/8	+ 3/8	+ 1.22	6	868
N Capital Cities.....	79 1/4	77 1/4	+2	+ 2.58	16	1,043
N CBS.....	57 1/4	58 1/4	-1	- 1.71	8	1,595
N Cox.....	68 1/2	73	-4 1/2	- 6.16	11	925
A Gross Telecasting.....	29 3/4	30 1/4	- 1/2	- 1.65	8	23
O LIN.....	34	34			12	188
N Metromedia.....	149 1/2	140 3/4	+8 3/4	+ 6.21	16	669
O Mooney.....	8 1/4	8	+ 1/4	+ 3.12	11	3
O Scripps-Howard.....	61	66	-5	- 7.57	10	157
N Storer.....	38	39 3/4	-1 3/4	- 4.40	12	499
N Taft.....	31 1/8	31	+ 1/8	+ .40	9	304
O United Television.....	8 1/2	9	- 1/2	- 5.55		102

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell.....	26 1/2	28 1/8	-1 5/8	- 5.77	21	87
A Affiliated Pubs.....	31 3/8	31 1/2	- 1/8	- .39	13	161
N American Family.....	9 1/8	8 7/8	+ 1/4	+ 2.81	4	112
N John Blair.....	19 3/4	20 1/8	- 3/8	- 1.86	6	73
N Charter Co.....	11 1/8	10 5/8	+ 1/2	+ 4.70	1	304
N Chris-Craft.....	35 5/8	36	- 3/8	- 1.04	17	112
N Coca-Cola New York.....	9 1/4	9	+ 1/4	+ 2.77	21	163
N Cowles.....	35 3/4	35 3/8	+ 3/8	+ 1.06	24	141
N Dun & Bradstreet.....	66	68 3/8	-2 3/8	- 3.47	20	1,841
N Fairchild Ind.....	26 1/4	26 3/4	- 1/2	- 1.86	8	299
N Gannett Co.....	40 7/8	42	-1 1/8	- 2.67	11	2,210
N General Tire.....	29 1/8	28 1/2	+ 5/8	+ 2.19	12	702
O Gray Commun.....	47	48 1/2	-1 1/2	- 3.09	10	23
N Harte-Hanks.....	39 1/2	37 5/8	+1 7/8	+ 4.98	19	376
O Heritage Commun.....	15 3/8	16 1/8	- 3/4	- 4.65	8	83
N Insilco Corp.....	18 3/8	19 1/4	- 7/8	- 4.54	8	197
N Jefferson-Pilot.....	28 3/4	29 1/4	- 1/2	- 1.70	6	630
O Marvin Josephson.....	13 1/4	13 1/4			8	31
N Knight-Ridder.....	38 1/2	39 3/4	-1 1/4	- 3.14	14	1,246
N Lee Enterprises.....	29 1/2	29 5/8	- 1/8	- .42	14	210
N Liberty.....	15 3/4	16	- 1/4	- 1.56	6	200
N McGraw-Hill.....	53	52 3/8	+ 5/8	+ 1.19	17	1,316
A Media General.....	38 1/2	38 3/4	- 1/4	- .64	10	278
N Meredith.....	65	65 1/4	- 1/4	- .38	10	204
O Multimedia.....	34 3/4	34	+ 3/4	+ 2.20	18	349
A New York Times Co.....	36 7/8	36 5/8	+ 1/4	+ .68	11	442
N Outlet Co.....	39	39 1/2	- 1/2	- 1.26	57	98
A Post Corp.....	22 5/8	20 5/8	+2	+ 9.69	11	41
N Rollins.....	18 1/8	17 7/8	+ 1/4	+ 1.39	7	494
N San Juan Racing.....	19 3/4	19 3/8	+ 3/8	+ 1.93	22	49
N Schering-Plough.....	35 7/8	37	-1 1/8	- 3.04	8	1,904
O Stauffer Commun.....	45	45			11	45
A Tech Operations.....	15	15 5/8	- 5/8	- 4.00	16	15
N Times Mirror Co.....	55	55 7/8	- 7/8	- 1.56	13	1,876
O Turner Bcstg.....	22	22 1/2	- 1/2	- 2.22		220
A Washington Post.....	26 1/2	25 5/8	+ 7/8	+ 3.41	10	372
N Wometco.....	23 5/8	22 3/4	+ 7/8	+ 3.84	11	313

CABLE

A Acton Corp.....	18 3/8	18 7/8	- 1/2	- 2.64	13	55
N American Express.....	51	53 3/8	-2 3/8	- 4.44	10	3,635
O Burnup & Sims.....	15 7/8	15 7/8			20	141
O Comcast.....	26 3/4	26	+ 3/4	+ 2.88	30	103
N General Instrument.....	116	119 1/2	-3 1/2	- 2.92	20	1,021
O Rogers Cablesystems	10 1/2	10 1/2			20	199
N Tele-Communications	25 3/8	27 5/8	-2 1/4	- 8.14	24	604
O Teleprompter.....	35 7/8	35 5/8	+ 1/4	+ .70	30	610
N Time Inc.....	74 1/4	74 7/8	- 5/8	- .83	14	2,089
O Tocom.....	14 1/4	14 1/2	- 1/4	- 1.72		46
O UA-Columbia.....	81	81			60	271
O United Cable TV.....	25 3/8	27 7/8	-2 1/2	- 8.96	18	248
N Viacom.....	27 1/2	29 3/8	-1 7/8	- 6.38	10	245

Exchange and Company	Closing Wed. Jun 24	Closing Wed. Jun 17	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.....	3 1/2	3 5/8	- 1/8	- 3.44	3	11
N Columbia Pictures.....	38 3/8	37 3/8	+1	+ 2.67	11	389
N Disney.....	63 5/8	65 1/2	-1 7/8	- 2.86	16	2,070
O Enterprise Radio.....	3 5/8	3 5/8				9
N Filmways.....	7 1/2	8 1/4	- 3/4	- 9.09		47
O Four Star.....	3/4	1 3/4	-1	-57.14	8	
N Getty Oil Corp.....	65 3/4	62 1/2	+3 1/4	+ 5.20	7	5,401
N Gulf + Western.....	20 1/2	21 1/4	- 3/4	- 3.52	5	1,530
N MCA.....	48 3/4	50	-1 1/4	- 2.50	8	1,145
O Medcom.....	9 3/4	9 7/8	- 1/8	- 1.26	35	16
N MGM Film.....	10 3/8	11 1/8	- 3/4	- 6.74	7	337
O Reeves Commun.....	50 3/4	51 1/4	- 1/2	- .97	36	183
O Telepictures.....	7 1/4	7 3/4	- 1/2	- 6.45	33	17
N Transamerica.....	25 1/8	25 1/8			7	1,641
O Video Corp. of Amer.....	15 1/2	15 5/8	- 1/8	- .80	32	15
N Warner.....	55 3/4	50 7/8	+4 7/8	+ 9.58	14	3,276
A Wrather.....	24 1/8	24 1/8				55

SERVICE

O BBDO Inc.....	43 1/2	43 1/4	+ 1/4	+ .57	9	109
N Compact Video.....	22 1/8	21 1/8	+1	+ 4.73	20	65
O Comsat.....	56 3/4	57 7/8	-1 1/8	- 1.94	12	454
O Doyle Dane Bernbach	14 1/2	14	+ 1/2	+ 3.57	4	17
N Foote Cone & Belding	35 1/4	34 3/4	+ 1/2	+ 1.43	9	96
O Grey Advertising.....	65 1/2	66	- 1/2	- .75	6	40
N Interpublic Group.....	35 3/4	36 5/8	- 7/8	- 2.38	7	159
N JWT Group.....	35 5/8	36	- 3/8	- 1.04	8	108
O MCI Communications	19 7/8	22 1/8	-2 1/4	-10.16	99	727
A Movielab.....	5 1/2	5 1/8	+ 3/8	+ 7.31	5	8
A MPO Videotronics.....	6 1/8	6	+ 1/8	+ 2.08	17	3
O A.C. Nielsen.....	44 1/2	45 3/4	-1 1/4	- 2.73	19	499
O Ogilvy & Mather.....	33 1/2	33 1/2			10	138
O Telemation.....	2 3/8	2 3/8			14	2
O TPC Communications.....	4	4			29	3
N Western Union.....	22 1/2	22 1/4	+ 1/4	+ 1.12		341

ELECTRONICS/MANUFACTURING

O AEL Industries.....	17	17 3/4	- 3/4	- 4.22		28
N Arvin Industries.....	17 1/8	16 1/4	+ 7/8	+ 5.38	9	133
A Cetec.....	7	6 3/4	+ 1/4	+ 3.70	9	14
O Chyron.....	17 1/2	17 1/2			29	21
A Cohu.....	8 5/8	8 7/8	- 1/4	- 2.81	12	14
N Conrac.....	24 1/4	24 7/8	- 5/8	- 2.51	10	51
N Eastman Kodak.....	77 1/2	77 7/8	- 3/8	- .48	12	12,507
O Elec Missile & Comm.	10 3/8	10 1/2	- 1/8	- 1.19	130	28
N General Electric.....	64 1/2	65 3/4	-1 1/4	- 1.90	10	14,619
N Harris Corp.....	45 5/8	44 7/8	+ 3/4	+ 1.67	17	1,403
O Microdyne.....	29 1/4	28 3/4	+ 1/2	+ 1.73	22	77
N M/A Com. Inc.....	29 5/8	32 1/4	-2 5/8	- 8.13	26	988
N 3M.....	57 5/8	58 1/2	- 7/8	- 1.49	10	6,711
N Motorola.....	73 3/8	71 3/4	+1 5/8	+ 2.26	14	2,094
P Nippon Electric.....	91	95 1/4	-4 1/4	- 4.46	69	2,988
N N. American Philips.....	53 1/4	58 1/2	-5 1/4	- 8.97	8	640
N Oak Industries.....	31 3/8	34 7/8	-3 1/2	-10.03	11	341
A Orrox Corp.....	13 3/4	16	-2 1/4	-14.06	44	22
N RCA.....	22 7/8	23	- 1/8	- .54	6	1,715
N Rockwell Intl.....	36 1/2	42 1/2	-6	-14.11	9	2,737
A RSC Industries.....	6 7/8	6 1/8	+ 3/4	+12.24	17	16
N Scientific-Atlanta.....	29 1/2	31	-1 1/2	- 4.83	26	625
N Sony Corp.....	21 3/8	22 7/8	-1 1/2	- 6.55	35	4,608
N Tektronix.....	57 3/8	57 3/4	- 3/8	- .64	13	1,047
A Texscan.....	18 5/8	19	- 3/8	- 1.97	37	55
N Varian Associates.....	27	28 5/8	-1 5/8	- 5.67	12	207
N Westinghouse.....	31 1/8	31 7/8	- 3/4	- 2.35	8	2,644
N Zenith.....	19	19 1/2	- 1/2	- 2.56	17	357

Standard & Poor's 400

Industrial Average 148.64 148.24 + .40

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.

Two-way fight for Boston

Competition for that city's 240,000-home cable franchise comes down to Warner, which claims best technology and financing, versus Cablevision, which proposes \$2 basic fee

The two final competitors for Boston's cable television franchise rolled out big guns and superlatives last week, in final hearings before city officials.

Warner Amex Cable Communications Chairman Gustave M. Hauser said his company would give Boston the world's best cable system. "We created the standard in cable television which many are following," he said.

Cablevision Systems Boston countered with former FCC Chairman Charles Ferris, described in company literature as Cablevision's communications counsel. Ferris called Cablevision's proposal "technologically the most advanced and bold ever offered in the U.S." Up to now, he said, "cable has provided more programming echo than choice. Cablevision lets people choose how they inform themselves."

Cablevision Systems Boston, whose managing general partner, Charles F. Dolan, holds the same position with the Cablevision systems in New York and Chicago, estimates 63% initial penetration of Boston's 240,000 households (BROADCASTING, April 6). Cablevision predicts its penetration will increase to 74% by the 10th year of operation. Warner Amex forecasts 55% penetration. Cablevision hopes for \$43.20 monthly revenue from each subscriber while Warner Amex is looking for \$22.81.

Dolan defended Cablevision's figures as "conservative"; he predicted that a proposed \$2-a-month charge for 52-channel basic service will produce a greater penetration and price breakthrough than is generally understood to be possible in the cable industry. Cablevision Vice President Sheila Mahony said: "We may be the first to make this price breakthrough because our business structure as a private limited partnership gives us much more flexibility."

But Warner Amex Senior Vice President Richard Aurelio said Cablevision's partnership structure limits its flexibility because "it's offering nothing more than a tax shelter." He called Cablevision's penetration and monthly fee projections "mind-boggling fantasies." Boston, Aurelio said, "is being asked to award a hunting license so Cablevision can search for investors."

David Wicks, managing director of Warburg, Paribas, Becker, a leading cable investment banker, testified on Cablevision's behalf that financing for the three-and-a-half year, \$94-million job can be achieved. Cablevision plans to provide \$30 million in equity, an equal amount from a four-bank consortium and \$30 million to \$50 million more in subordinated long-term debt.

Hauser said: "Our total resources are capable of building many Bostons, and our \$500 million line of credit is the largest ever in the cable industry." The Warner Amex chairman asked city officials, "Do you want a first-class system? Boston can't risk anything but the best." Hauser pegged the costs for the system it estimates will take five years to build at \$79 million, up from the \$75 million figure mentioned in earlier company projections.

Boston Mayor Kevin H. White is expected to select the franchise winner by July 30 after reviewing recommendations from the cable committee.

More subscribers to public stations called answer to federal cuts

That's advice CPB's Herndon gives public radio at Chicago development conference

Corporations and private foundations probably won't make up the slack caused by cuts in federal funding for public broadcasters, so noncommercial station operators must try to increase their station subscribers. That was the message Lillie Herndon, board chairman of the Corpora-

tion for Public Broadcasting, left with the more than 350 public radio station representatives attending CPB radio development workshops June 23-26 in Chicago.

Speaking at an awards ceremony Thursday (June 25), Herndon said that, considering that federal support for public broadcasting is "declining dramatically," the need for public radio operators to expand their local support has "never been more important, more vital, more essential."

Contrary to what many believe, foundations and corporations won't be able to make up the funding cuts, she said.

She noted that Richard Lyman, president of the Rockefeller Foundation, has said that all of the country's philanthropic foundations spent only about \$2.3 billion last year. "Neither they, nor the corporations, nor private individuals whose generosity was nearly 10 times that of foundations and corporations combined, can do all the things the government is threatening to stop doing—and it is a cruel hoax to pretend otherwise," she quoted him as saying.

Moreover, she said, *The Chronicle of Higher Education* has noted that it would take a 144% increase in private support to offset the budget recommendations proposed by the Reagan administration from 1980 through 1984, accounting for inflation. In the previous five years, such donations increased by only 38%.

Herndon said one solution would be for stations to try their best to increase the number of local membership contributions. Noting that currently only 10% (about a half-million) of the persons who listen to public radio contribute to its support, Herndon proposed that radio station operators increase subscribers to a million by 1983. And if the radio stations achieve that goal, she said, it will "mean more than any funding level achieved through

**We can make automation
pay for itself...
call us to find out how.**

Call Larry Zaiser at 217-222-8200, ext. 3292. Or write Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301.



federal sources—it will mean a more direct relationship between public radio and its public.”

Herndon also noted that the “growth of public radio during the past decade has been nothing short of phenomenal.” She said that each week five and a half million listeners tune in to public radio. She also noted that while in 1970 there were only 96 CPB-qualified radio stations, there are now 231 and that while in 1970 there were only 33,000 public radio subscribers (who contributed less than \$1 million), there are now more than 400,000 members contributing nearly \$10 million.

At workshops held throughout the week, public radio representatives heard a variety of panelists address how they could make the most of public radio’s resources.

CPB also presented its “Local Radio Development Awards” for those stations having done most to increase the public’s awareness of public radio, promoting public assistance and running successful fund-raising campaigns.

Awarded the “Special Development Award” for “exceptional achievement” in all three areas was KNPR(FM) Las Vegas.

Other awards:

Public Awareness: WGUC(FM) Cincinnati; WBFO(FM) Buffalo, N.Y.; KVLU(FM) Beaumont, Tex. **Public Participation:** WDET(FM) Detroit; WHIL(FM) Mobile, Ala.

Fund Raising: KUSC(FM) Los Angeles; WBEZ(FM) Chicago; WCNY(FM) Liverpool, N.Y.; WHIL(FM) Mobile, Ala.

Changing Hands

PROPOSED

WBZ-FM Boston □ Sold by Westinghouse Broadcasting Co. to Greater Media Inc. for \$5 million. **Seller**, New York-based subsidiary of publicly owned Westinghouse Electric Corp., owns seven AM’s, six FM’s and six TV’s. It has agreed to acquire Teleprompter Corp., major MSO, for about \$646 million (BROADCASTING, Oct. 20, 1980 et seq.). FCC has granted approval for its acquisition of KOSI-FM Denver for \$7.5 million (BROADCASTING, May 11). Daniel Ritchie is president. **Buyer** is East Brunswick, N.J.-based group of six AM’s, and seven FM’s. It has sold, subject to FCC approval, WTCR(AM) Kenova and WHEZ(FM) Huntington, both West Virginia, for \$2.5 million (see below). Joseph L. Rosenmiller is chairman. Peter A. Bordes is president. They own 80% of weekly East Brunswick (N.J.) *Sentinel-Spokesman*. WBZ-FM is on 106.7 mhz with 18 kw and antenna 760 feet above average terrain.

WTCR(AM) Kenova and WHEZ(FM) Huntington, both West Virginia □ Sold by Greater Media Inc. to CRB Broadcasting Corp. for \$2.5 million. **Seller** is East

Brunswick, N.J.-based group that has also bought, subject to FCC approval, WBZ-FM for \$5 million from Westinghouse Broadcasting (see above). **Buyer** is principally owned by Shirely Carter Burden Jr., former New York City councilman and publisher with no other broadcast interests. WTCR is 5 kw daytimer on 1420 khz. WHEZ is on 103.3 mhz with 50 kw and antenna 490 feet above average terrain.

KZUN-AM-FM Opportunity, Wash. □ Sold by KZUN Inc. to Alpha Radio Inc. for \$1.25 million. **Seller** is Bonnie Swartz, widow and personal representative for estate of Robert Swartz, which has no other broadcast interests. **Buyer** is owned by Donald G. Munson (53%), Scott V. Christenson (35%), Anthony D. Muscolo (10%) and Dominica A. DiMaria (2%). Munson owns 98% of KIEE(FM) Harrisonville, Mo., which he bought last year for \$200,000 (BROADCASTING, April 24, 1980). Christenson is Minneapolis broadcast consultant. Muscolo is Hollywood music promoter. DiMaria is employed by San Antonio, Tex., apartment management firm. KZUN is 1 kw daytimer on 630 khz. KZUN-FM is on 96.1 mhz with 56 kw and antenna 2380 feet above average terrain.

WLMD(AM) Laurel, Md. □ Sold by Inter-Urban Broadcasting Corp. to WLMD Inc. for \$1.15 million. **Seller** is owned by William A. Lemer, who has no other broadcast interests. **Buyer** is owned by Robert Linowes (30%), Kenneth R. Sparks (10%), Barry Zorthian (10%) and 10 others at 5% each. Linowes is Washington attorney. Zorthian is former president of Time-Life Broadcasting. Sparks is executive vice president, Federal City Council, Washington civic organization. Six of 10 other principals are attorneys with Washington law firm of Verner, Liipfert, Bernhard & McPherson. None have other broadcast interests. WLMD is 1 kw daytimer on 900 khz. **Broker:** Richard A. Shaheen Inc.

KRIO(AM) McAllen, Tex. □ Sold by El Rio Broadcasting to Tippie Communications of Texas Inc. for \$1 million. **Seller** is owned by Charles M. Trub (32%), C.H. Britton Jr., W.T. Bradshaw Jr., H.H. Houseman Jr. (17% each), M.F. Frost, R.E. Friedrichs and Robert Rome (5.6% each), who also own KRIX(FM) Brownsville, Tex. **Buyer** is owned by Henry B. Tippie (95%) and Bill R. McRae (5%). Tippie is president and owner of KVLV(FM) Edinburg, Tex., where McRae is general manager. KRIO is on 910 khz with 5 kw full time.

KESE(AM) Monterey, Calif. □ Sold by Century Broadcasting Co. to Radio Monterey Inc. for \$650,000. **Seller** is Greentree Group, principally owned by Charles D.

Brill Media Corp.

has acquired

KLIK/KJFF

Jefferson City, Mo.

for

\$2,100,000

from

KLIK Radio 950, Inc.

We are pleased to have served as broker
in this transaction.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.
20036

1111 19th Street, N.W.
(202) 331-9270

CHICAGO, 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA, 30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS, 90212
9465 Wilshire Blvd.
(213) 274-8151

Powers. Greentree Group includes KVEC(AM) San Luis Obispo, Calif.; KTLC(AM) Twin Falls, Idaho; WHPI(AM) Herrin, Ill. FCC approved its sale of KEXO(AM) Grand Junction, Colo., for \$1,518,000 (BROADCASTING, June 15). **Buyer** is owned by Carolyn Wagenvoort family (85%) and Kenneth C. Jones (15%). Wagenvoorts own Honolulu advertising agency. Jones is with Concord, Calif.-based media buying service. None have other broadcast interests. KESE is on 1240 khz with 1 kw day and 250 w night.

WITY(AM) Danville, Ill. □ Sold by Vermilion Broadcasting Corp. to Bates Broadcasting Co. for \$630,000. **Seller** is owned by John R. Ax, Bonnie Metzger and Louis Metzlauff (one-third each), who own WITZ-AM-FM Jasper, Ind. **Buyer** is principally owned by Richard K. Bates, who is Danville attorney and has no other broadcast interests. WITY is 1 kw daytimer on 980 khz. *Broker: Richard A. Shaheen Inc.*

KMZK(FM) Belgrade, Mont. □ Sold by Christian Enterprises Inc. to CD Broadcasting Inc. for \$420,000. **Seller** is Billings, Mont.-based group of five AM's and three FM's. Harold Erickson is president. **Buyer** is owned by Chad A. Parrish and Daniel H. Walker (50% each). Parrish is Bellevue, Wash.-based producer of radio commercials. Walker is marketing manager for Seattle interior furnishing business. They have no other broadcast interests. KMZK is on 96.7 mhz with 2.9 kw and antenna 195 feet above average terrain.

WRDC(AM)-WQAZ(FM) Cleveland, Miss. □ Sold by Delta Radio Inc. to DRI Inc. for \$310,000. **Seller** is owned by Ira T. Crosby and W. Calvin Hamilton (31.6% each), Robert M. Williamson (21%) and J.E. Wolfe (15.8%), who have no other broadcast interests. **Buyer** is owned by Gayle R. Dvorak, Harold C. Lardinois, Lawrence J. Baravetti, William F. O'Donnell and Leo C. Talski (20% each). Dvorak is Milwaukee accountant. Lardinois owns Brookfield, Wis., hotel. Others are Milwaukee county employees. They have no other broadcast interests. WRDC is 1 kw daytimer on 1410 khz. WQAZ is on 92.7 mhz with 3 kw and antenna 242 feet above average terrain.

WQIQ(AM) Chester, Pa. □ Sold by Upland Broadcasting Corp. to Robert M. Altman for \$300,000. **Seller** is owned by John H. Haggard Sr., who has no other broadcast interests. **Buyer** is general manager of WNAR(AM) Norristown, Pa., and has no other broadcast interests. WQIQ is on 1590 khz with 1 kw full time.

KPAL(AM) Pineville, La. □ Sold by Robert C. Wagner to Sunbelt Broadcasting Corp. for \$270,000. **Seller** also owns 50% of KCKW(AM)-KJNA(FM) Jena, La. **Buyer** is owned by Roger W. Cavaness, Martin L. Bordelon III and Gantt N. DeJean. Cavaness owns 26.2% of WMOB(AM) Mobile, Ala. Bordelon is Opelousas, La., businessman. DeJean is dentist. KPAL is 500 w

daytimer on 1110 khz. *Broker: Mitchell & Associates.*

WPHM(AM) Port Huron, Mich. □ Control (51.05%) sold by Robert J. Vlasic (34.21), Stanley H. Brauns (12.63%) and Elliott H. Phillips (4.21%) for \$228,650. **Buyers**, who now own 49.5% jointly, are Eugene E. Umlor (who will own 75.3%) and Richard Turner (24.7%). They have no other broadcast interests. WPHM is on 1380 khz with 5 kw full time.

Other proposed station sales □ KIBS(AM) Bishop, Calif.; KRAI-AM-FM Craig, Colo. (BROADCASTING, June 22); KFKA(AM)-KFKZ(FM) Greeley, Colo. (BROADCASTING, Sept. 22, 1980); WROD(AM) Daytona Beach, Fla. (BROADCASTING, June 22); WOKA-AM-FM Douglas, Ga.; WZOE-AM-FM Princeton, Ill.; WXVW(AM) Jeffersonville, Ind. (BROADCASTING, April 6); WYAZ(AM)-WJNS(FM) Yazoo City, Miss.; KJAS(AM) Jackson and KJAO-FM Gordonville, Mo. (BROADCASTING, June 15); WEMD-AM-FM Easton, Md. (BROADCASTING, June 22); WMTE(AM)-WRRK(FM) Manistee, Mich. (BROADCASTING, May 25); KRBN(AM) Red Lodge, Mont.; KLOR-FM Ponca City, Okla.; WCNR(AM) Bloomsburg, Pa. (see "For the Record," page 77).

KWFM(FM) Tucson, Ariz. □ Sold by Alvin Korngold to Pima Radio Inc. for \$2

million. Previous deal to sell station, along with co-owned KEVT(AM) Tucson, collapsed when buyer experienced financing difficulties (BROADCASTING, July 7, 1980). **Seller**, Korngold, has also sold KEVT to separate buyer for \$1,007,524 (see below). He also owns 60.2% of KLAV(AM) Las Vegas and has bought KODY(AM) Reno, in transaction FCC approved July 27, 1979, but has not been closed. **Buyer** is owned by Dudley A. White and family, owners of Sandusky Ohio Newspapers, chain of dailies in Ohio, Michigan and Tennessee. They also own KBPI-FM Denver; KDJQ(AM)-KDKB-FM Mesa-Phoenix, Ariz., and KZAM-AM-FM Seattle. White individually owns KSLY(AM)-KUNA(FM) San Luis Obispo, Calif. KWFM is on 92.9 mhz with 28 kw and antenna 55 feet above average terrain.

KATI(AM)-KAWY(FM) Casper, Wyo. □ Sold by Modcom Corp. to Casper Broadcasting Corp. for \$1,550,000. **Seller** is owned by Patrick H. Meenan and family, who have no other broadcast interests. **Buyer** is owned by James Stuart family, Lincoln, Neb.-based owners of Stuart station group of five AM's and five FM's. KATI is on 1400 khz with 1 kw day and 250 w night. KAWY is on 94.5 mhz with 65 kw and antenna 1,908 feet above average terrain.

KEVT(AM) Tucson, Ariz. □ Sold by Tucson Radio Inc. to Abundant Life Ministries for \$1,007,524. **Seller** is owned by Alvin L.

- *Negotiations*
- *Appraisals*
- *Radio*
- *T.V.*
- *Newspapers*
- *CATV*
- *Financing*

(703) 821-2552

**Cecil L.
Richards,**
inc.
media brokers

*Suite 408, 7700 Leesburg Pike
Falls Church, Va. 22043*

BALTIMORE- WASHINGTON AREA

A highly profitable
AM/FM combo within 2
hours drive of
Baltimore-Washington.

Gross \$425,000. Cash Flow
in excess of \$140,000.

A qualified buyer can
purchase with \$300,000
cash and have sufficient
cash flow to handle debt
service.

Price including real
estate—\$1,100,000.

*A Confidential Service
to Owners and
Qualified Buyers.*

Korngold, who sold KWFM(FM) Tucson for \$2 million to separate buyer (see above). **Buyer** is owned by Grace Broadcasting Systems Inc. (general partner), Daniel G. Carless and Joseph H. Dial (limited partners). Grace Broadcasting is wholly owned by Grace Full Gospel Church, Tucson-based nonprofit corporation; John E. Casteel is president and pastor. Carless is Tucson-based real estate broker. Dial is Tucson investor. They have no other broadcast interests. KEVT is 250 w daytimer on 690 khz.

Other approved station sales □ KAWL-AM-FM York, Neb. (see "For the Record," page 77).

CABLE

Cable system serving Monroeville, Ala. □ Sold by Monroeville Cable TV Inc. to Essex Communications Corp. for about \$800,000. **Seller** is owned by M.M. Kennedy, Tom Norris and George Hughes, who have no other cable or broadcast interests. **Buyer** is owned by Paul Field and David Pardonner (25% each) in joint venture with Oppenheimer & Co. (50%). Pardonner is former senior vice president for cable TV division of Teleprompter Co., N.Y.-based MSO. Field is former owner of broadcast and cable brokerage firm. Oppenheimer is privately held Wall Street investment firm. Essex owns 32 systems serving 40,000 subscribers in six states. This year it bought system serving northern Mississippi and western Tennessee for

about \$3.4 million (BROADCASTING, Feb. 2) and system serving Manistee, Mich., for about \$2.1 million (BROADCASTING, March 2). Monroeville system serves 1,300 subscribers and passes 2,000 homes.

Duffy decries coalition boycott, regulation favoring new technologies

But he predicts that neither will prevail against networks

Unfair regulatory policy and the efforts of the Coalition for Better Television to alter network programming are "potentially serious" challenges to the present system of broadcasting, James E. Duffy, president of ABC-TV, told the Atlanta Advertising Club last week. But he was also optimistic about both.

"If regulatory policy continues to favor and promote the new [technological] competitors," Duffy said, "the values of the present system could be eroded in time. If the crusade of the coalition somehow catches fire and advertisers knuckle under, the values of the present system would definitely be eroded."

"I don't believe this will happen. In the case of regulatory policy, already there are favorable signs that wisdom and fair play will eventually win out in Washington, and that in time the ground rules will be fair and equitable for all competitors. In the case of the coalition's campaign, the evidence is that the following is very small although the noise is very loud. We are constantly trying to improve television, and we welcome the views of anyone, including the coalition and the Moral Majority, despite their tactics."

Duffy said that "if we ever allow television to be controlled by the government or by a religious group or by any group with a single point of view, it will not be just television that will suffer, but books and newspapers and magazines and movies—and freedom of expression itself. To date, this discussion has only been about entertainment; down the road it could well be the content of news. The only proper censor in our political system is the individual viewer who exercises his or her freedom of choice by turning to another channel or turning off the set altogether."

Although unfair regulation and the coalition were his chief targets, Duffy had a few barbs for Ted Turner, owner of WTBS(TV) Atlanta and the Cable News Network and an outspoken critic of the networks.

"Even Ted Turner," he said at one point, "recently referred to the three networks as a 'cartel,' a notion that is absurd to anyone who knows the facts." At another point, emphasizing that the networks spend "hundreds of millions of dollars" for programs that cable companies

can pick up "for copyright fees measured in pennies," Duffy said:

"Mr. Turner's superstition here in Atlanta offers a case in point. Somewhat ironically, given his many recent criticisms of the networks, the programming consists mainly of old network reruns, paid for by those low copyright fees. In truth, I believe this seeming advantage is actually a disadvantage. A free ride is unhealthy. When this law is changed to let the marketplace prevail, we can then expect cable operators to produce or seek their own original programming, to their advantage and the advantage of all of us."

Rate regulation challenged by Mass. cable firm

In a case that has aroused wide industry attention and parallels the National Cable Television Association's latest arguments (BROADCASTING, May 4, June 8), a Massachusetts cable company is challenging rate regulation on First Amendment grounds.

Cape Cod Cablevision's suit, which has been filed in Suffolk Superior Court and which company President Richard S. Leghorn says he will take all the way to the Supreme Court if necessary, seeks review of the Massachusetts Cable Commission's 10-month-old report freeing most cable systems from rate regulation but maintaining control over systems with a saturation level of 70% or more and where viewers can't get at least three unduplicated network television signals (BROADCASTING, Aug. 4, 1980).

The Cape Cod suit argues that rate regulation is in the hands of government officials "who are the potential, if not actual, subjects of discussion on cable systems." In an argument that Cable News Network President Reese Schonfeld finds intriguing (BROADCASTING, March 9), the company claims "potential retaliation by such officials chills Cape Cod's exercise of editorial discretion." Any rate regulation, the company maintains, "substantially limits Cape Cod's freedom to determine how its services shall be selected, presented and marketed."

Both the Massachusetts firm and NCTA—in arguing against the imposition of fairness doctrine and equal time restrictions on cable—take the position that cable operators should be treated like newspaper publishers. Cape Cod maintains that cable serves as a video publisher and thus is protected under the First Amendment.

One of the lawyers for Cape Cod Cablevision is George H. Shapiro, a Washington lawyer who was lead counsel in the Midwest Video II case. In that case, in 1979, the Supreme Court held that the FCC's channel capacity and access rules were not "reasonably ancillary" to its authority over broadcasting. The high court did not reach the constitutional question of cable operators' First Amendment rights but noted that this issue "is not frivolous."

Attention Owners and buyers



**PRIKRYL
MEDIA
INVESTMENTS**

Broadcast
Facility
Specialists

Brokers
Consultants
Appraisers

8340 East
Princeton
Avenue
Denver, CO
80237
(303) 771-7675

Gives Guarantees

**Confidentiality
Professionalism
Integrity**

Now representing himself, Bill Prikryl promises these things and more... a working knowledge of the day-to-day operation of broadcast facilities that is matched by few in his field.

For brokerage, appraisal, or consultation on any broadcast related matter give Bill a call. His best efforts are at your disposal, guaranteed.

Intermedia

Another stand. WTVX(TV) Fort Pierce, Fla., is resuming its fight with National Football League for right to televise home games of Miami Dolphins. Station has asked U.S. district court to enjoin NFL and Dolphins from invoking clause in network contract that bars stations from carrying local teams' home games that are not sold out. WTVX contends defendants' action violates antitrust laws. WTVX is outside 75-mile area considered Dolphins' home territory. But NFL invoked blackout clause when station began broadcasting from new transmitter that increased its signal strength in downtown Miami. WTVX lost court fight over issue last year (BROADCASTING, Oct. 13, 1980), but in motion for summary judgment, station now contends that law permitting such blackouts does not apply to stations located outside 75-mile home area.

Florida win. Colony Communications subsidiary, Dynamic Cablevision, won cable television franchise for 18,000 homes of Coral Gables, Fla. Final terms are subject to negotiation, but Dynamic's bid called for 54-channel, multipay (Home Box Office, Movie Channel, Showtime, Galavision, Home Theater Network) system. Construction of \$5-million system could begin in two months, with subscribers on line by sixth month. Win boosts Colony home count in Dade county, Fla., to 150,000.

Centel gets nod. Olympia Fields and Hazel Crest, suburbs of Chicago, have voted to negotiate cable franchises with Centel Cable Co. of Illinois, according to Centel Communications, parent company. Centel also reported that six of eight communities of South Suburban Cable Council have now approved negotiations with Centel. Cable council unanimously recommended Centel for member-communities April 14. Six communities encompass 13,500 homes.

Cable's NATPE. Available exhibit space for Cable Software Symposium and Exposition scheduled for Oct. 4-6 at Hyatt Regency hotel in New Orleans is disappearing. Char Beales, vice president, media services and research, National Cable Television Association, reports that 80% of 25,000 square feet of exhibit space has been sold to 51 exhibitors, including all major satellite programmers but ABC-Hearst ARTS service. Show is being co-sponsored by NCTA and Cable Television Administration and Marketing Society. Exhibit space costs members of either of two organizations \$7.50 per square foot, nonmembers \$9.50.

New line-up. Cable Television Administration and Marketing Society board of directors has elected new officers: Jerry Maglio of Rainbow Programming Services, president; Andrew Goldman of Teleprompter, president-elect; Graham Moore, Tele-Communications Inc., secretary, and Sheldon Satin of Sheldon Satin Associates, treasurer. New officers take charge at CTAM's annual meeting in Boston Aug. 23-26.

Under investigation. California State Senate's Select Committee on Governmental Efficiency has started "extensive investigation" of local cable TV franchising processes in California. Hearings are expected to begin late this month and could continue all year, said spokesman. At issue is whether franchising might better be carried out on county or even statewide basis in California, rather than by individual municipalities or other local authorities. Critics have argued that present franchise law in state is too vague, and allows local representatives to be swayed by corporate influence.

Mobil protests. Mobil Oil Corp. has broken off talks with CBS Cable concerning program sponsorship because of what oil firm considers CBS's "censorship of issue advertising." That, Mobil public affairs executive Herbert Schmetz told reporters in Los Angeles, also has led Mobil to pull some of its CBS network ads. CBS/Broadcast Group President Gene Jankowski later defended CBS policy, saying network fears "the national agenda might be set" by those with money to buy issue advertising, as opposed to those with modest budgets.

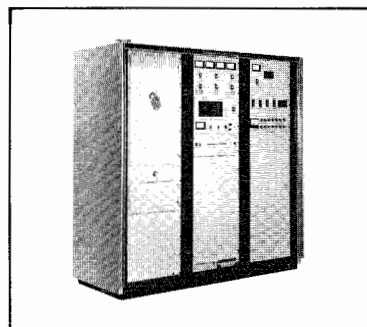
See all about it. Video News Network has announced plans to distribute video version of broadcast industry trade publications. Subscribers will receive bimonthly videocassettes featuring experts in broadcasting discussing major industry trends. Programs, to be taped in New York, Washington, Chicago and Los Angeles, will be distributed beginning this fall.

Apple shopping. New cable shopping service, *Video Shopper*, will be launched Sept. 1 by American National Cable Communications over several New York area cable systems. Service is to provide product demonstrations of merchandise, and allow telephone ordering through "800" number. Organizer claims systems with 200,000 subscribers are already signed up.

Mixing media. National Public Radio has appointed Joshua Koenig to be project director of NPR's study of cable audio. Koenig worked for New York State Commission on Cable Television; before that he was attorney in Cable Television Bureau of FCC. NPR received \$175,542 grant from Markle Foundation to study possibility of offering cable-audio programming last month. First phase of study will be devoted to determining whether market for cable audio exists.

**NOW!
CONTINENTAL'S**

20 KW FM



High performance. Offers you high fidelity, dynamic balance, good stereo separation, extremely low noise and distortion; excellent frequency stability. Compact size. Simple installation. Low Power consumption. Proven exciter. Combine with duplicate Type 816R-2 and get 40 kW output.

Write for brochure on 816R-2
Continental Electronics Mfg. Co.
Box 270879
Dallas, Texas 75227

Continental Electronics

Unda-USA



Announces
**16th Annual
GABRIEL
AWARDS**

**for programs which creatively
treat issues concerning
human values.**

**36 Categories for local and national
programs, plus Station of the Year and
Personal Achievement Awards.**

Deadline for entries—Sept 1, 1981

For information, contact:

GABRIEL AWARDS

**136 West Georgia Street
Indianapolis, IN 46225
317-635-3586**

Charles J. Schisla, Chairman

'60 Minutes' team to host new CBS afternoon news

Wallace, Safer, Reasoner and Bradley will join Keeshan on weekday 'Up to the Minute'

The entire *60 Minutes* anchor team of Mike Wallace, Morley Safer, Harry Reasoner and Ed Bradley will have a new assignment this fall. The four CBS correspondents will become the rotating hosts of the network's new weekday half-hour news program, recently retitled *Up to the Minute*. The series, to air at 4 p.m. on the East Coast and an hour earlier in the West, was originally titled *Inside Out*.

In making the announcement last Tuesday (June 23), CBS said the *60 Minutes* veterans will offer viewers "a mixture of reports from the field and studio discussion in a combination not currently available on daytime television." The program, said the announcement, "will tackle one broad subject a week, with a focus each day on a different facet of that week's overall idea. The issues to be explored may range from the effects of feminism on men to the effect of violence on our society."

In a presentation to CBS affiliates last month in Los Angeles, CBS News President William Leonard had characterized the new show as a "cross between the [syndicated] *Phil Donahue Show* and *60 Minutes*, appealing primarily to the modern woman." In last week's release, CBS said "occasionally, and when appropriate, a *60 Minutes* film piece which has created controversy or which warrants further discussion will be used as the film piece on a particular broadcast or series of broadcasts." The format of the show calls for a filmed segment to begin the broadcast, serving as a jumping-off point for in-studio discussion. "'Experts' and guests with particular interest, experience or expertise in the theme of the week" will participate in the discussions.

Executive producer for the new program will be Grace Diekhaus, who is currently executive producer of the monthly CBS *Magazine* series. Diekhaus, who assumes her duties immediately, has also produced *Your Turn: Letters to CBS News* and various documentaries for the network.

In remarks at the same session in Los Angeles, Diekhaus termed the program "an impassioned half-hour on subjects everybody is interested in, men and teen-agers as well as women." Among examples offered were teen-age sexuality, challenges of the Moral Majority and the

impact of the women's liberation movement on men. Diekhaus mentioned Carol Burnett as one possible guest who might be used if the series were to do a program on "troubled youth," since the actress has been publicly involved in the subject for several years. The opening segment, Diekhaus promised, would provide each show with "a provocative slice of an issue."

Bob (Captain Kangaroo) Keeshan will, as previously announced, provide a daily feature on parent-child relationships, often tying in with the week's theme.

Citing "this major expansion of CBS News's daytime programing," the network announced the last edition of *Magazine* will air this August.

The move confirms Leonard's prediction at the affiliates' meeting that the 1981-82 season will be a period of growth for CBS News. The network has already announced plans for an "irregular" series of reports from Mike Wallace profiling major public figures and celebrities, an expansion of its morning news block from 60 to 90 minutes each weekday, and an increased number of *CBS Reports* (documentaries). Leonard has also predicted an expansion of CBS's evening news program



Return engagement. Former *CBS Evening News* anchor Walter Cronkite is back on regular assignment, at least through the summer—this time with the weekly half-hour, *Walter Cronkite's Universe*. The science newsmagazine which had a limited run as *Universe* last summer, returned Sunday, June 21, at 8 p.m. before taking its regularly scheduled time period at the same time on Tuesday. Cronkite's major Sunday piece was on bioluminescence, fish that make light. On Tuesday, he ran a report from the People's Republic of China (above) where he looked into herbal medicine. *Walter Cronkite's Universe* also features other CBS News correspondents, particularly Charles Osgood who is expected to have a report on almost every broadcast. Ratings so far gave Sunday's broadcast a 16.3 rating and 34 share and Tuesday's a 12.4/26.

from 30 minutes to a full hour by the middle of 1982 and confirmed the network is actively wooing NBC's Tom Brokaw and ABC's Barbara Walters. Last month CBS hired veteran newsmen Bill Moyers as a special correspondent to serve in an unspecified capacity.

Unclear future for 'NBC Magazine'

Brinkley complains about late time period; Tartikoff says fall slot still up in the air; Small hopes improving ratings will help it out

The fate of NBC-TV's weekly news magazine, hosted by correspondent David Brinkley, is up in the air. The question of *NBC Magazine's* fall scheduling came up June 20 during the recent NBC press tour at the Century Plaza hotel in Los Angeles. The network shifted the one-hour program from a 10 p.m. Friday time slot last month, after Brinkley and others complained that the late time period contributed to the show's poor ratings performance. Currently airing at 8 p.m. Thursdays, the program is slated to be moved to 10 p.m. Saturdays this fall.

"I don't think NBC is going to stick with its plan [to air *NBC Magazine* on Saturday night]," Brinkley told reporters in a panel discussion on the subject. He said he would not quit the program if NBC moves it back to a 10 p.m. time slot, adding he's "not sure" what he'd do if that were the case.

In a later session, NBC Entertainment President Brandon Tartikoff said the network is still watching *NBC Magazine's* performance at the earlier time (its ratings have improved) and hasn't made a final decision on where to place it this fall. NBC News President William Small, present at the session with Brinkley, was optimistic that the series' improved ratings might lead the network to schedule it at an earlier time period this fall.

On another topic, Small predicted expansion of the weekday *Today* show to Saturday and Sunday could occur early in 1982, with the possibility of one of the two new days being added in January. He said details of the expansion are still being evaluated.

Small told reporters he doesn't think network evening newscasts will expand to a full hour until the FCC does away with the prime time access rule. That could take a long time, said Small, since syndicators are unlikely to give up the time slot without a fight.

Kaiser's Rhody warns of danger to press of credibility loss

The news media had better clean up their act, or there's a danger that the public will demand that the First Amendment be rewritten, Ronald Rhody, vice president for public relations and advertising for Kaiser Aluminum, said last week.

Speaking to the more than 80 editorial directors attending the National Broadcast Editorial Association's annual conference in Chicago, Rhody said a "free and unfettered press is absolutely necessary to the survival of a democracy, but a free and unfettered press depends upon public credibility." And "public credibility" is something the media don't have a lot of these days, he said, noting that a "growing wave" of frustration is arising over the "misuse of the media."

Examples of "misuse" that he cited were the *Washington Post's* Pulitzer Prize-winning, but fraudulent, story on a child heroin addict and the erroneous reports of White House Press Secretary James Brady's death after the attempted assassination of President Reagan. Rhody criticized both for "going on rumor rather than fact."

And although Rhody said most reporters do a good job, many tend to distort their stories because they think they're making up a better story. Rhody said that a survey of 20 editors demonstrated that such "misuse" is not uncommon. Each of the editors recalled at least one time when he had uncovered a phony fact or sentence in a story. But even worse for the media, he said, is that another survey demonstrated that most of the public thinks that fairness is more important than a free press.

Rhody also said that much of the hostility to the press stems from television news and documentaries, because most Americans get their news from television.

Charging that the distinction between "journalism" and "show business" has become blurred, Rhody described much television coverage as "trial by television," where the reporter acts as accuser, judge and jury. Even though the accused—the subject of a news interview—is given a chance to reply, the producer can edit that response anyway he wants, and that's not fair, Rhody suggested.

Nonetheless, Rhody said that the media were taking positive steps to improve the situation. He noted that Public Broadcasting Service's *Inside Story*, by focusing on how the press does its job, was serving a useful purpose and thought that, even though it later reneged, "ABC was on the right track when it agreed to give Kaiser Aluminum time to respond to an attack on a 20/20 show."

Rhody concluded: "Nobody has a bigger stake in free enterprise and a free press than the business community. But it has no reason to settle for anything less than accuracy in media."

First Amendment loss. Journalists and communications lawyers feel Supreme Court is losing strong supporter of First Amendment in retirement of Justice Potter Stewart. He has generally taken broad view of application of First Amendment, and in separate opinion in 1973 case expressed reservations about his vote, four years earlier, in upholding constitutionality of fairness doctrine in *Red Lion* case (BROADCASTING, June 4, 1973). In 1974 speech to Yale Law School, Stewart said First Amendment affords special protection to press—position that goes beyond that of majority of court. He is even reported to have said, in meeting with graduate students from Ohio State University School of Journalism, that he favored televised coverage of oral arguments before court (BROADCASTING, May 22, 1978), position completely contrary to that of Chief Justice Warren E. Burger. President Reagan's campaign promise to name first woman to Supreme Court has focused speculation regarding successor to Stewart on several Republican women, including New York lawyer Rita Hauser. However, White House is noncommittal on whether Reagan's first appointment to high court will be woman, and there are those who regard former Solicitor General Robert Bork as leading contender.

Atlanta suspect delved in radio, TV photography

Williams also built and ran carrier current radio station in basement of his home

Wayne B. Williams, 23, a suspect in the two-year series of 28 Atlanta murders, has roots in broadcasting, having operated his own radio station and provided news footage to several Atlanta television stations.

Williams launched his radio career at the age of 11, when he and two of his friends from school raised enough money to buy an oscillator and started broadcasting the low-powered WRAP from the basement of his family home. By 1973, WRAP had become WRMZ, a carrier-current station, that could be picked up over house wiring. Northwest Communications Systems Inc. was established in February 1975 to run WRMZ and was merged three months later into Southwest Communications Systems Inc., which the Williamses and another neighboring family controlled.

Although Williams gained publicity from his venture—he was featured in stories by television and radio stations and newspapers (the Chicago-based *Jet* magazine ran a picture of Williams at the control board of his station, being observed by then FCC Commissioner Benjamin Hooks in July 1974)—the station crumbled in the spring of 1976, with the Williamses and Southwest filing for bankruptcy, thousands of dollars in debt.

After the station shut down—during the same year Williams graduated from high school—Williams got interested in the news business, and with two or three other freelance news photographers, he launched Metro News. Williams and his partners specialized in chasing ambulances, fire trucks and police cars. Working at night and on the weekends, Williams and his crew filled a niche for some of the Atlanta stations, which would occasionally use Williams's service because it was cheaper than keeping their own crews working at night and on weekends.

Jim Rutledge, formerly the news director for WSB-TV Atlanta (and now a producer for Cable News Network), described

Williams as an "overnight freelancer," who specialized in covering "wrecks, homicides or fires."

The way Rutledge described it, Williams would call him from the scene of a mishap, describe it and ask whether the station wanted it. Nine times out of 10, Rutledge said, the station wasn't interested, but he said the station used his footage fairly regularly.

Steve Smith, now news director for WXIA-TV Atlanta, told BROADCASTING that his station had also used Williams's footage during 1977, but "disaffiliated" with him after he was charged with impersonating a police officer in another county and created problems for the station by falsely claiming to officials that he was a WXIA employee.

"There's always a good movie on HTN"

The smart cable operators are target tiering with HTN — the \$3.95 G/PG movie channel — going after the 40% who don't take pay TV because it's too expensive or because they object to R-rated material in their homes.

HOME THEATER NETWORK

Start target tiering.

Call HTN. 207/774-0300.

Public stations opening up to closed captioning

KCET, WHA-TV and KWCM-TV are all working with line-21 system to send two channels of text information to sets with decoders

At least three noncommercial television stations are broadcasting or have plans to broadcast teletext-like services with the unused capacity of the line-21 closed-captioning system.

The line-21 system, primarily intended to transmit captions of network programming to deaf viewers, has the additional capacity for two text channels. Since the three networks that broadcast the captions—NBC, ABC and the Public Broadcasting Service—have not utilized the text channels, the local stations have developed their own services to take advantage of it.

KCET(TV) Los Angeles began late last month to broadcast an Associated Press news service for the deaf over one of the text channels. WHA-TV Madison, Wis., which assisted KCET in setting up its service, has plans to broadcast its own services, primarily for farmers, later this year. And KWCM-TV Appleton, Minn., planned to have two text channels for farmers up and running by the end of this month.

Like the closed captions, a decoder (sold nationwide by Sears, Roebuck) is needed to receive the various text services. There is a switch on the decoder that

allows the viewer to choose between captioning and text modes and either of two channels for each mode.

Although the line-21 system is technologically similar to teletext—both send data in the vertical blanking interval (VBI) of a television signal—the line-21 system is restricted to one VBI line and uses a relatively slow data rate. Consequently, the volume of information it can transmit is much less than can be transmitted by teletext systems.

According to Lew Warren, KCET's managing editor for teletext, KCET's new text service, *Newsline*, utilizes the AP cable wire which feeds character generators at cable systems around the country. KCET has installed a mini-computer to receive the AP data and transform it to a format suitable for broadcast, Warren said.

The *Newsline* text is "scrolled" on the screen, Warren said. As a new line appears on the bottom of the screen, he said, the page moves upward and a line disappears at the top. "The lines appear slow enough that if you're a fast reader, you can read it twice," he said. According to KCET, there are about 3,000 decoders now within its service area. KCET is receiving the AP service free of charge, Warren said.

Warren said the AP news is interrupted periodically for the KCET program listings. Because of the way the scroll is formatted, Warren said, there is room for advertisements and other insertions at the top and bottom of the *Newsline* display. KCET has yet to make use of the space, however, Warren said.

KCET said the software used by the mini-computer will be made available to other television stations and cable systems interested in implementing a similar ser-

vice.

Newsline is the third text service being broadcast by KCET. Besides the closed captioning, KCET also broadcasts a 99-page teletext magazine, *Now*, as part of the Los Angeles market test of the Antiope teletext system with CBS's KNXT(TV) and eventually NBC's KNBC(TV).

The *Newsline* software was written by engineers at WHA-TV. According to that station's director of new technology planning, Steve Vedro, the station has been developing software for its own line-21 text services for several months. When it was approached by KCET for help with the AP news project, WHA-TV was happy to oblige, Vedro said, since its efforts were stalled by funding problems.

According to Vedro, the cost of outfitting a station to broadcast the AP news service runs around \$8,500—\$3,000 for the mini-computer, \$4,400 for the line-21 encoder (the device that inserts the formatted AP data in the vertical blanking interval) and about \$1,000 for the software. Since WHA-TV wrote the software, it expects to receive royalties from any station that uses it, Vedro said.

WHA-TV has not abandoned its text plans, Vedro said, although the extent of its services will depend on how much money it receives from the federal government. If it receives sufficient funds from the National Telecommunications and Information Administration, Vedro said, WHA-TV plans to establish a statewide network for the text services. If no funds are forthcoming, WHA-TV will still broadcast the services in its own service area, he said.

One channel would contain news and health information, primarily for the deaf, Vedro said. The other would be aimed at farmers and incorporate the Agriculture Marketing Service of the United States Department of Agriculture with local information supplied by the agricultural extension service of the University of Wisconsin, the licensee of WHA-TV. Vedro said he expects to have at least the local text service on the air by late fall.

Another noncommercial station that is making the most of its line-21 capability is KWCM-TV Appleton, Wis. Ansel Doll, the station's general manager, said early last week that he hoped to be broadcasting two distinct services for farmers on the two channels by the end of June.

KWCM-TV has been broadcasting the Agricultural Marketing Service of the USDA along with local weather reports produced by the University of Minnesota on one channel since March 9. Doll plans to move the weather reports to the second channel with data from the Chicago Futures Board. The first channel would then be supplemented by local farm news and information produced by a staff "agriculturalist."

After just three months of the one-

InSync

Wireless remote. Mutual Broadcasting claims to be first radio network "to broadcast play-by-play sports action without concern for distances or availability of pre-set landlines." Fusion of Comrex wireless mike, interrupted feedback system and two-way radio is said to permit Mutual reporters freely to follow golf tournaments, other sports events or even political conventions. Lightweight aluminum backpack frame contains combination system, gives reporters one-mile range from remote studio.

Dolby in sky. Warner Amex Satellite Entertainment announced use of Dolby B-type noise reduction system for soon-to-be-launched Music Television channel. Andy Setos, vice president, engineering and operations for WASEC, claims it is first application of Dolby noise reduction in either cable or broadcast networking.

Growing. RCA Corp. plans to expand its videodisk facility in Indianapolis to reach capacity of 10 million disks in 1982 and eventual annual capacity of 30 million disks. Company's SelectaVision disk system was introduced 12 weeks ago. RCA earlier had forecast sales of two million disks in 1981 and of 200,000 videodisk players of its own brand.

Small name, big aim. As part of its expansion plans, Time and Frequency Technology, Santa Clara, Calif., has contracted name to TFT Inc. Expansion plans are attributable to discovery of new markets for broadcast equipment it manufactures: utilities, energy production and satellite communications.

channel service, Doll is enthusiastic. "So far the reception has been great," he said. "A lot are going to wait and see," he said, "but once we get the Chicago futures on, they'll all be believers."

Approximately 250 farmers have bought decoders through Sears to receive the single-channel service, Doll said. The two-channel service with the futures should induce thousands to buy, he said.

KWCM-TV's plans for the line-21 system go beyond the mere broadcasting of text services, Doll said. The system will also be used to download farm information into home computers, he said. Few farmers now have home computers, he conceded, but he expects the machines to become increasingly popular. Doll hopes to initiate the service in the late summer or early fall.

The KWCM-TV project is being subsidized in part by Control Data, a major computer manufacturer which is supplying much of the hardware.

Transaction services, not information, will make videotext profitable, study says

CSP report breaks down family spending levels on media and finds transaction is way to go

Consumer desire for information won't be the driving force behind the videotext business. That's the conclusion of CSP International, a telecommunications consulting firm that has been involved in the development of Britain's Prestel, Bell Canada's Vista and other systems.

It is transaction services, says CSP, that will make videotext economical. Much of CSP's report on the subject is based on the experience of the German Bildschermtext experiment. However, CSP claims that its assessment of the videotext market has been influenced by the proprietary studies it has conducted for various clients, the results of which it cannot publicly reveal.

Looking at the information market in this country, CSP concludes that "there is a thin layer of professional and hobbyist home users." The maximum potential of this market probably represents no more than 2% of households. Those people might pay \$15-\$20 per month for text services, but mass market users (up to 20% of households) won't pay more than \$5 per month for pure information.

Making a comparison to printed information, CSP says that U.S. households spend an average of \$4.15 per month on newspapers and magazines, and, adding books, \$8.59 at most. Diverting even 20% from newspapers and magazines, and 5% from books would yield an average monthly budget of \$1.05 per month for videotext information, maybe \$2.52 in upper income households, CSP estimates.

However, CSP concludes, "the addition of a transaction capability . . . transforms the economics of demand for a videotext service. Three factors come into play:

Premiere auction. The recently dissolved Premiere pay cable TV network officially put its remaining assets up for sale last Monday (June 22) at a price tag of \$15 million. The package consists of satellite time on transponder 21 of RCA's Satcom 1 (purchased for \$5 million last fall) and a \$2.7-million uplink facility at the Entertainment & Sports Programming Network control center in Bristol, Conn. Technical apparatus, purchased new and being sold as used, includes a 10-meter dish, 10 videotape recorders and other video equipment. Transponder time doesn't include a 12-hour "hole" owned by Home Theater Network, controlled by Group W, which is considered the most likely purchaser of satellite time from Premiere. The defunct network's lease on transponder 21 is believed to extend until 1986, and will transfer to RCA's new Satcom 3 satellite when it is made available later this year.

reductions in overall cost and effort, cost savings to the service provider and price-inelasticity due to the small size of the videotext cost relative to the size of the typical transaction." (CSP says, for example, that 20% of the total cost of air travel is currently accounted for by the cost of ticketing and reservation procedures.)

Transaction costs now account for \$7.19 per month of the \$1,440 the average family spends, CSP estimates, and the figure may be as high as \$15, CSP estimates, in upper-income households. CSP suggests that videotext providers of transaction services can capture a large percentage of that figure, maybe \$5 per average household, compared with the \$1.05 estimated expenditure for "pure" information.

AT&T proposes video teleconferencing network for 41 cities

AT&T has asked the FCC for authority to construct a video teleconferencing network service linking 41 cities in the next two and a half years. The new service, planned to begin operation by December, initially will link Washington and New York.

Both satellite and terrestrial digital transmission facilities will be used in providing the service. AT&T will provide public conference rooms in the cities served by the network as well as rooms constructed on a customer's premises. Public conference room facilities will include seven color television cameras, three TV monitors and a main control panel, accommodating six conferees.

A graphics display unit will be provided as well as videotape recording capability. A copy machine activated from the control panel will produce paper copies of images displayed on the incoming monitor.

Estimated equipment charges (based on a two-year contract) will include an initial fee of \$117,600 plus a monthly charge of \$11,950.

Estimated rates for a conference between New York and Philadelphia would be \$240 for the first 30 minutes and \$200 for each additional 30 minutes. From New York to Chicago, estimated rates would be \$480 for the first half hour and \$440 for each additional 30 minutes. A New York to San Francisco video teleconference would cost \$840 for the first half hour and \$800 for each additional half hour.

Teletext test launched in D.C.

Noncommercial WETA-TV is broadcasting to 40 homes and 10 public places; programing supplied by papers and others; Telidon encoding system used

The Alternate Media Center at New York University, together with noncommercial WETA-TV Washington, launched a test of a broadcast teletext service in the Washington area last week.

For the test, teletext decoders were provided free of charge to 40 private homes in the Washington area. About 10 more decoders will be placed in public locations, such as the National Press Club and the Mayflower hotel. The decoders contain meters to record the pages accessed and, through the meter readings and surveys, Alternate Media Center researchers hope to discover what sorts of teletext information will interest the public.

Among the information providers for the test are *The Washington Post*, the National Weather Service, the D.C. Public Library, the Consumer Information Center, the U.S. Department of Labor and the *New York Daily News*.

The project is using the Telidon system. Norpak Ltd. of Canada has supplied head-end software, editing terminals, transmission encoding and field decoding equipment. The decoder is a Telidon Mark III top-of-the-set unit with a direct RGB connection to an Electrohome color television set. Digital Equipment Corp., Merrimac, N.H., has supplied computing equipment in support of the host and transmission systems.

The test is using a conservative data rate of under five megabits per second. Four lines are being used to transmit the teletext information, thereby reducing the users' waiting time despite a relatively slow data bit rate.

The Alternate Media Center has overall responsibility for the project and will conduct the research, manage the information service and keep in touch with the information providers. WETA-TV will maintain editorial control over the information that is broadcast and help monitor the system.

The test will cost about \$1 million, a project spokesman said, and is being sponsored by the Corporation for Public Broadcasting, the National Science Foundation, the National Telecommunications and Information Administration and the U.S. Department of Education.

Pay TV, home video differences may lead to directors strike

Negotiations are continuing, but DGA prepares to walk out if deal isn't set by July 1

Members of the Directors Guild of America are scheduled to vote tomorrow in Los Angeles and Wednesday in New York on whether to accept a new management contract offer or go on strike. In preparation for the possibility of the latter, the DGA last week formed a 22-member "strike preparedness committee" headed by actor/producer Jackie Cooper. Both producers and DGA representatives emphasized intensive negotiations are under way to resolve differences between the two sides, split over compensation for pay TV and home video productions.

"We want the producers to know we are completely prepared to cease work July 1 if there isn't a contract we can live with," explained DGA spokesman Michael Collins. He said the strike committee is prepared to monitor production centers, make picketing assignments and coordinate members in the event of a strike.

The 6,400-member union, which has never struck before, was involved in intensive negotiations with the networks and major studios all of last week, with producers expected to deliver a "final" offer on Saturday, to be discussed at a DGA national board meeting yesterday (June 28) in Hollywood.

Both sides refused to discuss details of the negotiations, although the DGA distributed a bulletin to its members late in the week saying the two sides were still far apart on pay TV and other key issues. Members were told to be prepared to strike if no acceptable agreement could be reached by the time the old contract with producers expires. That means members have until midnight Tuesday to find a resolution.

The DGA originally submitted a pay TV compensation proposal based on the total number of subscribers reached by a particular program, but that plan was rejected by the producers. Management spokesman Billy Hunt told reporters last week there has been perceptible progress in the DGA talks, and would not make any predictions about the likelihood of a strike. "If I start talking strike at this point," he said, "I might as well stay home." He also declined to predict whether there might be an ex-

tension of the talks, as there was with the writers in March and early April.

On Tuesday of last week, the DGA revised its compensation proposals for pay TV and home video to meet management objections, but did not disclose any details.

Earlier this month, the DGA negotiating team said it would try to reach an interim agreement with independent producers if a stalemate was reached with the major studios and networks. The Writers Guild of America, on strike since April 11, reached a similar agreement with about 170 independents. Some members of the DGA joined WGA representatives on the picket lines last week in sympathy with the writers. Observers say an agreement with independents would help keep the industry alive during a DGA walk-out, although it would probably mean a delay in the start of this fall's new prime-time programming.

Meanwhile, there was no sign of progress in the writers' strike, at an impasse over the issue of pay TV compensation. Talks between the writers and producers broke down June 14 and no new negotiations have been scheduled. "We are waiting now for management to come back to us," WGA President Melville Shavelson reported last week. "We know that they are negotiating with the directors at this time." In another development, the National Labor Relations Board last Wednesday (June 24) refused to issue a complaint on charges filed by the WGA against producers alleging bad faith bargaining. The NLRB ruled the producers' negotiating team did not violate the National Labor Relations Acts when it appealed directly to WGA members through trade advertisements and direct mailings on strike issues.

NBC deletes homosexual references in upcoming show

Tartikoff says change in 'Love, Sidney' was not made in response to pressure groups, but because 'we want a wholesome, family entertainment show'

NBC Entertainment President Brandon Tartikoff, appearing before out-of-town television critics during a final session of the semiannual consumer press tour in Los Angeles, repeatedly defended the network's decision to exclude a homosexual characterization from a new series

SAG approves cable pact. A new interim cable commercial contract, providing actors with additional compensation for advertisements not made for primary use on cable TV, has been unanimously approved by the Hollywood and New York boards of the Screen Actors Guild. The agreement approved by the West Coast unit June 15 and the East Coast panel June 17, is retroactive to May 18, 1981, and extends through Feb. 6, 1982. It was negotiated with the Association of National Advertisers, the American Association of Advertising Agencies, American Federation of Television and Radio Artists, and SAG. Residual payments are based on the number of subscribers passed by participating cable systems. Added payments for each additional level of five million subscribers are also included. The agreement covers 13 major cable program services and calls for commercials to be produced under union jurisdiction.

scheduled for airing this fall. Tartikoff told reporters "it isn't important" what the sexual preferences of the character played by Tony Randall in *Love, Sidney* are, confirming a statement made a day earlier (June 19) by NBC-TV President Robert Mulholland that there will be no references to the character's homosexuality in the series. According to Tartikoff, Randall has made it clear that he perceives the character to be homosexual and preferred keeping references to that reality in the two-hour pilot, *Sidney Shorr*, that will launch the series. Explained Tartikoff: "We want a wholesome, family entertainment show, and a family show shouldn't have these references [to homosexuality]." Later he said "we want a nice, warm, nonnuclear family [comparable to those on] *Family Affair* or *Diff'rent Strokes*."

The series, slated to air Wednesdays at 9:30 p.m., concerns the domestic life of a middle-aged New Yorker, his platonic relationship with a young woman, and the father role he plays with the woman's daughter. "We just thought that the homosexual aspect was unnecessary," said Tartikoff.

Tartikoff also said that planning for the series began long before the current morality-based campaigns directed at television programming were announced. He also denied that advertiser pressure had anything to do with the elimination of homosexual references from the show. (Last month, however, a source on the NBC affiliates' board of directors told re-

porters he thought the network "would have trouble" clearing the series unless the homosexual references were removed.) The two-hour pilot will contain two "fleeting references" to the character's homosexuality, according to NBC, but the subsequent shows will not.

On other matters, Tartikoff said NBC still plans to begin its new season on Sept. 21, although the date may be in jeopardy if the writers and directors unions are on strike into the middle of July.

Unlike CBS and ABC, said Tartikoff, NBC is not looking overseas for programming or production opportunities. He noted that the network will take a look at programming from outside sources, and consider using it if the quality matches Hollywood production standards. To keep costs down, said Tartikoff, NBC is "looking at other forms, as opposed to other locations." He mentioned videotaped programs, reality-based series, and variety shows as alternatives to the high cost of film productions.

The NBC executive confirmed that the network is negotiating with ABC for the rights to *American Dream*, canceled by the latter last season. He also said it is "too early" to say that Rona Barrett will be leaving the *Tomorrow Coast to Coast* late-night program. Barrett, whose contract with NBC extends through July 6, has publicly announced her intention to leave the show.

ABC wants Brokaw

Wald tells ABC consumer press tour network is negotiating with NBC's 'Today Show' host for unnamed job

The senior vice president of ABC News, Richard Wald, confirmed that the network is negotiating with NBC *Today* show host Tom Brokaw and would like to have the newsman switch allegiance. Wald told out-of-town television critics at the Century Plaza hotel in Los Angeles he expects ABC's Barbara Walters to stay with that network, but acknowledged she has talked to both NBC and CBS about the possibility of switching. Both Brokaw and Walters are up for contract renewals at the end of this summer.

Wald, who was filling in for ABC News and Sports President Rooney Arledge at the consumer press tour, said the specifics of what Brokaw might be assigned to do at ABC are still being talked about, including the possibility of a New York anchor slot and special events coverage. As for Walters, Wald explained: "Our understanding is that she would like to stay with us. Our present understanding with her... [is] that she will be with us for a long time to come." The executive also expressed confidence that Chicago anchor Max Robinson would soon sign a contract to continue with the network, discounting rumors that Robinson has been unhappy with the treatment he's been getting.

Claiming "Ted Turner [the Cable News

Network] is not roughly comparable to us," Wald criticized CNN's recent suit seeking inclusion in White House pool coverage. "I really don't care if there is a pool," said Wald, "but if there is, it has to be made up of roughly comparable services. CNN reaches far fewer homes than any of the networks."

Ivy League college sports to be carried on New York cable

Sportschannel, the New York regional pay-cable sports network, will bring its subscribers selected games from Ivy League competition. A two-year pact calls for a cablecast minimum of five football, five basketball and two women's championship events from the interschool schedule of the eight Ivy colleges. The football games, because of a National Collegiate Athletic Association exclusive pact with ABC, will be shown on taped-delay—the other events will be live.

Sportschannel will also make the Ivy package available to cable systems outside its regional coverage area on a stand-alone basis, with the operator free to package it as either a basic or pay service.

At a press conference in New York last week, both Sportschannel and Ivy League representatives touted the appeal of the package to what they termed the "hundreds of thousands" of Ivy League alumni in the New York area. (Under the terms of the deal, Sportschannel is to specifically make the package available to the eight communities where the Ivy schools are located.)

According to the head of the Ivy League Group Committee on Administration, Princeton's Bob Myslik, this arrangement grew out of an existing one Ivy participant Columbia had with Sportschannel for coverage of its various competitions.

Neither side of the pact talk about the financial arrangements.

Competing with itself? "There will be some overlap with the over-the-air network at the low end of the scale." That's the assessment of CBS/Broadcast Group President Gene Jankowski regarding the possible competition between CBS's new cultural cable channel and its broadcast network. Jankowski dismisses the possibility that some of the cable productions might air on the network (the "program rights do not include exposure via the network") or that over-the-air service will cut down on the frequency or quality of its current cultural fare. "The same standards and priorities," he says, "will apply." Jankowski predicted CBS Cable will be carried on systems serving 3.2 million subscribers when it begins service Oct. 12, but acknowledged that no advertisers have yet been signed.

**NEW! IMPROVED!
EVEN AFTER 13
SUCCESSFUL YEARS!**

COUNTDOWN TO KICKOFF '81 RAY SCOTT

vs The Wizard of Odds



**Radio's most popular sports
program, featuring the sports
most respected reporter.**

Now ready for your '81 season.

To score first in your market
or for more information on how
Countdown Kickoff pays for itself
even before you air the first show.

Call (213) 467-5111

6255 Sunset Boulevard

Suite 1026

Hollywood, CA 90028

The Creative Factor INC

Monitor

Merv enters cable. Merv Griffin Productions has formed new division dealing with development of cable and other new video programming. In making announcement, MGP President Murray Schwartz noted: "The evaluation of the cable/video market and its recent spectacular growth has made it impossible to ignore this new and exciting field." New Cable/Video Division, directed by Clifford A. Tenlinsen, will produce new programming and offer facilities for existing productions. Division will be housed at Griffin's Trans-American Video studios in Hollywood, and utilize TAV's facilities in Las Vegas (*Merv Griffin Show* is videotaped in both locations). Division is also considering future productions at Camelot hotel and casino in Las Vegas, now under construction, of which Griffin is vice president and director.

Faulty portrayal? Victoria Street, chief prosecution witness in 1930's "Scottsboro boys" case, has asked Supreme Court to review her \$6-million defamation suit against NBC for its depiction of her in *Judge Horton and the Scottsboro Boys*. Street is challenging federal appeals court decision that ruled against her on ground she failed to prove NBC acted with malice in televising film.

In the marketplace... *We're Movin'*, new syndicated half-hour series for young people, has cleared in 64% of country including all top-10 markets, according to Group W Productions. Stations include WABC-TV New York, KTTV-TV Los Angeles and WMAQ-TV Chicago. ... More than 30 markets, with stations including KTLA-TV Los Angeles, WPVI-TV Philadelphia and KPX-TV San Francisco, are claimed for Trident Television Associates first feature package, "Trident One." Twenty titles in collection include made-for-TV's *Aunt Mary*, *Something for Joey* and *Fighting Back* (the Rocky Bleier story). ... Package of seven live-action *Spider-Man* movies has been licensed in 34 markets, according to distributor Teleworld. Takers include Field Communications. ... *People Are Talking*, hour talk show produced by Group W's WJZ-TV Baltimore, has cleared 19 markets with distribution by Program Syndication Services. ...

Cable play. "Early Days," David Storey play starring Ralph Richardson, will be taped in London television studio for cablecast on CBS Cable. Play is currently appearing with its National Theater cast at Washington's Kennedy Center.

Ratings Roundup

Prime-time network news and documentary fans had a rare treat for the week ended June 21: quantity. In addition to three hours of regularly scheduled newsmagazines, CBS News offered four hours of *The Defense of the United States* and a half-hour *Universe* special and NBC News had an hour on *The Changing West*.

Of the week's 66 prime-time hours programed by the networks, eight and a half were devoted to news—an unusually large volume in a week when breaking events didn't pre-empt normal entertainment options.

CBS, in effect, was the news programmer of the week with the *Defense* series. Beginning Sunday of the previous week and following on four consecutive evenings at 10 p.m., the five-parter averaged a 14.0 rating and 26 share. Ratings for the first two nights (16.2/30 and 16.8/30) were atypically strong for a documentary and won their time periods; the remaining three nights, however, lost to ABC and NBC competition (13.3/24, 12.3/23, 11.3/21) (BROADCASTING, June 22).

Among the week's 65 programs, the four *Defense* broadcasts came in, respectively, 17th, 33d, 40th and 48th; the first episode of a week earlier came in 20th out of 66.

Walter Cronkite's Universe, CBS's previous short-run series now a regular part of the Tuesday schedule and now carrying Cronkite's name, returned in a special premiere Sunday. Led in by the strong *60 Minutes* (18.2/41), *Universe* dropped some audience but won its time period with a solid 16.3/34. It was 20th in the week's ratings.

NBC News's *The Changing West* scored poorly on Friday (8.9/19) against *Dallas* and an ABC movie, *Murder Can Hurt You*. *West* was 62d for the week.

The First 20

1.	<i>M*A*S*H</i> (R)	CBS	20.6/39
2.	<i>Quincy, M.E.</i> (R)	NBC	20.5/38
3.	<i>House Calls</i> (R)	CBS	20.1/36
4.	<i>Hart to Hart</i> (R)	ABC	19.9/36
5.	<i>Facts of Life</i> (R)	NBC	19.5/36
6.	<i>The Jeffersons</i> (R)	CBS	19.4/34
7.	<i>60 Minutes</i> (R)	CBS	18.2/41
8.	<i>Diff'rent Strokes</i> (R)	NBC	17.9/36
9.	<i>Too Close for Comfort</i> (R)	ABC	17.8/31
10.	<i>Dukes of Hazzard</i> (R)	CBS	17.3/36
11.	<i>Taxi</i> (R)	ABC	17.3/32
12.	<i>20/20</i>	ABC	17.2/33
13.	<i>Three's Company</i> (R)	ABC	17.2/31
14.	<i>Fantasy Island</i> (R)	ABC	17.1/31
15.	<i>Alice</i> (R)	CBS	16.9/32
16.	<i>Trapper John, M.D.</i> (R)	CBS	16.9/31
17.	<i>Love Boat</i> (R)	ABC	16.8/36
18.	<i>CBS Reports: In Defense of America</i> (special, part II)	CBS	16.8/30
19.	<i>Dallas</i> (R)	CBS	16.4/34
20.	<i>Walter Cronkite's Universe</i> (special)	CBS	16.3/34

The Final Five

61.	<i>Sanford</i>	NBC	9.2/21
62.	<i>NBC Reports: The Changing West</i> (special)	NBC	8.9/19
63.	<i>BJ and the Bear</i> (R)	NBC	8.7/19
64.	<i>Games People Play</i> (R)	NBC	8.1/17
65.	<i>Roots: The Next Generations</i> (mini-series)(R)	ABC	7.4/16

Services

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV

445 Concord Ave.
Cambridge, Mass 02138
Phone (617) 876-2810

DOWNTOWN COPY CENTER

FCC Commercial Contractor
AM-FM-TV & NRBA lists—tariff
updates—search services—mailing
lists, C.B., Amateur, etc.
1114 21st St., N.W.,
Wash., D.C. 20037 202 452-1422

AERONAUTICAL CONSULTANTS

Tower Location/Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS
ASSOCIATES, INC.
1650 So Pacific Coast Hwy
Redondo Beach, CA 90277
(213) 378-2281

dataworld inc

AM • FM • TV
Translators/Low Power TV
Allocation Studies/Directories
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(202) 296-4790

SWAGER TOWER CORPORATION

AM/FM/TV/CATV/MICROWAVE
Specialize in Turnkey
Installations Worldwide
30 Yrs Family Owned & Operated
P.O. Box 656
Fremont, IN 46737
219-495-5165 or
Tlx 23-2666/Swager Fmn

System • Software
for
TRS 80—Mod II
Logs—Billings—Accounts Receivables
plus much more
RADIO COMPUTERIZED
PROGRAM SYSTEM
P.O. Box 1277, Tacoma, WA. 98401
Phone: 206-327-1360

SOUTHERN BROADCAST SERVICES

COMPLETE TURNKEY SYSTEMS
STUDIOS, TRANSMITTERS,
TOWERS, ANTENNAS
Full Rigging & Erection Services
Custom Electronics Design & Installation
P.O. Box 740, Alabaster, AL 35007
(205) 663-3709

Professional Cards

ATLANTIC RESEARCH CORP.
Jansky & Bailey
Telecommunications Consulting
Member AFCCE
5390 Cherokee Avenue
Alexandria, Virginia 22314
(703) 642-4164

**EDWARD F. LORENTZ
& ASSOCIATES**
Edward F. Lorentz, P.E.
Charles I. Gallagher, P.E.
1334 G St., N.W., Suite 500
Washington, D.C. 20005
(202) 347-1319
Member AFCCE

A.D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
Suite 500
1140 Nineteenth St., N.W.
Washington, D.C. 20036
(202) 223-6700
Member AFCCE

COHEN and DIPPELL, P.C.
CONSULTING ENGINEERS
1015 15th St., N.W., Suite 703
(202) 783-0111
Washington, D.C. 20005
Member AFCCE

CARL T. JONES ASSOCS.
(Formerly Gautney & Jones)
CONSULTING ENGINEERS
7901 Yarnwood Court
Springfield, VA 22153
(703) 569-7704
AFCCE

LOHNES & CULVER
Consulting Engineers
1156 15th St., N.W., Suite 606
Washington, D.C. 20005
(202) 296-2722
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN AND SILLIMAN
8701 Georgia Ave., #805
Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
(301) 589-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

Moffet, Ritch & Larson, P.C.
(Formerly Silliman, Moffet & Kowalski, P.C.)
CONSULTING ENGINEERS
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
Member AFCCE

STEEL, ANDRUS & ASSOCIATES
David L. Steel, Sr., P.E.
P.O. Box 230, Queenstown, Md.
(301) 827-8725 21658
Alvin H. Andrus, P.E.
351 Scott Dr., Silver Spring, Md.
(301) 384-5374 20904
Member AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9233 Ward Parkway, Suite 285
816-444-7010
Kansas City, Missouri 64114

**JULES COHEN
& ASSOCIATES**
Suite 400
1730 M St., N.W.
Washington D.C. 20036
(202) 659-1707
Member AFCCE

**CARL E. SMITH
CONSULTING ENGINEERS**
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
8500 Snowville Road
Cleveland, Ohio 44141
216/526-9040

VIR JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
4940 E. 39th Ave., #80207
(303) 393-0468
DENVER, COLORADO
Member AFCCE & NAB

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

**ROSNER TELEVISION
SYSTEMS**
CONSULTING & ENGINEERING
250 West 57 Street
New York, N.Y. 10107
(212) 246-2850

JOHN H. MULLANEY
Consulting Radio Engineers, Inc.
9616 Pinkney Court
Potomac, Maryland 20854
301-299-3900
Member AFCCE

HATFIELD & DAWSON
Consulting Engineers
Broadcast and Communications
4226 6th Ave., N.W.
Seattle, Washington, 98107
(206) 783-9151
Member AFCCE

MATTHEW J. VLISSIDES, P.E.
STRUCTURAL CONSULTANT
TOWERS, ANTENNAS, STRUCTURES
Studies, Analysis, Design Modifications,
Inspections, Supervision of Erection
7601 BURFORD DRIVE McLEAN, VA 22102
Tel (703) 356-9504
Member AFCCE

C. P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P. O. BOX 18312
DALLAS, TEXAS
75218
Computer Aided, Design & Allocation Studies
Field Engineering
(214) 669-0294
Member AFCCE

RADIO ENGINEERING CO.
Box 4399 RR 1, Santa Ynez, CA 93460
CONSULTANTS
ALLOCATIONS, INSTALLATIONS, FIELD
ANTENNA & TYPE ACCEPTANCE MEASUREMENTS
NORWOOD J. PATTERSON
(805) 688-2333
Serving Broadcasters over 35 years

**JOHN FX. BROWNE
& ASSOCIATES, INC.**
CONSULTING ENGINEERS
1901 Pennsylvania Ave., NW
Washington, D.C. 20006
525 Woodward Avenue
Bloomfield Hills, MI 48013
Tel (313) 642-6226 (202) 293 2020
Member AFCCE

**WILLIAM B. CARR
& ASSOCIATES, INC.**
DALLAS/FORT WORTH
WILLIAM B. CARR, P.E.
1805 Hardgrove Lane,
Burleson, Texas 76028. 817/295-1181
MEMBER AFCCE

Consulting Electrical Engineer to Education and Industry specializing in instructional and broadcast television, cable distribution, sound reinforcement, to meet short and long range needs of engineering and the objectives of management.
POHLS ENGINEERING
301 South Allen St.—Suite 301
State College, PA 16801 814/234-9090
Member AFCCE

**D.C. WILLIAMS
& ASSOCIATES, INC.**
BROADCAST AND COMMUNICATIONS
Computer Assisted Directional Array and Feeder System Design, Analysis, and Bandwidth Optimization
Applications — Field Engineering
10517 CATAWBA WAY
RANCHO CORDOVA, CALIFORNIA 95670
(916) 366-7666

R.L. HOOVER
Consulting Telecommunications Engineer
11704 Seven Locks Road
Potomac, Maryland 20854
301-983-0054
Member AFCCE

**SADACCA, STANLEY
& ASSOCIATES**
AM FM TV
P.O. Drawer LT,
Crestline, CA 92325
(714) 338-5983

**SHERMAN & BEVERAGE
ASSOCIATES, INC.**
Broadcast/Communications Consultants
Box 181, R.D. #2
Medford, N.J. 08055
(609) 983-7070

BROMO COMMUNICATIONS
Consulting Radio-TV Engineers
P.O. Box M, St Simons Isl.,
GA 31522 (912) 638-5608
Computer designed applications—Field Engineering
—Frequency Measuring Service—

FORMER CHIEF ENGINEER, HOUSTON,
MIAMI AND BOSTON (AM/FM)
MEYER GOTTESMAN
BROADCAST CONSULTANT
LOW POWER-TV APPLICATIONS
Mailing Address: P.O. BOX 4234
NAPA, CALIFORNIA 94558
TELEPHONE (707) 253-2220 Anytime!

LAWRENCE L. MORTON, E.E.
AND ASSOCIATES
CONSULTING TELECOMMUNICATIONS ENGINEERS
LOW-POWER TV, AM, FM, TV APPLICATIONS,
FIELD ENGINEERING, COMPUTERIZED CHANNEL SEARCHES.
1747 SOUTH DOUGLASS ROAD, SUITE D
ANAHEIM, CALIFORNIA 92806
(714) 634-1662

EDM & ASSOCIATES, INC.
ENGINEERING CONSULTANTS
1444 Rhode Island Ave., N.W.
Suite 1018
Washington, D.C. 20005
(202) 234-4150/51
Messages: (202) 452-1555
EARLY D. MONROE, JR., P.E.,
PRESIDENT

DON'T BE A STRANGER
To Broadcasting's 157,000* Readers
Display your Professional or Service
Card here. It will be seen by the decision making station owners and managers, chief engineers and technicians, applicants for AM, FM, TV and buyers of broadcasting services.
*1977 Readership Survey showing 44 readers per copy

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

**LECHMAN, COLLIGAN
& ASSOCIATES**
Telecommunications Consultants
Empire Building
2033 M Street, N.W., Suite 205
Washington, D.C., 20036
(202) 775-0057

1967

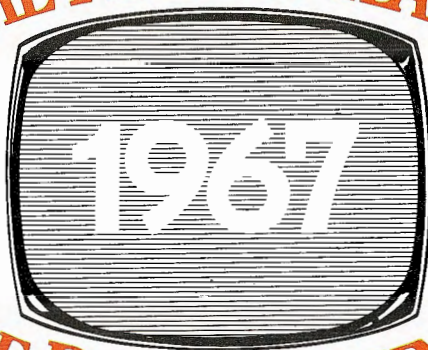
A very special year.

Because that was when KMEG-TV
in Sioux City joined with us
to extend the Fetzer tradition
of total community involvement.



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

THE FIRST 50 YEARS



OF BROADCASTING

The structure of public broadcasting was reshaped in 1967 with the creation of the Corporation for Public Broadcasting. And commercial radio networking was changed with ABC's announcement of a radical plan for four services.

It also was the year in which the FCC applied the fairness doctrine to commercial messages for cigarettes and to personal attacks in broadcast editorials.

By defining smoking as a health issue of national importance, John Banzhaf III, a New York attorney, prodded the FCC to extend its fairness doctrine to cover the issue of cigarette commercials (see 1966).

Most broadcasters rebelled at the FCC pronouncement; in 1967 cigarette advertising accounted for over \$200 million in advertising. BROADCASTING editorialized: "In deciding that radio and television stations that carry cigarette advertising must also carry messages deploring the hazards of cigarette smoking, the FCC may at last have selected the issue that will scuttle its fairness doctrine. . . . It is an issue that may, for the first time, unite the broadcasters in a meaningful effort to free themselves of one of the most insidious instruments the government has used to chisel away at their freedom. The fairness doctrine stands as a classic example of how a body of government restraints can be built bit by bit, without significant resistance, until it becomes intolerable. . . . With its ruling on cigarette advertising, the FCC has made it evident that there is no limit to the regulation that can be applied under a continuing evolution of the fairness doctrine. . . . The immediate threat may seem to be directed at the cigarette business, but the real threat is to the broadcasters' basic modes and policies of operation. And the threat is real enough to justify the organization of a major effort to get the fairness doctrine off the books."

The Association of National Advertisers registered its displeasure in a letter to the FCC asserting that editorial prerogatives could be usurped by the new rules. In the past, the ANA observed, "the decision on what and what not to publish or broadcast has been up to the editor. [The ruling] now instructs



The Green Bay Packers ran over the Kansas City Chiefs 35-10 in Super Bowl I on Jan. 15. Americans streamed across the border to Expo '67 in Montreal. Israeli and Arab forces fought a six-day war that ended June 5 with Israel occupying the Sinai Peninsula, Golan Heights, Gaza Strip and the east bank of the Suez Canal. The summer was marred by racial riots in Detroit; Spanish Harlem; Rochester, N.Y.; Birmingham, Ala., and other cities. On Oct. 2, Thurgood Marshall was sworn in as the first black U.S. Supreme Court justice. On Dec. 3, Dr. Christiaan N. Barnard and a team of South African surgeons performed the first successful human heart transplant. Hollywood had a high batting average for successes with such films as Oscar winner "In the Heat of the Night," "The Graduate," "Bonnie and Clyde," "Cool Hand Luke" and "Guess Who's Coming to Dinner?"

And in BROADCASTING . . .

the broadcast media to use its editorial (noncommercial) time to counter the possible influence of advertisements. [Now] editorial content, in part at least, will not be dictated by the conscience and responsibility of the licensee, but by special interest groups acting through the commission."

The National Association of Broadcasters, maintaining that the requirement that broadcasters make time available for the broadcast of contrasting views was a violation of the constitutional guarantees of free speech and free press, appropriated \$25,000 to fight the FCC's application of the fairness doctrine in the courts. In September the NAB and WTRF-TV Wheeling, W. Va., filed a suit in federal court in Richmond, Va., asking the court to overturn the FCC

rule requiring broadcasters to give time to antismoking spots.

By adopting as formal policy a controversial position on personal attacks in editorials at midyear, the FCC further irked broadcasters. The new rules required stations that broadcast a personal attack to send the objects of attack a script or accurate summary of the attack, notification of the time of broadcast, and an offer of a reasonable opportunity to respond within a week. The commission said the notification requirement "is of the utmost importance" since without it the person or group attacked may be unaware of the editorial "and thus the public may not have a meaningful opportunity to hear the other side."

Broadcasters bridled at what they again perceived as a threat to their freedom. The Radio-Television News Directors Association, eight broadcast licensees and CBS filed suits in the U.S. Court of Appeals (CBS in New York, the others in Chicago), hoping to overturn the FCC's new ruling as a restriction of the rights to free speech guaranteed by the First Amendment. CBS added that in adopting this new rule the FCC had exceeded its authority. Both petitions warned that broadcasters, afraid of violating the new rule, would curtail discussions of controversial issues "vital to the political health of a free society."

The FCC maintained that it "believes in the validity and



More than 200 government, education and broadcast notables—many of them principal architects of the Public Broadcasting Law of 1967—were on hand when President Johnson signed the legislation. They included (l-r): Representatives William L. Springer (R-Ill.), Torbert H. MacDonald (D-Mass.) and Harley O. Staggers (D-W.Va.), all of the House Commerce Committee; Senators Norris Cotton (R-N.H.) and John O.

Pastore (D-R.I.), both of the Senate Commerce Committee; Alan Pifer, president of the Carnegie Corp.; Dr. James B. Killian Jr., who was chairman of the Carnegie Commission on ETV, and John W. Gardner, secretary of the Department of Health, Education and Welfare. Ceremony took place in the East Room of the White House.

—Broadcasting, Nov. 13

righteousness of its actions ... and welcomes the opportunity to defend them in court." But in August, it clarified its position on personal attacks by exempting from the fairness rule "bona fide newscasts or news specials concerning a current event, or on-the-spot coverage of a bona fide news event."

In continuance of its challenge of the fairness doctrine, Red Lion Broadcasting (WGCB-AM-FM Red Lion, Pa.) in September asked the U.S. Supreme Court to review the fairness doctrine case dealing with personal attacks that stemmed from the 1964 election campaign. It involved a sponsored program that criticized Fred J.

Cook, author of an anti-Goldwater book. When Cook demanded equal time to reply, the station offered to sell him time. Upon Cook's complaint, the FCC ruled that the station must make time available free or paid. Red Lion branded the FCC's ruling as "precisely the type of broad prophylactic rule which the court [the Supreme Court] has condemned."

Fairness in presentation applied in a different way to broadcast coverage of the Vietnam war. At a Radio-Television News Directors Association conference in September, broadcast journalists discussed some of their problems, particularly the pressure to report from the administration's point of view. Mike Wallace of CBS disclosed that after Harry Reasoner announced that he was going to Vietnam, he was summoned to the White House for a talk about his new assignment. Wallace reported that after Reasoner arrived in Saigon for a two-month tour of duty, General William Westmoreland escorted him about the countryside in the general's helicopter, explaining the American side of the war.

The fairness of the networks' coverage of domestic demonstrations was also questioned in 1967. Senator Hugh Scott (R-Pa.) wrote the major networks to request a "code of emergency procedure" to govern coverage of racial disturbances. Scott felt a code would "balance" what he saw as the disproportionate amount of time given to the "inflammatory" statements of civil rights leaders such as H. Rap Brown and Stokely Carmichael at the expense of such "responsible leaders as Roy Wilkins and Martin Luther King." In



The new head of the Voice of America in 1967 was John Charles Daly Jr. (right), longtime network newsmen and executive who also worked in a 1950-1967 stint as host of CBS-TV's *What's My Line?*. The September swearing-in ceremony was a bit of a family affair with his father-in-law, Chief Justice of the United States Earl Warren, administering the oath. Leonard H. Marks (center), director of the U.S. Information Agency under which the VOA operates, looked on. Daly's predecessor at VOA was John Chancellor, who rejoined NBC News.

—Broadcasting, Sept. 25

rejecting a code, both CBS and NBC denied that their coverage favored radical over conservative civil rights leaders, NBC President Julian Goodman also said that balancing coverage "is artificial and more in the nature of editorializing than covering the news." CBS President Frank Stanton felt that self-imposed guidelines "seem to us to be our responsibility and obligation as journalists and editors, and we cannot delegate this to anyone else. We are not, however, going to make subjective value judgments that the American people are capable of hearing and evaluating some spokesmen for some point of view and that others are unsafe or too dangerous for them to hear. . . . Any proposal, however high its purpose, to get the press to decide in concert what it will report, and how it will do it, would establish a precedent of the most hazardous implications."

The fourth TV network plan of Daniel H. Overmyer came tumbling down in 1967. Announced in 1966, the project almost faltered before its start, but was rescued by a syndicate of western businessmen and renamed the United Network. On May 1 it began with a flourish, offering a nightly two-hour entertainment program, *The Las Vegas Show*, taped at nine different hotels there and hosted by Bill Dana. It started on 125 stations with 13 advertisers participating in the national sponsorship. But after 31 days of operation, the United Network shut down, unable to post a \$400,000 deposit to cover AT&T intercity connections. Losses for the United Network were estimated at over \$2.3 million.

ABC and ITT persevered in their attempt to merge. Though the FCC in late 1966 had given its approval, the Justice Department in January 1967 asked the FCC to reopen the case, thus placing the merger in jeopardy. ABC in February received a \$25-million loan from ITT to meet what network officials labeled "a critical cash shortage." Some of the issues with which Justice was concerned were: alleged anticompetitive consequences of the merger, the possibility that ABC might be inclined to suppress damaging news about ITT, and ABC's contention that it needed ITT money to be competitive—as opposed to Justice's contention that ITT planned to take money out of ABC for investment elsewhere.

The FCC followed its rehearing of the case with a second approval of the merger (the original approval was in December 1966), but told the applicants not to implement their new relationship for 30 days. That was to give the Justice Department an opportunity to appeal—as it did, charging that serious anticompetitive consequences would result from the merger.

ABC Radio made its move to turn around its networking fortunes in August with an announcement that, effective Jan. 1, 1968, it planned to operate four radio services instead of its then single network. Details were announced by Walter A. Schwartz, who had just succeeded Robert R. Pauley as president of the ABC Radio Net-



The news of ABC Radio's innovation came from Walter A. Schwartz (left), president of ABC Radio Network, and idea man Ralph W. Beaudin, ABC corporate vice president for radio.

—Broadcasting, Aug. 28

work.

Credit for the new concept was given to Ralph W. Beaudin, ABC corporate vice president for radio, who had a record of earlier successes in turning around ABC O&O radio outlets in Pittsburgh, Chicago and New York. The four services envisioned:

■ The American Information Network



Eugene V. Rostow of the State Department was LBJ's choice to chair the new task force on telecommunications policy.

—Broadcasting, Aug. 28

for so-called talk and middle-of-the-road music stations.

■ The American Personality Network (subsequently renamed The American Entertainment Network) for stations with M-O-R programming that combined news, popular music and features such as Don McNeill's *Breakfast Club*.

■ The American Contemporary Network for stations that featured contemporary music (described in 1967 as rock 'n' roll, top 40 and the like).

■ The American FM Network which was to give FM outlets their first exclusive news and public affairs service and which was to develop features with specific appeal to FM listeners.

ABC's plan evoked mixed reaction from affiliates and a dim reception from most station representatives who felt it would hurt national spot business by siphoning off spot budgets. FM reps and the National Association of FM Broadcasters, however, were in the forefront of those endorsing the plan. Overall, there was much admiration for "the first real effort to get radio networking off the dead center on which it had rested for years."

As it turned out, one of the last in 1967 to give approval to the four-service plan was the FCC, which waited until late December before it ruled that the new concept did not violate the commission's chain broadcasting rules.

In August, the White House initiated a long-range study of telecommunications policy.

President Johnson sent to Congress a statement devoted principally to international and satellite communications but touching on four elements of importance to broadcasters:

■ Is the electro-magnetic spectrum

being used to best advantage?

■ Do the Communications Act of 1934 and the Communications Satellite Act of 1962 need revision?

■ Is a domestic communications satellite system economically feasible, and should there be one system or more? And should it be a single or multipurpose system?

■ Is the present administration and regulation of telecommunications by the national government correct, or should it be revamped?

To find answers to the first three questions, Johnson appointed a task force of subcabinet rank under the chairmanship of Eugene V. Rostow, under secretary of state for political affairs. The fourth question went to the Bureau of the Budget.

BROADCASTING offered this assessment of the White House's announcement: "It is a monumental assignment that President Johnson has given his new task force on communications policy . . . Every kind of spectrum user, from the citizen with the short range walkie-talkie to the operator of a sophisticated satellite, could be affected by the task force's work. So could broadcasters be affected—all of them. . . . If Mr. Johnson's task force carries out its assignment, it will deliver in a year a comprehensive proposal, for action . . . It is still too early to know how the task force intends to proceed, but it is not too early for broadcasters to begin organizing a case for their own preservation and for the spectrum space to accommodate expansion of the broadcast services. . . . In any amendment of the law it should be stated, with clearer emphasis than the existing act contains, that the First Amendment is operable in

broadcasting and that the government must stay out of program control."

Within the FCC, there were calls for more active regulation. Commissioners Kenneth A. Cox and Nicholas Johnson criticized the commission for not applying more stringent programing standards when renewing licenses. Johnson charged the commission with making an appearance of considering station programing at renewal time while really cultivating a "complacent and comfortable hear-no-evil, see-no-evil slouch in front of the radio and television sets of America."

In April, Johnson took the FCC to task for what he said was inadequate enforcement of commission regulations. "It is obvious," Johnson intoned, that the commission lacks "the rudimentary information, analysis, staff, funds, public understanding and support necessary to serve the industries we regulate—let alone the long-forgotten and never-defined 'public interest.'"

Viewers of network prime-time schedules were offered at least one movie each night, according to BROADCASTING's showsheet for the fall season. In addition, there was a total of nearly 50 specials on tap in the last quarter of 1967. To help meet the increasing demand for film, CBS in February purchased the Republic Studios in Hollywood for \$9.5 million; NBC in March announced a \$115-million agreement with United Artists for network use of 94 feature films over a nine-year period, and ABC budgeted \$30 million to produce 10-12 feature films by 1970.

Some new season programs and their critical reviews included: *Garrison's Gorillas* (ABC), an adventure show set in

Europe during World War II, with Ron Harper and Rudy Solari which the *New York Daily News* called "... slickly produced, action-packed" but the *Washington Post* downed as a show that "ought to be big with teen-agers and adults with arrested development." *N.Y.P.D.* (ABC), a crime drama involving New York plainclothes detectives, with Jack Warden, Frank Converse, and Robert Hooks, was praised by the *Chicago Daily News* as "an unabashed cross between two successful, realistic police series: *Dragnet* and *Felony Squad*. As such *N.Y.P.D.* may be the best of the three," but the *San Francisco Examiner* branded it as "... a sick show about sick people on an increasingly sick network." *He and She* (CBS), a comedy about a cartoonist and his wife who works as a traveler's company aide, with Richard Benjamin and Paula Prentiss, was reviewed by the *New York Post* as "Three attractive people deserving of an excuse for being on TV [but] somebody let them down hard with a slapstick script," but was lauded by the *Los Angeles Times* for "sophisticated comedy, subtle throwaway lines and touch of slapstick . . . blended skillfully in this highly entertaining series." *Sheriff Who* (NBC) was a comedy with John Astin that UPI categorized as "... the sort of thing W.C. Fields might have had a fine time doing," and that the *Washington Post* felt "... might succeed on the strength of actor John Astin's skills.

While those programs achieved only limited success, there were others that were to attain long runs. These included *Ironside* (NBC), a crime drama with Raymond Burr as a detective confined to a wheelchair, and *Mannix* (CBS), a detective drama with Mike Connors.

As usual, network programing, in general drew criticism. Fred Friendly, who had quit as CBS News president in a row with management, wrote a book, "Due to Circumstances Beyond Our Control," blaming mediocrity in television on the "mercantile advertising system." He called special programing such as ABC's *Stage 67*, NBC's *Hallmark Series* and CBS's *Death of a Salesman* "... occasional high-rise projects in a ghetto of high-return tenements." Friendly advocated "some kind of federal broadcast authority which would make it impossible for one network or station to do its profitable worst while others were doing their best."

Cable television faced more setbacks in 1967. The House in April passed a new copyright bill without any exemptions for CATV liability. As BROADCASTING reported, "The construction of a new copyright law is far from finished . . . Obviously, the organized CATV forces suffered a crushing defeat in the House. Not only that they face the possibility, indeed the probability . . . that the courts will hold them liable to copyright under the existing law. A federal court in New York has already decreed that CATV is subject to infringement suits."

A U.S. Court of Appeals affirmed the



Anti-war pickets in front of the White House, the Pentagon and other Washington places were a common sight in 1967. But the pickets that showed up on a May day in front of the FCC were led by the Rev. Dr. Carl McIntire (right foreground), who was having fairness doctrine problems with the commission. Conductor of *The 20th Century Reformation Hour*, McIntire charged the FCC was cooperating with liberal groups by applying indirect pressures on stations to cancel his program. Also pending at that time in 1967 was a license-renewal hearing for wxur-am-fm Media, Pa., owned by the Faith Theological Seminary of Philadelphia, which McIntire headed. At his right was Dr. Charles Richter. Between them (in bow tie) was Donald Waite. Richter and Waite were associated with *The 20th Century Reformation Hour*.

—Broadcasting, May 15

New York district court's ruling in May by agreeing that the Fortnightly Corp. had violated the copyright laws in using United Artists programs from Pittsburgh; Wheeling, W. Va., and Steubenville, Ohio, on its CATV systems in Clarksburg and Fairmont, W. Va. (see 1966). CATV forces, however, regained some hope when late in the year the Supreme Court agreed to review the case.

The FCC's claim to jurisdiction over cable was further supported in June when the Court of Appeals issued a decision against Buckeye Cablevision of Toledo, Ohio. The ruling upheld an FCC cease-and-desist order against carriage of signals of WJIM-TV Lansing, Mich., whose grade B contour fell short of Toledo.

The court agreed with the FCC conclusion that the continued, unregulated growth of CATV systems was an economic threat to licensed TV stations.

Public television progressed in 1967. In a study released in January, the Carnegie Commission on Educational Television advocated establishment of a Corporation for Public Television. CPTV was envisioned as an organization to commission and buy programming, arrange interconnections, provide live networking on occasion, support experimental programming and technological research, set up program libraries, and provide "effective leadership" for educational TV.

With the Carnegie study as a guide, President Johnson persuaded Congress to pass the Public Broadcasting Act establishing the Corporation for Public Broadcast-

ing with an appropriation of \$20 million for the 1967-68 fiscal year.

Along with the hopes for improved programming, came doubts and a sense of a demanding reality. "Anyone who favors intellectual and cultural development in this country," BROADCASTING wrote, "must agree with the aspirations expressed last week by President Johnson as he signed the Public Broadcasting Act of 1967. Surely all citizens of good will must hope . . . that the new corporation will generate good music, exciting plays, reports on the whole fascinating range of human activity. Similarly they must wish that the President will be proved right in his prediction that the subsidized broadcast system 'will be carefully guarded from government or party control and will be free and independent.' . . . The odds at this moment do not favor the attainment of any of the President's objectives. . . . The question is whether the corporation . . . can work out an operational and funding plan that will be accepted by Congress and at the same time will divorce the enterprise from congressional control."

Despite such caveats, educational television proponents remained jubilant. For ETV, 1967 also brought a \$10-million Ford Foundation gift to establish the Public Broadcast Laboratory, whose *PBL* became a two-hour Sunday feature on ETV.

A breakthrough in home TV playback gear was promised in August when CBS unveiled plans for a project it had been working on for years. CBS had entered a

partnership for the undertaking with Imperial Chemical Industries Inc. of England and Ciba Ltd. of Switzerland. The system was still some time away and first marketing was planned in England and Europe primarily for instructional use.

The playback machine could be attached to the antenna terminals of the TV receiver to permit programing from low-cost film cartridges to be displayed on the set's screen. The system did not contain a device for making video records in the home because of the skills and equipment needed for such a master TV record, according to CBS. It was conjectured that the playback machine would eventually sell in the U.S. for well under \$300.

Stay Tuned

1. What was the final chapter of the ill-fated ITT-ABC merger?
2. Who was the financial giant who tried to take over ABC at midyear?
3. Which major TV network didn't offer gavel-to-gavel coverage of the national conventions?
4. What was viewer reaction to this bobtailed coverage?
5. Did Nixon and Humphrey debate?

The answers next week
in "1968."

For the Record

As compiled by BROADCASTING June 15 through June 19 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

■ St. Johns, Ariz.—Bold Production Inc. seeks 1590 khz, 5 kw-D. Address: 2025 West Marquette Road, Chicago 60636. Estimated construction costs: \$42,000; first-quarter operating cost: \$10,000; first-year revenue: \$60,000. Format: MOR. Principal: Edgar E. Mullin (100%), who is pipefitter with Chicago Housing Authority and has no other broadcast interests. Filed June 12.

■ Newburgh, Ind.—Newburgh Broadcasting Co. seeks 1180 khz, 500 w-D. Address: 6844 Holly Drive,

Newburgh 47630. First-quarter operating cost: \$16,000; first-year revenue: \$100,000. Principal: Donald G. Davis (100%), who is Evansville real estate broker and has no other broadcast interests. Filed May 29.

■ Sidney, N.Y.—Broadcast Facilities Co. seeks 1490 khz, 1 kw-D, 250 w-N. Address: 431 South Wilbur Avenue, Syracuse, N.Y. Estimated construction costs: \$26,000; first-quarter operating cost: \$9,750. Format: MOR. Principal: Robert Raide (100%), who is Syracuse businessman and applicant for new AM at Penn Yan, N.Y., and new TV at Utica, N.Y. Filed May 29.

FM applications

■ Marion, Ala.—Perry County Broadcasting Co. seeks 103.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 516, Greenville, Ala. 36037. Estimated construction costs: \$27,800; first-year operating cost: \$72,000; first-year revenue: \$90,000. Principals: William T. Golden, Jamie Etheredge and Millard V. Oakely (one-third each). Golden is salesman at WKXN(FM) Greenville. Etheredge is president of Greenville concrete company. Oakely is principal in WCSV(AM) Crossville; WNPC(AM) Newport; WREA(AM) Dayton; WLIV-AM-FM Livingston, all Tennessee, and WKXN(FM) Greenville, Ala. Oakely has filed 19 LPTV applications and is principal in cable system serving Crossville, Tenn., and is new AM applicant for Lebanon, Tenn. (BROADCASTING, June 15). Filed June 12.

■ Jonesboro, Ark.—Radio Jonesboro Inc. seeks 100.1 mhz, 3 kw, HAAT: 225 ft. Address: 218 West Washington, Jonesboro 72401. Estimated construction costs: \$41,500; first-year operating cost: \$79,900; first-year revenue: \$101,000. Format: Easy listening. Principals: Evelyn James Skeen (21.1%), Marie L. Parker (23.3%), Harold Crall (15.9%), Elizabeth Crall Smith (13.3%) and four others. They also own KNEA(AM)

Jonesboro. Filed June 3.

■ Greenup, Ky.—Greenup County Broadcasting Inc. seeks 105.5 mhz, 1 kw, HAAT: 480 ft. Address: Main & Harrison Streets, Greenup 41144. Estimated construction costs: \$90,000; first-quarter operating cost: \$36,400. Principals: Phillip B. Leslie, John R. McGinnis, Avery L. Stanley and five others (12.5% each). Leslie and McGinnis are Greenup attorneys. Stanley is Vanceburg, Ky., attorney and one-third owner of WKKS(AM) Vanceburg. Others have no other broadcast interests. Filed June 5.

■ New Albany, Miss.—Raymond F. Akin seeks 106.3 mhz, 3 kw, HAAT: 300 ft. Address: 1703 South Gloster, Tupelo, Miss. 38801. Estimated construction costs: \$45,750; first-quarter operating cost: \$27,600; first-year revenue: \$125,000. Format: Easy rock. Principal: Raymond F. Akin (100%), who is Tupelo, Miss., farmer and has additional interests in insurance agency and mobile home sales. He also owns one-third of WJLJ(AM) Tupelo. Filed June 11.

■ Winnemucca, Nev.—Sheen Broadcasting Co. seeks 92.7 mhz, 600 w, HAAT: 2116 ft. Address: 5130 East Weikel Drive, Winnemucca 89445. Estimated construction costs: \$3,700; first-quarter operating cost: \$14,000. Format: popular variety. Principals: Torry L. Sheen and family (100%). Sheen is former general manager at KWNA(AM) Winnemucca and has no other broadcast interests. Filed June 4.

■ Geneva, Ohio—Edward M. Johnson seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: Suite 702, 531 Gay Street, Knoxville, Tenn. 39902. Estimated construction costs: \$50,600; first-year operating cost: \$50,000; first-year revenue: \$70,000. Format: Contemporary. Principal: Edward M. Johnson (100%), who is principal in WCSV(AM) Crossville; WTNR(AM) Kingston; WREA(AM) Dayton; WNPC(AM) Newport, all Tennessee. He is also 50% owner of new

AM applicant for Lebanon, Tenn. (BROADCASTING, June 15); 50% of new FM applicant for Elkins, W. Va. (BROADCASTING, June 15); new TV applicant for Maryville-Alcoa, Tenn and new FM for Cheyenne, Wyo. (see below). Filed June 15.

■ Lockhart, Tex.—Lockhart Omni Communications Inc. seeks 94.7 mhz, 100 kw, HAAT: 637 ft. Address: 100 West Market Street, Lockhart, Tex. 78644. Estimated construction costs: \$291,000; first-quarter operating cost: \$90,500; first-year revenue: \$500,000. Principals: Robert L. Wormley, William H. Schroeder Jr., Eric Mitchell, Ira Bell III and five others (11.11% each). Wormley is president of Austin insurance firm where Mitchell is agent. Schroeder is Lockhart attorney. Bell is Austin physician. They have no other broadcast interests. Filed June 12.

■ Memphis, Tex.—James A. Giesecke seeks 105.3 mhz, 3 kw, HAAT: 187 ft. Address: 14233 Protom Road, Dallas 75234. Estimated construction costs: \$58,100; first-year operating costs: \$45,000; revenue: \$20,000. Format: CW. Principal: James A. Giesecke is Dallas businessman and licensee of KLSR(AM) Memphis, Tex. (This corrects item in BROADCASTING, June 15). Filed June 1.

■ Cheyenne, Wyo.—Edward M. Johnson seeks 106.3 mhz, 3 kw, HAAT: 192 ft. Address: Suite 702, 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction costs: \$50,600; first-year operating cost \$50,000; first-year revenue: \$70,000. Format: Contemporary. Principal: Edward M. Johnson (100%) who also is new FM applicant for Geneva, Ohio (see above) and new TV for Knoxville, Tenn. (see below). Filed June 9.

TV applications

■ San Diego—Channel 69 Corp. seeks ch. 69; ERP: 3239 kw vis., 325 kw aur., HAAT: 1844 ft.; ant. height above ground: 141 ft. Address: 2936 Meade Avenue, San Diego 92116. Estimated construction cost: \$2,446,000; first-quarter operating cost: \$912,500; first-year revenue: \$3,358,500. Legal counsel: Santarelli & Gimer. Consulting engineer: John H. Mullaney. Principals: Thomas E. Honn (19%) and brothers James E. (18%) and Allen E. (17%) and twelve others. Honn family owns various real estate interests in California and Arizona. None have other broadcast interests. Filed June 15.

■ San Diego—Christian Communications Network seeks ch. 69; ERP: 4931 kw vis., 986.1 kw aur., HAAT: 1853 ft.; ant. height above ground: 134 ft. Address: P.O. Box 413, San Diego 92112. Estimated construction cost: \$1,217,000; first-quarter operating cost: \$116,250; first-year revenue: \$800,000. Legal counsel: Gammon & Grange. Consulting engineer: Edward K. Tipler. Principal: noncommercial corp.; Gerald G. Barnard is president. He is San Diego pastor. Christian Communications also operates San Diego cablecasting system. Filed June 11.

■ San Diego—Federal Broadcasters Inc. seeks ch. 69; ERP: 3342 kw vis., 334 kw aur., HAAT: 1906 ft.; ant. height above ground: 199 ft. Address: 3128 Natchez Avenue, San Diego 92117. Estimated construction cost: \$2,028,800; first-year operating cost: \$454,000. Legal counsel: Hamel, Park, McCabe & Saunders. Consulting engineer: James M. Harmon. Principals: James M. Harmon, Joseph T. Alvarez III (44% each), Georgiana D. Blatz (10%) and Robert M. Oster (2%). Harmon is president of Imperial Airlines, Carlsbad, Calif. Alvarez trains and breeds thoroughbreds. Blatz is museum adviser. Oster is Santa Ana, Calif., attorney. Filed June 15.

■ San Diego—Intersat Communications Corp. seeks ch. 69; ERP: 1222 kw vis., 122.2 kw aur., HAAT: 1894 ft.; ant. height above ground: 150 ft. Address: 707 Mission Avenue, Oceanside, Calif. 92054. Estimated construction cost: \$280,000; first-quarter operating cost: \$460,250. Legal counsel: Eric L. Bernthal. Consulting engineer: Hamilton Communications Consultants. Principals: Roland A., Walter F. and Ronald L. Ulloa, brothers (one-third each). Roland is former assistant general counsel for Golden West Broadcasters, Los Angeles. Walter is local sales manager at KMX-TV Los Angeles. Ronald is program assistant at ABC-TV Los Angeles. They each own 10% of new TV applicant on ch. 40 at Tucson, Ariz. (BROADCASTING, February 23). Filed June 15.

■ San Diego—LLMR Broadcasting Inc. seeks ch. 69; ERP: 5000 kw vis., 500 kw aur., HAAT: 1906 ft.; ant. height above ground: 190 ft. Address: 3060 Boston Road, Bronx, N.Y. 10469. Estimated construction cost: \$2,197,000; first-quarter operating cost: \$528,000; first-year revenue: \$3,618,000. Legal counsel: Suther-

land, Asbill & Brennan. Consulting engineer: E. Harold Munn. Principals: James B. Llewellyn (40%), Nate Long, T. Conrad Monts, Franklin D. Raines (20% each). Llewellyn is Washington attorney. Monts is real estate developer. Raines is New York investment banker. Long is Los Angeles producer. They have no other broadcast interests. Filed June 15.

■ San Diego—San Diego Family Television Inc. seeks ch. 69; ERP: 2793 kw vis., 279.3 kw aur., HAAT: 1949 ft.; ant. height above ground: 161 ft. Address: 418 Uptain Building, Chattanooga, Tenn. 37411. Estimated construction cost: \$270,000; first-year operating cost: \$210,000. Legal counsel: McCampbell & Young. Consulting engineer: B. Scott Baxter. Principals: Susana T.C. Moore (80%), Danny L. Campbell and wife Julia C. (10% each). Moore is secretary at San Diego State University. Campbell is San Diego developer and operator of retirement homes. They have no other broadcast interests. Filed June 15.

■ *Clays Ferry, Ky.—Kentucky Authority for Educational TV seeks ch. 62; ERP: 537 kw vis., 53.7 kw aur., HAAT: 802 ft.; ant. height above ground: 785 ft. Address: 600 Cooper Drive, Lexington, Ky. 40502. Estimated construction cost: \$757,000; first-year operating cost: \$43,000. Principal: noncommercial corp.; O. Leonard Press is executive director. Robert J. Klien is director/engineering. Kentucky Authority operates 13 educational TV's throughout state. Filed May 12.

■ High Point, N.C.—High Point Community Television Inc. seeks ch. 67; ERP: 4800 kw vis., 480 kw aur., HAAT: 2052 ft.; ant. height above ground: 1247 ft. Address: 7300 Loch Lomond, Bethesda, Md. Estimated construction cost: \$35,000; first-quarter operating cost: \$380,200. Legal counsel: B. T. Wade. Consulting engineer: Robert L. Purcell. Principals: Horace Wade (65%) and HP Community Television Management Stock Fund Inc. (35%). Wade is Washington physician and also applicant for ch. 8 at Knoxville (see below). Filed June 15.

■ High Point, N.C.—Triad Family TV Inc., seeks ch. 67; ERP: 630 kw vis., 63 kw aur., HAAT: 478 ft.; ant. height above ground: 495 ft. Address: 1919 North Centennial, High Point, 27260. Estimated construction cost: \$45,700; first-quarter operating cost: \$81,000; first-year revenue: \$126,700. Legal counsel: McCampbell & Young. Consulting engineer: B. Scott Baxter. Principals: James L. Denny and Clyde A. Parker (36.12% each) and Ronnel S. Parker and Stephen L. Denny (13.88% each). James Denny is associate minister at High Point church. Clyde Parker is senior minister there. Ronnel Parker is developer. Stephen Denny is contractor. They have no other broadcast interests. Filed June 15.

■ Wilmington, N.C.—Cape Fear Television Inc. seeks ch. 29; ERP: 1345 kw vis., 134 kw aur., HAAT: 735.2 ft.; ant. height above ground: 750 ft. Address: P.O. Box 807, 20 South Fifth Avenue, Wilmington 28401. Estimated construction cost: \$655,630; first-year operating cost: \$142,250. Legal counsel: Vorys, Sater, Seymour and Pease. Consulting engineer: John W. Seymour. Principals: L. William Seidman (31.6%), Robin B. Martin (31.6%), Susan P. Cochran (31.6%) and James T. Shrigley (.5%). Seidman is vice chairman of Phelps-Dodge Corp., New York-based mining and manufacturing concern. Martin is vice president and 50% owner of New York mail order service. Seidman owns 14% of WRUN(AM)-WKGW(FM) Utica, N.Y.; 15% of WFGL(AM)-WFMP(FM) Fitchburg, Mass.; 16.4% of Albany TV 23 Inc., permittee of new TV at Albany, N.Y.; 9% of applicant for new TV on ch. 15 at Omaha, Neb.; 18% of applicant for new TV on ch. 16 at Little Rock, Ark.; with wife: 22.5% of KSPN(FM) Aspen, Colo.; Martin owns 20% of WMGW(AM)-WZPR(FM) Meadville, Pa.; 51% of WRUN(AM)-WKGW(FM); 50.2% of WFGL(AM)-WFMP(FM); 9% of new TV applicant for Omaha; 18% of new TV applicant for Little Rock, Ark.; also FCC recently approved sale of WOLF(AM) for \$700,000 (BROADCASTING, June 1) Syracuse, N.Y., in which Martin held 85% interest. Cochran is 21% owner of WRUN(AM)-WKGW(FM) and 15% of WFGL(AM)-WFMP(FM). Shrigley owns 18% of new TV at Little Rock, Ark. Filed June 15.

■ Toledo, Ohio—Channel 36 Inc. seeks ch. 36; ERP: 2056 kw vis., 205 kw aur., HAAT: 1416 ft.; ant. height above ground: 1435 ft. Address: 451 Cambridge, East Grand Rapids, Mich. 49506. Estimated construction cost: \$3,071,000; first-year operating cost: \$165,000; first-year revenue: \$1,000,000. Legal counsel: Midlen & Reddy. Consulting engineer: D. L. Markley & Associates. Principals: Carol J. Carter (49%), Mary Brown, R. Charles McLavy (20% each). Charles Brown and Charlotte A. McLavy (5% each) and Elbert L. Brown

(1%). Carter is University of Massachusetts administrator. Mary Brown is Detroit store manager. McLavy owns 80% of WRBJ(AM) St. Johns, Mich. and 9% owner of applicant for new TV at Kalamazoo, Mich. Charles Brown is vice president, sales, for Detroit metal manufacturer. Charlotte McLavy is Grand Rapids, Mich., media director at advertising agency. Elbert Brown owns 1% of new TV applicant for Murfreesboro, Tenn. Filed June 15.

■ Toledo, Ohio—Toledo Family Television Inc. seeks ch. 36; ERP: 1504 kw vis., 150.4 kw aur., HAAT: 967 ft.; ant. height above ground: 957 ft. Address: 418 Uptain Building, Chattanooga, Tenn. 37411. Estimated construction cost: \$285,300; first-quarter operating cost: \$165,000. Legal counsel: McCampbell & Young. Consulting engineer: B. Scott Baxter. Principals: Darlene W. McCarter (51%) and John McMullan (49%). McCarter is Decatur, Ga., broker. McMullan is Atlanta accountant and real estate investor. They have no other broadcast interests. Filed June 15.

■ Toledo, Ohio—TV USA/Toledo Inc. seeks ch. 36; ERP: 2131 kw vis., 213 kw aur., HAAT: 1425 ft.; ant. height above ground: 1452 ft. Address: 505 Jeffersonville Avenue, Suite 407, Toledo 43604. Estimated construction cost: \$3,855,000; first-quarter operating cost: \$629,000. Legal counsel: Wilner & Scheiner. Consulting engineer: Sillman & Sillman. Principals: Duane Stranahan Jr. (25.5%), brother Stephen (19.5%), father Duane Sr. (24%), Stephen's wife, Ann A. (6%), Lee Hanna (6.25%) and brother Edward B. (3.75%), Billie Sewell (6%), George H. Denison (1.5%) and John E. Upston (1.5%). Stranahan family are Toledo-based investors with interests in real estate, venture capital oil and gas exploration. Sewell is director of Ohio Dept. of Aging. Ed Hanna is former director/producer at WNET-TV New York. Lee Hanna is New York TV management consultant. Dennison is Washington attorney. Upston is president of Caribbean Council, Washington. Lee Hanna is minority principal in new TV applicants for Des Moines, Iowa and Wichita, Kan. Filed June 15.

■ Knoxville, Tenn.—Citizens Community TV Inc. seeks ch. 8; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1720 ft.; ant. height above ground: 1449 ft. Address: 2929 Alcoa Highway, Knoxville 37919. Estimated construction cost: \$3,500,000; first-quarter operating cost: \$1,290,000; first-year revenue: \$4,500,000. Legal counsel: Kirkland & Ellis. Consulting engineer: Pathfinders Ltd. Principals: Thomas L. Moore (57%), George Thompson III (29%) and Ann B. Wilde (14%). Moore is president of Knoxville food service company. Thompson is vice president of United American Bank of Nashville. Wilde is investor. Moore is also LPTV applicant for Knoxville. Others have no other broadcast interests. Filed June 15.

■ Knoxville, Tenn.—Community Broadcasters of Knoxville Inc. seeks ch. 8; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1866 ft.; ant. height above ground: 1747 ft. Address: Route 7, Box 129, Highland View Drive, Seymour, Tenn. 37865. Estimated construction cost: \$2,513,500; first-quarter operating cost: \$241,800; first-year revenue: \$6,758,000. Legal counsel: Midlen & Reddy. Consulting engineer: E. Harold Munn Jr. Associates. Principal: nonstock corp.; Dale A. Richman, president. Stephen F. Smith, vice president. Michael L. Battershell, treasurer. Cheryl A. Richman, secretary. Richman is businessman. Smith is electrical engineer. Battershell is technician for University of Tennessee ed. TV. They have no other broadcast interests. Filed June 12.

■ Knoxville, Tenn.—East Tennessee Broadcasting seeks ch. 8; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1866 ft.; ant. height above ground: 1746 ft. Address: P.O. Box 5066, Knoxville 37918. Estimated construction cost: \$2,600,000; first-quarter operating cost: \$946,000. Legal counsel: O'Melveny & Myers. Consulting engineer: Lohnes and Culver. Principals: Ann B. Furrow, James R. Martin, Cowan Rodgers III, H. Pat Wood (16% each). Walter Hardy, Robert Harvey, Berniece A. Ward, Lee L. Williams (8% each), Herbert H. Howard (4%). Furrow is real estate broker. Martin is plastic manufacturer. Rodgers is auto dealer. Wood is real estate developer. Hardy and Williams are physicians. Harvey and Howard are professors. Ward is former civil servant. No other broadcast interests. Filed June 12.

■ Knoxville, Tenn.—HHS Inc. seeks ch. 8; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1866 ft.; ant. height above ground: 1743 ft. Address: P.O. Box 40, Lake Charles, La. 70601. Estimated construction cost: \$2,213,000; first-quarter operating cost: \$409,500; first-year revenue: \$5,000,000. Legal counsel: Leo I. George. Consulting engineer: Robert L. Purcell. Principal:

Harold H. Stream III (100%), who owns 100% each of KBIU(FM) Lake Charles, KOYL(AM)-KUFO(FM) Odessa, Tex. Filed June 15.

■ Knoxville, Tenn.—Knoxmedia Inc. seeks ch. 8; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1866 ft.; ant. height above ground: 1743 ft. Address: 7300 Loch Lomond, Bethesda, Md. Estimated construction cost: \$207,500; first-quarter operating cost: \$830,400. Legal counsel: B. T. Wade. Consulting engineer: Moffett, Ritch & Larson. Principals: Horace Ward (45%), Michael McKinley, James Clark, Gilbert D. Francis Jr. (15% each); Everett Wallace and Bernadine Layne (5% each). Ward is Washington physician. McKinley is correspondent with Mutual Broadcasting system. Clark owns Knoxville record store. Francis is civil servant with Tennessee Valley Authority. Wallace is deputy assistant secretary in Department of Housing and Urban development. Ward is principal in new TV applicant on ch. 67 at High Point, N.C. (see above) and has filed 26 LPTV applications. Filed June 15.

■ Knoxville, Tenn.—Knoxville Broadcasting Corp. seeks ch. 8; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1866 ft.; ant. height above ground: 1747 ft. Address: Suite 300, 2550 M Street, Washington, D.C. 20036. Estimated construction cost: \$3,014,200; first-quarter operating cost: \$1,196,250; first-year revenue: \$4,850,000. Legal counsel: Nixon, Hargrave, Devans & Doyle. Consulting engineer: Peter V. Gureckis. Principals: J. Hugh Branson (19%) and 9 others at 9% each. Branson is former administrative assistant to Senator Howard Baker (R-Tenn.). Others are Knoxville area businessmen and have no other broadcast interests. Filed Feb. 9.

■ Knoxville, Tenn.—Knoxville Tennessee TV Inc. seeks ch. 8; ERP: 316 kw vis., 36.9 kw aur., HAAT: 1866 ft.; ant. height above ground: 1743 ft. Address: 311 Ridge Road East, Rochester, N.Y. 14621. Estimated construction cost: \$2,500,000; first-quarter operating cost: \$300,000; first-year revenue: \$800,000. Legal counsel: Dow, Lohnes & Albertson. Consulting engineer: John H. Mullaney. Principal: Malcolm I. Glazer (100%), who is Rochester real estate developer and owns KQTV(TV) St. Joseph, Mo.; WTWO-TV Terre Haute, Ind.; WRBL-TV Columbus, Ga.; 80% of new TV applicant on ch. 25 at Orange Park, Fla.; 80% of new TV applicant on ch. 49 at Irving, Tex.; 100% of new TV applicant for Salt Lake City, Utah. Filed June 15.

■ Knoxville, Tenn.—Le Conte Broadcasting Inc. seeks ch. 8; ERP: 177.8 kw vis., 27.78 kw aur., HAAT: 1807 ft.; ant. height above ground: 1555 ft. Address: 504 Fair Street, S.W. Atlanta, Ga. 30313. Estimated construction cost: \$4,181,600; first-year operating cost: \$965,000; revenue: \$2,800,000. Legal counsel: Robert A. Marmet. Consulting engineer: Atlantic Research Corp. Principals: Herman J. Russell, Martin B. Sereteau (45% each) and James W. Coclin (10%). Russell is president of Atlanta construction firm. Sereteau is chairman of Dalton, Ga., carpet manufacturing business. Coclin is Atlanta real estate developer. They own WWLG(TV) Macon, Ga. Filed June 15.

■ Knoxville, Tenn.—Local Service Television Inc. seeks ch. 8; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1856 ft.; ant. height above ground: 1728 ft. Address: Executive Complex Inc., Suite 700, San Diego, Calif. 92101. Estimated construction cost: \$2,918,000; first-quarter operating cost: \$404,000; first-year revenue: \$4,000,000. Legal counsel: Kenkel & Barnard. Consulting engineer: Lawrence Behr Associates. Principal: Charles Woods (100%), who owns 100% of WTVY(TV) Dothan, Ala., and 80% general partner, 100% limited partner of WTVW(TV) Evansville, Ind. Filed June 15.

■ Knoxville, Tenn.—South Central Broadcasting Corp. seeks ch. 8. Address: 1162 Mount Auburn Road. Legal counsel: Wilner & Scheiner. Principals: John D. Englebrecht (74.8%), mother Bettie G. Englebrecht (24.7%) and grandmother Leighman D. Groves (.5%). They also own WIKY-AM-FM Evansville, Ind.; WEZK(FM) Knoxville, Tenn.; WTVK(TV) Knoxville and WZEZ(AM) Nashville. Application seeks a major modification from ch. 26 to ch. 8. Filed June 15.

■ Knoxville, Tenn.—Tennessee Telecorp Inc. seeks ch. 8; ERP: 316 kw vis., 31.6 kw aur., HAAT: 1880 ft.; ant. height above ground: 1747 ft. Address: P.O. Box 10832, Knoxville, 37919. Estimated construction cost: \$2,221,600; first-quarter operating cost: \$462,500. Legal counsel: McCampbell & Young. Consulting engineer: B. Scott Baxter. Principals: Lewis F. Cosby, Donald K. Bagwell, Sue C. Walker, Ralph H. Boston and Earl R. Taylor (20% each). Cosby is accountant. Bagwell is manager of information service, Tennessee

Valley Authority. Walker is private investor. Boston is insurance agent. Taylor is attorney. They have no other broadcast interests. Filed June 15.

■ Maryville-Alcoa, Tenn.—Edward M. Johnson seeks ch. 8; ERP: 21 kw vis., 2.1 kw aur., HAAT: 1644 ft.; ant. height above ground: 295 ft. Address: Suite 702, 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction cost: \$185,500; first-quarter operating cost: \$47,000; first-year revenue: \$125,000. Principal: Edward M. Johnson (100%), who is principal in WCSV(AM) Crossville; WTNR(AM) Kingston; WREA(AM) Dayton; WNPC(AM) Newport, all Tennessee. He is also 50% owner of new FM applicant for Elkins, W. Va. (Broadcasting, June 15); 50% owner of new AM applicant for Lebanon, Tenn. (Broadcasting, June 15) and 100% owner of new FM at Cheyenne, Wyo. and Geneva, Ohio (see above). Filed June 10.

■ Maryville, Tenn.—Tennessee Telecasting seeks ch. 8; ERP: 210 kw vis., 21 kw aur., HAAT: 1296 ft.; ant. height above ground: 1056 ft. Address: 301 McGee Street, Maryville, Tenn. Estimated construction cost: \$2,418,687; first-quarter operating cost: \$507,000; revenue: \$2,365,000. Legal counsel: Fisher, Wayland. Consulting engineer: Ed Lorentz. Principals: Henry Posner Jr. (54%), Albert M. Holtz (30%), Thomas D. Wright (15%) and Fred W. Schwarz (1%). They are also applicants for new TV's at Wichita, Kan.; Akron and Dayton, both Ohio; Portland, Me., and permittee of new TV at Charleston, W. Va. Filed June 15.

FM actions

■ Ruidoso, N.M.—Ruidoso Broadcasting Co. granted 93.5 mhz, 3 kw, HAAT 191 ft. Address: 360 Keyes Dr., Ruidoso 88345. Estimated construction cost \$44,555; first-year operating cost \$70,000; revenue \$75,000. Format: contemporary. Principals: Troyce H. "Bill" Harrell, his wife, Vivian and Douglas A. Stalker Jr. (33.3% each). Harrell is 50% owner of KVOZ(AM)-KOYE(FM) Laredo. He and his wife and Stalker own minority interest in KEPS(AM)-KINL(FM) Eagle Pass, Tex. Action May 28.

■ Belpre, Ohio—Composite Communications Inc. granted 107.1 mhz, 1.81 kw, HAAT: 370 ft. Address: 5891 N. New Jersey Street 46220. Estimated construction cost \$74,212; first-quarter operating cost \$107,490; first-year revenue \$120,000. Format: Pop. Principal: C. Bruce Hubley (20%), Alexander C. Keddie (20%), Gary L. Havens (20%), John W. Patten Jr. (20%), James N. Calhoun (20%). Hubley is president and 100% owner of Pilot Promotions Inc., Indianapolis. Keddie is chief engineer of WIRE(AM) and WXTZ(FM), Indianapolis. Havens is employed by WIRE(AM). In addition, both Keddie and Havens have a 1/6 ownership in Musicworks Inc., Indianapolis, a syndicated programing firm. Patten is account executive, WIRE(AM) and Calhoun is former chairman of the board and 12.5% owner of Indianapolis Broadcasting Inc., licensee of WIFE(AM) Indianapolis. Action May 21.

Ownership Changes

Applications

■ KIBS(AM) Bishop, Calif. (AM: 1230 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Bishop Broadcasting Corp. from Frank Oxarart (52% before; none after) to John W. Young (48% before; 100% after) consideration: \$104,000. Principals: Seller is majority principal of station and seeks to relinquish control. Buyer is general manager of KIBS and 20% owner of KSBQ(AM) Santa Maria, Calif. Filed June 15.

■ KESE(AM) Monterey, Calif. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Century Broadcasting Co. to Radio Monterey Inc. for \$650,000. Seller: Seller is owned by Greentree Group, which is principally owned by Charles D. Powers. Greentree group includes: KVEC(AM) San Luis Obispo, Calif.; KTLG(AM) Twin Falls, Idaho, and WHPI(AM) Herrin, Ill. FCC recently granted approval for it to sell KEXO(AM) Grand Junction, Colo. for \$1,518,000 (BROADCASTING, June 15). Buyer: Carolyn Wagenvoort family (85%) and Kenneth C. Jones (15%). Jones is Concord, Calif., media buyer. Wagenvoorts own Honolulu advertising agency, and have no other broadcast interests. Filed June 15.

■ KRAI-AM-FM Craig, Colo. (AM: 550 khz, 5 kw-D, 500 w-N; FM: 93.7 mhz, 100 kw, ant. 980 ft.)—Seeks transfer of control of Northwestern Colorado Broadcast-

ing Co. from George O. Cory (100% before; none after) to Alf Landon Station Group (none before; 100% after) consideration: \$1,212,600 (BROADCASTING, June 22). Principals: Seller is owned by George O. Cory and son, Larry Cory, who have no other broadcast interests. Buyer is owned by Alfred M. Landon, Republican candidate for President in 1936; wife, Theo; children John C.; U.S. Senator Nancy Landon Kassebaum (R-Kan.), and Margaret Landon Mills. They own KIXX(AM)-KGTI(FM) Fort Collins, Colo.; KEDD(AM) Dodge City, KSCB(AM)-KEZS(FM) Liberal and WREN(AM) Topeka, all Kansas. Filed June 12.

■ KFKA(AM)-KFKZ(FM) Greeley, Colo. (AM: 1310 khz, 5 kw-D, 1 kw-N; FM: 96.1 mhz, 100 kw, ant. 660 ft.)—Seeks assignment of license from R G Inc. to Greeley Broadcast Associates for \$1,840,000 (BROADCASTING, Sept. 22, 1980). Seller is owned by Harris Enterprises (60%), Garden City, Kan.-based group owner and newspaper publisher owned by John P. Harris and family; and by Joseph J. Tennessen (15%), and former FCC Commissioner Robert Wells and Peter Macdonald (12.5% each). Harris Enterprises also owns WJOL(AM)-WLLI-FM Joliet, Ill.; KIUL(AM) Garden City and KTOP(AM)-KDVV(FM) Topeka, both Kansas; KOZA(AM) Odessa and KSEL-AM-FM Lubbock, both Texas, and 30% of KBUR(AM)-KGRS(FM) Burlington, Iowa. Buyer is owned by Bob Treadway, Colorado Springs broadcasting consultant with no other broadcast interests. Filed June 9.

■ WROD(AM) Daytona Beach, Fla. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Elyria-Lorain Broadcasting Co. to First Daytona Investment Corp. for \$700,000 (BROADCASTING, June 22). Seller is closely held Elyria, Ohio-based publisher of Elyria *Chronicle Telegram* and Lorain *Journal* and group owner of three AM's and one FM that has bought, subject to FCC approval, WELE(FM) Deland, Fla., for \$1.85 million (BROADCASTING, March 9). Otto B. Schoepfle is president. Buyer is principally owned by Frank D. Ward who has sold, subject to FCC approval, WXYR(FM) Columbia, S.C., for \$950,000 (BROADCASTING, May 18). Filed June 15.

■ WOKA-AM-FM Douglas, Ga. (AM: 1310 khz, 1 kw-D; FM: 106.7 mhz, 34 kw, ant. 175 ft.)—Seeks transfer of control of Coffee County Broadcasters from Lauren N. Nobles (22.5% before; none after) to E. F. Mitchell Jr. (32.5% before; 55% after) consideration: \$46,000. Principals: Buyer is currently 32.5% owner of station and after purchase of Nobles' 90 shares will own 55% of WOKA-AM-FM. None have other broadcast interests. Filed May 27.

■ WZOE-AM-FM Princeton, Ill. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 98.3 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of WZOE Inc. from George Allen and Harry Snyder (75% before; none after) to Stephen W. Samet (25% before; 100% after) consideration: \$178,000. Principals: Seller is owned by Allen (45%) and Snyder (30%). Buyer is currently 25% owner of WZOE-AM-FM and general manager, and has no other broadcast interests. Filed June 1.

■ WXVW(AM) Jeffersonville, Ind. (AM: 1450 khz, 1 kw-D, 250-W)—Seeks assignment of license from Henson Broadcasting to Sunny Side Communications Inc. for \$600,000 (BROADCASTING, April 6). Seller: Clarence E. Henson and family who own WLRS(FM) Louisville, Ky., and KISO(AM)-KLOZ(FM) El Paso, Tex. He sold, subject to FCC approval, WORX-AM-FM Madison, Ind., for \$700,000 (BROADCASTING, April 6) and bought, subject to FCC approval, WAVE(AM) Louisville, Ky. for \$2.75 million. Buyer: Charles J. Jenkins Jr. (president) and nine others. Jenkins is general manager at station. Others are local businessmen who have no other broadcast interests. Filed June 8.

■ WRDC(AM)-WQAZ(FM) Cleveland, Miss. (AM: 1410 khz, 1 kw-D; FM: 92.7 mhz, 3 kw, ant. 242 ft.)—Seeks assignment of license from Delta Radio Inc. to DRI Inc. for \$310,000. Seller: Ira T. Crosby (31.6%), W. Calvin Hamilton (31.6%), Robert M. Williamson (21%) and J. E. Wolfe (15.8%), who have no other broadcast interests. Buyer: Gayle R. Dvorak, Harold C. Lardinois, Lawrence J. Baravetti, William F. O'Donnell, Leo C. Talski (20% each). Dvorak is Milwaukee accountant. Lardinois owns Brookfield, Wis., motel. Others are Milwaukee county civil servants. They have no other broadcast interests. Filed June 10.

■ WYAZ(AM)-WJNS(FM) Yazoo City, Miss. (AM: 1530 khz, 250 w-D)—Seeks transfer of control of Gateway Broadcasting Inc. from Joel Netherland and Kenneth Helton (100% before; none after) to James

Baker (none before; 100% after) consideration: \$75,000. Principals: Joel Netherland (57.1%) and Kenneth W. Helton (42.9%), who have no other broadcast interests. Buyer is noncommercial corp.; James Baker is president. He is Chicago evangelist and has no other broadcast interests. Filed June 3.

■ **KJAS(AM)** Jackson and **KJAO-FM** Gordonville, Mo. (AM: 1170 khz, 250 w-D; FM: 99.3 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Rainbow Broadcasting Inc. to Cape Girardeau County Communications for \$639,500 (BROADCASTING, June 15). Seller: Vernon Werner and John Ellis Sr., who have no other broadcast interests. Buyer: Alfred C. Sikes, who owns 18% of **KLGT(AM)** Breckenridge, Colo., and 13% of **KRMS(AM)-KYLC(FM)** Osage Beach, Mo. Filed June 12.

■ **WEMD-AM-FM** Easton, Md. (AM: 1460 khz, 1 kw-D, 500 w-N; FM: 96.7 mhz, 3 kw, ant. 245 ft.)—Seeks assignment of license from Easton Broadcasting Co. to Clark Enterprises Inc. for \$512,500 (BROADCASTING, June 22). Seller: Richard Cobb and mother, Mary Cobb Russo (50% each), who have no other broadcast interests. Buyer: A. James Clark, who is with George Hyman Construction Company, Washington, D.C., and has no other broadcast interests. Filed June 5.

■ **WMTE(AM)-WRRK(FM)** Manistee, Mich. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw, ant. 155 ft.)—Seeks assignment of license from Manistee Radio Corp. to Manistee Broadcasting Co. for \$950,000 (BROADCASTING, May 25). Seller: Charles E. Hedstrom (100%), who has no other broadcast interests. Buyer: The Q Radio Group Inc. (80.5%), David C. Schaberg, Thomas J. Papiernik Jr. and Thomas E. Dew (6.5% each). The Q Radio Group is owned by Thomas J. Papiernik Sr. and Patricia L. Wong (50% each). Papierniks are Lansing, Mich. grocers. Wong owns Ann Arbor restaurant. Schaberg is Lansing broadcast consultant. Dew is Ann Arbor attorney. Schaberg and younger Papiernik jointly own 5.17% of **WQXO(AM)** Munising, Mich. Filed June 3.

■ **WPHM(AM)** Port Huron, Mich. (AM: 1380 khz, 5 kw-U)—Seeks transfer of control of Enterform Inc. from majority stockholders (51.05% before; none after) to minority stockholders (49.5% before; 100% after) consideration \$228,650. Principals: Seller is owned by Elliott H. Phillips (4.21%), Robert J. Vlasic (34.21%) and Stanley H. Brauns (12.63%), who are relinquishing their interest in station. Buyer is owned by Richard Turner (24.7%) and Eugene E. Umlor (75.3%), who currently are minority stockholders and have no other broadcast interests. Filed June 3.

■ **KMZK(FM)** Belgrade, Mont. (FM: 96.7 mhz, 2.9 kw, ant. 195 ft.)—Seeks assignment of license from Christian Enterprises Inc. to CD Broadcasting Inc. for \$420,000. Seller: Group of 5 AM's and 3 FM's; Harold Erickson is president. It is licensee of **KURL(AM)-KKOZ(FM)** Billings; **KGLE(AM)-KIVE(FM)** Glendive; **KGWV(AM)-KMZK(FM)** Belgrade; **KARK(AM)** Great Falls; **KALS(AM)** Kalispell, all Mont. Buyer: Chad A. Parrish and Daniel H. Walker (50% each). Parrish is Bellevue, Wash., producer of audio visual presentations and radio commercials. Walker is marketing manager for Seattle interior furnishing business. They have no other broadcast interests. Filed June 8.

■ **KRBN(AM)** Red Lodge, Mont. (AM: 1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Red Lodge Broadcasting Inc. to Rockefeller Broadcasting Inc. for \$115,000. Seller: Robert and Roy Peck, who own several newspapers throughout Wyoming including *The Riverton Ranger*. Buyer: Clifford Sherwood and wife, Ruby J. (25% each) and Lyle H. Rockefeller and wife, Kathleen A. (25% each). Clifford Sherwood is Colorado Springs physician. Lyle Rockefeller is news director at **KRDO(AM)** Colorado Springs. Kathleen Rockefeller is civil servant. Filed May 29.

■ **KLOR-FM** Ponca City, Okla. (FM: 99.3 mhz, 3 kw, ant. 145 ft.)—Seeks assignment of license from Indian Nation Broadcasters Inc. to Pioneer Communications Inc. for settlement. Seller: Don M. Kelly, president and 100% owner of Indian Nation Broadcasters required by divorce decree to divide property with former wife, Mary J. Kelly, 100% owner of Pioneer Communications. Property settlement provided that Mary J. Kelly would receive assets and license of **KLOR-FM** with FCC approval. Don Kelly owns **KUSH(AM)** Cushing and **KLTR(AM)** Blackwell, both Oklahoma. Mary Kelly has no other broadcast interests. Filed May 28.

■ **WCNR(AM)** Bloomsburg, Pa. (AM: 930 khz, 1 kw-D)—Seeks transfer of control of Columbia Montour

Broadcasting Inc. from Estate of C.E. Darlington (100% before; none after) to Janice L. Darlington and others (none before; 100% after) consideration: settlement. Principals: Transferor is owned by Janice L. Darlington (100%), who has no other broadcast interests. Transferee is owned by Janice L. Darlington (54%), son Joseph L. (24%), daughter Sara D. Hughes (10%), daughter-in-law Sandra R. Darlington and son-in-law William B. Hughes (6% each). Janice L. Darlington has been 100% owner as administratrix since April, 1980. Transfer of station seeks to perfect settlement of estate of late C.E. Darlington. Filed June 4.

■ **KRIO(AM)** McAllen, Tex. (AM: 910 khz, 5 kw-U)—Seeks assignment of license from El Rio Broadcasting to Tippie Communications of Texas Inc. for \$1,000,000. Seller: Charles M. Trub (32%), C.H. Britton Jr., W.T. Bradshaw Jr., H.H. Houseman Jr. (17% each), M.F. Frost, R.E. Friedrichs and Robert Rome (5.6% each) who own **KRIX(FM)** Brownsville, Tex. Buyer: Henry B. Tippie (95%) and Bill R. McRae (5%). Tippie is president and owner of **KVLY(FM)** Edinburg, Tex. McRae is former president and 13% owner of **WYCH(AM)-WMOH(FM)** Hamilton, Ohio, and currently general manager at **KVLY**. Filed May 29.

■ **KZUN-AM-FM** Opportunity, Wash. (AM: 630 khz, 1 kw-D; FM: 96.1 mhz, 56 kw, 2380 ft.)—Seeks transfer of control of KZUN Inc. from Estate of Robert L. Swartz (100% before; none after) to Alpha Radio Inc. (none before; 100% after) consideration: \$1,250,000. Principal: Bonnie Swartz, personal representative of late Robert Swartz (100%) who has no other broadcast interests. Buyer is owned by Donald G. Munson (53%), Scott V. Christenson (35%), Anthony D. Muscolo (10%) and Dominica A. DiMaria (2%). Munson owns 98% of **KIEE(FM)** Harrisonville, Mo. Christenson is Minneapolis broadcast consultant. Muscolo is Hollywood music promoter. Di Maria is employed by San Antonio apartment management firm. Others have no broadcast interests. Filed June 11.

Actions

■ **KEVT(AM)** Tucson, Ariz. (AM: 690 khz, 250 w-D)—Granted assignment of license from Tucson Radio Inc. to Abundant Life Ministries for \$1,007,524. Seller: Alvin L. Korngold (100%), who also owns **KWFM(FM)** Tucson, which FCC also granted approval to sell Pima Radio Inc. (see below), and 60.2% of **KLAV(AM)** Las Vegas, and has bought **KOBV(AM)** Reno, Nev. (granted 7/27/79), which has not yet been consummated. Buyer: Grace Broadcasting Systems Inc. (general partner): Daniel G. Carless Sr. and Joseph H. Dial (limited partners). Carless is Tucson-based real estate broker. Dial is Tucson investor. They have no other broadcast interests. Action June 15.

■ **KWFM(FM)** Tucson, Ariz. (FM: 92.9 mhz, 28 kw, ant. 55 ft.)—Sold by Alvin Korngold to Pima Radio Inc. for \$2,175,000. million. Korngold also owns **KLAV(AM)** Las Vegas. Buyer is owned by Dudley A. White and family, owners of Sandusky Ohio Newspapers, chain of dailies in Ohio, Michigan and Tennessee. They also own **KBPI-FM** Denver; **KDJQ(AM)-KDKB-FM** Mesa-Phoenix, Ariz., and **KZAM-AM-FM** Seattle. White individually owns **KSly(AM)-KUNA(FM)** San Luis Obispo, Calif. Action June 16.

■ **KAWL-AM-FM** York, Neb. (AM: 1370 khz, 500 w-D; FM: 104.9 mhz, 2.75 kw, ant. 310 ft.)—Granted transfer of control of Prairie States Broadcasting Inc. from Melville L. Gleason and others (100% before; none after) to Robin and Marcia Robson; consideration: \$475,000. Principals: Sellers are Melville L. Gleason, his wife, E. Louise, and son, E. John, who together own 62.8% of **KAWL**. They have no other broadcast interests. Buyer is owned by Marcia Robson (51.1%) and her husband, Robin (11.7%). Robin is York, Neb., insurance agent. Marcia is housewife. They have no other broadcast interests. Action June 5.

■ **KATI(AM)-KAWY(FM)** Casper, Wyo. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 94.5 mhz, 65 kw, ant. 1,908 ft.)—Granted transfer of control of Modcom Corp. from Patrick H. Meenan (100% before; none after) to Casper Broadcasting Co. (none before; 100% after) consideration: 1,550,000. Principals: Seller is owned by Patrick H. Meenan and family, who have no other broadcast interests. Buyer is joint venture owned by Hawkeye Broadcasting Inc. (49%) and Salina Broadcasting Inc. (51%). Hawkeye Broadcasting is owned by James Stuart (98.48%) and Helen Stuart (1.52%). It owns **KOEL-AM-FM** Oelwein, Iowa. Salina Broadcasting is owned by James Stuart children (51%) and

grandchildren (49%). They are Lincoln, Neb.-based group owners of five AM's and five FM's. Action June 4.

Facilities Changes

AM applications

■ **WVOK(AM)** Birmingham, Ala.—Seeks CP to change hours of operation to U by adding N service with 10 kw; install DA-N; change city of license from Birmingham to Midfield; TL: Patton Road 2 miles south of Warrior Road (N site; two site operation); change SL to 561 Bessemer Highway, Midfield; and make changes in ant. sys. Ann. June 17.

■ **KBWA(AM)** Williams, Ariz.—Seeks CP to change frequency from 1240 khz to 1180 khz and increase day power to 10 kw. Ann. June 15.

■ **WPIP(AM)** Pompano Beach, Fla.—Seeks CP to change from DA-2 to DA-D. Ann. June 17.

■ **WADX(AM)** Trenton, Ga.—Seeks modification of CP to change TL to Highway 143 0.8 miles E. of Highway 11, near Trenton; change type trans. and change from DA to non-DA. Ann. June 15.

■ **KAYT(AM)** Rupert, Idaho—Seeks CP to increase power from 1 to 25 kw and specify TL: 0.5 miles E. of Rupert on State Highway 25, Rupert, Idaho. Ann. June 17.

■ **WQMR(AM)** Skowhegan, Me.—Seeks CP to change hours of operation to U by adding N service with 1 kw; increase D power to 10 kw; change freq. from 1150 khz to 1160 khz, and makes changes in ant. sys. Ann. June 17.

■ **WIZO(AM)** Franklin, Tenn.—Seeks CP to change hours of operation to U by adding N service with 5 kw; install DA-N; add TL to Harpeth River 1.3 miles N. of city square, Franklin; (night site; two site operation), and make changes in ant. sys. Ann. June 17.

■ **WECO(AM)** Wartburg, Tenn.—Seeks CP to increase power to 5 kw. Ann. June 17.

FM applications

■ **KUUL(FM)** Madera, Calif.—Seeks CP to change TL to Road 30-1/2, Madera, Calif.; change type trans.; change type ant (H&V); increase HAAT: 300 ft. (H&V) and change TPO. Ann. June 15.

■ **KCPB(FM)** Thousand Oaks, Calif.—Seeks CP to change TL to Gilbralter Road, 0.8 miles N.E. of Mt. Calvary Monastery, Santa Barbara, Calif., specify SL: to be determined; increase ERP: 10.0 kw; decrease HAAT: 959 ft. and make changes in ant. sys. Ann. June 15.

■ **WBGO(FM)** Newark, N.J.—Seeks CP to make changes in ant. sys.; change TL to 744 Building, Broad Street, Newark, N.J.; change type trans.; change type ant.; decrease ERP: 4.5 kw (H&V); increase HAAT: 434.1 ft. and change TPO. Ann. June 17.

■ ***WWHS-FM** Hampden-Sydney, Va.—Seeks CP to change frequency to 92.1 mhz.; change ERP: .00416 kw (H&V) and make changes in stereo generator and modulation meters. Ann. June 15.

TV applications

■ **WHCT-TV** Hartford, Conn.—Seeks MP to change ERP to vis. 5000 kw, aur. 500 kw; change TL to 2 miles S.W. of interchange No. 10 on Conn. Highway 9; change trans.; HAAT: 1214.9 ft. (contingent on grant of BALCT 800425KH). Ann. June 17.

■ **WVEU(TV)** Atlanta, Ga.—Seeks request for authority to operate trans. by RC from SL at building A, 2700 N.E. Expressway, Atlanta. Ann. June 15.

■ **KIKU-TV** Honolulu—Seeks CP to change ERP to 316 kw vis., 63.1 kw aur., change TL to Tapa Tower, 2005 Kalua Road, Honolulu; change trans.; HAAT: 22 ft. Ann. June 15.

■ **WHBF-TV** Rock Island, Ill.—Seeks MP to change ERP to 100 kw vis., 10 kw aur.; change TL to 5 miles E. of Davenport (same site description) and make changes to ant. sys. (applicant contemplates shared use of the proposed structure with WOC-TV). Ann. June 15.

■ **WTVW(TV)** Evansville, Ind.—Seeks CP to change ERP to 316 kw vis., 63.2 kw aur.; and add circular polarization. Ann. June 15.

■ ***WIPB(TV)** Muncie, Ind.—Seeks CP to install aux. ant. at 820 E. 29th Street, Muncie. Ann. June 17.

■ **WOC-TV** Davenport, Iowa—Seeks CP to change

ERP to 100 kw vis., 10 kw aur.; TL to 5 miles E. of Davenport (same site description) and make changes to ant. sys. (applicant contemplates shared use of proposed structure with WHBF-TV). Ann. June 15.

■ KCMO-TV Sioux City, Iowa.—Seeks request for authority to operate trans. by RC from SL at 4500 Johnson Drive, Fairway, Kan. Ann. June 15.

■ *WKAR-TV East Lansing, Mich.—Seeks request for authority to operate trans. by RC from SL at 84 Wilson Road, Michigan State Univ., East Lansing. Ann. June 15.

■ KECI-TV Missoula, Mont.—Seeks request for authority to operate trans. by RC from SL at 340 West Main Street, Missoula. Ann. June 15.

■ WKFT(TV) Fayetteville, N.C.—Seeks request for authority to operate trans. by RC from SL at 230 Donaldson Street, Fayetteville. Ann. June 15.

■ WNCT-TV Greenville, N.C.—Seeks request for authority to operate trans. by RC from SL at 3221 Evans Street, Greenville. Ann. June 15.

■ WJTM-TV Winston-Salem, N.C.—Seeks request for authority to operate trans. by RC from SL at 3500 Myer Lee Drive, Winston-Salem. Ann. June 15.

■ WZTV(TV) Nashville, Tenn.—Seeks CP to change ERP to 224 kw vis., 22.4 kw aur.; change ant. location and make other changes to ant. sys. Ann. June 15.

■ WSET-TV Lynchburg, Va.—Seeks MP (BPCT-5001) to change ERP to 302 kw vis., 45.3 kw aur.; change trans.; change ant.; and make changes to ant. sys. Ann. June 15.

■ KSTW(TV) Tacoma, Wash.—Seeks CP to utilize former main ant. as an aux. (for aux. purposes only). Ann. June 19.

In Contest

FCC decisions

■ FCC issued tax certificate in connection with sale of WKTQ(AM) Pittsburgh, Pa. On March 30, Broadcast Bureau authorized voluntary assignment of station's license from Nationwide Communications Inc. to BENI Broadcasting of Pittsburgh Inc., a wholly owned subsidiary of Broadcast Enterprises National Inc. which is controlled by Ragan Henry. 93% of parent company's shareholders are black. Total consideration for sale was \$1,500,000 plus \$50,000 covenant not to compete. FCC noted that sale was necessary to carry out its policy to foster minority ownership of broadcast facilities. Action June 16.

■ FCC granted unrelated requests of Storer Broadcasting Co. and Major Market Media Inc., for tax certificates for voluntary assignment of licenses for their AM stations KTNQ Los Angeles, Calif., and WMJK, Kissimmee, Fla., respectively, to K-Love Radio Broadcasting, Inc., and Central Florida Spanish Broadcasting, Inc., respectively. Both K-Love Radio and Central Florida Spanish Broadcasting are minority controlled with Hispanics holding 100% interest in K-Love Radio and 95% interest in Central Florida Spanish Broadcasting. By delegated authority, commission's Broadcast Bureau granted Storer's assignment application in July 1979, and Major Market's application in Sept. 1980. Action June 16.

■ Commission has designated for hearing mutually exclusive applications of Cleveland Public Library and

Cleveland Public Radio to operate noncommercial FM on 90.3 mhz at Cleveland, Ohio. FCC ordered comparative hearing be set after receiving renewal and assignment application from the Cleveland Board of Education, licensee of noncommercial station WBOE-FM, Cleveland, requesting license be assigned to the Cleveland Public Library and an application by Cleveland Public Radio to construct new station to operate on same frequency. In 1978, the Cleveland Board of Education, unable to continue funding operation of WBOE, allowed station to go off-the-air. Since Board has not been operating station since that time, and since it filed assignment application prior to CP application, FCC said it was more appropriate to consider Library's application. In addition to setting comparative hearing, FCC considered petition by Library which contended Public Radio's application was substantially incomplete. Library said competing application failed to meet financial, ascertainment and engineering requirements in its proposal. Except on financial issue, FCC rejected Library's arguments and denied its petition. Action June 16.

■ FCC granted authority to Miami Valley Broadcasting Corp. to increase transmitting power of WIOD(AM) Miami, Fla., in order to overcome interference from Cuban stations operating outside of North American Regional Broadcasting Agreement. Station's request was granted after field tests determined that two Cuban stations found to be operating on 610 and 600 khz, and not in compliance with NAR-BA, were cause of WIOD's interference. WIOD operates on 610 khz. FCC gave station permission to increase its power from 5 to 10 kilowatts for both D and N operation, and to make changes in its directional antenna patterns. Increase in power will not cause prohibited interference to any domestic or properly coordinated foreign station. Grant was conditioned upon outcome of second Regional Administrative MF (medium frequency) Broadcasting Conference (Region 2) or normalization of U.S.-Cuban relations. Action June 16.

Allocations

■ Eureka Springs, Ark.—In response to petition by Beverley Ann and Tom S. Butler proposed assigning 100.9 mhz to Eureka Springs as its first FM assignment, comments due Aug. 7, replies Aug. 27 (BC Doc. 81-373). Action June 2.

■ Hampton, Ark.—Assigned 107.1 mhz to Hampton as its first FM assignment, effective Aug. 7 (BC Doc. 80-516). Action June 2.

■ McNary and Whiteriver, Ariz.—Reassigned 88.1 mhz from McNary to Whiteriver as its first FM assignment, effective Aug. 7 (BC Doc. 81-31). Action June 2.

■ Emporia, Kan.—In response to petition by G and S Enterprises proposed assigning 101.7 mhz to Emporia as its second FM assignment, comments due Aug. 7, replies Aug. 27 (BC Doc. 81-374). Action June 2.

■ Owingsville, Ky.—Assigned 107.1 mhz to Owingsville as its first FM assignment, effective Aug. 7 (BC Doc. 80-528). Action June 2.

■ Madison, Minn.—In response to petition by Maynard R. Meyer proposed assigning 92.1 mhz to Madison as its first FM assignment, comments due Aug. 10, replies Aug. 28 (BC Doc. 81-372). Action

June 2.

■ Olivia, Minn.—Assigned 101.7 mhz to Olivia as its first FM assignment, effective Aug. 7 (BC Doc. 80-513). Action June 2.

■ Wilson and Grifton, N.C.—Assigned 99.3 mhz to Grifton as its first FM assignment, effective July 27 (BC Doc. 80-237). Action May 26.

■ Orchard, Neb.—Assigned 105.3 mhz to Orchard as its first FM assignment, effective Aug. 3 (BC Doc. 80-239). Action May 26.

■ Hilton Head Island, S.C.—Assigned 105.5 mhz to Hilton Head Island as its second FM assignment, effective Aug. 7 (BC Doc. 80-609). Action June 2.

■ Rhinelander, Tomahawk, Washburn, and Wasau, all Wisconsin—substituted 100.3 mhz for 107.9 mhz at Rhinelander; substituted 92.7 mhz for 100.1 mhz at Tomahawk; and reassigned ch. 300 from Rhinelander to Wausau, effective Aug. 7; and ordered that WRHN(FM) Rhinelander, may continue to operate on ch. 300 until Dec. 1, 1982, the expiration date of its current license term, or it may accept modification of its license to specify operation on ch. 262 before that date (BC Doc. 78-92). Action June 2.

Call Letters

Applications

Call	Sought by
New FM's	
KJON	Booneville Broadcasting Co. Booneville, Ark.
WFEX	Feliciana Broadcasting Inc., Clinton, La.
WOCQ	Musicradio of Maryland Inc., Berlin, Md.
WOBQ	WCNE Educational Community Radio Inc., Batavia, Ohio.
WDPN	Midcom Corp., Columbia, S.C.
KTRS	Wyomedia, Casper, Wyo.
Existing AM's	
KXTC	KAIN Nampa, Idaho
WMBL	WFTH Morehead City, N.C.
WJAS	WKTQ Pittsburgh, Pa.
WGCA	WQSN Charleston, S.C.
WODQ	WLSN Lebanon, Tenn.
Existing FM's	
KPKE	KHOW-FM Denver
WYKS	WGVL Gainesville, Fla.
WQCK	WFDR-FM Manchester, Ga.
KQZQ	KAIN-FM Caldwell, Idaho
WMJX	WBZ-FM Boston
WXLY	WJFR Jackson, Miss.
WRRB	WONO Syracuse, N.Y.
KJOJ	KMCV Conroe, Tex.

Grants

Call	Assigned to
New AM's	
WNFR	North Fulton Broadcasting Inc., Alpharetta, Ga.
WRJQ	Jeff Smith, Clintonville, Wis.
New FM's	
KCRT-FM	Colorado Broadcasting Corp., Trinidad, Colo.
KVMX	MicroMedia, Eastland, Tex.
KTRM	Read Broadcasting, Ephrata, Wash.
WPMW	Slab Fork Broadcasting Co., Mullens, W. Va.
WBWA	Silver Birch Broadcasting Co., Washburn, Wis.
New TV's	
KTMX-TV	La Unidad Broadcasting Corp., Denver
WFTS	Family Television Corp., Tampa, Fla.
WNHT	NH Channel 21 Inc., Concord, N.H.
KUAA	Frontier Media Inc., Spokane, Wash.
Existing AM's	
KKOW	KOAM Pittsburg, Kan.
WAMO	WYJX Pittsburgh, Pa.
WGKV	WKLC St. Albans, W. Va.
Existing FM's	
KOSI	KOSI-FM Aurora, Colo.
WAMO-FM	WAMO Pittsburgh, Pa.
KURO	KIJV-FM Huron, S.D.
Existing TV	
KTUV-TV	KENI-TV Anchorage, Alaska

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	1,888

*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

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.

Sales Manager with successful personal sales record in local sales. Must have ability to train and motivate others by example. 5 KW Modern Country, in Twin Falls, Idaho. Excellent 4-season climate. 90 miles from Sun Valley. EOE/MF Resume to Charlie Powers, Greentree Group, Box 68, Moraga, CA. 94556, or 415-376-0397 between 9 am and 5 pm PDT.

Sales Manager with successful personal sales record in local sales. Must have ability to train and motivate others by example. 5KW modern Country in Twin Falls, Id. Excellent four season climate. 90 Miles from Sun Valley. EOE/MF Resume to Charlie Powers, Greentree Group, Box 68, Moraga, Cal. 94556; or call 415-376-0397 bet. 9 am-5pm PDT.

Outstanding Suburban New England 5KW wants sales manager. Offering good S. management, benefits lovely living & much more. Box F-218.

General Manager for Religious Format Station in medium market southeastern city. Must be able to carry commercial list. Excellent compensation for right person. Box F-230.

Sales Manager Group owned inspirational Religious AM in Detroit. Fantastic opportunity to grow with the nation's largest diversified communications company. Must be enthusiastic, a strong leader that has a great track record, and can build a winning retail sales team. Contact Jack Myczka, Vice President WLQV, Detroit. 313-967-1515.

Southern New Mexico's leading radio stations are seeking an operations manager. Need experience in scheduling, promotion production and organization. Should have good voice with production/airwork skills. Country music background helpful. Good facilities, benefits. Send tapes and resume to KGRT/KGRD PO. Box 968, Las Cruces, NM 88004 505-524-8588.

We have built completely new studios for our small Alabama station. Now we need a take-charge radio professional to run our station. Your duties would entail sales, air work, and management. If you can do it all and want small town living near larger markets, send resume and salary history to Julius Talton, PO. Box 1055, Selma, AL 36701. We offer growth to the right person. E.O.E.

Central Pennsylvania Need experienced sales manager to become general manager. 2 Station market. Must be sales and money motivated. Great facility and employees. Box F-240.

Strong Selling Station Manager for group owned station in the Northeast. Must have strong sales background and knowledge of station operation. Excellent, challenging opportunity. E.O.E. Box F-243.

Religious Station Manager for upcoming acquisition by American Bible Radio Stations group. Powerful low frequency clear channel facility licensed to a major midwestern market and serving a vast farm and rural area. FCC purchase approval expected in September. Now accepting mail applications from qualified and experienced persons. Excellent base salary plus bonus incentives. Send complete resume to Box 3368, Sunriver, Oregon 97702.

General Sales Manager is needed immediately for WLSQ/WREZ, Montgomery, AL. Good ratings. Need a high energy and enthusiastic personality, RAB training, and 5 years broadcast experience. Send resume to Cleve Brien, WLSQ/WREZ, P.O. Box 5000, Montgomery, AL 36192.

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.

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.

Boston area all-news WGTR offers prime list and lucrative draw/commission to experienced sales person. Call Peter Kern 617-655-2500.

Experienced small market AE's with street/agency savvy—move up to this midwest metro. Ability to earn upward of \$25,000 with this market's hottest format. Send resume and track record, in confidence, to Box F-204.

Radio Sales for major market with track record. Managing now or capable. Top opportunity, unique situation. Base plus, Box F-191.

Broadcast Salesmen. We are a hard working, innovative audio production company with a bright future. We are looking for a few good people to grow with us. Unlimited income, incentives. Send your credentials to Box F-189.

Move Up to expanding group that rewards efforts, offers challenges, provides top benefits, promotes internally, greatest location. Resume in confidence. Box F-169.

Opening for Sales Manager for growing FM Station in Northern Virginia. Two years experience in local and agency accounts. If you are looking for a permanent position with a future, send resume to K.E. Angstadt, WQRA, PO. Box 1157, Warrenton, VA 22186. No phone calls. EOE.

WRCN AM/FM Long Island seeks experienced salesperson. Send resume to WRCN Radio, Box 666, Riverhead, NY 11901 EEO.

Partners In Profit—Work with sole owner directly. Single Station—City of License which is 10,000 plus. Believe it or not—50% commission if you can sell it, write it, produce it, and collect it. Small to medium profitable Florida market. Call Bob direct at 1-813-453-7129 evenings or at the radio station 453-3130 ... Selling is Believing.

\$25,000 Plus Major Radio station in a spectacular Southeast resort area seeking proven broadcast salesperson. Extra benefits to the right person. Management potential in this growing Group. Box F-53.

Sales Manager position becoming available for small but uniquely successful midwest station. Current commissions at 40K, with the potential for more. If you are a creative self-starter capable of gracefully directing the activities of others, and you can really sell on the street, then you may be the person we need. If an eventual move up to the responsibilities of General Manager scares you then this is NOT the job for you. Interested? Reply Box F-221.

Washington, D.C. radio station seeking two hard-working ambitious sales reps for immediate opportunities. Adult format. Experience and references necessary. Send Resume to: Box F-223.

Coastal Florida—Established list-up to 15M for openers 100,000 Watt Contemporary. Box F-235.

\$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.

Local Sales Manager for established New England 5000 AM. Experienced, aggressive, successful street sales. Small/Medium market, New England type preferred. Box F-245.

Growing Cleveland contemporary FM looking for experienced salespeople. In addition to having everything it takes to be a successful salesperson you must have a minimum of 1 year in broadcast sales. Degree preferred. Send resume to Maria Wymer, 93 FM 1303 Prospect, Cleveland Ohio 44115.

New, young, aggressive, progressive broadcast company with extremely professional outlook seeks experienced sales manager to help us write the ultimate AM radio success story. Twenty-four hour outlet in medium Midwestern market with tremendous growth potential. Was number one—will definitely be so again! Must have minimum three years sales experience with strong, documented track record and be an educated, informed, involved community-minded person. Potential management growth. Write for application and include detailed resume with salary history to Box F-252.

Are you an exciting, knowledgeable sports person with two years experience who combines these talents with a proven sales track record? Here's your chance to do complete schedule of Big 10 PBP! Send detailed resume (including sales experience) to Box F-255.

Southeast AdultContemporary/Information AM needs account exec. who wants a challenge. Sales Management possible. E.O.E. M/F Write Box F-257.

Chicago Metro adult contemporary FM station seeks experienced salesperson. We're Lake County's No. 1 station for young adults. Programmed by Burkhard/Abrams. Excellent career opportunity. Roger Kaplan, 4 S. Genesee, Waukegan, IL 60085. Equal Opportunity Employer.

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.

Florida Metro Market Top 40 format. Fast tktk production plus airshift. Production must be very outstanding. Send tape and resume to PO. Box 126 Fort Myers, Fla. 33902. \$400 a week to start. Equal opportunity employer.

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 "buckos". Send resume. EOE. Box F-150.

Losing Second Announcer to ownership. Afternoon drive position open. Present announcer will stay to help with transition. Minimum 3 years experience. Personality A/C format. E.O.E. T&R to Greg Lance, WRTA, PO. Box 272, Altoona, PA. 16603.

Drive time shift. Substantial commercial experience. Salary generous and open. Adult contemporary. Voice and production important. Tape and resume to S. Lubin, WVOS AM-FM, Liberty, NY 12754. 914-292-5533. EOE.

Wanted: Announcer for air shift, sports reporting and production. Automation experience helpful. Send tape and resume to: Rick Beers, WCVL, PO. Box 603, Crawfordsville, IN 47933.

HELP WANTED ANNOUNCERS CONTINUED

Public Relations Director/Hockey Play by Play Announcer for WHL Junior hockey team. Send tape, resume and references to Les Calder, Billings Bighorns, Box 31177, Billings, MT. 59107.

10KW mod-country daytimer seeks a real pro. Afternoons, production, sales a plus. Send tape, resume, to Ted Sauceman, WSLG, PO. Box 236, Gonzales, LA, 70737. EOE M/F

Production specialist needed for Texas station. Automation experience helpful. Good position working with fine staff. EOE. Send resume to KBAT, 3306 Andrews Hwy., Midland, TX 79703.

Burkhard/Abrams-programmed Adult Contemporary FM station in Chicago Metro area seeks experienced morning announcer with excellent production skills. Tape and resume to WXLX, 4 S. Genesee, Waukegan, IL 60085. Equal Opportunity Employer.

WLNH, Laconia, N.H. needs announcer with 1st class license, or engineering background. 20 Hours on air, 20 hours engineering. Send Resume, References: Scott McQueen, WLNH Parade Road, Laconia, N.H. 03246.

HELP WANTED TECHNICAL

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.

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.

Chief Engineer—First Phone Required. State of the art equipment, congenial working conditions, commitment to quality, above average salary—plus one of the most sought-after resort environments in the country. Familiarity with automation essential. Full details and resume first letter to Al Rogers, General Manager; WHHR FM 106; Box 5683; Hilton Head Island, SC 29938. Equal opportunity employer.

Chief Engineer for Class 4 AM and Class C automated FM. Digital background and automation experience preferred. Top company offering fringe benefits. Write Bob Ordonez Manager, KCBN/KRNO, PO. Box 10630, Reno, Nevada 89510 or call 702-826-1355. E.O.E.

Maintenance Engineer needed for group-owned, major-market FM. Top working conditions with excellent equipment. Studio move in near future. Good pay and benefits. First Class License mandatory. Experience helpful. Call or send resume to Jeff Gulick, C.E., WSHH, Broadcast Plaza, Crane Avenue, Pittsburgh, PA 15220 412-531-9500. E.O.E./M.F.

Chief Engineer—Immediate opening for AM station in Central Virginia. Responsible for maintenance of 1000 watt 24-hour operation. Working knowledge of directional systems required. Call or write Jim Brown, Gen. Mgr., WLVA Radio, Box 2179, Lynchburg, VA. 24501, 804-528-5959. E.O.E.

Need immediately. Experienced Fulltime Engineer for Class C FM General Manager, PO. Box 3306 Lake Charles, La. 70602. 318-433-0700.

Dallas, Texas. Rare opening in five-man engineering staff. KLIF 50 KW AM, KPLX 100 KW FM. High energy, competitive operation! Opportunity for small or medium market chief to move up. First class license, experience, good ears, enthusiasm and desire to be part of winning team required. Apply in confidence by resume including salary history and cover letter to David Briggs, 411 Ryan Plaza, Arlington, TX 76011. EOE 817-461-0995.

WXCL AM, WKQA FM in Peoria, Ill. has an opening for a dedicated Chief Engineer. WXCL is a 1 kw 4 tower DA-2 and WKQA is a class A FM. We are looking for a dedicated professional who knows good sound, the day to day operation of directional antennas, and wants to become part of a team whose desire is to be NUMBER 1. A current knowledge of studio equipment, both new and older, state of the art transmitters, and the managerial ability to head our two man engineering department is essential. For further information contact Bill Yordy, Director of Engineering, Maniship Stations, % WBRZ-TV, Box 2906, Baton Rouge, La. 70821, or phone 504-387-2222.

Experienced Engineer to be Chief for Directional AM and Class C FM, Call or write Don Shore, KRSL Radio, 11320 Valley View Road, Eden Prairie, MN, 55344, 612-941-5774.

Chief Engineer—12 month appointment—For new 1000 watt non-commercial FM currently under construction. Will also oversee closed circuit television facilities. At least three years experience in radio and television required. Previous Chief Engineer experience helpful. Must have FCC First Class license. Experience in installation and maintenance of audio and video equipment. Good knowledge of FCC regulations needed. Ability to work with departmental teaching faculty and radio station student staff. Salary competitive depending on experience. Send resume to Mr. Robert White, Acting Head, Communications Dept., Stephens College, Columbia, Mo. 65215 by July 20. Stephens is an E.O.E. employer.

Chief Engineer. Immediate opening. New FM; AM only 10 yrs old. Modern AM; FM—new equipment. Send resume & salary needs to Harold Wright, KRPT, Anadarko, Oklahoma 73005. 405-247-6682.

Tired of the big city? KNZA, Hiawatha, Kansas needs a chief engineer, strong on maintenance. No board shifts, just keep up sounding great. Small town living with big city salary and fringe benefits. Our present chief is going to T.V. Send complete resume and salary requirements to Mike Carter, KNZA, Box 104, Hiawatha, Kansas 66434. EOE.

Chief for Chicago area FM/AM. Strong background in studio and transmitter maintenance. Digital knowledge needed. Must be a self-starter, able to work without direction, plus the ability to supervise others. Contact Kernie L. Anderson, General Manager, WBMX, 312-626-1030 or 408 South Oak Park Avenue, Oak Park, Illinois 60302.

Radio Engineer—FCC 1st class radio telephone license and a minimum of three years experience in the maintenance of state of the art FM transmitting and audio equipment required for WKYU-FM, new 90 KW public radio station. Responsibilities include maintenance of transmitter, audio facilities, and NPR satellite receiver. Faculty rank with liberal benefits and competitive salary. Send resume and references to Dr. Charles Anderson, Director of Media Services, Academic Complex 153, Western Kentucky University, Bowling Green, Kentucky 42101. An Affirmative Action Equal Opportunity Employer.

HELP WANTED NEWS

Overnight newscaster. Must have good delivery and writing skills. Pay range \$190-\$220/week. and resume to: Box F-188 Equal Opportunity Employer.

Beginning Journalist ... Wanted for fulltime position in two person news department. Strong writing skills a must ... The capability for development of a professional delivery of on air materials ... and have a degree in journalism or related subject or sufficient experience to merit consideration ... Women and minorities encouraged to apply. EOE. Send tape and resume to Steven Greenlee, News Director, Box 261, Williamson WV 25661. 304-235-3600.

WOAI Radio, news/talk 50,000-watt clear, needs news director. Tape and resume to John W. Barger VP/GM, WOAI, 6222 Northwest Interstate 10, San Antonio, Texas, 78201. E-O-E/M-F

Dynamic, contemporary, informed news person with degree and two (2) years experience required by medium market, Midwest, 24-hour AM outlet. Gather, edit and report local news and direct news staff. Must have outstanding voice and interesting, concise, people-oriented writing/delivery style. Send resume, writing samples to Box F-254.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Professional, progressive twenty-four hour AM, Midwest, medium-market outlet requires PD/AM drive person. Heavy production, creative promotion ideas, strong voice with informative, concerned community involvement to match. Help develop adult, contemporary music format with heavy talk/information. Minimum three years experience. Write for application and include recent tape, detailed resume and salary history to Box F-253.

No. 1 Auto-Rocker near Twin Cities is searching for production talent and Schafer 901 expert. Candidates should have good pipes, strong organizational skills, promotion savvy, and ability to create Clio winners. \$10K to start. Reply to Box F-165.

Executive Producer/Cultural Affairs (Radio-TV Writer); Classical Music Producer. Annual salary, \$11,-463.12. Plans & produces a variety of classical music and cultural affairs programs for broadcast; announces programs as required. Assists in the selection, training & supervision of classical music program announcers. Assists in selecting & acquiring classical music & other cultural affairs programs from various sources for broadcast. REQUIRES: BA degree in journalism, broadcasting, or related field. Prefer degree in music and knowledge of all periods of classical music in addition to foreign language pronunciation skills. Send resume with references & nonreturnable audition tape to Caroline Austin, Dir. of Programming/Operations, WFSU-AM, 420 Dittenbaugh, Florida State Univ., Tallahassee, FL. 32306. An Equal Opportunity Employer, Application deadline: July 17, 1981.

Program Director, adult contemporary CBS affiliate, tape, resume, to Wes Haugen, KBOM Box 1377, Bismarck, N.D. 58502.

Program-Operations Director, experienced, innovative. Top 40 AM, Beautiful Music FM, in East Texas. Strong radio market needs person with good track record. Send resume, tape to Bill Whitworth, Golden Eagle Broadcasters, Inc. P O Box 6340, Tyler, Texas 75711.

Production Director—Creative, organized production wizard wanted to head super award winning production effort in major Southeastern market. If you have what we're looking for, we have a full time management position, and what it takes to get you. Send tape of production samples, straight and creative, to Aaron Bowers, WDEB-FM, Box 46, Macon, GA 31297. Affirmative Action, Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

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.

Top Biller. Employed. Seeking GM/GSM position only. Eleven year background including radio, TV, CATV. Detailed portfolio with references. PO. 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.

Experienced, hard-working productive manager, sales manager, salesman, or all three. Looking for a good opportunity in small market in upper Midwest or Rocky Mountain West. Reply to Box F-174.

Experienced broadcast operator with strong turnaround track record seeks group management challenge. Available because current group-owned station recently sold with strong capital gains after six years under my leadership. 32, degree, CRMC, contact Sunrise Associates, 25 South 300 East, SLC, Utah 84111 or call 801-534-7938.

SITUATIONS WANTED MANAGEMENT CONTINUED

Controller for Broadcast Group seeks to relocate to group or single-station in sunbelt. Ability to effectively manage people, computer-oriented. Box F-226.

Selling General Manager, sales staff training, all formats, excellent references. Small-medium market, S.W. Va. E. Tenn. Modest investment possible. Let me help your growing station grow even more. 615-764-0042 between 6-9 PM.

Small Market Specialist. Highly experienced and competent General Manager desires Manager-Sales position small to medium market. Hard-working, innovative. Excellent references. Prefers Virginia-Carolina area, but open-minded. Box F-231.

Attention Texas Owners: Over thirty years in broadcasting, both radio and television. Just sold my interest in radio station. Managing... Sales... Play-by-play. Worked in both large and small markets. Might be interested in investing. Prefer East Texas. Lets talk. Box F-232.

Successful Management Ground up... sales, management, ownership, 19 years present position. Prefer small or medium market. Box F-234.

Currently employed GM, looking for greener pastures. Proven and documented trackrecord. 10 Years experience. Familyman, prefer Northern climate. Box F-237.

Aggressive Sales Pro seeking management position, over 10 years in major market radio. Successful background in management, leadership, promotion and merchandising. Bottom line oriented. Box F-242.

Operations Manager: with medium market group is looking for a move up. Promotion oriented in both sales and community projects. Proven track record in ratings/sales. Eager for a challenge. Box F-247.

SITUATIONS WANTED ANNOUNCERS

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.

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.

Two year degree in Radio/Television. Dependable, hard working, serious, professional. Two years experience. Seeking full-time, on-air position in New England area but would consider relocating elsewhere. Also interested in Booth announcing for TV. Call mornings/afternoons Gary J. Begin 401-766-7996. Tape and resume available. Box F-158.

Urgent: All Northeast PD's! Creative, versatile air personality now available! My "good humor" won't melt from summer sun! Mike: 215-426-9789 evenings.

Veteran... Experienced most formats. Resume illuminates stability. 615-629-7603. Jim. 5001-B Newport Drive, Chattanooga, Tenn. 37412.

Talk Show Host: specialist at interviewing experts, stars, politicians & regular people, fielding calls, selling on air, & building audience. Now working in major market. 213-682-2036 8.10 am PDT.

Professional sounding. Eager learner. Good attitude. Have car. Go anywhere. Tape and resume Cathy Nash, 414-425-6231.

Board experience, writing talent, college degree. Creative, versatile, Smooth AOR man. Call 312-878-4701 after 6 pm.

Male DJ Excellent knowledge of Country music, love to work midnight shift! Looking for Country station in Colorado, open to all in surrounding areas. Vince Everett 312-864-3304.

News Announcer, good voice with a distinctive style would like to become an asset at your small or medium market station will relocate 415-397-8651 home. 415-431-9933 messages Ray Harvey 912 Powell St. No. 8, San Francisco, Calif. 94108.

Five years board experience, two years PBP know CW, Rock Formats. Prefer southern Rockies, south-west, or west coast. Call anytime 303-346-8918.

Read This Ad!! Major Market ability. Personality or strictly formatted. Evenings or over-nites preferred. Will travel for decent opportunity. Bonus! Production artist. Reliable. Now working in Buffalo. Call for T & R, Mike 716-876-5509.

I'm The Right Guy, Don't Pay me Until you're satisfied. Love small markets. Friendly, intelligent sounding DJ/News, good production, hard worker with a "Have It Your Way Attitude." Call Mr. Chris Ricker 904-264-4577, 904-264-7525 or Mr. Chris Ricker 2539 Red Fox Road, Orange Park, FL 32073.

Attention! Bright young announcer seeking employment professional skills, sounds to match, also very smooth with personality plus. Specializing in soul music. For tape and resume contact Kevin Brown, 10147 S. State Chicago, Ill. 60628 312-995-5718.

Philadelphia and Vicinity: Coming home after 4 yrs. in California. Looking for an announcing/production spot at an Adult Contemporary "people oriented" station. Experienced in morning and graveyard shifts. Imaginative remote broadcasts; excellent scripts; smooth, personable delivery. Let's talk! Rick Barton-408-297-8086. After July 6, 215-637-5346.

I Love Sheep, cows, farm country, long hours and small market radio fully trained disc jockey-newscaster. For tape phone Craig 212-343-2192.

This Young Man Is Ready to make some tracks... Not that he hasn't already. Sharp Black Broadcaster presently working in New York City. Interested in Top 10 markets. Reply Box F-225.

Time out, take time out and consider giving a new broadcaster his first start. Highly-trained D.J. newscaster. Warm, confident sound, smooth friendly delivery. Willing to relocate anywhere. For tape and resume contact Ken Miller at 106 Wegman Pkwy. Jersey City, N.J. 07305 or call 201-433-5458 after 4:00 p.m.

3rd End. 5 yrs. exp. seeks job within 25 miles of New York City, any format, please call 201-330-6319. Between 9AM-5PM M-Fri. Ask for Terry. After 5 PM. Call 201-348-6323.

8 years experience in contemporary and country formats. Dependable. Excellent references. Pro stations only! Mike 904-255-6950.

Country DJ, PD, 50kw WFUV-FM, NYC, seeks Country shift. Excellent interviewer. Thorough knowledge of traditional and contemporary country. For tape and resume, write Dennis da Costa, 20 College Place, Yonkers, NY 10704. 914-963-8610.

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 815-496-2798.

Experienced Announcer in Country format seeks position with small or medium market operation in California or Oregon. 32 years old married and hold a valid first class license have programmed country station, and experienced in AM/FM combo and automation. Apply to Box F-248.

SITUATIONS WANTED NEWS

Imaginative Sports director looking to move ASAP. 4 Years PBP and sportscasts. Box F-196.

Experienced PBP Man seeks football and basketball position for next season. Contact Box F-157 or Call 206-538-0336.

Hard worker wants to prove himself to you. College and Broadcast Schol Grad. News Stringer and Television Production experience. Will relocate. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, N.C. 28210 704-552-2473.

Play-By-Play, 10 years experience Far West preferred. Call Ernie Singer 714-623-5525 9-5 Pacific Time or 714-623-5057.

Sharp news pro with strong, mature voice and writing talent. College degree. Willing to relocate. Call 312-878-4701 after 6 pm.

Quality PBP. Dedicated, hardworking professional with 10 years experience desires greater challenge. PBP and management combination strongly considered. 815-273-3057.

Major market ND, sixteen years experience. Excellent record, references. Likes to work with veterans, needing leadership, young professionals, willing to learn. You may have what I'm looking for. Professional atmosphere more important than market size. 703-241-7507.

In 1969 I was News Director of WYSL, Buffalo. In 1971 I was News Editor of WGR, Buffalo. In 1972 I was News Director of WBNS, Columbus. In 1976 I was Supervisor of Public Relations and CCTV for Western Electric, Columbus. In 1978 I was News Director of KTAN, Sierra Vista, AZ. I just sold my Real Estate firm in Sierra Vista. I WANT BACK IN THE RADIO/TV INDUSTRY. Qualified for Radio or TV anchor or Management. Resume and tapes available by writing Dave Marsett, RR No. 2; Box 542-A, Sierra Vista, AZ 85635. Or call 602-378-2523.

News Reporter/Anchor. Experienced, stable, motivated. College graduate. Looking for station with strong news commitment. Midwest only. Please call George Hiotis: 513-890-4048.

Capable newsmen. Excellent voice and delivery. Tape and resume available. Richard Harris, 940 Irving Pk., Bensenville, Ill. 60106 312-766-0427.

A winner. Black college graduate with journalism degree and some experience wants to work for your news department. Crisp writing and delivery. John Clark, 215-242-2917.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Major Market Combo Man. Programming-engineering, seeking small-medium market operations manager position. Box F-171.

Available Short Term Employment: 20 years Pro. New installations, rebuilds, evaluations, troubleshooting, processing. Shoupe 717-249-6584.

Program Director and/or disc-jockey, 20 yrs, professional, AM/FM. Greater Cincinnati Area. c/o PO. Box 44292 Cincinnati, Ohio 45244.

For Sale—Three For The Price Of One. Voice, brains, energy. Escapee from academe with broadcast training. Eager for small-market announcer/sales position, from news to DJ to "gopher." Community-minded, likable. Vince Fitzpatrick. 4709 Merivale Road, Chevy Chase, MD 20015. 301-652-6515.

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.

General Sales Manager. Must have successful record recruiting, hiring, training local sales staff and developing effective retail sales program. National sales experience preferable. Send resume and references to Bob Southard, Pres-Gen Mgr, WFRV-TV, PO. 1128, Green Bay, WI. 54305.

Sr. Internal Auditor Position available on Corporate staff of major Broadcasting/Newspaper group located in Finger Lakes Region of Upstate NY. Accounting degree plus a minimum of 2 year's experience required. Audit experience with Broadcasting/Newspapers preferred, but not required. Approximately 50% travel to out of state locations. Opportunity for advancement. Salary commensurate with experience. Send resume complete with salary history in confidence to: VP/Controller, Park Broadcasting, Inc., PO. Box 550, Ithaca, NY 14850.

HELP WANTED MANAGEMENT CONTINUED

Director of Marketing Modern public telecommunications facility (KWSU-TV, KWSU-AM, new FM, production and education services) seeking person to head development and promotion activities. Significant experience and track record in raising funds from the public, ability to make effective on-camera and on-radio appeals, and experience in promotional activities are required. Broadcast underwriting or sales experience desirable. BA/BS required. Broadcast underwriting or sales experience desirable. BA/BS required, MA preferred. Salary: \$24,000-\$26,000. Apply before August 14 to Dennis Haarsager, General Manager, Radio-TV Services, Murrow Communications Center, WSU, Pullman, WA. 99164. An EO/AA employer.

National Sales Manager: Must have national rep or station national sales experience. ABC affiliate in growing Texas market. Call Jim Norton, GSM, KVUE-TV, Austin, Texas 512-459-6521.

Accounting Supervisor: Mid-sized affiliate station seeking mature individual with a minimum 3 years related industry experience responsible for monthly journal entries, financial statement preparation and budgeting process. Submit resume to Box F-184. An Equal Opportunity Employer.

Television Program Manager—must be knowledgeable in program evaluation, purchase negotiation and scheduling. Successful applicants should have demonstrated administrative skills and prior management experience. Please send resume to Sally Samuel, Personnel Manager, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An Equal Opportunity Employer M-F.

Station Manager for aggressive number 1 ABC affiliate. Responsibilities include daily operations. Strong management skills a must. Contact Bob Rice, General Manager, WRAU-TV, Peoria, IL, 309-698-1919, EOE.

Executive Director for Florida Association of Broadcasters. Plan, organize, direct and coordinate activities. Promote membership, plan meetings and conventions, lobbying. Present executive retiring after 20 years. Good salary, car, insurance, expenses. Apply in writing only to FAB President, Walter Windsor, P.O. Box 999, Orlando, FL 32802.

Upper Midwest ABC affiliate seeks aggressive local television Account Executive. Must be strong self starter. Position is in the area co-op and new account development. Equal Opportunity Employer. Box F-244.

Director, Telecommunications Div., The director of the Telecommunications Division of the Learning Resources Center effectively serves the capacity of General Manager of the Public TV. station, KISC-TV, channel 8, and is head of instructional television activities. Duties include the planning and management of the division budget, general PTV station management, the development of post secondary ITV programs and activities, including cooperative projects with continuing education, special programs in conjunction with business and industry, work with local public school authorities to provide state funded in-school programming, supervision and development of staff, advancement of the LRC/Divn goals at the State/Regional/and National levels, policy implementation and formulation, and development and maintenance of good community relations. A major responsibility of the director is to supervise the development of sources of funding for KISC-TV, including auctions, underwriting and membership. Qualifications: MA or MS, or all course work completed, preferably in education television, but at least in a directly related field. Minimum of 5 years full-time employment in educational television, 3 years of which may be in operation/production and/or teaching, but with at least 2 years in television station administration. Salary \$29,520-\$32,004 per overall qualifications. Start October 1, 1981. To become a valid applicant, a letter of application, a resume, and the names of three references, together with their current address and phone number, must be submitted to the Search Committee Chairman, or received postmarked no later than July 29, 1981. Contact: Dr. Thomas J. Muhic, Chair Dean, School of Education, University of Southern Colorado, Pueblo, Colorado 81001. University of Southern Colorado is an Equal Opportunity Affirmative Action Employer.

General Sales Manager: Big challenge, great opportunity. New England net affiliate needs GSM with retail, research, and agency experience to develop local and national sales. Unique market serving 1 million people. Station is getting new image, can you get it new sales? Box F-249.

Marketing Director—National Program Production Twin Cities Public Television is searching for a highly motivated, experienced development and marketing executive to secure program underwriting grants and develop joint ventures with various national production organizations for major television productions. Working knowledge of corporations, foundations and government funding agencies and various production organizations necessary. Requires minimum three to five years development, marketing/sales, ad agency or corporate sales/P.R. experience. Considerable travel. Team working relationship with Director of Program Development. Excellent benefits. Resumes to Tim Conroy, Vice President, 1640 Como Avenue, St. Paul, MN 55108. E.O.E.

HELP WANTED SALES

New, small UHF stations (STV at night) needs experienced sales-person to develop daytime commercial business. Applicants should have good knowledge of Co-op, regional reps, production techniques, etc. We're looking for a self-starter to grow with us. Write WIHT-TV, P.O. Box 2267, Ann Arbor, MI 48106. An Equal Opportunity Employer. No calls please.

Television Account Executive Must have experience and ability to work with both agency and direct accounts. Call Mike Cefaratti, Local Sales Manager, WPTF-TV, Raleigh, N.C. 919-832-8311.

Wisconsin network affiliate needs experienced local sales person. This is staff expansion at Senior AE level. Minimum two years in broadcast sales required. EOE. Resume and sales record to Box F-179.

Experienced Sales Persons needed for Key West, Florida. City's first and only local television station. Experience in television or radio required. Apply Bob Connelly, P.O. Box 786, Dania, Florida 33004. Or call 305-922-5101.

HELP WANTED TECHNICAL

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 Studio Maintenance Technician Independent commercial VHF station in 14th market seeks Maintenance Technician with valid FCC 1st class Radio/TV Operator's License, familiarity with latest broadcast equipment, minimum 2 years experience. Send resumes to: Dept BR, KCPQ Channel 13, PO Box 98828, Tacoma, WA 98499. EOE.

T.V. Engineer: Immediate opening for engineer with 1st phone license and 3 years recent experience in operation of video control, audio, video tape, production switcher and E.N.G. van. E.O.E., send resume and work references with current phone number to: Chief Engineer, KXAS-TV, P.O. Box 1780, Ft. Worth, TX 76101.

Expanding post-production facility for advanced consumer entertainment and industrial video disc programming has the need for: Maintenance Engineers, Technical Operations Manager, and CMX Editors, Operators. Excellent salary and benefits. Send resume to: D. Leverette, Discovision, PO Box 6800, Costa Mesa, CA 92626. An Equal Opportunity Employer.

Television engineer. Experience with VHF transmitters and microwave. Needed for Mid West small market station. Contact Don Larsen at KOTA-TV. Telephone No. 605-342-2000.

Assistant Chief Engineer. Person applying must have a solid background in all studio systems including studio installation, engineering equipment, microwave installation and some TV transmitter experience. Good engineering habits and practices are a must in this position. Applicants must have the ability to work with individuals, delegate work, set priorities and solve engineering problems. Persons qualifying apply to P.O. Box F-214.

TV Maintenance Engineers Need 2 good engineers with 2-3 years experience on TR-600's, TK-28's, TK-45's, and/or TT30FL. Mid-west location, good benefits, and pay. Send resume to Box F-203. EOE.

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-209. EOE.

Assistant Chief Engineer-TV group owned UHF, major Eastern market. Management potential with 3-5 years experience in studio/transmitter maintenance. RCA and Sony VTR's, Grass Valley and Vital switchers, RCA and Norelco cameras. Salary competitive with market. EOE M/F. Box F-185.

Opportunity Knocks for experienced camera, video and transmitter maintenance engineer. Top benefits, excellent salary, good visibility. Resume in confidence. Box F-168.

Director of Engineering: Southwest market station—Sunbelt area—excellent equipment—excellent salary and benefits. Box F-220.

Chief Engineer: We're looking for a hands on person who can head-up full technical responsibilities for our growing operation. Knowledge of 3/4-inch, microwave, UHF transmitters necessary. A great place to live ... Northern New England! A solid and expanding corporation! Salary open. Please send resume and salary history to Charlie Webb, VP/GM; Taft Broadcasting Corporation/WNNE-TV; Box 906; White River JCT., VT 05001 or call 802-295-3100. EEO/MF.

KCRA-TV seeks qualified film and video editor for our magazine program "WEEKNIGHT" (R). Applicants must have a proven track record in film and video editing, preferably as a staff member on a magazine or news program. Familiarity with field shooting techniques would be helpful; a working knowledge of double system film editing is a must. Applicants must be willing to work in cooperation with photographers and reporters on story production—and always under a deadline. Not an entry-level position, although talented newcomers are always welcome. Person selected must join union. Resumes to: Julie Wagner, KCRA-TV "Weeknight", 310-10th Street, Sacramento, CA 95814. EOE.

TV Broadcast Engineer. Immediate opening for maintenance technician to repair latest state of the art television equipment. Contact Dewey Newton, Chief Engineer, KTRE-TV, P.O. Box 729, Lufkin, Texas 75901. 713-634-7771. EOE. M/F.

Television. Expanding post production facility for advanced consumer entertainment and industrial video disc programming has the need for: Maintenance Engineers, Technical Operations Managers, and CMX Editors/Operators. Excellent salary and benefits. Send resume to: D. Leverette, Discovision Associates, P.O. Box 6600, Costa Mesa, California 92626. An Equal Opportunity Employer.

Director of Engineering, Public VHF station in Southwest seeks senior management level individual with proven background in personnel and systems management and state-of-the-art technical experience. Position requires strong leadership ability and desire to build. Requires BS in engineering with 5-7 years in administration and technical areas of broadcast television, first class license and current knowledge of FCC rules and regulations. Equivalent education and experience will be accepted in lieu of degree requirement on a 1 year for 1 year basis. Salary \$24,232-\$30,295. Send resume and materials to: University of New Mexico, Personnel Dept., 1717 Roma NE, Albuquerque, NM 87131 by July 10. Mention this ad on your application and make reference to requisition No. 617-A. EEO M/F Employer.

HELP WANTED NEWS

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.

HELP WANTED NEWS CONTINUED

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.

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.

Weathercaster-Reporter. Could you do noon or weekend weather for WHO-TV and general assignment reporting? You should have at least 2 years experience in TV News and weather should be your strength. Send tape and resume to: Phil Thomas, WHO-TV, 1100 Walnut St., Des Moines, Iowa 50322. An Equal Opportunity Employer.

If you can dig, write, and make a story come alive on television, send your resume and audition tape to: Bob Jordan, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. No calls, please. Experienced applicants only.

News Director-Anchors for aggressive No. 1 News NBC-TV affiliate. Great staff. Must be experienced professional. ENG-remotes. Long Term. Resume-vtr to Program Manager, KIFI TV, Box 2148, Idaho Falls, Idaho 83401.

Executive Producer. Top Ten television news department seeks experienced news manager to fill No. 2 job in department directing and coordinating efforts of reporters and producers. Contact John Miller, News Director, WFAA-TV, Communications Center, Dallas, Texas 75202 214-748-9681.

Weekend Anchor/Reporter: News oriented Texas station in rapidly expanding market wants experienced television journalist to Produce/Anchor weekend newscast and General Assignments reporting. EOE. Call News Director: 214-592-3871.

Our producer is moving to a top 20 market. The person who replaces him will be able to work with color radar, multiple live ENG feeds, and a very talented staff. He or she must have at least three years' broadcast news experience, excellent writing skills, sound news judgment, the ability to direct the efforts of others, and a desire to innovate. We are a well-equipped, well-staffed, very competitive medium market station. Box F-213.

Co-anchor for sign-on newscast/reporter. Must have previous TV News anchor experience and a broad background in TV news reporting and story production. EEO. Box F-212.

Overnight News Producer, for morning sign-on half-hour co-anchored newscast. Must have excellent news judgment and good broadcast writing skills. Major top ten market station. EEO. Box F-211.

Overnight Assignment Editor for top five market, network station. Must be proven TV journalist with ability to develop and assign coverage and supervise employees. EEO. Box F-210.

Television reporter and noon news co-anchor with major Texas network television station. Must have two years experience as a reporter in radio or television. All applicants will be contacted. Equal Opportunity Employer. Box F-183.

Meteorologist wanted for top rated station in south. This person has TV experience and loves to communicate with viewers. Occluded fronts and troughs of low pressure suddenly take on meaning for this meteorologist's viewers. If you are a communicator and love doing the weather, we would like to talk to you. Send resume and salary requirements to Box F-173. EOE.

Sportscaster medium market Net affiliate looking for dynamic sports reporter/anchor. If you want to join our growing team, rush resume and salary requirement to Box F-162. EOE.

Weatherperson—WFRV-TV, Green Bay, needs a weekend weather personality. Strong presentation a must. We have computer graphics and color radar. EEO. Rush tape and resume to Ray Wilck, News Director, WFRV-TV, Box 1128, Green Bay, Wisconsin, 54305.

Religious Television station seeks anchor/reporter to develop weekday local newscast. Must be willing to work within limited budget of small non-profit company serving city of 80,000. Recent grads or reporters desiring studio work will be considered. After consideration, tapes and resumes will be returned. Mr. Marvin D. Sparks, VP, WTJC-TV, PO Box 26, Dayton, Ohio 45401. E.O.E., M/F.

Anchor. Mature appearance, good voice, good communicator. Solid journalist a must. Entry level candidates not considered. EEO. Tape, resume, salary requirements, to News Director, PO Box 7489, Albuquerque, NM 87194.

Aggressive Anchor for 6&11PM News. Need first rate air talent. If you're a weekend anchor looking for a real challenge this anchor position will interest you. Medium size sunbelt market. Send resume and salary requirements. Equal Opportunity Employer. Box F-219.

Meteorologist to join growing weather department in northeast medium market. Local radar, Nafax, Goes. You should have experience with visuals for TV and some on-camera experience. Box F-224. Equal Opportunity Employer.

General Assignment Reporter: TV news reporter, position is open for an aggressive, creative reporter with a B.A. degree or comparable. We are an Equal Employment Opportunity employer. Box F-238.

News director needed for six-member reporting and ENG staff of small market CBS affiliate. Must have experience as television writer, reporter, and assignment editor, as well as administrative and management potential. Anchor experience helpful. Letter of application and resume to Harvey Ingham, General Manager, KIEM-TV, 5650 S. Broadway, Eureka, CA 95501.

Weathercaster—We are looking for a communicator who knows weather. Weather is one of the most important things we do in this petroleum, agriculture and recreation area of the Gulf Coast. Send tape, resume and salary requirements to News Director, KATC-TV ... PO Box 3347 ... Lafayette, La. 70502.

News Director/Anchor: Great opportunity to develop own department. New equipment, new people. Help create a new image for station in a unique market. Box F-250.

Broadcast News Faculty Position: Iowa State University seeks radio/TV news teacher to join two other specialists in full-scale department with 600 graduate and undergraduate students. Assistant Professor rank, tenure-track; fulltime, 9 months with additional summer employment possible. Salary range: \$16,000-\$21,500, depending on qualifications. Solid experience in broadcast newsrooms required; preference given candidates with graduate degree. Send resume, present salary, three references letters to: Prof. Jack Shelley, Search Committee Chairman, Department of Journalism and Mass Communications, Iowa State University, Ames, Iowa 50011.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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.

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.

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.

Director of Community Relations for University of Alabama Television Services. Responsibilities include supervision of all UTS promotional and community relations activities; instruction of one course per semester in the area of broadcast production or news; and regular production assignments which currently include a weekly, minority oriented program for the Alabama Public Television Network. Annual salary: \$18,200 plus liberal University benefits and the opportunity for further education. Requirements: two years experience in TV production or public relations, with demonstrable ability in the other area and a BA degree. Preferred: MA and teaching experience. This is a joint appointment with UTS and the Area of Broadcast and Film. For further information contact Skip Hinton, 205-348-6210. To apply send resume with references to—University Employment Office, PO. Box 6163, University, Alabama 35486. Application must be received no later than July 20, 1981. Affirmative Action/Equal Opportunity Employer.

Seattle is reaching for the stars—Art Director needed immediately for TV/AM/FM broadcast property. We are looking for talented individual to work with excellent staff in developing the best television graphics for stations and outside clients, set designs, print advertising, and sales materials in the country. If you settle for anything less, don't answer this ad. Send samples and resume with salary requirements to Personnel—Art, KIRO, Inc., 3rd & Broad, Seattle, WA. 98121.

Southwest Top 10 independent is searching for a strong, creative Promotion Manager. Must have a solid background in on-air promotion concepts, production, writing, newspaper and outdoor. Send resume and references to: John Martin, KTXA-TV, 1712 E. Randol Mill Rd., Arlington, TX 76011. EOE/M/F.

PM Magazine Field/Associate producer to work on established PM Magazine in top 10 market, network affiliate. Must have extensive candidate must demonstrate the ability to produce informative, entertaining, and absorbing feature story. Send tape and resume to: Dick Dietrich, Executive Producer, PM Magazine, WJBK-TV, Box 2000, Southfield, MI 48037. All tapes will be returned. An Equal Opportunity Employer.

Manager, Broadcast Operations. 4 Station network seeks experienced, people-oriented manager responsible for traffic & on-air operations. Network feed coordination, FCC & program practices standards. Tape library, planning & scheduling of facilities and personnel, and budget preparation & cost control. \$21,000-\$25,000. EOE. Send resume and salary history to Al Rose, NJPTV, 1573 Parkside Ave., Trenton, NJ 08638.

Research Director for sizzling Independent in top 20 markets. Previous experience required, preferably with Arbitron AID and NSI Plus capabilities. Send resume to Box F-202.

Host/Producer—Top-rated TV magazine in Major market searching for an energetic on-air talent with strong writing skills and a reel to prove extensive on-air work and producing ability. Solid production background required to keep pace with this professional staff. Send resume and written index of your available reel. Do not send reel until requested. EOE-M/F Box F-175.

Commercial Director/Announcer/Copywriter: We're seeking a director with experience, talent and enthusiasm; someone skilled in location and studio tape production, in editing, and on-camera performance. Whatever it takes to produce a selling commercial from concept to completion you'll have the freedom to create. Southeast medium market. EOE. Box F-170.

PM Magazine Accepting applications for PM Magazine host; top-rated show in time period; must have PM/evening magazine experience; send resume to: Box F-227.

T.V. Syndicated Traffic Manager New York City based. Must have experience in Network or Satellite commercial trafficking. Excellent salary plus benefits. Box F-233.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Experienced video producer/director for university news, feature, PR operation. Three years commercial experience, through ENG knowhow, crack editing skills, solid feature capability essential. Bachelor's in R-TV. Responsible solo job with support. Will ask audition cassette. \$18,000. Send resume to University Exhibits, Southern Illinois University, Carbondale, IL 62901. An equal opportunity employer.

Working Production Manager: For expanding operation. New equipment; develop own department. Help create total new image for network affiliate. Box F-251.

PM Magazine Field Producer. Best PM crew in the sunny South looking for a second Field Producer. Applicant must have previous television magazine experience and proven writing ability. Send resume and salary requirements to: Larry Pate, Program Director, WALA-TV, P.O. Box 1548, Mobile, AL 36633.

Television Producer/Director: Minimum 4 years experience in Commercial Studio and Field Production. Film/Tape background with CMX experience preferred. Send resume to: Production Manager, P.O. Box 14925, Oklahoma City, OK 73113. EOE.

Host: Experienced, creative, versatile, personable. Dedicated to team effort is needed to Host and Co-produce established live Morning Magazine Show. The ability to write and produce feature material, plus a knowledge of EFP is essential. Send resume to Box F-258. EOE.

SITUATIONS WANTED MANAGEMENT

Station Manager expertise in new station preparation, UHF-VHF Highly qualified all phases, startup to on-air management, consultant to problem stations. Accustomed to formidable challenges. Aggressive, quality competitor. Box F-159.

Director of Video Services—high level marketing management expertise in program sales/distribution and production services. Relocating to New York/Philadelphia area. Box F-222.

SITUATIONS WANTED TECHNICAL

Launch a booming bombardment of firecracker workmanship with a spirited 13 year veteran Editor, Producer-Director, Cameraman, Technical Director. Sparkling Commercials, Sports, and News displaying revolutionary impact. 904-744-1137.

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.

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.

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.

Need a meteorologist with credibility? Compare: twenty years weather experience, member AMS, recent top graduate of Northeast Broadcasting School, and anxious to relocate. I'm ready to add credence and personality to your programming. Donald Cameron, 117 Offutt Rd., Bedford, Massachusetts 01730.

R-TV News/Sports Director—(PD Dues)—seeks Mid-Atlantic. Four years TV/50KW. Journalism degree. Box F-216.

News Director/Feature, Special Projects producer. 7 years TV. Versatile. Currently overseas. Box F-215.

One and Bonus. Small market sports director wants reporter-anchor position in medium market—that's the one. The hours—great from the field, ENG, strong production, degree, radio & TV PBP. Box F-205.

News Director—Experienced producer, top 30's market seeks news director opportunity. If your station has a strong commitment to news, cares about people, and wants a long-term management relationship, let's talk. Box F-182.

Anchorwoman. If you have a sound operation with a solid commitment to journalism—not show biz. I can bring warmth, professionalism and numbers. Will reply to all inquiries, and respect confidentiality. Box F-164.

Wanted. ...medium market that's committed to sports. Looking for anchor spot, preferably combined with p-b-p. Seven years experience t.v. and radio. Box F-163.

Reporter: Young, aggressive, hard-working May Journalism Grad looking for TV News reporter position with small to medium market station. Have TV experience and background. More than willing to relocate. Contact Jo Ann Serpe, 1241 E. 165th St., South Holland, Ill. 60473 or call 312-339-3627.

ENG Photographer/Editor w/1 yr. studio-field experience. BA in Communications. Tape & Resume avail. Jeff Noble, Rt. 8, Bowman, Dr., Salisbury, MD 21801.

News Journalist, now in top 100 TV, wants to move up. Anchor, producer, reporter. 7 years experience. Phone 614-261-7634.

Meteorologist—Knowledgeable, experienced forecaster with interesting, innovative presentation seeks position in Top 40 market. AMS Seal, excellent credentials. 414-739-1074.

Experienced Weather Pro. Currently employed and ready to move up. Prefer 60's to 30's market, and must be able to continue doing weather, science, environment and health reports. If your market has a university with a meteorology department, market size is no problem. Box F-229.

Reporter with more than ten years experience seeks position in major market news operation. Excellent record. Award winner. Team man. Can move immediately. Box F-228.

Ex-Reporter/Photographer, two years experience, will consider any offer to get back into news. Box F-256.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Sports. Nine months major market production experience. Cum Laude Boston Univ. grad. Seeking sports producer or production asst. post. Great references. Will relocate. Box F-239.

Have produced and hosted segments of live TV magazine. Looking for on air position or one leading to same, interviewing, announcing or field assignments good experience. Box F-187.

Production Assistant—Hard working, creative individual with degree and experience. I Produce, direct, shoot, switch, edit, and light. Available immediately and willing to relocate. Call Marc at 516-667-8918.

For Fast Action Use BROADCASTING's Classified Advertising

ALLIED FIELDS

HELP WANTED SALES

National Syndicator needs representatives in regional markets due to promotions. Good salary + commission, benefits, incentives. Resume in confidence. Box F-236.

HELP WANTED TECHNICAL

Chicago Based Religious Production Company needs video maintenance engineer for 4-camera remote truck. Entry level considered. Contact: Bob Billman, 137 Kingston Rd., Bolingbrook, IL 60439. 312-972-0078.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

A major National Trade Association located in Washington, D.C. has immediate need for a nationwide Spokesperson to represent it on major issues. Responsibilities include: active participation in media interviews, addresses to live audiences and appearances in radio/t.v. "talk" and "call-in" programs. A minimum of 3 years experience is required in radio-tv-public speaking and press interviews and demonstrable speaking ability. Willingness to travel extensively in the U.S. Excellent fringe benefits. Salary commensurate with experience. Please reply in confidence to Box F-186.

HELP WANTED INSTRUCTION

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.

Broadcast Instructor: Vincennes University, a comprehensive community junior college is seeking applications for a Broadcasting Instructor beginning August 1, 1981. Major duties are to teach beginning and intermediate television and 16mm film. Production experience and B.A. required. Apply before July 1 to Jack Eads, Chairman, Public Service Division, Vincennes University, Vincennes, IN 47591, or call 812-885-4220. Equal Opportunity Employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash for 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.

Reward for UHF Transmitters. Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitters. One reward per transmitter. Call Bill Kitchen 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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.

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.

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).

FOR SALE EQUIPMENT CONTINUED

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (3) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$146,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 404-324-1271.

Used Equipment Bargains: GE TT57 30 KW UHF Transmitter \$65,000; RCA TT-10 AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-22 Hi-Band VTR \$12,000; Ampex 1200B VTR, AFA Rebuild, Editor, \$16,000; IVC 500 Color Camera \$4,500, CBS 504B Time Base Corrector, \$5,000; CDL VSE-741 Switcher \$2,500. Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

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.

For Sale: Tayburn Helicopter ENG electronics package; includes TBT-202 2GHz transmitter and 12-watt amplifier, TBR-202 receiver, transmit and receive antenna systems including actuators, control and annunciator panel and cables. Equipment installed on Hughes 500 1 1/2 years ago and has been working excellently since. Contact: Pete Ford, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733, 813-577-1010.

RCA TK-27 Film Chain with all Modifications; RCA TP-15 Multiplexer, RCA TP-7 Slide Projector. \$14,000.00 combined price. Capitol Broadcast Exchange 209-957-1761.

For Sale: Harris System 90 Automation Station, 2NTI "Go Carts", Logging, In-Coding, 4-ITC750 Stereo Reel-to-Reel, Rewind, Time Announce. Used 10 months original cost \$46,700. \$32,000 or make offer. Will trade for airplane single or multi or ??? Call George P. Langan 217-789-0880.

3 Month old Harris FM 2.5K transmitter with MS-15 exciter and stereo generator, 1 Sona-Mag DP1 automation system with 4 reels, two carousels, video encoder, many extras, three Sonamag cart Machines. 309-673-0902.

10kw AM RCA BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

10KW FM Harris 10H3 (1976) w/TE-3, stereo, sca and many spares, excellent condition. M. Cooper 215-379-6585.

RCA TP 66—16mm film chain projectors. Excellent condition! Call now 305-756-0699 at International Cinema Eq. Co., 6750 NE 4th St, Miami, FL 33138.

2 RCA TK 43 Color Studio Camera Systems—Contact Bill Loutz, Chief Engineer, WBGU-TV, B.G.S.U. Bowling Green, OH 43403 (419) 372-0411.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

For Sale—CBS, 520 TBC. Best offer. Call: 312-641-6030 Days.

For Sale Schafer 800-T automation system. 3 reel-reels, 2 SMC R.S. carousels, 2 RS programmers, 2 SMC single playbacks, 4 racks. Reasonable price. Call Daryl Jackson 205-459-3222.

DFM 20 KB 20 kw FM Transmitter with factory tuned exciter 95.1. Excellent condition, removed from service this spring. Includes Mosley Stereo and SCA Generators, 2 complete sets of tubes and miscellaneous parts. For complete information, call Jim Wychor, KWOA FM, Worthington, MN. 507-376-6165. Best offer over \$17,000.00 takes it all.

Two Ampex AVR-2's each equipped with editor/editec, digital dropout compensator, autotracking, audio monitor stack, B&O air compressor, Tektronics 529, monitor switching panel, color monitor and spare head. Also for sale; two Tektronics R146 sync/color bar generators; one Tektronics service scope/spectrum analyzer system which includes 7504 90 mhz 4-slot mainframe w/OPT readout, 7A18 dual trace horizontal amplifier, 7B40 time base amplifier, 7B41 delaying time base amplifier, 7L5/L1 5mhz spectrum analyzer, 204-2 scopemobile; one Sylvania rack mount flying spot scanner slide chain. All equipment has been excellently maintained. Available immediately. Call John Switzer, 303-455-1514.

Wanted four to sixteen Bay Circularly Polarized high power FM antenna ... Call 916-233-2713.

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.—Updated manual \$25.00. 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.

BINGO newsprint cards personalized with your clients ad message for Radio, TV, Cable or City Phone System Promotion. Send for Free Samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104, 402-453-2689.

Transmit Sites Available Broadcast sites available for FM, TV, LPTV, in Memphis, TN, Louisville, Ky, Jackson, MS. Call 901-274-7510.

Is You're Radio Station thinking about automating or switching services? I've got important information. Call Russ Kimble, WFCL 716-394-1550.

RADIO PROGRAMING

Remember Franklin MacCormack? 1,000 droppings 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

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.

CONSULTANTS

MJO NEWS ASSOCIATES. For the best radio news your staff can produce. Box 11043, St. Louis, MO 63135. 314-522-6325.

Radio Jobs!!! Placement!!! "Anywhere in the USA" Guarantee; Write: NYMO Consultants, Box 852, Saco, Maine 04072.

RADIO Help Wanted Sales

Can you picture yourself

enjoying your weekends in San Francisco, watching the sun set beyond the Golden Gate Bridge? Golf, or tennis in Monterey or Carmel? Running the beach in San Jose? How about watching the sailboats skim across Lake Tahoe? Or exploring the famous California Mother Lode Country? How about experiencing a Sunday morning sunrise in Yosemite Valley. Does all of this sound too good to be true? Ah, no ... the best is yet to come ... We'll pay you to experience all of it. How, you ask? If you're a super salesperson and can sell the No. 1 rated AM/FM combination station in town, everything is yours. We're not looking for just salespeople, we're looking for the *best* because we're offering the *best*. Fit your picture? Send resume and commission history to Ollie Ward, General Sales Manager, KCEY/KMIX, P.O. Box 979, Modesto, CA 95354. We're an Equal Opportunity Employer.

Quite simply, the best.

New York City radio station on the threshold of greatness needs a high caliber sales talent.

This position is for an experienced radio sales person who possesses the skills and abilities necessary to call on some of the largest advertising agencies in the world ... and produce exceptional revenue results for this emerging station.

We offer a superior product, a professional, supportive environment, a winning attitude, an opportunity to participate and grow. We expect you to be the best.

This is an Equal Employment Opportunity. Send resumes to:
Box 3440
Grand Central Station
New York, NY 10163

Help Wanted News

NEWS DIRECTOR

Award Winning News Director wanted for 50 kw FM. Proven leader. Able to anchor, direct and rebuild News Department. Features, Public Service and Community involvement required. Tape and resume to:

Bobby Magic, Operations Manager
WKDQ Radio
P.O. Box 2000, Station D
Evansville, IN 47714
812-422-5995

E.O.E. M/F

Help Wanted News Continued

RADIO NEWS ANCHOR/STREET REPORTER

To program our radio news service. The news service will offer spot news and documentaries on socio-economic and scientific issues of medicine and will be available to all radio stations via a toll-free number. Applicants must be experienced electronic media reporters who are creative; strong interviewers; and skillful news writers able to do physical tape editing. Some travel involved. This position is on a contract basis to begin immediately. We are an equal opportunity employer. Send resume to:



Thomas J. Nilles
AMERICAN MEDICAL
ASSOCIATION
535 N. Dearborn
Chicago, IL 60610

Help Wanted Technical

Chief
Engineer
Philadelphia



Be a part of a major group broadcasting organization with radio and television stations in major markets coast-to-coast. We are looking for a Chief Engineer who has significant experience in high quality broadcast engineering and administration. The successful applicant will be a quality-control conscience, people-oriented engineer who can efficiently handle the necessary budgetary and administrative duties plus assume an active role in the station's management team. Send resume to Gerald T. Plemmons, Vice President/Engineering, Outlet Broadcasting, 111 Dorrance Street, Providence, Rhode Island 02903.

AN EQUAL OPPORTUNITY M/F EMPLOYER

Help Wanted Programing, Production, Others

DIRECTOR Research and Program Development ABC FM STATIONS

Individual with experience in programing, audience research and focus group research needed for this highly responsible position. Previous experience with a station required. Send resume to:

Martin Greenberg, President
ABC FM Stations
1345 Avenue of the Americas
New York, New York 10019

Please, no telephone calls.



An Equal Opportunity Employer

Situations Wanted News

ACTION PBP AVAILABLE RADIO OR TELEVISION

Desire opportunity of Play-By-Play "VOICE" for College and Professional teams ... double with drive time sportscasts ... triple as your Sports Talk Show Host. PBP years: Professional hockey (3). College football & basketball (5). Contact PETE COONEY (413) 739-9845.

Situations Wanted News Continued

PLAY-BY-PLAY

See my ad, under Radio, Situations Wanted News, Ernie Singer.

TELEVISION

Help Wanted Programing, Production, Others

WE WANT A STAR!

Charm. Charisma. Personality. Warmth. Electricity. Just a few words, but some mighty important words about the kind of person we're looking for. We want an on air personality, someone who looks great, who's bright and glib, and who wants to do more than just TV news or a magazine show. Quite frankly, we want you to become a star in Tulsa. If our interest is interesting, send a video tape, and resume. (Don't phone, please!)

R. Enderwood
KOKI-TV
P. O. Box 33223
Tulsa, Oklahoma 74135

TULSA
Get to know us!

Help Wanted Programing, Production, Others Continued

PROMOTION PRODUCER

Immediate opening for position with New York metro cable co. Must have exp with all aspects of on-air spot promotion. Send resume, tape & Salary requirements to att: Doug Keck, Rainbow Productions, 100 Crossways Park West, Suite 200, Woodbury, NY 11797.

Help Wanted Technical

TV MASTER CONTROL ENGINEER

First class phone and TCR-100, TR-600, TK-45 operating experience preferred. Send resume and salary requirements to: Denley Barnette, WBRE-TV, Box 28, Wilkes-Barre, Pa. 18773. E.O.E.

ENG Editor

Major market station has an opening for an ENG Editor. Applicants must have a minimum of 2 years experience in electronic news gathering. Send resume to Bob Warfield, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. An Equal Opportunity Employer.



Photographer/field producer for PM Magazine shoot and edit 3/4 inch video tape and over see field production. Two or more years shooting experience. Send resume and tape to:

Lucy Valerio
Personnel
KUTV Inc.
2185 South 3600 West
Salt Lake City, Utah 84119
EOE

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 |

All Contacts Will Be Strictly Confidential

MAINTENANCE TECHNICIAN, STUDIO & ENGINEERING KQVR - TV Sacramento, California

Progressive major market television station has immediate opening for television studio maintenance technician. Duties will include maintenance of all studio equipment, including one inch VTR editing systems. Must be skilled in both analog and digital technology. Excellent benefits and salary. Equal opportunity employer. Call or send resume to Wm. H. Lawrence, Chief Engineer, KQVR-TV, 1216 Arden Way, Sacramento, CA 95815 (916-927-1313).

TV STATION GENERAL MANAGER

OPPORTUNITY WITH FAST GROWING STATION IN SOUTHWEST

This attractive opening offers the individual an opportunity to assume prime responsibility for a successful operation of a network affiliated TV station located in the Southwest.

We're a highly progressive communications company that owns several established, growing television stations along with cable and subscription television operations. We're seeking a highly motivated individual to work with us in meeting the many challenges that exist in the communication industry.

Must have ability for total station management including production, programing, news, technical and administrative functions.

Prefer 3-5 years broadcast or marketing management experience.

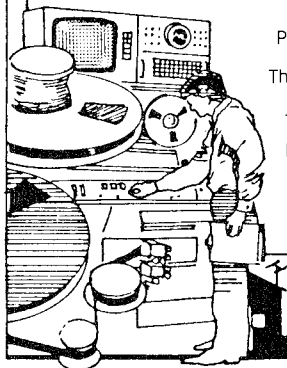
This position offers outstanding opportunities for continual advancement.

The salary is attractive and we offer an excellent benefits package.

Please send resume and salary requirements, in confidence to:

BOX F-176

An Equal Opportunity Employer M/F



Vice President - Network Operations

Experienced station or network operations manager for Los Angeles corporate headquarters of highly diversified communications company to oversee rapidly expanding operating centers in New York, Los Angeles, and Washington, D.C. Responsibilities include establishment and operation of network type video and audio program origination, studio production, network switching, and satellite transmission and reception plus overall quality control. Must be bottom line oriented, know how to prepare and supervise budgets, find and employ highly qualified and motivated personnel. Must know broadcast operations from a broadcaster's perspective. Minimum fifteen years broadcast experience including ten in management position. Working knowledge of satellite transmission helpful. Send resume and salary requirements to:

Gary J. Worth, President
Wold Communications
11661 San Vincente Boulevard
Los Angeles, CA 90049

WOLD COMMUNICATIONS

A division of Robert Wold Company
M/F and Equal Opportunity Employer

TELEVISION
FORTUNE 500 COMPANY

BUSINESS MANAGER

We're part of a dynamic Fortune 500 communications company (Capital Cities Communications). In two weeks, our current business manager becomes vice-president/general manager of one of our cable television companies. We're searching for his successor.

It could be you if:

- You're extremely bright.
- You're not afraid of hard work.
- You can lead a small but very competent financial staff.
- You have a solid financial education and background - auditing experience helpful...an MBA even better.

Your responsibilities will include:

- Supervising all financial reports, including P&L.
- Managing entire station expense budget, working through our department heads.
- Overseeing our personnel policy.
- Making effective recommendations to the general manager on all related matters.

Send Resume to:

Walter C. Liss, Jr.
Vice-President/General Manager
KFSN-TV
1777 "G" Street
Fresno, CA 93706

AN EQUAL OPPORTUNITY EMPLOYER

We need a News Director

who knows how to run a department. Must know how to handle assignments, people and be a good administrator. Award-winning department with a professional staff located in the southeast. Top network affiliate in market. You might be a second man who wants to move up. Send resume and salary requirements to Box F-206. E.O.E. M/F

ENG Editor

Major market station has an opening for an ENG Editor. Applicants must have a minimum of 2 years experience in electronic news gathering. Send resume to Bob Warfield, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. An Equal Opportunity Employer.

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.

Co-Anchor

Aggressive-personable co-anchor 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.

WEATHERPERSON

Major, aggressive midwest television news dept. searching for Weatherperson/Environmental Reporter who can communicate, or a Meteorologist who can communicate. We are totally committed to news & weather and we have all the state-of-the-art weather equipment. Prefer candidate with college degree & at least 3 years on-air television exp. Please send resume to Box F-195. E.O.E. M/F

Situations Wanted News

**T.V. RATING
GRABBER
PUFFY THE
WEATHERDOG.
AND THE NATIONS
1ST WEATHER FAMILY**



**Call Gail Gordon
915-581-9594**

Make no bones about it, we're in the doghouse and ready to ... move

Situations Wanted Programing, Production, Others

TRAFFIC MANAGER

20 years broadcast experience including independent TV—large market.

BIAS and BCS systems

Joan Stora
206—858-6604

Public Notice

APPLICATIONS FOR CABLE TELEVISION LICENSE BEDFORD, MA

The Town of Bedford, Massachusetts will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed below until 11:00 a.m. on September 11, 1981. Applications must be filed on the Massachusetts CSTV Commission Form 100 and must be accompanied by a \$100.00 non-refundable filing fee, payable to the Town of Bedford, Massachusetts. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspection in the Town Clerks Office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Stephen J. Daly, Administrator, Town of Bedford, Town Hall, Bedford Massachusetts 01730.

Miscellaneous



ALLIED FIELDS Help Wanted Sales

CLIENT SERVICE REPRESENTATIVE

NEW YORK OFFICE

Arbitron, one of the nation's leading radio and television audience measurement firms has an entry level position available which requires a college degree or equivalent work experience, in local radio advertising or related fields. Sales aptitude would be helpful. Duties will include extensive telephone contract and correspondence with clients. If you are qualified, send a resume with salary requirements to:

THE ARBITRON COMPANY

a research service of

1350 Avenue of the Americas
New York, N.Y. 10019
An Affirmative Action Employer

Help Wanted Sales Continued

The Birch Report

National Sales Representative

The Birch Report, the nation's largest monthly radio audience measurement service, seeks aggressive, highly motivated sales representative. To qualify, you must be goal-oriented, have good organizational skills, a college education, broadcast or research sales experience, and the desire to excel. Exceptional income potential and opportunity for advancement. Send resume, with salary history, in confidence to:

David Gingold, VP/Director of Sales and Marketing
Radio Marketing Research, Inc.
3200 N. University Drive, Suite 200
Coral Springs, Florida 33065

INTERNATIONAL SALES

Outstanding opportunity for export sales oriented individual to get in on the ground floor of a rapidly growing broadcast equipment manufacturer. Broadcast Electronics grew 34% in 1980 and International Sales exceed 25% of company volume and is growing.

If you have a technical background in broadcast equipment and speak Spanish, you could be the person for this exciting growth position. Responsibilities include technical proposal preparation and correspondence with international representatives. Fluency in English/Spanish and a BS Degree required.

Broadcast Electronics is located in a pleasant midwestern city of 50,000 population. Excellent company benefits include a Profit Sharing Plan. Exceptional working environment in a modern 50,000 sq. foot headquarters/manufacturing complex.

Please do not call but send resume in confidence to:

Personnel Manager
Broadcast Electronics Inc.

a **FILMWAY** company



**BROADCAST
ELECTRONICS INC.**

4100 N. 24th STREET, P.O. BOX 3606, QUINCY, IL 62305, (217) 224-9600, TELEX: 25-0142

Radio Survey

200 CALLS \$550, \$150 DOWN.
\$33.25 MO. RAW DATA FREE

S-A-M-S

P.O. Box 2585, Augusta, Ga., 30903 (404) 733-0642. Dick Warner, President.

Radio Programing

The MEMORABLE Days of Radio

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
...included in each series



Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



Introducing a Totally Unique
Beautiful Music Campaign
from TM Productions.

"My Soft Spot"

Call 214-634-8511 Collect for details.

Employment Services

RADIO OPENINGS

Need your first radio job? Need a new radio job? 100 to 200 Nationwide jobs. Open every week—Disk Jockeys—News—Programming—Top 40—Country—AOR—All Formats—All Market Sizes—This National computer list is available weekly for six dollars.

Special Discount—receive nationwide mailed to you for 4 consecutive weeks only \$12.50. You save \$11.50. If you don't need a job now, cut and save this ad. **American Radio Job Market, 6215 Don Gaspar, Las Vegas, Nevada 89108.**

Employment Services Continued

CREATIVE BROADCAST SERVICES AGENCY

"Media Placement Professionals"

- Executives
- Management
- Technical
- Talent

(213) 467-8151
100% FREE
TO APPLICANTS

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



For Sale Equipment

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

AM/FM COMBO

Small midwest AM/FM. Only station in town. Terms available to qualified buyers. Asking price: \$425,000. Box F-192.

SMALL MARKET AM

Full time AM in small eastern market. Excellent signal; low dial position. Outstanding opportunity for either small group or owner operator. Asking \$675,000 (under 2x rev). Will consider terms. Box F-194.

BUYING OR SELLING

We're Ready to Serve

CHANEY/MCCARTHY ASSOC.

Box 101—Bedford, MA 01730
617/275-6265, 275-7008

Sell or buy a radio station. More than 40 listings nationwide in AL, AK, AZ, AR, CA, FL, GA, IL, KY, MD, MN, MO, NC, OH, OK, SC, TN, TX, and WV. Inquiries and details confidential.

Business Brokers Associates

615—756-7635 (24 hours)

ATLANTA AM

1-k AM Daytimer with PSA. Excellent facilities and land. \$395,000 cash. (804) 623-6262.

INVITATION FOR BID

North Carolina AM Daytime Station to be offered by sealed bid. For station data send information regarding bidder's qualifications to counsel at: Bond Professional Group, P.C., Attorneys at law, 2675 Cumberland Parkway, Suite 150, Atlanta, Georgia 30339, 404—435-5270.

COMBO IN GA

Excellent facility, good medium market with underdeveloped AM, 3 mil, terms.

Box F-259

Dan Hayslett

& associates, inc.

Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

MEDIA BROKERS • APPRAISERS

AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A. SHAHEEN, INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"

5050 Poplar Ave. • Suite 816 • Memphis, TN. 38157
700 New Hampshire Ave., N.W. • Watergate South
Suite 1003 • Washington, D.C. 20037

For Sale Stations Continued



CHAPMAN ASSOCIATES®

media brokerage service

STATIONS

S	Small	AM	\$150K	\$30K	Bill Cate	(904) 893-6471
S	Small	AM	\$231K	\$75K	Ernie Pearce	(404) 458-9226
SW	Small	AM/CP-FM	\$400K	\$116K	Greg Merrill	(801) 753-8090
MW	Small	AM/FM	\$450K	\$125K	Bill Whitley	(214) 387-2303
S	Medium	AM	\$305K	\$88K	Bob Thorburn	(404) 458-9226
SE	Metro	AM/FM	\$1250K	Terms	Bill Cate	(904) 893-6471
E	Regional	FM	\$1500K	\$500K	Jim Mackin	(312) 323-1545
SC	Regional	AM/FM-C	\$1500K	29%	Bill Chapman	(404) 458-9226

CONTACT

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

Stan Raymond & Associates

Broadcast Consultants & Brokers

Has stations available in Ga., Fla., N.C., & S.C.
Call or write now.

404-351-0555 1819 Peachtree Road, N.E.
Atlanta, Georgia 30309

OWNER/OPERATOR OPPORTUNITY

Unusually attractive for owner-operator. Small market AM/FM combo in Midwest. Real estate owned and includes apartment at studios. Can be acquired for less than \$500,000. Box F-193.

THE KEITH W. HORTON COMPANY, INC.

For prompt service contact

Home Office: P.O. Box 948
Elmira, N.Y. 14902
24 hr Phone: (607)733-7138

Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963
Brokers and Consultants



Wilkins and Associates Media Brokers

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	
NC	Daytime AM	50K	Small
South	Potential Gospel Station		

109 North Main, 2nd Floor
Sioux Falls, South Dakota 57102 605/338-1180

WALKER MEDIA & MANAGEMENT, INC.

William L. Walker
President

Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
(202) 223-1553

Brokers-Consultants-Appraisers

Pittsburgh FM

Sub Channel

Available

Box F-246

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.
(Billing charge to stations and firms: \$2.00.)

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Rates: Classified listings (non-display) Help Wanted: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ 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.

Fates & Fortunes®

Media



Bonanni



Van Amburg

John Bonanni, VP-sales, ABC Owned TV Stations, New York, named VP-station manager, WABC-TV there. **Tom Van Amburg**, KABC-TV Los Angeles general sales manager and acting program director, named ABC vice president and general manager of KABC-TV. Van Amburg succeeds John Severino, recently appointed president of ABC-TV (BROADCASTING, May 18).

Fred Carlton, general sales manager, KERO-TV Bakersfield, Calif., named VP-general manager, succeeding Raymond Watson, named to same post at co-owned KMGH-TV Denver ("Fates & Fortunes," March 23).

David Thomas, general manager, Harte-Hanks's WEZI(FM) Memphis, and **Philip Goldman**, general manager of co-owned WRVQ(FM) Richmond, Va., named regional VP's of Harte-Hanks Radio (formerly Southern Broadcasting). Thomas also assumes responsibility for Harte-Hanks's KQYT(FM) Phoenix, and Goldman assumes responsibility for KMKJ(FM) Portland, Ore. **Peter Schulte**, general manager for Harte-Hanks's WRBQ(FM) Tampa, named to same post at co-owned WLCY(AM) there. Named VP's, licensee, Harte-Hanks Radio: **Dick French**, general manager, KULF(AM) Houston; **Warren Merrin**, general manager, WSGN(AM) Birmingham, Ala., and **Vici Williams**, general manager, KYND(FM) Houston.

Thomas Mosher, VP-general manager, KVOR(AM)-KSPZ(FM) Colorado Springs, joins Outlet Co.'s WSNE-FM Taunton (Mass.)-Providence, R.I., in same capacity. He succeeds **Donald Pettibone**, named VP-general manager at co-owned WIOQ(FM) Philadelphia ("Fates & Fortunes," April 27).

Paul Todd, sales manager, WTJZ(AM)-WQWK(FM) Norfolk, Va., named executive VP-general manager.

Jerry Condra, general manager, WPDE-TV Florence, S.C., named president of station's licensee, Eastern Carolinas Broadcasting. **Joyce Jordan**, from WBTW(TV) Florence, joins WPDE-TV as business manager.

Edward Devine, administrative VP-treasurer, Group One Broadcasting, Akron, Ohio, station group, named executive VP.

Jeff Pryor, production manager, KFDM-TV Beaumont, Tex., joins KBMT(TV) there as operations manager.

Steve Roberts, operations manager, KQYT(FM) Phoenix, joins KMEO-AM-FM there in same capacity.

Hartley Dewey, VP-controller for Landmark Communications' community dailies, named corporate controller based at headquarters of publishing-broadcasting group in Norfolk, Va.

Tom Steel, general manager, Patten Broadcasting's WMAD(FM) Sun Prairie, Wis., joins co-owned WMPX(AM) Midland, Mich., as assistant manager.

George Livergood, VP, Theta Cable, Teleprompter's Los Angeles cable TV operation, named president of Theta and VP-regional manager for Teleprompter, responsible for systems in southern California and Rocky Mountain district. **M. Jay Walkingshaw**, VP-finance and administration, Time-Life Films, New York, joins Teleprompter there as controller.

David Dreilinger, associate general counsel and attorney, Viacom International, New York, named deputy general counsel.

William Lipman, with Oak Communications's CATV Division, Crystal Lake, Ill., named director of computer applications, responsible for development of software support systems for division's addressable products.

Jayne Gerdeman, director of institutional services and franchise project coordinator, United Cable TV, Denver, joins Kenton/Boone counties, Kentucky, as CATV administrator.

Advertising

Jacquelynne Treacy, VP and director of personnel, J. Walter Thompson U.S.A. Inc. and its New York office, named senior VP.

R. Pat Hill, senior VP and director of marketing, Ensslin & Hall Advertising, Tampa, Fla., assumes additional duties as chairman of new business development committee. **John Holmes**, VP-account supervisor, Ensslin & Hall, named director of account services.

Kenneth Milhill, executive VP-director of

Burnett appointments. Associate research directors in research department of Leo Burnett, Chicago, named group research directors: Carol Foley, Jaye Golanty, Dave Mortimer, John Pavasars, and Ray Prazak. Associate research directors named directors of staff research groups: Melody Douglas-Tate, Leila Green, David Olson, and Barbara Thomas.

client services, D'Arcy-MacManus & Masius, St. Louis, named general manager of office there. **Timothy Nichols**, district research manager, CBS Publications, Detroit, joins DM&M, St. Louis, as manager of media information and research services department. **Terry Hinkle**, designer-art director, Ralston Purina, St. Louis, joins DM&M there as art director.

Nancy Ruda, associate merchandising manager, Tatham-Laird & Kudner Advertising, Chicago, named merchandising manager.

Robert Petrocelli, **Ralph Pucci**, and **Lorenzo Perrone**, art directors, Ted Bates Advertising, New York, named associate creative directors.

Patrice Lord, from Vitt Media International, New York, joins Arnold & Co., Boston, as media buyer.

Nancy Bertsch, sales coordinator, New Balance Shoes, Allston, Mass., joins Ingalls Associates, Boston, as media coordinator.

David Rackowa, senior producer-writer, Elkmann Advertising, Bala Cynwyd, Pa., joins Weightman Advertising, Philadelphia, as director of radio-TV production.

Martha Earnshaw, account supervisor, Attardi & Davis, New York, joins Kenyon & Eckhardt there as senior account executive. **Richard Cook**, international advertising and merchandising manager, Chrysler Corp., Detroit, joins K&E, Bingham Farms, Mich., as account executive.

Walter Novick, account executive, Benton &

**We can make automation
pay for itself...
call us to find out how.**

Call Larry Zaiser at 217-222-8200, ext. 3292. Or write Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301.



Bowles, New York, joins Tracy-Locke, Dallas, in same capacity.

John Hoffman, station manager, KADI-AM-FM St. Louis, joins Clayton Webster Corp., media buying service there as VP-director of marketing.

Robert Luna, VP-marketing and media, Christenson-Barclay & Shaw, Kansas City, Mo., advertising firm, leaves to form own advertising firm, Concepts in Advertising, Overland Park, Kan.

Named marketing sales executives, Television Bureau of Advertising, New York: **Shelley Ignal**, VP, director of marketing services, Katz Agency, New York.; **James McRae**, national sales executive from Peters, Griffin, Woodward, New York, and **William Ferrell**, local sales manager, WGHP-TV High Point, N.C. **Robert Lewrew**, independent advertising and marketing executive, based in Atlanta, joins TVB there as marketing executive.

Robert Richer, president and general manager, WITS(AM) Boston, joins Radio Advertising Representatives, New York, part of Group W Radio Group, as VP-general manager.

Linda Pomillo, national sales manager, CBS-owned, WBBM-TV Chicago, named local-retail sales manager for CBS-TV National Sales there. **Barbara Vogt**, account executive, CBS-TV National Sales, Chicago, succeeds Pomillo.

Dean McCarthy, director of program services, New York, and **George Pettett**, manager of Dallas office, Harrington, Righter & Parsons, named VP's. **Betty Zarro**, sales trainee, HR&P, Los Angeles, and **Ken Murphy**, from Storer Television, New York, named account executives, at HR&P's Los Angeles and New York offices, respectively.

Named account executives, Blair Television: **Richard Engberg**, from WTCN-TV Minneapolis, to Blair's NBC/blue sales team in New York; **Ronald Furman**, buyer, William Esty Co., New York, to Blair's Philadelphia offices, and **Richard Davidson**, with Blair TV, New York, to Blair's Jacksonville, Fla., office.

Brenna Coyne, from Blair Television, Chicago, joins Eastman CableRep there as account executive.

Paul Barrett, director of advertising services, ABC Television Network, New York, named VP-national advertising director. **Carmen Willix**, assistant group head of media planning, Grey Advertising, New York, joins ABC Radio Networks there as manager of sales presentations.

Richard McGeary, VP-general manager, KHJ(AM) Los Angeles, joins Mutual Broadcasting System there as VP-Western sales manager. **Richard Yoder**, account executive, Mutual Broadcasting's Detroit sales office, named assistant manager of sports sales there.

John Weidman Jr., head of sales department, WBNG-TV Binghamton, N.Y., joins Harron Communications Corp., Philadelphia-based cable TV operator, as director of advertising for newly formed Harron Cable Interconnect. He will direct advertising sales for new interconnection of Harron's cable systems in southeastern Pennsylvania, Delaware and southern New Jersey.

Grady Crumpley, account executive, ABC Radio Networks, New York, joins Sheridan Broadcasting Network there in same capacity.

Robert Iljes, account executive, Turner

Broadcast Sales, New York, named VP-national sales manager for Turner's WTBS(TV), based in New York. **Farrell Reynolds**, account executive, Turner Broadcast Sales, New York, named VP-New York sales manager for WTBS.

James Martz, director, NBC-TV Spot Sales, Chicago, joins WJLA-TV Washington, as director of sales.

Greg Hamilton, from WMC(FM) Memphis, joins WZXR(FM) there as sales manager.

Jack Young, account executive, KIRO-TV Seattle, named regional accounts manager.

Gary Smith, account executive, WBSY(AM)-WQHQ(FM) Salisbury, Md., joins new WOCQ(FM) Berlin, Md., as sales manager. WOCQ went on air last week.

Andy Santamaria, account executive, KUIC(FM) Vacaville, Calif., named sales manager.

Leonard Marsh, national sales manager, KMGH-TV Denver, named local sales manager.

Michael Sonberg, account executive, KRTH(FM) Los Angeles, named local sales manager.

Linda Phipps, account executive, WTJZ(AM)-WQRK(FM) Norfolk, Va., named local sales manager.

Steven Mootry, account executive, WRBD(AM) Fort Lauderdale, Fla., named regional sales manager.

William (Bud) Greene, retired U.S. Army officer, joins WITN-TV Washington, N.C., as sales consultant.

Jim Cande and **Tony Franceschelli**, account executives, WVBK(FM) Boston, named senior account executives.

Jefferson Ketcham, account executive, WICC(AM) Bridgeport, Conn., named senior account executive.

Beth Allen, sales assistant, WPDE-TV Florence, S.C., named traffic manager. **Joan Smith**, from WBTW(TV) Florence, succeeds Allen.

Joan Fitzpatrick, from SelfTel, New York, joins WABC-TV there as account executive.

Scott Sobel, client service representative, SRI Data Services, New York data processing firm, joins WGBB(AM) New York as account executive.

Susan Carey, account executive, WITS(AM) Boston, joins WEEI-FM there in same capacity.

Larry Kriedberg, account executive, KDWB-AM-FM Minneapolis, joins KMSP-TV there in same capacity.

Phyllis Ray, district sales manager, Avon Products, Kansas City, Mo., joins KMBC-TV there as account executive.

Renee Hurdle, account executive, WFSB-TV Hartford, Conn., joins WPTF-TV Durham, N.C., in same capacity.

Chester Williams, account executive, WSOC-TV Charlotte, N.C., joins WPCQ-TV there in same capacity.

Tina Callaghan, account executive, KTIV(TV) Sioux City, Iowa, joins WOWT(TV) Omaha in same capacity.

Kay McConathy, from KMPX(FM) San Francisco, joins KGO(AM) there as account executive.

Susanne Lauchner, account executive, Anastas Associates Advertising, Lowell, Mass.,

and **Mike Abel**, recent graduate, Lowell (Mass.) University, join WCAP(AM) Lowell as account executives.

K.C. Kelly, from WAPR(AM) Avon Park, Fla., and **Tom Rusk**, program manager, WARU-AM-FM Peru, Ind., join WGTO(AM) Cypress Gardens, Fla., as account executives.

Programing



Wizan

Joe Wizan, president of Joe Wizan Productions, Los Angeles, feature film producer, joins CBS Theatrical Films Division, production and distribution arm of CBS/Theatrical Films Group, Studio City, Calif., as president, succeeding **Donald March** who left two weeks ago to pursue other interests.

Frank Miller, vice president, general manager and executive producer of *The John Davidson Show* for Group W Productions, Los Angeles, named VP, marketing.

Robert Jacquemin, VP-sales, Paramount Television's domestic distribution, named senior VP-sales for division which is being relocated to Paramount's West Coast studio in Los Angeles. Jacquemin earlier this year joined Warner Bros. television distribution, Los Angeles, as VP-worldwide marketing, but shortly returned to Paramount in New York, after stating that his relocation to West Coast was for personal reasons, and that move turned out to be unnecessary ("Fates & Fortunes," March 9). **Steve Goldman**, Central Division manager, Paramount Television domestic distribution, Chicago, named VP, Eastern regional manager, New York. **Kevin Tannehill**, also central division manager, named VP, central regional manager, Chicago. **Greg Meidel**, Southwestern division manager, Dallas named VP.

E. James Greiner, director, financial administration and control, East coast, New York, NBC Entertainment, named VP **Susan Beckett**, senior counsel, NBC law department, New York, named VP-business affairs, NBC Enterprises there. **Alan Sternfeld**, manager, program commitments department, NBC Entertainment, New York, named director of program commitments department, based in Los Angeles. **Arthur Epstein**, administrator, program commitments department, Los Angeles, succeeds Sternfeld there.

Judith Ann Bresler, assistant general attorney and associate director of business affairs, ABC Video Enterprises, New York, named general attorney and associate director of business affairs. **Tom Emma**, attorney and associate director of business affairs, ABC Video Enterprises, succeeds Bresler.

Jay Stoler, independent consultant, based in Los Angeles, and **Bruce Testory**, air personality, WKIO(FM) Urbana, Ill., join Watermark, Los Angeles, as regional manager for Northeast and regional manager for South-central region, respectively, based in Los Angeles.

Michael Rosenberg, from Blumenkrantz & Zachary, New York accounting firm, joins Satori Productions there as controller.

Patricia Rye, from Savvy Productions, Los Angeles, **Michael Rye**, actor, based in Los

Angeles, and **Harry Flynn**, president of Flynn Co., Los Angeles public relations firm, form Insert Co., there to produce and syndicate programs for TV and cable.



Copeland

Karen Lee Copeland, manager of program administration for NBC's WMAQ-TV Chicago, joins co-owned WNBC-TV New York as program director.

Tommy Walker, general manager, WKIX(AM) Raleigh, N.C., joins WPTF(AM) there as program director.

Robert Weinstein, from WNEP-TV Scranton, Pa., joins WPVI-TV Philadelphia, as producer-director. **Stephanie Ann Noonan**, associate producer, *AM Northwest*, KATU(TV) Portland, Ore., joins WPVI-TV Philadelphia in same capacity for *AM/Philadelphia*.

John Mason, associate program producer, *Evening Magazine*, KDKA-TV Pittsburgh, joins KUTV(TV) Salt Lake City as producer, *PM Magazine Utah*.

Don Agnew, producer-director, WJCT(TV) Jacksonville, Fla., named senior producer-director.

Lisa Morrison, executive producer, *Allamaze*, children's program, WJAR-TV Providence, R.I., named to executive producer for station's *PM Magazine*.

Richard Roberts, with WPDE-TV Florence, S.C., named producer-director of station's *Pee Dee People*. **Etta James**, with WPDE-TV, named program assistant.

Al Bernstein, air personality, WBLS(FM) New York, joins WKHK(FM) there in same capacity.

John Mrvos, air personality, WMET(FM) Chicago joins WXRT(FM) there in same capacity.

Dave Capps, air personality, WITS(AM) Boston, joins WJIB(FM) there in same capacity.

News and Public Affairs

Bob Jordan, anchor-news director, WFTV(TV) Orlando, Fla., joins KSTP-TV St. Paul, Minn., as news director.

Harald Bauer, UPI regional executive for Ohio, based in Columbus, joins UPI Cable Services, New York, as director of marketing.

Eric Braun, news producer, WEWS(TV) Cleveland, named news director, succeeding **Gary Ritchie**, named station manager ("Fates & Fortunes," June 15).

Edwin Hart, news director, WOKR(TV) Rochester, N.Y., joins WPRI-TV Providence, R.I., in same capacity.

David Berner, news director, WEEP(AM)-WDSY(FM) Pittsburgh, joins WWSW-AM-FM there as director of news and information.

Don Watson, news director, WWWE(AM) Cleveland, joins WIFE(AM) Indianapolis, as director of news and programming.

David Gilton, reporter, WMC(FM) Memphis, joins WREC(AM) there as news director.

Nick Madved, news editor, WPLP(AM) St. Petersburg, Fla., named news director.

Charlie Seraphin, news director, KIOI(FM) San Francisco, joins KCBS(AM) there as associate director of news and programming.

Bill Day, editorial director, KMGH-TV Denver, retires after 17 years with station.

Claudia Pryor, news producer, KGO-TV San Francisco, named executive producer of special projects. **Terry Lowry**, weekend news co-anchor, KRON-TV San Francisco, joins KGO-TV as weekend anchor.

Alfredo Corral, assignment editor, KTVU(TV) Oakland, Calif., named assistant news director. **Richard Hall**, producer, KPIX(TV) San Francisco, joins KTVU as executive news producer and special correspondent.

Marc Rosenweig, news producer, WJBK-TV Detroit, joins WPLG(TV) Miami as executive news producer.

Ned Tate, news producer-director, WTOL-TV Toledo, Ohio, joins WKYC-TV Cleveland in similar capacity.

David Campanella, from WIVB-TV Buffalo, N.Y., joins WKBW-TV there as news writer-producer.

Bryan Johnson, news director, KOMO(AM) Seattle, named senior correspondent-analyst for KOMO-AM-TV.

Judy Licht, news co-anchor, WNEW-TV New York, joins WABC-TV there as co-host of its *Good Morning New York*.

Paul Miller, reporter-anchor, WSB-TV Atlanta, joins NBC News as correspondent in Cairo bureau.

Bob Grip, from WKRQ-TV Mobile, Ala., and **Diana Morgan**, from WICD(TV) Champaign, Ill., join WAVY-TV Portsmouth, Va., as anchors-reporters. **Cynthia Smoot**, from WCMS-AM-FM Norfolk, Va., joins WAVY-TV as anchor-producer. **Cathy Midkiff**, from WOWK-TV Huntington, W.Va., joins WAVY-TV as reporter. **Mike Burke**, from WKBN-TV Youngstown, Ohio, and **Dan Shreve**, from WOWK-TV, join WAVY-TV as news photographers.

Bob Brill, news director, KUZZ(AM)-KKXX(FM) Bakersfield, Calif., joins KYNO-AM-FM Fresno, Calif., as reporter-anchor. **Paul Dennett**, from KNTB(AM)-KLYD(FM) Bakersfield, succeeds Brill at KUZZ and KKXX.

Fred Kalil, sports anchor, WTTV(TV) Indianapolis, joins WOWK(TV) Huntington, W.Va., as weekend sports anchor.

Doug McKelway, from Group W, Washington news bureau, joins group's WPCQ-TV Charlotte, N.C., as general assignment reporter.

Pat Beall, reporter, WFTV(TV) Orlando, Fla., joins WBDO-TV there in same capacity.

Pat McMurray, host and associate producer for *Morning Edition*, noncommercial WAMU-FM Washington, joins WASH(FM) there as general assignment reporter.

Dennis Shreffler, news anchor, KTVH(TV) Wichita, Kan., joins WCMH-TV Columbus, Ohio, as reporter.

Mike Kellerman, news anchor, WNCT-TV Greenville, N.C., joins WCTI-TV New Bern, N.C., as reporter-anchor.

Bruce Fisher, news photographer, KPTV(TV) Portland, Ore., and **John Axelson**, chief news photographer, KXLY-TV Spokane, Wash., join KIRO-TV Seattle as news photographers.

Jamie Wyse, producer of TV news productions, Southern Illinois University, Carbondale, joins WNGE(TV) Nashville as photographer-editor.

Walter Cronkite, former anchor, CBS-TV News, awarded American Institute for Public Service Jefferson Award for public service by private citizen. Cronkite was also given 1981 Primo Award for business excellence from Consolidated Cigar Co.

Bette Mammone, public relation-research associate, Private Industry Council, Utica, N.Y., joins Society of Professional Journalists, Sigma Delta Chi, Chicago, as administrative assistant to organization's executive officer, Russell Tornabene.

Technology



Butler

Patrick Butler, staff VP, editorial services, RCA, New York, named staff VP of government relations, based in Washington. Butler has served as aide to former President Gerald Ford and Senate Majority Leader Howard Baker Jr. **Hugh Craton**, director of sales, and **Donald Weisenstein**, director of replacement parts, product management, RCA Distributor and Special Products, Deptford, N.J., named division VP-sales, and division VP-merchandising, respectively.

Please send

Broadcasting

The News Magazine of the Fifth Estate

Name _____

Company _____

Business Address _____

Home Address _____

City _____

State _____

Type of Business _____

Title/Position _____

Are you in cable operations ☐ Yes ☐ No

Signature (required) _____

☐ 3 years \$135 ☐ 2 years \$95 ☐ 1 year \$50

(Canadian and international subscribers add \$12/year)

☐ 1981 Yearbook \$60

(If payment with order: \$55)

☐ Payment enclosed ☐ Bill me

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W. Washington, D.C. 20036

Jack Dawson, division manager, television lenses and optical systems, Fujinon Optical, Scarsdale, N.Y., named VP-general manager.

Timothy Stumpp, supervisor, NBC videotape maintenance department, Burbank, Calif., named manager of newsgathering operations for NBC News there.

Fritz Baker, with Viacom Communications, New York-based cable TV operator, named Eastern regional manager of engineering.

Edward Hobson II, field service engineer, Grass Valley Group, Great Neck, N.Y.-based TV broadcast equipment manufacturer, named sales representative for mid-Atlantic region.

Richard Covell, manager of systems engineering, CATV division of GTE Products Corp., El Paso, Tex., joins Phasecom, headend manufacturer for cable TV industry, as national accounts manager, based in Denver.

Luisa Bacchiani, account executive, GalaVision, New York, joins CATV Products Sales, Woodbridge, N.J., as Western regional sales manager, based in Woodbridge. CATV Product Sales is sales agent for Gamco Industries, manufacturer of CATV connectors, amplifiers, passive and security hardware.

Randal Clum, engineer, WCMH-TV Columbus, Ohio, named assistant chief engineer.

Promotion and PR

Robert Cornet, director of editorial services, NBC, New York, named VP-editorial services, responsible for editorial and communications services, including speech writing, employee communications and executive correspondence. **Joel Parker**, talent coordinator, creative services, NBC-TV Network, Los Angeles, named manager, talent coordinators, network creative services, NBC-TV. **Helen Manasian**, manager, business and trade publicity, NBC, New York, named to new post of manager, corporate press, responsible for supervision of press relations activities, including radio, television stations, affiliate relations, sales, legal, research and NBC Enterprises.

Ethel Winant, VP for mini-series and novels, NBC, Los Angeles, joins Metromedia Pro-

BPA officers. New officers and board members of Broadcast Promotion Association: Clarence Martin, KYTV(TV) Springfield, Mo., president; Ann Coleman, WAVE-TV Louisville, Ky., president-elect; Fred Bergendorff, KNX(AM) Los Angeles, VP; Lee Pocock, KSL(AM) Salt Lake City, secretary, and Beryl Spector, WMHT(TV) Schenectady, N.Y., treasurer. Elected to board: Diane Bagwell, WIS-TV Columbia, S.C.; Al Batten, KMOX-TV St. Louis; Dick Collins, WTMJ-TV Milwaukee; Ellen Manowitz, WIND(AM) Chicago; Judith Horan, WOWT(TV) Omaha; Sid Perry, WTVQ-TV Lexington, Ky.; Joseph Logsdon, WTTV(TV) Indianapolis; Marge Velasquez, KF(AM) Los Angeles; Deb Kneip McDermott, KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska; Mort Slakoff, Metromedia TV, Secaucus, N.J.; Randy Ward, CHCH-TV Toronto; John Perino, KCMT(TV) Alexandria, Minn., and Sy Cowles, ABC-TV, New York. Immediate past president is Gail Morrell, CFCE-TV Montreal.

ducers Corp. there as senior VP-creative affairs.

Karen Yellen, freelance producer, based in Chicago, joins WLS-TV there as on-air promotion manager.

Leslie Smith, account executive, WEAN(AM)-WPJP(FM) Providence, R.I., joins WPRI-TV there as promotion director.

Troi Paris, from WCBD-TV Charleston, S.C., joins WPDE-TV Florence, S.C., as promotion manager.

Stephanie Stefka, former director of promotion, Time-Life Television, New York, named VP, advertising and promotion, Harvey Chertok & Co., newly formed New York advertising-promotion firm (see "Ad Vantage," page 14).

New slate. Bob Regler, art director, KGBT-TV Harlingen, Tex., was elected president of the Broadcast Designers Association, succeeding Gil Cowley, WCBS-TV New York. Newly elected board members include: Steve Yuranyi, CFCE-TV Montreal; Scott Miller, WPLG-TV Miami; Jim Stringer, KGO-TV San Francisco; Rick Frye, WBTW(TV) Charlotte, N.C., and Brad Nims, WJLA-TV Washington.

Allied Fields

Kalman Schaefer, acting chief of Office of Plans and Policy, FCC, Washington, named assistant for international communications to FCC Chairman Mark Fowler. Schaefer will advise Fowler and other commissioners on matters of international communications policy development, coordinate international conference planning and report to and coordinate with Congress on international communications policy matters.

Richard Wolfson, executive VP-general counsel, Wometco Enterprises, Miami, joins law firm there, Stroock & Stroock & Lavan, as partner, effective Sept. 1. Wolfson announced his retirement from Wometco in May ("Fates & Fortunes," May 11). He told BROADCASTING, he was retiring because it is apparent he wasn't going to succeed his uncle, Mitchell Wolfson, as president. Wolfson will remain director of Wometco Enterprises and Wometco Cable TV, and act as consultant.

Michael Rau, consulting engineer, Jules Cohen & Associates, Washington, joins National Association of Broadcasters there as staff engineer.

John Bass, former chief of FCC network study staff who retired from commission in Nov. 15, 1980, has joined Washington law firm of Wilner & Scheiner as associate.

Neal Goldberg, former legal assistant to former FCC Commissioner Tyrone Brown, currently with Washington law firm of Hamel, Park, McCabe & Saunders, named partner.

Judith Saffer, senior attorney, American Society of Composers, Authors and Publishers, New York, named senior counsel. **I. Fred Koenigsberg** and **Richard Reimer**, attorneys, ASCAP, named senior attorneys.

Walter Schwartz, president, Blair Television, elected chairman of Television Bureau of Advertising's National Sales Advisory Committee, succeeding **Lloyd Werner**, Group W Television Sales. **William Tynan**, Metro TV Sales, New

York, elected vice chairman. New members named to NSAC's executive committee: **Walter Flynn**, ABC Television Spot Sales; **Hank O'Neil**, Top Market Television; **Roderick Perth**, CBS Television Stations Division, and **Arthur Stringer**, SeTel. **David Allen**, Petry Television Sales, named to TVB board of directors, filling unexpired term of **Charles O. Kinney**, retired president of Peters, Griffin, Woodward.

New officers, Hollywood Radio and Television Society: **Gary Nardino**, Paramount Television Productions, president; **Alan Jay Factor**, Factor-Newland Production Corp., VP; **Ethel Winant**, Metromedia Producers Corp., secretary, and **Anthony Cassara**, Golden West Broadcasters, treasurer.

James Rosenfield, president, CBS Television Network, New York, and **Clifford Kirtland Jr.**, chairman, Cox Broadcasting Corp., Atlanta, named to Advertising Council board. **Robert Keim**, re-elected Ad Council president.

Deaths

Donald Kearney, 63, one-time board chairman of Television Bureau of Advertising, who spent more than 40 years in broadcasting, died on June 18 at Fire Island in New York. He had been under treatment for heart problem for several years. Kearney began his career while still student at Fordham University, New York, as sportscaster for WFAS(AM) White Plains, N.Y., and WMCA(AM) New York in late 1930's, and joined sales staff of WAGE(AM) Syracuse, N.Y., upon graduation in 1939. During World War II he was on radio staff of 12th Army Group and Supreme Headquarters Allied Expeditionary Force and was in charge of press gallery at Nuremberg trials. After war, Kearney worked at various broadcast organizations, including Katz Television, as sales manager, ABC as VP in charge of film syndication, and Corinthian Broadcasting as director of sales. In past few years, he had been broadcast consultant, most recently to Department of Census. Kearney is survived by his wife, Josephine; two sons, James E. and George J., and mother, Mona Sheridan Kearney.

Alfonso Bressan, 60, supervisor of audio operations for CBS-TV, New York, died of lung cancer June 17 in New York. He was considered leader in adapting audio technology to television news. During 1950's he worked on such CBS-TV programs as *See It Now* and *CBS Reports*. He is survived by his wife, Sonya, and daughter, Claudia.

Hal Block, 67, early panelist on TV quiz show, *What's My Line?*, died June 16, from burns received in fire in his apartment on April 22 in Chicago. Block, who was comedy writer for TV and movie personalities Bob Hope, Dean Martin and Milton Berle, was also host of program on WGN-TV Chicago. He is survived by two sisters.

Allen Jones, 55, VP-general manager, KVIQ-TV Eureka, Calif., died of heart attack June 16 in Sequim, Wash., while visiting friends. Jones had been with KVIQ-TV for 18 years, 11 of which he spent as VP-general manager. He is survived by his wife, Lucille, two sons and daughter.

Larry Clafin, sports director, WITS(AM) Boston, died June 21 of heart attack at Beth Israel hospital, Boston. He is survived by his wife, Rita, two daughters and son.

WU's Jim Ragan: looking for the big wave in the satellite future

Diesel locomotives and communications satellites: In tonnage and technology the two are worlds apart. But they are two of the fields in which Jim Ragan has found common ground in a career that might first strike an observer for its diversity. Indeed, along the way to his current job, running the Western Union Telegraph Co.'s satellite business, Ragan has also sold oil drilling equipment and been in charge of the cable television operations of Gulf + Western (which at the time owned Athena Communications).

"There's a career path there," says the San Diego-born, Oxford-educated Ragan. Applying the principle he says guides his business efforts—"look for the common denominator"—Ragan points to marketing as the theme that has united his various employments. Whether he's been marketing diesels to railroads, drilling rigs to oil companies, cable systems to municipalities or satellite transponders to a variety of users, Jim Ragan has spent his business life selling products or concepts.

And another thrust unifying Ragan's efforts has been that "I'm interested in running the businesses—in developing them, helping them grow."

If dollars are any measure of growth, Ragan has done all right for WU—taking his unit's revenues from a few million when he went on board in 1976 to over \$30 million now.

Ragan's sense of how that is done, how a business is developed, is expressed in his "Big Wave" theory. "You have to figure out how a technology is going to move through the marketplace," Ragan says, and to be able, like a surfer, "to pick the big wave" that will carry the business furthest. And it's not enough to just identify the wave—"Staying on it is what separates the men from the boys."

With satellite companies, Ragan sees the common denominator as programming—for cable and broadcast television, and for radio. But Western Union, Ragan concedes, missed the cable wave at its outset. That was a result of "a conscious decision," made before he took over, not to pursue Home Box Office as a Westar customer.

(HBO's decision to select RCA's Satcom satellite as its carrier, and the subsequent efforts of cable programmers to get on the same bird, boosted RCA Americom to a pre-eminent position in the cable carriage field.)

The wave Ragan did ride rose from the broadcasters' use of satellite interconnection, led off by the PBS decision to use the



James Thomas Ragan—vice president, broadcast services, Western Union Telegraph Co., Upper Saddle River, N.J.; b. March 15, 1929, San Diego; BA, MA, economics, Christ Church, Oxford, 1951; U.S. Marine Corps, second lieutenant, Korea, 1952-54; management training and staff positions, General Electric Locomotive and Car Equipment Division, 1954-62; manager, future business planning, GE Spacecraft Department, 1962-64; manager, market and sales development, GE Transportation Industries Service Shops Department, 1964-67; manager, marketing, GE Cablevision Corp., 1967-69; vice president, Systems Co., Gulf + Western, 1969; president & CEO, Athena Communications Corp. (at the time, Gulf + Western's cable subsidiary), 1969-74; Washington, D.C., area vice president, Western Union, 1974-76; present position since 1976; m. Susan Held, Nov. 9, 1957; children—Jimmy, 21; Maria, 18; Carey, 17; Andrew, 14.

Westar service in establishing its satellite network. Combining long-term leases from Robert Wold Co. and Hughes Television Network, use by ABC and CBS, and the business of customers such as Spanish International Network and Mutual, Ragan has been able to turn what was a failing business for Western Union into a healthy enterprise. While "radio has been the sleeper" on the broadcast side, Ragan sees a turnaround there as well.

Ragan also wanted to get WU into the cable business, and says he "made a determined effort to unlodge HBO" from Satcom. Though he wasn't able to accomplish that immediate objective, Ragan has now positioned WU's Westar system for a major role in cable through the sale of 10 transponders to Westinghouse for future cable services.

The "condominium" arrangement involved in outright transponder purchases prior to the satellite's launch provides, Ragan believes, a means of "sharing the

risks up-front"—the risks involved in building and launching a satellite. "One of the frustrating things a carrier looks at," says Ragan, "is that we've put it all up front" but as a regulated industry can only sit by and watch as the resale value of the regulated transponder leases soars. "Why shouldn't those who take the risks find a way of participating in the revenue generation that flows from the risk, other than being just a transmission means?"

One way Ragan sees for WU to participate in some additional revenues is through the sale of "value added" services, such as scrambled transmissions to guard against unauthorized interceptions. And he points to the tariff WU filed last year that would allow the carrier to charge for customer-owned earth stations as a way to recoup some of the costs of coordination.

Ragan suggests, somewhat cryptically, that in the future "we may be in the programming business . . . Maybe you won't think of [us] as in the carrier business at all." That's not to suggest that WU will be in program production—Ragan talks of the satellite itself as "a programmer's tool . . . a tool in your competitive kit."

The future that Ragan foresees would have stations or cable operators selecting programming from a long list of competing satellites. There will still be some aggregation of services on particular birds, but on the whole, Ragan maintains, "location won't be that important; if programming is any good, stations will seek it out."

Is DBS in Western Union's future as well? "If you're in the satellite business you have to be looking at DBS," Ragan notes, without making further commitment on the subject. But the planned advanced Westar satellites will have DBS capability.

With all the competition that's likely to be in the sky from new satellite entrants such as Hughes and Southern Pacific, Ragan says he's going to feel "like I felt when I was point man in the Marine patrol." (At 23, he was a Marine tank platoon commander in Korea, and later served as commanding officer of the United Nation's Han River patrol in the Demilitarized Zone.)

But then, Ragan is a man who likes to keep busy, as evidenced by the patent he holds for a self-supporting tennis net he says "will let you play on any flat surface" (he couldn't find a vacant court one Sunday) and the patent he has pending for a golf trainer. He developed them, in part, "to keep the adrenaline flowing" and he's patenting and marketing them, he says, out of a belief that "once you start something, you should see it to its conclusion," a belief he has exercised to Western Union's advantage.

President Reagan announced Friday (June 26) he is **nominating James C. Miller III and F. Keith Adkinson to Federal Trade Commission** (BROADCASTING, June 22). Reagan said he would name Miller chairman upon confirmation. Adkinson will fill slot vacated by April resignation of Robert Pitofsky.

In letter to FCC Chairman Mark Fowler, **General Accounting Office rebuked commission's handling of proposed move to Rosslyn, Va.**, under former Chairman Charles Ferris, which was put on hold following series of congressional hearings in March. GAO cited number of federal procedures and policies for negotiating leases that FCC had not followed properly. It recommended that in future, commission draw up formal solicitation for offers for each lease it negotiates; decline to accept leases with provisions for annual escalation of base rent (which GAO noted could have "considerable impact" on future budget outlays), and not exceed authority by entering into multiple-year leases.

Tentative settlement was reached late last week in negotiations between **Directors Guild of America and major Hollywood producers** on critical pay TV issue. Agreement, announced late Thursday, prompted both sides to express cautious optimism that strike by DGA members will be prevented (early story page 66). Guild's chief negotiator said agreement on other issues could probably be reached before expiration of current contract, June 30. Settlement would give directors 2% of home video revenues after producers recoup production costs and share of cable TV revenues based on number of subscribers. Details of proposal, submitted by DGA last week after its first offer was rejected, were not announced, but are said to differ significantly from terms sought by Writers Guild.

Question of whether Justice Department should dismiss anti-trust suit against AT&T is said to be subject that will be taken up by Cabinet soon, perhaps this week. Task force created by Presidential counsel Edwin Meese to review impediments to telecommunications development is said to have made several

recommendations, first of which was dismissal of suit. President discussed matter with cabinet secretaries of departments on task force—Defense, Agriculture, Energy and Commerce, whose Malcolm Baldrige headed unit—but no decision was made. If dismissal of suit is route recommended by Cabinet, it will also consider what amendments that action dictates for bill deregulating telecommunications (S. 898).

Time Inc., which owns American Television & Communications, largest cable MSO, **hopes to decide** in about four months **whether to proceed with development and introduction of new magazine for cable and pay cable subscribers**. Possibility has been under consideration for about two years and now same team that brought out highly successful *People* magazine—Richard Stolley, *People* managing editor, and Richard Durrell, *People* publisher—has been assigned to project. Study is joint effort of Time's Magazine and Video Groups.

Malrite Broadcasting Co., NAB and others early this week will file **petition for stay** of New York Appeals Court decision two weeks ago that affirmed FCC decision **to repeal distant-signal and syndicated exclusivity rules** (BROADCASTING, June 22). Group will note intention to petition U.S. Supreme Court to review appellate decision.

FCC has granted AT&T special permission to implement proposed 16% general rate increase (which would include radio and TV transmission services) on one day's notice but imposed accounting order and initiated investigation into proposed hike. Commission granted request to satisfy carrier's claimed need for additional revenue. AT&T filed tariff revision last Friday (June 26) which made it effective as of 12:01 a.m. Sunday morning (June 28). Commission has recently allowed additional 16.4% rate hike for radio transmissions to go into effect but suspended, and is investigating, proposed 38% hike in TV transmission rates (BROADCASTING, May 25).

RCA steadfastly denied report set to appear in *TV Guide* that one of first official acts of new RCA chairman, Thornton Bradshaw, will be to **fire Fred Silverman** as president of NBC. Bradshaw, according to RCA spokesman, will still be taking time to evaluate whether or not to renew Silverman's contract, which runs through December 1982. NBC sources, meanwhile, confirm separate reports that Silverman gave outgoing RCA chairman, Edgar Griffiths, word that his contract could be bought out for \$1.25 million—Griffiths is said to have passed that information on to Bradshaw, who hasn't replied.

Anticipated **four-way split of cable franchise for Philadelphia most likely won't occur**. Last week Mayor William Green announced he favors single franchise award for entire city, choice advised by CTIC Associates, which has been consulting for mayor over last two months. Move would junk bids already submitted by cable companies. Green promises new request for proposal in 60 days; among other changes, new franchise terms would boost franchise fee from 3.5% to 5%.

CBS News, which aired five-part *The Defense of the United States* documentary series earlier this month, **has received request from American Security Council for two hours of air time** to correct alleged mistakes in broadcast and to present opposing views. CBS News last Friday (June 26) said it was preparing response but added it believes broadcast was "fair, balanced and accurate." Conservatively oriented private organization unsuccessfully tried to get fairness doctrine complaint against CBS through courts in mid-1970's.

U.S. Cablesystems (subsidiary of Rogers Cablesystems, Toronto), announced it has been **"designated" by seven contiguous Los Angeles county communities** to negotiate cable franchise.



Much ado about Brooke

Brooke Shields, the 16-year-old model and actress best known for her controversial ads for Calvin Klein jeans and portrayal of a child-prostitute in the movie, "Pretty Baby," found herself filling a different role as star witness at a congressional hearing last week. The hearing, by the House Subcommittee on Oversight and Investigations, sought to determine why the Health and Human Services Department dropped Shields from a series of antismoking ads. After spending \$68,000 for production, HHS dropped the Shields spot—two TV spots, a print ad and a poster—claiming they would be ineffective. HHS's opinion wasn't shared by Shields. Noting she volunteered for the campaign because she believed people shouldn't smoke, she told the hearing she thought herself a "very effective spokesperson" for teen-agers. "I am a teen-ager myself, and not only can I relate to other teen-agers, but I think they can relate to me," she said. Also disputing HHS's appraisal was the American Lung Association, which picked up the ads and is making them available to TV stations.

Area takes in **92,000 homes**, would boost U.S. homes in franchises under Rogers's control to almost 500,000 (excluding UA-Columbia, which Rogers is in joint bid to acquire).

Senate Communications Subcommittee Chairman **Barry Goldwater** (R-Ariz.) has asked **FCC Chairman Mark Fowler** to submit recommendations for deregulating television broadcasters and networks. "We anticipate consideration of such legislation later this session," said Goldwater, who asked that recommendations be submitted by Sept. 6. Referring to recent remarks by Fowler that TV should be deregulated, Goldwater said, "Meaningful deregulation is only possible through amendments to the Communications Act."

Roper poll completed in May shows that **41% of adults would favor allowing public broadcasters to run limited number of "clustered" commercials between programs**. Nationwide sample of 2,000 adults also showed 30% opposed; 12% said decision would depend upon amount or type of ads, another 12% said it would make no difference to them; 4% said they weren't sure. Similar Roper survey completed in May 1980 showed 37% in favor and 33% opposed.

SIN, National Spanish Television Network, transmitted live presentation on growth and potential of Hispanic market via satellite closed circuit from New York to seven other U.S. cities where advertiser and agency executives were gathered. One-hour presentation, based on study by Yankelovich, Skelly & White, New York, cited annual household Hispanic income of \$15,900, as against \$18,000 for nation as whole, heavy reliance by Hispanics on Spanish media and dominance of television as medium of news and entertainment. Study also reveals that Hispanics lead nation as whole in preferring national brands to private labels (39% to 22%).

FCC's Office of Plans and Policy is expected to deny **NAB request** for extension of July 16 deadline for comments on or petitions to deny DBS application of **Comsat subsidiary, Satellite Television Corp.** Official order denying request was to be issued either late Friday or today (June 29), according to one OPP staffer. Meanwhile, DBS Corp. of Bethesda, Md., another applicant, has told BROADCASTING it will file its application (four volumes worth) at commission by July 16. DBS will propose common carrier system with 10-channel capacity. Entire continental U.S. will be covered by at least some of channels. As to third DBS filing—by Hubbard Broadcasting (BROADCASTING, May 4)—FCC wrote letter to it requesting supplemental technical information that Hubbard intends to supply by July 16.

Latest study in connection with **9 khz vs. 10 khz channel spacing issue** has been released by National Telecommunications and Information Administration. Study involves **local oscillator radiation**, which is major problem for AM radios, particularly when local oscillator frequency of radio coincides with tuned frequency of another, nearby AM station. Report indicates interference problem would be no more troublesome if radio stations were 9 khz apart than it is with 10 khz separation.

Des Moines (Iowa) Register and Tribune Co. and MSO Heritage Communications Inc. announced last week they will produce local and state news programming for Des Moines-area cable system starting next fall. Using staff and resources of its newspapers, *Register* and *Tribune* will originate hourly one-minute newscasts that will be inserted into Cable News Network transmission that Heritage carries to about 40,000 homes in Des Moines area. Newscasts will appear along with local advertising and will be sent from newspaper office by microwave to Heritage studio. CNN gives local cable operators two minutes every hour to do with as they wish.



President Reagan became member of **Broadcast Pioneers** in ceremony at White House (BROADCASTING, June 22). Pinning lapel insignia on President is Jerry Lee, WEAZ(FM) Philadelphia, president of Pioneers. Looking on are National Association of Broadcasters VP Harold Niven, at President's left shoulder; Reid Chapman, WANE-TV Fort Wayne, Ind., president-elect of Pioneers organization, and at far right, Jack Brickhouse, former WGN(AM) Chicago sportscaster.

National Broadcast Editorial Association elected new officers at its annual convention in Chicago last week. Succeeding Ed Hinshaw, WTMJ Inc., Milwaukee, as president will be Carol Halicki, WRAU-TV Peoria, Ill.; new vice president: Larry Harding, WBT(AM)-WBTV(TV) Charlotte, N.C.; secretary: Susan Veatch, WCBS-AM-FM New York; treasurer: Gene Fuson, KNXT(TV) Los Angeles.

FCC Associate General Counsel **Lewis J. Paper** has resigned, effective June 30, to become partner in Washington law firm of Grove, Engelberg & Gross. He will concentrate on communications law.

FCC Commissioner **Anne Jones** and **William Sprague**, Broward county, Fla., banking executive, were married June 20 at Holy Trinity chapel, Boston College. They are honeymooning at Martha's Vineyard for about two weeks. Jones has several speaking engagements in New England before returning to commission week of July 13. With Commissioner Joseph Fogarty in Paris, taking part in talks on transborder data flow and policy issues, commission barely has quorum (four) for tomorrow's (June 30) open agenda meeting.

UpComing

In Baltimore: Baltimore CATV Commission will hold public meeting to review draft of its report and vote on issues in it at 9 a.m. today (Monday) in room 411 of City Hall; this will be followed with report to Baltimore city council at 10 a.m. public hearing. **In Cincinnati:** Public Broadcasting Service annual membership meeting will be held at the Stouffer's Cincinnati Towers hotel today (Monday) and tomorrow. PBS board of directors will hold annual meeting at same place at 9 a.m. Wednesday. **In Washington:** Rev. Don Wildmon of Coalition for Better Television and Rev. Jerry Falwell of Moral Majority will meet press today (Monday) at Hyatt-Regency (also see page 28). □ Robert Alter, president of Cabletelevision Advertising Bureau, will address Washington Metropolitan Cable Club luncheon at Touchdown Club Tuesday.

The word

Robert E. Lee goes into retirement this week, his gastrointestinal tract perhaps beyond repair from such an orgy of farewells as has not been seen since Douglas MacArthur retired, and, in a finale to a memorable week, 2,000 DAR members rose naked from a cake on the Washington monument grounds, or so legend has it. For Lee, caterers have been working overtime. Night shifts must have been hired at the Bushmill distillery. Why all the adulation for a departing member of the FCC, an agency that cuts a very narrow swath in Washington society?

There are easier questions to answer.

Lee, the product of Irish ancestry, is attracted to convivialities where friends are made. At the FCC, he has been variously the court jester and champion of serious causes. He has made many audiences laugh at his jokes, if sometimes cringing at their color. But on such issues as the preservation of UHF frequencies for television broadcasting, Lee has been unflinching in his commitments. There were times that others would have abandoned UHF to different purposes, denying the public its present range of broadcast services.

Whatever else may be said of him, Lee is a survivor. Indeed he survived merciless criticism for previous political activity to win his first appointment to the FCC, as he recalls in the "At Large" presented elsewhere in this issue. Later, as fellow commissioners fell victim to investigations of tainted television grants and double-billed expense accounts, Lee emerged unscathed. Something more than luck, to which he ascribes his fortunes, has been at work in his 28 years on the FCC.

Upon retirement, Lee has brought down from a secret mount 10 commandments to deposit as his legacy. The commandments decree an antiseptic separation of regulators from the regulated, a quarantine against social contact, and Lee admits they bear no resemblance to his conduct through the years.

There are those who have been puzzled to receive from a jovial companion a guide to ethical behavior instead of a book of jokes. Maybe the closing message of the longest FCC career is really intended to be taken seriously.

Off the reservations

Last week the House voted 323 to 86 to let noncommercial broadcasters "experiment" with the sale of advertising. Two months ago the FCC liberalized its rules to let the noncommercial system turn air credits into full-blown promotional announcements for sponsors of its programs and donors of its promotional services and merchandise. The transformation of the system from noncommercial to commercial operation proceeds inch by inch. Does anybody realize how profoundly this may change the system, shattering all the promises made at its creation?

In original concept, the television and FM channels now occupied by what has come to be called "public" broadcasting were reserved for noncommercial, educational use. They were claimed by noncommercial enterprises without the costly contests that preceded most commercial station grants. They have been activated largely at government expense. They were intended to provide a service that would be different enough from the commercial services to justify the commitment of public funds.

Things haven't turned out according to the dream. Tax money has never been available in enough quantity to support the system's operation. If legislators reflect popular will, the public is less willing to be taxed for noncommercial programming today than

it was at the beginning. Thus the desperate search for other sources of support, including the sale of advertising.

Aside from the serious questions of public policy that are raised by the conversion of the system to commercial operation, there is a question of simple equity. Commercial broadcasters have every reason to object to the arrival on the advertising scene of a competitor that was built at public expense and was never intended until now to enter the business.

If, however, the system is to be allowed to compete for advertising and to adjust its operations to the commercial environment, the government will have to drop the pretense that the channels the system occupies are reserved for noncommercial use. At that point they will be freed for trading in the general station market, and in time what was the noncommercial system will disappear.

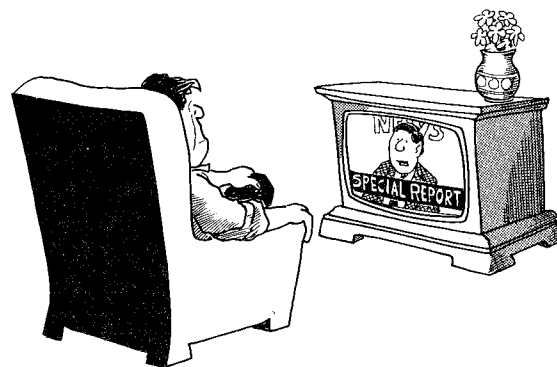
It might be the best way out.

Form and substance

The new standard forms for spot TV and radio contracts, endorsed at least informally by the leading trade associations on the broadcast side, and now by the American Association of Advertising Agencies (BROADCASTING, June 22), should do much to bring order into a business relationship that often, by its nature, verges on the disorderly.

The new forms contain, for the first time, guidelines to avert situations in which agencies hold up payment of an entire invoice until even the slightest discrepancies have been resolved. They provide procedures under which advertisers may be notified and held liable, under carefully specified conditions, when agencies let accounts drag on. They also solve a problem that would otherwise arise if FCC's deregulation of radio holds up in court, eliminating the need for stations to keep "official logs": The radio contract specifies that "the commercial record produced and maintained at the station" will be the source of verification.

Nothing, of course, is likely to make spot broadcast buying and selling a calm, uncluttered business. But the new contracts should help. Whatever good comes of them—and broadcasters may realistically expect quite a lot—will have been due to the behind-the-scenes initiative of WEAZ(FM) Philadelphia's Jerry Lee, representing the National Association of Broadcasters, and to the Station Representative Association's M.S. Kellner, who followed it through as chief negotiator.



Drawn for BROADCASTING by Jack Schmidt

"We interrupt this special report to bring you this special special report."

IN ST. LOUIS, MISSOURI, KTVI NEWS NOW DELIVERS MORE YOUNG WOMEN THAN KMOX-TV NEWS OR KSDK NEWS.

In just one year, KTVI has almost doubled its news viewership, dramatically catching, then overtaking the competition. In the all-important Women 18-49 demographic, KTVI is now number one at 5:00, in a virtual tie for number one at 6:00 and number one at 10:00.

NEWS VIEWERSHIP (WOMEN 18-49)

KTVI
KMOX-TV
KSDK

**5:00PM
(M-F)**
42,000
23,000
29,000

**6:00PM
(M-F)**
36,000
37,000
37,000

**10:00PM
(M-F)**
84,000
73,000
54,000

KTVI

TIMES MIRROR BROADCASTING

KDFW-TV
Dallas

WFTM-TV
Tampa

KBC-TV
Austin

WHTM-TV
Harrisburg

WVTV-TV
Birmingham

WSTM-TV
Syracuse

SOURCE: St. Louis Arbitron, May 1984

Meet the newest pair from the Blue Jean Network

Joining our line-up of superstar specials are Chicago (Show #9, Aug. 10-16) and Fleetwood Mac with B. J. Thomas (Show #10, Aug. 17-23). That's in addition to the Beach Boys, Electric Light Orchestra and other great acts already scheduled.

With four more on the way...

Viewers in our 159 markets have a real treat coming with these energy-packed concerts and 4 exciting new shows to be announced soon. Big name talent in first-run 90-

minute specials make The Blue Jean Network a sure winner against summer fillers and series reruns.

Special thanks to our national advertisers:



Warner-Lambert,

S.C. Johnson, Maxell, Schlitz Malt Liquor, Bristol Myers, J.C. Penney, Faberge, American Cyanamid, Columbia Pictures, Lever Brothers, Proctor & Gamble, Thompson Medical, Wrigley Gum.

Call your Osmond Television Sales rep today for

details. Robert Chenoff: (212) 751-5918 or David Sifford, Beverlie Brewer, Annette Johnson, Carmon Moon, and Dave Lynch: (615) 373-0819. TELEX: 555151

95% US TV HH/NTI

New York
Los Angeles
Chicago
Philadelphia
San Francisco
Boston
Detroit
Cleveland
Washington, D.C.
Dallas
Pittsburgh
Houston
Minneapolis
Seattle
St. Louis
Miami
Tampa
Baltimore
Denver
Sacramento-Stockton
Portland, Ore.
San Diego
Kansas City
Hartford
Cincinnati
Milwaukee
Nashville
Phoenix
Providence
Charlotte
Columbus, OH
Memphis
Birmingham
Greenville-Spart.
New Orleans
Grand Rapids-Kalamazoo
Oklahoma City
Orlando
Louisville
Raleigh
Salt Lake
Wilkes Barre
San Antonio
Norfolk

WNEW
KTLA (5) / KTTV (5)
WFLD
KYW
KPIX
WBZ
WDIV
WUAB
WTTG
WFAA
KDKA
KRIV
KSTP
KCPC
KPLR
WCIX
WFLA
WBAL
KQA
KQVR
KOIN
XETV
KBMA
WFSB
WXIX
WTMJ
WNGE
KPHQ
WPRI
WCCB
WTVN
WHBQ
WVTM
WSPA
WGNO
WKZO
KWTW
WFTV
WDRB
WRAL
KUTV
WBRE
KMOL
WTVZ

Harrisburg
Albany
Flint
Greensboro
Tulsa
Wichita
Toledo
Mobile
Roanoke
Fresno (Visalia)
Jacksonville
Green Bay
Rochester, NY
Albuquerque
Champaign
Paducah
Portland
West Palm-Ft. Pierce
Johnstown-Altoona
Honolulu
Springfield, MO
South Bend
Tri-Cities
Lincoln-Hastings
Lexington
Evansville
Greenville, NC
Youngstown
Plattsburgh
Lansing
Sioux Falls
Tucson
Baton Rouge
Columbia, SC
 Fargo
Austin
Ft. Wayne
Madison
Waco
Colo. Springs-Pueblo
Rockford
Montgomery
Duluth
Augusta

WHP
WRGB
WNEM
WXII
KGCT
KARD
WDHO
WALA
WLSL
KMPH
WJXT
WLRE
WHFC
KLKK
WBHW
KFVS
WCSH
WTVX
WTAJ
KIKU
KMTC
WNDU
WJHL
KHAZ
WKYT
WEHT
WNCT
WYTV
WPTZ
WILX
KELO
KZAZ
WAFB
WOLO
WDAY
KTVV
WFFT
WISC
KWTX
KOAA
WQRF
WWSA
WDIO
WRDW

Wichita Falls
Joplin
Terre Haute
Monroe
Santa Barbara-San Luis Obp.
Amarillo
Lafayette, LA
Binghamton
Columbus, GA
Salinas
Charleston, SC
Las Vegas
Beaumont
Eugene
Sioux City
Lubbock
Columbia-Jeff. City
Mason City-Rochester
Corpus Christi
Chico-Redding
Tallahassee
Hartlingen
Boise
Wausau
Topeka
Ft. Smith
Bangor
Odessa-Midland
Medford
Hagerstown
Abilene
Dothan
Florence, SC
Rapid City
Idaho Falls
Clarksburg
Salisbury
Billings
Great Falls
Jonesboro
Ada
Meridian
Watertown
St. Joseph

KSWO
KODE
WBAK
KLAA
KSBY
KVII
KADN
WMGC
WYEA
KSBW
WCIV
KTNV
KJAC
KEZI
KMEG
KLBK
KCBJ
KIMT
KRIS
KRCR
WCTV
KGBT
KTVB
WSAW
WIBW
KFPW
WLBZ
KMID
KTVL
WHAG
KTXS
WTVY
WBTV
KOTA
KID
WDTV
WMDT
KULR
KFBB
KAIT
KTEN
WHTV
WNNX
KOTV

Osmond
Television
Sales

9000 E. Church St. • Brentwood, TN 37027