

SRO at the NCTA in Dallas:
Scrambling to get aboard cable's bandwagon

Broadcasting May 26

The newsweekly of broadcasting and allied arts

Our 49th Year 1980

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THIS YEAR.

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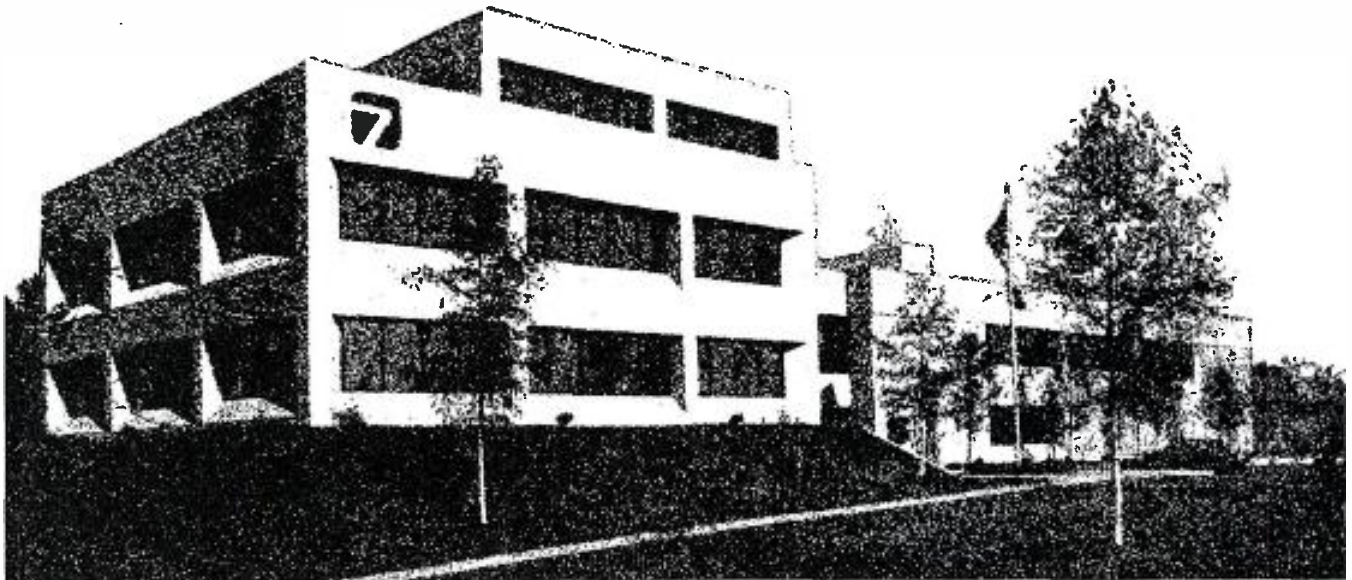
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The Week in Brief

TOP OF THE WEEK

CABLE'S BIGGEST EVER □ A record attendance, a lively agenda and displays of the newest in hardware and software combined to put the stamp of success on the NCTA convention. **PAGE 27.**

REACTION TO PREMIERE □ Cable operators are dazzled at its Dallas presentation. But the new service gets cool reception from NCTA's board and competitors talk of legal recourse. **PAGE 27.**

WARINESS □ Delegates in Dallas have reservations about 400 mhz equipment. **PAGE 30.**

BACKER'S SUCCESSOR □ Thomas Wyman, vice chairman of Pillsbury, named CBS president and chief executive officer. **PAGE 34.**

MEDIA

FRANCHISING'S FUTURE □ NCTA panelists warn against empty promises and devious practices by cable operators courting cities. **PAGE 36.**

HEARST EXPANSION □ It buys Dayton TV for \$48 million and forms a CATV division. **PAGE 39.**

BUSINESS

HIGH MARKS □ Financial experts reassure NCTA that there is no dearth of investment and loan funds for cable, but question large acquisition prices and excessive promises in franchise bidding. **PAGE 43.**

A FEELING OF SECURITY □ An NCTA session explores the growing potential of burglar and fire alarm systems as part of cable's growing services. **PAGE 48.**

COMMERCIALS ON CABLE □ Perspectives of agencies, reps, programers and cable operators are offered in Dallas. **PAGE 52.**

ABC OPTIMISTIC □ Goldenson and Rule concede there will be slight drop in earnings in 1980, but expect the year to be the second best in the company's history. **PAGE 54.**

PROGRAMING

NBC'S PROSPECTS □ Silverman and Pfeiffer assure

affiliates at L. A. meeting that the network has what it takes to continue improving. **PAGE 55.** Tartikoff explains the strategy of the new schedule. **PAGE 57.** Mulholland tells delegates that NBC is not interested in cable and other delivery methods. **PAGE 57.** NBC-TV lays out a year's worth of movies and specials. **PAGE 57.**

NEW PACKAGES □ HBO offers its Cinemax pay-TV service. Showtime announces its new line-up of programs. **PAGE 61.**

LAW & REGULATION

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COPYRIGHT □ Congressman at NCTA says FCC should hold up on cable deregulation until Congress has a chance to review payment schedule to rights holders. **PAGE 64.**

DON'T STAND STILL □ Van Deerlin warns cable it can't rest on its laurels. **PAGE 65.**

LIFE FOR THE FTC □ Congress approves legislation to fund the agency. **PAGE 68.**

TECHNOLOGY

ANCILLARY SERVICES □ Cable operators at NCTA convention are urged to get into teletext alarms, data and other areas before the competition steps in. **PAGE 70.**

TWO-WAY CONVERTER □ It's a hot ticket at the Dallas show with Warner-Pioneer and TOCOM in the forefront and Oak getting ready to go into that phase of the business. **PAGE 72.**

PROFILE

PUTTING BEST FOOT FORWARD □ For nearly two decades, Roy Danish has been on the defense and the offense for television. But equally important, as director of the Television Information Office he has demonstrated a knack for intercepting problems before they materialize. **PAGE 97.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.50 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$45, two years \$85, three years \$120. Canadian and other international subscribers add \$12 per year. U.S. and possessions add \$155 yearly for special delivery, \$90 for first-class. Subscriber's occupation required. Weekly *Playlist* \$12 annually. Annually: *Broadcasting Yearbook* \$55.00. *Across the Dial-Around the Channels* \$3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year \$27.50).

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KTAR PROFESSIONALISM



Arizona's largest radio news team responds to a city in crisis.

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WGAL-TV  Lancaster/York,
Harrisburg/Lebanon

KTAR & KBBC-FM  Phoenix

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Insider report: behind the scene, before the fact

Bright spot

Spot sales for both radio and television are reported by reps to be holding up despite weakening economy, with volume exceeding that of 1979 through end of June. One windfall for May and June has been brewery business, said to have been generated by "beer war," with competing brands buying outside franchises in baseball schedules (which broadcasters were relieved to see maintained by last week's settlement of threatened players' strike).

Late start

Compared to same time last year, up-front buying for commercial positions in television networks' fall schedules is slower. With some exceptions, advertisers are waiting longer than usual for fix on economy. This, however, doesn't disturb sellers. Most in network sales believe longer wait means greater eventual scramble and possibly higher prices. Real sales picture is expected to show itself in couple of weeks.

Homesat notice

FCC Office of Science and Technology is preparing notice of inquiry on direct-to-home satellite broadcasting. Issues to be considered are mostly technical—general spectrum planning, orbital position planning, way regional facilities will become available, how service areas will be defined, how various countries will get their share, and interregional interference.

Notice of inquiry is due out before FCC recesses in August. Commission is on timetable to prepare proposals for Region 2 conference in March 1983. Since proposals are due eight months before conference, or summer 1982, that gives commission about two years to complete inquiry and rulemaking.

Campaign

Jay Rodriguez, NBC's West Coast vice president for corporate affairs, is getting heavy support from California's congressional delegation in his bid for FCC seat now held by James H. Quello. Telegram drafted and circulated by Representative James Lloyd (D-Calif.) was signed by 14 Democrats, including Senator Alan Cranston, and four Republicans. Now endorsement letter written by Representative Barry Goldwater Jr. (R-Calif.) is being circulated among remaining 13 Republicans on state's delegation to House. Rodriguez,

based in Los Angeles, emerged as candidate earlier this month ("Closed Circuit," May 12).

White House aides continued to state last week that no decision had been made regarding any questions as to Quello seat—whether present occupant would or would not be reappointed or, if not, who would replace him. Prospective candidates are still being interviewed. But one aide involved in selection process said that if decision were made not to reappoint Quello, "I would be sensitive to needs of broadcasters" in finding replacement.

All but dead

General Electric-Cox Broadcasting merger seems destined to fall apart, despite GE's wishes to go through with it. GE has been meeting with four parties that have threatened to petition FCC to reconsider its order last month approving what would be largest merger in broadcast history, but has decided to end effort. Thus, it appeared last week that one or more of parties—National Citizens Committee for Broadcasting, Friends of Earth, Virginia Beach Telecommunications Corp. (whose complaint is against Cox) and Marcus Garvey Wilcher, San Francisco Bay area media activist—would petition commission before deadline for such action on Thursday. That would block issuance of final order by May 31 deadline specified in merger contract.

Even if GE succeeded in negotiating its way past petitions for reconsideration, it would have to deal with Cox's position that both parties had already agreed to abandon merger. Cox adopted that position after two sides failed to agree on new and higher price for Cox stock, and based it on letter of agreement both sides signed but that GE interprets differently (BROADCASTING, May 5). Nor would that end barriers confronting GE. Cox is understood to contend that one condition commission attached to its approval—that two Cox sisters divest GE stock in excess of 1% they would acquire—is one to which Cox never agreed and is unacceptable. It might provide basis for new Cox pleading this week.

Ford-Firestone stations

Approval of purchase of KIUP(AM)-KRSJ(FM) Durango, Colo., for \$1.55 million by former President Gerald Ford and friend, Leonard Firestone, former ambassador to Belgium (see page 42), may mark start of new station group. If investment turns out well, Ford and Firestone are expected to look for other broadcasting properties.

Ford was encouraged to buy into radio by his attorney, Dean Burch, former FCC chairman. Ex-President will take no part in day-to-day station operation, which present management will continue to run, but will closely monitor it, according to Burch.

After the breakdown

FCC is being urged to take advantage of decisions made at first session of Region 2 (western hemisphere) conference on AM broadcasting to give itself flexibility to afford full protection for clear channel and other stations. R. Russell Eagan, counsel for Clear Channel Broadcasting Service, but writing as member of Region 2 advisory committee, has proposed in letter to FCC Commissioner Robert E. Lee that "basic inventory" of stations being forwarded to International Frequency Registration Board by May 31 should include I-A and I-B stations as having daytime power of 100 kw—limit provided in conference report—even though present commission rules impose 50 kw limit. Letter also suggests that commission take same advantage of higher power permitted under conference report for regional and local stations—50 kw and 1 kw.

Eagan based his letter on "Closed Circuit," in May 19 BROADCASTING. Reporting commission is expected to break down clear channels at May 29 meeting, and is in race to include new stations that will be made available in May 31 inventory, to give them priority they might not have if reported later. Eagan says existing stations should be afforded same priority protection.

Another cliff hanger

Federal Trade Commission is just one signature away from sought-after authorization bill (see page 68), but it may not be out of woods yet. Its temporary funding expires at end of this week, and question now is where additional operating funds will come from. House-Senate conferees worked out compromise last week for third FY 1980 budget resolution—which would include FTC funds—but tough fight is expected on House floor this week by opponents of compromise, with action by Senate to follow. This means Congress may have to do last-minute shuffling to transfer money to FTC from another source.

With Memorial Day holiday, Congress is to be in session only three days this week, which means FTC action could come down to wire. If Congress doesn't act in time, FTC faces same situation as last month: temporarily out of business.

***Starsky & Hutch. It turns out t
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Columbia Pictures Television

Business Briefly

TV ONLY

MJB Co. □ Third-quarter campaign for coffee begins June 30 in 14 markets including Seattle-Tacoma, Wash., and Portland, Ore. Prime access and day times. Agency: Carlson, Liebowitz & Olshaver, Los Angeles. Target: women, 25-54.

Pirelli Tire □ Campaign for Pirelli tires begins in June and runs through August in Los Angeles and San Francisco. Sports programming. Agency: David, Oksner & Mitchneck, New York. Target: men, 18-49.

Stokely Van Camp □ Twelve-week campaign for Gatorade drink begins in June in 72 markets. Fringe times. Agency: Clinton E. Frank, Chicago. Target: adults, 18-49.

Realex □ Eleven-week campaign for Real Kill insecticide begins this week in 80 markets concentrating on the South, including Miami, Atlanta, Cincinnati and Dayton, Ohio. Day times. Agency: Barrett-Yehle Inc., Kansas City, Mo. Target: adults, 25-54.

Steamatic Carpet Cleaners □ Nine-week campaign begins June 2 in six markets including Oklahoma City. Fringe and weekend times. Agency: World Advertising, Grand Prairie, Tex. Target: women, 25-54.

O'Conner Products □ Six-week campaign for Dex-A-Diet begins June 16 in 21 markets. Day and fringe times. Agency: Popofsky Advertising, New York. Target: women, 18-49.

International House of Pancakes □ Six-week campaign for restaurant chain begins June 2 in eight markets including St. Louis. Prime time. Agency: Brooks Advertising, Chicago. Target: adults, 25-54.

General Mills □ Six-week campaign for salad topping begins June 16 in 15-30 markets. Day, fringe and prime times. Agency: Needham, Harper & Steers, Chicago. Target: adults, 25-54.

Pizza Inn □ Three-week campaign for restaurant chain begins May 28 in about 100 markets including New Orleans; Atlanta; Charlotte, N.C.; Kansas City, Mo.;

Rep Report

WFFT-TV Fort Wayne, Ind.: To Adam Young Inc. from Avery-Knodel.

□

WJBC-AM-FM Portland, Me.: To Kettle-Carter (for New England only).

□

WMOG-AM Brunswick, Ga.: To Jack Bolton Associates from Southern Spot Sales.

□

WDDO-AM-WCRY-FM Macon, Ga.: To Selcom from H-R/Stone.

□

WKOK-AM-WOKX-FM Sunbury, Pa.: To Jack Masla from Frederick Smith.

Cincinnati; Baltimore, and Washington. Day and fringe times. Agency: Tracy-Locke, Dallas. Target: women, 18-49.

Icelandair □ Three-week campaign for air travel begins May 27 in New York and Chicago. Fringe, prime and news times. Agency: Garfield Linn & Co., Chicago. Target: adults, 18-49.

J.T. Baker □ Two-week campaign for Bag-A-Bug begins July 14 in Atlanta and North Carolina markets of Raleigh, Greenville-Spartanburg-Asheville and Charlotte. All day parts. Agency: PKG/Cunningham & Walsh, Chicago. Target: adults, 25 plus.

Starkist □ One-week campaign for Nine-Lives Soft and Moist cat food begins June 5 in about 25 markets including Los Angeles, San Francisco, Denver, New York and Pittsburgh. Day, fringe and prime times. Agency: Leo Burnett, Chicago. Target: women, 25-54.

Storck USA □ One-week campaign for Juicy II candy begins July 14 in 14 markets including New York, and Philadelphia. Day and fringe times. Agency: Don Tennant Co., Chicago. Target: women, 18-49.

King Cola □ Three-week campaign for soft drink begins June 2 in Kansas City, Mo.; Omaha, and Lincoln-Hastings-Kearney, Neb. Spots are placed during day, fringe and prime times. Agency: Warwick, Welsh Miller, New York. Target: women, 25-49.

RADIO ONLY

San Giorgio □ Seven-week campaign for spaghetti begins June 9 in eight markets including Fort Wayne, Ind.; Dayton, Ohio; Richmond and Norfolk, both Virginia, and Pittsburgh. Agency:

CHECK OUT OUR LIBRARIES

No matter what your station's format is, William B. Tanner Company has the library for it. We have eight to choose from. And they run from one end of the musical scale to the other. Contemporary, Contemporary Country, Middle of the Road, Rock, and easy listening. Production music libraries!

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KWGN Denver
KCRA-TV Sacramento-Stockton
WVIT Hartford
KATU Portland, Or.
WTMJ-TV Milwaukee
WTVN-TV Columbus, Ohio
WVUE New Orleans
WSPA-TV Greenville-Spart.-Ashe.
KWTV Oklahoma City
WOTV Grand Rapids

WLKY-TV Louisville
WTAR-TV Norfolk
WBRE-TV Wilkes Barre
WRGB Albany-Schenectady
WSTM-TV Syracuse
WEYI-TV Flint-Saginaw-Bay City
WTOL-TV Toledo
WJKS-TV Jacksonville
WHEC-TV Rochester
WTVC Chattanooga
WKPT-TV Tri-Cities
WEEK-TV Peoria
WYTV Youngstown
KELO-TV Sioux Falls
WICZ-TV Binghamton
WTOC-TV Savannah
WCBD-TV Charleston, S.C.
KLAS-TV Las Vegas
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WUTR-TV Utica
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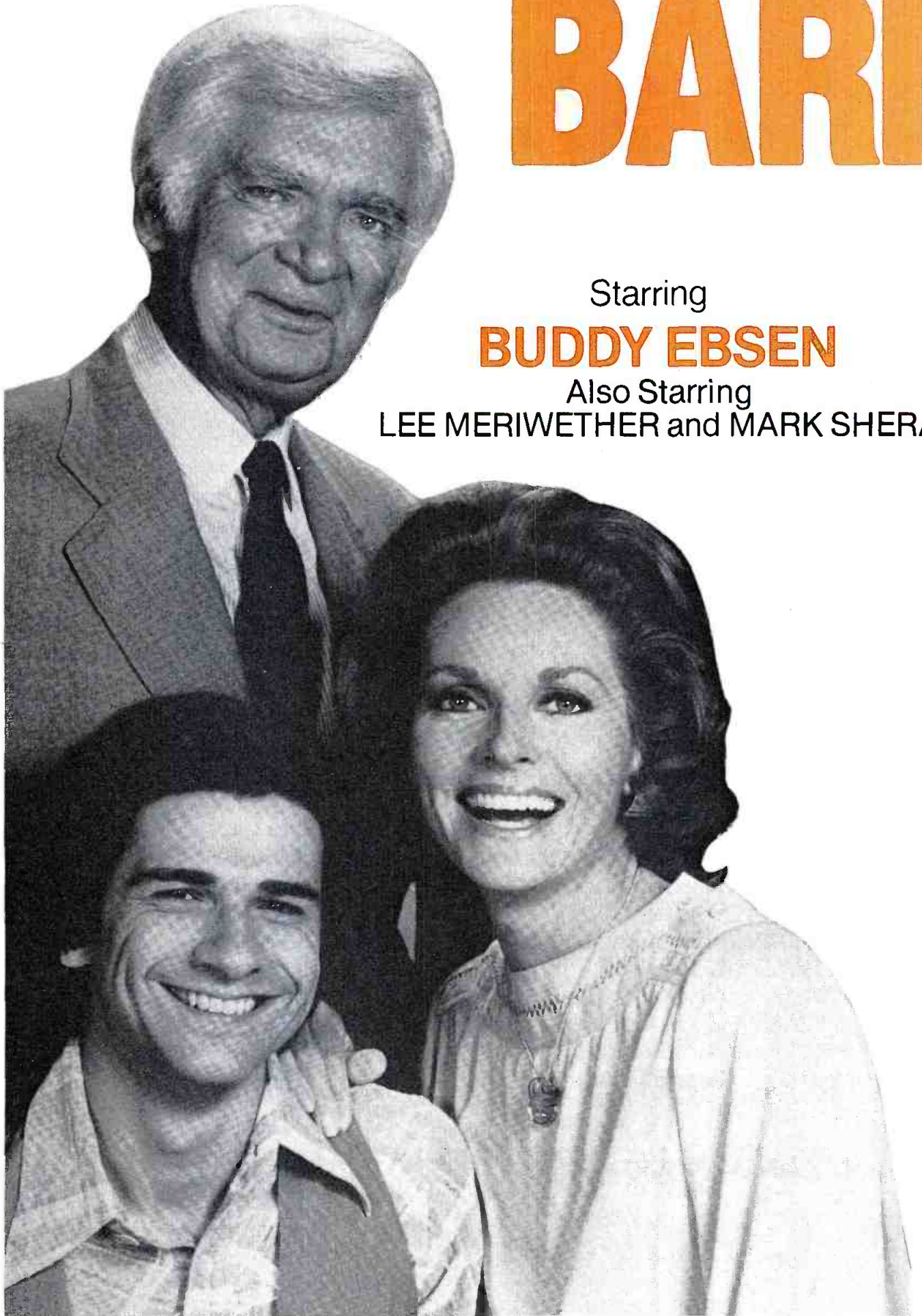
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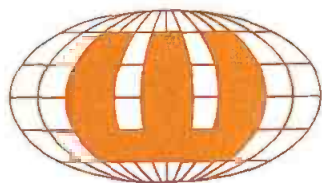
A Confidential Letter
to Marketing, Sales,
Advertising and
Media Executives

New York. March 31, 1980.
Volume XXVIII. Number 13.

CBS ADDS MUSCLE TO O&O TV STATIONS. O&O president Tom Leahy continues efforts to bolster L.A. station KNXT-TV. Station vies with NBC's KNBC-TV for second place in early evening news period (ranked distant third two years ago). Tom purchases Barnaby Jones show to alternate with Rockford Files in 3:30 p.m. time period in effort to provide strong lead-in for local news.

Significantly, BARNABY JONES has been purchased by a second CBS owned and operated station—WBBM-TV, Chicago.

Action hours From QM Productions
Available for local telecasting, September, 1980 .



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Mesa, Arizona KZZP AM KMGX AM Tucson, Arizona
Sacramento, California KZAP FM KLUC FM Las Vegas, Nevada
KMJJ AM
N. Las Vegas, Nevada

P.O. Box 14805
Las Vegas, Nevada 89114

Creamer, Inc., New York. Target: women, 25-54.

Interstate Brands □ Six-week campaign for Light White and Light Wheat breads begins June 2 in Minot-Bismarck-Dickinson, N.D.; Casper-Riverton, Wyo., and Missoula-Butte and Billings, both Montana. Agency: Sage Advertising, Helena, Mont. Target: women, 18 plus.

Marriott's Great America □ Six-week campaign for family entertainment center begins this week in San Francisco, Sacramento and Salinas-Monterey, all California. Agency: Ogilvy & Mather, San Francisco. Target: adults, 25-49.

JVC America □ Six-week campaign for cassette-radio begins June 9 in 17 markets including Atlanta, New Orleans, Houston, Chicago, Detroit, Philadelphia, Los Angeles and San Francisco. Agency: Marsteller, New York. Target: men, 18-34.

Campbell Soup □ Four-week campaign for V-8 vegetable juice begins in June in eight markets including Houston and San Antonio, Tex. Agency: Needham, Harper & Steers, Chicago. Target: women, 25-54.

Knudsen □ Four-week campaign begins June 9 for yogurt in various California markets including San Francisco. All dayparts. Agency: Dailey & Associates, Los Angeles. Target: teen-agers, women, 18-49.

Timex □ Three-week campaign for clocks begins this week in San Francisco and Kansas City, Mo. Morning drive times. Agency: Kenyon & Eckhardt, Boston. Target: women, 18-49.

Pro Hardware □ Three-week campaign for various items begins June 2 in 28 markets including Binghamton and Rochester, both New York; Johnstown-Altoona, Pa., and Topeka, Kan. Drive and day times. Agency: Ross Roy Inc., New York. Target: men, 25-54.

Genesee Brewing □ Three-week campaign for beer begins June 16 in 15 markets including Boston. Drive times and Saturdays. Agency: William Esty & Co., New York. Target: men, 18-49.

AdVantage

Trying even harder. With new emphasis on marketing and market research, Avis, Inc. has awarded its \$20-million domestic rent-a-car and used car advertising account to BBDO, New York. Account was handled previously by Doyle Dane Bernbach (which created "We try harder" theme) and David, Oksner & Mitchneck. Avis, division of Norton-Simon Inc., spent estimated \$7.5 million on domestic broadcast advertising in 1979.

Changing their tune. Sam Goody Stores, New York record franchise and subsidiary of American Can Co., has turned its \$5.5-million account over to Kelchum, MacLeod & Grove, New York. Comprising 29 stores in the New York metropolitan area, North Carolina and Philadelphia, Sam Goody claims to be first record chain to make transition to a complete home entertainment center featuring audio and video hardware and software. Account was formerly handled by Markland Inc., New York.

Music to advertisers' ears. Advertising sales on classical music radio stations last year grew faster than industry as whole. According to report by Ray Nordstrand, president of WFMT(FM) Chicago, sales averaged 34% higher in 1979 than in 1978 for 20 of stations at Concert Music Broadcasters Association meeting in Chicago. Nordstrand compared this to 8% increase for industry as whole as reported by Radio Advertising Bureau. He said WFMT has compiled report, "The Classical Advantage," that analyzes classical music station audiences' potential for more than 900 products and services.

First time. Advertising and Communications Division of United Jewish Appeal and Federation of Jewish Philanthropies will honor for first time this year an advertising agency rather

than individual. Doyle Dane Bernbach was founded in 1949 by Maxwell Dane, Ned Doyle and William Bernbach, and they will be on hand on June 11 for tribute to agency at dinner dance in New York, at which Jim Jensen, news anchor at WCBS-TV New York, will be featured speaker.

Powerful medium. Utilities firms were urged last week to use corporate advertising on television to change public opinion and create favorable reactions. This recommendation was made by Richard A. O'Donnell, vice president, Detroit sales, Television Bureau of Advertising, during Public Utilities Communicators Association international convention in Calgary, Alberta. O'Donnell also presented special TVB awards in PUCA better communications competition. First-prize winners were San Diego Gas & Electric Co., Louisiana Power & Light Co., New Orleans, and El Paso (Tex.) Electric Co.

All about radio. Radio Advertising Bureau has issued its 1980 "Radio Facts" booklet, a 44-page compendium outlining medium's strengths and benefits to advertisers. It has data on radio set sales; reach and cost-per-thousand; comparisons with television and newspapers; weekend and summer listening and on research studies comparing radio with other media. Pocket-sized booklet is being sent free to advertisers and agencies.

In business. McDonald Films, New York, has been formed as TV commercial production firm by Bob McDonald, former vice president and associate creative director, Young & Rubicam, New York, and Rochelle Rosenberg, producer/representative with various production companies. Firm is located at 9 East 47th Street, New York 10017; (212) 752-1156.

RADIO AND TV

Hickory Farms □ One-week campaign for Father's Day gifts begins June 9 in over 50 markets including Binghamton, N.Y.; Portland, Me.; Providence, R.I.; Philadelphia and Johnstown-Altoona, Pa. Spots will run during day and drive times. Agency: Blair Advertising, Rochester, N.Y. Target: adults, 18-54.

General Mills □ Eight-week campaign for Red Lobster restaurants begins this week in eight radio markets and 102 TV markets. Radio spots will run during morning drive, daytime and afternoon drive. Agency: D'Arcy-MacManus & Masius, St. Louis. Target: adults, 25-54.

LOCAL NEWSCASTER TALENT BANK II

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Monday Memo®

A broadcast advertising commentary from Geoffrey W. Layton, president, Geoffrey W. Layton & Co., Chicago

An advertising challenge: generating trust

"Remorse" may be an unusual word to set the tone for an advertising campaign.

Yet by using the concept of buyer's remorse, our agency has created a message of magic, drama and excitement for our new franchise hair salon client, the Hair Performers. And, the president of Hair Performers, John Amico, credits us with developing a concept that is essential not only for its advertising but for its entire business strategy.

We developed a theory of consumer buying behavior that is based on an inherent emotional paradox experienced by most, if not all, consumers. Most products and services are purchased with the expectation of very specific—although perhaps unconscious—benefits that can generally be expressed as "feeling good" about yourself. This is particularly true of personal care services and products.

But just as soon as the purchase is made the paradox begins to operate, and the buyer's remorse surfaces in the form of feelings such as: "I won't be able to take care of my hair style" . . . "It will look awful after I shampoo it." This is a kind of self-deprecation that has nothing to do with the performance of the product or service. The consumer just seems to automatically begin to stop herself from enjoying the service to the fullest and therefore from really feeling good about herself. In other words, she's a victim of buyer's remorse.

We work with Chicago clinical psychologist James M. Payne in developing a model of buying behavior and consumer psychological responses for our agency's clients. According to Payne, the worst way to deal with the phenomenon of buyer's remorse is to tell the customer that she's wrong—that she really can do what she insists is impossible. One of the surest ways to stop the buying decision from swinging to your product is to engage in an emotional battle with her. Consumer demand is often created by impulsive and compulsive feelings that must be reinforced before, during, and after the sale—and with copious reassurance that the products and services are really going to perform the way the consumer expects.

There are two basic ways to accomplish this goal. In a retail environment such as Hair Performers (located in Chicago, St. Louis and Phoenix), the full range of products and services must support the current customer's expectation of Hair Performers' experience. Hair Performers provides an initial consultation that prepares the customer for the new hair style. The hair designer then explains the actual shaping of the hair style and recommends



Geoffrey W. Layton is president of the Chicago-based advertising and marketing agency bearing his name. He was formerly account supervisor with Baker & Brichta, Chicago; advertising manager of Henrici's restaurants in Chicago, and account executive with Marsteller.

only the highest quality hair care products (shampoo, conditioners, etc.) for specific maintenance and care.

However, in-store attempts to deal with buyer's remorse can benefit only current customers. Advertising is the second way to deal directly with the phenomenon of buyer's remorse, particularly with new customers who have never before experienced the product or service. For prospective customers, advertising is the product or service.

We believe that changes that occur in a person's life mark the start of a decision to change brands, or in the case of Hair Performers, to change hair salons. Changes that occur in people's lives are perhaps the strongest motivation for the person to change his or her buying behavior. Changes in life style as well as demographics (age, marital status, income, education and job status, for example) drive people to experience new or different products and services. There is nothing an advertiser can do to actually create these changes in the consumer's life, but smart marketers can present their products or services in a manner that supports these changes positively.

Our new commercial attempts to express how a potential Hair Performers customer should get excited about getting his or her hair done at its salons. The commercial tries to indicate that looking good and developing a new hair style is one type of self expression. The music we use is very contemporary, upbeat and bordering on sex appeal.

Here is some of the copy: "You know

the way you want to be, someone who cares can set you free, you've got a look you want to share, you know it starts with your hair. You want Hair Performers, you want Hair Performers. We really care for your hair."

This approach works wonders for sales. The success of Hair Performers' recent permanent wave sale (over 17,000 perms sold in just eight weeks) was due in part to the fact that the radio commercials offered reassurance to the consumer, but they were hard sell, short of being a used car sales pitch. We recognized that consumers might be reluctant to change hair salons for such a complex and expensive product, so the commercial reassured the consumer that even though the price was reduced, the quality of the perm remained of the highest quality. This was the Hair Performers promise.

Psychologist Payne's role was to evaluate the basic buying process and to analyze potential advertising effectiveness of specific creative approaches. He noted that one chain of hair salons tended to stimulate the consumer's natural feelings of tension and anxiety experienced during a period of life-style changes. Payne explains that since the objective of Hair Performers was to appeal to people in the process of life-style or demographic changes, then the most effective advertising approach would be to support prospective clients with statements of understanding and reassurance, not stimulation.

It's no surprise that our new institutional campaign for Hair Performers is "We really care for your hair." The commercial is designed to support prospective and current customers and to establish a relationship of trust and understanding. Everyone in the service business—even advertising people—must give of themselves to the customer. Once this relationship of personal giving is established—once we have demonstrated our willingness to give of ourselves to our customers—then we can start to ask people to give to us, to trust us, to become our customers.

Just saying "Trust me!" isn't enough to convince people that you're trustworthy. To get an emotional response you have to produce an emotional message, and we believe that Hair Performers' new campaign talks with people, rather than at them.

We used language that was personal and emotional, not just professional and logical. For everyone concerned with this project—agency, client, as well as the consumer—something happened that's all too rare in advertising. We set out to communicate trust. Then we trusted each other—and a magical message of trust and understanding is what we all created.

Datebook

■ indicates new or revised listing

This week

May 26-29—*Canadian Cable Television Association* 23rd annual convention. Hotel Vancouver, Vancouver.

May 27-29—*Electronic Industries Association's Communications Division* fifth annual Hyannis Seminar. Dunley's Hyannis hotel, Hyannis, Mass.

May 27-30—Annual meeting of *Southern Educational Communications Association*. Sheraton Atlanta hotel.

May 29—*New York Market Radio Broadcasters Association* radio festival. Sheraton Centre, New York.

May 29-June 1—International Idea Bank convention. Myrtle Beach Hilton, Myrtle Beach, S.C. Information: Tad Fogel (803) 546-5141.

May 29—*UPI Indiana Broadcasters* meeting. Otter Creek Country Club, Columbus, Ind.

May 30—*Radio-Television News Directors Association of Canada* prairie regional convention. Northstar Inn, Winnipeg, Man.

May 30-31—*Texas Associated Press Broadcasters* annual convention. Four Seasons hotel, San Antonio.

June

June 1-3—*Virginia Cable Television Association* annual convention. Omni International hotel, Norfolk.

June 1-4—*Public Broadcasting Service* annual meeting. Washington Hilton.

June 1-4—*National Federation of Community Broadcasters* "Working Conference For Minority Producers in Public Radio." Hilton Harvest House, Boulder, Colo. Information: NFCB, Minority Producers Conference, 1000 11th Street, N.W., Washington, D.C. 20001.

June 2—Deadline for comments in *FCC's* children's television programing rulemaking (Docket 19142). Reply comments due Aug. 1. FCC, Washington.

June 2-6—*National Association of Broadcasters* joint board meeting. Washington.

June 3—*International Radio and Television Society* annual meeting and presentation of Broadcaster of the Year award to CBS's Don Hewitt, executive producer of *60 Minutes*. Waldorf-Astoria hotel, New York.

June 3—*Broadcast Pioneers* annual Mike Award dinner honoring WIS(AM) Columbia, S.C. Pierre hotel, New York.

June 3-4—*American Association of Advertising*

Agencies advanced media seminar. Wilshire Hyatt House, Los Angeles.

June 3-7—*American Women in Radio and Television* 29th annual convention. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex.

June 4-5—*Advertising Research Foundation's* sixth annual midyear conference. Hyatt Regency, Chicago.

June 5-6—*Society of Cable Television Engineers* meeting on preventive maintenance. Empire State Plaza Convention Center, Albany, N.Y.

June 5-6—*Arizona Broadcasters Association* spring convention. Holiday Inn, Lake Havasu City.

June 5-7—*Associated Press Broadcasters* convention. Keynote speaker: Richard Wald, senior vice president for news, ABC News. Fairmont hotel, Denver.

■ **June 5-6**—*American Bar Association* Forum on Communications Law. Speakers include Abbott Washburn, FCC commissioner, and Clayton Kirkpatrick, president, Chicago Tribune Co. Hyatt Regency O'Hare, Chicago. Cost \$175. Information: Forum Committee on Communications Law, ABA, 1155 East 60th Street, Chicago 60637; (312) 947-3853.

June 5-7—*Kansas Association of Broadcasters* annual convention. Holiday Inn, Hays.

June 5-8—*Missouri Broadcasters Association* spring meeting. Holiday Inn, Lake of the Ozarks.

June 6—Deadline for entries for *Radio-Television News Directors Association's* annual Michele Clark Award for "exceptional application of journalistic skills evidenced by writing, reporting, editing or investigation." Information: Dave Bartlett, news director, WRC Radio, 4001 Nebraska Avenue, N.W., Washington 20016.

June 7—*Radio-Television News Directors Association of Canada* Atlantic regional convention. Howard Johnson's, Fredericton, N.B.

June 7-11—*American Advertising Federation*, annual convention, Fairmont hotel, Dallas.

June 8-27—*Institute for Religious Communications* 12th annual workshop for religious communicators. Loyola University, New Orleans. Information: Communications Department, Loyola University, 6363 St. Charles Avenue, New Orleans 70118; (504) 865-3430.

June 11—*Federal Communications Bar Association* annual meeting. Capitol Hilton, Washington. Speaker: FCC Commissioner Anne P. Jones.

June 11-13—*Oregon Association of Broadcasters* convention. Ashland Hills Inn, Ashland.

June 11-15—*Broadcasters Promotion Association* 25th annual seminar and *Broadcast Designers Associ-*

ation second annual seminar. Keynote speaker: James Duffy, president, ABC Television Network. Queen Elizabeth hotel, Montreal.

June 12-14—Annual convention of *Iowa Broadcasters Association*. Holiday Inn, Ottumwa.

June 12-14—*South Dakota Broadcasters Association* convention. Holiday Inn, Watertown.

June 12-14—*Hawaiian Association of Broadcasters* annual convention. Kahala Hilton hotel, Honolulu.

■ **June 13**—Comments due in *FCC* rulemaking proposal to modify FM rules to increase availability of commercial FM assignments (Docket 80-90). Replies are due Aug. 13. FCC, Washington.

June 13-15—*Mississippi Broadcasters Association* annual convention. Royal d'Iberville hotel, Biloxi.

June 13-15—*Vermont Broadcasters Association* meeting. Top Notch Resort, Stowe.

June 14—*Radio-Television News Directors Association* region 11 (New England) meeting. Dunley's Sheraton Wayfarer, Bedford, N.H.

June 15-17—*Montana Cable Television Association* annual convention. Outlaw Inn, Kalispell, Mont.

June 15-18—*Virginia Association of Broadcasters* summer meeting. Cavalier hotel, Virginia Beach.

June 15-27—*National Association of Broadcasters* 12th Management Development Seminar. Harvard Business School, Boston.

June 16-22—*National Sisters Communications Service* fifth annual seminar on "Communications in Religious Life." Loyola University, Chicago.

June 17-19—Eurocom 80, second international conference and exhibit for advanced communications. Bella Centre, Copenhagen. Information: Bella Centre, Centre Boulevard, DK-2300, Copenhagen S.

June 18-20—*Maryland, District of Columbia, Delaware Broadcasters Association* annual meeting. Sheraton-Fontainebleau Inn, Ocean City, Md.

June 19-20—*Broadcast Financial Management Association/Broadcast Credit Association* boards of directors meetings. Sheraton-Washington, Washington.

June 19-21—*Montana Association of Broadcasters* annual meeting. Heritage Inn, Great Falls.

June 19-21—*Radio-Television News Directors Association of Canada* national convention. Harbour Castle Hilton, Toronto.

June 20—*UPI New York State* broadcast awards dinner and annual meeting. Gideon-Putnam hotel, Saratoga Springs, N.Y.

June 20-21—*North Dakota Broadcasters Association* spring meeting. Art Clare motel, Devils Lake.

June 20-21—*Radio-Television News Directors Association* board meeting. Harbour Castle Hilton, Toronto.

June 20-21—*United Press International Broadcasters Association of Texas* 25th annual convention. Summit hotel, Dallas.

June 20-27—*Wyoming Association of Broadcasters* meeting. Ramada Inn, Casper.

June 20-22—*Radio-Television News Directors Association* of the Carolinas annual meeting. Appalachian State University, Boone, N.C.

June 21-25—*Georgia Association of Broadcasters* 46th annual convention. Callaway Gardens.

June 22-28—*Radio-Television News Directors Association/National Association of Broadcasters* advanced management training program for news directors. University of Pennsylvania's Wharton School, Philadelphia.

June 23—*Television Critics Association* meeting. Speakers include Charles Ferris, chairman, FCC;



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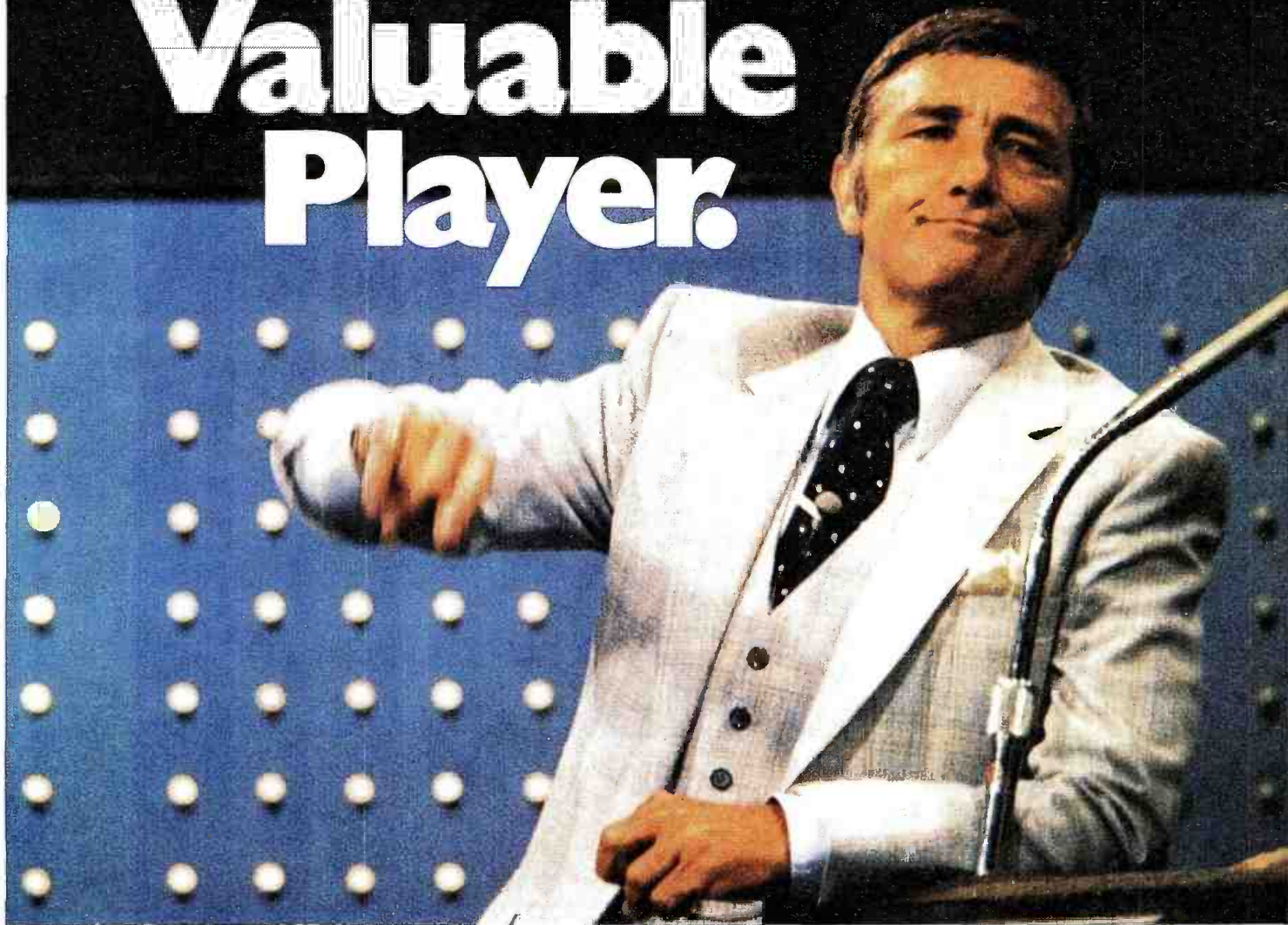
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Most Valuable Player.



Richard Dawson gives you the winning edge in the games stations play.

As the Emmy Award-winning host of "Family Feud," he delivers more viewers than any other game show in syndication.

And he scores a clean sweep of all the key demographic groups. By delivering more women, 18-49 women, men, 18-49 men, teens and children than any other game show.

Now Richard Dawson is set to play 5 nights a week next season! And give you a bigger edge than ever before!

Don't settle for just any game. Get the one with the MVP.

GOODSON-TODMAN'S

"Family Feud"



Source: NSI ROSSP 2/80. Audience estimates are subject to qualifications available on request.

CONTROL LIKE NEVER BEFORE.

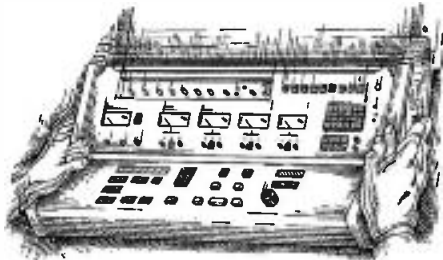
The new RCA TR-800. It's everything you've asked for in a one-inch tape system. And more.

When you called for gentler, more precise tape handling, we were listening. When you asked for faster, easier operation and control, we heard you. And when you told us you wanted better editing capability, we took note. Our response is the new TR-800. It's the one-inch tape system you specified. In addition, we've included some years-ahead innovations of our own.



Designed for you.

Everything about TR-800 is engineered to make your job as easy as possible, from the tape-end sensing feature to the ultimate in microprocessor controls. We've designed the tape path to give you straight-



through threading. And tucked all electronics behind a drop-down panel for on-air accessibility. This panel includes all the

controls for the new digital Time Base Corrector (TBC-8000). The TR-800 is equally at home in a van, rack, T-cart or console. But the big feature is control. Unprecedented control.

New editing precision.

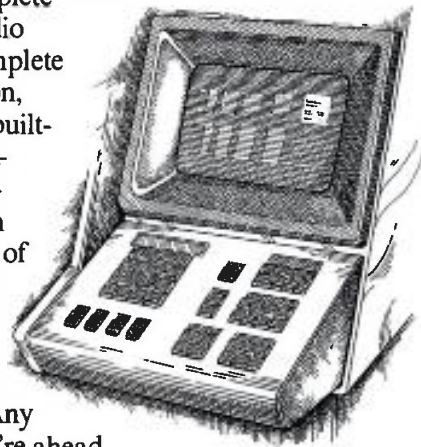
TR-800 lets you expand or compress materials to fill time slots with frame-by-frame, field-by-field precision.

With our Supertrack option, play back with broadcastable quality from reverse slow motion through still scan to forward fast motion. An LED digital readout tells you the exact tape speed. Edit with the microprocessor-controlled previewable editor, a standard feature. And we offer additional distributed processing through such accessories as Super Search Editor (SSE), a Multi-Rate Video Controller (MRVC), and a unique time code editing system (AE-800) that fully addresses C format capabilities.



A system that does it all.

Use TR-800 as an instant replay, slo mo and freeze frame unit. Use its superb editing control for special effects and precisely programmed edits. Get full video and sync record/playback capabilities plus three audio channels. Get complete video sync and audio simulplay. Get complete monitoring selection, metering and two built-in speakers. In post-production, the unrivaled acceleration and easy operation of TR-800 save time and money, while helping you turn out a superior product. Any way you use it, you're ahead.



See for yourself.

The astonishing new TR-800 system adds up to everything you've ever wished for in a one-inch tape system. Check it out for yourself. And be prepared to be amazed.

RCA Broadcast Systems
Building 2-2
Camden, NJ 08102



Can you really afford less?

Kathleen Nolan, Corporation for Public Broadcasting board, Nicholas Johnson, president, National Citizens Committee for Broadcasting, Century Plaza hotel, Los Angeles.

■ **June 23**—*National Association of Broadcasters* "Dollars and Sense" legal and contracts workshop. Century Plaza hotel, Los Angeles. Information: (202) 293-3560.

June 24—*National Association of Broadcasters* equal employment opportunity compliance seminar. Century Plaza hotel, Los Angeles.

June 24-25—*American Association of Advertising Agencies* advanced media seminar. Biltmore hotel, New York.

June 24-26—*Armed Forces Communications and Electronics Association's* 34th annual convention. Sheraton Washington hotel, Washington.

June 24-27—*National Broadcast Editorial Association* annual meeting. Mayflower hotel, Washington.

June 24-27—*Corporation for Public Broadcasting* radio development workshops. Crown Center, Kansas City, Mo.

June 25—*Association of National Advertisers-Radio Advertising Bureau* radio workshop. Waldorf-Astoria, New York.

June 25-27—*National Association of Broadcasters/National Association of Television Program Executives* children's programming conference. Key Bridge Marriott, Arlington, Va.

■ **June 25-27**—*Alabama Broadcasters Association* summer convention. Grand hotel, Point Clear.

June 25-28—*Florida Association of Broadcasters* annual convention. Disney World Contemporary hotel, Orlando.

June 27-28—Media workshop on California courts sponsored by *Radio-Television News Directors Association, California Judges Association and California Newspaper Publishers Association*. University of California, Berkeley. Information: California Judges Association, 1390 Market Street, Suite 416, San Francisco 94102. (415) 552-7660.

June 27-29—Third annual *National Federation of Local Cable Programmers* convention. Michigan State University Kellogg Center, East Lansing, Mich.

July

July 8-11—*Arbitron Television Advisory Council* meeting. Castle Harbour hotel, Bermuda.

July 11-13—*Oklahoma Broadcasters Association* summer convention. Shangri-La, Afton.

■ **July 12-15**—24th annual *Television Programming Conference*. Monteleone hotel, New Orleans. Information: Warren Jones Jr., AUTV, Building 1402, Maxwell AFB, Fla. 36112. (205) 293-2322.

July 13-16—*New England Cable Television Association* annual convention. Wentworth by the Sea, Portsmouth, N.H. Information: NECTA, 8½ North State Street, Concord, N.H. 03301. (603) 224-3373.

July 14—Beginning of *Republican national convention*. Cobo Hall, Detroit.

July 14-15—*Society of Cable Television Engineers*

technical meeting and workshop on "Coaxial Cable or Fiber Optics." Wichita Hilton, Wichita, Kan.

July 16—*Radio-Television News Directors Association* region 9 workshop. Baton Rouge. Information: John Spain, (504) 387-2222.

July 16-19—Summer convention. *Colorado Association of Broadcasters*. Keystone Resort, near Dillon.

July 18-20—Eighth annual *National Gospel Radio Seminar*. Dunley Dallas hotel, Dallas.

July 18-22—*South Carolina Broadcasters Association* meeting. Meridian hotel, Montreal.

July 24-26—*Louisiana Association of Broadcasters* summer convention. Regency hotel, Shreveport.

■ **July 26**—*United Press International Broadcasters of Louisiana* meeting. Hilton hotel, Baton Rouge.

July 27-29—*California Association of Broadcasters* meeting. Del Monte Hyatt House, Monterey.

July 28-31—*New York State Broadcasters Association* 19th executive conference. Otesaga hotel, Cooperstown.

July 30-Aug. 3—*National Federation of Community Broadcasters* annual conference. Clark University, Worcester, Mass.

July 31-Aug. 1—*Arkansas Association of Broadcasters* meeting. The Arlington, Hot Springs.

August

Aug. 3-7—*Cable Television Administration and Marketing Society* annual meeting. St. Francis hotel, San Francisco. Information: Lucille Larkin, (202) 296-4219.

■ **Aug. 10-13**—*New York State Cable Television Association* summer meeting. Otesaga hotel, Cooperstown. Information: (518) 463-6676.

Aug. 11—Beginning of *Democratic national convention*. Madison Square Garden, New York.

Aug. 13-16—*Michigan Broadcasters Association* meeting. Hidden Valley Resort, Gaylord.

Aug. 21-23—*Idaho Association of Broadcasters* meeting. Sun Valley Lodge, Sun Valley.

■ **Aug. 21-24**—*West Virginia Broadcasters Association* 34th annual fall meeting. The Greenbrier, White Sulphur Springs.

Aug. 24-27—*National Association of Broadcasters* radio programming conference. Hyatt Regency, New Orleans.

September

Sept. 1—Deadline for entries for 15th Annual Gabriel Awards, presented by *Unda-USA* for radio and TV programs that creatively treat issues concerning human values. Information: Charles J. Schisla, (317) 635-3586.

■ **Sept. 1**—Deadline for entries for annual Women at Work broadcast awards sponsored by *National Commission on Working Women* for radio and TV reporting and programming about working women in categories of spot news, news series, editorials, public affairs/documentaries and entertainment. Entries must have aired between May 1, 1979, and July 31, 1980. Information: Sandi Risser, NCWW, 1211 Connecticut Ave., N.W., Suite 518, Washington 20036; (202) 466-6770.

Sept. 2-5—*Arbitron Radio Advisory Council* meeting. Hyatt Regency, Cambridge, Mass.

Sept. 5-7—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort, Waterville Valley.

Sept. 7-11—*International Institute of Communications* 11th annual conference. Ottawa. Information: Robert Trill, IIC, Tavistock House East, Tavistock Square, London WC1H 9LG; (01) 388-0671.

Sept. 12-14—*Illinois Association of Broadcasters* meeting. Arlington Heights Hilton, Arlington Heights.

■ **Sept. 15**—Comments due in FCC proposal to revise broadcast financial reporting requirements. Docket 80-190. Replies are due Nov. 14 FCC, Washington.

Sept. 17-18—*Advertising Research Foundation's*

Major Meetings

June 1-4—*Public Broadcasting Service* annual meeting. Washington Hilton.

June 3-7—29th annual convention, *American Women in Radio and Television*. Hilton Palacio del Rio and San Antonio Marriott, San Antonio, Tex. Future convention: May 6-10, 1981, Sheraton Washington hotel, Washington.

June 5-7—*Associated Press Broadcasters* convention. Fairmont hotel, Denver.

June 7-11—*American Advertising Federation*, annual convention. Fairmont hotel, Dallas.

June 11-15—*Broadcasters Promotion Association* 25th annual seminar and *Broadcast Designers Association* second annual seminar. Queen Elizabeth hotel, Montreal. Future seminars: June 10-14, 1981, Waldorf-Astoria hotel, New York; June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesar's Palace, Las Vegas; 1985, Chicago.

Aug. 24-27—*National Association of Broadcasters* radio programming conference. Hyatt Regency, New Orleans.

Sept. 14-17—*Broadcasting Financial Management Association* 20th annual conference. Town and Country hotel, San Diego. Future conference: Sept. 20-23, 1981, Sheraton Washington.

Sept. 20-23—*Eighth International Broadcasting Convention*. Metropole Conference and Exhibition Centre, Brighton, England.

Sept. 28-Oct. 1—*Association of National Advertisers* annual meeting. The Homestead, Hot Springs, Va.

Oct. 26-30—*National Association of Educational Broadcasters* 56th annual convention. Las Vegas.

Nov. 9-14—*Society of Motion Picture and Television Engineers* 122d technical conference and equipment exhibit. Hilton hotel, New York.

Nov. 10-12—*Television Bureau of Advertising* annual meeting. Hilton hotel, Las Vegas. Future meeting: Nov. 9-11, 1981, Fontainebleau Hilton, Miami.

Nov. 19-22—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt hotel, Columbus, Ohio.

Dec. 3-5—*Radio-Television News Directors Association* international conference. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 10-12, 1981, Marriott, New Orleans; Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas.

Dec. 10-13—*Western Cable Show*. Disneyland hotel, Anaheim, Calif.

Jan. 18-21, 1981—*Association of Independent Television Stations* (INTV) convention. Century Plaza, Los Angeles. Future conventions: Jan. 18-21, 1981, Century Plaza, Los Angeles; Feb. 7-10, 1982, Shoreham hotel, Washington; Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Jan. 25-28, 1981—Joint convention of *National Religious Broadcasters* and *National Association of Evangelicals*. Sheraton Washington hotel, Washington.

March 11-18, 1981—*National Association of Television Program Executives* conference. New York Hilton. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton.

April 12-15, 1981—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

April 24-30, 1981—17th annual *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

May 3-7, 1981—*National Public Radio* annual conference. Phoenix. Future conference: Washington, April 18-22, 1982.

May 29-June 1, 1981—*National Cable Television Association* annual convention. Los Angeles. Future conventions: May 25-28, 1982, Las Vegas; May 1-4, 1982, New Orleans; May 22-25, 1984, San Francisco; April 28-May 1, 1985, Atlanta.

May 30-June 4, 1981—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland. Information: Press officer, Swiss PTT, Viktoriast. 21, CH-3030, Berne, Switzerland.

YOU CAN'T DO IT ON TV. YOU CAN'T DO IT IN PRINT. BUT YOU CAN DO IT ON RADIO.

When you buy advertising, you're really not buying space or time—you're buying the expectation of selling your products or services.

That's where *radio* comes in, and that's what we want to talk about. And we want to talk about increasing your share-of-market. That's what *advertising* is all about.

And no advertiser—not General Motors, not Procter & Gamble, not Chrysler, Sears, Ford or General Foods—can dominate television or print the way they can dominate radio.

How so?

The quickest and most effective way to make a product a household word is through saturation advertising. You can't afford to do sustained saturation advertising in TV or print, but you *can* afford it in radio. This applies whether you have an advertising budget of a hundred million a year or a hundred thousand.

Can radio be your *only* media buy? You bet. But in many cases, a media mix may be the way to go.

Let's examine an advertiser with an annual budget of \$100 million. Let's put about \$30 million of it into radio—network and national spot. That leaves a healthy \$70 million to be used in rounding out the media mix.

For that \$30 million in radio, the advertiser can buy *five* networks and be heard on over 2,000 radio stations. The schedule? Approximately *200 one-minute announcements per week, fifty-two weeks for a year*. In the course of just eight weeks, the advertiser would reach about 98 million different adults 18+, .64% of our adult population, an average of 29.3 times.

That's two billion, eight hundred seventy million commercial impressions, in just eight weeks!

Now, on top of that radio network base—but *still* within the original \$30 million radio investment—the advertiser can build a national spot campaign in 100 key radio markets: a campaign of twenty 60-second announcements per week, per station on four different stations per market.

What all this means is that on the national level—network radio plus national spot radio—\$30 million buys one whale of a lot of announcements. An overwhelming number. Reaching almost every one in America. Again, and again, and again.

So much for the big guys. Can radio do an equally effective job for a local or regional advertiser with a much smaller budget? Again, let's take an example.

Suppose a local advertiser runs a campaign of half-page ads in the hometown paper. If this advertiser cuts the size of the ads to quarter-pages and the money difference goes into local radio, two things happen: he dramatically increases the number of people he can talk to, and the number of

times he can talk to them. All this for the same amount of money originally earmarked for print alone.

Depending on the market, there can be somewhere between four and eight times as many opportunities to capture attention, persuade and get action through ad/listener impressions utilizing a newspaper/radio mix as with a newspaper-only approach.

No matter if you're local or national, you may be in for a shock if you examine the studies of effectiveness of radio vs. TV commercials in generating brand recall. Radio is between 77% and 83% as effective, at a small fraction of the time and production cost.

Let's look at the medium. There are nearly half a billion radios in the United States. Almost 112 million of these are in automobiles. The number of auto radios is larger than the total circulation of ten major magazines...84% larger than the total circulation of all the nation's morning and evening newspapers...larger than all of the U.S. homes with television.

And there are still well over three hundred and forty million radios *elsewhere!*

We don't want to sell you advertising. We do want to help you sell your products and improve your share-of-market. After all, the cash register is the ultimate measure of advertising effectiveness, and that's where radio shines.

Please write or call us for more specific information as to how radio will work for *your* business.

Or call the other networks: ABC, Mutual, National Black, NBC, RKO or Sheridan. Or ask radio station representatives what radio can do for you. Or call on your local radio station.

Or try the Radio Advertising Bureau. It has been helping advertisers for years. They'd welcome a chance to help you, too.

We *all* believe.

CBS RADIO

SOURCE: Size of Radio—RAB, 1980; Magazine Data—Simmons Market Research, 1979; Newspaper Circulation—BBDO Guide 1978; Combined Network Audiences—RADAR 20, Spring/Fall 1979; Local Market plus Newspaper—CBS RADNEWS Radio/Newspaper Mix; Radio Recall—RAB, 1979 Radio Facts.

These data are estimates subject to qualifications available upon request.

Sam Cook Digges, President
CBS Radio 51 West 52 Street
New York, N.Y. 10019 (212) 975-4421

Yes, I'd like information on how radio can work for my business.

(Name)

(Title & Company)

(Address & Zip)

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The newswatch of broadcasting and allied arts

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Rufus Crater, (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
J. Daniel Rudy, assistant managing editor.
Frederick M. Fitzgerald, senior editor.
Mark K. Miller, Kira Greene, assistant editors.
Alan Green, Harry A. Jessell, Kathy Haley,
Mary Pittelli, staff writers.
Stephen T. McClellan, Matt Stump, editorial assistants.
Pat Vance, secretary to the editor.

YEARBOOK □ SOURCEBOOK

John Mercurio, manager.
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ADVERTISING

David Whitcombe, director of sales and marketing.
Winfield R. Levi, general sales manager (New York).
John Andre, sales manager—equipment and
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Gene Edwards, Southern sales manager.
David Berlyn, Eastern sales manager (New York).
Tim Thometz, Western sales manager.
Linda Petersen, classified advertising.
Doris Kelly, secretary.

CIRCULATION

Kwentin K. Keenan, circulation manager.
Kevin M. Thomson, subscription manager.
Kay Marshall, Christopher McGirr,
Patricia Waldron.

PRODUCTION

Harry Stevens, production manager.
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ADMINISTRATION

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Philippe E. Boucher.
Doris E. Lord

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Karen Parhae, editorial assistant.
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Founded in 1931 as *Broadcasting*—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising** was acquired in 1932. *Broadcast Reporter** in 1933. *Teletext** in 1953 and *Television** in 1961. *Broadcasting—Teletext* was introduced in 1946. □ Reg. U.S. Patent Office. □ Copyright 1980 by Broadcasting Publications Inc.

Third annual New England Advertising Day, Boston Park Plaza, Boston.

Sept. 20-24—*International Broadcasting Convention '80*. Metropole Exhibition Center, Brighton, England.

Sept. 21-24—*Texas Association of Broadcasters* annual meeting. San Antonio Marriott hotel.

Sept. 24—*International Radio and Television Society* Newsmaker luncheon featuring FCC Chairman Charles Ferris. Waldorf-Astoria hotel, New York.

Sept. 24-26—*Tennessee Association of Broadcasters* annual meeting. Hyatt Regency, Knoxville.

Sept. 25-27—*Southern Cable Television Association* annual convention. Atlanta Hilton. Information: Otto Miller, Box 465, Tuscaloosa, Ala. 35402; (205) 758-2157.

Sept. 28-Oct. 1—*Association of National Advertisers* annual meeting, The Homestead, Hot Springs, Va.

Sept. 29-30—*National Association of Black Owned Broadcasters* fall conference. L'Enfant Plaza hotel, Washington.

Sept. 30-Oct. 1—*National Association of Broadcasters* television conference. Fairmont hotel, Philadelphia.

Sept. 30-Oct. 3—*Public Radio in Mid-America* annual meeting. Lodge of the Four Seasons, Lake Ozark, Mo. Information: Tom Hunt, WCMU-FM, 155 Anspach Hall, Mount Pleasant, Mich. 48859; (517) 774-3105.

October

Oct. 1-2—*National Association of Broadcasters* directional antenna seminar. Cleveland Marriott Airport hotel, Cleveland.

Oct. 2-5—*Women in Communications Inc.* 48th annual meeting. San Diego.

Oct. 4—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or 795-3748.

Oct. 5-8—*National Radio Broadcasters Association* annual convention. Bonaventure hotel, Los Angeles.

Oct. 8-9—*National Association of Broadcasters* television conference. Hyatt on Union Square, San Francisco.

Oct. 8-9—"The World Administrative Radio Conference: An Analysis and Prognosis," sponsored by *Communications Media Center, New York Law School*, in conjunction with *International Law Association*, at the law school, 57 Worth Street, New York, N.Y. 10013.

Oct. 8-10—*Public Service Satellite Consortium*, fifth annual conference. Washington Hilton.

Oct. 9-12—*Missouri Association of Broadcasters* meeting. Holiday Inn, Joplin.

Oct. 9-12—*National Black Media Coalition* annual meeting. Mayflower hotel, Washington.

Oct. 11—*Florida Association of Broadcasters* meeting. South Seas Plantation, Captiva Island, Fort Myers.

Oct. 12-13—*North Dakota Broadcasters Association* fall convention. Ramada Inn, Grand Forks.

Oct. 14-15—*Advertising Research Foundation's* second conference on business advertising research and research fair. Stouffer's Inn on the Square, Cleveland.

Oct. 15-16—*Society of Cable Television Engineers* annual fall meeting on "Emerging Technologies." Playboy Club Resort and Conference Center, Great Gorge, N.J.

Oct. 15-16—*National Association of Broadcasters* television conference. Hyatt Regency, Phoenix.

Oct. 15-17—*Kentucky Broadcasters Association* fall convention. Hyatt Regency, Lexington.

Oct. 15-19—*American Association of Advertising Agencies* Western region meeting. Doubletree Inn, Monterey, Calif.

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

Oct. 22-24—1980 Japan Broadcast Equipment Exhibition co-sponsored by *Electronic Industries Asso-*

ciation of Japan, National Association of Commercial Broadcasters in Japan and NHK (Japan Broadcasting Corp.). Science Museum, Kitanomaru Park, Chiyoda-ku, Tokyo. Information: Japan Electronics Show Association, No. 24 Mori Building, 23-5 Nishi-Shinbashi 3-chome, Minato-ku, Tokyo.

Oct. 26-28—*Kentucky CATV Association* annual fall convention. Hyatt Regency hotel, Lexington.

Oct. 26-28—"Cities and Cable TV: Local Regulation and Municipal Uses," seminar sponsored by *National Federation of Local Cable Programmers and University of Wisconsin Extension*. Concourse hotel, Madison, Wis. Information: Dr. Barry Orton, U of W, 610 Langdon Street, Madison 53706; (608) 262-3566.

Oct. 28-29—*Ohio Association of Broadcasters* fall convention. Carrousel Inn, Columbus.

Oct. 29-30—*National Association of Broadcasters* television conference. Omni International, Atlanta.

November

Nov. 9-14—*Society of Motion Picture and Television Engineers*, 122d technical conference and equipment exhibit. Hilton hotel, New York.

Nov. 10-12—*Television Bureau of Advertising's* annual meeting. Hilton hotel, Las Vegas.

Nov. 12-14—*American Association of Advertising Agencies* central region annual meeting. Ritz-Carlton, Chicago.

Nov. 12-14—*Institute of Electrical and Electronic Engineers* engineering management conference. Colonial-Hilton Inn, Wakefield, Mass.

Nov. 13—Fifteenth annual Gabriel Awards banquet, sponsored by *Unda-USA*. Capitol Hilton hotel, Washington.

Nov. 17-18—*Society of Cable Television Engineers* technical meeting and workshop. Hyatt hotel, Phoenix.

Nov. 19—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria hotel, New York.

Nov. 19-22—*Society of Professional Journalists, Sigma Delta Chi* national convention. Hyatt hotel, Columbus, Ohio.

December

Dec. 3-4—*Advertising Research Foundation's* second Western conference and research fair. Los Angeles Billmore.

Dec. 3-5—1980 U.S./Southeast Asia Telecommunications Conference and Exhibit. Mandarin hotel, Singapore. Information: John Sodolski, *Electronic Industries Association*, 2001 Eye Street, N.W., Washington 20006; (202) 457-4934.

Dec. 10-13—Western Cable Show. Disneyland hotel, Anaheim, Calif.

Dec. 12—*International Radio and Television Society* Christmas benefit. Waldorf-Astoria hotel, New York.

January 1981

Jan. 12-14—Pacific telecommunications conference, sponsored by *Pacific Telecommunications Conference*, independent, voluntary membership organization. Ilikai hotel, Honolulu.

Jan. 14—*International Radio and Television Society* Newsmaker luncheon. Waldorf-Astoria, New York.

Errata

In May 19 "Monday Memo," first name of contributor was given incorrectly; correct full name is David C. Lehmkuhl, vice president/group media supervisor, N.W. Ayer ABH International, New York.

"The Information Establishment," by Charles S. Steinberg. Hastings House, New York, 366 pp., \$15.95.

The late Charles Steinberg, one-time vice president for public information of the CBS Television Network and later a professor of communications at Hunter College, New York, produced, before his death in 1978, an analysis of that much analyzed institution, the free press, but from a new perspective. Actually, three perspectives, all of them related, are covered—the government informational bureaucracy, the liaison between the mass media and the "vast federal information apparatus," and the obligations of the government and the media to each other and to the public.

Steinberg notes that the technology that speeds information to the public at a rate undreamed of when the First Amendment was drafted and the complexity and sensitivity of issues with which government deals, impose a great strain on the relationship between media and government. That strain, he points out, produces in a democracy such problems as those involved in the free press-fair trial controversy, the call for reporters' shield laws and the tension between the right of privacy and the right of the public to know. These issues are examined. And while Steinberg offers no hard answers, he suggests both sides adopt a more social and civilized approach to each other and their work. Investigative re-

porting, he suggested, "can be less destructive and less eager for explosive 'scoops.'" Ombudsmen could be established on newspapers to advise management on the integrity of news flow. The media, finally, could be "less truculently adversarial in relation to government and, at the same time, less of a willing conduit for managed news." As for the government, Steinberg suggests that it be "more dedicated to giving the media a straightforward and truthful account," and says "a greater effort could be made to provide information instead of self-serving propaganda."

Beyond those and other similar wishes that to those in the media covering government or in the government dealing with the media might seem beyond fulfillment, Steinberg suggests that Congress undertake a study of the information establishment in government, including Congress's. He quotes then-Senator William R. Scott (R-Va.) as stating the government employs 3,390 public relations personnel at an annual cost of \$93 million. If true, Steinberg writes, the number of government publicists and their cost "certainly seem to be excessive."

"The Whole World is Watching," by Tod Gitlin. University of California Press, Berkeley. 327 pp. \$12.95.

The title comes from the cry of demonstrators battling police in the antiwar riots that wracked Chicago at the time of the

Democratic national convention of 1968. For the battles were fought under the eye of the television camera, and the episode remains a symbol of the media's role in shaping and even transforming the New Left. Gitlin, who was a president of the Students for Democratic Society in 1963-64 and is now assistant professor of sociology and director of the mass communications program at Berkeley, seeks to trace the nature of the media's coverage—from respectful to hostile—and to explain the reason for the change. To his credit, he does not claim a conspiracy. Rather, he attributes it to a number of factors—to a mindset holding that the established order is legitimate and that opposition outside normal channels is some kind of crime, for instance, and to the pressures reporters face of reducing possibly complex events into an easily comprehensible piece under difficult deadline conditions.

As for the New Left-type movements, Gitlin says they face a dilemma: If they stand outside the mainstream of society, they are likely to be consigned "to marginality and political irrelevance." But if they play by conventional rules, they come to be identified "with narrow (if important) reform issues," and their oppositional edge is blunted. But the established order is not left untouched; in Gitlin's view. Some of the New Left rubs off, in terms of changes in culture, in political cynicism, and "hip 'lifestyles.'" And in the osmosis that affects both, Gitlin says, the mass media play a crucial role.



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TOP OF THE WEEK

Cable and NCTA both bursting at the seams

Convention attendance is up by half; excitement rises accordingly

It was, in a word, astonishing.

The 29th annual convention of the National Cable Television Association took place in Dallas last week, host to some 9,000 followers of all descriptions and motives. The crowd which jammed every meeting—including the six concurrent 7:30 a.m. sessions that began each working day—was up a giant 50% from the 6,000 that attended last year's spellbinder in Las Vegas.

Even before the opening gavel news was being made: on Saturday, when the NCTA board convened a special meeting to worry about the advent of the Premiere pay cable service, and then on Sunday morning when Premiere's magnet drew hundreds of convention delegates to Loews Anatole hotel for a Hollywood-style showcasing of that new program vehicle. By the time NCTA opened its own show, with original music ("Yoouuu ... Did It!") and dancers, it already seemed tame.

And then the skies over Dallas really turned blue. When delegates got to their sessions they found most of the talk directed toward all the ancillary services cable could provide, with security systems leading the way (just beyond advertising, in the opinion of J. Leonard Reinsch of Warner Amex, as cable TV's next cash-flow generator). By the time it was all over one analyst was heard to predict the day would come when cable operators would give away their basic service, and even give away what's now called pay, just to get their wires into the homes and offices to collect from the subsidiary services. (Ironically, if it all happens, cable may have the federal government to thank for making it possible. Security and many of the other ancillary services require two-way capability, a requirement mandated by FCC rules in all cable systems built since 1972.)

As predicted, more conventional programming remained the major concern outside the meeting rooms. The word was around that cable viewers couldn't get too much pay cable product, and that cable operators hadn't begun to reach the limits of what the audience would pay. Said one: "To think we're charging only \$25 to \$35 a



NCTA President Tom Wheeler

month for all we offer. It's the biggest bargain in the country."

If there was a cautionary note being sounded in Dallas it was in the area of franchising: by NCTA itself, concerned about political backlash should a scandal occur, and by financial analysts and major MSO's, who were beginning to wonder whether all those promises (a) could be met and (b) could be paid for.

While much of the focus was on software, hardware had its day, too. Much of the talk was about 400 mhz technology, which is conceded to be cable's next generation (it allows operators to pump over 50 channels through one cable). But

the verdict was not unanimous: There were as many minuses as pluses among the opinions about 400 mhz offered to NCTA delegates.

Conspicuous among the convention crowds was the growing number of broadcast interests crossing over into cable. The biggest badges—if not the largest contingent—belonged to CBS Cable, which announced its formation on convention eve and made sure NCTA delegates knew it was there. Commented Donald G. Jones, a former radio board member of the National Association of Broadcasters and the owner of two radio stations and six cable franchises in Wisconsin: "I didn't go to the NAB this year for the first time in 15 years. I couldn't take speeches telling me that satellite-to-home will never happen. They've got their head in the sand." Amplifying his comments later, he said: "Cable now is where radio was in the 30's and where TV was in the late 40's and early 50's." He agreed with Leonard Reinsch that, by the end of the decade, cable will be the dominant electronic communications medium.

Next stop for cable followers: the Cable Television Administration and Marketing Society (CTAM) meeting in San Francisco's St. Francis hotel Aug. 3-7. "That's a must for anyone who's looking forward to the future," said Jones. The next NCTA: in the Los Angeles convention center, May 29-June 1, 1981.

The paradox of Premiere

While operators are impressed with product and dazzled by presentation at NCTA convention, competitors beat the drums of lawsuit, and association board goes to unusual length of publicly questioning whether new venture is anticompetitive in nature

Premiere, the joint venture of four motion picture companies and Getty Oil Co. that plans to provide pay television programming to cable operators and subscription television stations, made an appropriately lavish bow (\$500,000 worth) at NCTA in Dallas last week. And while cable operators were impressed by the top-of-the-line movies Premiere is promising—nine months ahead of any other supplier—the reception by the NCTA board was cool and, by Premiere's prospective competitors, hostile.

Indeed, if one thing regarding Premiere seemed likely at convention's end, it was that it would not get into the pay-program-

ing business without a court fight.

The Premiere story at the convention began and ended at NCTA board meetings. In between, it unfolded at Premiere's multimedia presentation of its product; at a news conference at which representatives of the five companies involved fielded questions, some of them tough, about the new venture's structure and plans, and in and near Premiere's elegant booth.

The traffic in the area seemed brisk, and Premiere officials said they were pleased with the interest shown and with the number of contracts they had signed, although they would not be specific regarding numbers. (One customer that was identified was Communication Services Inc., owned by Tandem Productions. Philip Wilcox and Bruce Plankington, operations officers, signed an order for service to 14 systems in Kansas, Texas and Louisiana.) But conversations with those at the convention indicated Premiere had made an impression.

Certainly the opening show, on a

specially constructed set in a ballroom of the Loews Anatole hotel, caught the prospective buyers' attention. Out of the darkness and into a suddenly illuminated geodesic dome, Charlton Heston appeared, to the sepulchral-sounding introduction of an off-stage announcer. And after Heston's brief description of Premiere, snippets of the films the venture plans to make available beginning in January were flashed on the screen—"Coal Miner's Daughter" ... "The Jerk" ... "Smokey and the Bandit II" ... "Kramer vs. Kramer" ... "1941" ... "Chapter Two" ... "All That Jazz" ... "American Gigolo" ... "Rough Cut" ... "Urban Cowboy" ... "The Blues Brothers" ... and on and on.

In all, Premiere plans to offer by satellite, 150 films a year, about half from the four movie companies it comprises—MCA Inc. (Universal), Columbia Pictures Industries, Paramount Pictures Corp. and 20th Century-Fox Film Corp. (BROADCASTING, May 19). Each is an equal partner of Getty, although the oil company is said to have provided the largest cash share of the \$35 million investment that Premiere represents.

But if the presentation had cable operators' eyes shining, the structure and organization of Premiere—four production companies combining in a joint venture and agreeing to make their films available to it nine months before offering them to other pay programmers, such as Home Box Office and Showtime—caused concern among some at the convention, as it has at the Justice Department. The department's Antitrust Division has sent civil investigative demands to Premiere and others, including its prospective competitors, requesting information in connection with an investigation of the possible antitrust implications of the venture.

NCTA's outgoing board, in an unusual action at a meeting on Saturday (May 17), the day before the convention opened, considered the Premiere matter, and issued a press release that could hardly be construed as a "welcome aboard" to the new company. It said that NCTA "has serious questions as to whether" Premiere's structure and practices are "competitive or anticompetitive" and that it would "continue to raise" those questions "with the appropriate agencies of government." What's more, the statement said the board's executive committee had been authorized "to consider and take appropriate action regarding any further actions as warranted by any facts or developments."

Board members, most of them representatives of substantial MSO's, were said to be concerned over the possibility of losing the benefits of a competitive marketplace. They are said to feel that Premiere might so dominate the market, through control of product, that it could obtain higher prices for its product than it could otherwise. Premiere's proposed fee—\$3.75 per subscriber per month, plus 50% of any charge to a subscriber over \$8—is competitive with other fees currently charged cable operators. But the



Fielding the hard balls. You could cut the hostility with a knife at Premiere's opening news conference May 18. There seemed as many in the audience from the competition—and/or their legal counsel—as from the press. L to r: Lawrence Hilford, Columbia; Stuart Evey, Getty; Thomas Wertheimer, MCA; Rich Frank, Paramount, and Steve Roberts, 20th.

contract Premiere is offering permits it unilaterally to change the fee, provided it gives 120 days notice.

Premiere officials, however, dismiss speculation of plans to capture the market and then drain it dry. "This is a business; we're not going into it for the short term," Stephen Roberts, president of Fox, has said. "This is a long-term venture for us."

Premiere representatives had declined an opportunity to appear at the board meeting to present their case; they pleaded lack of time because of the work involved in preparing for the introductory show the next day. But they appeared to have been stung by the board's action, and they spent much of the next several days in an effort to stay out of a fight with NCTA. As Thomas Wertheimer, vice president of MCA, said at the news conference, "We're not here to go to war with NCTA." Premiere, he said, "very much wants to be a part of this industry."

Lawrence Hilford, senior vice president of Columbia Pictures, took that message personally to NCTA's new board, at a post-convention meeting on Wednesday afternoon. "They had gotten the feeling at the convention that the board was upset they hadn't come in on Saturday," said an official who was present. "They didn't want the board to feel they were arrogant." (There were some at the convention who had used the word in describing Premiere's rejection of the invitation.) "They just didn't have time, because of the show," the official reported Hilford as saying. "He hoped no one took offense."

Whether Hilford, who appeared before the board for only about five minutes, changed any minds, is doubtful. "He offered no new facts," said the NCTA official.

Anxious as they were to ease tensions with NCTA, the Premiere officials did not wholly hide their feelings regarding the news release. That was evident at the news conference that attracted an overflow crowd—including large contingents from

the cable industry and from Premiere's prospective competitors—to an auditorium in the Anatole following the Premiere presentation on Sunday.

"I was somewhat dismayed they chose to issue this press release this morning," Wertheimer said. He thought it inappropriate for a trade association to say anything that might be construed "as not welcoming a new competitive force in the industry." He also said it was unfair to single Premiere out as being the subject of a Justice Department investigation without mentioning a similar one—involving HBO—that is under way.

Wertheimer and other representatives of the joint venture also defended Premiere against charges of anticompetitiveness. "I believe we will be a procompetitive force in the industry," Wertheimer said. "We will be providing a different service from our competitors." And he noted that each member of the joint venture is free to negotiate individually with cable systems and MSOs, provided they do not use satellite distribution services, within the nine-month window. He defended the window itself—the denial of product to competitive companies—as reasonable: "Universal doesn't distribute 20th Century-Fox pictures."

Premiere was also regarded sympathetically by some securities analysts. Bill Suter of Merrill, Lynch, Pierce, Fenner & Smith, said at a sidebar panel of cable and theater figures that producers' earnings from pay cable as against those from theater box offices indicates the producers have legitimate cause for concern about the fees earned from pay programming sources. But he also saw Premiere as having a positive impact on the market; in time, he said, it would force cable operators to develop other sources of programming.

But the prospective competitors were not impressed. Officials of HBO and Showtime, in almost identical terms, denounced the proposed Premiere operation

as illegal and certain never to function, at least in the form presently proposed. In the angry statements of both, there was an implicit threat of court action.

"We don't believe Getcom will start as presently configured," HBO Chairman N. J. Nicholas Jr., said (using a name the joint ventures have explicitly rejected) at a news conference called to announce HBO's new Cinemax service (see page 61). "We believe it's illegal and won't happen." Asked if HBO would file suit in an effort to block Premiere's plans, he said HBO and others concerned about Premiere "are doing everything we can to make sure the legal system in this country is appropriately employed."

Two days later, during a convention session on "The Great Programing and Marketing Debates of the 80's," John Sie, Showtime's senior vice president of marketing and affiliates, was asked Showtime's position on Premiere. He snapped, "It's patently illegal, and I don't think it will happen."

While no one was prepared to state publicly his company would initiate court action, a lawyer connected with one of the firms predicted that an order seeking to restrain Premiere from beginning operations before questions regarding the legality of its proposed structure are resolved would be filed this summer.

The question was, who would go first? It was evident in Dallas that the private parties hope the Justice Department will pick up the lance. But if it does not, observers agreed, one or more of the private parties will.

Search for president to run Premiere pay cable joint venture (story page 27) was continuing at deadline last Friday. Consortium was hoping to land leading light from cable industry, both for expertise and to cool some of heat raised by new entry. Among those approached: Burt Harris of Harris Cable, Robert Hughes of Prime Cable Corp., Robert Schmidt (former NCTA president) of Communications Technology Management, even current NCTA President Tom Wheeler. **Harris was considered first choice**, if "certain complications" could be worked out. □ **RKO General Inc.**, which faces loss of three TV stations, is **now confronted with loss of fourth**. Biracial group called New South Media Corp. has petitioned FCC to revoke RKO's license for WHBO-TV Memphis on ground that FCC has already found RKO unqualified to be licensee of WNAO-TV Boston, WOR-TV New York and KLU-TV Los Angeles. New South also said it is prepared to apply for purchase of station on distress sale basis, for \$45 million, for purpose of initiating "biracial television in Memphis." New South said at least 51% of its stock would be minority owned. □ Leonard Kahn, proponent of his own AM stereo system, has asked FCC for emergency relief: **Kahn wants commission to halt work on report and order supporting selection of Magnavox system**. Kahn has already asked for oral argument in matter. □ **SIN President Rene Anselmo's hunger strike**, held in van parked by New York's World Trade Center, **has ended after two weeks**. He said he's received assurances from Port Authority of New York and New Jersey that two Spanish-language U's, one of them his, would be allowed to start transmitting from antenna farm atop center on June 8. He lost 12 pounds. □ **House Ethics Committee** has recommended that camera system providing coverage of floor activity be used also **to monitor voting by members** to discourage use of "proxy" balloting. Eleven-member FCC delegation headed by Chairman Charles Ferris returned last week from China. With commission back to full force, seven face 45-item agenda this Thursday, with **clear channel proceeding at top of list**. □ Creation of new **pay-TV network for performing arts**, culture and entertainment (PACE) will be chief recommendation of Carnegie Corp. task force report on new technologies, due out this week. □ **ABC-TV carried fewer commercial minutes** during first quarter than either of its rivals, **but got 30% more for each one**, on average, than did CBS-TV and almost 40% more than NBC-TV, according to Broadcast Advertisers reports estimates. Sign-on to sign-off, ABC carried 9,774 during three-month period, at average of \$48,905 each. CBS had 10,540 at \$37,511 average, and NBC 10,243 at \$35,164. Three-network sales for quarter totaled \$1.2 billion, up 13.7% from year before. □ **C. Phyll Horne**, 59, who retired in February as chief of FCC Field Operations Bureau, died last Thursday of cancer at George Washington hospital, Washington. He was with commission 18 years, serving as engineering assistant to Chairmen Richard Wiley, Dean Burch and Rosel Hyde. He was named bureau chief in 1973. Survivors include his wife, Leila, four daughters and three sons. □

Premiere but the tip of the iceberg in programing

NCTA was marketplace for numerous other software hopefuls, from 24-hour news and sports to R movies

Premiere's premiere appearance before the cable industry guaranteed that programing would be a dominant subject at the NCTA convention. The Premiere controversy, however, almost obscured a wide range of topics and services on the software side of the business.

This is, after all, the year that 24-hour news, via the Cable News Network, and 24-hour sports, via the Entertainment and Sports Programing Network, are slated to become realities—CNN on June 1, ESPN on Sept. 1. The dispute over the best formats for multiple levels of premium pay service was being waged in various forums, detailed elsewhere in this issue (see page 61). And as those staffing the booths testified, the interest of advertisers and agencies in advertising-supported cable programing has grown dramatically, with representatives of close to 50 agencies and clients touring the convention floor.

The floor itself was part of the programing story, with a collection of over 25 software suppliers whose presence evidenced the appetite for programing that has

developed in this industry that had been so long dominated by technical and delivery concerns. There were the crowds drawn to booths by such program-related attractions as Showtime's poster-autographing Dallas Cowgirls, who had been featured in the pilot of *Ed McMahon and Company*, and Las Vegas Entertainment Network's scantily clad showgirls.

Nonprogram-related materials proved to be attention getters as well: in fact, the desire of some conventioners seeking Warner Amex Satellite Entertainment Corp.'s "The Movie Channel" beach blankets proved to be a minor embarrassment to the company. At the same time, the Warner Amex crew was quite proud of its booth, whose bank of 37 monitor screens displayed the 37 films in "The Movie Channel's" May schedule. Several broadcast news crews filing reports on the convention selected it as a backdrop for its graphic representation of the programing diversity cable can offer. Warner's other product is "Nickelodeon" the "young people's channel" that provides 14 hours of programing each day.

ESPN's display was also drawing lots of attention, with its studio set from which the company said it transmitted interviews with "every major sports figure in the

Dallas area" including one sports-club owner who just happened to be visiting—Ted Turner. By far the largest booth of a programer at the convention, ESPN's included a massive mobile unit that company chairman William Rasmussen said demonstrated that "cable no longer has to settle for second best."

By whatever coincidence, right next door was the booth of another company with ties to Getty Oil: Premiere. Officials there claimed that over the course of the convention, they gleaned from visiting cable operators a sense of a "great turnaround in the basic perception" of Premiere.

Across the length and breadth of the hall, programers used words like "terrific" and "excellent" to describe the traffic they were experiencing from cable and, where applicable, advertising representatives. HBO's Peter Frame, for example, found "very gratifying" the preliminary acceptance of the Cinemax concept, which he said was the talk of his booth. Telefrance-USA's Jean-Claude Baker, who said he was just at the convention to meet with cable owners, since over 300 cable systems already receive his program, said his booth was "mobbed."

Showtime, said John Sie, vice president

for marketing and affiliates, "did very well" at NCTA. He said the company had gone into the convention with 3.8 million homes passed in the sold category, and emerged from Dallas with another three million homes passed in its pocket.

One of the phenomena of this year's convention, which many were calling the best NCTA they had ever attended, was the number of programmers who were reporting appreciable levels of hard sales being made, as opposed to the typical process of drafting contacts that would hopefully be turned into sales in the following weeks.

Roy Bliss, whose common carrier, United Video, transmits WGN-TV Chicago's signal via Satcom 1, put the number of solid signings he'd done during the convention at three dozen, although he noted "some" would have happened anyway.

Advertising interest and system traffic were also strong at the WTBS(TV) Atlanta booth and, according to Turner Broadcasting's Terry McGurk, the original superstation's younger sibling, Cable News Network, even signed 10 systems at its Monday night cocktail party.

Rounding out the superstation complement, Eastern Microwave, which carries WOR-TV New York's signal, said it signed over a dozen contracts by Tuesday, and had dispensed the entire supply of promotional brochures it had brought along.

Someone else who ran out of publicity material was Robert Johnson, president of Black Entertainment Television. Providing two hours a week of advertiser-supported black-oriented programming on the transponder of USA Network, BET announced at the convention that as of Sept. 1 it would charge one cent a month per subscriber to affiliates in the top 100 black markets, as well as all other systems signed after that date. The charge is tied to a simultaneously announced plan to put \$1 million this year into the production of black college sports and special events.

USA Network, meanwhile, was finding that the "big questions" at its booth centered on the name change resulting from the union of UA-Columbia Satellite Services and Madison Square Garden Sports and the distribution of BET and C-SPAN programming. But the network, working toward contract renewal period in September, found acceptance of its package of live major league sports and the Calliope service for children running very high.

Cinematica, with its plans for a September start of a full-time service targeted at the over-45 age group, split booth space with Las Vegas Entertainment Network. Both are now associated with common-carrier Satellite Communications Network.

Another specialty demographic service, the Spanish-language GalaVision, was firming up new system commitments for its package that runs eight hours on weekdays, 13 on Saturdays, and 14 on Sundays. Home Theater Network, providing G and PG films as a mini-pay package, was also on the floor and was reporting a high

volume of sales. Down the aisle, Modern Satellite Network's Jim Campbell said he was most satisfied with both systems and advertiser response to his 35 hours a week of daytime programming.

Satori Inc. generated quite a bit of traffic with taped clips from its new "Private Screenings" late-night R-rated package, and hopes to be signing systems in the next few weeks. Although "English Channel's" booth traffic ran light on two days, its sales staff felt successful in accomplishing their primary goal, meeting with advertising representatives regarding their package of "high quality" British and Canadian programming that's set to expand to two nights a week.

Meanwhile, scattered throughout the hall were news services and the NOAA weather service as well as such religious program suppliers as Trinity Broadcasting Network whose new portable earth station from Compact Video was parked right outside (see picture page 73).

400 mhz: too much, too soon?

NCTA convention greets, with noticeable reservation, new technology that greatly increases number of channels on one cable

It should have been a given that the advent of 400 mhz technology—which allows cable operators to squeeze upwards of 50 channels into a single cable—would be greeted warmly at the NCTA convention in Dallas last week. But instead of being welcomed, the technology was met with suspicion and apprehension.

While nearly every cable electronics manufacturer was prominently displaying 400 mhz equipment, cable operators and engineers in technical sessions and the exhibit aisles expressed serious concern about the feasibility of the technology.

Many felt that the 400 mhz equipment is just one more bad symptom of the franchising fever. Cable technology, they felt, was being pushed too hard and too fast by operators demanding new products and services to one-up the competition in the franchising battles.

According to James Stilwell, vice president for engineering, research and development for Times Mirror, most engineers at the convention "have great apprehension that we are pushing too rapidly . . . without an adequate full test application in a major urban market."

Stilwell said that putting 50-plus channels of television into a cable is comparable to putting 50 cars on a highway with no room between them. Not only are they liable to bang into one another, he said, but there is no room for pedestrians or bicycles (data and other nonvideo services).

And in a comment that was

answered by applause from his fellow engineers during a technical session, Hubert Schlafly, an engineer with American TransCommunications Corp., said that instead of playing the franchise game by offering "fantastic numbers of channels," the cable companies should offer a reasonable number of channels in their franchise bids and "develop the technology that we have." Engineers, he said, have "to take a stand with management against the wildness of franchising."

There were a few bulls among the bears at the convention, most notably Israel Switzer, a leading cable television consulting engineer who is designing a 400 mhz cable system for Suburban Cablevision in New Jersey. From the audience at the big Wednesday meeting on the subject, Switzer admitted that 400 mhz was a "poker" game but said he was staking \$80 million in the suburban New York City community that 400 mhz would work.

The equipment manufacturers, almost by necessity, were also pushing the 400 mhz technology but in some cases only half-heartedly. Jim Palmer, president of C-COR, was worried that cable operators had "over-promised and over-extended themselves" in some of the franchise battles. Although he felt his line of electronics was capable of doing the job, Palmer was worried that the hybrid circuits, the tiny semiconductor devices at the heart of the trunk and line amplifiers, would not be available in sufficient numbers to meet the demand.

Except for Jerrold Electronics, which uses its own upgraded quad circuits to drive its 400 mhz equipment, the cable manufacturers must rely on semiconductor manufacturers to supply the hybrids—and only two companies, TRW and Motorola, are pursuing the market.

According to Dennis Campbell, a design engineer at Motorola, full production will begin on the 17 db hybrid at the end of June and limited production will begin on the higher gain but noisier 34 db hybrid in October, "give or take two or three months."

Warren H. Gould, product line manager of CATV products for TRW, said that TRW already has 17 db hybrids in limited production. Full production is hampered by limited production capacity and by commitments to supply 300 mhz hybrids that must be honored. Despite the problems, TRW also expects to have an improved hybrid with less distortion "in pilot production," by the end of the year.

The forecasts did not impress everybody. Palmer said TRW, for one, makes and breaks promises. For a number of years, he said, TRW promised him an improved 300 mhz hybrid but that after several deadlines for its appearance passed, TRW told Palmer that the hybrid would not be available. He felt it particularly ironic that TRW would promise an improved 400 mhz hybrid when it couldn't deliver on an improved 300 mhz device.

Part of the semiconductor manufac-

urers' problem was expressed by Georg Luetzenau, senior scientist at TRW, at a morning panel session. He said TRW was forced to convert to 400 mhz "on a much faster time frame than it had in mind." Of the TRW hybrid itself, Luetzenau said that it was an extension of the 300 mhz hybrid and that although its specifications are not as good as the 300 mhz's, the specs "are still impressive."

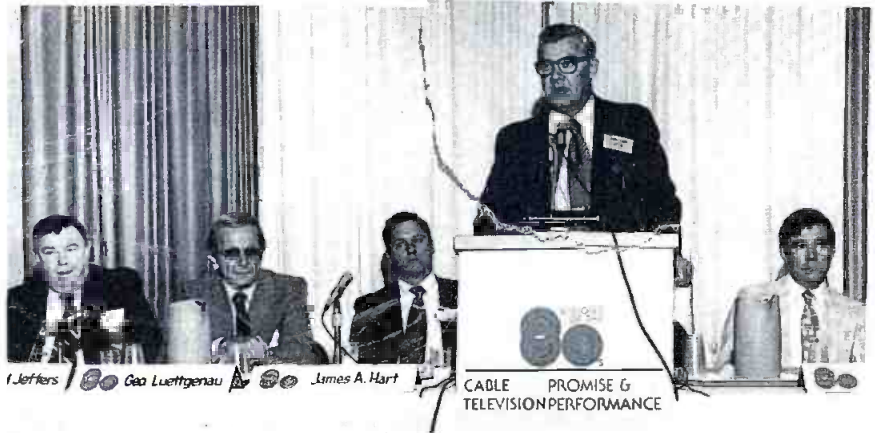
Alex Best, engineering manager of Scientific-Atlanta's cable division, said that in the past, technology was the driving force behind the moves to 200 mhz and 300 mhz, but that the impetus behind 400 mhz was franchising. Although he warned that 400 mhz systems would have little margin for error, he said he has confidence that S-A can deliver the technology and that it will produce pictures "subjectively" just as good as the pictures of a 300 mhz system.

Doug Jarvis, president of Barry Cablevision Services, said that he came to the convention "mad at my peers" that they had all jumped on the 400 mhz bandwagon and were talking about installing it "without any real field experience."

After talking with his peers at the convention, however, Jarvis said his "fears dissolve into a whole range of questions."

When asked what advice he would give a city government that was confronted with a proposal for a 400 mhz system, Jarvis said, "I don't know what I would do, except to be damn cautious at this point."

Archer Taylor, of Malarkey Taylor & Associates, said that in the major markets, system designers shouldn't expect to wire the whole town from a single headend. He said, "You have to shorten cascades [the number of amplifiers on one line] in the distribution area to keep within the [FCC] specs." One way he suggested of doing this is through a number of sub-hubs linked to



Storm over 400. This panel was entitled "New Distribution Technologies," but the discussion—sometimes heated—never got beyond the pros and cons of 400 mhz, the technology that allows cable operators to carry over 50 channels of television on one cable. The panel included (l-r) Michael Jeffers, vice president of engineering, Jerrold Electronics; Georg Luetzenau, senior scientist, research and development, TRW; James A. Hart, Scientific-Atlanta; Frank Bias, vice president, science and technology, Viacom International, and James Palmer, president of C-COR Electronics.

the main headend. "AML is an excellent procedure," he said, adding that it is both transparent and easy to maintain. The problem with AML links, he said, is that they preclude two-way service unless the operator wants to go to the expense of building a transmitter at each of the hubs. "Cable might be the answer for the return," he said.

James Stilwell said he was of the opinion that the industry might be trading off reliability for 400 mhz. If there were more time, Stilwell said, engineers could develop a "new and unique" system for passing high numbers of channels without sacrificing reliability.

One alternative he suggested was "split-band amplifiers." Instead of trying to pass

all the channels through one amplifier, blocks of channels can be passed through different amplifiers, he said.

Despite the apprehension expressed at the convention, it appears that 400 mhz is here to stay. All the manufacturers are confident that their equipment works. Whether 400 mhz becomes the hit that some of them promise will depend mostly on the system designers and how they use the equipment. At the convention, C-COR, RCA, Magnavox, Texscan, Lindsey, Jerrold, Scientific-Atlanta and Sylvania were all showing 400 mhz gear.

The view of most of them was expressed by Jim Hart of Scientific-Atlanta: "If you like it, and want to build it, we will supply it."



To 400 or not to 400. Delegates to the NCTA convention got a handle on some of the problems they are likely to face if they decide to install 400 mhz systems in their new builds at a Wednesday morning session deftly moderated by Ken Gunter, executive vice president, UA-Columbia Cablevision. The panelists (l-r): Colin O'Brien, president, Jerrold Electronics; Doug Jarvis, president, Barry Cablevision Services; Bert Ar-

nold, manager, district equipment, RCA Cablevision; Gunter; Jim Stilwell, vice president, engineering, research and development, Times Mirror Cable Television; Alex Best, engineering manager, cable communications, Scientific-Atlanta, and Archer Taylor, engineering consultant, Malarkey Taylor & Associates. The engineering perspective: that 400 mhz is at best a mixed blessing.



NEW HAVEN ANTI-ARSON PROGRAM

Developed by the Fire and Police Departments and the Mayor's Office.

SUMMARY:

1. At Risk Properties Identified and monitored by computers.
2. Anti-Arson Task Force to operate as primary deterrent force for detection and prosecution.
3. Tougher claims procedures and removal of incentives for arson.

**How many arsonists
in your city don't want
you to read this?**

Arsonists would like you to go on thinking there's "nothing you can do to stop them." Because when people start doing something the results are inspiring.

In New Haven, Connecticut—a city where suspicious fires increased by over 400% between 1973 and 1976—a new anti-arson program is already paying off.¹ A \$175,000 arson-for-profit scam was broken up, and the man convicted won't be burning any more buildings where he's going for the next 3-7 years.²

New Haven's program also calls for potential arson-for-profit buildings to be identified by computer—a preventive measure to save the inner city of New Haven.

Can your city fight arson as successfully as New Haven? Aetna says you can.

We're developing pilot anti-arson programs, spreading information, and tightening up our own claims procedures.³

Aetna also supports fighting fire with legislation. The recent congressional classification of arson as a crime on a level with murder is just a start. The proposed Anti-Arson Act of 1979 goes further...it puts federal law enforcement tools in the hands of state and local governments.⁴

Arson cost over \$1-billion and 700 lives in 1977. It's a crime we all have to pay for. Don't underestimate your own influence. Use it, as we are trying to use ours.

Aetna wants insurance to be affordable.

¹New Haven is but one example of organized anti-arson efforts proving their worth. Seattle, Washington has reduced arson by 30%; Tampa, Florida by 47% in just two years!

²New Haven's crack Arson Squad is made up of city investigators, prosecutors, and the po-

lice and fire departments. Cities with divided anti-arson forces all too often fail to detect or convict the culprits.

³Aetna is supplying funds to establish two model anti-arson programs: for New Haven (\$97,000) and for the California District Attorney's Association

(\$140,000) to develop manuals for national distribution on how to prosecute arsonists successfully. We've hired John Barracato, one of the nation's foremost arson experts whose credentials include Deputy Chief Fire Marshal of New York City, to coordinate our anti-arson efforts. To learn

how you can help your city, write to John Barracato at Aetna Life & Casualty, Hartford, CT 06156.

⁴Connecticut recently passed some of the toughest arson laws in the country, and Aetna is working hard to get such laws in other states. This effort needs the help of every citizen.

Pillsbury's Wyman new CBS president

Vice chairman at his current firm, he'll step into Backe slot June 2

Thomas Hunt Wyman, vice chairman of the Pillsbury Co., former head of the Green Giant Co. and previously in high posts at Polaroid Corp. and Nestle Co., was tapped last week to succeed John D. Backe as president and chief executive of CBS Inc.

CBS said the 50-year-old executive would take office June 2. The presidency has been vacant since May 8, when Backe resigned after losing a showdown with CBS Chairman William S. Paley (BROADCASTING, May 12). The function of chief executive has been handled since then by a specially created "Office of the Chairman."

Paley announced the selection of Wyman Thursday afternoon, saying the board of directors had authorized him to do so. His statement sketched the background of the search and gave Wyman his "enthusiastic endorsement":

"The choice of Mr. Wyman concludes an intensive re-evaluation of the qualifications of the chief executive post at CBS which was undertaken over the past several months by the executive committee [of the board] in consultation with all of the outside members of the board. Based on this re-evaluation, Mr. Wyman became our choice to fill the company's most important post, and he has my enthusiastic endorsement.

"Mr. Wyman's intellectual qualities are of the highest order. His leadership qualities and his management skills have been tested in a wide range of assignments in which he has proved himself a broad-gauged, imaginative and unusually successful executive.

"He has extensive experience, both in the U.S. and internationally, in marketing, financial, technological and policy-making administrative posts. These are the management talents CBS desires at the helm as the company faces the future, determined to maintain our positions of leadership and to continue our growth."

Wyman joined Pillsbury as vice chairman in February 1979, when Pillsbury acquired the Green Giant Co., of which he had been president and chief executive since 1975. Pillsbury's domestic and international consumer operations reported to him, as did its research and development department.

Pillsbury associates described Wyman as "dynamic," "polished" and "good at dealing with people." He was said to be "interested in what's going on in the world," a member of—among other interests—the Council on Foreign Relations and the Presidential Commission on World Hunger.

A native of St. Louis, he was a trainee in the overseas division of First National City

Bank in New York in 1951-52, after graduation from Phillips Academy in Andover, Mass., in 1947, and getting a BA degree magna cum laude in English from Amherst College in 1951.

In 1952-55 he served as a first lieutenant in the U.S. Army Corps of Engineers in Korea. On his return he joined the Nestle Co. in New York as a salesman, rising to assistant to the president and also new products division manager. Nestle sent him to the Management Development Institute at Lausanne, Switzerland, for a year's graduate study in 1960-61 and afterward he remained in Europe until 1965, first as assistant to Nestle's managing director there and later as vice president of the parent company.

He left Nestle in 1965 to join Polaroid as vice president to set up its international

division. He rose to senior vice president, general manager and chairman of the executive committee. Before he left to join Green Giant in 1975 he was said to be widely regarded as heir apparent to Dr. Edwin Land, Polaroid founder and longtime head.

Wyman, named one of *Time* magazine's "200 rising world leaders" in 1974, is a director of Scott Paper, Northwestern Bancorporation, Toro Co. and the National Executive Service Corps. He is a trustee of Amherst College and the Minneapolis Society of Fine Arts, serves on the Associates of the Graduate School of Business Administration at Harvard and is the founder and a member of the board of the Minnesota Project on Corporate Responsibility. He is married and the father of four children.



Nervous only about passing the test

Thomas H. Wyman says the summary dismissals of his two immediate predecessors gave him no qualms about accepting the posts of president and chief executive officer of CBS Inc.

"My anxieties are of a different sort," he said Friday in a telephone interview. "The principal one is the [lack of broadcasting] experience question."

John Backe had resigned the posts earlier this month when, learning that Chairman William S. Paley and outside members of the CBS board were "assessing" his performance, he demanded and failed to get a vote of confidence. But any jobholder, Wyman feels, must expect to have his performance assessed.

"To be concerned about the fair-treatment question," he said, "you have to believe that it was unfair before. Clearly there was a huge awkwardness in the events of the last months. But I really am persuaded that the CBS board was very much involved with Paley in the performance evaluation process.

"They hadn't quite come to their conclusion, actually, and they didn't handle that very well—I don't mean to say that critically; it just sort of got a little complicated. But I believe that the fundamental ingredient of the process was fair. Obviously, anybody in any job, this one included for certain, has got to be evaluated, and by stern standards.

"I'm not nervous about that," he said, adding with a laugh: "I'm nervous about passing the test."

Wyman reportedly got a three-year contract at \$800,000 a year, plus a \$1-million bonus. He

wouldn't comment on that, but did deny a published report that included not only those figures but also a provision for two years' pay if he is dismissed.

He concedes his lack of experience in broadcasting bothers him, but not enough "to be scared to death."

"It's a sobering piece of the equation, but I guess I've sorted out in my head the difference between Polaroid and the character and nature of that company and the Pillsbury-Green Giant sort of world," he said, referring to earlier career transitions. To him, "management involves the orchestration and motivation and organization of people doing things, hopefully effectively, and not the technical content or the specific content of the business."

Wyman said he first met Paley in January, through an acquaintance on the CBS board, and Paley invited him to his apartment for a drink and to talk about his possibly joining the CBS board. "We talked about life and business and broadcasting—he talked a little bit more about broadcasting than I did, and we had a very pleasant time," he recalled. But he was already on three outside boards and told Paley he would have to "change that geometry" first, but perhaps could do it over the next year.

"He said, 'Great, let's keep in touch,'" Wyman said. "Then a couple of weeks ago he called with a little different sort of proposition." At Paley's invitation he went to New York "two or three times" and on Thursday, May 15, after a CBS executive committee meeting on Wednesday, Paley called again and offered the job. Wyman said he spent the weekend thinking about it and accepted last Tuesday.

Franchising: a booby trap for the cable industry?

Industry warned against making promises it can't or won't keep; more contact is urged between operators and officials

There is growing concern within the cable industry about cable franchising and the extremes to which cable operators will go to win these awards. This and related concerns were aired at a Monday morning session at the NCTA convention: "Franchising Faces the Future: Today's Promise and Tomorrow's Performance."

According to NCTA President Tom Wheeler, who moderated the session, cable franchising is the "hottest topic in cable television." He said "franchising is at one time the industry's greatest potential and its greatest potential for exposure." While franchising means the introduction of many new cities and subscribers into the cable universe, he said, it could also mean cable operators, the victims of their own "exuberance and expediency," going to excesses that could damage the industry.

The panel assembled representatives from all sides of the franchising picture—a local government official, cable operators, franchising consultants and an expert who had studied the economic ramifications of cable. If there was a consensus it was that the franchising communities and the cable operators need to work closely together,

educate each other and create a sense of mutual trust. Such cooperation, it was felt, would ameliorate some of the current franchising excesses and reduce the risks of greater excesses in the future.

Dick Loftus, president of AmVideo and a member of the NCTA executive committee, was the most blunt of the panelists. He blamed both the cable operator and the franchising municipality for problems stemming from franchising. "We are our own worst enemies," he said, "engaged in an orgy of excesses, blinded by the belief that nothing can go wrong."

There is a history, he said, of cable operators making promises and cities extracting promises of product and performance with which the operator has little experience and for which there is no need or demand. "One need only search less than a decade into our past for countless examples of where and how we fell on our collective and individual bums," he said.

The current franchising "frenzy," Loftus said, is made worst by the universal acceptance of the premise that there is no such thing as a "bad" market. "Cable television," he said, "has reached the equivalency of sex. . . . The result is a frantic free-for-all, a scramble among existing and would-be operators for what is perceived by some to be the last chance at . . . landing a girl before the bar closes."

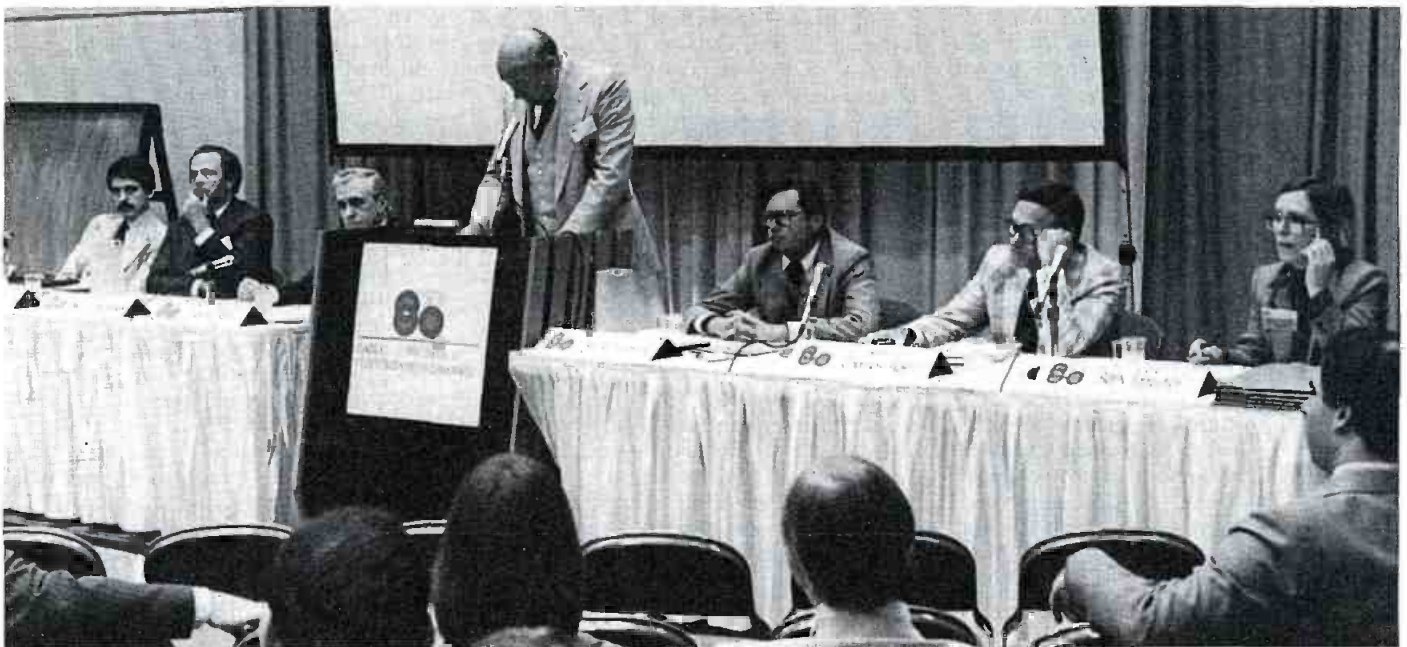
Such a frenzied atmosphere, Loftus

said, is not conducive to "altruism, accuracy or candor," but instead, "costume, sophistry, pretense, boast, exaggeration and hyperbole." And, he added, it can lead to "lying, fraud, cheating and, finally, bribery."

The cities, too, share some of the blame for the frenzy, Loftus said. All too often, he said, they "turn into a temptress" demanding more and more from the cable operator.

By way of advice, Loftus urged "caution, deliberation and sincerity on both sides." He said he would like to see "the adoption of an attitude between municipality and applicant akin to the creation of a partnership." Cable franchising, he said, should be "more like a wedding than a bedding."

Harold Horn, a cable franchising consultant with the Cable Television Information Center, shared Loftus's concern that cable history might repeat itself during the current wave of franchising. "Many cities," he said, "still remember the promises made by your industry during the early 1970's that have never been fulfilled." He said the industry is being watched closely for "any sign of renegeing on your current wave of promises." He warned that if the operators fail to make good on promises this time around they won't get another chance, and suggested that the spoils would go to the telephone



Promises, promises. Although NCTA President Tom Wheeler admonished the panelists and audience alike to refrain from using the names of specific cities or companies, a Monday morning session frankly discussed many of the concerns surrounding cable franchising, while avoiding naming names. The panel for the session (l-r): Wheeler;

Doug Dittrick, NCTA chairman; Harold Horn, president of the Cable Television Information Center; Martin Malarkey of Malarkey, Taylor & Associates; Richard Loftus, president of AmVideo; Charles Horn, mayor of Kettering, Ohio, and Sally Streter, vice president of economics, National Economic Research Associates.

Strategy. That it takes more than good demographics and high population density to convince cable operators to spend the enormous amounts of time and money to enter highly competitive franchise contests is the lesson of Prince George's county, Md., a sprawling suburb of Washington. Warner Amex considered making play for the two large franchises the county is offering (about 100,000 homes in each), but backed off because it felt that the political situation was stacked against it. There is also speculation that American Television & Communications has given up on the county for essentially the same reason, speculation that Richard Aurelio, senior vice president, government affairs, ATC, would neither confirm nor deny. "It is not our policy to comment before the deadline for bids has passed," he said.

Although a number of companies, large and small, have expressed interest in the county's franchises, Storer Cable of Prince George's, a subsidiary of Storer Broadcasting, and Cablecom of Maryland Inc., a group of local businessmen and politicians, have emerged as the politically strongest combatants. Storer's efforts in the county are headed by Winfield Kelly, the former Democratic county executive, and John H. McAllister, who headed the county's cable television commission during Kelly's tenure as executive. On CableComm's team are a couple of close political allies of Larry Hogan, the current county executive—Gerard F. Holcomb and Charles Dukes.

As Storer's chief in the county, Kelly has already been successful in landing franchises for five incorporated communities within the county. Although none of the communities is large, they do give Storer a base from which to launch the county-wide campaign.

government" through the franchise fees. She said that governments should be aware that it is indeed the consumer who ultimately is footing the bill of franchise fees.

On the other hand, she said, "if the government is to be the chief beneficiary of the cable system, it must decide how it wants to collect its franchise fees." She said the government has at least three options: an up-front tax, a percentage of annual revenue or an annual flat fee.

Streter felt there was a danger of local government "killing the goose that lays the golden egg" through oppressive franchise fees. She therefore suggested that if the FCC wants to encourage the development of broadband communications, the best thing it could do would be to retain its limit on franchise fees. (She said the ceiling now stands at 3% but can be pushed as high as 5% in special circumstances.)

Wheeler, prompted by industry concern and acting on the premise "that there are two parties at the dance," said that NCTA has moved recently to safeguard against the excesses of cable operators and bridge the gap between the cable operators and the franchising community. Wheeler pointed out that he and members of the NCTA board and staff met with staff and members of the National League of Cities, a Washington-based association representing local government officials, and that NCTA proposed a "four-point program" (BROADCASTING, May 12). The program consisted of a joint NCTA-NLC educational project by which the NCTA would set up seminars to inform local officials about the cable industry; the publishing of a book containing summaries of the various seminars for wider circulation; the use of each other's forums for exchange of information (Wheeler said the presence at the NCTA convention of Charles Horn, mayor of Kettering, Ohio, was "the first indication of our commitment to that goal"), and the creation of a "joint code of good franchising practices" that would be binding on both parties.

companies. "You have some formidable competitors that have joined in the race and may just thrust you into obscurity."

Horn also said there is a division within the cable industry today with some saying that the industry leaders "have gone wild" in the franchising battles and that they never intend to keep their promises while others are saying that those same companies "are on the leading edge of a major technological breakthrough." The first group, Horn said, contains the industry conservatives and the other, its "liberals." The liberals, he added, are caught in a "more-is-better syndrome and desperately need a convincing showcase."

One of the problems of franchising that Horn isolated was the practice of "rent-a-citizen," which he called a "personification" of the cable industry's cynicism about local government. "While local ownership is to be encouraged if it truly represents a real equity involvement, this process more often results in local people being involved for little or no investment and for the sole purpose of influence peddling." The rent-a-citizen approach, he said, "is increasingly resented by many cities and regarded almost as an insult." It and its variation, "rent-an-institution" in which equity is given to local institutions, often pits friend against friend and institution against institution, "leaving rather deep community scars long after you have gone to another city," Horn said.

Horn also is disturbed by another practice that is beginning to come into fashion—municipal interest in the cable company. He said cities are being seduced into taking an ownership interest in a company with "visions of bulging treasuries." But, he said, many of them don't realize that at the cable company's first request for a rate increase they will be torn between their conflicting roles "as a stockholder—[and] as elected representatives entrusted with protecting the public's interest."

A problem that Horn runs into as he attempts to evaluate franchise proposals for various cities is a lack of information, particularly on the extravagant systems now

being proposed. Proposals, he said, are "making promises so fast over the last six months that there is virtually no way to measure their validity. The best information will come from your having built a major city with the current set of promises."

Another of his concerns that he said is not going unnoticed by local city officials in wired cities is the cable operator's using profits from one cable system to finance systems in other cities. With this in mind, Horn asked: Why haven't the cable operators tried out their promises in one of the cities where they already have a franchise before taking on the unknown risks of the major cities?

While most of the panelists believe that the franchising process can be cleaned up to some extent, Martin Malarkey of Malarkey Taylor & Associates, a Washington-based consulting firm, seemed resigned to the fact that the franchising process has inherent, insoluble problems. The reasons for his resignation: the long-term value associated with franchises; unsophisticated, politically oriented and pressure-sensitive local governments that award the franchises, and human nature. As long as these three conditions remain, he said, there is nothing left to improve upon as far as the process is concerned. And he felt that it would not do much good to try to impose any remedies. "Codes, rules and regulation never built a cable system," he said. "Private companies do."

Sally Streter, an economist with National Economic Research Associates, remained more detached than the others. She said that before a franchise process is begun it must be decided whose interest the franchise is supposed to serve. If it's the consumer, the most important consideration is "good quality service," but she admitted that this is not easy to determine. How many channels and what special services made a good system? she asked. Also, she said, it has to be determined "how much tribute the local government [should] exact from the consumer to finance other functions of

The big picture

Tuesday-morning NCTA meeting features Nader on consumers, Besen on the FCC, Reinsch on computers, Heneberry on disks and Grant on satellites

Offering an observation on new technologies and the consumer, Time Video Group vice president Gerald Levin opened Tuesday's general session at the NCTA convention by noting that those who work in the field "are not so much impressed by the technologies but by the profound respect for the consumer."

Following such a statement, it seemed only natural that the panel Levin was moderating ("The 80's: New Technologies to Meet Consumer Needs"), included a man who has come to be identified as perhaps *the* consumer advocate in



Nader



Grant



Reinsch



Besen



Levin



Heneberry

America, Ralph Nader, making one of several appearances at the convention.

Nader, taking note of the FCC trend to deregulate cable, voiced a hope that the commission would move concurrently to establish seminars and training sessions to acquaint consumer groups with the workings and potentials of cable. Nader predicted that as the level of regulation in the cable industry declines, the level of community access and involvement will correspondingly rise, and that the next decade will see the emergence of media access groups interested in developing "a higher level of literacy" about the new technologies.

Looking at examples of what those technologies can mean to consumers, Nader mentioned comparison shopping at home via cable, and programs that can "break down competitive barriers in other industries" by telling consumers such things as that 80% of all visits to doctors are not needed. Nader also discussed the impact cable could have on transportation and work and housing patterns if more and more functions could be performed within the home.

Cable operators have a chance to "explore and innovate" in serving the consumer, Nader said, and he said it will be "a shame" if cable becomes "overcommercialized" or "merely a conduit for the same type of programming" as that found on commercial broadcast stations.

Nader had followed the panel presentation by Stanley M. Besen, co-director of the FCC's network inquiry, who introduced the subject of deregulation. Besen said the cable industry "stands on the verge of almost total deregulation," but that it's important to recognize that the same developments of technological change and relaxed regulatory policy affecting cable also "influence other industries" and "provide potential competition." Cable's prospects look bright to Besen, but so do those of the competition. He cautioned that "there's no free ride for cable."

Looking at the regulatory area, Besen noted that the commission has demonstrated a willingness "to stand aside" when people want something and are willing to pay for it and entrepreneurs are willing to provide it.

Areas at which the commission is likely to be looking, according to Besen, are the increasing concentration of ownership in cable systems, and links between program suppliers and MSO's and other operators. Also "likely to be revisited," as Besen sees it, is the dual networking rule applying to the broadcasting business.

Leonard Reinsch, co-chairman of Warner-Amex Cable Corp., reviewed a list of 17 services that have potential for cable operators, starting with home security and ending with data retrieval. Operators "have to move now before others move into our birthright," Reinsch told the system managers in the audience. One caution he had for them was that although these services "sound wonderful," they largely "center on a new element about which we know little," the computer, and he stressed that the CATV industry needs to acquire such knowledge. Satellites were one move forward for the industry, Reinsch said, and "the next great leap" will be computers. "By the end of the decade, cable will be the dominant force in communications," he concluded. Paraphrasing Pogo, he said "We have seen the future, and it is us."

Asked by Levin to identify one service as having the largest cash flow potential, Reinsch said that would be security systems, although advertising on cable had the potential to yield a faster cash flow.

Also appearing on the panel was David A. Heneberry, staff vice president-marketing for RCA SelectaVision videodisks. Reviewing the plans RCA has for producing and marketing its disk system, Heneberry noted that where RCA's and the cable industry's interests cross is in assuring a sufficient flow of funds to production companies to generate material meeting the American consumer's expectations for high production quality. "Mutual funding"—that is, using both cable and home video as revenue sources—will make that possible. And Heneberry insisted that there is "a business for each of us" in the coming years.

C. Gus Grant, president of Southern Pacific Communications, a specialized common carrier, rounded out the panel. His company, he said, would welcome the opportunity to work with any operator to set up an experiment using the cable

system as the local distribution service for Southern Pacific's communications traffic. Local distribution is "a great opportunity" for cable, Grant claimed, adding that "the window may be small, but the potential may be tremendous." Another area for co-operation Grant mentioned is Southern Pacific's application for a four-satellite network, with one bird devoted to C band video. "If required," Grant said, Southern would furnish earth stations for users of the bird.

Just for openers

NCTA's starting session features positive words from Collins, Ditttrick and President Carter

Despite a cast of singers and dancers and a few songs written to laud cable operators, there remained some room for rhetoric at the Sunday afternoon session that officially opened the NCTA convention on May 18.

After welcoming the delegates in the Dallas convention center, Representative James Collins, a Republican serving the Dallas metropolitan area, told them that they "have the greatest future in the world" if they grow with "logic and not with expediency." Next up, Steve Simmons, a White House adviser on communications policy, apologized for the absence of President Carter but read a congratulatory letter from his boss. And then NCTA Chairman Douglas Ditttrick gave a "state of the industry" speech.

Collins warned that cable operators ought not overdo their demands for deregulation. He said demanding too much could create a "tremendous backlash" from the FCC and from broadcasters and other programmers. He also told them what most already knew: that there would be "no basic communications legislation this year." He added, however, that they should take that as good news. "The more we let you run your own business," he said, "the better off you are."

Despite his belief that the best thing he can do for the people of Dallas and the communications industry is to block legislation instead of proposing it, he said: "We



Collins



Simmons



Dittrick

do need a telephone bill." There is a great need, he said, to isolate certain services of the telephone company in a separate subsidiary. There also must be, he said, a fixed limit on the "tax"—the franchise fee—that a locality can charge a system operator. Without federal protection, Collins said the cable operator "would be a perfect pigeon" for the municipalities. Five percent of gross annual revenues is the most an operator should be required to pay, he said.

Collins also had high praise for the NCTA. For its size and the size of the industry it represents, Collins said it carries more "weight . . . by far" than any other trade association in Washington.

Chairman Dittrick surveyed the recent past and present of the cable industry and predicted a sanguine future. "We can be proud of what we . . . have accomplished thus far. Our flexibility and adaptability have placed us in an ideal position to lead the way into the 80's—a decade so often referred to as the age of communications."

The ability of the industry to prosper in the future, Dittrick hedged, depends upon how the industry meets its challenges. Among them: MDS, subscription television, satellite-to-home broadcasting, videodisks and telephone and computer companies that "are developing data transmission and conferencing systems."

"The list of challenges goes on and on," he said, "and so do the crucial implications: This industry, working with NCTA, must stay one step ahead of our competition. To date, we have more than met this challenge."

In the area of regulation, Dittrick said he hopes the FCC's current economic inquiry produces significant deregulation of signal carriage and exclusivity. And, he said, "the NCTA must rely on your vital assistance to once again put the copyright issue to bed"—an issue that arose after a short sleep primarily through the efforts of the Motion Picture Association of America.

Dittrick said close ties between the NCTA and the state and regional associations are needed because of the ability of states to pre-empt FCC jurisdiction over pole attachments and will be needed if the FCC decides to eliminate franchise fee limits.

President Carter's letter to the NCTA

said the cable industry has been "in the vanguard of the communications revolution, and your technological triumphs have substantially broadened the horizons of public knowledge and understanding. Cable has brought us across the threshold, from the restrictions of spectrum scarcity to the freedom of a medium of diversity." The President also said he supports the move away from imposed government regulation. "The economic marketplace can better serve the public by giving the consumer the ultimate voice in selecting how he wishes to be entertained and enlightened," he said.

The future is for the taking, in several ways, NCTA session hears

Simmons leads off by delivering Carter endorsement of medium; others cite business opportunities

The cable television industry received at least two ringing declarations from Washington last week, both anointing it as the telecommunications medium to watch.

"You people are the wave of the future—at least that's our feeling in the [Carter] administration—in terms of telecommunications," said Steve Simmons, assistant director of the President's domestic policy staff, at a breakfast panel session last Monday during the NCTA convention. Later that same morning, at another panel session (see this page), Representative Allan B. Swift (D-Wash.), a member of the House Communications Subcommittee and a former broadcaster, called cable TV "a major communications industry" and "the one that I think has the brightest future."

The Simmons endorsement came as he and other panelists discussed the possibilities of cable networking beyond satellites, and principally the common ground between cable and public broadcasting. He had suggested that cable operators engage in cooperative dialogues with PTV stations—discussions that might even lead to the creation of a public broadcasting "superstation" similar to those

now operating on the commercial side of the medium. Simmons noted the idea was a two-edged sword, in that it might tend to cut into the contribution base of other public stations in their own communities, but said there might be possibilities of cable carrying some of the three service networks now being programed by the Public Broadcasting Service. That system had been described to the delegates by Eric Sass, PBS director of development.

Simmons also said that a wedding of pay cable and PTV might augment the latter's financial base—although not enough to end the need for federal funding. And he also suggested public stations might be willing to program some of cable's spare channel capacity—another suggestion of broadcast-cable cooperation that was echoed at other points during the NCTA meeting last week.

Two other panelists emphasized the opportunities they saw for cable operators—and particularly those now building in urban markets—to tap the business community as a possible revenue source. Both Gregg Skall, general counsel of the National Telecommunications and Information Administration, and Elizabeth Young, president of the Public Service Satellite Consortium, felt cable was in danger of missing the boat in this regard. In NTIA's opinion, Skall said, the formation of national information retrieval services will be right down cable's alley—not necessarily in two-way configurations, but perhaps one-way with telephone call-up of data. Indeed, that may be the best way to develop viewdata services, he said.

Young cited the changing strategy of Satellite Business Systems, which, she said, had run into difficulty placing receive stations in urban locations and might find cable's transmission paths a more efficient way to reach its potential business customers. "You may have business opportunities" in this area that "no one had anticipated," she advised the NCTA delegates.

When one cable operator in the audience noted he had encountered reluctance from his local public television station, after approaching it with an offer of cooperation, Sass remarked that "all broadcasters always fear cable at first," but that they later find the medium can be used to their advantage.

More alike than different

Broadcasting, cable and telcos find their interests overlapping; NCTA panel looks at new ways to change rivalry to cooperation

The edges were beginning to blur in Dallas last week—those boundaries that have historically divided broadcasters from cablecasters, and telephone companies from either of the other two. Not many were stepping across the lines yet, and, at least, officially the old rivalries remained



Coming closer. Representatives of the cable, broadcast, print and telephone industries found they had more and more in common at this NCTA panel last week. L to r: Congressman Allan Swift (D-Wash.); Andy Margeson of Rotelcom, Rochester, N.Y.; Allen Gilliland of Gill Cable Inc., San Jose, Calif.; Robert Wormington, KBMA-TV Kansas City, Mo., and Christopher Burns, Washington Post Co.

intact, but it was becoming hard not to acknowledge that those merging technologies the futurists have been talking about were beginning to come together.

Take what happened during a panel session entitled "Changing Perspectives: Old Adversaries Look at the New Marketplace." It was led off by Robert Wormington of KBMA-TV Kansas City, Mo., a man who by all definitions has to be counted as a broadcaster (among other distinctions, he is chairman of the Association of Independent Television Stations). Of course, Wormington has always been a little different from other broadcasters: He was one of the first to offer his signal to cable, and was the second in the nation to have his own satellite earth station. But there he stood last Monday, suggesting to cable operators that they invite the broadcasters in their towns to program some of their cable channels. And suggesting that broadcasters use their over-the-air facilities to promote the cable channels they program. And saying that the major networks will begin to develop strong secondary affiliation line-ups with alternative media (cable) alongside their primary affiliations.

The government won't let broadcasters own co-located cable systems. Wormington said, but it doesn't say broadcasters can't program those cable channels.

Not only was he suggesting that broadcasters get into cable, but he was saying that cable operators should start to act more like broadcasters. For one thing, by developing their own regional cable networks to operate much as regional broadcast networks do.

And then there was Andrew J. Margeson, director of services for Rotelcom, a subsidiary of the Rochester telephone company in that upstate New York city. "I don't see cables and telcos as adversaries in the next five years," he said. Yes, there would continue to be minor skirmishing on pole attachment problems, and, yes, there would be some jockeying for position in those areas where cable

subscribers were fewer than 30 per route mile, but, by and large, "that's just background noise," Margeson said. What he did expect was more acquisition of cable systems by telephone companies outside their own areas.

From five to 20 years out Margeson said there would be "peripheral" competition between cable and telcos, but that both would face greater competition from others—cable from MDS and STV, for example, and AT&T from IBM and Xerox. Where cable and telephone companies will compete will be in the new information services that will develop between their traditional service boundaries.

"Both of us," Margeson said, "have more to fear from the government than from each other."

Margeson also offered cable operators some advice he said telephone companies had been too late in learning: not to be so resistant to competition that they bring on their own Carterphone decision—the ruling that telephone companies must allow outside companies to connect to their circuits. Similar advice came later in the panel from Representative Allan Swift (D-Wash.), who said "the thing that can bring government in the fastest is greed. The medium that wants it all will be the first to draw attention to itself." Added Swift still later: "The worst thing you can do is to stonewall it. By resisting [competition] you build up a lot of hostility and you may end up with overregulation."

Christopher Burns, vice president-planning for the Washington Post Co., emphasized that the average American family will spend \$500 per year on media during the 1980's, and argued that any rise in cable's revenues would have to come at the expense of other media. "There's no new money in the world," said Burns. "You have to pry it away from somebody else." (There's also, he said, no more time.) By his reckoning, Americans have spent roughly 3.5% of the gross national product on media (movies, records, newspapers, magazines and the like) for the past three decades, and he sees no sign

that the percentage will change.

Although he acknowledged that cable and other electronic technologies will play an increasingly competitive role in the distribution of information, he declared that, at the moment, newspapers and magazines are the information media. And although the Washington Post Co. is interested in electronic industries beyond broadcasting, and "at some point in the future" may decide to join them, it will be after a decision that "it has become the best way to get the news through."

Congressman Swift began his remarks by saying that cable's effort to "elbow its way in" among the media had been made infinitely more difficult by broadcasters seeking to maintain the status quo. The shoe will be on the other foot when other new media try to muscle into cable's turf, he said—but added that cable won't have had as much time as broadcasters had for attitudes to harden.

Nevertheless, Swift said that cable will not for long be able to maintain its image in Washington as "this small cottage industry." He described today's cable as "a giant tiptoeing across the stage hoping not to be seen," and said: "You can't get away with it any more. You will be increasingly perceived as you are: a very big, very successful industry with enormous implications for the audience."

Swift also noted that, to the extent that cable displaces broadcasting in the marketplace, so will it begin to raise the question of whether it should assume the public trust responsibility no longer being exercised, so predominately, by broadcast.

Hearst buys TV in Dayton, plans move into cable

First acquisition in 15 years signals expansion by firm; Joslin heads new CATV division

The Hearst Corp., New York-based newspaper and magazine publisher and group broadcaster, announced last week two major moves to expand its electronic communications holdings: The acquisition of WDTN(TV) Dayton, Ohio, for a price estimated at \$45 million-\$48 million and the formation of a cable division. The actions are the first in 15 years that Hearst has taken to expand its TV-related holdings.

WDTN was purchased from Grinnell Communications, owned by Grinnell (Iowa) College, which acquired the station in 1976 for \$12.9 million (BROADCASTING, May 10, 1976). In January, WDTN became an ABC affiliate after a number of years as an NBC affiliate.

According to Franklin C. Snyder, vice president and general manager of broadcasting for Hearst, the current management team at WDTN "will continue in their important roles with the station." Ray W. Colie is executive vice president and general manager of the Dayton outlet. WDTN is on channel 2 with 100 kw visual,

20 kw aural and antenna 1,000 feet above average terrain. Dayton is the 44th TV market. Howard E. Stark of New York was the broker in the transaction.

Heading the newly formed Hearst Cable Communications is Raymond E. Joslin, currently a Hearst vice president. He was vice president from 1967 to 1979 of Continental Cablevision Inc., Boston-based MSO. He has been delegated the task of developing the over-all structure and game plan for the new cable division. The strategy, says Joslin, will be threefold: (1) Acquire cable systems, (2) develop programming and (3) explore data transmission possibilities. The goal of acquiring ca-

ble systems is the most immediate. Although no specific dollar commitment has been determined, Joslin will be looking toward acquisitions that will "establish [for Hearst] a presence in the industry." The company will not now be looking to establish new franchises, Joslin said.

The programming and data transmission phases of the cable strategy are longer range. Two areas to be explored in programming strategy are subjects of interest to women and do-it-yourselfers, to which the magazine division of Hearst Corp. is expected to contribute. Hearst publishes *Cosmopolitan*, *Good Housekeeping*, *Popular Mechanics* and *Science Digest*.

tion, said four stations will be spun off: WYSP(FM) Philadelphia, WJIT(AM)-WKTU(FM) New York, and WUST(AM) Washington. Grant Fitts is chairman of Gulf United. WKLS(AM) is on 970 khz with 5 kw day. WKLS(AM) is on 96.1 mhz with 97 kw and antenna 930 feet above average terrain. WQAL is on 104.1 mhz with 7.8 kw and antenna 1,060 feet above average terrain. KRLY is on 93.7 mhz with 20 kw and antenna 720 feet above average terrain. WJIT is on 1480 khz with 5 kw full time. WKTU is on 92.3 mhz with 4 kw horizontal, 3.8 kw vertical and antenna 1,220 feet above average terrain. WYSP is on 94.1 mhz with 16 kw and antenna 900 feet above average terrain. WUST is 1 kw daytime on 1120 khz. WJMD is on 94.7 mhz with 50 kw and antenna 780 feet above average terrain. Broker: Cecil L. Richards Inc.

■ WDTN(TV) Dayton, Ohio: Sold by Grinnell Communications to The Hearst Corp. for between \$45 million and \$48 million (see story, page 39).

■ KHOF-TV San Bernardino, Calif.; KVOF-TV San Francisco, and WHCT-TV Hartford, Conn.: Sold (distress sale) by Faith Center to Hispanic-American Communications for \$15 million. Seller is Glendale, Calif.-based religious organization. W. Eugene Scott is president. It also owns KHOF(FM) Los Angeles. Its application for renewal of license for KHOF-TV had been in discovery phase of hearing since December 1978 for allegedly fraudulent fund-raising practices on air, but it was dismissed on March 17 for failure to prosecute. Faith refused to hand over certain records to Administrative Law Judge Edward Luton. Faith is appealing but question of whether it now has right to assign license of KHOF-TV is yet to be determined. Technically, it retains license for station until all appeals are exhausted. Buyer is owned by The East Los Angeles Community Union (TELCU), community development corporation comprising 15 associate members. George Solis is chairman, and David C. Lizarraga is president. TELCU has withdrawn its 50% interest in applicant to purchase KSBA-TV Guasti, Calif. (BROADCASTING, April 7). It has no other broadcast interests. KHOF-TV is independent on ch. 30 with 269 kw visual, 26.9 kw aural and antenna 2,340 feet above average terrain. KVOF-TV is independent on ch. 38 with 895 kw visual, 145 kw aural and antenna 1,310 feet above average terrain. WHCT-TV is independent on ch. 18 with 158 kw visual, 31.6 kw aural and antenna 6,405 feet above average terrain.

■ KTVN(TV) Reno: Sold by Washoe Empire to Sarkes Tarzian Inc. for \$12.5 million. Seller is owned by Lee D. Hirshland (28.57%), H.G. Wells and Robert A. Paisley (19.05% each) and nine others. They have no other broadcast interests. Buyer is owned by Sarkes Tarzian (33.06%), son, Thomas Tarzian (53.59%), daughter, Patricia Tarzian (11.03%), and University of LaVerne (Calif.) (2.3%). Sarkes Tarzian Inc. is electronics manufacturer that owns WTTS(AM)-WGTC(FM) Bloomington, WATI(AM) Indianapolis and

Changing Hands

PROPOSED

■ WKLS-AM-FM Atlanta; WQAL(FM) Cleveland; KRLY(FM) Houston; WJIT(AM)-WKTU(FM) New York; WYSP(FM) Philadelphia; WUST(AM) Washington, and WJMD(FM) Bethesda, Md.: Sold by SJR Communications Inc. to Gulf United Corp. for \$62 million plus \$5-million assumption of liabilities ("In Brief," May 19). Seller is subsidiary of New York-based, publicly traded San Juan Racing Association, which will retain only

KNUS(FM) Dallas in its broadcast portfolio. Principal stockholders include Hyman N. Glickstein, chairman and president; Bernard S. Needle; Sidney E. Cohn, and Harry L. Gilman. Buyer is publicly traded, Dallas-based insurance conglomerate. It owns WVOJ(AM) Jacksonville and WTSP-TV Largo, both Florida; WNDE(AM)-WFBQ(FM) Indianapolis; WKAP(AM) Allentown, Pa.; WWRN(AM) Beckley, W. Va.; WGHP-TV High Point, N.C., and KTXQ(FM) Fort Worth. Alan Henry, president of broadcast divi-

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from James J. Gabbert to John and Kathleen Parker has been closed.

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WPTH(FM) Fort Wayne, all Indiana. Sarkes Tarzian is chairman and son is president. Patricia Tarzian is reporter for Oakland, Calif., weekly newspaper, *The Montclarion*. Tarzian family sold WTTV(TV) Bloomington, Ind. (Indianapolis), independent on ch. 4 for \$26 million in 1978 (BROADCASTING, May 22, 1978). Armen Sarafian is president of University of La Verne and will vote its stock. KTVN(TV) is CBS affiliate on ch. 2 with 34.7 kw visual, 6.9 kw aural and antenna 490 feet above average terrain.

■ KIOE(AM) Honolulu: Sold by Da Kine Hawaiian Radio Inc. to Sunbelt Communications for \$1.1 million. Seller is owned principally by Everett James and family who have no other broadcast interests. Buyer is owned by Franklin Fried (50%), Jeffrey P. Sudikoff and Robert L. Baum (25% each). Fried owns management consulting firm in Los Angeles. Sudikoff owns Santa Monica radio program production company. Baum is St. Louis law student. He is also vice president of Sudikoff's production company. They have no other broadcast interests. KIOE is on 1080 khz with 5 kw full time.

■ KBET(AM) Reno, Nev.: Sold by Sierra Broadcasting Inc. to Sterling Broadcasting Inc. for \$800,000 plus \$100,000 noncompete agreement and assumption of \$100,000 in liabilities. Seller is owned by Royce P. Adams (38%), Robert H. Day Jr. and wife Julie (19% each), Marvin Bear (18%) and John Costello (6%). They have no other broadcast interests. Buyer is owned by Robert N. Ordonez (75.5%) and Richard Van Schaick (24.5%). Ordonez is former vice president and director of Donrey Inc., Las Vegas-based group owner of four AM's, one FM and one TV. Van Schaick is president of Mazda auto dealership in Reno. They have no other broadcast interests. KBET is 1 kw daytimer on 1340 khz.

■ KSYL(AM) Alexandria, La.: Sold by KSYL Inc. to Centa Broadcasting Co. for \$450,000 plus \$150,000 noncompete agreement. Seller is owned by Melvin Wheeler and G. Russell Chambers (30% each), Herman Reavis (20%) and Albert Smith and James Smithwick (10% each). Wheeler owns 70% of WSLC(AM)-WSLQ(FM) Roanoke, Va.; KDNT-AM-FM Denton, Tex.; KFDW-TV Clovis, N.M., and 50% of KITT(FM) San Diego. Chambers owns KPLC-TV Lake Charles, La., and 50% of KITT. Buyer is owned by Taylor C. Thompson (51%) and Charles Soprano (49%). They own KQID-FM Alexandria. KSYL is on 970 khz with 1 kw full time.

■ WART(FM) Plainfield, Ind.: Sold by A&R Broadcasting Inc. to Radio One Five Hundred for \$500,000 (including assumption of liabilities and noncompete agreement). Seller is owned by Thomas M. Allebrandi and Keith L. Reising (50% each). Allebrandi owns 25% of WTRE-AM-FM Greensburg, Ind. Reising owns 75% of WTRE-AM-FM, 50% of WQXE(FM) Elizabethtown, Ky., and 25% of Corydon, Ind., cable system. Buyer is owned by Edwin Tornberg, Edward Wetter and Douglas D.

Kahle (one third each). Tornberg owns Washington-based broadcast station brokerage firm and 50% of KBND(AM) Bend, Ore. Wetter owns broadcast station broadcast brokerage firm in Havre de Grace, Md. Kahle is former associate with Tornberg's firm and owns 50% of both KBND and KFIA(AM) Carmichael, Calif., and one-third of WBRI(AM) Indianapolis, Ind. Buyers own one-third each of WFIA(AM)-WXLN(FM) Louisville, Ky., and WABS(AM) Arlington, Va. WART is on 98.3 mhz with 3 kw and antenna 200 feet above average terrain.

■ KEYJ(AM) Jamestown, N.D.: Sold by KEYJ Inc. to Great Western Broadcasting Inc. for \$250,000 plus \$100,000 for consulting services and \$65,000 noncompete agreement. Seller is owned by Robert L. Richardson who has no other broadcast interests. Buyer is owned by Roger C. Greenley (33.4%), Robert H. Ferguson (23.1%), David A. Middaugh (12.9%) and seven others. Greenley is salesman and Ferguson announcer and salesman for KEYJ. Middaugh owns Fargo, N.D., insurance company. Buyers are applicants for new FM in Jamestown. KEYJ is 1 kw daytimer on 1400 khz.

■ WLGA(FM) Valdosta, Ga.: Sold by Ev-Co Broadcasters Inc. to Metro Media Broadcasting Inc. for \$340,000 (including liabilities). Seller is owned by Al H. Evans who also owns wvld(AM) Valdosta. Buyer is owned by Harrison Cooper who owns

Quitman, Ga., recreational vehicle parts and supplies store. He was vice president of wvld(AM)-wlga(fm) until January 1979. He has no other broadcast interests. WLGA is on 95.9 mhz with 3 kw and antenna 300 feet above average terrain.

■ WLEA(AM) and CP for wckr(fm) Hornell, N.Y.: Sold by Patricus Enterprises to Channick Broadcasting for \$243,000. Seller is owned by Kevin Doran who has no other broadcast interests. Buyer is owned by Herbert Channick, Chicago attorney and real estate investor. He has no other broadcast interests. WLEA is on 1480 khz with 2.5 kw day. WCKR has been granted 92.1 mhz with 8.3 kw and antenna 15 feet below average terrain.

■ KWRD(AM) Henderson, Tex.: Control (50%) sold by Wilton Freeman and Lynn Roy (25% each) to Wes Dean & Associates for \$240,000. Freeman and Roy have no other broadcast interests. Buyer is owned by Helen Dean who is president, general manager and 50% owner of KWRD. KWRD is on 1470 khz with 500 w day.

■ Other proposed station sales include: KIGO(AM) St. Anthony, Idaho, and WFMM(FM) Johnstown, Pa. (see "For the Record," page 74).

APPROVED

■ WZZD(AM) Philadelphia: Sold by Fairbanks Broadcasting Co. of Pennsylvania to Communicom Corp. of America for

- *Negotiations*
- *Appraisals*
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\$4,025,000. Seller is principally owned by Richard M. Fairbanks (82.7%) who also owns WIBC(AM)-WNAP(FM) Indianapolis; KVIL-AM-FM Highland Park (Dallas), Tex.; WKOZ(AM)-WVBF(FM) Framingham, Mass., and WJNO-AM-FM West Palm Beach-Palm Beach, Fla. Buyer is owned by Kenneth E. Palmer, who also owns WWDJ(AM) Hackensack, N.J. WZZD is on 990 khz with 50 kw day, 10 kw night.

■ KIUP(AM)-KRSJ(FM) Durango, Colo.: Sold by Radio San Juan Inc. to Fordstone Inc. for \$1.55 million. Seller is owned by Doug Morrison, who has no other broadcast interests. Buyer is owned by former President Gerald Ford and Leonard Firestone (50% each), ambassador to Belgium during Ford administration. They have no other broadcast interests. KIUP is on 930 khz with 5 kw day and 1 kw night. KRSJ is on 100.5 mhz with 100 kw and antenna 200 feet above average terrain.

■ WWSN(AM)-WMCD(FM) Statesboro, Ga.: Sold by C.H. Grider, W.C. Woodall Jr., James Orndorff (30% each) and J. Barton Lanahan (10%) to Nathan Hirsch and Dell Pressey (50% each) for \$790,000. Grider owns WIMO(AM) Winder, Ga., and 21% of WPFA(AM) Pensacola, Fla. Woodall owns WDWD-AM-FM Dawson, 51% of WBBK(AM) Blakely and 25% of WGRA(AM) Cairo, all Georgia; 50% of WGSW(AM) Greenwood, S.C., and 50.2% of WPFA(AM) Pensacola, Fla. Orndorff and Lanahan have no other broadcast interests. Hirsch is operations manager of WWSN-WMCD. Pressey owns TV sales and repair shop in Statesboro. They have no other broadcast interests. WWSN(AM) is on 1240 khz with 1 kw day and 250 w night. WMCD(FM) is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ WXLN(FM) Savannah, Ga.: Sold by WXLN Inc. to Bay Communications for \$735,000. Seller is owned by Leonard Morton who has no other broadcast interests. Buyer is owned by WLOX Broadcasting Co. which in turn is owned by James Love III (30%), sisters, Mary Love McMillan and Jo Love Little (30% each), and John Hash (10%). James Love is consultant with N.Y. research and data analyst firm and, with sisters, owns Jackson, Miss., cemetery. Hash is president of WLOX Broadcasting which is licensee of WLOX-AM-TV Biloxi, Miss. WLOX Inc. also owns 55% of WKXI(AM) and 50.1% of WTYX(FM), both Jackson, Miss. WXLN is on 97.3 mhz with 100 kw and antenna 500 feet above average terrain.

■ WDEA-AM-FM Ellsworth, Me.: Sold by Grindstone Broadcasting Corp. to Helen Sloane Dudman for \$600,000, plus \$100,000 for covenant not to compete. Seller is owned by F. Eugene Dixon Jr., who is on board of directors of noncommercial WRTI(FM) Philadelphia, licensed to Temple University. He has no other broadcast interests. Dudman is former public relations officer for Public Broadcasting Service, WETA(TV) Washington and Post-Newsweek Stations. She has no other broadcast interests. WDEA(AM) is on 1370 khz full time. WDEA-FM is on 95.7 mhz

with 50 kw and antenna 320 feet above average terrain.

■ WFBG-AM-FM Altoona, Pa., and WEIR(AM) Weirton, W. Va.: Control (74%) sold by Leonard and Mary Fiore (husband and wife) and 16 others to Edward Giller, now owner of 26%, for \$528,750. Sellers have no other broadcast interests. Giller is president of Gilcom Corp., licensee of stations. WFBG is on 1290 khz with 5 kw day and 1 kw night. WFBG-FM is on 98.1 mhz with 30 kw and antenna 1,020 feet above average terrain. WEIR is full time on 1430 khz with 1 kw.

■ Other approved station sales include: WQMV(FM) Vicksburg, Miss.; WNIK-AM-FM Arecibo, P.R., and KLUF(AM) Lufkin, Tex. (see "For The Record," page 74).

CABLE
 ■ Oceanic Cablevision Inc., Honolulu: Control (85%) sold by stockholders to American Television & Communications

Corp. for approximately \$36 million. Local residents will retain 15% of stock. Seller is owned by approximately 20 stockholders, largest block owned by CTW Communications Inc., for-profit subsidiary of Children's Television Workshop, New York-based nonprofit children's television production company. Joan Ganz Cooney is president. Buyer is multiple system operator, subsidiary of Time Inc., and owns cable systems in 32 states. Time owns WOTV(TV) Grand Rapids, Mich. Monroe M. Rifkin is chairman and president of ATC. J. Richard Munro is vice chairman and will become president and chief executive officer of Time Inc. on Oct. 1 (BROADCASTING, May 19). Oceanic Cablevision serves Honolulu, Aiea, Foster Village, Halawa, Mililani, North Shore, Pearl City, Wahiawa, Waimalu, Waipahu, Waipio, and Honolulu county, all Hawaii. It has 52,000 basic subscribers and 32,000 pay subscribers, passing 106,000 homes. Broker: Blackburn & Co.

Intermedia

Lay those pistols down. Intra-broadcasting squabbles of Television Bureau of Advertising and Radio Advertising Bureau (BROADCASTING, Feb. 25, April 21) have drawn censure of Illinois Broadcasting Association. IBA board in unanimous resolution said it "deplores" TVB and RAB campaigns "that have as their primary emphasis the vicious maligning of the other medium." IBA board suggests that "since radio and television advertising have commendable merits unique to each, the trade association of each industry should confine its advertising efforts to the promotion of the positive factors of its own industry and not dwell on the undermining of competitive media." It also said radio and TV are from same family with history that has been "basically harmonious."

Joint committee. Ohio Association of Broadcasters and Ohio State Bar Association are forming committee to evaluate experiences in experiment with broadcast coverage of courts. Committee hopes to make recommendations about the rule governing access for cameras in future.

Spanish study. National Association of Broadcasters has joined A.C. Nielsen Co., Arbitron and Spanish International Communications in funding study of Spanish audiences, scheduled to begin in San Antonio, Tex. this month. Four groups, under umbrella of Cooperative Research Group-Television, have hired National Analysts of Philadelphia to do study.

Word from Rome. Pope John Paul II has called on parents and educators to take stronger role in helping children develop skills to make intelligent and constructive use of television and other mass media. In message for 14th annual World Communications Day, May 18, Pope noted danger of becoming "passive and uncritical recipients" of media presentations, and observed that media at times transmit values "inimical to family life." He did, however, praise media for potential for good, saying "there are few vocations which make such demands on the energy, the dedication, the integrity and the conscience of a man or a woman as are made by a profession in the media... and let it not be forgotten that the truly dedicated professional communicator of today can be a force for good in the world which has few parallels."

Speaking engagements. Speakers for meeting of Association for Public Broadcasting, during annual public television meeting in Washington, have been confirmed. Keynote speaker for June 2 morning session will be Representative Allan Swift (D-Wash.); luncheon speaker will be Frank Mankiewicz, president of National Public Radio; afternoon speakers include Richard Dresner, president of National Survey Research Inc., and David Carley, president of APB. Dinner speaker will be Ted Turner. Following dinner, members will be off to White House reception, hosted by Rosalynn Carter.

How big is cable? Arbitron Television has issued "Cable Trends Sourcebook," compilation of TV household cable penetration estimates on nationwide county-by-county basis. For each county, television households and cable TV household estimates and cable penetration percentages are given for current broadcast year (1979-80) and for previous years. State and national totals are given for each of these estimates.

Cable getting high marks from money lenders

Even in the current economy, NCTA sessions are told, there's cash available, although systems have to be innovative in their approaches to getting it

Cable is going to need vast sums of money over the next several years, and interest rates, while down from their recent peaks, are going to remain high. But the bottom line at the several financial sessions at the NCTA convention was that the funds are out there, in various forms, and there are people not simply willing but eager to invest in or lend to cable.

Caution signs were raised by a number of the panelists: The promises being made in current franchising bids and the high acquisition prices being paid for some existing systems pose questions about the ultimate profitability of those systems. Yet again and again, cable operators heard lenders speak confidently of the basic health of the cable industry and highly of the managerial skills and financial acumen of those in charge of it.

Over the course of several days, panelists provided explanations of why traditional sources of financing have recently dried up. Alternative financing methods that received attention were equity offerings, funding from specialized cable lenders, and methods of using this capital intensive industry's tax situation to good advantage, such as "tax shelter" partnerships or joint ventures and the issuing of tax exempt industrial revenue bonds under the aegis of local governments.

Perhaps the best testament to an optimistic outlook for funds availability for

cable was the high proportion of lender representatives in the overflow crowds for the sessions, and the number of lenders and others such as investment analysts who were meeting formally and informally with management representatives throughout the convention.

■ Goldman Sachs & Co. investment analyst Ellen Sachar kicked off the first financial session with a review of the history of the cable industry's up and down stock performance over the last decade, with a view to revealing what such "outside observers" as herself expect of the industry before committing capital to it. The recent upswing in cable multiples, she said, has been fueled by earnings and cash-flow expansion from pay services, the expectation of increased penetration levels, advertising revenue potential, and the possibility of high-priced buy-outs or take-overs.

Equity markets "for the first time in many years, may now present a viable long-term financing alternative," particularly for companies whose shares are selling well above book value, Sachar said. Looking to the future, she noted that although she now senses a "euphoric" mood regarding cable, "certain trouble spots do seem possibly to be lurking on the horizon." Some franchise applications promise so much while having restrictive fee schedules that "given today's cost of capital one has to wonder whether or not these operations will prove to be profitable in any reasonable time period." And some acquisition prices, Sachar feels, leave one to wonder "what upside potential is left for the buyer."

Saying that she didn't want to sound a negative note, Sachar expressed her belief

that as cable matures the industry will be increasingly evaluated on such traditional lines as return on invested capital, return on equity and debt-to-equity ratios. The only unanswered financial question Sachar now sees is that of rate of return on invested capital for "the elaborate new builds being pursued and the probable rebuild situations likely to catch on in the years ahead."

Loren Young, vice president of Heller Oak Communications Finance Corp., was of the opinion that specialized cable lenders, having proved their viability, "will dominate the lending picture for years to come." It's his view that there has been "no turning off of funds ... the cost is high, but they're there." Young is expecting long-term interest rates to drop back to 12% by yearend (they're now 13%-plus) and thereafter to be "sensitive to inflation."

Travelers Insurance Co. assistant investment officer David Byerly said the shortage of long-term financing funds from insurers can be traced to two causes. The well publicized run on policyholder loans went so far as to force some insurers to dip into their bond portfolios to meet outstanding loan commitments. And with historically high interest rates, insurers committed larger than usual portions of their anticipated cash flow to long-term financing, only to have one of their principal sources, pension funds, hold on to their cash to take advantage of the even higher interest rates being charged for short-term financing. Although short-term rates have dropped to 10% from their high of 17%, Byerly said, he doesn't expect long-term rates to go lower than their



Capitalists. These panelists were among the many talking money at the NCTA convention last week. At left, l to r: David Wicks of Warburg, Paribus, Becker, Paul Kagan of Paul Kagan Associates, Henry Harris of Metrovision and (at the podium) Nathaniel Coolidge of John Hancock

Mutual Life. At right, l to r: Robert Patterson of the First National Bank of Chicago (speaking), moderator Daniel Aaron of Comcast, Carolyn Chambers of Liberty Communications and David Croll of T.A. Associates.



Taking a hard look at long-term financing. L to r: panel host Clive Runnells, president of Mid Coast Cable Television; Ellen Sachar, senior security analyst, Goldman Sachs & Co.; Loren Young, vice president, Heller Oak Communications Finance Corp., and David Byerly, assistant investment officer, Travelers Insurance Co. (Not pictured, panelist Julian Brodsky, vice president and treasurer, Comcast Corp.)

current mid-13% level because long-term funds are limited (most insurers are lent out through mid-1981, he said) and people wanting the funds are now "coming out of the woodwork."

According to Byerly, cable's challenges for the future are (1) "the test of the recession-resistance of tiers of service beyond basic pay," (2) inflation ("we may not see 8%-9% money for a long time, if ever"), which "reduces the amount of borrowing supported by a given cash-flow stream" and (3) the competition of other media. "Long-term lending isn't dead yet," Byerly claimed, but he indicated that operators can expect to see an increasing proportion of short-term lending in the future.

Lenders will be looking for inflation protection, he said, shortening the period between setting rates and actually funding a deal, using floating or renegotiable rates, and by looking at equity features—"kicker deals"—that will permit them to "participate in the increasing value" of systems through warrants or earnings participation.

The final panelist on this first finance panel was Julian Brodsky, treasurer of Comcast Corp., who put the discussion into the perspective of a system operator. "We have a product whose hallmark is dependable, predictable cash flow that deserves reasonable long-term debt," Brodsky asserted. Among his several charges to the audience, he warned system operators that if they are forced into floating interest commitments, they should secure a commitment that would let them refinance down the road.

Brodsky introduced the notion of cable "trading on tax attributes" at the session. The changing nature of the industry has made it more capital intensive than five years ago, he said, and systems should translate tax breaks common to capital intensive industries into leveraged borrowings. On another tax-related subject, Brodsky called industrial development bonds "ideal financing for the cable industry," noting a \$4.7 million package of 16-year 8.25% bonds sold in January 1979. Brodsky, too, sounded the call for equity financing, saying both that the industry needs more equity and that current multiples make the market more attractive.

■ Daniel Aaron, president of Com-

cast's cable division, and moderator of a session on creative financial strategies for the short term, began by calling attention to projections that over the next year, \$1 billion will be needed by the cable industry for new builds or extensions, not counting acquisitions.

Robert Patterson, loan officer with First National Bank of Chicago, pointed out that for the next several years, interest rate swings and the regulatory impact of federal efforts to control money supply would be having their impact on credit markets. Noting the Federal Reserve's discouragement of "nonproductive" acquisition loans by banks in recent months, Patterson told the cable operators that banks won't be trying to find ways around those policies. He urged them to "plan going forward" by securing long-term revolving credit arrangements, and fixed-rate financing as well, saying that over the next five years, they would have to "balance" their long- and short-term debt. First National Bank of Chicago intends to be "aggressive" in short-term financing of new builds, according to Patterson, although he voiced concern over today's franchising picture.

Peter Farnsworth, vice president at Chase Manhattan (which Aaron identified as the largest cable lender, with \$83 million in loans outstanding) said he expects the maximum credit crunch to come "in the very near term." Cable operators should "create opportunities" for themselves with an eye to some difficult times ahead, and he proposed a four-point program to accomplish that end. "Create liquidity immediately," he advised, by working on the balance sheet and such mechanisms as tightening and staggering billings. "Put through a price increase now," he suggested, and he told the operators that they should take on more bank lines, projecting that banks will tighten credit availability in the near term.

"Create flexibility" was his second point—getting revenues as much as possible out of the franchise itself and into unregulated subsidiaries, sharpening financial staffs and making arrangements with banks now because "things will get worse before they get better." His third suggestion was to "re-create your plans" focusing on the return on investment of individual projects, and establishing a

priorities "hit list" of costs that can be cut. Finally, he advised the system managers to "forget your balance sheet, go to your bank and say you want to be on a cash-flow basis," and do it immediately.

David Croll, partner in the Boston-based financing firm of T.A. Associates, gave his personal assessment of what lies ahead for cable financing, saying he sees sustained high long-term rates in the 12%-15% range over the next one to two years, and an increase in the availability of short-term bank funds at reduced rates, with federal credit pressures starting to ease. Croll pointed to "mezzanine financing" alternatives—"loan or stock issues below your bank but ahead of your equity"—and he told the session there are currently \$100 million-\$200 million of such funds available in that market.

In Croll's view, the next two to three years are the "opportunity years" for cable—after that point fertile acquisition and franchises will be picked over. "Leverage your people and financial resources now," he urged cable systems, and borrow more by increasing senior lending and adding mezzanine financing as a two-to-three-year bridge that can be refinanced later when a project's ratios approach maturity.

Such financing can be used for acquisition purposes as well as new builds, with SBIC (Small Business Investment Company) funds a key source. Using the mezzanine approach, Croll, said, there's no reason an operator "can't get in front of a good acquisition and retain ownership" of his current properties over the critical time ahead.

Carolyn Chambers, vice president and treasurer of Liberty Communications, added a CATV perspective to the panel. Noting the previous talk of funds availability, Chambers's observation that "it's at a price," struck a responsive chord with other operators in the audience. But she went on to say "we might as well pay the rates now. If we wait until rates go lower, they'll only be higher." The individual question mark on each project, in her view, is what really will be the return. While operators will look hard at each proposal, Chambers concluded that recession or no, "we are going to be out looking for those funds."

The panel also stepped beyond the subject of short-term financing, as Herbert J. Sims, whose firm specializes in tax-exempt bond placement, detailed his handling of the Comcast bond issues that Julian Brodsky had discussed. Asked after the session about negative aspects of such bond arrangements, Sims noted that he has perceived a reluctance on the part of CATV operators to become involved in such an arrangement, which he attributed to some apparent generalized fear of public bodies on the part of the cable industry.

■ As the financial sessions moved to ever larger rooms at the convention center, the size of the crowds they attracted grew right along with them. Tuesday's panel on "Financial Challenges in the '80's: the Economy and Implication for Cable," was no exception. Paul Kagan,



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Optimist. A man who's written a book on "The Next 200 Years" took on the job of forecasting the first 10 of those for the NCTA last week. Leon C. Martel, executive vice president of the Hudson Institute, presented a Monday luncheon with a generally optimistic scenario, with telecommunications one of the principal gainers. He said the 80's would see the "second computer revolution," with microprocessors ubiquitous by the end of the decade—many of them associated with the home television set. The 80's also will be "the decade of video," he said, with the consumer no longer the "slave" of a limited amount of programming but the "master" of a programming abundance. Martel said it was "ironic" that the media have been the messengers of "gloom and doom" about the high price of progress at the same time they have been among the greatest beneficiaries of technological advance. Among his nonmedia predictions: that, absent unforeseen "surprises," the prospects for energy are good, and that future historians will be amused over present concern on that front. Once the future's energy supplies come on stream, he said, the world "will never run out."

of the Carmel, Calif.-based industry analyst, led off with his observations on the state of the cable business. Kagan said he was impressed not only with the "size and shape" of this year's convention, but with the attention it received from the financial community. Looking down the road, he projected that two currently "low profile" segments of the business—advertising and security services—will be tremendously important.

The advent of the Premiere pay program service was the major topic of the convention, Kagan felt, saying it is something whose economic impact, if it proves legal, is yet to be determined. Should it go on, there will no doubt be a change in the pricing of pay service at the retail level, Kagan said, and he ventured a preliminary guess that cable operators wouldn't suffer through its use.

Looking at the subject of financing, Kagan suggested it was a measure of the

industry's maturity that financing had "taken a back seat" as far as the convention was concerned, with the financial people now chasing the cable companies.

An overview of the economy was supplied by John Wilson, executive vice president of the First National Bank of Dallas. He began with statements on unemployment and Washington's panicked reaction—which he then noted were lifted from a speech he gave in 1975. That illustrated the proposition that there will always be business cycles, Wilson contended, and that they have to be considered in planning. Wilson predicted 10% or greater average annual inflation over the next decade, saying we will "follow the path of Great Britain" during that time period.

Turning to cable, Wilson said "it has arrived" as an industry, one which has "left some of its entrepreneurial spirit behind" and developed "top-notch managers." Problems from a lender's point of view include the ability of manufacturers to deliver the necessary hardware for expansion, and competition from STV and direct-to-home satellite broadcasting. But Wilson's over-all assessment is that cable, as an industry, "has gained professionalism and the respect of lending institutions" so that "raising funds will not be the primary problem of the 80's."

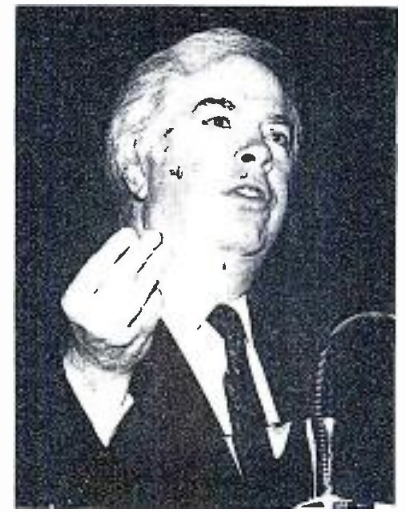
Nathaniel Coolidge, senior investment officer of John Hancock Mutual Life Insurance Co., reviewed the reasons for the dry-up of long-term funds from insurers—the yield curve inversion with higher short-term than long-term borrowing rates, and the drain from policy loans. There's been a dramatic improvement in recent weeks as long-term rates dropped, Coolidge said, but he stressed that "it could happen again."

Looking to the supply side of funds, Coolidge said he wanted to make three main points, that loans to CATV have gained "respectability" and no longer require as much "education" of lenders, that the supply side will be more volatile than in the past so investment officers will have to be "more nimble," and he also expressed his opinion that the "demise of the bond market has been exaggerated"—"it's not dead yet and in the future will serve us well."

On the demand side, Coolidge said that just as there was a shift in the early 1970's from debt/subscriber ratios to debt/cash-flow ratios as a basis for lending, now there is a shift from a five times debt/cash-flow multiple to a debt/operating cash-flow multiple. With current interest rates, he said, that change had to be made to insure sufficient cash flow to meet payments.

Coolidge said his institution believes the decision to add tiers of service is a sound business decision, and, comparing this period with the last recession, he said cable companies are now seen as being better run, although the franchising competition does present cause for concern.

Summing up, Coolidge said there will be ample funds at lower multiples, but with an eye to volatility, he urged operators to "take advantage of this window" because



Pessimist. If the NCTA convention opened with a bang, it ended, if not with a whimper, at least on a note of caution. Addressing a disappointingly small ending session Wednesday morning ("Here you are, 200 strong," he joked), economist Pierre Rinfret told his audience that things are bad and are going to get worse. High inflation will continue for the rest of his children's lifetimes, he said, and the prime rate will be back to 20% by 1985. His advice to today's entrepreneurs: get your money while you can, borrowing at today's falling-interest-rate dollars to pay back with cheaper dollars later on. The big culprit is big business, he said, which has made inadequate investment in capital formation and has spent too little for research and development to keep the U.S. competitive with the rest of the world. Nevertheless, Rinfret managed to leave them, if not laughing, at least not prostrate. "The greatest opportunity ever known to American business now exists," he said. How to do it? "Raise any price you can as much as you can as frequently as you can." And remember that "the more others will not pursue modern technology, the more opportunity for you to do it."

if times get rough the funds "may disappear faster than a cold beer on a hot day."

David Wicks, managing director of the investment banking firm of Warburg, Paribus, Becker, stressed financial flexibility and alternate sources of funding in his remarks. Last year, he said, institutions lent \$1.4 billion to cable systems, and Wicks indicated that a recent survey by his firm showed that "by December 1980 they expect to lend you just under \$2 billion."

Regarding flexibility (which he called his "buzz word"), Wicks said that contrary to what some people believe, entrepreneurial opportunities have not disappeared in the cable field. He did express the by-now-familiar concern over "non-economic franchises," adding that he has an underlying concern that "maybe some unethical practices" could be involved.

Reviewing what he termed the "broad scope of sources of funds," Wicks listed

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three categories and their components: base equity, public markets and "your own pockets," as well as money from corporations on an investment basis, such as funds from family trusts and tax shelter partnerships.

In the subordinated or preferred category, Wicks placed SBIC's (which he said "have tremendous interest in your industry"), foreign investors, pension funds, insurers ("to a degree and from time to time") and traditional mezzanine financing. Senior money's three categories are banks on the short-term, intermediate funding in the 10-to-12-year range and insurers for 15 years or more.

"You've come a long way from having

your back against the wall," as was the case in the 1974-75 period, Wicks told the cable companies. Now, he said, they're poised "on the springboard for the 80's."

Harry Harris, president of Metrovision in Atlanta, rounded out the panel's presentation. Acknowledging that cable is "obviously in the last major wave" of franchising, he urged other cable operators to look at the services now being developed. Cable owners "don't have the luxury of not rebuilding" because if they don't within the next five years, somebody else will try to gain the franchise. It's a situation that requires careful study along with lenders, Harris said, as no one yet knows what the perception is of cable's

inherent value in older systems where prices are at the \$7-\$8 level, or what proportion of subscribers in those areas might simply be content to stick with a basic service if pay were introduced. But for operators, Harris suggested, there is a necessity to engage in rebuilding systems, both to increase revenues and protect the franchise. "The time is right now for planning," he said.

Panel moderator John Saeman, president of Daniels Associates, closed the presentation by noting that the cable industry is unique in its ability to "manipulate internal factors to meet debt service" and, in consequence, is "blessed as an industry with great dynamics."

Greater sense of security for cable

NCTA session says it's possible now to make plenty of money with home-protection services

To some cable operator veterans it might have seemed like a scene out of the 1960's or early 1970's. There was that talk of two-way interactive services cable could offer subscribers, and of burglar and fire alarm systems. It was all so much "blue sky" then, and it opened a credibility gap the cable industry hasn't completely bridged yet. But this time—at a session of the NCTA convention last week—those doing the talking were, it seemed, really serious.

After all, there was an investment analyst predicting that security systems could become "the most profitable" service cable systems could offer.

If that wasn't enough, there was the owner of an alarm system company pleading with cable operators to do no more than provide the channel capacity for companies like his. Don't actually compete with alarm system companies, he said. That seemed like the kind of plea that would have cable operators rushing into the alarm business.

Then, too, there was Robert Schmidt, former president of NCTA, who now heads Communications Technology Man-

agement. He was still fulfilling the role of statesman: "We're not in the cable business; we're in the communications business," he said. To those with fresh memories of blue-sky talk, that might have sounded suspicious—except that Schmidt said he has his own plans to experiment with a two-way system, complete with a computer terminal in the home.

The session, on "nonentertainment services," was billed in the convention program as one that would feature a discussion of the "personal security market [that] offers enormous potential for profit." It attracted an audience of several hundred who heard from those who had been there.

Michael Corboy, president of TOCOM, of Dallas, which is regarded as a pioneer and leader in the provision of two-way, interactive services, reported on the company's experiences over the past eight years in installing security systems. Thus far, it has installed systems in 35 cities around the country and five in Canada, and plans to use them as the basis for add-on data services. And to the bottom-line question of, "Can you make money?" he responded, "I think we're in the process of proving it." He said, as far as price is concerned, subscriber resistance is not en-

countered until the asking price hits \$20 a month. "Where there are good demographics and discretionary income," he said, "there is business."

Corboy also said he was "delighted" that Warner-Amex Cable Corp. has entered the home security field. "It has given us more credibility," he said.

According to its senior vice president for new business development, Miklos B. Korodi, Warner-Amex is delighted, too. It has designed and developed a proprietary system in connection with its Qube two-way project in Columbus that Korodi said will "set a precedent for the industry." One feature involves the use of the telephone line as a backup for the Warner-Amex cable that is connected to the computer terminal in the home.

Business, Korodi indicated, is booming. He said Warner Amex began marketing the burglar and fire alarm system six months ago, has already installed it in 1,000 homes, and is continuing to make sales at a clip of 40-60 systems a week. Even local fire houses have installed the system, he said. Nor is it an item for the affluent. Korodi said some subscribers earn \$15,000 a year and live in \$45,000 houses.

Corboy said there are three approaches cable systems can take in getting into the business—leasing a channel for the service, engaging in a joint venture with a



Blue sky again? The potential of cable as a conduit for burglar and fire alarm signals and computer software was discussed at a technical session by (l-r) Robert Tenten, engineering director, Manhattan Cable TV, New York; Thomas D. Smith, operations director, Communications Pro-

ducts Group, Scientific-Atlanta; Charles Dages, manager, subscriber terminal engineer, and Kenneth Coleman, vice president marketing, Jerrold Electronics. C.B. Shrock, president, CableBus Systems, was also on the panel.

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Los Angeles	Superman	UP 98%	UP 469%	UP 336%	UP 184%	UP 187%	UP 52%
Philadelphia	Hogan's Heroes	UP 87%	UP 196%	UP 181%	UP 54%	UP 163%	UP 118%
Boston	6 Million \$ Man	UP 122%	UP 186%	UP 126%	UP 152%	UP 119%	UP 111%
Detroit	Dinah	UP 30%	UP 86%	UP 136%	UP 112%	UP 174%	UP 578%
Houston	Andy Griffith	UP 127%	UP 100%	UP 105%	UP 60%	UP 258%	UP 150%
Atlanta	Every Day	UP 92%	UP 88%	UP 120%	UP 280%	UP 513%	UP 1950%
New Orleans	Andy Griffith	UP 89%	UP 141%	UP 129%	UP 37%	UP 211%	UP 175%
Jacksonville	Bewitched	UP 68%	UP 88%	UP 92%	UP 114%	UP 109%	UP 11%
Huntsville-Decatur	6 Million \$ Man	UP 188%	UP 233%	UP 250%	UP 700%	UP 100%	UP 180%
Augusta	Newlywed Game	UP 105%	UP 120%	UP 183%	UP 175%	UP 233%	UP 144%
Montgomery	My 3 Sons	UP 13%	UP 58%	UP 40%	UP 60%	UP 50%	UP 33%
Lafayette, La.	Partridge Family	UP 76%	UP 113%	UP 100%	UP 100%	UP 50%	UP 35%
Columbus, Ga.	Various*	UP 71%	UP 95%	UP 92%	UP 53%	UP 78%	UP 146%
Panama City	Bewitched	UP 57%	UP 193%	UP 164%	UP 48%	UP 71%	UP 30%

*Match Game/Gong Show/Candid Camera/Family Feud/Muppets

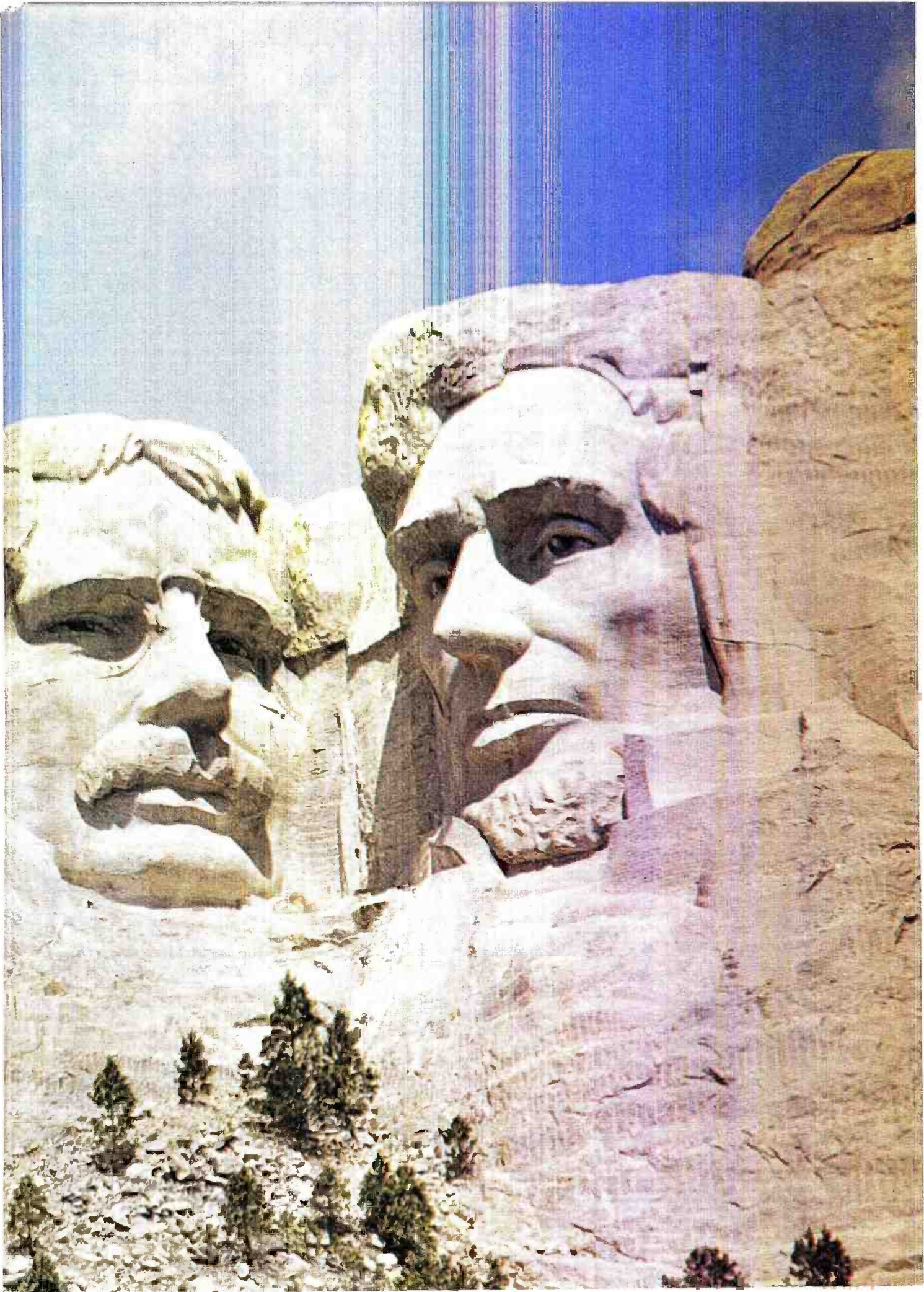
Source: A.C. Nielsen, Feb. 1980/Feb. 1979.

Atlanta WAGA
 Augusta WRDW
 Baltimore WBAL
 Boston WSBK
 Charleston, S.C. . WCSC
 Chicago WGN
 Cleveland WJKW
 Columbia, S.C. . WLTX
 Columbus, GA . . WRBL
 Dallas-Ft. Worth. KDFW
 Detroit WDIV
 Florence, S.C. . . WPDE
 Greensboro
 Winston Salem. WFMY
 Greenville
 Spartanburg WFBC
 Honolulu KHON
 Houston KRIV
 Huntsville WAAY
 Jacksonville WJKS
 Lafayette, LA KATC
 Las Vegas KVBC
 Lexington WTVQ
 Los Angeles KTTV
 Louisville WDRB
 Nashville WZTV
 New Orleans WGNO
 New York WPIX
 Norfolk-
 Portsmouth WYAH
 Philadelphia WPHL
 Pittsburgh WPGH
 Raleigh
 Durham WTVD
 Richmond WWBT
 St. Louis KTVI
 Savannah WJCL
 Washington, D.C. WDCA

THE JEFFERSONS...

STANDING THE TEST OF TIME PERIODS.

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partner, or owning the system outright. George Smith, of Smith Alarm Systems Inc., of Dallas, expressed the hope cable operators would decide to restrict themselves to providing channels for those in the alarm business. "We're excited about the prospects of using an alternate security system," he said. "We've had trouble with Bell. Their rates increase, intervention at the FCC is very costly, and Bell places our problems on a low priority."

But, he said, he was disappointed when he found some cable operators were competing for security business. Some, in fact, would not even grant access to their channels while competing. In any event, Smith said, security business is not a good one for cable operators. It's very competitive, consumers are reluctant to buy, and costs of insurance, to guard against suits resulting from system failure, is very high. "Instead of competing, we should work together to provide services to the public," Smith said. "You'll be richer, we'll be richer, and the public will be better served."

For his part, Schmidt seemed at least as much concerned with what he called "vision" as with profits. He spoke of the cable industry as having "a foothold in the environment of communications." The video path cable has built, he said, can be converted into several "revenue streams." Cable, he said, "can offer an alternative to Bell."

He cautioned against being "greedy"—against, for instance, denying Smith access if there is available channel capacity. Public benefit aside, "if we are a monopoly, we should be regulated. I don't want that," he said.

Schmidt was not fixated on security systems. He saw a whole field of "retail" services available to cable operators—at least those with the necessary capacity (and he noted no more than half of the existing systems have more than 12 channels). He talked of shopping and banking from the home via closed circuit television, of educational services and of newspaper distribution by video, as well as of security systems.

He noted that the cable business once was accused of selling blue sky, and that there is a question whether it can deliver on its promises. But he said he is "committed" to such services. And his company, which is now engaged in research and development of nonentertainment services it will later market to cable systems, will build a two-way interactive service in Annapolis, Md.

"We'll do it with a computer terminal in the home," Schmidt said. "I don't know if it will work. But we'll get the answers."

To some in the audience, Anthony Hoffman, vice president of Bach, Halsey, Stuart & Shields, seemed particularly persuasive. He represents a presumably unsentimental investment house, and is aware of the credibility gap into which cable tumbled when its spokesmen talked glibly about two-way services in the not too distant past. Yet, there he was, talking of the financial impact nonentertainment services could have on the future of cable

television, and predicting that security home systems would become cable's leading profit maker. The "\$50 to \$60 a month" a cable operator could charge for "a sophisticated system," he said, "is equivalent to two or three maxi's on pay television." And, he said, "there is no partner who will take 50% off the top."

Among the other plusses he sees in security systems: The healthy reduction in insurance premiums given homeowners who install them is "a powerful selling tool." And the presence of an alarm system in basic cable packages "virtually eliminates disconnects."

Hoffman's vision was not restricted to security systems, either. He said cable systems could be used in "energy management"—in monitoring power levels to guard against blackouts. They could also be used—and profitably—to monitor viewing levels of individual stations and networks.

But there are problems. Hoffman agreed with Smith that premiums on insurance to protect against suits in the event of system failure are expensive. He also said the employees engaged in providing the security would have to be bonded—another expense. And—although Corboy said his company has the marketing and other specialists needed to engineer, offer and maintain security systems—Hoffman said such skills are not widely available in the cable industry. "They'll have to be brought in, and it will be expensive."

Blue sky, he suggested, doesn't come cheap.

Advertising on cable TV: It's working

NCTA panel agrees that feasibility is no longer the issue and that this medium is a different animal from conventional television

The prospect of extra money to be made attracted hundreds of delegates to still another of the NCTA's SRO sessions last week, on the subject of advertising. No one raised the question of *whether* cable was to become an advertising medium; the only question was when, and of what kind.

One of the panelists—Neil Orr of Cable Program Services Inc., Reston, Va.—dealt forthrightly with the *when* question. "Cable is an advertising medium of right now, not of the future," he declared. "People are making money at it."

Earlier, Gabriel Samuels, vice president-director of media research for J. Walter Thompson advertising agency in New York, had dealt with the *what kind* question. "It will not be merely another manifestation of broadcast television" advertising, he said. Rather, it will be a medium for "relevant" advertising—relevant both personally and geographically to a particular viewer.

Programing will be the key to such

advertising attractiveness, Samuels said. Size, obviously, is not the attraction. Those who say such programing will be hard to find are "totally lacking in imagination," he said. "They assume you need casts of thousands; they assume the pool of talent is limited. All of these assumptions are just plain wrong." The sources of supply he called "inexhaustible."

Will advertisers support such programing? Yes, he said, if they find it financially rewarding. JWT is thinking about introducing a number of new advertising forms to cable, including long-form commercials (10 minutes and longer) and even program-length commercials (an hour or longer).

Samuels warned cable operators not to compete head-to-head with broadcast television for advertising prospects. Instead, he recommended they compete against direct mail, print and radio.

Robert Hosfeldt, executive vice president of Gill Cable Inc., San Jose, Calif., saved his best line for last: "Remember," he said, "the systems that connect together collect together."

Hosfeldt described how Gill is interconnecting three channels on systems in the Bay Area, with 230,000 homes now on line and 500,000 anticipated in the next year. Gill's basic premise: that cable has to deliver a significant percentage of the standard television ADI in order to be viable for advertising purposes. (He said the Gill interconnections could deliver 16 ADI rating points.) "Alone we are not a salable commodity," he said. "Together we can be."

Hosfeldt described the coming wave of cable advertising as the TV alternative of the 1980's. "Broadcasters have become smug," he said, and as conventional TV's costs per thousand went soaring its cost effectiveness plummeted.

Neal Orr of Reston advised the cable operators to concentrate on delivering results, not numbers. "Once the cycle of comparing results with expectations has begun, it continues," he said. Asked how to get started with a cable rate card, his advice was just to publish one and then negotiate from there. "You're not anything until you're something," he said.

Carl Weinstein, president of the new Eastman Cable TV Representatives, New York, an arm of one of the leading radio representatives, said that cable most closely approximates magazines in its appeal—along with "one hour per day per family more viewing than conventional TV homes." Eastman already represents more cable homes than the circulation of *Forbes* or *Psychology Today*, he said—and with similar demographics.

The advertising approach in cable is that of the rifle rather than the shotgun of conventional TV, Weinstein said. And "there are no rules—you can do an 82 1/2 second commercial if you want to."

Weinstein established a parallel between cable's advent as a completion of conventional TV and FM's emergence in a medium previously dominated by AM. "It helped the whole medium grow," he



Make way for advertising. Cable's commercial(s) prospects were the subject of bullish discussion last week by (l to r) Gabriel Samuels of JWT, Robert Hosfeldt of Gill Cable, Neal Orr of Cable Program Services

Inc., Carl Weinstein (speaking) of Eastman Cable TV Representatives, Robert Johnson of Black Entertainment Television and moderator William Pitney of Cox Cable.

said. "It didn't fragment and destroy."

Robert Johnson, president of Black Entertainment Television (BET), Washington, told the audience that "if you want to take a risk, try to sell black cable subscribers to advertisers. I can be bought," he said.

The market itself should be an attractive one, he said, citing figures indicating that the black audience views 68 hours per week versus 48 hours per week for whites. The gross national product represented by the U.S. black community is larger than that of 14 nations, he said.

But BET is up against a chicken and egg problem: "We need advertising dollars to provide programming," and "I don't even know how many black cable subscribers there are." The cable industry, he said, should provide such data.

How will advertisers know if cable works for them? Responded Samuels of JWT: "If we put an ad in we'll know soon enough if it works. It's that simple; it doesn't require great research; you can tell at the cash register."

anticipate being the two major cable rating services as well—were represented, as was Video Probe Index, a company specializing in custom as opposed to syndicated research.

Robert Schultz, president of VPI, led off with the declaration that now is "D-Day for the Rating Services," preparing for a multichannel assault on viewing. It was, he said, "assault by consent"—reflecting the consumer's eagerness for the program multiplicity cable affords. Schultz gave some advance results of a joint Arbitron-VPI study of new electronic media, due out this July. Among the more startling indications: that viewers have a low resistance threshold to the introduction of commercials on movie channels. Asked about placing commercials between movies, 45% said it was a good idea, 30% said it was not, 25% said they didn't know. Resistance was somewhat higher to the idea of commercials during movie "intermissions": 35% yes, 44% no, 21% no opinion. (Schultz noted the question was asked in the context of keeping pay cable fees lower.)

Schultz noted a number of reasons advertisers would be attracted to pay

channel consumers. That "up-scale" universe comprises a mix of larger families, younger household heads, both hard-to-reach lighter TV viewers and heavy viewers.

David Harkness of A.C. Nielsen and Thomas Delaney of Arbitron described their companies' independent approaches to measuring cable. Harkness said Nielsen was measuring both the broadcast and nonbroadcast services, with up to 10,000 households surveyed per report. And Delaney, describing Arbitron's CAMP—Cable Audience Measurement Profile—said it was accomplished by telephone surveys measuring the preceding 24-hour period during the course of a week. Among findings from one report: that 67% of the cable homes (30,000, in this particular case) watched the automated weather channel during a day, and 78% (35,000) watched during the week.

All the panelists agreed that the ultimate future of cable ratings will be electronic. But Delaney noted that the awaited advent of two-way systems is still a long way off, and Schultz remarked that "I don't think I'll see it in my lifetime."

Too fast to take a fix?

Research on cable is necessary for advertising development, but difficult because of the rate of growth of this exploding medium

One of the problems in measuring cable audiences—and one of the reasons no two research reports seem to agree—is that the medium is growing so rapidly that the universe won't stand still for a clear picture.

Meanwhile one of the attractions—and, indeed, the imperatives—of measuring cable audiences is that the medium is growing to such dimensions that it's becoming attractive as an advertising vehicle.

Thus the standing-room-only crowd at last week's NCTA session devoted to the growth of measurement services. The two major broadcast rating services—which



Counting the house. Three cable research specialists brought NCTA delegates up to date on the state of their art. L to r: David Harkness of A.C. Nielsen, Robert Schultz of Video Probe Index, moderator Charlotte Beales (NCTA's director of research) and (speaking) Thomas Delaney of Arbitron.

Optimistic for 1980

ABC executives expect slight drop in earnings due to rise in programing costs and start-up of video and motion picture divisions, but expect these to pay dividends later; see recession having little effect

ABC Inc. stockholders heard encouraging words last week about prospects for 1980.

Though both Leonard H. Goldenson, board chairman, and Elton H. Rule, president, acknowledged that the recession would have some effect on earnings in 1980, they expressed confidence that the negative impact would not be substantial.

Goldenson told stockholders at the annual meeting in New York last Tuesday (May 20) that although ABC expected earnings for the full year to be lower than in 1979, they still would be "high enough to make 1980 the second-best year in our company's history."

The two-hour meeting proceeded smoothly without any outbursts of rancor on the part of stockholders. Several shareholders complimented Goldenson for conducting an informative meeting and praise even came from an unexpected quarter. Reed Irvine, president of Accuracy in Media, whose resolution for the establishment of an ombudsman's office at ABC was defeated, congratulated Goldenson for conducting "an excellent meeting in a fair-minded way."

Goldenson explained in detail the reasons for the expected decline in net income for 1980. He cited the recession as a primary factor, and added:

"The competition between the television networks was unusually intense this season. While we retained our leadership in total audience and in the demographic breakdown most desired by advertisers, we did lose ground in the highly visible area of prime time. A full program effort on our part was implemented to reverse this decline.

"We are encountering extraordinary cost increases in our news service this year. The presidential selection process adds markedly to our costs every fourth year. The cost of covering the crises in the Persian Gulf has been significant. But out of this coverage, we have developed a new news program, *Nightline*, in the late-evening period."

Goldenson also mentioned the cost involved in starting up two new divisions, ABC Video Enterprises and ABC Motion Pictures. He noted that these businesses appear "very promising" but said "they cannot be expected to return a profit in the early stages of development."

He reported that the company is adopting strict measures to reduce controllable costs, but said it doesn't make sense to cancel or defer the efforts that will insure the company's future.

In this context, Goldenson referred to

the increased investment ABC has been making to improve its television network news and to the payments it has made to obtain the rights to the 1984 Olympics.

"They [the games] represent an investment in our competitive stature in every year from the present through 1984," he continued. "And, in a larger sense, they are an investment in the vitality of the free, advertiser-supported television medium. As independent television stations and pay television systems become more aggressive, a television network must maintain its ability to present the best attractions—or else face potential fragmentation and erosion of its audience."

Goldenson made it clear that he felt that ABC Motion Pictures and ABC Video Enterprises would develop in ways that would not be directly competitive with broadcasting. He said that through its television, radio and publishing operations, ABC has "a reservoir of expertise and program material to build upon," and insisted these assets will be a supplement to the company's existing broadcasting operations.

He described ABC as being "in excellent financial condition" despite the clouded outlook for 1980: At the end of 1979, after-tax return on sales was 7.8%; after-tax return on shareholders' equity was 21% and current assets were more than three times greater than liabilities.

President Rule provided an overview of the various operations, concentrating on ABC Television. He said the television network continues to be the largest single advertising medium in the world and finished in a virtual tie [with CBS] for leadership in over-all viewing.

"But with a significant lead in the under-55 audience most sought by advertisers," Rule pointed out.

He outlined for shareholders some of the program commitments ABC has made to bolster its prime-time network TV schedule for next season, stressed that ABC has been the leader for nine consecutive quarters in daytime TV and pointed to excellent progress ABC has made in the early-morning and late-night time periods.

"As we meet today, the selling season for the network's new fall schedule is about to begin," Rule told stockholders. "From all early indications, broadcasting has proved to be one of the more robust segments of the economy during recessionary periods, as both new and experienced advertisers recognize the necessity of advertising in order to maintain market shares. Over-all, the three-network economy is expected to grow approximately 13-15% in 1980."

Despite the softening general economy, Rule said he expected good results from the ABC-owned television stations, the ABC Radio division and ABC Publishing.

Bottom Line

Move planned. Meredith Corp. will spend approximately \$2.5 million to renovate Goff building in downtown Saginaw, Mich., and move main studios and administrative office of its WNEM-TV Bay City-Flint-Saginaw to remodeled facility. Work on project will begin this summer and is expected to be completed by spring of 1981. WNEM-TV will occupy 30,000 square feet of 55,000 in Goff building. Station's present studios and offices at 2700 Becker Road, Saginaw, will be rented or sold.

Take that. Warner Amex Cable Communications Inc., New York, has filed countersuit against TOCOM Inc., Irving, Tex., claiming TOCOM patents in cable television are "void and invalid" and firm has "attempted unfairly to disparage Warner Amex's superior technology and to influence award of Dallas cable TV franchise in favor of one of TOCOM's customers." Warner's countersuit was filed in U.S. District Court in Dallas, as was TOCOM's earlier suit charging Warner's Columbus, Ohio, Qube system infringed on several TOCOM patents.

Gave up. Filmways Inc. said that proxy fight to take over control of company has been abandoned by Norman Cohen, New York film producer, and Harold Levy, executive of Flaggstaff Food Service Corp. (BROADCASTING, April 28). Filmways said personal pressures prompted abandonment of takeover effort.

Taft to expand entertainment group. Taft Broadcasting Co., Cincinnati, has announced agreement in principle to purchase assets and assume certain liabilities of Schick Sunn Classic Productions, subsidiary of Frawley Corp., for net cash price of \$2.5 million. Seller will retain potential future profit participation in Schick Sunn's film library up to maximum of additional \$2.5 million. Transaction is subject to execution of definitive agreement, approval of board of directors and stockholders of Frawley Corp., and filing of required government notifications. Schick Sunn's principal officers are in Salt Lake City. It is creator of motion picture, "The Life and Times of Grizzly Adams," and subsequent TV series of same name. Schick Sunn's film inventory consists of 57 productions made for TV and 22 theatrical productions.

Big in Big Apple. New York Market Radio Broadcasters Association says that sales in first quarter of year rose by 16.2% over a record-breaking 1979 quarter. Based on results from 24 major stations in market, NYMRAD reported that national/regional sales forged ahead by 50% and local sales by 12%. The organization said AM stations posted an increase of 14% and FM stations, 21%.

Silverman and Pfeiffer: with a little bit of luck . . .

NBC chiefs think they've got what it takes next season to keep on improving—a mix that addresses changes in viewer tastes and needs

NBC President Fred Silverman went to Los Angeles last week looking forward to his 1980 meeting with his television affiliates "much the same way a turkey looks forward to Thanksgiving." It had not been a good year for the beleaguered executive, and, in sharp contrast to the affiliate meetings held earlier by CBS-TV and ABC-TV, the NBC meeting last Monday and Tuesday was quiet, subdued, even, at times, funereal.

In his Tuesday speech, Silverman claimed that the 1980 fall schedule was "the most competitive prime-time schedule since the 1974-75 season. In addition, the changes we are making in daytime, in late night, in the children's area and in news throughout the broadcast day will strengthen us sign-on to sign-off."

Last year, Silverman claimed that NBC had the chance to win three and possibly four nights of the broadcast week. He also told a story about the Christmas tree in Rockefeller Center and then made his oft-quoted prediction that NBC would lead the networks by the end of this calendar year. There were no such claims last week.

Instead, Silverman and Chairman Jane Pfeiffer spoke of "class" and of "character" and "new directions."

"NBC is changing television right before your eyes," Silverman and she said, picking up on the network's advertising slogan that was heard throughout much of the two days of speeches. He addressed the network competition as well as the new technologies that will come to compete with the networks in the coming decade.

"I believe our new fall schedule successfully navigates changing and traditional viewer needs," he said. "Our approach recognizes the intensely competitive aspects of 1980-81—and it sets us firmly on course for long-term leadership in the new television environment of this decade."

Much of Silverman's speech dealt with what he termed the successes of NBC last year—an over-all increase in viewers, improved viewership among younger groups, improvements in sports and daytime, new aggressiveness at NBC News, the reintroduction of major cultural program-



Silverman



Pfeiffer

ing to commercial television, as well as the "proud failures" of *United States*, *The Big Show* and *Skag*.

But certainly the most pointed of Silverman's remarks were directed to the coming age of television, the ever more intense competition among the networks and the new technologies.

Commercial television and NBC, he said, "must develop and broadcast the kind of programs that are not available elsewhere, and that other services cannot provide. We must distinguish ourselves with programs and personalities that are unique to us, that we have developed ourselves, that say to the public: 'Don't miss this; you can't get it anywhere else.'"

"What I am saying is that we are positioning ourselves for the future. We are laying claim to it by trying new things, by being bold, by having a fall schedule that puts a premium on changing the face of

television, not just applying new make-up. And we are doing it morning, noon and night," he said.

"NBC is the only one of the three networks taking the chances in going for what truly is different on television. And I will tell you right now, our future in this business and our survival in this business depend on it. There aren't just two other networks out there, there is a growing assortment of new technologies, pay cable, subscription television, videodisks and all the rest. And they are dealing in many of the same programs we deal in—movies, sports events, entertainment specials.

"I am tired of hearing that the revolution is in technology. A delivery system only gets something somewhere, and that something is programing, whether it gets to us by satellite, cable or carrier pigeon.

"So, let's look at the real problems of the future—our programs against their

programs. As the prices of major motion pictures and the rights of major sports events move into the stratosphere it will become increasingly difficult to acquire product of this kind. I can assure you that we will still go after blockbuster films and major sports events. We may not always succeed. But if we plan the right way—and we will—our future will not depend on acquiring product from other media and other fields.”

Among the 700-plus in attendance last week, the mood was subdued as well. There was little expectation in the air and, in contrast to last year’s meeting, little feeling that Silverman was about to usher in an era of unsurpassed leadership. There was still hope among the delegates that their fortunes were on the rise, and they were, indeed, pleased with the network’s better performance in 1979-80. Still, one delegate summed up what seemed the consensus of the group: “It’s the only network we have, and he’s the only president we’ve got.”

In her Monday speech, Pfeiffer turned the rhetoric away from numbers and the quantitative criteria of the television business. “NBC has made a commitment to be the very best in everything it undertakes, to achieve success and to innovate,” she said.

“There is at NBC today a strong new sense of pride in performance, an across-the-board attitude of building, a pervasive climate in which talent can flourish,” she said.

There was a reasonable candor among the NBC executives last week. Unlike the meetings of the other networks, the public and private comments of NBC officials demonstrated that, to a large extent, they were not glossing over the network’s generally poor position in the three-way competition.

“What more can I say?” said Silverman. “All the elements are in place—the people, the programs, the philosophy, the strategy. And with this, the commitment to quality and innovation that sets NBC apart.

“What we have to do now is work together—you and we—a proud collaboration to make it happen. We are firmly on course—and I still have my eye on that Christmas tree.”

Tartikoff: nowhere to go but up

Programmer tells NBC-TV affiliates how he hopes new schedule will play off opponents’ weaknesses and build network’s momentum

NBC Entertainment President Brandon Tartikoff, standing before the network’s affiliates last week in Los Angeles, attempted to mollify the criticism that has been leveled at the network’s prime-time schedule for the fall. He admitted that the 1980-81 line-up “is probably one of the



Tartikoff

most important and controversial NBC schedules of all time” and that it is “different than a lot of people—critics, competitors and suppliers—thought it would look like.”

In the schedule released earlier this month, NBC renewed a number of programs performing in the mid-20’s-audience-share range and failed to deliver any new, and promised, half-hour situation comedies.

“What have they been putting in the drinking water in Burbank?” asked a self-effacing Tartikoff.

Of the marginal shows, Tartikoff said that *The Misadventures of Sheriff Lobo* (Tuesday, 8-9 p.m. NYT), *Buck Rogers in the 25th Century* (Saturday, 8-9), *Here’s Boomer* (Friday, 8-8:30) and *Facts of Life* (Friday, 8:30-9) were “all trending upward.”

“All have attractive demographic make-up and are growing in previously depressed time periods,” he said. He also pointed out that NBC’s hit of the season just ended, *Real People*, started out with a 25 share and that two years ago *CHiPs* was in the 26-share neighborhood.

“As for comedy on NBC,” he said, “we have four half hours on this schedule—versus two a year ago.” He also said that two new programs, *Harper Valley P.T.A.* and *Hill Street Blues*, were hour comedies—giving the network six hours of the genre.

NBC will be adding five new programs to its series schedule. All but one of the new shows, *Hill Street*, first appeared on the network as either a made-for-television movie or as a special presentation. Excerpts from the new shows were seen by affiliates last week, but only *Hill Street*’s pilot was seen in its entirety.

In addition to Tartikoff’s presentation of the prime-time schedule, he also presented a complete line-up of theatrical films, made-for-television movies, specials and series highlights for the entire 1980-81 season, September through May (page 57).

As the only new show screened last

week, *Hill Street Blues* (Saturday, 10-11) attracted most of the attention during the presentation last week. A gritty, realistic portrayal of life in a big-city police station, the program marks a distinct departure for its production company, MTM Enterprises. The pilot was exceptionally violent, with one scene of two officers being shot leaving the audience momentarily stunned. Despite Tartikoff’s description of the show as a “comedy-drama” and the clever touches of humor similar to that of MTM’s *Lou Grant*, several in the audience failed to see the comedic elements of the program. “It wasn’t very funny,” said one affiliate. “It sure was different,” said another.

Grant Tinker, president of MTM, defended the show, however. Saying that it is really modeled after *Barney Miller*, but in a more realistic mode, Tinker suggested that later episodes will become lighter.

The program is scheduled opposite ABC-TV’s *Fantasy Island* and CBS-TV’s new *Secrets of Midland Heights*, two distinctively different types of programs. Steve Bochco and Mike Kozell are the producers.

Other programs new to the NBC schedule include:

Harper Valley P.T.A. (Tuesday, 9-10)—Coming off the lead-in of a revamped *Lobo*, this Universal Television hour is yet another of the rural-oriented programs that dominate the new crop of shows for the year. Based on a movie hit of last season, *Valley* features Barbara Eden in her first series lead since *I Dream of Jeanie*. Sam Denoff and Cynthia Cherbak are the producers.

Flamingo Road (Tuesday, 10-11)—Lorimar Productions makes it three prime-time serials for three networks with this remake of the old Joan Crawford movie. Michael Fillerman is executive producer, and Edward Feldman is producer.

Thursday Games (Thursday, 8-9)—NBC Sports and executive producer Don Ohlmeyer move into the prime-time magazine field with this montage of off-beat sporting events. “It will not contribute to ‘trash sports’ on television,” declared Tartikoff. “It is unlike anything else on television.” It will debut in August.

Speak Up America (Friday, 9-10)—After two episodes of this George Schlatter production aired, many affiliates complained about the show’s lack of balance. It was the subject of more discussion at the closed affiliate-network meeting on Tuesday afternoon than any other new program. Affiliates were especially concerned about possible fairness doctrine complaints, and some affiliates accused it of being “antibusiness” and “anticapitalism.” NBC officials assured the delegates that the program would be balanced in the fall. It, too, will debut in August.

In addition to introducing the new programs, Tartikoff went through the week night-by-night to explain the network’s programming rationale for the fall. Monday, generally a good night for the network, returns intact. “Our Tuesday night looks just like CBS’s Friday night,” he said. “It’s got a comedy-action-adventure early in

the evening and an adult serial at 10. We hope to do as well as CBS does on Friday and think we can." Wednesday has a complete line-up of returning shows. "We not only expect to be competitive on Wednesday, we expect to win." Thursday will be relying on the sports series and a new movie block. Tartikoff is hoping that *Thursday Games* will "cut into *The Waltons* and the weakened *Mork and Mindy*."

On Friday, NBC is playing off demographics. The network is betting that its early comedies will effectively compete against more adult-oriented shows on ABC and *Incredible Hulk* on CBS. Later in the evening, opposite CBS's blockbusting *Dukes of Hazzard* and *Dallas* and ABC's movie, NBC is countering with informational programing including the thrice-moved *Prime Time Friday*. Saturday will see a revamped *Buck Rogers* leading off a pot-pourri of program types, including a rural-oriented *BJ and the Bear* and an urban-oriented *Hill Street*.

Sunday will be of interest, Tartikoff noted, because the 27-year-old Disney show will become a showplace for the production company's move into new program directions, as it has done in the past two years in the movie business. *CHiPs* remains at 8-9 against what may shape into the slugfest of the season—ABC's *Charlie's Angels* versus CBS's established comedies.

Programing, not delivery, counts, says Mulholland

NBC Television Network chief tells affiliates company is not getting into cable, predicts tougher network competition in all dayparts for next 10 years

"NBC intends to stay in the business it knows best—free, over-the-air, advertiser supported broadcasting," said Robert E. Mulholland, president of the NBC Television Network, to his affiliates last week in Los Angeles. "NBC isn't going to announce a new cable division a few days after the close of its affiliate convention. The delivery system is not what counts. It's what you deliver that counts—your programs. Technology is no substitute for creativity."

Mulholland's comments were made at the opening session of the network's conference, the last of this spring's round of meetings between each of the three television networks and affiliates. He billed his presentation as a "state of the network" address, and, in many ways, it lived up to that. Mulholland recounted the progress that he and other NBC executives felt that NBC made in the 1979-80 season and attempted to prepare the stations for what he and others said would be "the most competitive 10 years in the history of this industry."

That competition, most clearly evident



Mulholland

last year in the race for prime-time dominance which NBC lost, will extend to "every minute of the broadcast day and every day of the broadcast year and every year of the decade," Mulholland said.

"The old ways will no longer do," he continued. "And the new ways—and words—will become obsolete overnight as we enter this new era of competition and change.

"The jargon of our business—blunting and stunting, ridgepoles and tentpoles. First season and second season. All these that describe today's competition will change and be replaced with new jargon to describe the new competition of the new decade."

Part of that new era of television, Mulholland suggested, was the new competition among the three commercial networks. Citing the tighter three-way competition, Mulholland called the new, closer contest "the ultimate sign of the 80's."

"The days of daypart dominance by any network are ending," he declared.

And, further citing NBC's ratings progress in the past year, Mulholland said that the network is committed to "innovation, creativity and leadership."

"We mean it when we say NBC is changing television right before your eyes," he concluded.

NBC-TV lays out a year's worth of movies, specials

Hoping to stick to schedule, network gives season's dates

Shogun, the 12-hour miniseries based on James Clavell's epic of Japan, will kick off the 1980-81 television season for NBC-TV as a three-hour *Big Event* Sunday, Sept. 14, it was announced last week at the network's affiliate meeting in Los Angeles. The miniseries leads a list of specials, movies, made-for-television films, other

miniseries and special series episodes for the new year announced last week.

In an unusual departure from tradition, NBC revealed its complete package of nonseries programing for the entire season, September to May. NBC officials acknowledged that as much as half of the list could change through the year, but, as of last week, the network was declaring that the schedule would be aired virtually intact.

September will include the miniseries, *Backstairs at the White House*, as well as *Shogun*. Movies include "Boys from Brazil," "Eyes of Laura Mars" and "Gauntlet." Specials include a Bob Hope fall television season preview, the annual Johnny Carson anniversary, the Emmy awards, an NBC Theater presentation, the Miss America pageant and a *Shogun* preview. Series highlights will include a one-hour *Here's Boomer* ("Boomer at the Miss America Pageant"), a two-part *Buck Rogers*, a two-hour season premiere of *BJ and the Bear*, a two-part *Little House* with the marriage of characters Laura and Almanzo, a two-part *Lobo* ("Lobo Moves to Atlanta"), crossover premieres of *Diff'rent Strokes*, *Facts of Life* and *Sanford*, a three-part opening for *Hill Street Blues* and a two-hour *CHiPs* special.

In addition to the World Series, October will see the six-hour miniseries, *Beulah Land*, and the made-for-television version of *The Diary of Anne Frank*. Theatrical films include "Julia," "Magic" and "Sophia," the autobiography of actress Sophia Loren, in which she will play both herself and her mother.

The critical November ratings sweeps will include "All the President's Men," "The Day JFK Died," "Paradise Alley" and "Flight of the Enola Gay." Specials will come from Bob Hope, Alan King and George Burns.

The February sweeps include "Charlie Smith: The Oldest Living American," "I Was Elvis's Girlfriend," "Smokey and the Bandit" and "World War III." Mel Brooks will present his first television special, and there will be other specials with Lucille Ball, magicians Siegfried and Roy, Frank Sinatra and Steve Martin. Bob Hope, Johnny Carson and George Burns will present *Love Letter to Jack Benny*. Two *Project Peacocks*, the network's new semi-weekly prime-time anthology of children's programs, will also air.

Other movies set to air during the season include: "Movie Movie," "Act of Love," "Rage," "Damien: The Leper Priest," "Scout's Honor," "Of Mice and Men," "New York, New York," "Goldie and the Boxer Go to Hollywood," "The Boys in Company C," "Kent State," "Family Reunion," "Revenge of the Stepford Wives" and "High Times."

Other specials will feature Fred Astaire, Debby Boone, Mac Davis, Doug Henning, Dean Martin and the Osmond family.

Three *Live from Studio 8H* presentations are planned—the Broadway musical, "Ain't Misbehavin'," and a concert that tells about America's past through popular music. Zubin Mehta and the New York Philharmonic will also return to the series.

Miss USA wins week for CBS

Beauty pageant helps network capture week ended May 18; ABC is second, NBC third

With four winning nights and five of the week's top-10 programs, led by the *Miss U.S.A. Beauty Pageant*, CBS-TV turned in the leading prime-time average for the week ended May 18.

The scores were CBS 17.4 rating/30.6 share; ABC-TV 16.6/28.6, and NBC-TV 14.5/25.1.

Despite a competitive improvement a week earlier (BROADCASTING, May 19), NBC fell back to a distant third, with only two of its shows—*Little House on the Prairie* (22.7/36) and *Real People* (18.6/32)—managing to come in about the 30-share mark.

Program leaders of the week were CBS's *Miss USA Beauty Pageant* (23.7/39) and *60 Minutes* (23.6/43); ABC's *Three's Company* (23.5/38); NBC's *Little House on the Prairie* (22.7/36); CBS's *M*A*S*H* (21.8/33), and *Jeffersons* (19.7/31); ABC's *Laverne & Shirley* (19.6/34) and *Taxi* (19.6/32); CBS's *Alice* (19.5/31) and the ABC movie, "Looking for Mr. Goodbar" (19.4/33).

Elsewhere, CBS found success devoting all of Wednesday prime time to the movie, *Haywire* (17.9/34). But NBC's similar scheduling move the following night with the three-hour *FDR's Last Year* suffered from *Miss U.S.A.* and other competition, bringing only a 13.8/24.

Against ABC's "Goodbar" movie and CBS's regular line-up, even Marilyn Monroe's story couldn't get out of third. Part one of the NBC miniseries, *Moviola*, "This Year's Blonde," was third-placed on Sunday at 16.8/27. And if that wasn't bad enough, the "Flamingo Road" movie, earlier in the week on Monday, dropped 10 share points from its *Little House* lead-in, earning a 16.1/26. NBC likely was counting on a stronger introduction for what will become a series in the fall.

CBS took Wednesday, Thursday, Friday and Sunday; ABC won Tuesday and Saturday, and NBC claimed Monday.

May sweeps standings through the week from Arbitron gave CBS 16.8; ABC 16.5, and NBC 15.0. From Nielsen, they were CBS 16.8; ABC 16.3, and NBC 14.9. Arbitron started counting April 30; Nielsen began a day later.

PSA performance and preferences

A survey of television stations nationwide reveals that the average number of public service announcements run in a typical week per station is 205.

The survey, conducted by Planned Communications Services Inc., solicited data from 419 stations on their preferences

for PSA's. Results showed that stations air spots an average of 29 times, with close to 63% of the spots running during daytime hours. By comparison, 10.9% run during prime time, and only 3.4% run during late fringe time.

Of those responding to the survey, 67% said they prefer receiving 30-second spots, while the 10-second PSA was the least favored. In addition, the most preferred format was 16 mm film, with three-quarter-inch tape and slide/script being the least favored formats.

When asked what types of PSA's for special audiences they would like to receive, 78% said they want spots directed at children. Other preferences were PSA's for older citizens, handicapped and minorities.

For special subjects, the greatest interest was for energy conservation spots, with drug abuse, crime prevention and health close behind.

BBC drops Time-Life to renegotiate contract

BBC officials in London said last week that the surprise announcement to terminate the agreement with Time-Life (BROADCASTING, May 5) is largely a negotiating move.

According to a BBC source, officials ex-

pect Time-Life to offer fresh terms for the partnership. At present, Time-Life acts as the agent for BBC programs in the United States and Latin America.

There is concern among BBC officials that with Time-Life's own expanding portfolio of programs, BBC material is "taking a back seat." There is particular interest in changing the currently exclusive nature of the partnership. With what they see as major changes upcoming in American television, BBC people are anxious to assure that they have flexibility in U.S. sales.

Sources said, however, that the BBC was not upset over the failure to secure many sales for BBC programs in commercial television—most programs go to the Public Broadcasting Service instead.

The sudden cancellation, which because of the contract terms will not take effect for two years, is in sharp contrast to the BBC attitude a year ago when the partnership was renewed, to run until 1985. The renewal came with a series of co-production projects with a total budget of \$50 million. Alasdair Milne, managing director of BBC Television, said the projects should have dispelled any ideas that the partnership had gone "limp."

BBC officials said there are no negotiations taking place with any outside parties, reinforcing the suggestion that the BBC wants to remain with Time-Life, but on different terms.

PlayBack

Upping the odds. WASH(FM) Washington, D.C. recently awarded Mercedes-Benz 450D to winner of its Kollege of Rock 'n' Roll Knowledge promotion, on air for past month. Of 25,000 entries station received, 4,500 were handwritten by winner of contest, Michael J. Cortese, midshipman at U.S. Naval Academy. Cortese correctly identified five songs broadcast during contest.

Economics for people. As a *Matter Of Fact*, daily, two-to-three-minute radio commentaries by economics professors and scholars, is being offered by International Center for Economic Policy Studies in New York. Series is offered free and is currently heard in 35 states on over 100 stations, including WOXI(FM) Atlanta, WTI(X)AM New Orleans, WAXY(FM) Fort Lauderdale, Fla., and WWOB(FM) Philadelphia. Program deals with current policy issues and trends and has included such titles as "Windfalls and Windbags," "How To Create an Energy Crisis" and "The Schmoos, R.I.P. . . ." For information, contact Lynne P. Middelveen at (212) 354-4144.

Tune in to tune up. *Bill's Car Care*, two-minute, daily radio program, offers advice on do-it-yourself auto mechanics. Program is adapted from nightly, 60-minute call-in program hosted by master mechanic and teacher, Bill Adelsberger. Series deals with problems most often raised on Adelsberger's program and is planned to cover most typical problems in four major weather zones. Available to stations in U.S. and Canada, program offers market exclusivity on first-come, first-served basis. Information: Charles Fuller, (312) 579-9578.

First fives. The top five records in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Biggest Part Of My Life* by Ambrosia on Warner Bros.; (2) *Lost In Love* by Air Supply on Arista; (3) *Hurts So Bad* by Linda Ronstadt on Asylum; (4) *Call Me* by Blondie on Chrysalis; (5) *Funky Town* by Lipps, Inc. on Casablanca. The top five in **country radio airplay**: (1) *Lucky Me* by Anne Murray on Capitol; (2) *Don't Fall In Love* by Kenny Rogers and Kim Carnes on United Artists; (3) *Good Old Boys Like Me* by Don Williams on MCA; (4) *My Heart* by Ronnie Milsap on RCA; (5) *Trying To Love Two Women* by the Oak Ridge Boys on MCA.

Bates picks CBS as fall winner

Agency predicts four-tenths of a point prime-time win for network in 1980; notes over-all drop in viewing by young adult category

Ted Bates & Co., New York, projects that CBS-TV will edge out ABC-TV for the leadership spot for regular prime-time series during the fourth quarter of 1980.

Bates estimates that CBS-TV will lead the trio with an average audience rating of 19.4, followed by ABC-TV, 19.0, and NBC-TV, 17.4. Compared with the fourth quarter of 1978, Bates says, these estimates show a 7% increase for CBS-TV, a 9% decrease for ABC-TV and a 2% dip for NBC-TV.

Assessing the fourth quarter 18-49 age group ratings of regular prime-time series, Bates predicts that ABC-TV will retain its number-one spot with an average rating of 13.5, which represents a decline of 18% from fourth-quarter 1978. CBS is in second position with 12.9, a jump of 7% over the fall of 1978, while NBC-TV is in third with an 11.9 rating, the same as two years ago.

Bates rates each of the program series in prime time on the basis of share points: failure (26 or less), borderline (27-29), success (30-34) and smash (35 plus).

Bates tabs *Three's Company* as ABC's only "smash." The "success" shows are: *That's Incredible*, *Monday Night Football*, *Happy Days*, *Laverne and Shirley*, *Too Close for Comfort*, *Hart To Hart*, *Eight Is Enough*, *Taxi*, *Soap*, *Vegas*, *Mork and Mindy*, *Bosom Buddies*, *Barney Miller*, *It's A Living*, *20/20*, *Love Boat*, *Fantasy Island* and Sunday movie. No "borderline" shows are picked, but "failures" are *Benson*, *But I'm a Big Girl Now*, Friday movie, *Breaking Away*, *Those Amazing Animals* and *Charlie's Angels*.

Bates lists five "smash" shows for CBS-TV: *M*A*S*H*, *Dukes of Hazzard*, *Dallas*, *60 Minutes* and *Archie Bunker's Place*. The "success" programs chosen: *House Calls*, *Lou Grant*, Tuesday movie, *Magnum*, *Knot's Landing*, *Incredible Hulk*, *Midland Heights*, *One Day At a Time*, *Alice*, *The Jeffersons* and *Trapper John, M.D.* Tabbed as "borderline": Wednesday movie, *The Waltons*, *WKRP in Cincinnati*, *Tim Conway*, and *Freebie and the Bean*. In the "failure" category: *Flo*, *Ladies Man*, *White Shadow* and *Enos*.

There are no "smash" series on NBC-TV, according to Bates. Picked as "success" programs are: *Little House on the Prairie*, *Real People*, *Diff'rent Strokes*, *Chips* and *Big Event*. In the "borderline" group: Monday movie, *Lobo*, *Harper Valley*, *Flamingo Road*, *Sanford*, *Quincy*, *Here's Boomer*, *Buck Rogers* and *BJ and the Bear*. Slotted for "failure": *Thursday Games*, Thursday movie, *Facts of Life*, *Speak Up America*, *Prime Time*, *Hill Street Blues* and *Disney's World*.

Monitor

Revamp. Johnny Carson gets half-hour off under his new *Tonight* contract, and *Tomorrow*, late-night interview show, will be expanded and altered to fill void, it was announced last week during NBC-TV affiliates meeting. Under new format, show will become entertainment-news-information magazine in 90-minute version, beginning at 12:30 a.m. NYT. In addition to other changes, new program set to start up in September when Carson goes to one hour will include at least two "news bursts," brief up-to-minute news segments.

Here's David. New 90-minute *The David Letterman Show* will debut June 23 (10-11:30 a.m. NYT) on NBC-TV with weekly commentaries from columnist Jimmy Breslin and Senator William Proxmire (D-Wis.). Regulars in cast include Letterman, comedians Edie McClurg, Valeri Bromfield and Bob Sarlatte. Mark Goldstein will be show's "On the Road" reporter, and Wil Shriner will supply film and video features. NBC News correspondent Edwin Newman will supply two news updates for live show.

On line. CBS-TV announced last week it had ordered 10 new episodes of *Palmerstown U.S.A.*, seven episodes of which aired in spring. Norman Lear and Alex (Roots) Haley are executive producers of Haley-TAT series. No changes in show's staff are planned. CBS said.

Moving along. Failing to sell any of eight series pilots to any of networks, Columbia Pictures Television top executives are jumping ship in droves. President Larry White announced plans to reactivate his independent production company with agreement to produce for Columbia. Executive Vice President Tom Tannenbaum named president, MGM Television. Ed Gradinger, senior vice president for business affairs, named group executive vice president, 20th Century-Fox Television—joining former Columbia producer, Harris Katleman, who was named chairman of Fox TV division, earlier in year. Columbia had five pilots with NBC-TV, two with CBS-TV and one with ABC-TV.

In MPC's camp. Jerry Paris, while continuing as producer/director for Paramount's *Happy Days*, has taken on other role with Metromedia Producers Corp. He's signed there for development of TV movies and series.

'Runaway' success. Capital Cities Television Productions last week was claiming more than 97% clearance and 194 TV stations for latest *Capital Cities Special Report*, "Runaway." It's largest station tally for Capcities special, and producer/distributor believes it could be biggest ad-hoc network for syndicated public-affairs special. Air date for barter special is Thursday (May 29).

Cassette numbers. International Tape Association, New York, is compiling data on sales of home video programs through cooperation of 24 ITA member firms. Data should be available by late summer or early fall. Cooperating firms include Columbia Pictures Home Entertainment, Walt Disney Productions, Time-Life Video, United Artists Corp., Universal Pictures, Video Corp. of America and Warner's Home Video Inc.

From PTV to ABC. "French Chef" Julia Child has joined staff of ABC-TV's *Good Morning America*. Child, who became national celebrity with her program on Public Broadcasting Service, will offer recipes, cooking advice and kitchen tips in two three-minute segments weekly. Also, ABC correspondent Hughes Rudd will begin making once-weekly appearances on morning show.

Thirteen include '10.' Bo Derek film is among 13 movies Warner Bros. Television has announced will be released to pay-TV market from July through October. Aside from "10" (available Sept. 2), others are "Every Which Way But Loose," "The Main Event," "Going in Style," "Just Tell Me What You Want," "An Enemy of the People," "The Ace," "Heart Beat," "Hooper," "The Music Man," "Willy Wonka and the Chocolate Factory," "The Gumball Rally" and "Blume in Love."

Methodists on new tack. United Methodist Church has given go-ahead to \$25-million venture into TV station ownership and program syndication. Plan was authorized in Indianapolis at quadrennial general conference of 9.7-million-member denomination. It calls for ownership and operation of station, from which profits would be channeled into tax-exempt foundation that would fund Methodist-oriented programs for syndication to other commercial outlets. Decision is departure from position of other main-line Protestant denominations that believe broadcasts should be cooperatively produced, should contain no denominational bias and should be carried free by stations in fulfillment of public-service responsibilities.

NCTA's war stars

Three mini-debates engage convention: on marketing, advertising and tiering

Cable borrowed a page from the early days of broadcast television when the NCTA convention staged "The Great Programming and Marketing Debates of the 80's," a series that drew its motif from old boxing telecasts. Complete with its own championship ring, boxing gloves, bell and robed combatants, and sporting names like Fighting Ted and Maxi Mauler, the promise of hard-hitting discussions of three "heavyweight issues"—cable advertising, premium product marketing and specialized program services—drew an SRO crowd.

The first event on the card pitted Anthony Cox, senior vice president of Home Box Office, against John Sie, senior vice president of Showtime, with ringside post-bout commentary from Robert McGoarty of Warner Amex Satellite Entertainment and James Brown of Wometco. The debate itself reprised arguments that HBO and Showtime each advanced in their own press conferences earlier in the convention (see page 61). Cox argued that offering subscribers two maxi services, which he called "bundling," as opposed to "true tiering," led to viewer perceptions of high duplication and consequently to disconnects—at least for the second service. HBO's new Cinemax service, which Cox claimed is tailored to complement HBO, was presented as an example of true tiering. Cox closed by suggesting that if Showtime and Warner Amex "really believe in maxi-maxi," they should each start their own second service.

Sie countered by asserting that Showtime was a better second service to combine with HBO than Cinemax could ever be, because it offered the same type of programming as HBO, with its acknowledged appeal, but with "different titles" and low duplication. Sie contended that actual system experience showed the number of disconnects in maxi-maxi situations was low and that people are satisfied. Cinemax, Sie charged, is really aimed at a fringe audience, different from the HBO core, and consequently wouldn't help operators maximize their incremental revenues.

Wometco's Brown turned the question on its head in his commentary, saying the real question was how many maxi and mini services a system should carry. He advised his colleagues to "add as many as possible and as soon as possible." An example he used to illustrate his point impressed many in the audience: one Wometco system, he says, offers four premium services, with a \$34 monthly tag for the full set, and 20% of the pay subscribers take all four. "Let the marketplace decide," Brown concluded—a philosophy also adopted by McGoarty of Warner Amex, who added that the individual operator would know his local area better



Bell-ringer. A main bout that would have been more comfortable in the Dallas convention center's arena packed delegates into one of the side rooms last Tuesday afternoon. There were three "Great Program and Marketing Debates," of which this was the first. In the ring to slug out the maxi-maxi battle were (l to r) John Sie of Showtime, referee Mark Van Loucks of United Cable Television and Anthony Cox of HBO (at podium).

than any network could.

A somewhat surprising attitude toward advertising on cable was presented in the second "debate," involving Robert Rosencrans of UA-Columbia and Ted Turner of Turner Broadcasting and the Cable News Network. Both indicated a less bullish attitude toward that type of cable revenue than was expressed in other forums at the NCTA (see page 43).

Rosencrans, particularly, was bearish on the subject. Although he acknowledged that advertising will play a role in the medium's future, it cannot be *the* role, he said. "This industry will depend first for its financial support on the cable operator, not the advertiser," Rosencrans said. And he admonished the audience to remember that "the one thing we are not is a broadcaster . . . tied to a single frequency. Ad dollars do not support our medium . . . the advertiser is not the key, and will never be the key."

Rosencrans emphasized his belief that basic cable was the backbone of that medium's appeal. "The most important thing that we have is our channel capacity, sustained by the monthly fee. The whole thrust of [cable's effort] must be to justify and reinforce the value of basic service. Without it, there would be none of the other services."

Turner spoke principally of CNN's imminent debut—a service to be supported both by subscriber fees and advertising (so far, only Bristol-Myers is aboard in a big way). "Over-the-air advertisers have put a premium on quantity, not quality," Turner said, adding a familiar slam at the broad-

casting industry by saying "they [the networks] will film the murders of their own mothers to get those ratings. They will do it without compunction—and the advertisers of America will buy it."

Noting that cable operators could hope for spot dollars, Turner said CNN could not. "We're limited to the Procter & Gamble and the Colgates and the General Foods—all of which are here present, but none of which have done anything yet."

Turner did have one CNN success story to relay. A Honolulu system that will pay \$50,000 to carry CNN through the end of 1980 has already sold the entire coverage for \$80,000, he said.

Should all the specialized services now available to cable operators be placed in a single service or be tiered?

That was the question put to Mark Savage, president of Tulsa (Okla.) Cable Television, and Gregory J. Liptak, senior vice president of operations for the Times Mirror Co., in the third "debate."

Savage saw cable television service in terms of "a pyramid, with a strong broad base supporting other services." Tulsa has "one tier—HBO—but the pyramid is growing." It has added 18 services in the past three and a half years and will soon add others, including Cable News Network and Cineamerica.

Liptak said 1979 was known as "the year of the tier," and 1980, "the year the tier became clear." He listed the program descriptions being bruited about: "maxi," "maxi-mini," "maxi-maxi-mini," "maxi-maxi-maxi-mini." But for Liptak, he is "in favor of a basic cable tiering grouping

in an optional package at an extra price in the cable marketplace."

From the floor, there were the comments of Lawrence Howe, vice president-cable programming, of American Television & Communications Corp., Englewood, Colo., and Graham Moore, director of corporate marketing services, Tele-Communications Inc., of Denver.

Howe said he favors six to eight services in various tiers, with pay television on top, and supported by a basic service. ATC also sells advertising and doesn't worry about losing control as a result; the advertising helps cover costs.

Moore suggested that cable operators remember the fundamentals of their business—that it is "a medium of choice," one in which the consumer "can pick what he wants." And the suggestion of some that cable should offer "a basic service," he said, recalls the old argument: "You can't sell it if you have been giving it away."

Showtime's time

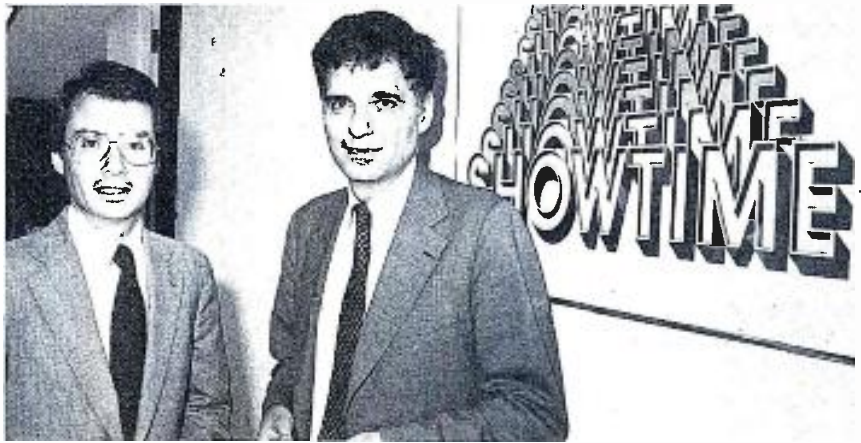
Pay programmer announces new shows with Ralph Nader, Ed McMahon, John Byner

Showtime wasted no time in leveling its guns at HBO's new Cinemax service. A Monday press conference had Showtime president Jeffrey Reiss tagging his service as "the best programmed single market pay television service, therefore the most profitable dual service." It was theme later repeated during the Great Debates (page 60).

As against a package such as HBO's Cinemax, Reiss called Showtime "a full-service pay television network," one whose "program package is composed of targeted segments designed in total to appeal to the largest pay television audience."

In announcing Showtime's new plans, the company's senior vice president of programming and operations, Jules Haimovitz, struck a note that commercial broadcasters have been saying for years: although "theatrical films will remain the backbone of our schedule" . . . the way to keep the subscribers that movies attract "is through series—both anthological and episodic . . . series will insure that consumers will tune into Showtime on a regular basis." Indeed the big draw at the conference was the presence of the star of a pilot for a possible Showtime series, *Ralph Nader: For the People*.

The proposed format would have Nader going head to head in debates with "titans of government and industry." Though no titans have yet agreed to appear, Nader named Herbert Schmeitz, vice president, public affairs, of Mobil Oil, and John Swearingen, head of Standard Oil of Indiana, as among the types of individuals he hoped would join him on the program. Other segments of the program would present "field reports"—investigative journalism pieces, show "models of superior performance," and provide "mobilization



Showtime's Reiss with Nader

process" information—showing people how to go about "getting things done" about particular issues.

Another Showtime series announced at the convention is *Bizarre*—an "offbeat comedy series" starring John Byner set for a fall premiere. Showtime has made a 24-episode commitment, which Haimovitz called "unprecedented" for pay TV. Executive producers are Allan Blye and Bob Einstein in association with the Canadian Broadcasting Corporation.

David Sheehan's Hollywood will join Showtime in September following a one-hour special from Cannes, and Army Archerd will host another series pilot, *The Best Joke I Ever Heard*, described as a "laugh packed tribute to the joke."

Showtime even taped a pilot at the convention, for a variety program titled *The Ed McMahon and Company* to star the familiar *Tonight Show* personality.

HBO adds a new service

It announces new, all-movie service, Cinemax, with features aimed at different viewers in different parts of the day

Home Box Office is offering a new pay television service that it says is designed to complement its basic foundation service and avoid what an HBO news release calls the "drawbacks" of "bundling"—the packaging of several pay services that are each designed as a foundation service. HBO's new Cinemax, as it is called, is an all-movie service that includes films chosen for their appeal to selected rather than mass audiences. HBO describes Cinemax as the pay industry's first "true tier."

(HBO offered its own definition of foundation, bundled and tiered services. A "foundation" service, it said, is a maxi pay TV service providing product with broad audience appeal. A "bundled" service is two or more competitive foundation services offered as one package. A "tiered" service is two or more noncompetitive services offered as one package, consisting of a foundation service and a maxi service. What is a "maxi" service?

One for which a cable operator would charge about \$8 a month, according to an HBO executive, and one with more programming hours per day than a "mini" pay TV service—\$3 to \$4 a month.)

The Cinemax service was announced at a press conference in Dallas on Sunday (May 18) as the National Cable Television Association's 29th convention was getting under way. The announcement, in a small, crowded room in Dallas's convention center, was overshadowed by the spectacular multimedia presentation at Loew's Anatole hotel that the joint venture of four motion picture companies and Getty Oil Co. used to introduce *Premiere*, its new pay television service (see "Top of the Week"). But HBO was able to announce that Cinemax was off to a strong start. James O. Heyworth, HBO president, said 20 cable television companies, ranging from single systems to MSO's, had committed themselves to the new service.

HBO is making Cinemax an independent service, but is promoting it as complementary to the HBO foundation service. In that connection, HBO said its research indicates viewers perceive duplication of product in "bundled" markets. Cinemax, on the other hand, is said to provide "viewing options which augment the HBO foundation service."

Cinemax will offer family and children's movies, more classics and foreign films than are seen on HBO, action-oriented R's, special interest features and selected "blockbusters." X-rated films will not be in the mix. All told, Cinemax will offer, on average, 18 new titles a month.

But, although it has the ability to provide programming entirely different from that seen on HBO, Angela Shapiro, vice president and general manager, program services, said there would be 30% duplication over a 12-month period.

Different titles are not all that set Cinemax apart from HBO. It will offer extended programming hours during daytime and late-night hours not programmed by HBO, and programs will be scheduled to match different audiences during the day—for instance, women's films between 10 a.m. and 1 p.m.; children's, between 4 p.m. and 8 p.m., and adult (PG and R), between 8 p.m. and sign-off.

The basic rate formula at which HBO is offering the service is \$3.20 per subscriber



There's no business like . . . NCTA staged its own mini-spectaculars in Dallas last week, the first during the opening session on Sunday and



again, with the same cast of singers and dancers, at the "Big Event" awards ceremony Tuesday night. Steve Allen (at left) was the M.C.

plus 35% of any retail rate in excess of \$7. There also will be volume discounts.

Discussion of the price brought from Irving Kahn, of Broadband Communications, who was in the audience, the observation that pay cable operators are not charging enough. He said he thought Cinemax "can be terrific," and plans to offer it "at \$12.50 a month or more. All of us," he added, "have underpriced our pay service."

But he also had a word of advice for the HBO officials present, including Chairman Nick Nicholas. Don't offer Cinemax and HBO as a "brother and sister act," he said. Cinemax, he said, "is different; it will pick up a different part of the audience. But tie them together, and you're defeating your own best interest." Kahn noted that Cinemax would be offered as a third tier on his systems—presumably atop both HBO and Showtime—and he didn't want to be forced to tie two of those offerings together.

Industry honors

Steve Allen helps NCTA hand out individual and Ace awards; UA's Rosencrans gets DAA

NCTA's own "Big Event" last week was the Tuesday night awards presentation with Steve Allen as M.C. There was some tension in the air after a late-arriving Dionne Warwick showed up minutes before she was due on stage and had a tiff with her producer, and some weariness as the event wore on, but all in all, the evening was adjudged a success.

NCTA presented its first Distinguished Achievement Award, bestowed upon one whose achievements have revolutionized the cable television industry through a programming mode. It went to Robert Rosencrans, president of UA-Columbia, for his achievements in connection with the development of satellite programming for cable, and for his role in creating C-Span.

There were eight National Awards presentations, then the President's Awards, followed by the Awards for Cablecasting Excellence, or Ace Awards.

The national awards and their winners:

Walter Kaitz Award—**Spencer R. Kaitz**, general counsel and executive secretary of the California Community Television Association.

Outstanding Committee Chairman Awards—**Kenneth S. Gunter**, executive vice president of UA-Columbia Cablevision Inc., San Angelo, Tex.

Engineering Award for Outstanding Achievement in Operations—**Harold Rosen**, vice president, engineering, Hughes Aircraft Co. Space and Communications Group, El Segundo, Calif.

Engineering Award for Outstanding Achievement in Development—**Kenneth S. Gunter**.

Robert H. Beisswenger Memorial Award—**Sidney Topol**, president and chairman of the board, Scientific-Atlanta Inc., Atlanta.

Jerry Greene Memorial Award—**Brian P. Lamb**, president and chief operating officer, C-Span, Arlington, Va.

Idell Kaitz Award—**Gail F. Sermersheim**, regional director, Home Box Office Inc., Atlanta.

Lary Boggs Award—**Robert Rosencrans**, president, UA-Columbia Cablevision Inc., Westport, Conn.

President's awards were given to Ted Turner, chairman of the Turner Broadcasting System, William B. Strange, vice president of Sammons Communication and Charles S. Walsh, partner in the law firm of Fleishman and Walsh.

The Ace awards and their winners:

Excellence in community programming—**Suburban Cablevision**, East Orange, N.J., Greg Vandervort, program director.

Excellence in community involvement in programming—**Berks Cable Co.**, Reading, Pa., Bruce Shaak, program director.

Excellence for a single program: documentary or public affairs—**Marin II**, San Rafael, Calif., *Point Bonita: The Last Manned Lighthouse*, Peter Rafalow, director of community programming.

Excellence for a single program: sports—**Warner Qube**, Columbus, Ohio, *The All-American Soap Box Derby*, Janice Hines and Peter Tours, producers, Scott Kurnit, executive producer.

Excellence for a single program: entertainment—**Durham Cablevision**, Durham, N.C., *Channel 86 News Fest*, David Reid, program director and **TeloFrance-USA**, New York, *Ladies and Gentlemen: The Legendary Josephine Baker*, Jean-Claude Baker, vice president and executive producer.

Excellence for a single program: educational or in-

structional—**Marin II**, *Things Father Never Told You*, Peter Rafalow.

Excellence for a single program: unclassified—**Marin II**, *Christmas in Marin*, Peter Rafalow.

Excellence in a program series: documentary or public affairs—**Warner Qube**, Columbus, *Qubesumers Mean Business*, John Steinberg, producer.

Excellence in a program series: sports—**Suburban Cablevision**, *Action Arena*, Greg Vandervort.

Excellence in a program series: entertainment—**Marin II**, *Showcase II*, Peter Rafalow and **Warner Amex Satellite Entertainment Corp.**, New York, *America Goes Bananas*, Sandy Kavanaugh, program director.

Excellence in a program series: news—**Guam Cable TV**, Agana, Guam, *Cable News*, Lee Holmes, president.

Excellence in a program series: children's—**Warner Amex**, *Pinwheel*, Sandy Kavanaugh.

Excellence in a program series: educational or instructional—**Continental Cablevision of New Hampshire**, Concord, N.H., *I Like Kids Creating*, Gregory Uhrin, program director.

Excellence in a program series: unclassified—**Warner Qube**, Columbus, Ohio, *Someone Wants to Know*, Carole Stevenson, producer.

Excellence in a pay cable program: general entertainment—**Home Box Office**, New York, *Standing Room Only: Here It Is, Burlesque!* Michael Brandman, producer.

Excellence in a pay cable program: music entertainment—**Showtime Entertainment**, New York, *On Tour: Willie Nelson Plays Lake Tahoe*, Charles Braverman, producer.

Excellence in a pay cable program: sports—**Home Box Office**, *SportsScene*, Tim Braine, producer, Michael Fuchs, executive producer.

Excellence in a pay cable program: unclassified—**Home Box Office**, *Time Was . . . the 1930's*, Bruce Cohn, producer.

There were two special recognition awards. The first was presented to those men and women whose efforts went into the production and distribution of *A Conversation with the President*, between participants at last year's NCTA convention in Las Vegas and President Carter at the White House. The executive producer for that program, involving 12 cable and communications companies, was Bob Luff, vice president of engineering, UA-Columbia Cablevision.

The second special recognition award went to Whaling City Cable TV of New Bedford, Mass., for *Panorama De Portugal*, Joseph Langhan, program director.

Snowballing technology too much for regulators?

NCTA panel features Washington policymakers who point to problem of keeping up with change

For a long time, there's been evidence that telecommunications technology has been developing at a rate exceeding government's ability to review and make changes in its basic telecommunications policy. There was further testimony at last week's NCTA convention that the situation hasn't changed.

Winston E. Himsworth Jr., vice president of the Salomon Bros. investment firm, pointed out, at one general session, that companies like AT&T and IBM, once thought of as representing different industries, are competing in an ever growing number of areas—in both hardware and services—in what is now considered the "information industry."

And FCC Chairman Charles D. Ferris, appearing on videotape in an interview with William J. Bresnan, president of Teleprompter Cable TV (recorded before the chairman left for a visit to the People's Republic of China), said the commission is having trouble sorting out and categorizing the emerging service. At a time when the commission has separate bureaus for broadcasting, cable television, common carrier and private radio, he said, it must deal with domestic broadcast satellites that embody features applicable to each. Indeed, at the end of the century, he predicted, "there will be a merger of all services, including broadcasting."

Yet, Congress—while regarding efforts by the FCC and the courts to deal with the changing nature of telecommunications services as a "usurpation" of its function, as Senator Harrison Schmitt (R-N.M.) put it—is unable to conclude work on basic revision of the 1934 Communications Act. Representative Timothy Wirth (D-Colo.), of the House Communications Subcommittee, said that four years after the panel

began work on Chairman Lionel Van Deerlin's (D-Calif.) "attic-to-basement" overhaul of the Communications Act, it is within "a couple of weeks" of final mark-up of a measure limited to common carrier activities—based on a bill drafted by Wirth. He said finishing touches are being put to language defining the role AT&T may play as a regulated and as an unregulated entity. And Wirth seemed confident that the bill could move through the parent Commerce Committee and to the House floor in reasonably prompt order.

But Schmitt, a member of the Senate Communications Subcommittee, is no longer optimistic about chances of congressional action this year on basic communications legislation. He said the Senate version is not ready for mark-up. And, he said, "the chance that we can get through [a Senate-House conference on the legislation], even if bills are passed, is very small. Time is against us." The Republican and Democratic conventions will interrupt Congress for a week in July and again in August, and adjournment is expected in October.

There is also basic disagreement between the House and Senate over the scope of the legislation. While the House subcommittee jettisoned broadcasting and cable provisions rather than let controversy over them bar action on the common carrier section, the Senate bill deals with broadcasting, and Schmitt said limiting the bill to common carrier would be a mistake. "There is a link between broadcasting and common carrier," he said.

Among the members of the panel there was general acceptance of the by-now commonly held view that deregulation is the wise course to follow. Ferris, for instance, in his videotaped remarks, stressed the marketplace approach to regulation. "I hope FCC actions will assume that none of the participants will be handicapped and that the race will be decided by the

energies of the participants rather than by predetermination of government."

But former FCC Chairman Richard E. Wiley, who is now practicing law in Washington, pointed out that, for the cable industry, long hobbled by regulations designed to protect broadcasters, obligations as well as benefits are involved.

What, he wondered, would be the cable industry's response to the entry of new, competitive telecommunications technologies—videodisks, direct broadcast satellites and viewdata, among others. "I feel federal regulation should be as limited as possible," he said. "I hope your response will be to compete in the marketplace, not in the FCC or on Capitol Hill."

But Wiley, who led the commission into the era of "reregulation" in the mid-1970's, when "deregulation" was not popular as it is today, would not shelve all regulatory tools, at least where AT&T is concerned. He noted that the commission has adopted rules permitting AT&T to enter some fields previously denied it—computer and information-exchange services (BROADCASTING, April 14). But he said neither Congress nor the FCC should permit AT&T to take advantage of its unique structure as a partially regulated monopoly in its competition with others in nonregulated areas.

One area in which Congress will not turn AT&T loose is programming, an area from which it is now banned. Wirth said that, as a policy matter, the House bill makes clear that "Bell may not originate mass media service that may influence the public." And mass media refers specifically to broadcasting, cable television, pay television, print or electronic communication. "It goes beyond the competitive issue," Wirth said. "The Bell system can't be in control of information that goes out to 220 million people."

However, as Schmitt indicated, it won't



Himsworth



Wiley



Bresnan



Wirth



Schmitt

be until the next Congress, at the earliest, that legislation containing that prohibition as part of a new congressional mandate regarding telecommunications policy will be enacted.

The quarreling over copyright

At NCTA, congressmen argue that FCC must hold up drive to deregulate cable further while Hill takes a look at schedule of payments to rights holders

Two members of Congress traveled to Dallas last week to explain to cable television operators why they have asked the FCC to delay action on the NCTA's proposal to deregulate cable television. Three other members of the panel, designed to discuss signal carriage and copyright, argued that delay was unnecessary if not pointless. It wasn't until the moderator, Monroe Rifkin, president and chairman of American Television & Communications, invited questions from the audience that a broadcaster and a copyright owner could offer their views.

Representative Robert Kastenmeier (D-Wis.), chairman of the House Subcommittee on Courts, Civil Liberties and the Administration of Justice, said he had asked the FCC to hold off on proposals to repeal the distant signal and syndicated exclusivity rules until the Copyright Royalty Tribunal, created under the 1976 Copyright Act, completed a review of the rates charged cable television operators under their compulsory licenses (BROADCASTING, March 24). The review is being made in light of inflation and changes in subscriber rates since 1978, when the copyright law became effective.

But Kastenmeier said adoption of the commission proposals might be construed as altering existing conditions to such an

extent as to require a change in the copyright law. Indeed, he said, "we have been importuned by broadcasters and copyright owners" to provide the tribunal with "more latitude to render economic justice." He said broadcasting, copyright owners and professional sports interests feel they have been disadvantaged by developments since the act was passed—the success of Ted Turner's satellite-aided superstation concept, for instance.

Kastenmeier said he has no position on the merits of the commission's proposals. But, he said, he has asked FCC Chairman Charles D. Ferris for a meeting to discuss the matter. Ferris has told Kastenmeier the commission will not defer action on the proposals.

Representative George Danielson (D-Calif.), another member of the subcommittee who asked the commission to postpone action, said the subcommittee is "trying to make sure property right is protected." Congress, he said, adopted a formula for copyright payment without knowing the fair market value of the property rights involved. "We don't know if it's good. We want to review it."

On the other hand, he suggested a formula to determine a fair rate: Use the figures that cable systems are willing to pay for programming and for which producers are willing to sell. But he confessed he does not know what, if anything, Congress will do. Danielson does know, however, that it won't be this year. "We will adjourn in October," he said.

Then the audience heard three speakers who saw no need for the commission to delay action:

Willard R. (Randy) Nichols, chief of the FCC's Cable Television Bureau, said the unfair competition argument that had been used to justify commission regulation of cable television had been wiped out by the Copyright Act of 1976 and its imposition of copyright liability on cable systems, and the fear that cable would have a deleterious effect on broadcasting

had been rebutted by commission studies.

Furthermore, he said, the FCC's proposed action should not have an effect on the tribunal. "Their relationship should go the other way—adoption of the [copyright] law requires the commission to review the rules," he said, because the rules "were only a substitute for copyright liability."

Alan Pearce, an economic consultant formerly on the commission's staff, said all that is required of the commission and Congress in the copyright area is to continue monitoring the situation. For the moment, he said, all parties involved in the programming issue—cable television, broadcasters and program suppliers—are prospering. He said, in fact, that producers are selling their product "at record profits" as they have learned how to make broadcasters bid against one another for material. He said prices have gone as high as \$325,000 per episode for *Laverne and Shirley*.

Nor did Barry Simon, general counsel of Teleprompter Corp., take issue with Nichols or Pearce. "Money is coming in" under the rate schedule contained in the legislation—\$14 million is to be divided among copyright owners, once the tribunal can resolve how the pie should be apportioned among them. "The amount of money received will go higher," he said, "and the tribunal is functioning."

Let the commission repeal the rules and the tribunal do "what it was supposed to do—review in light of FCC changes," Simon said. "When that task is completed, we will be able to say whether a change in the copyright law is appropriate."

The only rebuttal came from members of the audience.

A broadcaster who is also a member of the National Association of Broadcasters copyright committee, David Polinger of WPIX-TV New York, said that if Kastenmeier and Danielson "continue to review the tribunal's activities, we'd be grateful." He said the five-member tribunal, which



Who pays whom how much. Representative George E. Danielson (D-Calif.) addresses an NCTA session on signal carriage and copyright. Willard R. Nichols, chief of the FCC's Cable Television Bureau, and moderator Monroe Rifkin, president and chairman of American Television

& Communications, Denver, are on Danielson's right, and Alan Pearce, economic consultant; Representative Robert Kastenmeier (D-Wis.), and Barry Simon, general counsel of Teleprompter Corp., New York, are to his left.

lacks professional assistance, is overwhelmed by its present task of reviewing cable rates, even without considering the rules changes proposed by the commission. "We hope you'll realize there are limitations."

Polinger also disputed some of Pearce's conclusions regarding cable's impact on broadcasting. In New York, he said, "eight rating points have been lost to cable television—one million people out of 12 million." And although Pearce said he had not mentioned audience siphoning, Polinger said, "some very large numbers of audience are gone." But Polinger wasn't entirely unhappy about cable's success. "We're in cable, too, so it's OK."

The copyright owners had a spokesman in Bud Yorkin, vice president of a caucus of independent producers in California. His response to Pearce's talk of "skyrocketing" prices for syndicated material was that, "of all shows produced, only 12 to 14 get into syndication." He said it is "impossible" to divide the \$14 million the cable operators have paid in copyright payments, and he took issue with Pearce's picture of unrelieved prosperity among those involved in programming. "We average 65%-70% unemployment. To say everything is fine, [that] everyone is making money, is not a fact."

Van Deerlin says cable can't rest on its laurels

Potential for corruption could make franchising a time bomb, he warns NCTA; he also tells convention-goers that the medium must pay more to rights holders and move beyond being 'giant antenna'

Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, who last year, in Las Vegas, told the cable industry it ought to give in to retransmission consent, was nevertheless invited back to address the NCTA convention in Dallas last week. This year he told the cable operators it was time to clean up their act in franchising.

Bracing his audience on that subject, he said "industry observers know that franchising fights are growing increasingly fierce and, in some cases, simply corrupt." He noted that the Communications Subcommittee was getting an increasing number of calls from city officials and reporters who "fear that their cities are about to be ripped off by a combination of greedy cable operators, local officials and businessmen."

"I'm sure that many of you read the story in the *Texas Monthly* about the franchising fiasco in Houston," Van Deerlin continued. "That report is a glaring exception to the collection of favorable press clips your industry has accumulated over the last few years. Read that story.



Van Deerlin

Remember that even one major franchising scandal can seriously damage your entire industry."

The congressman commended NCTA for joining forces with the National League of Cities to try to do something to guide and/or police the process. But he didn't stop with that pat on the back. He underscored his view of the seriousness of the matter by adding: "It suggests you're not wasting your time trying to decide how you will react to a major scandal, but are bent on preventing that scandal by striking clean, ethical deals. You're making sure that at future conventions your industry is still regarded as reputable, still promising, still run by men and women of intelligence and skill. You have fought hard to achieve your independence," Van Deerlin said. "You must fight equally hard to preserve it."

The potential of disaster at the hands of a franchising scandal was one of three themes around which Van Deerlin built his speech. The other two: copyright and the specialized services cable might add to its mix.

Addressing the first, Van Deerlin made it clear he still felt cable was falling short of its obligation to compensate copyright owners for the programming it retransmits from broadcast stations. Although acknowledging that the 1976 Copyright Act called for what he called "token concessions to full liability," Van Deerlin said the industry would have to go beyond that. Regardless of what the FCC does in response to its own consideration of retransmission consent, he said that Congress, "sooner rather than later," will have to revise copyright policy for cable.

"The Copyright Royalty Tribunal is not working," Van Deerlin said. "Nor should it," he added. His position is that such compensation arrangements belong in the private sector.

Van Deerlin emphasized that those services that are truly cable's own are the key to the industry's continued success. "I don't think it is unreasonable to assume that even the most addicted video junkie has only a finite capacity for entertainment," he said. To hold subscribers over the long haul he cited the need to "discover new applications for broadband technology." Those that caught his fancy—

cited from a franchise application in Portland, Ore.—are packet-switching data transmission to provide institutional subscribers with business services, access to the Telenet computer network and an information retrieval service (in that instance, Telidon, the Canadian teletext and videotext system).

Van Deerlin said that both SBS-Tymnet and Cablesystems Pacific—the two companies vying for the Portland franchise—"have refused to see cable as just a giant TV antenna or an alternative to network fare... they have refused to keep cable tied to the broadcasters' apron strings."

Early in his speech, recalling a four-years-earlier NCTA convention in Dallas, Van Deerlin recalled that "the FCC had crippled your industry, almost to the point of paralysis, with a slew of regulations. Wittingly or not, the FCC had become the broadcasters' shill, passing off as sound public policy what was nothing more than marketplace protection for the networks and their affiliates." A series of hearings begun by the Communications Subcommittee that year, he said, resulted in the wave of cable deregulation that continues to this day.

Citing the industry's dramatic growth since then, Van Deerlin characterized cable as now "flying high—in mid-leap between the minor and the major leagues."

Rewrite eulogy

NCTA hears House Communications Subcommittee staffers report on affect death of legislation will have on cable, including possible growth of AT&T competition

House Communications Subcommittee staff members, invited to the NCTA convention to discuss the Communications Act rewrite and its implications for the cable industry, could only, in effect, offer a kind of last rites. Communications Act revision, as others from Washington had already made clear, is dead for this Congress, the staffers indicated. But in the death of the bill there are ominous implications for the cable industry.

The implications involve AT&T, the giant \$50-billion-a-year company whose very mention as a possible competitor of the \$1.5-billion a year cable industry seemed to send ripples of uneasiness through any convention audience that heard it.

Harry M. (Chip) Shooshan, chief counsel for the subcommittee staff, predicted AT&T would reorganize itself and enter the information business, in accordance with major rule changes adopted by the FCC (BROADCASTING, April 14). "But," Shooshan said, "you won't find the same protection [against unfair competition by AT&T] as in Congress. So, while we may spend more time debating legislation, you'll find AT&T in the marketplace with fewer protections than now."

Indeed, Charles Jackson, staff engineer,



Capitol comments. Some of the word from Washington heard at the NCTA convention was brought by members of the House Communications Subcommittee staff. Addressing a "breakfast with" session is Bernard Wunder Jr., minority staff counsel. At left: Harry M. (Chip) Shooshan, outgoing counsel and staff director. On the right: Charles Jackson, staff engineer, and the session's host, Richard S. Leghorn, president of Cape Cod Cablevision, South Yarmouth, Mass.

said anyone building teletext or PBX systems is "already competing with AT&T."

Concern over the unleashing of AT&T without what the staffers regard as adequate protection for the rest of the industry was not the only regret expressed over the fate of the rewrite, on which work began almost four years ago. Another was the decision, last fall, to drop broadcasting and cable television provisions in the hope that action would speed passage of a common carrier bill.

"I would prefer to have Congress eliminate cable regulation," Shooshan said. "There is no need for it. The search for perfection," he added, "may not have been wise," perhaps self-defeating.

But with or without legislation, he said, cable faces increased competition—from pay television, MDS and direct broadcast satellites, in terms of programming, and from telephone company and broadcasters in the transmission of information services. Such competition, however, should be viewed as "an opportunity," not a threat, Shooshan said. For instance, he said, cable should call on broadcasters to use their special programing skills to fill some channels.

Shooshan, who has announced plans to leave his subcommittee post this summer, took the occasion to say his farewell, as a representative of government, to the cable industry. And he tied it in with an appeal for understanding of the effort to revise the Communications Act.

"I'd be wary of those who say, 'Government is out to get you.'" Congress, he said, is dealing with a number of different groups—broadcasters and motion picture people, among them—and is attempting to resolve conflicting interests.

"New legislation is needed," Shooshan said. And, he added, efforts will be made to pass it.

For the industry, Richard S. Leghorn, president of Cape Cod Cablevision, of South Yarmouth, Mass., who moderated the panel, offered Shooshan a kind word.

"We have had our differences," he said, "but you're the champion of cable deregulation—and have been, since 1976."

Cable vs. telco's

CATV wants to keep FCC out of franchising, but at same time wants protection from phone companies that make promises they don't keep just to win franchises

Cable television operators, concerned about telephone company competition for franchises in rural areas, face a dilemma. Or so it appeared at a breakfast session at the NCTA convention in Dallas last week. They don't want the FCC operating as a "super franchising authority," yet they are concerned about telephone companies making promises to obtain commission authority to operate in rural areas—and then not keeping them.

Michael B. Isaacs, director of planning and government affairs for Colony Communications Inc., of Providence, R.I., expressed concern about the FCC as a "super franchiser," comparing qualifications of a cable system and a telephone

company that is seeking a waiver to operate in a rural area. Commission rules bar telephone companies from owning systems in areas they serve. Isaacs's suggestion was that the commission deal with the problem by granting waivers on a county-by-county basis, rather than on the basis of the entire area served by the company.

But then there were cable operators in the audience who complained about telephone companies they said did not make good on the kind of service they promised in petitioning the commission for a waiver. Greg Ballard, legal assistant to FCC Chairman Charles Ferris, said the commission does not want to follow up on telephone company promises. "But," he said, "this is a problem, and we may have to spur local franchising authorities on

Ballard also indicated such problems could become more complicated. The commission now grants waivers on the basis of home density—30 homes per mile or less (density the NCTA considers too high) or "other good causes," which are not defined. He hypothesized a situation in which the commission is offered a choice between a telephone company and a cable system that is based not on relative degree of penetration but on, say, the number of channels of service.

"If the telephone company offers 104 channels of service and the cable operator something less, the commission will have to rely on 'other good causes,' whatever that means," Ballard said. Then, if the telephone company does not keep a promise identified as "other good causes," Ballard asked, "do you accept the principle [of follow up]? It's a problem. The FCC could have to become a 'super franchising authority.'"

The NCTA is organized to alert cable operators around the country of petitions for waivers of the ban on telephone companies offering cable television service. Jadz Janucik, NCTA associate director of operator services, described the service—and NCTA's willingness to aid cable operators in opposing petitions.

But the NCTA is concerned about what it sees as a sympathetic attitude at the FCC toward telephone companies interested in providing cable television service in rural areas. NCTA General Counsel Brenda Fox, who moderated the session, mentioned Commissioner Joseph Fogarty in



The cable-telco connection. Telephone company/cable crossownership was the topic of another "breakfast with" session at the NCTA. L to r: Greg Ballard, of the FCC; Michael B. Isaacs, director of planning and government affairs, Colony Communications Inc., Providence, R.I.; Jadz Janucik, associate director of NCTA's operator services, and Brenda Fox, NCTA general counsel, who served as moderator.



The other kind of tiers. These representatives of state and local cable regulatory bodies, with the aid of some congressional counsel, discussed their common interests at an NCTA panel in Dallas last week. L to r: Morris Tarshis, director of franchises for New York City; Representative Bruce Young (D-Calif.); Jeffrey Forbes, Massachusetts Cable Commission; moderator Frank Scarpa of Valley Video Cable Co., Vineland, N.J., and Representative Thomas A. Luken (D-Ohio).

that connection. She also said some at the commission feel "it shouldn't lean over backwards to help late-coming cable companies when a telephone company wants the franchise."

NTIA wants to lift fairness obligations from cable systems with access channels

The Carter administration's communications agency has asked the FCC to start a proceeding looking toward a fairness doctrine exemption for cable systems with a public access channel.

The National Telecommunications and Information Administration has filed a petition for rulemaking that says the "modern cable system, with numerous channels and capability for diverse services, presents a technology that differs significantly from broadcast technology and its underlying premise of scarcity." Thus, NTIA argued, fairness requirements of "system-originated programming" are no longer necessary.

The fairness doctrine stems from "scarcity considerations in the broadcast field," NTIA said. But, "today, with many urban systems in the range of 20-30 channels, and the next generation of urban systems being double or more in the major markets, the problem of scarcity vis-a-vis providing a public access channel on a voluntary basis has been diminished greatly or reduced entirely."

"Moreover," the petition noted, "as a part of the process of obtaining franchises, applicants typically have offered or are offering access channels whereby the public may present their views or programs. The method of access is no longer a federal matter and thus varies from locality to locality."

NTIA concluded that the FCC has statutory authority [in implementing its

fairness requirements] to apply "broad discretion" to cable operators. NTIA also noted, "it is our understanding that the doctrine has not been enforced for cable."

NTIA proposed that in addition to the exemption, the FCC should inquire whether there should be any limitations or definitions as to what constitutes access, and address any other legal or policy issues raised. NTIA does not believe, however, that the FCC should make this proceeding a "general forum for in-depth consideration of all issues that may arise in the cable field."

The commission, while asked for a similar rulemaking in the past, has not addressed the issue squarely. One commission source said that perhaps now the commission should look to the fairness doctrine and how it applies to cable systems. While it may not be possible for a total exemption because of statutory requirements, he said, some proposal could be worked out to insure fair application of the rule.

Rights holders agree on one thing: Cable isn't paying enough

Broadcasters, programers and sports interests file with Copyright Royalty Tribunal, arguing that subscriber rates — on which payments are based — aren't keeping pace with inflation

Claimants who have been unable to agree on how to divide \$12 million in cable copyright fees collected in 1978 came to an agreement on a different—although related—matter last week: The Copyright Royalty Tribunal should adjust cable royalty rates upward.

In a joint filing with the tribunal, broadcasters, music licensing groups, sports interests and program producers argued that basic cable rates have not kept up with the rate of inflation—meaning that lower cable

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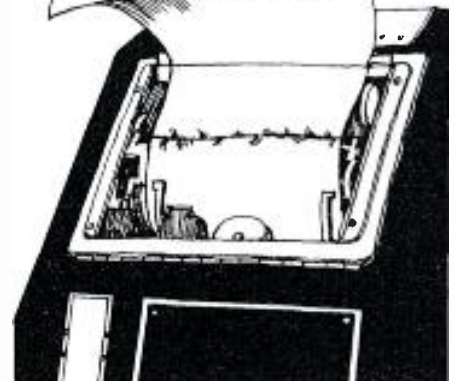
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royalty payments, which are computed on the basis of gross subscriber revenues, are being collected than should be.

According to the filing, subscriber charges have lagged 15% behind inflation since copyright rates were established, meaning that copyright owners are receiving less than 85% of the fees entitled to them.

But the claimants argued that even if the tribunal makes a one-time adjustment of rates, the same type of situation may develop again, and copyright owners will be undercompensated until the next adjustment is made, in 1985.

"Thus, the royalty rates will constantly fall short of their proper level, and the tribunal will be required to conduct lengthy proceedings every five years to determine what the rates should be as of the date of adjournment, what additional increment is necessary to make up for shortfalls in previous years, and what further increments may be required in anticipation of future shortfalls," the filing said.

A major problem, the claimants added, is that cable companies often have free service tiers, which means that no royalty payments are required.

"The law requires copyright owners to be compensated even when cable operators give away their programs or provide them for a very modest charge as a 'loss leader.' The tribunal must provide some mechanism to assure that such compensation is received," they argued.

To correct the situation, the claimants

suggested that the tribunal adjust the revenue basis, requiring cable systems to compute future royalty payments on the real constant dollar value of their 1976 subscriber charge, with current figures moving up in proportion to the consumer price index.

With this type of system in place, they argued, no further adjustments would ever be required. Rather, the tribunal would only have to issue semiannual percentage increases by which cable operators would compute the adjusted value of their subscriber charges.

Congress approves FTC legislation

Commission appropriations look certain with bill's OK by President Carter assured; two-house veto is included

The Federal Trade Commission last week cleared the last major hurdle in its bid for authorizing legislation.

By a vote of 272 to 127, the House approved a compromise bill adopted by a House-Senate conference committee. The Senate followed with a 74 to 15 vote in favor of the measure, which allows the FTC to operate through fiscal 1982. It was anticipated late last week that President Carter would sign the bill early this week.

There were some last minute complaints

about the legislation—both from House members who complained that the bill did not go far enough in restricting FTC activities and from those who said the bill went too far. The consensus, however, was that some sort of authorization bill was necessary and that the final compromise worked out was better than no bill at all.

The most vehement objections were raised on the House floor by Representative Marty Russo (D-Ill.), who complained that his position was not adequately represented in the conference committee. Russo had been pushing for adoption of an amendment, which the House had earlier approved, that would have exempted the funeral industry from FTC action. The final language, however, was only a watered down version of Russo's original proposal.

"I am saying, then, that I do not feel the House position was fairly represented in this conference because of actions taken by certain of the House conferees," Russo said. "Quite frankly, I did not like what I saw during the FTC conference and I don't think a lot of you would either."

Representative Elliott Levitas (D-Ga.), who had pushed for a one-house veto, said he was satisfied that the form of legislative veto finally approved was adequate. "The dome of resistance to regulatory reform has been breached today," Levitas said.

Under provisions in the compromise language, FTC rules would be subject to review by both houses of Congress, with 90 days for the legislators to overturn commission actions.

In addition, the children's advertising inquiry would be allowed to proceed. The complete text of a new rule would have to be published in advance, however, and the inquiry would have to be based on false and deceptive advertising, rather than unfair, as in the past.

FTC Chairman Michael Pertschuk expressed optimism that the bill would allow the agency to get back to business. "The FTC's authorization bill was clearly a compromise on a number of issues," Pertschuk said. "The fact, though, of a more than 2 to 1 margin in the House and Senate votes is a clear signal that Congress wants this agency to be able to get on with its important work of policing the marketplace. We expect this sentiment to result in prompt action to provide the funding now authorized by Congress."

The bill also limits the FTC's public participation funding, stipulating that no person or group may receive more than \$75,000 for participating in a rulemaking proceeding, nor may any person receive more than \$50,000 per year from public participation funds.

It pays to talk

Congressmen pick up healthy fees talking to communications groups; senators usually paid more

Financial disclosure statements, filed by all members of Congress, reveal that it can pay, on the lecture circuit, to be a senator

Washington Watch

Latest battle in code ease. Counsel for National Association of Broadcasters and for Department of Justice's Antitrust Division went another round before U.S. District Court Judge Harold Greene in Washington, in department's suit charging that NAB code's television commercial time standards violate antitrust law. William Simon for NAB and Thomas Greaney for Justice each argued for summary judgment. Simon, noting that television licensees are obligated to serve public interest, argued that "rule of reason" must govern case. He also leaned heavily on fact that Justice Department had defended FCC's decision, in Action for Children's Television case, holding that federal rules limiting commercial time in children's programming were not needed because of industry's self-regulation. Greaney, who argued that code is "per se violation" of antitrust law—since its limit on supply affects price—said "most glaring defect" in NAB's request for summary judgment is that it contains no information as to how code is pro-competitive." That, said Greaney, "is the test, not whether reasonableness exists under a large public interest standard." In rebuttal, Simon said code promotes competition by putting "greater emphasis on programming; programming is the key factor. That's where competition is free, and it's promoted." Judge Greene took competing requests under advisement.

□
Turned down. FCC has denied National Association of Broadcasters' request for extension of time in rulemaking looking toward increasing availability of FM assignments. NAB had filed request saying parties interested in commenting on proceeding should be able to take into account FCC decision on petition for reconsideration filed by National Telecommunications and Information Administration which asks FCC to include proposal for use of directional antennas for short-spaced FM assignments in proceeding.

□
Turned down—again. U.S. Court of Appeals in Washington has denied petition for rehearing in Carter-Mondale reasonable access case. Networks and National Association of Broadcasters asked for rehearing after three-judge panel reaffirmed FCC decision that it was contrary to communications law for networks to refuse to sell 30 minutes of prime time to Carter campaign (BROADCASTING, April 21). Court, in upholding FCC, said candidates for federal office have right of "affirmative access" to broadcast media under reasonable access provision of Communications Act. As of late last week, no decision had been made by appellants whether to take case to Supreme Court.

rather than a member of the House.

While members of both the House and Senate Communications Subcommittees were in demand as speakers last year, the senators generally received higher honoraria for their efforts.

Representative Lionel Van Deerlin (D-Calif.), for example, chairman of the House Communications Subcommittee, received \$11,500 last year for speaking engagements, \$2,750 of which was donated to charities. For a speech at the National Association of Broadcasters convention in Dallas, Van Deerlin received \$750, the same amount received by Representatives Marc Marks (R-Pa.) and Thomas Luken (D-Ohio), also members of the subcommittee.

By contrast, Senators Ernest Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, Barry Goldwater (R-Ariz.) and Larry Pressler (R-S.D.) all received \$1,500 for their NAB appearances.

For speeches to the Kentucky Broadcasters Association and the U.S. Independent Telephone Association, Van Deerlin received \$750 and \$1,000 respectively. For appearances at the same events, Goldwater received \$1,500 and \$3,000.

There was, however, equity at the National Cable Television Association convention in Las Vegas, with both House and Senate members receiving \$1,000 for their efforts.

Goldwater was the most active speaker of the two subcommittees last year. In addition to his three speeches mentioned, he addressed the Southern Cable TV conference, where he received \$500. He was also paid \$303 by WRC-AM Washington for commentary he does, and was paid \$2,225 for four magazine articles, one of which appeared in *TV Guide*.

Van Deerlin was also in demand last year, with 16 speaking engagements, including the Minnesota Broadcasters Association, the North Carolina Broadcasters and the American Association of Advertising Agencies.

Hollings was also a prolific speaker in 1979, earning \$25,000 above his salary of \$58,291. Communications-related speeches, in addition to NAB and NCTA, included the South Carolina Cable TV Association, for which he received \$500, and the Southeastern Telecommunications Association, \$750.

Senator Howard Cannon (D-Nev.), chairman of the Commerce Committee, made two appearances before NAB meetings, for which he was paid \$1,500 each. He also donated to charities his fees received—\$1,000 from each engagement—for appearances at NCTA and a common carrier conference.

Senator Harrison Schmitt (R-N.M.) had three communications-related appearances last year, which accounted for \$3,000 of the \$7,000 he received in honoraria. Schmitt spoke to the BBC as well as NCTA and AAAA.

Pressler, meanwhile, added NCTA and the Iowa Broadcasters to his NAB appearance, the Iowa speech paying \$1,500.

Other House members making com-

munications-related appearances included Representatives Tim Wirth (D-Colo.), Allan Swift (D-Wash.) and Carlos Moorhead (R-Calif.).

Moorhead was paid \$1,000 for a speech to the Western Cable Show; he donated the money to charity.

Swift received \$500 for a speech to the Washington State Association of Broadcasters, \$1,000 from the National Association of Regulatory and Utility Commissioners, \$500 from Pacific Northwest Bell and \$1,500 for two NCTA appearances.

Wirth had only one communications-related appearance—a speech to the NCTA convention, for which he received \$1,000.

In addition to NAB and NCTA appearances, Marks was paid \$800 for an address to the Pennsylvania Cable Television Association, while Luken also had an appearance before the Kentucky Cable TV Association, for which he received \$1,000.

Court takes up Kennedy request for TV time

Candidate's campaign committee goes to Appeals Court in quest to get time after network appearances of President Carter

The question of whether the Kennedy for President Committee will get time on the three networks for its candidate to respond to two televised appearances of President Carter is now with the courts.

Last Tuesday (May 20) the committee petitioned the U.S. Court of Appeals to review the latest FCC refusal to order the networks to give Kennedy time, during prime time, to air his views on the economic crisis. It also told the court that it would have no objection to folding this case into one to be argued on May 28.

The court set the May 28 date for an oral argument after the committee asked the court to review an FCC May 2 decision upholding a March 7 order of the FCC Broadcast Bureau, denying Kennedy time to respond to statements made by President Carter in a Feb. 13 news conference.

The FCC, in its decision, reiterated its interpretation of its policy that "if an appearance of a candidate falls within an exempt category of news broadcast and no lack of good faith on the part of the broadcaster is shown, no equal opportunities are warranted" (BROADCASTING, May 12).

The latest FCC decision came last Monday (May 19) when a quorum of four commissioners—Abbott Washburn, Anne Jones, James Quello and Tyrone Brown (the last just returned from China ahead of the rest of an FCC delegation)—upheld another Broadcast Bureau ruling denying the committee's request for free network time to respond to President Carter's March 14 economic policy address (BROADCASTING, May 19).

The request had been submitted March 14, the day Carter addressed the nation on live television twice on economic matters—in remarks at 4:30 p.m. and again in a press conference in prime time. And the complaint against the networks' refusing time was premised on what it said was the commission's responsibility "to redress the pattern of conduct causing an unacceptable imbalanced presentation of important facts" (BROADCASTING, April 14).

The complaint asked the commission in effect to chart new communications law by weighing three "sometimes conflicting" considerations—the "fairness" and "access" interests of Kennedy, the rights of viewers and listeners to be informed on matters of importance and the news judgment of broadcasters.

The Broadcast Bureau, in denying the request, said "the committee has not presented any evidence that the networks have failed in their over-all programing to present contrasting views on the issue of the economic crisis facing America. Furthermore, under the fairness doctrine, no specific individual or group is entitled to present the contrasting viewpoints . . . Therefore, on the evidence offered us, we must conclude that Senator Kennedy has no fairness right to present his views on the economy in a free prime-time broadcast."

The bureau added that "given the availability of prime-time access for purchase, the networks' failure to furnish time does not raise [reasonable access] questions."

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Ancillary services seen for the future of cable

Cable operators are urged into teletext, alarms, data, etc. before competition steps in

The cable industry has just gone through a decade fraught with technological change and, judging from three consecutive technical sessions at the NCTA convention, it had better brace itself for another such decade.

If the changes foreseen in those sessions become reality, the typical cable system—in addition to being an entertainment medium—will soon be a conveyor of a host of nonentertainment and for the most part nonvideo services. The session's panelists presented papers on various types of these services, ranging from teletext to traffic light control to local distribution of satellite data transmissions, and urged operators to seize the opportunity to offer those services before they are usurped by other communications media.

Chief among the new services that can be expected to flourish in the next few years is teletext and its more sophisticated cousin, viewdata or videotext. As explained by John Lopinto, an engineer with Home Box Office, teletext is the sequential transmission of screenfuls of alphanumeric on "unseen scan lines of regular broadcast or cable television signals." Lopinto, who used to work for CBS, said tests currently are being conducted to check the feasibility of using lines 13, 14, 15 and 16 of the vertical blanking intervals

(VBI). A typical system, he said, might send out 800 pages, with the amount of time it would take to transmit those pages dependent on a number of variables. The formula he gave: 1.7 pages per second for each line of the vertical blanking interval used.

Viewdata is similar to teletext, Lopinto explained, except that the transmission is directly over telephone lines or cable. Although viewdata can clearly take better advantage of cable's broadband capability, Lopinto thinks that cable's first venture in text transmission will be with the teletext technology. The reason, he said, is that broadcasters and the broadcast networks, restricted to the teletext method, will lead the way in the technology, and cable systems will retransmit their signals. Lopinto added, however, that cable will be able to carry as many as 80 three-VBI teletext channels on a single 6 mhz channel.

One of the issues critical to the future of teletext and of viewdata is the cost of the decoding equipment at each receiving set. Lopinto said the present cost is \$200 to \$250 for suitable decoders. Nonetheless, he predicted that teletext "will come into widespread, practical use within the next few years."

Another service that Thomas Albright, senior vice president of Printer Terminal, said cable operators could assume is local data distribution. His company, he said, is currently using subcarriers of two Los Angeles FM radio stations (KITS-FM and

KIQQ) to provide one-way data communications. His customers include the *Los Angeles Times*, which uses the LADD system (local area data distribution) to keep its circulation route managers up to date on paper starts, stops and complaints. The terminals of the LADD system data links are hard-copy printers, reflecting Albright's belief "that business runs on paper."

Albright urged cable operators to consider using their plants for such systems. He said that Six Star Cablevision has designed nine systems in the Los Angeles area with the transmission of data information in mind.

Perhaps the biggest nonentertainment use of cable may be as an electronic pipeline for the flood of information that has already begun to flow between businesses. Certainly, on the basis of the NCTA discussions last week, it would appear that there is a place for cable in creating intracity streams, which may be as an adjunct to other forms of communications, such as satellites.

David Russell, manager, voice and data marketing development for Satellite Business Systems, said there is a definite role for cable in the kinds of voice, data, image and teleconferencing services that his company hopes to provide via three domestic satellites. Primary interconnections in the networks that SBS proposes are made by earth stations, but, as Russell pointed out, cable is needed to insert loca-



From blue sky to black ink? Nonentertainment services appeared to be emerging from their "blue sky" status last week at the NCTA. This session was devoted to that area, and particularly to home security systems. L to r: Michael Corboy, president of TOCOM, Dallas; Robert Schmidt, president of Communications Technology Management;

Anthony Hoffman, vice president of Bache, Halsey, Stuart & Shields; Jerry Lindauer, senior vice president, CPI/Times Mirror Cable TV, the moderator; Miklos B. Korodi, senior vice president, new business development, Warner Amex Cable Corp., and George Smith, president of Smith Alarm Systems Inc. of Dallas.

tions without earth stations into the network.

Russell noted that cable is not the only way to create the necessary intricacy interconnections—they can also be provided by telephone lines, infra-red systems, point-to-point microwave, omnidirectional digital radio and fiber optics—but it does have the necessary bandwidth, bi-directional capability and the interface equipment that the SBS network will require.

The cable operator has an inside track on picking up this type of business, but, Russell said, to take advantage of these opportunities the operator will first have to ask himself a few questions. Can the economic feasibility of providing regional network services be established? Can cable meet the reliability standards? And are rights-of-way available in the business hubs of the franchise?

One of the oldest ancillary services associated with cable is passive alarm systems. Scientific-Atlanta has been active in the business since 1969. But it is only now that Thomas Smith, of S-A's Communications Products Group, feels the time for alarm systems—burglar and fire—linked to central computers by cable has finally arrived. He pointed out that fewer than 2% of all homes have alarm systems in a country where, according to a Gallup poll, 20% of the people don't feel safe in their home and where one in every four homes was hit by crime last year.

Smith said cable companies have the right qualifications to fill this apparent need. First of all, he said, cable companies are visible and honest, qualities important in "a business that has been plagued by fly-by-night operators." Cable operators also have the financial and technical resources and, finally, the marketing skills and apparatus to make the door-to-door sales.

While it is no secret that alarm systems are technically feasible, whether they are financially feasible is a long-standing question. Clifford B. Schrock, of CableBus Systems Corp., used a computer and four model systems to come up with several answers. "Large metropolitan cable operators can almost certainly profit from alarms," he said. "Operators of smaller systems must look more carefully before they decide." He also said, however, that "there are cases where alarms will lose money, and no operator should enter the business without carefully examining his unique position." Schrock also said that there are some economies in joint ventures with alarm companies.

Thomas J. Lowenhaupt, of H.C.I. Inc., suggested that the cable system has the potential for enhancing transportation in the big cities by providing scheduling information for buses, trains, planes and taxis and by providing the basic network for a system of managing and controlling traffic flow.

Such scheduling information can be produced in a number of different ways. The cheapest method, according to Lowenhaupt, is to use a camera aimed at a blackboard. Such a "blackboard" can be several levels of sophistication: character



Video words. Teletext and viewdata, means of sending pages of textual matter to television sets by cable, dominated technical session on standards and techniques of "information technologies." The panelists (l-r): John Lopinto, systems engineer, Home Box Office; Gary Tjaden, vice president, engineering and technology, Cox Broadcasting; Thomas Albright, senior vice president, Printer Technology, and Harold Katz.

generator, teletext, viewdata or a teletext-telephone line interactive hybrid system.

The transmission of the transportation information is not restricted to homes, Lowenhaupt said. It can also be sent to bus stops, major terminals, tourist areas and shopping centers, he said. As did some of the other panelists, Lowenhaupt warned that if cable balks at providing these services, "other technologies will move in."

Cities are computerizing their traffic control. According to Lowenhaupt, New York has budgeted \$40 million over the next five years to computerize 6,000 intersections. The question is: Who will supply the wire between computer and intersection?

Charles Farrell, traffic control manager for TOCOM, would answer that the cable operator has as good a chance as anyone. Farrell said that traffic control actually consists of two major categories: urban street surveillance and freeway surveillance. Sensors placed under the pavement send signals to a central computer which decides how the lights should be timed. Farrell explained that the computer has several different light sequences in its memory and that, based on the information it receives, it activates what it judges to be the best light sequence.

Farrell said that TOCOM is currently involved in implementing traffic control systems in three major projects. One, an Arlington county, Va., project serving 400 intersections, will use the cable television plant of ARTEC.

Although it can't be called a nonentertainment service, PlayCable, the new pay service currently being test marketed by Jerrold, is certainly unlike cable's conventional cable services. For a fee of, say, \$10 per month, PlayCable will offer subscribers access to a library of software for Mattel's Intellivision video game. According to Charles Dages of Jerrold, the technique it uses for sending out the software program for storage—in an adaptor interfaced between the cable and the Intellivision console—is similar in concept to teletext (The Jerrold-Mattel system contemplates adding a computer terminal keyboard within the next year).

Using 200 khz of FM bandwidth, the

system's headend unit, which can store up to 21 different video games, is constantly and sequentially sending out the software game programming. When a consumer calls up a certain game for storage, the adaptor waits for that particular game to appear in the cycle and stores it. Dages said that the wait is a maximum of 10 seconds. If more programs are added to the library, Dages said that instead of increasing the access time, the bandwidth used to transmit the data will be expanded. Bandwidth, he said, is, after all, the advantage of cable.

The similarity between teletext and PlayCable was so great that Jerrold also will be testing—in Moline, Ill.; Rochester, Minn.; Jackson, Miss., and Boise, Idaho—a DataChannel text service using the same basic technology as PlayCable. Kenneth Coleman, vice president-marketing for Jerrold, said that by present estimates, the DataChannel decoder would be 20% cheaper than the typical teletext decoder.

Sizing up competition

NCTA hears assessments of Comsat proposal, over-the-air pay TV, as well as other rival services

Comsat's proposed direct-to-home satellite service presents no danger to cable, and indeed "where cable is available, delivery of our programming via cable would be mutually beneficial," Comsat's vice president for planning and new ventures, Michael Alpert, told those attending the NCTA convention session on "Emerging New Competitors: What Do They Mean To Cable?"

Alpert also indicated his belief that Comsat "will find a niche within the nation's broadcast system" existing "side-by-side with this nation's system of local stations." As for networks, the projected market penetration of Comsat service to the home is "insignificant compared to the television networks' share."

Detailing Comsat's plans to beam premium pay TV service off "high powered

satellites," Alpert said a fully developed system would include two operating satellites and one in-orbit spare which could offer at least two channels across the country, and up to two additional channels in selected regions covered by spot beams. "In terms of available spectrum and orbital arc, we are dealing with an environment of abundance, not scarcity," Alpert maintained, claiming that Comsat's studies show "that at least 15 similar direct broadcast systems are technically possible in North America."

Comsat's intention is to use a scrambled signal, with addressable decoders, and to give subscribers the option to buy or lease the home equipment, including the dish antenna.

Alpert expressed hope that "the FCC will recognize the significant public benefits of our proposed system and will grant us an expeditious approval" once Comsat files with the commission. Sharing the dais with him was, among others, FCC Commissioner James Quello, who offered his opinion that the FCC's responsibility is to provide for an "orderly thought-out plan of transition" in the face of rapid technological advancement and that Comsat's proposal will call for "the most far-reaching" study.

Directly addressing the cable operators, Quello said that anyone with any doubts about cable has but to "think about where all the smart money in broadcasting is going." "Other people envy" what the cable owners have, Quello told them, and he praised the "hard work and guts" with which they have developed a successful business. Giving his personal view on where cable is headed in the face of increasing competition, Quello said he sees the medium not as a common carrier, but as "a coordinator and marketer of different signals" as well as a program originator.

A Brandeis University assistant professor of economics, Yale Braunstein, provided what he called the perspective of "an outsider with a professional interest" on the subject of competition. In addition to the forms of pay programming competition such as STV, MDS and direct-to-home, competitors that cable will have to worry about are security services, shopping, information retrieval and video games.

Other issues with which CATV operators will have to be concerned, said Braunstein, are those of consumer acceptability which will involve questions of privacy, pricing, programming access options, and access to the home. Wanting "to end on a positive note," Braunstein closed his presentation with an observation that having seen people pay for programming, there is certainly a new audience for the coming "nontraditional programming" and that the future for cable "is bright, but not cloud-free."

John Gwin, president of Oak Communications, examined the impact on cable of over-the-air pay TV, with which Oak is heavily involved. His conclusion: that "both industries will succeed." And he said he doesn't think "cable has much to



What cable's up against. Oak Communications Inc. President John Gwin discusses cable competition from STV operations, while looking on are (l to r) Dale Hatfield, associate administrator for policy and analysis development, NTIA; Yale Braunstein, assistant professor of economics, Brandeis University; FCC Commissioner James Quello, and Michael Alpert, assistant vice president, Comsat.

worry about" if its opportunities are "properly handled."

The STV industry itself, Gwin said, has attractive profit margins and rapid start-up potential. In Oak's case, the security and control afforded by the addressable converters Oak developed "are major factors in the high level of profit." Mapping out his company's development strategy, he indicated that his principal targets are non-cable communities, such as Dallas (where Oak plans a Nov. 1 start) and Chicago (slated for an Aug. 1 sign-on).

Oak won't aim at cable's entrenched areas, and "if competition develops" in those areas where Oak has a head start, Gwin anticipates that the company will have recovered a sufficient portion of its initial investment to compete against cable by offering new programming or cutting prices. Even without competition, increasing numbers of subscribers and the recovery of capital costs may permit reduction in the "modest" rates for STV. Responding to a question from the audience, Gwin indicated that typical current subscriber costs would be a \$40-\$70 installation fee and \$18-\$20 monthly payments. Answering a separate question, Gwin noted that Oak is testing a videotext system that would effectively add channel capacity to STV systems.

Dale N. Hatfield, associate administrator of the National Telecommunications and Information Administration, made three basic observations about local distribution systems, a category in which he said cable generically belongs. First, communications networks are handicapped by the high cost and technological limitations of available local systems. Second, long-haul carriers will pressure for adaptation of those systems or for new ones to gain cost or performance advantages. And, finally, a host of emerging technologies and adaptations of existing ones offer increasing local distribution options.

The three potential providers, Hatfield believes, are cable systems, local telephone companies and such services as MDS, digital termination service and 900 mhz cellular radio systems. His tentative policy conclusions are that current local distribution systems represent a cost and performance bottleneck, that there seems to be "a real possibility for meaningful competition in local distribution" with

competitive forces relied upon to create improvements, that the level of competition seems sufficient to permit reduced regulation, and finally that the comparative hearing process for mutually exclusive radio licenses for local distribution should be streamlined or eliminated.

Two-way converters hot ticket at NCTA exhibits

Warner-Pioneer Qube III is ready for market; it has capacity to go to and from home; TOCOM's takes 55 channels, including one for teletext; Oak to get into business soon

Aside from the ubiquitous 400 mhz gear, the hottest items on the exhibit floor of the NCTA convention were highly sophisticated interactive decoder/converters.

Warner Amex Cable Communications and Pioneer Electronics jointly announced Qube III, a more complex and versatile version of the highly publicized system Warner has operated in Columbus, Ohio. According to a Warner executive, Qube III is the system that will be installed in Pittsburgh, a major franchise the company landed earlier this year.

Pioneer is the builder of the home terminals for the system and, in a break from its previous posture, it will make the Qube III terminals (the BT-1300) as well as the original Qube terminals (the BT-1100 for 30-channel systems and the BT-1200 for 60-channel systems) available to the entire industry.

(The new system and the equipment that makes it go are apparently still in the developmental stage; none of the hardware was on display at the convention.)

The Qube III system employing the Pioneer terminal will be capable of handling up to 45 channels of programming. Its 12 interactive response buttons can be used for a variety of two-way functions—information retrieval, electronic banking and shopping, summoning pay-per-view programming. The two-way also allows for passive security, fire alarm and energy

management systems.

Addressability allows a cable operator to turn off and on service or tiers of service to specific subscribers through a computer at the headend. Most of the high-end, one-way converters and all the two-way converters are addressable to one degree or another.

The Qube III system has 12 addressable tiers or single channels. In other words, four blocks of channels—tiers as they are called—can be controlled along with eight single channels.

Because the Qube system employs a relatively high-speed data rate on the home-to-computer link, the system can be upgraded by employing more sophisticated home terminals with full computer keyboards.

While Warner announced its new system at the convention, TOCOM was denied that publicity splash for its new 55 Plus interactive home system. A month ago, three of the six companies that made bids for the Dallas franchise had included the TOCOM system in their proposal.

Designed to handle 55 channels, the TOCOM system is similar to the Qube III in a number of ways. In its interactive setup—it is initially being marketed as a one-way addressable system—it offers a number of different services: electronic shopping and banking, pay-per-view, polling, information retrieval and security. The shopping and banking require optional or more complex home terminals.

The system's addressability is based on an internal microprocessor that can be told by the headend computer to unscramble particular channels of service.

One feature the 55 Plus has that the Qube doesn't have is a teletext decoder. The 55 plus is consequently costlier. In its one-way mode with teletext, the 55 Plus home unit costs approximately \$200, the same price given by the Pioneer spokes-



Flagship. Compact Video finally had its Compact 42 mobile earth station ready in time for inspection by the delegates to the NCTA convention. The earth station is equipped with a collapsible, 5-meter dish and fully redundant uplinking and downlinking electronics, all supplied by Scientific-Atlanta. The Compact 42—it takes its name from the 42-foot flat-bed trailer it's built upon—has already been sold to Trinity Broadcasting. According to Bob Manahan, National Sales Manager for Compact Video, the price of a Compact 42 equipped like the Trinity model is \$600,000.

man for the BT-1300 which includes two-way capability.

Cabledata, as TOCOM calls the service, operates on the teletext principle, utilizing one or more lines of the vertical blanking interval to transmit cyclically digitized pages of text. Each of the 55 video channels sent out over the system will have 10 pages of text hidden in the vertical blanking interval. TOCOM points out that the pages can be marketed as a pay service.

Spurred by the news of the TOCOM interactive converter last month, Oak Com-

munications felt compelled to keep pace by announcing that it too would begin testing a sophisticated interactive converter this summer at an unnamed cable system and have a system available some time in 1981. C.J. Bach, vice president of marketing for Oak, said the system, which Oak is calling TotalControl Dimension 2, has been under development since 1975.

Like the 55 Plus system, the TotalControl will have a decoder for the videotext service it expects to offer, using the subcarrier of each video channel.

For the Record

As compiled by BROADCASTING May 12 through May 16 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. auz.—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. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TL—transmitter location. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM application

■ Fordyce, Ark.—Dallas Properties Inc. seeks 101.7 mhz, 3 kw, HAAT: 289 ft. Address: 303 Spring St., Fordyce 71742. Estimated construction cost: \$83,000; first year operating cost: \$31,600; revenue: \$60,000. Format: Contemporary. Principals: Gary Coates (39.75%), Gerald Keith (25%), Barbara Rosenbaum (20%), and Paul Coates (15.25%). Gary Coates is 39.75% owner of KBJT(AM) Fordyce. Keith is associated with Housing Authority, Hope, Ark. Rosenbaum is Texarkana, Tex., investor. Gary's brother, Paul, has 29% interest in KCON(AM) Conway, and 7% of KXAR(AM) Hope, both Arkansas. Keith also has 29% interest in KCON which has been sold, subject to FCC approval (BROADCASTING, May 19). He has 10% interest in KXAR and 25% in KBJT. Control of KXAR has been sold, subject to FCC approval, but interests of Keith and Paul Coates will remain the same (BROADCASTING, May 19). Ann. May 14.

AM action

■ Pineville, La.—BLAC Inc. granted 680 khz, 250 w-D. P.O. address: 711 Washington St., Alexander, La. 71301. Estimated construction cost \$70,271; first-year operating cost \$50,000; revenue \$50,000. Format: Black. Principals: Seven stockholders, no other broadcast interests. Action Apr. 15.

FM actions

■ Columbia, S.C.—ALJ James F. Tierney granted (initial decision) application of Midcom Corp. for 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: 2405 Pine Tops Rd., Columbia 29210. Estimated construction cost \$41,165; first-year operating cost \$64,800; revenue \$100,000. Format: MOR, gospel. Mutually exclusive application of Nuance Corp was denied (see below). Principals: Six stockholders; no other broadcast interests. (BC Doc. 78-297-8). Ann. May 14.

■ Columbia, S.C.—ALJ James F. Tierney denied (initial decision) application Nuance Corp. for 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 565, Columbia, S.C. 29202. Estimated construction cost \$57,275; first-year operating cost \$92,600; revenue \$130,300. Mutually exclusive application of Midcom Corp. was granted (see above). Principals: I.S. Leevy Johnson (35%), J. Wade Degraffenreidt (23%) and Elliot E. Franks III (21%). Johnson is member of South Carolina House of Representatives. Degraffenreidt owns car wash. Franks is chairman of human affairs commission.

AM license

■ WCEV Cicero, Ill.

FM license

■ KREO Healdsburg, Calif.

Ownership Changes

Applications

■ KHOF-TV San Bernardino, Calif., KVOF-TV San Francisco and WHCT-TV Hartford, Conn. (KHOF-TV: ch. 30, 269 kw vis., 26.9 kw aur.; KVOF-TV: ch. 38, 895 kw vis., 145 kw aur.; WHCT-TV: ch. 18, 158 kw vis., 31.6 kw aur.)—Seeks assignment of license ("Distress Sale") from Faith Center Inc. to Hispanic-American Communications Inc. for \$15 million. Seller: Glendale, Calif.-based religious organization. W. Eugene Scott is president. It also owns KHOF(FM) Los Angeles. Its application for renewal of license for KHOF-TV has been in discovery phase of hearing since Dec. 1978 for alleged fraudulent fundraising practices on air. Buyer: The East Los Angeles Community Union (TELCU), community development corp. comprising 15 associate members. George Solis is chairman and David C. Lizarraga is president. TELCU has pulled out of 50% interest in applicant to purchase KBSA-TV Guasti, Calif. (BROADCASTING, Apr. 7). It has no other broadcast interests.

■ WLGA-FM Valdosta, Ga. (FM: 95.9 mhz, 3 kw)—Seeks assignment of license from Ev-Co Broadcasters Inc. to Metro Media Broadcasting Inc. for \$340,000 (including liabilities). Seller: Al H. Evans who owns WVLD(AM) Valdosta. Buyer: Harrison Cooper, who owns Quitman, Ga. recreational vehicle parts and supplies store. He was vice president of WVLD(AM)-WLGA-FM Valdosta until Jan. 1979. He has no other broadcast interests. Ann. May 14.

■ KIOE(AM) Honolulu, Hawaii (AM: 1080 khz, 5 kw-U) Seeks assignment of license from DaKine Hawaiian Radio Inc. to Sunbelt Communications for \$1.1 million. Seller: Everett James and family. They have no other broadcast interests. Buyer: Franklin Fried (50%), Jeffrey P. Sudikoff and Robert L. Baum (25% each). Fried owns management consulting firm in Los Angeles. Sudikoff owns Santa Monica radio program production co. Baum is St. Louis, Mo. law student. He is also vice president of Sudikoff's production co. They have no other broadcast interests. Ann. May 14.

■ KIGO(AM) St. Anthony, Idaho (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Estate of Theodore W. Ausin to Dale and Renee Smith (100% jointly) for \$160,000. Seller: Ted Austin Jr. is administrator of father's estate. He owns KADQ(FM) Rexburg, Idaho. Buyers own and operate KRSA-AM-FM Salmon, Idaho. Broker: Blackburn & Co.

■ WART(FM) Plainfield, Ind. (FM: 98.3 mhz, 3 kw)—Seeks assignment of license from A&R Broadcasting Inc. to Radio One Five Hundred for \$500,000 (including assumption of liabilities and noncompetitiveness agreement). Seller: Thomas M. Allebrandi

and Keith L. Reising (50% each). Allebrandi owns 25% of WTRE-AM-FM Greensburg, Ind. Reising owns remaining 75% of WTRE-AM-FM. 50% of WQXE(FM) Elizabethtown, Ky. and 25% of Córdon, Ind., cable system. Buyer: Edwin Tornberg, Edward Wetter and Douglas D. Kahle (one-third each). Tornberg owns Washington broadcast station brokerage firm. He is 50% owner of KBND(AM) Bend, Ore., one-third owner of WFIA(AM)-WXLN(FM) Louisville, Ky., and WABS(AM) Arlington, Va. Wetter also owns broadcast firm. Havre de Grace, Md. He also owns one third of WFIA(AM)-WXLN(FM) and WABS. Kahle is former associate with Tornberg's firm. He owns 50% of both KBND and KFIA(AM) Carmichael, Calif. He owns one third of WFIA(AM)-WXLN(FM), WBRI(AM) Indianapolis, Ind., and WABS. Ann. May 14.

■ KSYL(AM) Alexandria, La. (AM: 970 khz, 1 kw-U)—Seeks assignment of license from KSYL Inc. to Centa Broadcasting Co. for \$450,000 plus \$150,000 for noncompetitive agreement. Seller: Melvin Wheeler and G. Russell Chambers (30% each), Sherman Reavis (20%) and Albert Smith and James Smithwick (10% each). Wheeler owns 70% of WSLC(AM)-WSLQ(FM) Roanoke, Va., KDNT-AM-FM Denton, Tex., KFDW-TV Clovis, N.M. and 50% of KITT(FM) San Diego. Chambers owns KPLC-TV Lake Charles, La., and 50% of KITT. Buyer: Taylor C. Thompson (51%) and Charles Soprano (49%). They own and operate KQID-FM Alexandria. Ann. May 14.

■ KBET(AM) Reno, Nev. (AM: 1340 khz, 1 kw-D)—Seeks transfer of control of Sierra Broadcasting Inc. from stockholders (100% before; none after) to Sterling Broadcasting Inc. (none before; 100% after). Consideration: \$800,000 plus \$100,000 noncompetitive agreement and \$100,000 assumption of liabilities. Seller: Royce P. Adams (28%), Robert H. Day Jr., and wife Julie (19% each), Marvin Bear (18%) and John Costello (6%). They have no other broadcast interests. Buyer: Robert N. Ordonez (75.5%) and Richard Van Schaick (24.5%). Ordonez is former vice president and director of Donrey Inc. Las Vegas, Nev.-based group owner of four AM's, one FM and one TV. Van Schaick is president of Mazda auto dealership in Reno. They have no other broadcast interests. Ann. May 14.

■ KTVN(TV) Reno, Nev. (ch. 2, 34.7 kw vis., 6.9 kw aur.)—Seeks assignment of license from Washoe Empire to Sarkes Tarzian Inc for \$12.5 million. Seller: Lee D. Hirschland (28.57%), H. G. Wells and Robert A. Paisley (19.05% each) and nine others. They have no other broadcast interests. Buyer: Thomas Tarzian (53.59%), father, Sarkes (33.06%), Patricia (daughter of Sarkes [11.03%]) and University of La Verne (2.3%). In addition to broadcasting properties Sarkes Tarzian Inc. is electronics equipment manufacturer. It owns WTTS(AM)-WGTC(FM) Bloomington, WATI(AM) Indianapolis and WPTH(FM) Fort Wayne all Indiana. Sarkes is chairman and Thomas, president of corp. Patricia is reporter for Oakland Calif., newspaper. Univ. of La Verne is in La Verne, Calif. Armen Sarafian is president and will vote all of its shares of stock. Ann. May 14.

■ KEYJ(AM) Jamestown, N.D. (AM: 1400 khz, 1 kw-D)—Seeks assignment of license from KEYJ Inc.

to Great Western Broadcasting Inc. for \$250,000 plus \$100,000 for consulting services and \$65,000 noncompetitive agreement. Seller: Robert L. Richardson who has no other broadcast interests. Buyer: Roger C. Greenley (33.4%), Robert H. Ferguson (23.1%), David A. Midgah (12.9%) and seven others none of whom owns more than 7.5%. Greenley is salesman for KEYJ and Ferguson is announcer and salesman for same. Midgah owns Fargo, N.D. insurance co. Great West is applicant for new FM in Jamestown. None of buyers has other broadcast interests. Ann. May 14.

■ WFMM(FM) Johnstown, Pa. (FM: 92.1 mhz, 175 w)—Seeks assignment of license from Bland Group Inc. to Fred Glosser for \$115,000. Seller: William C. Bland who also owns WNCC(AM) Barnesboro, Pa. Glosser is Johnstown businessman who has no other broadcast interests. Broker: Keith H. W. Horton Co.

■ KWRD(AM) Henderson, Tex. (AM: 1470 khz, 500 w-D)—Seeks transfer of control of KWRD from Wilton Freeman and Lynn Roy (50% before; none after) to Wes Dean & Associates (50% before; 100% after). Consideration: \$240,000. Principals: Freeman and Roy (25% each) have no other broadcast interests. Buyer: Helen Dean who is president, general manager and 50% owner of KWRD. She has no other broadcast interests. Ann. May 14.

Actions

■ KIUP(AM)-KRSJ(FM) Durango, Colo. (AM: 930 khz, 5 kw-D, 1 kw-N; FM: 100.5 mhz, 100kw)—Granted assignment of license from Radio San Juan Inc. to Fordstone Inc. for \$1.55 million. Seller is owned by Doug Morrison, who has no other broadcast interests. Buyer is owned by former President Gerald Ford and Leonard Firestone, ambassador to Belgium during Ford Administration. Neither has other broadcast interests. Action May 7.

■ WWNS(AM)-WMCD-FM Statesboro, Ga. (AM: 1240 khz, 1 kw-D, 250 w-N; FM 100.1 mhz, 3 kw)—Granted transfer of control of Radio Statesboro Inc. from C. H. Grider, W.C. Woodall Jr., James Orndorff and J. Barton Lanahan (100% before; none after) to Nathan Hirsch and Dell Pressey (none before; 100% after). Consideration: \$790,000. Principals: Grider, Woodall and Orndorff (30% each); Lanahan (10%). Grider owns WIMO(AM) Winder, Ga. and 21% WPFA(AM) Pensacola, Fla. Woodall owns WDWD-AM-FM Dawson, 51% WBBK(AM) Blakely and 25% WGRA(AM) Cairo, all Georgia; 50% WGSW(AM) Greenwood, S.C. and 50.2% WPFA. Lanahan has no other broadcast interests. Buyers are equal partners. Hirsch has been with stations since 1970 and is currently operations manager. Pressey owns TV sales and repair shop in Statesboro. They have no other broadcast interests. Action May 7.

■ WDEA-AM-FM Ellsworth, Me. (AM: 1370 khz, 5 kw-U; FM: 95.7 mhz, 50 kw)—Granted transfer of control of Grindstone Broadcasting from F. Eugene Dixon Jr. to Helen Sloane Dudman for \$600,000 plus \$100,000 noncompetitive agreement. Dixon has no other broadcast interests. Dudman is former public relations officer for Public Broadcasting Service, WETA(TV) Washington and Post-Newsweek Stations. She has no other broadcast interests. Action Apr. 29.

■ WQMV(FM) Vicksburg, Miss. (FM: 98.7 mhz)—Granted assignment of license from WQMV Radio Co. to Omni Media Corp. for \$275,000. Seller: Waymond E. Underwood of Vicksburg who has no other broadcast interests. Buyer: Ronald E. Hale and Glenn D. Mobley (50% each). Hale is general manager and 28% owner of WHTV(TV) Meridian, Miss. He is also 50% owner of car rental agency in Meridian. Mobley owns mens retail clothing shop and has one-third interest in real estate development company, both Muscle Shoals, Ala. Hale and Mobley own WJFL(AM) Vicksburg. Action Apr. 15.

■ WZZD(AM) Philadelphia (990 khz; 50 kw-D; 10 kw-N)—Granted assignment of license from Fairbanks Broadcasting Co. of Pennsylvania Inc. to Communicom Corp. of America for \$4.025 million. Richard M. Fairbanks is president, treasurer and principal owner (82.7%). Fairbanks Broadcasting also owns: WIBC(AM)-WNAP-FM Indianapolis; KVIL-AM-FM Highland Park (Dallas), Tex.; WKOX(AM)-WVBF(FM) Framingham, Mass.; WJNO-AM-FM West Palm Beach-Palm Beach, Fla. Buyer is owned by Kenneth E. Palmer who is chairman and vice president of Communicom. Buyer also owns WWDJ(AM) Hackensack, N.J. Action May 7.

■ WNIK-AM-FM Arecibo, P.R. (AM: 1230 khz; FM: 106.5 mhz)—Granted transfer of control of Arecibo Radio Corp. from Manuel Cabrera, Jose Cabrera &

Summary of broadcasting

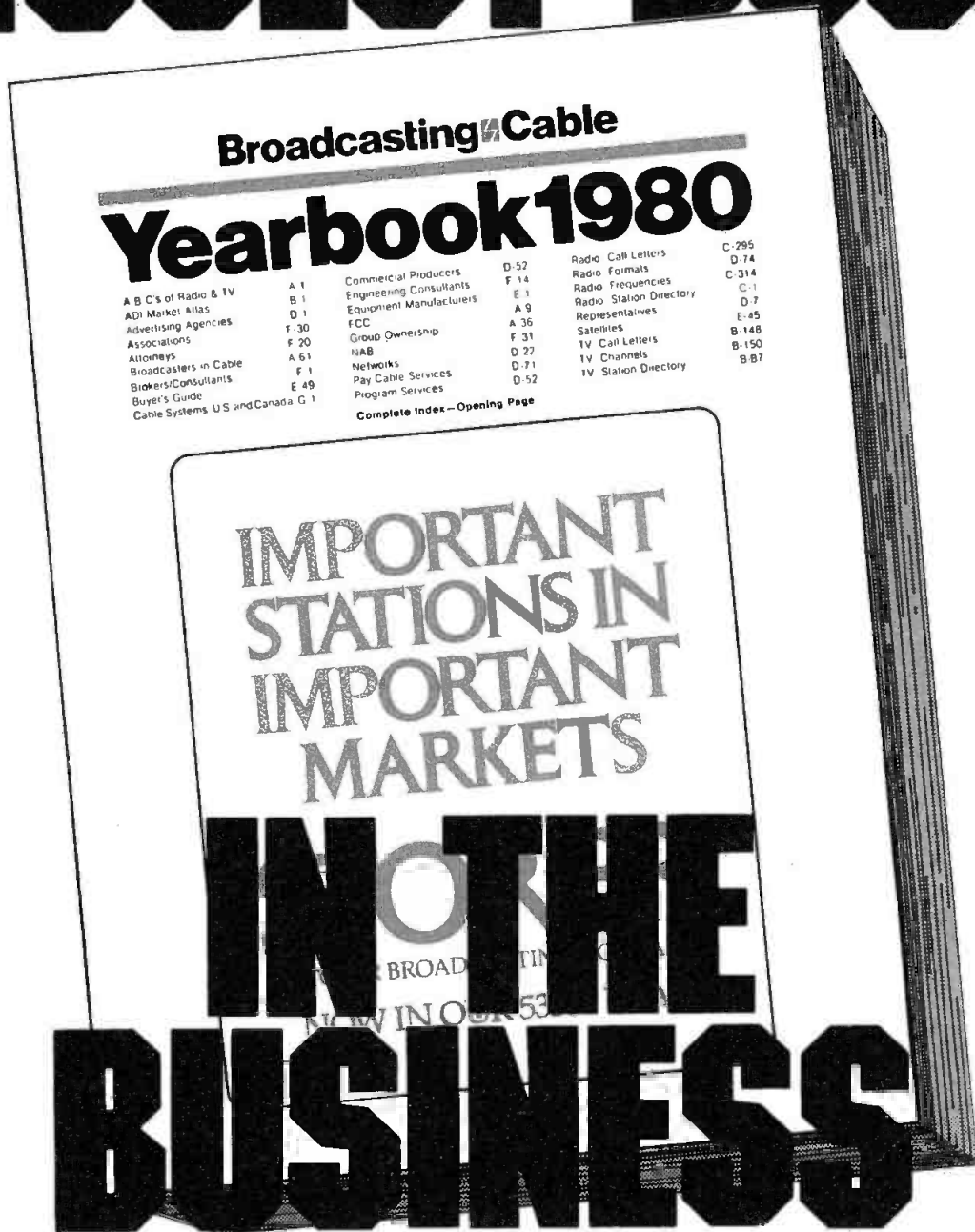
FCC tabulations as of March 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,546	3	9	4,558	104	4,662
Commercial FM	3,165	2	1	3,168	181	3,349
Educational FM	1,030	0	5	1,035	96	1,131
Total Radio	8,741	5	15	8,761	381	9,142
Commercial TV						
VHF	514	1	2	517	9	526
UHF	224	0	5	229	68	297
Educational TV						
VHF	99	1	5	105	6	111
UHF	155	2	5	162	8	170
Total TV	992	4	17	1,013	91	1,104
FM Translators	293	0	0	293	152	445
TV Translators						
UHF	1,262	0	0	1,262	412	1,674
VHF	2,510	0	0	2,510	187	2,697

*Special temporary authorization

**Includes off-air licenses

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Hector Reichard Jr. (100% before; none after) to A.E.C. Holding Co. (none before; 100% after). Consideration: \$400,000. Principals: Transferees have no other broadcast interests. The Cabrerias are brothers. AEC Holding is owned by Carmen Phipps and Pablo Lierandi (50% each). Phipps is Arecibo physician. Lierandi is owner of Arecibo movie theater. They have no other broadcast interests. Action Apr. 29.

■ **KLUF(AM)** Lufkin, Tex. (1420 khz. 1 kw-U)—Granted transfer of control of Radio Lufkin Inc. from Radio Laredo Inc. (80% before; none after) to KLUF Radio Inc. (20% before; 100% after). Consideration: \$400,000. Seller is principally owned by John Hicks and family, who also own KLVJ(AM) Beaumont and KLAR(AM) Laredo, both Texas. They have sold KLUF(FM) Lufkin (BROADCASTING, Dec. 3) and WTAW-AM-FM College Station, Tex. (BROADCASTING, Mar. 24). Buyer is owned by Ralph Ridinger, who has owned 20% of station since 1975. Action May 7.

Facilities changes

FM applications

■ **WILQ-FM** Frankfort, Ind.—Seeks CP to increase ERP to 50 kw; HAAT: 460 ft.; change TL to 1 mi W. of Middlefork on St. Rt. 26 near Middlefork, Ind. and make changes in ant. sys.

■ **KJOK(FM)** Ariz.—Seeks CP to increase ERP to 100 kw; HAAT: 80 ft.; change TL to 12th & Ave. B, Yuma; and make changes in ant.

AM actions

■ **WFUL(AM)** Fulton, Ky.—Granted waiver of section 73.1201(B)(2) of rules to identify as Fulton, Ky.-South Fulton, Tenn. Action Apr. 9.

■ **KLMS(AM)** Lincoln, Neb.—Granted mod. of CP to increase power to 5 kw; change ant. sys. (increase height); conditions (BMP-790308AE). Action Apr. 15.

■ **KYAC(AM)** Seattle, Wash.—Granted mod. of CP to make changes in N-DA system; conditions (BP-14.625). Action Apr. 2.

FM actions

■ **KADX(FM)** Denver—Granted CP to change trans.; change ant. and transmission line; increase ant. height 320 ft. (H&V) (BPH-800108AJ). Action Apr. 1.

■ **WWWK(FM)** Granite City, Ill.—Granted CP to make changes in ant. sys.; change TL to Mercantile Trust Tower 7th St. and Washington Ave., St. Louis; change type trans. and ant.; decrease ERP 39 kw; increase ant. height 560 ft.; and change TPO; conditions (BPH-781102AD). Action Apr. 1.

■ **KRST(FM)** Albuquerque, N.M.—Granted CP to decrease ERP 22 kw; increase ant. height 4160 ft., and change TPO (BPH-800307AH). Action Apr. 15.

■ **WVSP(FM)** Warrenton, N.C.—Granted CP to change type trans.; increase ERP 100 kw. and change TPO (BPED-790202AG). Action Apr. 15.

■ **WZZP(FM)** Cleveland, Ohio—Granted CP to change TL to 4800 Bruening Road, Parma, Ohio; make changes in ant. sys.; ant. height 1,060 ft., ERP 7.8 kw (BPH-800114AD). Action Mar. 31.

■ **KEBC-FM** Oklahoma City—Granted CP to utilize former main trans./ant. site at 9701 S. Bryant, Oklahoma City; ERP 22.5 kw; ant. height 330 ft. (BPH-800114AQ). Action Mar. 11.

■ ***KTCU-FM** Fort Worth, Tex.—Granted CP to change TL to Ed Landreth Hall, Texas Christian University, 2900 S. University Dr., Fort Worth; increase ant. height to 300 ft. (BPED-790605AL). Action Mar. 31.

In contest

FCC decision

■ **Kansas City, Mo.**—FCC has denied request by Barbara S. Uehling for waiver of television-cable TV cross-ownership rules to permit her to own stock and be director of American Cablevision of Kansas City, Inc. (ACKC), new Kansas City, Mo. cable franchisee, as well as director of Meredith Corp., licensee of Kansas

City, Mo. station KCMO-TV. Uehling who is director and .85% owner of ACKC stock was asked by Meredith to join its board of directors if requisite waiver of TV-Cable rules could be obtained. Section 76.501 of rules prohibits cable system from carrying signal of any TV station if system directly or indirectly owns, operates, controls or has interest in national television network or TV station whose predicted Grade B contour overlaps in whole or part service area of system. Action Apr. 30.

Allocations

Actions

■ **Stuttgart and West Helena, both Arkansas**—In response to petition by West Helena Radio, Inc. and counterproposal by John D. Miller assigned 104.9 mhz to West Helena and 105.5 mhz to Stuttgart effective June 26 (BC Doc. No. 79-53; RM-3250, 3368). Action May 9.

■ **Geneva, Ohio**—In response to petition by American Ethnic Voice of Northeast Ohio proposed assigning 104.9 mhz to Geneva as its first FM assignment; comments due July 7, replies July 28 (BC Doc. 80-212; RM-3452). Action May 6.

■ **Beaufort and Ridgeland, both South Carolina**—In response to petition by J. Olin Tice, Jr. proposed substituting either 100.1 mhz or 99.7 mhz for 104.9 mhz at Beaufort and reassignment of 104.9 mhz to Ridgeland as its first FM assignment; comments due July 7, replies July 28 (BC Doc. No. 80-214; RM-3443). Action May 6.

■ **Elloree, S.C.**—In response to petition by Santee-Cooper Broadcasting Co. proposed assigning 99.3 mhz to Elloree as its first FM assignment; comments due July 7, replies July 28 (BC Doc. 80-211; RM-3579). Action May 6.

■ **Mount Pleasant, S.C.**—In response to petition by John M. Dunnagan proposed assigning 92.1 mhz to Mount Pleasant comments due July 7, replies July 28 (BC Doc. 80-213; RM-3406). Action May 6.

Satellites

■ There are approximately 3,330 licensed earth stations. Approximately 330 are transmit-receive earth stations with remaining 3,000 being receive only earth stations. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only earth stations is approximately 3 to 1.

Earth station applications

■ **Bishop, Calif.**—Bishop Cable TV Ltd. (4.6 m; S-A; E2123).

■ **Brighton, Colo.**—Jones Intercable Inc. (4.3 m; AFC; E2120).

■ **Belle Glade, Fla.**—Jones Intercable Fund VII-ABC Venture (5 m; S-A; E2122).

■ **Jacksonville, Fla.**—Area Communications Inc. (7 m; FCC reference: E2117).

■ **Miami Beach, Fla.**—Hi-Net Communications Inc. (5 m; Microdyne; E2119).

■ **St. Augustine, Fla.**—Jones Intercable Fund VII-ABC Venture (5 m; S-A; E2121).

■ **Osburn, Idaho**—Television Antenna Systems Inc. (5 m; Hughes; E2116).

■ **Highland, Ill.**—Dow Jones & Co. (11 m; FCC Reference: E2125).

■ **Bowling Green, Ohio**—Dow Jones & Co. (11 m; FCC Reference: E2126).

■ **Marlin, Tex.**—Marlin TV Cable Co. (5 m; Hughes; E2118).

■ **Wylie, Tex.**—Media Systems Inc. (6 m; Hughes; E2124).

Earth station grants

■ **Huntsville, Ala.**—American Satellite Corp. (E2016).

■ **Tucson, Ariz.**—Hi-Net Communications (KZ92).

■ **Covington, Ga.**—City of Covington (E2027).

■ **Madison, Ga.**—Gem Communications Inc. (E2023).

■ **Sac City, Iowa**—Warner Amex Cable Communications Inc. (KZ61).

■ **Baxter Springs, Kan.**—City of Baxter Springs (KZ91).

■ **Coldwater, Kan.**—Coldwater Community TV Inc. (KZ62).

■ **Wichita, Kan.**—American Satellite Corp. (E2044).

■ **Corbin, Ky.**—Hi-Net Communications Inc. (E2038).

■ **Kansas City, Mo.**—American Cablevision of Kansas City Inc. (KZ28, 31, 32).

■ **Lamar, Mo.**—Southwest Missouri Cable TV Inc. (KZ90).

■ **Fredonia, N.Y.**—K W R Systems Inc. (WZ52).

■ **Cambridge, Ohio**—Hi-Net Communications Inc. (E2024).

■ **Dayton, Tenn.**—Clear-Vu Cable Inc. (E2025).

■ **Bridge City, Tex.**—Bridge City Cablevision Inc. (KZ88).

■ **Vidor, Tex.**—Vidor Cablevision Inc. (KZ89).

■ **Staunton, Va.**—Staunton Video Corp. (E2022).

■ **Tacoma, Wash.**—Teleprompter Corp. (KZ30).

Other

■ Total of 3,918 complaints from public was received by Broadcast Bureau in March 1980, an increase of 359 over February, 1980. Other comments and inquiries for March totaled 2,373, decrease of 707 from previous month. Bureau sent 1,824 letters in response to these comments, inquiries and complaints.

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Books for Broadcasters

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- T462. CATV PROGRAM ORIENTATION AND PRODUCTION** by Donald Schiller. For anyone currently operating or interested in starting a CATV system. This book explains how to produce effective audience-building programming and how to show an operating profit. Topics include developing and scheduling CATV shows, conducting market surveys, and how to meet FCC requirements. There's also a full chapter on how to manage a CATV programming department. Learn how to assess the most pertinent types of shows needed to attract a given audience. Both veteran cablecasters and those new to the field can benefit from the wide range of topics covered in this handy volume. 252 pages, 73 illus. **\$14.95**
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- T484. HOW TO MAKE NEWS AND INFLUENCE PEOPLE** by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**
- T465. RADIO PROPAGATION HANDBOOK** by Peter N. Saveskie. For anyone involved in the technical aspects of broadcasting, written by a professional with 25 years experience in the field. Total coverage of ground wave propagation, back scatter, diffraction, tropo, microwave, millimeter wave, and every type of propagation known including VLF, LF, MW, SW, HF, VHF, UHF, and TV. 504 pages, 276 illus. **\$17.95**
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- T468. THE ART OF INTERVIEWING FOR TELEVISION, RADIO AND FILM** by Irv Broughton. Here's a concise, well-written guide for anyone whose job it is to ask questions: writer, disc jockey, documentary filmmaker, and talk show host. The author covers a wide range of topics from preparing for the interview to selecting a subject and asking the right questions. There are hints and helpful suggestions on how to familiarize yourself with the scope and limitations of technical equipment. This book goes a long way toward establishing the interview as a science as well as an art. 266 pages, 54 illus. **\$14.95**
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RADIO

HELP WANTED MANAGEMENT

The Robert Ingstad Broadcast group with properties from Montana to Florida is filling a few key management positions. Managers and sales managers... If you have a record of success and are looking for an opportunity to join a professional, aggressive, growing group... respond now. Send resume immediately to Jerry Gutensohn, WTNT Radio, Box 1047, Tallahassee, FL 32302.

Aggressive, experienced, sales-oriented person to manage a successful FM station in medium-size Northern Wisconsin City. Send a confidential resume to: Box E-142.

Looking for experienced manager strong on sales, who can handle a new beautiful music station in deep south market of 40,000. Our manager is already a pro, and is looking for possible equity. J. Boyd Ingram, President, Superior Broadcast Group, PO Box 73, Batesville, MS 38606.

Major market station looking for a Sales Manager to motivate local sales staff by leadership and utilization of sales tools including research. Must be able to maintain strong personal billing. Excellent opportunity for the right professional. Excellent base, incentives and fringes. EOE. Box E-154.

Media Specialist (radio station manager). Indiana University-Purdue University, Fort Wayne, is seeking qualified manager for its two-year-old non-commercial radio station (WIPU FM). Ability to organize and implement fund raising efforts and work with active Community Advisory Board important; three-five years non-commercial radio management experience desired. Resume and supporting documents to: Jerry Morgan Medley, Director, University Relations, IPFW, 2101 Coliseum Boulevard East, Fort Wayne, IN 46805. IPFW is an Equal Opportunity, Affirmative Action Employer.

Lynn Canal Broadcasting, non-profit corp: management of full service FM facility. Business management experience and familiarity with broadcast operations. Knowledge of S.E. Alaska helpful. Applications postmarked through June 2. Write or call for full job description. Salary: \$20,000-\$24,000 D.O.E. An Equal Opportunity Employer. PO Box O, Haines, AK 99827. Phone 907-766-2598.

Growing broadcast group located in the Sunbelt seeking experienced station managers. Excellent benefits. E.O.E. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352, 919-276-2911.

Operations supervisor for new FM college radio station. Requirements: experience in programming, budgeting, ability to work with students, serve as liaison with administration. Radio experience required, college radio experience preferred. Full-time position, one year appointment, \$9,000-\$10,000. Résumés to Director of Student Activities, College of Staten Island, C-131, 715 Ocean Terrace, Staten Island, NY 10301. No phone calls. CSI is an Equal Opportunity/Affirmative Action employer.

Public Radio Station manager. Supervise six full-time, 50 part-time employees at University's 30KW, stereo, CPB, NPR, jazz, classical and public affairs-oriented station. Satellite. Newly-remodeled facilities and studios from HEW Facilities grant. Bachelors in broadcasting or other appropriate area; five years broadcast experience, two of which are in management/supervision; Third Class. \$17,000-\$20,000. Immediate opening. Letter of application, resume, list of three references to: Les Bradley, Acting Station Manager, KUOP-FM, University of the Pacific, Stockton, CA 95211. Phone: 209-946-2582. An equal opportunity and affirmative action employer.

General Manager, Southeast, growing station in growing market. Must be able to supervise staff and program. Salary plus incentive and car. Opportunity for advancement. Strong sales background preferred. Submit resume and references in confidence. Box E-204.

General Manager: Strong in sales for solid, fast-growing California AM. Investment opportunity EOE. Box E-213.

General Manager/Sales for new FM 60 miles southwest of Chicago. Send resume and references to WLMT, PO Box 119, Wilmington, IL 60481.

HELP WANTED SALES

Very successful South Florida radio station seeking experienced sales people for expanding sales force. Excellent pay and benefits. Equal Opportunity Employer. Send resume to Box E-122.

New Southern Oregon FM. Region's most powerful station. Manager, plus 3 creative, assertive, hard-workers who know or are willing to learn consultant selling. Sales guarantee \$1000 p/mo. 2805 Irvington Way, Madison, WI 53713.

Experienced Sales Manager, for California daytimer, who can and will personally sell, recruit, motivate, direct sales staff, community oriented, with successful history of promotional, merchandising programs. Resume, references. Box E-148.

Growing broadcast group located in the Sunbelt seeking experienced sales manager and salespeople. Excellent benefits. E.O.E. Contact: Marilyn S. Garner, PO Box 529, Laurinburg, NC 28352, 919-276-2911.

Florida. Single station market. Big \$\$. There may be a recession where you are, but not here. Come get your large share, if you can sell. Radio sales experts only need answer. Call sole owner direct in confidence 1-813-453-7129 nights. Ask for Bob Stoehr days 813-453-3139. Let's talk \$.

We are looking for a trained, aggressive pro to represent top-notch operation. The person I'm looking for is currently employed at small market station-looking for first move up. We believe hard work should be rewarded. Send resume to: WERK Radio, PO Box 2465, Muncie, IN 47302.

Beautiful Music FM station in medium sized market, looking for the right kind of sales people. (Marginal sales people need not apply). If you would rather sell advertising than replace Walter Cronkite, you're a possibility. Box E-181.

HELP WANTED ANNOUNCERS

Chicago classical music/fine arts station. You must have fluent pronunciation of major languages and a working familiarity with all periods of classical music. Candidates must be able to evaluate and prepare news for broadcast, and excellent writing/editing skills are required. This is a full-time position. Combo operation. Send letter detailing interest and resume to: Mr. Mace Rosenstein, Chief Announcer, WFMT Inc., 500 North Michigan Avenue, Suite 440, Chicago, IL 60611.

Top rated Northern Indiana station looking for an afternoon jock with easy relaxed personality who can entertain audience with more than introduction of records. You will be working with other professionals in an MOR format. An excellent opportunity to hone your skills before the big time! Send air-check and resume to Allen Strike, PO Box 699, Elkhart, IN 46515. E.O.E.

Major southeastern station... looking for talent. Several dayparts open. Applicants must be talented, natural, mature and mentally together. All inquiries confidential. Excellent compensation for right people. 4/28/80. E.O.E. Box E-58.

New Southern Oregon FM. Region's most powerful station. All new equipment. Want announcers with pride in air work and production abilities. 2805 Irvington Way, Madison, WI 53713.

Personality pop—adult station in competitive Rocky Mountain region is now accepting applications for future openings in news and announcing. EOEM/F. Send all information including salary requirements to Box E-208.

Maryland adult contemporary daytimer has immediate opening for 1st ticket/DJ. Send tape, resume. WSER, 192 Maloney Road, Elkton 21921.

KJO is growing again! We need another natural sounding jock/production person. Top 40 or AOR experience preferred. Tapes to Tom Greenleaf, KJQ, 1506 Gibson Ave. Ogden, UT 84404. EOE mf.

WEZI, Memphis, TN.... No. 1 Beautiful Music Station now accepting applications for future openings for staff announcers. Send tapes and salary requirements to Phyllis E. Moore, Operations Manager, 5900 Poplar Ave., Memphis, TN 38138. Equal opportunity employer.

Experienced Announcer: KURM Radio in Rogers, AR, the strongest signal in Northwest Arkansas, is looking for an experienced announcer who has production skills and can handle remote broadcasts, etc. KURM Radio is community involved. Send tape and resume to Dwayne Mosely, c/o KURM Radio, 212 North Second Street, Rogers, AR 72756.

Announcer for East Coast beautiful music FM. EOE. Resume to Box E-189.

WBNF Radio is looking for full time on air personality. 10 PM - 2 AM or 2 AM to 6 PM. 3 Years experience. Minorities are urged to apply. E.O.E. Send tapes and resume to: Don Daniels, P.D., WBNF Radio, Binghamton, NY 13902.

Wanted versatile announcer. Also interested in an announcer-sales. 5,000 Watt 40 minutes out of St. Louis. 314-586-8572.

Commercially experienced DJ to upgrade AM FM Southeastern New York. Adult contemporary. Salary open. EOE. Box E-173.

Country & Western program director announcer needed badly. Strong in production and promotions. Send tape and resumes to KHEM, Box 750, Big Spring, TX 79720. (915-267-2523).

HELP WANTED TECHNICAL

Chief Engineer for automated Class A FM in University town, some air work. Resume with references or call: General Manager, WUUN, 412 West Washington, Marquette, MI 49855. (An equal opportunity employer)

Chief for leading AM-FM NY metro area. Experienced, take-charge worker can find a home with real pros in congenial operation. Good pay, good benefits, good future, EEO employer. Box E-174.

South Florida FM and directional AM looking for aggressive, self-starting chief good with maintenance. EOE. Send complete resume and salary history to Box E-225.

Broadcast Chief Engineer/radio needed immediately for group owned WPOC FM, Baltimore. Complete charge of technical department. Hire own assistant. Position is Chief Operator of station in charge of all maintenance, construction, hiring of technical people and insurance of station's complete technical compliance to FCC rules. Candidates must have management experience, FCC First Class License, own automobile, plus experience in both studio and transmitter construction and maintenance. Salary commensurate with experience. Great benefits package. For interview call General Manager at 301-366-3693, or send resume with references to General Manager, WPOC, 711 W. 40th Street, Baltimore, MD 21211. No beginners please. A Nationwide Communications, Inc. Station, An Equal Opportunity Employer.

Chief Engineer—Immediate opening for person with experience in directional arrays and automation systems for AM-FM station. Please send resume and requirements to General Manager, WINA, PO Box 1230, Charlottesville, VA 22902.

Growing, FM, Midwest, needs chief engineer with selling or sports. Send resume to Professional Communications, Inc., KIEE - FM, 207 East Pearl, Harrisonville, MO 64701. Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Chief Engineer full-time AM/FM, must have experience and expertise in equipment and transmitter maintenance repair. Send resume to Calvin Booker, WYLD Radio, 2906 Tulane Ave. New Orleans, LA 70119.

Chief Engineer—for the leading AM/FM facility in one of the most attractive medium markets of the Pacific Northwest. Directional 10KW AM, Class C automated FM with transmitter on ski resort. Need permanent, hard working individual with good track record and good ears. This is a super opportunity with an excellent group organization. Send resume and salary requirements to Jeff Hatch, Communications Investment Corp., 312 East South Temple, Salt Lake City, UT 84111.

Technician for new FM college radio station. Requirements: First class license, experience with studio design, equipment maintenance. Ability to work with students necessary. Part-time position, one year appointment, \$3,000-\$4,000. Resumes to Director of Student Activities, College of Staten Island, C-131, 715 Ocean Terrace, Staten Island, NY 10301. No phone calls. CSI is an Equal Opportunity/Affirmative Action employer.

HELP WANTED NEWS

News Director for midwest AM/FM. Midwest experience or native only. 30,000 market. Box D-145.

Opening for a newperson. Broadcasting and journalism skills required. Job includes gathering, writing and airing news. Send tape, resume, three references to WSLB, Box 239, Ogdensburg, NY 13669. EOE.

News Director for respected adult news station. Guide four person department of pros. Emphasis on strong delivery with conversational content. Need experienced 2 years+. Beautiful Big 10 city in aggressive media market. Good salary plus benefits in broadcast group ... respond immediately with tapes and resume Mark Renier, KXIC/KKRO, Box 2388, Iowa City, IA 52244.

News Reporter. WBT Radio is still looking for that right combination of experience in street reporting and anchoring. We'll hold the job until we find it. Tapes and resumes only, no calls, to Scott White, News Director, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

News Director—Pacific Northwest, superb lifestyle, AM-FM powerhouse. A minimum of 10 years broadcast journalism experience and 5 years news-director or assistant news director experience required. Salary commensurate with qualifications. Send resume and recent aircheck to Dave Woodward, KPNW AM-FM, PO Box 1120, Eugene, OR 97440. No calls please. Equal Opportunity Employer.

News and sports combination. Sports play by play sports talk show development, and local news writing ability. Must be experienced and a good voice. Excellent benefits. Send resumes, tapes to PD, WSOV Radio, Box 2250, Decatur, IL 62526. EOE.

Experienced News Director, (California daytimer) to gather, dig, write, produce actualities, community participating. Resume, references. Box E-162.

KLIX Radio: Southern Idaho's largest radio news department has an opening for the morning anchor position. Job includes gathering, editing and airing. Call Annette Jenkins, news director, for details. 1-208-733-1310.

Berkshires—award winning news dept, now accepting tapes, resumes and writing samples for possible future openings. Looking for a self-starter, go getter and aggressive news gather. WUPE/WUHN, Fred Lantz, PO Box 1265, Pittsfield, MA 01201.

Aggressive Reporter. Experience required, strong sports background preferred, ability to generate stories. Send tapes and resumes to News Director, KPAC, 7700 Gulfway, Port Arthur, TX.

All-news anchorperson for number 1 all-news station in number 2 radio market. Must have strong news background, not just announcing. Bright "up" sound essential. Send resume, tape, salary requirement, one-page essay on your anchor philosophy to: T. Landphair, 204 Larsson Street, Manhattan Beach, CA 90266.

Experienced News Director: An experienced news person, or news director is needed in beautiful Northwest Arkansas. KURM Radio, a community involved radio station, is looking for a news director. Send tape and resume to Dwayne Moseley, c/o KURM Radio, 212 North Second Street, Rogers, AR 72756.

Regional Identity seeks individual for farm broadcasting. Minimum two years experience. Good production capabilities essential. Potential for personal growth excellent. Send resume and salary history. Box E-226.

Extraordinary News Operation in AP-award-winning, Billboard's "Station of the Year" needs experienced pro who can dig, read, and write by our standards. If you're good enough to join our expanding department, send tape and resume to Bob Bender, WDFR Radio, PO Box 10,000, Marion, OH 43302. EOE.

WGH, Norfolk, Virginia's best radio news operation (winner of 4 A/P news awards this year) needs reporter/anchor. Must be aggressive, have experience writing, gathering and editing. Smooth, polished delivery essential. Send T & R to Carl Holland, ND, Box 9347, Hampton, VA 23670. No calls. EOE M/F.

Reporter/co-anchor. Southwest station, strong commitment to news. Call News Director 713-963-1276.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

New Southern Oregon FM. Region's most powerful station. All new equipment. Want program/operations director who can establish objectives and follow through. 2805 Irvington Way, Madison, WI 53713.

WFNC-AM 50,000-watt County Powerhouse needs program/operations director. Organized, detail-conscious pro. Country radio background preferred. Automation experience helpful. Tapes/resumes to: Paul Michels, WFNC, Box 35297, Fayetteville, NC 28303. Females and minorities encouraged to apply.

Broadcasting Producer—Plan, write, produce and announce regularly scheduled and special classical music programs. B.A. in Music or Communications preferred. Knowledge of classical music. Previous announcing experience. Working knowledge of various foreign languages. Salary: \$11,520-\$13,920 plus benefits. Deadline: June 16, 1980. Contact: Music Director, WOSU-FM, The Ohio State University, 2400 Olentangy River Road, Columbus, OH 43210. AA/EEO employer.

Western New York State. Join exciting revamped stations - We're looking for a special person to do hand's on production for our AM & FM Stations. Must have commercial experience in radio production. EOE. Write Box E-210.

SITUATIONS WANTED MANAGEMENT

General Manager. Lengthy experience with exceptional performance record in major and medium markets, AM & FM, various formats. Availability due to sale of station. Excellent administrator, strong sales management, plus all other qualifications for successful station management ... with references to prove it. Carefully looking for long term association with quality organization. Box E-7.

GM/GSM presently employed Central California Coast looking for opportunity to grow with small to medium market station. 22 years all aspects radio. I'll look at opportunity before SSSSSS. Box E-144.

Absentee Owners. Stop losing sleep. I am a successful radio manager with a strong sales background, accustomed to absentee ownership, and capable of total control over your facility(s). Willing to back up my ability with minority stock purchase. Box E-109.

Successful broadcast executive (36) Eight years San Francisco radio station general manager. Current management for LA indie TV station with no expansion opportunity. Aggressive in sales management, programming, promotion and leadership. Seeking growth opportunity. Box E-209.

Will buy in. Successful radio manager, strong sales background. Looking for turnaround situation. Prefer Florida, but will consider all markets. Will invest in right property. Box E-106.

Hard working, dedicated individual with long history of success. Seeking management opportunity. Proven record of leading station to, and maintaining number one position. Stable, creative, practical. Capable of increasing station income. Experienced in all phases, with superior strength in administration, organization and operations. Resume on request. Box E-180.

General Manager. 13 years of broadcast experience can work for you! Intelligent, aggressive, dependable Program Director looking for career opportunity as GM. Would eventually like to purchase share of station. Master's degree and family. References. Prefer Mid-South. Box E-170.

Aggressive salesperson seeking a future. Over 12 years of successful broadcast sales & management. Degree in marketing. Experience in local and national sales, promotion, advertising and merchandising. Willing to travel. Bottom line oriented. Growth position desired. Box E-171.

Hard-working, enthusiastic business manager seeks accounting, traffic or writing position leading to sales/management opportunities. Charles Tatter, Box 47121, Atlanta, GA 30362, 404-329-9292.

General sales mgr. 18 years experience selling locally, nationally and internationally specializing in turning station around. Background includes TV and print call Herb at 609-768-3236 or write Box E-212.

SITUATIONS WANTED SALES

Experienced, productive saleswoman available for medium or small market station that promotes from within. Lets get to know each other as I bolster your sales department. Please write about your station and its opportunities. Box E-202.

Ready to sell. Experienced announcer, news, ready to enter sales. Prefer midwest small to medium. Available new. 915-593-1146.

SITUATIONS WANTED ANNOUNCERS

Black female dedicated, talented, reliable, mature. 3rd. Will relocate immediately. Call for tape and resume. Sharon Givens 312-276-7647 or 312-787-3188.

Witty, warm and wide format experience, including part time forty miles from N.Y.C. Smooth at 18 months all AM & PM drive. Joe King 201-288-6358.

Young black jock air personality 3rd will relocate immediately. Knowledgeable, creative, versatile. For tape, resume call 219-845-5978 Clarence Collins, 2912 178th Dr. Apt. 1, Hammond, IN

Combo? Yes! I have a first class ticket and personality to go with it. Call Doug Crouse 215-785-6100.

Ready to go! Male DJ know country inside and out! Prefer country. Tape and resume ready! Matt Swanson, 2149 Hartley Evanston, IL 60201, 312-864-3304.

AFRTS broadcaster, 12 years on duty, 6 in field, wants to come home. Experienced all phases broadcasting, broadcast management. Box E-137.

Employed dependable, conscientious professional seeks advancement to operations manager/public relations. Free to travel. Box E-150.

Ambitious articulate small market newsman-dj, serious about news. Looking for step up. Lets talk. Mike 703-980-4084.

Your pbp search is over. Sportscaster with commercial experience, capable air shift production sales, will relocate. Mitch (212-376-4664).

Highly experienced radio person. Hard worker-first phone, prefers small, med. market. Call 904-771-7386.

The Thinman is vacationing. Will return May 27. Looking for new opportunities. High energy Top 40 killer communicator. Call Cliff 405-799-5133.

Experienced communicator with nine years in all size markets. Relaxed, friendly authoritative voice. Telephone talk show host, news gathering and creative writing experience. College degree ... but still learning. Bruce King, 216-732-8383.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Mature self starter requests medium market AOR/MOR. Excellent news writing/production skills. Willing to really work. T&R on request. John Carlson, 9141 Federal Blvd., No. 314, Denver, CO 80221.

Award winning sportscaster wants more challenges; play-by-play all sports; telephone, talk. Box E-177.

Energetic Black male third phone, broadcast school grad, writing, announcing, some production seeking fresh start in radio. Hard working can relocate: Phone R. Alexander 1-313-337-7699, 1055 Philip, Apt. 15, Detroit, MI 48215.

Experienced Top 40 Air Talent, ambitious and energetic, with the warmth of a real person. Available now. 315-232-4181.

Are there still stations in good-sized markets that want a well-experienced personality, instead of simply a jock, in morning drive? I'd like to hear from them! Box E-179.

Air personality desires position within 120 mile radius of Chicago. Prefer top 40, AOR, all inquiries welcome. 3rd Will relocate immediately. Tape and resume. Call Kevin, anytime 414-437-0566.

Annixing/producing: classical & jazz; wide knowledge of CM; some experience; good written communication skills, audio editing, intercultural/cross-cultural sensitivity; also familiar with film/theater. Location less important than growth potential. Salary negotiable. McDonald, 201 Blackwood, Trinidad, CO 81082.

Broadcaster with seven years experience looking for position on east coast. Write Box E-199.

High school science teacher seeks summer DJ job. Prefer East. Ph.D. Candidate, member AMS. Male, 27, 3rd Endorsed, experience, single. Box D-54.

SITUATIONS WANTED TECHNICAL

Network and major market experience, former assistant director of engineering for group. Heavy experience in AM/FM construction and maintenance. Box E-153.

Chief Engineer: Experienced; diverse background. 1st phone. Resume available. Box E-117.

Studio installations—licensed professional engineer available for construction projects. Complete packages available from conception to delivery. References. Box E-165.

Chief Engineer desires PBS or Religious Non-Profit. Likes to work 17 years experience. Come with engineering, management, computer, automation, and top fund raising capabilities. I like a station that is a challenge East or Central. Box E-197.

Chief Engineer. Experienced AM-FM-DA. Now in Wash.-Balt. area. Box E-214.

SITUATIONS WANTED NEWS

Just 23, six years radio. Worked two 100,000 watt stations. Experienced college, high school PBP, most sports, features, interviews. Also news director, board shift, some sales. Looking for job with heavy college sports, and fill in elsewhere if needed. Looking for medium market. Can relocate. Resumes, references, airchecks available. Box E-70.

Experienced Sports Director, 4 years exciting PBP. can combine with news. Sales experience can help you set up profitable sports programming. 208-624-3246.

Hard working sportscaster with strong writing skills. 3 years sports, news experience in Milwaukee. Some PBP. Will relocate. Afternoons calls 414-276-8294.

Experienced female news anchor/reporter, strong conversational delivery, seeking position with a dedicated news team. Available immediately. 315-232-4181.

Outside reporter position sought by stable professional. 4-1/2 years experience in all phases of radio news, including small market ND. Prefer Rocky Mountain, or South Central areas. Box E-146.

Experienced news and sports. Third endorsed. Also teacher looking for summer work. Can do PBP baseball. Will fill vacations. Love travel. Andrea Seaman, Pittsburgh, 412-462-3241.

News Announcer/Writer with five years commercial experience seeks employment in Los Angeles area. Just completed temporary position at KABC. Call Cheryl Bardowell 213-787-7974.

Goodbye Japan, Hello America. Returning to America after 19 years in Japan. Presently news editor, announcer for NHK. Journalism BA. Proven creative commercial writer. Available for interview anytime in July. Minimum \$20,000. Prefer West Coast. For tape and resume, please phone or write: John Leinfelder, 746 Pinta Lane, Foster City, CA 94404. Tel. 415-574-2861.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Horse for hire: GM, PD, major college play by play, sales, news, award winning morning man.... Choose one or any combination. Box E-188.

Former W.W.R.L., W.L.I.B. N.Y. D.J. Ready for programmers position. Box E-190.

Killer medium market communicator. Knowledge of station operation with nine years experience including music director. Creative programming to make your station a winner. Super numbers, excellent references, dependable with administrative abilities.. Call Cliff 405-799-5133.

This is directed to the program director that thinks a pleasant voice and wit can get ratings. Willing to relocate. 3rd phone. Box E-211.

TELEVISION

HELP WANTED MANAGEMENT

Operations Manager: Sunbelt area. Aggressive station wants an individual with heavy promotion background for southwestern market. Call, will discuss on phone—Station Manager 713-833-7512. EOE.

General Sales Manager—Network Affiliate—second fifty market in Southwest sun belt. Applicants must have a minimum of two years as TV sales manager with impressive results to show. An Equal Opportunity Employer. Write Box E-116.

Accounting Manager: Excellent opportunity for a people/results-oriented Financial Manager. Send resume to WPLG/TV 10, a Post-Newsweek Station. 3900 Biscayne Blvd., Miami, FL 33137, Attn: Personnel. An Equal Opportunity Employer.

National Sales Manager job opportunity for a 4-station regional TV network in 143rd ADI. Must have experience in working with national rep and agencies. Sales development experience desirable. Send resume to Dave Stuart, General Sales Manager, KFVR-TV, Box 1738, Bismarck, ND 58501. Equal Opportunity Employer.

HELP WANTED SALES

Local Sales Manager with know-how and drive for VHF in beautiful Texas Gulf Coast city. EOE. Box E-98.

Account Executive. North Central ABC top 100 station anxious to fill opening due to retirement. Top list \$30M. Must be experienced either in buying or selling with top references. Equal Opportunity Employer. Send resume to Box E-149.

Television Sales Manager for powerful, new ABC-TV station in Florence, S.C. Must have strong background in on-street selling to retailers. Exceptional opportunity for experienced salesperson. Send resume to Jerry Condra, WPDE-TV, Box F-15, Florence, SC 29501.

Local television sales: We're looking for exceptional sales people to sell the only commercial television station in town. If sales is your only desire in life, send resume and track record. Box E-183.

HELP WANTED TECHNICAL

Maintenance Technician. Minimum 2 years of maintenance experience. First phone and state of the art technical background required. Send resume and salary requirements to Ken High, KAMR-TV, Box 751, Amarillo, TX 79189. 806-383-3321. An EOE.

Assistant Chief Engineer with proven ability for South Texas or Gulf Coast VHF. EOE. Box E-91.

Needed immediately. Two good TV supervisors, heavy on maintenance. One studio and one transmitter with studio responsibilities. Salaries low 20's. Opportunity Assistant Chief Engineer. Contact Bob Hardie 918-583-3344, 507 So. Main, Tulsa, OK 74103. EOE.

Chief Engineer with best technical qualifications for South Texas VHF. Box E-105.

Looking for good Assistant Chief Engineer, familiar with RCA transmitter—TR 600, TK 630, Sony, Phillips Engineer. Contact: Jim Robinson/WECA-TV 904-893-3127.

Chief Engineer—TV. VHF group owned Rich., Va. TV station. Strong administrative and technical skills required. Modern, well-equipped facilities. Excellent opportunity for the right individual. Forward resume to or contact Don Watkins, PO Box 2349, Knoxville, TN 37901; phone-615-637-9666. EOE.

Operating Maintenance Engineer for an expanding NBC affiliate. Must have First Class license and experience in all areas of engineering. Earth station experience helpful. Send resume to: William A. Canora, Chief Engineer, WVIT, Viacom Broadcasting Inc., 1422 New Britain Avenue, West Hartford, CT 06110. WVIT is an Equal Opportunity Employer.

Director of Engineering, Chief Engineer, and maintenance engineers for expanding Midwest AM, FM, TV operation. Installing new state of the art transmitter, new film island, 1" type-C VTR's, color radar, E.N.G. sony BVU, TCR 100, installing all new equipment for PM Magazine, new automation for FM, and more. Outstanding opportunity for experienced chief to bring along or hire at least two additional maintenance personnel. We mean business! (Live in beautiful Indiana). Contact: Personnel Director, WTHI-TV, Terre Haute, IN 47808. 812-232-9481. An Equal Opportunity Employer.

Transmitter Maintenance Technician: Major market TV station has an opening for transmitter maintenance technician. Minimum 5 years experience, preferably with RCA E & F lines. Knowledge of ENG, STL and TSL microwave. Strong in preventive maintenance. Digital knowledge. Send resume to WDIV Personnel, 622 Lafayette, Detroit, MI 48231. Equal Opportunity Employer.

Engineer Assistant Chief. Instructional TV. The Instructional Television Department of a central N.J. educational institution is seeking an assistant chief engineer. The position requires a Bachelor's degree or equivalent experience in electronics or related field, plus extensive operations experience in a recognized closed circuit or broadcast color television facility. Benefits include three weeks vacation, sick leave, free hospitalization and free tuition for employee and children. Annual salary in the mid-teens. Send resume, indicating salary requirements and Ref. No. 231, to: Division of Personnel, Rutgers University, New Brunswick, NJ 08903. An Affirmative Action/Equal Opportunity Employer

Director of Engineering Operations—responsible for all engineering, administrative and technical level duties necessary for maintenance and operation of public television station—operating a transmitter and 3 transmitters, PBS satellite equipment, color studio, remote unit, editing and EFP equipment. Development and maintenance of operating and capital budgets and supervision of engineering staff. Requires: college degree, 5 years of experience, 3 of which must have been in a supervisory/administrative position. First class FCC license required. Starting salary \$21,400. Send resumes only ... WVPT, Port Republic Road, Harrisonburg, VA 22801. Equal opportunity employer M/F.

HELP WANTED TECHNICAL CONTINUED

Transmitter maintenance engineer needed. Prefer experience on RCA TT50 transmitters. Salary excellent depending on experience. Send resume or call Larry Young, C.E., WMBB-TV, Box 1340, Panama City, FL 904-769-2313.

Chief Engineer for KVZK-TV, Pago Pago, American Samoa; salary \$20,000 to \$22,000 per year; inexpensive housing provided by government. Reply to Hammett & Edison, PO Box 68, International Airport, San Francisco, CA 94128.

Television station in the Southeast has immediate opening for a qualified technician with FCC First Class License. Operating and maintenance experience required. Not an entry level position. Send resume to PO Box 10502, Birmingham, AL 35202. Equal opportunity employer.

Assistant Chief—immediate opening on the beautiful California Coast. Modern well equipped VHF network affiliate seeks a fully qualified working engineer capable of supervising maintenance operations. Self starter with minimum 5 years maintenance experience, maintenance supervisor background preferred. Electronics school graduate or equivalent technical education, including digital technology. Career opportunity with excellent salary and company paid benefits, including pension plan. EOE/M/F. All replies in confidence to Box E-176.

Associate needed for San Francisco consulting engineering firm specializing in AM-FM-TV broadcasting, cable television, and microwave systems. Bachelor degree essential, advanced degrees welcome. Systems design, FCC applications, forensic engineering, limited field work and travel. P.E. registration essential but may be obtained later. Salary commensurate with qualifications and experience. Participation in ownership possible. Enjoy the benefits of a small specialized professional firm with an established nationwide practice. Entry level position also available. Send resume in confidence to: Hammett & Edison, Inc., Box 68, San Francisco International Airport, San Francisco, CA 94128.

Maintenance Engineer—Excellent opportunity at network affiliate (TCR100, TR600, Ampex type C1". Vital switching, color radar, full E.N.G. Sony BVU, TK76). Must be very good maintenance engineer with good work habits. Send resume, including salary requirements, to Box E-28.

HELP WANTED NEWS

Midwestern station looking for talented, motivated news and sports reporter ... weekend anchor work, good pay, strong benefits, growing company that appreciates initiative ... immediate opening. EEO, M/F. Box E-66.

Week-end anchor/reporter, upper midwest CBS affiliate, experience preferred, tape and resume to News Director, WJSC-TV, 4801 West Beltline Highway, Madison, WI 53711. EOE.

Meteorologist: To appear on prime evening newscasts. Minimum two years television weather-casting experience. Send resume, VTR and salary requirements to Don Hickman, News Director, WICS-TV, 2680 East Cook St., Springfield, IL 62708. E.O.E.

Sports Director—our man is ready to move on and we are looking. Field packages and anchoring plus keen sports knowledge a must. Eastern top 50 with professional approach to news and sports. Resumes to Box E-164.

Sports Director: Minimum two years experience, with ENG and 16 mm equipment. Strong emphasis on local sports. Send resume, VTR and salary requirements to Don Hickman, News Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62708. E.O.E.

Co-anchor. Top salary for top station which wants top return on its money. Very demanding job for someone who can dig up the news as well as deliver it. Sun-belt seacoast market. Box E-121.

Anchor/Producer opening for 6:00 and 11:00 News, M-F, on Northern California CBS affiliate. We are aggressive, No. 1, and looking for someone with a solid news background who can communicate. Send tape, resume to Dan Adams, KHSL-TV, PO Box 489, Chico, CA 95927. EOE.

Co-anchor—Top on-air performance and journalistic know-how is a must. Field reporting background is a plus. Pleasant eastern community near the mountains and the sea. A top 60 market. EEO employer. Send details to Box E-166.

Producer needed to run documentary unit for aggressive news organization in growing southeast Top 50 market. Must be strong writer and able to produce hard hitting documentaries and mini-docs. Experience required. Send tape and resume to News Director, WVTV-TV, PO Box 10502, Birmingham, AL 35202. An equal opportunity employer.

Producer—West Coast medium market network affiliate looking for aggressive, innovative leader with at least 2 years experience producing a fast-paced, people-oriented one hour newscast. This position will be filled by someone who is used to having a lot of input into assignments and content. EOE M/F. Resumes and salary history to Box E-201.

Reporter. TV news reporting experience required. Must be extremely enterprising, with above-average imagination and productivity. Anchor experience helpful. Send resume and tape to News Director, KOTV, 302 South Frankfort, Tulsa, OK 74119.

Need news reporter—weekend sports anchor able to shoot and edit ENG. Resume and tape to News Director, KTHI-TV, Box 1878, Fargo, ND 58107.

Midwestern station looking for talented motivated news and sports reporter with strong play by play capability. Good pay and benefits with growing company. EOE, M/F. Box E-215.

Weather: M-F 6 and 10 p.m. Looking for weather person with versatility in either ENG photography, reporting, or fishing and hunting interest. Salary in low teens depending on qualifications. Send tape, resume to: Bob Nelson, News Director, WMBB-TV, Box 1340, Panama City, FL 32401. EOE.

Group owned stations in Five Midwestern Markets looking for self-motivated TV people ... possible openings for anchors, reporters, sports people. Excellent benefits, good pay, growing company with room to move up. We are an equal opportunity employer. M/F. Send resume to Box E-222.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Position open for writer, co-producer of film, video productions depicting research, instruction and clinical efforts of faculty, University of Florida Health Center. Must be skilled in writing, cinematography, and film editing. Masters degree required. Starting date 6/20/80. Title, Assistant-In. Send resume by 6/2/80, to J. Chance, College of Journalism, University of Florida, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

Executive Producer for established, daily, talk-variety strip. Must have production experience, administrative ability, creativity, and be able to motivate a highly talented staff. Resume to Richard Thrall, WLWT, 140 W. 9th St., Cincinnati, OH 45202. An E.O.E. M/F/H.

Cinematographer/videographer for award winning MTV. Req. degree plus 1 year professional experience or 3 years professional experience. Salary \$13,416. Deadline June 22. Contact Bill Berg, KUID TV, RTV Center, Moscow, ID 83843. An AA/EO employer and educational institution.

Producer/Director—Initial assignment to produce/direct elementary music series designed for possible national distribution. Work in one of American's most modern production facilities. BA with three years experience in television production, including writing, directing, producing; additional experience may substitute for education on year for year basis. Salary commensurate with experience, minimum \$15,840. Apply by June 16. Contact: Paul E. Few, Assistant Manager-Administration, University of Nebraska, Box 83111, Lincoln, NE 68501. Equal Opportunity/Affirmative Action Employer.

Production Manager: We're looking for three to five years experience in professional television producing/directing. Production Management experience necessary. Challenging position demanding strong leadership and communication skills, commercial, creative and technical background. EEO Employer. Send resume and tape to Employee Relations Director, WISN-TV, PO Box 402; Milwaukee 53201. No calls.

Producer/Director—2 years experience. This person is responsible for producing and directing educational and community television programs. Make application to Edward Sexauer, WRJA-TV, 18 N. Harvin Street, Sumter, SC 29150. An Equal Opportunity Employer.

Producer/Host—Coordinate and develop public affairs programming. Responsibilities will include producing and hosting a weekly public affairs series; participating in regular legislative coverage; and working on periodic public affairs specials. Applicants should have a journalistic background and prior on-air broadcast experience. Experience in producing public affairs programming, location production on ENG equipment, and VT editing is desirable. College degree or comparable experience required. \$15,000-16,500. Contact Dick Hoffman, Senior Producer, WMUL-TV, Third Avenue, Huntington, WV 25701. Closing date—June 9, 1980. EOE. Please send resume and videocassette.

Field Producer for magazine show in midwestern, middle market station. We're looking for experienced ENG/EFP photographers who can produce and edit great features. Equal opportunity employer. Send resume and salary requirements to Box E-186.

Television Production Asst. Radio/Television degree desired. Send resumes to J. Graham, WKFE-TV, 1731 Soldiers Home Rd., Dayton, OH 45418. EEO M/F.

SITUATIONS WANTED MANAGEMENT

Aggressive 10 years radio & television station & sales management. Experience in local/regional and national sales. Excellent references. Box E-196.

General Manager—young experienced professional with outstanding track record seeking challenge and opportunity. Box E-206.

General Sales Mgr experienced with local national & international accounts. Background includes radio, print and pay TV. 18 years of success seeking challenge. Call H.R. at 609-768-3236 or write Box E-223.

SITUATIONS WANTED SALES

Organized AE—(50 kw sold)—print, R-TV, Agency PR, on-air experience—seeks R-TV. All offers considered. Credentials, References, Degree. Box E-129.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2969.

TV Production Engineer. 1st phone, experienced in camera work, switching, editing, etc. Willing to relocate. Call Jim, 301-465-0864.

Twenty years experience, VHF, UHF, AM, FM, shortwave (VOA). Construction, maintenance, facility design, chief engineer. Field engineering service, will consider responsible permanent position. Jim Cason, POB 1254, New Bern, NC 28560. 919-638-5956.

SITUATIONS WANTED NEWS

Award-winning investigative producer looking for similar job in top 35 markets. Also interested in Investigative Reporter or Assistant News Director position. Only competitive stations need apply. Box E-44.

The magazine show which I host, write and field produce was just nominated for an Emmy in Los Angeles. I am looking for new challenges in news and public affairs. 714-673-7086.

Major market newswoman. 8 years experience including Milwaukee, Tampa. Seeking street reporting or anchor position in top 35 market. Call 414-282-0508 after 6:30 CST.

Seeking entry level position. MA Mass Communications/Broadcast Journalism, BA Journalism. 1 year radio experience. Experienced all phases news and production; videotape. 303-989-6424.

Minority TV News reporter/anchor/producer/editor/photographer/writer/master control technician seeks challenging position in medium or major market only. 6 years experience. Excellent track record. 1st phone. Spence 615-632-2831.

SITUATIONS WANTED NEWS CONTINUED

Nationally Known Sportscaster. Professional play by play network sportscaster and sports director radio/TV all sports, seeks to relocate in top 25 market. 21 years experience in all phases of sports announcing and sports production. Current contracts expiring please respond immediately to Box E-134.

I am what you have been looking for. Anchor-Reporter with small and medium market experience, seeks career advancement. Call mornings and evenings at 609-561-8532.

Can't miss prospect looking for first sports anchor/reporter job. Creative, writing talent. Solid sports background. Intelligent approach good presence. Tape available call Lou Frangella 312-944-3488.

Weathercaster position wanted. Have 2 years experience medium market, 7 days a week! Have severe weather experience. Can interpret color radar & NWS materials. Can make use of graphics & KK's. Looking for steady 6 & 10 position. Write Box E-203.

Award-winning sports anchor. Informative packages, people oriented, community involved 32 year old family man, solid not just flashy. Want no less than top 50 station that's committed journalistically to the best and committed to the people it employs. Box E-195.

I am a 28 year old Sony executive who fills-in part time doing sportscasts at a major market station. I seek a full time position with a station, regardless of market size that employs people who are positive, confident and enthusiastic. Have a college degree, know ENG. Paul Sherry 707-584-9481.

Degreed journalist with a fervor for features desires reporter spot. Reared in radio news. Currently CATV reporter. Box E-192.

News Reporter/Producer seeks demanding position, 4 years TV experience, articulate, efficient, creative. B.A. Communication/Journalism. Mary Ann Herman, 1855 Independence Rd., No. 211, Columbus, OH 43212. 614-422-9678/486-2882.

Will work hard for first break in news. Television production and radio stringer experience. BA in Broadcast Journalism. Will relocate. For video tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, NC 28210 704-552-2473.

Creative young newswoman—community oriented—seeks position in TV news/public affairs. Qualified writer—researcher—producer. Top 50 market experience. Network trained. Box E-198.

Strong 6 and 11 p.m. anchorman in medium market seeks major anchor challenge. Excellent credentials. Award-winning documentary producer. Solid writer and reporter. Box E-205.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Photographer, 32, hardworker. Knows 16 & 35mm, eager to learn all facts of ENG. Relocation or travel O.K. A.B. Brown, Box 276, Manchester, VT 05254. 802-362-1379.

Creative Producer—Director, Editor, Technical Director. Cameraman desires responsible position. Eleven years of quality experience in all phases of production. Box E-219.

Young aggressive broadcaster with seven years experience at major market independent, anxious to get back into the business. Can offer heavy on-air promotion experience, as well as management in high volume film department. Gary Amend, 2525 So. Shore Apt. 13C, Milwaukee, WI 53207, 414-481-5131.

CABLE

HELP WANTED NEWS

News Reporter: general assignment reporter to join all new ENG Cable news department dedicated to the highest standard. Unlimited growth potential for enthusiastic self-starter who wants to join innovative organization. Recent grads encouraged to apply. Send tape and resume to: News Director, TV-1, 1002 E. New Haven, Melbourne, FL 32901. Calls not accepted.

New ENG photographer/tech. New Cable news department seeks videographer who knows photo journalism as well as the technical aspect of equipment. Send tape and resume to: News Director, TV-1, 1002 E. New Haven, Melbourne, FL 32901. Calls not accepted.

SITUATIONS WANTED MANAGEMENT

Account Executive with interest in management and investing. Experience in sales, business management, and programming. Proven capabilities. Currently employed in Chicago. Contact Mr. Jody Duke. 312-475-1834 after 7 p.m.

Ready, willing and cable TV performer/programmer, 10 years experience. Sui Generis. Box E-193.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Customer Service Manager needed by broadcast manufacturing firm. Applicant should have broadcast engineering experience, preferably including AM and FM transmitter maintenance, and be able to work well with people, especially over the telephone. Excellent location. Company has good growth record. Please send resumes with salary history to Personnel Manager, McMartin Industries, 4500 S. 76th St., Omaha, NE 68127. 402-331-2000.

HELP WANTED SALES

Syndication Salesperson—knowledge of both film sales and half-hour shows. Aggressive, goal setter with eye on the future. Good salary, incentive and benefit package. Send resume to Box E-115.

HELP WANTED TECHNICAL

A National Organization is looking for a Broadcast Technician with two years of electronic training (technical school or military) and at least one year of television engineering experience. The person must also have a basic knowledge of radio production facilities. Send resume to: Box E-138.

Customer Service Manager needed by broadcast manufacturing firm. Applicant should have broadcast engineering experience, preferably including AM and FM transmitter maintenance, and be able to work well with people, especially over the telephone. Excellent location. Company has good growth record. Please send resumes with salary history to Personnel Manager, McMartin Industries, 4500 S. 76th St., Omaha, NE 68127. 402-331-2000.

HELP WANTED INSTRUCTION

Broadcasting, Search Extended: Instructor, Assistant Professor; Tenure track position teaching a variety of courses in radio and television, plus a basic course in speech communication. Some professional broadcasting experience in addition to teaching experience is desirable. Masters Degree in appropriate field required. Apply by June 15, 1980 to Dean Ronald O. Champagne, Salem College, Salem, WV 26426. Affirmative Action, Equal Opportunity Employer.

Tenure track position open in Department of Mass Communication involving teaching broadcasting courses and administering university instructional television services. Doctorate preferred; master mandatory. Salary range from \$13,700 for instructor to \$19,600 for assistant professor with doctorate. 9 month basic contract; summers negotiable. Send complete resume with four letters of reference to Dr. David Eschelmann, Head, Department of Mass Communication, Central Missouri State University, Warrensburg, MO 64093. CMSU is an equal opportunity/affirmative action employer.

Broadcast Engineering Technology Instructor: For two-year associate degree program training technicians in maintenance of broadcast equipment and facilities. Formal teaching experience not required. Excellent opportunity for the person who likes to work with young people. Program presently one of fastest growing in Ohio's fourth largest technical college. College has own studio. Experience in the broadcast engineering field and First Class FCC license required. Salary commensurate with experience and education. Affirmative action, equal opportunity employer. Send resume or call Personnel Office, Hocking Technical College, Nelsonville, OH 45764 614-753-3591.

SITUATIONS WANTED SALES

Broadcast Equipment Sales—employed salesman with extensive broadcast background, including engineering and management, wants change. Now in Chicago. Box E-172.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Irbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently need transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

5" Air Hellaz Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

1 KW AM Continental 314-D, all new tubes, s.s. rectifiers, excellent condition. M. Cooper 215-379-6585.

For sale: Harris system 90 automation equipment with two NTI "go carts", logging and full encoder, less than one year old. Call George Langan 217-789-0880.

Four Series 750 ITC Reel-to-reel reproducers. Best offer over \$2500. Call 301-228-4800.

3 KW FM CSI FM 3000E, 3 yrs. old w/exciter and stereo. Excellent condition. M. Cooper 215-379-6585.

FM Equipment, used—Collins 310Z1 exciter, with factory warranty, Spectrosonic 610 comp limiter, Microtrack 6401 stereo preamp, Wilkinson SR-20-12 rectifiers, Revox A77. M. Cooper 215-379-6585.

RCA TT-10AL VHF Transmitter—Working good, Channel 6, many spares, \$5,000.

RCA TT-35CH VHF Transmitter—All spares, good condition, Channel 10, \$2,000.

RCA TT-50AH VHF Transmitter—Excellent, many spares, Channel 11, \$12,000.

Complete film island—PE 240, Eastman 285's, TP7, Eastman multiplexer, \$30,000.

CVS 504B Time Base Corrector—Recently reconditioned, \$4,000.

GE PE-400 Color Cameras—Pedestals, racks, super low price! ea. \$7,000.

GE PE-350 Color Cameras—All accessories, good condition, ea. \$4,000.

GE PE-240 Film Camera—Automatic gain & blanking, \$8,000.

ADC 558-3 Switcher—\$40,000 if new, loaded, perfect, \$20,000.

CDL VSF 741 Switcher—12 input, chroma key, \$4,000.

RCA TK-27A Film Camera—Good condition, TP 15 available, \$12,000.

RCA 1600 Film Projectors—New, factory cartons, TV shutter, ea. \$900.

Eastman 250 Projectors—Recently removed from service, ea. \$2,000.

Eastman CT-500 Projector—Optical and mag sound, ea. \$7,000.

RCA TP-8 Projectors—Reverse, good condition, ea. \$1,000.

Ampex 1200 A VTR'S—Amtec, Colortec, one with editor, ea. \$22,000.

IVC 960C VTR'S—Portable model, working good, ea. \$3,000.

Norelco PC-70 Color Camera—16x1 200M Lens, 2 available, new low price, ea. \$14,000.

Norelco PCP-70 Color Camera—Portable or studio use, \$4,000.

VHF Antenna—RCA Batwing. Available now.

UHF Antennas—Various Models and Prices.

30 Brands of New Equipment—Special Prices We will buy your used TV equipment. To buy or sell, call Toll Free 800-241-7878. Bill Kitchen, Quality Media Corporation In GA call 404-324-1271.

**FOR SALE EQUIPMENT
CONTINUED**

RCA-TK-44B w/head, pedestal 75' cable, Angenieux 18-180, 2.2 lens. Good condition 15,000 EmCom, Inc. 612-835-4001.

Remanufactured Ampex 1200B VTR, Amtec, Colortec, Mark II Editec, overhead bridge, spare head, compressor, Venturi Vacuum System, manuals, and extenders. Less than 125 hrs. use since AFA rebuild, mint condition. Call Bob Chetrick 616-774-8338.

Ampex RA-4000 Editing Systems, Ampex HS-100 Slo-Mo Disc Recorders, Ampex VR-2000 Video Tape Machines, Ampex VR-1200 Video Tape Machines, Mobile Unit-1969 Reliance 40 feet complete with 6 PC-70 Cameras, excellent operating condition. For more detailed information and inventory list contact: Jim Richards/ABC, 40 West 66 Street, NYC 10023, 212-887-4906.

1000 watt FM like new. Gates 1-C with stereo generator and solid-state exciter. Low hours, used as stand-by. Perfect condition, recent proof. Delivery from stock. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. Other AM and FM units in stock.

2 SMC Carousels with 50 event random select controller. \$3000. Call 609-468-2585.

RCA TR50 VTR, CAVEC, DOC, editor, new headwheels. Laird character generator. 801-750-3128.

100KW Generator with change-over panel. International Harvester Diesel. Bill Elks, WECT-TV, 919-791-8070.

RCA 10 D FM transmitter with RCA BTE-15A Solid State Exciter. Now in use, available soon. Also RCA BC-6A Dual Channel Console, recently removed from service. 414-743-4411. Ed Allen, Jr.

An automation system that can do anything! BE Control-16 with time announce, four carousels, full logging. \$40,000 worth of equipment for \$25,000. Alvin Wood, WTRO, Box 100, Dyersburg, TN.

Hitachi SK-80 mini-cam ... excellent condition ... all accessories included. Reply to Potomac News, 5217 S. 11th. St. Arlington, VA 22204. Phone 202-484-4002.

FM radio station equipment for sale. Xmtr, tower, cable, monitors, stereo generator, 3 bay antenna, Marti remote, and much more to start or fully equip your 3,000 watt FM stereo station; Cash: \$39,570. Hear it, see it in operation. Rick Martin 303-392-4219, KWYD, Colorado Springs, CO.

Schafer 902 Automation, demonstrator for programming service. 3 stereo Ampex decks, recently rebuilt. 3 carousels with random access controllers, in 3 racks. \$12,900. Toll-free: 800-527-3262.

For Sale: Collins Stereo Console (212-S1) Six pots, 10 years old. Out of service 30 days replaced by larger board. Contact Jim Butts, WAKS, Box 588, Fuquay, NC 27526 919-552-2263.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed FUNNIER! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801, 213-438-0508.

Do you have a client who needs a jingle? The Ideacassette makes it easy. Call or write for demo. PMW, Inc., Box 947, Bryn Mawr, PA 19010. 215-525-9873.

Records wanted—Have format changes left you with unneeded records? Top dollar paid for all types LP's. We'll travel for quantity. Nuggets—Boston 617-536-0679.

SuperSpots make money for you! New radio production sales service. For demo: Toby Arnold & Associates, 4255 LBJ, Dallas, TX 75234, 214-661-8201.

RADIO PROGRAMING

"The Soviet objective is world domination by 1985"—Leonid Brezhnev. "It does not matter if three-quarters of mankind is destroyed; all that counts is that ultimately the last quarter becomes Communist"—Lenin. Robert Cunningham, former NBC correspondent, newspaper publisher and expert on communism analyzes the likelihood of a Soviet nuclear missile attack on the United States from Cuba and the Caribbean. Write on your station letterhead to Action 80, PO Box 597, Pawleys Island, SC 29585 for free 8 minute public affairs cassette; no obligation.

Big band breaks. Stereo library of newly recorded arrangements for adult radio. Sales/Programming feature. Demo: Toby Arnold & Associates, 4255 LBJ, Dallas, TX 75234 214-661-8201.

INSTRUCTION

Free booklets on job assistance. 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

FCC "Tests-Answers" for First Class License Plus—"Self-Study Ability Test". Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco, 94126.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 17 and September 2. Student rooms at the school. 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-6922.

San Francisco, FCC License 6 weeks 6/23/80. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105. 415-392-0194.

Announcers: Get a better job. My publication tells how. Send \$7. 2355 Ala Wai, Suite 206; Honolulu, HI.

**RADIO
Help Wanted Management**

SALES MANAGER

Growing broadcast group looking for Sales Manager to run Sales department of AM/FM property in the East. We are only interested in someone with experience. This career opportunity offers salary and benefits commensurate with experience. Opportunity for advancement to Station Mgr. or G.M. All applications should include an extensive resume and personal references. We are only interested in success-oriented people. Please reply to Box E-224. Equal Opportunity Employer.

GENERAL SALES MANAGER

Upstate New York, highly rated AM/FM facility is looking for a self assured, aggressive and able to motivate four member sales staff, general sales manager. Thorough knowledge of retail sales a must. Candidate must be up and comer with strong organizational qualities. Annual salary \$27K plus override and car. Relocation costs paid. Send resume to Box E-65. Equal opportunity employer.

General Manager

wanted immediately for AM radio station in large, progressive southern city, pop 300,000-plus. Must know programming and be able to direct sales dept. Only motivated, self-starters willing to work hard to turn around an ailing AM need apply. Compensation for right person in the 60's. Write Box E-156.

Help Wanted News

WSYR Sports Director

Exceptional play by play skills required, result of sale of TV sister. Feeding station, Syracuse University football, basketball. Heavy sports commitment. Tape of both sports, resume, salary requirements. Hugh Barr, GM, WSYR Radio, 1030 James Street, Syracuse, NY 13203. An Equal Opportunity Employer.

IMMEDIATE

New Jersey's Largest Radio News Team needs an experienced, dedicated anchor/reporter

- * full medical/dental (including dependants)
- * paid vacation/sick personal days
- * holiday pay

Plus the sun and fun of the Jersey Shore

Tape and resume only:
News Director
WOBM-FM
Toms River NJ 08753
Equal Opportunity Employer

Situations Wanted Management

TOP G.M. AVAILABLE NOW!

Profit, sales, people and community oriented. Super track, fine references. Turns a station ON! Send for details. Box E-127.

MAJOR MARKET MANAGEMENT

If you're looking for a top manager, I know what you're going through. I've been through it from station level to group level. From starting up new stations to getting more out of old-line stations, to trouble-shooting those with problems. I would welcome the opportunity to discuss how I could probably help you get more out of your station or stations. Available now due to sale of company.

Box E-217

**Situations Wanted Management
Continued**

General Manager

18 years experience in highly competitive medium markets. Station sale dictates move. Excellent track record. Proven leadership and organizational abilities, as well as first-hand experience in all facets, sales, programming, budgets, promotion, news, music. FCC. Box E-207.

NEW HAT

Agency head in northeast major market interested in wearing additional hat. Desires to represent radio rep firm or group-owned combine of stations. Will cover business in middle Atlantic states. Well-schooled and long experienced in broadcast sales. Office available. Pump up your sales with a new hat. Write Box E-182.

Situations Wanted Announcers

BEAUTIFUL MUSIC

CREDENTIALS: Top voice, top production, 15 year pro. Dependable, mature, single, stable. Now working in N.Y.C. Looking for very stable operation in Top-20 markets only please. Call 607-722-9593.

TELEVISION

**Help Wanted Programing,
Production, Others**



America's highest-rated PM station is losing female co-host to larger market. Her replacement will be a dedicated, experienced person who writes and produces stories. Previous magazine or news experience a must.

Send resume and tape to:

Deborah Messana, Producer
PM Magazine
KFDM-TV
P.O. Box 7128
Beaumont, Texas 77706

An Equal Opportunity Employer

TALK SHOW PRODUCER

Top 10 network affiliate looking for an organized, creative, take charge professional to develop and produce daily live studio program. Must have field production knowledge and major market talk show experience demonstrated on tape. Send complete resume to Box E-220
Equal Opportunity Employer

**Help Wanted Programing,
Production, Others
Continued**



The top television communicator in the country is being sought for the nation's number one market. Candidate must have both talent and field producing experience in similar format, and must be immediately available.

Send resume and cassette (no phone calls please!) to

John von Soosten, Program Manager,
WNEW-TV, 205 E. 67th Street, NYC, 10021

Metromedia is an Equal Opportunity Employer.



Producer and co-hosts for PM Magazine premiering in Sept. on no. 1 station in the market. On-air and production experience preferred. Send resume to Marijane Landis, WGAL-TV, P.O. Box 7127, Lancaster, Pa. 17604. No phone calls please.

An equal opportunity employer.



A Pulitzer Broadcast Station
Lancaster, Pa.

**SWITCHER/
PROJECTIONIST**

Operation experience with RCA TP-66 projectors, Maier-Hancock hot splicer or equivalent. A knowledge of film editing a must. Practical experience with RCA TS 51 switcher or degree in Broadcasting. Send resume to Kent Doll, Production Manager, KTUL-TV, PO Box 8, tulsa, OK 74101. EOE/MF.



Help Wanted Sales

ACCOUNT EXECUTIVE

KTUL-TV, Tulsa, Oklahoma is seeking applications for Sales Account Executive. Broadcast or advertising agency experience required, or Broadcasting degree. Send resume to Saidie Adwon, KTUL-TV Regional Sales Manager, PO Box 8, Tulsa, OK 74101. EOE/MF.



Help Wanted Technical

Television Engineer The King Faisal Specialist Hospital and Research Centre Riyadh, Saudi Arabia

Immediate opening for a qualified individual with a B.S. in Electronic Engineering and five or more years practical experience in maintenance and repair of television or video systems. Should be familiar with TV cameras, monitor systems, and video tape recorders. Must have thorough understanding of system set-ups and use of test equipment.

The setting is a modern, 250-bed acute care hospital and research centre located in the capital city of Saudi Arabia. The Hospital and the Audio Visual Department are rapidly developing and expanding.

Salary and benefits are exceptional. The 24 month contract includes housing, transportation and a 30 day vacation.

Interested, qualified candidates should submit a resume with current salary to:

Linda Hogin
International Representative
Hospital Corporation International
One Park Plaza
Nashville, Tennessee 37202

**HOSPITAL
CORPORATION
INTERNATIONAL**

An Equal Opportunity Employer

Help Wanted Management

PROMOTION MANAGER

TV Station in top ten market looking for a manager of creative services department. We are a strong VHF, network affiliate. If you are an experienced, creative, advertising person, good at both creating promotion and administering a department maybe we should get together. Send resume to Box E-218. An Equal Opportunity Employer.

For Fast Action Use
BROADCASTING'S
Classified Advertising

Help Wanted News

SPORTS REPORTER/ PHOTOGRAPHER

Seeking third person for Sports Department. Must have ability to shoot 16mm film and video tape; edit same; write sport scripts; cover sporting events, including on-air reporting and anchor work. One year experience and/or Broadcasting degree required. Send resume/tape to George Stewart, News Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE/MF.

KTUL-TV
abc 8
TULSA

NEWS PHOTOGRAPHER

Two positions open for News Photographer. Duties include filming or taping news events with 16mm or ENG equipment; processing; editing. One year experience and/or degree in Broadcasting required. Send resume to George Stewart, News Director KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE/MF.

KTUL-TV
abc 8
TULSA

NEWS REPORTER

KTUL-TV is accepting applications for a News Reporter. Job duties include reporting on news events in Channel 8 viewing area; writing news scripts; working with news photographers in producing filmed or taped news stories. One year experience and/or Broadcasting degree required. Send resume/tape to George Stewart, News Director, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE/MF.

KTUL-TV
abc 8
TULSA

TOP NOTCH PRODUCER

Needed for fast-moving dynamic styled newscasts. Experienced line-producers only should apply. Write, don't call: News Director, KPIX-TV, 855 Battery Street, San Francisco, CA 94111. E.O.E.

TV ANCHOR

Dynamic, personable anchor with track record & reporting experience. Send Tape & resume to: Phil Thomas, 1100 Walnut St., Des Moines, IA 50308. An Equal Opportunity Employer.

METEOROLOGIST/ ENVIRONMENTAL REPORTER

Top 25 market station searching for Meteorologist/Environmental Reporter who can communicate. We are committed to News/Weather. Our commitment includes Color Radar, NAFAX, UNIFAX II, ACCU-WEATHER, several microwave mobile units and live helicopter. Please send resume to Box E-178. An Equal Opportunity Affirmative Action Employer, M/F.

Situations Wanted News

TV SPORTS BUILDER

Will build strong TV sports department as non-air sports director.

20 years experience and dedication in all phases of local TV station sports.

Success built on hustle, organization and discipline. Currently on-air. Box E-4.

Sports Director/ Sportscaster

Tired of sending in the clowns and former ballplayers? Experienced Sports Journalist who knows the score, what's behind it and how to visually package it desires medium/major market move. 513-771-0188.

PRODUCER

Top 40's experience on No. 1-rated news and No. 1-rated magazine seeks challenging position/career advancement. Box E-200.

SPORTSCASTER WITH NETWORK EXPERIENCE

seeking new position with stable shop. 5 years television. 4 years radio. 1 year Group W. Dependable, reliable family man. Versatile and professional. All markets considered. Will respond to all inquiries. Box E-194.

ALLIED FIELDS

Help Wanted Technical

ENGINEER FOR RANK CINTEL SERVICE

East Coast & Midwest

Electronic Engineer for Installation and Field Service of Rank Cintel Flying Spot Telecine equipment. Must be fully conversant with state of the art analogue and digital circuitry and servo systems. Understanding of optics and precision mechanics desirable. At least 3 years experience in the maintenance of complex electronic equipment. Preferably, but not necessarily presently employed in the Television or Motion Picture industry. Experience and track record are more important than qualifications. Product training will be provided. Willing and able to travel within the USA and occasionally overseas. Company car provided. Salary negotiable. Based in New Jersey. Please contact Mr. William Luento at (201) 791-7000.

Help Wanted Sales

FILM SALES TO TELEVISION

Major Chicago film distribution company now expanding into TV broadcast sales seeks aggressive experienced salesperson. Responsibility for marketing of documentaries, humor, sports films to broadcasters nationally and internationally. Requires knowledge or experience in film and TV sales. Degree preferred. Excellent salary and commission arrangements. Send resume to Box E-216.


Help Wanted Sales Continued

SALES SERVICE REPRESENTATIVE

NEW YORK OFFICE

Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry-level position available which requires a college degree or equivalent work experience. Radio station experience would be helpful as well as sales aptitude. Duties will include extensive telephone contact and correspondence with clients. Promotional opportunities are available. If you are qualified and have the initiative to work your way up, send a resume with salary requirements to:

THE ARBITRON COMPANY

 a research service of
CONTROL DATA CORPORATION
1350 Avenue of the Americas
New York, New York 10019

An affirmative action employer



SALES

Account Executive

OUTSTANDING OPPORTUNITY

... With Arbitron's New York office ... Fast growing recognition and acceptance of our service has generated an exceptional opportunity for an account executive to join our Radio Station Sales Department.

The person we're seeking should have at least 5+ years experience in Radio Broadcast Sales. You should be a self starter, ready to travel, committed to hard work and ready to meet the challenge of a competitive environment.

We offer an excellent starting salary and incentives, generous and comprehensive fringe benefits, and a professional atmosphere conducive to professional advancement.

To explore this unusual opportunity, send your resume, with salary history, in confidence, to:

PERSONNEL DIRECTOR

THE ARBITRON COMPANY

 a research service of
CONTROL DATA CORPORATION

1350 Ave. of the Americas, New York, New York 10019
An Affirmative Action Employer

Employment Service



"It's your move!"

**STEVE WYMAN
& ASSOCIATES, INC.**

BROADCASTING
Executive Search & Recruitment
100 COLONY SQUARE • SUITE 2301
ATLANTA, GEORGIA 30361
(404) 873-2959

**B
A
L**

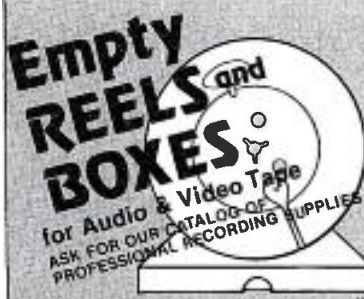
**BROADCASTER'S
ACTION LINE**

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Service \$40.00
Call 812-889-2907
R3, Box 84, Lexington, Indiana 47138

MANAGEMENT

In search of Broadcast Promotion Talent? Promotion Pro ready for a change? Send job specifications and/or resume to the Broadcasters Promotion Association Employment Bureau, c/o Box Q-45.

Products



**Empty
REELS and
BOXES**

for Audio & Video Tape

ASK FOR OUR CATALOG OF
PROFESSIONAL RECORDING SUPPLIES

**Polyline
Corp.** 312/298-5300
1233 Rand Rd. • Des Plaines, IL 60018

Business Opportunity

**THE THREE BIGGEST WORDS IN
TELEVISION
CABLE - CABLE - CABLE**

There are more than 4,200 cable television systems in operation throughout the country. Hundreds more being built or in the planning stages.

What does this mean to you? Opportunity. An opportunity to capitalize on localized television guides in your area.

How do you do this? By becoming a local Associate Publisher for your area and producing a localized T.V. magazine. Each locally owned and operated magazine acquired advertising for insertion in his/her local edition. T.V. Tempo supplies all scheduling and information about the happenings in T.V.

You will receive complete training. An investment of \$10,500.00 is required. Call 800-241-7089 for complete information or write T.V. Tempo, Inc., 387 Old Commerce Road, Athens Georgia 30607.

Radio Programing

**The MEMORABLE Days
of Radio**

30-minute programs from the golden age of radio
VARIETY • DRAMA • COMEDIES • MYSTERIES • SCIENCE FICTION
... Included in each series

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
501-972-5884



Public Notice

The City of Erie, Pennsylvania is soliciting proposals for a cable television franchise. For a copy of the RFP contact: James Klemm, City Clerk, Municipal Building, 626 State Street, Erie, PA 16501.

The Board of Trustees of the Association for Public Broadcasting will meet June 3, 1980 in the Cabinet Room of the Washington Hilton Hotel, 1919 Connecticut Avenue, N.W., Washington, D.C. Meeting begins at 9:00 a.m. Elect at-large trustees and officers of the Board; adopt a budget for FY 1981; discuss the agenda and organization of the business of the Board and its committees for FY 1981; discuss previous day's activities of the Delegates; conduct such other business as may be appropriate.

June 4, 1980, Public Broadcasting Service Annual Meeting of the Board of Directors, 9:00 a.m. Lincoln Room, Washington Hilton Hotel, 1919 Connecticut Avenue, Washington, D.C. Elect officers of the Board and management. Adopt budget for FY 1981. Appoint auditors for FY 1980. Discuss agenda and organization of the business of the Board and its committees, public television system development, CPB-public television financial and planning relationships, reform of station program cooperative, journalism standards, and implementation of human resources responsibilities. Consider a statement of policy on assessments.

**PUBLIC NOTICE
APPLICATIONS FOR CABLE TELEVISION
LICENSE
NORWOOD, MASSACHUSETTS**

The town of Norwood, MA 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 4:00 P.M. on August 15, 1980. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the town of Norwood. Ten copies of each application are required by the town of Norwood. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commissioner.

This is the only period during which applications may be filed.

Board of Selectmen
Municipal Building
Norwood, MA 02062

**NOTICE OF AVAILABILITY OF AN INVITATION
FOR
APPLICATION FOR A CABLE
COMMUNICATIONS FRANCHISE**

The City of Saint Paul, County of Ramsey, Minnesota, invites application for a cable communications franchise. A standard application form shall be completed and submitted in accordance with the system design and services as specified in the "invitation for Applications", both of which are available from the undersigned. Applications will be accepted until August 1, 1980, at 2:00 p.m. All applications received will be available for public inspection during normal business hours at the City Clerk's Office, 386 City Hall, St. Paul, Minnesota. Each such application shall be accompanied by a \$10,000 non-refundable filing fee payable to the City of Saint Paul. Dated May 14, 1980

Rose Mix
City Clerk
386 City Hall
St. Paul, MN 55102
612/298-4231

Miscellaneous

FOR SALE

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 Sale Equipment



**SYSTEM
ASSOCIATES**

5801 Uplander Way • Culver City, California 90230

**USED BROADCAST
TELEVISION EQUIPMENT
WANTED AND FOR SALE**

If you are not receiving our free flyer of equipment listings, please call or write to be added to our mailing list.

(213) 641-2042

Wanted To Buy Stations

DESIRE TO PURCHASE

Small AM, FM or combo in Southern California. Write: J. Madas, 2222 Kansas Suite L, Riverside, CA 92507 (714) 682-2222.

For Sale Stations

**R.D.HANNA
COMPANY**

BROKERS • APPRAISERS • CONSULTANTS

5944 Luther Lane, Suite 505 • 8340 East Princeton Avenue
Dallas, Texas 75225 • Denver, Colorado 80237
(214) 696-1022 • (303) 771-7675

**THE
KEITH W. HORTON
COMPANY, INC.**

P. O. Box 948
Elmira, NY
14902
(607) 733-7138

Brokers and
Consultants
to the
Communications
Industry



For Sale Stations Continued

- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- Chattanooga area daytimer. Good real estate with living accommodations at studio. \$350,000. No down payment, \$5,225.80/month for 10 years.
- Two AM's. CA. fulltimer and daytimer.
- Class C plus powerful daytimer. S.E \$4 million cash.
- S.E 50,000 watt AM. 3.8 million.
- Fulltimer. City in Iowa. \$680,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Atlanta area daytimer. \$680,000.
- Louisville area daytimer. \$450,000.
- Fulltimer W. Va. city. \$420,000.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Atlanta area. \$980,000. Terms.
- AM/FM both powerful. N.C. \$800,000. Unusual situation. Lots of leverage.
- Powerful daytimer in Northern Michigan. \$430,000 Terms.
- Fulltimer. Wyoming. \$260,000. Terms.
- Class C in Colorado. \$590,000. Terms.
- N.C. daytimer. Big town \$400,000.
- AM/FM near North Florida resort city. \$340,000. \$35,000 D.P.
- Super "Powerhouse" FM with AM in Eastern Texas. \$750,000.
- Dynamic Fulltimer covering half of Alaska population. \$1,600,000.
- Powerful Daytimer in Eastern central New Jersey. \$650,000.
- Fulltimer. Coastal city in Southeast. \$500,000.
- Daytimer. Northeast Texas. \$660,000.
- Ethnic station in large Northern city. \$1,900,000.
- South Alaska. Includes Real Estate. \$200,000. Terms.
- Indiana. Large metro. \$200,000 down. Good coverage.
- Daytimer. Boston area. \$680,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- 1 kw AM in Southern Ga. Real Estate. \$250,000. Good terms.
- Southern Arizona. Fulltimer. Good county population. \$390,000. Terms.

Let us list your station. Confidential!
BUSINESS BROKER ASSOCIATES
 615-756-7635 24 HOURS

FOR SALE

Top 25 market AM/FM combo

Class "C" FM.. Fulltime AM

Principals only: Box E-97

SELECT MEDIA BROKERS

NC	Daytime AM	165K	Small
MO	Daytime AM	225K	Small
WY	Fulltime AM	235K	Small
MS	Daytime AM	295K	Medium
KS	Non-Commercial FM	350K	Metro
GA	Daytime AM	400K	Medium
MA	Daytime AM	650K	Major
SC	Daytime AM	150K	Small
FL	Fulltime AM	340K	Medium
SC	Daytime AM	375K	Medium
VA	Daytime AM	180K	Small
GA	Daytime AM	385K	Small
NC	Fulltime AM	750K	Medium
IN	Daytime AM	1.25 M	Major
CO	Daytime AM	300K	Small
SC	Daytime AM	155K	Small
CO	Fulltime FM	500K	Metro

912-883-4917
 PO Box 5, Albany, GA 31708

SUNBELT AM

Top market with high power. Fulltime coverage of this top 20 Market. Cash preferred but terms can be arranged. Box E-185.

AM/FM - CATV - TV
 CURRENT INVENTORY
SHERMAN and BROWN ASSOC.

MEDIA BROKER SPECIALISTS

(305) 371-9335 (904) 734-9355

GORDON SHERMAN
 1110 Brickell Ave.
 Suite 430
 Miami, Fla. 33131

ROBERT BROWN
 P.O. Box 1586
 Deland, Fla. 32720

STEREO FM

Class B facility in Top 50 Market. Available on terms to credit-worthy buyer. Insert Box E-175.

MEDIA BROKERS • APPRAISERS
 AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A.
Shaheen INC.
 435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing in Sunbelt Broadcast Properties"
 5050 Poplar - Suite 816 • Memphis, Tn. 38157

Dan Hayslett

a associates, inc.

Media Brokers
 RADIO, TV, and CATV
 (214) 691-2076

11311 N. Central Expressway • Dallas, Texas

MAJOR MIDWEST MARKET

Fulltime AM signal in Top 20 market available. Very valuable real estate is included with package. \$4,250,000 is the asking price. Box E-221.

LARSON/WALKER & COMPANY
 Brokers, Consultants & Appraisers

213/826-0385
 Suite 214
 11881 San Vicente Blvd.
 Los Angeles, CA. 90049

202/223-1553
 Suite 417
 1730 Rhode Island Ave. N.W.
 Washington, D.C. 20036

For Sale Stations Continued



STATION					CONTACT	
S	Small	AM	\$185K	\$54K	J. T. Malone	(404) 458-9226
S	Small	AM	\$375K	29%	Dan Rouse	(214) 387-2303
MW	Small	AM/FM	\$1100K	Nego.	Peter Stromquist	(218) 728-3003
SW	Medium	Fulltime	\$475K	Terms	Bill Whitley	(214) 387-2303
NW	Medium	AM/FM	\$1700K	\$189K	Larry St. John	(206) 881-1917
W	Medium	Fulltime	\$2300K	\$500K	Ray Stanfield	(213) 363-5764

To receive offerings of stations within the areas of your interest, write Chapman Co., 1835 Savoy Dr., N.E., Atlanta, GA 30341

**For Fast Action Use
BROADCASTING's
Classified Advertising**

H.B. La Rue, Media Broker

RADIO, TV, CATV, APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**BROADCASTING'S
CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. 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.

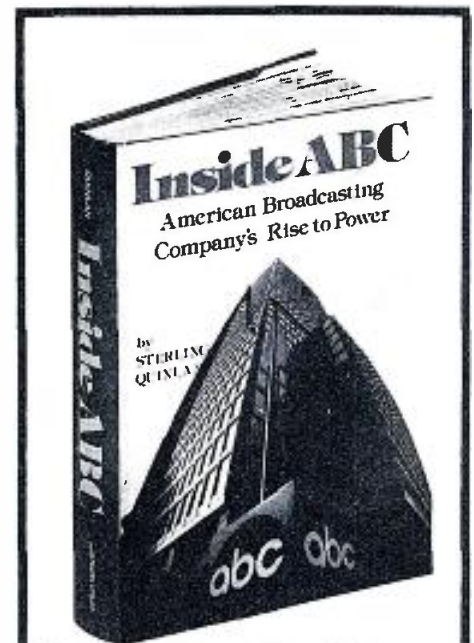
Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.



**Inside
ABC**

**American Broadcasting Company's
Rise to Power**

by Sterling "Red" Quinlan

Here's the complete story of the American Broadcasting Company's spectacular climb to leadership after more than 25 years of continual third place network position. Sterling "Red" Quinlan, former Vice President and General Manager of ABC's Chicago station, candidly tells of the people and events that have shaped the highly individualistic style of the network and made it the innovative force it is today. Based on extensive research including interviews with numerous past and present ABC employees, previously unpublished information from company files and the author's own experiences, *INSIDE ABC* offers a unique look into the executive suites of the broadcast industry. **320 pages, 39 photographs, bibliography, Index. \$12.95**

Broadcasting Book Division
1735 DeSales Street, N.W.
Washington, D.C. 20036

Please send _____ copy(ies) of
INSIDE ABC @ \$12.95 each.
Payment must accompany your order.

Name _____

Address _____

City _____ **State** _____ **Zip** _____

Fates & Fortunes

Media

L.H. Curtis, VP-corporate development, Bonneville International Corp., Salt Lake City, has announced he will retire early, effective Oct. 1. He will join Consolidated Capital Corp., real estate development company. He was president and general manager of Bonneville's KSL Inc., which includes KSL-AM-FM-TV Salt Lake City, from 1971 to 1978, when he was named VP-corporate development for parent.

Harold F. Gross, 79, chairman and founder of Gross Telecasting, group owner based in Lansing, Mich., has announced his retirement, effective Dec. 31. Gross is licensee of WJIM-AM-FM-TV Lansing, and WKBT(TV) La Crosse, Wis. Successor has not been named.

Bill McMahon, VP-station manager, KIRO(AM) Seattle, joins KSDO(AM)-KEZL(FM) San Francisco as president and general manager. **Larry Shushan**, sales manager of KSDO-KEZL, assumes additional duties as station manager of KEZL.

William M. Boyd, publisher of *The Home News*, New Brunswick, N.J., elected chairman of board of Holston Valley Broadcasting Corp., licensee of WKPT-AM-FM-TV Kingsport, Tenn. *The Home News* and Holston Valley are subsidiaries of Home News Publishing Co. **Robert Ratcliff**, executive VP-general manager of Holston Valley, elected president. He is also VP and chief operating officer of broadcasting division of Home News Publishing Co., of which Holston Valley is one of five subsidiaries.

New officers, ABC affiliates board of governors: **Terry Shockley**, Wisconsin Television Network, chairman; **Ward Huey**, WFAA-TV Dallas, vice chairman; **Thomas Cookerly**, WJLA-TV Washington, secretary, and **Max Sklower**, KOAT-TV Albuquerque, N.M., re-elected treasurer. Shockley, former vice chairman, succeeds **Jeff Davison**, WXIA-TV Atlanta.

James D. Johnson, former executive VP-general manager of Nebraska Television Network, Kearney, named executive VP-general manager of new station, KFTY(TV) Santa Rosa, Calif., which is being constructed by Sonoma Broadcasting Co.

David Milner, general sales manager of Taft Broadcasting's WTVN(AM) Columbus, Ohio, named general manager of Taft's WYNF(FM) Tampa, Fla.

John Kelly, general sales manager of WTRY(AM)-WHSB(FM) Albany, N.Y., named general manager.

James Meltzer, from WABX(FM) Detroit, joins WTRX(AM) Flint, Mich., as general manager.

Jay Clark, VP-operations, WTIC-AM-FM Hartford, Conn., joins WABC(AM) New York as operations director.

Bob Hensky, former general manager of KUDL(FM) Kansas City, Mo., who left station last summer, rejoins KUDL in same capacity.

Christopher Beck, from KLIF(AM) Dallas, joins KMYO(FM) Broken Arrow, Okla., as VP-general manager.

Peter Chunka, sales manager, Eastern region, RCA Cablevision Systems, joins Northern CATV Sales, Syracuse, N.Y., as general manager.

Fred Silverman, president of NBC, elected trustee of Syracuse (N.Y.) University, where he graduated in 1958.

Frank Shakespeare, president of RKO General, has received honorary doctor of laws degree from Delaware Law School, where he gave commencement address May 17.

Donald H. McGannon, board chairman of Group W, New York, received honorary doctor of humane letters degree from Georgetown University May 25.

Lamar Cochran, controller for Cox Broadcasting's WSB-AM-FM Atlanta, named to newly created position of manager of financial analysis and planning for Cox Data Services, Atlanta.

Don Palmer, senior auditor, Coopers and Lybrand, Indianapolis, joins WANE-TV Fort Wayne, Ind., as financial manager.

New officers, Pennsylvania Association of Broadcasters: **Jerry Duckett**, WKAP(AM) Allentown, president; **Eugene McCurdy**, WPHL-TV Philadelphia, first VP; **Arthur Greiner**, WHP(AM) Shippensburg, second VP; **Harry Haas Jr.**, WFLN-AM-FM Philadelphia, secretary, and **Robert Zimmerman**, WRSC(AM) State College, treasurer.

New officers, Association of California Public Radio Stations: **Jim Berland**, KPFK(FM) Los Angeles, president; **Frank Lazone**, KCBX(FM) San Luis Obispo, VP; **Warren Deacon**, KSBK(FM) Mission Viejo, secretary, and **Ralph Peralex**, KQED-FM San Francisco, treasurer.

Daniel Helmick, manager of federal governmental affairs for Columbia Gas Distribution Companies in Washington, named executive director of Ohio Cable Television Association in Columbus.

Advertising

Ron Kovas, senior VP-general manager of J. Walter Thompson's San Francisco office, named president and chief executive officer of JWT Canada. **Frank Mainero**, senior VP-manager of corporate communications division office in Washington, succeeds Kovas in San Francisco. **Doug Bibby**, VP in Washington office, named senior VP and will succeed Mainero. **Larry Olshan**, senior VP-general manager of JWT's Los Angeles office, named senior VP in charge of West Coast operations for JWT's entertainment division in Los Angeles. **David Geyer**, deputy manager of McCann-Erickson in Los Angeles, succeeds Olshan.

William A. Murphy, managing director and chief operating officer, McCann-Erickson Ad-

vertising Ltd., London, named executive VP and general manager of Detroit office of agency, succeeding **E. Michael Roche**, who will transfer to another position shortly. **David A. Lubeck**, senior VP and management supervisor on Buick account, named to new post of deputy manager of Detroit office. **Jan Kimball**, media supervisor in McCann's Chicago office, named associate media director.

Cleve Langston, account supervisor, and **Douglas McMullen** and **John Roth**, associate media directors, D'Arcy-MacManus & Masius/deGarmo, New York, named VP's. **Alan Jaffe**, account executive with DM&M in Chicago, named account supervisor. **Jeffrey Clark**, also with DM&M in Chicago, named national account executive. **Michael McNeal**, from Martin Advertising, Little Rock, Ark., joins DM&M in St. Louis as regional sports buyer.

Named VP's, SSC&B, New York: **Jay Malcolm Press**, account supervisor; **Fred Levitt**, manager of broadcast business affairs; **G. Paul Nye**, executive art director, and **Frank Murakami**, senior art director, named VP-executive art director.

Steve Levine, VP-media director, W.B. Doner and Co., Detroit, named senior VP-director of media services.

Dinaz Boga, **Michael McCartan** and **Karl Maier**, account supervisors, and **Jerry Shapiro**, copy group head, Ketchum, MacLeod & Grove, New York, named VP's. **Charles Kahao**, media director, Clyne Co., New York, joins Ketchum as VP-director of media. **Elyse Van den Bosch**, associate research director, Marsteller, joins Ketchum as VP-director of research.

Joseph Prior, VP-account supervisor, McCann-Erickson, New York, joins Backer & Spielvogel there as VP-account director. **Tony Morgan**, from Grey Advertising, joins Backer & Spielvogel as research director.

Thomas W. Smythe, executive VP of client services, Keller-Crescent Co., Evansville, Ind.-based advertising agency, named president and chief operating officer. **Alan B. Graf** has assumed title of chairman and continues as chief executive officer.

Joel Margulies, creative director, Hecht, Higgins & Petterson, San Diego, named VP-associate creative director for New York office.

Janice Jeannie Boyle, from Competitive Edge advertising agency, New York, joins McCaffrey & McCall there as account executive. **Marti Thalor**, from Bozell & Jacobs, joins McCaffrey as media planner. **Ronald Thomas** also from Bozell & Jacobs, joins McCaffrey as media research director. **Leslie Singer**, from Marschalk Co., named art director for McCaffrey.

Jeanne Burritt, associate media director, Sonder Levitt Advertising, Philadelphia, joins Norman Robert Associates there as media director.

Colette Newman, media buyer and planner,

Foot, Cone & Belding, Chicago, joins Long, Haymes & Carr Advertising, Winston-Salem, N.C., as media supervisor.

Jan Davis, media supervisor with William Cook Advertising in Jacksonville, Fla., joins Caraway Kemp Communications, advertising agency there, as media director.

Charles Conway, marketing representative from Pepsi Cola Bottling Group, joins FitzGerald-Toole & Co., Providence, R.I., advertising and public relations firm, as account executive.

Debra Dickinson, from in-house agency of General Electric, and **Jim Craig**, formerly with Tracy-Locke, join Crume & Associates, Dallas, as account executives.

Gordon Lee, who recently took early retirement from Dow Chemical Co., joins Parker, Willox, Fairchild & Campbell Advertising, Saginaw, Mich., as account executive.

Nancy Abrams, former associate beauty editor for *Harper's Bazaar*, New York, joins Hicks & Greist there as copywriter on fashion and cosmetics accounts.

Sue Mullin, reporter, *The Washington Star*, joins American Advertising Federation in Washington as legislative services manager, responsible for covering proceedings of Federal Trade Commission and other regulatory agencies that deal with advertising, and House and Senate legislation affecting AAF members. She will also write AAF legislative newsletter.

Ira Schloss, who manages Public Affairs Council, Research Practices Council and Television Copy Research Council, assumes additional duties as assistant research director of Advertising Research Foundation, New York.

Tom Masone, divisional VP, Katz Radio, New York, appointed VP, stations, Pacific division, based in New York. **David Halberstam**, member of Katz Radio's sports division, named manager of division.

Allan E. Keir, account executive with Blair Television, Los Angeles, appointed assistant sales manager, Blair's NBC team. **Robert M. Manown**, account executive, Blair Television, Los Angeles, named assistant sales manager, ACI (ABC/CBS/Independent stations) team.

David Wisentaner, former Katz Radio network specialist and Los Angeles office manager, joins McGavren Guild Radio as Western division account executive.

Vivlan Thomas, assistant director of local broadcast, Benton & Bowles, New York, joins Harrington, Righter & Parsons in Chicago as account executive.

Rick Mills, account executive, Storer Television Sales, Detroit, named national sales manager for Storer's WJBK-TV Detroit.

Sandy Rahimi, group sales manager in Chicago for RKO Television Representatives, joins WNAC-TV Boston as national sales manager. **Hal Sarian**, account executive, WNAC-TV, named local sales manager.

Joe Mazza, from WFSB-TV Hartford, Conn., joins WPTF-TV Durham, N.C., as general sales manager.

Bill Goetze, local sales manager, KMBR(FM) Kansas City, Mo., named general sales manager for KMBR and co-owned KMBZ(AM) there.

Larry Harris, executive VP-general manager

of marketing, KLTV(TV) Tyler, Tex., joins KFVS-TV Cape Girardeau, Mo., as general sales manager.

Richard Feinblatt, former general sales manager for WCAU(AM) Philadelphia, joins WIOQ(FM) there as local sales manager.

Mark Kreuger, account executive, KAUM(FM) Houston, named sales manager.

Laura Kirby, sales manager, WSHH(FM) Albany, N.Y., named general sales manager for WSHH and co-owned WTRY(AM) there. **K. Patrick Brady**, account executive, WTRY, named regional sales manager for WTRY-WSHH and co-owned WMBO(AM)-WRLX(FM) Auburn, N.Y.

Phil Bell, from sales position with KQEO(AM) Albuquerque, N.M., joins WGOE(AM) Richmond, Va., as general sales manager.

Bruce May, former account executive, WFFT-TV Fort Wayne, Ind., named general sales manager, WNUS(AM) West Springfield, Mass.

By Williams, general manager, TPC Communications, Sewickley, Pa., joins WWSW(AM)-WPEZ(FM) Pittsburgh as marketing director.

Katherine Gullick, buyer, Meier and Frank, Portland, Ore., joins Fisher Broadcasting, Portland, Ore., as retail marketing specialist for Fisher's KOMO-AM-TV Seattle and KATU(TV) Portland.

Rita Rowe Caldwell, account executive, KMOD(FM) Tulsa, Okla., joins KMYO(FM) Broken Arrow, Okla., as sales manager.

Ray Sasser, account executive, WSJS(AM)-WTQR(FM) Winston-Salem, N.C., named local sales manager.

Charles Smith, account executive, WZZC(FM) East Moline, Ill., named sales manager.

Jeff Roll, formerly with KMWX(AM)-KFFM(FM) Yakima, Wash., joins KIT(AM)-KATS(FM) there as sales manager.

Bob Rice, account executive, WSTU(AM) Stuart, Fla., joins WSWF(FM) Lehigh Acres, Fla., as district and local sales manager.

Marty Daniels, former group sales manager in Chicago office of Harrington, Righter & Parsons, joins WCVB-TV Boston as account executive.

David Slavin, account executive, Engel Marketing, Tucson, Ariz., advertising agency, joins KGUN-TV Tucson as account executive.

Jim Dyer, account executive, KKMA(FM) Pryor, Okla., and **J.B. Maner**, account executive with Voss and Associates, Kansas City, Mo., join KUDL(FM) Kansas City as account executives.

Patt Hintenach, executive assistant to general manager of KMGC(FM) Dallas, and **Doug Curry**, sales representative for Nestle Co., White Plains, N.Y., named account executives for KMGC.

Maureen Knorr, account executive, WLEQ(FM) Fort Myers, Fla., named senior account executive.

Bill Poole, announcer and account executive, WGCD(AM) Chester, S.C., joins WRNB(AM)-WAZZ(FM) New Bern, N.C., as account executive.

Tyron Kelvin Taylor, account executive intern, KSD(AM)-KCFM(FM) St. Louis, joins KDNL-TV St. Louis as account executive.

James Garner, program manager, WDHO-TV Toledo, Ohio, and **Bill Charles**, formerly with

WSPD(AM) Toledo, named account executives at WDHO-TV.

G. Robert Lahn, account executive, WGNN-TV Winston-Salem, N.C., joins wxii(TV) there in same capacity.

Dennis Reese, account executive, *Washington Star*, joins WMAL(AM) there in same capacity.

Phillip (Rocks) Silva, account executive, KAVI-AM-FM Rocky Ford, Colo., joins KOAQ(FM) Denver as sales specialist.

Robert Shaw, local sales manager, WCLT-AM-FM Newark, Ohio, joins WSPD(AM) Toledo, Ohio, as sales representative.

Greg Carpenter, account executive, WGUY-AM-FM Bangor, Me., joins Maine Information Radio Network, Augusta, in same capacity.

Programing

Mel Harris, who has supervised development of original nonnetwork programing and market research functions of television distribution division of Paramount Pictures Corp., Los Angeles, named senior VP-programing and video distribution.



Airth

Miskit Alrth, executive producer, WABC-TV New York, joins Viacom Enterprises there as director of program development, East Coast.

Roger R. Smith, VP-director of investor relations, Warner Communications, New York, named VP-corporate affairs.

Alan Raphael, former director of employe relations, West Coast, NBC, named VP, industrial relations, Warner Bros., Burbank, Calif.

Tim Flack, director of casting, dramatic programs, ABC Entertainment, Los Angeles, named director of casting, ABC Entertainment. **Susan Glicksman**, associate director, talent and casting, CBS-TV, joins ABC Entertainment as director of casting, West Coast.

John Pike, program director, NBC's WKYC-TV Cleveland, named VP-program development, NBC Owned Stations Division, Los Angeles.

Marian Searchinger, who headed her own literary agency in New York, joins NBC Entertainment there as VP-literary affairs.

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Andrew Denemark, director of affiliate station relations, D.I.R. Broadcasting Corp., New York, named regional manager, affiliate relations, for The Source, NBC's young adult radio network, New York.

Aaron German, assistant controller, CBS Television Stations division, named VP, finance, for CBS Cable, newly formed to produce, acquire and distribute programing by satellite to cable systems (BROADCASTING, May 19).

Nancy Hamilton, director of operations, in charge of production, engineering and post production, MetroTape West, division of Metromedia, joins Group W Productions, Los Angeles, as director of operations.

Edward Gradinger, senior VP-business affairs, Columbia Pictures Television, joins 20th Century-Fox Television, Los Angeles, as group executive VP, primarily responsible for business, financial and administrative areas.

Gregory Cascante, director of co-productions for Time Inc.'s Home Box Office, named general manager of program acquisition for Time-Life Films Television Distribution, New York.

Ronald Gunning, consultant reporting to board of directors of SelecTV, Los Angeles, named president. He will be responsible for SelecTV of California and SelecTV of Wisconsin, which is scheduled to start its over-the-air pay TV operation in Milwaukee this summer. Gunning succeeds **James LeVitus**, who has been named board chairman.

Monte Lousbury, Midwest sales manager, Paramount Television, Chicago, named Midwest sales manager, Gold Key Entertainment, Chicago.

Tim Steele, former executive producer of special programs, ABC Entertainment, Los Angeles, named VP of Osmond Television there. He will be involved in development and supervision of television programming and will produce *Country Roads*, syndicated series of half-hour country music programs.

Jerry Atchley, VP-general manager of TM Productions, and **Ken Justiss**, VP-operations of TM Productions, Dallas, have resigned.

Michael Mellon, manager of syndication audience measurement, Paramount Pictures, New York, joins International Creative Management Television Marketing as manager of syndication research services, responsible for sales, station and promotion research activities.

Jay Stohler, formerly with TM Programming, Dallas, joins Drake-Chenault Enterprises, Canoga Park, Calif., as regional manager for Western U.S.

Charlie Tuna, host of Weedeck Corp.'s radio network program, *Inside Rock*, and Los Angeles radio personality, named announcer for syndicated *Mike Douglas Show*.

Walter Schaar, general manager of noncommercial KSPS-TV Spokane, Wash., joins Cox Cable Communications, Atlanta, as director of educational and information services.

Donald Kyser, former sales executive for Ziv-United Artists Television programs, and formerly with Metromedia Television and Hearst Magazines, joins Enterprise Radio, Farmington, Conn., as VP-advertising sales.

Gail Vetter, anchor and reporter, KSHO-TV Las Vegas, joins A&G Productions, San Diego videotape production firm, as associate producer.

Robert Monroe, former national sales manager for World Broadcasting division of Frederick W. Ziv Co., joins Motor Racing Network, Daytona Beach, Fla., as director of affiliates. Company produces racing events for radio and television.

Mike Byrd, assistant treasurer, Lorimar Productions, Los Angeles, joins Barry & Enright Productions there as chief financial officer.

James Schmidt, associate program producer of *Evening Magazine* on KYW-TV Philadelphia, named executive producer of programming. **El-**

wood (Woody) Johnson Jr., from Motown Record Corp., joins Group W's KYW-TV as associate producer of *AM/PM*. **Martin Zied**, commercial producer for Schulman Berry Kramer Co., Philadelphia production company, joins KYW-TV as associate producer of *Impact*, monthly documentary program. **Susan Draper**, writer and video producer with Group W's WBZ-TV Boston, joins KYW-TV as video producer. **Anna Marie McGruddy**, graduate, Temple University, Philadelphia, and former intern with KYW-TV, joins station as production assistant on *AM/PM*.

Terry Dolan, VP-programing, KAAL(TV) Austin, Minn., joins WNEM-TV Bay City, Mich., as program director.

Clyne Morgan, from Public Broadcasting Service, Washington, joins KHOU-TV Houston as producer of *PM Magazine*.

Harvey Kurek Ovshinsky, producer, WXYZ-TV Detroit, joins WDIV(TV) there as special projects producer.

Neil Bobrick, producer-director, KYW-TV Philadelphia joins WNAC-TV Boston in same capacity.

Jack Randall, former program director, KAAY(AM) Little Rock, Ark., joins WKYG(AM)-WQAW(FM) Parkersburg, W.Va., in same capacity.

Harvey Steele, afternoon announcer, WBNQ(FM) Bloomington, Ill., joins WMLA(FM) LeRoy, Ill., as operations manager and program director.

Tim Couch, from KRMG(AM) Tulsa, Okla., joins KMYO(FM) Broken Arrow, Okla., as program director.

Lauren Casteel, producer, KWGN-TV Denver, and **David Ryan**, producer, South Carolina Educational Television Network, join noncommercial KRMA-TV Denver as producers.

New officers, Concert Music Broadcasters Association: **John K. Major**, WFMT-AM-FM Chicago, president; **Paul Posen**, KCMG(FM) Indio, Calif., and **Elizabeth Whitley**, WGH-FM Newport News, Va., VP's; **Robert D. Conrad**, WCLV(FM) Cleveland, secretary, and **Elise Topaz**, WNCN(FM) New York, treasurer.

News and Public Affairs

Tina Press, director of editorials, WCBS-AM-FM New York, joins ABC News there as manager of news for American Information Radio Network.

Patricia McCarty, newscenter editor in London for UPI, named London bureau manager. **Dennis Kinsella**, regional executive for Michigan, transferred to Los Angeles as UPI's regional executive for southern California. **Richard Boggs**, who has managed UPI's all-news television project, UPI Newstime, succeeds Kinsella in Michigan. **Enrique Durand**, editor of UPI's Latin American department in New York, reassigned to Washington bureau. **Herman Beals**, assistant Latin American editor and sports editor for Spanish service, succeeds Durand. **Steve Camins**, WJAR-TV Providence, R.I., and **Roger Allan**, WRKO(AM) Boston, elected chairman and vice chairman, respectively, of UPI New England Broadcast Advisory Committee.

Cecil Tuck, news director, WLS-TV Chicago, joins KTVK(TV) Phoenix in same capacity.

Jim Willi, assistant news director, WGR-TV Buffalo, N.Y., named news director.

Boyd Britton, news director, KWST(FM) Los Angeles joins KHTZ(FM) there in same capacity.

Bill Avery, news director, KEVN-TV Rapid City, S.D., joins WNEM-TV Bay City, Mich., in same capacity.

Ron Vador, 6 p.m. news producer, WLS-TV Chicago, named executive producer of early newscasts.

Clarke Bergeon, assignment editor and morning co-anchor, KOA(AM) Denver, named news director.

Gene Strul, acting director of public relations for University of Miami, Fla., and former news director of WKCT(TV) Miami, joins WKAT(AM) Miami as operations-news manager. **Del Frank**, former noon anchor on WTVJ(TV) Miami, joins WKAT as co-anchor of morning news and entertainment program.

Ernie Schultz, information and public affairs manager, KTVY(TV) Oklahoma City, has resigned. He joined station in 1955, and was news director from 1962 to 1979. His plans have not been announced.

Steve Rondinaro, Broward, Fla., news anchor for WKCT(TV) Miami, named 6 p.m. co-anchor for WKCT.

William McGowan, producer of *6 on the Road*, human interest series on WTVR-TV Richmond, Va., named assignment editor. **Jeanne Meserve**, producer and reporter for Maine Public Broadcasting Network, joins news staff of WTVR-TV.

Barry Peel, formerly with WTVQ-TV Lexington, Ky., who left station last year to pursue doctoral studies, rejoins station as assignment editor and acting news producer. **Linda Rae Frederick**,

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news intern, KVUE(TV) Austin, Tex., joins WTVQ-TV as reporter.

Wayne Shannon, feature reporter, WJBK-TV Detroit, joins KYW-TV Philadelphia in same capacity. **Karin Phillips**, freelance writer, named writer and newsroom-based reporter for KYW(AM) Philadelphia.

Bonnie Urbe, reporter and substitute anchor, WTVT(TV) Tampa, Fla., joins WDVM-TV Washington as general assignment reporter.

Robert Sokoler, general assignment reporter, KUTV(TV) Salt Lake City, joins WJZ-TV Baltimore as reporter.

Rick Sallinger, reporter, WRTV(TV) Indianapolis, joins KBTU(TV) Denver in same capacity.

Ed Clark, documentary producer, WAPI-TV Birmingham, Ala., now WVTM-TV, joins WMBB(TV) Panama City, Fla., as anchor.

Jonathan Knopf, from news department of WFAA(AM) Dallas, joins KTBS-TV Sheveport, La., as general assignment and city hall reporter.

Gabe Dalmath, 6 p.m. anchor, WHEC-TV Rochester, N.Y., assumes additional duties as producer of newscast. **Andrea Nissen**, reporter and producer of noon program on WHEC-TV, named co-anchor of 6 p.m. news.

Matt Lytle, formerly with WVUE(TV) New Orleans, joins WEAR-TV Pensacola, Fla., as weekend anchor. **Ray Orlando**, weather reporter, WEAR-TV, assumes additional duties as assignment editor. **Bill Greene**, reporter-photographer, WMAZ-TV Macon, Ga., joins WEAR-TV in similar capacity.

Robert McMahon, formerly with WELI(AM) New Haven, Conn., and WCBS-FM New York, joins WEEI(AM) Boston as anchor.

Mark Savan, from news department of KFWB(AM) Los Angeles, joins KVI(AM) Seattle as host of news and information program.

Gregory Groce, broadcast executive for Florida, based in Tampa, AP, named national cable television executive. **Lee Perryman**, WULA(AM) Sylacauga, Ala., succeeds Groce.

Roger Allan, WRKO(AM) Boston, elected president of Massachusetts AP Broadcasters. **Mike Wells**, KLIN-AM-FM Lincoln, elected president of Nebraska AP Broadcasters. **Mike McKnight**, WOWT(TV) Omaha, elected VP for television for Nebraska AP Broadcasters. **Dick Roeser**, KIBC(FM) Ogallala, Neb., elected VP for radio. **Ted Felts**, KKAN(AM) Phillipsburg, and **Mike Manns**, KEWI(AM) Topeka, named president and president-elect, respectively, of Kansas AP Broadcasters.

Don Hewitt, executive producer of CBS's *60 Minutes*, has been named to receive Broadcaster of the Year Award from International Radio and Television Society at its annual meeting June 3 in New York.

Bill Kurtis, WBBM-TV Chicago, awarded Alumni Honor Citation by University of Kansas. Lawrence. **Dale McCoy Jr.**, KKOY(AM) Chanute, Kan., given university's Grover Cobb Award for broadcast service.

Promotion and PR

Alan Raymond, director of projects for media liaison in White House Office of Communications, joins ABC in New York as director of news information, succeeding Mary Fifield, who has been named senior producer of ABC's *20/20* (BROADCASTING, April 14).

Joel Wolk, VP-associate media director, SSC&B, New York, joins RCA Corp. there as director of advertising and media services.

Ann Tallman, assistant promotion manager, WDIV(TV) Detroit, joins WGR-TV Buffalo, N.Y., as promotion manager.

Maureen Buckley, copywriter for display advertising department at Montgomery Ward in Chicago, joins WLS-TV there as listings editor in public relations department.

Arlene Leib, in charge of publicity and promotion for annual auction of noncommercial WHYY-TV Wilmington, Del., joins WYSP(FM) Philadelphia as promotion director.

International

William J. Peck, formerly with Richard Price Television Associates, London, joins Time-Life Television's new London office for international sales as head of European sales.

New regional sales managers for Sony Broadcast Ltd., based in England: **Gunter Von Cavallar**, formerly with Hewlett-Packard and Independent Broadcasting Authority, named sales manager for Austria and Eastern Europe, based in Vienna; **Sunuhl Cav**, from International Telecommunications Union, named sales manager for Africa, and **Keith Dunford**, sales manager for Middle East with Harris Corp., named to same post with Sony.

Sally Busby, from BBC Enterprises, joins Granada Television International, one of Britain's regional commercial stations, as sales executive for Africa and Far East.

Technology

Richard S. Bodman, senior VP-finance and corporation development, Comsat, Washington, named president and chief operating officer of Comsat General Corp., which is involved in satellite subscription television.

Paul Lego, VP of lamp division of Westinghouse Electric Co., Bloomfield, N.J., named executive VP and head of company's new electronics and control group, which will be involved in solid-state technology.

Allied Fields

James Ridings, VP-general manager, WRJZ(AM) Knoxville, Tenn., joins Arbitron as manager, Midwestern Radio Advertiser/Agency Sales in Chicago. **Susan Dingethal**, with Arbitron Radio, New York, named regional manager, Arbitron Eastern Radio Station Sales.

John Kurtz, assistant professor in radio-television department of Southern Illinois University at Carbondale, named chairman of Ball State University's telecommunications department, Muncie, Ind., effective September 1.

Gary Chapman, VP and general manager, WTEV(TV) New Bedford, Mass., named by National Association of Broadcasters to one of five NAB seats on Broadcast Rating Council.

Deaths

Thomas W. Carroll, 55, VP and West Coast sales manager, Harrington, Righter & Parsons, Los Angeles, died on May 18 when he was shot by unknown assailant in Los Angeles parking lot. He had been with HRP since 1969 and earlier had been with HR Television in New York. Surviving are his mother and two sisters.

Joel Friedman, 54, director of program production services, NBC-TV, and 28-year employe of company, was found dead in apparent suicide in his office in New York May 14. Surviving are his wife, Laury Ann, and two children.

C.T. Lucy Sr., 88, founder of WRVA(AM) Richmond, Va., died May 16 after long illness at Richmond Memorial hospital. He put station on air in 1925 as president and general manager. In 1956, he supervised design and construction of WRVA(TV) Richmond, now WWBT(TV). He retired in 1961. Survivors include his wife, Kathleen, one son and daughter.

Richard B. Benes, 29, sales manager of KTRM(AM)-KALO(FM) Beaumont, Tex., died of heart attack April 17 in Beaumont. Before joining KTRM-KALO, he worked for WYLD-AM-FM New Orleans and WGAC(AM) Augusta, Ga., as account executive. Survivors include his father, Joseph W. Benes, VP-general manager of Coachella Valley (cable) Television in Palm Desert, Calif., owned by Palmer Communications Corp.

Edwin B. Self, 84, former advertising director of Joseph Schlitz Brewing Co., died of heart disease May 9 in Van Nuys, Calif. Self, who also was playwright and novelist, was father of William Self, CBS Entertainment VP for programs, motion pictures for television and miniseries, and grandfather of Edwin Self, TV executive with QM Productions. Survivors also include wife, Elizabeth; sister and daughter.

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Stock Index

Exchange and Company	Closing Wed. May 21	Closing Wed. May 14	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	27 3/4	27	+ 3/4	+ 2.77	6	782
N Capital Cities	48 1/2	47 1/4	+ 1 1/4	+ 2.64	13	641
N CBS	46 7/8	44 3/8	+ 2 1/2	+ 5.63	7	1,358
N Cox	73 1/8	74 1/4	- 1 1/8	- 1.51	14	493
A Gross Telecasting	22 1/2	20 1/2	+ 2	+ 9.75	7	18
O LIN	43	43 1/2	- 1/2	- 1.14	10	118
N Metromedia	70	65 1/4	+ 4 3/4	+ 7.27	10	322
O Mooney	7 3/4	7 1/4	+ 1/2	+ 6.89		3
O Scripps-Howard	57 1/2	57 1/2			10	148
N Storer	27 1/4	24 7/8	+ 2 3/8	+ 9.54	14	296
N Taft	28 1/4	27	+ 1 1/4	+ 4.62	10	246

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	18 7/8	18 3/8	+ 1/2	+ 2.72	15	34
A Affiliated Pubs.	19 1/4	19 1/2	- 1/4	- 1.28	7	99
N American Family	7 3/8	7 5/8	- 1/4	- 3.27	3	77
N John Blair	16 1/8	15 1/8	+ 1	+ 6.61	4	60
N Charter Co.	26	23 1/2	+ 2 1/2	+10.63	22	723
N Chris-Craft	22 1/4	21 3/4	+ 1/2	+ 2.29	13	61
N Coca-Cola New York	5 1/8	5	+ 1/8	+ 2.50	7	90
N Cowles	20 1/4	22 1/4	- 2	- 8.98	16	80
N Dun & Bradstreet	43	44 1/8	- 1 1/8	- 2.54	17	1,196
N Fairchild Ind.	46 5/8	47	- 3/8	- .79	10	266
N Fuqua	15 1/8	14	+ 1 1/8	+ 8.03	4	192
N Gannett Co.	43 3/8	41 3/4	+ 1 5/8	+ 3.89	14	1,506
N General Tire	16	16 3/8	- 3/8	- 2.29	3	378
O Gray Commun.	33	32	+ 1	+ 3.12	10	15
N Harte-Hanks	22 3/8	23	- 5/8	- 2.71	13	209
O Heritage Commun.	10 1/4	10	+ 1/4	+ 2.50		31
N Insilco Corp.	12 3/8	11 1/4	+ 1 1/8	+10.00	5	133
N Jefferson-Pilot	27 1/4	26 1/2	+ 3/4	+ 2.83	7	597
O Marvin Josephson	14 1/2	13 1/2	+ 1	+ 7.40	8	37
O Kansas State Net.	28	28 1/2	- 1/2	- 1.75	23	52
N Knight-Ridder	23 1/2	23 3/4	- 1/4	- 1.05	10	765
N Lee Enterprises	18 3/4	18 7/8	- 1/8	- .66	10	134
N Liberty	14 3/4	15	- 1/4	- 1.66	6	190
N McGraw-Hill	30 3/8	30	+ 3/8	+ 1.25	12	748
A Media General	25 3/4	24 3/8	+ 1 3/8	+ 5.64	11	185
N Meredith	38 1/4	37 3/8	+ 7/8	+ 2.34	8	119
O Multimedia	19 1/2	18 1/2	+ 1	+ 5.40	8	194
A New York Times Co.	21 1/8	21 1/4	- 1/8	- .58	16	253
N Outlet Co.	16 5/8	15 1/2	+ 1 1/8	+ 7.25	5	42
A Post Corp.	13 3/4	14	- 1/4	- 1.78	6	25
N Rollins	24 1/4	23 5/8	+ 5/8	+ 2.64	12	325
N San Juan Racing	16	15 5/8	+ 3/8	+ 2.40	21	40
N Schering-Plough	39 3/4	37 5/8	+ 2 1/8	+ 5.64	11	2,121
O Stauffer Commun.*	35	35			9	35
A Tech Operations	8 3/8	8 3/8			21	11
N Times Mirror Co.	32	30 5/8	+ 1 3/8	+ 4.48	9	1,087
O Turner Broadcasting	12 1/2	12 1/4	+ 1/4	+ 2.04		123
A Washington Post	17 3/8	17	+ 3/8	+ 2.20	8	246
N Wometco	19 3/4	16 1/2	+ 3 1/4	+19.69	9	175

CABLECASTING						
A Acton Corp.	10 7/8	12 1/4	- 1 3/8	-11.22	7	31
O Ameco+						
N American Express	33 1/2	33 5/8	- 1/8	- .37	7	2,388
O Athens Comm.*	5 1/8	5 1/8				10
O Burnup & Sims	9 1/8	9 3/8	- 1/4	- 2.66	48	78
O Comcast***	18 1/2	25 1/2	- 7	-27.45	18	70
O Entron*	5	5			5	4
N General Instrument	44 7/8	43 7/8	+ 1	+ 2.27	12	376
O Geneve Corp.	27 1/4	27 3/8	- 1/8	- .45	12	30
O Tele-Communications	22	22 3/4	- 3/4	- 3.29	27	234
N Teleprompter	17	18 3/4	- 1 3/4	- 9.33	22	288
N Time Inc.	44 1/4	40	+ 4 1/4	+10.62	8	1,246
O TOCOM	16 1/2	15 1/4	+ 1 1/4	+ 8.19	35	49
O UA-Columbia Cable	51	46 1/2	+ 4 1/2	+ 9.67	24	171
O United Cable TV	30	30 1/4	- 1/4	- .82	21	123
N Viacom	34 7/8	34 1/8	+ 3/4	+ 2.19	18	133

Exchange and Company	Closing Wed. May 21	Closing Wed. May 14	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
A Amer. Intl. Pics	8 3/4	8 3/4				21
O Chuck Barris Prods.	4 1/2	5	- 1/2	-10.00	2	14
N Columbia Pictures	31 7/8	29 7/8	+ 2	+ 6.69	5	306
N Disney	50	49 3/4	+ 1/4	+ .50	16	1,623
N Filmways	8 5/8	8	+ 5/8	+ 7.81	5	48
O Four Star*	1 5/8	1 5/8				16
N Gulf + Western	15 1/2	15 3/4	- 1/4	- 1.58	4	693
N MCA	49	49 3/8	- 3/8	- .75	9	1,144
O Medcom	3 3/4	3 7/8	- 1/8	- 3.22	15	6
N MGM	21 5/8	20 3/4	+ 7/8	+ 4.21	10	700
O Reeves Commun.	21	21			20	50
N Transamerica	17 1/4	17 1/8	+ 1/8	+ .72	5	1,127
N 20th Century-Fox	48 5/8	47 3/4	+ 7/8	+ 1.83	7	391
O Video Corp. of Amer.	5	4 1/8	+ 7/8	+21.21	17	4
N Warner	44	42	+ 2	+ 4.76	10	1,251
A Wrather	14 1/2	14 3/4	- 1/4	- 1.69	39	32

SERVICE						
O BBDO Inc.	35 1/2	35 1/4	+ 1/4	+ .70	8	89
O Compact Video	13 7/8	13 1/2	+ 3/8	+ 2.77		26
N Comsat	34	33 1/8	+ 7/8	+ 2.64	8	272
O Doyle Dane Bernbach	24 1/2	23 1/4	+ 1 1/4	+ 5.37	9	64
N Foote Cone & Belding	25 3/4	26	- 1/4	- .96	9	67
O Gray Advertising	43	43			5	26
N Interpublic Group	29	28 1/2	+ 1/2	+ 1.75	6	129
O MCI Communications	6 3/4	5 5/8	+ 1 1/8	+20.00	84	187
A Movielab	6 1/4	6	+ 1/4	+ 4.16	11	10
A MPO Videotronics	6 3/4	4 1/4	+ 2 1/2	+58.82	7	4
O A. C. Nielsen	24 1/2	24 5/8	- 1/8	- .50	11	269
O Ogilvy & Mather	25 3/4	24 1/4	+ 1 1/2	+ 6.18	8	105
O Telemation	1 1/4	1	+ 1/4	+25.00	2	1
O TPC Communications	6 3/8	6 1/2	- 1/8	- 1.92	12	5
N J. Walter Thompson	30 3/8	30 1/2	- 1/8	- .40	7	91
N Western Union	20	20 1/2	- 1/2	- 2.43	9	303

ELECTRONICS/MANUFACTURING						
O AEL Industries	7 1/8	7	+ 1/8	+ 1.78	5	11
N Ampex	20 1/2	20 3/4	- 1/4	- 1.20	14	234
N Arvin Industries	10 3/8	10 3/8			3	80
O CCA Electronics*	1/8	1/8				1
A Cetec	5 1/2	5	+ 1/2	+10.00	12	11
A Cohu	5 5/8	5 5/8			19	9
N Conrac	17 1/4	16 3/8	+ 7/8	+ 5.34	27	35
N Eastman Kodak	52 1/8	53 1/4	- 1 1/8	- 2.11	9	8,412
B Elec Missile & Comm.	3 1/4	3 3/8	- 1/8	- 3.70	30	8
N General Electric	47 5/8	46 1/2	+ 1 1/8	+ 2.41	9	8,790
N Harris Corp.	32	31 5/8	+ 3/8	+ 1.18	14	968
O Harvel Ind	6 1/2	6 1/2			17	3
O Intl. Video*	7/8	7/8				2
O Microdyne	18 7/8	18 3/4	+ 1/8	+ .66	20	2
N M/A Com	23 3/4	23 5/8	+ 1/8	+ .52	31	217
N 3M	54 5/8	54 5/8			11	6,362
N Motorola	46 1/2	45 1/2	+ 1	+ 2.19	12	1,327
O Nippon Electric	44	45 1/8	- 1 1/8	- 2.49	40	1,444
N N. American Philips	26 1/4	26 1/8	+ 1/8	+ .47	5	315
N Oak Industries	32 1/4	31 5/8	+ 5/8	+ 1.97	22	167
A Orrox Corp.	5 7/8	5 7/8			8	9
N RCA	22 5/8	22 1/8	+ 1/2	+ 2.25	6	1,693
N Rockwell Intl	47 5/8	50 1/8	- 2 1/2	- 4.98	7	1,676
A RSC Industries	3 3/4	3 1/2	+ 1/4	+ 7.14	21	8
N Scientific-Atlanta	45 3/8	42 1/4	+ 3 1/8	+ 7.39	26	220
N Sony Corp.	9 1/8	9 1/4	- 1/8	- 1.35	15	1,967
N Tektronix	42	43 3/4	- 1 3/4	- 4.00	11	755
O Texscan	8 1/4	7	+ 1 1/4	+17.85	49	6
O Valtec	21 3/8	20 1/4	+ 1 1/8	+ 5.55	45	85
N Varian Associates	24 1/2	24	+ 1/2	+ 2.08	136	167
N Westinghouse	23 1/8	23 1/2	- 3/8	- 1.59	6	1,988
N Zenith	10 1/4	10	+ 1/4	+ 2.50	10	193
Standard & Poor's 400 Industrial Average						
	120.99	119.81	+1.18			

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson, Hayden Stone, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poors' 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. ***Comcast stock split three for two +Stock traded at less than 12.5 cents.

Added ⚡ Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Jun 9 ⚡ **The Washington Lawyers.** Who's who among the influential legal elite populating the communications corridors of the nation's capital, who occupy so pivotal a role in affecting both the country's telecommunications policy and protecting their clients' interests.
- Jul 7 ⚡ A long hard look at the prospects for **satellite-to-home TV**—whether, when, how and why.
- Jul 14 ⚡ The annual **Awards Issue**, pulling together in one place all the major winners of the principal national awards competitions during the preceding 12 months.
- Jul 28 ⚡ A special report on **local TV journalism**—a national canvass of extraordinary news coverage and public affairs efforts on the local firing line.
- Oct 13 ⚡ The beginning of BROADCASTING magazine's celebration of its own **first 50 years**—with a companion, year-by-year celebration of the Fifth Estate with which its fortunes are joined. A major historical retrospective that will illuminate each issue of the succeeding 12 months, and climax in **BROADCASTING's 50th Anniversary Issue** on Oct. 12, 1981.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting ⚡ Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

TIO's Danish: Taking TV's case to the public

As director of the Television Information Office, Roy Danish is one of TV's premier PR honchos, and has been for nearly 20 years. It is TIO's job, and therefore his, not only to help put out fires but to anticipate them and, if possible, keep them from breaking out. Or, as TIO's charter put it more delicately when the organization was set up in 1959, to provide "a two-way bridge of understanding between the television industry and its many publics."

The man in charge of the bridge traffic, director since 1962 and assistant director for two years before that, defines the job more specifically: "Essentially, it's to create an atmosphere, nationally and in communities, in which those who take a serious interest in television, critically or otherwise, have an understanding and an appreciation of what the medium is and what it can do and can't do, so that television can be constructively criticized on the one hand and used positively on the other."

To get that job done, TIO under Danish has a staff of about 20 persons—not quite twice TIO's size when he arrived 20 years ago—and a budget that is not officially disclosed but is believed to be around \$1.2 million a year. Structurally, TIO is under the umbrella of the National Association of Broadcasters, but financially it has to raise its own funds (through station dues; it currently has about 250 members, or "sponsors," a record high). Danish's board of directors is the NAB's Television Information Committee, which he says has been uncommonly dedicated and hard-working through the years, but "as a matter of fact, of courtesy and good sense" he also reports informally to the NAB television board at its meetings, seeks its advice and exchanges ideas with its members.

Under Danish's leadership, TIO has developed a long-range educational program in a variety of formats to reach educators, students, government agencies, the clergy, the press, librarians, other communications professionals and opinion leaders—and the general public. Every two years it underwrites the so-called Roper survey of public attitudes toward TV—this year's will be the 12th—that has been extensively used in television's behalf in government hearings and other forums. It has underwritten other public opinion studies and a long list of special reports aimed at helping the public—and public leaders—understand TV better.

For TIO members, or "sponsors," TIO provides programs and spots for air, pre-



Roy Bertram Danish—director, Television Information Office; b. March 2, 1919, New York; BA, Columbia College, 1940; MBA, Harvard Business School, 1942; lieutenant, U.S. Naval Reserve, 1942-46; with Mutual Broadcasting System, 1946-55, successively as research clerk, assistant director of research, station relations field man, director of station relations, director of commercial operations and vice president and assistant to president; with Interpublic Group of Companies, 1955-59, assigned first to new business for McCann-Erickson and later as vice president and account supervisor with new business responsibilities for Marschalk Co.; partner, Smith/Greenland Advertising, 1959-60; assistant director, TIO, 1960-62; present position since 1962; divorced; children—Elisabeth, 23, and Caroline, 20.

sentation material for use with local organizations, reprints and special material—calculated to help them answer specific criticisms and queries.

Then there's the TIO library, almost certainly the largest of its kind in the U.S., which answers 15,000 to 17,000 requests for information each year. And there's the travel. Danish and his people are almost constantly on the go, to appear on panels, make speeches, teach classes, appear on local TV programs, be interviewed in local press conferences—whatever the occasion demands. "We figured once," Danish says, "that TIO is on the air or in a public place, speaking for the industry, about four times a week."

Danish himself travels about a third of the time—120 days last year. On a reasonably typical recent day, in Seattle, he made three station appearances and one university appearance and held a press conference—none of which counted against his total of about 20 to 25 formal speeches a year.

He is currently overseeing production of the fourth in a series of half-hour programs that are sent free to all stations and, on average, have been broadcast by 200 or so, plus a new presentation for local showing on how TV works and what some of its problems are. He is also excited about the month-long experiment that TIO conducted in cooperation with the three commercial TV stations in Madison, Wis., last month, designed to heighten local awareness of TV's contributions (BROADCASTING, May 5), which he hopes may be expanded into other markets.

Almost from its beginning, TIO has worked closely with educators. It underwrote for the National Council of Teachers of English the production of "Television and the Teaching of English," a manual on classroom use of commercial television, plus a similar project with the National Council for Social Studies. It supports the twice-yearly "Teachers Guides to Television," produced with an advisory council that includes "every organization of any consequence in the educational field."

The effort, he believes, is paying off. "We've seen surveys, mostly by educators," he says, "that indicate television in one form or another is being used by more than half the teachers in this country, and the curve is constantly upward."

Danish is fast on his feet and speaks in complete English sentences, seeming to edit them for style as well as grammar and content before he utters them. Long-time TIO-watchers give him good marks. "Sometimes," one said, "he has struck me as a little too pin-striped for his audience, but on the whole he comes up with the right answers at the right time and gets the industry viewpoint across." Another said that "on a scale of one to 10, I'd give him eight," because "in any organization where you have 100 bosses, you're not going to satisfy all of them all of the time."

Danish points out that TIO has been out in front on a lot of issues. It won a special Peabody award for a book on children's programming nearly 20 years ago, "when nobody was really making much fuss about children's programming." Its first major publication was a study of local public affairs programming. And for years it has been stressing localism as the one factor that will most clearly distinguish broadcasters from the emerging media they may have to compete with.

"I like to think," he says, "that we have served for many broadcasters as a kind of scouting band, sniffing out the issues before they were apparent to most people and attempting very early in the game to come to grips with them in ways that broadcasters could take advantage of. I'm rather proud of that . . ."

Missed message

The gut instinct of print salesmen will be to seize the television "miscomprehension" study unveiled a couple of weeks ago (BROADCASTING, May 19) and use it for all it's worth as a sales tool. As a sales tool, however, what it's worth may be less than meets the eye.

The study, underwritten by the Educational Foundation of the American Association of Advertising Agencies, contains startlingly negative findings for television. The hard nub is that more than 90% of TV viewers misunderstand some part—usually from one-fourth to one-third—of what they see on the screen, whether it's commercials, programming or PSA's.

Bleak as all this appears, the findings are not all negative. The report offers the "mildly positive note" that "the major portion of most televised communications seems to be correctly comprehended." That is, if one-fourth to one-third of a message isn't getting through, the mathematics of it means that two-thirds to three-fourths are registering as intended. Given TV's vastly superior track record for advertising effectiveness, the print salesman may be smart to curb his gut instinct long enough to wonder whether his own medium would do as well in a similar test.

Apparently the AAAA has no plans for a similar test of print. We don't like that. It is not the AAAA's business to create sales tools for one medium to use against another, even flimsy sales tools. Its purpose here, of course, is to show that much government and other criticism of advertising is misdirected: that advertising is often an innocent victim, wrongly blamed for faults that reside in the viewer. We'll buy that. We'll also buy the suggestion that advertisers and agencies should try very hard to raise the comprehension quotient of their commercials. If TV is as effective as it has proved to be at the 70% comprehension level, just think how much better it might sell at, say, 90%.

Worm in the golden apple

Glittering promises were on display last week at the National Cable Television Association convention, which itself was big and glittering enough to persuade disbelievers that the promises may one day come true. Through it all, however, ran an undercurrent of apprehension about a growing problem in the industry, the intensifying competition for cable franchises in major cities.

As was noted on this page in the magazine of last April 7: "As the prize of cabling population centers magnifies, the struggle for it worsens. Fortunes are being spent to win city council votes that can decide whether bigger fortunes will be made. Promises are escalating. Political influence is being openly manipulated. Nobody says so for the record, but the ingredients for scandal are at hand."

Last week it was out in the open in Dallas. Franchise pressures were the main subject of a speech by Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, and of a special panel session moderated by the NCTA's president, Tom Wheeler. The subject came up again and again when cable's financial future was discussed. Bankers and investment analysts worried aloud whether franchise winners were destined to go broke while trying to perform up to promise. Industry figures worried aloud about the consequences when unrealistic promises are made and then unkept.

Cable operators who emerged from long broadcasting experience may be thinking that this is where they came in. When the FCC issued its television allocations plan of 1952, the con-

tests that developed over VHF assignments in important markets were no less deadly than those going on now for cable franchises. The parallels are inexact: A television station permit gives its winner only one channel among many in a given community; a cable franchise awards monopoly control over as many channels as the winner wants to promise. Television station grants are made by a federal commission under the scrutiny of the national press. Cable franchises are awarded locally, usually in conditions of lower visibility.

Still, history is there to repeat itself for those who choose to ignore it. As a sequel to a 1957 investigation of television grants, conducted by a subcommittee of the House, one FCC commissioner was forced to resign for taking bribes, a former FCC chairman was implicated in tainted grants, several station licenses were lost and others subjected to prolonged rehearing.

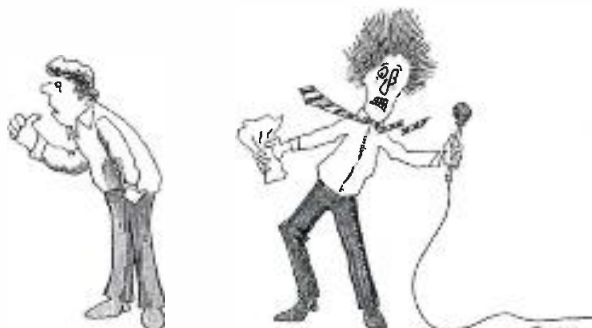
There may be no way to immunize the franchise process against the "orgy of excesses" that Dick Loftus, president of AmVideo, described at a panel session of the NCTA last week. Indeed Martin Malarkey, a veteran consultant who has been personally at the scene in many franchise contests, was unrelievedly pessimistic about changing the human conditions that cause franchise fights.

If Malarkey is right, however, the orgy of excesses is bound to exact its own penalties. The cooperative program that Tom Wheeler has explored with the National League of Cities at least addresses the more conspicuous threats that unstructured issuance of franchises presents. The program may be incapable of repealing greed and political corruption, but perhaps it can suppress the worst. At any rate, NCTA and the league ought to be cheered on to wider effort.

Far over the line

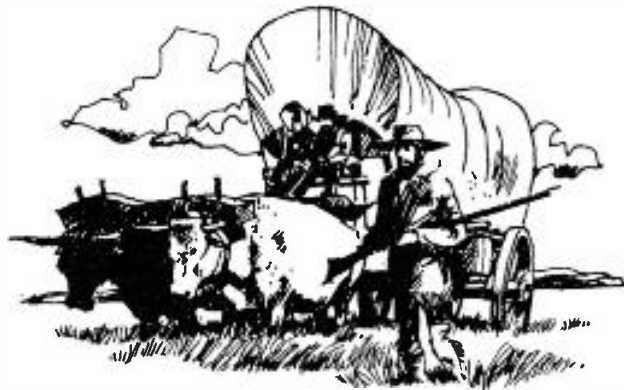
The Public Broadcasting System is exploring the possibility of accepting what it euphemistically calls "underwriting" from makers of cigarettes and liquor. It is also thinking of asking the FCC to repeal its rule against the use of company logos in the on-air credits that "underwriters" get.

The suggestion that the permitted use of logos would invite more "underwriters" to pony up is an admission that underwriting is advertising after all and would simply be more effective if Exxon appeared in the familiar letters seen on service station signs. Called by its right name, broadcast advertising for cigarettes is prohibited by law and for liquor by common consent of commercial broadcasters. Does PBS really want to stir up this nest of snakes?



Drawn for BROADCASTING by Jack Schmidt

"We're still getting some current through mike number two."



How the Midwest was won.

On KOLN-TV/KGIN-TV's public affairs program, "Thursday Magazine," Dorothy Creigh saw a project she initiated five years earlier come to life on the air.

To capture the colorful story of the settlement of the Great Plains, she inspired and directed a series of six 30-minute programs. The best local talent was recruited to write, film and narrate "The History of the Great Plains," which the Adams County Nebraska Historical Society produced. To prompt further study and discussion, a guidebook was prepared as a companion piece to the series.

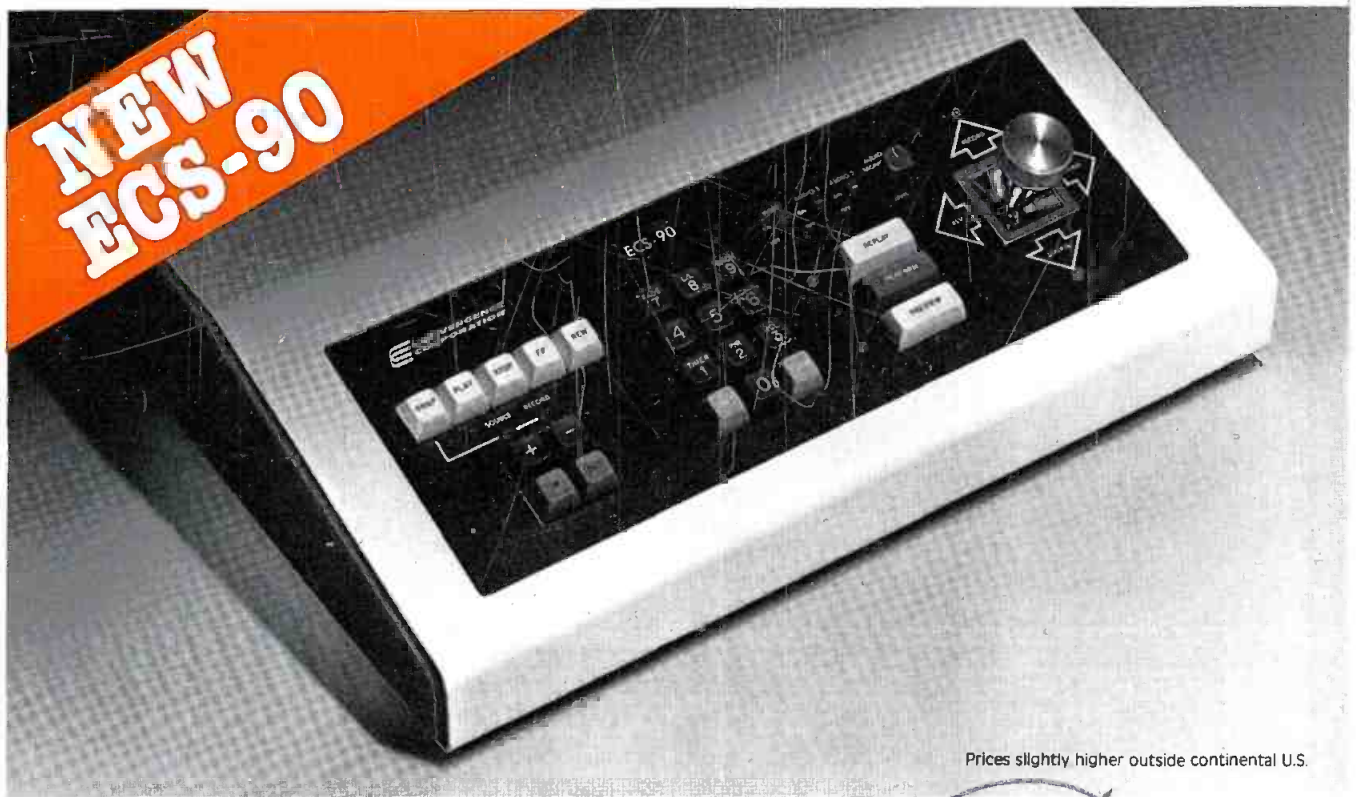
In addition to broadcasting the programs, KOLN-TV/KGIN-TV offered dubs of all the shows to any other station wishing to air the series. Providing our viewers with the opportunity to discover their own rich heritage is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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

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