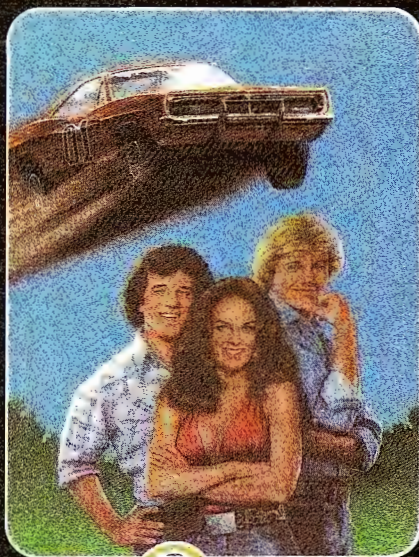


The bell tolls for Fred Silverman
Jawing to a draw on advertising boycott

Broadcasting Jul 6

The News Magazine of the Fifth Estate □ Vol. 101 No. 1

50th Year □ 1981



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The First
50
Years Of
Broadcasting

1968

PAGE 71

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Two-check households are America's new income elite. Today, they're 25 million strong and represent almost half of all buying power.

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RADIO. Red hot because it works.

The Week in Brief

TOP OF THE WEEK

SILVERMAN OUT, TINKER IN □ Resignation of NBC's president and chief executive coincides with Bradshaw's takeover as RCA chairman. MTM Enterprises founder becomes chairman and chief executive of NBC. New president is to be named later. **PAGE 23.** A look at track record of Silverman whose programming expertise took him to top before fall. **PAGE 24.**

TOP GUNS FOR NBC NEWS □ Tom Brokaw and Roger Mudd will co-anchor *NBC Nightly News* beginning next April. John Chancellor will be commentator. ABC and CBS beef up their news plans. **PAGE 26.**

BIG BLOW FOR BROADCASTERS □ Supreme Court upholds FCC ruling in Carter-Mondale case that said networks violated reasonable access in denying time to candidates. Court majority rejects First Amendment argument. **PAGE 27.**

WILDMON CLAIMS VICTORY □ Boycott is called off because of advertisers' attempts to cooperate, coalition chairman says. **PAGE 28.** But elsewhere there is question whether coalition or coincidence was responsible for changes in TV. **PAGE 29.**

PLUM FOR DOLAN □ Cable franchise grant in affluent Fairfield county, Conn., is going to Cablevision of Connecticut. With Dolan are Scripps-Howard and black investment group. **PAGE 30.**

MEDIA

EXHORTING THE TROOPS □ Friendly warns PBS meeting that public broadcasting is endangered species that must make more effort to survive. Grossman emphasizes that new technologies are not substitutes for good program content. **PAGE 31.** Oaks defends corporate underwritings, federal subsidies. **PAGE 34.** Public Subscriber Network gets go-ahead in Cincinnati. **PAGE 34.**

LAW & REGULATION

FCC OUTPUT □ Commission rejects RCA Americom tariff revision, rules on cable obscenity challenge and divestiture in Michigan, declines to make decision on AM

retransmission by FM translators, permits more antenna height in Puerto Rico and Virgin Islands. **PAGE 43.**

BUSINESS

REAGAN DISCIPLE □ James C. Miller III, designated to be FTC chairman, is viewed as sympathetic to business with a very healthy respect for the free market. **PAGE 53.**

ALTER'S ADVICE □ President of Cabletelevision Advertising Bureau discusses financial facts of life for CATV and suggests co-op ventures to enhance revenues. **PAGE 58.**

JOURNALISM

DUPED □ Washington-area broadcasters are taken in by false notification that Mayor Barry had been shot. **PAGE 59.**

PROGRAMING

UNION CRISIS EASES □ Members of Directors Guild of America vote overwhelmingly to accept new package that includes across-the-board, three-year, 39% increase, in minimum compensation and provision for pay TV monies. There's hope for settlement with Writers Guild of America as talks resume. **PAGE 62.**

TECHNOLOGY

ECONOMY WIRING □ Times Fiber unveils its new "mini-hub" fiber optics system that company claims will lessen installation problems in high-density areas. **PAGE 66.**

1968

THE 'BROADCASTING' YEARS □ America's frustrations with war, domestic riots and assassination were focal points of broadcast journalism. The violence also caused concern about TV programming as an instigator. And late in the year, after posting a warning to Congress, the FCC said it was going to authorize pay TV on a national scale. **PAGE 71.**

PROFILE

SPREADING THE GOSPEL □ David Gergen is in his third tour at the White House, espousing the administration's line. His ability to do that successfully is reflected in his new assignment as assistant to the President for communications. **PAGE 93.**

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Insider report: behind the scene, before the fact

Taking the marbles

Speculation on Fred Silverman's settlement as departing NBC president (page 23) suggests he will probably get pretty close to what his contract, expiring in December 1982, called for. At million per year, that would be about \$1.5 million. But since he had offered recently to settle for \$1.25 million, according to NBC sources (BROADCASTING, June 29), that could be final neighborhood. There was some speculation he might get program production deal, but close associates appeared doubtful.

Ties that bind

One question that's hardly been raised, and certainly not answered, is how difficult it may be for Grant Tinker to disengage himself from MTM Enterprises so that he can take over top job at NBC. All sides agree break must be absolute to avoid conflict-of-interest questions in future dealings with program suppliers (including MTM). But it's also speculated that his MTM partnership is worth great deal of money. First reports were that his partners would buy him out. Later suggestion was that blind trust might be created, though it wasn't clear how that would work in case like this.

Tinker himself was quoted by NBC sources as saying battery of lawyers was working on question. He was reported planning, meanwhile, to return from France vacation over past weekend and visit NBC and MTM, not necessarily in that order.

No takers

What if you gave a party and nobody came? That's essentially what has happened so far to ABC-TV's experiment with issue advertising in late-night entertainment programming. Year-long test began last Wednesday (July 1) without first advocacy advertiser on board.

Beneficiaries

Big winners in lifting of FCC embargoes on distant signals (see story, page 42) are three TV superstations. Bob Price, of United Video, carrier of WGN-TV Chicago, expects as many as 600,000 new subscribers over next few months as direct result of action. Nory LeBrun of WTBS(TV) Atlanta confidently asserts that WTBS will reap "the greater part of the windfall," adding as many as three million viewers in next several months. LeBrun said he has already added systems in Toledo, Ohio

(50,000 subscribers); Richmond, Va. (35,000), and Rochester, N.Y. (60,000). Art Perkins of Eastern Microwave, carrier of WOR-TV New York, would not quantify impact of court action, but predicted substantial subscriber gains.

Manana

White House appointment process does not improve with age. Five weeks after White House announced President Reagan's intention to nominate Albuquerque, N.M., lawyer Henry M. Rivera to FCC and renominate Commissioner James H. Quello (BROADCASTING, June 8), papers have yet to be sent to Capitol Hill. No problem, according to staffer on Senate Commerce Committee, which will hold confirmation hearing. Just matter of completing paperwork.

Stripes

Appointment of James Popham as vice president, National Association of Broadcasters government relations (see "In Brief"), will be followed by another promotion in same department later this month. Richard Wyckoff, director, broadcast liaison, will be elevated to vice president. Wyckoff, 35, joined NAB legal staff in 1974 and moved to government relations in 1978. As vice president, he will fill job of late William Carlisle, who left in October 1980 because of illness.

Meanwhile, George Gray, director of special projects in government relations department, has returned to job after convalescing from surgery.

In the black

How to measure success? Folks at Independent Network News can write it either as "54" or "500,000." First is number of stations now clearing young network's feed; second is dollar figure INN cleared in first-quarter profit. And profit was generated while INN station roster totaled only about 48; network currently has agreement to boost list to 58, close to saturation point for independent market.

Dolby by wire

Stereo cable services will grow when CBS Cable goes on satellite in October. Full broadband stereo signal will be transmitted on 5.8 mhz subcarrier, with Dolby noise-reduction; separate monaural feed on conventional subcarrier will be available as standard service. Addition of Leaming Industries' converter at cable headend and splitter in subscriber's home would be

used to make stereo signal available through home stereo FM radio receiver.

Sid Kaufman, CBS Cable VP, operations (who credits much of work to director of engineering Don McGraw), says decision to take Leaming approach reflects concern for cable operator's costs—headend converter for CBS would cost \$1,000.

Postlude

Robert E. Lee won't have to change life style as government pensioner after his 43 years in government, last 28 at FCC. His U.S. retirement pay is \$40,000, along with cost-of-living escalator. If Lee gets presidential appointment as one of three government-designated directors of Comsat ("Closed Circuit," June 22), retirement pay would be augmented by minimum of \$16,000 for total of \$56,000—\$3,250 more than his \$52,750 salary as commissioner.

Chambered satellite

"BizNet," described as "nation's first business advocate satellite communications network," will be launched early next year from headquarters of U.S. Chamber of Commerce in Washington. It will be new key service out of chamber's multimillion-dollar telecommunications center nearing completion. Dr. Richard L. Leshner, chamber president, calls project "the ultimate" in communications system to link chamber's 150,000 members, with many local affiliates intending to install receiving stations. Project is under direction of Dr. Carl Grant, vice president for communications. Included will be regularly scheduled business newscasts with service probably to be made available for cable systems.

Movement on low-power

FCC is expected to consider three low-power television items during its July 30 open agenda meeting. One item will be further notice of proposed rulemaking to establish new definitions for mutual exclusivity and interference in LPTV applications. Criteria to be considered include mileage separations, contour overlap and engineering judgment. Second item will be five petitions for reconsideration of commission's April 9 freeze order, all of which seek, in one form or another, modifications to permit acceptance of additional applications. Last will be findings by Broadcast Bureau's Auxiliary Services Branch as to whether more of 368 cutoff LPTV applications are grantable. (Only one has been granted to date, for station at Bemidji, Minn.)

Business Briefly

TV ONLY

S.C. Johnson & Son □ Various insecticides. Begins this week for eight weeks in about 80 markets. Early fringe times. Agency: Foote, Cone & Belding Advertising, Chicago. Target: women, 25-49.

International House of Pancakes □ Restaurants. Begins Sept. 7 for 25 weeks in St. Louis. Early fringe, late fringe, prime and prime access times. Agency: Brooks Advertising, Palo Heights, Ill. Target: adults, 25-54.

Morton Norwich □ Pine Power detergent. Begins this week for 11 weeks in 24 markets. Day, prime and early fringe times. Agency: Benton & Bowles, New York. Target: women, 18-49; adults, 25-54.

H.P. Hood & Sons □ Nuform yogurt. Begins July 13 for nine weeks in about 10 Northeastern markets including upper New York state. All dayparts. Agency: Hill, Holliday, Connors, Cosmopolos, Boston.

Target: women, 18-34.

John Morrell (Sioux Falls division) □ Various meat products. Begins July 20 for eight weeks in 13 markets. Day, fringe, prime and weekends. Agency: Clinton E. Frank Advertising, Chicago. Target: women, 25-54.

Pizza Hut □ Begins in July for eight weeks in about 30 markets. Agency: Valentine-Radford Inc., Kansas City, Mo. Target: adults, 18-49.

Pacific Gas & Electric □ Summer conservation. Begins this week for eight weeks in northern California markets. Prime, day, early fringe, late fringe and news times. Agency: McCann-Erickson/San Francisco. Target: total men.

Heublein □ Ortega products. Begins Aug. 8 for six weeks in seven markets. Day, prime access and fringe times. Agency: Marschalk Company, New York. Target: women, 18-49.

Taco Bell □ Fast food restaurants. Begins July 27 for six to nine weeks in

about 45 markets. All dayparts. Agency: Grey Advertising, Los Angeles. Target: total teen-agers; adults, 18-34.

Captain D's □ Fish and shrimp. Begins this week for six weeks in over 10 markets. All dayparts. Agency: Buntin Advertising, Nashville, Tenn. Target: women, 18-49; working women.

Bell Telephone of Pennsylvania □ Begins this week for five weeks in Pittsburgh, Philadelphia, Scranton-Wilkes-Barre and Altoona, all Pennsylvania. All dayparts. Agency: Lewis & Gilman, Philadelphia. Target: women, 18-49.

Arby's International □ Salad bowl promotion. Begins July 26 for five weeks in over 10 markets. Agency: Marc & Co., Pittsburgh. Target: total adults.

Warner Brothers Pictures □ "Arthur." Begins this week for three weeks in 29 markets. Agency: Grey Advertising, New York. Target: total adults.

Rep Report

WKSO(AM) Bakersfield, Calif.: To Radio Spot Sales (no previous rep).

KDEO(AM) Honolulu: To H-R/Stone (no previous rep).

WKXW-AM-FM Trenton, N.J.: To H-R/Stone (no previous rep).

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

WMGW(AM)-WZPR(FM) Meadville, Pa.: To Regional Reps (no previous rep).

WCAS(AM) Boston: To R.A. Lazar & Co. (no previous rep).

WNBH(AM) New Bedford, Mass.: To Kettell-Carter from Creed Associates (New England sales rep).

KWNE(FM) Ukiah, Calif.: To Buckley Radio Sales from Pro Radio.

WCMR(AM) Elkhart, Ind.: To Buckley Radio Sales from Derney Organization.

KGCT(TV) Tulsa, Okla.; WWAC(TV) Atlantic City, N.J.; WKID(TV) Fort Lauderdale, Fla.; WTKW(TV) Key West, Fla.: To Spot Time Ltd. (no previous reps).

WTOB(AM) Winston-Salem, N.C.: To Savalli & Schutz from Jack Masla.

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

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Advantage

Chevron's funding of PTV. Chevron U.S.A. has agreed to underwrite half-hour *Creativity with Bill Moyers* series over PBS, starting in January 1982. Series of 17 episodes profiles individuals in arts, sciences, drama, films, agriculture and industry and explores solutions to various problems, from managing garbage disposal to leading symphony orchestra. Series is being presented by WNET-TV New York and is being produced by Corporation for Entertainment and Learning, with which Moyers is associated. Moyers is scheduled to join CBS News on Nov. 1 (BROADCASTING, May 25).

Hot campaign. New York ad agency, Calet, Kirsch, Kurnit & Spector, will roll out national radio campaign Aug. 5 to promote new book, "Punish Me With Kisses" by William Bayer. Billed as "the hottest thing to hit the beach," promotion also will include record single of same title sent to radio stations in conjunction with book giveaway in major markets. Thirty-second spots are scheduled for three weeks in markets still to be determined.

Cameo role. Wear-Ever Aluminum with help of agency Ketchum, MacLeod & Grove, Pittsburgh, will break new campaign for cookware this fall, employing celebrity Mickey Rooney to promote its hot air Popcorn Pumper. Generic campaign breaking in fall in top 26 markets features theme, "For the way you live, the way you eat, Wear-Ever's the way to cook today"

Shutting down. Ayers Inc., Charlotte, N.C., has closed doors after 26 years of operation. Announcement was made by Guy (Buck) Vaughn, president and owner, who bought TV station representation firm when founder James Ayers died seven years ago. Vaughn said he and Mrs. W. S. (Winnie) Coughenour, vice president, are considering future plans.

Cable workshop. Local cable advertising is focus of "how to" course from J. Walter Thompson. One week workshop is to be held in Lansing, Mich., for local Ford dealer. Participating will be Continental Cablevision, holder of local franchise, and Lansing Community College.

Up-to-date on new media. KM&G International Inc., New York, has compiled 67-page publication, "The New Electronic Media," which describes new forms available and analyzes potential advertising opportunities. One section explains operations of superstations, cable, pay cable, STV and MDS and another home video, two-way interaction, advanced retrieval/manipulation and DBS. Final section outlines advertising opportunities available on national, regional and local services. Publication is available at \$10 per copy from KMG at 1133 Avenue of the Americas, New York, 10036.

Re-enlistment. U.S. Navy will again sponsor Pro Sports Entertainment's NFL *Superbowl Highlights* program syndicated nationally on television for late summer and early fall. This marks fifth year for U.S. Navy's exclusive commitment.

Interco □ Panther sportswear. Begins Sept. 8 for two weeks in about 25 markets. News, prime access, prime times and specials. Agency: Media Buying Services, New York. Target: women, 25-49; working women.

Lipton □ Sun Tea cup. Begins this week for two weeks in nine markets. Agency: William B. Tanner Co., Memphis. Target: adults, 18-49.

Freeman Cosmetics □ Sea Kelp shampoo. Begins July 13 for two to three weeks in 12 markets. Agency: Ed Libov & Associates of California; Los Angeles. Target: women, 18-49.

Chopper Industries □ Wood axe. Begins mid/late September for two weeks in about 50 markets. News, fringe, weekend and sports times. Agency: Stiegler & Wells, Allentown, Pa. Target: men, 18-49.

Gulf Oil □ Brand reputation. Begins July 13 for one week in over 30 markets. Prime, fringe and weekend times. Agency: Young & Rubicam, New York. Target: men, 18-49.

Gillette □ Adorn hair spray. Begins this month for third quarter in 30 selected markets. Day, fringe, prime access and weekends. Agency: Grey-North, Chicago. Target: women, 25-54.

Gillette □ White Rain hair spray. TV campaign begins in July for third quarter in top 150 markets. Day, fringe, prime access and weekends. Agency: Grey-North, Chicago. Target: women, 25-54.

RADIO ONLY

Amoco □ Premium Lead-Free gasoline. Begins this quarter for nine weeks in 34 markets. Agency: D'Arcy-MacManus & Masius/Chicago. Target: total adults.

Johnson & Johnson □ Stayfree Maxi Pads. Begins in July for third quarter in Pittsburgh, Cleveland, Seattle and Sacramento, Calif. Agency: Young & Rubicam, New York. Target: women, 18-49.

Crown Zellerbach □ Discreet cat litter. Begins July 13 for varying flights in Las Vegas and Reno. Day, fringe, news and prime times. Agency: Campbell-Mithun, Minneapolis. Target: women, 25-54.

GOOD NEWS FOR TV NEWS PEOPLE.

Now you have a new, alternative specialized career placement service. Media People is well connected in the industry and ready to act as your personal rep nationwide.

We have openings for anchor people, reporters, News Directors, producers, ENG camera people, ENG editors and management personnel—pros in presenting polished television news.

In addition (for a modest fee), we'll help you fine tune your resume and edit your audition tape for maximum efficiency and impact. We'll even negotiate your contract and salary.

If you feel it's time for something more, send us your resume and 3/4-inch cassette.



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JEFF L. WALD, Executive Director

Where Things Stand

A quarterly status report on the unfinished business of electronic communications

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□

AM-FM allocations. FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more AM stations on clear and adjacent channels (BROADCASTING, May 29, 1980). As of June 22, 167 clear-channel applications had been filed with commission. Eighteen of 25 clear-channel frequencies have been cut off. No application has been granted yet. FCC is reconsidering its endorsement of proposal to reduce AM channel spacing from 10 khz to 9. See "Region 2," page 16. Also, FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (BROADCASTING, March 3, 1980). Commission expects to act on rulemaking proposal in fourth quarter of this year. National Telecommunications and Information Administration has asked commission to include in rulemaking administration proposal for use of FM directional antennas, which could allow more stations. National Association of Broadcasters urged commission to institute government-industry advisory committee to assist in devising comprehensive plan for all radio channel assignments. Commission met NAB part way, expanding advisory committee already in place and working on Region 2 conference on AM broadcasting to include all AM and FM allocations proposals.

□

AM stereo. It has been more than year since FCC tentatively designated Magnavox AM stereo system as industry standard (BROADCASTING, April 14, 1980), but broadcasters and public today are no closer to AM stereo service. FCC failed in July 1980 to confirm its selection of Magnavox system, which some broadcasters felt was inferior to four other proposed systems and which FCC staff felt was not wholly defensible against expected court challenges with record it had. Instead, it adopted further notice of proposed rulemaking which it hoped would lead to selection backed by strong record (BROADCASTING, Aug. 4, 1980). Despite pleas of NAB, to expedite proceeding, FCC has announced that subject will not be ready for further action until first quarter of next year.

□

Antitrust/TV code. Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (BROADCASTING, July 18, 1979). Oral arguments were held late in 1979; NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (BROADCASTING, Dec. 10, 1979). U.S. District Judge Harold Greene turned down NAB's bid for dismissal of suit but said he will treat motion as one for summary judgment

(BROADCASTING, Dec. 17, 1979). Both Justice and NAB filed briefs reiterating their positions. There was second oral argument, on May 16, 1980, when both sides asked for summary judgment. Greene now has to decide on basis of record.

□

Automatic transmission systems. FCC has authorized automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcast Bureau priorities.

□

Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of television tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. In June 1979, however, FCC adopted notice of inquiry concerning television waveform standards and questioned whether, in view of changes in industry since rules were adopted in 1941 and 1953, marketplace forces would serve public interest or if there is need for continued FCC regulation (BROADCASTING, June 18, 1979). Comments were filed late in 1979, majority supporting more flexible standards. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed year ago to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups.

□

Cable copyright. House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice has held six hearings on revising Copyright Act of 1976 as it pertains to compulsory licensing. Subcommittee Chairman Robert W. Kastenmeier (D-Wis.) has introduced bill (H.R. 3560) to restrict compulsory license to number of signals permitted under signal carriage rules FCC has voted to eliminate. Bill would expand Copyright Royalty Tribunal's rate-making powers and allow it to establish syndicated exclusivity rules. It would exempt cable systems with fewer than 5,000 subscribers from copyright liability and would prohibit retransmission of sporting events within 50 miles of stadium. Representative Barney Frank (D-Mass.) has introduced bill to eliminate compulsory license after one-and-one-half-year transition period during which signal carriage rules would remain in effect. It would exempt from liability carriage of local signals, certain network programming and cable systems with fewer than 2,500 subscribers, but would make satellite resale carriers liable. It would abolish Copyright Royalty Tribunal. Frank is said to favor adding elimination of

"must carry" rules to bill. Subcommittee hopes to finish hearings on bills by July 15. House Energy and Commerce Committee has signaled concern over both bills' potential involvement in FCC rules (BROADCASTING, June 1) and may ask for hearings on whichever one Judiciary Subcommittee passes.

□

Cable deregulation. FCC on July 24, 1980, lifted its rules on distant signals and syndicated exclusivity—last regulations cable industry considered restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as marketplace inequity. Malrite Broadcasting, backed by large contingent of broadcasters, went to U.S. Court of Appeals in New York seeking to block action (BROADCASTING, July 28, 1980). But court two weeks ago affirmed FCC's order (BROADCASTING, June 22). In another development, Ted Turner has asked commission to repeal "must carry" rules for local stations (BROADCASTING, Oct. 20, 1980). Senate Commerce Committee plans to introduce bill to define federal, state and local jurisdiction over cable regulations (see "Communications Act"). House Telecommunications Subcommittee plans hearing on local franchising practices on July 28.

□

Canadian border problems. White House will ask Congress for legislation mirroring Canadian tax law that denies tax deduction for Canadian advertising placed on American stations that reach Canadian audiences. Message to Congress will also state that if mirror legislation does not succeed in persuading Canada to modify or repeal tax law aimed at foreign stations, further retaliatory steps will be taken.

□

Children's television. FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements to alleviate what FCC children's task force sees as insufficient volume of children's instructional and educational programming on commercial television throughout week (BROADCASTING, Dec. 24, 1979). Comments have been filed (BROADCASTING, June 23, 1980). National Association of Broadcasters and National Association of Television Program Executives held three-day conference in June 1980 on what's available in children's programming and on how to better it. Regulatory proposals, however, were chief topics of concern (BROADCASTING, June 30, 1980). On Oct. 15-16, 1980, commission held panel discussions on subject. Public interest groups strongly urged implementation of mandatory children's programming requirements, citing lack of self motivation on industry's part. Broadcasters opposed idea, citing First Amendment concerns and saying program quality can't be mandated by government.

□

Closed captioning. Under direction of National Captioning Institute, ABC-TV, NBC-TV

and Public Broadcasting Service have been broadcasting closed-captioned programing for hearing impaired since March 1980. In addition to promoting and coordinating service, NCI captions programs, currently about 25 hours each week for networks and three syndicators. It also captions commercials of about 70 advertisers and advertising agencies. Sales of decoders, needed to receive and display captions, have been steady but slow over past year. Decoders are sold through Sears, Roebuck & Co., in set-top adapters or built into sets. At last count, some 36,000 decoders had been sold in one form or other. CBS has steadfastly refused to have anything to do with NCI and its captioning project, choosing instead to develop closed captioning as just one element of teletext system (see "Teletext," page 16). CBS will demonstrate its concept this month when it begins tests of its Antiope-based teletext system at KNXT(TV) Los Angeles. The Caption Center of WGBH(TV) Boston, which does open captioning of ABC's *World News Tonight* for PBS, will caption programs for CBS.

□

Communications Act. Senate Commerce Committee has introduced seven bills amending act, five of which have passed full Senate. Legislation to deregulate radio (S. 270), increase license stability for TV (S. 601), establish license fees (S. 821) and fund public broadcasting for fiscal years 1984-86, passed Senate as part of budget reconciliation bill (S. 1377) and will go to House-Senate conference in next two weeks (BROADCASTING, June 15, 29). Added to budget bill in last-minute action was S. 525, bill to provide for eventual VHF service in New Jersey. Passed in separate action was S. 271, bill to allow Western Union to compete as international record carrier (BROADCASTING, June 29). Measure to ease regulations on amateur radio operators (S. 929) passed committee as part of budget bill, but was stricken by full Senate as nongermane. Committee has completed hearings on S. 898, bill to deregulate much of telecommunications industry and to allow AT&T to compete through fully separate subsidiary in unregulated services (BROADCASTING, June 8, 22). Reagan administration has not yet fully delineated position on S. 898 and its indecision has caused consternation among committee leaders who hope to mark up and pass bill before August recess. Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) has asked FCC to submit recommendations on how to deregulate TV by Sept. 6. House has passed three bills, all introduced by Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.). One (H.R. 3238) would fund public broadcasting at higher levels than those set by Senate. Others (H.R. 3239, 3240) would allow FCC to establish license fees and require FCC and National Telecommunications and Information Administration to undergo annual reauthorization by Commerce Committees. Telecommunications Subcommittee is compiling report on status of competition and regulation in communications industry, due for publication in August. After that, it plans to draft more legislation.

□

Comsat. Following adoption of staff report last April (BROADCASTING, April 28, 1980), FCC adopted rulemaking to examine corporate structure of Communications Satellite Corp. to insure that its competitive domestic businesses operate independently of its congress-

sionally mandated international ones. Commission has also put out for public comment request by Comsat to allow it to offset losses from its participation in INMARSAT with revenues from INTELSAT—request commission seems dubious about granting. Decision on that request is expected shortly after report and order is issued on corporate-structure item. (See also "Direct Broadcast Satellites" below.)

□

Copyright Royalty Tribunal. Clarence James, then chairman, Copyright Royalty Tribunal, has testified before Senate Appropriations and House Judiciary Subcommittees that CRT should be abolished and its functions relegated to another agency (BROADCASTING, March 16). Tribunal issued final formula on how to divide \$14.6 million paid in royalties in 1978 by cable companies (BROADCASTING, Sept. 29, 1980). Under formula, U.S. and Canadian broadcasters will split 3.25% of pie. Program syndicators will receive 75%; sports claimants, 12%; Public Broadcasting Service, 5.25%, and music performing rights societies, 4.5%. Although tribunal originally said it wouldn't distribute copyright fees until appeals were resolved, it is now considering partial distribution of 1978 fees. Meanwhile, tribunal is gearing up to start 1979 distribution proceeding.

□

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future formation or acquisition of crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreement; seven have been freed from divestiture order because of entry of competition in market, and one has won reversal of divestiture order in appeals court. Of three remaining cases, one involving WALB-TV Albany, Ga., was resolved when FCC granted waiver due to entry into market of minority-owned television CP holder, and two others have been denied waivers on ground that situations had not changed (BROADCASTING, March 3, 1980).

□

Crossownership (television broadcasting-cable television). FCC amended its rules to require divestiture of either cable system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC on June 25, 1980, adopted notice of proposed rulemaking that seeks to require divestiture of all crossownerships of television stations and cable systems located in TV station's Grade B contour (BROADCASTING, June 30, 1980). Late last year, Marsh Media petitioned commission to do away with cable-broadcast crossownership rules altogether, arguing that prohibition is outdated, in violation of First Amendment.

□

Crossownership (telephone company-cable TV). FCC has initiated rulemaking seeking public comment on proposal to exempt rural areas (30 homes or fewer per route mile of

franchise or service area) from its telephone company-cable television crossownership prohibition. It has also directed its staff to draw up an instrument looking into possible repeal of all restrictions on telephone company ownership of cable systems in metropolitan areas. Commission has also directed its Office of Plans and Policy to undertake comprehensive study of structure and ownership of cable industry (BROADCASTING, Oct. 27, 1980). OPP indicates that study should be ready for release by end of summer.

□

Direct broadcast satellites. There are now three companies with announced DBS plans: Comsat's Satellite Television Corp., Hubbard Broadcasting Inc. and DBS Corp. It is believed Western Union and RCA Americom are developing DBS plans. STC, which says it could be operational by 1986 with rapid FCC action, would offer three channels of pay television to subscribers equipped with small, rooftop antennas (BROADCASTING, Dec. 22, 1980). Hubbard's application attempts to bridge gap between DBS and conventional broadcasting (BROADCASTING, May 4). It proposes DBS network that would beam programming to television stations, for retransmission locally. Programming would be supplied to network by same broadcasters who receive it. Television homes outside range of any of participating stations could receive programming directly from satellite via rooftop antenna. DBS Corp. has not filed application, but it has sent letter of its intention to file (BROADCASTING, April 27). It plans to operate as common carrier, leasing its transponders to programmers. Meanwhile, FCC is taking broad look at DBS in two separate inquiries, one intended to prepare

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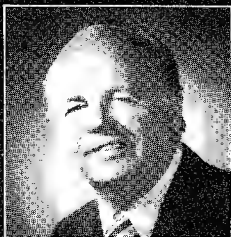
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U.S. position for 1983 Regional Administrative Radio Conference and other aimed at formulating domestic DBS policy. Despite broadcasters' misgivings, apparent in comments, FCC has shown inclination in favor of DBS. On April 21, FCC accepted for filing STC application and issued notice of proposed rulemaking that would establish policies for regulation of DBS prior to 1983 RARC (BROADCASTING, April 27). National Association of Broadcasters formally denounced using DBS for entertainment services at joint board meeting last month (BROADCASTING, June 8) and week later it asked FCC to postpone July 16 deadline for petitions to deny and comments on STC application until after rulemaking on interim policy is decided (BROADCASTING, June 15). In its comments to FCC, CBS has urged FCC to reserve DBS frequencies for development of high-definition television (HDTV) (BROADCASTING, Oct. 13, 1980).

□

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appeared to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcasting, commission has voted to tighten equal-employment guidelines for stations, which took effect April 1980. Stations with five to 10 employees are required to have 50% parity over-all with available work force, and 25% in top four job categories. Stations with more than 10 employees must reach 50% parity both over-all and in top four job categories, and stations with 50 or more employees will receive complete review of their EEO programs. FCC is also taking look at employment practices of three commercial networks, to see whether, or how, members of minorities and women are employed in decision-making jobs. Year ago, FCC voted unanimously to begin rulemaking looking to more stringent EEO reporting requirements for all stations with five or more employees (BROADCASTING, June 9, 1980). Comments were filed Oct. 24. Commission will issue decision some time before end of year.

□

Family viewing. Ninth Circuit of U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions. Parties in case participated in hearing before Ferguson, on March 20, on question of how order referring case to commission should be framed. Case has been remanded to commission, which has sought and received comments on how to proceed. NAB and networks have urged commission to hold evidentiary hearing on policy. Tandem Productions and Writers Guild have urged commission to merely state views on issue "so that the entire matter may be returned to the courts for a

prompt, fair adjudication."

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Federal Trade Commission. FTC, under leadership of Republican Acting Chairman David Clanton, appears headed for more limited role. Office of Management and Budget recommendations would trim agency's budget and staff and eliminate its regional offices (BROADCASTING, March 16). If Congress adopts OMB proposals, FTC would have to trim its current budget of \$74.3 million by \$3.5 million and cut back to \$69.5 million in 1982. OMB also suggests FTC cut back its 1,780-work positions by 109 this year and cut to total of 1,467 by 1982. OMB says those cuts for most part should be aimed at phasing out FTC's 10 regional offices. Cuts would further blunt authority FTC received from Congress last year. Then, after years of bickering, Congress approved authorizing legislation for agency that subjects FTC rules to two-house congressional veto and limits commission's public participation funding (BROADCASTING, May 26, 1980). Under provisions of bill, which authorizes life of commission through September 1982, children's advertising proceeding would be allowed to continue. However, complete text of any proposed new rule would have to be published in advance, and inquiry would have to be based on false and deceptive advertising, rather than unfair, as in past. Commission directed staff to prepare recommendations for further rulemaking and explore alternatives. Staff attempted to establish voluntary rules, but neither industry for consumer groups would accept them (BROADCASTING, March 2). Staff reviewed record and, although noting that children's advertising was a "legitimate cause for public concern," recommended ending rulemaking (BROADCASTING, April 6). FTC has received public comment but has not yet acted on recommendation. President Reagan has announced he would name James C. Miller III as chairman and F. Keith Adkinson as members of FTC (BROADCASTING, June 22, 29).

□

FM quadrasonic. Nine years after FM quad was first pioneered, FCC began rulemaking that sought comments on two approaches to set standards for system: either to adopt general standards and rely on marketplace to determine which systems will be used or to adopt specific operating characteristics of system, along lines of those proposed by RCA and QSI (BROADCASTING, July 21, 1980). FCC issued initial notice of inquiry in 1977 to study merits of various techniques proposed to commission by National Quadrasonic Radio Committee. Second notice of inquiry was issued early in 1979 (BROADCASTING, Jan. 15, 1979). In comments on second notice, Muzak franchisees argued that alternatives would be acceptable only if they didn't interfere with 67 khz subcarrier channel company uses to transmit its background music service to clients. Though most other commenters lent their support to establishment of specific standards, ABC argued in support of general standards (BROADCASTING, Jan. 19). Commission is expected to consider item some time this summer.

□

Format changes. Supreme Court has settled question of whether FCC has authority to leave question of radio entertainment format to discretion of licensee and play of marketplace. In 7-2 decision, on March 24, court said commission could, thus reversing decision of U.S.

Court of Appeals in Washington holding that commission must review renewal and transfer cases in which proposed change of "unique" format had precipitated considerable local "grumbling" (BROADCASTING, March 31).

License renewal forms. FCC adopted rule that shortens renewal form to postcard size for most AM, FM and TV stations. Random sample of about 5% (excluding commercial radio service), however, will have to submit longer "audit" form. Broadcast Bureau will conduct on-site audits of some of those stations completing long form to verify accuracy of information submitted (BROADCASTING, March 30). Rule has been opposed by Henry Geller, former head of National Telecommunications and Information Administration, in petition for reconsideration.

Low-power television. Deluged by some 5,000 low-power television (LPTV) applications, FCC put freeze on accepting and processing most LPTV and translator applications last April (BROADCASTING, April 13). FCC is allowing just three exceptions to freeze: applications for stations in areas served by fewer than two full-service stations; applications of existing translators seeking to move off from channels 70 through 83 and existing translators seeking to change channels to resolve interference problems. Under exceptions, first LPTV grant was made to John Boler for Bemidji, Minn. (BROADCASTING, May 18). FCC has said it will soon issue rulemaking aimed at establishing technical rules for LPTV in hopes rules that result will speed LPTV processing. When FCC initiated rulemaking last September to establish LPTV service, it said it would accept LPTV applications conditioned on rulemaking's outcome (Sept. 15, 1980). Under proposed rules, LPTV stations would have vastly simpler rules governing start-up, programing and operation than full-service stations, but they would be limited to fraction of power and would be prohibited from interfering with full-service stations.

Minority ownership. FCC three years ago adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (formerly Minority Broadcast Investment Fund [BROADCASTING, Sept. 29, 1980]), through which it hopes to raise \$45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority enterprise small business investment corporation) has made investment commitments (BROADCASTING, May 4) but will not disclose transactions until they are completed. National Radio Broadcasters Association is matching minority license applicants with broadcasters who advise on obtaining license and getting facility into operation.

Music licenses. All-Industry Radio Music License Committee and American Society of

Composers, Authors and Publishers agreed on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters \$6.5 million to \$8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee quit negotiating for new TV-station licenses with ASCAP and BMI and filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). That case is expected to go to trial in September. In network TV, Supreme Court overturned appeals-court decision siding with CBS in its demand for "per-use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979). Decision issued in lower court held that under "rule of reason" there is no restraint of trade and, in siding with district court, dismissed complaint. CBS petitioned for rehearing en banc but was denied (BROADCASTING, June 9, 1980). It appealed to Supreme Court which refused to review (BROADCASTING, March 9). CBS asked Supreme Court to reconsider, but was turned down on that, too, ending case (BROADCASTING, April

Network inquiry. FCC's network inquiry staff disbanded last fall, submitting its final report to commission Oct. 20. Staff suggested to commission that best way to achieve goals of added competition, diversity and localism in television is to open existing allocations plan to more local outlets so that new networks can be formed. Staff also concluded that commission can foster growth of more networks in newer forms of technology such as direct broadcast satellite, multipoint distribution service and cable by not placing regulatory barriers in way of new technological development (BROADCASTING, Oct. 27 and Nov. 10, 1980). Staff presented "conclusions" to FCC chairman's office in form of "recommendations" late last year (BROADCASTING, Dec. 22, 1980).

Network standings. Prime-time TV ratings averages, Sept. 15-June 28: CBS 18.2, ABC 17.2, NBC 16.5.

Newsroom search. Supreme Court's ruling in *Stanford Daily* case (which held that police only need search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) resulted in October 1980 in Congress passing and President Carter signing bill to protect press from such searches. Limits on federal searches took effect Jan. 1. Curbs against searches by local and state law enforcement officers take effect Oct. 13, 1981. Some states are now considering supplementing federal protection against newsroom searches. Police in most cases are now required to obtain subpoenas which can be opposed in court before newsrooms are entered in search of evidence (BROADCASTING, Oct. 6, 1980).

Noncommercial broadcasting rules. FCC has amended rules to permit public TV stations to broadcast logos and to identify product lines of program underwriters (BROADCASTING, April 27). New identifications may

be run without limit. Public broadcasters may now also promote goods and services on air as long as consideration is not received—with the proviso that they make determination that such promotion serves public interest. Three petitions have been filed with commission—by NAB, Committee to Save KQED and Metropolitan Opera Association—seeking clarification or reconsideration of certain aspects of rule changes (BROADCASTING, June 29). Commission initiated inquiry and rulemaking designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. In addition to action taken in April, commission is considering establishment of FM table of allocations for educational assignments and new classes of stations and extension to noncommercial licensees of limits on ownership now applicable only to commercial licensees. Comments on all have been received (BROADCASTING, Jan. 28, 1980). Item to eliminate formal ascertainment and logging requirements for noncommercial stations is expected before August recess.

Operator licensing. FCC has eliminated first- and second-class radiotelephone operator licenses, replacing them with "general" license that is similar to old second-class permit. Under new program, holders of any type of operator's license—with exception of marine radio permit—will be allowed to operate and maintain broadcast equipment. Elimination of rule requiring that broadcast stations employ technician holding first-class ticket will become effective 30 days after order appears in

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Federal Register—probably around first or second week of August. Instituting new general license may take longer as appropriate forms have to be approved by Office of Management and Budget. In interim, first-class permits will be renewed but new applicants must wait for implementation of general-license program.

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Performer royalties. Representative George Danielson (D-Calif.) has introduced bill (H.R. 1805) to assess royalties for use of recorded music according to radio stations' net advertising receipts after agency commissions. Bill would also allow assessment at TV stations (BROADCASTING, March 2). House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice held hearings on bill (BROADCASTING, May 25 and June 15), but defers further action until after July 15, when it plans to complete hearings on other copyright issues.

□

Public broadcasting. President Reagan's request that Congress rescind part of Corporation for Public Broadcasting's appropriations for 1982 and 1983 wasn't too well received on Capitol Hill. Although administration had recommended cutting back CPB's appropriations for each of fiscal years 1982 and 1983 to \$129 million for first year and \$120 million for second, Congress left CPB's 1982 appropriations intact and cut back CPB's 1983 funds to \$137 million and President Reagan signed bill into law on June 5. Meanwhile, Public Broadcasting Service is continuing efforts to develop pay television network—Public Subscriber Network (PSN)—which would be supported by pay television revenue and institutional advertising (BROADCASTING, Feb. 9). On March 4, PBS executive committee authorized use of \$200,000 of PBS funds to study and develop network and PBS will present its findings to full membership at PBS annual meeting June 29-30.

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Radio deregulation. In January, FCC adopted radio deregulation proposal initiated by former FCC Chairman Charles Ferris in October 1978. Order went into effect April 4. Specifically, commission eliminated nonentertainment programming guidelines (which were 8% for AM's and 6% for FM's); formal ascertainment requirements for new station and renewal applicants as well as for those acquiring stations; commercial limit guidelines (under which maximum was 18 minutes per hour), and requirement to keep detailed program logs in licensees' public files. United Church of Christ filed for review of decision in Washington appeals court. That case is being held in abeyance pending commission action on several petitions for reconsideration filed by National Association of Broadcasters; Henry Geller, former head of National Telecommunications and Information Administration; National Black Media Coalition, and Citizens Communications Center, challenging or seeking clarification of various aspects of commission's radio deregulation order. Action on petitions is expected before August recess. In addition, Citizens Communications Center has filed notice of appeal in Washington regarding commission adoption of postcard renewal form and is expected to ask that that case be consolidated with UCC appeal due to similarity of issues involved. Senate has passed bill that would eliminate even more regulation (see "Communications Act" above).

Region 2 (western hemisphere) conference on AM broadcasting. U.S. is preparing for second session of conference, to be held in Rio de Janeiro beginning in November. One key issue in deliberations that will lead to hemisphere-wide plan for use of AM spectrum involves U.S. proposal to reduce AM channel spacing from 10 khz to 9. American broadcasting establishment continues to oppose proposal, and has not given up hopes of being able to change U.S. position with advent of Reagan administration. FCC, which is continu-

ing to study matter, is expected to decide by mid-July whether to affirm its recommendation on 9 khz.

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Shield legislation. No federal legislation proposed. Twenty-six states provide some protection against forced disclosure of reporters' sources and outtakes. There are wide variations in scope of protection. Shield bills are

Continued on page 68

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Gubernatorial note

EDITOR: During the current session of the New York state legislature, I was pleased to support the introduction of a measure calling for an increase of \$5 million in state support of public radio and television stations. This week, I signed the Public Television and Radio Act of 1981 into law.

This important measure reflects our continuing recognition of the vital role public broadcasting plays in New York state. Since 1975, public television in New York has brought in \$180 million out-of-state dollars. Further, public broadcasting in New York is a major producer of quality television programs and films for the state and the nation. It is clear that governmental support for public broadcasting is a sound investment in quality programming and economic vitality.

Yet, federal support for public broadcasting is declining. Proposals aimed at reductions in federal aid for public broadcasting are unfortunate and counterproductive. One only has to examine the numerous contributions of public broadcasters in education, news and public affairs and the arts and sciences to appreciate their important contribution. I would only hope when those in Washington examine the question of financial support for public broadcasting, they will look to New York as an example of how investment in this particular form of broadcasting is beneficial to the viewer as well as to the economic infrastructure.—*Hugh L. Carey, governor, New York.*

Setting the record straight

EDITOR: I must correct several items in your reporting, in the June 22 issue, of my testimony before Senator Bob Packwood's (R-Ore.) Commerce Committee. First, Charles River Associates is not a New Jersey-based consulting firm but has its only office in Boston. Second, I did not claim that AT&T's ability to compete and its incentive to innovate would be damaged if the company is forced to create separate subsidiaries to compete in unregulated businesses. I did indicate that this was a major concern which led me to

conclude that more study of organizational reform was needed. I did argue that the best way to counter a company's ability to engage in anticompetitive behavior was to lower entry barriers and let companies compete. In that way, no company would have a so-called "deep pocket" with which to engage in predatory behavior.—*Alan Baughcum, Director of Telecommunications Research, Charles River Associates Inc., Boston.*

Off the hook?

EDITOR: Chief engineers and technicians across the country should heave a rather large sigh of relief. They no longer have a *revocable* responsibility to the FCC for properly maintaining licensed transmitters and associated equipment. Just think . . . You won't even have to renew a license any longer. Of course the commission will no longer be able to lift your first class license. Oh, joy!

Broadcasters, through the NAB, should feel proud of their accomplishments in further downgrading the broadcasting industry.—*Chester J. Stuart, consulting communications engineer, Susanville, Calif.*

Good example

EDITOR: Having been in the journalism business myself now long enough to recognize integrity when I see it, I would also like to observe that your example in this regard is one a great number of your constituency could emulate with considerable benefit to their constituency, the public.

You have served the broadcasting industry of this nation and, indeed, many other countries that have, at least in part, emulated our system, with diligence and distinction. As one of your numerous beneficiaries, I am grateful.—*William L. Putnam, chairman, Springfield Television Corp., Springfield, Mass.*

EDITOR: I continue to be impressed with the thorough coverage of BROADCASTING, the bible of the trade press publications.—*James S. Gilmore Jr., president, Gilmore Broadcasting Corp., Kalamazoo, Mich.*

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■ indicates new or revised listing

This week

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, 02215, (617) 353-3447.

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

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

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

July 12-14—*California Broadcasters Association* summer meeting. Speakers include Lyn Nofziger, assistant to the President for political affairs, and Robert E. Lee, former FCC commissioner. Del Monte Hyatt hotel, Monterey, Calif.

Also in July

July 12-15—*New York State Broadcasters Association*

20th executive conference. Otesaga hotel, Cooperstown, N.Y.

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

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

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. 20814.

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

July 28-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.

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. 8**—*Radio-Television News Directors Association* region 14 meeting. Airport Holiday Inn, Tampa.

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. Speaker: FCC Chairman Mark Fowler.

Major Meetings

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* 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.

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 Embarcadero, San Francisco.

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

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

June 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.

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

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

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

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

Sept. 18-21—9th International Broadcasting con-

vention. 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-education 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.

Errata

Steve Smith, assignment editor, *WXIA(TV) Atlanta*, was incorrectly identified as news director in June 29 issue, page 63.

Lorain County Printing and Publishing Co. does not publish the *Lorain [Ohio] Journal*, as reported in June 22 "Changing Hands." It publishes the *Medina [Ohio] Gazette* (daily). It also publishes the *Elyria [Ohio] Chronicle Telegram*, as reported.

Alan Nesbitt is news director of WPVI-TV Philadelphia, not news producer as reported in "Fates & Fortunes," June 22.

Oct. 3-4—New Jersey Associated Press Broadcasters Association's annual fall meeting. Harrah's Marina casino hotel, Atlantic City.

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. 4-6—Kentucky CATV Association convention. Executive Inn, Owensboro.

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.

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.

Oct. 16-17—Friends of Old-Time Radio annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 19-20—American Women in Radio and Television Northeast area conference. Boston.

Oct. 21-22—Ohio Association of Broadcasters fall convention. Columbus Hyatt Regency, Columbus, Ohio.

Oct. 22—International Radio and Television Society newsmaker luncheon. Waldorf-Astoria, New York.

MEDIA MONITOR

NBC Magazine Report on Cable TV Franchising Examines the Seamy, Ignores Virtue

By Reed Irvine
and
Cliff Kincaid

On May 28, NBC Magazine with David Brinkley aired a 12-minute report on the disagreeable aspects of cable TV franchising competition.

The franchises are usually awarded by country or municipal governments, and the maneuverings of the various cable companies to land the lucrative contracts sometimes are conducted at the expense of good ethical standards.

One unsavory tactic employed is called "rent-a-citizen." A cable company will give, or sell at minimal cost, shares of stock to prominent and frequently powerful citizens, who then make sales pitches for the company to the local governments concerned. This practice is *not* endorsed—or winked at—by the cable industry.

An industry magazine, *CABLEVISION*, has extensively reported on the problem—a form of influence peddling—and editorially condemned it as "... a corrupting practice."

Yet viewers of NBC Magazine were given not even a *hint* that "rent-a-citizen" and political cronyism comprise anything less than business-as-usual in cable franchising.

To introduce the report, correspondent Jack Perkins advised Brinkley that his research turned up "complaints of greed or corruption almost everywhere." The mayors of Seattle and Boston were shown making statements which tended to give credence to Perkins' statement.

Then the report went careening around the country, sideswiping four localities in which there is, or has been, controversy over the franchising process. Houston was the first stop, followed by Omaha; Hyattsville, Maryland and St. Paul, Minnesota.

After briefly examining the issue in each city, Perkins observed that 15 years ago a cable company president was imprisoned on a bribery conviction, but

"Today, that kind of thing happens often and no one goes to jail." Perkins concluded that the cable companies are "... just following the city's rules ..." and those rules are political and money moves politics."

Richard Aurelio, a senior vice president of Warner-Amex Cable—the big winner in the 1980 franchise sweepstakes—was interviewed on camera for an hour by Jack Perkins. Warner-Amex does not employ the "rent-a-citizen" tactic—indeed, its franchising processes are widely considered a model for the industry. The Aurelio interview was left on the floor of NBC Magazine's editing room. Why?

"They were trying to prove something soiled and seedy and nefarious about the process," was Aurelio's conclusion. Rick Borten, cable commissioner for Boston Mayor Kevin White, felt NBC's report implied that there is "... a virtual snakepit in every franchising procedure." *CABLEVISION* associate editor Hugh Panero said it was "... a horrible report ... they chose to be extremely one-sided and negative. Frankly, I'm surprised; I thought they'd have more integrity."

A co-worker of Donna Kanter, the report's producer, gave this reason for the network's editing: "Well, that's what happens ..."

Yes, that's what happens with many issues covered by network TV; NBC's treatment of the industry's arch-competitor—cable TV—was certainly no place to make an exception.

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.

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Monday Memo®

A broadcasting advertising commentary from Frank Bennack Jr., president and chief executive officer, The Hearst Corp., New York.

How media will look at century's end

The year is 1999. The world is on the threshold of a new millenium, and in the United States, the media pundits have been proved right. During the past two decades, new medium after new medium has appeared, matured and been embraced by the American consumer.

To begin with, the 1980's went precisely as predicted. Cable television enjoyed its expected boom, with household penetration climbing from 20% in 1980 to 50% in 1989. Ownership of videocassette recorders increased from under 2% in 1980 to 25% by the end of the decade. Public acceptance of all other electronic devices, systems and programs proceeded according to schedule.

In the 1990's the trend continued. And now, in 1999, we have that totally new media environment everybody was talking about back in 1981.

Cable penetration is close to 75% of all households. Network shares, down to 75% in 1989, have slipped further to 50%. Rooftop dishes capable of pulling in satellite transmissions are now as prevalent as the old type antennas. The first three direct broadcast satellite channels, authorized by the FCC in 1981, have grown to 87.

There are now more than a dozen services in most major markets sending news and other information through home computer terminals onto TV screens. The two-way systems, pioneered by Prestel, Warner Amex, AT&T and Dow Jones in the 1980's, have proliferated, as have both UHF and VHF stations and superstations.

Meanwhile, the videogames have become more sophisticated and more popular, and most homes have VCR's and videodisk players. With TV audiences so heavily fragmented, Nielsen now reports its ratings in millions rather than percentages.

And what of the big advertising agencies? They're gone, of course—as extinct as the 10-cent phone call. No one can afford to staff a first-rate agency to produce ads that will be seen by a few thousand consumers, at best. Not even the largest multinational conglomerate has an ad budget big enough to reach mass audiences any more. All marketing is done at the local or sub-local level, executed by local and sub-local agencies.

Quality has gone out of the programs and editorial matter as well—and for the same reason. The smaller the audiences, the less money is available for creative talent, and the thinner the veneer of creativity that must be stretched over these



Frank A. Bennack Jr. has been president and chief executive officer of the Hearst Corp. since January 1979. Hearst is involved in a broad range of publishing, broadcasting and diversified activities, including Hearst Cable Communications. Bennack has been with Hearst for more than 20 years, including seven years as publisher and editor of *The San Antonio Light*. His early career in Texas included experience in radio and television.

widening distribution systems.

Is all of this far-fetched? Not if you subscribe to the forecasts coming from many of today's media experts. All I've done is project their figures beyond 1989 and extrapolate with an admitted bit of license on my own.

However, let me make it very clear that, in my opinion, much of this will not come to pass. Some of the more rational and useful of the new media will become important to our lives, but changes will be gradual and orderly and far from cataclysmic.

Some folks have gone astray in becoming so dazzled by the shiny new media hardware that they've taken their eyes off the reason hardware exists. They've overlooked the role of the creative element. They've forgotten the consumer. They've lost sight of the media audiences and their needs and desires.

It used to be that necessity was the mother of invention. The entrepreneur would say, "Here's what the consumer wants. What can we do to supply it?"

Today there's a parent identity crisis. Invention has become the mother of necessity. Some seem to be saying, "Here's what we know how to make. How

do we get the consumer to want it?"

The plain fact is that some new-found media planners are in some instances offering the proverbial cure for which there is no proverbial disease.

To be sure, there will be a limited market for personal computers hooked up to databanks, but they are not going to become the core of our life style. There will be button-festooned consoles able to provide two-way communication, for hookups feeding database messages to home TV sets. But how long do we really think the average American will make a keyboard and a TV screen the center of his existence?

This point was brought home to me recently by my associate, Ray Joslin, vice president and general manager of Hearst Cable Communications. Noting that the networks are expected to account for only 70% to 75% of TV households by 1990, Ray is convinced the remaining 25% to 30% will support only four or five new video services, not the 15 or 50 frequently mentioned today.

I'd like to shift gears at this point and mention briefly how Hearst plans to meet the challenges of the future. In the first place, the fact that there is such a thing as the Hearst Cable Communications Division should serve to dispel any notion that we intend to ignore the opportunities to deploy our substantial editorial resources toward new delivery systems. We intend to take maximum advantage of such new devices and systems that can improve our company and serve our customers. Our only stipulation is that innovation must represent an improvement, rather than merely a difference.

Because we believe the role of the media will always be the same—to inform, to inspire, to entertain—we stress the factors that in our view sustain that role. We devote our top-of-the-mind efforts to acquiring the best available writers, editors, artists and photographers and providing them with an environment in which they can work to their best advantage.

We at Hearst consider it an obligation to our company and to the public to explore the adaptation of our substantial creative assets to the latest media developments. We have no intention of hopping aboard some new system or program just because the hardware is there or because we're afraid of being left out in the cold. Abandoning what we do in your best interests and our own would be foolhardy.

Our emphasis will always be on creative talent. The late Elbert Hubbard once stated: "One machine can do the work of 50 ordinary men, but no machine can do the work of one EXTRAordinary man."

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Broadcasting Jul 6

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Thornton Bradshaw and Fred Silverman before the decision to go separate ways; a relaxed Grant Tinker during a BROADCASTING interview.

Silverman out, Tinker to be new NBC chief

Fred Silverman resigned as president and chief executive of NBC last week, and Grant A. Tinker of MTM Enterprises was named to succeed him as NBC's top executive.

The often-predicted resignation came on Tuesday and was intended, Silverman said, to give Thornton Bradshaw, the new chairman of the parent RCA Corp., "complete freedom to choose the chief executive he thinks would be best for the future of NBC."

Bradshaw, who officially assumed the RCA chairmanship last Wednesday (July 1), was ready with the 55-year-old Tinker. He told NBC affiliates in a closed-circuit appearance Tuesday afternoon that Tinker would become chairman and chief executive and that a new president would be named later.

Robert Mulholland, president of the NBC-TV network, was the front runner in speculation about the presidency. Tinker, who was on vacation in France, was quoted by an NBC spokesman as saying no choice had been made and none would be until he arrived on the job.

Before taking over, Tinker must resolve any conflict of interest that may be created by his ownership in MTM Enterprises, of which he was a founder. His two partners, Mary Tyler Moore, who is his former wife, and Arthur Price, were reported planning to take over his interest. The Tinker organization said that RCA would oversee the divestiture, but RCA declined comment on that point.

NBC authorities said Tinker would continue to reside in Los Angeles but would

TOP OF THE WEEK

Transition coincides with official takeover of Thornton Bradshaw as chairman of RCA, ends three years of great agony, little ecstasy for chief executive who couldn't win

"spend as much time as necessary"—probably more than half his time—at NBC headquarters in New York. Having a president, who presumably would also be chief operating officer, would probably reduce the time he needed to spend in New York.

Both Silverman, in a letter to NBC executives, and Bradshaw, in his closed circuit talk to affiliates, made it plain that Silverman had wanted a show of support from Bradshaw, and that failure to get it had triggered his resignation.

Bradshaw told the affiliates that Silverman, "after three years of dedicated service as NBC's president, had indicated to me his desire to resign in the absence of a statement of unequivocal support from me. Since I was not prepared to make that type of commitment, my examination necessarily began to focus on a possible successor to him."

Up to that point, Bradshaw said, he had been looking for ways "to strengthen the future" of NBC, "this great enterprise in which we are associates."

He said he first met Tinker May 20 when he had lunch with him on the West Coast.

"It was soon obvious to me," he continued, "that his devotion to our network was deep-rooted and intense. He had

started his career with NBC as a management trainee and had subsequently served as television program head during several of the network's most successful years. Beyond that, he knew the NBC of today intimately, its people, its potential, its problems and—I believe—the solution to many of those problems.

"What had begun for me as an information-gathering lunch," Bradshaw continued, "ended with a growing conviction on my part that Grant Tinker possessed to a unique degree the leadership qualities needed by the next head of NBC. His bearing, his personality, his perceptive analysis of the problems of broadcast management supported what I had previously heard of him as one of television's ablest executives, a skilled administrator adept at motivating creative talents."

More than that, he said, Tinker's name kept coming up in his talks with others—"Although always with the caveat that he would probably be unavailable because of the success of his own operations, both professionally and financially." Yet when Silverman "recently" confirmed his intention to resign and Bradshaw approached Tinker, he said, Tinker was "willing, indeed eager, to take on the challenge of restoring NBC to leadership again in all aspects of broadcasting."

Bradshaw said that "after more than a decade of managing a major television production company, Mr. Tinker was receptive to a larger challenge that could climax his long and successful career."

Tinker gave substantially the same explanation to reporters. Terms of his

"multiyear" contract were not disclosed but it was believed they are at least comparable to Silverman's, which were estimated at a million dollars a year. Silverman's contract, originally for three years from June 1978, was extended last summer to run through December 1982 (BROADCASTING, Sept. 8, 1980).

Tinker's appointment is to be submitted to the RCA board at a special meeting on Wednesday. Bradshaw told the affiliates that "to recognize NBC's pivotal role in the RCA family, and to re-emphasize RCA's continuing commitment to its future," he would propose that Tinker be elected to the board "at an early date," reviving a tradition started by RCA-NBC founders "Owen D. Young and David Sarnoff more than 50 years ago." Silverman has not been a member of the RCA board.

Bradshaw also had kind words for Silverman: "No one has ever worked harder or given more of himself to his job. And his contributions to NBC over three years are many and enduring. He has been responsible for a strengthened NBC News organization, a revival of NBC Sports, a resurgence of our radio operations, a complete reorganization of NBC Enterprises and a reinvigorated network executive structure.

"Fred has had many outstanding successes in his years in broadcasting, and I am sure he will have many more in whatever career path he follows. We at RCA and NBC wish him well in the future."

For his part, Silverman was on vacation in Hawaii. Through a press representative he said he was "greatly relieved," was having a marvelous time with his family and had no plans except to extend his vacation. An NBC executive said Silverman also plans to spend the summer at Southampton, Long Island, walking the beaches and sorting out ideas and opportunities that he said he had never before had time to consider.

Apparently Tinker in France and Silverman in Hawaii exchanged thoughts about the changes. Irwin Segelstein, president of NBC Television, said he was working late after the announcement and received calls from both men—and that Tinker wanted Silverman's telephone number, which he provided.

Silverman, who throughout his mostly beleaguered three years has remained an optimist about his and NBC's program plans, did not vary from that approach in his letter to NBC executives, whom he addressed as "Dear Friends."

"I leave," he said, "with the firm belief that I have placed outstanding people in the key operating and staff positions, and that they will enable the company to function smoothly and furnish excellent assistance to my successor. I have great confidence that the NBC television and radio operations across the board for the 1981-82 season will be successful, and will make substantial progress both in ratings and profitability. I will take pride in that accomplishment because I feel I have laid the foundation for that progress.

"... Looking back over the past three years, we all have faced many difficult problems and suffered disappointments. But together, we have worked hard to start moving the company forward. My reward for those long hours is not only the knowledge that I leave NBC in the position to be a serious contender in the future, but also that I have established long personal friendships with many of you which I am certain will continue for many years."

The new NBC chairman started his career at NBC in 1949 as a management trainee, from which he rose to be operations manager for the NBC radio network.

The decline and fall of Fred Silverman

Programing whiz who dominated all three networks at one time or another in last decade couldn't make the magic work for him at NBC; most hold view he was over his head as CEO, tried to solve problems by throwing money at them

Fred Silverman rode to the presidency of NBC on a reputation as a programing and promotion genius who had kept CBS-TV firmly number one in the ratings and who then, moving to ABC-TV, took that network from third place to first, toppling CBS from some 20 years of dominance. His assignment at NBC, of course, was to get the television network out of third place and, in the process, build profits. If he succeeded again, people said, "he should be put out to stud."

Last week, three years later, he resigned, leaving a network with ratings worse than when he arrived, a poor third in daytime as well as prime time, under more pressure in news, early morning and late night and with profits that had plummeted during his administration.

What happened? What did Fred Silverman in?

"I think Ed Griffiths did him in," one former close associate said last week, "by giving him a job he was not qualified to perform."

The reference was to the then chairman of RCA, NBC's parent company, who had settled on Silverman as NBC's savior but who, in order to get him, apparently not only had to offer a great deal of money—approximately a million dollars a year—but also had to provide the prestige and power of the NBC presidency.

"Fred paid no attention to money," the former associate said, "and that will haunt the company for years to come."

Others close to the Silverman regime offered similar criticisms: That his experience was essentially in programing and promotion, that he'd had little or no background in the complexities of managing a many-faceted company—in short, that the job of president of NBC was simply more than he could cope with, or really wanted to cope with, for that matter.

He did in fact spend more of his long

He left NBC in 1954, worked briefly as deputy director of Radio Free Europe, then was director of program development for McCann-Erickson from 1954 to 1958, then vice president, television programing, at Benton & Bowles from 1958 to 1961.

He returned to NBC in 1961, was vice president, programs, West Coast, until 1966, when he transferred to New York as vice president, programs. He left NBC in 1967 and served in the program departments of Universal Television and 20th Century-Fox Film Corp. before he formed MTM Enterprises in 1970.

hours on programing than on any of his other concerns, but only rarely did he come up with the kind of rousing successes that had marked his work at ABC and CBS. *Diff'rent Strokes* and *Real People* are perhaps his most notable NBC successes. He's also credited with saving *CHiPs* by moving it and promoting it. Among his failures are *Supertrain*, whose set alone was said to have cost \$12 million, and *Number 96*, a steamy comedy that went straight downhill despite heavy promotion by NBC.

Some of his programs received generally good reviews but failed nevertheless, among them *United States*, dealing with contemporary married life; *Skag*, starring Karl Malden as a steel worker, and *Lifeline*, an unscripted series of real-life stories of doctors. He also introduced *Live from Studio 8-H* and reinstituted the *NBC News White Papers*, neither of which was really intended to be a big ratings vehicle. In short, however, his record at NBC was so skimpy that people a year or more ago were wondering if he had lost the touch that won him the name "The Man with the Golden Gut."

Other people are still more blunt in assessing the causes of his downfall. "Everything he did is what did him in," says another one-time associate. Others cite temper tantrums, shutting himself off from key executives, rapid disenchantment with new executives he'd brought in as saviors, a tendency if he became disenchanted to move the people into dead-end jobs and cut himself off from them.

"He doesn't like to fire people," one associate says. But he did do one firing in spectacular fashion that added nothing to his reputation. The victim was Jane Cahill Pfeiffer, who had done the groundwork for RCA that brought Silverman from ABC to NBC and who then was put in as chairman of NBC to help him run it. When he decided she must go he handled the transaction, primarily, it seemed, through the press. The charges and countercharges made headlines for days and led to open speculation that his own job was in danger. Instead, a few months later he got an 18-month extension of his contract, to Dec. 31, 1982.

Silverman has been criticized, too, for

permitting "a brain drain" that some sources contend has "wrecked" or "destroyed" the company. An NBC official estimated last week that the number of executives of vice presidential or higher level who have been fired or allowed to leave, out of an NBC roster of perhaps 150, reaches "into the 80's."

Among those who left after Silverman arrived were Julian Goodman, former chairman and president; David C. Adams, former chairman; Chet Simmons, former head of NBC Sports; M.S. (Bud) Rukeyser Jr., former head of public information; Mike Weinblatt, former head of NBC Entertainment; Jack Thayer, former head of NBC Radio; George Shaver, former head of advertising; John McMahon, former head of programming on the West Coast, and Tom Madden, former speechwriter for Silverman. One departing high-level executive, asked by a reporter whether he had any advice for his successor, replied, "Yes: Don't take the job."

Silverman himself had emphasized—with pride—the executive changes he had made, saying he was getting his team into place as a prelude to overall progress. "Across the board," he told BROADCASTING over a year ago, "there is a totally new management team in place. That has to have an effect on what goes on the air" (BROADCASTING, May 19, 1980).

His optimism for a turnaround in NBC's fortunes seemed never to flag, but his insistence on putting a timetable on it struck some as infuriating and self-defeating, others as childlike.

Lately he had seemed to get out of the prediction business, but for a long time he was saying NBC would be first by Christmas, and then by the next Christmas. After less than six months on the job, he reportedly told a prominent affiliate that NBC would be in first place in prime time by the end of the first quarter of 1979—less than five months from the time he said it.

"He's not a bad man," says one close-up Silverman watcher, "but he's an infant, and like an infant he needs instant gratification. So he says we'll be first in six months, and that takes care of the prob-

lem. Then we're not in first place, so he says we'll be first in another six months, and that takes care of the problem again. This sort of thing went on into 1979 and into 1980, and NBC fell deeper and deeper and deeper."

NBC lost some important affiliates, among them KSTP-TV Minneapolis-St. Paul, WSB-TV Atlanta, WBAL-TV Baltimore and its oldest affiliate, WRGB(TV) Albany-Schenectady, N.Y. There also were defections in clearances of network programs. In daytime, station clearances reportedly dropped to an "incredible" low of 130, on average. He touted the *David Letterman Show* as a winner that would turn NBC-TV's daytime fortunes around, according to insiders, "and it went off in six weeks." *Saturday Night Live* went downhill and is now being rebuilt. Johnny Carson threatened to quit; some sources say that he was provoked by Silverman and that NBC probably had to pay extra to get him to stay, even with a shortened workday.

Others say Silverman was brought down, in part, by his spending policies. One source said that "he doesn't seem to realize you can't solve every problem by simply throwing money at it." Another said when Silverman arrived in June 1978, he promptly started tearing up the schedule that had been prepared for that fall, ending up with new commitments for nine series, most of which proved duds. "They cost a mountain of money, too," the source added.

Silverman made a lot of commitments—to writers, performers, production firms—that "add up to a lot of millions," the former executive continued.

NBC's balance sheet certainly shows it. Its pretax profits sank from \$152.6 million in 1977, the year before he arrived, to \$75.3 million in 1980, while its revenues went from \$1,097.4 million to \$1,528.1 million. A \$35-million loss on the Moscow Olympics, resulting from the U.S. boycott, figured in the 1980 profit decline, but some sources say they expect this year's profits to sink to about \$20 million.

Wall Street's assessment of the Silverman performance and departure was mixed. While some analysts suggested any

change must be for the better, given the abysmal track record of the network, a separate view is that, for the present, replacing Silverman with Tinker won't make any difference for parent RCA. "Tinker's an unknown quantity," in their reasoning. Certainly, the reaction of the market to the news was anything but euphoric. RCA's price slid a quarter on Tuesday to \$23.

"NBC isn't the only source of RCA's problems," notes Kidder Peabody's Susan Sansbury, who goes on to cite the cash losses due to videodisk development, the "stumbling" of Hertz and the lackluster progress of CIT. "Of course," she added, "NBC is visible."

Back at the network level, John Reidy of Drexel Burnham Lambert suggests the performance of NBC has probably been affecting the market for all three networks' parents. "The best investment climate is a tight three-way race." And Reidy offered this view of Silverman's career. "If there is an element of luck in this business, he had some awfully good luck in his first 10 years, and about as bad luck as he could have in his last 10."

Through it all, Silverman has remained the optimist, although at the annual meeting with TV affiliates in May, he seemed a bit testy, complaining that the press had painted a distorted picture of NBC and had become "obsessed with personalities, in particular mine . . . To read the papers, you'd think NBC had been renamed FSN, The Fred Silverman Network. That's ridiculous," (BROADCASTING, May 25).

Nevertheless, he was basically optimistic about the new schedule. And he has had successes, perhaps most notably with NBC Radio and NBC Sports—both of which, and more, Thornton Bradshaw, new chairman of the parent RCA Corp., noted in announcing Silverman's resignation (see story page 23).

And Silverman himself sounded like the old Silverman in a thank-you letter to other NBC executives: "I have great confidence that the NBC television and radio operations across the board for the 1981-82 season will be successful, and will make substantial progress both in ratings and profitability. . . ."



Steps along the way. (1) As CBS-TV's youngest programming vice president; (2) being honored by ABC affiliates (with Fred Pierce, now executive vice president of ABC Inc.); (3) on the day he took over at NBC; (4) with Jane Cahill Pfeiffer, who preceded him off the sixth floor at 30 Rock.

Entry of Brokaw-Mudd team signals new competition in evening news

Chancellor to become commentator next year as 'Today Show' host moves to co-anchor role; NBC's offer emerges as too good to refuse and Brokaw turns aside propositions from CBS and ABC

Next April the *NBC Nightly News* will have a new co-anchor team: Tom Brokaw in New York and Roger Mudd in Washington. John Chancellor, now in the anchor seat, will become a regular commentator.

The on-air talent shift ended considerable speculation about Brokaw, the *Today* show host whose contract would have expired this summer and who had been hotly pursued by rival ABC News.

Formal word that Brokaw would remain at NBC came first from RCA Chairman Thornton Bradshaw on Tuesday (June 30) when he told affiliates via closed circuit that Fred Silverman would be replaced by Grant Tinker as NBC chief executive officer (see separate story). At a press conference the following morning, Brokaw said that the timing was coincidental and that his decision did not hinge on the higher-up executive suite change.

Brokaw explained that Silverman's status at NBC was "not a factor" and that the former CEO had told him that "whether I stay or not, you should stay."

Praising both ABC and CBS for "considerate, decent and patient" waiting while he made up his mind careerwise, Brokaw said that he "just didn't find enough reason to walk out the door."

Apparently it came down to a question not of anchoring from New York but for which network. The leading speculation was that Brokaw could have had a New York anchor seat created for him on ABC's *World News Tonight*.

While contract terms were not revealed, one report has Brokaw with a new five-year contract worth \$1.2 million annually. During the press conference, Brokaw would say only that the co-anchor team "will be there for a while" and longer than five years.

No replacement for the *Today* show has yet been named. Brokaw plans to remain with *Today* until the end of 1981.

According to NBC News President William Small, "these three guys [Mudd, Brokaw and Chancellor] were the ones" who actually got the deal going. Key to it all was Mudd, who said that his contract provided that he could succeed Chancellor if he wanted. Mudd joined NBC News as chief Washington correspondent late last year, after a bitter exit from CBS News which had picked Dan Rather—and not Mudd—to succeed Walter Cronkite on the evening news.

When asked at NBC News "would I be willing to waive my right of succession" in order to keep Brokaw, Mudd explained, his answer was "you bet."

Small said that the idea for the co-anchor was raised by Mudd and that after a conversation with Small, Mudd talked to Brokaw. Chancellor was said to have had input as well.

Mudd said that he did not want to move to New York, where Chancellor has his anchor base.

Despite earlier press reports, Brokaw indicated that RCA Chairman Bradshaw did not play much of a role in the negotiation. Brokaw explained that Bradshaw (whom Brokaw said he has known for about seven years) simply said that he did not want the network to lose him.

With the network's belief that Brokaw's anchoring and reporting skills are an audience draw, the current ratings situation is such that NBC especially would not want to lose any potential strength.

For the second quarter just ended, NBC, according to its own count, is third with a 10.8 rating/22 share to ABC's 11.1/23 and CBS's 12.1/25. All three network news programs are down from the same quarter a year earlier, with CBS hurt the worst (comparatively) and ABC the least. A year ago the order was the same but with CBS at a 13.3/28 (when Cronkite was anchor), ABC at 11.4/24 and NBC at 11.3/24.

Chancellor told his audience of the changes during the *NBC Nightly News* Tuesday. He said that he would be making the move in spring 1982, with a new assignment that "calls for me to appear several times each week doing analysis and interpretation for *Nightly News*. I'll also be NBC's senior analyst at major events such as political conventions and election nights."

Chancellor reported the news of the co-anchor team and said that "for some years I have thought about moving on... [as] an analyst or commentator" for the broadcast. He explained that he originally thought about switching "after the 1982 elections but I have moved that timetable up about half a year." Chancellor men-

tioned his upcoming work on prime-time specials as well.

The name of David Brinkley, Chancellor's former co-anchor of years past, was raised during the press conference. Small said that Brinkley already is occupied with *NBC Magazine*.

While a Brokaw move to ABC News likely would have reorganized *World News Tonight*, on-air personnel changes could come, depending on negotiations with Barbara Walters, whose contract also expires this summer and who reportedly is sizing up the network territory elsewhere in addition to negotiating with ABC. Walters is said to be looking to ease her schedule somewhat.

Elsewhere in the summer contract negotiations, ABC put out word that it had a new "multiyear" contract with Chicago-based *World News Tonight* national anchor Max Robinson. In addition the network signed Richard Threlkeld, currently a veteran CBS correspondent handling "cover story" pieces for *Sunday Morning*. Threlkeld will join ABC in January as national correspondent and also will be doing news analysis. However, the Threlkeld-as-analyst role was not described in the same terms or with the same regularity that Chancellor will have on the *Nightly News*.

News analysis is being beefed up across the networks. At CBS, when Bill Moyers rejoins from the Public Broadcasting Service Nov. 1 (BROADCASTING, May 25), his responsibilities will include those of senior news analyst for the *CBS Evening News*. The frequency of Moyers's appearances on the early-evening news is open ended. At the time of the CBS-Moyers announcement, it was made clear that the addition of Moyers is considered a major asset should the network evening news hour become a reality.

That, too, is said to be a consideration with the co-anchor team coming up at NBC. When questioned about the possibility, NBC News President Small said that the hour news "is going to happen" and that NBC now is in a position to handle it. However, he said it won't happen next spring.



Brokaw, Chancellor, Mudd announcing the new lineup

Big blow for broadcasters from Supreme Court

By 6-3 vote, it upholds FCC ruling in Carter-Mondale, says networks violated reasonable access provision in denying time to candidates; First Amendment argument spurned by court's majority

Broadcasters' efforts to move toward the First Amendment protection afforded the print press suffered a sharp setback last week. The Supreme Court, in a 6-3 decision, held that presidential and congressional candidates have an affirmative right of access to the nation's broadcast stations. To the extent that right exists, broadcasters' editorial discretion in making time available to the candidates—and in determining when a political campaign begins—is limited.

The case is a legacy of President Carter's re-election campaign. The networks' refusal to sell the Carter-Mondale Presidential Committee a half hour of prime time on one of several days early in December 1979 to help launch the President's campaign was challenged by the committee. The FCC, in a 4-3 vote, held that ABC, CBS and NBC had violated the reasonable access law, and the U.S. Court of Appeals in Washington agreed.

Last week, the networks exhausted their efforts to win judicial affirmation of their position that they had acted within their rights in refusing to sell the half hour 11 months in advance of the election. ABC and NBC said it was too early to sell political time, and CBS offered to sell two five-minute segments. And they argued that the statute passed in 1971 requiring broadcasting to afford candidates for federal office "reasonable access" to their facilities—Section 312(a)(7) of the Communications Act—merely codified existing policies developed under the public interest standard.

But that did not persuade the court's majority. Chief Justice Warren E. Burger, writing for the court, said that the law "singles out legally qualified candidates for federal elective office and grants them a special right of access on an individual basis." Indeed, he noted that willful or repeated violation of the law could lead to revocation of license. "The conclusion is inescapable," he said, "that the statute did more than simply codify the pre-existing public interest standard."

Nor did the broadcasters persuade the court that the law, as implemented by the commission, violated their First Amendment rights. They said the commission's interpretation upset the "delicate balance" broadcast regulation must achieve and had reduced their right to make editorial decisions. But in language that serves to remind broadcasters the Supreme Court considers them different from their colleagues in print, Burger said that when a

broadcaster accepts "the free and exclusive use of a limited and valuable part of the public domain," he assumes with it "enforceable public obligations."

Burger agreed that broadcasters are entitled to First Amendment rights "consistent" with their public duties. But, he added, citing language in the court's 1969 decision upholding the constitutionality of the commission's fairness doctrine, "It is the right of the viewers and listeners, not the right of broadcasters, which is paramount."

Ironically, the author of the fairness doctrine decision, Justice Byron White, last week wrote the dissenting opinion, in which Justices William Rehnquist and John Paul Stevens joined. White agreed with the networks' view that Congress did not intend to create a new right of access for federal candidates. Instead of adhering to what he said was the court's "traditional" approach of allowing broadcasters discretion in such matters, White added, "the court has laid the foundation for the unilateral right of candidates to demand and receive any 'reasonable' amount of time a candidate determines to be necessary to execute a particular campaign strategy." On several occasions in his dissent, White described the commission's interpretation of the law as "radical."

Stevens wrote a short dissenting opinion of his own, pointing out what he regards as another problem with the commission's approach that was approved by the court. He said it "creates an impermissible risk that the commission's evaluation of a given refusal by a licensee will be biased—or appear to be biased—by the character of the office held by the candidate making the request." He noted that the commission majority in the case consisted of the agency's four Democrats, while the three Republicans were in the minority.

The restrictions the court has imposed on the exercise of broadcaster discretion is clear in several passages. In discussing a broadcaster's obligation to afford

"reasonable access" once a campaign has begun, for instance, Burger said that candidates' requests "must be considered on an individualized basis, and broadcasters are required to tailor their responses to accommodate, as much as reasonably possible, a candidate's stated purpose in seeking air time." Across-the-board policies, Burger makes clear, will not be acceptable.

Broadcasters may consider other factors—such as the time already made available to a candidate or the impact on regular programming—in responding to a request for time, Burger said. But those considerations "must not be invoked as pretexts for denying access." And to facilitate review by the commission, Burger added, broadcasters must explain their reasons for refusing time.

The commission can, as it did in the Carter-Mondale case, overrule the broadcaster and order the ad run.

The commission's decision overruling the networks' judgment as to whether the campaign was under way when the Carter-Mondale committee sought to present the half hour program was among the most bitterly debated aspects of the case. The networks claimed the commission had improperly involved itself in the electoral process and had improperly reduced their editorial discretion. Not so, said Burger. The commission has the authority to determine—on the basis of objective evidence—when the campaign has begun. The matter, Burger added, "is not, and cannot be, purely one of editorial judgment."

Apart from the specific language in the court's opinion replying to the networks' arguments, there are passages likely to discourage broadcasters hoping for meaningful deregulation by the FCC. The section noting that broadcasters accept public obligations along with their license was one. Another was in the concluding paragraph, in which Burger said: "Section 312(a)(7) represents an effort by Congress to assure that an important resource—the airwaves—will be used in the public interest." Joining Burger in the majority were Justices William J. Brennan, Potter Stewart, Thurgood Marshall, Harry A. Blackmun and Lewis M. Powell.

Advertisement

*May God be with you . . .
but not too soon.*

Robert E. Lee

Wildmon calls off boycott, declares he won the war

Falwell asserts coalition gave advertisers chance to get off 'merry-go-round' of sponsoring programs offensive to all sides

Some time late on the afternoon of June 26 (the Friday before last), the Rev. Donald Wildmon, chairman of the Coalition for Better Television, met in his hometown of Tupelo, Miss., with a representative of a major television advertiser. The precise nature of the talk was not divulged. But the result was enough to persuade Wildmon—against his strongest instincts, he would say later—to call off the boycott the coalition had planned to announce last Monday against sponsors of programs it considers offensive.

Wildmon, the Rev. Jerry Falwell of the Moral Majority and other leaders of the coalition—during the Washington press conference that was to have been the launching pad for the boycott—claimed at least temporary victory in their war on sex, violence and profanity on television.

Things had changed in the last few weeks, Wildmon said, in a prepared statement. "We are, at this time, convinced that those companies which expressed little concern during the [three-month period in which coalition volunteers monitored network prime time shows] are now concerned." As a result, there would be no boycott. "To boycott companies which are making a sincere effort would be senseless, stupid and even immoral," he said.

Wildmon was asking his listeners to take him on faith. He would not name the companies with which he had dealt and which he said had promised to pull advertising from programs the coalition considers offensive. He said to name them would be the same as calling for a boycott. Nor would he identify those programs.

But the coalition is not taking what the advertisers told Wildmon on faith. The monitoring machinery will be reactivated for one month during the summer—Wildmon would not say which—and then for a three-month period in the fall—"to make sure," Falwell said, "everyone is doing what they say." Falwell said the Moral Majority had sent out a mailing to raise "a war chest" to support a boycott with newspaper ads and direct mailings that would name "public enemy No. 1 or 2 or 3 or whoever they are and listing their products." The results of the fall monitoring are to be announced shortly after the first of the year.

Wildmon arrived at the press conference on Monday, four months after he announced, in the same Washington hotel,



Wildmon



Falwell

the formation of the coalition and the plans for a monitoring effort (BROADCASTING, Feb. 9). In that time, he says, he has talked to officials of the "50 or 60" largest advertisers on television. Without exception, he says, they told him they shared his concerns. "They are businessmen, conservative," he said in discussing the situation at a conference on "Confrontation PR" on Tuesday (see page 36). But, he added, the sponsors' advertising money was spent by advertising agencies seeking the largest audiences. And Wildmon and Falwell credited the coalition with having given the companies an opportunity to change their policies.

As Falwell put it at the press conference, the advertisers "were caught up on a merry-go-round. One person could not get off by himself. The coalition simply provided the catalyst that made it possible for everyone to get off at the same time."

The final drive to resolve the question of whether to go through with the boycott as planned was begun on June 15, when the six members of the board met in Wildmon's office, in Tupelo.

Judie Brown, of the American Life Lobby, who is a board member, said Wildmon was authorized to contact some "seven to 10" companies regarded as sponsors of the most unacceptable programming. Representatives of the companies—believed to include Smith Kline Corp., Warner-Lambert, Beecham Products, Esmark Inc., Miles Laboratories and Sterling Drugs (BROADCASTING, June 29)—were said to have sent representatives to meet with Wildmon in Memphis (although Wildmon has denied holding meetings in that city) and Tupelo.

By the Friday before the scheduled Monday press conference, the coalition had yet to deal with one advertiser, and Wildmon was saying plans for the boycott were still on. At the conclusion of that conversation, Wildmon began calling board members on the boycott question, and the board met on Monday morning, in advance of the press conference, to hear Wildmon's report. According to Brown, the five members present were "thrilled" by what they heard and were "totally supportive" of his plan not to proceed with the boycott, at least for the present.

The coalition's strategy was to project a conciliatory image. "It is our firm opinion that conversation, consultation and fair compromise is a far more commendable course to resolve conflict than confrontation," Wildmon said, in his statement.

"Confrontation must always be the last avenue to resolve differences between civilized people."

Last Monday, Wildmon stressed that emotions argued in favor of boycott—and blamed the networks for that. "Our emotions tell us to boycott," he said. "We are angry. Our values, our principles, our morals—those things which are very dear and meaningful to us—have been ridiculed, belittled, mocked and insulted by the networks." But, he added, "reason and restraint must ... always override emotions." To follow through with the boycott, he added, "would be to place ourselves at the insulting level of network mentality."

Wildmon said the coalition is already accomplishing its goal—and not only because of what he said were the promises of advertisers to change their policy. In that connection he and Falwell both praised the statement of Procter & Gamble, the nation's largest television advertiser, that it had removed sponsorship from 50 programs considered offensive.

Although the Moral Majority's press release preceding the news conference said the coalition would "announce the names of the companies sponsoring the greatest amount of sex, violence and profanity on prime time television," the only sponsor—other than P&G—named was the Hershey Foods Corp., but not because the coalition disapproved of its programming. On the contrary, Wildmon said the coalition found Hershey had "made the best effort of sponsorship based on the programs available."

ABC and CBS have done polls whose results raise a question as to whether the coalition, which claims 350 member organizations—400, if the Moral Majority's 50 chapters are counted individually—could mount an effective boycott. But Wildmon was not backing down in the war of rhetoric.

"One member of the coalition had pledged to mail 10 million letters pushing the boycott," he said. "Another group had pledged to mail five million. Several other member groups in the coalition have their own newspapers or newsletters. Many groups are willing to place ads in community newspapers. Approximately 100,000 conservative churches are on the combined mailing list of the groups in the coalition. We have the means and the know-how to effectively execute the boycott. If necessary, we will do so with all the resources available to us."

Whoever blinked, the bottom line is that TV changed

No one will ever know whether coalition or coincidence was responsible for reversing trend of network programing, but the evidence is that sex has peaked, law and order have taken over

Did the coalition win? There seemed to be no clear-cut decision last week on whether the boycott threatened by the Coalition for Better Television helped shape the 1981-82 prime-time network season or if that group will exert a contributing pressure on programing in the future.

Network officials answered with a resounding "no," but some advertiser sources felt the coalition's efforts had had an impact or at least had accelerated a trend toward the reduction in sex and violence. Others contended that ratings still are the prevailing yardstick determining which programs will live or die and said outside pressure groups have no appreciable effect.

One advertiser cited the cancellation of *Charlie's Angels* and *Las Vegas* and the declining ratings of *Three's Company* as indications that the "jiggle" cycle may have run its course. In its place, he said, is the emergence of law and order, a predominant theme in the upcoming season.

An agency executive seconded that sentiment, pointing out that there would have been fewer series on the air next fall that "would have given one cause for concern." He added: "I'm not sure anything got knocked out that wouldn't have been [canceled] anyway."

Referring to the delay in upfront buying, he cited such factors as the writers' strike, the threat of a directors' walkout and the economy, in addition to the coalition's efforts.

H. Wellington (Jake) Keever, ABC's vice president for TV network sales, agreed that the upfront season had been held up because of strikes and the coalition and remarked, "Now that both issues have been settled, let's get on with business." He estimated the industry is about two weeks behind on upfront transactions.

William H. Lynn, senior vice president and director of media/TV programing, KM&G International, New York, is convinced that the outside pressure groups had an impact on the new schedules. Shows are "very much blander," he said, "and even the violence that is on is couched in law-abiding terms." He believes the coalition will influence future network schedules, saying, "What the networks put on after 9 p.m. will be done with one eye on the coalition."

Lynn discounted reports that networks will price shows that

pressure groups attack at a lower rate than "safe" programs. Perhaps the single most important factor in pricing, he said, is advertiser demand: "Prices go up when a lot of clients want a show and go down when there is little interest."

A number of agencies mentioned they are now in the process of planning their upfront buying. One official said CBS, as the number-one TV network, is setting the initial pricing and estimated that CBS is asking for price increases 20% to 25% over last year.

An official of NBC said the late start in upfront buying has no connection with the activities of the coalition and can be traced to the writers' strike and to the threat by the directors. He added that if there is a change in emphasis in programing for the new fall season, it's not attributable to the coalition's efforts but is a decision made by the programing department to respond to the needs of the audience. "The coalition has had no effect on the way we program our television network," he insisted.

Similarly, an executive of CBS-TV said his network's position, enunciated over the past few months, has been that only CBS is responsible for its programing schedule, adding, "We will not be dictated to by outside pressure groups." As to the delay in upfront buying, he said, "It was the writers' strike that was the main culprit." He also said CBS believes the new season will start no later than Sept. 28.

Gene DeWitt, executive vice president and director of media services, McCann-Erickson, New York, believes the threat of a boycott made advertisers even more sensitive to programing that might be considered offensive, although clients for several years have been trying to persuade networks to reduce sex and violence in programing.

"It's a shame that the impetus had to come from such a strange minority group," he said. "Since the boycott threat

started to become known in January, I think the networks leaned over backwards not to offend anyone. I think the new schedules are bland, perhaps the worst I've seen in some years."

On the other hand, Paul Schulman, president of the Paul Schulman Co., New York, a unit of Gardner Advertising, contended that the Nielsen ratings constitute the main force that molds network TV programing. "If *Dallas* had not grabbed the big numbers, it wouldn't be back," he said. "Other shows once popular have gone down the drain because their ratings slipped."

Schulman pointed out that in the past there have been other pressure groups singling out advertisers and he could not recall that sales suffered to any measurable degree.

Another factor that Schulman believes contributed to the shape of the new network programing for next fall is President Reagan's "Be Proud of America" posture. He feels this has created the environment that has spawned such series as *The FBI*, *Code Red* and *Strike Force*, which accent law and order.

Gene Petrillo, executive vice president and director of corporate buying, D'Arcy-MacManus & Masius, New York, thinks the coalition won "to some degree." He believes there was advertiser resistance to some programs and "the networks listened." For this fall, advertisers will be looking for "safer" shows that promise to rate well.

Peggy Charren, president of Action for Children's Television, which has sharply criticized the tactics of the coalition and the Moral Majority, sounded an apocalyptic note. She compared the tactics and activities of these groups to those of the late Senator Joseph McCarthy (R-Wis.) whose anti-Communist fervor in the 1950's became a national phenomenon. "I remember how McCarthy had everybody up in arms," Charren said. "The Moral Majority is strong enough to control much of television programing unless the opposition gets its act together."

Charren said she doesn't know the impact of those pressure groups on next fall's programing but she is convinced they will have an influence in the future, if their strength continues.

"The effect will be on programs that never come off the drawing board," she explained. "With the atmosphere that prevails, producers and writers are going to say: 'There's no use trying this show, I want to sell it, and it would never get on the networks.'" She conjectured that some material so excluded from the conventional networks might wind up on cable television.



Growing DBS queue forming up at FCC

Nine applications are in sight and others are on the horizon; ABC goes for high definition

By July 16 the FCC will have in hand applications for authority to build and launch at least nine operational direct broadcast satellites. Comsat's Satellite Television Corp. has applied for four, which it plans to use for a subscription television service. DBS Corp. wants to put three satellites in orbit and lease channels on them as a common carrier. And Hubbard Broadcasting will ask for two satellites to implement a network of satellite-interconnected television stations.

There also is a possibility that RCA Americom and Western Union, the two major fixed satellite operators, may apply for an undetermined number of direct broadcast satellites.

Following the lead of CBS, ABC last week urged the FCC to use DBS to foster high-definition television. In opposition to the FCC proposal to establish DBS rules prior to the 1983 Regional Administrative Radio Conference, it asked the FCC to call "a major national conference" of broadcasters, manufacturers and policymakers to formulate a "long-range plan to achieve conversion of the entire existing system to high-definition." ABC stressed any plan coming out of such a conference "must also preserve the role of local television stations and assure their participation in the new service."

In other comments submitted to the FCC last week, CBS repeated its warning that, should the FCC authorize DBS systems offering conventional television service, it will "have committed the United States for the remainder of this century to an antiquated NTSC television technology." DBS technology and frequencies are "the means by which this nation can accomplish a national transition to wide-screen, high-definition television service by the end of the decade," CBS asserted.

While ABC called for a national conference to develop innovative uses of DBS frequencies, the National Association of Broadcasters last week formed a committee mandated to insure DBS never gets off the ground. "The commission's primary fealty is to the public interest, not to competition," it said in comments. The FCC should consider carefully the possibility that DBS authorization may lead to the "destruction of the competitive terrestrial broadcasting system as we know it today."

The rush of applications is being precipitated by the FCC's acceptance of the STC application last April and its announcement then that any DBS venturer that wants its application considered in conjunction with STC's must file before July 16. Applications among this first batch will be considered, under present plans, when the FCC finally gets around to passing out DBS frequencies.

Being first in line may be crucial to getting an allocation. How many DBS channels will be allocated to the U.S. will not be determined until the 1983 RARC, and there is a possibility that the U.S. may come away from the conference with a limited number of channels.

According to STC's five-volume application filed last December (BROADCASTING, Dec. 22, 1980), the proposed three-channel direct-to-home subscription television service could be operational by 1985 or 1986, given quick action by the FCC. Under the STC scheme, the service would be phased in. The first phase would include one operational satellite serving the Eastern time zone. When fully operational, the system would comprise four satellites, one for each time zone.

At the time the FCC accepted the STC application, DBS Corp., a company formed solely to operate a common carrier DBS system, informed the FCC of its intentions to file an application. Vladimir Naleszkiewicz, one of the company's principals, said last week that DBS Corp. will ask the FCC to authorize three satellites, each to serve a third of the United States.

According to Naleszkiewicz, each satellite would deliver 10 channels of television. Six would reach the entire service area. The other four would be divided between two spot beams and reach small portions of the total service area. Since the spot beams will, in all likelihood, be directed to different areas, no viewer will be able to receive all 10, but many will receive eight, Naleszkiewicz said. The spacecraft needed to carry all these channels, Naleszkiewicz said, would weigh twice as much as the ones proposed by STC and cost between \$75 million and \$85 million to manufacture and another \$45 million to launch—in 1985 dollars.

Hubbard plans to launch two operational satellites, whose primary function would be to exchange programming among a host of independent television stations that would own the satellites. Because it is a DBS service, any household would be able to pick up the service's feeds directly through home earth stations. The technical parameters were being worked out last week by Telecommunications Systems, a Washington consulting firm. President Richard Gould said each of the system's satellites would serve two time zones with two broad beams. What remains in doubt is how many channels each beam will transmit. He is now considering designs for one channel per beam and a third channel that could be switched from one beam to the other; two channels per beam, and three channels per beam.

Each channel, Gould said, would require traveling wave tubes as powerful as 230 watts; as the number of channels increased, so would the cost of the satellite. Gould said the cost of three satellites (including one in orbit spare) ranges from \$165 million to \$200 million. He added that the cost can be ameliorated if another operator adopts the Hubbard design; research and development costs could then be shared.

Dolan wins nod for Fairfield cable

Although decision may not be absolutely final, company is apparent winner over Storer, Selkirk and other bidders; affluent area is questioned prize

Charles Dolan has added another gem to the circlet of cable systems that he (with his various partners) has garnered around New York City: the affluent communities of Fairfield county, Conn.

The progress of the franchising process for that 120,000-home area has been closely followed throughout the cable industry; Fairfield is presumed by many to be inhabited by just the kind of well-heeled customer likely to sign up for the additional services that are fueling cablemania. In winning, Dolan (as president of Cablevision of Connecticut, and a partner along with Scripps-Howard Broadcasting, American Transcommunications, and minority investors New Stamford Enterprises) beats out eight remaining applicants. However, the two-year process had seen several winnowing stages, and the withdrawals of two applicants, including Cox.

Back at the beginning of this year (BROADCASTING, Feb. 9), a state hearing examiner (the franchise was awarded by the state's Department of Public Utilities' Control) had ranked as the top five (in descending order) the local companies of Storer, UA-Columbia, Sunshine Cable Service, Cablevision and Selkirk. By last Monday, the five PUC commissioners' attention was focused on Storer, Selkirk and Cablevision. Storer's loss was being attributed to its 40-channel proposal, Selkirk's to some vaguely defined anti-Canadian sentiment (the company is Toronto-based).

The state agency is stressing that the decision to award the franchise to Cablevision will not be final until a written decision is issued, which a spokesperson said might come "in a few weeks, or a month."

Dolan's proposal promises to build a two-trunk, 104-channel system, with the basic package going for \$4.50. The construction projection calls for completion of the 1,700-mile system in two years. Following the award, Dolan pledged the Fairfield system "will realize the full potential of cable communications."

There are complicating factors in the franchise area that made it unattractive to some other operators. One is that Fairfield residents have available to them close to two dozen broadcast signals, which if nothing else will make this system an interesting test of cable penetration in a broadcast-saturated market. Another is that many of their houses are located on sizable lots, reducing the subscriber density, and so cutting the likely revenue per mile.

But then Dolan has built a career of putting cable where many people didn't think it feasible.

The Media



Friendly



Grossman

Friendly, Grossman exhort the troops at PBS in Cincinnati

Veteran journalist calls for TV version of public radio's 'All Things Considered'; head of television service decries trend to eliminate 'institutions that make our civilization worth saving' in the first place

Even though federal funds for public broadcasting are being cut back and new competitors for cultural programming are entering the market, public television must survive. Or such was the consensus of speakers addressing the more than 300 delegates attending the Public Broadcasting Service annual meeting in Cincinnati last week.

"Public television and radio are not just viable alternatives," said Fred Friendly, former president of CBS News and now professor emeritus at Columbia University. "They are options of sanity to the billion-dollar penny arcade called commercial television, which makes so much money doing its worst that it cannot afford to do its best."

Friendly, who was honored with a special award for his dedication and commitment to public television, told the meeting that the noncommercial system had to be kept in place. He called public broadcasting an "endangered species," but he said he didn't think the American people would let it perish. And while acknowledging that traditional sources of funding for public broadcasting—foundations, corporate underwriting, federal and state sources—are drying up, Friendly didn't seem to think that was all bad.

Friendly said he has "resisted" a cor-

porate presence in public broadcasting because he thought corporations subtly determine programming schedules by funding shows they like and ignoring those they don't. Federal financing, he said, "has been a necessary experiment," but noted that "the structure of federal aid, no matter how well-intentioned its designers intended, left public broadcasting susceptible to political pressures at the hands of Presidents, congressmen, special interest groups, or even worse, to the normal timidity that is the hallmark of any entrenched bureaucracy."

Friendly, noting that although over-the-air fund-raising was doing well, said it could not alone make up the deficit of proposed state and federal cuts, and while "it may be encouraging that the FCC has recently liberalized its underwriting rules . . . I doubt whether merely allowing logos and trademarks is a total solution to your economic problems."

A solution, he said, would be to "create the legal, regulatory and political environment that allows you to experiment over the next few years with a number of devices, so that, as the federal and other sources begin to decline, you can gradually make up the amount from new and diverse sources."

Among the alternative sources he suggested were "limited, clustered advertising, much as the British permit," a gross receipts tax on television and cable and a tax credit for individuals.

Friendly also urged public television to come up with its own "personality" as it tries to find a niche among the various competing services expected to unfold

over the next 10 years. "That personality must be as different from what you are now doing as from what the so-called cultural services of the new technology will be doing," he said.

Friendly urged that public television's "personality" include news and public affairs programming. "Beyond MacNeil-Lehrer, Bill Moyers and some exciting local experiments, there is a glaring lack of daily, ongoing news presence" on public television, he said.

If he had his druthers, he said he would direct the Corporation for Public Broadcasting to take "much of its program fund, at whatever the funding level was, and I would create a 90-minute news and public affairs presence on public television."

"You don't even require a dime for research and development, because your colleagues in radio have provided you with a beautiful example," he said. "*All Things Considered* . . . is the epitome of what a group of dedicated journalists can do with the electronic medium."

"*All Things Considered* has escalated radio public affairs to a level never before achieved in that medium on a nationwide basis—it is now public television's turn to take the next step," he said.

In his remarks, Lawrence Grossman, PBS president, noted that in making the "long-overdue repairs to our economy, we seem to be slashing away at the very institutions that make our civilization worth saving: our schools, libraries, museums, art, scholarship and basic research," all of which, like public broadcasting, are in serious financial trouble today.

"What we are used to thinking of as

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WITN (7), Washington, NC.
WLS (7), Chicago, IL.
WNCT (9), Washington, NC.

WPBT (2), Miami, FL.
WRAL (5), Raleigh, NC.
WVTM (13), Birmingham, AL.
WTTV (4), Indianapolis, IN.
WTVD (11), Durham, NC.

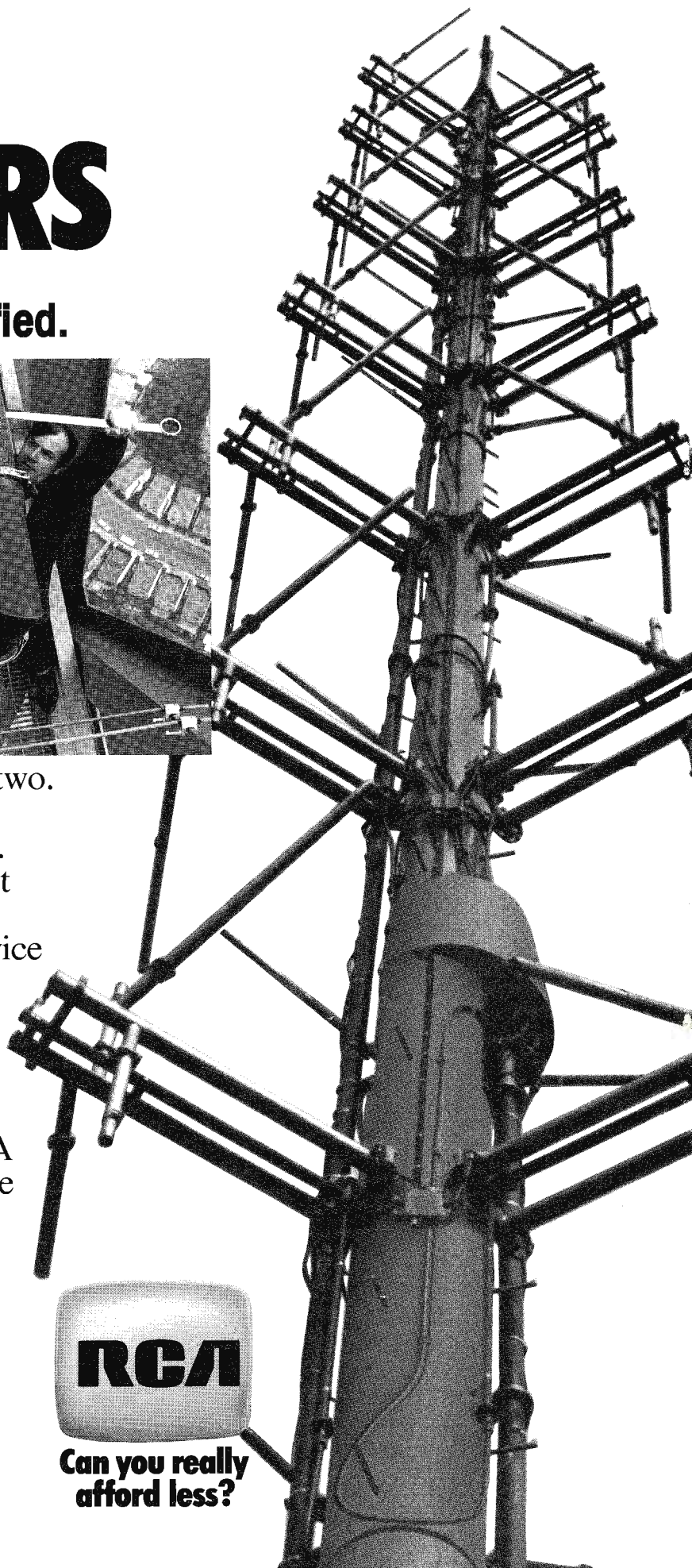
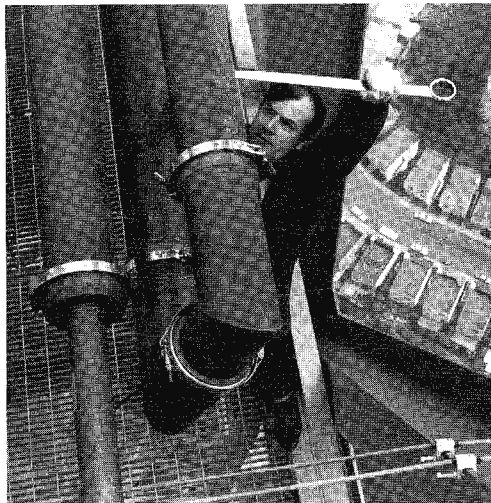
XETV (6), Tijuana, MX.
Difusora (4), Sao Paulo, Brazil
Korean Broadcasting System (9), Seoul
TV Litoral (3), Buenos Aires, Argentina
TV Nacional (7), Santiago, CH.

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culture and education have never been left totally to the marketplace and never can be," he said. "The new telecommunications technologies—cable, disk, direct broadcast via satellite—left entirely to their own devices, are likely to produce prize fights before prize drama and centerfolds before serious music. We must beware of the pell mell rush to abandon the best, purely in the expectations and on the promise of a shining new telecommunications era," he said.

That coming "telecommunications explosion" won't produce miracles, Grossman said. "Technology is no substitute for content," he said. "We must not ignore the lessons of history; art, education and information have always required special dedication to excellence, a vision of excellence," he said.

Grossman also noted that although public broadcasting programming was criticized for being "elite," public broadcasters should take that as a compliment, because "elite" is defined as "the best and the finest."

"In that sense our programs are 'elite' and we should make no apologies for that fact, even though high standards somehow have come to be viewed as undemocratic and antipopulist," he said.

In another presentation, Suzanne Weil, head of PTV-1, PBS's prime-time programming division, urged station representatives to share in co-production with cable companies. "We're finding that the new cultural cable channels . . . can be an important new source of programming to us," she said.

Weil noted that co-productions could be beneficial by reducing the costs of acquiring programs and giving public broadcasters a voice in broadcasting rights. Public broadcasters could also generate revenue from the auxiliary sales of the co-produced programs, she said.

PBS's Oaks faces issues of the day

Board chairman defends federal support, corporate underwriting and public broadcasting's future

Dallin Oaks, PBS board chairman, said that public television has never been watched by more people or received more support from viewers than it did during the last year. However, Oaks said public television is also being challenged by cuts in federal funds, competition from cable and media reports announcing its impending doom.

Oaks said it is "ironic" that public television is being told to shoulder more of its own funding burden but at the same time is criticized for being a "ward of big business" when it succeeds in attracting underwriting from corporations.

"A few weeks ago several publications that count their advertising revenues in the tens of millions clucked disapprovingly at the astonishing revelation that oil com-

'Grand alliance' now 'PBS/Cable'

Public stations vote to proceed with pay service carrying ads, culture by night, teaching by day

The Public Subscriber Network, the Public Broadcasting Service's proposed pay network, got a green light and emerged with a new name at the PBS annual meeting in Cincinnati last week.

At the meeting, public television station executives voted 107-18 to let PBS proceed with the development phase of its plan to forge a "grand alliance" between public television stations and the nation's arts and educational institutions to create a pay cable service, now being called PBS/Cable.

The idea for the "grand alliance," first set forth last September, calls for the creation of a pay TV service that would include a major performing arts, cultural or non-fiction feature presentation each night along with special-interest adult learning and upper-level telecourses during the day.

The plan is based on establishing a partnership between public television stations and the nation's leading theater, dance and opera companies, orchestras, museums and educational institutions.

The evening programming would be subsidized by subscribers paying between \$11 and \$14 per month plus institutional ads,

clustered in blocks.

The daytime service would include courses that could be taken for college credit through arrangements with the subscribing institutions as well as personal enrichment programs and training. Schools, professional organizations, and corporations would pay annual license fees for the rights to record those programs for their own use.

PBS/Cable would be distributed nationally over the public television satellite system and made available by public television stations to local subscribers primarily through local cable television systems.

The centerpiece at the meeting was a 79-page PBS report that detailed the research the PBS staff conducted on the feasibility of PBS/Cable.

Research demonstrated that of those persons who watch at least some of PBS's cultural programming now, about 9% (585,000 of the 6.5 million U.S. TV households) indicated they would "definitely" subscribe to the proposed service, while another 37% (2.4 million TV households) would probably subscribe. PBS had previously estimated that the service would be financially viable with as few as 400,000 subscribers.

Moreover, the research demonstrated

panies underwrite programs on public television because this brings them a desired image of quality," he said. "One wonders whether these critics are really serious in their expressed fear of excessive petroleum influence on programming or whether what really concerns them is public television's evident success in accomplishing what commercial advertising outlets are apparently unable or unwilling to accomplish."

Oaks also defended public television's federal subsidy, which he said had become "suddenly so objectionable to the critics. Our federal government bailed out the nation's largest city and two huge manufacturers of aircraft and automobiles," he said, noting that federal funds accounted for only 26% of public television's total budget in 1979, representing a per capita cost to each taxpayer of 57 cents. "Is support for culture legitimate in its various tax-supported expressions in the nation's capital but illegitimate when public television seeks to transmit it to the provinces?" he said.

Oaks also said that PBS is criticized for its inability to speak with one voice, and for the disagreements that are inevitable in a service that has local governance but national visibility, noting that "public laws and public pressure had structured public television as a confederated system of local public television stations rather than as a centrally dominated television network."

"I am proud that public television had diversity, local governance and predominantly private support," he said. "We

have serious obstacles to our progress, and more to come. But, consistent with our national heritage, we have not turned back and we have not circled our wagons in a do-nothing, defensive posture. We will continue on the trail and we will serve our nation's people to the best of our ability with the resources at our command."

Topics on tap at NFLCP convention: LPTV, franchising

Six-day agenda features 'basic education' workshops, 50 panels

The National Federation of Local Cable Programers, a five-year-old organization dedicated to promoting consumer participation in cable television, gathers at the Biltmore hotel in Atlanta this week for its annual convention.

The panel sessions and speeches, the heart of the convention, are scheduled for Thursday, Friday and Saturday, but "pre-conventions" on low-power television and "community program administrators," board meetings and social events stretch the convention into a six-day affair beginning tomorrow (July 7).

Organizers expect 600 delegates from the NFLCP convention, 100 registrants for the LPTV pre-convention and 200 registrants for the program administrators pre-convention.

The NFLCP has put together an am-

that the sample would prefer PBS's proposed service to one offered by a commercial broadcaster.

PBS/Cable's first-year objective is to connect an average of 8,000 subscribers in each of its 50 proposed service areas.

Interviews with cable operators revealed some feeling that cultural programming would appeal to an upscale audience that might not otherwise subscribe to cable. A number of operators noted that PBS/Cable would face competition from such competitors as CBS Cable, ABC's ARTS, RCTV and Bravo. Operators predicted that markets could absorb one or two cultural services. Some also noted that PBS/Cable would be at a disadvantage since it wouldn't be available until after ARTS and CBS Cable were established, and those services would be free to the subscriber and provide the opportunity for sale of local advertising.

Although fewer than 20% of the operators cited PBS/Cable's relatively high fees as a problem, some expressed concern that the high price might reduce subscriber spending on channels that were more profitable than PBS/Cable.

The researchers estimated that the total capital required to start and operate the system for two years would be \$56.3 million, with the venture breaking even on fully costed and cash bases in the second year of operation. By the eighth year of operation, the venture could generate

revenues of \$55 million from TV operations, the researchers said. Also by the eighth year of operation, the participating public television stations, the limited partners in a limited partnership arrangement, could expect \$100 million for program production, other services and return on their investment.

(The plan calls for the establishment of a limited partnership. The general partner, a nonprofit corporation, would consist of a board representing public television, the performing arts, business and higher educational institutions. The general partner would manage the enterprise. The limited partners would be participating public television stations and cultural institutions, which would buy shares to participate. According to the plan, shares for public television stations would be \$10,000; shares for cultural institutions would be \$5,000.

At the meeting, however, station representatives, concerned that a limited partnership wouldn't give them sufficient control over PBS/Cable, voted unanimously to instruct the PBS staff to report back on alternative forms the directorship might take within three to six months.

According to the report, capital to start the network would be raised through the cash supplied by the limited partners, grants from foundations and corporations, secured loans and unsecured debt.

Noting that PBS/Cable's ability to provide equity financing was limited, the report noted that the "lion's share" of capital will need to be raised by debt financing. To minimize the interest expense, the staff recommended that PBS use "nontraditional" means to raise the money. The staff suggested borrowing the money by offering bonds, which would carry interest rates well below the market, to the public and major corporations.

PBS/Cable plans to offer a single main drama, arts feature, documentary or feature film each night, followed by short selections for a maximum three-hour total program package.

The budget for the first year calls for 104 evening events with productions costing from \$25,000 to \$1 million. Each program package would be replayed two or three times a year, after which many of the programs would be made available to public television stations.

PBS staffers have assumed the daytime programming service—graduate level classes, telecourses for college credit and major lectures—will break even.

PBS President Lawrence Grossman said that if independent financing to complete the development phase couldn't be raised (estimated at \$1 million-\$1.5 million), PBS/Cable will be dropped. If the member stations approve the plan at the 1982 PBS annual meeting, PBS/Cable will be operational by 1983, PBS officials said.

bitious agenda, including 50 panels and 10 "basic education" workshops intended to teach the rudiments of cable and related technologies and services.

The NFLCP is managing the numerous panels by scheduling seven sessions, each comprising seven or eight concurrent panels. To guide delegates through the panels, it has "tracked" the panels. Each panel has been labeled so a delegate can attend panels on different aspects of the same theme during different sessions.

The "tracks" are beginning access, franchising and renegotiation, integrating programming, school and library channels, government utilization, arts and independent producers, future, technology and policy, and a catch-all called "advanced track."

A delegate interested in franchising and renegotiation could attend panels on "Basics of the Franchising Process," "Cable Ownership Options," "The 1980 Franchises: Can They Be Enforced?" "Citizen's Involvement in Franchising—Before, During and After," "How to Regulate Franchises," "Needs Ascertainment" and "Renegotiation: A New Realm."

The basic education workshops address the fundamentals of cable technology, cable policy, copyright, interconnection, satellites, text services, computers, interactive video and LPTV.

The convention's keynoter, scheduled to speak at a Friday dinner, is Ralph Lee Smith, director of policy and planning studies for the Bertman Group, a telecom-

munications consulting firm and author of "The Wired Nation," which NFLCP calls "a telecommunications primer for college professors."

The six-day agenda begins and ends with NFLCP board meetings. The current board meets all day Tuesday. A new board, which will be elected during the convention, meets on Sunday afternoon.

The LPTV preconference, which runs all day Wednesday, will cover the FCC proposed rules and freeze, give individualized advice on strengthening applications and avoiding "mutual exclusivity," discuss the equipment and programming needed to operate LPTV stations and provide tips on establishing LPTV networks.

Featured speakers for the preconference are Michael Couzens, the former FCC staffer who was instrumental in writing the proposed rules; Parry Teasdale, an early LPTV operator and author of the "Low-Power Television Guidebook," published by the Corporation for Public Broadcasting; John Schwartz, former general manager of two low-budget broadcast operations, KBDI-TV Broomfield, Colo., and WYEP(FM) Pittsburgh, and Pat Watkins and Joan Gudgel of the NFLCP's Low-Power Television Hotline, a Washington office set up to help out nonprofit groups seeking LPTV grants. (Couzens and Teasdale are partners in The Television Center, an LPTV consulting firm.)

The preconference for community program administrators is billed as an "intensive seminar for cable program directors and access coordinators."

Radio stations join in fund raising for Vietnam memorial

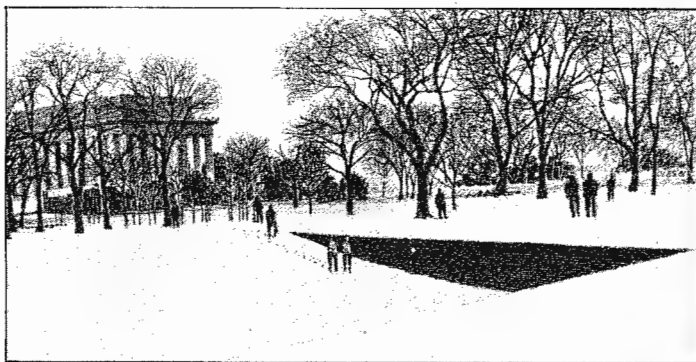
NAB endorses participation by broadcasters in project after several radio stations raise quarter-million in radiothons

It took two years for the Vietnam Veterans Memorial Fund, set up to raise enough money (\$7 million) to build a memorial to the 57,692 Americans killed in Vietnam, to pass the \$1-million mark. But in three days, an Alexandria, Va., radio station, WPKX(AM)-WVKX(FM) raised a quarter of a million in pledged donations.

A month later, WOAI(AM) San Antonio, Tex., received pledges for \$126,000 during a 39-hour radiothon. As of last week, the VVMF had received \$180,000 in cash as a result of the two radio events.

On June 5, the day WOAI began its effort, the National Association of Broadcasters joint board of directors voted to endorse the veterans' project. "It's not often that NAB endorses fundraisers," said Shaun Sheehan, NAB senior vice president, public affairs. But because radio had such a dramatic impact on the fundraising and because the proposed memorial will not make a political statement, NAB joined the effort.

It has written to its members informing them of the project, mailed taped public service announcements to over 200 sta-



At left. Winter view of proposed Vietnam memorial that is being supported by broadcast efforts (with rendering of Lincoln Memorial in the background). **At right.** The memorial's interior, where 57,692 names will be inscribed on black granite.

tions and plans to promote the effort at its Radio Programing Conference in August.

Created in 1979 by Vietnam veteran Jan Scruggs, the VVMF received permission from Congress in July, 1980, to build its memorial on two acres of land near the Lincoln Memorial in Washington. Design and construction costs are expected to total \$7 million, but once completed, the memorial will be maintained by the National Park Service.

This year, the VVMF conducted a national competition to find a design for the memorial and received over 1,420 entries, many of them from noted architects, sculptors and landscape artists. A panel of judges chose the design of Maya Ying Lin, a 21-year old architecture student at Yale University.

Lin's design consists of two black granite walls, meeting in the shape of a V and sloping into the ground to a depth of 10 feet at its point. Engraved in the walls will be the names of all who died in the war, from first to last in chronological order.

After the success of the first two radiothons, the VVMF has been trying to convince other stations to run similar campaigns.

Last weekend, KRLA(AM) Little Rock, Ark., held a fundraiser and WCAW(AM) Charleston, W. Va., has committed to running one some time in August.

John Barger, vice president, general manager, WOAI, said his station decided to hold its radiothon in spite of fears that its audience might resent 39 hours of talk radio devoted to Vietnam veterans. "We were afraid it would stir up bitter memories," said Barger, "but on the contrary, it made all of us aware of a problem that still exists in our community and all around the country."

Part of the 39 hours of programing was taped in advance and included a 20-minute interview with Vice President George Bush and another with country singer Jan Howard, who lost one son in Vietnam and a second to suicide following service there.

The Mutual Broadcasting System, Sheridan Broadcasting Network and the ABC, CBS and NBC Radio networks have aired spots for the VVMF.

The organization is working on two public service announcements for television, one with Bob Hope and another with James Stewart.

The VVMF hopes to break ground for its monument on Memorial Day, 1982, and to complete it on Veterans Day the same year. It accepts donations at 1110 Vermont Avenue, N.W., Suite 308, Washington, 20005.

Issue advertisers charge for the higher ground

In AIM sponsored conference near Washington, PR executives discuss methods to counteract what they see as imbalance in press

The two-day conference at Dulles Airport's Marriott Hotel outside Washington was billed as "Confrontation PR." It could also have been called "We're mad as hell, and we're not going to take it any more."

For much of the conference, speakers from businesses and firms representing them told of how they had, as one said, taken "the high moral ground" long claimed by their adversaries on the left. And there were others who had learned the technique, and had developed the will to use advertising as a weapon in the cause of their business's special interests.

The conference had been organized by Accuracy in Media, the conservatively oriented media watchdog, and jointly sponsored by it and the Allied Educational Foundation. Funds from the foundation's \$50,000 grant to AIM for a speakers bureau helped defray the costs.

It was Reed Irvine, AIM's founder and chairman, who set the tone for the conference. He said the term "confrontation PR" had been coined to dramatize the need for those "maligned" to fight back. And he painted the media in colors indicating those who believe in and work in the free enterprise system cannot expect fair treatment by them.

The media, Irvine said, "are staffed by college graduates who had been indoctrinated with antipathy toward business, free enterprise, and criticism of Communist systems." Traditional public relations techniques, he added, could not be expected to induce such reporters to transmit "a free-enterprise oriented message."

Typical PR was not what the PR profes-

sionals and media critics, activists and representatives attending the conference heard last week.

There was, for instance, Harold Deakins, manager of public affairs for Illinois Power. Last year, the company did a *60 Minutes* type program of its own to rebut a *60 Minutes* piece on Illinois Power's construction of a nuclear power plant the company thought was grossly unfair and inaccurate (BROADCASTING, March 3, 1980). The 42-minute tape, which has been copied 2,700 times and distributed to interested parties in all 50 states and in a number of foreign countries, was shown at the conference.

"Any regrets about the company's production?" Deakins was asked. "If we did it again, we'd be more aggressive in going after the *60 Minutes* producer [Paul Lowenwater] on film."

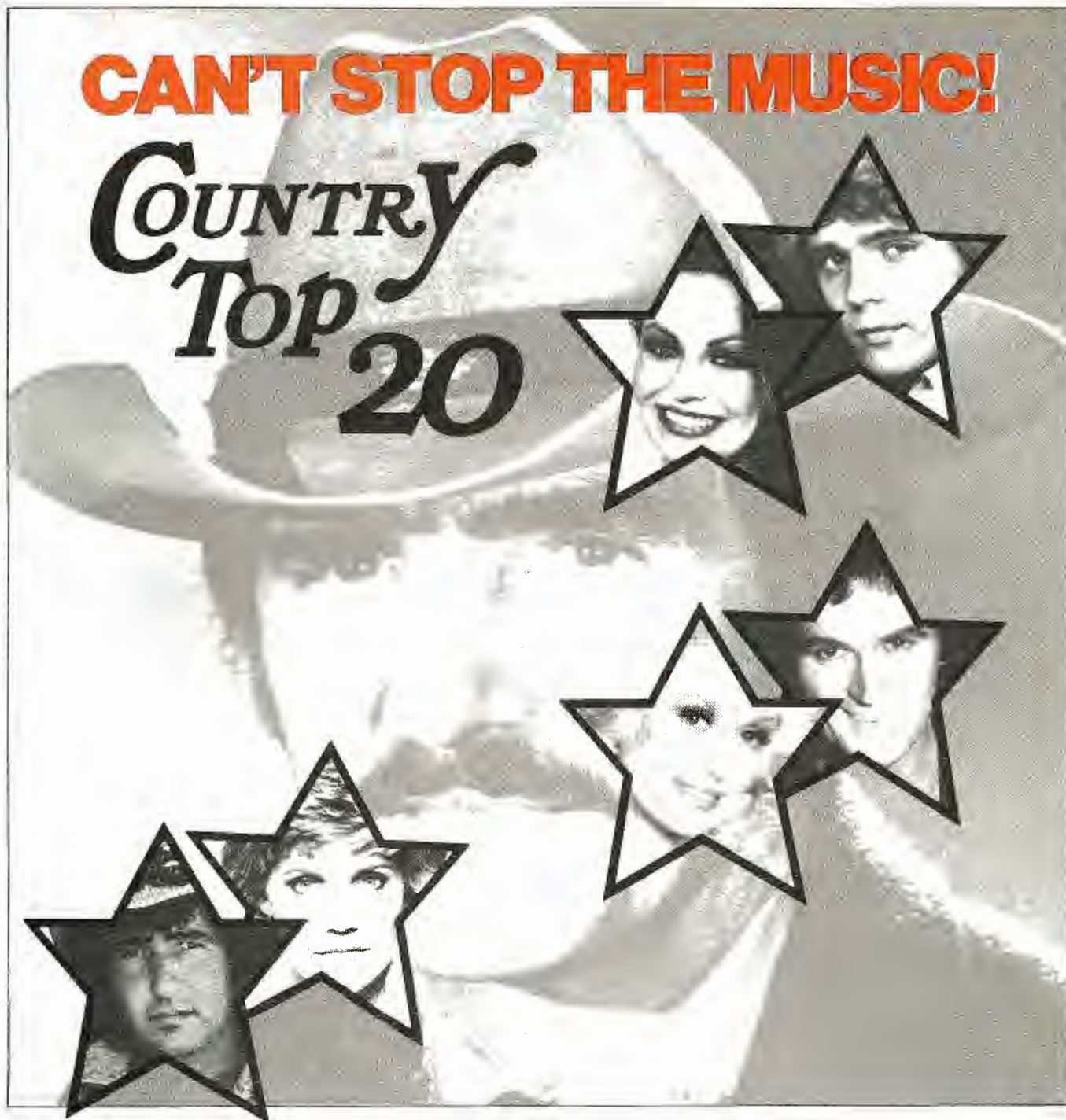
It was Paul Metzger, a scientist and former newspaperman who works for Public Service Co. of Colorado, an electric and gas utility company, based in Denver, who said the "enemies" had taken the "high ground." He said they had occupied it in destroying the nuclear power industry in the country—with claims it was dangerous to health and safety—and in what he said was their present effort to knock out



AIM Chairman Irvine

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COUNTRY Top 20



It's the "Country Top 20" Two-hour Extravaganza!

We've got "Country Top 20"

—the biggest, hottest show in syndication—and it's available as a series effective August of this year!

It's a singing, swinging musical success—thanks to Bob Banner Associates (Radio & Records, Inc.), and our host, Dennis Weaver.

Just look at these numbers for **Country Top 20** (formerly Country Countdown 1980) in January:

A.A. Rating	14.1*
Households (000)	10,970*
U.S. TV Homes Coverage	94%**
Number of Stations	156**

Source: A.C. Nielsen NTI Special Tabulation A.A. Ratings—January-March, 1981

*Cumulative rating over 2 runs.

**Average station count and coverage over 2 runs.

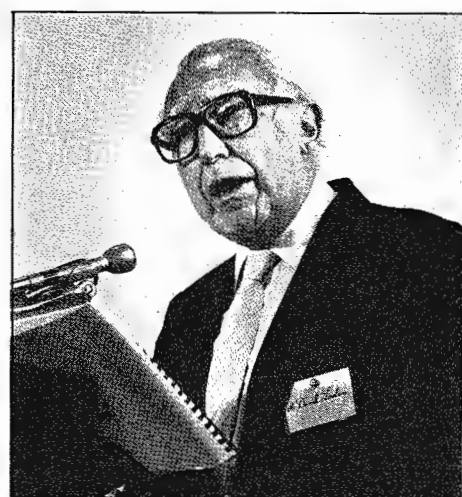
To all you advertisers who knew America would be watching—many thanks and we invite you back again—there are still a few availabilities left.

And to all you stations who want to feature the top Country performers of the month **every month**—there are still a few markets left where the hottest show in syndication is still available.

Join America on the **Country Top 20** bandwagon—it's the greatest Country in the country!

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Leveragers. Three panelists discussed "Advertising as a Weapon" at last week's conference on "Confrontation PR" at the AIM conference in Reston last week. L to r: Tony DeNegro, manager of Media Programs for Mobil Oil Corp.; Peter Metzger, of Public Service Co. of Colorado, and Daniel J. Loden, director of VanSant Dugdale & Co. of Baltimore, an advertising and public relations firm.

the electric utility industry with claims it is earning "rapacious profits."

To Metzger, it is "a PR problem." "How is it they can sell lies, and have them accepted as the truth, and we come up with the truth and are called moral blood-suckers?" he wanted to know. His solution, he said, is to adopt the techniques of the opponents, though in "sanitized" form. In pamphlets and speeches and books, Metzger says, "I show they are not what they claim to be—the selfless representatives of the public interest—but that they're very selfish, elitist, with little care for the poor."

Mobil Oil Corp. is probably the leading company in the country in using advertising as a weapon. Denied access by the networks on the ground they did not accept issue advertising, Mobil has developed a

variety of techniques for getting its message across to the public—weekly op ed pieces in nine major newspapers, longer pieces in 400 Sunday supplements, two- to three-minute commercials in prime time on an ad hoc network of 50 stations and, since last August, one-minute spots on evening news shows that are modeled in a newscast format. And when the company is upset by a print or broadcast story, Mobil issues a rebuttal in newspaper display ads.

What's the point? "Issue advertising is a resource in Mobil's long-term public affairs strategy," said Tony DeNegro, the company's manager of media programs. The ads, he said, "have influenced public opinion on issues affecting Mobil, and in that manner have exerted an influence on the government." The campaign, he says, has been effective. "We'll keep hammering away."

Indeed, the effort has been so effective that Mobil has no intention of participating in ABC's proposed experiment to run issue advertising. ABC plans to run the ads after midnight. "Who wants to discuss issues a minute after midnight?" DeNegro asked. As far as Mobil is concerned, he said, the experiment is not needed; Mobil is already doing issue advertising on prime time television.

The conference also heard from the Rev. Donald Wildmon, chairman of the Coalition for Better Television, a day after he announced the coalition would not boycott advertisers of programs it deemed offensive—at least, not yet (see "Top of the Week"). He appeared on a panel on "generating grass roots support," and offered two basic pieces of advice: "Have a just cause—you have to have something you believe in—and you need to send your case to the right people." In his case, he said, it was the sponsors of programs the coalition found to have undue helpings of sex, violence and profanity. "It is the advertiser's right to spend his money on programming he wants," Wildmon said. "But it is mine not to spend [on his product]."

The minister from Tupelo seems to be

enjoying what he feels is the big city press's perception of him. For he offered another piece of advice: "Use your weaknesses; they make good copy." He said the press generally regards him "as a redneck, Bible-thumping, fundamentalist preacher."

Whatever successes those who participated in the conference claimed in their confrontation PR, there was a range of opinion regarding the press, little of it complimentary. Wildmon, for instance, said he has become "tragically alarmed that a lot of reporters haven't learned the difference between news reporting and editorializing." Elaine Donnelly, of Detroit, who shared the platform with Wildmon and who is national media chairman of "Stop ERA," said "feminist reporters"—those



Blames both sides. Dr. Ernest Lefever, who was forced to seek withdrawal of his nomination as assistant secretary of state for Human Rights, blamed his troubles on misinformation dispensed by the media. He was critical of members of the conservative community—like those in the audience—for failing to come to his support sooner and with greater effect than they did.



Under attack. David Marash, a correspondent with WCBS-TV New York, defended his own work as a journalist, as well as journalists generally, in the lion's den of AIM's conference on "Confrontation PR." He was questioned about a piece he did on Nicaragua for ABC's 20/20, in which he said the country had not been taken over by the Marxists—an assertion many in the audience could not accept. He also said reporters generally keep their biases out of their work.

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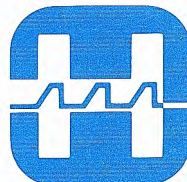
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SUNDAY

	ABC	CBS	NBC
7:00			
7:30	CODE RED	60 MINUTES	STAR PRINCE
8:00			
8:30	TODAY'S FBI	ARCHIE BUNKER'S PLACE	CHIPS
9:00		ONE DAY AT A TIME	
9:30		ALICE	
10:00	SUNDAY NIGHT MOVIE	THE JEFFERSONS	SUNDAY NIGHT AT THE MOVIES
10:30		TRAPPER JOHN, M. D.	
11:00			

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 COLUMBIA DISTRIBUTION

THANKS TO EVERYONE WHO MADE THIS YEAR A SUCCESS.

1981-82 NETWORK SCHEDULE

MONDAY

	ABC	CBS	NBC
8:00		PRIVATE BENJAMIN	LITTLE HOUSE ON THE PRAIRIE
8:30	THAT'S INCREDIBLE	THE TWO OF US	
9:00		M*A*S*H	
9:30		HOUSE CALLS	
10:00	MONDAY NIGHT FOOTBALL		MONDAY NIGHT AT THE MOVIES
10:30		LOU GRANT	
11:00			

TUESDAY

	ABC	CBS	NBC
8:00	HAPPY DAYS		
8:30	LAVERNE & SHIRLEY	SIMON & SIMON	FATHER MURPHY
9:00	THREE'S COMPANY		
9:30	TOO CLOSE FOR COMFORT		QUINCY
10:00		TUESDAY NIGHT MOVIES	
10:30	HART TO HART		FLAMINGO ROAD
11:00			

WEDNESDAY

	ABC	CBS	NBC
8:00		MR. MERLIN	
8:30	THE GREATEST AMERICAN HERO	WKRP IN CINCINNATI	REAL PEOPLE
9:00			THE FACTS OF LIFE
9:30	THE FALL GUY	NURSE	LOVE SIDNEY
10:00			
10:30	DYNASTY	SHANNON	THE ROCK HUDSON SHOW
11:00			

THURSDAY

	ABC	CBS	NBC
8:00	MORK & MINDY		HARPER VALLEY PTA
8:30	BEST OF THE WEST	MAGNUM	GABE AND GUICH
9:00	BARNEY MILLER		DIFF'RENT STROKES
9:30	TAXI	KNOTS LANDING	GIMME A BREAK
10:00			
10:30	20/20	CLOSE UP JESSICA NOVAK	HILL STREET BLUES
11:00			

FRIDAY

	ABC	CBS	NBC
8:00	BENSON		THE MICKEY ROONEY SHOW
8:30	OPEN ALL NIGHT	DUKES OF HAZZARD	
9:00	MAGGIE		CHICAGO STORY
9:30	LIVING IT UP	DALLAS	
10:00			
10:30	STRIKE FORCE	THE VINTAGE YEARS	THE JAMES ARNESS SHOW
11:00			

SATURDAY

	ABC	CBS	NBC
8:00			
8:30	KING'S CROSSING	WALT DISNEY PRESENTS	BARBARA MANDRELL & THE MANDRELL SISTERS
9:00			
9:30	THE LOVE BOAT		BRET MAVERICK
10:00		SATURDAY NIGHT MOVIES	
10:30	FANTASY ISLAND		NBC MAGAZINE WITH DAVID BRINKLEY
11:00			

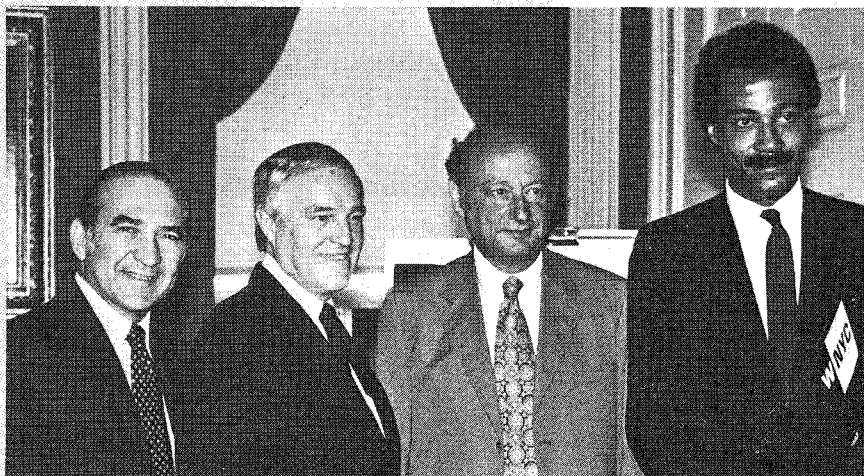


COLUMBIA PICTURES TELEVISION

STV inroads. FCC Chairman Mark Fowler has characterized subscription television's passing of one million household-subscriber mark as "a testimony to free market competition." Remarks came in reaction to STV stations announcing million mark was officially passed on June 21. Subscription Television Association also said that STV stations continue to add over 65,000 subscribers a month. It noted that million households "represent well over three times that many viewers" and that one million figure does not include "thousands of additional sign-ups . . . for new stations scheduled to go on the air soon in Philadelphia, Atlanta, Baltimore, New Jersey and Washington." Association expects 24 stations to be in operation by summer's end.

Ratings dispute. Group owner Metroplex Communications has told Arbitron Radio that audit of its winter report for Washington area showed "blatant and numerous errors in editing and key operators entries," resulting in "massive come and quarter-hour losses" for company's WPKY(AM) Alexandria, Va.-WVKX(FM) Woodbridge, Va. William Sherard, Metroplex VP, told Arbitron its "errors have resulted in dramatic changes to critical demographics and competitive rankings" of those stations, and estimated their resultant advertising losses "conservatively" at \$243,000. Michael Membrado, VP-general manager, Arbitron Radio, told Sherard that "some of the misconceptions contained in your telegram will be clarified [shortly] in a written report on this subject." Another Arbitron source said revisions would change stations' ranking in one daypart, from 17th to 16th.

Warner win. Warner Amex Cable Communications announced it was awarded franchise for Boston suburb of Wakefield, Mass. Company says 90 miles of plant for 9,000-home area will be completed nine months after issuance of final license. Wakefield franchise is for 15 years, puts Warner Amex's Massachusetts subscriber potential near 200,000.



The start. Wnyc Foundation, which handles finances of municipally owned, noncommercial WNYC-AM-FM-TV New York, launched campaign last week to develop new funding for stations so that by 1984 they will need no city-government underwriting, which this year is expected to total about \$1.85 million. One of first contributions: \$30,000 from International Radio and Television Foundation. Campaign also got boost from New York state: Governor Hugh Carey signed legislation to increase state aid to public broadcasting stations by more than 50%, to \$14.7 million from \$9.7 million. Legislation increases public TV formula from 50 cents per capita to 75 cents per capita, increases aid to public radio to \$60,000 per station from \$50,000 per station and doubles number of eligible public radio stations to 12. Wnyc stations also got some reassurance from Mayor Edward Koch. Recalling that few years ago during city's fiscal crisis there was talk of selling stations, Koch said they are "absolutely irreplaceable resource for public service and the city intends to keep them." Pictured above are (l-r): IRT Foundation member, David H. Polinger, WPIX Inc.; Foundation president, Sherill W. Taylor, Bonneville International Corp. consultant; Koch, and Joel T. Francis, Westinghouse.

En Espanol. Plans for new national TV network to serve Spanish-speaking viewers have been announced by San Antonio-based El Visitante del Barrio, which has filed for 10 low-power TV stations in nation's top Hispanic markets. According to spokesman, group is now negotiating for transponder rights to begin nationwide ethnic programming within next 12 to 24 months. Start-up costs estimated at \$20 million are being arranged "from sources within the U.S. Catholic community."

who she said subordinate objectivity and facts in the interest of the Equal Rights Amendment—"are everywhere." Hugh C. Newton, of the Hugh C. Newton and Associate public relations firm, suggested that reporters could be manipulated by flattery and special treatment. (He also said that "our side" is in a position to make or break journalists by feeding or denying them news.) DeNegro, at least, described "most people in the media" as "professionals. If an error is pointed out to them," he said, "they'll be more careful next time." But when a member of the audience—a man who described himself as a retired newspaper columnist—said that, instead of "advertising as a weapon," the solution should be "no advertising as a weapon," most in the audience applauded. That seemed to alarm Daniel J. Loden, director of VanSant Dugdale Inc., a Baltimore advertising agency, who appeared on the "weapon" panel. "Boycotts don't accomplish anything except hurt the press," he said. "No matter how mad we get at the networks and the newspapers, I say, God bless the free press. I'm against boycotts."

The conferees received more than two days of confrontation PR for their registration fee. At a banquet Monday night, they were on hand for the presentation of awards to: Dr. Ernest W. Lefever of the Center for Ethics & Public Policy, whose nomination to be assistant secretary of State for Human Rights was withdrawn in the face of stiff Senate opposition; Arnaud de Borchgrave, co-author of "The Spike"; George Barasch, of the Allied Educational Foundation; Mobil Oil, and Illinois Power.

Distant signal rule goes into effect as NAB heads for Supreme Court

The nation's cable television operators last week were free to pick up as many distant signals as they wished, and had no reason to wonder whether local stations had the right to exclusive showing of any of them. The U.S. Court of Appeals in New York, after affirming the commission's decision to repeal the distant signal and syndicated exclusivity rules (BROADCASTING, June 23), has granted the National Cable Television Association's motion for an immediate implementation of the order. Ordinarily, the order would have been stayed for 21 days.

However, the game is not over yet. Broadcasters who have been opposing the commission's action, last week asked the court to stay its order pending an appeal to the Supreme Court. The motion contends that the request for review has a likely chance of being granted. It says the appeals court's opinion raises important questions of law on which the Supreme Court has not ruled but should. The appeals court is expected to rule on the motion this week.

FCC blocks tariff revision by RCA

Commission rules RCA Americom discriminated in rewarding customers that lost out with Satcom III; FCC also rules on cable obscenity challenge and divestiture by ATC in Michigan

The FCC last week decided "not to allow" a proposed RCA Americom tariff revision scheduled to go into effect today (July 6). (The FCC chose the term "not to allow" because a legal distinction exists between not allowing and rejecting.)

The proposed tariff revision—which the commission has been investigating for the past five months—was designed to reward nine RCA customers who were willing to lease transponders on Comstar II after RCA's Satcom III was lost in space in December, 1979. (AT&T, which leases three Comstar satellites from Comsat, subleased transponders to RCA to accommodate customers which had leased Satcom III transponder space.)

The proposed tariff revision would have enabled those nine customers, which will shift to RCA's Satcom IV when it becomes operational early next year, to lease an additional transponder on that bird. RCA justified the proposal on grounds that it would insure the full utilization of transponder capacity on Satcom IV. It also reasoned that the nine customers accepting Comstar II transponders in lieu of the more desirable space they had bargained for on Satcom III deserved a "bonus" transponder for their troubles.

The commission rejected both arguments, ruling that the proposed tariff was unreasonably discriminatory against the approximately 50 entities that the commission believes have been put on a waiting list to secure Satcom IV transponder time, and thus was in violation of the Communications Act.

On the cable television front, the commission denied a petition for reconsideration filed by the American Civil Liberties Union on obscenity rules for cable operators.

In 1980 the commission formally deleted the obscenity rules pertaining to access channels—keeping intact those that applied to channels programed by the operator. ACLU sought clarification of the existing rules, arguing that some cable programming could be considered either access or operator originated.

In denying the petition, the commission retained the status quo for determining what constitutes access programming. If the operator relinquishes editorial control over

programming it is considered access; if he does not it is not access programming, the FCC said.

In another cable action, the commission denied American Television and Communications Corp. an extension of time to divest itself of a 50% ownership it has in a cable system in Battle Creek, Mich. The system is in the same market as WOTV(TV) Grand Rapids, Mich., owned by ATC's parent, Time Inc. When Time acquired ATC in 1978 it promised to divest of the prohibited crossownership interest by last November, at which time it filed for an extension. The commission gave ATC 30 days from last Tuesday (June 30) to divest.

In other actions the FCC:

- Declined to adopt a rulemaking proposal that would permit the retransmission of AM signals by FM translators in areas beyond the predicted 1 mv/m (millivolt per meter) field strength contour of existing AM and FM stations. However, it said it would consider applications for waiver on a case-by-case basis. If a flood of waiver requests is received, the commission indicated it might revisit the issue, opening it to the rulemaking process.

- Amended the rules to permit increased antenna height—up to 1,100 feet above average terrain for class A FM stations in Puerto Rico and the Virgin Islands. The action was taken to overcome the interference from the natural terrain and class B stations that were given similar antenna height increases several years ago.

- Adopted a report and order permitting TV aural subcarriers to be used for electronic news gathering purposes.

- Initiated a rulemaking that would allocate the 38.6-40 ghz band to TV auxiliary broadcast pickup stations on a secondary basis. Recently the commission initiated a separate notice which would make the 6425-6525 mhz band available for TV pickup—also on a secondary basis—to the local television transmission service.

Hollings gathers fuel for possible battle on S. 898

In letter to over 50 business phone users, senator asks for report on competition in field served by Bell Telephone

Senator Ernest F. Hollings (D-S.C.), ranking minority member of the Communications Subcommittee, has written to at least 50 business telephone users asking for the status of competition among telecommunications services. This could be one step toward amendments to be offered by Democratic members to S. 898, a bill to allow AT&T to compete through a separate subsidiary in unregulated services.

The assumption behind S. 898, said Hollings in his letter, is that "various areas of the telecommunications industry are today sufficiently competitive" that users of their services have adequate alternatives from non-AT&T companies to obtain services and equipment. "This is an assumption that appears largely untested."

"The vast majority of users have not been heard from," said Hollings, who sent his letter to the three major networks and other users.

Hollings asked users to list 1980 expenditures for domestic and international message telecommunications services, WATS and private line services, both voice and data, and long distance services provided by carriers other than AT&T.

He also asked if there are adequate alternatives to AT&T in long-distance transmission services and, if not, for a description of where competition is inadequate. "Do you expect that adequate competition will emerge within the next five years?" was another question, as was, "If these transmission services are deregulated

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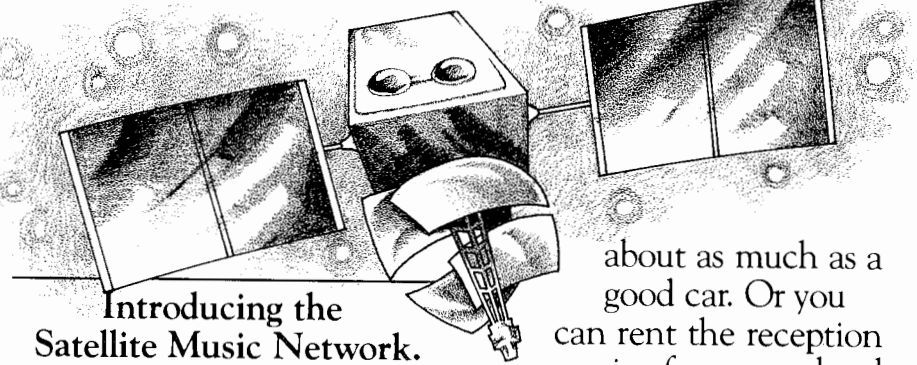
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Bump your ratings.
Bite off your overhead.
And bank the profits.

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

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



Introducing the Satellite Music Network.

It's the best idea to hit radio since the transistor.

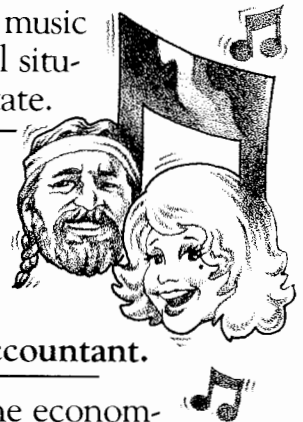
Your programming begins in our all new, state-of-the-art studios in Chicago. We transmit live via satellite directly to you and other exclusive radio stations throughout America.

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

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

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

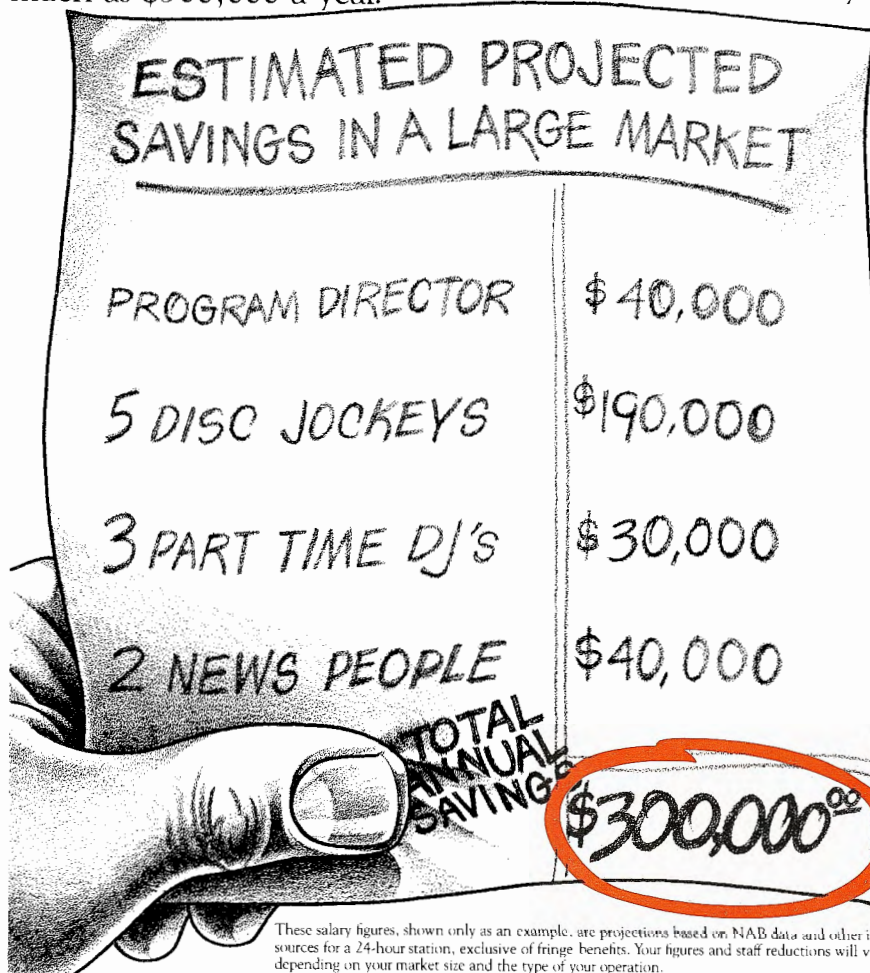
It sounds as good to your listeners as it does to your accountant.



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

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

Yet, because it's live instead of a syndicated



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

in the business for \$1000 a month.

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

Willie & Dolly or Barbra & Barry.

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

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

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

Diamond, Blondie and the Beatles.

The programming for both comes from Burkhart/Abrams and

Associates. They'll keep it fresh and tempting.

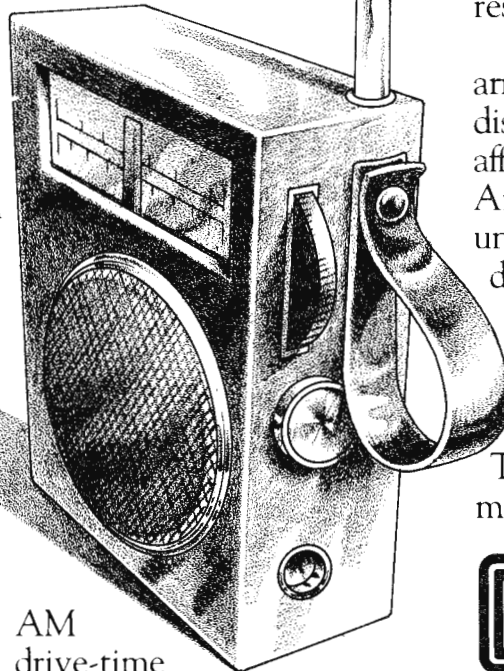
Good news and compelling features.

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

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

Cutting away from the network is smooth and

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



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

Buy us and we'll help you sell yourself.

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

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

How to get your station off the ground.

When Satellite Music Network goes on

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

Sign up now to reserve your market format.

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

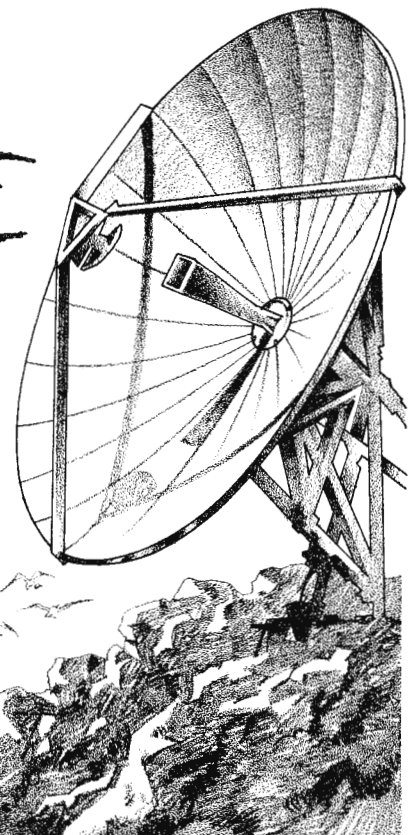
Call our network management team at 1-800-554-1250.

But do it today.

Tomorrow your competition might read this ad.

**Satellite
music
network**

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



ated today, what would be the effect on your firm?"

Users also are asked to list 1980 expenditures for equipment such as handsets, private branch exchanges and modems, and to list what proportion of the equipment came from firms competing with AT&T. "In the terminal equipment area," asked Hollings, "does market competition provide sufficient alternatives with respect to purchasing or leasing, maintenance, emergency repair service or other needs formerly provided only by the telephone companies?" If competition is not adequate, users are asked to project when it will be, and what deregulation would mean.

Hollings asked for a speedy response to his letter, noting the committee plans to mark up S. 898 in mid-July.

CONVID urges Fowler to reject tariff increases by AT&T

New coalition of TV stations, asserting past rates discriminate against part-time users, says new proposals offer no solutions

The Concerned Broadcasters Using Inter-city Video Transmission Facilities (CONVID) has written a letter to FCC Chairman Mark Fowler urging the commission to reject certain AT&T tariffs that would boost substantially the cost of TV transmission. Two months ago, the commission suspended the tariffs in order to investigate their lawfulness under the Communications Act (BROADCASTING, May 25).

CONVID, a group of independent and network-affiliated TV stations, dwelt for the most part on the extra costs that part-time users have borne as a result of what it called 30 years of discriminatory rate structures that favor full-time users.

The current tariff proposals are no better, CONVID told Fowler. "A television station using a local channel one day a week or four times per month would pay \$589 per day or \$2,356 per month," said CONVID. By comparison, a full-time user would pay "2,358.16 per month, only \$2.16 more than the part-time user, for 30 days consecutive use," it said. It noted that the average daily rate for such a full-time user would be \$78.60, less than one-seventh the rate charged to part-time users.

CONVID said that such a rate structure "flies in the face of the commission's historic commitment to local broadcasting." It said TV stations "must present their viewers with new and better programming if they are to compete with the numerous new information and entertainment distribution media such as cable pay TV, DBS and VCR. . . . Excessive transmission costs may well force stations to refrain from full participation in the market for new and innovative programs. Very small stations may be forced out of the market entirely."

Washington Watch

Westinghouse rebuts. Westinghouse Broadcasting Co. has denied allegation it "deliberately" attempted to deceive FCC and SPACE when Westinghouse wrote commission that its Home Theater Network offers contracts to backyard earth station owners to purchase its satellite-delivered pay programs. Society for Private and Commercial Earth Stations said members who had attempted to obtain contracts were turned down (BROADCASTING, June 15). Westinghouse, in response to FCC, said HTN had negotiated contracts with individual earth station owners but that, after publicity on subject, two of its suppliers—Warner Bros. and Columbia Pictures Inc.—said it considered those contracts violations of their agreements with HTN. Consequently, Westinghouse said, HTN "temporarily suspended" dealings with individual owners pending resolution of dispute with suppliers. In related matter, it was learned that NBC will reject SPACE's request under fairness doctrine for spokesman to appear on its *Today* show. SPACE wants to respond to what it said was incorrect statement of correspondent Ike Seamans that backyard earth station owners violate law in picking up satellite-delivered pay programming.

Still pending. Senate Rules Committee plans to hold markup session on S. Res. 20, resolution to allow televising of Senate proceedings, sometime after this week. Committee cancelled first markup scheduled for June 23 because Majority Leader Howard Baker (R-Tenn.), who introduced resolution, was unable to attend.

Ferris on board. Former FCC Chairman Charles D. Ferris has been retained by National Cable Television Association to assist association in ongoing copyright battles with movie producers and broadcasters on Capitol Hill. According to Bob Ross, senior vice president, law and government affairs, Ferris will perform variety of jobs as counsel and lobbyist.

Langley returns. Janis Langley has been appointed chief of FCC's press and news media division. She goes to post from Greater Washington Board of Trade where she was communications manager. Langley was with commission from 1972-76 as communications analyst with chief engineer's office.

Final chapter. WSTE-TV Inc. has won 20-year fight to build television station to serve Fajardo, P.R. Case has been in and out of court and before FCC number of times since application was filed in June 1961. Problems involved hunt for site and opposition of WAPA-TV San Juan. Final chapter was written when U.S. Court of Appeals, which had reviewed three earlier decisions in case, affirmed commission's decision granting permit. WSTE-TV is 80% owned by James C. Leake, who owns KTUL-TV Tulsa, Okla., and KATV-TV Little Rock, Ark.

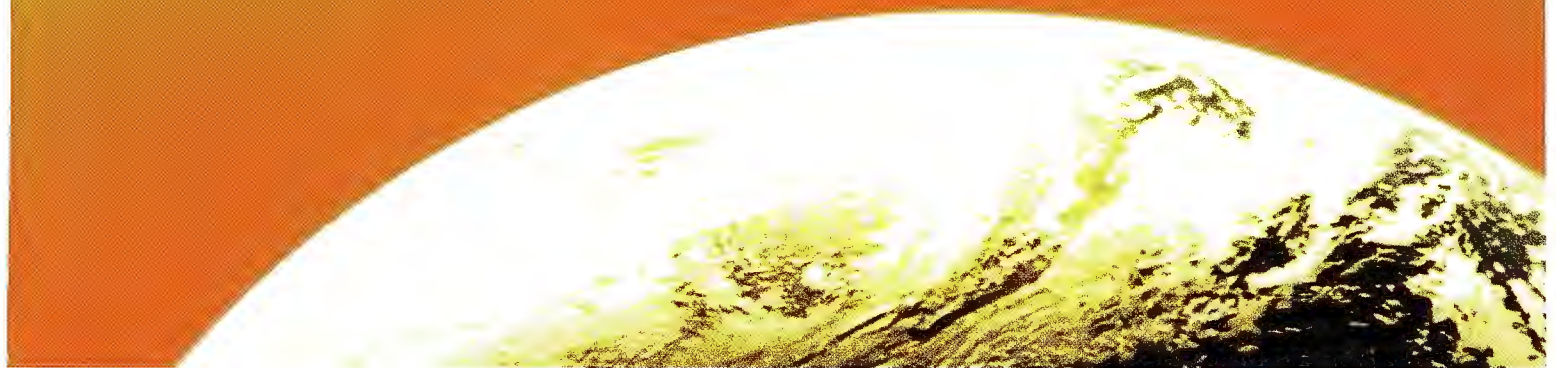
Medical ad skirmish. Question of whether government may force American Medical Association to drop ethical guidelines limiting doctors' advertising will be considered by Supreme Court in its next term. High court has agreed to hear AMA's appeal from lower court ruling that Federal Trade Commission can regulate AMA because it is corporation devoted to profit of its members. FTC, after lengthy investigation, ruled in December 1975 that antiadvertising rules constituted anticompetitive restrictions on advertising, solicitation and contracting for services by physicians. AMA contends it is not corporation subject to FTC regulation.

Record watching. FCC has overruled Review Board decision in Sulphur Springs, Tex., comparative hearing case holding that no threshold showing is required in submitting evidence of exceptional past broadcasting record. Commission referred to its 1965 policy statement on comparative broadcast hearings in which it stated intention to consider only past records indicative of unusual future performance and expressed no interest in average performances. In Sulphur Springs case, initial decision by administrative law judge found Gilbert Group Inc. comparatively preferred over Hopkins County Broadcasting for new FM there on grounds of diversification of media control. It denied Hopkins opportunity to seek credit for past record, ruling that Hopkins failed to show its record was unusually exceptional. Procedure followed during initial hearing was correct, commission concluded.

Noncommercial disagreement. FCC will seek rehearing before full U.S. Court of Appeals in Washington on court's remand of license renewal of public TV station KCET Los Angeles. On April 17, court sent KCET's renewal for 1977-80 license back to commission for reconsideration on grounds public stations are bound by Rehabilitation Act of 1973 to consider and attempt to serve interests of deaf (BROADCASTING, April 27).

Philadelphians move. New location of Philadelphia office of FCC's Field Operations Bureau is: 1 Oxford Valley office building, room 404, 2300 East Lincoln Highway, Langhorne, Pa., 19047. Phone: (215) 751-1331.

**If you're looking
for the sound of success...**



ONE

RKO ONE. THE ORIGINAL RKO RADIO NETWORK. PROGRAMMED FOR YOUNG ADULT MUSIC RADIO STATIONS AND THE 25-34 DEMOGRAPHIC.

**OVER 200 STATIONS HAVE AFFILIATED SINCE OCTOBER, 1979.
THE UNPRECEDENTED SUCCESS OF RKO ONE IS BASED ON STATION DEMAND FOR:**

- **DEMOGRAPHIC, INTEGRATABLE PROGRAMMING**

Award-winning news—issue-oriented news reporting with a conversational and relatable on-air delivery.

Lifesound™ features—lifestyle-oriented short form shows on everything from show biz to the bizarre.

Entertainment Specials—highly promotable two-hour shows and concerts featuring music superstars.

Night Time America™—RKO's live 5-hour nightly music show with host Bob Dearborn.

- **STEREO TRANSMISSION BY SATELLITE**

High quality audio—full 15 kHz stereo transmission of all program feeds, an RKO exclusive.

- **COMPLETE STATION SERVICE PACKAGE**

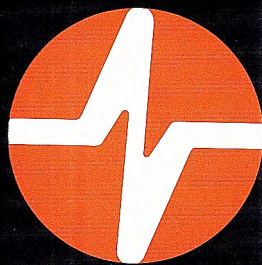
Interkom—exclusive computer communications link for simplified affiliate reporting systems.

Program for Affiliate Research (PAR)—an Arbitron software system for local sales and management use.

BMC Co-op Sales Program—a comprehensive and complete local sales package free to affiliates.

Sales Promotion Support—a full array of RKO-produced kits for local sale of Network programming.





**Now's the time
to take a
second and third
look at RKO.**

RADIO SHOWS

RKO RADIOSHOWS. RKO THREE. THE NEXT DIMENSION IN NETWORK RADIO. OFFERING DEMOGRAPHIC PROGRAMS AND FORMAT BLOCKS FOR ALL RADIO STATIONS. PREMIERING SEPTEMBER 1st, 1981. RKO RADIOSHOWS. SYNDICATION BY SATELLITE WITH FIRST CALL OPPORTUNITIES FOR RKO ONE AND RKO TWO AFFILIATES.

- **STEREO TRANSMISSION BY SATELLITE**

High quality audio—all RKO Radioshows will be broadcast in full stereo utilizing RKO's additional space segment on Westar III.
Earth stations in 200 cities—immediate availability on a nationwide basis.

- **AMERICA OVERNIGHT™ TALK SHOW**

Six hours live from Dallas and Los Angeles fed Midnight-6AM (EST) Monday through Saturday beginning September 1, 1981.
Hosts Ed Busch and Eric Tracy with name stars and nationwide telephones.

Turn-key program block—highly promotable show with local inventory for premium nighttime revenues.

First refusal opportunity—for all RKO TWO affiliates.

- **THE RKO MINI PAK**

Long form entertainment and information shows to supplement local programming beginning January, 1981.

Radioshows program lineups—to include weekly countdowns, sports talk shows, mid-day magazines, live concerts and daily formatic music blocks.

Fall 1981 announcements—scheduling to be based upon surveys with 500 stations covering 7 different formats.



FIRST REFUSAL ON THIS ULTIMATE NETWORK RESOURCE FOR RKO ONE AND RKO TWO AFFILIATES. NOW'S THE TIME TO TAKE A HARD LOOK AT RKO AND CALL (212) 575-6144 TO LOCK UP YOUR RKO FRANCHISE.

TWO

RKO TWO. A NEW RKO RADIO NETWORK. OLDER. DESIGNED FOR MUSIC AND INFORMATION STATIONS WITH A MORE ADULT PROFILE.

BEGINNING SEPTEMBER 1st, 1981.

RKO TWO IS A RESOURCE FOR FORMATS APPEALING TO THE 35-44 LIFESTYLE AND THE EMERGING 25-54 MARKET WITH:

- **COMPLETE SCHEDULE OF INFORMATION PROGRAMMING**
 - Hard News Emphasis**—newscasts 24 hours a day with added coverage of international events and economic issues.
 - In-depth News Support**—daily commentaries and expanded newscalls to all affiliates.
 - "Ask the Expert" Feature Series**—short duration programs hosted by experts in medicine, money, law and psychology.
 - Weekly Music Specials**—an hour of music and conversation with broad-based pop and country artists and available for local sale.
 - Overnight Talk Show**—featuring "America Overnight"™ with six hours of talk radio nightly from Dallas and Los Angeles. First call option for RKO TWO affiliates.
- **STEREO TRANSMISSION BY SATELLITE**
 - High quality audio**—all feeds of RKO TWO will be broadcast in 15 kHz stereo from RKO via Westar III.
 - Earth stations in 200 cities**—only RKO offers immediate national distribution of stereo network programming.
- **STATION SERVICE RESOURCES**
 - Interkom**—exclusive computer link with the network simplifies reporting systems.
 - Program for Affiliate Research and BMC Co-op**—services available for local sales use.
- **MAJOR LEAGUE COMPENSATION FOR ALL TOP MARKET STATIONS**





RKO RADIO NETWORKS
The Sounds of Success

FTC's new head seen as Reagan disciple, friend to advertisers

James Miller, Reagan's choice to chair FTC, said to have done his homework on costs of regulation and will bring economist's eye to agency; clues to what's in store may be transition team report, on which Miller worked

James C. Miller III, named to be appointed chairman of the Federal Trade Commission by President Reagan on June 26, (BROADCASTING, June 29) should have a strong impact on how the regulatory agency performs its business.

Miller, 39, a Republican economist, is currently wearing two hats in the vanguard of Reagan's drive to cut back federal regulations: he's the administrator for information and regulatory affairs at the Office of Management and Budget and executive director of the Presidential Task Force on Regulatory Relief. He's slated to take over the FTC's chairmanship after Commissioner Paul Rand Dixon's term expires in September.

Although Miller wouldn't say precisely what his plans are for the FTC, preferring to hold them for the upcoming Senate confirmation hearings, he did reveal some of his general feelings in a telephone interview.

Noting that the FTC had been "much in the news, investigated and criticized," he said he thought it important that the agency have new leadership.

"I think my philosophy is reflective of the President's own philosophy," he said. "I bring a very healthy respect for the free market, and I have a very healthy skepticism for what government can do," he said.

"I also think that the focus ought to be on increasing aggregate economic activity; that's what provides additional goods and services for people to consume, provides job opportunities and lowers the rate of inflation. And to the degree that policies at the Federal Trade Commission can be made to foster those objectives—that would be what I would undertake."

Although some sources suggested that too little is known to form a last opinion on where Miller stands—one OMB official, for example, noted that Miller hasn't "publicly committed himself on a lot of big issues," such as whether the FTC should be stripped of its antitrust authority—the advertising community apparently likes what it sees in him.

For example, Charles Adams, executive vice president of the American Association of Advertising Agencies, said he met Miller when Miller was heading the Reagan transition team on the FTC. "I had a favorable attitude about him back then; that attitude hasn't changed," he said. "Miller is a strong believer that too much regulation hampers business and advertising... and we think the same way," he said.

And Sam Thurm, senior vice president of the Association of National Advertisers, said Miller was a "very bright" guy who had written extensively on the philosophy of regulation. "I don't know anybody who has written more on regulation," he said. And from the written record, Thurm said, it can be seen that Miller believes that regulations should be subjected to cost-benefit analyses, that they should accomplish a necessary function, and that "regulations shouldn't be made just for the sake of regulation."

Thurm also thought it would be "refreshing" to have an economist at the FTC's helm instead of another lawyer. Added Adams: "Having an economist's viewpoint certainly makes a lot of sense since the FTC's actions affect the economy."

One OMB official, who has worked closely with Miller, said that "Jim's foremost talent is to clarify the crucial, important task at hand, and put everything else aside to get that task done."

A case in point, the official said, was the quickness with which Miller was able to rally support for Reagan's Executive Order 12291, which requires executive branch departments and regulatory agencies to do cost-benefit analyses of new regulations and to turn them over for review to OMB before the agency can issue them.

"Had it not been for Jim Miller, the order wouldn't have been done," the official said, noting that Miller's ability to

focus attention on the order was all the more amazing since there were "hundreds of other things to work on."

The official also said Miller was "ideally suited for changing the direction of the FTC."

"Jim has a tremendous amount of energy and he won't get sidetracked; he wants to make major changes in agency policy, and he won't be taken over by the staff," he said.

Another OMB staffer said the best way to get an idea of how Miller would like to change the FTC would be to read the report of the FTC transition team, which Miller headed.

That report recommended that the President narrow the FTC's authority and slash its budget 25% by 1982 (BROADCASTING, Feb. 9).

"President Reagan can and should point this agency in a new direction," the 86-page report said. "A further narrowing of the agency's authority... is sorely needed."

In that report, the transition team recommended that "cases of [horizontal] collusion, monopolization, and certain phenomena growing out of market imperfections should be pursued with vigor. But in all such cases, the commission should remain ever conscious that no intervention is without cost; that whether and how to intervene must rest upon a careful evaluation of the ultimate ramifications of its proposed actions."

The transition team also recommended that the commission declare unlawful only those advertising practices that deceive ordinary consumers, that the FTC's 10 regional offices be closed and that the FTC rely more heavily on the monitoring of industry self-regulation and less on the setting of industrywide standards.

Miller was born on June 25, 1942, in Conyers, Ga. He received a PhD in economics from the University of Virginia in 1969. He taught for a year at Georgia State University, then became a senior staff economist at the U.S. Department of Transportation from 1969 to 1972. During 1972, he was a research associate at the Brookings Institution and at the American Enterprise Institute for Public Policy Research. Miller was an associate professor of economics at Texas A&M University from September 1972 until June 1974.

From July 1974 until October 1975, Miller served as a senior staff economist with the U.S. Council of Economic Advisers, where he specialized in matters relating to transportation, regulation and antitrust policy. In October 1975, Miller was appointed to the U.S. Council of Wage and Price Stability, also serving on President Ford's Domestic Council Regulatory Review Group, which directed the Ford



Miller

Cosmos Broadcasting
announces the
appointment of
Harrington, Richter
& Parsons as national
representative for...

WSFA-TV

Montgomery, Alabama
NBC, Channel 12

WIS-TV

Columbia, South Carolina
NBC, Channel 10

hrp

*Aggressively selling for the
finest television stations in America!*

Stock Index

Exchange and Company	Closing Jun 30	Closing Wed. Jun 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	30 1/2	31	- 1/2	- 1.61	5	854
N Capital Cities	77 7/8	79 1/4	-1 3/8	- 1.73	16	1,025
N CBS	56	57 1/4	-1 1/4	- 2.18	8	1,561
N Cox	69	68 1/2	+ 1/2	+ .72	11	932
A Gross Telecasting	29 3/8	29 3/4	- 3/8	- 1.26	8	23
O LIN	34	34			12	188
N Metromedia	147	149 1/2	-2 1/2	- 1.67	16	658
O Mooney	7 3/4	8 1/4	- 1/2	- 6.06	10	3
O Scripps-Howard	54	61	-7	-1.47	8	139
N Storer	35 3/8	38	-2 5/8	- 6.90	11	464
N Taft	30 5/8	31 1/8	- 1/2	- 1.60	9	300
O United Television	7 7/8	8 1/2	- 5/8	- 7.35		94
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	25 1/4	26 1/2	-1 1/4	- 4.71	20	83
A Affiliated Pubs.	31	31 3/8	- 3/8	- 1.19	13	159
N American Family	9	9 1/8	- 1/8	- 1.36	4	111
N John Blair	19 1/4	19 3/4	- 1/2	- 2.53	6	71
N Charter Co.	11 1/4	11 1/8	+ 1/8	+ 1.12	1	307
N Chris-Craft	35	35 5/8	- 5/8	- 1.75	17	110
N Coca-Cola New York	9 1/2	9 1/4	+ 1/4	+ 2.70	22	167
N Cowles	36 1/8	35 3/4	+ 3/8	+ 1.04	24	143
N Dun & Bradstreet	64 1/8	66	-1 7/8	- 2.84	19	1,788
N Fairchild Ind.	26 3/8	26 1/4	+ 1/8	+ .47	8	301
N Gannett Co.	40 3/8	40 7/8	- 1/2	- 1.22	11	2,183
N General Tire	29	29 1/8	- 1/8	- .42	12	699
O Gray Commun.	49	47	+2	+ 4.25	10	24
N Harte-Hanks	39 1/4	39 1/2	- 1/4	- .63	19	373
O Heritage Commun.	15	15 3/8	- 3/8	- 2.43	8	81
N Insilco Corp.	18 5/8	18 3/8	+ 1/4	+ 1.36	8	200
N Jefferson-Pilot	27 7/8	28 3/4	- 7/8	- 3.04	6	610
O Marvin Josephson	12 3/4	13 1/4	- 1/2	- 3.77	8	29
N Knight-Ridder	38 1/4	38 1/2	- 1/4	- .64	14	1,237
N Lee Enterprises	28 3/4	29 1/2	- 3/4	- 2.54	14	205
N Liberty	15	15 3/4	- 3/4	- 4.76	6	190
N McGraw-Hill	51 3/4	53	-1 1/4	- 2.35	16	1,285
A Media General	38 1/4	38 1/2	- 1/4	- .64	10	276
N Meredith	63 1/2	65	-1 1/2	- 2.30	9	200
O Multimedia	34 3/4	34 3/4			18	349
A New York Times Co.	36 3/8	36 7/8	- 1/2	- 1.35	11	436
N Outlet Co.	39	39			57	98
A Post Corp.	22	22 5/8	- 5/8	- 2.76	11	40
N Rollins	17 1/2	18 1/8	- 5/8	- 3.44	7	477
N San Juan Racing	19 3/4	19 3/4			22	49
N Schering-Plough	34 1/4	35 7/8	-1 5/8	- 4.52	8	1,818
O Stauffer Commun.	45	45			11	45
A Tech Operations	14 1/8	15	- 7/8	- 5.83	15	14
N Times Mirror Co.	53 3/4	55	-1 1/4	- 2.27	13	1,833
O Turner Bcstg.	24 1/2	22	+2 1/2	+11.36		245
A Washington Post	27 1/4	26 1/2	+ 3/4	+ 2.83	11	382
N Wometco	22 3/4	23 5/8	- 7/8	- 3.70	10	301
CABLE						
A Acton Corp.	17	18 3/8	-1 3/8	- 7.48	12	51
N American Express	48 3/8	51	-2 5/8	- 5.14	10	3,448
O Burnup & Sims	16 3/8	15 7/8	+ 1/2	+ 3.14	20	146
O Comcast	26 1/4	26 3/4	- 1/2	- 1.86	29	101
N General Instrument	115 1/2	116	- 1/2	- .43	20	1,017
O Rogers Cablesystems	10 1/8	10 1/2	- 3/8	- 3.57	9	192
O Tele-Communications	27 5/8	25 3/8	+2 1/4	+ 8.86	27	658
N Teleprompter	36	35 7/8	+ 1/8	+ .34	30	612
N Time Inc.	71 3/4	74 1/4	-2 1/2	- 3.36	14	2,019
O Tocom	13 1/4	14 1/4	-1	- 7.01		43
O UA-Columbia Cable	80 7/8	81	- 1/8	- .15	59	271
O United Cable TV	27 3/8	25 3/8	+2	+ 7.88	19	268
N Viacom	27 1/4	27 1/2	- 1/4	- .90	17	243
Exchange and Company	Closing Tue. Jun 30	Closing Wed. Jun 24	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 5/8	3 1/2	+ 1/8	+ 3.57	3	11
N Columbia Pictures	36 1/4	38 3/8	-2 1/8	- 5.53	10	367
N Disney	63 1/4	63 5/8	- 3/8	- .58	16	2,058
O Enterprise Radio	4	3 5/8	+ 3/8	+10.34		10
N Filmways	7 3/4	7 1/2	+ 1/4	+ 3.33		48
O Four Star	1 7/8	1 3/4	+ 1/8	+ 7.14	19	1
N Getty Oil Corp.	69 1/4	65 3/4	+3 1/2	+ 5.32	8	5,689
N Gulf + Western	20	20 1/2	- 1/2	- 2.43	5	1,493
N MCA	49	48 3/4	+ 1/4	+ .51	8	1,151
O Medcom	9 1/2	9 3/4	- 1/4	- 2.56	34	16
N MGM Film	10 1/2	10 3/8	+ 1/8	+ 1.20	7	341
O Reeves Commun.	50 1/4	50 3/4	- 1/2	- .98	36	182
O Telepictures	6 7/8	7 1/4	- 3/8	- 5.17	31	16
N Transamerica	23 3/4	25 1/8	-1 3/8	- 5.47	7	1,552
O Video Corp. of Amer.	14	15 1/2	-1 1/2	- 9.67	29	13
N Warner	51	55 3/4	-4 3/4	- 8.52	13	2,997
A Wrather	24 1/4	24 1/8	+ 1/8	+ .51		56
SERVICE						
O BBDO Inc.	43	43 1/2	- 1/2	- 1.14	9	108
O Compact Video	21 3/4	22 1/8	- 3/8	- 1.69	20	64
N Comsat	59	56 3/4	+2 1/4	+ 3.96	12	472
O Doyle Dane Bernbach	14 3/4	14 1/2	+ 1/4	+ 1.72	4	18
N Foote Cone & Belding	35 3/4	35 1/4	+ 1/2	+ 1.41	9	97
O Grey Advertising	65	65 1/2	- 1/2	- .76	6	39
N Interpublic Group	34 1/2	35 3/4	-1 1/4	- 3.49	7	154
N JWT Group	35 1/2	35 5/8	- 1/8	- .35	8	108
O MCI Communications	22 1/2	19 7/8	+2 5/8	+13.20	113	823
A Movielab	5 3/8	5 1/2	- 1/8	- 2.27	4	8
A MPO Videotronics	6	6 1/8	- 1/8	- 2.04	17	3
O A.C. Nielsen	45	44 1/2	+ 1/2	+ 1.12	19	505
O Ogilvy & Mather	35	33 1/2	+1 1/2	+ 4.47	10	144
O Telemation	2 1/4	2 3/8	- 1/8	- 5.26	13	2
O TPC Communications	3 7/8	4	- 1/8	- 3.12	28	3
N Western Union	23	22 1/2	+ 1/2	+ 2.22		349
ELECTRONICS/MANUFACTURING						
O AEL Industries	18 3/4	17	+1 3/4	+10.29		31
N Arvin Industries	17 7/8	17 1/8	+ 3/4	+ 4.37	9	139
A Cetec	6 5/8	7	- 3/8	- 5.35	8	13
O Chyron	17	17 1/2	- 1/2	- 2.85	28	21
A Cohu	8 3/4	8 5/8	+ 1/8	+ 1.44	12	14
N Conrac	24	24 1/4	- 1/4	- 1.03	10	50
N Eastman Kodak	74 3/4	77 1/2	-2 3/4	- 3.54	12	12,063
O Elec Missile & Comm.	12 1/4	10 3/8	+1 7/8	+18.07	153	33
N General Electric	61 7/8	64 1/2	-2 5/8	- 4.06	10	14,024
N Harris Corp.	44 7/8	45 5/8	- 3/4	- 1.64	17	1,380
O Microdyne	27 5/8	29 1/4	-1 5/8	- 5.55	21	73
N M/A Com. Inc.	28 7/8	29 5/8	- 3/4	- 2.53	25	963
N 3M	57 1/2	57 5/8	- 1/8	- .21	10	6,697
N Motorola	71 5/8	73 3/8	-1 3/4	- 2.38	13	2,044
O Nippon Electric	93 1/4	91	+2 1/4	+ 2.47	71	3,062
N N. American Philips	47 1/2	53 1/4	-5 3/4	-10.79	7	571
N Oak Industries	30 1/2	31 3/8	- 7/8	- 2.78	10	332
A Orrox Corp.	13 1/4	13 3/4	- 1/2	- 3.63	43	21
N RCA	23	22 7/8	+ 1/8	+ .54	6	1,724
N Rockwell Intl.	36 1/8	36 1/2	- 3/8	- 1.02	9	2,709
A RSC Industries	6 1/4	6 7/8	- 5/8	- 9.09	16	14
N Scientific-Atlanta	28	29 1/2	-1 1/2	- 5.08	25	593
N Sony Corp.	20 1/2	21 3/8	- 7/8	- 4.09	34	4,420
N Tektronix	55	57 3/8	-2 3/8	- 4.13	12	1,004
A Texscan	16 3/4	18 5/8	-1 7/8	-10.06	33	49
N Varian Associates	28 1/2	27	+1 1/2	+ 5.55	13	219
N Westinghouse	30 3/8	31 1/8	- 3/4	- 2.40	7	2,580
N Zenith	19	19			17	357
Standard & Poor's 400						
Industrial Average	147.62	148.64	- 1.02			

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.

administration's program on regulatory reform.

Since January 1977, Miller has been a resident scholar at AEI, and co-director of AEI's Center for the Study of Government Regulation. Miller is a member of the board of editors of AEI's journal, *Regulation*, and serves on the board of editorial advisers of *The AEI Economist*. Miller has written several professional articles and co-authored or edited four books: "Why the Draft: The Case for a Volunteer Army"; "Economic Regulation of Domestic Air Transport: Theory and Policy"; "Perspectives on Federal Transportation Policy" and "Benefit-Cost Analyses of Social Regulation."

Nielsen on Nielsen

Company chairman addresses New York security analysts and discusses implications for ratings service presented by cable and other media

"Information is the grease of industrial society," Arthur C. Nielsen Jr. told New York security analysts last Monday. He believes his A. C. Nielsen Co. is well positioned to participate in what he sees as a growing need for specialized business information.

Much of Nielsen's talk concerned the company's activities in oil well production information, coupon redemption and retail sales research (the last alone accounts for 60% of Nielsen's business). But the company chairman and chief executive (he succeeds his father) also dwelt on the viewer rating services that make Nielsen of such special interest to broadcasters and cable operators.

Detailing future plans, Nielsen said the company intends to establish overnight rating service in more major markets, and sees opportunity in proposals to increase the number of television stations ("each is a potential subscriber").

Cable presents its own opportunities, Nielsen said. Research shows basic cable subscribers watch more television than nonsubscribers, and pay subscribers even more. In pay households, according to Nielsen, viewership is now over eight hours per day.

Nielsen's comment on the opportunities two-way cable will afford the firm drew a query from an analyst as to whether interactive hardware, with its capacity to tell an operator what his subscribers are watching, didn't actually present a threat. Nielsen's response was that although the operator may know what his subscribers are doing, he can't market that information to advertisers, because "they want one report . . . Cable companies should sell their information to us and let us wholesale it."

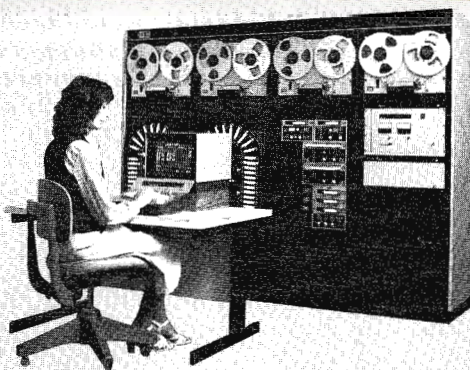
One analyst asked Nielsen if he sees room for two national rating services in broadcasting. "The question is: Does the buyer feel his needs are served by the existing system?"

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Interchangeable processors for emergency back-up automatic operation.	YES	NO	NO	NO
One type of source card for all source interfacing	YES	YES	NO	NO
All audio specifications are from 40 to 20,000 Hz	YES	NO	NO	NO
Circuit board redundancy for ease of servicing	YES	NO	NO	NO
Non-ASCII keyboard for easy, simple operation	YES	NO	NO	NO



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Alter's advice to cable: Cash in on advertising dollars

CAB president tells Washington cable club advertising will be as important to cable in future as it is to broadcasting today

Advertising will account for 20% of cable revenues by the end of the decade, Cabletelevision Advertising Bureau President Bob Alter told a Washington Metropolitan Cable Club luncheon last Tuesday. And that revenue, he said, will be as important to cable as advertising revenue is to broadcasting and newspapers today.

The job of the cable industry (with the assistance of CAB), Alter said, is to learn what it must do to become "a positive force in advertising and marketing."

Although cable follows radio and television as the third major "media upheaval" of the century, Alter said, it is unlike its predecessors. It has grown to maturity without advertising, he said. As cable begins to seek advertising dollars, Alter suggested exploring joint ventures with newspapers and broadcasters.

The cable operator should also attempt to find programing attractive to specific advertisers, he said, instead of looking for mass appeal programing sought by broadcasters.

Alter sees the role of CAB as an educator of advertisers (and their agencies) and the cable operator. A "very important" part of CAB will be operator services, he said. It will act as a clearinghouse for information on the activities of cable operators, advertisers and agencies as they experiment with different ways of advertising and program sponsorship. When it comes to cable advertising, "the most knowledgeable" people are those who have tried it.

The primary function of CAB is to promote cable as an advertising medium. Often, the first step, Alter said, is teaching advertisers and their agencies the rudiments of cable. He said he told a meeting of the Association of National Advertisers in New York Monday that there is jargon associated with cable and that "you better



Alter



Doggette, Miller, Perry



Johnson, Kale

Club outing. (Top right, l-r): Harry Doggette, president, First Commonwealth Communications, Gloucester, Va.-based MSO; Andrew P. Miller, an attorney with the Washington law firm of Dickstein, Shapiro and Morin, and former Democratic candidate for governor of Virginia, and Don Perry, president, Donald A. Perry & Associates, meeting at a Touchdown Club reception where Cabletelevision Bureau of Advertising President Bob Alter trumpeted the cause for advertising on cable. (Bottom right, l-r): Bob Johnson, president of the Washington Metropolitan Cable Club and of the Black Entertainment Network, and Paula Kale, a National Cable Television Association staffer.

get yourselves involved in the language and learn about it."

The 1960's and 1970's were the technological decades of the cable industry, Alter said, and the 1980's are its marketing era. The challenges facing the cable marketer are threefold: increasing basic cable penetration, selling additional pay tiers and developing other sources of revenues such as advertising.

The cable operator has various opportunities to cash in on advertising, Alter said. The national advertiser-supported networks, such as the Cable News Network, USA Network and the Entertainment and Sports Programing Network, make time available to their cable affiliates to sell to local advertisers. Alter estimated there are 70,000 minutes—140,000 30-second spots—currently available annually to local operators on the national networks.

Locally originated programing will, in

most cases, be supported by advertising, Alter said. Local news is being produced and sold to advertisers "with great success" in some markets, he said.

The interconnection of systems, allowing advertisers to make one buy and reach entire regions, is also becoming a popular advertising concept, Alter said. Interconnects have been established or are being planned in San Francisco, Seattle, Philadelphia, Connecticut and upstate New York, he said.

One of the side effects of cable's rise over the past five years has been a fragmentation of television's audience, Alter said. Since 1976, the broadcasting networks' share of television households has decreased from 92% to 85%. This erosion of the networks' shares will be aggravated as the cable operator discovers advertising.

Historically, the cable operator has had minimal interest in what channel his subscribers watch, Alter said. His interest increases with the advent of pay television and his attempts to minimize pay churn, he said. But once he learns he can attract more advertising dollars by attracting larger audiences, Alter said, he will make sure all his programing attracts large audiences and further fragment the television audience.

In response to a question, Alter said a form of viewer measurement is needed for cable, but that there is a diversity of opinion on what it should be.

Opinion runs the gamut from measuring cable in the traditional manner developed by broadcasters to basing advertising buys solely on the quality of programing, Alter said.

BottomLine

Dividend. Viacom directors declared payment of previously proposed increased dividend, six cents per common share on shares post-split (two for one) of May 11. Dividend is payable Aug. 1 to stockholders of record July 10.

Storer growth. Storer Broadcasting has announced plans to register with Securities and Exchange Commission next month for 2-million share offering of common stock. Proceeds of offering, due in mid-late July, would be used for cable television operation expansion.

Now he'll own it. Austin Furst, whose responsibility as president and chief executive officer of Time Life Films included Time Life Video Club before parent dismantled division, is now buying direct-mail videocassette club. Furst has formed Vestron Inc., which will take over assets and allied product rights. Details weren't disclosed.

Media burned again

Report broadcast over D.C. TV and radio that mayor had been shot turns out to be false

In a move reminiscent of the false reports of Jim Brady's death after the attempted assassination of President Reagan, four Washington television stations broadcast erroneous reports that Washington Mayor Marion Barry Jr. had been shot last week.

The report was first broadcast by NBC-owned WRC-TV at about 9:45 p.m. last Monday (June 29). WDVM-TV, a CBS affiliate, WJLA-TV, an ABC affiliate, and WTTG-TV, an independent, carried similar reports shortly afterward. Within a half hour, each station interrupted regular programming again to say the earlier report had been false. Several Washington area radio stations also picked up the report.

Jim Van Messel, executive news producer for WRC-TV, said the hoax was launched when someone called the network desk there, identified himself as an aide to the mayor, said the mayor had been shot and left a telephone number he said was for the mayor's command post. When a reporter for the station called the number back, the man, claiming he was at the command post, said the mayor was being taken to the hospital at Andrews Air Force base. Using that call as confirmation, the station broadcast the story, Van Messel said. The number the caller left later proved to be that of a public telephone booth.

After telephoning police and Andrews Air Force Base without turning up confirmation of a shooting and sending reporters to the mayor's residence, the station "smelled a rat," Van Messel said.

Next on the air with the report was WDVM-TV. Betty Endicott, news director, said WRC-TV's bulletin snapped her department into action. Although a phone call revealed the police knew nothing of a shooting, Endicott said a call to the command center at Andrews Air Force Base seemed to confirm the story. The command center, having reacted to the earlier call from WRC-TV, had assumed the mayor was on his way over, and told WDVM-TV that the hospital emergency room was awaiting Barry's imminent arrival.

Dow Smith, executive news director for WJLA-TV, said the station took a more cautious approach to the story. Smith said the station had seen the reports on the other stations and on the UPI broadcast wire.

(A spokesman for UPI said the wire, which ran a story on the alleged shooting attributed to WDVM-TV, shouldn't have done so without confirmation; AP didn't run the story, a spokesman said, because it

couldn't get the police to confirm the story.) Despite failures to obtain confirmation from police, or the mayor's command post, where telephone lines were by then jammed with phone calls, Smith said the station broadcast: "There are reports tonight" that the mayor had been shot.

WTTG-TV based its story on the other stations' reports, the UPI report and a phone call to the Andrews Air Force Base command center, which led it astray in much the same way it did WDVM-TV, said Sonny Asselin, WTTG-TV's news director. But not thinking that it had enough confirmation, WTTG-TV also broadcast "There is word that" the mayor had been shot, Asselin said.

Looking back on it, Van Messel said WRC-TV should have double-checked the number the man claimed was for the mayor's command center. Van Messel said the station has a two-source policy for confirming most stories, but not sources like the mayor's command post. "When we think we're talking to the mayor's command post, we're probably going to go for it," he said.

Endicott said WDVM-TV's policy was to "confirm before you go on," and thought her station had been led astray because it thought the Air Force base "confirmation a good one."

Smith said WJLA-TV went with the story because its policy is that when the story "is all over, and everybody is reporting it," WJLA-TV should at least let the audience know what is being said and report that it is looking into the matter.

Asselin said WTTG-TV's position was that they had not gone on the air and said the mayor had been shot; it had only said "there are reports" that the mayor had been shot. Nonetheless, Asselin said he thought the station should have "been more concrete" about who its sources were for the story.

Newspapers, AP help CompuServe triple subscribers

News in data bank attracts average use of six minutes a day in 10,000 locations

Subscribers to CompuServe's home information retrieval service have nearly tripled since the Columbus, Ohio-based firm began adding the Associated Press wire service and the editorial content of major daily newspapers to its data banks as part of a marketing experiment with AP and 14 newspapers.

According to an AP update on the experiment, the subscribership of CompuServe, which charges home computer owners \$5 an hour to summon information by telephone from its extensive data banks, has grown from 3,600 in mid-1980, when the first of six newspapers joined CompuServe, to more than 10,000 today.

The six newspapers now on line are the *Columbus (Ohio) Dispatch*, *New York Times*, *Norfolk (Va.) Virginian-Pilot*, *Ledger-Star*, *Washington Post* and *San Francisco Chronicle*. Eight others paper plan to participate: the *Los Angeles Times*, *St. Louis Post-Dispatch*, *Minneapolis Star and Tribune*, *Atlanta Journal and Constitution*, *San Francisco Examiner* and *Middlesex (Framingham, Mass.) News*. Field Communications withdrew the *Chicago Sun-Times* from the project to begin an independent test of teletext over its WFLD-TV Chicago.

As AP noted, not all the credit for the subscriber growth can go to the newspapers. While adding the newspapers, CompuServe added other potentially attractive data bases, supplied by *Better Homes &*

NewsBeat

In the air. CBS News last week began providing American Airlines with video programming for exclusive in-flight use. Network introduced two half-hour news magazines, *Eye on Science* and *Magazine of the Air*, last Wednesday, for use on selected flights of two-hour duration or more. Programs will be hosted by CBS News correspondents Charles Kuralt and Douglas Edwards and contain material "not available for viewing elsewhere," according to CBS release.

□

Closed for repairs. White House press corps is being evicted from quarters in executive mansion to permit repair work on roof over press room and to allow for renovation of press room. Reporters will move next door, to quarters on fourth floor of Old Executive Office Building, while work is under way. Repair and renovation are to begin on Aug. 1 and are expected to be concluded in 60 days. News organizations will be billed for work done on their facilities. White House aides say roof repair is required because of damage done to it during Carter and previous administrations when tiled terrace over press room was used for parties. Press room was constructed during first Nixon administration over swimming pool that had been installed in White House when Franklin Roosevelt was President.

Gardens; Tandy and Atari, home computer manufacturers; United Feature Syndicate; Commodity News Service; the U.S. government, and others.

AP reported that an average of about 1,700 persons per month have accessed its data base since July 1981. The months of December 1980 (2,933 accesses) and January 1981 (2,044) were the most active, it said.

The average time subscribers tapped into any one of six newspaper data bases, AP said, was just over six minutes. Since CompuServe charges 8.3 cents per minute, the average access generates about 50 cents in revenues for CompuServe. (Because of CompuServe's expanded packet-switched telephone network, AP said, most subscribers can access the data bases with a local call.)

To access the CompuServe data bases, home-computer owners must purchase "user packets" to adapt their computers to receive the information. AP said in February alone 16,000 packets were shipped to Radio Shack stores nationwide and another 16,000 are on order.

Two full-page ads in the *Washington Post*, offering information on the experiment, elicited 1,600 responses, AP said.

The newspapers have experienced some difficulty interfacing their in-house computer systems, used for editing and typesetting, with the CompuServe equipment, AP said. The experimenters plan to develop additional programs, however,

that would monitor subscriber accesses and permit implementation of local and national classified advertising.

RMH Research Inc., hired as the project's research coordinator, conducted a survey last February among 1,001 homes in 37 cities to judge consumer awareness of and attitudes toward computers and home information services. The survey found "broad awareness" of home computers. Eight out of 10 persons contacted knew what they were, RMH said, and one in 20 already owned computers.

A majority of the people surveyed, RMH said, expressed some interest in using information services. RMH cited the

services' convenience, timeliness and ease of access as reasons for the interest, but said "perceptions of prohibitive cost and redundancy with [other media] result in negative interest."

One in three consumers cited weather, educational data bases and the AP wire as the most appealing information services, RMH said. Young consumers (between the ages of 18 and 24) and males RMH said, show greater than average interest in the services. It also noted: "The perception of nothing at all in the concept being appealing grows from 11% among the 18-24 years olds to 41% among the 55-64 year olds."

Changing Hands

PROPOSED

WICO-AM-FM Salisbury, Md. □ Sold by Delmarva Broadcasting Co. to Prettyman Broadcasting Co. for \$1,060,000. **Seller** is owned by Robert C. Doyle, who has no other broadcast interests. **Buyer** is owned by William Prettyman (100%), vice president, sales, First Media Corp., Washington, who has no other broadcast interests. **WICO** is 1 kw daytimer on 1320 khz. **WICO-FM** is on 94.3 mhz with 3 kw and antenna 170 feet above average terrain. Broker:

Blackburn & Co.

WMPX(AM) Midland, Mich. □ Control sold by Patten Communications Corp. to Maines Broadcasting Inc. for \$900,000. **Seller** is Southfield, Mich.-based group of five AM's and four FM's owned by Myron P. Patten, chairman, and 20 others. Patten family will keep minority interest in buyer. **Buyer** is owned by Ronald W. Maines and wife, Maria (50.27% jointly); Peter A. Wolf and wife, Agatha (10.28% jointly); George B. Ulmer and wife, Virginia (11.22% jointly); Myron P. Patten (8.98%); Thomas J. Steel and wife, Beverly B. (7.13% jointly); Joseph A. Castor (3.37%) and eight others of Patten family (8.75%). Maines is general manager of WMPX, where Wolf is chief engineer. Steel is manager at Patten-owned KLNT(AM)-KNJY(FM) Clinton, Iowa. Castor is president of Patten Corp., Southfield advertising firm and 7.15% owner of Patten Communications. Ulmer is Midland radiologist. **WMPX** is on 1490 khz with 1 kw day and 250 w night.

WTAO(FM) Murphysboro, Ill. □ Sold by Sunshine Broadcasting Corp. to WTAO Inc. for \$700,000. **Seller** is owned by William R. Varecha and wife, Debbie (100% jointly). They own 10% of KNAC(FM) Long Beach, Calif. **Buyer** is subsidiary of Community Service Broadcasting Inc., which is owned by Jerome Glassman, wife, Elaine, and sons, James and William (25% each). They own WMCL(AM) McLeansboro, Ill.; WDXI(AM) Jackson, Tenn., and have sold, subject to FCC approval, WKWK-AM-FM Wheeling, W. Va., for \$1.35 million (BROADCASTING, June 22). **WTAO** is on 104.9 mhz with 3 kw and antenna 200 feet above average terrain.

WMIV(FM) South Bristol township, N.Y. □ Sold by Christian Broadcasting Network Inc. to Empire Media Corp. for \$700,000. **Seller** is Virginia Beach, Va.-based group of five FM's, and through its subsidiary, Continental Broadcasting Network, one FM and four TV's. M.G. Robertson is president. **Buyer** is principally owned by Elton L. Spitzer, who owns 37% of WLIR(FM) Garden City, WGRC(AM)

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7/6/81

Spring Valley and WRMV(AM)-WYUT(FM) Herkimer, all New York. WMIV is on 95.1 mhz with 9.5 kw and antenna 990 feet horizontal, 940 feet vertical above average terrain. Broker: Blackburn & Co.

KVOV(AM) Henderson, Nev. □ Sold by KVOV Inc. to Consolidated Broadcasting Corp. for \$600,000. Station was bought in 1976 for \$200,000. **Seller** is owned by Joseph F. Newman and Louis E. Randle Jr. (50% each), who have no other broadcast interests. **Buyer** is owned by Ralph P. Calvin (28%), Patrick C. Clary and John Locke (25% each), J. H. Mitchell Jr. (12%) and Robert T. Blum (10%). Calvin owns Aptos, Calif., vineyard. Clary is chairman and 47.53% owner of KUDO(FM) Las Vegas. Locke is general manager and also principal in KUDO. Mitchell is Los Angeles attorney. Blum is Las Vegas real estate investor. KVOV is 5kw daytimer on 1280 khz.

KLRB(FM) Carmel, Calif. □ Control (51%) of Carmel Broadcasting Inc. sold by Frederick L. Vance to John B. Walton Jr. for \$550,000. **Seller** has no other broadcast interests. **Buyer** is 49% owner of KLRB and 100% owner of KIDD(AM) Monterey, Calif.; KIKX(AM) Tucson, Ariz., and KHJW(AM)-KBUY(FM) Amarillo, Tex. KLRB is 101.7 mhz with 800 w and antenna 590 feet above average terrain.

WTCL(AM) Warren, Ohio □ Sold by Stauffer Media Inc. to Geri Taczak for \$250,000. **Seller** is principally owned by Lee Stauffer, who has no other broadcast interests. **Buyer** is local businesswoman who owns and operates Fowler, Ohio, nursing home and has no other broadcast interests. WTCL is 500 w daytimer on 1570 khz. Broker: Keith W. Horton Co.

APPROVED

WBEC-AM-FM Pittsfield, Mass. □ Sold by Richard S. Jackson Sr. to Citicom Radio Corp. for \$1.2 million. **Seller** has no other broadcast interests. **Buyer** is owned by Robert T. Howard (30%) and Scott H. Robb, David L. Kuhns, Wake Warthen and Morton S. Robson (17.5% each). Howard is former president of NBC-TV. Robb and Kuhns are New York law firm partners. Warthen owns New York investment banking firm. Robson is New York attorney. Group also was granted approval to buy WOKO(AM) Albany, N.Y. for \$575,000 (BROADCASTING, March 2). In addition, Robb has 10% interest in WKND(AM) Windsor, Conn., and is principal in applicant for new TV at New Bedford, Mass. (BROADCASTING, March 3, 1980). WBEC is on 1420 khz with 1 kw full time. WBEC-FM is on 105.5 mhz with 630 w and antenna 590 feet above average terrain.

KGLC(AM)-KORS(FM) Miami, Okla. □ Sold by Ottawa County Broadcasting Inc. to Mahaffey Enterprises Inc. for \$700,000. **Seller** is owned by Jeryl L. Smith and wife, Deann D. (44.1% each), Kenneth Lingen (6.8%), David G. Stern (2.8%) and Richard Hary (2.2%). They have no other broadcast interests. **Buyer** is owned by John B. Mahaffey, who also owns KCIJ(AM)

Shreveport, La.; KDSX(AM)-KDSQ(FM) Dennison/Sherman, Tex.; 50% of KICA(AM) Clovis and 50% of KGRT(AM)-KGRD(FM) Las Cruces, both New Mexico. KGLC is on 910 khz with 1 kw full time; KORS is on 100.9 mhz with 3 kw and antenna 265 feet above average terrain.

KOKQ(FM) Seaside, Calif. □ Sold by Monterey Media Inc. to Johnston Broadcasting Inc. for \$531,000. **Seller** is owned by George Franklin (65%), Michael S. Moyse, David E. Lloyd and James Petrucci (11.66% each), who have no other broadcast interests. **Buyer** is owned by Stoddard P. Johnston who also has brought, subject to FCC approval, KRML(AM) Carmel, Calif., for \$500,000 (BROADCASTING, June 15). KOKQ is on 107.1 mhz with 1.1 kw and antenna 570 feet above average terrain.

□ Other approved station sales include: WYOK(AM) Soperton, Ga.; KQDS(AM) Duluth, Minn.; WGVA(AM) Geneva, N.Y.; WYNG(AM) Goldsboro, N.C.; WQZQ(FM) Moyock, N.C.-Chesapeake, Va.; WRDN-AM-FM Durrand, Wis. (see "For the Record," page 77).

Editor's note □ Sales of WKZL(FM) Winston-Salem, N.C., and WBOK(AM) New Orleans, both reported in "Changing Hands" June 22, were brokered, respectively, by Edwin Tornberg & Co. and Milton Q. Ford & Associates.

Mandatory accounting standards proposed for entertainment industries

The Financial Accounting Standards Board has issued a draft proposal that would set mandatory standards of accounting for four entertainment industries: broadcasting, cable, motion pictures and records and music.

The draft proposal, as it now exists, simply extracts guidelines developed by the American Institute of Certified Public Accountants for use by those industries. However, the guidelines as they exist now are not enforceable. If adopted by FASB, they will be.

A spokesman for FASB who worked on the draft indicated there seems to be general compliance with the guidelines except by broadcasters.

The controversial issue in the AICPA guidelines for broadcasters pertains to the manner in which licensing agreements for programming are to be accounted for. AICPA calls on broadcasters to treat such licenses as acquisitions, to record assets and liabilities and to impute interest arising from the receivables and payables for such rights.

Apparently broadcasters generally feel such rights should be accounted for as rental expenses with no recording of assets and liabilities.

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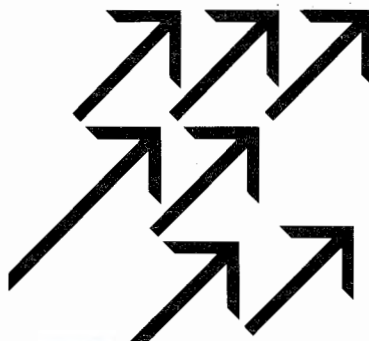
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Directors' strike avoided as they accept contract

Package overwhelmingly approved by union members voting in major cities; striking writers resume talks, with both sides optimistic

A fourth strike in Hollywood's creative community was narrowly averted last week as members of the Directors Guild of America voted to accept a new contract package with major studios and network producers. The entertainment industry, hit during the past year with walk-outs by actors, musicians, and writers, had been gearing up for a first-ever strike by the DGA's 6,300 members. Most motion picture and television production would have been shut down.

According to DGA President George Schaefer, there were "only one or two"

dissenting votes cast among the 21-member DGA board of directors last Monday (June 29) in their recommendation to members that they approve the agreement. Overwhelming approval of the contract took place in Los Angeles, Detroit and Chicago membership meetings on Tuesday, and in New York on Wednesday. The old contract between producers and directors expired at midnight Tuesday (June 30).

On another front, talks between management and striking members of the Writers Guild of America resumed last Tuesday for the first time since intensive bargaining with the DGA began in mid-June. Both sides expressed renewed optimism that a breakthrough in the 12-week-old writers' strike may be forthcoming as a result of the settlement with directors.

The DGA's agreement with producers calls for an across-the-board, three-year, 39% increase in minimum compensation. The current minimum wage for a one-hour program is \$11,000. Under a complex arrangement, directors will receive a

fraction of a cent per subscriber in compensation for pay TV programs distributed to at least three million subscribers (five million for the first two years of the contract). After the show has been on the market for a year, the director will receive 2% of a pay TV program's gross revenues, after producers recover a "money break." The "money break" is calculated at \$1 million for programs up to 30 minutes in length, \$2 million for 31 to 60 minutes, \$3 million for 61 to 90 minutes and \$4 million for 91 minutes to two hours. A DGA spokesman stressed the "money break" does not constitute a chance to recoup an investment unconditionally, and payments may begin before a show becomes profitable. Directors will also receive 2% of gross for videocassettes and disks after 100,000 copies of a specific title are sold. Terms of the DGA agreement with the three commercial networks over minimum salaries for staff directors were not immediately disclosed, but sources said they provide a 27% increase over the next three years. Directors also won an affirmative action package providing an arbitration procedure for cases involving women and minorities.

Members of the negotiating team for the directors said they were pleased with the new contract. Chief negotiator Glen Gumpel said: "We're very happy with the deal that we got. We consider it very positive." MCA Chairman Lew Wasserman, acknowledged as playing a key role in the negotiations, earlier praised members of the DGA bargaining team for their conduct during more than a week of nearly nonstop talks. A DGA national board meeting, originally scheduled for Sunday morning, was postponed until Monday afternoon after negotiations, led by Wasserman for the producers, continued until 4:30 a.m. Sunday.

The deadlock in the negotiations between writers and producers remains pay TV and home video compensation, with the WGA asking for a percentage of revenues after the producer has recovered \$1 million per hour of pay TV programming. In its agreement with independent producers, the WGA will receive 2.75% of those revenues after the producer has recouped \$1 million per hour.

According to representatives of all three commercial networks, the DGA settlement does little to alleviate their anxiety about whether the season will be able to begin Sept. 21 as planned. More than a dozen of the fall season's prime-time programs are produced by independents, already covered by a new WGA contract, but a significant percentage of fall programming is in jeopardy as a result of the current impasse between major producers and writers.

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Ratings Roundup

Ratingwise, the week ended June 28 is one NBC-TV would probably rather forget.

While CBS-TV came through with a prime-time 14.4 rating/29 share and ABC-TV averaged a 13.3/27, NBC sank to a 10.9/22. It was NBC's lowest score since the Democratic convention week last August.

During the week NBC was first on Wednesday, second on Sunday and third for the remaining five nights.

Particularly dismal was NBC's Friday performance when *Harper Valley* (11.3/26), *Sanford* (8.0/17) and a two-hour *Buck Rogers* (6.7/14) meant a 7.7/16.3 for the night. The network also failed to break a 10 rating on Thursday (9.2/19) and Saturday (8.7/19.5).

During the week, CBS won Monday, Friday and Sunday; ABC took Tuesday, Thursday and Saturday, and NBC, Wednesday. The highest nightly score was earned by ABC on Tuesday with *Happy Days*, *Laverne and Shirley*, *Three's Company*, *Too Close for Comfort* and *Hart to Hart*, averaging a 17.6/33.2. NBC's Friday had the lowest score.

It was another week of summer reruns, this time with only eight originals out of a three-network lineup of 66 shows. Among the originals were two documentaries. ABC News fared well with its *Closeup: When Crime Pays* hour (14.9/30) on Thursday. That same night, however, NBC rated poorly with its 90-minute *White Paper: When America Works America Works* (7.4/14).

Among the week's first-run shows, highest-rated was the ABC *Closeup*, coming in at position 26. And half of the originals fell in the last 10 positions: CBS's *Flo* and NBC's *Funtastic Hanna-Barbera Arena Show* special, *Sanford* and *White Paper*.

The First 20

1	<i>M*A*S*H</i> (R)	CBS	20.2/37
2	<i>Trapper John, M.D.</i> (R)	CBS	20.0/37
3	<i>Three's Company</i> (R)	ABC	19.8/36
4	<i>House Calls</i> (R)	CBS	19.8/35
5	<i>Too Close for Comfort</i> (R)	ABC	18.8/34
6	<i>The Jeffersons</i> (R)	CBS	18.7/34
7	<i>Dukes of Hazzard</i> (R)	CBS	18.6/38
8	<i>Alice</i> (R)	CBS	18.0/34
9	<i>Facts of Life</i> (R)	NBC	17.8/33
10	<i>Hart to Hart</i> (R)	ABC	17.7/32
11	<i>CHiPs</i> (R)	NBC	17.6/37
12	<i>Diff'rent Strokes</i> (R)	NBC	16.8/33
13	<i>Lou Grant</i> (R)	CBS	16.8/30
14	<i>Knots Landing</i> (R)	CBS	16.6/33
15	<i>Laverne & Shirley</i> (R)	ABC	16.4/33
16	<i>Taxi</i> (R)	ABC	16.4/31
17	<i>Magnum, P.I.</i> (R)	CBS	16.3/31
18	<i>Barney Miller</i> (R)	ABC	16.2/31
19	<i>Bosom Buddies</i> (R)	ABC	16.0/33
20	<i>Fantasy Island</i> (R)	ABC	16.0/33

The Final Five

62	<i>Sanford</i>	NBC	8.0/17
63	<i>BJ and the Bear</i> (R)	NBC	7.6/17
64	<i>NBC White Paper: When America Works America Works</i>	NBC	7.4/14
65	<i>Roots: The Next Generations</i> (mini-series) (R)	ABC	6.9/15
66	<i>Buck Rogers</i> (two-hour) (R)	NBC	6.7/14

(R) indicates repeat

USA Network sets additions to fill 24-hour schedule

Sports and 'Wall Street Journal' shows will be added to programming slate in October when service expands to around the clock

Manhattan's Market Diner, an all-night eatery where someone is always having breakfast, provided the backdrop for USA Network's announcement of its plan to start serving customers around the clock as well.

Starting in October, the program expan-

sion will be coupled with the debut of several new series—*Scholastic Sports Academy*, *The Wall Street Journal Late News*, along with the previously announced *Better Homes and Gardens Idea Notebook* (BROADCASTING, June 8), and *Alive and Well* (BROADCASTING, Feb. 23).

Explaining the rationale behind the expansion, USA President Kay Koplovitz said cable systems affiliated with the basic cable network had expressed their interest in having 24-hour service from program suppliers. Koplovitz said that such service also provides the "best utilization of transponder space for a network."

Separately, USA noted that C-SPAN coverage of the House of Representatives, which has been carried on USA since its inception, will be moving to its own trans-

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ponder with the launch of an RCA satellite in October of 1982. USA then will move to fill the eight hours C-SPAN has been occupying with additional programming to maintain 24-hour service.

Scholastic Sports Academy is to be a weekend instructional program for children aged 6 to 14, designed to teach youngsters how to play various sports. It will be a co-production of USA and the Scholastic Productions division of Scholastic Inc. (publisher of *Scholastic Magazine* and *Coach*), with Scholastic working in conjunction with CCR Productions.

The Wall Street Journal Late News will be seen in two-minute segments in three evening and late-night slots Monday to Friday, and will focus on daily business and economic developments. Produced by *Journal* publisher Dow Jones, which has made no secret of working on this and similar cable projects, (BROADCASTING,

June 1), the series has picked up partial sponsorship from Toyota for 26 weeks, through Dancer, Fitzgerald Sample.

Doyle Dane Bernbach is connected with *Idea Notebook* as a co-producer, through its Storyteller's Inc. subsidiary. Other co-producers are to be Meredith Video Publishing, and Line One Productions, all in association with Caravatt Communications. The half-hour program is to focus on the home decorating and improvement areas covered by Meredith's *Better Homes and Gardens*, with Sherwin Williams, the paint company, a major sponsor of the 13-week series.

With the focus during the announcement on the expansion of the network's blocks of women's and children's programming, plus the *Journal* newscast, Koplovitz repeated USA's commitment to sports, saying "live, prime time sports remain the basic building block of the network and will remain so in the future."

ARTS update

Granath is generally pleased with progress of ABC's new video programing venture

The low profile may be misleading. "ARTS is alive and well," says Herb Granath, who makes every effort to assure a listener that the performing arts cable service and ABC's other plans in the cable field are very much a part of the corporation's future. Sitting down to update BROADCASTING on the status of ARTS and the other cable projects he oversees as vice president in charge of ABC Video Enterprises, Granath said one of the topics on his mind was the impression some visitors to the National Cable Television Association convention had that ABC was missing from the action.

"We did not have high visibility at the NCTA," Granath concedes, although he ties that to two decisions: one that the BETA service to be offered through a joint venture with Hearst Corp. is still too undeveloped to have warranted a push at the convention; and second, the decision to let Warner Amex Satellite Entertainment Co. handle the marketing of ARTS in partnership with ABC. Granath notes that the WASEC booth was planned even before ARTS started its cablecasts, and professes to be quite happy with the "tangible positive evidence of the acceptance of the [ARTS] programing" that he finds in the growth of the Nickelodeon channel on which ARTS is carried, up now to 1,178 systems with 4.6 million potential subscribers, from 700 and 3.5 million when ARTS started in April.

Is Granath happy with the degree to which the WASEC marketing staff has been promoting ARTS within the Nickelodeon package? "No," he admits, though adding "but at the same time I'm practical enough to realize that it's in our best interest in the early going to establish a subscriber and a system base that would be a significant one." Nickelodeon, with its Satcom I transponder, permits ARTS to do that, and for "the foreseeable future" ARTS will be on Nickelodeon and Granath will be content to let "Warner call the shots" as far as marketing is concerned. "We're still the new kids on the block." Once subscribers and cable operators have had a chance to see ARTS, Granath

Monitor

Joint venturing. RCA Corp. and Columbia Pictures Industries are teaming up for home-video marketing effort worldwide (excluding U.S. and Canada). Organization, with offices planned "in principal countries," will sell TV and theater product to home video. Columbia library will provide programing base; venture also will handle RCA Records' video music and SelectaVision programs, among others.

The pay's the thing. College Football Association, representing 62 schools, has passed resolution reserving right "to determine the best use" of "broadcast, telecast and cablecast" rights to their games, and has instructed board to come up with plan for TV and cable. CFA move is being interpreted as threat to National Collegiate Athletic Association, that now represents CFA and, at least, signal that NCAA should come up with better financial package. According to Chuck Neinas, executive director of Leawood, Kan.-based CFA, organization has received 48.5% of \$89 million paid to NCAA members for past three years of TV football. In terms of "constituency and marketability" of CFA members, Neinas said, CFA estimates it represents 75-80% of college football as "salable commodity." NCAA is to begin negotiating new network pacts for 1982 and 1983 shortly.

In the marketplace. ... With more than \$8 million gross claimed in 90 days, ITC Entertainment is calling March 1-May 31 "best in the company's history in foreign sales." Sales ranged from *The Two of Us* series, bought by Canada's CBC, to Mexico buy of *Muppet Show* reruns ... New first-run weekly sports series, *Weekend Heroes*, is being offered by Gold Key Media to interested TV stations. Advertiser-supported talk show will be hosted by Paul Hornung and Jayne Kennedy and produced by Woodman Productions of Hollywood ... *This Week on Wall Street*, new half-hour weekly stock market summary, hosted by Bill Mason and Dave Holt, is being offered to cable systems by CBN Satellite Network. Series is produced by TL Communications, Ktwr Inc., and Custom Network Developers ...

Continuing partnership. "Eighth Decade Consortium," five ABC-TV affiliates that last year pooled reporting and financial resources for prime-time special, *What Does Your Mom Do?*, will return Sept. 8 with *Fed Up with Fear*, focusing on crime-control efforts. Stations involved are KSTP-TV Minneapolis-St. Paul; KOMO-TV Seattle; WCVB-TV Boston; WJLA-TV Washington, and WRAL-TV Raleigh-Durham, N.C. Chairman of project is John F. Behnke, president and chief operating officer, Fisher Broadcasting's KOMO-TV.

Batchelor leaves. ABC-TV has confirmed that its West Coast entertainment reporter, Ruth Batchelor, will not be returning to weekday *Good Morning America* show. Her departure, which came at end of six-month contract that lapsed last week, was "by mutual agreement," according to network spokesman. No immediate replacement for Batchelor was announced.

In family. Steven Ford, son of former President Gerald and Betty Ford, has announced plans to pursue full-time acting career and has signed to appear as regular cast member in CBS-TV's daytime drama, *The Young and the Restless*. His first appearance on series is this week.



Granath

believes, the service will "create its own image."

On the subscriber level, Granath says he's very happy, noting that WASEC reports "extremely positive" mail response coming into systems. The ABC Video chief also claims "universally positive" reviews from critics, at a time when "it's difficult to get reviews of cable programming."

At the moment, Granath has no firm indication of how many people are actually watching ARTS—though that's something that can be said about many cable services. ABC will, however, begin its own audience surveys in about eight weeks, according to Granath, and the Qube technology of Warner Amex systems may well be employed in some part of that effort.

Regarding the response from cable operators who carry Nickelodeon, Granath acknowledges that there have been "objections" which he says center on promotion of the services—ABC doesn't provide payments to the operators to aid their local promotion efforts. That, according to Granath, reflects an ABC decision that is tied to WASEC's approach to marketing the total Nickelodeon package.

At the same time, Granath isn't unaware of the perception in some sectors of the cable industry that Granath's operation is a child of a company hostile to cable. That perception, he maintains, is mistaken. "There's a distinction between ABC's management and ABC Television," Granath insists; the Television unit "is one division, with its own views... as we [Video Enterprises] have our own views. Elton Rule, as president [of the corporation] and Leonard Goldenson, as chairman, are just as much interested and confident in our operation as in ABC Television. Jim Duffy [president of the television network] doesn't speak for the corporation."

Discussing the response ARTS has received from ABC's top management, Granath says "this division is extremely visible at this point within the corporation." ARTS, he claims, "is Leonard Goldenson's pet project." Reflecting on the chairman's efforts to build ABC "when he shouldn't have been able to," Granath says "he wants to make sure we'll be positioned for the next several decades." Goldenson, according to Granath, "is our biggest supporter and cheerleader," while Video Enterprises also gets "first rate support" from Fred Pierce, executive vice president of ABC Inc.

One area where ARTS hasn't achieved its goals to date is in finding the corporate "underwriters" who were to sponsor the service. Granath ties that to the fact that in the initial period, sponsor identifications were to be limited to billboards, to ease the transition from the commercial-free Nickelodeon programs. Potential advertisers, however, didn't see "a perceived value" in ARTS billboards, Granath concedes. He says that within a week or two, one underwriter may be announced, with six more prospects lined up. The type of commercial slated to begin airing later this month will run about one minute, though

once the underwriters feel comfortable with a longer format, Granath expects spots to run up to three minutes. "Hard sell" approaches will be forbidden. Granath stresses that the underwriting isn't individual program sponsorships, underwriters would be identified with the entire ARTS package.

The second cable service ABC plans, Beta, ran into some difficulties as well. The first order of business named when the service was announced in January, was to find a president. That process, with the selection of Jim Perkins, was only just concluded. The reason for the delay, according to Granath, was that the partners were searching for a woman who met their various criteria to head this service that is to be directed toward women. One woman candi-

date they approached turned them down; several other potential candidates they decided not to pursue. The result was they had to "rethink" the initial preference for a woman president of Hearst/ABC Video Enterprises. Beta is consequently behind schedule, but Granath believes they still have a shot at meeting the Jan. 4 target date.

Where ABC Video Enterprises has had better luck is in structuring some of the peripheral deals for ARTS. Taking partnership positions in several Broadway productions, Granath has seen one, "Amadeus," just capture five coveted Tony awards. Granath took several ARTS properties to the recent MIP programming show in Cannes, and has logged sales with "a number of European networks" interested



Hosting the ARTS

According to ABC Video Enterprises chief Herb Granath, one aspect of ARTS programming that viewers seem to particularly appreciate is the "wrap-around" introductory and continuity segments that feature on-location footage of a different guest host for each of the "theme weeks" into which the ARTS material is organized. That's just the kind of reaction ARTS producer/writer Curtis Davis has been trying to achieve. "The [host's] function" according to Davis, is "to focus the audience, to provide a familiar, friendly face to help them greet the material."

Actor George Kennedy, a familiar face, draws praise from both Granath and Davis for his appearance as host of ARTS's "There'll Always Be An England" week. Says Davis, "George Kennedy in London, talking to a sculptor restoring Westminster cathedral, asks the same questions, has the same curiosities" that he imagines are on the mind of the typical viewer. "We want to make our material accessible to everybody with a capacity for an interest in it," something Davis feels wouldn't be achieved by bringing in "a top figure in a particular area" that would put viewers off, instead.

Davis has just completed the second week's worth of wrap material shot in New York, the first with young opera star Ashley Putnam, the second with black actor Earle Hyman. (A third week of U.S. location shooting with Jack Palance, will commence shortly.) Davis finds American crews "more accustomed to lightweight, quick location setups—we get more done" than was the case with the initial productions in Europe. At the same time, Davis stresses "we're not producing with a quick kind of 'shoot from the hip' approach... we're shooting for the same production values as are in the programs."

For the future, Davis sees some mix of location and studio work on the wrap materials, to keep things from getting too "predictable."



George Kennedy



Anne Baxter



Pierre Salinger



Olivia De Havilland

in American artistic offerings. And he intends "to take a heavier portfolio to Vidcom. (Vidcom is an international marketplace for home video and other programming, scheduled for this October in Cannes, France.)

For the time being, Granath says a good part of his time is consumed by planning for the future services ABC has on its drawing board. He's playing those cards "close to the vest," maintaining that "hype" about them now might cause more harm than good.

However, some hints could be found in Goldenson's own recent comments to ABC shareholders (BROADCASTING, May 25). The chairman talked then about the efforts of the company's publishing unit to develop material for data-based services. Granath himself speaks hypothetically about such services, noting that all ABC developments in video would come under his purview. Reflecting some of Goldenson's remarks, Granath says that even in data-based efforts, "programming will be what drives the service."

The future aside, looking back on his works so far, Granath finds it all "a sobering experience," joking that "it just proves that whatever you do it takes twice as long and costs twice as much as you thought."

PlayBack

Beautiful satellite music. Satellite Music Network, to start on cable systems in late August (BROADCASTING, April 13), will include Bonneville Broadcast Consultants' beautiful music format. It was announced Bonneville's format will join two others, pop adult and contemporary country, developed by SMN co-partner Kent Burkhart. John E. Patton, vice president and general manager of Bonneville, believes his client list will "expand to 200 as quickly as receiving dishes become available and to 300 within the next year after that." List is currently about 100.

Chatting with superstars. Contemporary recording stars Paul Anka, Hall & Oates and Barry Manilow will be featured this summer on three 20-part *Between the Lines* weekend specials on CBS Radio network. During weekend of July 18-19, 20 four-minute segments will spotlight Anka in conversation with host Peter Bekker. Hall & Oates will be presented Aug. 8-9 and Manilow, Aug. 22-23.

Oldest new affiliate. KDKA(AM) Pittsburgh, country's first regularly licensed commercial radio station, for years without network affiliation, will join NBC Radio Aug. 9.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *All Those Years Ago* by George Harrison on Dark Horse; (2) *Bette Davis Eyes* by Kim Carnes on EMI/America; (3) *The One That You Love* by Air Supply on Arista; (4) *I Don't Need You* by Kenny Rogers on Liberty; (5) *The Greatest American Hero* by Joey Scarbury on Elektra. The top five in **country radio airplay**: (1) *I Was Country When Country Wasn't Cool* by Barbara Mandrell on MCA; (2) *Feels So Right* by Alabama on RCA; (3) *Loving Her Was Easier* by Tompall & the Glaser Brothers on Elektra; (4) *Surround Me With Love* by Charly McClain on Epic; (5) *Prisoner Of Hope* by Johnny Lee on Full Moon/Asylum.

Technology

Times Fiber unveils fiber optics system

New computer-controlled design is said to remove threat of converter theft and aid signal quality in wiring high-rise buildings in urban areas

Promising to solve the problems of wiring high-density urban areas for cable, at a cost per subscriber comparable to that of standard addressable technology, Times Fiber Communications (the cable equipment subsidiary of Insilco Corp.) last week made its public introduction of a new computer-controlled fiber optics system. The company said that it already had showed the system privately to a number of major MSO's, and claimed to have been "overwhelmed by the response."

It is called a "mini-hub" system. The key to its development is an adaptation of the fiber manufacturing process that, as described by the company's Dr. Douglas Pinnow, permits dramatic reductions in the cost of the other components that make up a fiber optics transmission system—the light source, light detection devices and the connectors joining the cable. By making fiber cable with a core diameter four times larger than standard fiber (which increases the cross sectional

area of the fiber core 16 times) Pinnow said the price of connectors, for example, could drop from \$100 to \$1 each, because splicing becomes less critical, while increase in light transmission allows the use of \$5 LED's (light emitting diodes) in place of \$4,000 lasers. The larger fibers can be run 2,500 feet without repeaters.

Times Fiber's pitch to cable operators is that by using an economical fiber optics delivery system, individual set-top converters in a multiple dwelling can be replaced with inexpensive keypads that "talk" to microprocessor circuits that can be centrally located in a secured area of the building. Those microprocessors then allow one channel of programming at a time to pass to the subscriber's television set from the cable system's trunk cable, through the fiber optics link. Only services for which the subscriber is authorized will be permitted to be called up by the keypad.

The principal advantages to the system operator are said to be the elimination of thefts of expensive converters, elimination of signal degradation due to interference induced in the long vertical rises of ordinary coaxial cable that would otherwise be used in high-rises, and reduction in the potential for theft of service.

Subsidiary benefits include not having to gain access to the subscriber's dwelling to make converter adjustments, such as changes in addressable codes. The "in-

telligent" mini-hub can be controlled remotely from the headend of the cable system, and, being fully addressable, can engage or disconnect service, change service availability, etc.

Discussing the market potential of the "mini-hub" system, Times Fiber Chairman Lawrence DeGeorge estimated that it would cost cable operators \$5 billion to reach the high-rise dwellers in 16 major markets where cable franchises will be awarded in the next few years. Declining to project his market share, DeGeorge noted that to get even 10% of that \$5 billion would generate an "astronomical" sum of money.

While DeGeorge at first suggested the new system is "proprietary" to Times Fiber, he later explained that meant although the system is not patented, it would take any potential competitor a substantial time to gear up to manufacture large-core cable—a period he put at between 18 months and 3 years.

Times Fiber expects to produce sufficient equipment to serve 100,000 cable subscribers next year. (Each mini-hub can service 24, but they're infinitely "stackable.") DeGeorge said he could sell out that production run tomorrow, priced between \$250 and \$435 per subscriber, based on the response he's gotten from one or two customers, but that the company will hold off on any sales, waiting to "judiciously place" its inventory instead.

Transponder turnover

Wold buys spot from Warner and, in turn, subleases time to HTN and SelectTV Programing

Wold Communications has been unusually active in the satellite transponder marketplace. It announced last week that it had acquired a full-time transponder from Warner Amex Satellite Entertainment Corp. and subleased substantial blocks of transponder time to Home Theater Network, a cable programmer, and SelectTV Programing Inc., an STV and MDS programmer.

The most important deal was the acquisition of the WASEC transponder on Comstar I. Gary Worth, president of Wold Communications, said the transponder came under Wold's control last Wednesday. It will be used primarily for handling regular newsfeeds out of Washington, he said, for Spanish International Network, Cox Broadcasting and Fisher Broadcasting and others. It also will be used, he said, to beam the programing of the major broadcasting networks to their affiliates in Hawaii and by occasional-use customers.

Worth said the contract with Warner runs through the spring of 1982 and that Wold has some options to renew. He refused to discuss financial aspects of the deal.

Although RCA Americom originally assigned Warner Amex a transponder on Comstar II, the assignment was switched to Comstar I, transponder 11-H, in late June. AT&T, from which RCA Americom leases a number of Comstar transponders, co-located Comstar I and Comstar II at the same orbital slot, 95 degrees. Half of the transponders on each satellite (12 of 24) were then turned so that the life of both would be extended and the two function, in effect, as one.

Home Theater Network is subleased from Wold six hours a day (8 p.m. to 2 a.m. NYT) on Westar III, transponder 7. HTN, which provides pay movies to 130,000 subscribers on 175 systems, plans to use the satellite time to continue the expanded programing it began last April on transponder 21 of Satcom I.

The Satcom transponder is owned by the now-defunct pay venture, Premiere, which has placed it on the trading block for about \$12 million (BROADCASTING, June 29), but HTN holds a long-term lease for approximately three hours per day during prime time. HTN leased additional hours from Premiere on April 1, 1981, and expanded its programing to six hours a day. When Premiere put the transponder rights up for sale, however, it forced HTN to relinquish the additional hours.

HTN President Peter Kendrick said last week that beginning July 1 HTN would transmit its nightly movie at 8 p.m. NYT on both Satcom I and Westar III and repeat it for West Coast affiliates and late-night viewers in the East at 11 p.m. NYT on Westar III. The extra time before, between and after the movies on Westar III will be filled with travelogues, programing HTN experimented with when it had the

six hours on Satcom I, Kendrick said.

The announcement that HTN had purchased the time on Westar III led to speculation that Westinghouse Broadcasting, which bought control of HTN last year, might buy the transponder from Premiere, move HTN to Westar and use the entire Satcom I transponder for the initial cable offering of Group W Satellite Communications.

But Kendrick and Marvin Shapiro, the Westinghouse executive who is chairman of HTN, say such speculation is unfounded. Both admit that HTN and Westinghouse have been negotiating to buy the transponder rights from Premiere, but they stress that there are no plans to move HTN from the transponder. As a matter of fact, Shapiro said, since most HTN affiliates have only one earth station oriented toward Satcom I, HTN has to stay on that bird. "The hard-core, bottom-line point is you can't get off Satcom," he said.

The only reason HTN bought the Wold time, Shapiro said, is to continue the expanded service, initiated when the Satcom hours were temporarily expanded, for those affiliates that have Westar III earth stations.

Wold's deal with SelectTV is a formalization of SelectTV's takeover of a transponder Wold had leased to Golden West Broadcasters, according to Worth. Golden West had signed for satellite time from Wold to transmit programing to its STV operations, but after deciding to get out of the STV programing business, it turned over its transponder to SelectTV.

The deal announced last week picks up where the Wold deal with Golden West left off. SelectTV will be technically using Golden West's transponder time until Sept. 1, 1981, when its deal with Wold takes effect.

According to Wold, it has agreed to make available to SelectTV 8.5 hours of time Monday through Friday and 14.5 hours on Saturday and Sunday so that SelectTV can feed 10 STV and five MDS across the country.

Cox orders dishes for TV stations

Group owner orders five S-A earth stations for programing, commercials and D.C. news at \$100,000 a piece

Cox Broadcasting has made a major commitment to add satellite capability to its five television stations, ordering earth stations for each from Scientific-Atlanta. The seven- and 10-meter dishes in the order will be equipped with the high-speed motor drive systems S-A introduced at the National Association of Broadcasters convention last April, allowing the antennas to be repositioned to receive signals from different satellites. No price was put on the order, but the going rate for such equipment, with installation costs included, runs about \$100,000 per each receivable earth station.

According to Cox vice president of broadcast operations, Michael Kievman, the group is currently looking at three principal uses for the dishes: reception of syndicated programing, such as Paramount's *Entertainment Tonight*, which four Cox stations will carry; participation in the Blairsat system for satellite distribution of commercials, and reception of feeds from Cox's Washington news bureau (from which signals are uplinked via Robert Wold Co. facilities). Kievman said uplinking from some of the Cox markets is in the future, and that the five dishes on order, though they won't come with uplink capability, will be upgraded eventually for that purpose.

Scientific-Atlanta said the earth stations can be programed to automatically access various satellites, with the switch being executed "in a matter of a few seconds."

Slated to receive the dishes are WSB-TV Atlanta; WSOC-TV Charlotte, N.C.; WHIO-TV Dayton, Ohio; WHC-TV Pittsburgh and KTVU-TV San Francisco.

InSync

No solution. Bottom line on London talks between AT&T and Prestel on establishment of worldwide videotext standard: British and AT&T presentation level protocols are incompatible and will remain that way; alternative means of achieving accessibility between North American and European data bases "still need to be investigated." Alternatives, according to Sam Berkman of AT&T, include transcoding of data bases or building terminals that can provide accessibility to more than one type of standard. Prestel spokesman said parties will meet again in London later this month.

Links of glass. Broadcasters can take advantage of benefits of fiber optics technology. Artel Communications Corp., Worcester, Mass., has introduced fiber system that transmits video or audio over three kilometers without need for repeaters or equalizers. According to Artel, SL-2000 system can be used for any fixed broadcast link: between studio and transmitter, between buildings or between satellite downlink or microwave tower and studio. SL-2000 is equipped for self-monitoring and testing, and can operate with most standard fiber optics cable. Artel has named Professional Products Inc., Bethesda, Md., as distributor of fiber optics transmission systems in Washington, Maryland and Virginia.

Century, Marion marry. Century III, Mission Viejo, Calif.-based manufacturer of CATV equipment, has acquired Marion Electronics, Salem, Ore., manufacturer of printed circuit boards for CATV and computer industries. Marion will remain in Salem and operate independently. Financial details of acquisition were not disclosed.

Where Things Stand

Continued from page 16

currently under consideration in number of states including Massachusetts.

□

Teletext/videotext. Common standard for videotext (via cable) and teletext (via air), worked out by proponents of three competing systems, was announced at Videotex '81 trade show in Toronto last May (BROADCASTING, May 25). Standard, combining technology of French Antiope system, Canadian Telidon system and AT&T system, will probably become de facto North American videotext standard, and could become, if it gets nod from FCC, national teletext standard. In hopes of establishing world standard, proponents of British Prestel system, which is not wholly compatible with North American standard, met in London with AT&T representatives to begin discussions on possibility of making European videotext standard, established in May by the Conference of European Postal and Telegraph Authorities and based on Prestel and Antiope systems, completely compatible with North American standard. In so doing, British would insure themselves some piece of North American market. CBS, which filed for Antiope teletext standard last summer and was involved in negotiations leading up to common standard, has agreed to revise its filing to reflect common standard.

Telidon Videotex Systems, U.S. marketing agent of Canadian Telidon system, is expected to file its version of common teletext standard shortly. Comments on FCC filing for teletext standard based on British technology were received last month (BROADCASTING, June 15).

□

TV allocations. FCC approved VHF drop-ins for four markets—Salt Lake City (ch. 13), Charleston, W.Va. (ch. 11), Knoxville, Tenn. (ch. 8) and Johnstown, Pa. (ch. 8)—and proposed creation of 139 more (BROADCASTING, Sept. 15 and Sept. 22, 1980). As of June 22, no applications had been filed for either drop-in at Charleston or Johnstown. Eight applicants have filed for Salt Lake City slot (BROADCASTING, June 8) and 13 for Knoxville.

□

TV cameras in Senate. Senate Majority Leader Howard Baker (R-Tenn.) opened 97th Congress with resolution (S. Res. 20) to allow televising of daily Senate proceedings (BROADCASTING, Jan. 12). Senate Rules Committee staff submitted preliminary report to committee stating that televising is technically more feasible now than it was in 1975 (BROADCASTING, March 9). Committee held hearings on S. Res. 20 (BROADCASTING, April 13, May 11) and plans markup session sometime in July.

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). In 1979 it set up new task force to work toward UHF comparability, and made plans to spend up to \$610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report, released year ago, sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10, 1980). Subsequent report, "Comparability for UHF Television," released last September, concludes that although UHF is running poor second to VHF disadvantages suffered by UHF service could be drastically reduced if viewers installed proper antenna systems (BROADCASTING, Sept. 22, 1980). In comments broadcasters and equipment manufacturers have taken issue with that conclusion. Commission has initiated further notice of inquiry and notice of proposed rulemaking on some of concerns raised in report and looks toward revising some technical rules regarding UHF television. Task force released two more reports two weeks ago—although neither has been placed in commission's proceeding—dealing with preamplifier effect on reception and analysis of field data obtained from sample of antenna systems.

□

WARC. White House is expected to send to Senate for ratification this year treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva in December 1979. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 khz, short-wave frequencies were increased by about 500 khz, and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. took footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979).

□

Writers strike. Writers Guild of America struck television and film production companies and television networks on April 10 (BROADCASTING, April 20). Negotiations have continued on and off with major producers but no agreement has been reached with them. Major issue centers on payment for pay TV. Writers voted in late May to accept offer of independent producers, which, in pay TV, calls for writers gaining 2.75% of gross after producer recoups \$1 million for each hour of programming (BROADCASTING, June 1). Major producers had offered 1.5% of gross.

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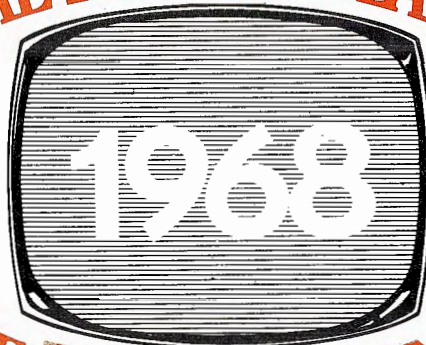
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THE FIRST 50 YEARS



OF BROADCASTING

The tumultuous events of 1968—assassinations, elections, race riots, antiwar demonstrations—presented stern tests for broadcast journalism.

One eventful period for broadcasting started on the night of March 31 when President Lyndon B. Johnson went on all networks with a surprising announcement that he would neither seek nor accept nomination to another term. Johnson said his presence as a candidate would accentuate the divisiveness and partisanship he saw rending the country. Less than 14 hours later, in an unexpected visit to the National Association of Broadcasters convention in Chicago, LBJ reminded broadcasters of the “enormous power” in their hands and urged them to clarify rather than confuse issues of the day.

Just four days later, broadcast journalists had occasion to remember Johnson’s advice to the NAB convention. On April 4 Martin Luther King was assassinated, and riots broke out across the country. Broadcast reporting culminated with seven and a half hours of all-network coverage of King’s funeral—at an out-of-pocket cost of \$1.3 million and loss of \$5.65 million in pre-empted commercials.

BROADCASTING commented: “The extent and diversity of the journalistic challenges that have confronted broadcasters in the past fortnight are probably unmatched by those of any other two-week period in radio and television history. The President’s unexpected announcement of his decision to retire, the convulsive shifts in political strategies that followed . . . the assassination of a great Negro leader, outbreaks of looting and arson in cities across the land—any of those developments was by itself a news story of towering importance. Bunched as they were within so short a time, they made unprecedented demands upon journalistic resources of the media. . . . The severest test of journalistic skills and editorial judgment came, of course, with the death of Martin Luther King Jr. Mishandled, the coverage could have triggered far more violent outbursts than those that did occur. . . . But everywhere the broadcast journalists acted with professional restraint, without avoiding the responsibility to cover the news

Turmoil in the U.S. included the April assassination of Martin Luther King Jr. by James Earl Ray and the June slaying of Robert F. Kennedy by Sirhan Beshara Sirhan. Racial riots and antiwar demonstrations were also dark pages in 1968’s history. Abroad, the U.S.S. Pueblo and its 83-man crew were seized Jan. 23 by North Koreans in the Sea of Japan and held until Dec. 22. In May, a strike of 10 million workers paralyzed France, but DeGaulle saved the regime with broad social reforms. In August, the Soviet Union and other Warsaw Pact nations invaded Czechoslovakia to crush Alexander Dubcek’s liberal government. At yearend, America looked forward to new White House leadership under Richard M. Nixon and Spiro T. Agnew, victors in the elections over Hubert H. Humphrey and Edmund S. Muskie as well as third party candidate, George Wallace. And in

BROADCASTING . . .

as it was happening.”

The next major broadcast challenge came with the shooting of Senator Robert Kennedy (D-N.Y.) on June 5 after his victory in the California presidential primary. It prompted the most intensive radio-TV coverage since the assassination of his brother, President John Kennedy, in November 1963.

Coverage began with news of the shooting on June 5, and his death the following day, and continued as his body was flown to New York to lie in state at St. Patrick’s Cathedral, then taken by train to Washington and by funeral cortege through the capital to burial in Arlington National Cemetery.

In addition, the networks aired special programs on Sunday, June 9, a day of national mourning declared by President Johnson. The June 5-9 coverage cost the networks

\$20 million, including loss of advertising and the cost of operations.

In response to these bloody events, President Johnson created a Commission on the Causes and Prevention of Violence, headed by Milton Eisenhower—educator, government official and brother of the former President. The commission was directed by the President to answer the question: “Are the seeds of violence nurtured through the public’s airwaves, the screens of neighborhood theaters, the news media and other forms of communications that reach the family and reach the young?”

The networks pledged cooperation with the task force. CBS took immediate steps to de-emphasize violence in its programming by asking story editors to minimize violence and to find other ways to hold audience attention. NBC said that it had established policies to guard against the gratuitous presentation of violence in entertainment programs but that it would continue to report and analyze news in much the same way as it had since “all developments on which public information [depends] is vital in a democracy, and we regard such coverage as an important part of our obligation.”

Television coverage of the war in Vietnam had been rankling Lyndon Johnson. As the Viet Cong Tet offensive, begun Jan. 30, intensified, the networks gave more time to reports from



President Johnson as he addressed the NAB convention in Chicago. Behind him on the platform (left to right): Vincent T. Wasilewski, NAB president; Lowell Thomas, veteran newscaster and winner of NAB Distinguished Service Award; Dr. Norman Vincent Peale, who introduced Mr.

Thomas; Grover Cobb (hidden by President), chairman of NAB; John A. Schneider, president, CBS/Broadcast Group, and Thomas Murphy, president, Capital Cities Broadcasting.

—Broadcasting, April 8

the field. CBS aired a 15-minute special, *Saigon Under Fire*, and NBC broadcast a 90-minute special, *What Are We Doing in Vietnam?* Walter Cronkite, after visiting Vietnam, in January, stunned many with his suggestion that negotiations with the Viet Cong and the North Vietnamese might be the only rational way out of the U.S. involvement in Southeast Asia.

Reuven Frank, executive vice president at NBC News, commented: "Walter Cronkite, who intentionally avoids commenting on the news, broke the mold with

his observations on a special program. That probably surprised some viewers, but television has been presenting such comment for quite a while. Broadcast news has commented on the war, and many attitudes have emerged. What's happened is that there's been an increase in interest in Vietnam on the receiving end—among the viewers."

The controversy about the war continued. Howard K. Smith, ABC correspondent, suggested in March that the U.S. escalate the war "on an overwhelming

scale ... declare a state of national emergency ... mobilize not a few more thousand men, but three or four hundred thousand."

In the hot political year of 1968, ABC-TV broke with tradition in the coverage of party conventions. At the Republican convention, first of the two, in Miami Beach, CBS-TV and NBC presented the conventional gavel-to-gavel coverage. ABC-TV experimentally broadcast 90 minutes of highlights each night with Gore Vidal and William Buckley as poles-apart commentators. ABC's experiment, engendered by a reduced news budget, gave the network a rating advantage over its competitors for the first two days of convention coverage, as well as a considerable savings in expense. To cover both the GOP and Democratic conventions, ABC's estimated expense was under \$2 million, while CBS's was about \$10 million, and NBC's about \$12 million.

The real test of convention coverage came at the Democratic convention in Chicago, where massive antiwar demonstrations distracted attention from the convention hall. Anticipating trouble, Mayor Richard Daley had restricted television access. Few cameras were allowed on the convention floor. At the scenes of demonstrations in Grant and Lincoln Parks, Daley's police kept mobile television units from the action. CBS News President Richard Salant decried "the most flagrant and comprehensive efforts at news manipulation that we've ever met."

Salant had a point. Apart from police interference with broadcast coverage of the demonstrations in the streets, the convention arrangements committee limited each network to one mobile camera on the floor of the convention and kept most reporters off the floor. About 1,100 reporters had to share 45 floor passes.

CBS-TV's Mike Wallace was arrested and forcibly removed from the floor of the



Five days after he took over as president of the American Advertising Federation, Howard H. Bell (center) was playing host to advertisers and agencies at AAF's Washington conference on government relations. Bell in late January resigned as director of the National Association of Broadcasters Code Authority (at \$40,000 per year) to be AAF president (at \$50,000 per year). In photo with Bell at conference: Peter Allport (left), president of the Association of National Advertisers, and John Crichton, president of the American Association of Advertising Agencies.

—Broadcasting, Feb. 12

convention, and other reporters complained of harassment by security forces. Outside the convention, Daley's police roughed up newsmen covering the demonstrators. With about 25 reporters injured, Mayor Daley ascribed the casualties to police inability to differentiate between the broadcasters and the demonstrators: "One must realize that in many instances ... they [broadcast reporters] never identify themselves," Daley said. "They're in the crowd and many of them are hippies themselves in television and radio and everything else. They are a part of the movement and some of them are revolutionaries and they want these things to happen."

Covering the Democratic convention became so chaotic that CBS President Frank Stanton sent a telegram to John Bailey, chairman of the Democratic National Committee: "... Public confidence in our basic political processes is wholly dependent on full disclosure of all events surrounding them. Newsmen of all media must be free of threat, harassment and assault in carrying out their duty to inform the American people. This has not been the case during the Democratic national convention. ... Strong-arm tactics totally alien to the American tradition and law have been used repeatedly to prevent reporters from doing their job. All manner of obstacles have been put in the way of getting newsworthy information on the air and in print. ... The nation is being short-changed at home and abroad; it is being deprived of news and our country is being victimized by an ugly picture of our democracy at work."

Nevertheless, the political process continued. The Democrats nominated Hubert Humphrey to face Richard Nixon. There was action in the Congress to suspend Section 315 of the Communications Act, the equal-time provision, so that principal candidates could debate on the air without exposing broadcasting to use by splinter candidates. However, 11th hour delaying tactics by Senator Everett Dirksen (R-Ill.) during final consideration caused the measure to fail. In 1968 there were no repetitions of the "Great Debates" of 1960—which Richard Nixon was considered to have lost to John Kennedy.

A controversial Republican TV commercial in the campaign was a still shot of a grinning Hubert Humphrey that was alternated with shots depicting poverty, war and riots. The Democratic National Committee complained the spot was "a smear in keeping with Nixon's below-the-belt reputation in politics and unworthy of a man running for the nation's highest office." John Mitchell, Nixon-Agnew campaign manager, responded: "It ill behooves the Democratic National Committee to complain about this spot [because of] its media attempts to relate Richard Nixon to the atomic bomb and the vilification the Humphrey campaign has heaped upon Governor Agnew."

The Republicans spent \$25 million on radio and television for the presidential



First chairman of the Corporation for Public Broadcasting was Frank Pace Jr., one-time secretary of the Army and director of the budget and later president and chairman of General Dynamics. On CPB's opening day in March 1968, Pace was in a New York hospital recovering from a kidney stone operation. But it didn't deter the CPB head from accepting the newborn corporation's first funds—a \$1-million check from CBS—presented by CBS President Frank Stanton.

—Broadcasting, April 1

campaign, and the Democrats \$15 million. Total political spending was estimated at \$250-300 million, making the 1968 race the costliest up to that time.

Because the presidential race was too close for reliable computer projection, network coverage of the election night returns stretched out to the longest and costliest up to that date. The nonstop coverage of returns ran from early Tuesday evening into Wednesday, 9 a.m. for ABC-TV, 11 a.m. for CBS and 11:30 a.m. for NBC. NBC and CBS each spent \$3 million on election night and ABC spent \$2.2 million. Bill Leonard, CBS News vice president, commented: "I wasn't proud only of us, but I think all three television networks told the story in a responsible, sober, and interesting manner. It wasn't a night of breakthroughs, but it was a good job of making people feel in on a very tense night in American history."

Most of the top news of network ownership dealings in 1968 concerned ABC. It started New Year's Day when ITT terminated its proposed merger with ABC, climaxing two years of government obstruction. The merger had been approved twice by the FCC, but was still tied



A new face appeared in the FCC corridors in September when President Johnson tapped H. Rex Lee to fill the vacant seat left by former Commissioner Lee Loewinger.

—Broadcasting, Dec. 30



CBS-TV's Mike Wallace as he was hustled off the floor of the Democratic convention in Chicago in the aftermath of an argument between some delegates and security officials.

—Broadcasting, Sept. 2

Below: Mayor Daley as he directed traffic from the Illinois delegates's section.



up in court on appeal of the Justice Department. Major factor in the souring of the deal was the difference in what ITT would have had to pay: The merger when originally proposed in December 1965, based on price of ITT stock, would have cost ITT \$379.75 million; when the deal was terminated in January 1968 the increase in ITT's stock value would have meant an outlay of \$661.2 million by ITT.

Undaunted, ABC started a new search for funding. In July, it almost became the reluctant bride of billionaire Howard Hughes, who made a \$150-million effort to gain working control of the network. However, Hughes dropped his tender offer three weeks later when ABC prepared to go to court to fight the takeover and the FCC said it was going to hold a hearing on the matter.

In the fall of 1968, the TV networks offered a new season composed with an eye on the President's task force on violence. New shows included *The New Adventures of Huckleberry Finn* (NBC); *The Beautiful Phyllis Diller Show* (NBC); *Julia* (NBC), a situation comedy with Diahann Carroll; *Mayberry RFD* (CBS), a rural comedy with Ken Berry, Buddy Foster and George Lindsey; *The Outcasts* (ABC), a western; *The Doris Day Show* (CBS); *That's Life* (ABC), a music comedy with Robert Morse and Shelly Berman, and *Mod Squad* (ABC), a crime drama. Earlier in the year, as a midseason replacement, there was *Laugh-In* (NBC), a comedy-variety that satirized contemporary events through short segments of music and black-out skits.

ETV in 1968 made advances in children's programming. The Children's Television Workshop, a joint project of the Ford Foundation, the Carnegie Corp., and the U.S. Office of Education, was formed to create a 26-week National Educational Television color series designed to provide an educational head start for preschool children.

In September, the FCC pressured Congress to make up its mind on pay television. Pending before the commission was a proposal to authorize subscription TV on the air, but no action had been taken because of a House Commerce Committee resolution that congressional consideration should take precedence. However, FCC Chairman Rosel Hyde wrote the committee that the commission intended to take action very soon. "We believe," Hyde wrote, "that we cannot, consistent with our responsibilities to the public, continue to delay resolution of this important question. Indeed, further substantial delay in this matter would constitute, in effect, a failure of administrative process." In December, BROADCASTING reported that "The FCC last week surmounted 17 years of study, dispute, charges, countercharges, advances, delays, hopes, disappointments and simple human confusion with the adoption of rules authorizing a nationwide system of over-the-air pay television." The FCC delayed implementation of its rules until June 12, 1969 to



Senate Minority Leader Everett Dirksen was credited with keeping his Republican troops away so that lack of a quorum prevented a vote on the resolution to suspend Section 315 and allow presidential and vice presidential debates in 1968. In a victory speech later, Dirksen said he had been prepared to use "every weapon available" to prevent final vote on the resolution.

—Broadcasting, Oct. 14

provide time for congressional reaction as well as judicial review. Among other stipulations for pay TV were requirements that movies for pay TV had to be less than two years old, that sports events could not have appeared on free TV in the last two years, that no continuing series could be shown, that over-the-air pay TV could be established only in cities with more than four commercial stations, that there could be no commercials during periods of pay programming and that at least 10% of the offerings had to be other than sports or movies."

The Supreme Court in June dropped a blockbuster on broadcasters. It ruled that cable systems incurred no copyright liability in the carriage of broadcast programs. "What the court's copyright opinion does," BROADCASTING analyzed, "is to pass the buck to Congress to legislate on the issue." Two weeks earlier the court had affirmed the FCC's authority to regulate cable as an adjunct to television broadcasting.

In December, the FCC proposed new cable rules designed to equalize the competition between CATV and commercial television. According to the proposal, cable systems within 35 miles of a major city in any of the top 100 markets would be required to obtain the permission of distant stations whose signals they wanted to import. The proposed rules for the first time provided protection for stations in markets



Another big merger that was proposed in 1968 was the \$600-million deal that would find Metromedia Inc. absorbed by giant Transamerica Corp. Official announcement of their respective boards' approval of the proposal was announced in New York by James H. Beckett (left), president and chief executive officer of the San Francisco-based Transamerica, and John W. Kluge, chairman of the board and president of Metromedia. However, the proposed merger was called off in 1969.

—Broadcasting, Oct. 14

below the top 100 by limiting the signals that CATV's could import.

The events of 1968 did little to ease radio and television's fears about what was ahead. With a new FCC commissioner, H. Rex Lee, taking the place of Lee Loevinger, and Richard M. Nixon and the Republicans in control of the White House, broadcasters wondered what their future held, especially since witnesses at hearings of the President's Commission on the Causes and Prevention of Violence denigrated television as a corrosive force that contributed to violence in the society. Television felt itself to be under attack by Congress as well for the coverage of the more violent events of the year, particularly of the Democratic convention. House investigators under Harley Staggers (D-W.Va.), chairman of the Commerce Committee, gathered evidence for possible congressional hearings on news coverage to be held in 1969. Walter Cronkite stated that the only purpose of such an investigation would be "intimidation." One station news director felt that TV received the blame for presenting the public with a bad image of America when for a long time the public saw mostly the good. "Then suddenly we show them Watts and other riot-torn situations. Radio and television news

begins reflecting reality more, and the public and the politicians have gotten angry at the purveyor of all this bad news." Despite the injustice of blaming the messenger for the message, broadcasters, and particularly broadcast journalists, looked to the year ahead as one which would increasingly test broadcasting's First Amendment freedoms.

Stay Tuned

1. What Boston TV licensee was stripped of its license by the FCC?
2. How did Vice President Spiro T. Agnew stir up broadcasters?
3. What memorable event was telecast in July?
4. What were the major developments in the growing attack on cigarette advertising?
5. Who was the former chairman of the Republican National Committee appointed to the FCC?

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in "1969"

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As compiled by BROADCASTING June 22 through June 26 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM applications

■ Stuttgart, Ark.—Chudy Broadcasting Corp. seeks 105.5 mhz, 3 kw, HAAT: 288 ft. Address: Box 63, Circle Drive, Carlisle, Ark. 72024. Estimated construction costs: \$78,000; first-quarter operating cost: \$19,000; first-quarter revenue: \$21,000. Principal: Nancy S. Chudy (100%), who is teacher and has no other broadcast interests. Filed June 8.

■ *Jackson, Miss.—Mississippi Authority for Educational Television seeks 91.3 mhz, 100 kw, HAAT: 761 ft. Address: P.O. Drawer 1101, 3825 Ridgewood Road, Jackson, 39205. Estimated construction costs: \$571,000; first-year operating cost: \$300,000. Format: Educational. Principal: noncommercial corp.; Forrest L. Morris is executive director. It is licensee of eight educational TV's throughout state. Filed June 16.

■ Hanover, N.H.—Sound Citizen Communications, Inc. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: Box 1400, Lebanon, N.H. 03766. Estimated construction costs: \$77,500; first-quarter operating cost: \$9,600. Format: Beautiful music. Principal: James M. Canto (100%), who also owns WTSL(AM) Hanover. Filed June 3.

■ Cape May Court House, N.J.—WSDY Radio seeks 105.5 mhz, 3 kw, HAAT: 333 ft. Address: 11-D Cumberland Green, Ladow Avenue, Millville, N.J. 08332. Estimated construction costs: \$61,000; first-quarter operating cost: \$19,000; first-year revenue: \$95,000. Format: Popular. Principals: Sidney Dichter (60%), Nunzio A. Sergi and Allen Miller (20% each). Dichter is Millville steel company executive. Sergi is communications operator for N.J. State Police. Miller is

chief engineer at WGLS(FM) Glassboro, N.J. Filed June 9.

■ Buckhannon, W.Va.—Evergreen Systems Inc. seeks 93.5 mhz, 3 kw, HAAT: 322 ft. Address: 78 East Main Street, Buckhannon 26201. First-year operating cost: \$99,800; revenue: \$105,000. Format: MOR. Principals: Bruce Beam Jr., Norman T. Farley, John B. Hinkle, Kenneth L. Smith and Edgar E. Thacker III (20% each). Beam is news anchor at WDTV(TV) Weston, W.Va. Farley is Buckhannon attorney. Hinkle is Buckhannon businessman. Smith is engineer at WDTV. Thacker is salesman for Bluefield, W.Va., equipment company. They have no other broadcast interests. Filed June 11.

AM Action

■ Augusta, Ga.—Ethnic Broadcasting Co. dismissed 1480 khz, 5 kw-U. Address: 1204 Half St., SW, Washington, 20024. Format: Religious/Inspirational. Principals: J. Morgan Hodges, Joseph Brown and Mary Lou Douglas (33-1/3% each). Action Sept. 30, 1980.

FM Actions

■ Fort Walton Beach, Fla.—WDGE Inc. dismissed CP for new FM on 96.5 mhz; ERP: 100 kw (H&V); HAAT: 166 ft.; TL & SL: Homestead Lane, 0.04 miles west of intersection with state Rt. 85, Shalimar, Fla. Action June 3.

■ Miles City, Mont.—Miles City Broadcasting Corp. granted 92.7 mhz, 3 kw. Address: 60 West 4th St., St. Paul, Minn. 55102. Estimated construction cost: \$122,000; first-quarter operating cost: \$19,000; revenue: \$188,000. Format: Natural Sound. Principal: William J. O'Brien (100%). O'Brien is St. Paul investor, primarily in oil and gas. Action June 15.

■ Sun Prairie, Wis.—Erin Broadcasting Inc. granted 1190 khz, 1 kw-D. Address: Rt. 3, Highway C, Sun Prairie, 53590. Estimated construction cost \$86,500; first-year operating cost: \$80,000; revenue: \$100,000. Format: MOR. Principal: owned (100%) by Nancy C. McMahon who is employee of cement contractor in Sun Prairie and has no other broadcast interest. Action April 30.

TV Actions

■ Denison, Tex.—Broadcast Affiliates Inc. granted ch. 20; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,088 ft.; ant. height above ground: 1,049 ft. Address: Box 1425 Durant, Okla. 74701. Estimated construction cost: \$1.9 million; first-quarter operating cost: \$274,100; revenue: \$2,070,000. Legal counsel: Wilner and Scheiner, Washington; Consulting engineer: Steel, Andrus & Assoc., Silver Spring, Md. Principals Tom L. Johnson and David Edward Webb (10% each) and 12 others with 6.67% each. Johnson is retail jeweler with outlets in Durant (100%) and Holdenville (25%), both Oklahoma and Sherman, Tex. (50%). Webb is one-third owner of Durant CPA firm and is partner with Johnson in Durant (50%) jewelry store. None of principals has other broadcast interests. Action June 16.

■ Rio Grande, Tex.—Hispanic Media Enterprises granted 97.7 mhz, 3 kw, HAAT: 300 ft. Address: Route 2, Box 122-F, Rio Grande City, Tex. 78582. Estimated construction costs: \$93,000; first-quarter operating cost: \$18,000; revenue: \$84,000. Format: Spanish/CW. Principals: Gustavo Valadez Jr. (51%), Arnulfo Guerra and C.H. Duvall (24.5% each). Valadez is former DJ at KIRT(AM) Mission, Tex. Guerra and Duvall are Roma, Tex., attorneys. They have no other broadcast interests. Action June 9.

Ownership Changes

Actions

■ KOKQ(FM) Seaside, Calif. (FM: 107.1 mhz, 1.1 kw, ant. 570 ft.)—Granted assignment of license from Monterey Media Inc. to Johnston Broadcasting Inc. for \$531,000. Seller: George Franklin (65%), Michael S. Moyse, David E. Lloyd and James Petrucci (11.66% each). Buyer: Stoddard P. Johnston (100%), who has also bought, subject to FCC approval, KRML(AM) Carmel, Calif. (BROADCASTING, June 15). Action June 17.

■ WYOK(AM) Soperton, Ga. (AM: 1000 khz, 1 kw-D)—Granted assignment of license from Center Broadcasting Inc. to Terry D. Meeks for \$232,500. Seller H. Fred Tippet and wife, Dona Jean (50% each). They have no other broadcast interests. Buyer: Meeks is Lyons, Ga.-based contractor and real estate developer. He has no other broadcast interests. Action June 15.

■ WBEC-AM-FM Pittsfield, Mass. (AM: 1420 khz, 1 kw-U; FM: 105.5 mhz, 630 w, ant. 590 ft.) Sold by Richard S. Jackson Sr. to Citicomm Radio Corp. for \$1.2 million. Jackson has no other broadcast interests. Buyer is owned by Robert T. Howard (30%) and Scott H. Robb, David L. Kuhns, Wake Warthen and Morton S. Robson (17.5% each). Howard is former president of NBC-TV. Robb and Kuhns are New York law firm partners. Warthen owns New York investment banking firm. Robson is New York attorney. Group has also purchased WOKO(AM) Albany, N.Y. (BROADCASTING, March 2). In addition, Robb has 10% interest in WKND(AM) Windsor, Conn. and is principal applicant for new TV at New Bedford, Mass. Action June 12.

■ KQDS(AM) Duluth, Minn. (AM: 1390 khz, 500 w-D). Sold by Great Duluth Broadcasting Co. Inc. to Northern Light Broadcasting for \$200,000. Seller is owned by Bunker Rogoski (22%), Mike Boonstra (35%), Lloyd Mongeau (8%) and five others. They also own KQDS-FM Duluth; WPLY(AM) Plymouth, Wis., and WMUS-AM-FM Muskegon, Mich. Buyer is owned by Chuck Borchard and Douglas Livernois (50% each). Borchard is general manager of WHND(AM) Monroe-WMJC(FM) Birmingham, both Michigan. Livernois is vice president of marketing for Parke-Davis Co., manufacturer of medical and surgical supplies in Greenwood, S.C. They have no other broadcast interests. Action June 12.

■ WGVA(AM) Geneva, N.Y. (AM: 1240 khz, 1 kw-D, 250 w-N) Granted assignment of license from Radio Geneva Inc. to Seneca Lake Broadcasting Corp. for \$450,000. Seller: Milton Jacobson and Samuel J. Semel (50% each), who have no other broadcast interests. Buyer: Daniel F. Gordon (100%), reporter for Poughkeepsie Newspapers Inc., has no other broadcast interests. Action June 17.

■ WYNG(AM) Goldsboro, N.C. (AM: 1300 khz, 1 kw-D) Granted assignment of license from J. Darby Wood (receiver) to Creative Broadcasting for \$190,000. Seller: Wood has no other broadcast interests. Buyer: R. Ronald Griffin, C. Brantly Strickland and brother Willie Strickland (33.33% each). Griffin is general manager of WYNG. C.B. Strickland has insurance and real estate interests in Goldsboro. Willie is Goldsboro auctioneer. They have no other broadcast interests. Action June 12.

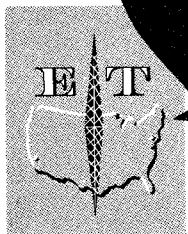
■ WQZQ(FM) Moyock, N.C.—Chesapeake, Va. (FM: 91.1 mhz, 3 kw, ant. 300 ft.)—Sold by Chesapeake Communications to Suzanne Griffith (51%); her hus-

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band Clyde (4%), and Loren Preheim (45%) for \$275,000. Seller is owned by James G. Meyers, Edward G. Kemmit and Kenneth F. Smith. Smith also owns WWOO(FM) Berryville, Va. Others have no other broadcast interests. Clyde Griffith is former program syndicator in Philadelphia. His wife and Preheim are hospitable administrators. They have no other broadcast interests. Action June 17.

■ KGLC(AM)-KORS(FM) Miami, Okla. (AM: 910 khz, 1 kw-U; FM: 100.9 mhz, 3 kw, ant. 265 ft.)—Granted transfer of control of Ottawa County Broadcasting Inc. from Jeryl and Deann Smith (100% before; none after) to Mahaffey Enterprises Inc. (none before; 100% after) consideration: \$700,000. Principals: Seller is owned by Jeryl L. Smith and wife Deann D. (44.1% each), Kenneth Lingen (6.8%), David G. Stern (2.8%) and Richard Hary (2.2%). They have no other broadcast interests. Buyer is wholly owned by John B. Mahaffey, who also owns KCIJ(AM) Shreveport, La., KDSX(AM)-KDSQ(FM) Denison/Sherman, Tex., 50% of KICA(AM) Clovis, N.M., 50% of KGR(AM)-KGRD(FM) Las Cruces, N.M. Action June 12.

■ WRDN-AM-FM Durand, Wis. (FM: 95.9 mhz, 930 w, and 500 ft.)—Seeks assignment of license from WRDN Inc. to Marvette J. Hagevik for \$435,000. Seller: principally owned by Richard Darby, who owns 49% of KOWO(AM)-KQDE(FM) Waseca, Minn., and sold, subject to FCC approval. KDAN(AM) South St. Paul, Minn. (BROADCASTING, March 2). Buyer: Marvette J. Hagevik (100%), physical education & health instructor in Spring Lake Park Junior High School, who has no other broadcast interests. Her husband, Bruce Hagevik, is newsman at WCCO(AM) Minneapolis. Action June 12.

Facilities Changes

AM applications

■ KJEM(AM) Bentonville, Ark.—Seeks CP to increase D power from 500 w to 5 kw. Ann. June 22.

■ WLAB(AM) St. Pauls, N.C.—Seeks CP to change frequency from 1060 khz to 1080 khz and increase power to 5 kw-2.5 kw (CH). Ann. June 17.

■ KJBC(AM) Midland, Tex.—Seeks CP to change hours of operation to U by adding 1 kw N service; install DA-N; change frequency from 1150 khz to 1180 khz, and make changes in ant. sys. Ann. June 22.

FM applications

■ KSIQ(FM) Brawley, Calif.—Seeks modification of CP (BPH-790226AE) to make changes in ant. sys.; change type ant.; decrease HAAT to 207 ft. (H&V) and change TPO. Ann. June 23.

■ KDNO(FM) Delano, Calif.—Seeks CP to decrease ERP to 8.05 kw (H&V); increase HAAT to 412 ft. (H&V) and change TPO. Ann. June 23.

■ WATD(FM) Marshfield, Mass.—Seeks modification of CP (BPH-10977) to make changes in ant. sys.; change TL to Grove Street, Marshfield; change SL and RC to 440 Grove Street; change type ant. (H&V); decrease ERP 1.26 kw (H&V); increase HAAT to 460 ft. (H&V) and change TPO. Ann. June 23.

■ KFMS-FM Las Vegas, Nev.—Seeks modification of CP (BPH-791025AN) to make changes in ant. sys.; change TL to North slope of Black Mountain, near Henderson, Nev.; change type trans.; change type type ant. (H&V); increase HAAT to 1180 ft. (H&V) and change TPO. Ann. June 23.

■ KSKD(FM) Salem, Ore.—Seeks CP to change TL to 3.1 miles southwest of Scotts Mills, Ore.; decrease ERP to 88.60 kw (H&V); increase HAAT to 1099 ft. (H&V) and change TPO. Ann. June 23.

■ WKDF(FM) Nashville, Tenn.—Seeks CP to make changes in ant. sys.; change TL to Johnson Chapel Road 1.9 miles west of Highway 431N, near Brentwood, Tenn.; change SL and RC to 506 2nd Avenue, South Nashville; change type trans.; change type ant. (H&V); decrease ERP to 16.0 kw (H&V); increase HAAT to 1241 ft. (H&V) and change TPO. Ann. June 23.

■ KONA-FM Kennewick, Wash.—Seeks CP to install aux. ant. (H&V) on main tower, to be operated with ERP: 10.0 kw (H&V); HAAT: 1031 ft. (H&V) and change TPO. Ann. June 23.

■ WISQ(FM) West Salem, Wis.—Seeks modification of CP (BPH-780929AP), as modified to decrease ERP to 1.58 kw (H&V); increase HAAT to 394 ft. (H&V) and change TPO. Ann. June 23.

AM actions

■ KVON(AM) Napa, Calif.—Granted modification of CP to expand MEOV's limits in specified sector (D pattern). Action June 11.

■ WKDE(AM) Altavista, Va.—Granted CP to make changes in ant. sys. (increase height of tower). Action June 3.

FM actions

■ * KESP(FM) Eureka Springs, Ark.—Dismissed CP to increase ERP to 100 w; HAAT 269 ft. Action June 17.

■ KBIG-FM Los Angeles—Granted CP to make changes in ant. sys.; change type ant. (aux.) (H&V); decrease ERP to 36.2 kw (H&V) and change TPO (for auxiliary purposes only). Action June 4.

■ KEWE(FM) Oroville, Calif.—Granted CP to decrease HAAT to 159 ft. Action June 4.

■ WEZN(FM) Bridgeport, Conn.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 28.2 kw (H&V); increase HAAT 668 ft. (H&V) and change TPO. Action June 10.

■ WPLR(FM) New Haven, Conn.—Granted CP to increase ERP to 14.1 kw (H&V) and change TPO. Action June 10.

■ WWYZ(FM) Waterbury, Conn.—Granted CP to increase ERP to 17.8 kw (H&V) and change TPO. Action June 10.

■ WFMS(FM) Indianapolis—Granted CP to make changes in ant. sys.; change TL to 9301 East Burk Road, Indianapolis; change type ant. (H&V); decrease ERP to 13.0 kw (H&V); increase HAAT to 990 ft. (H&V) and change TPO. Action June 3.

■ WLMD(FM) Laurel, Md.—Dismissed CP to make

changes in ant. sys. Action June 12.

■ WCOZ(FM) Boston—Granted CP to make changes in ant. sys.; change type trans.; change type ant. (H&V); increase ERP to 7.71 kw (H&V); decrease HAAT to 1053 ft. (H&V) and change TPO. Action June 4.

■ *WVAC(FM) Adrian, Mich.—Granted CP to change frequency to 107.9 mhz; ERP to .01304 kw; HAAT to 80 ft., and make changes in ant. sys. Action June 4.

■ WVIM-FM Coldwater, Miss.—Dismissed CP to increase HAAT: 325 ft. (H&V); change type ant. (H&V) and change TPO. Action June 8.

■ KIDS(FM) Palmyra, Mo.—Granted modification of CP to change TL to two miles south of Palmyra and one mile east of Highway 24/61, Palmyra; change ERP to 2.0 kw (H&V); change HAAT to 356 ft. (H&V) and make changes in ant. sys. Action June 4.

■ KCMF(FM) Terrytown, Neb.—Dismissed modification of CP (BPH780817AD); change TL to Highway 71, approximately 9.2 miles north of Scottsbluff; increase ERP 0.95 kw (H&V); HAAT to 539 ft. (H&V) and make changes in ant. sys. Action June 17.

■ KILA(FM) Henderson, Nev.—Granted CP to change TL to 2.14 miles S.W. of Henderson city hall on Black Mountain (also known as Henderson Mountain), Henderson; increase HAAT to 1160 ft. (H&V) and change TPO. Action June 4.

■ WBGOFM Newark, N.J.—Dismissed CP to change TL to Montclair State College, Montclair, N.J.; increase ERP: 2.35; HAAT: 400 ft.; install new type trans.; make changes in ant. sys.; increase height. Action June 17.

■ KOB(AM) Albuquerque, N.M.—Dismissed modification of CP (BP-20,935, as modified) to change from 50 kw, DA-N to 50 kw, noon-DA. Action June 9.

■ WMEX(FM) Clyde, Ohio—Granted modification of CP to change TL to 0.25 miles east of County Road 80, 0.5 miles north of County Road 62, S.E. of Clyde; specify SL and RC to 1859 West McPerson, Clyde. Action June 3.

■ *WITF-FM Hershey, Pa.—Granted request for sub-

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Summary of broadcasting

FCC tabulations as of April 31, 1981

	Licensed	On air STA*	CP's not on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,608	3	1	4,612	117	4,729
Commercial FM	3,313	2	0	3,315	151	3,466
Educational FM	1,101	0	0	1,101	69	1,170
Total Radio	9,022	5	1	9,028	337	9,365
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	97	336
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,019	4	7	1,030	126	1,156
FM Translators	354	0	0	354	220	574
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,396	0	0	1,396	492	188

*Special temporary authorization

**Includes off-air licenses

sidary communications authorization on subcarrier frequency of 67 kw. Action June 4.

■ **WNCE(FM) Lancaster, Pa.**—Granted CP to change type ant. (H&V); increase ERP to 6.9 kw (H&V); increase HAAT to 1293 ft. (H&V) and change TPO. Action June 5.

■ **WCMN-FM Arecibo, P.R.**—Granted CP to change type trans.; change type ant. (H&V); increase ERP to 50 kw (H&V); decrease HAAT: 46 ft. (H&V) and change TPO. Action June 10.

■ ***KESD(FM) Brookings, S.D.**—Granted CP to make changes in ant. sys.; increase ERP to 49.8 kw (H&V); increase HAAT: to 614 ft. (H&V) and change TPO. Action June 4.

In Contest

FCC decisions

■ FCC Review Board denied application of Texan Broadcasting Inc., licensee of KSFA (AM)-KTBC (FM) Nacogdoches, Texas, for UHF on ch. 19 at Nacogdoches. Action affirmed Partial Summary Decision by ALJ released November 28, 1980. Application of Dogwood Broadcasting Corp. for channel in Nacogdoches was granted by ALJ in Summary Decision released January 16. Review Board affirmed denial of Texan's application on grounds that it failed to submit admissible evidence and meet its burden of proof on issues of multiple ownership and ascertainment of community needs. As licensee of AM-FM combination, Texan was required, under FCC rules generally prohibiting ownership of such combination and TV in same community, to show that its ownership of UHF in Nacogdoches would be in public interest. Dogwood, which then was seeking to have its application for the channel accepted by FCC, was permitted to intervene in hearing on multiple ownership issue. FCC, in order released July 23, 1980, accepted Dogwood's application and stayed further action on Texan's application until two applications were consolidated. Action June 12.

■ FCC affirmed one-year renewals of licenses of E. Boyd Whitney for KRZE (AM)-KRAZ (FM) Farmington, N.M. Short renewals instead of regular three-year terms were granted as result of findings that Whitney's stations were used in anticompetitive manner to further his other business of producing live country and western music performances in Farmington area, that KRZE employees refused to sell advertising time to Whitney's competitors in music performance business and that Whitney once threatened not to play records on his stations if performer was booked to perform in Farmington by competitor. But FCC found there was insufficient evidence to show that Whitney himself refused to sell advertising time to his competitors or that his policy was to refuse to sell advertising to competitors. Credible testimony showed that one of Whitney's employees misrepresented facts to FCC about refusal to sell advertising. FCC said, but evidence did not establish that Whitney was party to or could have prevented misrepresentations. While anticompetitive conduct and misrepresentation are serious concern, FCC said, record of infractions is not so egregious as to warrant disqualification of Whitney for renewal. Action June 16.

■ FCC returned Sulphur Springs, Tex., FM comparative proceeding to Review Board and set aside Board's May 21 order remanding case to presiding ALJ. Case involves competing applications of Gilbert Group Inc., and Hopkins County Broadcasting Co. for new FM on 95.9 mhz at Sulphur Springs. In initial decision last November, ALJ James F. Tierney found Gilbert comparatively preferred over Hopkins and assessed comparative demerit against Hopkins for its ownership of KSST (AM) Sulphur Springs, under the diversification of control factor and denied Hopkins opportunity to seek credit for past broadcast record of KSST because it had failed to make "threshold showing" of an unusually good past broadcast record. Review Board in its May action indicated that no "threshold showing" would be required before permitting Hopkins to submit evidence of its past broadcast record under standard comparative issue. Accordingly, it remanded case to judge to take additional evidence on this matter. In reviewing Board's action on its own motion, FCC concluded that threshold showing requirement should remain as prerequisite to introduction of evidence of an

applicant's past programming performance. FCC said that in past Board has held that no special issue was required to consider an applicant's past broadcast record in comparative case and that applicant should make threshold showing of unusual nature of past broadcast record rather than add issue. FCC said Board's previous actions were correct and that threshold showing should remain touchstone for introducing evidence on past broadcast records. Action June 16.

Allocations

■ **Petersburg, Ill.**—Assigned 97.7 mhz to Petersburg as its first FM assignment, effective Aug. 18 (BC Doc. 80-427). Action June 9.

■ **Hugoton, Kan.**—Assigned 106.7 mhz to Hugoton as its first FM assignment, effective Aug. 18 (BC Doc. 80-428). Action June 9.

■ **Wichita and Winfield, both Kansas**—Assigned 105.3 mhz to Wichita as its sixth FM assignment, and substituted 94.3 mhz for 105.5 mhz at Winfield, effective Aug. 18 (BC Doc. 80-336). Action June 9.

■ **North Muskegon, Mich.**—In response to petition by LDM Broadcasting proposed assigning 98.3 mhz to North Muskegon as its first FM assignment, comments due Aug. 18, replies Sept. 8 (BC Doc. 81-388). Action June 9.

■ **International Falls, Minn.**—Assigned 99.5 mhz to International Falls as its second FM assignment and substituted 104.1 mhz for 94.3 mhz at International Falls, and modified the license of station KSMD (FM) International Falls, to specify operation on ch. 281, effective Aug. 18 (BC Doc. 80-495). Action June 9.

■ **North Mankato, Minn.**—Assigned 96.7 mhz to North Mankato as its first FM assignment, effective Aug. 18 (BC Doc. 80-517). Action June 9.

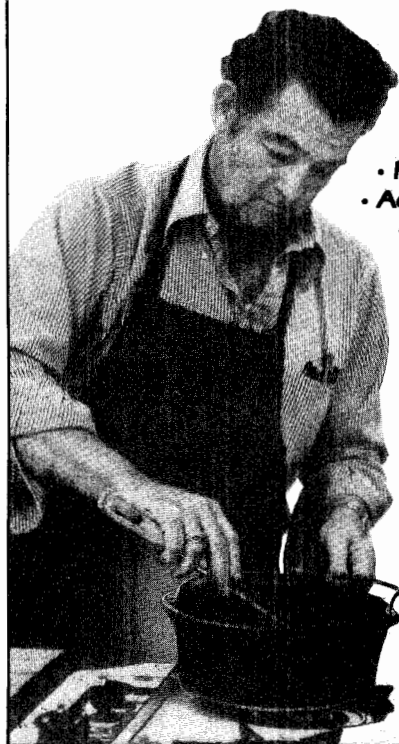
■ **Yakima, Ellensburg, and Quincy, all Washington**—Assigned 99.3 mhz to Yakima as its fifth FM assignment, reassigned 103.1 mhz from Quincy to Ellensburg as its second FM assignment, and assigned 96.7 mhz to Quincy, effective Aug. 18 (BC Doc. 80-285). Action June 9.

Earth Stations

Applications

- **Satellite Business Systems** for San Jose, Calif. (5.5m; Hughes; E3291).
- **Tele-Media Company of Pennsylvania** for Rural Valley, Pa. (5m; AFC; E3294).
- **TMCTMT-Adirondacks Inc.** for Boonville, N.Y. (5m; AFC; E3295).
- **TMCTMT-Adirondacks Inc.** for Adams, N.Y. (5m; AFC; E3296).
- **Tele-Media of Cambria County** for Carrolltown (5m; AFC; E3297).
- **Shenandoah Cable Television Co.** for Edinburg, Va. (5m; Microdyne; E3298).
- **Elkland Electric** for Lawrence township, Pa. (5m; S-A; E3299).
- **Black Hawk Cable Communications Corp.** for North Richland Hills, Tex. (TX0632) add signal.
- **Hi-Net Communications Inc.** for Benton, Ark. (5m; AFC; E3288).
- **Satellite Business Systems** for Bridgeport, Conn. (5.5 m; Nippon; E3289).
- **Satellite Business Systems** for Schenectady, N.Y. (5.5m; Nippon; E3290).
- **Lexington Cable Co.** for Lexington, Va. (5m; Microdyne; E3292).
- **Micro-Cable Communications Corp.** for Yuma, Ariz. (5m; AFC; E3293).
- **Satellite Business Systems** for Midland, Mich. (5.5 m; Nippon; E3301).
- **Satellite Business Systems** for Plaquemine, La. (5.5m; Nippon; E3302).
- **Satellite Business Systems** for San Francisco (5.5m; Hughes; E3303).
- **Satellite Business Systems** for Houston, Tex. (5.5m; Nippon; E3304).

Now, New Orleans brings you the best cooking show on television, THE CHEF'S KITCHEN



- 90-second two-camera format
- Shot on location in Chef Soniat's own kitchen
- Money-saving gourmet recipes
- Advertiser recipe tie-ins
- Total promotional support

A three-times-per-week 13-week package is currently available at special introductory rates. For more information and a sample video cassette, call or write Eric Mayer, PLM Enterprises, Inc., 914 Dauphine St., New Orleans, La., 70116, (504) 581-7701 or Telex 58364 NLN (Michael O'Connor).

In just 90 seconds, Leon Soniat, one of the country's leading gourmet chefs, will show you everything you need to know to prepare such gourmet dishes as Crabmeat Mornay, stuffed cucumbers or even homemade pasta. He's now combining his culinary talents with his TV, radio and newspaper experience to host this engrossing and informative TV insert series.

- Continental Cablevision of St. Louis County Inc. for Overland, Mo. (5m; S-A; E3305).
- Continental Cablevision of Belleville Inc. for Belleville, Ill. (5m; S-A; E3306).
- Continental Cablevision of St. Louis County Inc. for Jennings, Mo. (5m; S-A; E3307).
- Continental Cablevision of Belleville Inc. for Belleville, Ill. (3.7m; AFC; E3308).
- Hi-Net Communications Inc. for Norfolk, Va. (5m; AFC; E3309).
- Tri-Star Cablevision Inc. for Homer, Ill. (4.6m; S-A; E3310).
- Hi-Net Communications Inc. for Schenectady, N.Y. (5m; AFC; E3311).
- The Post Company for Idaho Falls (5m; S-A; E3312).
- Continental Cablevision of Ohio Inc. for Mad River township, Ohio (5m; Ft. Worth Tower; E3313).
- South Florida Public Telecommunications Inc. for Boynton Beach, Fla. (10m; Andrews; E3314).
- Satellite Business Systems for Phoenix, Ariz. (7.7m; Hughes; E3315).
- Satellite Business Systems for Wichita, Kan. (7.7m; Hughes; E3316).
- Coastal Bend Cablevision of Gregory, Tex. (7m; S-A; E3317).
- Springfield Television Corp. for Dayton, Ohio (7m; S-A; E3318).
- Matamoras Video Cable Inc. for Milford township, Pa. (5m; S-A; E3319).
- Fairhaven & Acushnet Cablevision Inc. for Fairhaven, Mass. (5m; S-A; E3320).
- Jones Intercable Cable TV Fund for North Wilkesboro, N.C. (5m; S-A; WJ58).

Grants

- Alascom Inc. for Central (E2191), Kasaan (E2192), Crooked Creek (E2197), Red Devil (E2198), Port Alsworth (E2201), Grayling (E2202), Anvik (E2203), Igiugig (E2204), Ekwok (E2206), Pedro Bay (E2207), New Stuyakhok (E2209), Council (E2210), Port Graham (E2211), Stevens Village (E2212), Venetie (E2213), Eagle Village (E2214), Huslia (E2215), Hughes (E2216), Cape Pole (E2217), Chignik Lagoon (E2218), Ruby (E2219), Karluk (E2220), Nikolsk (E2221), Meshik (E2223), Old Harbor (E2224), Ivanof Bay (E2225), Chignik (E2227), False Pass (E2228), Nelson Lagoon (E2232), Shageluk (E2235), Sleetmute (E2236), Koyukuk (E2239), Pilot Point (E2244), Larsen Bay (E2260), Nulato (E2262), Tatitlek (E2265), Stoney River (E2266), Rampart (E2267), Port Alexander (E2268), Allakaket (E2273), Artic Village (E2277), Circle (E2280), Chitina (E2281), Beaver (E2282), Kaltag (E2306), Telida (E2325), Minto (E2327), Chalkyitsik (E2344), Stevens Creek (E2350), Koliganek (E2525), all Alaska.
- Cablevision Investors Inc. for Temple, Tex. (E2598).
- Tadem Computers Inc. for Cupertino, Calif. (E3051).
- Dow Jones & Company Inc. for Des Moines (E3070).
- Hi-Net Communications for Jackson, Miss. (E3080).
- Cylix Communications Network Inc. for Indianapolis (E3087).
- Betterview Cablevision of Oregon Inc. for Canyonville, Ore. (E3089).
- Jones Intercable TV Fund for Glenrock, Wyo. (E3090).
- Colorado Intercable Inc. for Littleton, Colo. (E3091).
- Oates TV Inc. for Petersburg, W. Va. (E3093).
- Cox Cable Communications Inc. for Warner Robins, Ga. (E3098).
- Cox Cable Communications Inc. for Park Forest, Ill. (E3099).
- Scope Cable Television Inc. for Wahoo, Neb. (E3101).
- Cox Cable Communications Inc. for Conway, S.C. (E3102).
- Sterling Cablevision Inc. for Sterling, Kan. (E3106).

- Warner Amex Communications Inc. for Mesquite, Tex. (E3107).
- Blue Ridge CATV Inc. for Ephrata, Pa. (E3111).
- Lakeview TV Cable Inc. for Crestline, Calif. (E3112).
- American Satellite Company for Buckley, Colo. (E3117).
- Florida West Coast Public Broadcasting Inc. for Tampa, Fla. (E3122).
- RCA American Communications Inc. for Palmetto, Fla. (E3138).
- Kirchner TV Inc. for Meyersdale, Pa. (E3139).
- Hi-Net Communications Inc. for Nashville, Tenn. (E3141).
- Hi-Net Communications Inc. for San Antonio, Tex. (E3142).
- Hi-Net Communications Inc. for Miami Beach, Fla. (E3143).
- Oconee Cablevision Inc. for Wrightsville, Ga. (E3144).
- TV Cable of Bellfontaine Inc. for Bellefontaine, Ohio (E3145).
- Cable TV of Carolina for Irmo, S.C. (E3157).
- Hi-Net Communications Inc. for Chicago (E3158).
- Hi-Net Communications Inc. for Chicago (E3159).
- M/A Com Inc. for Boca Raton, Fla. (E3163).
- Alascom Inc. for Manley Hot Springs; Perryville and Holy Cross, (E2231, 33, 37) all Alaska.
- Alascom Inc. for Akhiok and Port Lions, both Alaska (E2274, E2446).
- Harbor Videocable for Leavenworth, Wash. (E2593).
- Southwest Missouri Cable TV Inc. for Auroa, Mo. (E2940).
- Hi-Net Communications for Harrisburg, Pa. (E3017).
- NEP Communications Inc. for Avoca, Pa. (E3034).
- National Broadcasting Company for Cleveland, Ohio (E3094).
- Clearview TV Cable of Hawaii Inc. for Hickam AFB, Hawaii (E3104).
- Jones Intercable TV Fund for Hurricane, Utah (E3110).
- Texas Community Antennas Inc. for Gurdon, Ark. (E3124).
- Texas Community Antennas Inc. for Mineola, Tex. (E3125).
- Danville-Lancaster Cablevision Inc. for Danville, Ky. (E3147).
- Warner Amex Cable Communications Inc. for Sandy, Ore. (E3167).
- Consolidated Midwest Cable TV Inc. for Pawnee, Ill. (E3172).
- Davis Communications Inc. for Medical Lake, Wash. (E3174).
- Eastern Cable Corp. for Gray, Ky. (E3176).
- Gulf Coast Cable Television for Alameda, Tex. (E3177).
- Essex 1980-3 Operating Partnership for Manistee, Mich. (E3182).
- Theta Cable of California for Santa Monica, Calif. (KG94).
- Gallup Cable Television for Gallup, Minn. (KH23).
- NW Translator TV Inc. for Pondcreek, Okla. (KH72).
- Western TV Cable for San Francisco (KH91).

KLVR

WTGL-TV

WVAH-TV

WPJJ

WEZG

WPXZ

KCBQ-FM

WQHY

WMSI

WEZG-FM

WPXZ-FM

WRLH-TV

Majestic Broadcasting Inc., Heber City, Utah

New TV's

Good Life Broadcasting Inc., Cocoa, Fla.
West Virginia Telecasting Inc., Charleston, W. Va.

Existing AM's

WYAZ Yazoo City, Miss.
W500 Syracuse, N.Y.
WPME Punxsutawney, Pa.

Existing FM's

KITT San Diego, Calif.
WDOC-FM Prestonburg, Ky.
WZZQ Jackson, Miss.
WEZG Syracuse, N.Y.
WPME-FM Punxsutawney, Pa.
WRHP-TV Richmond, Va.

Grants

Call Assigned to

Call	Assigned to
WTBN	New AM's Brentwood Broadcasting Corp., Brentwood, Tenn.
KENU	Robert J. Reverman, Enumclaw, Wash.
KSIQ	New FM's Imperial Valley Magic FM, Brawley, Calif.
KHTN	Foothill Broadcasting Corp., Placerville, Calif.
KXOU	KGIM Broadcasting Corp., Boyce, La.
WKBF-FM	Northland Advertising Inc., Iron River, Mich.
KTAG	Wyomedia, Cody, Wyo.
WTYM	Existing AM WSOL Tampa, Fla.
WKKD	Existing FM's WKKD-FM Aurora, Ill.
KJBQ	KTQC-FM Jonesboro, La.
WKKD	Existing TV WKKD-FM Fairbanks, Alaska

NOW! CONTINENTAL'S 1 KW FM



High-Performance 1.25kW transmitter uses field-proven exciter; delivers clean, crisp signal; has automatic filament voltage regulation, power control; is suitable for unattended operation; is solid-state except for one tube in final amplifier; provides efficient, cost-effective operation.

Write for brochure on 814R-2
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Applications

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Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

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.

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.

Sales Manager who is aggressive to manage sales at an aggressive small market AM station in central Minnesota. A challenge for the right man or woman to show their ability and it will pay off. If you have it write us. We have a place for you. Box G-18.

Sales Manager, upper mid-west medium market station located near large resort area in the mid-west looking for proven small or medium size market sales manager or major market account executive that qualifies, to lead innovated sales department. We have the hottest format in the country and want to grow fast. Quick advancement for right person. Mid 30's plus. Box G-19.

General Manager needed by group broadcaster acquiring top rated, AOR-FM in midwest college market of 70,000. Past GM experience not required. If you feel you could handle this position and would like more details, please send resume to: Personnel Manager, Community Service Broadcasting, Inc., 811 Broadway, Mt. Vernon IL 62864. All correspondence will be considered confidential. EOE/MF.

Station Manager For noncommercial Radio Station KLSE, Rochester, Minnesota a network station of Minnesota Public Radio Inc. Experience in or knowledge of public broadcasting; background in development and promotion; knowledge of and interest in the arts and broadcast news; experienced in staff management. Send letter of interest, resume and salary requirements to T. Kigin, MPR, 45 E 8th St., St. Paul, MN 55101. EOE/AA.

Station Manager: Major southern market. Experience required. Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

HELP WANTED SALES

\$25,000 Plus Major Radio station in a spectacular Southeast resort area seeking proven broadcast salesperson. Extra benefits to the right person. Management potential in this growing Group. Box F-53.

Experienced Radio Sales Account Executive with proven track record. Exciting, challenging position available in growing Las Vegas. Phone Sales Manager, Marion E. MacKinnon at 702-732-2555. Tuesdays & Wednesdays 9 am-12 Noon PDT.

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.

Quality West-Central Nebraska AM Radio station looking for self-starting, aggressive salesperson. Fine growth opportunity with a 51-year old, well established market leader. EOE. Experience preferred. Resume in confidence to: Box G-24.

Sales Manager wanted for the No. 3 station in Milwaukee, 50,000 Watt FM, must have previous management experience, strong retail sales experience and CO-OP experience. No phone calls. Send resume to: WBCS Radio, 5407 W. McKinley Ave., Milwaukee, WI 53208.

HELP WANTED ANNOUNCERS

Drive time shift. Substantial commercial experience. Friendly 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.

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.

Wanted: Announcer/news/sports person for adult contemporary AM station in South Carolina. Minorities (both sexes) encouraged to apply. Top dollars for right person. Send resume and salary requirements to: Box G-8.

Human sexuality talk show host, prefer doctor. Top 15 market. Send resume, salary requirement. Equal Opportunity Employer. Box G-21.

Prepared Morning Person wanted to for med. market, modern country station in south U.S. Send resume to Box G-25.

100,000 watt Powerhouse FM, 24 hours. Need eager jocks looking for opportunity. Beginners may apply. Adult Contemporary. Send tape resume. Some copy writing & production. E.O.E. Manager, KQIP, 513 American Bank Bldg., Odessa, Texas 79761 915-337-6262.

Talk Hosts/All-News Anchors If you are doing all-news or all talk blocks in small or medium markets and you're ready to move up, why not send us a tape and resume. We are a successful all-news station in the South. All replies kept confidential. WGST, 550 Pharr Rd., NE, Atlanta, GA 30363.

Wanted: Announcer-Communicator format big-band/nostalgia. Must know the music and be able to relate. Good pay, good benefits, Equal Opportunity Employer. Call Jim Martin, WFMJ, Youngstown Ohio. 216-744-8611.

HELP WANTED TECHNICAL

WXCL AM, WKQA FM in Peoria, Ill. has an opening for a dedicated Chief Engineer. WCL is a 1 KW 4 tower DA-2 and WKQA is a class A FM. We are looking for a dedicated professional 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 transmitter, and the managerial ability to head our two man engineering department is essential. For further information contact Bill Yordy, Director of Engineering, Manishp 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, KRIS Radio, 11320 Valley View Road, Eden Prairie, MN, 55344, 612-941-5774.

Chief Engineer for Class 4 AM and Class C automated FM. Digital background and automation experience preferred. Top company offering fringe benefits. Write Bob Ordenez Manager, KCBN/KRNO, P.O. Box 10630, Reno, Nevada 89510 or call 702-826-1355. E.O.E.

Need Immediately. Experienced Fulltime Engineer for Class C FM General Manager, P.O. Box 3306 Lake Charles, La. 70602. 318-433-0700.

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 TV. 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 Kermie 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.

Southeastern New York AM/FM seeks chief familiar with rules, XMTRS, DA, STL, processing, and automation, experienced in maintenance and troubleshooting. Good salary, benefits. Send resume to Box G-1. EOE.

HELP WANTED NEWS

Beginner, eager for opportunity. Must write, gather and broadcast news. 100,000 watt Powerhouse FM, 24 hours. Long hours. Modest starting salary. E.O.E. Manager, KQIP, 513 American Bank Bldg., Odessa, Texas 79761, 915-337-6262. Send tape, resume and writing sample.

Creative person with at least three years experience. Must be able to write conversational news and deliver it in person-to-person manner. Excellent opportunity to join top notch air staff at a Capital Cities station. Send tape and resume to Henry Brach, News Director, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

News Director. Immediate opening at medium market station in vacationland area. Must be experienced in news gathering, writing, and reporting. Send tape and resume to WLEC, Box 417, Sandusky, OH 44870. EOE.

5 KW Info Giant needs news pro. Minimum 5 years experience please. Major market pay for major market talent. KFGO, Fargo, has won 15 major awards in the last 4 years. Tape and resume: Jay Joiner, KFGO Radio, PO Box 2966, Fargo, N.D. 58108.

News anchors and writers with exceptional qualifications needed now. You must be a superb, experienced writer with on-air skills. We are a major news operation with openings in New York and Washington. Experience, talent and determination are more important than anything else. Men and women of all backgrounds are welcome. This is the best job you will ever have. Most of our people stay with us for life. Send resume, writing samples and cassette tape to J. Lisante, Suite 28-K, 322 W. 57th Street, New York, NY 10019.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

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.

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, WDEM-FM, Box 46, Macon, GA 31297. Affirmative Action, Equal Opportunity Employer.

WQHK/WMEE Looking for a co-op coordinator & research person. If you are a self starter w/broadcast sales experience, send resume to Kurt Mische P.O. Box 6000 Fort Wayne Ind. 46896.

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.

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.

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.

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 track record. 10 Years experience. Familyman, prefer Northern climate. Box F-237.

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.

Broadcast Pros. Husband-wife team. Over forty years combined experience in all size markets. Looking to relocate with possible equity arrangement. Heavy Sales-Promotion. Box F-73.

\$100,000 Total Local Sales in 4 1/2 months! Employed. GM/GSM position only. Detailed eleven year portfolio with references. Box 1185 Toms River, NJ 08753.

Corporate Director of retail sales development. Heavy experience in Co-op, Sales, Sales Training and Management. Proven, verifiable high-dollar track record. Have been Co-op and Local Sales training consultant for major groups. Looking for group commitment and permanency with headquarters staff in Mid-Atlantic or Southeast. Box G-33.

Exceptional General Manager looking for exceptional opportunity. Results can be an exceptional marriage. 18 years doing it all, managing AM & FM all markets. Expertise includes sales and profits programming, superior leader and motivator. People oriented excellent credentials. Box G-3.

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.

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.

I Love Sheep, cows, farm country, long hours and small market radio fully trained disc jockey—newscaster. For tape phone Craig 212-343-2192.

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.

James Walston, midday announcer, music director, production manager, 3 yrs. experience and currently at WOKN-FM is available for medium, small, large market stations, T 40, disco, soul R&B, and urban contemporary stations may apply by calling 919-734-4213, or send for tape & resume at 2316 N. William Street, Goldsboro, North Carolina, 27530. New stations may apply.

Intelligent, creative, hard-working female with degree and experience, seeks FM air shift. Day or Night. For tape and resume call Shana at 301-229-3366.

Announcer. Country and M.O.R. experience. Production, copywriting, etc. Anywhere. Available now. B.J. Reader 801-255-6017.

Woman who can create listener participation, quality quotes and laughter in production and on-the-air wants to join creative radio staff. Tape available. Helen Oates. 413-253-3933 after 3:30 EST, 127 Riverglade, Amherst, MA 01002.

Experienced sportscaster. Can also do quality air shift. College grad. Let's talk. Box G-20.

Money not important job is. Experience, degree, ready to start now. East Coast South, Gulf areas preferred. Will consider part-time, any shift. Bruce, 512-452-6536.

Still looking after five months for fulltime position. Current major market weekender, two years board experience in news/talk and big band formats with present station. Box G-32.

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, likeable, Vince Fitzpatrick, 4709 Merivale Road, Chevy Chase, MD 20015. 301-652-6515.

SITUATIONS WANTED NEWS

Imaginative Sports director looking to move ASAP. 4 Years PBP and sportscasts. Ray. F-196.

Experienced PBP Man seeks football and basketball position for next season. Contact Box F-157 or Call 206-538-0336.

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.

Radio Newscaster Ambitious-hard-working-creative. Audition tape and resume available. B.A. degree. Call or write: Lorraine T. Johnson, 1181 S. Harvey, Oak Park, ILL 60304, phone 312-524-0623.

News/Sports - PBP experience. Strong writer, delivery, and commentary. Communications Degree. Contact Mike 313-541-8865. Will relocate.

Female-good voice, good mind, seeks position as reporter/newscaster. With degree and experience. Available immediately and willing to relocate. Call Shana at 301-229-3366.

Sports delivered with brains. Witty copy. (Think, humour, and controversial) 18 months experience. Also DJ/Prod. Will consider combo. 912-232-0730.

Experienced News Talk. Seeking talk show or telephone talk. Heavy on news, writing, delivery, actualities with major market background. Will consider any size market if the climate is right. Very strong qualifications. Box F-71.

A Winning Combination ... dedication and experience. Award-winning small market news director seeks medium market. Three years experience ... first phone ... journalism degree ... broadcasting school graduate. Prefer Pacific Northwest ... Nevada ... or Utah. Call Rick Schultz 406-228-9336, 9337 or 2188 919 Valley View, Glasgow, Montana 59230.

News Director in small California market. Seeking a step up. Good voice. BA Journalism. Prefer California. Box G-13.

Eight years on the air experience. Five years as small market sign-on announcer/news director. Two years sports director/high school basketball and baseball play-by-play. Two years Assistant manager. Looking to move from on the air into more sports and other station duties. Box G-23.

Unique award-winning Top 35 Sports Director ready to move. First-rate Pbp football, basketball, baseball. Two yrs. major market sports talk. Former trial attorney. Bright, imaginative. Will relocate. Tom 704-535-8149. Box G-28.

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 P.O. Box 44292 Cincinnati, Ohio 45244.

Totally Disabled, restricted to home, man seeks voice work. Seasoned, experienced. Excellent reader, commanding, resonant voice. Strong on news, documentary, feature stories. Superb tape equipment. Call Hoot collect, 602-783-1598.

No. ARB Numbers. Near year experienced PD available. AC/Contemporary format. Good handle on available talent. Ask for Kirk Sherwood. 1-207-862-3503.

Wanna be country??? I arrive with promotions, research and music. Call 213-791-4836.

TELEVISION

HELP WANTED MANAGEMENT

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, P.O. 1128, Green Bay, WI. 54305.

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.

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.

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.

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.

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/PR 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.

Program Director. Minimum 3 years experience; Midwest group owned ABC affiliate seeks professional with knowledge and experience in programing, promotion, production, public affairs, FCC, EEO, for 4-station network. Salary commensurate with opportunity. Excellent fringe package. Equal Opportunity employer. Send name and minimum salary requirements to Frank Brosseau, President, NTV Network, P.O. Box 220, Kearney, NE 68847.

HELP WANTED SALES

Sunbelt NBC affiliate seeks experienced local television account executive. Must be strong self-starter and heavy on serving agencies and direct accounts. Send resume to Box G-17.

Aggressive individual with Broadcast experience needed for growing sales effort. Entry level position with training, benefits and the chance to progress rapidly with our professional organization. Contact: Brad Worthen, Sales Manager, WJNE-TV, P.O. Box 906, White River Junction, Vermont 05001/802-295-3100. EOE.

Subscription Television Sales Manager—Ann Arbor, Mich. STV operation is looking for a person experienced in STV, CATV or MDS sales. Experience in Pay TV sales management required and college education is preferred. Salary plus commission is negotiable. Must have good references. No calls please. Send resume to: General Manager, Ann Arbor STV, P.O. Box 2267, Ann Arbor, MI 48106.

HELP WANTED TECHNICAL

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.

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.

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.

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.

Maintenance Engineer. Must have First Class License. Major market UHF Northeast. Not a beginning position, experience required. Union shop, top scale paid for right person. Reply Box G-15.

Television Maintenance Technicians Immediate openings July 1st for Television Technicians with 1-3 years of experience to maintain state of the art satellite transmission facility in Smithtown Long Island. These individuals should have a good digital background, with emphasis placed upon VPR 2B, ACR 25 Cart, TR 600's BVU 200 Video Tape Machines. It would be beneficial to have some background in stereo and satellite ground communication equipment; microprocessor orientation a plus. We offer a competitive starting salary and an excellent benefit program. Qualified applicants, please forward resume to—Thomas C. Dent, Warner Amex Satellite Entertainment Company, 2051 Elmwood Ave., Buffalo, New York 14207.

TV Maintenance Engineer Planning, installation, quality control, research, repair and maintain TV broadcast and transmission systems. Aggressive self-starter with 3-5 years experience in broadcasting or allied field; strong experience in maintenance of color studio and transmission equipment. 1st Class FCC required; technical training from recognized institution desired. Send resume to: Vice President Operations, WJCT, Inc., 2037 Main Street, Jacksonville, FL 32206. EOE.

Studio Maintenance: Dedicated Maintenance Engineer with 3-5 years experience maintaining state-of-the-art studio equipment ACR25, AVR1, VPR2, DPE 5000, Chron, CDL480, and Vital. Competitive salary, top station equipment, and plenty of responsibility for right person. Experienced only. Contact Personnel Manager, WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137—EOE-M/F.

Wanted: TV control board operator. Experience preferred but not necessary. Call or send resume to Randal Arcand, Production, KUMV-TV, Box 1287, Williston, North Dakota, 58801. Phone 701-875-4311. An Equal Opportunity Employer.

EFP Engineer Seeking person experienced with portable camera, BVU 3/4 inch editing maintenance and remote operations. Will work with Public Affairs Field Production Unit. FCC 1st, and formal electronic training or equivalent experience required. EOE. Closing date: July 8. Send resume to: Roger Hicks, MD Public Broadcasting, Owings Mills, Maryland 21117.

TK-46 Maintenance Engineer Nautilus Television Network is looking for an experienced maintenance engineer. Must be highly experienced in TK-46 maintenance. Send resume to: Charles Barth, c/o Nautilus Television Network, PO Box 1783, Deland, Florida, 32720.

Director of Engineering: Southwest market station—Sunbelt area—excellent equipment—excellent salary and benefits. Box F-220.

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-194. An EOE/M-F employer.

HELP WANTED NEWS

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-Anchor 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.

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.

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.

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.

News Producer: We're looking for a solid, aggressive, creative producer for our late newscast. Conversational writing, imaginative graphic sense, flair for leadership, and TV experience a must. Top 20's Midwest station. Write Box G-9. An Equal Opportunity Employer M/F.

Sports Director—100+ market. Energetic self-starter who can shoot ENG, edit and anchor two major casts. It's a challenging one-person department with a news team that's No. 1 in 3-station market, mid-west. Must be hard worker who doesn't watch clock. Salary around ten thousand. Send resume only to Box G-14. EOE.

News Producer. Three years experience; thoroughly familiar with ENG equipment and editing. Must have participated in editorial decision making. BA, Journalism preferred. Resume to Edwin Hart, WPRI-TV, East Providence, Rhode Island, 02914. EOE.

Reporter—California Newsmagazine seeks creative self-starter with strong writing and production skills. The candidate should be people oriented and like telling stories. We need an individual with prior TV news reporting experience, capable of producing timely, dynamic material for a highly successful, people oriented program. Please send resume and audition tape to Frances Reyes-Acosta, KFSN TV, 1777 G Street, Fresno, CA 93706. We are an equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

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 ENG Field experience in addition to excellent writing skills. The 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.

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.

Experienced video producer/director for university news, feature, PR operation. Three years commercial experience, thorough 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.

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, PO. 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.

Late News Producer Seeking a solid writer who can make maximum use of graphics, live technology, and production techniques. Applicant must possess good news judgement and exhibit managerial qualities. We offer a competitive salary, a medium market, and state of the art equipment. Box G-22.

Public Affairs Producer. Develop public affairs presentations including periodic programs, special events, and documentaries. Production facilities include studio, remote unit, electronic field production, and computer assisted one-inch editing. College degree desired, producing experience required. Position available after 7/6/81. Send resume and tape to: Personnel, WMFE-TV, 11510 East Colonial Drive, Orlando, Florida 32817. Equal Opportunity Employer.

TV Director for leading national children's public TV series and other projects. At least 5 years experience with switching, field production and editing. Salary negotiable. Start Sept. Send resume and tape. Family Communications, 4802 Fifth Avenue, Pittsburgh, PA 15213.

Producer: Produce public affairs and information programs for local, statewide and national broadcast. Ability to write and interview. Some directing experience. Minimum 1 year experience. Salary DOE. Apply by July 31 to KUAC, University of Alaska, 208 Theatre Bldg., 312 Tanana Drive, Fairbanks, AK 99701. The University of Alaska is an EO/AA Employer and Educational Institution. Your application for employment with the University of Alaska may be subject to public disclosure if you are selected as a finalist.

SITUATIONS WANTED MANAGEMENT

Management-Troubleshooter! Turn-around Specialist! Consultant! Outside-Director! Outstanding credentials and record of achievements. Box G-16.

SITUATIONS WANTED NEWS

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.

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.

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.

ENG Photographer/Editor w/1 yr. studio-field experience. BA in Communications. Tape & Resume avail. Jeff Noble, Rt. 8, Bowman, Dr., Salisbury, MD 21801.

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.

Dynamic-Experienced newsman and sports director at award-winning radio station seeks television reporting position. Excellent delivery, writing and PBP. Previous TV experience. Journalism degree. As sharp as they come. 6 year pro. Box G-29.

Professional Meteorologist, AMS Seal, 14 years broadcast experience seeking preferably east Coast market. Undisputed number one in my area. If you have a solid commitment to weather, let's talk. Box G-26.

Anchorman/reporter—Excellent believability, authority, communicating power in anchoring. Skilled general reporter, expertise in initiative/investigative news. 20 years electronic news experience. Interested challenging anchoring and/or reporting situation. Box G-7.

Independent Reporter/Producer of documentaries seeks staff position as reporter for special projects and documentaries. Highly creative. Marketable personality. Major market experience. Box G-6.

Sports Director. Talented professional whose organizational skills can shift your coverage into high gear. Creative, energetic, and personable. Impressive "involvement" packages. Tape shows versatility. Box G-12.

Radio News/Sports Director seeks move into television. Degree and experience as television newswriter plus some on-camera sportscasting. Hard worker who welcomes any location and opportunity. Dave 304-253-5818 evenings.

Graduate of U. of Pa. seeking work in news and/or sports. Four years radio/TV/PBP experience at Penn. Produced and hosted TV show last year. Creative, ready to work anywhere. Budd Mishkin, Box 227, Monroe, NY 10950 914-782-8394.

Photographer/Editor wants to get back into news. Dedicated, aggressive, resume/tape. Call Dennis Prewitt 713-772-7233 or 713-749-1571.

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.

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.

Production Manager, Producer-Director, I seek Production Manager challenges at your station or challenges as a Producer/Director under your Production Manager. Producing and directing experience includes commercials, local and childrens programs, telethons, news directing. Quad-cassette editing. ENG, responsibility of working staff. Leave message at 914-941-2937, I'll return your call. I can produce.

Sports/Magazine Style production. One year major market "PM" production experience. Looking for sports producing or associate producer position. Will relocate. Bruce Cohen 305-531-5745.

Give me a Break! Energetic, creative go-getter desires entry level opportunity. 4 years corporate TV/ Film production experience. College degree. Excellent writing and production skills. Will relocate but prefer East. Mitch Ehrlich, 208 W. Highland Ave., Philadelphia, PA. 19118 215-242-3383.

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.

Business oriented successful salesperson with good credit and character. This is a straight commission opportunity involving substantial dollar amounts. We'll train in business brokerage. John Emery, Chapman Co., Inc. 1835 Savoy Dr., Atlanta, GA 30341.

HELP WANTED TECHNICAL

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.

Music Coordinator. Responsibilities: Responsible for the sound of the radio station. Working in conjunction with the News/Public Affairs Coordinator and the Operations Coordinator, the Music Coordinator will design and implement programing objectives designed to provide the best possible public radio program service to the northeast Ohio community. In addition to on-air work, the Music Coordinator will be liaison with record companies, will assist in remote recordings, provide management with audience research, assist in design of program proposals for funding, participate in development activities and represent the station to the public, as required. Requirements: Excellent working knowledge of classical music essential. Working knowledge of jazz very desirable. Minimum of two years in commercial or public radio required. Candidate should possess good on-air presence, know how to read and use audience data in making programing decisions. B.A. or equivalent degree in music, broadcasting or related field desirable. Salary: \$13,000 for 12 months. Contact: Send cassette tape demonstrating knowledge and announcing style along with resume and at least three letters of recommendation to: Search Committee, Position: MC, WKSU Radio, Kent State University, Kent, Ohio 44242. Deadline: July 20, 1981. Kent State University is an AA/EEO employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted four to sixteen Bay Circularly Polarized high power FM antenna ... Call 916-233-2713.

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.

WANTED TO BUY EQUIPMENT CONTINUED

Instant Cash for Broadcast Equipment: Urgently need UHF Transmitters, Microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

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.

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.

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 1½ 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.

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.

10 KW 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.

Two Ampex AVR-2's each equipped with editor/edited, 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 R14C 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.

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 Darryl Jackson 205-459-3222.

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 CVS, 520 TBC. Best offer. Call: 312-641-6030 Days.

Used Equipment Bargains: RCA TT-10AL 11KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavac & D.O.C., \$22,000; Ampex 1200B VTR, AFA Rebuild, Editor, \$16,000; Norelco PC-70 Color Camera \$8,000; IVC 500 Color Camera \$2,500; CBS 504B T.B.C., \$5,000; Microtime 2020 T.B.C. \$9,500; Envirozone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. 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. Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

Used ENG Equipment: Sony DXC 1600 Cameras, 4 avail. \$1,200 ea.; Sony RM-400 Editor \$800; Convergence ESC: Joystick Editor \$2,500; Sony VO 3800 3/4" VTR \$1,500; Sparta A15 Audio Console \$400. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

ENG—Production Van: Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CBS504B T.B.C. with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring. Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. Make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

Video Tape Equipment: Sony BVP 300 cameras w/ Fujinon lenses, \$31,939.00 Sony 3/4 inch BVU 110 Recorders \$3,850.00 HME 22 EF Wireless MIC systems, \$1,666.00. Lowell Portable Light Kits (2 Omni, 2 Total) \$1,272.00. Peter Lysand Tripods w/ O'Conner. 50D Heads, \$1,668.00. Sony AC 500 power supplies, \$299.00 Videotek VM-5A color monitors, \$624.000. Sennheiser ME-80 shotgun kits, \$470.000. Shure M-60 Mixer \$470.000. Also available, Anvil travel cases. Must sell. Volume discounts. Will take best offers. Contact: E. Jones, 415-332-5830.

Remote Production Cruiser Repossessed—1980 34' custom built motor cruiser. Designed for video systems—1800 miles. Call Tom Long, 312-833-8100.

COMEDY

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

MISCELLANEOUS

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 Your Radio Station thinking about automating or switching services? I've got important information. Call Russ Kimble, WFCL 716-394-1550.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, ILL 60610. 312-944-3700.

SCA subcarrier available on class C FM in Denver, Colorado. Excellent coverage area. Contact Girard M. Westerberg, Technical Director, KPPL-FM, 7075 West Hampden Avenue, Denver, Colorado 80227. 303-985-8771.

RADIO PROGRAMING

Remember Franklin MacCormack? 1,000 drop-ins of poetry and prose created for your Easy Listening format. Produced by one of radio's smoothest voices. For information and a demo call Roger Galstad today. 715-834-3471.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo, P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

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.

Bob Borum, Consulting Engineer-AM-FM-TV-Cable Studio-Transmitter installation and service. Audio Proofs 3236 Harborview, Tampa, FL 33611. 813-833-2110 (24 hour answering service).

RADIO

Help Wanted News

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 Management

GENERAL MANAGER

Growing upper midwest group owner wishes to hire general manager for potential AM/FM powerhouse. Candidate must have extensive sales management or general manager experience. Must have track record of motivating and retaining staff members in all departments. Must understand how to create atmosphere of cooperation and enthusiasm. Highly competitive medium market. Top salary and incentives. Opportunity for corporate growth. Equal opportunity employer. Send resume to Box G-11.

Help Wanted Sales

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

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.

Help Wanted Programing, Production, Others

TALK PROGRAM DIRECTOR

WCAU Philadelphia, the Talk of Today, is looking for the Program Director of Today.

WCAU has put together the talk format of the 80's and needs a Program Director who can be an effective communicator, administrator, idea man, and all around team leader.

If you're ready to meet the opportunity of the decade... send your resume to:

Mr. Sherman Wildman
Vice President & General Manager
WCAU-AM
City Avenue & Monument Road
Philadelphia, PA 19131
WCAU/CBS is
an equal opportunity employer.

Help Wanted Announcers

Immediate Opening:

One more dynamite air personality needed for America's most exciting adult contemporary satellite radio network, Continental Radio, and its flagship station in Norfolk, VA. If you know how to entertain a radio audience, send tape and resume (no calls) to Tom Dooley, Continental Radio, 1318 Spratley Street, Portsmouth, VA 23704. Excellent money and benefits. Only top flight talent need apply. Continental Radio is a commercial subsidiary of the Christian Broadcasting Network Inc., an equal opportunity employer.

Situations Wanted News

EXPERIENCED PBP MAN

seeks college football & basketball position for next season. Contact box G-2. or call Pat at 206-538-0336.

TELEVISION

Help Wanted Sales

TELEVISION ACCOUNT EXECUTIVE

CBS New Orleans Affiliate seeks top flight account executive to handle major local list. Two years TV Sales experience required. Send resume to

Jim Reardon
WWL-TV
1024 N. Rampart Street
New Orleans,
Louisiana 70176



Help Wanted Technical

BROADCAST CHIEF ENGINEER

Immediate opening for individual with experience repairing state of the art equipment. Consideration will be given to individuals with working knowledge of the following: 3/4 inch, 1 inch video tape recorders, RCA-TK 760 cameras, VITAL VIX 114-2A switcher, NEC digital video effects. Must be familiar with remote production and studio. Some travel will be necessary. Qualified applicants send resume to: Southern Video Productions Inc., 505 A Faulkenburg Road, Tampa, Fla. 33619. An Equal Opportunity Employer.

Engineering Supervisor - Operations

Major market group-owned VHF network affiliate in sunbelt seeks management-oriented engineer to supervise TV technical operations. Position requires at least five years senior technical and/or supervisory experience in commercial television. If you know and can maintain high technical standards, can manage people, work well with other departments and aspire to increasing levels of responsibility, send your resume to Box G-5. Equal opportunity employer.

Help Wanted Technical Continued

MAINTENANCE TECHNICIAN, STUDIO & ENGINEERING

KOVR - 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, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815 (916-927-1313).

Help Wanted News

METEOROLOGIST

Imagination, personality and credibility—that's what we want in our weather segments. We're a top 20's Midwestern station, with an aggressive expansion plan in our weather department. TV experience with meteorology degree important. Interested? Write Box G-10. An Equal Opportunity Employer 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.

TV NEWS ARTIST

Major market TV station is looking for a highly creative news graphic artist. You will be responsible for the design of bold, innovative graphics for the most award-winning newscast in town. Courtroom sketching experience helpful but not mandatory.

Competitive salary and the challenge of doing the best work you're capable of. Send resume and slide samples in confidence to: Box G-30.

AN EQUAL OPPORTUNITY EMPLOYER

SPORTS DIRECTOR

We are tired of the traditional approach to sports... we are looking for someone who can capture the enthusiasm and energy of sports not only in field pieces but in the sportscast as well. If you are content with talking heads and meaningless "B" roll, please do not apply. We offer a competitive salary, big time college football and an opportunity to do college basketball play by play. A minimum of three years on air experience required. We are a medium market midwestern station. Box G-23.

CALIFORNIA TELEVISION NEWS

Top 25 market, network and group owned station expanding its quality news operation. Interested in experienced, professional anchor talent. If you are strong and personable, present position, market size and rating results are secondary. Unusually pleasant constructive working conditions and sound financial opportunity for a solid contributor. An equal opportunity employer, M-F. Resume and references first letter to Box G-31.

Help Wanted News Continued

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



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

TELEVISION PROMOTION MANAGER

A major Los Angeles television distribution company requires the expertise of a Promotion Manager to coordinate acquisition, distribution and promotion of its inventory of programs sold in syndication.

The professional individual we are seeking can combine polished administrative and organizational skills with highly-developed publicity and advertising talents.

This is a blue-chip position with tremendous career opportunity and superlative benefits. Salary is open, commensurate with your experience.

For immediate consideration, please send your resume to:

*Paramount
Pictures
Corporation*

Dept. BC/269B
P.O. Box 76387
Los Angeles, CA 90076

Equal Opportunity Employer

Help Wanted Programing, Production, Others Continued



co-host position with high-rated PM Magazine program will soon open in top-40 market. Must have college degree and writing experience. Send resume and tape, to: Edith Overby, Personnel Manager, WLOS-TV, P.O. Box 2150, Asheville, N.C. 28802, EOE.

Situations Wanted News

REPORTER

Young, Aggressive, National Award Winning Reporter/Morning Anchor in Top 30's market is looking for a place where she can grow—Been Consumer reporting for last year. General Assignment for two others. Call (704) 364-1026, evenings.

Situations Wanted Programing, Production, Others

TV TRAFFIC MANAGER

Experienced with Bias, Martin Data, Cardex, Flexline, and Diary Systems. 8 yrs. experience in broadcast—installation and conversion representative for major broadcast computer co. Love Traffic and making you money. Contact: V. Wiedemann, 409 Cameron Hill, No. 1707, Chattanooga, TN 37402. Phone: 615-266-8066.

TRAFFIC MANAGER

20 years broadcast experience including independent TV—large market.

BIAS and BCS systems

Joan Stora
206--858-6604

Radio Programing



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors

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"Can Make Your Radio Station Sound More Important"



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9220 Sunset Boulevard, Los Angeles,
California 90069. Telephone: 273-6890

Public Notice

**The Villages of Middleville,
Newport, Poland and Cold Brook,
New York**

are seeking bids for a cable television franchise. Bid applications will be accepted until 7:00 p.m. September 6, 1981. Bid applications are to be prepared and submitted in accordance with the Villages Request for Proposals which is available upon request from the Village of Poland Clerk's Office.

For a copy of the Request for Proposals or further information call or write Harold E. Goodney, Village Clerk, Poland, New York (315) 826-3141.

Public Notice Continued

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE Braintree, Massachusetts

The Town of Braintree will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 2:00 p.m. on Tuesday, September 15, 1981. Applications must be filed on the Massachusetts CATV Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Braintree. A copy of the application shall also be filed with the Massachusetts CATV Commission. All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Donald J. Laing, Joseph D. Cleggett, Saran E. Gillies, Anthony J. Mollica, Carl R. Johnson, Selectmen of Braintree, Office of Selectmen, Town Hall, 1 JFK Memorial Drive, Braintree, MA 02184.

Employment Service

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.**

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(213) 467-8151
100% FREE
TO APPLICANTS

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



CABLE Help Wanted Technical

CABLE TELEVISION OPPORTUNITIES

Major New York metropolitan area cable television company has the following positions available:

MAINTENANCE SUPERVISOR

For 3 man technical staff. Must have solid technical background & extensive experience in 1 inch VTR's, CMX editor & ENG equipment.

MAINTENANCE TECHNICIAN

With experience in servicing & preventative maintenance of the above equipment.

CMX EDITOR

With 340X editing experience to edit promotional material & performing art programs. Music background helpful.

Call or send resume to:
Theresa Sass

516-364-8450 ext 261
CABLEVISION PROGRAM
SERVICES CO.
3 Media Crossways
Woodbury, N.Y. 11797

Miscellaneous



Finest quality
imprinted T-shirts,
Bumper Stickers.
Radio Broadcasters Only
· Will Trade ·
Unique Inks · 301-263-4413

"Want To Own a Station?"

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience.

Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001 141 East 44th Street, N.Y. N.Y. 10017 212-599-3303

For Fast Action Use BROADCASTING's Classified Advertising

Wanted To Buy Stations Continued

Midwest Markets

Financially qualified, experienced broadcasters seek midwest radio station in small to medium market.

Box G-45

Services

RADIO STATION OWNERS ... WE CAN INCREASE YOUR SALES WITH NO CASH OUTLAY ON YOUR PART

We have a two fold sales approach where we sell safety campaigns by telephone, and then follow up selling these accounts in person for long periods.

We will furnish you with complete references, and then arrange to meet you in person at your office or ours, at our expense before we start our sales effort. All sales are supervised by principals of our company.

IF YOU WOULD LIKE TO INCREASE YOUR SALES, AT NO COST, CALL US COLLECT.

Stewart P. Lurie, President
Community Service Broadcasting
601 Skokie Blvd., Suite 502
Northbrook, Illinois 60062
(312) 564-3904

Business Opportunity

NEW STATION OR POWER INCREASE?

FM Frequency search with interpretation \$150-200. Basic FM drop-in petition \$250. AM contours verified at reasonable cost. List of largest towns without local radio/TV, 1980 population, \$10 per state.

BROADCAST PLANNING SERVICES
Box 42 Greenwood, Arkansas 72936
501-996-2254



SOUND EFFECTS 40 ALBUMS \$7.⁹⁸ EACH

WRITE FOR FREE CATALOGUE
P.O. BOX 1441,
BELLINGHAM, WASH. 98225

WE REBUILD TAPE MACHINES

SEBAGO BROADCASTING SERVICE rebuilds Broadcast Quality tape and cartridge machines. Harris-Ampex-Spotmaster-Magnecord-etc. All work done on hourly rates, plus parts. Call for FREE Over the Phone Evaluation Today!

SEBAGO BROADCASTING SERVICE

705 W. Hickory, Edna, Texas 77957

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.

STATE OF THE ART

Mobile broadcast teleproduction facilities. 3 mobile units for sale individually or complete group.

PAUL BOYKIN (714) 675-4270

Wanted To Buy Stations

Wanted to buy

Class C FM with or without AM. Small or medium market in sunbelt. Profit history not important. Box G-27.

RADIO STATION WANTED

ANYWHERE, USA! (almost)

Station Condition, Format, Off-Air, billing,
Market Size — DOESN'T MATTER.

WE WANT A STATION!

WANTED BY CHRISTIAN COUPLE
WITH MAJOR MARKET EXPERIENCE.
ANY TERMS — WITH *small* CASH DOWN

CALL ME WITH YOUR DEAL!

BEN (816) 221-2222 (collect)

For Sale Stations

Pittsburgh FM

Sub Channel
Available
Box F-246

Fulltime AM

Southern Montana. 20 Year Terms
Available. Write Box G-8.

TV STATION SUNBELT

Top 100 Market VHF Network Affiliate \$20
million plus area—terms possible.

Box G-4

Must Sell

Fully equipped sunbelt daytimer. KXKS Albuquerque, NM. High power potential. Total Survey Area 725,000. Call Al Cohen, 505-262-1866. Extremely attractive terms available with strong statement. Priced for quick sale.

FOR SALE BY OWNER

Missouri daytimer. Owner retiring. \$380,000.00 Terms to qualified principals only. Box 1651, Columbia, MO 65205.

10,000 watt DA-D. Fantastic Mkt., potential \$470,000; Daytimer w/Fulltime Grant-Positive Cash Flow \$443,000; Daytimer w/Suburban Location. Potential. Terms \$320,000.

E EDEN BROADCAST SERVICES
B P.O. Box 647, Eden, N.C. 27288
S 919/623-3000

H.B. La Rue, Media Broker

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East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

Dan Hayslett

& associates, inc.



Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

- Good facility covering Charlotte, N.C. \$540,000. Terms.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Term. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- AM/FM in W. Ark. city. \$390,000.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town. \$540,000.00.
- FM in Big Town in W. Okla. \$460,000.
- Powerful daytimer in east Tenn. \$460,000.
- Daytimer. S.W. Mich City. Real estate. \$460,000.
- Powerful daytimer. Coastal area of Md. \$560,000.
- Fulltime N.W. Alabama City. Alabama's fastest growing area. \$520,000.
- Class C covering large Oklahoma city plus AM daytimer. \$1.75 million.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- Fulltimer. Powerful big city in Ark. \$980,000. Terms.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- Ethnic daytimer in Cleveland metro area. \$490,000.
- E. Ky. 1000 watt daytimer. \$280,000. \$30,000 down.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Daytimer. SE KY. \$300,000.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer. N.C. Missouri. \$380,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 3,000 watt FM. Arkansas. \$380,000.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

For Sale Stations Continued



CHAPMAN ASSOCIATES®

media brokerage service

STATION

S	Small	FM	\$150K	Cash
W	Small	Fulltime	\$425K	29%
E	Small	AM/FM	\$450K	\$150K
W	Small	FM	\$550K	\$130K
S	Metro	FM	\$1300K	\$780K
MW	Metro	Fulltime	\$1700K	Terms
MW	Major	AM/FM	\$3000K	Cash

CONTACT

Ernie Pearce	(404) 458-9226
Bill Whitley	(214) 387-2303
Jim Mackin	(312) 323-1545
Ray Stanfield	(213) 363-5764
Bill Cate	(904) 893-6471
Peter Stromquist	(612) 831-3672
Bill Chapman	(404) 458-9226

To receive offerings within your areas of interest, or to sell, contact John Emery,
Mktg. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta 30341
(404) 458-9226

WALKER MEDIA & MANAGEMENT, INC.

William L. Walker
President

Suite 417, 1730 Rhode Island Avenue, N.W.
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(303) 636-1584

2508 Fair Mount St.

Colorado Springs, CO 80909

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

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only.
(Billing charge to stations and firms: \$2.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Fates & Fortunes [®]

Media

Elmer Snow, VP-general manager, WTTV(TV) Indianapolis, named president-general manager.

Thomas Durney, VP-general manager, WQUE(AM) New Orleans, assumes additional duties as senior VP of licensee, Insilco Broadcast Group of Louisiana.

Andy Potos, station manager, WIVI-TV Milwaukee, named VP-general manager, succeeding Henry Davis, named VP-program development for licensee, Storer Broadcasting (see "Programming").

Edward Adams, general manager, WCIX-TV Miami, named executive VP.

John Evans, manager of studio operations, WESH-TV Daytona Beach, Fla., named VP-station manager.

Gina Gallagher, general sales manager, WBOS(AM)-WMKE(FM) Milwaukee, named VP-general manager.

Skip Schmidt, VP-general manager, TM Productions, Dallas, joins KADX(FM) Denver as general manager.

Martin Lessard, station manager, WOKQ(FM) Dover, N.H., named general manager.

Claire Russell Shaffner, general manager, WTMA(AM) Charleston, S.C., joins WRAL(FM) Raleigh, N.C., as general manager.

Charles Warren, regional administrator, U.S. Environmental Protection Agency, New York, joins Educational Broadcasting Corp. there as VP and general counsel, and will serve as secretary on board of trustees for EBC owned WNET(TV), New York.

Named VP's, noncommercial KTCA-TV St. Paul, Minn.: **Peter Bradley**, director of planning; **Timothy Conroy**, director of development, and **Stephen Kulczycki**, director of broadcasting. **James Carufel**, director of administration, KTCA-TV, named assistant general manager and VP-finance and administration.

J. Clyde Miller, chief engineer, noncommercial KERA-TV Dallas, named VP-operations.

Robert Lorenz, broadcast operations supervisor, WOR-TV New York, named director of continuity and clearance.

Lew Koch, production manager, WAAY(TV) Huntsville, Ala., named operations manager.

Margaret Kline, director of administration and development, CBS Television Stations Division, New York, joins CBS's WCAU-TV Philadelphia as manager of business affairs.

Roderick Eason Jr., manager of employee relations, Wometco Enterprises, Miami, named corporate director of labor relations.

Ellen Shaw Agress, assistant general attorney, NBC, New York, named general attorney.

John Fahey Jr., director of financial planning,

Home Box Office, New York, named assistant treasurer for HBO's parent, Time Inc. there.

Andrew Kobel, senior financial analyst, ABC News, New York, named manager, finance and administration, ABC's WPLJ(FM) New York.

Larry Namer, director of corporate development, Manhattan Cable TV, New York, joins Valley Cable TV, Encino, Calif., as VP-general manager.

James Hall, VP, Eastern region, Storer Cable Communications Division, Miami, named VP of operations for entire division.

Ray Duprey, construction engineer, MetroVision of Wisconsin, Menomonee Falls, Wis., named manager of system.

Josie Amodeo, office manager and assistant to regional manager, Silent Watchman Corp., alarms and security systems manufacturer based in Queens, N.Y. joins Viacom Cablevision of Long Island, Central Islip, N.Y., as field sales supervisor.

Richard Palmer, director of finance, Mega Vision, Detroit, joins Tribune Co. Cable, Mahwah, N.J., as finance director.

Advertising

William McNealy Jr., independent management consultant, based in New York, joins Kenyon & Eckhardt, Detroit, as executive VP.

David Wiseltier, co-founder and creative director, KSW&G, former New York advertising firm, joins Foote, Cone & Belding, New York, as VP-executive art director.

Tom Morris and **Charles Curtis**, account supervisors, Tracy-Locke, Dallas, named VP-management supervisors. **Bob Belton**, manager of broadcast production, Tracy-Locke, Dallas, named VP. **Blake Levinson**, from Foote, Cone & Belding, Chicago, joins Tracy-Locke, Dallas, as copywriter.

David Drake, VP-associate media director, Needham, Harper & Steers, Chicago, named manager of department of media resources. **Bill Neimann**, VP-associate media director, NH&S, Chicago, named director of operations for department of media resources. **Alan Causey**, research account executive, H&S, New York, named research account supervisor.

Brian Meredith, senior copywriter, McCann-Erickson Worldwide, New York, named director of its creative task force.

John Asaro, media buyer, Vinyard & Lee & Bridwell, St. Louis, joins D'Arcy-MacManus & Masius there as assistant planner.

Karen Lewinson, media buyer, Bozell & Jacobs, Atlanta, joins Austin Kelley Advertising there in same capacity. **Holly Pierce**, media assistant, Cargill, Wilson & Acree, Atlanta, joins Austin Kelley, as assistant media buyer.

Beth Ann Wright, research director, Henry J. Kaufman & Associates, Washington, joins N W Ayer Inc., New York, as associate group research director.

Riz Boncan, graduate, Academy of Art College, San Francisco, joins Keller & Crescent, Evansville, Ind., as assistant art director.

Nancy Noel, publications service manager, Microwave Associates, Burlington, Mass., joins Ingalls Associates, Boston, as production manager.

NRBA elections. Newly elected regional directors for National Radio Broadcasters Association, Washington: region 1—Richard Korsen, WDRC-AM-FM Hartford, Conn.; region 3—Larry Keene, WWOC(FM) Avalon, N.J.; region 4—Bernard Mann, WOKX(AM)-WGLD(FM) High Point, N.C.; region 5—Robert Herpe, WHLY(FM) Orlando, Fla.; region 6—Ron Kempff, WHIO-AM-FM Dayton, Ohio; region 9—Tim Ives, WBC(AM) WBNQ(FM) Bloomington, Ill.; region 10—James Wychor, KWOA-AM-FM Worthington, Minn.; region 11—Don Berndt, KKNQ(FM) Oklahoma City; region 13—Gary Grossman, KRKT-FM Albany, Ore.; region 14—Fred Hildebrand, KVOC(AM) Casper, Wyo., and region 15—Bill Clark, KABL-AM-FM San Francisco.



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Peter Bunting, assistant VP and corporate marketing manager, Riggs National Bank, Washington, joins Davis & Phillips, Virginia Beach, Va.-based advertising firm, as account executive.

Dianne Hasenstab, with Batz-Hodgson-Neuwoehner, St. Louis, named production manager.

Robert Cody, account supervisor, Gamzo Advertising Consultants and co-owned Rann Productions, Chicago, named general manager. **Donna Clesen**, assistant account supervisor, Gamzo, succeeds Cody.

Jim Zafiros, sales director, NBC's WMAQ-TV Chicago, named VP-NBC Spot Sales, based in New York.

James Donnelly, account executive, Petry Television, Dallas, named sales manager.

John Lionberger, team sales manager, Chicago, and **Sandi Boesch** branch manager, San Francisco, MMT Sales, named VP's. **Charlie Lizzo**, team sales manager, MMT, Chicago, named team sales manager of group A, team II in New York. **Martha Mitchell**, assistant manager, Seltel, St. Louis, joins MMT there as account executive. **Joe San George**, account executive, Seltel, New York, and **Tony Albertini**, account executive, Seltel, New York, join MMT there as account executives.

Robert Furlong, account executive, Metromedia's WTCN-TV Minneapolis, named to same post at co-owned Metro TV Sales, New York.

Patty Parker, Dallas sales manager, KXAS-TV Fort Worth, named general sales manager. **Sue McDonnell**, national sales manager, KXAS-TV, named station sales manager.

Clyde Dutton, VP-general sales manager, WTTV-TV Indianapolis, named senior VP-general sales manager. **Bernard Souers**, local sales manager, WTTV, named VP-sales.

Elissa Dörfsman, account executive, WCAU-TV Philadelphia, joins co-owned WCAU-FM there as general sales manager.

Drew Horowitz, local sales manager, WFYR(FM) Chicago, named general sales manager.

Ron Gold, account executive, WHN(AM) New York, joins WGBB(AM) there as sales manager.

Stephen Banks, local sales manager, KNXV-TV Phoenix, named general sales manager.

Harvey Cohen, general sales manager, WCIX-TV Miami, named senior VP.

Lynn Halterman, from WNDE(AM)-WFBQ(FM) Indianapolis, joins WBOW(AM)-WBOQ(FM) Terre Haute, Ind., as sales manager.

Joey Lim, account executive, WSBY(AM)-WQHQ(FM) Salisbury, Md. (formerly WBOC-AM-FM), named sales manager.

Don Heller, local sales manager, WKBS-TV Philadelphia, joins KYW-TV there as national sales manager.

Mike Fowler, account executive, WFYR(FM) Chicago, joins WEFM(FM) there as local sales manager.

Sherman Spritz, retail sales trainee, WCVB-TV Boston, named account executive. **Lisa Sobel**, sales assistant, WCVB-TV, succeeds Spritz.

Jane Bartsch, broadcast media director, Ash/LeDonne, New York entertainment advertising

agency, joins WCBS-FM there as account executive.

Rich Rapiti, account executive, WKHK(FM) New York, joins WHN(AM) there in same capacity.

Thomas Callahan, account executive, KSHE(FM) St. Louis, joins KMOX-TV there in same capacity.

John Goodwill, research analyst, McGavren-Guild, New York, joins WBBM(AM) Chicago as account executive.

Pam Blackwell, account executive, KMOD(FM) Tulsa, Okla., and **Frank Jacobs**, account executive, KOKI(TV) Tulsa, join KOTV(TV) there in same capacities.

Sally Brinkley, recent graduate, University of Kentucky, Lexington, joins WYLL-FM Louisville, Ky. (formerly WZZX(FM)), as account executive.

Programing



Capra

Frank Capra Jr., VP-international production, Avco Embassy Pictures, Los Angeles, named president and chief executive officer. He succeeds **Robert Rehme**, who joins Universal Pictures, Los Angeles, as president of distribution and marketing.

Richard Sullivan, VP-sales and planning administration, Showtime, New York, named VP-national accounts.

Warren Bahr, VP, corporate development, John Blair & Co., New York, named to new post of VP-director of marketing for Blair Video Enterprises, company's development, production and distribution unit for programing for TV and new technologies.

David Lewine, VP-marketing, Valley Cable TV, Encino, Calif., joins Playboy Productions, Los Angeles, as VP, responsible for marketing, distribution and programing.

Joel Nixon, director of broadcasting, National Hockey League, Chicago, named VP-broadcasting based in New York, responsible for television, cable and subscription TV broadcasts of league games.

James Fitzpatrick, VP-satellite marketing and planning, American Educational Television Network, Irvine, Calif., named VP-marketing and sales.

J.T. Anderton, Northeast regional manager, based in New York, National Association of Broadcasters, joins Otis Conner Productions, Dallas, as head of New York operations.

Eric Crowe, independent business and financial analyst, San Francisco, joins Signature Productions, Hollywood, Calif., as director of development, responsible for graphics, radio and television production divisions.

Jennifer Logan, consultant for Times Mirror Cable Television, based in Boston, joins Home Theater Network, Portland, Me., as director of new market development.

Albert Mazzoni, VP-sales, WTTG(TV) Washington, joins Metro Sports, Rockville, Md.-based independent sports network syndicator for TV,

cable, and radio, as VP-director of sales.

Tamara Haddad, executive producer, KDKA(AM), Pittsburgh, joins Mutual Broadcasting, Washington, as producer of its *Larry King Show*.

Scott Schwartz, Los Angeles attorney, joins NBC Television there as senior contract attorney. **Dave Alworth**, with NBC Sports, Los Angeles, **Tim Rappleye**, freelance production associate, based in Los Angeles, and **Tom Roy**, with NBC part-time, join NBC Sports, as associate producers.

Alan Perris, VP-general manager of Post-Newsweek's WPLG(TV) Miami, named to new post of executive VP, programing and production, Post-Newsweek Stations on Aug. 1, based in Washington.



Perris



Davis

Henry Davis, VP-general manager of Storer Broadcasting's WITI-TV Milwaukee, named VP-program development for Storer's Television Stations Division, based at corporate headquarters in Miami.

Barbara Bee, district manager, South-central region, ABC Television Network, New York, joins WBRZ(TV) Baton Rouge as director of programing and operations.

Michael Davis, production manager, WTTV(TV) Indianapolis, named program manager.

Tom Straw, assistant program director, KMPC(AM) Los Angeles, named program director.

Peter Swanson, from WHDH(AM) Boston, joins WSNY(AM)-WHUE(FM) there as program director.

David Popovich, operations manager, WWW(AM) Cleveland, joins WYYZ(FM) Hartford, Conn., as program director.

Ken Smith, director of community relations, WFAA-TV Dallas, joins noncommercial KERA-TV there as senior producer of cultural affairs programing.

James Russell, director of program production, noncommercial KTCA-TV St. Paul, Minn., named VP.

Ira Raider, photo-journalist, WCCO-TV Minneapolis, joins KYW-TV Philadelphia, as photographer-editor for *Evening Magazine*.

Janet Davies, host-producer, *Front Page Saturday Night*, WBNS-TV Columbus, Ohio, joins WPVI-TV Philadelphia as co-host for its *AM/Philadelphia*.

Patrick VanHorn, anchor-reporter, WTAJ-TV Altoona, Pa., joins WDVM-TV Washington, as co-host of station's *PM Magazine*.

Jane Hirz, producer, *Morning Exchange*, WEWS(TV) Cleveland, joins WKYC-TV there as producer of its *The Dave Patterson Show*.

Tony Quartarone, with WXLO(FM) New York, named music and research coordinator.

Charles LaRosa, producer-director, Wright State University, Dayton, Ohio, joins noncommercial WPTD(TV) Kettering, Ohio, and non-commercial WPTO(TV) Oxford, as production manager.

Carol Mason, air personality, WJEZ(FM) Chicago, joins WYNY(FM) New York in same capacity.

Randy Davis, air personality, KTXQ(FM) Dallas, joins KZEW(FM) there in same capacity.

Alise Williams, air personality, WAAM(AM) Ann Arbor, Mich., joins WCXI(AM) Detroit in same capacity.

Brad Williams, air personality, WQIQ(AM) Canton, Ohio, joins WHBC-AM-FM there as production director-air personality.

News and Public Affairs

David Goldberg, news manager, WFAA-TV Dallas, joins WTVF(TV) Nashville as news director.

Doug Adams, Dallas bureau chief, KXAS-TV Fort Worth, named executive news producer.

Robert King, news producer, KXAS-TV, succeeds Adams.

Appointments within news department, KYW-TV Philadelphia: **Paul Gluck**, from news producer to executive news producer; **Susan Draper**, special projects producer, succeeds Gluck; **Chris Walsh**, news video producer, to special events producer, and **Rob Miller**, assistant daytime assignment editor, to night assignment editor.

Sergio Guerrero, assignment editor, ABC's KABC-TV Los Angeles, joins ABC News's *Nightline*, New York, as associate news producer.

Alfredo Corral, assignment editor, KTVU(TV) Oakland, Calif., assumes additional duties as assistant news director.

John Sweeney, co-anchor, WJAR-TV Providence, R.I., joins WLNE(TV) New Bedford, Mass., as news director-anchor.

Cathy Lasiewicz, executive news producer, WPLG(TV) Miami, named assistant news director.

Allison Ward, editor's assistant for ABC radio desk, Washington, joins new WOCQ(FM) Berlin, Md., as news director.

Charles Stauffer, news producer, KCOY-TV Santa Maria, Calif., named acting bureau chief of Santa Barbara, Calif., bureau. **Joan Shulte**, reporter, KCOY-TV, succeeds Stauffer. **Vivien Hao**, editorial assistant, KNXT(TV) Los Angeles, joins KCOY-TV as reporter.

Jan Lunsford, from WKBV(AM)-WRIA(FM) Richmond, Ind., joins KXEO(AM) Grand Junction, Colo., as news-sports director.

Debbie Deane, news editor-reporter, KLZ(AM) Denver, joins KCBQ(AM) San Diego as public affairs director-reporter.

Andrew Berry, producer-editor, Cable News Network, Atlanta, joins WPVI-TV Philadelphia as news producer.

Joshua Loory, from WCMH-TV Columbus, Ohio, joins KWGN-TV Denver as weekend news producer.

Appointments, news department, KMSP-TV Minneapolis: **Phelps Hawkins**, reporter-producer, *New Jersey Nightly News*, joint venture of non-commercial WNET(TV) New York and New

Jersey Public Broadcasting, Newark, to assistant news director-special assignment reporter; **Jeff Baillon**, reporter-weekend anchor, KCAU-TV Sioux City, Iowa, to reporter-back-up anchor; **Debby Enblom**, media producer, Northern States Power, Minneapolis, to reporter, and **Joanne Liebeler**, community services director, March of Dimes, Minneapolis, to news and community activities coordinator.

Deborah Hamilton, director of public affairs, WPEN(AM)-WMGK(FM) Philadelphia, named host and producer of new *Inside Philadelphia*.

Appointments, news department, WTCN-TV Minneapolis: **Steven Van Vliet**, producer, named executive producer; **Margaret Dore**, producer, WRGB(TV) Schenectady, N.Y., and **Macklin Berry**, reporter, WDHO-TV Toledo, Ohio, to producers; **Roberto Tschudin-Lucheme**, reporter, WNBC-TV New York, to same post, and **Susan Wiese**, news director, KTTC(TV) Rochester, Minn., to health and life style reporter.

Sam Brown, reporter-anchor, KDKA-TV Pittsburgh, named weekend co-anchor.

Sam Kouvaris, sports director, WCBD-TV Charleston, S.C., joins WJXT(TV) Jacksonville, Fla., as sports anchor.

Gary Balanoff, from WTVT(TV) Tampa, Fla., joins WDBO-TV Orlando, Fla., as Brevard county correspondent. **Carolyn Reitz**, recent graduate, University of Central Florida, Orlando, joins WDBO-TV as weekend producer.

Richard Valvano, part-time weekend reporter-anchor, WHWH(AM) Princeton, N.J., named to post full time.

Jamie O'Roark, news co-anchor-producer,

KTBS-TV Shreveport, La., joins KTRK-TV Houston, as reporter.

David Browde, Pentagon correspondent, Cable News Network, Washington, joins Independent Television News Association there as general assignment reporter.

Nicki Goldstein, VP, operations, Association of Independent Television Stations (INTV), New York and Washington, joins Independent Network News, New York, as director, business affairs.

Steven Kaye, weathercaster, KBAK-TV Bakersfield, Calif., joins KABC-TV Los Angeles in same capacity.

Linda Buchanan, news photographer, WLBT(TV) Jackson, Miss., joins KOTV(TV) Tulsa, Okla., in same capacity.

Technology

Lee Paschall, independent telecommunications consultant, based in Washington, joins American Satellite Co., Rockville, Md., as president and chief executive officer.

Jim Guthrie, manager of professional products division, Paul Seaman Co., San Leandro, Calif., joins Sony Professional Audio, New York, as national sales manager. **Robert Rothwell**, from Grumman Corp., manufacturer of military aircraft, Beth Page, N.Y., joins Sony Video Products there as exhibits manager, responsible for management and coordination of trade shows for Sony Video Communications.

John Casey, director of editorial services, RCA, New York, named staff VP.



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Richard Baron, Chicago branch manager, Sweda International, joins Simplex Time Recorder, Gardner, Mass., as Chicago zone manager for company's time equipment division.

Named audio-SCA managers, McMartin Industries, based in Omaha: **James Starkloff**, head of Audio-Visual Co., Columbus, Ohio, will be responsible for Eastern U.S., based in Columbus; **Joseph Krier**, audio sales specialist with McMartin, will be responsible for central U.S., based at Omaha, and **Jay McMartin**, manager of McMartin commercial and educational SCA sales and product development, will be in charge of Western U.S., based in Los Angeles.

Robert Patterson, MDS system manager, Viacom Cablevision of Warrensville Heights, Ohio, joins Magnavox CATV Systems, as account executive, for Central U.S., based in Parma, Ohio.

Stuart Bass, videographer, VideoWest, San Francisco, joins Snazelle Film & Tape there as post-production manager.

Frank DeJoy, corporate staff engineer, Warner Communications, New York, joins Suburban Cablevision, East Orange, N.J., as VP-engineering.

Del Heller, regional engineer, Seattle area, Viacom Communications, named Pacific Northwest regional manager of engineering, based in Lynnwood, Wash., responsible for Viacom's systems in Seattle, Everett, Wash., and Salem, Ore.

Don Hain, director of engineering, WPGH-TV Pittsburgh, Kansas State Network, based in Wichita, in same capacity.

Bob Larson, chief engineer, WBMX(FM) Chicago, joins WEFM(FM) there in same capacity.

Michael Fast, chief engineer, WMMM(AM)-WDJF(FM) Westport, Conn., joins WPOC(AM) Baltimore, in same capacity.

Guy Beverlin, with noncommercial WFUM(TV) Flint, Mich., named chief engineer.

Promotion and PR

Thomas Furr, director of creative services, wxyz-TV Detroit, joins Showtime, New York, as VP-promotion. **Richard Gentilcore**, manager of promotion, Showtime, named director of promotion. **Thomas Bashkind**, VP-marketing communications, Gannett Satellite Information Network, Washington, joins Showtime, as director of advertising and promotion.

Gene Davis, VP, advertising and public relations, Corinthian Broadcast Corp., New York, has resigned ("Closed Circuit," June 29) to form his own company, Gene Davis & Associates, New York, creative marketing service specializing in broadcast promotion and advertising.

John Abrams, advertising-promotion writer and editor, Mutual Broadcasting System, New York, joins RKO Radio Networks there as creative services manager.

Elected officers, ABC Television Network Promotion Advisory Board: **Jeff Nettesheim**, creative services director, WISN-TV Milwaukee, chairman; **Peter Smith**, director of marketing and creative services, KTVI(TV) St. Louis, vice chairman; **Dan Hoover**, program and promotion director, KTEN(TV) Ada, Okla., secretary, and **Joe Rape**, creative services director, KAKE-TV Wichita, Kan., treasurer.

Susan Stuart-Otto, director of information services, noncommercial KTCA-TV St. Paul, Minn., named VP.

Melanie Marcus, associate director of public relations, Mount Auburn hospital, Cambridge, Mass., joins Ingalls Associates, Boston, as account executive in public relations department.

Wendy Mayer, broadcast director, Weightman Advertising, Philadelphia, forms own promotion firm for broadcast media, W.J. Mayer Communications, Cherry Hill, N.J.

Allied Fields

Richard Shay, partner, Shay, Stirling, Jones & Jones, Brea, Calif., law firm, joins National Telecommunications and Information Administration, U.S. Department of Commerce, Washington, as chief counsel.

Douglas Curry, production manager, Nielsen Clearing House, based in Laredo, Tex., and **Ronald Lang**, account executive, Nielsen Clearing House, New York, named VP's.

David Zornow, technical product specialist, television special services, Arbitron Marketing Research Services, Laurel, Md., named production manager.

Rupert R. (Rip) Ridgeway, VP of radio sales development, Arbitron Co., New York, joins Strategy Research, Miami, to develop and operate syndicated Spanish-language radio audience measurement service, effective July 13.

Eugene Van Praag, VP of Ernest-Van Praag Inc., New York, marketing and communications counseling firm, named senior VP.

John Wilner, attorney with communications

law firm of Wilner & Scheiner, Washington, joins Bryan, Cave, McPheeters & McRoberts, law firm there, as partner ("Closed Circuit," June 29).

Alan Bergstein, Vista volunteer with Legal Aid Society, New York, joins Washington communications law firm, Renouf & Polivy, as associate.

Sarah Ordovery, marketing services manager for Newsweek Video, New York, joins Communications Studies and Planning International, New York, international telecommunications consulting firm, as manager of marketing and sales.

Peter Clarke, professor and chairman, department of communication, University of Michigan, Ann Arbor, named dean of Annenberg School of Communication, University of Southern California, Los Angeles.

Elected officers, Ohio Educational TV Affiliates:

Robert Smith, president-general manager, noncommercial WGTE-FM-TV Toledo, and noncommercial WGLE(FM) Lima, president; **Duane Tucker**, general manager, noncommercial WBGU-TV Bowling Green, VP; **Clair Tettimer**, president-general manager, noncommercial WPTD(TV) Dayton, and noncommercial WPTO(TV) Oxford, treasurer, and **Torey Southwick**, general manager, noncommercial WEAQ(TV) Akron and noncommercial WNEO-TV Alliance, secretary.

New officers, New York State Broadcasters Association: **William Irwin**, VP-general manager, WGR(AM) Buffalo, president; **Donald Snyder**, VP-general manager, WBNG-TV Binghamton, VP; **Richard Novik**, president-general manager, WPUT(AM) Brewster, secretary, and **William Brown**, president-general manager, WBTA(AM) Batavia, treasurer.

New officers, New Mexico Broadcasters Association: **Ron Sack**, general manager, KOB(AM) Albuquerque, president; **David Herman**, general sales manager, KOB-TV, Albuquerque, president-elect, and **Bob Flotte**, owner, KPSA(AM) Alamogordo, treasurer.

New officers, Iowa Broadcasters Association: **Lee Marts**, WOC-AM-TV Davenport, president; **Jerry Bretey**, KGLO(AM) Mason City, VP, and **William Bolster**, KWWL-TV Waterloo, treasurer.

New officers, New Hampshire Broadcasters Association: **Bob Oakes**, WKXL(AM) Concord, president; **Kathy O'Meara**, WASR(AM) Wolfeboro, and **Elise Klysa**, WSMN(AM) Nashua, VP's.

Deaths

Denny Bixler, 40, general manager of WJAC-AM-FM Johnstown, Pa., died June 19 of cancer at Altoona (Pa.) hospital. Bixler had also been part owner of WVAM-AM-FM Altoona from 1966 to 1979. He is survived by his wife, Beverly, son and daughter.

William Shermer, 38, producer for WCBS-TV New York, died June 27 of cancer at Overlook hospital, Summit, N.J. Shermer had also been with CBS News in Boston and Philadelphia. He is survived by his wife, Dona, and two daughters.

Harold Keen, 69, reporter and editorial-public affairs director, KFMB-TV San Diego, died of heart attack June 26 there. He is survived by his wife, Ruth, son and two daughters.

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Profile

Tall man in the saddle of Reagan administration communications outreach

At 39, David Gergen is in his third tour at the White House, and this time, he thinks it's going to work out. His first President was forced to resign because of Watergate. His second failed in a bid to win the Presidency in his own right. But in Ronald Reagan's White House, success builds on success. And Gergen is part of the team that is helping to make it happen.

Gergen is close to the highest level of the White House staff, where Edwin Meese III, counselor to the President; James Baker III, chief of staff, and Mike Deaver, Baker's deputy, operate. But as assistant to the President for communications—a title given him three weeks ago that formalizes and helps strengthen a role he has filled at least since March (BROADCASTING, March 16)—Gergen has a major influence on how the Reagan administration and its actions are perceived by the public.

The office of communications, responsible for long-range planning in that area, reports to him. So does the speech-writing office. Most important, perhaps, the press office does, too. Indeed, Gergen even shares the briefing load with principal deputy press secretary, Larry Speakes. How information is dispensed, then, is Gergen's concern. What kind of message should the administration issue to help advance a cause? How will a story be played on the evening news? And what effect will it have on an administration bill pending in Congress? What, in other words, is the administration "line?"

The job has no clear precedent, and would not have found its way into the White House table of communications but for the serious wounding of Press Secretary James Brady. Some structure was needed to make up for Brady's absence. But the White House, from Reagan on down, was determined to keep the press secretary's job open for Brady's return.

Outside communications, Gergen has duties that carry over from his job as staff director. He helps brief the President in advance of press conferences. He is part of the White House legislative strategy team; for instance, he was deeply involved in efforts that contributed to what could reasonably be called the administration's historic victories in the House of Representatives two weeks ago on the President's budget package. Then, too, he puts out some fires on a freelance basis.

And while issues are what interest him, Gergen also has demonstrated talent as a packager; he seems able to combine sensitivity and a sense of politics, to the Presi-



David Richmond Gergen, assistant to the President for communications, White House; b. May 9, 1942, Durham, N.C.; AB, Yale University, 1963; LLB, Harvard Law School, 1967; ensign, later lieutenant junior grade, U.S. Navy, 1967-70; President Nixon's staff, assistant to chief speech writer and chief speech writer, 1971-74; Treasury Department, assistant to secretary, 1974-75; President Ford's staff, special counsel and director of office of communications, 1975-76; freelance consultant, 1977; American Enterprise Institute, managing editor of *Public Opinion*, 1977-80; President Reagan's White House staff director, January-June 1981; m. Anne Elizabeth Wilson, Nov. 4, 1967; children—Christopher, 11, Katherine, 8.

dent's advantage. For instance, he was involved in planning the ceremony in which the President greeted the hostages from Iran, and it was Gergen who suggested that the families of the men who died in the failed attempt to rescue the Americans be invited. "I thought it important to temper the ceremony with a sense that this was a serious business, a tragic business," he says.

Gergen, who talks in rat-a-tat bursts, nevertheless demonstrates that sensitivity in his personal dealings; he seems incapable of speaking ill of anyone. And if at 6 feet, 5 inches, he is probably the tallest White House aide, he is also regarded as one of the brightest. Diane Sawyer, a colleague in the Nixon days, when she worked in the White House press office, has retained her high regard for Gergen in her present role as CBS News correspondent. "He is very quick, and he has a capacity for following something to its logical conclusion. And he has an intellectual detachment which keeps his judgment on course." That intellectual detachment is baggage from Yale undergraduate and Harvard Law School.

But his approach is also the product of the experience gained over the past 10 years, experience that marks him as the kind of high-level public servant who is

drawn to the center of power not primarily by ideology but by the excitement and satisfaction of being there.

Gergen began his White House service as an assistant to Nixon's chief speech writer, Ray Price, in 1971. He was in the final year of a three-year Navy hitch and did not expect to get the job he had been told of by a friend in the White House. After all, he was a "North Carolina Democrat," even if, by his lights, "a moderate." But Price was also a Yale man, and somehow the shared experience of New Haven overcame whatever obstacles partisanship created.

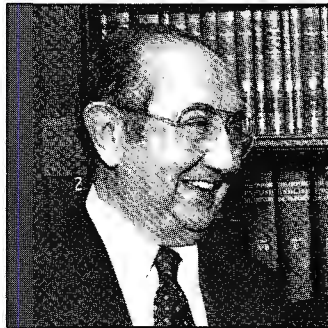
In time, Gergen took over the chief speech writer's slot, and suffered through the traumatic days of Watergate. (He was, he says, among the last to believe the truth of Watergate. "I read John Dean's book, 'Blind Ambition,' and it was a White House I didn't recognize. . . . It was like a Mafia in there.") When Gerald Ford moved into the Oval Office, he had his own speech writer, Bob Hartmann, in tow, so Gergen shifted to Treasury, as an aide to Secretary William Simon. But soon he was back in the White House, first as special counsel to the President, and then, in the 1976 election campaign, as director of the office of communications.

During the Carter White House years, Gergen served as a resident fellow at the conservatively oriented American Research Institute, where he helped found and served as managing editor of the monthly *Public Opinion*. Last year, he was cranked into the political process again, when he served as an outside adviser, on issues and communications matters, to George Bush in the primary period. When that campaign collapsed, he moved over to the Reagan camp, where he prepared debate briefing material for the candidate. And when Reagan won, Gergen joined Baker, who had been Bush's campaign director, on the Reagan team.

Initially, Gergen had some misgivings. He expected Reagan's people to be organized in "a tight circle" from which outsiders would be excluded. But it hasn't worked out that way. "The question asked," he says, "is: 'Can you do the job, and do you support Ronald Reagan?'" Gergen's new assignment suggests the Reagan people feel he can do the job. And Gergen indicates he is comfortable with Reagan's foreign and domestic policies.

More than that. "There is," he says in an interview in his office in the White House west wing, "a sense of excitement about this place. There's a feeling here that this President may really have an opportunity to accomplish something." And David Gergen is happy to have the opportunity to help, in an office two doors down from the President's.

CBS announced it has settled with American Society of Composers, Authors and Publishers on music license fees for 1970-80 and agreed on new license for 1981-85. CBS had been paying ASCAP \$4.32 million annually on "interim" basis subject to renegotiation, back to 1970, upon completion of CBS lawsuit that CBS finally lost (BROADCASTING, April 13). **Settlement for 1970-80 was put at \$6.2 million. New license will cost \$44.8 million for five-year term**, starting at \$8 million in 1981 and rising gradually to \$9.8 million in 1985. CBS reportedly has also reached agreement in principle with Broadcast Music Inc. Details were not disclosed, but BMI said its back claims against CBS would total at least \$15 million (BROADCASTING, March 9) and has since filed suit in federal court seeking up to \$65 million in payments going back to 1970. Other TV networks are also subject to renegotiation.



Mimi Weyforth Dawson was sworn in as member of FCC on Wednesday. Oath of office was administered at FCC by Chief Administrative Law Judge Lenore Ehrig, as means of providing commission with quorum during absence from Washington late last week of Commissioners Joseph Fogarty and Anne P. Jones. (With Dawson aboard, commission is still one shy of full seven-member complement.) But ceremonial swearing-in, with Dawson's former boss, Senator Bob Packwood (R-Ore.), doing honors, will be held at 5 p.m. today (Monday) before some 200 guests on Capitol Hill. Ceremony will be held in Room 318 of Russell Senate Office building, with reception to follow in Room 235. Among those invited are Senate and House members and staffers, as well as White House aides. Dawson plans second reception for commissioners and commission staff at agency on Wednesday ... Meanwhile, **Robert E. Lee, whose place on commission Dawson is filling, left agency on Tuesday, after 28 years of service.** He said his goodbyes in reception at agency in afternoon and at National Communications Club, in evening.

Capital Cities Communications' acquisition of Cablecom-General through merger was completed last Thursday (July 2). Deal, with aggregate value of \$139,200,000, at \$42 per share for Cablecom-General stock (BROADCASTING, July 28, 1980).

"There will be no legislation on early projection of election returns," said **Representative John Burton (D-Calif.)**, who chaired hearing on issue in Sacramento, Calif., last Monday (June 29) on behalf of House Administration Committee. Burton said: **Any infringement of First Amendment, including restrictions on broadcast projections, is impermissible.** Second field hearing takes place tomorrow (July 7) in Seattle, and will be chaired by Representative Al Swift (D-Wash.).

Video division of Time Inc. announced it will launch experimental teletext service later this year using cable system owned by its American Television & Communications Corp. subsidiary in San Diego. Speaking before meeting of Southern California Cable Club in Los Angeles, Video Group Vice President Gerald Levin said service "will use a full satellite transponder to send

out four to five thousand pages of news and information on a number of cable channels." Test will use **Telidon format** and include computer-based monitoring system that will allow daily measurement of viewing habits. Remarking on success of Time-owned Home Box Office, largest pay cable network, Levin predicted, "It is quite likely we will see a new sort of film evolve—the made-for-pay-TV movie—created for first run on pay TV," that might "help create a studio heyday similar to the golden era of the '30s."

More evidence of **shrinking audiences for network affiliates** surfaced in **Los Angeles** last week, as Nielsen sweeps for May showed cumulative weekly household audience for network stations down about 100,000 to 150,000 households each, compared with last year. Only audience increase in market was shown by independent KTLA(TV), which added 56,000 households. Survey shows prime-time combined network affiliate rating dropped from 40 to 30 between 1980 and 1981 May sweeps, while share dropped from 69% to 65%. Since 1977, Nielsen May sweep data shows combined network affiliate rating is down 16% and share down 13%. Meanwhile, combined prime-time rating for four independents rose from 19 to 22 during past year, with share increase from 31% to 38% over same period, according to Nielsen data. Since 1977, independents' rating in market is up 47%, share up 52%.

Partners **Warner Communications and American Express will each pony up \$100 million for joint venture, Warner Amex Cable Communications.** WACC announced capital infusion as part of refinancing package for existing \$500-million revolving bank credit line, which will "result, among other things, in materially reduced annual interest costs." New equity contributions will replace current \$50-million debt guarantees by each partner. Observers note that current equity of WACC is probably in \$35-million to \$40-million range (WCI said it stood at \$45-million at year end 1979), which made debt line highly leveraged. Speculation is that easing of debt/equity relation might prove more attractive to franchising authorities.

Will Coalition for Better TV oppose broadcast deregulation? Organization's chairman, Rev. Don Wildmon, is considering question this week after briefing by National Citizens Committee for Broadcasting. Airwaves "all belong to the public," said Wildmon who plans to alert key members of coalition through special bulletin this week, if he decides to join forces opposing deregulation. Specific target of effort will be deregulation bills attached to Senate version of major budget bill (BROADCASTING, June 15, 29).

French Communications Minister Georges Fillioud said last week that new Socialist **government will relinquish direct control of state-run French broadcasting system** according to Associated Press wire service report. AP report noted that Fillioud told cabinet meeting he will appoint commission to study ways to protect independence of French broadcasting and ensure that it reflects all shades of political opinion. Draft law is to be submitted to socialist-controlled Parliament this fall. In past week, two of country's three network chiefs and well-known commentator Jean-Pierre Elkabbach have resigned, "presumably under pressure," AP reported.

Peters Griffin Woodward Inc., New York, pioneer station representative firm founded in 1932, said last Thursday (July 2) it is restructuring and consolidating its operations. Under its new set-up, PGW said it will represent TV stations owned by Corinthian Broadcasting Corp., its parent company, and select number of other TV station clients. There were reports that PGW planned to limit its representation eventually to Corinthian-owned TV stations and to those owned by Chronicle Broadcasting, but this could not be confirmed. PGW and Corinthian

declined to reply immediately to questions about extent of its cutback as it involved personnel and offices. PGW said its restructuring follows extensive intercorporate research analysis of current and future directions of TV business in relationship to anticipated needs of 1980's.

Three major television networks—**ABC, NBC and CBS**— have sought review in New York appeals court of FCC decision two weeks ago granting AT&T special permission to implement 16% general rate increase (including radio and TV transmission services) on one day's notice. Increase was effective as of June 28, but is subject to accounting order and commission investigation to determine its lawfulness. Court declined to impose stay of order but briefs on merits of issue are due Aug. 28. Networks previously appealed commission decision to allow AT&T additional 16.4% increase for its private line services. Arguments in that case are scheduled for mid-August.

U.S. Court of Appeals in New York on Friday paved way for immediate implementation of its order affirming FCC action repealing distant-signal and syndicated-exclusivity rules. Court denied broadcasters' motion for stay of court's order pending appeal to Supreme Court (see page 42). However, National Association of Broadcasters spokesman said broadcasters still intend to seek Supreme Court review.

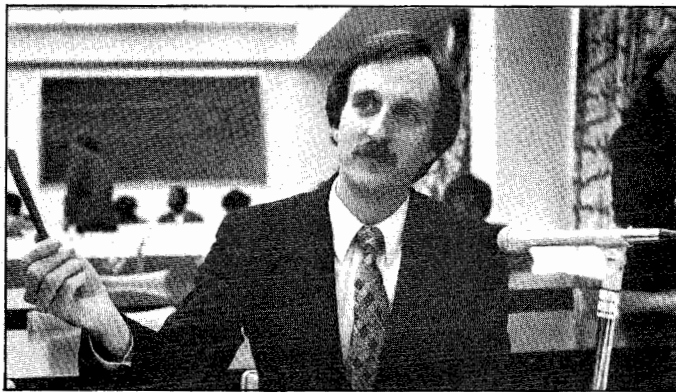
Reversing five-year policy, Satellite Business Systems is seeking to attract television business for its 10-transponder satellite. It announced late last week technical demonstration for potential video users of its satellite's ability to transmit FM television signals using Ku-band frequencies. Demonstration will be conducted July 22 in Washington area; exact time and place have not been set. SBS is also inviting makers of Ku-band earth station receive-only equipment to downlink SBS television signal during test. SBS has been providing digital transmission services to private-line customers, but apparently has glut of transponder time. SBS spokesman suggested video services would be available on in-orbit satellite and on second satellite to be launched next month until SBS generates enough private-line business to fill birds.

Peter A. Derow, chairman and president of Newsweek Inc., returns to CBS as president of CBS/Publishing Group and member of CBS management committee. Derow, who was CBS senior vice president for six months in 1977-78, coordinating staff services, succeeds John S. Suhler as head of publishing group. CBS said Suhler resigned to pursue other interests.

Dennis C. Stanfill resigned last week as chairman of Twentieth Century-Fox Film Corp., just weeks after completion of purchase of company by Denver oil magnate Marvin Davis and others. Surprise move refocused attention on past reports of friction between Stanfill and Fox vice chairman and chief operating officer, Alan J. Hirschfield. Stanfill issued statement saying his abilities "to function as chief executive officer" and to maintain "standards by which Fox is operated" have been "irreparably impaired." Comments have been taken to reflect Stanfill dissatisfaction with Davis's decision to renew contract of Harris Katleman, chairman of Twentieth Century-Fox Television, who was Hirschfield appointee.

FCC has appointed Joseph Marino as chairman of commission's Review Board effective as of last Thursday (July 2). Prior to assuming Review Board post, Marino was acting chief of Common Carrier Bureau. He succeeds Daniel Ohlbaum as Review Board head, who left post on June 27.

Adams Russell announced it's won franchises for Norwood and Maynard, Massachusetts communities totaling 14,000 homes. Systems will be 56 channels each, with Norwood running 101 miles and Maynard 33.



James Popham, deputy general counsel, National Association of Broadcasters, will move next week into number-two slot at NAB government relations department, as vice president. Member of NAB legal department since October 1972, Popham joined organization immediately after law school, which he completed at Tulane University in his native New Orleans. He is 33 years old and assumes position vacated in February by David Markey, who left to join staff of freshman Senator Frank H. Murkowski (R-Alaska).

Samuel Ewing resigned last week (effective Sept. 1) as president of Broadcast Capital Fund Inc., nonprofit minority enterprise small business investment corporation founded by National Association of Broadcasters in 1979. Ewing has headed BROADCAST since May 1980 and before that, was director, Federal Savings and Loan Insurance Corp. "This is a natural transition time for me to return to the private sector," Ewing said, who surprised BROADCAST's board of directors with announcement. Meeting in Washington last week, board elected as chairman Don Thurston, president, Berkshire Broadcasting, North Adams, Mass. He replaces John Dille Jr., president, Federated Media, Elkhart, Ind., elected vice chairman.

Leo Beranek, chairman-elect, wcvb-TV Needham, Mass., has been appointed to chair National Association of Broadcasters committee on direct broadcast satellites. Named to committee: Don Curran, president, Field Communications, San Francisco; James Ebel, president, KOLN-TV Lincoln, Neb.; Edward Giller, president, WFBG (AM)-FM Altoona, Pa.; Wally Jorgenson, president, Jefferson-Pilot Broadcasting Co., Charlotte, N.C.; Ray Karpowicz, vice president, KSDK (TV) St. Louis, and George Koehler, president, Gateway Communications Inc., Cherry Hill, N.J. Group holds first meeting Thursday (July 9).

Upcoming

On Capitol Hill: House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice will hold hearings on cable copyright in room 2226, Rayburn House Office building, at 10 a.m. Wednesday and Thursday. House Foreign Affairs Subcommittee on Human Rights and International Organizations will hold hearing on resolution to oppose UNESCO movement toward licensing journalists in room 2200, Rayburn, at 10:30 a.m. Thursday. Senate Judiciary Committee will hold hearing on "competitive problems in telecommunications" in room 2228, Dirksen Senate Office building, at 10 a.m. Friday. **Also in Washington:** National Association of Broadcasters will conduct legal seminar on teletext at NAB headquarters, 1771 N St. N.W. from 10 a.m. to noon Thursday. **In Cincinnati:** Television Programming Conference starts 25th annual convention at Holiday Inn North on Saturday. **In Monterey, Calif.:** Former FCC Commissioner Robert E. Lee and Lyn Nofziger, assistant to President for political affairs, will be among speakers at California Broadcasters Association summer meeting that starts Sunday.

Editorials

Coming on strong

However Thornton Bradshaw's tenure as chairman of RCA turns out, nobody can say he began it indecisively. Out goes Fred Silverman as president of the troubled NBC. In comes Grant Tinker to resuscitate it. There'll be co-anchors on the nightly television news, with Tom Brokaw rescued from the clutches of Roone Arledge, Roger Mudd beguiled into joining the team and John Chancellor liberated, it is said, to provide reflective commentary. At Hertz and CIT they must be wondering what happens next.

Taking into account the personalities involved, one can anticipate fascinating possibilities for the new NBC—and, if it works there, for the rest of the conventional and nonconventional television universes as well. Both Bradshaw and Tinker are executives of a different style from those who customarily occupy offices of that eminence. Both are prudent businessmen, and each has signified a commitment to improving NBC's fiscal fortunes, but it's clear they are equally interested in improving the quality of the breed. Bradshaw's links with the higher reaches of journalism (conspicuously as a director of the *London Observer*) and cultural activities (conspicuously through the Aspen Institute) are well known. Tinker's commitment to "better" while at the same time "commercial" television is equally evident, both by the man's words and, even more tellingly, by his works. Put those two together with a communications company that, for all its present third-rate ranking, is still a giant, and there is a force to contend with. Media-watchers, and media-carers, will be cheering this new team on.

Silverman will be back in another guise. Old television program bosses never die; they go into independent production and make lots of money.

Tinker is in the spotlight now. The network business has been enlivened by the anticipation of his arrival.

The bad news bench

Deregulation may be the popular word in most Washington circles these days, but it has yet to penetrate the chambers of the U.S. Supreme Court. The court's 6-to-3 decision last week in *CBS vs. Carter-Mondale* turned the court's clock back to 1969 and its *Red Lion* decision, which reduced broadcasters to second-class status under the First Amendment. The clock can't be turned much farther back than that.

It comes as even less comfort to broadcasters that last week's majority opinion smacks of a retreat from the court's 1973 decision in *CBS vs. Democratic National Committee*, which affirmed the network's right to refuse to sell time for political advertising. In writing for the majority in that case, Chief Justice Warren E. Burger raised a ringing cry of freedom for the whole press. Editing, he said, is the province of editors—"newspaper or broadcast"—and not of government. In a concurring opinion, Justice Potter Stewart wrote: "The First Amendment prohibits the government from imposing controls upon the press. Private broadcasters are surely part of the press."

The chief justice seemed to be having second thoughts in last week's *CBS vs. Carter-Mondale*, which he also wrote for the majority. The earlier CBS case, he as much as said, is not to be read as the emancipation proclamation that some took it to be. *Red Lion* still rules with its dictum, which Burger quoted with emphasis: "It is the right of viewers and listeners, not the right of broadcasters, which is paramount." And where was Potter Stewart and his defense of the broadcast press last week? Sad to say, in the

majority. The ironic footnote to last week's decision was provided by Justice Byron White who vigorously dissented. He wrote the *Red Lion* decision.

Whatever legal lessons are to be learned from the broadcasters' disagreeable experience with *Carter-Mondale*, it contains a legislative lesson. There would have been no *Carter-Mondale* case if broadcasters had put up a stiffer resistance to the adoption of Section 312(a)(7) which was sneaked into the Communications Act in 1971 as part of an election-reform bill. That section was awarded a pedigree by the Supreme Court last week, despite its questionable origins.

Section 312(a)(7), as now interpreted by the court, gives candidates for federal office virtually unlimited access to broadcast time and all but removes the broadcaster from the editor's chair where he thought he had been sitting since the CBS decision of 1973. It won't be easy to persuade Congress to repeal or modify a law that gives members so enormous a political advantage.

As to the larger problems that may flow from last week's court decision, broadcasters may only hope that some can be solved by the deregulatory legislation that has an outside chance of passage this year.

One thing at a time

The evidence accumulating at the FCC persuasively argues against "interim" approval of direct-to-home broadcasting from satellites until general policy on the use of DBS frequencies has been established.

The latest argument comes from ABC, as reported elsewhere in this issue. Although there is a question here whether the supposed threat to local broadcasting ought to be uppermost in the DBS proceeding, as ABC suggests, the FCC must certainly consider DBS in its largest perspective before it lets a Comsat spend half a billion dollars or more on a system falsely called "experimental" or considers the other bids it will get.

The serious exploration of DBS frequencies as a vehicle for the introduction of high-definition television has been proposed from the start by CBS. ABC's proposal for a national conference on the subject merits attention.

As the National Association of Broadcasters noted last month (BROADCASTING, June 15), it isn't even possible to comment seriously on interim operations by the July 16 deadline the FCC has set when there aren't even any interim rules, let alone permanent policy.



Drawn for BROADCASTING by Jack Schmidt



AN NEC CAMERA COVERED IT FIRST

The first TV footage of Mt. St. Helens's crater floor after the May 18, 1980 eruption was shot by Arthur Levy of Apogee Communications. On four successive days he circled the crater by helicopter, waiting for the steam and ash clouds to clear. The fifth day, he struck pay dirt.

"I had to get the shot on the first try," says Arthur, "so I packed an NEC camera. As it turns out, if my camera didn't perform when I needed it, I would have had to wait another 2 weeks for another chance.

"I've never lost a day of shooting because of my NEC camera being down," Levy boasts. He relates an incident where a grain barge from which he was shooting on the Snake River was about to flip over. "We were shipping water fast and I decided it was time to get off or go down. I jumped down about 8 feet onto the deck. It was icy and the camera took a good hit, knocking out the power supply module. I made it off OK and 8 hours later had a replacement camera body, despite a blizzard."

Arthur likes the way the new MNC-81A holds color registration, the way it handles, and its advanced features. "I like the quality video I get, it's second to none. In my line of work I'll go for service and reliability every time, because in this business you're only as good as your last job. And people have short memories."

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Inset: Arthur Levy, Group President, Apogee Communications, Boulder, Colorado, using MNC-81A Camera.

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