

Beginning of the beginning for DBS
NAB post-mortem: state of the equipment art

Broadcasting Apr 27

The News Magazine of the Fifth Estate □ Vol. 100 No. 17

50th Year □ 1981

Local boy makes good!



The February sweeps are in!

And in local markets across the country Quincy has outperformed his lead-in...
dominated his competition...increased the previous year's time period rating...
and continued his leadership position among young women!
Check him out in your market!

Quincy*

Already sold to the 5 CBS O&O's!

MCA TV

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The First
50
Years Of
Broadcasting

1958

PAGE 99

RCA CP ANTENNAS RUN CIRCLES AROUND

Outsell nearest competitor by 2 to 1.

RCA CP antennas outsell the nearest competitor by more than 2 to 1 for good reason. And there are many more good reasons why RCA has sold 6 out of 10 of the CP antennas on order at the close of 1980. But the bottomline is customer trust and user confidence in RCA CP antennas...and the people who produce them. RCA developed and installed the first commercial CP antenna at WLS Chicago in 1973. Then, as now, RCA engineering, product performance, installation and service support run CP circles around the others.

Engineered like no others.

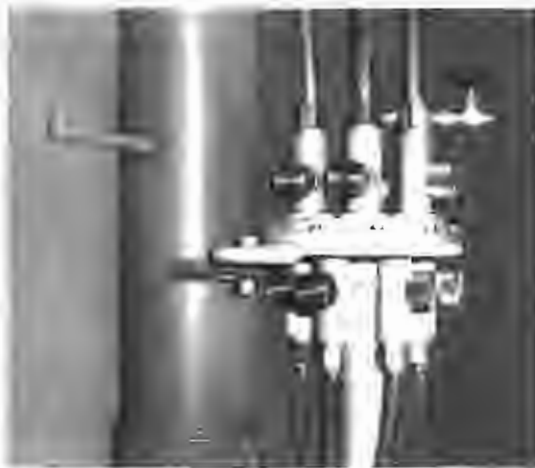
When you see the care and craftsmanship that go into each antenna at the RCA Antenna Engineering Center in Gibbsboro, N.J., you'll know why our CP's are as good as they are. They're engineered with experience unmatched anywhere,

and built to last. For example, feed-line hardware is made from bronze, brass or stainless steel. Feedlines are firmly grounded to the antenna pole at multiple grounding points to eliminate arcing and protect against lightning.



Performance tested for sure results.

We test our antennas on every channel for both horizontal and vertical polarization on giant turntables, with the results fed into computers. With this information we've built an enormous data bank from which we can reproduce characteristics for any type of antenna.



RCA Circularly-polarized antennas at these stations:

KCPQ (13), Tacoma, WA.
KCRA (3), Sacramento, CA.
KSTW (11), Tacoma, WA.
WABC (7), N.Y., N.Y.
WBNS (10), Columbus, OH.
WBTW (13), Florence, SC.

WCTI (12), New Bern, NC.
WFMY (2), Greensboro, NC.
WITN (7), Washington, NC.
WLS (7), Chicago, IL.
WNCT (9), Washington, NC.

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

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

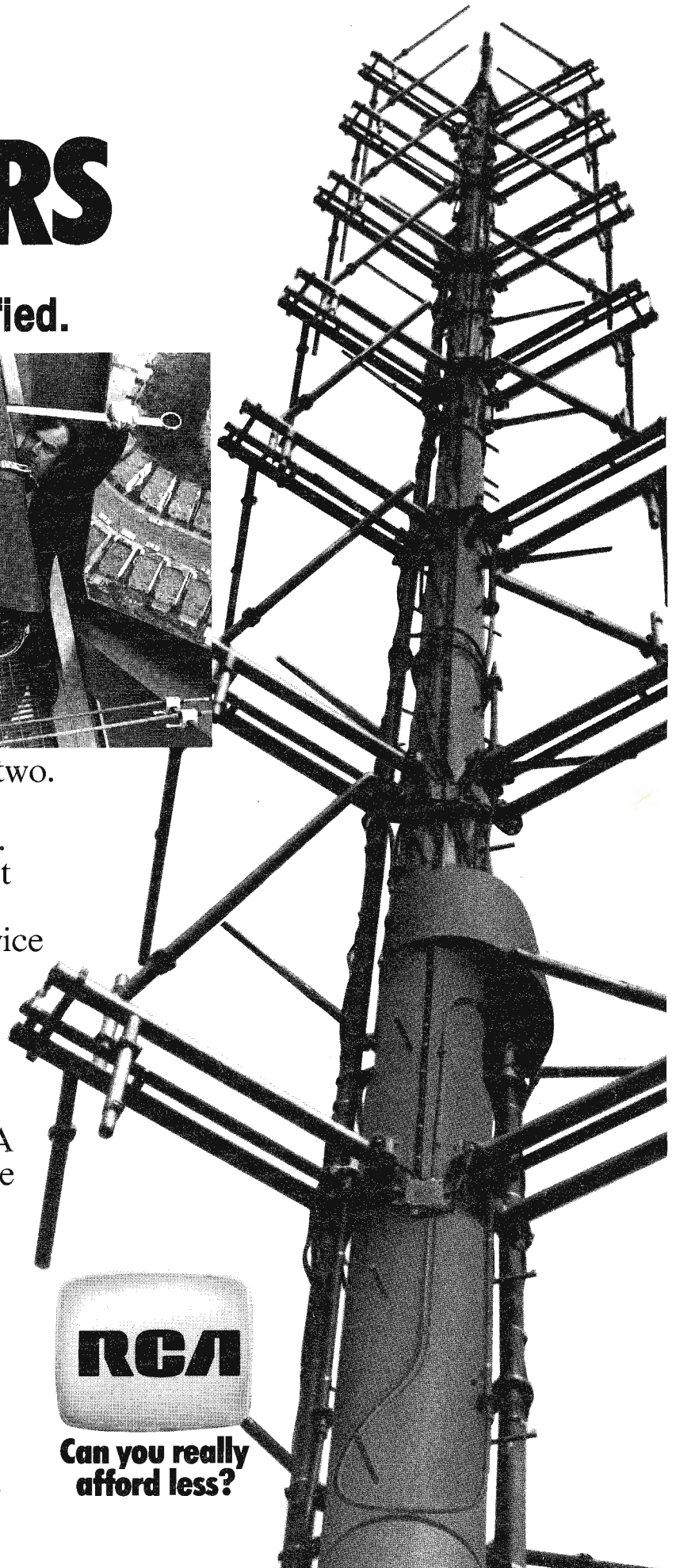
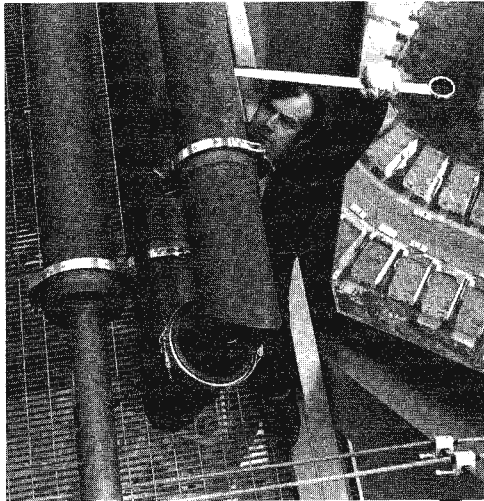
THE OTHERS

Installation, service simplified.

We design our CP antennas for low windloading. That means you can install most of our antennas on your existing tower, probably without tower modifications. To further simplify installations on most types, there's only one feed line on each radiator, instead of the usual two.

Fiberglass and steel pole steps are provided for climbing the antenna. We look after the installation to get you on-air properly, and provide incomparable RCA TechAlert service to keep you on.

We think RCA CP antennas are the best choice you can make. Their record in the field proves their superiority beyond question. For the details, call your local RCA Broadcast Representative. Or write RCA Broadcast Systems, Building 2-2, Camden, N.J. 08102.



The RCA CP antenna line

Type TDM—Dual Mode, Top Mount, Lowband VHF—Ch. 2-6
Type TCL—Tetra Coil, Top Mount, Highband VHF—Ch. 7-13
Type TFU-CP—UHF Pylon, Top Mount—CH. 14-70
Type TBK—Quatrefoil, Side Mount, Lowband VHF—Ch. 2-6
Type TBJ—Panel, Top or Side Mount, Highband VHF—Ch. 7-13



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afford less?**



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For a limited time only, the Grass Valley Group is offering a complete 400-series 32x16 AFV routing switcher system at a very special price. This is your opportunity to own the same high quality routing switcher used in hundreds of installations around the world.

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- (One) 400 series 32x16 audio matrix
- (One) 400 series power supply
- (One) set interconnect cables
- (One) set module extenders
- (One) 400-201 X-Y control panel
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Interested? Don't delay, because this offer is good for a limited time only. Contact your Grass Valley Group representative now.

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The Week in Brief

TOP OF THE WEEK

MOMENTUM FOR COPYRIGHT CHANGE □ Majority of witnesses at Senate hearing this week favor abolition of compulsory license for cable as prelude to full liability. **PAGE 27.**

LOGOS FOR UNDERWRITERS □ FCC broadens rules for public stations, but warns against crossing line into preserve of commercial systems. **PAGE 27.**

COUNTDOWN ON DBS □ FCC moves step closer as it accepts STC application and initiates notice of proposed rulemaking for interim systems. **PAGE 28.** Reaction is mostly quiet, with only NAB and fixed service users sounding alarm. **PAGE 30.** STC's Johnson: The more the merrier. **PAGE 31.**

SPECIAL REPORT

HARDWARE IN VEGAS □ Some new products turned up in exhibits at NAB convention, but mostly it was time to display equipment in greater numbers and in more sophisticated forms. **PAGE 33.**

CRITIQUE □ Experts in broadcast technology assess what they saw in Las Vegas. Speaking for television: Wells, Jacobs and Miller. **PAGE 42.** Speaking for radio: Dickson, Kanner, Schumeyer, Smith and Morgan. **PAGE 54.**

JOURNALISM

CHICAGO FIRES □ CBS-owned WBBM-TV there criticizes, in its own documentary, 20-20 segment on local arson that earned Emmy for ABC News. Network returns flak. **PAGE 64.**

ONE COOKE COULD SPOIL BROTH □ First Amendment proponents savor court decision that affirmed reporters' right to protect sources. But they worry about possible effects of Janet Cooke-Pulitzer incident. **PAGE 68.**

BUSINESS

UPBEAT QUARTER □ Initial reports from major broadcast groups indicate year is off to fast start. **PAGE 70.**

BANNER YEAR FOR TV SPOT □ National expenditures in 1980 rise 13.2%, almost reaching \$2.5 billion. **PAGE 74.**

ANTE RAISED □ To counter move that would block merger, Knight-Ridder and Dow Jones increase their joint offer for UACC to \$80 per share. **PAGE 80.**

MEDIA

CABLE HUNG UP □ B&B study reports 55% penetration for CATV and prospect that figure will stay there unless there are product or marketing changes and greater diversity in programming. **PAGE 86.**

AT NAB THIS WEEK □ Executive committee will meet to hear post-convention assessment, indoctrinate new members, and get reports on low-power and minority-support project. **PAGE 87.**

PROGRAMMING

CBS-TV WINS AGAIN □ This time network takes season ratings honors by more substantial margin. **PAGE 90.**

TIMES MIRROR'S LATEST □ Owner of seven stations will get into program production. **PAGE 91.**

LAW & REGULATION

ABSCAM TAPES FOR TV □ Broadcasters win court victory in effort to broadcast FBI footage shown at Philadelphia trial. **PAGE 94.**

1958

THE 'BROADCASTING' YEARS □ Network practices came under fire in the FCC's Barrow Report, and the House Oversight Committee trained its sights on the FCC. Commissioner Richard Mack resigned after charges he sold his vote and later was indicted by a grand jury. Clouds began to gather over quiz shows. **PAGE 99.**

PROFILE

WIRTH'S WORTH □ The Democrat from Colorado has generally earned good marks during his six years on Capitol Hill. Now his mettle will be more severely tested as new chairman of the House Telecommunications Subcommittee. **PAGE 127.**

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"Holy cow. WLNE's total station share is up 25%!"

And that's good news if you've been giving WLNE a bigger share of your budget lately. Because not only is our sign-on to sign-off share up 25%, but our Early News is up 50%, Primetime performance is 27% higher and our Late News share of audience has increased 75%...all since one year ago.

Our expanded signal and vastly improved News product are working. And we fully expect our dramatic growth trend to continue. Because when you buy WLNE, we like it when you get more than you bargained for.

WLNE ADI HH PERCENT OF
SHARE INCREASE
FEB. '81 VS. FEB. '80; ARBITRON

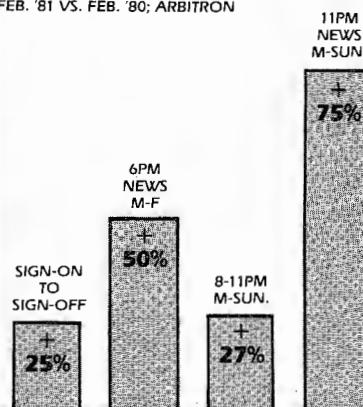


PHOTO BY JAMES LEICK

Represented by Blair
Television & Radio

KOAT-TV
Albuquerque

KSDK
St. Louis

KETV-TV
Omaha

WLNE-TV
New Bedford/
Providence
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WGAL-TV
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Harrisburg/
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KTAR & KBBC-FM
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Pulitzer
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STATIONS**

Touching the lives of over nine million Americans.

Closed Circuit®

Insider report: behind the scene, before the fact

Ties that bind

How did Comsat line up solid Reagan administration support for prompt FCC action on application to deliver pay TV from satellite to home (see page 28)? Conjecture among Washington lawyers is that trail leads to Richard E. Wiley, lawyer for Comsat's subsidiary, Satellite Television Corp. Wiley, former FCC chairman, was active in Reagan campaign, on Reagan transition team. Likeable, hard working Wiley, who heads Washington office of Kirkland & Ellis, Chicago, has been unflaggingly carrying message to administration and FCC that Reagan deregulation means staying out of Comsat's way on pay TV project. "He did a number," said one lawyer representing losing broadcasting interests.

PTV to CTV

Might FCC's relaxation of corporate sponsorship rules for public television (see page 27) have unwelcome effect on commercial broadcasting? Question occurred to some on Wall Street last week, though answers reflected differences of opinion. Some think corporations view dollars spent on PBS as coming from different pocket from one containing advertising dollars, but others insist, as one said, "Whatever you label it, it's advertising," and monies shifted to PBS or public stations would be drawn from finite pool of advertising budgets. One analyst suggested Reagan administration is looking "to spin off PBS as another commercial network."

Whether impact would dilute network or spot inventory more is one question. Real impact in some analysts' view might hit cultural cable networks—they're in competition for same high-class dollars and have been touting advantages they offer advertisers over current PBS corporate tags.

Opening moves

Unveiling is at hand for TV networks' 1981-82 prime-time schedules. ABC's is set for Wednesday, NBC's for Thursday and CBS's is expected this week or early next. They were still moving pieces around late last week, but conventional wisdom had it that, by and large, there'll be upswing in number of situation comedies, downswing in police and mystery programs and almost certainly less reliance on violence, more on humor and characterization.

ABC was said to be looking to replace five to six hours per week including Friday night movie—which barely cracked 20-share mark in past season—in its bid to

climb back to first place. CBS, working with winning schedule, had replacement list that was thought to include *Flo*, *Tim Conway Show*, *White Shadow* and probably *Waltons*. NBC has said it'll drop one movie night and, in total, eight and one-half hours; these are expected to include *Gangster Chronicles*, *Nero Wolfe*, probably *Buck Rogers*, *Walking Tall* and *BJ and the Bear* and, as announced, *Disney*.

Inching forward

Bernard Wunder is off payroll of House Telecommunications Subcommittee, where he served as minority counsel, and is now consultant at National Telecommunications and Information Administration. Normally, that would be sure tip off Wunder has been fingered by administration as its next assistant secretary of commerce for communications and information and head of NTIA. He has been reported to be in line for that appointment, and indications last week were that announcement confirming speculation will be made shortly, possibly this week.

Wunder moved into consultancy post at request of acting assistant secretary, Dale Hatfield, who felt he needed Wunder's assistance. Hatfield is engineer (with MBA) who spent most of his four years with NTIA at its research center, in Boulder, Colo., and felt out of touch with some issues on which he is being asked to testify in Congress, including their political implications.

Days of light

Not all news about Caribbean countries' position on upcoming Region 2 conference on AM broadcasting and current interference to U.S. stations is as bleak as that brought back from Cuba by two-member U.S. delegation earlier this month (BROADCASTING, April 13). Dominican Republic, for instance, has been violating present AM agreement with U.S. but not, apparently, intentionally. Despite efforts of U.S. to train them, Dominicans lack technical expertise to abide by current standards. However, officials there expressed interest in tidying up their operations, and State Department hopes necessary assistance can be provided, possibly by Puerto Rican Association of Broadcasters. Haiti is said to pose no problem, if only because it lacks financial resources to boost broadcast power to levels unacceptable in U.S.

But Cuba remains tough to deal with and may prove tougher. Turns out Cuban government officials with whom U.S. had meeting are not ultimate decision makers.

At top are Communist Party bosses who stay out of sight. In government-to-government negotiations, one U.S. State Department official said, "you're talking with second- and third-rank individuals."

Bar talk

Is radio deregulation cutting in on practice of some members of FCC bar to point that law firms are talking of mergers? That's story heard in FCC precincts with increasing frequency. Reduction of overhead is key to merger conversations, what with Washington rentals averaging \$20 per foot, along with energy-tax escalators, in prime downtown areas. Relaxation of proof of performance requirements and ascertainment in renewals has relieved pressure on many secondary-market licensees who relish new freedoms.

Powdered wigs next?

Should FCC's administrative law judges (totaling dozen, plus chief judge) wear judicial robes like those worn by judges of courts, and if so, should ALJ's or Uncle Sam pick up tab? That issue awaits judgment of FCC. Former chairman, Charles D. Ferris, presumably authorized robes at suggestion of chief administrative law judge, Lenore G. Ehrig. But it wasn't official action of FCC.

When FCC was created in 1934, provision was made for attorney examiners (in lieu of commissioners) to take testimony and make recommendations to commission. Little has changed except title of administrative law judge and upscaling of pecking order. Chief Judge Ehrig is Grade 17 and others are Grade 16, drawing roughly \$50,000 a year. FCC chairman draws \$55,387, plus car and chauffeur, and individual commissioners are paid \$52,750.

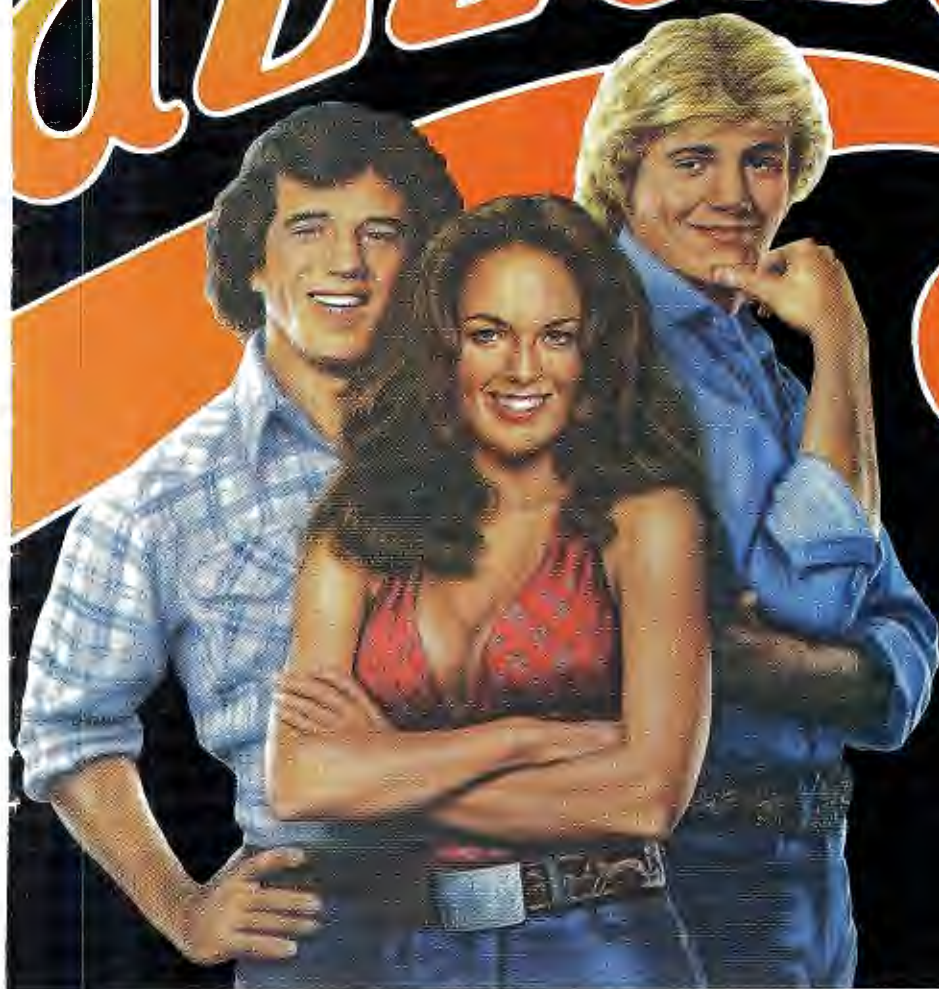
End of privacy

Although Federal Trade Commission's Office of Policy Planning has sponsored investigation of privacy issues arising from interactive home media—interactive cable systems, videotext, teletext and general purpose computer systems—FTC sources say investigation probably won't result in further action. Investigation started last March when FTC awarded Collingwood Associates, Washington communications consulting firm, contract to study subject. Study resulted in 113-page report, published in January, which recommended FTC conduct further study, encourage industry self-regulation and provide educational material to consumers.

It's got everything!

The
Duke
of H

Sally Hazard



Warner Bros. Television Distribution
A Warner Communications Company

Business Briefly

TV ONLY

Hyatt Legal Clinic □ Begins June 1 for 13 weeks in Philadelphia and Pittsburgh, and Ohio markets of Cleveland, Cincinnati, Columbus, Dayton and Toledo. All dayparts. Agency: Barickman Advertising, Kansas City, Mo. Target: total women.

Gulf Oil □ Super unleaded gasoline. Begins in late April/early May for second quarter in San Antonio and Corpus Christi, Tex. Agency: Young & Rubicam, New York. Target: adults 25 and over.

Merrill-Lynch □ Realty. Begins early May for second quarter in Phoenix and Tucson, Ariz. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Seitz Meats □ Begins June 1 for four to 10 weeks in Dallas, St. Louis, and Missouri markets of Springfield, Joplin and Kansas City. All dayparts. Agency: Fremmerman, Malcy, Spivak, Rosenfield, Kansas City, Mo. Target: women, 25-49.

Illinois Department of Tourism

Begins May 1 for nine weeks in 16 markets. All dayparts. Agency: Hackenberg, Normann, Krivkovich & Partners, Chicago. Target: adults, 25-49.

General Electric □ Large appliances. Begins this week for seven weeks in 24 markets. Day, fringe, weekend and prime times. Agency: Cliff Furgurson Advertising, Fresno, Calif. Target: women, 25-54.

Steamatic □ Cleaning services. Begins May 4 for six weeks in about six markets mainly in Texas. Day and late fringe times. Agency: World Advertising, Grand Prairie, Tex. Target: women, 25-54.

Buitoni Wine □ Begins in mid-May for about five weeks in Boston and Providence, R.I. All dayparts. Agency: Chester Gore & Co., New York. Target: adults, 25-49.

Northern California Toyota Dealers Begins May 1 for five weeks in San Francisco, Salinas-Monterey, Sacramento-Stockton and Chico-Redding, all California. Sports, weekend,



Proud parent. San Diego's KJOY(FM) introduced the community to its new owner, Group W, at a reception held at the Westgate hotel there. About 300 business and community leaders and station personnel were present, including (l to r) Richard Harris, president of Group W Radio Group, Jackie Ulery, media buyer for Lane & Huff Advertising, and Terry Saidel, Los Angeles office manager of Group W's Radio Advertising Representatives. Group W's purchase of the beautiful music station (from HBC Inc., owned by Representative Cecil Heftel [D-Hawaii], for \$6.4 million) brings its broadcast complement to seven AM, five FM and six TV stations.

fringe and prime times. Agency: Cunningham & Walsh, San Francisco. Target: adults, 25-49.

Stroh Brewery □ Lite bear. Begins May 4 for four weeks in over 10 markets. Sports and prime times. Agency: Marschalk Co., New York. Target: men, 18-49.

E.Z. TV □ TV rentals. Begins May 4 for four weeks in Mobile, Ala.; Pensacola,

RepReport

CKLG(AM)-CFOX-FM Vancouver, B.C.: To Brydson Spot Sales from Devney Co.

CHED(AM) Edmonton, Alberta: To Brydson Spot Sales from Devney Co.

Texas State Networks (TSN-News, TSN-Agribusiness, Houston Oiler Network and Spanish Information Service): To Katz Radio from Blair Radio.

WZAK(FM) Cleveland: To Selcom (no previous rep.)

WBLM(FM) Portland, Me.: To Selcom from Savalli & Schultz.

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THE MERV GRIFFIN SHOW

Merv continues his October & November success in February, again dominating early fringe programming in both rating and share!

	Rating	Average Share
MERV GRIFFIN	8	23
John Davidson	7	20
Mike Douglas	4	15
Talk/Variety Competition	6	18
Hour Magazine	7	19
*Hour Action/Drama Average	8	22
Movies	6	19

METROMEDIA
P R O D U C E R S
C O R P O R A T I O N

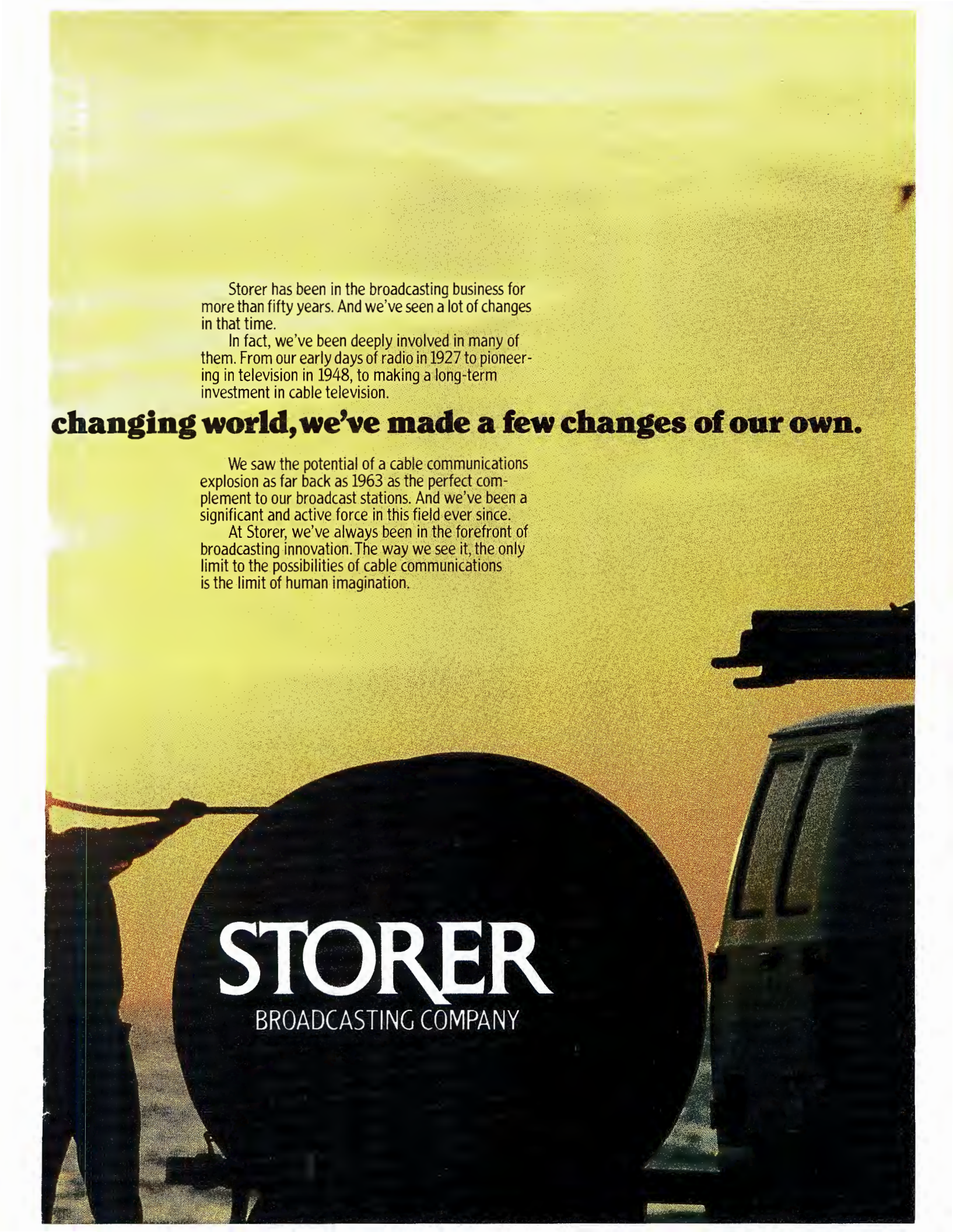
Source: NSI Oct/Nov '80, Feb '81 (Network affiliates, top 50 markets)

*Selected hour action/drama

5746 SUNSET BOULEVARD, HOLLYWOOD, CALIFORNIA 90028. (213) 462-7111

A full-page photograph showing the silhouettes of construction workers against a bright, hazy sunset sky. In the upper left, a worker in a hard hat is suspended in the air, holding onto a large, dark, rectangular object. Below him, another worker in a hard hat is crouched, holding a long pole. To the right, a third worker is standing, also holding a long pole. The scene is backlit by the sun, creating a strong orange and yellow glow. The text "To keep up with this" is printed in a bold, black, sans-serif font on the right side of the image.

To keep up with this



Storer has been in the broadcasting business for more than fifty years. And we've seen a lot of changes in that time.

In fact, we've been deeply involved in many of them. From our early days of radio in 1927 to pioneering in television in 1948, to making a long-term investment in cable television.

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

We saw the potential of a cable communications explosion as far back as 1963 as the perfect complement to our broadcast stations. And we've been a significant and active force in this field ever since.

At Storer, we've always been in the forefront of broadcasting innovation. The way we see it, the only limit to the possibilities of cable communications is the limit of human imagination.

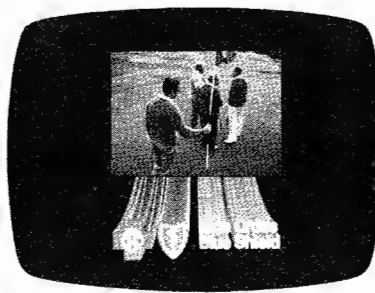
STORER
BROADCASTING COMPANY

AdVantage

For good health. Television, radio and print media will be used in new national advertising campaign in support of Blue Cross and Blue Shield plans, starting in early May. TV commercial is to run on CBS-TV's *60 Minutes* and cites plans' coverage advantages as discussed by two golf-playing executives. Radio commercials are intended for customized use by local plans. Agency is N.W. Ayer/Chicago.



Blue Cross



Grolsch

Going Dutch. Holland imported Grolsch lager beer breaks into spot TV May 18 in nine major markets in campaign created by Warwick, Welsh & Miller, New York. Both 30-second and 10-second commercials will be used in promotion that introduces Grolsch's 16-ounce porcelain wire-top bottle and features its regular 12-ounce six pack. Reaching back to beer's Dutch origin, spots attempt to "recreate the look and ambiance of Holland's Golden Age." Slogan: "a real masterpiece from Holland."

□

Strong as an elephant. GAF Corp., in attempt to prove point that "Only GAF floors have the tough SVS no-wax surface that's a cinch to keep looking clean and beautiful," has begun network TV blitz this month for GAFSTAR flooring. Two month TV campaign, developed by Scali, McCabe, Sloves, New York, stars "family of live elephants who stomp and tromp and grind food into a GAFSTAR vinyl floor." Commercial is geared toward working women, ages 25-49, who earn over \$20,000.

Fla.; New Orleans, and Atlanta. Day, fringe, news, prime access and weekends. Agency: Crumbley, Robertson, Riley Advertising, Atlanta. Target: total adults.

Hunter Ceiling Fans □ Begins June 1 for four weeks in 14 markets. News, prime, fringe and weekend programming. Agency: John Malmo Advertising, Memphis. Target: men, 25-54.

County Line Cheese □ Begins June 1 for three weeks in under 10 markets. Day and fringe times. Agency: Hicks & Greist, New York. Target: women, 25 and over.

Flintkote □ Driveway repair products. Begins May 18 for three weeks in 19 Northeastern markets. Fringe, news, sports, weekend and prime access times. Agency: Richardson, Myers & Donofrio, Baltimore. Target: men, 25-54.

Norcliff-Thayer □ Esoterica skin care product. Begins May 4 for two weeks in about 25 markets. Agency: William B. Tanner Co., Memphis. Target: women, 35 and over.

Venture stores □ Casio watch and calculator products promotion. Begins May 11 for one week in seven markets. All dayparts. Agency: Grey-North, Chicago. Target: adults, 18-34.

Walgreen stores □ L'Oreal Excellence hair coloring. Begins May 5 for one week in Houston, Chicago, St. Louis and Milwaukee. Day, early fringe, late fringe and weekend programming. Agency: Granada Advertising, Dearfield, Ill. Target: women, 25-49.

RADIO ONLY

Gould □ 800 (automotive) battery. Begins May 11 for 12 weeks in Chicago. Morning drive, midday and afternoon drive times. Agency: Chuck Ruhr Advertising, Minneapolis. Target: men, 18 and over.

Million Mile Mufflers □ Muffler dealers. Begins this week for four weeks in about five markets. Afternoon drive times. Agency: Elbert Advertising, Bala Cynwyd, Pa. Target: men, 25-54.

Hardware Wholesalers □ Begins in early May for two weeks in about 18 markets. Morning drive, midday and afternoon drive times. Agency: Dodge & Associates, Fort Wayne, Ind. Target: adults, 18 and over.

Health Chemicals □ Gypsy moth killer. Begins in July for two weeks in about 25 markets. Agency: American Media Consultants, New York. Target: adults, 18 and over; adults, 35 and over.



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DELIVERS!

- ★ Community Involvement
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- ★ Improved Long-Term Client Relationships
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We are selecting twenty new stations for 1982 in medium to large markets - If you would like \$50-\$250,000 added to your first quarter in 1982...

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THIS WEEK, 100 YEARS OF POPULAR MUSIC WILL FINALLY GET THE RECOGNITION IT HAS ALWAYS HAD.

Recognition. That's what NBC's "Live From Studio 8H" is all about. Recognition for the performing arts in America. The kind of recognition only television can provide.

Network television in prime time.

Like the time we invited Zubin Mehta to lead the New York Philharmonic Orchestra in a special tribute to the great maestro, Arturo Toscanini. More people saw that one performance than could fill all the concert halls in America.

Or the time we showcased the unique choreography of Jerome Robbins. That was an unforgettable evening of ballet.

Or this time, this week.



We believe our country's popular music is equally deserving of the spotlight our Studio 8H can provide. Deserving of something more than just another television special.

That's why we've prepared this dazzling evening celebrating

100 years of America's favorite melodies. Hit songs of the jazz age. Ballads and blues. Favorites of the war years and the best of rock.

Our music.

Under the direction of Jack Elliott, the program features The New American Orchestra. Guest performers include George Burns, Eydie Gorme, Gregory Hines, Steve Lawrence, Henry Mancini and Sarah Vaughan.

At a time when culture is too often defined by the specialized tastes of a few, we think this week's program will bring honor and recognition to something that has been ignored too often, and too long.

The public's taste.

NBC IS CHANGING TELEVISION RIGHT BEFORE YOUR EYES





The AP Broadcasters are going to Washington.

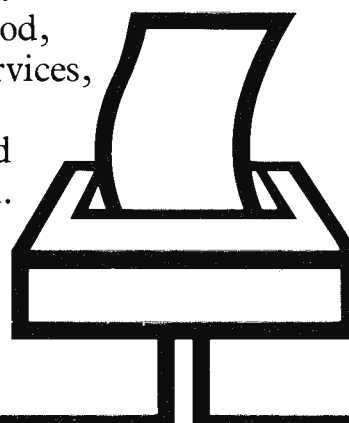
Our 1981 Convention comes at a time of great changes across the nation—and what better place to explore “America Beyond the 80’s” than where the changes are taking place?

We’re planning a challenging, far-reaching program to look at where we are—and where we’re going, both in broadcasting and in government. There will be seminars on the Presidency and the Press to Religion and Politics. We’ll talk about the Deregulation of America and the latest trends in broadcasting and other communications technologies.

The convention will enlighten us, challenge us, and perhaps even anger us. But one thing’s for sure: it’s the place where the big issues will be discussed—and important people will discuss them.

So it’s important to make sure you’re adequately represented when the AP Broadcasters go to Washington June 4-6.

Send the adjacent coupon to Jim Hood,
General Broadcast Editor, AP Broadcast Services,
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10020, to register yourself and your staff and
make reservations at the Washington Hilton.
Be sure to get the forms in by May 4,
to get the special APB convention rate.



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better news
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■ indicates new or revised listing

This week

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

April 24-May 16—Seventh annual Video and Television Documentary Festival screenings. Sponsored by *Global Village*, 454 Broome Street, New York, N.Y., 10013, (212) 966-7526.

April 25—Fourth annual Great Lakes Radio Conference, sponsored by *Broadcast and Cinematic Arts Department* and *Alpha Epsilon Rho*, national honorary broadcasting society, Central Michigan University, Mount Pleasant, Mich.

April 25—*Indiana Associated Press Broadcasters* annual meeting and awards banquet, Inn of the Fourwinds, Lake Monroe, Bloomington.

April 26-28—*Virginia Cable Television Association* annual convention, Wintergreen, Va. Information: (804) 320-2180.

April 26-29—*Southern Educational Communications Association* "New Horizons" conference. Host station: WHRO-TV Norfolk. Omni International, Norfolk. Information: Donna Ponti, (804) 489-9476.

April 27—Broadcasting Day at University of Florida, College of Journalism and Communications, sponsored by *Florida Association of Broadcasters*, Gainesville, Fla.

April 27-May 1—*National Public Radio* annual public radio conference, Marriott hotel, Anaheim, Calif.

■ **April 27-May 1**—World Communication Conference III, sponsored by *College of Communication of Ohio University*. Theme: "Media and Business: The Concerns and Responsibilities of Two Major Forces in World Affairs." Ohio University, Athens, Ohio.

April 28—*New York State Broadcasters Association* annual meeting, Sheraton Airport Inn, Albany, N.Y.

April 28-May 2—30th annual Broadcast Industry Conference and Awards, hosted by *San Francisco State University*. Theme: "Programming the 80's." San Francisco State University. Information: Janet Lee Miller or Darryl Compton, (415) 469-2184.

April 29—*New Jersey Broadcasters Association* annual spring managers meeting, Mercer county college, West Windsor.

April 29—"Back to Basics—The Question of Who's Out There" lecture by Dr. Murray Yaeger, professor at Boston University's School of Public Communication, sponsored by *Boston University School of Public Communication Tri State Alumni Association*, Lincoln Center Library of the Performing Arts, New York.

April 29-30—*National Association of Broadcasters* executive committee meeting, NAB headquarters, Washington.

April 29-30—Two seminar programs, "Contracts and Copyrights" and "Film Programming Seminar," presented by *Public Telecommunications Institute of National Association of Educational Broadcasters*. To be held immediately following Southern Educational Communications Association conference in Norfolk, Va. Information: NAEB, 1346 Connecticut Avenue, N.W., Washington, D.C., (202) 785-1100.

April 29-May 1—*Indiana Broadcasters Association*

spring conference, Sheraton-West, near Indianapolis International Airport.

April 30-May 2—*Society of Professional Journalists, Sigma Delta Chi*, region nine conference, YMCA of the Rockies, Estes Park, Colo.

■ **April 30-May 2**—Midwest Radio Theater Workshop, co-sponsored by noncommercial *KOPN(FM) Columbia, Mo., and Stephens College Warehouse Theater*, Columbia. KOPN Radio, 915 East Broadway, Columbia, Mo.

May

May 1-2—*Society of Professional Journalists, Sigma Delta Chi* region two conference, Convention Center, John Ascuaga's Nugget, Sparks (Reno), Nev.

May 1-2—*Women in Communications*, Fairfield county chapter, Northeast regional meeting, Marriott hotel, Stamford, Conn.

May 1-2—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference John Ascuaga's Nugget, Sparks, Nev.

■ **May 1-2**—*Maryland-Delaware-D.C. UPI Broadcasters Association* annual meeting, Maryland Inn, Annapolis, Md.

May 1-3—*Texas AP Broadcasters* convention, Marriott North, Dallas.

May 1-3—*Carolinas UPI Broadcasters Association* meeting, Center for Continuing Education, Boone, N.C.

May 2—*Iowa Broadcast News Association* annual convention, Howard Johnson's Motor Lodge, Des Moines.

May 2—*Georgia AP Broadcasters Association* annual meeting and awards banquet, Peachtree Plaza hotel, Atlanta.

May 2-7—*Pennsylvania Association of Broadcasters* spring convention, Ambassador Beach hotel, Nassau, Bahamas. Information: Robert Maurer, counsel and executive director, PAB, 407 N. Front Street, Harrisburg, Pa., 17101, (717) 233-3511.

■ **May 3**—*Iowa AP Broadcasters* convention, Howard Johnson's North, Des Moines, Iowa.

Also in May

May 3—*Public Radio in Mid-America* board of directors and membership meeting, Phoenix. Information: Thomas Hunt, Central Michigan University, noncommercial WCMU-FM Mount Pleasant, Mich., 48859, (517) 774-3105.

May 3-5—*Minnesota Broadcasters Association* spring meeting, Radisson Plaza hotel, St. Paul.

May 4-6—National Indian Media Conference sponsored by the *Native American Public Broadcasting Consortium* and the *American Indian Film Institute*, Sheraton, Spokane, Wash.

May 4-7—*ABC-TV affiliates* annual meeting, Century Plaza, Los Angeles.

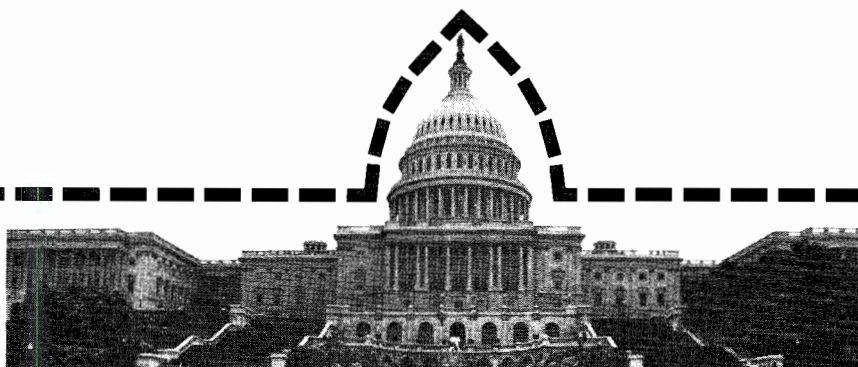
May 4-8—*Community Antenna Television Association* technical seminar, Paramount Heathman hotel, Portland, Ore. Information: (305) 562-7847.

May 5—*National Academy of Television Arts and Sciences Boston/New England chapter* fourth annual hall of fame dinner honoring David Hartman of *Good Morning America*, Hyatt Regency Cambridge, Cambridge, Mass.

May 5-7—1981 Video Forum, sponsored by *Peirce-Phelps Inc.* Peirce-Phelps headquarters, 2000 Block North 59th Street, Philadelphia.

May 5-9—*American Women in Radio and Television* 30th annual convention, Keynote speaker: Lesley Stahl, CBS News White House correspondent, Sheraton Washington hotel, Washington.

May 6—George Foster Peabody awards luncheon,



Jim Hood, General Broadcast Editor
AP Broadcast Services
50 Rockefeller Plaza, N.Y., N.Y. 10020

We wish to register the following persons for the 1981 APB Convention, June 4-6, in Washington, D.C.

NAME	STATUS (circle 1)	CONVENTION RATE (see below)*	HOTEL RESERVATIONS Room Size (circle 1)	Arrival-Departure
_____	a b c d	_____	SDT	_____
_____	a b c d	_____	SDT	_____
_____	a b c d	_____	SDT	_____
_____	a b c d	_____	SDT	_____

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Station _____
Address _____
City _____ State _____ Zip _____

*NOTE: Please observe the following status classifications and rates:

STATUS	RATES PER PERSON
a) AP Member	\$ 65.00 (Meals & receptions)
b) AP Member spouse	\$ 50.00 (Meals & receptions)
c) Non-member	\$125.00 (Meals & receptions)
d) Student (full-time)	\$ 10.00 (No meals or receptions)

Room Reservation Data	
Single	(S) \$65.00 per night
Double	(D) \$75.00 per night
Twin	(T) \$75.00 per night

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

April 27-May 1—*National Public Radio* annual conference. Marriott hotel, Anaheim, Calif. Future conference: Washington, April 18-22, 1982.

May 4-7—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 5-9—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

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

May 17-19—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 29-May 31—*National Cable Television Association* annual convention. Los Angeles Convention Center. Future conventions: May 2-5, 1982, Las Vegas; June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas, and May 15-18, 1988, Las Vegas.

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

June 4-6—*Associated Press Broadcasters* annual convention. Washington Hilton, Washington.

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

Major Meetings

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

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

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

■ **Sept. 13-16**—*National Radio Broadcasters Association* annual convention. Fontainebleau hotel, Miami Beach, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

Sept. 20-23—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

Oct. 25-30—*Society of Motion Picture and Television Engineers* 123d technical conference

and equipment exhibit. Century Plaza, Los Angeles.

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

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

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

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

Feb. 7-10, 1982—*Association of Independent Television Stations (INTV)* ninth annual convention. Shoreham hotel, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Feb. 7-10, 1982—*National Religious Broadcasters* annual convention. Sheraton Washington hotel, Washington.

March 12-17, 1982—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

April 4-7, 1982—*National Association of Broadcasters* 60th annual convention, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

sponsored by *Broadcast Pioneers*. Hotel Pierre, New York.

May 6-9—*Concert Music Broadcasters Association* annual meeting. Host station will be WQRS-FM Detroit. Pontchartrain hotel, Detroit. Information: J.K. Major, WFMT-AM-FM, 500 North Michigan Avenue, Chicago, 60611, (312) 751-7119.

■ **May 7-9**—*National Audio-Visual Association* mid-year management conference. Sonesta Beach hotel, Key Biscayne, Fla. Information: (703) 273-7200.

May 8-9—*Florida AP Broadcasters* 33d annual convention. Airport Holiday Inn, Sarasota.

May 8-10—*Academy of Television Arts & Sciences and Caucus of Writers, Producers and Directors* symposium on how to deal with proliferation of TV pressure groups. Among participants in event: Norman Lear, Lorne Michaels, Lee Rich, David Susskind, Grant Tinker, David Wolper, Bud Yorkin and Brandon Tartikoff.

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

May 11-12—*International Video Conference* sponsored by *The Economist* magazine. Topics of discussion will include cable, videodisks and cassettes, direct broadcasting satellites and video theaters. Information: Marion Bieber, *The Economist* conference unit, 25 St. James Street, London.

May 11-14—*Canadian Cable Television Association* annual convention and trade show. Quebec City.

May 12—*New Hampshire Association of Broadcasters* annual spring sales seminar. Highway hotel, Concord.

May 12-14—1981 Video Forum, sponsored by *Peirce-Phelps Inc.*, Philadelphia. Sheraton, New Carrollton, Md.

May 13—*Federal Communications Bar Association* luncheon. Speaker: Corydon Dunham, executive VP-general counsel, NBC. Touchdown Club, Washington. Information: Carolyn McArdle, (202) 857-6031.

May 14-15—*American Bar Association's Forum Committee on Communications Law* seminar, "All You Wanted to Know About Communications Law But Were Afraid to Ask." Radisson hotel, Chicago. Information: Norman Nelson, ABA, 1155 East 60th Street, Chicago, Ill., 60637.

May 14-15—*American Bar Association's Forum Committee on Communications Law*. Radisson hotel, Chicago.

May 14-16—*New Mexico Broadcasters Association* annual convention. Santa Fe Hilton Inn, Santa Fe, N.M.



Caption on page 46 of April 20 issue, describing presentation of **Broadcast Pioneers distinguished service award** to comedy team of Bob (Elliott) and Ray (Goulding) incorrectly identified people in picture. They are (l-r): Elliott; Ralph Guild of McGavren-Guild, chairman of Pioneers awards committee; Goulding, and Jerry Lee of WEAZ(FM) Philadelphia, Pioneers president.

It was incorrectly reported in April 13 issue that General Accounting Office is investigating FCC negotiations for four or five regional offices. **GAO** is actually **investigating leases** negotiated for **FCC's five offices in Washington**.

April 13 report on Action for Children's Television cable television symposium incorrectly identified **Vivian Horner** as vice president for program development of Warner Amex Satellite Entertainment Co. (WASEC). Horner holds that development title with associated company, **Warner Amex Cable Communications**. Horner's comments about budget considerations should not have been linked to WASEC's children's service, *Nickelodeon*.

May 15-16—*Cable Television for Community Leaders and Educators*, co-sponsored by Monroe Gutman Library of Harvard University's Graduate School of Education and Massachusetts Educational Television. Gutman Library, Harvard, Cambridge, Mass.

May 16—*Oklahoma UPI Broadcasters Association* state convention. Holidome, Midwest City.

May 16—*Radio-Television News Directors Association of Canada* Atlantic regional. Inn on the Hill, Charlottetown, Prince Edward Island.

May 17-19—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 19—*Women in Cable*, New York chapter, meeting. Theme: Current Status of Government Regulation." Doral Inn, New York.

May 20—*National Association of Broadcasters and Communications Media Center of New York Law School* conference on "Broadcasting and Antitrust: Living with Your Competition." Communications Media Center, New York Law School, New York.

■ **May 20**—*Connecticut Broadcasters Association* spring sales and management seminars. Lord Cromwell Inn, Cromwell, Conn.

May 20-22—*Videotex '81*, international videotext conference and exhibition, sponsored by *Infomart* and *Online*. Royal York hotel, Toronto, and Canadian National Exhibition grounds.

May 21—*International Radio and Television Society* annual meeting and Broadcaster of the Year award. Waldorf-Astoria hotel, New York.

■ **May 27-29**—*Electronic Industries Association* management seminar for New York/New Jersey. Clinton Inn Motor hotel, Tenafly, N.J. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, D.C., 20036, (202) 457-4996.

May 27-30—*International Television Association* annual conference. Peachtree Plaza hotel, Atlanta. Information: Dick Triche, Tricom Inc., 10175 Harwin Drive, Suite 103, Houston, 77036, (713) 776-0725.

May 28-29—*Ohio Association of Broadcasters* spring convention. Marriott, I-71, North Royalton, Ohio.

May 28-31—*Airlie III*, third invitational seminar on the art of radio, produced by *The Radio Foundation with National Public Radio, National Federation of Community Broadcasters and Audio Independents*. Information: The Radio Foundation, Box 884 Ansonia Station, New York, N.Y., 10023.

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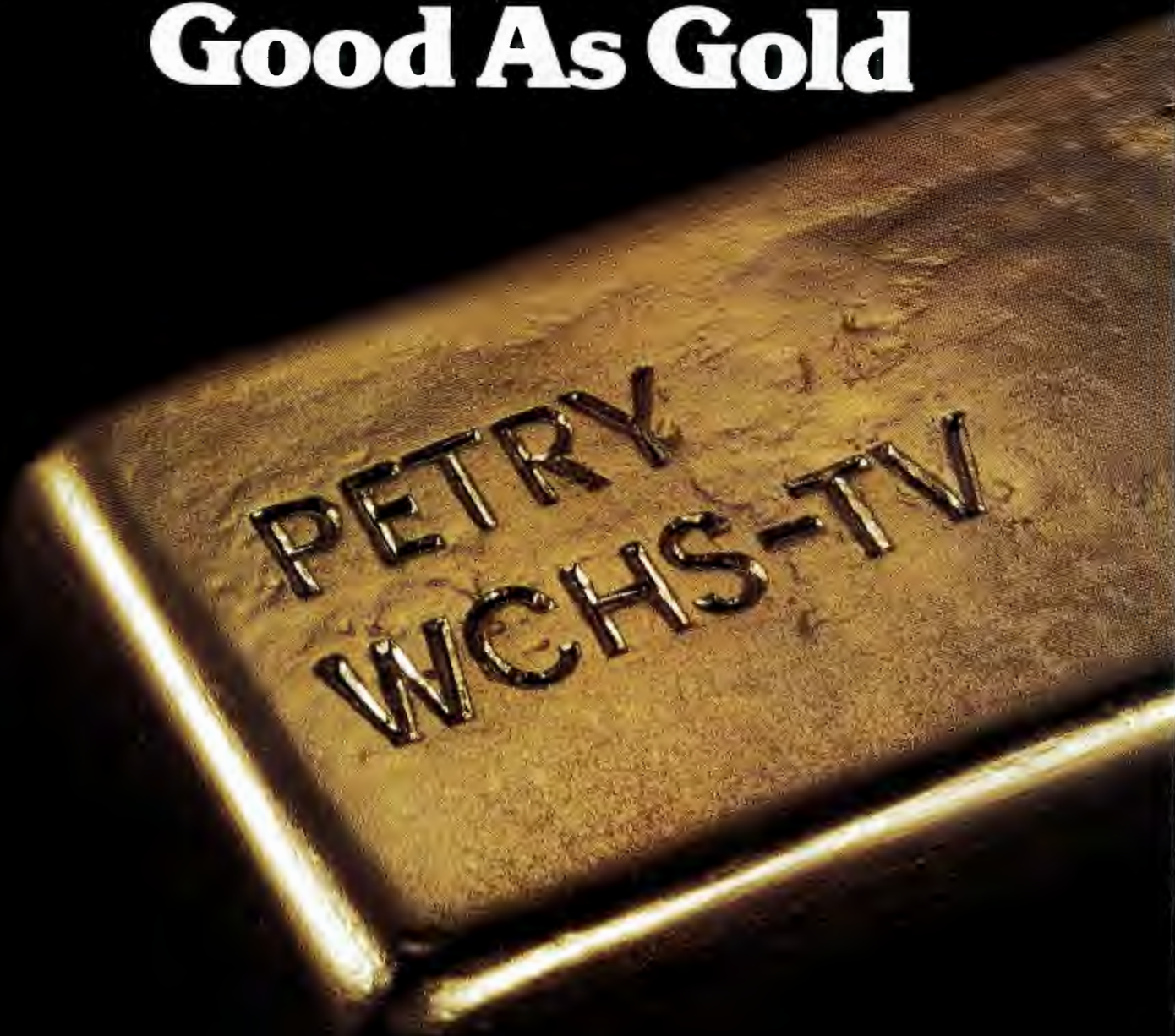


through the great cities of the world. To see where famous artists, composers, and writers lived, worked and played. The audience will have a unique opportunity to understand their works and achieve greater insight through their creativity. ■ Every night at 9 PM EST after NICKELODEON, the award-winning entertainment program for young people, completes its day, ARTS is wide awake and ready to bring the world of creativity to family audiences. ■ ARTS and NICKELODEON. A powerful combination of program services uniquely compatible. They work beautifully together to put creativity where it belongs. In the home. ■ ARTS on NICKELODEON 1211 Avenue of the Americas, New York, New York 10036. For more information call Gary Koester at (212) 944-4250.

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May 29-May 31—National Cable Television Association annual convention. Los Angeles Convention Center.

May 30-June 4—12th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

■ **May 31-June 3**—International Summer Consumer Electronics Show sponsored by *Electronic Industries Association's Consumer Electronics Group*. McCormick Place, McCormick Inn and Pick Congress hotel. Information: Ralph Jones, (202) 457-4919.

May 31-June 13—National Association of Educational Broadcasters executive management program, including lectures and working sessions on key management issues in noncommercial telecommunications. Parker house hotel, Boston. Application deadline: April 30. Information: NAEB, 1346 Connecticut Avenue, N.W., Washington, D.C., 20036.

June

June 1-5—Community Antenna Television Associ-

ation technical seminar. George Washington Motor Lodge, Philadelphia. Information: (305) 562-7847.

June 2-4—National Association of Broadcasters executive committee meeting. NAB headquarters, Washington.

■ **June 3-4**—Third annual Business Advertising Research Conference and Research Fair of *Advertising Research Foundation*. Pittsburgh Hilton, Pittsburgh.

June 3-7—National Video Festival and Student Competition presented by American Film Institute and sponsored by *Sony Corp.* John F. Kennedy Center for the Performing Arts, Washington. Information: National Video Festival, AFI, John F. Kennedy Center, Washington, 20566, (202) 828-4013.

June 4-6—Associated Press Broadcasters annual convention. Washington Hilton.

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

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

Open Mike®

Stick with waivers

EDITOR: In the April 13 issue of BROADCASTING you reported on my remarks to the New England Cable Television Association. I would like to correct a misimpression that may have been created by one of the points noted in that article.

With regard to the FCC rulemaking looking toward relaxing the telephone-cable crossownership ban in rural areas, I did indeed say that the rural service argument has surface appeal to some people. However, there are many countervailing arguments, which are contained in comments that my law firm prepared on behalf of several clients, including the New England Cable Television Association and the National Cable Television Association.

If telephone companies are again permitted to become cable operators in their service areas, we will experience a return to the unfair practices that led to adoption of the crossownership ban in 1970. The FCC has a simple and efficient waiver process for those rural situations where cable service could truly only be provided by a telephone company. There is no persuasive reason to alter this state of affairs.—*Stuart F. Feldstein, Fleischman & Walsh, Washington.*

Anxious for AM stereo

EDITOR: In some 60 years of AM broadcasting not a single major advance has been introduced into the industry. Certainly, AM radio is entitled to modernization from microphone to receiver loud speaker. Both the need and the technology are available. All this is necessary as a catalyst and I believe that it will be AM stereo.

Five major firms are now competing for a monopoly grant from the government,

and we have seen the government struggle with the problem of selecting the most effective system reminiscent of the protracted CBS-RCA color TV struggle. It is almost certain that if the commission selects a single system, the matter will end up in the federal courts, as did the original FCC color TV system decision in favor of the CBS "color wheel."

Thus, in view of the enormous stakes involved, the upcoming court controversy can cause further serious delay in the introduction of AM stereo. With an industry in almost a tail spin in terms of ratings, such delay cannot be condoned. Reluctantly, I have come to the conclusion that the only method that can possibly avoid such lengthy court struggles is the marketplace selection process that allows all five systems to compete.

As soon as one system proves to be best in the marketplace, (meaning a large number of broadcasters record their vote by installing and operating with that system) the first part of the "chicken and egg" problem will be solved. Receiver manufacturers will then feel free to mass produce receivers for the broadcaster-approved system.—*J.R. Poppele, Tele-Measurements, Clifton, N.J.*

Dereg reaction

EDITOR: BROADCASTING magazine and National Radio Broadcasters Association notwithstanding, we wish to thank the FCC for the relief and the National Association of Broadcasters for its efforts in the action finalized April 3.

If the relaxation of the rules regarding commercial content, logging, ascertainment, and nonentertainment program guidelines prove to be other than beneficial... well, we've eaten a little crow before.—*Houston Pearce, president, WARF(AM) Jasper, Ala.*

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Monday Memo®

A broadcast advertising commentary from Barry Biederman, president, Needham, Harper & Steers/Issues & Images, New York.

A plea for advertiser access to networks

While broadcasters wait to see what policy changes the new chairman, Mark Fowler, will bring to the FCC, this seems like a timely moment to ask again:

What rights should corporate advertisers have on TV and radio anyway? Specifically, should they be allowed to run advocacy advertising, airing their views on this or that issue?

As anyone reading this magazine knows, the main barrier to such advertising has been the FCC's fairness doctrine. Along with a lot else, this doctrine had the unfortunate result of making many broadcasters (particularly the networks) shy away from controversial advertising.

There was always the chance that if a corporate advertiser were allowed to have a say, the other side to the controversy might well demand *its* say. And maybe not pay for it.

The upshot was that networks and local stations decided to play it safe. Only product advertising was accepted. If a company wanted to sell soap, for example, fine and dandy. But if the same company chose to air its views on a meaningful social issue, no soap.

Recently, however, the old doctrine has begun to crumble. At least, on the local scene. According to a Television Bureau of Advertising study of TV stations in the top 50 markets, 89% will accept issue advertising today (although these are mainly smaller stations).

And now, with a certain amount of trepidation, the ABC network has announced a test of advocacy advertising. Commercials will be allowed at carefully specified late-night hours, just to see what happens.

The fact remains that, for the most part, the larger stations and the major networks have refused to budge on the matter. And they continue to cite the fairness doctrine as justification.

The only trouble, dear broadcasters, is that from the standpoint of corporate advertisers, the fairness doctrine is anything *but* fair.

Frequently, all too frequently, some rather rabid anticorporate messages are aired as part of the regular daily news schedule. And among the very worst offenders are the network news shows and documentaries.

You may think my characterization, "rabid anticorporate messages," extreme. But I assure you that I echo the sentiments of most people on the corporate side who've been stung repeatedly by the slanted coverage given to their activities.

Especially those stories about corporate



Barry Biederman joined Needham, Harper & Steers in 1965 after 10 years of creative experience with leading New York agencies, including Lennen & Newell, Cunningham & Walsh and Mogul, Williams & Saylor. He was appointed creative director and senior VP of Needham in 1970 and later served as executive creative director and director of creative services. Earlier this year Biederman was named president of Needham, Harper & Steers/Issues & Images, which specializes in corporate accounts, including ITT and Deloitte, Haskins & Sells, public accounting firm.

profits. Not long ago, one oil company, smarting at the reports of its "enormous" quarterly profits, responded with a forceful ad (in print, needless to say). It pointed out that during the quarter in question all three TV networks had reported profits even greater than the oil company's.

Some fairly knowledgeable observers, with no particular ax to grind, agree that TV newscasts have a distinctly antibusiness slant.

To cite one example among many, Louis Banks, ex-editor of *Fortune* magazine, wrote recently about the bias of news shows like *60 Minutes*. He said: "This and similar examples raise the question of whether in TV's stress on 'populism,' corporations exist primarily to provide a ready source of 'heavies' in the manufactured dramas that hold those customers and those Nielsen ratings."

If broadcast reporting of business is so obviously one-sided, then the argument

for allowing corporations to defend themselves is compelling.

But what about the fairness doctrine? Until it's formally scrapped—or at least, modified to allow corporate advocacy of the kind I'm talking about—don't broadcasters risk running afoul of the FCC?

Clearly, yes. But that doesn't absolve them of the traditional journalistic obligation to make sure that both sides are heard. Or the even more fundamental obligation to play fair.

So, here's my suggestion: I think broadcasting people should take the lead in pushing the FCC for a re-evaluation of its doctrine—that portion of it relating to corporate advocacy advertising.

For one thing, you would be on the side of the angels. There's wide public support for corporate advocacy advertising. A survey by the Opinion Research Corp. in July of last year indicated as much. In a national sample of 1,010 people, fully 60% said corporations should be allowed to use paid advertising to speak out on controversial issues.

Equally to the point, I suspect the FCC might welcome your plea. There have been hints for some time that the commission was far from unanimous in supporting the fairness doctrine as regards corporate advocacy.

Last July, Arthur Ginsberg, the former chief of the FCC Complaints and Compliance Division, writing in *BROADCASTING*, gave a spirited defense of the fairness doctrine. But he said: "I see nothing wrong with access to the air through paid advertising by industry if that is how it wants to put its message across."

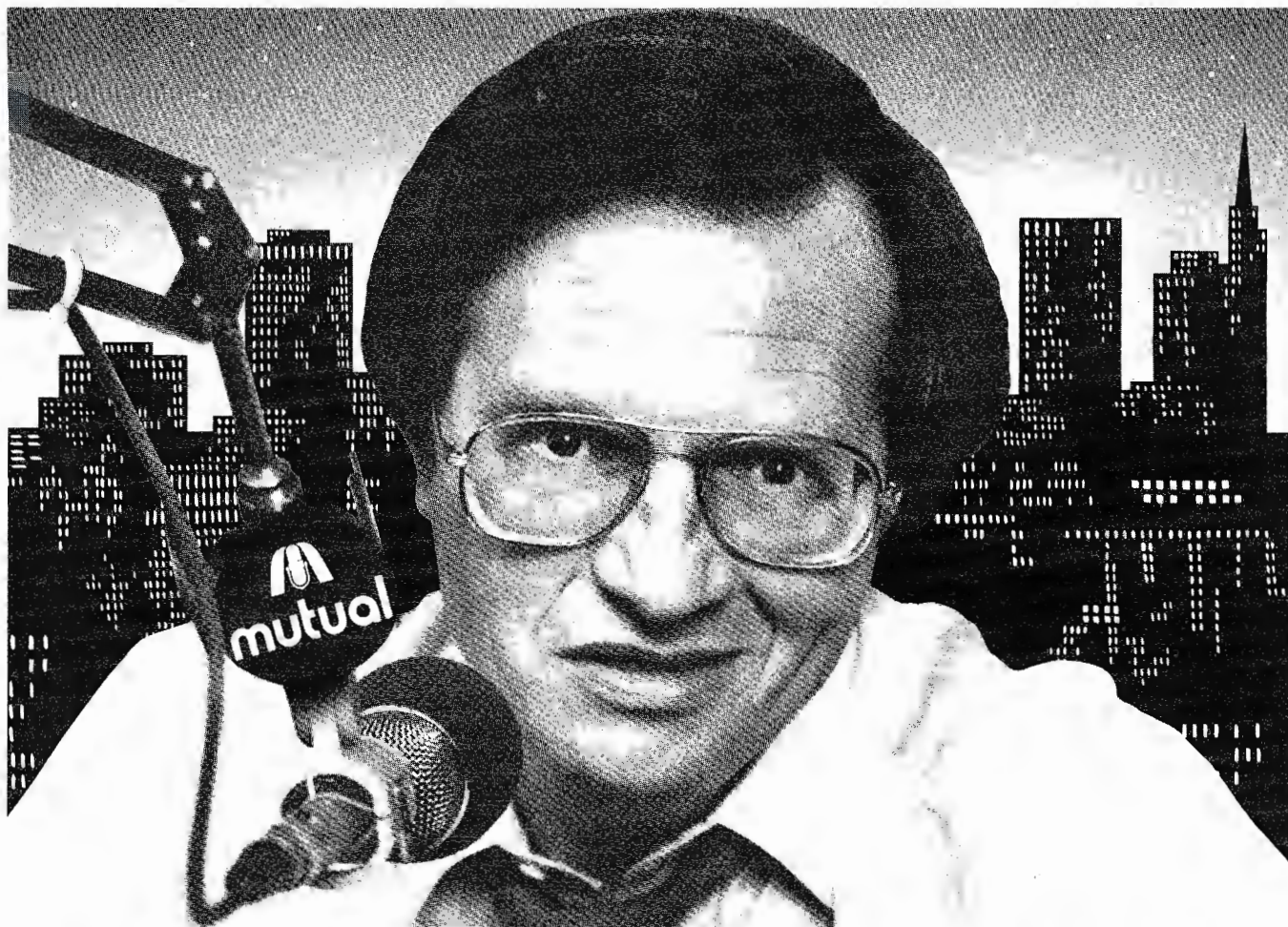
And Dean Burch, a former FCC chairman, made a still more blanket criticism of the doctrine's rigidities. Broadcasters, he declared, "have always been stepchildren as far as the First Amendment is concerned."

It seems likely that the FCC attitude toward corporate advocacy will be still more sympathetic, given the new chairman's strong broadcast background and his equally strong pro-business views.

In short, there's every good reason why broadcasters should do what they can to help corporate advertisers speak their minds. Not only on local stations, but on the networks.

As of this writing the only corporations that have unlimited access to TV and radio—saying what they want, when they want—are corporations that own TV and radio stations. They exercise that right every time they broadcast an editorial.

All that corporate advertisers want, fellows, is the chance to do what you're doing. And really, is that so unreasonable?



WAKE UP TO THE POWERFUL RESULTS OF ALL NIGHT RADIO.

The Larry King Show, the most listened to all-night talk show, gets results. Just ask Rod McKuen.

One night as Larry's guest, Rod casually mentioned that he'd send his record album to anyone who mailed him the inside cover flap from his latest book. He received 289,000 cover flaps.

That's the kind of phenomenal response you can expect from Larry King's audience. They're intelligent, responsive and involved listeners. And their numbers are growing every night.

In just the past year, The

Larry King Show increased its share of adult listeners by 45%. And most notably, surveys showed a whopping 67% increase in women listeners. In that same period, the number of Mutual affiliates carrying The Larry King Show doubled to 235, and included all 50 in the top 50 markets.

The Larry King Show is a magnet for millions nationwide. They're drawn to Larry's intelligent probing of the feelings, thoughts and desires of his famous guests. Listeners hear things they've never heard before. And where else can listeners talk

with Bob Hope at 2 AM? Or Sophia Loren, Danny Kaye, Barbara Mandrell or Gerald Ford?

Only Mutual Radio could find a Larry King and attract an all-night audience that makes all night as valuable a buy as any other daypart.



MUTUAL BROADCASTING SYSTEM
Radio is our only business.

KTWO-TV KULR-TV
CASPER BILLINGS
WYOMING MONTANA

HARRISCOPE BROADCASTING STATIONS

IS PLEASED TO ANNOUNCE

THAT KTWB-TV AND KULR-TV JOIN
KBAK-TV BAKERSFIELD, CALIFORNIA

IN BEING REPRESENTED BY

KATZ TV CONTINENTAL.

KTWO-TV, KULR-TV, KATZ, THE BEST.



TOP OF THE WEEK

Momentum seems to be growing for change in copyright law

Majority of witnesses before Senate hearing this week will favor abolition of compulsory license for cable; register of copyrights, most on Copyright Royalty Tribunal want change

Has the time come for full copyright liability for cable systems? That is the question the Senate Judiciary Committee will put to 10 witnesses testifying this Wednesday (April 29) at hearings on the subject. At least eight will answer in the affirmative.

The committee will not be considering copyright legislation because none has been introduced in the Senate this year. Instead, the hearing will review the state of cable copyright law and whether it needs to be rewritten in light of changes in the communications industry.

Senator Strom Thurmond (R-S.C.), who chairs the committee, decided early this year to reopen the copyright issue after urgings from broadcasters and the Motion Picture Association of America, according to Eric Hultman, counsel to the committee.

David Ladd, register of copyrights, who will be first on the witness stand, outlined his testimony last week in a letter to several members of Congress including Thurmond and Representative Robert Kastenmeier (D-Wis.), chairman of the House Judiciary subcommittee concerned with copyright laws. Ladd argued that changes in technology and in the cable industry and the "probable outcome" of the FCC's elimination of rules governing cable's retransmission of broadcast programming make it necessary to eliminate compulsory licensing.

As a matter of principle, the government should not impose a compulsory license mechanism on copyright owners that deprives them of full compensation for retransmission of their works, he said. "... Compelling reasons may have existed in 1976 [when the present law was adopted] to justify the cable compulsory license. In our opinion, they no longer do."

Largely in agreement with this view will be all five commissioners of the Copyright Royalty Tribunal, who will testify in a joint

statement, which Clarence James, CRT chairman, said will "substantially agree" with statements he has made that compulsory licensing and the tribunal itself should be eliminated (BROADCASTING, March 16).

Dale Hatfield, acting director of the National Telecommunications and Information Administration, was unable to discuss his testimony last week because it had not been cleared by the Reagan administration. A source close to him said he will recommend allowing the marketplace to determine copyright fees. Henry Geller, former NTIA director and now a research professor at Duke University's Institute of Policy Sciences, will argue, as he has in the past, for full copyright liability for cable.

Although not ready to articulate her position last week, Barbara Ringer, who retired as register of copyrights last May, will advocate some change in present law. "What the FCC has done has changed the communications industry," she said, "and those changes dictate changes in Section 111, although I can't see abandoning 111 completely." Ringer also said she is not sure the 1976 law has been given a chance, and that changes in them should be "made in the public interest, not in response to pressure from industry groups."

Former FCC Chairman Charles Ferris, who also will testify on Wednesday, was unavailable for comment last week. He is expected, according to Hultman, to be the only witness who will argue for retaining the present laws.

The committee postponed hearings it had scheduled for May 13 on performer royalties and is trying to reschedule them for some time in June.

Public stations may use logos of underwriters

FCC broadens discretionary identification of donors but warns against crossing line into preserves of commercial system

Public broadcasters won a sizable victory last week when the FCC ruled unanimously to let them broadcast logos and to identify product lines of program underwriters. Previously, they were allowed only to run the names of underwriters—set in plain type—at the beginning and/or end of programs, with additional ID's permitted in programs longer than an hour.

When the new rules go into effect—perhaps within 60 days—public broadcasters will be allowed to run the new identifications without limit. However, the commission was explicit that commercial language or techniques remain verboten.

But a statement issued by Commissioner James Quello—and endorsed by Commissioner Joseph Fogarty—warned public broadcasters not to take their newly granted freedoms too far. "While I recognize the necessity to allow more latitude to public broadcasting stations to encourage funding, I also am aware that some will be tempted to stray into the preserves of commercial broadcasting," the statement said. "I would caution those who are so tempted to renew their awareness of the charter that brought noncommercial

'Evolution is the way to go'—NCTA's Wheeler

"We've marched up this hill before. I suspect we will live to march up it again."

So responded National Cable Television Association President Tom Wheeler last Friday to reports of what appeared to be growing sentiment for changes in the copyright situation involving broadcast product used by cable. Wheeler acknowledged that broadcasters and copyright owners "have a good head of steam up" in their efforts to persuade Congress to repeal or revise copyright legislation, but said "they don't have enough facts to marshal the votes."

Wheeler argued that "evolution is the way to go, but if there's going to be revolution instead—that is, if they say 'All bets are off,' then other government-endowed protections are going to have to go too." He referred specifically to the must-carry provisions and the commercial-deletion prohibitions. Asked what he meant by "evolution," Wheeler pointed to the status quo. "Superstations are paying more for the product they send to cable systems. Broadcasters are competing more. Cable operators are developing more channels or original programming. I think the system is working now."

broadcasting into being in the first instance."

The statement also urged that public broadcasters undertake a "careful reading" of a section of the as-yet-unpublished rule, which, according to an FCC source, essentially says: "We've given you a lot of flexibility; don't abuse it."

Although the ruling continues to prohibit public broadcasters from airing programs and announcements for pay, it does allow them, according to an FCC summary, to "air unpaid promotions of goods and services when in their [the public broadcasters'] judgment such promotions would serve the public interest."

And although the rule would permit public broadcasters more leeway to identify contributors—by using logos and identifying their products—the commission stressed that public broadcasters are still prohibited from "promoting" products. According to the summary, the ruling "provides greater flexibility for public broadcasters and relies partially on their good faith efforts to prevent abuses and to maintain the essential character of the noncommercial service."

The summary also said the effect of the ruling would be to "broaden the permissible areas of licensee discretion in making their public interest judgments and should broaden the sources of private support for public broadcasting."

A statement issued by Commissioner Abbott Washburn noted that the ruling represented a "major step in deregulating noncommercial radio and noncommercial television licensees." He said one of the "likely effects" of the ruling would be to increase the total contributions and number of individual contributors to public broadcasting stations. "The increased breadth of private support should reduce the ability of any single, private or public entity to affect programming decisions and this should help insure that public stations provide an alternative programming service to the commercial broadcasting service." But he, too, warned that public broadcasting's "actions remain consistent with their noncommercial character."

Prominent public broadcasters were elated by the ruling. Frank Mankiewicz, president of National Public Radio, said: "We think it's terrific; we got everything we asked for...and maybe a little bit more." Henry Cauthen, president of the South Carolina Educational Television Commission, said the ruling constituted a "very wise move." Cauthen continued: "The intent of the FCC has always been to accurately identify who was providing funding support for a program. I think the use of logos will do that much more accurately than what we have been forced to do in the past by using often long and difficult to understand corporate names."

A spokesman for the Public Broadcasting Service said, "We are delighted that they've granted our request for the use of logos and we'll have more to say when we've had a chance to see the full text of

the rule." Although local stations will be able to set up their own guidelines for displaying logos, identifying donors' locations and products for local programming, PBS will establish its own set of guidelines for programs distributed nationally. Neil Mahler, PBS senior vice president, said PBS would try to issue its guidelines by the time the rule becomes effective (six or seven weeks from now).

The countdown begins on DBS

It may still be years away, but last week's FCC action started process that could wind up as 'space video'; Comsat application accepted, rulemaking begun; another applicant now in the wings

The FCC has moved one step closer to authorizing an interim direct broadcast satellite system. At its meeting last Tuesday (April 21), the commission—by a unanimous vote—accepted for filing the DBS application of Satellite Television Corp. (STC), a Comsat subsidiary. At the same time, the commission issued a notice of proposed rulemaking that would establish policies for the regulation of interim DBS systems. And it revealed that another company has expressed interest in applying for DBS service authorization—the Bethesda, Md.-based Direct Broadcast Satellite Corp. (DBS Corp.), headed by Wilbur Pritchard, who owns Satellite Systems Engineering Inc. (SSE), also based in Bethesda. The company is planning a common carrier DBS service.

In accepting the STC application, the commission noted that that proposal and others, if authorized, would be granted experimental licenses for a period of three years. (A 45-day cutoff period will commence with the release of the FCC's order, during which time interested parties may file comments on the STC application and/or file "competing" applications.) However, any such license would be issued subject to the outcome of the Region 2 Administrative Radio Conference (RARC) in 1983. Frequencies would not be assigned nor launch authority granted until after the completion of RARC, and experimental licensees would also have to conform to the subsequent permanent DBS policies adopted by the commission after the regional conference.

The interim systems would be free of regulatory shackles, except for those mandated by statute in the Communications Act or international treaties and those rules alleviating interference problems.

Florence Setzer, the Office of Plans and Policy (OPP) staff member who presented the item to the commission, explained the rationale behind that proposal: "[DBS is] an untried service. Therefore it is important for system operators to experiment,"

to determine the types of services and prices for those services that the market will bear.

Setzer also noted that the staff (which in this case comprised members of OPP, the Office of Science and Technology, the Office of the General Counsel and the Broadcast and Private Radio Bureaus) had made an initial determination that interim DBS authorizations would be in the public interest. She noted two examples of DBS being particularly valuable: in remote areas where cable television is not available and where DBS might provide the only pay TV service, and in "individual households in urban areas where cable isn't economically viable." She also noted other services that a DBS service "might" provide: educational programming, high-definition television and data transmission.

Setzer noted the two main concerns addressed by parties commenting in the proceeding: sharing of the 12 ghz band between fixed services and DBS systems and the threat of DBS to the concept of localism.

The first she said was a "very legitimate concern" which the commission should take seriously. The latter grievance she found "completely unfounded," noting that the commission had the legal authority to grant nonlocal broadcast services (clear channels in radio, for example).

The problems of interservice sharing will be ironed out by the commission in its permanent DBS policy rulemaking. One thing is certain, however: If interference is unavoidable to DBS receivers in the 12 ghz band, the existing services causing the interference will have to make adjustments. That was made clear by Commissioner Joseph Fogarty, who argued that such protection must be afforded DBS operators willing to make the enormous but essential financial commitment to get a system off the ground. Fogarty felt the staff's item was unclear on this point and offered the following amendment (which was accepted): "Upon the assignment of frequencies by the commission to U.S. broadcasting satellite stations authorized in accordance with the Region 2 plan...licensees in the band 12.2-12.7 ghz shall make such adjustments in technical parameters and/or assigned frequency as are necessary to prevent harmful interference to operating U.S. broadcasting satellite stations." Fogarty said that that language would put all fixed service users

Lee on the wonder of it all:

"A few weeks ago we saw the fruition of Dick Tracy wrist radio. Today we see the possible birth of space video."

in the 12 ghz band that on notice "they may have to move in 1985."

If fixed service operators eventually have to move, it probably would be to the 18 ghz band. There was a commission consensus, however, that the costs of such transplanting should be shared. The FCC is asking for comments on how much authorized DBS operators should contribute.

OPP's Bruce Franca, who along with Setzer co-authored the staff item, said that the commission would allocate DBS downlinks in the 12.2-12.7 ghz range and uplinks in the 17.3-17.8 ghz range where very few facilities exist now. He said that although the 12 ghz band would present a difficult problem, the uplink allocation scheme would "present only minor difficulties."

Franca said that the commission would accept DBS applications proposing high-definition television service, subject not only to the outcome of RARC but also to an affirmative decision by the commission that HDTV service in the 12 ghz band would be in the public interest. For example, Franca noted it may decide that implementation of HDTV in the 12 ghz band would be too burdensome considering the difficult sharing problems that already have to be worked out there. He said that the commission may decide that cable TV is the most suitable place to experiment with HDTV, given the abundance of channels that could be joined to provide the adequate bandwidth needed to implement HDTV.

Additional means of alleviating interference problems to be considered in the permanent policy rulemaking include site shielding and antenna shrouding of existing private radio systems in the 12 ghz band as well as the possibility of requiring DBS operators to provide "more than the minimum quality equipment" for their systems. The commission will also have to decide at that time whether the best way to share the band would be to split it down the middle or provide for the "interweaving" of services throughout the band.

The type of regulatory creature that DBS will be considered to be in the interim will depend on the type of service proposed by the interim applicants. It was noted at the meeting that STC professes to be a broadcaster and that it asked in its DBS application to be bound by the Title III provisions (relating to broadcasting) of the Communications Act. On the other hand, applicants such as DBS Inc. may file for DBS authorization as common carriers, whereby the operator would control only the hardware and independent programmers would come in and buy time on the satellite. Thus, for the interim period, the commission would regulate such operators as common carriers, insuring that those operators provide equal access and standard rates to all comers. At Fogarty's insistence, it also was decided that once the commission makes a determination as to which category a given interim DBS operation falls into, "we have to stick to it," at



Thinking high. The FCC deliberating DBS questions last Tuesday (top picture, l-r): Fogarty, Quello, Lee, Washburn, Jones. They acted on recommendations presented by staff members (bottom left) Kalmann Schaefer, acting chief of the Office of Plans and Policy, and economist Bruce Franca and (bottom right) economist Florence Setzer, OPP Deputy Chief Douglas Webbink and Susan Steiman, an attorney in the general counsel's office.

least for the duration of the life of the first generation satellites, even if permanent rules are adopted in the meantime.

Regarding the processing of interim DBS applications, the commission chose not to use the existing guidelines provided in part V of the commission's rules pertaining to experimental authorizations. Instead, the following criteria will be used: Each application must (1) describe the type of service to be provided, the technology to be employed and all other pertinent information and (2) be placed on public notice for 45 days, during which interested parties may file comments on it and/or file competing applications. The 45-day comment period would also serve as the cutoff period for competing applications and establish the priority of requests for frequencies that would be assigned after the completion of RARC. Conflicting frequency requests of equal cutoff priority "will not necessarily give rise to comparative hearing rights," which means the commission may assign frequencies arbitrarily in such a situation to avoid a hearing. On this point, FCC Chairman Robert E. Lee noted: "There's plenty of spectrum up there for those who have half a billion [dollars] to invest."

In his opening statement at the DBS meeting, Lee said, "A few weeks ago we saw the fruition of the Dick Tracy wrist radio [a reference to cellular radio]. Today we see the possible birth of space video."

Lee also acknowledged the concern of many DBS opponents that the policy governing the new technology should be set by Congress, saying: "I must re-emphasize my belief that the long-range... policies which will evolve surrounding this new technology... will be

the subject of much debate in the halls of Congress. I welcome this debate and the guidance which I am sure the Congress will give us in this area. However, we must go forward today with what we have under our existing regulatory scheme."

Commissioner Anne Jones expressed her concern that the commission's public interest finding in the initiation of a direct broadcast satellite service—although compelling—was not expressed adequately in the staff item. The policy costs may be great, she noted, involving fairly massive reallocations of existing fixed services to another band, and therefore a stronger statement as to the positive benefits of DBS is required in the notice of proposed rulemaking. (Example: the National Telecommunications and Information Administration's conclusion that a DBS system with four channels would double the choice of viewing alternatives for half the nation's viewers.)

Jones also suggested that DBS applicants conduct a fairly detailed terrestrial interference analysis and provide a general idea of the remedies that could be implemented and their contribution to the selected remedy.

In a concurring statement, Commissioner James Quello said, "We must preserve future options in regulation, development and structuring [of DBS] to assure a continuing universal local broadcast service to communities throughout the nation... We must be careful not to restructure the entire broadcast system to favor pay services over a free service to the public."

On the localism issue, Commissioner Abbott Washburn noted that two studies conducted on the matter to date—by

Kalba Bowen Associates and Arthur D. Little—show that local broadcast service “would not be threatened by the type of satellite service we are dealing with here.” He also suggested that the acceptance of the STC application would bolster the U.S. position at RARC in that it would enable the country to demonstrate its “affirmative interest in the application of this innovative new technology.”

In his endorsement of the commission's move to start the DBS ball rolling, Fogarty said, “the public interest would be ill-served by any undue delay in allowing [STC]—or any other similarly interested entrepreneurs—to develop and test this exciting DBS technology and service.”

DBS Corp. revealed its intention to file for a common carrier-type DBS service (to be submitted in September) only to insure that the commission didn't preclude such operations in the interim period. It notified the commission of its interest in DBS in a letter dated April 20, the day before the commission discussed the matter. At one point late in the meeting, the fears seemed justified when Lee suggested that the staff had “made a finding that this service is broadcast.” Kalmann Schaefer, acting chief of OPP, responded unequivocally: “No, we have not.”

Pritchard's satellite engineering firm was one of two companies commissioned by the National Association of Broadcasters for studies it filed with the FCC in opposition to the STC application (a connection the NAB now finds uncomfortable; some say SSE should have advised NAB of a possible conflict of interest). SSE's study suggested that the STC system might be insufficiently advanced from a technical point of view, predicting that STC's system would produce a picture in the home with a signal-to-noise ratio of 37-40.6 db which it noted is considered “excellent” by only 26%-36% of television viewers, according to the Television Allocation Study Organization (TASO) standard for judging picture quality (BROADCASTING, March 30).

Pritchard was vice president of Comsat and director of Comsat Laboratories until 1973 when he was appointed president of Fairchild Space and Electronics Co., a subsidiary of Fairchild Industries. He formed SSE in 1974. The two other principals of DBS Corp. are Wladimir Naleszkiewicz and Ron Coleman. Naleszkiewicz is an economist who was with Pritchard at Comsat in 1966-69. From 1970 to 1974 he served at the FCC as a special assistant to Abbott Roseman, former chief of the International Communications and Satellite Division of the Common Carrier Bureau. From 1975 to 1979 he served as the number-two man in the international division of the Office of Telecommunications Policy and its successor, NTIA. After that he served with the General Accounting Office's Office of Technology Assessment. Coleman is an attorney in the Washington office of the Philadelphia-based law firm of Pepper, Hamilton & Sheetz and before that was minority counsel for former Representative Lionel Van Deerlin's House

Communications Subcommittee. He also was a contender for the chairmanship of the FCC before Mark Fowler got the nod from the Reagan administration.

The DBS Corp. group estimates that it can put its system in operation for one year for somewhere in the range of \$350,000,000, according to Naleszkiewicz. Partial financial backing already has been pledged by the European/American Bank Venture Corp. (EAB) of New York.

Although the system is still very much on the drawing board, the basic DBS Corp. plan is to sell transponder time on a first come, first served basis to programmers. Initially, the system would cover “one-half or two-thirds of the United States geographically.” The only area the planners know will be covered for certain is the Rocky Mountain time zone, which has low TV and cable penetration and thus good marketing potential.

The system will offer up to 32 channels which programmers could buy at a “price of approximately \$500-\$1,000 on a TV beam per hour (nonprime time).” At this stage the company estimates that the satellite power will be around 200 w.

DBS reaction: mostly quiet at the start

Only NAB and fixed service users sound initial alarms; Reagan administration backs service; Hill disinclined to stand in the way of technological march; cable industry least fearful of all

The FCC decision to start the U.S. on the road toward a direct-broadcast satellite system, when it came last Tuesday, seemed not as momentous as it had in anticipation. Major decisions remained to be made. But the march now begun seems inexorable.

The Reagan administration, in the form of Commerce Secretary Malcolm Baldrige, has given its blessing to the development of DBS policy, and as rapidly as possible (BROADCASTING, April 13). “The FCC did what we wanted it to do,” said an official of Commerce's National Telecommunications and Information Administration, whose comments were in accord with the decisions reached by the commission (BROADCASTING, April 13). “We didn't want to stand in the way of new technology,” he said.

That seems to be the feeling on Capitol Hill, as well. As a result, Congress, so often in the past a kind of court of appeals for broadcasters and others unhappy with commission actions, is not likely to lend a sympathetic ear to those worried over creation of a DBS system in the U.S.

Instead, as comments from NTIA and Capitol Hill indicated, the flow was with new technology. And the comments from

Capitol Hill, particularly, provided an odd backdrop for the loudest and longest howl of pain caused by the commission's action—that of the National Association of Broadcasters.

“Congress should set national policy and any interim approval by the commission is shortsighted,” said NAB President Vincent Wasilewski, in the second paragraph of a five-paragraph statement. “This is a cart before the horse situation,” he added. “The commission is making the same mistake with DBS as it made with low-power television. It is processing applications prior to the establishment of a basic national policy.”

One other protest that surfaced last week originated with a manufacturer of microwave transmission systems who is concerned about the effect of the commission's proposal on terrestrial operational-fixed microwave services now operating in the 12 ghz band, where the commission plans to locate the new DBS service. The concern, of Harris Corp.'s Farion Electric Operations, was contained in a letter sent to the staff of the Senate Communications Subcommittee. And the concern was not misplaced; the FCC indicated it may feel obliged to move those services out of the band to avoid interference with DBS.

The letter, however, seems to have been the only contact made with Capitol Hill on the issue. Broadcasters apparently had not yet made any calls.

Indeed, the networks seemed fairly relaxed. NBC's Washington vice president, Peter Kenney, said there were too many questions about the issue that could not be answered until the text of the commission's order is released, probably in two weeks, to attempt to assess the impact. In the meantime, there seemed no need for action. ABC's Eugene Cowen, who had made a last-minute effort to head the commission off from what he calls “a rush to judgment” (“Closed Circuit,” April 20), said ABC has no plan of action at present other than to file comments in the proceedings initiated by the commission.

Even CBS's Washington vice president, William Lilley III, was laid back. Before the commission acted, CBS had been waging a vigorous campaign to persuade the commission not to adopt policies that would preclude the possible introduction of high-definition television service, which would require wider bandwidth than that of conventional television—wider than that of the kind of service STC intends to provide, for instance.

“This doesn't moot the direction CBS is trying to go in,” Lilley said. “It might, but it hasn't yet.” To make sure it doesn't, CBS, Lilley indicated, will work hard in the advisory committee the commission has established to aid in preparations for the conference. He said CBS's aim will be to obtain the issuance of instructions to the U.S. delegation “to seek the kind of service—HDTV—that we want.”

There wasn't an individual commenting last week, pro or con, who expressed opposition to DBS. Wasilewski, for instance, opened his statement by remarking,

"NAB is not opposed to DBS"—a posture evocative of the one it held toward 9 khz AM spacing until early this year, when it came out four-square against it. NAB's opposition is to the commission "ceding the prime spectrum space" to STC, "particularly when [STC's] announced use is neither innovative nor experimental."

Then, there are those now engaged in the satellite distribution of pay programming to cable television systems. Are they concerned about the emergence of a potential competitor? After all, STC plans to provide three channels of direct-to-home pay programming. A spokesperson for Home Box Office, the leading supplier of cable

systems with satellite-fed pay programming, seemed hardly able to suppress a yawn. She noted that by the time STC is in business, by the mid-1980's, cable television systems will be operating with up to 50 channels, perhaps as many as 100. For the \$25 a month STC will charge, she said, "cable will be a more attractive buy."

The more the merrier, says STC's Johnson

Comsat's DBS subsidiary takes an open-arms approach to the FCC's open-skies policy; first green light confirms what it had anticipated: that government will let it take the big gamble in outer space

Satellite Television Corp., the Comsat subsidiary that applied to the FCC to institute a three-channel subscription direct broadcast satellite (DBS) service last December, took the FCC's formal acceptance of its application and proposal of interim DBS policies in stride. Seated in STC's still barren new offices in Washington last Thursday, Chairman John Johnson allowed that STC was "encouraged" by the actions, but indicated they were more of a confirmation than a cause for celebration. "It's nice to go ahead with a little more assurance that our efforts will bear fruit," he said.

Johnson cited the interim policy's "open skies" approach, and its welcoming other applications that might be submitted prior to the RARC '83. Johnson said STC, too, would welcome additional DBS applications. Johnson said he doesn't know whether DBS Corp.'s "letter of intent to file" a DBS application will come to anything, but it does have some positive repercussions for STC. "It is a demonstration that there isn't any kind of natural monopoly that inheres in the idea of DBS for the United States," Johnson said. "There is plenty of orbital space out there and plenty of spectrum for a number of competing DBS systems." He would not guess how many.

If another DBS operator launched its satellite into the same orbital slot as STC, Johnson suggested, STC and the other operator would not be competitive, but synergistic. "We would look forward to where one of these could focus on more than one satellite," Johnson said, gesturing toward a model of a DBS receiver on his desk, "so that you could shift from our three channels to [channels] supplied by one or more other operators." The more channels of programming available, the more people will buy receivers, Johnson said, and "the more of these things on people's rooftops, the better we like it."

According to Johnson, STC has been acting on the assumption that the FCC would give STC permission to go ahead and sign contracts for the construction of satellites and earth stations prior to the 1983 Regional Administrative Radio Conference (RARC) some time before the end of the year. The FCC's proposal of interim policies suggests that may indeed come to pass.

STC has been in "high gear" ever since it was formed, Johnson said, adding STC currently employs 26. "We are going to do the best we can to move this toward an operational system in 1985."

STC was established last year with a \$225-million equity investment from Comsat and it intends to borrow an additional \$400 million from a consortium of banks to get its first satellite up and operating. According to Johnson, STC's relationship with banks isn't affected by the FCC actions. They don't expect to extend and STC doesn't expect to draw on its line of credit until the FCC grants construction permits,

Johnson said. If all continues to go according to plan, Johnson said STC would probably begin drawing on the credit when it begins to spend "substantial amounts of money for the development and procurement of spacecraft," some time in 1983 or 1984. "But that's not fixed yet," Johnson added. "It's the kind of thing we will be re-examining constantly and determining in consultation with our bankers."

While STC waits for the FCC to adopt interim rules and grant it the construction permits it needs to award contracts, Johnson said, STC will be busy in the next couple of months developing requests for proposals and putting them out for bids. Johnson suggested that by the time STC is granted a construction permit late this year or early next, all that may need to be done is the actual contract signings.

Johnson felt the FCC's actions would strengthen STC's credibility, at least among the satellite and earth station manufacturers that might contemplate bidding for an STC contract. "I have no doubt [they] would feel it's more worthwhile to spend their time preparing proposals for us than they might have otherwise."

Johnson said STC's programming plans also would be unaffected by the actions. STC is not yet involved in the acquisition of programming, he said, and probably won't be until 1983, even with prompt FCC action.

Johnson thought the FCC proposal of interim rules was significant as it rejects "the opposition argument" that the FCC should not process any DBS application until after the 1983 conference. The FCC action, Johnson said, indicates that the FCC agrees with the views of the secretary of commerce and the National Telecommunications and Information Administration, expressed over the past few weeks, that delay is not in the interest of the United States.

"We certainly feel that the U.S. is going to be in a better position to deal realistically with the issues that it will face at the 1983 conference," Johnson asserted, "if it has before it one or more specific DBS proposals."

Johnson said he also was encouraged by some of the specifics of the FCC proposed interim policy. "We are pleased with the indications that DBS will be looked upon as the primary user of the 12.2 ghz-to-12.7 ghz band" and that present terrestrial users of that band might be asked to move elsewhere on the gigahertz band.

Despite the FCC's apparent willingness to go along with the STC's plans, those plans could still start to unravel if Congress decides to get in the act. But Johnson doesn't see ominous signs on Capitol Hill. "What I am hearing right now is that there are no present plans to introduce legislation or hold hearings specifically directed toward our proposal or any other proposal or to the subject of DBS."

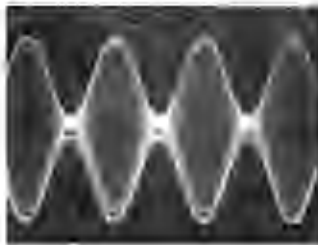
Johnson added that STC has no objection or fear of congressional hearings on DBS. In fact, he said, STC "welcomes any opportunity to explain to the legislative branch, the executive branch, the FCC and the American public what we see as the advantages of the service."



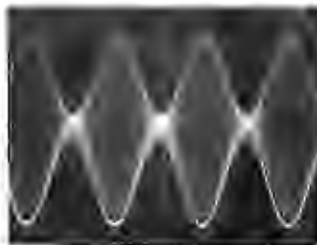
STC Chairman John Johnson

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Bells and whistles triumphant

The equipment suppliers raised the bar of broadcast engineering another notch at the Las Vegas displays of NAB '81; refinements were the order of the day, but some innovations crept in along the way; a new state of the art

The state-of-the-art in broadcast technology was on display at the annual convention of the National Association of Broadcasters in Las Vegas two weeks ago. More than 400 equipment manufacturers went to great expense to erect booths in the Las Vegas Convention Center and show their products to the milling crowds of broadcasters and program producers that make up their market. (There were some 470 exhibitors in all at the convention, including service companies, associations and radio programmers.)

If the manufacturers' collective accomplishments, as revealed on the convention floor, are the state-of-the-art, it can be said the state-of-the-art has not taken any great leaps forward since the 1980 exhibition, held on the same site. It was a convention of more rather than new. There were more earth stations, more cameras, more electronic news gathering gear, more video graphics, more microprocessor-controlled equipment and more digital tricks.

This much can definitely be said for the exhibition: It was big. The booths of the exhibitors covered more than 225,000 square feet, completely filling the sprawling halls of the exhibit center. The most dedicated chief engineer would have been able to spend only four-and-a-half minutes with each exhibitor if he had tried

to visit all 470 in the allotted hours, which were spread over four days.

One area of real innovation was in electronic news gathering. RCA and Panasonic showed for the first time their jointly developed all-in-one cameras/recorders which utilize one-inch tape and reiterated their claims that the units produced pictures better than those using the three-quarter-inch videocassette format. (News of the new gear was released two weeks prior to the convention.) Sony's answer to Panasonic and RCA's achievement, its own all-in-one camera/recorder, was announced on convention eve, but kept off the floor and shown by appointment only in the Sony suite.

The appeal of the new cameras/recorders, none of which will be available until the spring of 1982, is their size. The RCA Hawkeye and the Panasonic B-series unit weigh just over 20 pounds each; the Sony BVW-1 weighs just 15 pounds. Speaking of the Hawkeye, an RCA official said it "brings back the look, feel, ruggedness and mobility of the film camera" without sacrificing the immediacy and flexibility of videotape.

The cameras/recorders are made possible by their half-inch videocassette recorders, which have been successfully incorporated. The half-inch format used in the RCA and Panasonic models was developed by Panasonic and employs standard VHS half-inch videocassettes. The Sony format, incompatible with the Panasonic format, uses L-500 Beta videocassettes. Each format allows up to 20 minutes of recording time per cassette.

In addition to the half-inch tape, the RCA Hawkeye also represents a step for-

ward in pick-up tube technology. By the time the three-tube Hawkeye becomes available next spring, miniature half-inch tubes will be available from at least two sources: RCA Electro-Optics and Devices (Saticons) and Amperex Electronic Corp. (Plumbicons). The tubes, no bigger than a finger, contribute to the Hawkeye's lightness and small dimensions and do so, RCA said, without any loss in picture quality. In fact, RCA said, the RCA Saticons produce a picture that "meets or exceeds" the quality of a picture produced by the two-thirds-inch tubes found in three tube ENG cameras.

While the RCA and Panasonic models share the same videocassette format, the camera sections are different. The Panasonic unit employs standard two-thirds-inch tubes. Despite the larger tubes, Morris Washington, Panasonic's national sales manager, said the Panasonic unit is slightly smaller and lighter than the Hawkeye.

The Sony BVW-1, the lightest camera/recorder of them all, differs from the others in that it uses a one-tube camera. The tube is a newly developed high-band SMF Tricon tube which Sony said has full NTSC bandwidth capability.

The price tag attached to the Hawkeye is \$53,500 without the lens. Panasonic said its model will cost between \$30,000 and \$50,000 depending on the tubes and the accessories. Sony did not quote a price for the BVW-1.

Since the half-inch videocassette format of the RCA and Panasonic cameras/recorders is new, it requires a new breed of playback videocassette recorders and editors. They have been developed by Panasonic.

The RCA Hawkeye system includes an HR-2 recorder and HE-1 editor. The HR-2 can be rack-mounted or set on a table top. An optional time base corrector is available to allow the addition of special effects during editing. RCA claimed that the video quality of the recorder is three times better than the quality achieved by three-quarter inch U-matic recorders.

The HE-1 editor, RCA said, has full editing capabilities. It has search speeds, ranging from one-sixteenth normal speed to eight times normal speed, in forward and reverse. Microprocessor-assisted controls allow mode changes without stopping the machine and split edits of audio and video with different cue times.

The identical equipment is available from Panasonic as part of its B-series half-inch equipment. Sony did not announce special half-inch recording and editing gear.

Despite RCA's claims for its half-inch camera/recorder, the future of cameras/recorders and the half-inch tape format in broadcasting will not be known until they are fully tested in the field. In the meantime the battle among the manufacturers in what can now be called the conventional ENG market will continue.

Sony went to the convention armed with a number of new ENG products, most notably the BVU-800, a three-quarter-inch U-matic videocassette recorder with a built-in editor. According to Sony's Peter Lowten, the BVU-800 is the most significant new development in ENG "since Sony defined the concept in 1976." Lowten said the unit possesses a "clean, neat, highly reliable transport" that can handle tape at 10 times normal speed in either direction.

The recorder incorporates a microprocessor control system and is fully compatible with the BVU-500A editing system currently in use. Sony expects to begin delivering the new machines this summer.

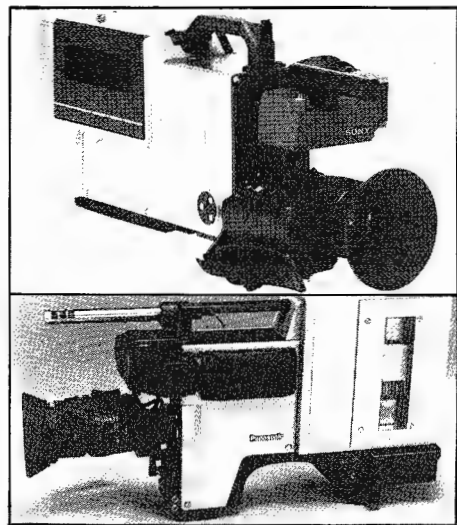
Sony highlighted three portable ENG cameras at the convention. The most remarkable was the \$12,000 BVP-110, an extremely compact single-tube camera that makes use of the same Saticon Trinitron tube at the heart of its BVW-1 camera/recorder. According to Sony, the BVP-110 weighs just six pounds without lens and draws just nine watts of power. Sony hopes to have it ready for delivery by the end of the year.

At the other end of the ENG camera cost spectrum, Sony showed an improved version of its BVP-300. The new camera, dubbed the BVP-300A, has a better signal-to-noise ratio than its predecessor—56 db instead of 53 db—and features automatic controls. Sony also was offering a "slimmed down" version of the BVP-300 called the BVP-250. Possessing many of the features of the BVP-300 and a signal-to-noise ratio of 54 db, the new camera is intended for one-person ENG crews "with little or no field support equipment." Both the BVP-300 and BVP-250 are immediately available, Sony said.

There were other new ENG cameras on the convention floor notable for their light-



Putting it all together. A new generation of ENG gear, characterized by combination camera/recorders and half-inch tape formats, made its appearance at the NAB. RCA showed Hawkeye, a three-tube camera/recorder using newly developed half-inch pick-up tubes and the Panasonic-developed half-inch VHS tape format, and a complementary editing system, comprising the HR-2 videocassette recorder and HE-1 edit controller (above). Sony and Panasonic (below) also introduced camera/recorders at the show. The Panasonic B-series unit contains a recorder using the same half-inch format as the Hawkeye, but the three-tube camera section uses conventional two-thirds-inch tubes. The Sony BVW-1 camera/recorder employs a newly developed single pick-up tube and a half-inch tape format, incompatible with the Panasonic-RCA format.



ness or low cost. Ikegami introduced the HL-83, a three-tube camera, available with either Plumbicon or Saticon two-thirds-inch tubes. The 10-pounder requires 15 watts of power and costs just \$21,000.

When the new Sony BVP-110 appears it will be in direct competition with several existing low-cost ENG cameras, including JVC's successful KY-2700, with JVC upgraded for the NAB convention. The improved model, the KY-2700U, features built-in contour correction, increased registration accuracy and improved signal-to-noise ratio. JVC said the camera will produce a signal-to-noise ratio of more

than 54 db with 230 footcandles, the aperture opened to f 4.0 and the contour correction off. The KY-2700U weighs in at 11.6 pounds, a half pound heavier than its predecessor.

Hitachi Denshi of America featured three ENG cameras priced under \$20,000. According to Tom Califano, the single-tube FP-10 achieves a signal-to-noise ratio of more than 48 db, features a "pro-type" housing and costs \$7,000. Hitachi was selling a three-tube camera, the SP-21, for \$13,000. That camera features, Califano said, 550 lines of picture resolution, full prism optics, digital black and white balance and a signal-to-noise ratio of more than 55 db. The camera is available with the same automatic set-up capability as the SP-22 for \$18,000, Califano said.

Philips Broadcast Equipment, which will be absorbed by Central Dynamics Ltd. before the next NAB show, showed an improved version of its three-tube LDK-14. The new camera, the LDK-14S, has an improved viewfinder with an adjustable diopter magnifier for more sharply focused pictures and is being billed as a combination ENG, electronic field production (EFP) and studio camera.

In the realm of studio cameras, more and more cameras are joining the ranks of the fully automated. Harris introduced the TC-85, a fully automated camera, which takes over the top of its camera line. Harris feels the TC-85 is unique among automatic cameras because each camera contains its own computer. According to Harris's Eric Jacobson, this eliminates camera interdependence. If one computer fails, the remaining cameras in a multicamera studio setup are unaffected. The autonomous computers, Jacobson said, permit the setup simultaneously of any number of cameras in 45 seconds or less. The TC-85 sells for around \$90,000 and should be ready for July delivery, Jacobson said.

The new automatic Ikegami HK-322, introduced at the convention, features a centralized digital control system that permits the setup and operation of up to 100 cameras from a single central control panel. The HK-322 also generates some of its own special effects, including deflection modulation for "dream scenes" and scene compression. Up to eight effects can be programed, stored in memory and retrieved on command.

The ability of a camera to be controlled by triaxial cable—it allows long cable runs—is a feature being incorporated into most new cameras and retrofitted into the old ones. The TC-85, for instance, can be purchased for operation with triax or conventional multicore cable. And RCA announced that its top-of-the-line TK-47 is now available for triax operation.

As a moderately priced alternative to the HK-322, Ikegami also introduced at the convention the HK-302 which sacrifices fully automatic set-up capability and triaxial operation for lower cost. The HK-302 is a true convertible camera; it is compact and relatively lightweight and can be handled in the field by one person, Ikegami said.

Many of the advantages—the portability



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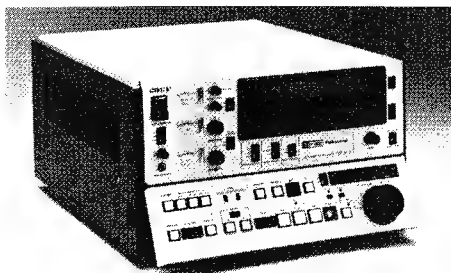
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New U-matic gear. Sony introduced a new front-loading U-matic recorder with built-in editor. The machine incorporates a microprocessor-based control system and is fully compatible with Sony's BVU-500A recorder.

for one—of the new lightweight ENG cameras are nullified without high-quality microwave gear for the far-flung ENG crews to use to send their pictures back to their stations. As with the cameras and recorders, the trend with the microwave equipment is toward smaller and lighter. Most of the gear shown at the NAB also featured frequency agility—the ability to transmit and receive signals on all channels available in a given band.

Microwave Associates, Burlington, Mass., had several new products at the convention addressing the burgeoning ENG market. Among them was a mini-

transmitter that can be packaged with antenna and control unit for use in helicopter or van or on a tripod. Erik Stromsted, sales manager, who said the show was the strongest in the company's history, said the packages cost between \$16,000 and \$18,000, depending on the configuration and accessories.

Microwave Associates is accepting orders on the helicopter and van packages, Stromsted said, but is still working on a tripod-mounted package that will fit in a "suitcase," and have a total weight of under 20 pounds.

The mini-transmitter, which is at the heart of the various packages, can be switched to deliver either 12 watts or 2 watts of output power, Stromsted said. The lower wattage conserves power, important when the transmitter is running on batteries.

Microwave Associates did not show the companion mini-receiver to go along with the transmitter, but Stromsted said it is being worked on and that those interested "will see it soon."

Microwave Associates also showed an omnidirectional vertical transmission antenna, suitable for helicopters and light planes.

Tayburn Electronics Inc., Carlsbad, Calif., went to the convention with both a mini-transmitter (TBT-50A) and mini-receiver (TBR-50A). According to Jay Mathis, general manager, the frequency agile, self-contained transmitter is available for 2-ghz operation for \$10,725 and for 7-ghz operation for \$11,225. The frequency agile receiver, available for 2 ghz use costs only \$11,225, he said.

Tayburn also showed its "flight pack" which incorporates the new electronics into a helicopter system. The flight pack's electronics are mounted on the outside of the helicopter, leaving the interior of the usually small helicopters uncluttered by microwave equipment. The new transmitter has its controls built into it, but it can be operated by remote control—needed for helicopter use—via cable and a 12-pin connector.

Like the Microwave Associates gear, the Tayburn units can be fitted into ENG vans and cars or operated from any stationary location mounted on a tripod.

Tayburn's biggest attraction at the show was its automatic tracking receive antenna, which sells for \$46,500 and has been sold over the past year to ABC, NBC and about 20 local stations. The antenna was demonstrated live at the booth, automatically zeroing in on video signals emanating from helicopters flying around the Las Vegas area.

Believing that there is no antenna that can be overlooked, Nurad Inc., Baltimore, showed Supertrack, a semi-automatic receive antenna that requires an operator to make simple adjustments to keep the antenna oriented properly.

While the antenna was designed primarily to track signals coming from helicopters, said Les Lear, marketing director, it can also be used for receiving signals coming from transmitters on the ground. Supertrack costs \$40,000 without receiver,



A broad look. Radiation Systems Inc. did not show its Torus earth station, capable of receiving signals from 14 satellites simultaneously, but it did announce the formation of a new subsidiary, SatCom, to market it and a line of conventional parabolic earth stations.

Lear said.

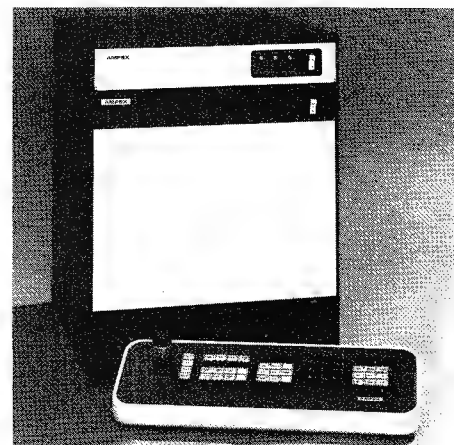
Another new Nurad product was Mini-pod, a microwave transmission antenna system. The system, designed to replace standard omnidirectional transmitting antennas, incorporates four circularly polarized directional antennas, each covering a 90-degree quadrant (and a receiving antenna for ground-air-ground relay operations). The transmission power is automatically (or manually in a less costly variation) directed to the antenna facing the receiver. The antenna array reduces multipath interference, Lear said, especially during "close-in" operation.

Perhaps the most unusual way of carting the microwave gear around is being marketed by Strike Systems Inc., San Diego, Calif. Strike has built an entire microwave transmission system into an American Motors four-door, four-wheel-drive Eagle station wagon. The mobile unit sells for \$32,000.

Growing evidence of satellite communications as a means of program distribution and as another facet of electronic



On the road or in the air. Strike Systems Inc. showed the Strike Eagle Camera Car, an American Motors Corp. Eagle station wagon outfitted with a complete microwave transmission package. For microwave feeds from the air, Nurad introduced its Mini-pod transmission antenna system (it's the bullet-shaped device attached to the helicopter's underbelly), which employs four switchable directional antennas instead of a single omnidirectional antenna. Nurad believes Mini-pod will relieve multipath interference.

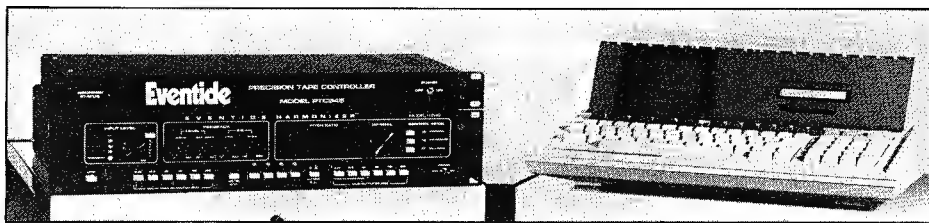


Digital magic. Ampex demonstrated a remarkable application of digital and computer technology in television with its Merlyn optical effects system. Merlyn gives broadcasters and producers the ability to rotate and flip a still or moving picture in three dimensions without losing picture perspective.

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The old squeeze play. Time compression and expansion devices allow broadcasters and producers to speed up or slow down the running time of programs or commercials without creating disturbing pitch distortion in the audio. The Eventide Clockworks system (top) is capable of both compression and expansion; Integrated Sound Systems' box (below) is capable of compression only.



news gathering was easy to find inside and outside the convention center.

Gary Worth, president of Wold Communications, a company that provides various satellite communications services to broadcasters, said during the convention that about 120 television stations now have earth stations and predicted that every commercial station will have one within the next two years.

It was that market described by Worth that attracted several earth station manufacturers to the show, most for at least the second time. The veteran exhibitors included Scientific-Atlanta, California Microwave, Harris, Microdyne and Microwave Associates. Among the newcomers were NEC America and Satellite Communications Network.

NEC America showed a 4.5-meter earth station, featuring an Andrews dish, a low-noise converter and two slim 12-channel receivers (one for horizontally polarized signals and one for vertically polarized signals.) The production model of the earth station will feature the same electronics, but employ a dish manufactured by Anixter-Mark of Des Plaines, Ill. It will sell for about \$12,000.

According to a company spokesman, the use of a low-noise converter (LNC) at the feed horn instead of a low-noise amplifier (LNA) sets the NEC earth station apart from most 4 ghz earth stations. The LNC converts the 4 ghz signal to 1 ghz before sending it to the receiver for demodulation and modulation on a standard television channel. A signal passed from dish to receiver at the lower frequency is less susceptible to interference, and lower grade cable can be used for the hop.

The most distinctive earth station among the dozen or so that filled the parking lot outside the convention center was the torus antenna, manufactured by Antenna Technology Corp. exclusively for Satellite Communications Network. According to SCN, Simulsat, as it is called, can simultaneously receive signals from

any number of satellites within a 52 degree arc of the geostationary orbit. Since fixed satellites are spaced four degrees apart, the earth station could receive feeds from 14 satellites at once, SCN said.

The antenna takes the shape roughly of a concave rectangle 28 feet long and 16 feet wide and sits on a eight-foot triangular base. According to SCN, the antenna delivers a signal comparable to that of a 4.6-meter parabolic or dish antenna. Cost of the antenna is \$21,500.

(SCN was also offering the services of its Compact 42 transportable earth station at the convention. The tractor trailer mounted dish, capable of uplinking and downlinking, is available for lease for \$7,000 the first day, \$3,500 the second day and \$1,750 the third day, not including travel and channel clearance charges.)

Although they had no exhibit at the convention, Radiation Systems Inc., Sterling, Va.-based designer and manufacturer of earth stations for the military and for international satellite communications, used the convention to announce the formation of a new subsidiary, SatCom Technologies Inc., to address the domestic satellite communications market, including broadcasting.

The new subsidiary, headed by Marvin Shoemaker, said it is now taking orders on its line of parabolic earth stations ranging in size from 3 meters to 13 meters. The line also includes a 4.5-meter torus antenna, which like the SCN torus can receive simultaneously any satellite within a 52-degree field of view. SatCom licenses the torus technology from Communications Satellite Corp.

Besides the NEC receivers being sold as part of their earth station package, there were at least two new receivers on the floor, each boasting "broadcast quality" performance.

Microwave Associates introduced the VR7B satellite receiver, carrying a price tag of just under \$5,000. According to Stromsted, the sales manager, the receiver

was designed to a "very high standard" to meet the stringent demands of broadcasters. The unit, he said, features a digitally synthesized frequency agile tuner which eliminates the need for automatic frequency control and makes the receiver virtually drift free.

Stromsted said the designers of the receiver paid special attention to its audio portion. Consequently, it can deliver an audio signal-to-noise ratio of 60 db to 70 db. Unlike other receivers that switch to back-up units only when the video fails, Stromsted noted, the VR7B will switch if either video or audio fails.

Scientific-Atlanta showed its new 7500 model receiver, which, according to S-A, has the same performance and features as the existing model 1414, but at half the price. The 7500 sells for about \$4,500 on the market.

RCA Americom, the primary satellite carrier for the cable industry looking to strengthen its foothold in broadcasting, announced a new transmission technique that promises to allow broadcasters to set down earth stations in areas formerly thought impractical due to microwave interference.

RCA said its Optimized Video Transmission should allow television stations located in downtown areas heavily crisscrossed by microwave signals to install earth stations and "receive clean, impulse free pictures."

Moreover, RCA said, for those urban earth stations now receiving acceptable picture quality, OVT can produce "subjective improvement in the picture by eliminating the low-level impulse noise prevalent in small earth stations."

AT&T has been serving broadcasters, particularly the major television networks, for decades. Nonetheless, many were surprised by its presence this year at the NAB as a major exhibitor. The biggest part of AT&T's exhibit was devoted to its new satellite services.

AT&T set up two earth stations—a 7-meter receive only unit and a 4.5-meter truck-mounted two-way unit—in the parking lot to demonstrate its satellite program distribution service, designed for NBC, and proposed as a tariff last January. Although the FCC suspended the tariff five months pending an investigation, AT&T announced at the convention that ABC and CBS had both signed on for the trial service. The service is not expected to replace the networks' reliance on AT&T's nationwide landline network, but to complement it.

The other dish AT&T had at the show—a 4.5-meter downlink—was used to demonstrate AT&T's ability to transmit and receive audio data. AT&T hoped to find a customer that it could use to design a service and tariff around.

There were growing indications of the inexorable intrusion of digital technology into the television broadcast studio. Hitachi showed a prototype of its digital videotape recorder, Ampex unveiled a digital special effects machine that amazed everybody and Panasonic showed a pro-

totype of a digital production switcher.

The Hitachi recorder was essentially a modified version of its one-inch videotape recorder. It featured two parallel tracks of video recording and incorporated error correction and error concealment circuits, according to Tom Califano.

Using composite encoded video signals, the Panasonic digital switcher performs all standard switching functions in addition to several unusual ones, including a crosspoint wipe, horizontal and vertical defocus and soft chroma-key. A company spokesman could give no date for its availability.

Of the three devices, the Ampex digital effects machine called Merlyn is the only one that will be available any time soon (at a price of under \$100,000). Merlyn can, as Ampex says, "alter the geometry, size and perspective of video image in real time." As Ampex demonstrated for all who came to its booth, Merlyn can take a still or moving picture and flip, spin and tumble it through three dimensions, all the while maintaining true image perspective.

In addition to tossing the picture around, Merlyn can compress and expand the picture. Ampex said expansion to eight times normal size without loss of resolution or quality is possible.

Judging from one of the Ampex demonstrations, the Merlyn is easy to operate. Elaborate sequences of flips and spins can be programed into the machine, using a joystick and simple keypad, and run through on command.

As broadcasting is a medium of time rather than space, broadcasters and producers have always been extremely conscious of the running times of commercials and programs. The tailoring of program material for fixed time slots is made easier with the use of time compression and expansion devices which permit the speeding up or slowing down of audio or videotape without pitch distortions in the audio.

Eventide Clockworks, New York, showed a time compression/expansion system, Timesqueeze, that incorporates a Hewlett-Packard HP-85 desktop computer, its H949 Harmonizer and PTC945 tape speed controller. According to Eventide, once the system is linked to the videotape or audio recorder, the user has only to enter the existing running time and the desired running time into the computer. The system does the rest.

Richard Factor, vice president of Eventide, said Timesqueeze can expand material to twice the running time or compress it to half the real time. But, he added, the ephemeral bounds of broadcast quality place much narrower limits on expansion and compression.

At the NAB show, Lexicon Inc., Waltham, Mass., showed its model 1200 compression/expansion unit linked to an Ampex VPR-2B videotape recorder and a Studer Revox B-67 audio recorder. And, according to project engineer David Dunetz, there is no limit to the unit's flexibility. It can be used as well as film projectors or any machine with variable speed

control.

Integrated Sound System, Long Island City, N.Y., demonstrated its TDM-8000, which unlike the Lexicon and Eventide machines, is only capable of time compression. But like the others, the machine can be used with both audio and video recorders. Although the TDM-8000 can handle audio run at twice normal speed, there are lower practical limits. Irwin Kornfeld, ISS chief engineer, said videotape is not normally compressed more than 10% or 12% and musical passages on audio or videotape no more than 5%.

The price of the Eventide system and Lexicon box is \$8,500; the ISS unit sells for \$8,000. Eventide's Factor thinks his system has a competitive advantage, however, in that for the price of an additional Harmonizer—\$3,500—the system can be configured to handle two audio channels (stereo) programing. Users of the competing devices must double their investments to handle an additional channel, he said.

There were a number of new editing systems and controllers at the convention. Sony unveiled the BVE-3000 editing system, a three-machine editor with built-in SMPTE time-code generator featuring full audio and video split-in and split-out point editing.

The Ampex ACE editing system can in-

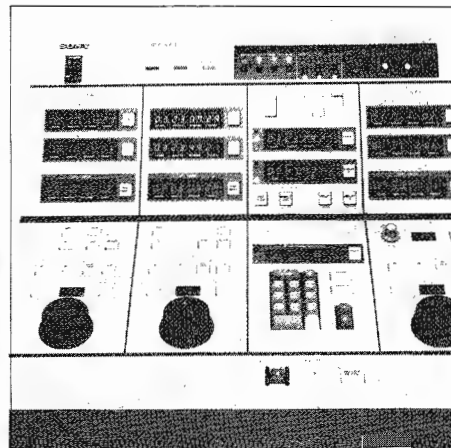
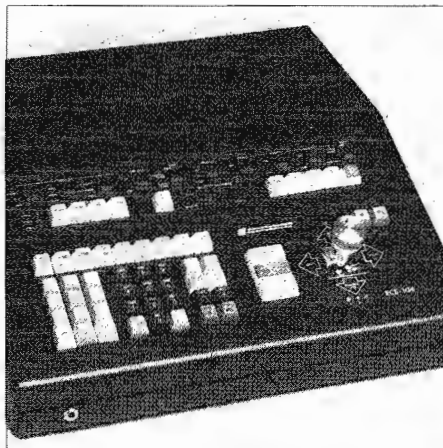
terface with up to 20 machines, including videotape recorders, audio recorders, switchers and special effects machines. The system can be operated with any of three interfaces: a dedicated keyboard, an ASCII keyboard and Ampex's novel TouchScreen. With the TouchScreen, editing commands are made by the operator touching the screen of the cathode ray tube upon which the various editing options are displayed.

The basic ACE system is priced under \$50,000 and deliveries are scheduled to begin next fall, Ampex said.

On opposite ends of the editing controller price range were the new Convergence ECS-104 and the Cinema Products Newsmaker. The ECS-104, which sells for \$34,000, features a joystick controller, time-code search, automatic self-diagnosing and a function to automatically "clean" individual edits.

The Newsmaker, which sells for just \$3,700, features such high-priced capabilities as variable speed search up to five times normal, insert editing of video and two audio tracks and point marking. Designed primarily for ENG applications, the Newsmaker can interface with most half-inch and three-quarter inch videocassette recorders.

Various types of video graphics systems representing various levels of sophistica-



Smorgasbord. The editing controllers and systems shown on the NAB convention floor were of all shapes, sizes and costs. Amid the diversity were the Convergence ECS-104 (top left), the Sony BVE-3000 (top right), the Ampex ACE with TouchScreen operator interface (bottom left) and the Cinema Products Newsmaker (bottom right).



Take a good look. Among the new color monitors on the exhibit floor were these three from (top to bottom) Tektronix, Sony and Ikegami. The Tektronix 690SR and Sony BVM-1900 have 19-inch screens. The Ikegami Series 9 monitor is available with a 14-inch or 20-inch screen.

tion were scattered throughout the exhibit hall. Many were adjuncts to weather display systems or character generators.

Aurora Imaging Systems presented its new Videographics System, which provides separate design/display stations, real-time limited animation, graphical control "menus" and recall sequencing. The system supports up to three separate design and six display stations, and requires less than five seconds of retrieval time for a typical full-screen picture. Options on the system include library module and back-up disk. The design station set-up allows a user to literally paint or draw visuals on screen using one of several stylus brushes available. A major application of the unit, according to Aurora, is likely to be news departments, for use as

adjunct to or replacement of existing graphics processes.

The new Vidifont Graphic V character generator was offered with an optional plug-in module that allowed for the generation of graphics and visual effects using a keyboard. Likewise, 3M's new D-8800 graphics generator includes an animation mode as a standard feature, allowing the creation of cartoon-like graphics.

The Weathergraphics system of McInnis-Skinner & Associates was developed to generate weather graphics based on computer-fed weather information, but it can also be used to create original graphics, according to MSA's Ron Hudson. Weathercaster's System II does the same primary job as Weathergraphics and has similar capability for use of creative graphics.

MCI/Quantel showed a prototype of a new video graphics system, Telegraphics 7000, but said that it had no date set for availability.

So that broadcasters and program producers will be able to get a good look at the pictures emanating from all of their high-technology studio equipment, Tektronix, Ikegami and Sony all introduced new color monitors at the convention.

The Tektronix 19-inch is a high-quality unit and carries a price tag commensurate with that quality—\$9,000. Designed to be "the reference standard," the monitor features a delta gun dot shadow mask picture tube, stabilized color balance and picture, accurate color decoding and "excellent" color convergence, according to Tektronix.

The 690SR is suitable, Tektronix said, for a wide variety of applications: camera control, studio control, production and post-production. It is built to fit standard 19-inch racks. According to Tektronix, the monitor will be available in approximately eight to 10 weeks.

The Sony BVM-1900 19-inch monitor boasts resolution of 900 lines. It features built-in comb filtering for picture "crispness" and a full range of controls including pulse cross and underscan. Like the Tektronix 690SR, it too can be mounted in a standard rack.

Ikegami introduced two Series 9 monitors—one 14 inch, the other 20 inch. Both feature gun shadow mask picture tubes and a black matrix screen, which improves performance under bright lights.

Continental Electronics impressed a number of radio engineers at last year's show with its new 317C-2 50 kw AM transmitter. This year two well-known competitors introduced competing transmitters. Harris showed its new MW-50B, employing a high-speed, op-amp input stage for improved audio response. The stage, Harris claims, produces "nearly perfect square wave performance" and virtually eliminates low frequency tilt. In addition, Harris said, a new modulation tracking circuit automatically maintains the desired modulation level over a plus or minus 20% change in output power. The transmitter makes ample use of solid state technology, using only four tubes. It

should be ready for delivery in June 1981, Harris said.

The chief attribute of McMartin Industries' BA-50K transmitter is its simple, straightforward design, which, McMartin said, "makes it reliable, easy to maintain and economical to operate."

McMartin seemed particularly proud of its unit's power efficiency. It claimed that the final RF amplifier operates at 90% to 95% efficiency and that the driver achieves even greater efficiency.

There were a few new television transmitters on the convention floor, among them a 30 kw VHF highband unit from Canadian General Electric and a 12 kw highband unit from RCA. Lew Page of CGE, called attention to the "simple straightforwardness" of his company's new TTC-30,000 FH. Although the transmitter incorporates the latest in transistors—it contains just two tubes, one each for the final aural and visual stages—Page said the transmitter surpasses its competition in its "maintainability." The transmitter is designed to be accessible to engineers, Page said. "You can remove any major component without removing another major component," he said.

RCA's new TTG-12H transmitter contains just one tube, employing a combined amplification system that eliminates the need for separate final aural and visual amplifications stages. According to RCA, the aural and visual signals are diplexed at intermediate frequency before being delivered to the final amplifier tube.

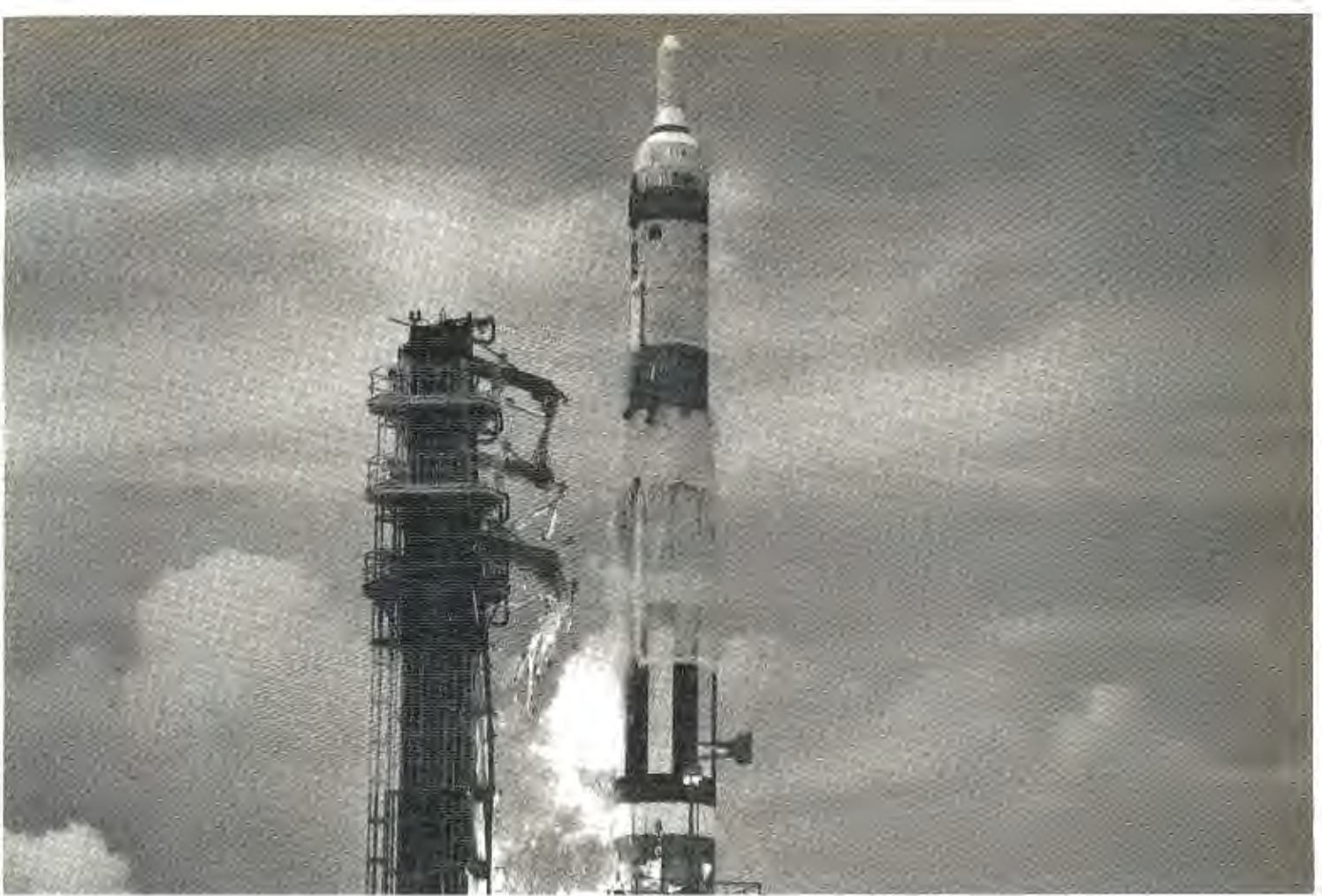
Bringing broadcast newsrooms up to date

KCBS(AM) is one of few stations testing electronic newsrooms

The electronic media are playing "catch-up" with their counterparts in print for a change. The video display terminal (VDT) has replaced the typewriter in many newspaper newsrooms, but is almost unheard of in broadcast news gathering. One exception is all-news KCBS(AM) in San Francisco, which has been experimenting with a computerized news delivery system since last December. The approach is being carefully monitored by CBS for possible use in its other owned-and-operated stations.

"Computer-based information management is the wave of the future in the broadcast newsroom," believes Greg Endsley on hand at the Radio Computing Systems booth at the NAB convention. Endsley is an electronic systems developer for Integrated Technology Inc., Kansas City, Mo., which designed the KCBS system. Radio Computing Systems is now marketing the setup, including VDT, keyboard, central processing unit and related components, to radio stations. A separate version for television newsrooms is being developed.

"The system is specifically designed for the needs of radio news," Endsley explains, "based on our own research and



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feedback from the KCBS experiment. In many respects it incorporates the functions of a word processor."

Endsley says a primary advantage of the system is the ease with which copy can be written or edited for almost instant on-the-air use. Incoming wire-service copy, for example, can be stored in the system's hard-disk memory unedited, then recalled by subject, key phrase or other criteria.

Various text sizes, type styles and display patterns can be used as the copy is electronically edited through the keyboard, then displayed for the newscaster to read on the air. A split-screen feature allows the user to review two versions of a story simultaneously. Data on story length, actualities and background of reports is easily accessible.

Radio Computing Systems is not the

only company attempting to sell "electronic newsrooms" to broadcasters. Five other companies have designed and are now marketing such systems primarily for television stations: Basys, San Jose, Calif.; Station Business Systems, Greenwich, Conn.; Slyboom Inc., San Francisco; McInnis Skinner & Associates, Oklahoma City, and Jefferson Data Systems, Charlotte, N.C. (BROADCASTING, Dec. 1).

Broadcasting

At Large

As is their annual practice, BROADCASTING editors took advantage of the expertise of broadcasting engineers on the scene in Las Vegas to critique the hardware on display in the exhibit halls and the technological issues under debate in the meeting rooms. Two interviews were conducted in the closing hours of the NAB convention: one with three television experts, the other with five experts from radio. The results appear below and through page 63.

Speaking of and for television: *Dan Wells, senior vice president, engineering and operations, Public Broadcasting Service, Washington; George Jacobs, Washington-based consulting engineer; Bruce Miller, audio-video systems engineer, ABC Broadcast Operations and Engineering, New York.*

We want to talk with you on two levels. First, in regard to the specific equipment on the exhibit floor and what you've seen that turns you on or turns you off, or might cause you to make a purchase. And then we'd like to talk about some of the issues that are facing television technology. Bruce, what have you seen that struck you as new and innovative?

Miller: Well, I'm absolutely fascinated with the "time warp" machines that will allow you to

lengthen or shorten commercial products or news products, whatever you have, by 8 or 10 or perhaps 12% without really being able to distinguish the fact that they've been altered in length. They started out as pitch change devices, and I believe they were used in the recording industry first. Eventide's Clockworks device is one of them. They have melded together computer technology, microcomputers, along with plain old DC servo controls to manipulate the VPR-type machines from Ampex, to make time compressions.

Is this in film or tape?

Miller: It's on tape. In fact, we're just about 100% tape in terms of the news operation and the commercial operation.

You can't use it live, though, by definition—right? You'd be backing up, wouldn't you?

Miller: You can use it live, believe it or not.

Think of it this way. You have a minute-and-20-second opening for Washington to do an insert on *World News Tonight*, and you've got a piece that's a minute and 32 seconds long. You cue the piece up to the head end, you tell the device that you want it one minute and 20 seconds long, and then you roll it on cue from New York to fill the minute and 20-second gap. And it does exactly that. It changes the pitch of the audio to make it natural, and the video slews and you end up with a perfectly viewable product. At least it would seem to; we're going to evaluate them in the lab to see if they do everything they say they do. Lexicon is one. Eventide Clockworks is another.

What about you, George?

Jacobs: What's held my attention is satellites, and there's more here than ever before. I think we're seeing satellites as a whole new concept of



Wells



Jacobs



Miller

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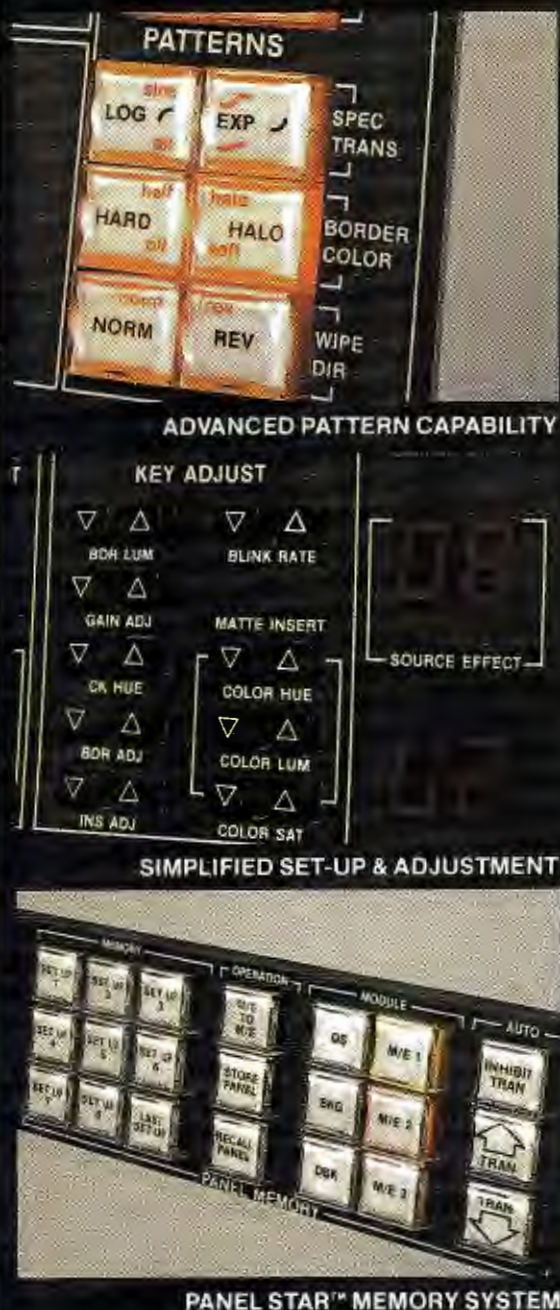
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television station networking, probably at much reduced costs, and I think we're beginning to see more and more of the beginnings of direct broadcasting satellites to the home.

What evidence of that is there here?

Jacobs: I don't see the direct evidence of that here yet, other than that—as more and more satellites are going up, and the power is increasing, people are getting more satellite conscious. I see it indirectly through the so-called “bootleggers.” A number of my own colleagues that I meet here have their own TVRO—television receive-only—terminals in their backyard. It's a good indication that the public is beginning to think in those terms.

Dan, what have you seen that interested you?

Wells: Well, we're very encouraged that there's finally some hardware available for purchase that may increase the efficiency of the main consumer of power in transmitters—the klystron tube—from under 40% to around 60%. In public television we have about 130 stations that are UHF and power rates that were going for two cents per kilowatt hour, which has been the typical rate, are now up to 10 1/2 cents per kilowatt hour in San Diego. That's higher than in other places, but it probably indicates a trend. So power bills are becoming a very real problem for all stations, and UHF stations in particular.

Certainly, the teletext demonstrations are impressive. I'm amazed at how developed the British system is, and the fact that they have test equipment for teletext and they have a data bridge, which allows the network teletext signal

to be transferred on to the local television transmission. Their demonstration of Prestel, their videotext system, in which by dialing up a line to the U.K., an ordinary telephone connection, they get the viewdata and videotext information, including—and this is a feature I did not realize they had—the actual, rather slow drawing out of a regular color, full-gray-scale television picture. The particular example was a real estate ad which showed up on one page as just text, and then you press a certain button and the next page shows you a picture of the house.

What's the distinction between videotext and teletext.

Wells: Videotext is the information that is dialed up by the home viewer over a telephone line and delivered discretely to that viewer. It's not broadcast. It lends itself to an interactive system. Teletext, of course, is over the air and it's a rotating number of pages, and you can select the one you want.

What about the new RCA camera, with the built-in tape recorder? The Hawkeye. And the similar camera from Sony?

Miller: At the moment it's a black box. The concept is there. It's probably going to be the next phase of ENG. It represents a new standard, a half-inch tape. When I say it's a black box, I mean there's no standard yet; this is the first of this type with this standard. It's complete in the sense that you can edit and handle it from end to end, from field to air, if you wish to do so.

I understand that Sony and Panasonic and several others are into it. You have to sneak off to their suites to see what they're doing. Ikegami as yet does not have hardware, but they're well into the planning stage.

What it means is that the major camera manufacturers dealing with many of the major recorder manufacturers are coming up with a new system, smaller and lighter, and it's in effect mimicking what the film people have been able to do for a number of years—all in one package. The standard, I think, has to come as it did with the type C format for one-inch helical, otherwise we will have a plethora of standards with no interchangeability. That will limit market penetration.

It uses a VHS cassette, but it doesn't use it at the same speed. Isn't that right?

Miller: That's right.

Wells: I think in-camera recording is certainly something that will come along; I think this is really just a repackaging of the existing equipment. I think that practical in-camera recording is still awaiting a higher packing density on videotape in the smaller format.

Does that mean digital?

Wells: Not necessarily. I think it would certainly be a feature when digital comes along, but I don't think it necessarily has to wait for that.

So, while Bruce may be lukewarm about what's being shown right now, possibly by NAB '82 we'll have something more interesting with the same concept.

What about the graphic machines, the devices you can use to create art on a CRT?

Wells: There continues to be a steady development in picture manipulation by a digitized video signal. And we're seeing a lot more of that this year; it's really very impressive.

Jacobs: There is a considerable increase in the number of exhibits showing computer systems that are adapted for radio and television broadcasting stations. Computers that handle everything from your sales and records to turning your transmitter on and off and to filling out your logs for FCC requirements.

Miller: It's the same thing with the graphics generators you mentioned. A lot of the smaller companies are now getting into the business. They've discovered that the broadcaster was interested in their product.

Are we at the end of the line in terms of digitized special effects? Is there anything else that can be done with that picture that anybody would like to have done?

Wells: It's becoming more and more imaginative. I think, as engineers, we're interested in the interface of the digital special effects device directly with the next digital component in the broadcast systems, so that there won't be the necessary analog to digital and digital to analog conversion that we have to go through now. That, too, will evolve as time goes on.

I don't know of any category of effects that is not being achieved and is likely to be achieved on the horizon now. There's amazing flexibility.

I think the standards converters—and in particular the McMichael standard converter that has the manufacturing rights for a frame-store converter developed by the BBC; it is the most transparent conversion I've ever seen—I

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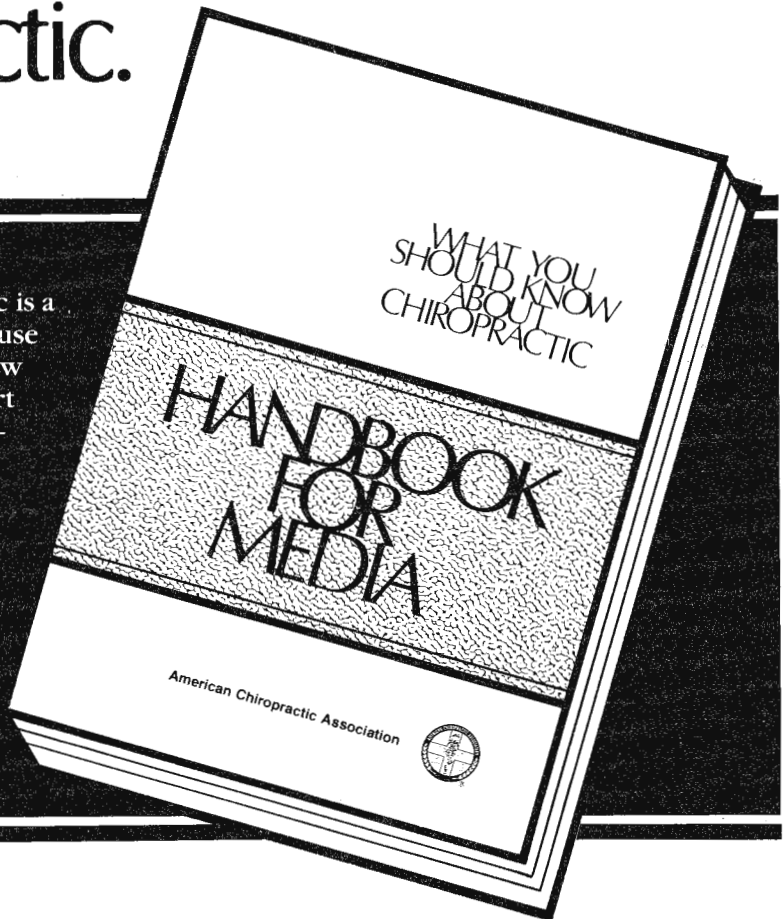
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think they are a major step forward.

Is it capable of passing the signal both ways? Is it digital?

Wells: Oh yes.

Is this going to be a boon to program exchange?

Wells: I think it is. We'd like to see one or two of them in this country, as a matter of fact, instead of depending on Europe to do all of the conversions.

Jacobs: It will improve the quality, if nothing else—even if the conversion is still done through the transmission unit.

Miller: It shouldn't be necessary to apologize for the fact that pictures are coming from overseas via satellite any longer if we use devices like that.

Wells: I think it raises the possibility that we can get away from the present configuration we're in—Intelsat feeds come in to a gateway of some sort, and then go via AT&T landline, to be distributed finally to the customer. I think what this may encourage is the installation of domestic earth terminals at the Intelsat earth terminals—at Edam, West Virginia—so that the Intelsat signal can be handed over directly and then put back up on the domestic system in the original standard. And then the broadcaster—PBS, for instance, at our main origination terminal—could have the converter. That would be very excellent quality.

You would take PAL right up to your distribution system, and then convert it.

Wells: Yes.

Aside from cameras, is there anything else in the ENG field that strikes you as significant?

Miller: Yes. I saw a new concept which is even beyond frequency agile in terms of small microwave transmitters. It's in the Harris booth. They've come up with a programable transmitter that covers all of the known broadcast bands. The concept is that you can take this transmitter with you to Europe, confident that you can match whatever bands are available, whatever frequencies are open, without taking pockets and pockets full of crystals and so on.

Now, the receiver to join that is not quite ready yet, but it will probably be ready and marketable by the next NAB, I'm told.

Could you put yourself into the shoes of the chief engineer who might be coming to this exhibit, and guess what he might be interested in—as opposed to the network or the national organization?

Miller: I've talked to a number of chief engineers with whom I've worked in the past few years, and I think what they're looking to do is to upgrade their existing in-house systems, their ENG, and do it within the scope of their budget. Now, all of us drool over the new technology, but we know that we can't afford a good bit of it. But we can crank it into next year's budget, and that of the year after.

But in the meantime, what we're actually shopping for would be the upgrading of our video consoles or cart machines, our video production switchers, maybe a few more freeze frames. So next year, we hope to get a larger chunk of the pie to put into some of the more

exotic technology.

Jacobs: Also to get more reliable equipment. What a chief engineer dreads is the call in the middle of the night that the transmitter is off the air or this is out or that's out. As the equipment becomes more complex, I'm not sure it becomes more reliable. So that if I were a chief engineer here, I think one of the things I'd be looking for would be to extend the reliability of my equipment, to replace older equipment with newer equipment that's more reliable. I'm not sure I've seen very much of that here.

Wells: I would think also, on the transmission side, I'd be interested in satellite terminals, although there doesn't seem to be any great breakthrough. I'm somewhat surprised that there wasn't more development in the way of receivers for the terminals—what's shown is pretty much standard fare.

And the UHF transmitter efficiency improvement would certainly be of interest to the station engineer.

How about videotape machines? Any improvements to those?

Miller: In terms of brand new machines, the U-Matic that Sony came out with, the BVU-800 and the 820, which is a console unit, to us it's a very fine step forward. It's rack mounted, as opposed to the BVU-200 series type of machine, and it comes with an editor built in, and it seems to be a fairly smart editor for the size of the package that's involved. And we're very impressed with that, and want to study it and to evaluate it. We're out of rack space in many of our installations, and we're out of floor space. What do you do when you have to add machines? Here's the concept—you go to a very tightly packaged editor-machine combination, that fits in just a few rack units.

I understand you are equipping the new ABC News center in Washington. Is that going to be the state of the art in television news production?

Miller: It is almost impossible to be state of the art because it changes so rapidly. It will be state just behind the art. There will be just a very, very limited number of quad machines; less than one quarter of all the machines being installed, the rest will be one-inch helical.

But did you see anything here for which you wished you could retrofit your plant?

Miller: Yes. There's been a quantum leap in the digital video effects. We have one Squeezezoom, one 5000 plus from MCI Quantel and if we could, we'd probably pick up one of the brand-new Ampex mind benders.

You feel that is a significant step ahead?

Miller: I think it is.

Are you referring to the three-dimensional device?

Miller: Yes—the XYZ axis. I think they're referring to it as Merlin. The concept is that you can pick a point out of the raster and rotate your picture around it, and that just bends my mind. One seems to have complete control over it, too. It's the kind of thing that you used to be able to do with film, only you had to be very, very careful—with trick mirrors and all kinds of other effects—and now it can be done electronically, literally with a joy stick and a

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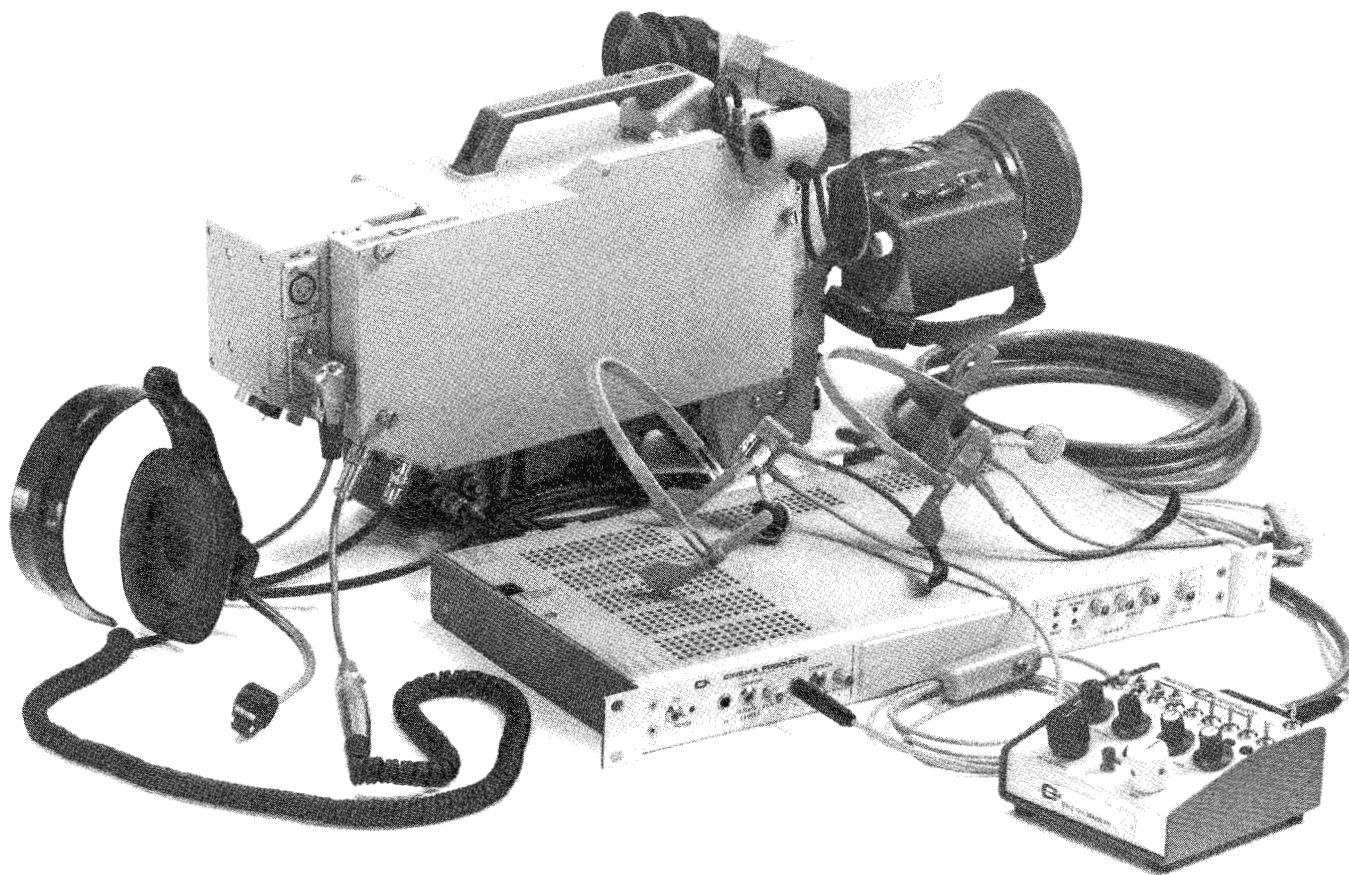
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Do you find that, operationally, you actually use a device like that in any application other than as a production house for commercials?

Miller: We use it for promos and we use it even on the news, sports. We do *Good Morning America*; they like to use that kind of thing. And *20/20* uses it. And so on.

I wonder if we could go on to some of the political issues. One that certainly interests us these days is low-power TV. It seems that these long-forgotten translator manufacturers are receiving a lot of attention on the exhibit floor, and the STV people and I guess the earth station people are coming to them for information. Have any of you come across that interest?

Jacobs: I think if you judge by the attendance at the Acrodyne seminars, and at the NAB seminar for low-power TV, there is considerable interest. This meeting comes at the same time as the freeze, and we were fortunate enough to have Dick Shiben [chief of the FCC's Broadcast Bureau] at the NAB meetings. I interpreted his words as being optimistic that there will be a report and order by the fall; he says it doesn't necessarily have to be the beginning of the fall. That would get low-power TV on the track again. In that respect, this freeze may be a good thing. If I were an investor in low-power TV, I would feel a lot more confident knowing that there were rules adopted than just the proposed rules.

I think that what took everybody's interest, including the manufacturers or those who were thinking of getting into the manufacturing field—either antennas, transmitters or earth

terminals—was the number: 5,100 applied, and by Shiben's own admission if they did not have the moratorium they probably would have had another 5,000 in the next month or two. With 10,000 applications for low-power television, it takes it out of the category of what was referred to the other day in another NAB seminar as something that should be put in the hobby, fun and game books. I realize that not all of those 10,000 applications would be converted into stations, but I think if there are proposed rules and there is a procedure, that you might filter out 1,000 new television stations from this, and that is a tremendous market for manufacturers to focus on.

Are you enthusiastic for the concept?

Jacobs: Yes, I am. You know, as an engineer, I wouldn't want to get into the economic or the social aspects of it. Leave those for other experts to analyze. But I've always felt that the more doors that are open, the more channels that are open for new stations in this country, the better off the industry would be in the end. I don't see these as competitive with the industry; I think the existing industry absorbs them and grows healthier from them. So I don't see low-power TV or direct broadcasting satellites or any of these things really as a threat to the existing structure of broadcasting in this country. On the other hand, I don't own any broadcasting stations, either.

Wells: But I think it has to go along with careful engineering standards, and I think that the

interim procedure has been chaotic, from an allocation standpoint. I also think in terms of optimism or pessimism for the future that it really falls into two different categories. As a rural service, I think it could be very valuable, and there's really not much question about that. As an urban service, I think it's very questionable that it's viable.

I guess the public television stations welcome the freeze. Is that right?

Wells: We very much welcome the freeze. Not very many of them are able to act quickly because of the funding limitations. To the extent that they are going to be valuable, opportunity after opportunity goes by us.

Miller: Is this not a shot in the arm for over-the-air TV, as opposed to cable?

Wells: In rural areas, yes. But I don't think we should shy away from cable. Because I think a broadcast station should look at more than one mode of distribution in the future. Tall towers are one method of distribution which will be with us; I don't think that's going to be diminished in any way by the so-called new technologies or the evolving modes of distribution. But I think the broadcaster has to look at cable, and look to what he would like to do in terms of the cassette or disk, along with over-the-air broadcasting.

What about DBS? Where do you see that going? On two fronts: What do you think about the existing application? And what about high definition?

Jacobs: Well, you're getting on a pet subject, and not too much of it was actually exhibited here. But I think DBS is inevitable. In fact, I am really surprised that Comsat did not exhibit here, especially with the investment they're making and their filings with the FCC.

Wells: There's no question about the feasibility of DBS. I think there's a real question about the economics—whether or not it could survive in the marketplace. In order to mass produce, to have a consumer product, a receiver antenna, requires an enormous investment. Sears, of course, was considering to be a partner with Comsat, and they withdrew. And Comsat will need some sort of arrangement like that to make a consumer product out of the receiver.

But I think it's a real question whether or not DBS with three channels or possibly six channels can survive alongside a 32- or 54-channel cable system. What unique thing are they going to have to offer?

Jacobs: Also, the cable system is nice and clean; it comes into your TV, no antennas on the roof, no boxes. And I'm not sure—and I don't want to seem like a pessimist—but I'm not sure the public, especially in urban areas and where I think the real money would be, is willing to go back to putting antennas on rooftops again, even though they're a different type of antenna this time. I just don't see a city like New York sprouting five million dishes.

Do you share any of the enthusiasm for high-definition DBS?

Wells: Yes, I think that should be explored very carefully; I think that's a very interesting concept. And DBS may be the way to do it. Some think that the format, even within the bandwidth available for present over-the-air broadcasting, can accommodate high definition, although that would require a different receiver to be able to handle it. There's some question as

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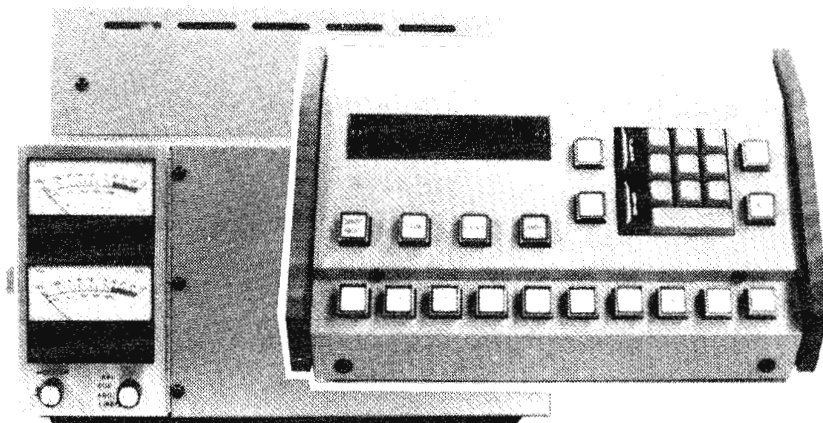
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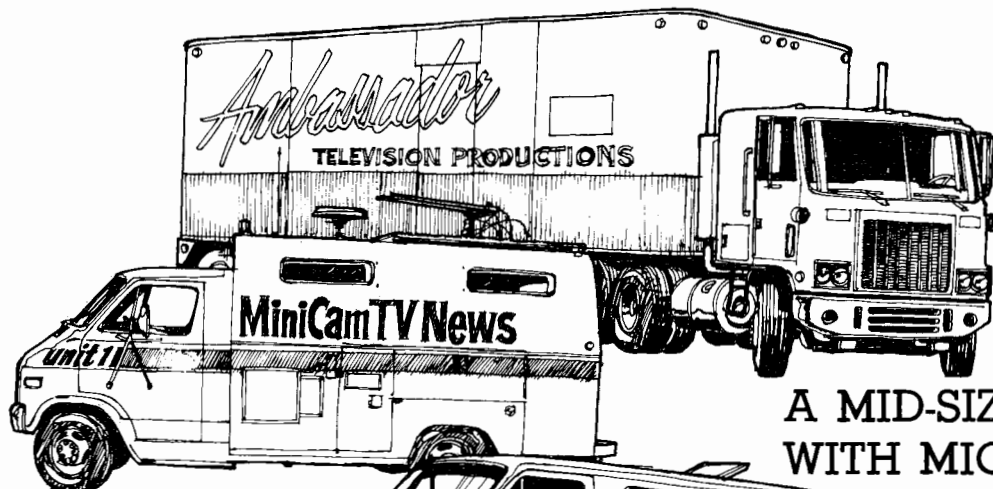
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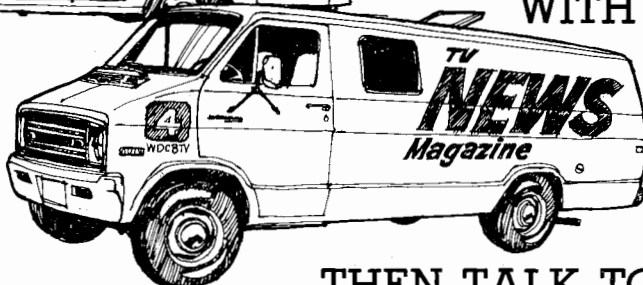
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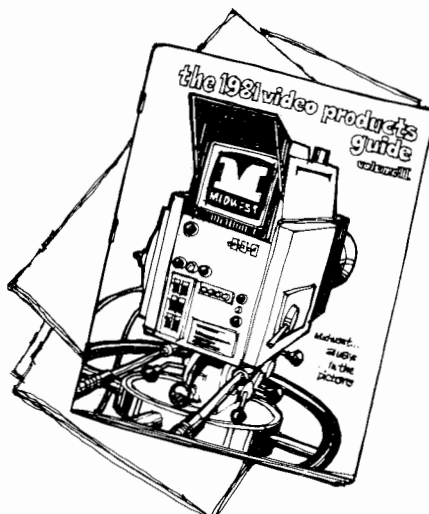
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to whether that's practical, but with a wide bandwidth that might be available with DBS, it could accommodate it. We ought to look at that very carefully.

You were convinced or impressed by the CBS-NHK demonstration in Washington (BROADCASTING, March 2)?

Wells: Yes, very much so. Now it may have a limited application, and the application may be theaters and conferences and so on.

And the large screen in the home?

Wells: Yes, there may very well be a market for that.

Jacobs: But if they're really looking into the future, if DBS flies and if it becomes popular at 12 gigahertz, eventually they will have 12 gigahertz receivers. They're not going to go through down converters in the present sense. You remember the old days with UHF converters. We had them for about five years, and then out came a flux of receivers that tuned UHF, and I don't think you can find any UHF converters outside a museum today.

Miller: It's for the purist, or the elitist, if you want to call him that. And there will be a limited market, initially, when the wide band TV comes, by whatever method. There will be some who will plunge right in.

What about digital television, and the efforts being made by the SMPTE committees and EBU. Are you in concert with what they're doing? Are you enthusiastic about what may come of all this, and how soon?

Wells: I think that's very exemplary. As it was finally pulled together—it didn't start out that way—but I think there is now a real possibility of an international digital standard. And the SMPTE has played a major part of that and is now meeting with the EBU, and it looks as if compromises may very well be made—so that we do come up with a single standard.

One thing that they have not addressed is the standard for transmission. What digital standard are they going to have when it goes over the satellite? And we're quite concerned about that, and are doing some work on it, as a matter of fact. Because in that area, unlike the studio and recording areas, you get into the data compression techniques in order to save bandwidth and possibly squeeze two or more channels through one transponder. There is not much work going on in that line, except by the carriers themselves. And the carriers internationally are not standardizing, so I think broadcasters are going to have to get into that.

Are they digitalizing, however?

Wells: Not for television. But they have their own various data transmission rights, and the whole hierarchy of different digital rates. And it's different in Europe from the United States.

Do you have a forecast on when the studio will be digital?

Wells: Well, I think the standards may be essentially set this year. I think it's going to be an evolution piece by piece—the equipment, the videotape machine, the various processors, distribution equipment—until we finally have the all-digital plant. And there's no telling when that will be. Several years.

One of the questions we'd like to put to you before we get dangerously near the end, is what you would like to see from the manufacturers and on the exhibit floor a year from now, come

Dallas. If you had a "want list," what would be on it?

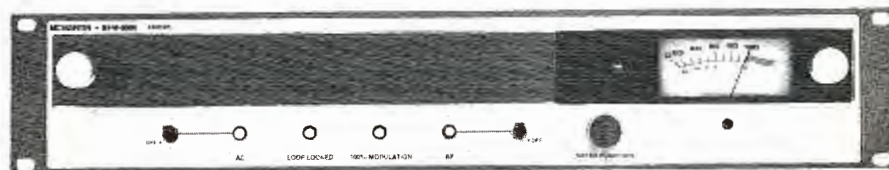
Wells: The EIA-VTS Committee on Multichannel Sound for Television has a request for rulemaking with the FCC, and I hope that proceeding will go forward fairly quickly. And shortly thereafter, after a standard is approved, I hope that the set manufacturers will come up with multichannel sound television receivers. It's probably a little bit optimistic to say that that might be by NAB '82, but hopefully not too long thereafter.

Jacobs: If we're thinking in terms of LPTV and making the assumption that, by next year, this process will be on line and stations will be getting their construction permits, I think there are some practical problems that will have to be faced. Most of the applications I've seen are

utilizing existing towers where other TV antennas are in place or where several low-power television stations have applied for the same tower. I think that there are going to have to be antenna systems designed specifically for low-power TV. I know there are some now that have the low-power TV label on them, but they're actually redesigned conventional type antennas. I think some of the antennas may have to be broader band so they could be multiplexed, and more than one low-power transmitter could utilize the same antenna, rather than placing five different antennas on an existing tower, and the tower probably falling to the ground because of the excess weight.

That is one area of development. And talking about low-power television, I would like to see some more satellite distribution systems. A great many of the low-power applications, the

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way they read now, they will have to be linked by some sort of networking over vast areas, and I think the only way you can do this, that a low-power system could afford, would be by satellite, not by terrestrial.

Would you anticipate that there might be a new generation of studio equipment designed for low-power TV?

Jacobs: Yes. And studio equipment that those of us who have been associated with the higher standards of broadcasting might not easily accept. I think standards would probably have to be reduced for really independent low-power stations; that is, stations that are really local, and don't have the financial means to go into a first-class studio operation. And for those stations where the audience would be there, even if the picture were not up to full-service standards. I think that low-power stations that might be operated by networks or by existing stations would still require the high studio

standards that we have now.

Miller: I'm still digesting the plethora of gear we've seen this year, some of which has been completed and some of which is really a design concept and requires completion. Two of the concerns I have fall into the human engineering category. One is the operations person who has to have a rather small digit to push the buttons and adjust the knobs on the equipment that requires adjustment. Two is the maintenance person who has to have bi- or trifocals to get in and see, because of the high density of packing, what there is that needs to be maintained. So, I think what I would ask the manufacturers to do is to consider that the human being, the human element is still there in both the operations and the maintenance end, and that they should give some consideration to that. Now that the technology is available to make a working system, the technology is also there to make a diagnostic system to go along with the working

system. So I think I'd like to see more emphasis on the maintenance end of things.

Has that become a real problem in these massive, complex studios?

Miller: It is—and even on the smaller devices within the massive studios, because they're now using microcomputers to replace people, to keep lists and checks and balances of data and so forth. If you don't provide diagnostics for these microcomputers—which can outthink and outrun human beings—when there is a failure, you're asking somebody whose technology has not come along at the same quantum leap as has the hardware to jump in and fix it—and fix it now because we can only afford one of these and I need it on the air five minutes from now.

So please, Mr. Manufacturer, give the tools to the technician. Give him the tools that he needs to quickly ascertain, can he repair this thing quickly and get it back on the line?



Dickson



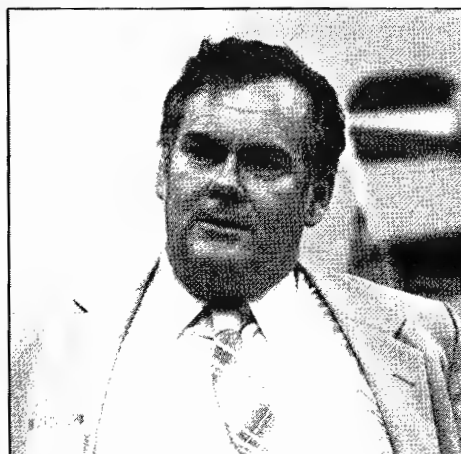
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Speaking of and for radio: *James Dickson, director of engineering (radio), Meredith Broadcasting, Atlanta; Robert Kanner, chief engineer, KHJ(AM)-KRTH(FM) Los Angeles; Richard Schumeyer, assistant director of engineering, Capital Cities Communications, Philadelphia; Milford Smith, director of engineering, First Media Corp., Washington, and Charles Morgan, director of engineering, Susquehanna Broadcasting Co., York, Pa.*

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that seem to be hot in radio at the moment, and the state of the art of the equipment. Do you want to start it, John?

Dickson: There's a greater display and availability of consoles this year. More people are coming out with various layouts in consoles. Auditronics, for example, used to be mainly in the recording end, but now they have geared their equipment and their lines more for the broadcaster, and I'm very interested in that area.

How do the consoles differ from earlier models that you've seen?

Dickson: They're going away from standard key

switches and pots, and some of the consoles are coming out now without the standard VU meters. They go up to plus 16 rather than red marking at zero and then up to plus three or four. So there's a new approach in the cosmetic, the visible appearance of the console along with, of course, much better technology.

Is it purely esthetic or are they easier to use?

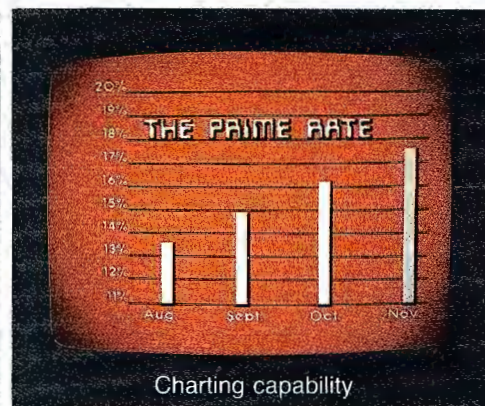
Dickson: I think they're easier to use, and taking the input that I get from production people, production now is more involved than it used to be in radio. At least in our end we do a lot more in-house production rather than having it done out of the studio. And so we're



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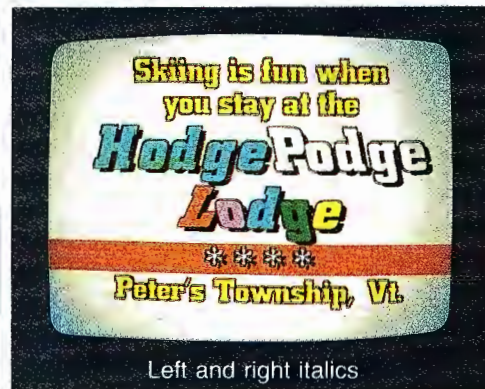
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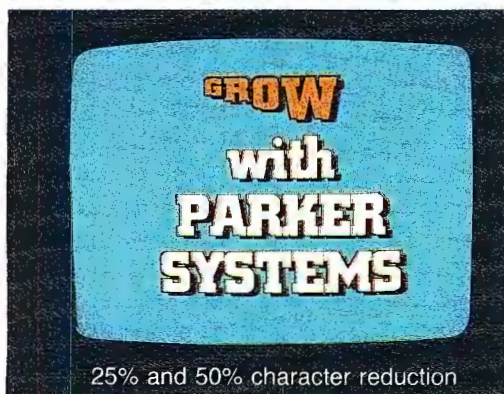
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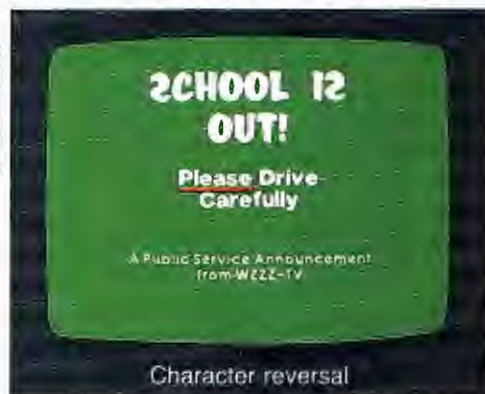
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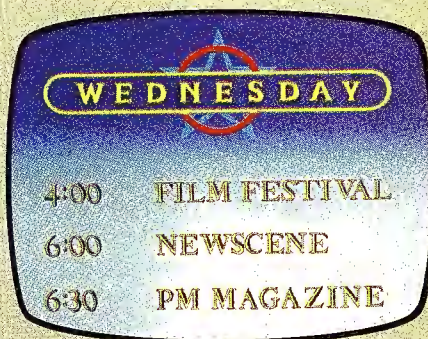
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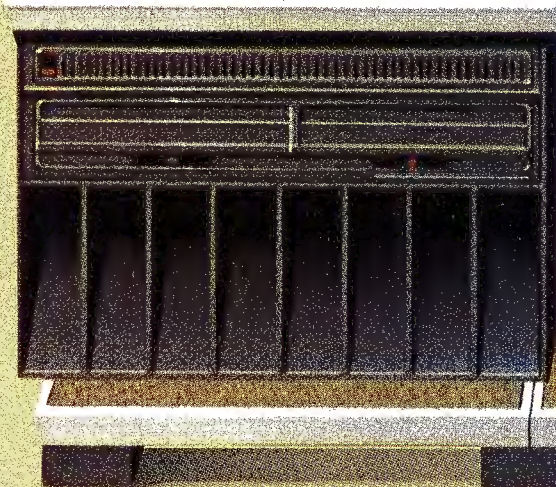


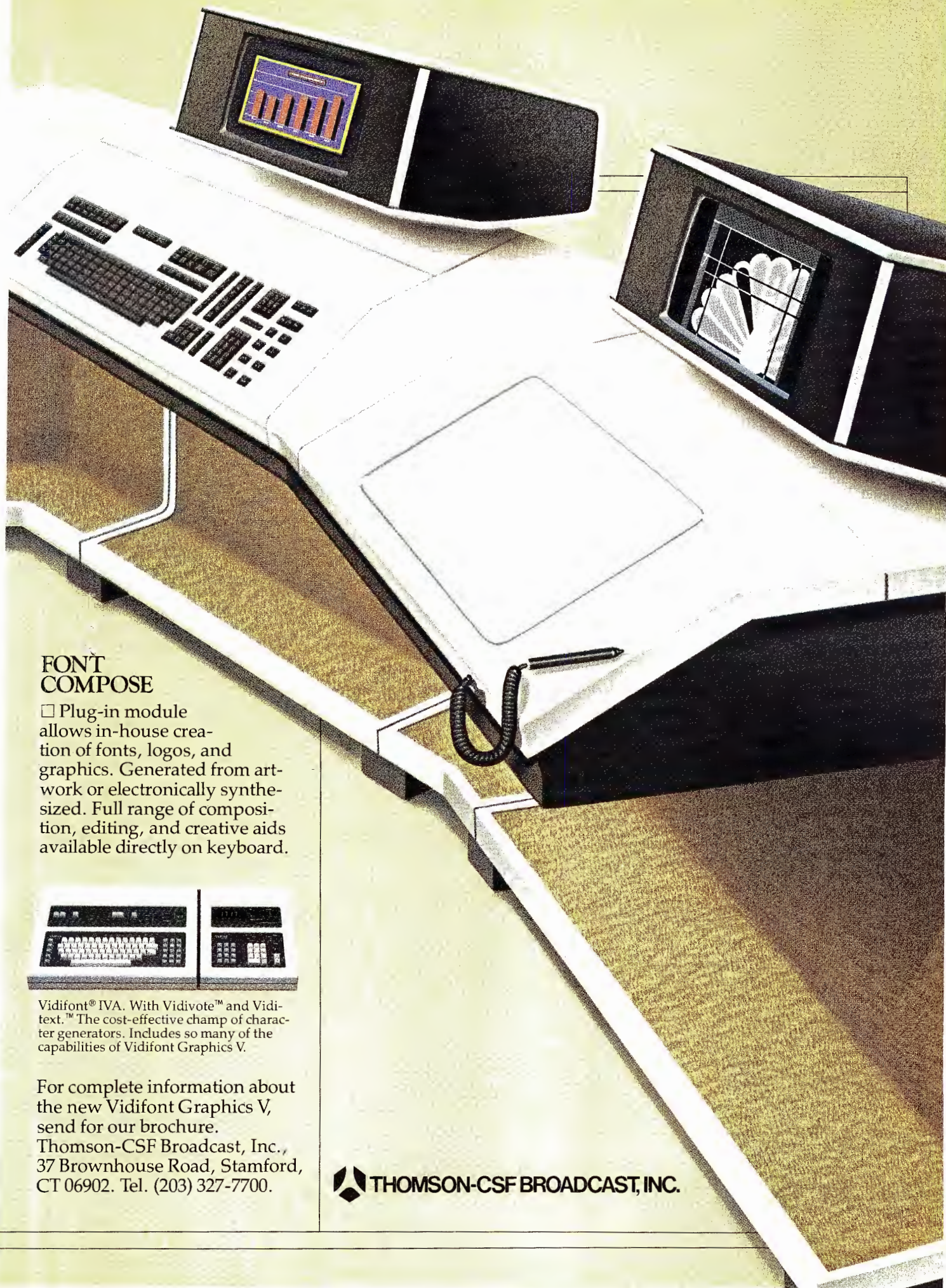
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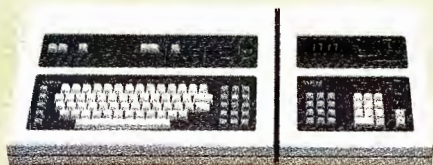
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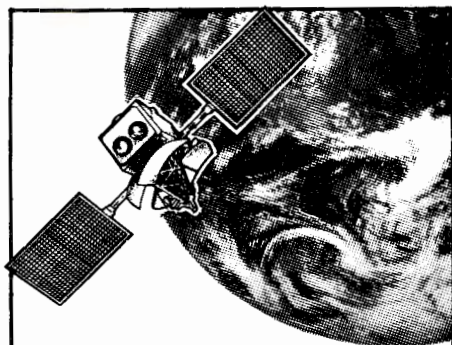
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looking for harmonizers and similar things that a station formerly didn't use in production areas.

Is there anything digital about this particular equipment?

Kanner: There's one. I've seen a lot of them in recording studios, but this is the first time I've seen it in broadcast applications, and that is Harris's new console which is microprocessor programmable. You can open channels at prescribed times. You can mix a certain selection or promo and enter the levels into the computer and then come back and have that same mix once again, so that you can edit different portions of the promo or spot and then come right back again and edit other portions and have it mix together properly.

Smith: Speaking of that Harris board, did you ever take a look at the attenuator construction on that? That looks like the world's first Coca-Cola proof attenuator they've got in that console. That would almost be enough to convince me I should buy one right there. Traditionally, slider pots have been awfully susceptible to various things that appear in radio studios, whether they're supposed to or not, be it coffee or Coke or anything else. The way they're doing the fader on the consoles is unique, as far as I know. It's totally done through DC and through a pulse change type of operation, and there's no audio in the pot at all. Matter of fact, there's no sliding contact in the pot at all. It's all done optically. There's no audio on the whole front panel. That pot just blew me away.

Morgan: There are a number of attenuators using the same concept. Infrared lights on the Gates. Others are using simple DC. In fact there's one that didn't even have a knob; you just run your finger up and down, and it's a proximity switch. But the problem — which I'm sure they will correct — that I've seen with the Gates unit is they have said it is Coke-proof. In fact they've allowed a very wide gap, about an eighth of an inch, where you can pour the Coke in. And you can drop paper clips, anything you want in there. That'll cause a lot more chaos. I'm sure they'll straighten that part out.

But audio consoles are really coming into their own. A lot of them out there are using digital switching and assignment plus the whole bit, and that itself is a big move to keep noise and clicks out of the audio consoles.

So it's more than just ease of operation. It cleans up the sound?

Smith: Of course, your electronics are getting remarkably better too, and have over the last several years. The new breed of high performance op amps that are being used in these consoles are a good bit ahead of anything that has been used to this point, and as a result the audio quality picks up, no doubt about it. You can hear it.

Schumeyer: There seems to be a new range of consoles coming out now, that began a couple of years ago. This year Audiotronics has one that looks very similar in features and styling. McCurdy Radio has one that competes with it in features, styling and cost, sort of a midrange area. It's stock, off the shelf, very little customizing and not a lot of bells and whistles available on it. But it does have quite a bit of flexibility, and it's relatively cheap. It's not in the \$100,000 range. It's more like \$1,000 per

channel, I think, one of the manufacturers was saying, so if you have a 12-channel console, it'll cost you roughly \$12,000, as opposed to some of the other stock, off-the-shelf consoles you can get for — I don't know what they're now, about \$5,000 or \$6,000.

Smith: They seem to be building in, if not all, at least most of the stuff we used to have to add on to these things. It's now in the console, and of course it's in the price too.

What price range are you talking about?

Smith: You can talk almost anything, but generally we're all talking about the Ward-Beck Systems, McCurdy, the new Harris, Pacific Recorders — all anywhere in the \$12,000-and-up range. Really the sky's the limit to a certain respect.

Kanner: They can go up to \$40,000 or \$50,000 or more, depending on the number of modules, the number of inputs.

Schumeyer: Some of the computer-assisted consoles are over \$100,000 — the really sophisticated types.

How deep a breath do you have to take before you can purchase an item of that sort in radio today? Or is it a matter of how large a market or how large a station you are?

Kanner: It depends on your needs.

Dickson: It depends on the commitment you've made to production operations in the station. If you've committed yourself to do in-house plus a little bit of outside work and set up your own production house operation, as many stations have that are in direct competition with the production houses in town, then you'd commit.

Smith: You're not going to have a \$100,000 board and have it sitting there most of the time.

So you'll need this for more than just being on the air?

Dickson: Very few of those are on the air.

Schumeyer: \$100,000 consoles are really not control room or air studio consoles. They're very flexible for production work, for today and tomorrow. Of course, we don't know what we're doing tomorrow.

Dickson: Most on-air control rooms are reducing down to practically nothing, maybe a meter and a control. But your control room no longer has the big, long console with all the inputs and so forth. That is simplified.

Morgan: All of our stations are going into four-track production rooms where basically they have a capability to utilize the four-track tape recorder, four-track output and then mixing down and creating a spot that, as they've indicated, they can then sell to the client. The client will pay for the room, which conceivably can't pay for itself, and distribute the commercial to the other stations in the market. You can get into a four-track Audiotronics for \$15,000 or \$16,000.

On the other hand, for the on-air studios, we're going to a number of Pacific Recorders and other types where you're looking for total reliability. No longer in a reasonable size market can you worry about your console. That is the one thing, when you put it in, you can plan on keeping it for 10 years. And a lot of companies are looking today to put in a better quality device because in the long term it's cheap.

Is the studio area where most of the design innovation is taking place in radio today?

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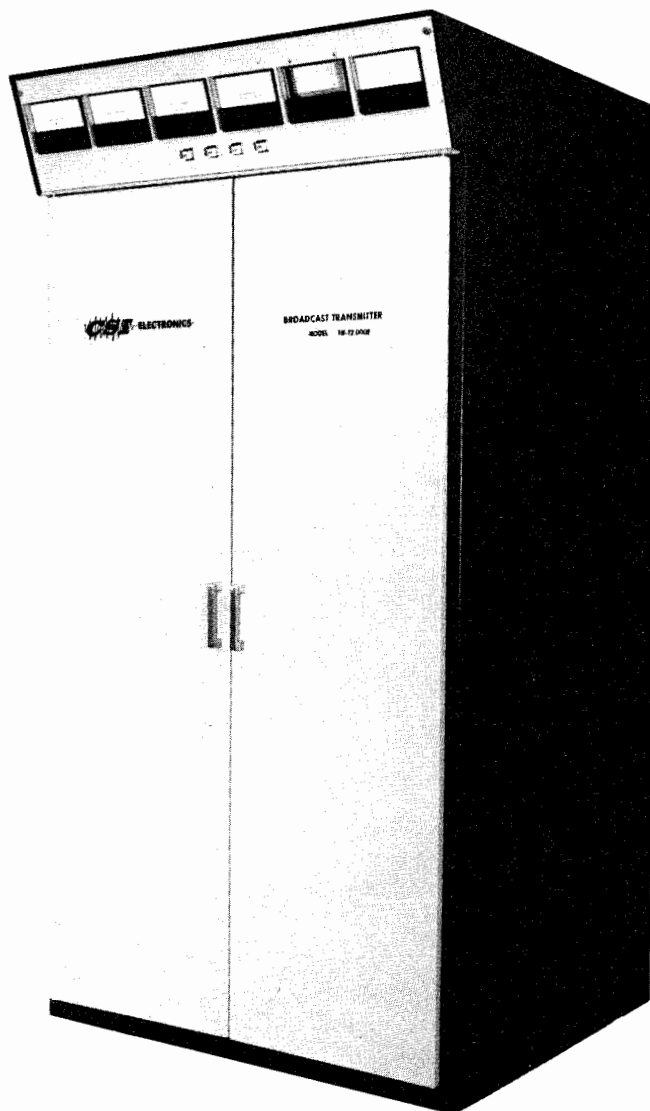


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Schumeyer: As opposed to the transmitter?

As opposed to whatever.

Dickson: I think it's pretty well spread out. Remote control systems, microprocessors and so forth.

Smith: The march of technology in remote control systems is just leaping forward at this point.

Kanner: Moseley has a new remote control system, a microprocessor system that's very interesting. But I mentioned earlier the Harris system, and I look at it in other ways, a building block to a totally computerized radio station. And the one thing that I did not see that I was a little unhappy about was more digitalization of audio. I thought that we would progress a little farther sooner.

For instance, this is one thing that you can do, hopefully. You can take your entire library, and this is what I'm looking at, typically 4,000 cartridges of music selection, put them into a computer, enter this whole library in the computer in digital form. Your console can be operated by a microprocessor, your transmitter operated by microprocessor, and you can have the person sit there, dial up your music, program the entire station, look at your technical facility and have that all computerized.

And I was looking for multisource machines this time, and, you know, you fellows probably remember years ago we had the wall of carts. We had the Q racks and all of those things are gone. And now I thought, they would logically step from there to computerized random access digital audio machines. But I haven't seen any.

Morgan: I think the amount of storage required to digitalize audio and give you a whole library is still beyond the point of being cost effective, but I think that within five years you'll be able to buy your favorite recording on a chip, and plug it in.

Does this require standardization first?

Schumeyer: That's one of the problems. There is no standard right now for interconnect within our industry. There are some de facto standards. But there's no one place where you can go, where somebody who's building a broadcast facility can go and say, "What is the standard line level, the standard impedance, the standard connector?" And I don't see any of the manufacturers talking to each other about interfacing their hardware. You've got people doing automation systems. You have people doing traffic and billing systems. You have people doing remote control systems. None of it talks to each other.

Morgan: But there's a problem in the radio industry—a number of small companies building products that have to go together one way or another. To have everything interface could be very difficult. By the time you set the standard, the technology is changed and that's gone.

Schumeyer: I don't mean a retrofittable standard but one for future development, so I can take the Ajax cartridge machines and float it into the Acme console and know that the audio connections and the control connections are going to be right. So I don't have to rewire the consoles or build an adaptor kit in the middle of it to get my stop and start pulses going in the right directions. Simple things like that. They all have to have stop and start switches on it, so

why not do it all the same way?

Kanner: I think the NAB should take the lead. They've done so in the past with cartridges, equalization specifications, recording and so on. They have done so in the past and I think they should be looking into it right now.

Are there particular kinds of remote control devices that you saw this year that were exciting?

Kanner: The Moseley [MRC-2] system was very exciting. The number of functions that you could enter into that computer and know the limitations on factors, if you have a terminal of printable readouts. It's quite a sophisticated system. It's all that anybody could ever want in a radio station. It's almost too complex for radio. It has more of an application, I would think, in TV stations.

Smith: We've got several of the MRC-1's that our properties have had excellent luck with, and the amount of control, number of limits, things like that that it gives you are just something that was totally unapproachable a few years ago. It does give you almost total facility control and total monitoring, which is great.

Dickson: And not only is it nice for the engineering people, but for the operational people as well. The ones who have to take the readings and so forth, and who used to have ball point pen marks on the meter faces where they were counting the dashes to see what the plate voltage was. Now a digital display comes up, and the status lights, whenever there is a failure in particular on the MRC-1, the remote control

goes to that position and sits there and flashes, and if the plate voltage is off, it goes to that position and waits for you to acknowledge it. So you feel a little more comfortable with a nontechnical person operating this device because it's thinking for him rather than his going through the flow chart to find an instruction finally, to call the engineer.

Kanner: The Delta Electronics' system actually talks to you in English. It's a voice that says: "Two point four volts." And you can feed that into a telephone, ring the chief engineer at home. He picks up the telephone, and the computer says: "Plate voltage too high. Come on down to the transmitter; we've got problems."

Morgan: If he is not home, it will dial two other numbers. I bought one; it is a fantastic device. And the most important factor about it or the Moseley is that were you to take the readings—of course, you can press the button and it prints them out—but if you want to look at it, you just want to ask the operator what this tower number five phase reads, he has to look at it with his hands behind his back. He doesn't have to touch it. He doesn't have to press a button to call up a reading. He has everything displayed on the screen in front of him. This means he cannot press the wrong button and take you off the air. Probably most of the remote control failures are operator error. Here the operator cannot err because he doesn't touch it.

Kanner: And it's not subject to interpretation. The readings are all digital, obviously, so you don't have the parallax problems and the

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operator saying "Well, it's about 1.2 amps." It's there.

Smith: Given the level of competence on most of the announcers these days—and, of course, there are really no technical requirements of any sort for an announcer type these days—something like this is not just nice to have. It's something you almost have to have to assure that your facility's going to be there the next morning when you turn it on. It's not a luxury any more. It's something we're having to put in just to keep proper watch on the facilities.

I can't tell whether radio operation is getting simpler or whether it's getting far more complicated.

Dickson: That's my only argument with the other systems that you're talking about.

Schumeyer: Well, the Delta system, now, I have assumed that that one seems fairly simple. The other system is all, that we've built, it's all on a CRT screen, it's written in English that disk jockeys can understand, it doesn't use abbreviations and things like that. It's been very successful and has very good acceptance. I don't recommend that everybody go out and build their own remote control system. It should be available at the show. It wasn't at the time when we were forced into it.

Dickson: We had a strange situation happen with MRC-1. It happened only once, and hopefully never again, but it latched up in all modes completely. All 32 functions went into the latch-on mode. Luckily it was an on mode. It raised the transmitter to its limits and didn't take anything off the air, but, you know, when it gets complicated, and then it takes somebody to fix it. And that will spin off into our discussion about elimination of first phone licenses and deregulations. Things are getting more complicated.

Schumeyer: A lot of the manufacturers are looking at diagnostic capabilities, including diagnostic capabilities in their hardware, so you can take their piece of equipment that's not functioning properly and plug it into the telephone wherever it is in middle America someplace, and the technician at the other end can run a diagnostic through it and find out what's wrong and say, "Swap cord A-9." We're at the level of sophistication now where the fellows in the field just can't keep up with things, nor do we have the time to do a lot of that troubleshooting. Some of the test equipment involved now is very exotic.

Smith: We're talking about maintaining incredibly complex machines with diminishing levels of technical personnel. And, as you say, the test gear to maintain it with in the meantime has gone through the ceiling. And then these diagnostic features in the equipment that could be accessed by the manufacturers by phone line, there is something else that is going to be essential. It can't be dealt with on the station level.

Schumeyer: We're rapidly getting to the point where most of the maintenance that we do on sophisticated equipment now was board level, swapping cards. Sending it back and, you know, for 100 bucks we'll send you a new card with your trade-in, and that's pretty much the way a lot of stuff is being done now, the service departments of the manufacturer having to look at their techniques and methods in a whole new light because of the level of sophistication.

Is there anything new in transmitters?

Kanner: I'm still very high on the Continental PWM transmitter, as far as 5 kw AM transmitters are concerned, in terms of transient response, frequency response. They are building on the FM side. They are building more and more higher-powered transmitters that enable the broadcasters to come down on the number of antenna bays that they're using so that you have more transmitter power than power derived from antenna gain, and that gives you better coverage.

We did that this year. We put in a new Harris 50, which is two 25 kw transmitters. This is new. Years ago they'd sell 20 kw transmitters. They're selling 30 kw transmitters now.

Schumeyer: The FM transmitters, the exciters and stereo generators are getting better and better and better. In fact, there's no type-approved monitoring equipment on the market today capable of measuring the performance of some of the better stereo generators and exciters, and I'm not sure there's going to be one on the market for a while. There's one, the Belar, that's been displayed two or three years.

Dickson: It's off the market now. I had an order in for it and gave up.

Smith: They had indicated to me they were just starting to ship, but that may not be the truth. I don't know.

Schumeyer: They told me that they might be shipping some time this summer.

Smith: Right. That's what they said, I think, about this time last year.

Schumeyer: I'm not sure why none of the manufacturers have addressed that market. Is it that small a market that it's not worth their R&D time?

Morgan: I believe that is why. The amount of money that would have to go into research and development of a good monitor, against the number that you could conceivably sell, is probably a lot more difficult than a higher ticket item for a console that's in wider use.

You mentioned the controversy over the first class operator's license. Is it needed?

Dickson: Well, as management, I need it as a benchmark or a guideline. I'm sure I could find people who would be qualified in some way or other without a first phone, but to eliminate it because of that, because there are maybe some people out there who are qualified who don't have the license, doesn't justify its elimination. Statements about too much paperwork and so forth and quickie schools and so forth are true; there's validity there. But I don't see that that's a need to eliminate first phones and, in essence, to continue the trend of lowering the status of the engineering departments or the engineering personnel. You keep hearing lesser grade, lesser grade all the time.

Smith: You've got a technology curve going way up and in many cases a competence curve going way down, and at some point they cross. Maybe they already have, and at that point I think we're in trouble.

Back to some of the hardware elements and one that particularly intrigues us—satellites. How has the advent of satellites changed your operations and how is it evidenced in the exhibits here at the NAB?

Kanner: The RKO Network, as you know, is all satellite. We are amazed at the quality, for instance, of the broadcast. Engineers within our

own group and other stations that subscribe to the networks are finding that the quality of the music is far superior to their own program originator.

As far as your listener is concerned, does he think that one is really great or does he think the other is really bad?

Kanner: I don't know whether it would be that perceptible to the bulk of the listening audience, but it certainly will raise the engineering levels of most stations that subscribe to the network.

Dickson: The most noticeable change is in the news network feeds. Many people think the news announcers on the network have colds. They didn't realize where all this bassy sound was coming from because the bottom end opened up and there was more brilliance on the top end, and that, I think, is up-front the most noticeable change that takes place with satellite transmission. It's fantastic. A 15 khz stereo line between New York and Los Angeles had rarely been attempted even experimentally—with Ma Bell all the way across it was impossible.

Why are radio stations so passive in this? They wait for AP or Enterprise Radio or somebody to come along and offer to put a dish in for them. Why aren't they more aggressive?

Morgan: As I would see it, if you have a network—AP, UPI, RKO, whatever it is—and you want to get better quality, then you would get the dish. There's got to be some sort of interplay between the station and the network as to who pays for it. If you're not using a network, a satellite dish is not really needed.

Smith: Well, regardless of the quality improvement, particularly on network news feeds and so forth, it's very unlikely that quality improvement is going to translate into any actual dollars at the station level, at least immediately, and I suspect that may be some of it. We're going to make this outlay, and it's not going to get us anything back. I suspect that may be why a lot of operations are sort of laying back and waiting for them to happen at the pleasure of the program supplier.

Smith: Burkhart Abrams has now gone to a 24-hour-a-day satellite program syndication—two of them—and in talking with some of the programming types in our company, there is a lot of feeling that this may be the way radio is going in the next 10 years, particularly smaller-market.

Dickson: The nighttime programming in small markets is the thing that eats up the financial dollars, and perhaps you could hook up with the satellite at 7 o'clock, then come back to the morning man the next morning.

Smith: Where else can the station in Sheboygan or wherever—not to pick on Sheboygan—have a \$65,000-a-year night man. They're certainly not going to have him locally.

Schumeyer: The hardware is available now, and it's available at fairly reasonable cost, and it's going to get better over the next five to 10 years, and as soon as the software is available, the prices are going to tumble.

Whatever happened to AM stereo?

Kanner: We are disappointed that it hasn't come to pass. Right now we're locked into the situation where, unless we go to the marketplace decision, we probably won't see it, or we won't see it for five years or better.

Dickson: It will just be tied up in litigation, if one system is selected by the commission. That

system will never make it on the air, no matter whose it is.

Smith: It's definitely not a bright outlook at all, and it's very unfortunate because AM radio could use a good shot in the arm right now, and it does not look like it's going to get it, at least with AM stereo, any time in the near future at all.

Kanner: I think that with the marketplace decision, within six months the broadcasters will determine one or two systems to use.

Dickson: All the systems meet the basic criteria that the FCC set up—that it must be compatible with the mono reception and all the various things, so none of them are going to cause any spurious radiations or adverse conditions in the present AM band if they were to go on the air. The set manufacturers have sort of closed down the system by saying: "You've got to give us one system or else." We're being controlled by the set manufacturers, rather than the broadcasters saying this is the system that will function and will do the job.

Kanner: The set manufacturers, if they were to approve five systems, would have to come out with a universal decoder which would select any one of the five systems, whichever one is broadcast, by virtue of the pilot tone or whatever, and that becomes more expensive. So they would much rather see one system, and manufacture a box for that with a more competitive price. But I think we're only talking about a \$4 to \$6 differential per set.

I hate to rehash old arguments, but isn't there a chance that it could go the way of FM quad?

Kanner: Yes, it's very likely at this point.

Do we have any antimarketplace sentiment here?

Morgan: I think the marketplace is probably the best way to decide it. I think there is one distinct advantage the Kahn system has: It's the only system that can be heard on the two radios you have in your home now. If it goes to marketplace, he will have an edge, there's no question, and I just don't see people running out and buying new tuners or new receivers to receive five different types of stereos that are available in their market. It just doesn't seem economically wise at that point.

Kanner: His system has another advantage that would be emphasized by the 9 khz situation. With his independent sideband system, interference from stations further up on the dial appears on the right channel on the dashboard, and it's much easier to listen to. Interference that comes at you from the left side of your dial appears on the left side, and in our tests, when we did those tests with the Kahn system for the FCC, it was an amazing situation. The Kahn system stereo made the difference as to whether I wanted to listen to the station or not. And that's very effective with the interference problems that we're going to be faced with.

Morgan: There is another possibility if they go marketplace. They may find out that the market doesn't want AM stereo. Everyone has always seemed to feel that AM stereo was going to be the salvation of the small AM broadcaster. I'm not sure that's going to happen. I think right now if we ever go to 9 khz, it's going to be a narrower bandwidth. The only way you're going to get away from interference from adjacent

channels is to make the IF a little bit narrower, and right now it's very narrow. You're not going to get real good quality out of AM in a congested market. If you go stereo, you'll have a stereo effect. But it's not going to be the answer to the upsurge of FM stations. I think a lot of people are going to be very, very disappointed once they get it.

Smith: I'm afraid the longer we wait, too, the less likely it is to gain acceptance. I'm afraid if AM radio goes more than a few more years without some shot in the arm, that it's not going to make enough difference; the percentage of AM listeners is going to be such that the stereo situation, whether it's accepted by the listeners that exist at that time or not, is not going to make a whole lot of difference.

As one final question: What would you like to see at the NAB next year? What would be your charge to the exhibitors to please have in Dallas a year from now?

Dickson: I didn't feel there was anything missing in the area that I was looking for, and so I have no specific area. Comments have been made about the direct automation concept; that would be nice. That seemed to be missing, but in my particular case I wasn't looking for that.

Schumeyer: FM modulation monitors. I would like to see something on the market that's capable of measuring the hardware we have in the stations now, and some real attempt by the manufacturers of different types of equipment to standardize on interface between traffic systems and automation systems, consoles and

peripheral origination equipment, things like that.

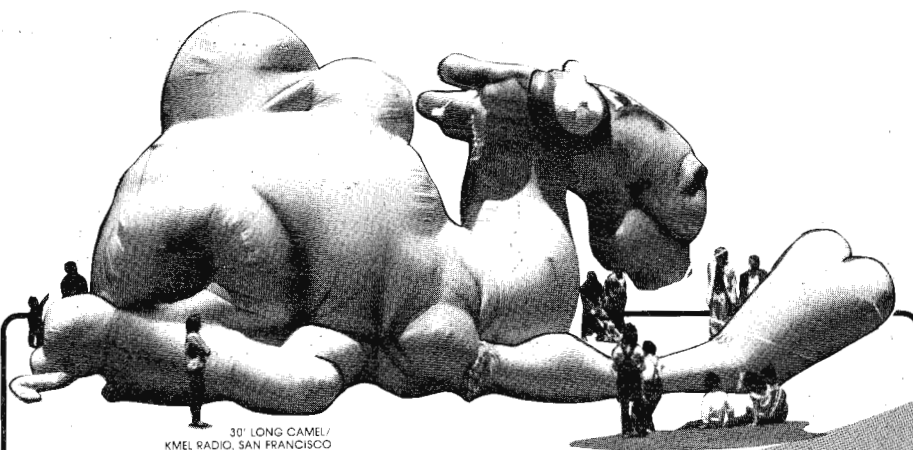
Kanner: I'd like to get back to the digital audio side. I'd like to see random select cartridge machines that are reduced to digital techniques so that you can store your entire library and retrieve it randomly and interface that with a computer.

Morgan: I think I'd go along with the more sophisticated test equipment and reasonable prices, to get the test equipment up to date with the equipment that it's supposed to be monitoring.

Smith: I'd go along with Dick on one or several better quality modulation monitors. I know I've been trying to buy a number of them for a number of years, and they just aren't out there. Also I was hoping maybe this year we'd see a little more digitalization in the whole field of audio processing—very little so far, little in some of the control functions and things like that. But I'd like to see somebody here next year with a digital audio processor.

Dickson: On behalf of news operations, I'd ask manufacturers for an automated means of calling up news morgues and various stories, similar to the systems in television for storing and editing and so forth. We can't spend the money as television can, but the ability to display the teletype printer on CRT screens in the control room would be valuable. There are more all-news operations coming around that take large staffs, and that could be reduced if it's automated.

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CBS's WBBM-TV Chicago criticizes Emmy winning '20/20' segment in documentary; ABC labels it 'irresponsible' and 'scurrilous'

ABC and CBS-owned WBBM-TV Chicago traded journalistic jabs last week as a controversy erupted when the station produced and carried a one-hour documentary that challenged the credibility of several reports carried last year on the ABC-TV newsmagazine, *20/20*.

The WBBM-TV program, titled *Watching the Watchdog* and presented last Monday (9-10 p.m.), centered its fire on a *20/20* "Arson and Profit" segment telecast on Feb. 7, 1980, which won an Emmy Award two weeks ago. The program also criticized a *20/20* report on unnecessary surgery carried on ABC-TV on Jan. 8, but the bulk of the documentary was devoted to the "Arson and Profit" episode.

ABC News held a news conference in New York on Wednesday (April 22), labeling the WBBM-TV program "scurrilous, shoddy journalism" and "irrespon-

sible." When asked if ABC would start legal action, Roone Arledge, president of ABC News and Sports, replied, "We haven't considered legal action but we don't rule that out."

The "Arson" segment was produced by Peter Lance, with Geraldo Rivera as the reporter. The investigation was conducted by ABC News in association with the Better Government Association in Chicago, a nonprofit consumer watchdog group that often cooperates with news organizations in probes of government corruption.

On the *20/20* segment ABC charged there was a conspiracy among a small number of Chicago real-estate operators, led by Charles Roberts, to set fire to a series of rundown buildings in Chicago and then profit from insurance payments after the buildings were destroyed.

The WBBM-TV documentary suggested at the outset that the conclusion of *20/20* might be wrong and, in addition, criticized ABC News for its investigative techniques, citing undercover reporting, alleged entrapment and a so-called "ambush" in-

terview.

The WBBM-TV reporter on the program, Bill Kurtis, interviewed Roberts, the landlord, who showed documents that he had already sold at least three of the buildings that ABC alleged he had a role in burning down. Kurtis concluded that Roberts could not have collected insurance payments. Roberts insisted he had not collected insurance money, even though his name appeared on one such check. He explained that insurance companies often place the name of an individual who has owned the building at issue on a check but said he had not received payment because he no longer owned the property.

The WBBM-TV documentary referred to the "ambush" interview of Roberts, in which Rivera and a camera crew approached Roberts without warning on a Chicago street. The documentary indicated that this technique might have given viewers the impression that Roberts was guilty and also prevented him from having an opportunity to produce evidence that would prove his innocence.

The reason for the "ambush" interview, according to Kurtis, is that "it involves television's need for pictures." He said its danger is that "it is designed for drama, not the truth."

Another attack on the *20/20* program involved the allegation of the "entrapment" of an insurance inspector named Austin Moore by Peter Lance, who produced the "Arson" segment. WBBM-TV said that Lance posed as a real estate developer trying to buy one of Charles Roberts's buildings. He approached Moore, an employee for an insurance inspecting firm, to show how easily insurance could be obtained.

Excerpts from the *20/20* program carried on the WBBM-TV program showed that Lance asked Moore if there was any way in which he might thank him for a favorable report and the following dialogue ensued:

"Moore suggested \$20. Without skipping a beat, Lance said, '\$20? It sounds okay to me.' Producer Lance then took a \$100 bill out of his pocket and handed it to Moore. In return for \$100, Moore was willing to write a favorable report on a fire trap that could have given Lance an insurance policy for \$200,000."

Kurtis of WBBM-TV commented, "Whether it was really a tip, after the fact, and not a bribe is academic at this point. Moore feels he was set up."

The WBBM-TV documentary was unusual in that it cast doubt on the credibility of a competitor and provided a rare glimpse into the practices of TV news organizations. The documentary did not spare CBS completely. Though not as extensive as its coverage of *Arson*, the program dealt with

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a 60 Minutes investigation into Medicaid fraud, exploring the ethics of undercover reporting and masquerading. And WBBM-TV mentioned briefly that in its own investigatory reports in the past, it has used many of the techniques it deplored in the documentary.

ABC News executives appeared stunned and angered by the WBBM-TV documentary. Aside from the possibility of a suit, ABC officials said they were considering the production of a program rebutting the WBBM-TV charges to run probably only in Chicago.

During the course of the news conference, stinging criticism of the WBBM-TV program came from Arledge; Av Westin, vice president for program development, ABC News, and producer Lance. Lance attempted to provide a point-by-point refutation of the WBBM-TV charges.

Regarding Roberts, Lance insisted the Chicago landlord had profited from fires in buildings he either owned or controlled. He cited a sworn deposition given in a civil lawsuit last February—more than two months before the WBBM-TV broadcast—in which Roberts admits under oath that he had cashed an insurance check for a fire in a Chicago hotel, collecting more than \$90,000.

Responding to the criticism by WBBM-TV of the Austin Moore incident, ABC said:

"The key question here is: Was Austin Moore predisposed to accept the money in return for filing a Fair Plan insurance policy, or was he induced to do what he was not otherwise predisposed to do?"

ABC News's view is that "Moore was recommended by the Roberts group because he asked for money and the issue is not entrapment but corruption."

Lance and other ABC News executives defended the so-called "ambush" interviewing of Roberts, saying it was used to forestall collaboration among the group being investigated. He said Roberts was given three later opportunities to discuss the allegations against him in more detail before the 20/20 program went on the air, but he refused.

Arledge said ABC News had decided to call the news conference because the WBBM-TV documentary had become a national event. He said one implication of the station program is that "our arson report is a phony piece of work." He said ABC News wanted to move quickly to rebut WBBM-TV's charges, particularly in view of the recent furor caused by the awarding of a Pulitzer prize (later rescinded) to *Washington Post* reporter for a story that turned out to be a fabrication (BROADCASTING, April 20).

Peter Lund, vice president of WBBM-TV, said the station stands by its story and believes a statement issued last Wednesday by Thomas Sullivan, U.S. attorney in Illinois, relating to the key issue of alleged insurance payment to Roberts supports WBBM-TV's position.

According to Lund, Sullivan said both his office and a grand jury found no evidence that Roberts had claim to the insurance proceeds from the hotel fire since he did not own the property at the time.

NPR airs Jonestown chronicles

Program includes People's Temple's tapes and sermons by Jim Jones; call-in show with Moyers follows

National Public Radio presented another first last week with its exclusive broadcast of a 90-minute documentary on Jim Jones, his People's Temple followers and the circumstances leading up to the mass suicide of 913 in Guyana in November 1978.

Among the more macabre scenes presented in living sound were: a Vietnam veteran pledging that he would die for "dad"; a child pledging she was prepared to "die for his family," and a father pledging that he would kill his 11-year-old daughter to "protect" her from "fascists."

The documentary, fed to NPR's 244 stations at both 9 p.m. and 11:30 p.m. EST on Thursday (April 23), was put together by James Reston Jr.

Reston based the show on more than 900 hours of tape Jones recorded during his sermons and meetings with his followers.

Barbara Cohen, NPR director of news and information and executive producer of the Jonestown documentary, said tapes were a Jones obsession. "For years, Jones taperecorded the daily activities of his

followers and his own thoughts and sermons," she said. "The result is an amazing portrait of insanity and megalomania. I think these tapes go a long way toward explaining the mystery of the mass suicide and certainly the man behind the event."

Reston, whose recently published "Our Father Who Art in Hell," also about the Jonestown cult, first ran across the tapes by accident. Shortly after he heard about the tragedy, Reston went to Guyana to research a book he was writing and found the tapes at the scene.

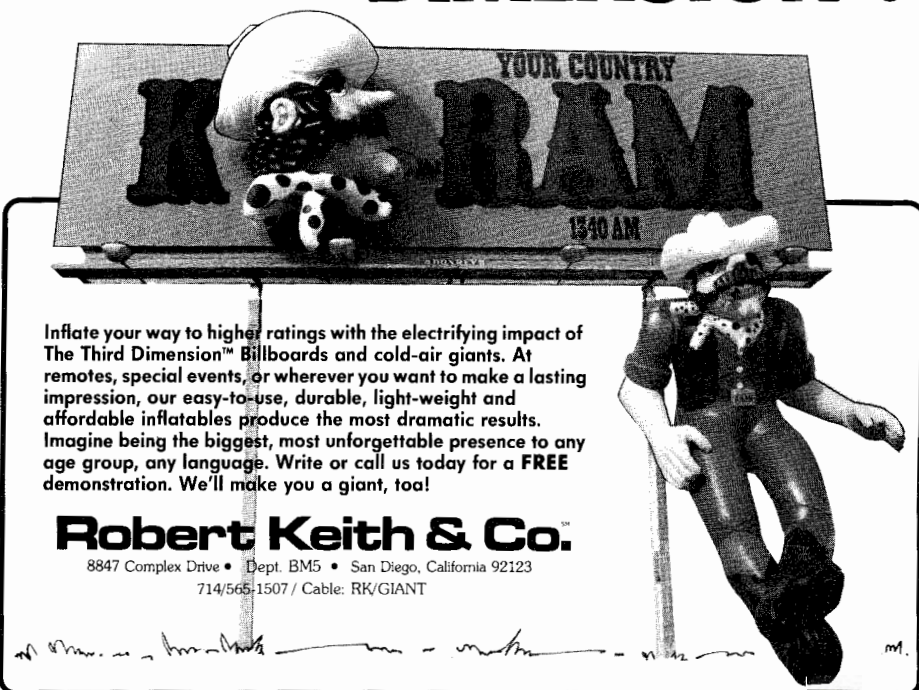
Although the U.S. government confiscated the tapes, Reston, after a wait of almost a year, got them from the Federal Bureau of Investigation through a Freedom of Information request.

Immediately following the documentary, NPR broadcast a one-hour call-in program hosted by Bill Moyers. Cohen said because the documentary was "so disturbing," NPR decided to give its audience a chance to comment on and discuss the tragedy. She said NPR picked Moyers because NPR thought he had the "sensitivity and perspective needed to help listeners understand how this terrible tragedy could have happened."

The program, which was previewed in newspapers across the country, cost less than \$15,000 to produce.

An NPR spokesman said both the Canadian Broadcasting Corp. and the Australian Broadcasting Corp. have bought the rights to broadcast the program in their countries.

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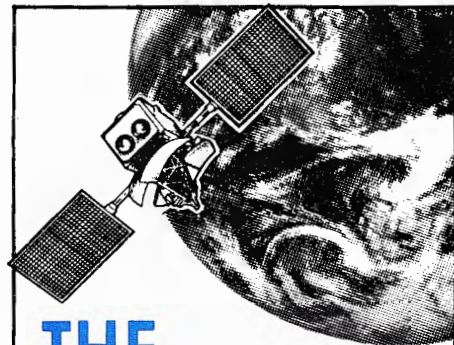
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THE DAWN OF A RADIO ERA

First Amendment forces cheered by appeals court decision; worried about Cooke story

Case affirming reporters' right to protect sources is applauded by journalists; at same time shadow is cast by fraud of 'Jimmy's World' story in 'Post'

Journalists and media lawyers last week were still savoring the sweeping opinion of the U.S. Court of Appeals in Washington affirming reporters' First Amendment right to protect sources in civil cases ("In Brief," April 20). Indeed, the court said that "if the [First Amendment] privilege does not prevail in all but the most exceptional cases, its value will be substantially diminished."

"It's one of the strongest opinions on reporter's privilege," said a spokesman for the Reporter's Committee for Freedom of the Press.

But last week, also, questions were raised as to the impact, if any, on future reporters' privilege cases of the notoriety now swirling about the *Washington Post's* "Jimmy's World" story. That dramatic account of an 8-year-old heroin addict, based on "sources" reporter Janet Cooke said she was pledged to protect, proved, after winning a Pulitzer Prize, to be a fabrication. Some lawyers active in First Amendment cases seemed generally unconcerned. But other observers felt that the long-term effect, if any, would be "negative."

The case in which the appeals court's First Amendment ruling was issued involved the refusal of *Detroit News* reporter Seth Kantor to reveal his sources to two plaintiffs—Anthony T. Zerilli and Michael Polizzi—in a \$2-million damage suit they had brought against the U.S. attorney general, the director of the Federal Bureau of Investigation and the Department of Justice. They contended, in a suit brought under the Privacy Act and the Fourth Amendment guarantee of a fair trial, that Justice Department officials had violated their constitutional and statutory rights by leaking transcripts of conversations in which Zerilli and Polizzi discussed illegal activities. The conversations had been recorded by the FBI.

A U.S. district court in Washington denied the plaintiffs' motion to require Kantor, now with the *Atlanta Constitution*, to reveal his sources, and granted the government's motion to dismiss the case.

The appeals court, in affirming the lower court's decisions, noted that the Supreme Court in a 1972 case—*Branzburg vs. Hayes*—held that a journalist does not have an absolute First Amendment privilege to protect sources in criminal cases.

But the court said that the D.C. circuit has held that case is not controlling in civil cases.

Rather, the court said, in an opinion written by Judge J. Skelly Wright, the court must strike a balance between the rights of the plaintiffs and of the press that are involved. And in that process, he said, "we will be mindful of the preferred position of the First Amendment and the importance of a vigorous press ..."

"Thus, in the ordinary case, the civil litigant's interest in disclosure should yield to the journalist's privilege," Wright said. "Indeed, if the privilege does not prevail in all but the most exceptional cases, its value will be substantially diminished. Unless potential sources are confident that compelled disclosure is unlikely, they will be reluctant to disclose any confidential information to reporters."

Wright wrote the opinion for himself and U.S. District Judge John Garrett Penn, of Washington, who was sitting by designation. Judge Roger Robb, the third member of the panel, wrote a brief concurring opinion, in which he said he does not join in "the broad statements concerning the 'reporters' privilege' set out in the majority opinion."

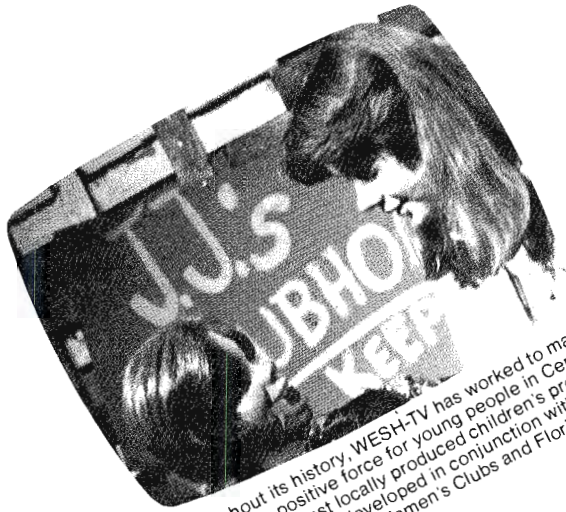
Weighing against the plaintiffs in the case was the fact that they had not, in the court's opinion, exhausted all other "reasonable" means of identifying the source of the leak. The Justice Department had said its own internal investigation indicated none of its employees had given Kantor the transcripts but had provided the plaintiffs with the names of four employees who were most familiar with the material. None were questioned by the plaintiff's attorneys.

The concern over the possible effect of "Jimmy's World" on future reporters' privilege cases grows out of the realization that in such proceedings the truthfulness of the reporters has been assumed. "If that trust is damaged, the law of confidential sources would be eroded," as one lawyer put it.

Floyd Abrams, who has become prominent as counsel to broadcasting and newspaper interests in First Amendment cases, did not seem worried over the effect of the story on courts in the future. He said lawyers seeking information regarding confidential sources will use the incident. And he thought that "it will give rise to a few more questions [by courts] at oral argument." But, he said, "I don't think it will affect the answers."

However, one informed observer who is sympathetic to First Amendment arguments made in behalf of reporters' privilege cited the human factor involved. "I think the effect of [Jimmy's World] is going to be negative," he said. Of course, it will not come up in "a case context, so it won't be used" as legal argument. "But people do read about it, including judges. We're all prisoners of our past, so this mass exposure of 'Jimmy's World' is bound to have some negative effect."

How lasting would the impact be? "I think it will pass," he said. "I hope it will pass."



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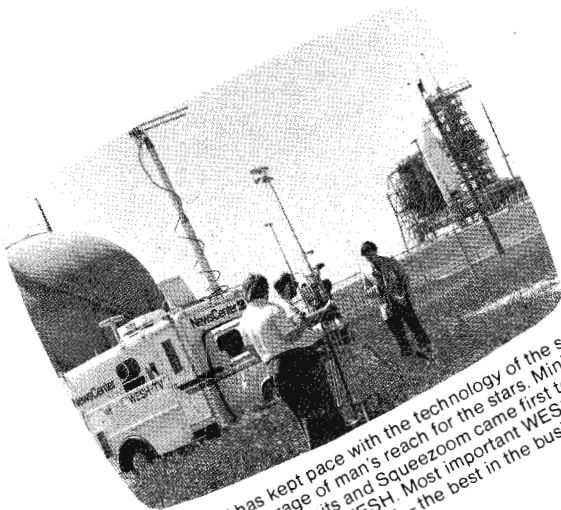


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THE DAWN OF A RADIO ERA

NewsBeat

Camera access. CBS filed petition with Illinois Supreme Court last week, asking that court rules be amended to permit broadcast coverage of judicial proceedings. Tim O'Donnell, director of editorials and station services for WBBM-TV, CBS-owned station in Chicago, said CBS is requesting that court adopt guidelines that would leave decision of whether to allow cameras into court up to particular court's presiding judge.

No shield in Massachusetts. Massachusetts state senate has defeated absolute shield bill, 22-6. State legislature's Judiciary Committee, 10-4, had approved bill, which would have provided total protection to reporters—exempting them from having to disclose sources to courts or any other governmental body with subpoena powers. Shield legislation has been filed (BROADCASTING, April 6) and defeated in Massachusetts for past several years. Last year, modified bill—which would have made reporters divulge sources to prevent threat to human life, or to prevent specific felony—died in state senate.

More on Sunday? ABC News authorities say they are seriously considering introducing new program on ABC-TV on Sunday mornings, where CBS News has had critical success with *Sunday Morning* (9-10:30 a.m. NYT). But they say there's no decision yet on format, anchor or even, for sure, time period, though 11-to-noon or 11-12:30 NYT is considered most likely. Sunday 11-12 noon is currently occupied by *Animals, Animals, Animals*, for which new production has been suspended, and *Directions*, with *Issues and Answers* following at 12-12:30. Spokesman said there's no thought of taking *Issues and Answers* off, but that it might be incorporated in new show. He thought it possible Sunday morning considerations would be discussed with ABC-TV affiliates at their annual meeting next week, but only in "the most general" terms.

Now on radio too. Willard Scott, NBC News *Today* show weatherman, last week took added assignment for NBC Radio network with weekday weather summaries fed at 6:35 a.m. and 9:25 a.m. (NYT). Feature is called *Willard's Weather*.

Business

First quarter upbeat for many station groups; some heavies yet to weigh in

Cap Cities, Multimedia, LIN and Knight-Ridder follow CBS lead in reporting favorable picture; ABC, Taft, Storer and Cox still to come

Earnings reports trickling in last week generally maintained the impression that the first quarter turned out to be good for broadcasters, as had been the suggestion from news of CBS earnings earlier. (BROADCASTING April 20). Although CBS's pre-tax earnings had turned down, the performance of the Broadcast Group, especially March TV network strength, was said to have arrested the decline and helped an unusually low effective tax rate kick net income up by 7%.

Capital Cities Communications reported net income was 8% ahead of last year's first quarter total, hitting \$16,354,000, \$1.25 per share, on revenues that advanced 15% to \$122,912,000. Broadcast revenues advanced 7%, and operating income 6%, with Cap Cities saying the broadcast business in the second quarter looked "especially strong." The loss the company took from the start-up of its cable operations amounted to \$736,000 in

the quarter.

At Multimedia, net earnings advanced 15% to \$4,390,000, 43 cents a share, on a revenue climb of 22%, to \$41,273,000. Broadcast revenues were ahead 18% in the quarter, to \$20,181,000, and cable revenues close to treble, at \$3,767,000.

Knight-Ridder Newspapers not only found earnings moving ahead 7% where it had thought the quarter might be down, but said it's looking for a "a good second quarter" as well. Revenues were up 13% to \$290,600,000; earnings were \$20,600,000, 64 cents per share.

LIN Broadcasting reported a 16% increase in earnings on a 5% revenue advance. But most of that earnings move came from the company's interest income. \$1.3 million, which was almost double the amount in last year's comparable quarter. LIN revenues hit \$13,552,000, and net income \$2,827,000, 51 cents per share. LIN noted that in February the company bought back 47,500 shares of its common stock for \$1.4 million. LIN reported that second-quarter orders were running only modestly ahead of last year.

Warner Communications reported net income 41% ahead of the comparable

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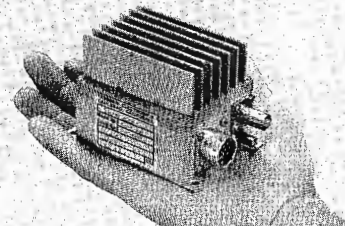


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period last year, at \$49,520,000, with earnings per share up 31% at 81 cents. Revenues moved ahead 40%, to \$602,058,000. The results were the highest quarterly net income in WCI history, and were paced by what the company called the "explosive" growth of its Atari video games unit.

At Metromedia, which announced the sale of its mail marketing division when making its earnings statement, net income was up 12% to \$9,285,000, with earnings per share up from \$1.80 to \$2.16. Net revenues climbed 15%, to \$108,887,000. Commenting on broadcasting in the quarter, Metromedia indicated local and national spot business were both strong, in radio and television, and that spot performance was particularly beneficial to the company. Metromedia also spoke of "continued strong program ratings." Revenues from broadcasting were up 22%, operating income up 41%, which the company said reflected that expenses increased at a slower rate than revenues.

What good news there is still shouldn't carry anyone completely away. NBC, after all, had an unqualifiedly down quarter, according to its parent RCA (BROADCASTING April 20). ABC is still to be heard from, coming off a down fourth quarter last year, along with other station group owners such as Taft, Storer and Cox.

Looking at what's known so far, Joe Fuchs of Kidder Peabody suggested that what was most significant in the first quarter was a "ratcheting down of costs." Revenues, he said, improved, but only marginally, and the cost control really contributed to the "somewhat better profit picture."

Questions for the future, of course, hinge on the shape of interest rates and what effect a prolonged writers strike might have.

USA Network unveils first ad (crayons) on Calliope service

30-second spot will run hourly on children's service, with more expected later; ACT's Charren gives cautious endorsement

USA Network has ended any suspense about running advertising on its Calliope children's service, announcing that it has accepted commercials for the Crayola crayons line produced by the agency Binney & Smith.

USA's President Kay Koplovitz had said for some time that the network was looking for advertisers for Calliope, maintaining, however, that only those deemed appropriate to the nature of the service would be accepted (BROADCASTING, April 13). In announcing the Binney & Smith agreement, Jeffrey B. Lawenda, vice president, advertising sales and commercial program development for USA, explained the decision to sell the crayon company one 30-second spot on each of the eight

weekly Calliope hours by saying "Crayola products offer children's tools that encourage creativity and learning and are an excellent match for the type of programming offered on Calliope." The buy is Binney & Smith's first in cable. USA says it's in the process of selling another two-and-a-half commercial minutes in Calliope programming.

Press material for Calliope makes frequent mention of the 1979 award the service received from Action for Children's Television. Contacted about the USA Network decision to sell commercial time on Calliope, ACT President Peggy Charren noted that one of the reasons behind the

ACT award to Calliope was that "it offered a noncommercial alternative" to broadcast children's fare. Charren said she saw no problem in the Crayola commercial to be carried by USA; it's one she's used in the past as a positive example of advertising in children's programs, one with a "constructive message."

"The second commercial will be the problem," she maintained—adding "they will not find many commercials like that one, or products that are inexpensive, creative playthings." The second commercial, says Charren, will determine whether advertising "could change the nature of cable for children."

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Spot TV rises 13.2% in 1980; just misses \$2.5 billion

TVB's annual tally by BAR uses new methodology; 1979 figures were recomputed for comparison

National spot TV expenditures came within a hair of the \$2.5-billion mark in 1980, reaching \$2,496,033,500 for a 13.2% gain over the 1979 total.

The estimates, by Broadcast Advertisers Reports, were released last week by the Television Bureau of Advertising—along with an explanation that BAR is using a new system to develop the figures ("Closed Circuit," April 20). Harvey Spiegel, TVB senior vice president, research and marketing, explained the change:

"Spot television data reported quarterly by stations to the TVB since 1972 has been compared by BAR with subsequent reports issued annually by the FCC, and they have been found to be closely correlated. Because of the close relationship, reports from TVB and the FCC have been utilized by BAR to adjust national and local spot television data to produce more accurate estimates of spot television expenditures."

BAR used the new system both in developing 1980 estimates and in revising its previous estimates for 1979, so that there would be a benchmark against which the 1980 results could be measured. This lowered the previous estimate for 1979 by \$385,264,400, or 13%, from \$2,881,297,900 (BROADCASTING, March 24, 1980).

Estimates for 1979 and 1980 thus are comparable with each other. But they are not comparable with estimates for any period before 1979. Estimates produced in the future will be comparable with the 1979 and 1980 figures, Spiegel said, because "starting with the first quarter of 1981, BAR will adjust its total quarterly estimated spot expenditures to the projected level of FCC revenues in [the] 75 markets [that BAR monitors]."

Spiegel said that, for instance, if BAR's

first-quarter monitoring indicated spot business was up 10% and TVB's quarterly survey indicated a 12% rise—or vice versa—BAR would adjust its first-quarter estimates to the TVB figure.

The reliability of TVB's survey data was confirmed, Spiegel said, in a BAR study comparing the TVB findings with FCC's actual figures for the years from 1972 through 1979. Except for 1976, when spot and local revenues both rose spectacularly, TVB's figures were never more than one or two percentage points away from the FCC's final figures.

This close relationship, Spiegel said, made it possible to project FCC revenues for the complete year 1980 "with confidence," and will make it possible to continue the projection process forward on a quarterly basis until the FCC releases its 1980 figures, which will then be used as the base against which TVB's percentages are applied.

TVB-BAR also released a list of 1980's top 100 spot-TV spenders, along with estimates of their spending, plus a revised list of the 1979 top 100 for comparative purposes. As with the new 1979 total, the new estimates for individual advertisers substantially deflated the figures calculated by the old method. Procter & Gamble, for instance, historically the biggest spot spender, was shown with 1979 expenditures of \$134,087,800, down from \$173,760,200 in the estimates released a year ago. Similarly, General Foods, the second biggest spender, was down to \$67,558,700 from \$88,014,200 in the original 1979 estimates.

In 1980, TVB said, a near record number of advertisers used spot TV—2,598 companies advertising 10,612 different brands. This was down slightly from 1979, when 2,627 companies advertised 10,854 brands on spot TV.

Six advertisers were identified as joining spot TV's top 100 list for the first time in 1980: Jeffrey Martin Inc., with \$10.1

million in spot television; Murjani USA Ltd., with \$7.5 million; Jordache Enterprises, \$7.1 million; National Star World News Corp., \$6.6 million; Black & Decker Manufacturing, \$5.5 million, and National Distillers and Chemical Corp., \$5.3 million.

Eight of spot TV's top 10 users in 1980 increased their spot outlays. Procter & Gamble was down by 7%, to \$125,243,500, but General Foods was up 6% to \$71,949,300; AT&T moved into third place on a 44% increase to \$45,921,300; Coca-Cola was up 22% to \$44,055,300, and Pepsico was up 16% to \$42,234,200. Sixth-place General Mills was down by 3% to \$41,718,900, but the rest of the top 10 were up: Lever Brothers by 12% to \$34,768,200; American Home Products by 3% to \$33,369,600; Dart & Kraft by 41% to \$30,422,600 and Toyota Motor Distributors Inc. were up 55% to \$30,364,400.

TVB said all of spot television's top five product categories increased their spending in 1980: Food and food products reached \$507,376,800, up 11%; automotive, \$223,482,400, up 14%; toiletries and toilet goods, \$223,231,200, up 23%; confectioner and soft drinks, \$212,417,500, up 8%, and beer and wine, \$156,121,200, up 37%.

The 30-second commercial was pre-dominant, accounting for \$2,173,502,200 or 87.1% of the year's expenditures, according to TVB. Minutes were next with \$243,259,800 or 9.7%, while 10-second messages represented \$74,470,500 or 3%, and 20-second spots had \$4,285,500 or 0.2%. There was \$515,500 in 45-second spots, not enough to get into the percentage column.

Nighttime was the favorite daypart, representing \$757,645,800 or 30.3% of the total. Early evening accounted for \$650,351,200 or 26.1%; daytime, \$572,394,000 or 22.9% and late night \$515,642,500 or 20.7%.

Top 100 National and Regional Spot Television Advertisers

	1980	1979		1980	1979
1. Procter & Gamble	\$125,243,500	\$134,087,800	17. Revlon	21,684,200	14,867,800
2. General Foods	71,949,300	67,558,700	18. Philip Morris	21,574,000	12,856,300
3. American Telephone & Telegraph	45,921,300	31,872,100	19. Colgate Palmolive	21,437,300	21,113,100
4. Coca Cola	44,055,300	36,162,200	20. Warner-Lambert	21,323,100	15,430,200
5. Pepsico	42,234,200	36,398,000	21. Consolidated Foods	19,188,500	12,900,500
6. General Mills	41,718,900	43,106,800	22. Bristol Myers	18,807,800	17,986,400
7. Lever Brothers	34,768,200	30,980,300	23. Norton Simon	17,660,200	14,205,900
8. American Home Products	33,369,600	32,407,400	24. Anheuser-Busch	17,654,200	10,215,300
9. Dart & Kraft	30,422,600	21,545,800	25. Kellogg	17,098,400	16,436,400
10. Toyota Motor Distributors	30,364,400	19,551,800	26. General Motors	16,877,400	22,738,300
11. A.H. Robins	28,923,200	22,411,900	27. Milton Bradley	16,074,800	19,375,900
12. Ford	28,146,500	23,501,200	28. Adolph Coors	15,927,000	9,651,200
13. Mars	27,345,800	18,687,400	29. Jos. Schlitz Brewing	15,503,500	11,852,300
14. ITT	26,134,600	23,215,300	30. Triangle Publications	14,872,100	13,412,000
15. Time	25,633,600	28,338,800	31. American Motors	13,908,000	13,333,000
16. Nesfood	22,791,500	21,151,100	32. Nissan Motor	13,840,500	9,277,300
			33. H.J. Heinz	13,669,400	6,292,300

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- Built-in pre-amp power supply.
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AMERICAN TELEVISION &
COMMUNICATIONS CORPORATION
A subsidiary of Time Inc.

	1980	1979		1980	1979
34. Beatrice Foods	13,128,800	10,975,200	68. Ronco Teleproducts	7,628,600	8,249,400
35. American Cyanamid	12,902,400	8,271,100	69. R.J. Reynolds Industries	7,481,400	6,391,200
36. Wm. Wrigley Jr.	11,998,500	20,013,900	70. Trans World	7,460,400	7,596,400
37. Gillette	11,792,900	12,326,200	71. Murjani USA	7,459,500	3,446,200
38. Nabisco	11,763,600	10,495,500	72. Olympia Brewing	7,419,900	6,120,300
39. Richardson Merrell	11,740,100	8,878,100	73. General Cinema	7,370,500	6,281,100
40. Volkswagen	11,673,600	7,180,000	74. Standard Oil of Calif.	7,268,100	3,664,900
41. Standard Brands	11,364,500	7,105,600	75. Gulf Oil	7,259,800	2,763,000
42. K-Tel International	11,242,600	8,737,500	76. Alberto Culver	7,245,400	8,637,100
43. UAL	11,106,300	6,625,700	77. Ideal Toy	7,241,500	7,180,500
44. Pillsbury	11,014,000	11,314,800	78. Jordache Enterprises	7,147,000	2,376,800
45. Scott Paper	10,974,700	12,746,400	79. Dr Pepper	7,057,200	5,560,800
46. CPC International	10,971,300	11,907,600	80. Morton-Norwich Products	7,038,500	5,908,600
47. Estee Lauder	10,740,600	6,938,200	81. CBS	7,022,700	8,633,800
48. American Express	10,677,900	8,119,100	82. Borden	6,914,200	5,909,200
49. Pabst Brewing	10,616,800	8,081,300	83. Ford Auto Dealers		
50. Quaker Oats	10,448,500	10,039,500	Association	6,865,800	6,549,100
51. Chrysler	10,405,200	10,410,700	84. K. Hattori & Co.	6,817,500	6,240,900
52. Jeffrey Martin	10,133,700	4,000,300	85. General Electric	6,634,100	6,912,500
53. Ralston Purina	10,112,100	8,905,000	86. National Star World News	6,582,000	4,244,500
54. Mattel	9,773,200	10,912,100	87. Toyota Auto Dealers	6,580,900	6,388,600
55. American Airlines	9,579,500	7,311,600	88. Mego International	6,448,500	9,770,800
56. Campbell Soup	9,367,500	6,615,300	89. Hershey Foods	6,147,500	6,913,600
57. Kimberly Clark	9,324,700	4,206,900	90. Chesebrough Pond's	6,066,000	5,672,400
58. G. Heileman Brewing	9,311,700	8,392,600	91. IFI International	5,840,700	5,065,500
59. Stroh Brewery	9,109,300	5,976,800	92. Mobil	5,770,300	4,942,100
60. American Dairy Association	8,741,900	8,890,100	93. Toro Manufacturing	5,717,000	6,385,600
61. Royal Crown Cola	8,651,600	7,568,900	94. H & R Block	5,652,800	4,650,000
62. Greyhound	8,640,800	6,765,600	95. Eastern Air Lines	5,568,500	3,993,500
63. Standard Oil of Indiana	8,639,300	6,765,600	96. Suffolk Marketing	5,547,200	4,776,900
64. Hasbro Industries	8,351,400	10,741,400	97. Goodyear Tire & Rubber	5,535,900	1,609,800
65. Esmark	8,064,000	10,752,500	98. Black & Decker	5,530,900	1,435,000
66. Cadbury Schweppes U.S.A.	7,836,400	6,673,600	99. Faberge	5,335,100	6,072,100
67. Exxon	7,677,900	3,451,100	100. National Distillers & Chemical	5,317,200	1,956,300

Estimated investments by national and regional spot advertisers

	1979	1980	% change		1979	1980	% change
Agriculture and farming	\$9,787,900	\$14,753,300	+51	Financial	3,819,400	4,633,000	
Fertilizers & seed treatment	805,600	625,800		Schools & colleges	9,901,600	7,941,800	
Pest controls	7,363,200	12,048,300		U.S. Government	8,985,000	10,890,800	
Miscellaneous agriculture & farming	1,619,100	2,079,200		Food and food products	456,142,600	507,376,800	+11
Apparel, footwear & accessories	67,827,900	105,499,600	+56	Appetizers, snacks & nuts	15,993,100	17,626,000	
Apparel fabrics & finishes	1,629,600	962,100		Bakery goods	53,070,600	55,162,900	
Footwear	14,947,200	12,092,600		Cereals	53,633,800	54,528,500	
Hosiery	4,898,200	3,892,300		Coffee, tea & cocoa	71,150,400	73,475,300	
Ready-to-Wear	23,491,100	56,408,000		Condiments	15,002,200	28,374,100	
Underwear, foundations & bras	19,285,200	29,382,300		Dairy products	47,026,800	52,756,900	
Miscellaneous apparel, accessories & notions	3,576,600	2,762,300		Desserts & dessert ingredients	7,689,300	13,852,500	
Automotive	195,776,100	223,482,400	+14	Flour & baking mixes	6,297,400	8,174,700	
Passenger Cars	158,001,600	182,268,900		Fruit & vegetable juices	8,919,400	10,795,000	
Tires & tubes	10,187,000	13,425,400		Fruit & vegetables	22,643,700	20,168,300	
Trucks & mobile homes	16,497,900	16,680,500		Health & dietary foods	5,640,000	4,034,100	
Miscellaneous auto accessories & equipment	11,089,600	11,107,600		Meat, poultry & fish	51,261,900	53,322,900	
Beer and wine	113,648,200	156,121,200	+37	Pasta products & dinners	19,619,900	24,082,800	
Beer & Ale	85,822,800	119,129,200		Prepared dinners & dishes	16,301,400	22,561,700	
Wine	27,825,400	36,992,000		Salad dressings & mayonnaise	13,410,200	11,053,200	
Building material, equipment & fixtures	41,519,800	46,894,700	+13	Shortening & oil	17,392,900	20,313,200	
Building materials	4,171,500	5,014,100		Soups	5,937,800	6,947,700	
Equipment fixtures & systems	26,571,400	32,424,600		Sugars, syrups & jellies	5,076,900	4,093,000	
Protective coating & finishes	10,776,900	9,456,000		Miscellaneous food & food products	20,074,900	26,054,000	
Confectionery & soft drinks	195,996,000	212,417,500	+8	Gasoline, lubricants and other fuels	32,758,900	50,162,100	+53
Confectionery	70,695,400	66,420,400		Horticulture	26,113,000	35,263,300	+35
Soft drinks	125,300,600	145,997,100		Household equipment and supplies	106,017,600	106,044,800	0
Consumer services	64,836,200	82,708,100	+28	Cooking utensils	7,238,000	5,408,800	
Communications & public utilities	28,590,400	43,056,200		Deodorizers & air fresheners	1,696,200	2,923,000	
Engineering & professional services	13,539,800	16,186,300		Food wraps & foils	1,927,200	4,229,400	
				Household paper products	39,758,000	32,397,200	
				Insecticides & disinfectants	7,974,400	8,603,300	
				Major appliances	20,080,600	19,959,800	
				Patio & barbecue equipment	1,553,700	2,230,200	
				Small appliances & equipment	10,997,700	14,739,700	

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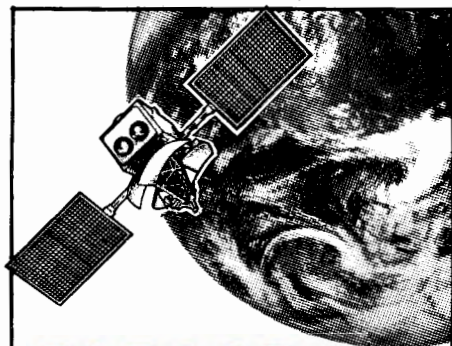
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	1979	1980	% change
Miscellaneous accessories & supplies	14,791,800	15,553,400	
Household furnishings	19,513,800	27,017,900	+38
Floor covering	4,379,100	5,140,700	
Furniture	10,849,100	13,342,200	
Household fabrics & finishes	1,986,500	2,790,800	
Miscellaneous household furnishings	2,299,100	5,744,200	
Institutional & corporate promotion*	6,370,600	6,057,000	-5
Insurance	30,388,400	34,371,900	
Fire & casualty insurance	11,135,900	12,059,400	
Life insurance	19,252,500	22,312,500	
Jewelry, optical goods & cameras	45,514,900	54,549,800	+20
Cameras & photographic supplies	24,136,900	22,901,100	
Jewelry, watches & optical goods	21,378,000	31,648,700	
Office equipment, stationery & writing supplies	9,195,900	14,834,200	+61
Office machines & equipment	7,910,100	13,079,000	
Stationery, pen & pencils	1,285,800	1,755,200	
Pet foods & supplies	32,752,800	33,063,700	+1
Pet foods	25,316,800	26,743,200	
Pet supplies	7,436,000	6,320,500	
Proprietary medicines	86,372,400	92,899,300	+8
Cough, cold & sinus remedies	23,098,400	27,062,500	
Digestive aids & antacids	7,498,400	6,109,900	
Headache remedies & sedatives	13,845,300	13,373,900	
Laxatives	1,307,400	2,018,300	
Medical equipment & supplies	6,042,300	5,466,100	
Reducing aids	1,849,900	4,008,200	
Skin products & liniments	19,947,200	15,846,800	
Vitamins	5,887,500	12,054,300	
Miscellaneous proprietary medicines	6,896,000	6,959,300	
Publishing and media	79,854,500	78,314,700	-2
Books	20,994,800	16,016,600	
Magazines & newspapers	58,859,700	62,298,100	
Records & tapes, radios & TV sets	90,583,300	73,322,200	-19
Musical instruments	1,707,500	1,551,300	
Records & tape recordings	62,582,600	46,100,700	
Radios, TV sets, phonographs & recorders	17,320,300	19,655,800	
Misc. components & supplies	8,972,900	6,014,400	
Smoking materials	5,559,100	7,650,400	+38
Cigars & Tobacco	4,822,200	6,440,000	
Miscellaneous smoking materials & accessories	736,900	1,210,400	
Soaps, cleansers and polishes	110,180,800	111,312,500	+1
Cleansers & polishes	36,781,700	39,893,300	
Laundry preparations	19,245,700	19,705,000	
Soaps & detergents	54,153,400	51,714,200	
Sporting goods and toys	127,017,100	109,376,300	-14
Games, toys & hobbycraft	112,213,900	93,809,000	
Sporting goods	14,803,200	15,567,300	
Toiletries & toilet goods	181,388,100	223,231,200	+23
Cosmetics & beauty aids	56,259,000	80,236,000	
Dental supplies & mouthwashes	33,990,000	36,178,900	
Depilatories & deodorants	8,800,400	12,659,500	
Feminine hygiene products	4,022,900	7,214,100	
Hair products	46,162,500	45,840,500	
Men's shaving equipment	4,716,600	4,209,400	
Men's toiletries	8,995,800	15,320,200	
Toilet soaps	13,209,500	16,640,100	
Women's shaving equipment	485,200	63,300	
Miscellaneous toiletries & toilet goods	4,746,200	4,869,200	
Travel, hotels and resorts	56,038,500	76,072,900	+36
Airlines	44,426,000	59,969,200	
Buses & trains	5,511,500	7,194,100	
Car & truck rental	3,190,800	4,638,900	
Hotels & resorts	2,516,800	3,682,100	
Steamships	393,400	588,600	
Miscellaneous	13,024,500	13,235,700	+2
Total	\$2,204,178,900	\$2,496,033,500	+13

*Miscellaneous Institutional and Corporate Promotion not classified elsewhere.



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Players up the ante in UACC-Knight Ridder/Dow Jones merger

Largest shareholder in UACC, United Artists Theater Circuit, ups offer to \$85 in attempt to stifle merger; Knight-Ridder/Dow Jones raise joint bid to \$80, accordingly

The fight over UA-Columbia Cablevision (UACC) heated up last week, with Knight-Ridder Newspapers and Dow Jones boosting their joint offer for the cable concern to \$80 a share, up from \$75, for the 3.3 million outstanding shares of the company. That action came in the wake of United Artists Theater Circuit's (UATC) tender offer of \$85 a share for up to 725,000 shares of UACC stock (BROADCASTING, April 20)—enough to boost its 27.6% stake in the company to close to 50%, and sufficient to preclude shareholder approval of the Knight-Dow bid. UATC had sworn from the outset to fight the merger. At a board meeting held on Wednesday, the UACC directors, in a 10 to 4 vote, approved a definitive merger agreement with Dow Jones and Knight-Ridder based on their latest proposal, with the four no votes coming from UATC designees on the UACC board.

Approval was voted even though UATC that morning tentatively proposed upping its offer to \$90 a share. At the same time, seven directors agreed to sell their holdings, totaling 22% of UACC, to Knight and Dow at \$80 a share. And in a move that could counter UATC's effort to block the merger, the UACC board granted Knight and Dow an option to buy up to 600,000 new UACC shares at \$80 each.

Both the majority and minority factions on the UACC board are claiming that the competing offers each supports better serves the interests of the shareholders as a whole. UACC Chairman David Strassler and President Robert Rosencrans jointly stated that UACC "is strongly committed" to the merger, claiming that it "gives all shareholders \$80 for all their shares" and that should UATC be successful in securing control of UACC, remaining shareholders would find their investment "jeopardized." Strassler and Rosencrans further suggest that since UATC's offer has been made without prior FCC approval, if it were successful it "would raise significant questions about significant portions of UACC's operations."

UATC, in its formal 35-page offer, publicly revealed its side of the internal disagreement within the UACC directorship over what course the company should pursue. UATC currently holds five of the 15 director slots on the UACC board.

In explaining its rationale for not wishing to sell its stake in UACC, UATC says it "has had access to certain forward-looking

BottomLine

Trade stocks by TV? American Express, financial services giant with foot in cable door through ventures with Warner Communications, has proposed acquisition of brokerage house Shearson Loeb Rhoades for \$864 million. Proposal and similar actions by others have sparked speculation in business press about alterations in U.S. financial system—and in addition to all that, there's Amex's public pronouncements about interest in exploring marketing possibilities of two-way video.

Diving up. Board of directors of Time Inc. declared regular quarterly cash dividend of 45 cents per common share; 39 cents per share of Series B \$1,575 cumulative convertible preferred stock; and \$1.125 per share of Series C convertible preferred stock. Dividends are payable June 15 to holders of record June 1.

That's show biz. Multimedia Inc. announced agreement in principal for \$4.4 million acquisition of country music program production house, Show Biz Inc. Among Show Biz titles are *Pop Goes the Country*, *Nashville on the Road* and *Tony Brown's Journal*. Sale is conditional on final approval by both companies' board of directors.

Taking it to the street. Independent film distributor, 21st Century Distribution, announced it has gone public, selling 700,000 shares of stock over-the-counter. New York firm is headed by Tom Ward, president, treasurer and director, and Arthur Schweitzer, executive vice president, secretary and director.

Dividend. Regular quarterly dividend of 15 cents per share was declared by Columbia Pictures Industries, payable May 28 to holders of record May 11.

Fox to vote on Davis offer. Special stockholders meeting to consider Marvin Davis's takeover bid has been set for June 8 by 20th Century-Fox Film Corp. Fox board approved merger agreement with Davis on April 6. Separate vote will be taken at same meeting on companion proposal to redistribute Fox-held shares of United Television prior to takeover. Stockholders of record as of April 27 will be entitled to vote at meeting, with location to be announced.

Quarterly gains. Harte-Hanks Communications posted 14% revenue improvement in first quarter, to \$75,253,000, with net income rising 13% to \$4,223,000, 44 cents per share.

Going back to well. Teleprompter Corp. has announced increase in bank loan commitments from \$125 million to \$156 million, saying funds will be used for expansion of cable operations. Monies drawn under commitments through June 1984 are to be at prime rate. (Teleprompter's shareholders recently [BROADCASTING, April 6] approved proposed merger into Westinghouse Broadcasting.)

Selling and buying. Tele-Communications Inc. made offering of 1.8 million shares of class A common stock at \$29 each, with proceeds of sale earmarked for cable acquisitions and system expansion; company had initially intended 1.5 million share offering. TCI also recently purchased 83% of Horizon Communications Corp. from Equitable Life Assurance Society. Purchase price—\$30 million, with TCI also guaranteeing \$40 million of Horizon debt to seller.

Deeper pockets. Robert Wold Co., major TV and radio program distributor, has obtained \$6-million line of credit from Wells Fargo Bank to finance equipment and business expansion program. Wold's finance director, Geoffrey N. Seaman, said new funding will help underwrite construction of satellite earth stations and technical facilities in several locations.

financial information prepared by or for the company for internal purposes," information that suggests UACC can boost basic subscribers by an annual average of 63,000 through 1985, and pay subs by an average 82,000 a year through that period. That would result in net income growing 30% and cash flow 27% on an average annual basis through 1985, it maintained.

UATC detailed objections it made last September to the board claiming that shareholders, who were willing to consider proposals (like the Knight-Dow one) which forced unwilling shareholders to sell out, had an obligation to reject any tran-

saction that isn't a tax-free stock swap.

And UATC also charged that the investment banking firm, Morgan Stanley, which originally studied the company's "future financial alternatives" and was being authorized (over UATC's objections) to solicit merger bids, should not receive payments from the company for that bid work, because that "indirectly obligated" shareholders who were unwilling to sell.

UATC also elaborated on a Nov. 3, 1980, joint offer from Knight-Ridder and The Newhouse Group to buy the company at \$85 per share in cash, a proposal that

*This announcement is not an offer to sell or a solicitation of an offer to buy any of these securities.
The offering is made only by the Prospectus.*

NEW ISSUE

April 15, 1981

1,800,000 SHARES



TELE-COMMUNICATIONS, INC.

CLASS A COMMON STOCK

(\$1.00 PAR VALUE)

PRICE \$29 PER SHARE

*Copies of the Prospectus may be obtained in any State in which
this announcement is circulated only from such of the Under-
writers as are qualified to act as dealers in securities in such State.*

Blyth Eastman Paine Webber
Incorporated

Merrill Lynch White Weld Capital Markets Group
Merrill Lynch, Pierce, Fenner & Smith Incorporated

Bache Halsey Stuart Shields
Incorporated

The First Boston Corporation

Bear, Stearns & Co.

Dillon, Read & Co. Inc.

Donaldson, Lufkin & Jenrette
Securities Corporation

Drexel Burnham Lambert
Incorporated

E. F. Hutton & Company Inc.

Kidder, Peabody & Co.
Incorporated

Lazard Frères & Co.

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Salomon Brothers

Smith Barney, Harris Upham & Co.
Incorporated

Warburg Paribas Becker
A. G. Becker

Wertheim & Co., Inc.

Dean Witter Reynolds Inc.

Stock Index

Exchange and Company	Closing April 22	Closing April 15	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	34 5/8	35 1/4	- 5/8	- 1.77	6	969
N Capital Cities	74	74 3/4	- 3/4	- 1.00	15	974
N CBS	60 1/2	58 1/4	+2 1/4	+ 3.86	9	1,686
N Cox	65	67 3/4	-2 3/4	- 4.05	10	878
A Gross Telecasting	27 3/4	28 1/8	- 3/8	- 1.33	8	22
O LIN	36 1/4	35	+1 1/4	+ 3.57	13	201
N Metromedia	120	119 3/4	+ 1/4	+ .20	13	537
O Mooney	9 1/4	9 1/4			12	3
O Scripps-Howard	60 1/2	58	+2 1/2	+ 4.31	9	156
N Storer	41 1/4	39 3/8	+1 7/8	+ 4.76	13	542
N Taft	29 1/2	28 5/8	+ 7/8	+ 3.05	8	288
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	26	26 5/8	- 5/8	- 2.34	21	86
A Affiliated Pubs.	29 5/8	29	+ 5/8	+ 2.15	12	152
N American Family	9 1/2	8 3/4	+ 3/4	+ 8.57	4	117
N John Blair	21 5/8	22 1/4	- 5/8	- 2.80	7	80
N Charter Co.	11 3/8	12 1/8	- 3/4	- 6.18	1	311
N Chris-Craft	35 1/2	35 1/4	+ 1/4	+ .70	17	112
N Coca-Cola New York	9 3/8	9 3/8			21	165
N Cowles	34 3/4	34 1/8	+ 5/8	+ 1.83	23	137
N Dun & Bradstreet	64 7/8	63 1/2	+1 3/8	+ 2.16	20	1,809
N Fairchild Ind.	26 3/4	26 3/4			8	305
N Fuqua	15 1/8	15 1/4	- 1/8	- .81	3	192
N Gannett Co.	43 1/4	42 5/8	+ 5/8	+ 1.46	11	2,339
N General Tire	25 7/8	25 1/4	+ 5/8	+ 2.47	11	623
O Gray Commun.	53 1/2	54	- 1/2	- .92	11	26
N Harte-Hanks	36	34	+2	+ 5.88	17	343
O Heritage Commun.	16	15 1/2	+ 1/2	+ 3.22	8	86
N Insilco Corp.	20 7/8	20	+ 7/8	+ 4.37	9	224
N Jefferson-Pilot	28 3/4	27	+1 3/4	+ 6.48	6	630
O Marvin Josephson	12 3/4	12	+ 3/4	+ 6.25	8	29
N Knight-Ridder	34 3/4	34 1/4	+ 1/2	+ 1.45	13	1,124
N Lee Enterprises	29 7/8	27 1/8	+2 3/4	+10.13	14	213
N Liberty	17 1/2	17 3/4	- 1/4	- 1.40	7	222
N McGraw-Hill	46 1/2	46 1/4	+ 1/4	+ .54	15	1,155
A Media General	35 1/4	34 3/4	+ 1/2	+ 1.43	10	254
N Meredith	63 3/8	61	+2 3/8	+ 3.89	9	199
O Multimedia	37 1/4	34 1/2	+2 3/4	+ 7.97	19	374
A New York Times Co.	34 5/8	34 3/8	+ 1/4	+ .72	10	415
N Outlet Co.	36 1/4	36 1/4			53	91
A Post Corp.	24 5/8	26	-1 3/8	- 5.28	12	44
N Rollins	20 1/2	20 7/8	- 3/8	- 1.79	8	559
N San Juan Racing	18 1/2	18 3/8	+ 1/8	+ .68	21	46
N Schering-Plough	37 5/8	38	- 3/8	- .98	9	1,997
O Stauffer Commun.	46	46			11	46
A Tech Operations	17 3/8	21 3/4	-4 3/8	-20.11	19	18
N Times Mirror Co.	52 7/8	53 3/4	- 7/8	- 1.62	13	1,803
O Turner Bcstg.	21	20 1/2	+ 1/2	+ 2.43		210
A Washington Post	25 1/8	26	- 7/8	- 3.36	10	352
N Wometco	20 1/2	20 3/4	- 1/4	- 1.20	9	272
CABLE						
A Acton Corp.	17 5/8	17	+ 5/8	+ 3.67	12	53
N American Express	44 3/4	43 1/2	+1 1/4	+ 2.87	9	3,190
O Burnup & Sims	17 3/4	17	+ 3/4	+ 4.41	22	158
O Comcast	23 1/2	24	- 1/2	- 2.08	26	90
O Entron*	5	5			5	4
N General Instrument	110 1/4	106 3/4	+3 1/2	+ 3.27	19	970
O Rogers Cablesystems	11 3/4	10 1/2	+1 1/4	+11.90	23	223
O Tele-Communications	30 7/8	29 5/8	+1 1/4	+ 4.21	30	735
N Teleprompter	33 5/8	33 3/4	- 1/8	- .37	28	572
N Time Inc.	73 3/4	66 7/8	+6 7/8	+10.28	14	2,075
O Tocom	16 1/2	15 3/4	+ 3/4	+ 4.76		54
O UA-Columbia Cable	79 7/8	78 1/4	+1 5/8	+ 2.07	59	268
O United Cable TV	31 1/2	27 3/4	+3 3/4	+13.51	22	308
N Viacom	61 1/4	55	+6 1/4	+11.36	23	273
PROGRAMMING						
O Chuck Barris Prods.	3 1/2	3 3/4	- 1/4	- 6.66	3	11
N Columbia Pictures	43 1/4	43 3/8	- 1/8	- .28	12	438
N Disney	58	60 1/8	-2 1/8	- 3.53	15	1,887
N Filmways	7 3/4	7 7/8	- 1/8	- 1.58		48
O Four Star	1 5/8	1 5/8			16	
N Getty Oil Corp.	66	65	+1	+ 1.53	8	5,422
N Gulf + Western	18 1/8	17 1/2	+ 5/8	+ 3.57	4	1,353
N MCA	56 5/8	54 3/8	+2 1/4	+ 4.13	9	1,331
O Medcom	7 1/8	7 1/8			25	12
N MGM Film	12 3/8	12 3/8			8	402
O Reeves Commun.	41 1/4	40	+1 1/4	+ 3.12	29	149
O Telepictures	7 1/8	6 1/2	+ 5/8	+ 9.61	32	17
N Transamerica	21 5/8	20 7/8	+ 3/4	+ 3.59	6	1,413
N 20th Century-Fox	61 7/8	62 3/8	- 1/2	- .80	10	666
O Video Corp. of Amer.	14 3/8	15 1/8	- 3/4	- 4.95	30	14
N Warner	52 7/8	50	+2 7/8	+ 5.75	13	3,107
A Wrather	28 1/4	28 3/8	- 1/8	- .44		65
SERVICE						
O BBDO Inc.	45 1/2	43 1/2	+2	+ 4.59	10	114
O Compact Video	20 5/8	20 1/8	+ 1/2	+ 2.48	19	61
N Comsat	51 1/4	48 3/4	+2 1/2	+ 5.12	11	410
O Doyle Dane Bernbach	16 1/4	15 3/4	+ 1/2	+ 3.17	5	19
N Foote Cone & Belding	35 1/2	35 5/8	- 1/8	- .35	9	97
O Grey Advertising	62 1/2	62 1/2			6	38
N Interpublic Group	36 1/4	34 1/2	+1 3/4	+ 5.07	7	162
N JWT Group	36 3/8	37 1/8	- 3/4	- 2.02	8	111
O MCI Communications	17 3/4	15 5/8	+2 1/8	+13.60	89	649
A MovieLab	6 1/4	6 1/4			5	10
A MPO Videotronics	6	6 3/8	- 3/8	- 5.88	17	3
O A.C. Nielsen	45 1/4	45	+ 1/4	+ .55	19	507
O Ogilvy & Mather	28 3/4	28 3/4			8	119
O Telemation	2 1/8	2	+ 1/8	+ 6.25	13	2
O TPC Communications	5 1/4	5 5/8	- 3/8	- 6.66	38	4
N Western Union	22 7/6	23 1/4	- 3/8	- 1.61		347
ELECTRONICS/MANUFACTURING						
O AEL Industries	13 1/8	13 1/8			21	
N Arvin Industries	16 1/4	16 3/8	- 1/8	- .76	8	126
A Cetec	7 7/8	8	- 1/8	- 1.56	10	16
O Chyron	11 1/4	12 3/4	-1 1/2	-11.76	18	14
A Cohu	9 1/8	9	+ 1/8	+ 1.38	13	15
N Conrac	21 1/2	22	- 1/2	- 2.27	9	45
N Eastman Kodak	83	83			13	13,395
O Elec Missile & Comm.	7 1/2	7 3/8	+ 1/8	+ 1.69	94	20
N General Electric	66 1/2	66 1/4	+ 1/4	+ .37	10	15,073
N Harris Corp.	58 5/8	57 1/2	+1 1/8	+ 1.95	22	1,803
O Intl. Video	1/8	1/8				
O Microdyne	28 1/2	28	+ 1/2	+ 1.78	21	75
N M/A Com. Inc.	30 5/8	29	+1 5/8	+ 5.60	27	1,022
N 3M	63 1/4	63 1/2	- 1/4	- .39	11	7,366
N Motorola	85 5/8	78 3/8	+7 1/4	+ 9.25	16	2,444
O Nippon Electric	85 1/8	77 1/8	+8	+10.37	65	2,795
N N. American Philips	49 1/2	46 7/8	+2 5/8	+ 5.60	8	595
N Oak Industries	35 1/4	28 7/8	+6 3/8	+22.07	12	383
A Orrox Corp.	12 1/4	9 3/8	+2 7/8	+30.66	40	20
N RCA	26 3/8	25 1/2	+ 7/8	+ 3.43	7	1,977
N Rockwell Intl.	40 1/4	38 7/8	+1 3/8	+ 3.53	10	3,018
A RSC Industries	5 1/8	5 1/4	- 1/8	- 2.38	13	12
N Scientific-Atlanta	32 1/4	31 3/8	+ 7/8	+ 2.78	28	683
N Sony Corp.	17 1/2	17 3/4	- 1/4	- 1.40	29	3,773
N Tektronix	57 3/4	54 1/2	+3 1/4	+ 5.96	13	1,054
A Texscan	42 1/2	41 3/4	+ 3/4	+ 1.79	83	62
N Varian Associates	29 3/4	27 1/8	+2 5/8	+ 9.67	13	228
N Westinghouse	33 3/4	30 3/4	+3	+ 9.75	8	2,867
N Zenith	18 3/4	19 1/8	- 3/8	- 1.96	17	353
Standard & Poor's 400 Industrial Average						
	151.91	151.89	+ .02			

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. *** Stock split. + Stock traded at less than 12.5 cents.

IF YOU NEED \$5,000...20,000 EVEN UP TO 500,000 TO START A NEW BUSINESS OR TO EXPAND AN EXISTING FIRM—THEN READ WHY YOU TOO WILL CALL THIS INCREDIBLE MONEY RAISING MANUAL

"THE SMALL BUSINESS BORROWER'S BIBLE"

Practically prepares the loan application for you line-by-line...the "proper" way.
All properly prepared applications are processed faster...no red tape!
Guaranteed Loans...Direct Loans...and Immediate Loans are available now!

Most men and women seriously interested in starting their own business are eligible to apply — including those who already own a business and need capital fast for expansion...or to stay afloat...even if they've been flatly refused by banks and turned down elsewhere! Yet, too, many never qualify, simply because they do not know how to "properly" prepare the loan application...

In order to help those people applying for these guaranteed and direct loans fill out their loan applications the "right way," ICC Business Research, through its diligent compilation and research efforts, has successfully assembled and published a comprehensive, easy-to-follow seminar manual: The Money Raiser's Guaranteed and Direct Loans Manual, that will quickly show you practically everything you'll need to know to prepare a loan application to get federally Guaranteed and Direct Loans.

Here are just some of the many important benefits the Money Raiser's Guaranteed and Direct Loans Manual provides you with:

- a completely filled in sample set of actual SBA loan application forms, all properly filled in for you to easily follow—helps you in quickly preparing your own loan application the right way. Each line on the sample application forms is explained and illustrated in easy-to-understand language.
- fast application preparation procedures for getting loans for both new start up business ventures and established firms.
- advises you on how to properly answer key questions necessary for loan approval and in order to help avoid having your application turned down—gives you advice on what you should not do under any circumstances.
- what simple steps you take to guarantee eligibility—no matter if you do not presently qualify.
- where you can file your application for fastest processing.

At this point the most important question you want answered is: Just where is all this loan money coming from? Incredible as it may sound—these Guaranteed Loans, Direct Loans...and Immediate Loans are indeed available right now — from the best, and yet, the most overlooked and frequently the most ignored and sometimes outright ridiculed, "made-run-of" source of ready money...fast capital, in America — THE UNITED STATES GOVERNMENT.

Of course, there are those who upon hearing the words "UNITED STATES GOVERNMENT" will instantly freeze up and frown and say:

"...only minorities can get small business loan money from the government!"

Yet, on the other hand (and most puzzling) others will rant on and on and on that:

"...don't even try, it's just impossible — all those Business Loans Programs are strictly for the Chryslers, the Lockheeds, the big corporations...not for the little guy or small companies." etc.

Still there are those who declare:

"...I need money right now...and small business government loans take too darn long. It's impossible to qualify. No one ever gets one of those loans."

Or you may hear these comments:

"...My accountant's junior assistant says he thinks it might be a waste of my time!" "Heck, there's too much worrisome paperwork and red tape to wade through!"

Frankly — such rantings and ravings are just a lot of "bull" without any real basis — and only serve to clearly show that lack of knowledge...misinformation...and not quite fully understanding the UNITED STATES GOVERNMENT'S Small Business Administration's (SBA) Programs have unfortunately caused a lot of people to ignore what is without a doubt — not only the most important and generous source of financing for new business start ups and existing business expansions in this country — but of the entire world!

Now that you've heard the "bull" about the United States Government's SBA Loan Program — take a few more moments and read the following facts:

- Only 9.6% of approved loans were actually made to minorities last year.
- What SBA recognizes as a "small business" actually applies to 97% of all the companies in the nation.
- Red tape comes about only when the loan application is sent back due to applicant not providing the requested information...or providing the wrong information.
- The SBA is required by Congress to provide a minimum dollar amount in business loans each fiscal year in order to lawfully comply with strict quotas. (Almost 5 billion this year)

Yet, despite the millions who miss out — there are still literally thousands of ambitious men and women nationwide who are properly applying — being approved — and obtaining sufficient funds to either start a new business, a franchise, or buy out or expand an existing one. Mostly, they are all just typical Americans with no fancy titles, who used essentially the same effective know-how to fill out their applications that you'll find in the Money Raiser's Guaranteed and Direct Loans Manual.

So don't you dare be shy about applying for and accepting these guaranteed and direct government loans. Curiously enough, the government is actually very much

GUARANTEE #1
Simply — look over this most effective money raising loan preparation assistance manual for 15 days — and, then, if you are not convinced that it can actually help you obtain the Business Loan you need right away — just return it for a full and prompt refund.

interested in helping you start a business that will make a lot of money. It's to their advantage — the more money you make the more they stand to collect in taxes. In fiscal 1981, our nation's good old generous "uncle" will either lend directly or guarantee billions of dollars in loan requests, along with technical assistance and even sales procurement assistance. Remember, if you don't apply for these available SBA funds somebody else certainly will.

Don't lose out — now is the best time to place your order for this comprehensive manual. It is not sold in stores. Available only by mail through this ad, directly from ICC Business Research, the exclusive publisher, at just a small fraction of what it would cost for the services of a private loan advisor or to attend a seminar.

For example:
Initially, this amazing Guaranteed and Direct Loans Manual was specially designed to be the basis of a Small Business Loan Seminar — where each registrant would pay an admission fee of \$450. But our company felt that since the manual's quality instructions were so exceptionally crystal-clear that anyone who could read, could successfully use its techniques without having to attend a seminar or pay for costly private loan advisory assistance services.

Therefore, for those purchasing the manual by mail, no 3 day class, no course and accommodations are required. And rather than \$450 we could slash the price all the way down to just a mere \$35 — a small portion of a typical seminar attendance fee — providing you promptly fill in and mail coupon below with fee while this special "seminar-in-print" manual offer is still available by mail at this relatively low price!

Remember, this most unique manual quickly provides you with actual sample copies of SBA Loan application and all other required forms—already properly filled in for you to easily use as reliably accurate step-by-step guides—thus offering you complete assurance that your application will be properly prepared, and thereby immediately putting you on the right road to obtaining fast, no red-tape loan approval.

GUARANTEE #2
Even after 15 days — here's how you are still strongly protected — if you decide to keep the manual — and you apply for an SBA Loan anytime within 1 year...your loan must be approved and you must actually receive the funds or your money will be refunded in full.

YOU GET NOT 1 BUT 2 STRONG BINDING GUARANTEES! YOUR LOAN MUST ACTUALLY BE APPROVED OR YOUR MONEY BACK

Of course, no one can guarantee that every request will be approved — but clearly we are firmly convinced that any sound business request properly prepared — showing a reasonable chance of repayment and submitted to SBA — will be approved. Only because we are so confident that this is a fact do we dare make such a strong binding seldom-heard-of Double Guarantee. No stronger guarantee possible! It actually pays for you to order a copy of this remarkable manual — 100% tax deductible as a business expense...Don't delay—send for yours right now!

NO RISK LOAN OPPORTUNITY FORM

Detach and rush for COMPLETE PREPARATION ASSISTANCE FOR LOAN APPROVAL

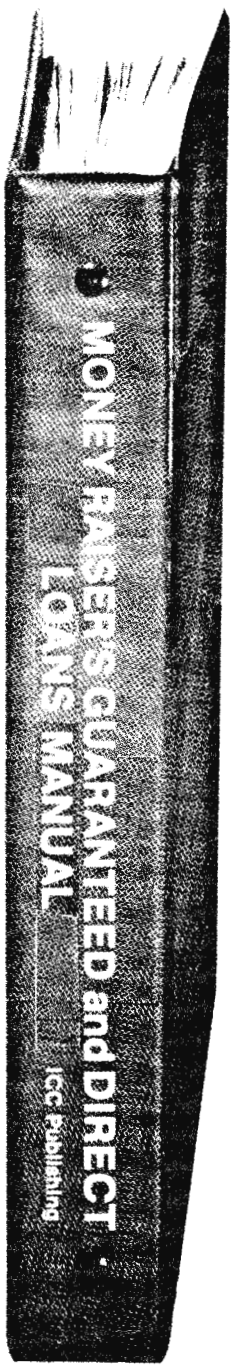
Please rush me _____ copies of the "Money Raiser's Guaranteed and Direct Loans Manual," each at a \$35 fee plus \$2.50 handling and shipping under your 2 strong binding Guarantees.

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THE EASY NO-NONSENSE WAY TO RAISE CAPITAL FAST!

Today Show Revives Smear of the FBI

By Reed Irvine
and
Cliff Kincaid

Old smears never die. Even when they have been proven false, there is always someone who either doesn't get the word or who chooses not to pay any attention to the correction.

This was demonstrated on NBC's Today Show on March 25. Rona Barrett, who spices up the show with her Hollywood gossip reported that Warner Brothers is making a movie on the life of the late Jean Seberg and that a Broadway musical on her life is also being planned. Barrett noted that CBS's "60 Minutes" is scheduled to air a segment on the curious circumstances surrounding Seberg's death in Paris in the fall of 1979.

Barrett explained those mysterious circumstances saying: "The actress was discovered in her car wrapped in a blanket, with barbiturate wrappers nearby. At that time, her former husband, writer Romain Gary, attributed the cause of her death to the depression Seberg suffered after being smeared by the FBI for allegedly becoming pregnant by a Black Panther leader. That FBI attack became a matter of public record last year under the Freedom of Information Act."

Rona Barrett is off by a country mile. We don't know what "60 Minutes" plans to say about the mysterious circumstances surrounding Seberg's death. The main mystery lay in the fact that she had such a high level of alcohol and drugs in her blood that the French police concluded that she could not have gotten to the spot where she was found dead under her own power. That led to the belief that she had been murdered, or that she had been assisted in committing suicide.

In focusing on the charge by Seberg's ex-husband that her death was the result of depression caused by an alleged FBI

smear, Rona Barrett has embroidered a falsehood that was demolished six months ago.

Barrett said that the FBI attack on Seberg became a matter of public record last year under the Freedom of Information Act. She couldn't be farther off base. Accuracy in Media obtained the FBI file on Jean Seberg under a Freedom of Information request. The file revealed that newspaper and television stories saying that the FBI had admitted smearing Seberg were false.

The file showed that the FBI had good reason to believe that Seberg had become pregnant back in 1970 and that the father was a Black Panther leader. It also showed that a suggestion that this information be given to the press had been turned down by FBI headquarters in Washington out of fear that the publication might endanger the sensitive source of the information. Washington said the suggestion should be resubmitted at a later date, "if deemed warranted." It wasn't resubmitted; the idea was dropped.

NBC News was the first major news organization to report the truth about the FBI file on Seberg last August. Most others subsequently carried the story. It is too bad Rona Barrett missed all that and has given new life to an old lie.

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

would have then divided UACC's operations between Knight and Newhouse. That proposal "upon the recommendation of the management (of UACC) ... was not formally presented to or considered" by the board, according to UATC. "Management's stated position with respect to the Knight-Newhouse proposal was that by virtue of the structure and attendant uncertainties of the transaction, particularly the necessity of obtaining numerous approvals of local and state franchising authorities ... there was not a reasonable certainty" of its success, the UATC papers report, adding that management believed that signing a letter of intent "would seriously damage the operations of the company" if the deal fell through.

In spelling out the purpose of its own \$85 offer, UATC further claimed it understands that the public announcement of the Knight-Dow offer has "seriously prejudiced" UACC's application for the Fairfield county, Conn., franchise that's expected to be awarded shortly. (Storer is reportedly the leading contender there.) It tied that claimed prejudice to Dow's "ownership and operation of other media businesses" serving other markets in Connecticut.

UATC isn't expected to take the latest bid from Knight and Dow lying down, and indeed noted in its offer that it "expects to continue discussions with certain ... parties with a view toward developing a joint proposal with respect to the shares not owned by the purchaser or with respect to acquiring the company."

RCA's loan request stirs up interest

Application for \$9.5-million loan from D.C. government at low interest attracts story in 'Post,' mention on Hill and request for '60 Minutes' interview

The District of Columbia city council's approval of a resolution permitting RCA to seek a low-interest, taxpayer-subsidized \$9.5-million loan to expand its NBC television and radio facilities in Washington has probably received more attention than the corporation would have liked: *The Washington Post* ran a 20-inch story on it; at a House Ways and Means subcommittee hearing, congressmen blasted it as an example of an abuse of industrial revenue bond financing; and CBS's *60 Minutes* requested, but was denied, an interview with NBC personnel about the loan for inclusion in an upcoming segment on the controversy blooming over the use of industrial revenue bonds.

If approved, the loan would permit NEC, a subsidiary of RCA, to save several million dollars while expanding its broadcasting facility, which houses NBC-owned WRC-AM-TV, WKYS(FM) and NBC News's Washington bureau.

Because the interest earned on the bonds is exempt from federal—and some-

times state and local—taxes, the interest rate can be 30% lower than a bank's prime rate—and use of the bonds for constructing everything from McDonald's hamburger stands to go-go bars has been on the increase. As a result, critics within government and outside have been charging that the bonds give a free lunch to the few at the expense of taxpayers in general.

But John Sturm, an NBC Washington lawyer, told BROADCASTING he couldn't see what all the fuss was about. He said RCA applied for the bond financing "because they're eligible," noting that industrial revenue bonds are an "attractive form of financing." Sturm also noted that if Congress wanted to impose restrictions on the use of the bonds, it could.

And Sturm stressed that if RCA's application to use the bonds is approved, the District of Columbia will benefit by gaining more tax revenues. Sturm also said that the proposed expansion would result in 45 jobs in the future and thought District of Columbia residents would benefit by getting better service from NBC.

Although Sturm confirmed that *60 Minutes* producer Suzanne St. Pierre asked him whether he would consent to an interview for a segment on industrial revenue bonds, he said "we respectfully declined... because there just didn't seem to be any reason to. This thing [RCA's application to use the bonds] is still pending," he said.

Bullish on interactive services: Bob Renck

Analyst sees good cash flows for two-way operations, using Warner's Dallas cable win as example; Cox and Storer also apples in his eye

Those suggesting that cable companies have been making unprofitable deals in winning recent franchise bidding are wrong, according to the calculations of Oppenheimer & Co. analyst Bob Renck. At a session last week in New York for clients of the investment house, Renck ran through two sets of figures to illustrate his contention that the additional interactive services cable can provide will prove to be a "cash cow" for the industry, especially for companies with foresight enough to secure franchises now.

Taking as an example a new build situation for a franchise of about 400,000 homes (roughly the size of the Dallas franchise recently secured by the Warner-Amex Cable joint venture of Warner Communications and American Express, a company Renck is bullish about), he presented a financial profile extending over 15 years. Assuming it costs \$100 million to build the system and it passes 90% of the homes by the fifth year (the last year of construction) with 54% penetration and \$25 per subscriber revenues a month, Renck figures that revenues and profits coming in will offset costs so that the company would only have to shell out, at most,

\$60 million in cash by the peak year, the fifth. Over 15 years, the system would generate a positive cash balance of \$133 million, roughly a 13% annual internal rate of return after taxes. While that's neither bad nor spectacularly good, Renck stresses that model is based on conservative assumptions with today's program packages. Adding just one additional service, with a charge of \$15 per month, and assuming it could get 50% penetration of subscribers and a 50% profit margin (matching current pay-TV pricing) Renck's calculation of that service's effect on the hypothetical system's financial outlook shows cash expense peaking in the fourth year at just \$45.4 million with the excess cash generated at the end of 15 years totalling \$233 million. And that, he stresses, "is still with 60 to 70 channels dark and no advertising revenues."

Renck's favorable view of Warner is also tied heavily to the achievements of its Atari video game and computer unit. He's convinced Atari will emerge over the next five years as "a major consumer electronics company," and that Warner will eventually tie in Atari with the two-way cable technology of Warner Amex's Qube system.

Other cable companies Renck has his eye on are Cox and Storer, both of which he thinks can double their cash flow by 1983. RCA, Sony and North American Philips are three other companies Renck recommends, because of their consumer electronic participations.

InSync

Shuttle coverage trouble. Among problems worrying NASA officials preparing for space shuttle's landing were some caused by some of network's ENG cameras set up at Edwards Air Force Base, in California. Cameras (operating on TV auxiliary bands 1990 mhz-2110 mhz and vicinity of 2450 mhz), were causing interference on frequencies (2200 mhz-2290 mhz) Columbia was to use in landing. NASA, after picking up spurious emissions as network crews assembled, asked FCC's assistance. Commission's Field Operations Bureau dispatched four engineers—two from Long Beach, two from Livermore, Calif.—with equipment enabling them to locate problem, which was disposed of. "The level of cooperation" was "very high," said FOB chief James McKinney. Networks shut down offending equipment—at least six of 14 on hand—and flew in replacements, which were ready to roll two hours before Columbia landed.

Wold moves. Wold Communications has awarded contract, valued at more than \$4 million, to Microdyne Corp. for supply of more than 100 earth stations. Dishes will be installed at local television stations to receive Wold's satellite distribution of *Entertainment Tonight* for Paramount Television and *The Merv Griffin Show* for Metromedia Producers Corp. First batch of 40 dishes will be installed by Sept. 1, mostly at stations receiving *Entertainment Tonight*. Although Metromedia will own many of dishes, Wold will operate all and use them for distribution of other programs as part of its Satellite Express service.

Antipirate patent. Denver-based Jones International Ltd. has obtained patents on new electronic process it claims will eliminate pay TV piracy. System uses technique called variable velocity scanning (VVS) to reduce TV signal bandwidth and scramble transmissions using computer storage and control. Company says technology will also allow for expansion of number of TV signals on given band and greater reduction in power requirements for TV transmitters. Company has research and development unit in Sacramento, Calif.

Coming soon. NBC engineering management will hold three regional meetings with engineers of NBC affiliates in June. The announcement of the meeting was made by Richard W. Sonnenfeldt, executive vice president, operations and technical services, NBC, at the second annual breakfast meeting of affiliate engineers at NAB convention. Meetings are slated for June 8 in Chicago, June 15 in Burbank, Calif., and June 22 in New York.

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B&B study sees 55% penetration figure tops for cable

New media report says barrier could be broken with program diversity; keeping pay cable rates low seen as key to subscription growth

Though widely circulated projections indicate widespread growth for cable television, a study by Benton & Bowles Inc., New York, calculates that the present level of 55% cable penetration where cable exists will not be exceeded unless there are product or marketing changes and greater diversity in programs.

B&B reports that 55% of households where cable TV is available now subscribe to the service and its study shows that 53% of households without access to cable would like to subscribe. Most cable TV rejectors—people who have access to cable but do not subscribe—say they have little or no interest in obtaining cable (79%).

This is one of the highlights of an "American Consensus" study by Benton & Bowles, designed to ascertain consumers' reactions to basic cable television, pay cable, advertising on cable, videocassette recorders, videodisk players, interactive TV and new programming.

The study was conducted by mail, using the Benton & Bowles Consumer Panel. Its findings are based on 2,163 usable returns (a 76% completion rate), mailed between November 1980 and the end of the year.

The study suggests that the subscription rate barrier may be broken by emphasizing program diversity. Cable rejectors gave two reasons for not subscribing—the cost and a lack of need for improved TV reception. Among new cable subscribers, the reasons for signing up are to obtain more channels, more movies and different kinds of programs, B&B points out.

The agency recommends that cable operators stress in their advertising the diversity of programming, including old and new movies, out-of-town stations, news and information programs and specialized types of programming. To counteract cost concerns, B&B says operators must convince prospects of the value of cable in enhancing viewing enjoyment.

Turning to pay cable, the study finds it is attractive to recent subscribers (two years or less) but not to old-line cable TV buyers (five years or more). It notes that 57% of pay cable rejectors do not subscribe because they consider the service too expensive.

"As these trends continue and particu-

larly as costs increase, keeping the subscription price as low as possible will be crucial to the successful growth of pay cable TV," the study advises.

B&B concludes that advertising can play a vital role in pay cable. The agency reports that 63% of current pay subscribers would welcome advertising if it lowered the cost.

Even 47% of the pay rejectors would be interested in subscribing at a lower cost made possible by advertising.

"Advertising will grow dramatically on basic cable as well," Benton & Bowles says. "Commercial-free TV is relatively unimportant to cable TV subscribers—among recent subscribers this is only the eighth

Intermedia

Raising public eyebrows. Ronald Rhody, corporate vice president, Kaiser Aluminum & Chemical Corp., said there is growing public concern about "use and abuse of the power of the press and the sentiment for changes of some sort," at Media Institute-sponsored luncheon. Part of concern, he said, stemmed from unwillingness of press to admit to mistakes, and that "lack of accountability ... erodes the credibility so necessary to the effective function of the press in a free society." Rhody also discussed what he called "trial by television ... that circumstance in which television production teams ... become the accuser, judge and jury of people or institutions with no real recourse for the accused to get a fair hearing in the court of public opinion." Rhody also said broadcasters must shoulder responsibility "equal to the power they wield." Kaiser has recently filed \$40-million slander suit against ABC in its year-long dispute over report on ABC's 20/20 series (BROADCASTING, April 6).

Pledged results. Public television viewers pledged \$26.8 million to their local public television stations during recent 16-day national fund-raising effort. That represents 29.2% increase over what was raised during similar effort last year. Public Broadcasting Service spokesman said increase could be attributed to combination of four factors: increase in public television audience; more advertising and promotion for effort this year; good programming, and more effective appeals. Many of 134 stations that participated reportedly made pointed references to proposed cuts of federal funds for public broadcasting.

Teleprompter in Dearborn. Teleprompter has won cable franchise rights to 36,000 homes in Dearborn, Mich. Company plans 52-channel system (20 for local access) at cost of \$8 million. It also has won cable rights to 21,600-home community of Buena Park, Calif.

Chicago area cable. City of Barrington, part of Northwest Municipal Conference, group of Chicago suburbs, has awarded cable franchise to Centel Communications. NMC communities continue final negotiations with two main groups, selected by community representatives, working out final details with Cablenet and Warner Amex. Meanwhile, Teleprompter plans 98-channel system for Glen Ellyn, near Chicago, where it recently won award. Seven companies have submitted bids for 22,000 homes of Skokie: Cablenet, Cablevision of Chicago, Omnicom, Centel, Metrovision, Telematrix and Teleprompter. Communities in South Suburban Cable Council have voted to negotiate with Centel Communications. If all eight approve, Centel will add 28,000 homes to its cable universe.

'Hands off' says Simmons. Steve Simmons, former associate director of domestic policy staff in Carter White House, now senior vice president, corporate development, Douglas Communications, has cautioned against regulation of cable television by states. Speaking before New York State Cable Television Association, Simmons said early development of cable was inhibited by federal regulations and said imposition of state regulation would further retard its development. Noting that 11 states now have regulatory bodies and that almost 100 new bills proposing cable regulation are pending in state legislatures, Simmons said "onerous regulations can only discourage investment and harm the consumer." The states' role in cable regulation "must be carefully thought out," he said.

Musicians charge studios with discrimination. Hollywood-based group calling itself Musicians United to Stop Exclusion (MUSE) alleges that women and ethnic minorities are systematically excluded in hiring process for work in motion picture and television music recording. In letter mailed to major studios, MUSE cites statistics it has compiled indicating that of nearly 9,000 musicians employed by five major production units, 1,164 were women, 67 black, and three Spanish-Americans.

most important reason for buying basic cable."

Awareness of videocassette recorders is very high, according to the study, but purchase interest and ownership are very low. The reason: prices are too high. B&B cites a bright note: 40% of pay cable subscribers express interest in buying a VCR in the next few years.

The study finds that awareness of the videodisk is "very low" and its inability to record may be a problem. Its lower price may put it in an advantageous position over a VCR if a consumer has to choose between the two products, B&B says.

With respect to the new interactive systems, the study indicates they will become popular only when consumers are convinced they offer advantages over present methods. Objections: People want to see things in person before buying; they want to bank in person; they like to go out shopping; they think two-way TV is an invasion of privacy.

The study points out these types of programming for wide viewer appeal: nature and wildlife, performing arts, live television in general and consumer information shows.

B&B makes this concluding comment: "This study has clearly identified price sensitivity as a very real consumer issue, cutting across all of the TV technologies... And there may be other, broader consequences of the cost issue. One possibility is of a fall-out effect. The consumer buying basic cable, pay cable

and a VDP or VCR... may constrain the budget in other areas (movies, theater-going, attendance at sports events)."

Meeting of NAB's executive committee scheduled this week

The business at hand: retrospect on Las Vegas convention; welcome for new directors; report on LPTV membership and BROADCASTAP

The National Association of Broadcasters executive committee will meet in Washington this Wednesday and Thursday, April 29-30, for the last time before NAB's joint board of directors convenes its annual Washington meeting June 1-5. The primary purpose of the June meeting will be to elect new officers to the board.

Included in this week's agenda is orientation for the 10 directors newly elected to the board last month (BROADCASTING, March 9) who will assume their seats officially in June. All 10 of those members are expected to attend the orientation, which will include briefings by NAB staff department heads.

In addition to welcoming new members, the executive committee will hear a progress report from Samuel Ewing, president, Broadcast Capital Fund Inc. (BROADCASTAP), a minority enterprise

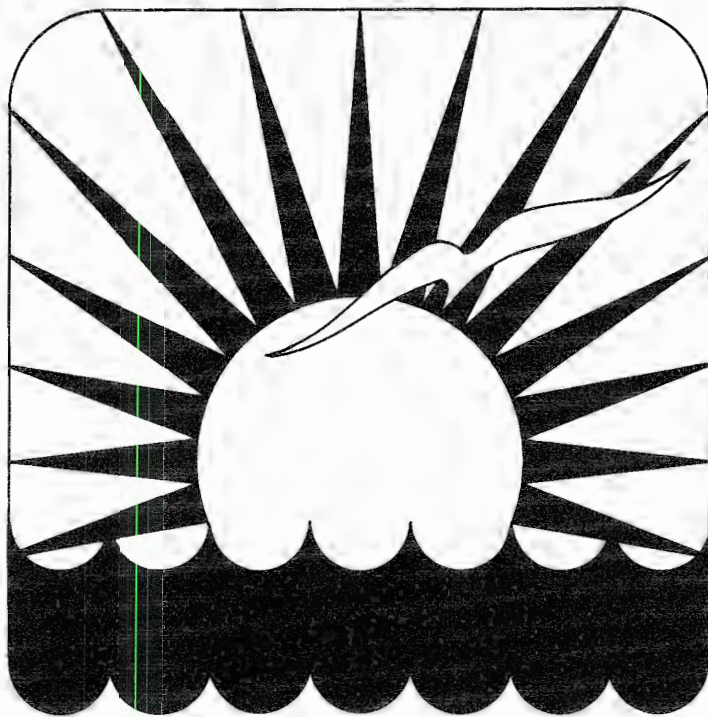


Moving on up. This seven-story building at 1724 Massachusetts Avenue, N.W., Washington 20036, becomes the new home of the National Cable Television Association on May 4. Communications Technology Management, Jerrold and M/A-Com have donated equipment and services to permit NCTA to import cable programming into the cableless Washington location.

small business investment corporation founded by NAB. BROADCASTAP is expected to announce its first investments

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following a meeting of its own board of directors April 29.

The committee will also hear a report from James Hulbert, NAB senior vice president for broadcasting, on low power TV membership. The executive committee, according to the NAB joint board chairman, Thomas Bolger, WMTV(TV) Madison, Wis., hopes to establish criteria soon for LPTV licensee membership in NAB.

Cullie Tarleton, co-chairman of NAB's convention committee, will deliver a critique of the recent convention in Las Vegas (BROADCASTING, April 20).

An agenda for the June board meeting has not yet been drawn up, but as it does every year, the board will elect its new officers on the meeting's last day. Edward O. Fritts of Fritts Broadcasting is expected to be elected to replace Bolger as joint board chairman. Mark Smith, vice president, general manager, KLAS-TV Las Vegas, is running unopposed for chairman of the television board. He is presently vice chairman, and would replace as chairman Robert King, senior vice president Capital Cities Communications, who completes two terms as TV board chairman this year and is ineligible to run again.

Candidates for the TV board vice chairmanship are Kathryn Broman, president, Springfield Television Corp., Springfield, Mass., and Gert Schmidt, vice president, Harte-Hanks Communications, Jacksonville, Fla.

Tarleton, general manager, WBT-AM-

WBCY-FM Charlotte, N.C., and present vice chairman of the radio board, is running unopposed to replace Fritts as radio board chairman. William Stakelin, executive vice president, Bluegrass Broadcasting Co.,

Orlando, Fla.; J.T. Whitlock, president, WLBK-AM-WLSK-FM Lebanon, Ky., and Roy Mapel, general manager, KIML(AM) Gillette, Wyo., are seeking the vice chairmanship of the radio board.

Changing Hands

PROPOSED

■ **WXGL(FM) Laurins, S.C.:** Sold by Towers South Inc. to Keymarket Communications Inc. for \$2.5 million. Seller is owned by Monty DuPony and Gene Phillips (50% each), who have no other broadcast interests. Buyer is owned by Kerby Confer and Paul Rothfuss (45% each) and David Bernstein (10%). Confer and Rothfuss each own 35% of WKRT(AM)-WNOZ(FM) Cortland, N.Y., and 25% each of KSSN-FM Little Rock, Ark. They have sold, subject to FCC approval, WLYC(AM)-WILQ(FM) Williamsport, Pa. (BROADCASTING, Jan. 12), and, with Bernstein, WHUM(AM) Reading, Pa. (BROADCASTING, March 13). WXGL is on 100.5 mhz with 100 kw and antenna height 760 feet above average terrain. Broker: Blackburn & Co.

■ **KCUE-AM-FM Red Wing, Minn.:** Sold by Hiawatha Valley Public Service Broadcast-

ing Inc. to Sorenson Broadcasting Corp. for \$1.1 million. Seller is owned by George L. Brooks, who has no other broadcast interests. Buyer is owned by Dean P. Sorenson and Thomas J. Simons (50% each). They are Pierre, S.D.-based real estate investors and own KCCR(AM) Pierre, KYNT(AM) Yankton, KWAT(AM)-KIXX(FM) Watertown and KOBH(AM) Hot Springs, all South Dakota, and KOZY(AM) Grand Rapids, Minn., and also hold FM CP's for Hot Springs, Pierre and Yankton. KCUE is on 1250 khz with 1 kw day and 250 w night. KCUE-FM is on 105.5 mhz with 2.3 kw and antenna 340 feet above average terrain.

■ **WSOQ(AM)-WEZG(FM) North Syracuse, N.Y.:** Sold by WSOQ Inc. to Sky Broadcasting Corp. for \$1 million plus \$200,000 for covenant not to compete. Seller is principally owned by Frank Harms, who has no other broadcast interests. Buyer is joint venture of several investment groups; Frank J. Hawley is chairman and Dennis R. Israel is president. It also owns KSKY(AM) Dallas; KBCQ(AM) Roswell, N.M., and WRIV(AM) Riverhead, N.Y. Israel also owns 51% of WGLI(AM) Babylon, N.Y. WSOQ is 1 kw daytimer on 1220 khz. WEZG is on 100.9 mhz with 3 kw and antenna 165 feet above average terrain. Broker: Cecil Richards Inc.

■ **WYVA(FM) Yorktown, Va.:** Sold by Cradle of Democracy Inc. to Tidewater Communications Co. for \$475,000. Seller is owned by George W. Liddicoat, president, and 16 others who have no other broadcast interests. Buyer is owned by Thomas L. and Craig L. Siebert, brothers, and Lee G. Lovett (30% each) and Stanley Karas (10%). Thomas Siebert and Lovett are partners in Washington communications law firm. Craig Siebert is Annapolis, Md., CPA. Karas is general manager of WEAM(AM) Arlington, Va. WYVA is on 94.1 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Carolina Media Brokers.

■ Other proposed station sales include: KLAM(AM) Cordova, Alaska; KWCK(AM)-KSER(FM) Searcy, Ark.; KRCQ(AM) Indio, Calif.; WYGR(AM) Wyoming, Mich.; KKIM(AM) Albuquerque, N.M.; WWKO(AM) Fair Bluff, N.C., and WTLR(FM) State College, Pa. (See "For the Record," pg. 104).

APPROVED

■ **WPOM(AM) Riviera Beach, Fla.:** Sold by Riviera Broadcasting Corp. to Riviera

Island Broadcasting Company, Inc.

has acquired

WALK (AM/FM)

Patchogue, New York

for

\$3,805,000

from

Horizons Communications Company

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4/27/81

Communications Inc. for \$1,002,500. Seller is owned by Eugene Bartoli (66.7%) and Alan Kornish (33.3%). They have no other broadcast interests. Buyer is owned by Rodney Dore (29.5%), Garth Reeves (26.25%), William Jones (21%), Ted Hepburn (15.75%) and Vincent Henry (7.5%). Reeves owns 98% of Miami [Fla.] *Times*, weekly paper, and is 3.7% owner and director of Broadcast Enterprises National Inc., Philadelphia-based group owner of six radio stations and one TV. Dore is former account executive at WAOK(AM) Atlanta. Jones is Richmond, Va., physician and 2.3% owner and director of BENI. Ted Hepburn is media broker and president of Ted Hepburn Co. Henry is son of Ragan Henry, president and 50.6% owner of BENI. WPOM is 1 kw full time on 1600 khz.

■ KXXL(AM) Bozeman and KWYS(AM) West Yellowstone, both Montana: Sold by Empire Broadcasting Corp. to Serendipity Broadcasting for \$1 million. Seller is owned by Gary N. Peterson (52.9%), Robert C. Fletcher (20.3%), Rause Lyson (8.3%), Gordon Gaub (5%) and Russell E. Newell (4.5%). They also own KFLN(AM) Baker, Mont. Buyer is owned by John Bronken and John A. Giacomini (50% each). They are Bozeman and Butte, Mont., wine and beer distributors and have no other broadcast interests. KXXL is on 1450 khz with 1 kw day and 250 w night. KWYS is 1 kw daytimer on 920 khz.

■ Other approved station sales include: WTCB(AM) Flomaton, Ala.; KEMP(AM) Brush, Colo.; KLON(FM) Long Beach, Calif.; WWFL(AM) Clermont, Fla., and KEYL(AM) Long Prairie, Minn.

CABLE

■ Cable systems serving Polk county, Florida: Sold by Polk Cablevision Inc. and Northside Cablevision Inc. to Centel Communications for about \$4.5 million. Seller is principally owned by Duane F. McConnell and his son, Patrick D. Senior McConnell owns one-third of WVFM(FM) Lakeland, Fla. Buyer is subsidiary of publically held Chicago-based Central Telephone and Utility Corp.; Robert W. Nichols is vice president of Cable TV and Supply Divisions. Centel serves 98,500 subscribers in Florida, Illinois, Indiana, Kentucky, Ohio and Texas. Polk county systems serve 5,500 basic subscribers and pass 9,000 homes.

■ Cable system serving Marion county, Fla.: Sold by Blue Run Cable TV Inc. to Mickelson Media Inc. for \$370,000. Seller is owned by A.T. Rossetter, Orlando E. Brillante, Dominick J. Sansone, Robert W. King and James H. Pruitt (20% each). They have no other cable or broadcast interests. Buyer is Albuquerque, N.M.-based MSO with 15 systems in seven states serving 21,000 basic subscribers. It is owned by Walter K. Mickelson and 15 others, who also own KNUJ-AM-FM New Ulm, Minn. Marion system serves 600 basic subscribers.

UCC changes spending policy for projects not specifically cited

Charles Wright, president and general manager of WBYS-AM-FM Canton, Ill., and also a member of the United Church of Christ, has won his point in objecting to the UCC Office of Communication's allocating \$100,000 to evaluate the equal opportunity employment policies of the country's radio and TV stations.

The EEO project is a joint venture of the Office of Communication, the National Organization for Women and the Black Citizens for Fair Media. The Office of Communication provided the initial funding with a \$100,000 grant (BROADCASTING, July 7, 1980). Wright ascertained that the \$100,000 had come from the church's Neighbors in Need offering and protested to the UCC president that the NIN offering had been solicited from church members "for a much different purpose than this" (BROADCASTING, Aug. 11, 1980).

The NIN offering that year, he has said, was in fact intended for feeding the hungry.

Since then, Wright's letter has worked its way through the appropriate UCC executive council committees and resulted in an amendment of policies and procedures regarding unallocated funds of both the NIN and Family Thank offerings. Wright said last week he had been advised of the

change in a letter from the UCC Office of the President.

The change did not, however, affect the \$100,000 that the Office of Communication gave to the EEO project. That grant, a representative of the president's office said, was made in accordance with established procedures.

Network heads decline Turner offer to debate morality group leaders

Getting his hand in the popular, but far from exhausted issue of decency and morality on television, Ted Turner, president and chairman of the Turner Broadcasting System, proposed a debate between network television chiefs and the heads of prominent morality groups, to be telecast live on Cable News Network and superstation WTBS(TV) Atlanta.

Telegrams explaining the proposal were sent out April 13 to Fred Pierce, president of ABC Television; Fred Silverman, president and chief executive officer of NBC, and Gene Jankowski, president of CBS/Broadcast Group. Bob Wussler, executive vice president of TBS, said, "All three senior broadcast representatives declined the invitation to debate the Rev. Jerry Falwell, Cal Thomas and Dr. Donald Wildmon," who were also sent invitations. Reaction from the last three would-be participants has not yet been received.

April 10, 1981

Riviera Broadcasting Co.

has completed the sale of the assets of radio station

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to

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Programing

CBS easily wins season ratings in unconventional year

Production delays and disagreement over when season began mark year that finds ABC dropping to second and NBC in third, once again

What a difference a season makes.

Last year it had been a ratings horserace down to the wire, with CBS-TV pulling out an upset over ABC-TV and winning the season by a mere tenth of a point (BROADCASTING, April 28, 1980). This year CBS again emerged victorious. But the 1980-81 season was no contest.

Having passed the traditional third week in April, both CBS and ABC closed the book on the season. The averages, from Oct. 27, 1980 through April 19, 1981, showed CBS solidly in front with a 1.6 rating-point lead. The scores were CBS 19.8, ABC 18.2, and NBC-TV 16.6. CBS said it was its biggest lead since the 1973-74 season.

Due to the production delays from last summer's actors' strike, CBS and ABC claimed the season began in late October. NBC maintained it started as usual in mid-September. Last week as well NBC differed from its competitors, claiming that the season is year-round.

Even taking NBC's Sept. 15 season start, the network order to date remains the same: CBS 19.1, ABC 18.0 and NBC 17.4.

For the 25 weeks of CBS's and ABC's seasons, CBS won 19, ABC took five and the two tied once. NBC's victories came earlier than Oct. 27, with the *Shogun* mini-series and World Series baseball.

Of the season's top 10 regularly scheduled programs, CBS had seven, ABC

two and NBC one. In order, they were: CBS's *Dallas* (by far the leader with a 33.6 rating/56 share), *60 Minutes* (27.8/43), *Dukes of Hazzard* (26.8/43) and *M*A*S*H* (25.2/36); ABC's *Love Boat* (24.2/40); CBS's new *Private Benjamin* (23.9/37), *Jeffersons* (23.4/35) and *Alice* (22.8/33), and tied for ninth place were ABC's *Three's Company* and NBC *Tuesday Night Movie* (22.4/33).

CBS also claimed the highest rated movies—both made-for-TV, *Fallen Angel* (28.4/42), and theatrical, "Hooper" (29.2/41).

At the bottom end of the programing spectrum, NBC took five, CBS four and ABC one. Those were CBS's *Concrete Cowboys* (13.9/23); *ABC Friday Night Movie* (13.0/21); *NBC Friday Night Movie* (12.8/21), NBC's *Nero Wolfe* (12.7/21), *Gangster Chronicles* (12.0/20) and *Number 96* (11.6/19); CBS's *Riker* (11.3/21), *Secrets of Midland Heights* (11.2/20) and *Freebie and the Bean* (11.1/19). Last place went to NBC with *NBC Magazine with David Brinkley* (7.9/13).

Among the top 25 programs, only five were new entries. The two highest-ranking newcomers only joined the schedule this month: CBS's *Private Benjamin* (sixth place: 23.9/37) and *The Two of Us* (13th: 21.6/32). Another was ABC's midseason entry, *Greatest American Hero* (17th: 21.1/32). The only two that premiered with their networks' new season were CBS's *Magnum P.I.* (19th: 20.9/33) and ABC's *Too Close for Comfort* (22d: 20.8/31).

On average night-by-night, CBS claimed victory Monday, Thursday, Friday and Sunday, with ABC winning Tuesday and Saturday and NBC Wednesday.

By share, the 25-week season averaged CBS 30, ABC 29, and NBC 26.

Ratings and share comparisons with last year's season may be affected by the ac-

tors' strike that threw off many series starts in 1980-81. However, comparing the 25-week season to the comparable 25 weeks a year before, all three networks are down.

According to CBS research, that network scored a 20.0 rating/32 share in 1979-80. It dropped to 19.8/30 in 1980-81. ABC and NBC dropped more. Last year ABC scored a 19.5/31 compared to this year's 18.2/29. For NBC, it was 17.0/27 versus 16.6/26.

Taking a 31-week comparison, according to the season start claimed by NBC, CBS and ABC were down and NBC remained the same. NBC said it had a 17.4/28 for both 31-week periods while CBS went from 19.6/31 to 19.1/30 and ABC slipped from 19.5/31 to 18.0/29.

In either case, cumulative ratings and shares figures for the three networks are down.

NBC expands Saturday children's lineup

Programing will run 7:30 a.m. to 1 p.m., predominantly animated

NBC-TV has announced a lengthened Saturday morning schedule for children next fall, starting a half-hour earlier than this season and running from 7:30 a.m. to 1 p.m.

New entries will be *Smurfs* ("inhabitants of a small mushroom village tucked away in the woods"); *The Kid Super Power Hour* ("comedy adventures teenage superheroes encounter in school and on the job"); *Captain Marvel*, and wrap-around live-action comedy sketches; *Space Stars* ("animated intergalactic fun, fantasy and adventure"), and *Spiderman and His Amazing Friends* (superheroes).

In addition NBC will be increasing from four to five presentations each Saturday on its *Ask NBC News* feature series "answering news-oriented questions from youngsters across the country." *Time Out* sports and health features will not be returning.

The new lineup, almost all animation, including veterans, is the *Flintstone Comedy Show* (7:30-8:30 a.m., produced by Hanna-Barbera); *Smurfs* (8:30-9:30 a.m., Hanna-Barbera/Sepp International); *Kid Super Power Hour* (9:30-10:30 a.m., Filmmation); *Space Stars* (10:30-11:30 a.m., Hanna-Barbera); *Spiderman and His Amazing Friends* (11:30 a.m.-noon, Marvel Productions); *The Daffy Duck Show* (noon-12:30 p.m., Warner Bros.), and *Bullwinkle* (12:30-1 p.m., Producers Associates of Television).

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Another group owner turns program producer

Times Mirror latest to join fraternity; program's destination is its seven owned stations

Times Mirror Broadcasting, New York, which has experienced rapid growth in the past year, intends to branch out shortly into program production with the development of a weekly entertainment-information show for use by its seven television stations.

John J. McCrory, ending his first year as president of Times Mirror Broadcasting, said in an interview last week that details on the project will be disclosed shortly. The program is designed primarily for the Times Mirror stations, he noted, "but we'll be more than happy to syndicate it if that seems appropriate."

McCrory indicated the entry by Times Mirror into program production is an outgrowth of the company's increased emphasis on improved news production and coverage at the seven owned stations during the past year. He reported that the money budget for news departments at the stations has "about doubled" from the 1979 level.

During the first year of his stewardship, he said, Times Mirror Broadcasting made a number of key managerial changes. John

McKay, vice president and general manager of CBS-owned KMOX-TV St. Louis, was appointed to the same post at Times Mirror's KDFW-TV Dallas. Wayne Thomas, who was vice president and news director of KDFW-TV, was shifted to the company's WVTM-TV Birmingham, Ala., as vice president and general manager.

In the past few months, Joseph Saitta, an executive with McHugh & Hoffman, Washington TV news consultants, and earlier head of news for KNXT(TV) Los Angeles, joined Times Mirror Broadcast-

ing as vice president for news operations; Paul Wishmeyer, corporate president of Chronicle Broadcasting Co., San Francisco, was appointed vice president and general manager of KTVI(TV) St. Louis, and Martin H. Ozer, vice president and director of sales for Metromedia Television, was named to a similar post at Times Mirror, based in New York.

Other group-owned stations are KTBC-TV Austin, Tex.; WSTM-TV Syracuse, N.Y.; WETM-TV Elmira, N.Y., and WHTM-TV Harrisburg, Pa.

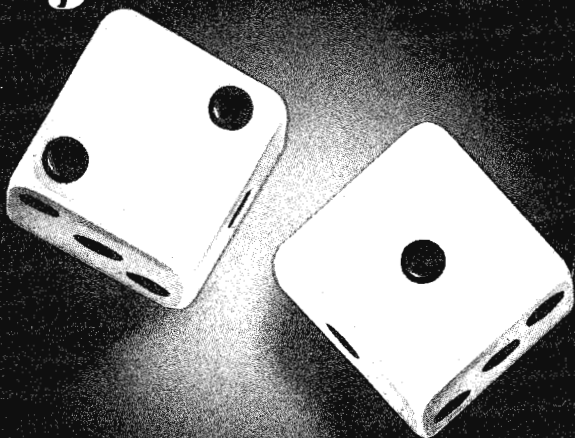
PlayBack

Cutback. Citing financial problems, Boston's WGBH-FM, New England's National Public Radio network flagship station, will eliminate its local news department and reduce its 24-hour service to 18 beginning May 1. Station will confine local coverage to reading wire service stories and cut all-night jazz show to erase \$60,000 projected annual deficit.

Beatles special. TM Productions is syndicating all-new 30-hour radio documentary, produced by Sonic Workshop of Toronto in association with TM, on Beatles. *The Beatles: The Days in Their Lives* incorporates interviews, music, and other material over 17-year period, including many tapes never released before.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Morning Train* by Sheena Easton on EMI/America; (2) *Just the Two of Us* by Grover Washington Jr. on Elektra; (3) *Kiss On My List* by Hall & Oates on RCA; (4) *Being With You* by Smokey Robinson on Motown; (5) *Watching the Wheels* by John Lennon on Geffen. The top five in **country radio airplay**: (1) *I Loved 'em Every One* by T.G. Sheppard on Warner Bros./Curb (2) *Roll On Mississippi* by Charley Pride on RCA; (3) *Falling Again* by Don Williams on MCA; (4) *Mister Sandman* by Emmylou Harris on Warner Bros.; (5) *I Am the Dreamer/Rest Your Love* by Conway Twitty on MCA.

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Media Institute report finds networks portray businessmen as bad guys

Reviewing episodes of top shows, MI says many businessmen are shown as foolish, greedy or criminal; network news comes clean on its bill of health

Businessmen aren't getting an even break on network television. Or so says the Media Institute, a conservative media watchdog group based in Washington.

To the contrary, in a report released last week entitled "Crooks, Conmen and Clowns: Businessmen in TV Entertainment," the Media Institute noted that on prime-time television businessmen are "consistently shown in an unflattering light."

In its study, Media Institute researchers viewed and analyzed 200 episodes from the top-50 prime time, commercial network programs between December 1979 and April 1980 and found little for businessmen to cheer.

Of the businessmen portrayed on those shows, the report noted, two out of three were portrayed as foolish, greedy or criminal; almost half of all work activities performed by businessmen involved illegal acts; more than half of the characters running big businesses were portrayed as criminals, and television "almost never portrays business as a socially useful or an economically productive activity," the report said.

Before launching its investigation of network entertainment programming, the institute mostly concentrated its studies on network news handling of business and economic issues. Although the institute's studies showed that most of the news presented was, according to the report, "relatively fair and value-free," not so with the networks' handling of entertainment programming. In fact, Leonard Theberge, Media Institute president, said the study proves there "is a strong antibusiness bias in TV entertainment shows."

Moreover, said Theberge, "This negative portrayal is found on all three networks, on both adventure and comedy shows. The major distinction is that big

businessmen are shown as more evil than small businessmen."

The Media Institute is a nonprofit, tax-exempt organization funded by foundations, corporations and individuals. Sitting on its board of directors are long-time network critic Herbert Schmetz, Mobil Oil Corp., New York; Raymond Bennett, 20th Century-Fox Film Corp., Beverly Hills, Calif.; Jameson Campaigne Jr., Greenhill Publishers, Ottawa, Ill.; James Cuff Jr., Batemen Eichler, Hill Richards, San Diego; J. Robert Fluor, Fluor Corp., Irvine, Calif.; William Martin, Martin Tractor Co., Topeka, Kan.; John Phillips, Engineering Supervision Co., Newport Beach, Calif.; Maurice Sonnenberg, consultant, New York, and Theberge.

In a release, Theberge said there are probably three reasons for antibusiness bias. First, he said, "highly simplistic" TV entertainment formats lead to the portrayal of good and bad guys.

Second, he said, many traditional stereotypes—such as those for women and minorities—have been, for the most part, eliminated. "Of course, this has left a vacuum in TV entertainment programs which may explain why the American businessman is such a prominent villain."

Third, he said, "cultural reasons" might explain TV writers' bias against businessmen. "It is not a new phenomenon for creative artists to look down on the commercial sector," he said.

Even after radio dereg, public affairs program syndication continues

The largest syndicator of public affairs programming for commercial radio reports that "deregulation [of radio] has not closed us down. It has in fact increased the demand somewhat for our material." That assessment by Mark Bragg, president of the Los Angeles-based Public Affairs Broadcast Group, comes after careful monitoring of

Rating Roundup

With four winning nights and six of the week's top-10 rated shows, CBS-TV returned to victory for the week ended April 19. ABC-TV, with its *Masada* mini-series and other programming, had taken the two previous weeks, ending the CBS streak (BROADCASTING, April 20).

From April 13 through April 19—considered the last week of the season by ABC and CBS (see story, page 90)—CBS prime time averaged a 17.3 rating and 30 share to ABC's 15.8/27 and NBC-TV's last-running 13.9/24.

CBS won Monday, Thursday, Friday and Sunday; ABC took Tuesday and Saturday, and NBC scored best on Wednesday.

The CBS win was based on series strength, with *Dallas* (31.3/56), as usual, at the top of the heap. If anything, long-form and movies pulled the network's average down—particularly Wednesday's movie, *The Last Tycoon* (10.2/18).

Series new to the CBS schedule paid off. On Monday the 8-9 p.m. block of *Private Benjamin* (22.0/35) and *The Two of Us* (20.5/31) was a winner—beating reruns of ABC's *That's Incredible* (18.2/28) and NBC's *Little House on the Prairie* (13.8/21).

In other ratings, ABC pulled a substantial 20.8/40 for its three-hour Sunday movie "The Ten Commandments." Nevertheless, it lost the night to CBS's regular schedule by the weak last-place showing of *Omnibus* (6.4/13).

NBC came on strong only on Wednesday when *Real People*, *Diff'rent Strokes*, *Facts of Life* and *Quincy, M.E.* averaged an 18.7/32—with all four shows at a 30 share or above. For the rest of NBC's week, only Saturday's *Barbara Mandrell* (16.0/30) made it that high in share.

The First 20

1. <i>Dallas</i>	CBS	31.3/56
2. <i>M*A*S*H</i>	CBS	25.5/38
3. <i>Dukes of Hazzard</i>	CBS	25.2/43
4. <i>60 Minutes</i>	CBS	24.9/49
5. <i>Three's Company</i>	ABC	22.2/34
6. <i>Private Benjamin</i>	CBS	22.0/35
7. <i>Diff'rent Strokes</i>	NBC	21.5/35
8. <i>House Calls</i>	CBS	21.1/33
9. "Ten Commandments" (movie)	ABC	20.8/40
10. <i>Too Close for Comfort</i>	ABC	20.7/32
11. <i>Two of Us</i>	CBS	20.5/31
12. <i>Magnum, P.I.</i>	CBS	20.4/34
13. <i>Facts of Life</i>	NBC	20.1/33
14. <i>Lou Grant</i>	CBS	19.0/33
15. <i>Alice</i>	CBS	18.8/31
16. <i>Love Boat</i>	ABC	18.7/34
17. <i>Hart To Hart</i>	ABC	18.4/32
18. <i>Greatest American Hero</i>	ABC	18.4/30
19. <i>The Jeffersons</i>	CBS	18.3/31
20. <i>Happy Days</i>	ABC	18.2/29

The Final Five

66. "Family Plot" (movie)	NBC	10.0/17
67. <i>Disney's Wonderful World</i>	NBC	9.1/18
68. "The Fifth Musketeer" (movie)	ABC	8.8/15
69. <i>NBC Magazine with David Brinkley</i>	NBC	6.6/12
70. <i>Omnibus</i> (special)	ABC	6.4/13

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the post-deregulation climate.

"I was a little worried at first," confessed Bragg in an interview with *BROADCASTING* last week. "But it's becoming apparent to most stations, often through their lawyers, that dropping out of public affairs programming is a bad idea."

Bragg, whose firm distributes two half-hour blocks of public affairs material each week in addition to a series of short features on health and consumer issues, points out that the FCC has not dropped its requirement that radio stations address community needs in their informational programming. The major change, he says, is that there are no longer specific guidelines for broadcasters to use in accounting for their public affairs programming.

"A lot of stations are dropping the junk," says Bragg. "There was a lot of stuff on the air that was poorly produced and nobody really listened to. Stations no longer feel they have to put that on to meet some type of quota."

The Public Affairs Broadcast Group conducted a mass mailing around the same time deregulation of radio was announced by the FCC last January. According to station relations director Pegge Goertzen, the response was "more positive than we had anticipated." In its own response to the FCC's broadened interpretation of public affairs beyond a list of ascertained community needs, PABG has revamped its *Indepth* documentary series, to include shorter segments of "human interest and life style" in addition to "hard news." Nearly 300 stations are now airing *Indepth*, Bragg said.

ABC targets switchover to satellite delivery

Network says by 1984 all programs and services will bounce off bird

Officials of the ABC Radio network expect that "all programs and services produced by our four networks will be delivered to affiliates via satellite by 1984."

That was the word from Edward F. McLaughlin, president of the ABC Radio networks, to the affiliates at a meeting in Las Vegas before the National Association of Broadcasters convention (*BROADCASTING*, April 20).

"And," McLaughlin added, "many stations will be on-line with the system before then as we gear up to meet your needs for the 80's and beyond."

He also told the affiliates that the networks would introduce a new "pulsing system" in September to assist affiliates in their local news operations.

He also reported on four new news programs: *Roger Caras's Living World* on the ABC Information network and *Bill Diehl's Spotlight*, *Hal Bruno's Washington* and *Hughes Rudd's Rudd Awakening* on the ABC Entertainment network.

Special music programs this year, McLaughlin said, will number about 100—up from one in 1978, 10 in 1979 and 33 last year.

McLaughlin painted a bright economic picture for radio, saying that "both local station and network business is booming." This year, he said, "has been extremely



Bird talk. ABC Radio Networks President Edward McLaughlin told affiliates they'd be receiving all feeds by satellite by 1984. The recent announcements of new networks by RKO and NBC underscore "the health of network radio," he said and announced that ABC also, will launch two new networks soon.

healthy for all radio networks and has fostered an exciting outlook for the further expansion of programming and network services. We expect to announce additional services within the next few months." In an NAB convention panel session, McLaughlin said total radio network advertising volume would reach \$200 million this year (*BROADCASTING*, April 20).

Monitor

Now with CBS. Suzanne Somers, formerly of ABC's *Three's Company*, is having series developed for her by CBS. CBS Entertainment President B. Donald Grant announced development citing "exclusive agreement entered into in 1979." Network said contract had been set to take effect when ABC commitment ended.

Cronkite's return. New CBS News science magazine, *Walter Cronkite's Universe*, has been given June 9 start date by network. Half-hour series, to include three science-related reports in each episode, will air Tuesdays at 8 p.m. and be hosted by former *CBS Evening News* anchorman.

Bomber's bio. Life story of former heavyweight boxing champ Joe Louis, who died April 12, is being developed as made-for-TV movie by NBC-TV. Script, delayed by current writers' strike, has been in development since last year. Air date has not been set for special, being produced by David Gerber Co.

Rita's life. ABC-TV has announced it is developing two-hour made-for-TV movie based on personal revelations of Rita Jenrette, estranged wife of former Congressman John W. Jenrette (D-S.C.). "My Capitol Secrets" will be based on Jenrette's autobiography of same title and produced by Mark Carliner Productions.

Rock returns. NBC-TV will have Rock Hudson series in fall lineup. Hudson, who starred in NBC's *McMillan and Wife*, returns to series television with untitled hour "comedy-melodrama" from Viacom. Like *McMillan* character, Hudson is understood to be playing detective. He'll also star in NBC's four-hour *Star Maker* next month.

Draft demand. Who cares about upcoming NFL draft? Entertainment and Sports Programming Network, which plans eight hours of live coverage of tomorrow's draft is certain there's keen interest among its viewers. ESPN recently ran promos announcing that with written request, viewers could obtain packet with scoresheets for each of 12 draft rounds and list of top-ranked players. Within week, all 5,000 available packets were gone. Network's coverage plans include live reports from draft headquarters in New York.

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Abscam tapes OK'd for TV

Appeals court reverses lower court and orders release of FBI videotapes for broadcast

Broadcasters have won a court victory in their effort to obtain tapes of the Federal Bureau of Investigation's Abscam operation. Last week the U.S. Court of Appeals for the Third Circuit cleared the way for broadcast of most of the footage of the Abscam tapes shown in a trial in federal court in Philadelphia.

The trial involved former City Council President George X. Schwartz and Councilman Harry Jannotti, who, during the trial, were shown on videotape meeting with FBI undercover agents posing as representatives of a fictitious Arab sheik said to be interested in building a hotel in Philadelphia. Both men were convicted in connection with bribes but the trial judge, John P. Fullam, later set both convictions aside after concluding that the defendants had been entrapped. A Justice Department appeal to reinstate the convictions is pending.

It was Fullam who in two rulings denied the request of ABC, CBS, NBC and Westinghouse Broadcasting Co. for permission to copy for broadcast the audio and videotapes that had been admitted as evidence. He said the issue involved a common law right, not a constitutional privilege, a position with which the broadcasters agreed, and held that the circumstances of the case were "sufficient to require denial of the broadcasters' application."

The appeals court reversed that decision. "The trial court accorded too little weight to the strong common law presumption of access and to the educa-

tional and informational benefit which the public would derive from broadcast of evidence introduced at a trial which raised significant issues of public interest," the court said, in an opinion written by Judge Dolores K. Sloviter. "Similarly," Sloviter added, "the court accorded too much weight to concerns which we believe either are irrelevant or capable of resolution in some manner short of denial of the application."

Accordingly, the court called for release of all of the tapes except for those portions Fullam explicitly determines would be "impermissibly injurious to third parties." The case was remanded to Fullam to permit him to review the tapes. Thus, their final release for broadcast may not come for several weeks.

But Floyd Abrams, counsel for the broadcasters, called the appeals court decision, "in all other matters, a total vindication" of the broadcasters' position. It comes after the Supreme Court refused to stay a decision of the U.S. Court of Appeals for the Second Circuit affirming the order of a district court in New York releasing tapes that had been shown during an Abscam trial.

Concern over the impact of possibly "scurrilous and libelous" statements on third parties was only one of several grounds Fullam cited in refusing to release the tapes. Others included his concerns that broadcast would constitute additional punishment for the defendants and risk their right to a fair trial.

The appeals court, however, said it could not accept Fullam's "strained analogy of rebroadcast to 'parading a convicted defendant through the streets, or holding him up to public ridicule by exhibiting him in cage or in the stocks.'" As for the right to a fair trial, the appeals court contended that Fullam's concern is not based on his experience in the case but on his "conjecture."

Sloviter's opinion cited, among other

cases, the Supreme Court decisions affirming release of the Nixon White House tapes for broadcast and the right of states to permit broadcast coverage of criminal trials, and stands as a strong endorsement of the right of broadcasters to obtain video and audio material used as evidence in trials.

"When the common law right of access is buttressed by the significant interest of the public in observation, participation and comment on the trial events," she wrote, "we believe that the existence of a presumption can be effectively considered only in relationship to the factors which would justify denial of the application." But to avoid "ambiguity," she added, "we hold that there is a strong presumption that material introduced into evidence at trial should be made reasonably accessible in a manner suitable for copying and broader dissemination."

Sloviter was joined in the opinion by Chief Judge Collins J. Seitz. But Judge Joseph F. Weis Jr. wrote a separate opinion in which he concurred and dissented. He agreed with the result reached by the majority but not with all of the language. "Clarity," he said, "requires that the underlying premise in this case be stated once again. Access to court records is not a matter of constitutional right."

Appeals court rules on programing for hearing impaired

FCC upheld in its decision to renew licenses of 7 commercial L.A. TV stations, but ordered to hold hearings on renewal of KCET; noncommercial stations must make effort to meet needs of hard of hearing, says court

Although the FCC seems to see its mission these days as freeing those it regulates from as many regulations as possible, the U.S. Court of Appeals in Washington has identified new legal responsibility for the nation's television licensees—service for the hearing impaired. However, for the moment at least, only noncommercial stations are subject to a specific requirement that they demonstrate efforts to meet the needs of the deaf (BROADCASTING, April 20).

The court said the financial assistance that noncommercial stations receive from the federal government prohibits them from discriminating against the hard of hearing. Commercial broadcasters have no direct obligation under the law. But the

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court said the commission's responsibility to pursue the public interest requires it to protect the interests of the hard of hearing in "meaningful access to commercial broadcasting," preferably through a rulemaking. That would be "a better, fairer, and more effective vehicle for considering how the broadcast industry is required" to serve the hearing impaired, the court said.

The court's opinion, written by Judge J. Skelly Wright, was issued in a case in which a hearing-impaired resident of Los Angeles, Sue Gottfried, petitioned the FCC to deny the renewals of seven commercial stations and noncommercial KCET-TV there, on the ground they had failed to serve the needs of the hearing impaired. Her petition cited the public interest standard of the Communications Act and Section 504 of the Rehabilitation Act of 1973 which bars those who receive federal funds from discriminating against handicapped persons.

The commission contended that none of the stations violated commission rules or policies. And although it acknowledged that the Rehabilitation Act applied to KCET-TV, it said the Department of Education, which is responsible for developing guidelines specifying public broadcasters' obligations under the act, has not yet done so. Accordingly, the commission said it would be unfair to penalize a station in a renewal hearing for noncompliance with the statute.

The court disagreed. It said that in view of the statute involved, "settled legal principles compel the conclusion that the FCC must, at a minimum, weigh this congressional policy in making 'public interest' determinations." Wright said it is "unreasonable" to believe a public station could operate "in the public interest without at least attempting to satisfy its statutory obligations." Accordingly, the court said the commission must review KCET-TV's record—its 1974-77 performance is under challenge—at least to determine its "good faith" effort to meet the legislative goals of the Rehabilitation Act.

The court does not expect the commission in its inquiry to impose an "unreasonable burden" on KCET-TV. It said it would be "unfair to insist on strict compliance with a standard developed after the fact," and added that it did not expect the commission to develop or apply "a fully formulated set of guidelines at this time."

The licensee of KCET-TV, Community Television of Southern California, will appeal the decision. Its counsel, Edgar F. Czarra Jr., said the full, 11-member D.C. Circuit will be asked to rehear the case. He said the licensee is prepared to carry the fight to the Supreme Court, if necessary. The FCC has not decided its next move.

The court does not hold that every program must be made available to the hearing impaired. In responding to one of the arguments made by Gottfried, Wright said, "Even if the First Amendment entitles the hearing impaired to have access to some minimum of programing over the airwaves . . . we could not accept that it re-

quires all stations to make their programing accessible to all deaf persons all of the time."

The Public Broadcasting Service says it now makes available to the 286 public television stations 15 hours of closed-captioned programing for those equipped with decoders. ABC and NBC offer another five hours each, and the amount of syndicated programing captioned by the National Captioning Institute raises the total to about 30 hours, according to PBS. CBS has refused to participate in the project, begun in March 1980, preferring to develop another—and it claims superior—teletext technology.

The commission's action in adopting rules to make closed captioning possible and the fact that (at the time the case was briefed and argued), 20 hours of such programing was being provided were cited by Wright as partial justification for affirming the commission's renewal of the seven commercial licenses; he referred to the commission's "representations of substantial progress in extending the benefits of commercial television to the hearing impaired."

However, although Wright said the record warranted renewal of the seven commercial stations—KABC-TV, KCOP(TV), KHJ-TV, KNBC(TV), KNXT(TV), KTLA(TV) and KTTV(TV)—he has left the door open to future litigation on the issue. The commission, he said, "has a wide range of discretion in assessing what commercial stations must do in the public interest, and in consideration of both its expertise and its efforts in the area, we defer to its judgment at this time." (Indeed, at one point, Wright cited the Supreme Court, in the WNCN Listeners Guild decision on radio formats last month as observing that such deference is required.)

The decision does not constitute an order to the commission. And lawyers for commercial stations are comfortable with the conclusions that Section 504 does not apply to commercial broadcasters and that the commission has acted properly, at least thus far, in discharging its public interest obligation to the hearing impaired. But commission lawyers see the decision as providing an argument for hearing-impaired viewers in the future to oppose license renewal applications of stations they feel are not meeting their particular needs. One lawyer described the opinion, as it affects commercial broadcasters, as "weak," and said it is not likely to generate action by the commission, at least in the foreseeable future. "It gives the commission a lot of discretion," the lawyer said.

Whether the commission, in its present deregulatory mode, undertakes the rulemaking proceeding suggested by the court remains to be seen. But one of the Gottfried lawyers, Charles Firestone, hopes that the commission does. He views the decision as resolving the question of where responsibility to aid the deaf is to be discharged. "We want to get the commission to focus on the issue responsibly."

Wright wrote the opinion for himself and U.S. District Judge Oliver Gasch, of Washington, who was sitting by designa-

tion. Chief Judge Carl McGowan, in a concurring opinion, said he agrees with the renewal of the commercial licenses but feels that the court's view that a rulemaking rather than renewal proceeding is the appropriate way to determine broadcasting's obligation to serve the hearing impaired applies to noncommercial stations, as well.

AT&T asks FCC for another rate increase on TV and radio transmission rates

Request follows commission's green light on 12.75% rate of return; networks take exception

In light of the FCC's April 6 decision authorizing a 12.75% rate of return for AT&T's interstate and foreign communications services, AT&T has filed tariff revisions seeking, among other things, a 16% rate increase for both private line services—which include radio transmission—and television transmission services. In addition, the telephone company asked the commission for special permission to institute the rate hikes five days after the commission's April 6 decision goes into effect, which is presumably the date on which the text of the order is released.

These filings are in addition to the rate hike requests AT&T asked for several

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Washington Watch

Discount dropped. FCC decision in 1977 permitting AT&T to drop its private-line discount service, Telpak, has cleared Supreme Court hurdle. Court last week refused to hear appeal by several Telpak customers, including federal government, challenging commission action. More than 135 customers, including three networks, Associated Press, Dow Jones & Co., Aeronautical Radio Inc., spent \$450 million using Telpak in 1979. Their expenses will climb 28% on average, up to 50% in some cases, with withdrawal of Telpak. Their total costs will increase \$120 million, according to AT&T. Discount offering, first made available in 1961 to counter competition from private microwave communications, has remained in effect since 1977 by order of appeals court. Service is expected to continue to be offered until Supreme Court acts on separate challenge by General Electric Co.

Same story. FCC Chairman Robert E. Lee testified before Senate Appropriations Subcommittee on commission's revised budget for fiscal year 1982. He basically repeated his testimony before house counterpart last month that \$4.8 million slash in proposed budget would cause further backlogs in processing applications.

Confidentiality setback. Supreme Court has let stand lower court ruling requiring California publication to reveal confidential source used in story involved in libel suit brought by former official of International Brotherhood of Teamsters. In process, court seemed to weaken effectiveness of California law prohibiting courts from ordering publications to disclose confidential news sources. Story, in June 1972 issue of *Overdrive* magazine, published by Transamerican Press, alleged that Murray "Dusty" Miller, then secretary-treasurer of union, swindled Teamsters' Central States pension fund out of \$1.4 million. U.S. district court in Texas granted Miller's lawyers' request that publication reveal its sources, and U.S. Court of Appeals for Fifth Circuit, in New Orleans, affirmed that order. It rejected argument that California law protected publication; it said that although *Overdrive* could invoke qualified privilege under First Amendment, privilege must yield in libel case.

Not here. In joint filing, Teleprompter Corp. and National Cable Television Association have intervened in New Jersey federal court proceeding where AT&T has asked court to modify 1956 consent decree (confining it to telephone business) in light of FCC's Computer II Inquiry. Teleprompter and NCTA told court that any reinterpretation of decree "should make it plain that ... the decree does not authorize AT&T to offer CATV service."

months ago, and which are still pending: an overall 38% increase in television transmission rates and a 16.4% increase in radio transmission rates. The 38% increase for TV transmissions would add about \$22 million annually to the present total of \$60 million now paid by television users. An additional 16% would bring the total to \$91.6 million. On the radio transmission rate side, users now pay about \$28 million annually. The latest rate increase request, coupled with the one filed earlier, would bring that amount up to about \$37 million.

In comments on the earlier rate hike requests, broadcasters charged that the proposals were unjustified (BROADCASTING, March 16, 23).

In seeking expeditious implementation of the latter tariff filings, AT&T said if the commission were to subsequently authorize the earlier requests, it would "make whatever adjustments are necessary as soon as practical so that our interstate earnings would not exceed" 12.75%.

Meanwhile, ABC, NBC and CBS jointly called on the commission last week for an extension of time until May 11, to file oppositions to AT&T's request to impose the latter round of rate hike proposals sooner than normally allowed (after 90 days notice).

The networks noted that, "although it may be regrettable that it took two years for the commission to reach a decision in the rate of return proceedings, it certainly does not follow that individual tariff filings by AT&T ... should be allowed to become effective without an adequate period for review by the public and the commission."

The networks also said their "preliminary calculations" indicated the current rates for TV and radio transmissions may already be yielding AT&T a greater than 12.75% return. They also said AT&T's across-the-board 16% rate increase contains no service-by-service analysis justifying the rate increase.

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FTC testifies in its own defense

Agency tells Senate subcommittee it can handle proposed budget cuts, but wants say in what to trim; objects to OMB suggestion to phase out regional offices

The Federal Trade Commission was afforded another congressional forum to address the Reagan administration's proposed budget cuts last week—and the FTC's position seemed to remain that it could absorb the proposed monetary cuts but would rather have its say about how those cuts are accommodated.

At issue were Office of Management and Budget recommendations for the agency. Those recommendations, if Congress chooses to adopt them, would force the FTC to cut its current budget of \$74.3 million by \$3.5 million and cut its budget cutback to \$69.5 million for 1982.

But the OMB recommendations also

suggested the FTC cut back its 1,780 work positions by 109 this year—and by 1982, cut that figure to 1,467. Moreover, those cuts, according to OMB, should for the most part be accommodated by phasing out the FTC's 10 regional offices over a period of three years.

Testifying before a Senate Appropriations subcommittee Tuesday (April 21), FTC Acting Chairman David Clanton outlined how the FTC would try to accommodate the cutback in appropriations for 1982 but argued against the proposal for phasing out the regional offices.

Clanton, noting that the monetary cuts would "substantially reduce" the FTC's ability to respond to complaints or react to new developments in the marketplace, said, however, that the agency would be able to continue "many" of its functions on the reduced budget.

But to accommodate the proposed cuts, the FTC's focus would change in the future, Clanton said. For example, Clanton noted the FTC's new budget for 1982—designed to accommodate OMB's proposed cuts—calls for the FTC to redirect its efforts for policing consumer issues. Resources for industrywide rulemaking have been cut 61% from the 1980 level, and that reflects a "renewed consideration of alternatives to rulemaking," he said.

Instead, Clanton said, the agency will focus on "those sectors of the economy of greatest importance to consumers."

Although the commission recently terminated its over-the-counter drug trade regulation rule proceeding, Clanton said the FTC would continue to "scrutinize these drugs carefully to insure the claims are substantiated."

But Clanton warned against adopting OMB's proposal to shut down the regional offices. "In our view, closing all of these offices would cause serious losses to the public, to businesses, especially small businesses, and the state and local officials served by these offices," he said.

Clanton said the regional offices do more than their fair share in supplying redress for injured consumers. "In fiscal 1980, the redress we obtained exceeded our annual budget," he said. "Nearly all of this money came from cases developed in the regional offices. In the past three years, for example, regional offices have obtained over \$100 million in redress, enough to offset their operating costs for at least the next seven years," Clanton said.

Clanton also said many of the FTC's enforcement actions begin when consumers and businesses contact the regional offices and he doubted "these matters, most of which have significant national impact," would have been uncovered otherwise.

In response to a question from Senator Lowell Weicker (R-Conn.), subcommittee chairman, Clanton said the FTC would have to retain 97 work positions to maintain its regional offices in 1982. An FTC staffer estimated those positions could be maintained if OMB's proposed appropriation for 1982 were increased by \$2.5 million.

FCC turns down NBMC request to review minority access plan

The FCC has denied partial reconsideration of its original disposition of a National Black Media Coalition (NBMC) rulemaking petition that outlined 35 proposals to enhance the position of minorities in all aspects of electronic communications. The FCC had referred various parts of the petition for further study (BROADCASTING, March 17, 1980).

NBMC asked for reconsideration of seven of its proposals—two concerning FCC review of EEO reports in license renewal applications, the others concerning reports of minority program service by television licensees; FCC creation of a "citizen advisory council" on EEO matters; establishment of a "media concentration policy" in place of the now-deleted "top-50 policy"; amendment of the commission's distress-sale policy, and a reservation for at least five years of all new radio and television assignments for minority applicants in communities with significant minority populations.

The FCC said the proposed minority programming requirement would run afoul of its policy that affords a licensee wide discretion in the choice of programming to serve the needs, interests and problems of its community.

As to EEO processing guidelines, the NBMC had initially urged that licensees with more than 25 employees be required to meet 40% of parity for the "officials and managers" category and 50% for all top four job categories (officials and managers, professionals, technicians and sales). It also urged that the guideline for total employment be 60% and that the guidelines be increased by 5% each year until parity is reached. In its original decision, the commission noted that it had recently revised guidelines, in some cases to exceed those proposed by the NBMC.

In its denial of the latest proposal to increase the parity percentage guidelines year by year until full parity is reached, the commission said that "fair employment" did not necessarily mean the employment of members of a given minority group in direct proportion to their numbers in the community.

The "media concentration policy" envisioned by the NBMC would require a hearing on any proposed sale of a television or radio station, cable TV system or newspaper exceeding \$25 million—unless the property were being transferred to a minority-controlled entity. The hearing would consider the impact of the sale on minority ownership, public affairs, public service, access programming and EEO matters. The FCC said such matters can be decided case by case.

The NBMC also wanted to broaden the commission's distress sale policy—which allows for the sale of broadcast properties at no more than 75% of market value if a station has been designated for hearing. The NBMC wanted such sales to be

authorized during a hearing (at one-third the market value) and even after conclusion of a hearing (at one-quarter the market value).

Ever-widening reach of Reagan budget cuts

President calls for weeding out of government public relations campaigns and some TV programs

President Reagan pushed his budget-pruning program a step further last week, ordering the heads of all federal departments and agencies to impose an immediate moratorium on the production and procurement of new audiovisual aids and government publications.

In an April 20 memo to the heads of the executive departments and agencies, Reagan said: "The federal government is spending too much on public relations, publicity and advertising. Much of this waste can be traced to unnecessary magazines, pamphlets and films produced by the government and paid for by taxpayers."

In a press briefing Monday (April 20), Edwin Harper, deputy director of OMB, gave reporters examples of the kind of waste Reagan was talking about. In the last six years, he said, the Department of Education has spent \$68 million on television series, "whose original objective [concerned] minority group isolation and those needs resulting from desegregation."

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1958

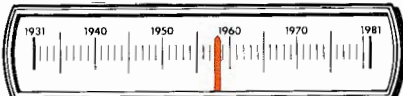
OF BROADCASTING

The investigative revelations and recriminations continued in 1958 as Congress, the FCC, the networks and broadcasters reacted to the Barrow Report, the House Legislative Oversight Committee report, a grand jury indictment of an FCC commissioner, and a New York investigation of a quiz show.

The FCC-authorized study of network practices, under Dean Roscoe L. Barrow of the University of Cincinnati Law School, proposed drastic changes in network operations. Among the recommendations: that networks be licensed directly by the FCC, that option time and must-buy station lineups be outlawed, that networks be required to make public all affiliation contracts, that networks be prohibited from acting as national spot representatives for stations other than their own, that multiple owners be divested of all but three stations in the top 25 markets, and that the FCC should have the power to levy fines against stations for infractions of rules.

Broadcasters responded quickly and vehemently. Westinghouse Broadcasting Corp. President Donald H. McGannon called the FCC's Barrow Report "a quantum step" toward the destruction of television, and argued that "if the Barrow Report is adopted ... the industry would be set back a decade or more, and there would be imposed a degree of governmental restriction and control of the greatest creative arts that would deprive the American public of its ultimate benefits ... all for no warranted or necessary purpose." American Broadcasting-Paramount Theaters President Leonard Goldenson argued that the divestiture of any of the five ABC-owned VHF stations would bankrupt the network. "The business of networking," Goldenson maintained, "is a hazardous one involving the commitment of vast sums of money on what amounts to a speculation in the public taste."

CBS President Dr. Frank Stanton attacked the Barrow Report's "lack of understanding" of network operations, and the report's conclusions that "arise from the shadows of speculation." Stanton, in a defense of option time, defined it as "the thread which transforms 191 separate television stations into the unit known as the CBS Television Network. ... Option time ... permits the network to afford assurance to potential users of the network that it will have stations adequate in num-



In Rome, death claimed Pope Pius XII. His successor, John XXIII, brought far-reaching changes in Catholicism. Arab nationalist rebels seized the Iraqi government, killed King Faisal II and proclaimed a republic. Shortly thereafter, President Eisenhower sent Marines into Lebanon to forestall an alleged attempt by the Soviet Union and the United Arab Republic to overthrow that nation. In the United States, the Army launched the first U.S. earth satellite from Cape Canaveral. First class postage went to four cents; it had been three cents since 1932. Baseball truly became the national pastime as the New York Giants headed West to San Francisco and the Dodgers deserted Brooklyn for Los Angeles. And in BROADCASTING ...

ber and properly located to insure the desired nationwide circulation for certain periods. ... Option time is not a grant by the government or an extortion from the stations. It is the result of a voluntary relationship between networks and affiliates, freely given by the affiliates because they want the network schedule. ... It is a two-way street, built jointly and enthusiastically by the residents on both sides." NBC President Robert W. Sarnoff, defending option time, owned and operated stations and must-buys, attacked the Barrow Report because it "takes off on a theoretical flight; argues a series of

abstract doctrines, and arrives at conclusions unrelated to the facts and unsupported by them."

Nonetheless, the FCC took the Barrow report's recommendations under advisement. Though a few of the proposals were destined to be discarded, others were implemented in later years.

The House Legislative Oversight Committee report, at first under the direction of Representative Morgan Moulder (D-Mo.) and later Representative Oren Harris (D-Ark.), when Moulder resigned the chairmanship under pressure from the senior Harris, created controversies of its own, as did Bernard Schwartz, the committee's chief counsel. In a widely publicized leak to the press that came after the subcommittee rejected Schwartz's plan to open hearings with an intense investigation of the FCC, Schwartz charged several of the FCC's commissioners with "malfeasance." "There is serious doubt," BROADCASTING commented, "that the Moulder subcommittee is qualified to carry on its investigation of the FCC and other government agencies. So far, the subcommittee has been unable to discipline itself or its staff. The result has been a series of news leaks—'plants' would be a better word—that have created the impression that (1) members of the FCC are incompetent, crooked and servile to the industries they regulate, and (2) an energetic subcommittee staff is being cruelly suppressed in its patriotic desire to bring the culprits to justice. ... At the moment the Moulder subcommittee is party to a smear. It must either disavow its chief counsel and his memorandum, or it must provide a prompt and proper hearing to the men whom he has accused."

Both occurred. The subcommittee held public hearings to



GOING, but not forgotten: Bernard Schwartz leaves his Capitol Hill office after being fired as counsel of the Legislative Oversight investigation.

—Broadcasting, Feb. 17



IN preparation for hearings starting Jan. 14 on pay tv. W. E. (Ed) Williamson (l), chief clerk of the House Commerce Committee, and Rep. Oren Harris (D-Ark.), chairman of the committee, go over past records.

—Broadcasting, Jan 6

determine the propriety of FCC commissioners' conduct and whether there had been ex-parte relationships with litigants; whether the FCC had been inconsistent in its comparative TV cases to the detriment of smaller entities; whether the FCC had failed to exercise responsibility in the anti-trust field and, in some cases, had given licenses to antitrust violators; whether the FCC had failed to consider the patent situation and had contributed to RCA's position in patent licensing; whether the FCC had aided monopoly by a 1956 Press Wireless-Western Union case in which Press Wireless was denied permission to make a feed to its subscribers from the Democratic national convention, a request opposed by Western Union.

All were among the subjects of the memorandum by Schwartz. However, the enterprising counsel was soon fired by the subcommittee, not so much for his findings as for his methods of disclosure; the final House Oversight report agreed in large part with Schwartz's allegations. Issued in April, the report stated: "Our hearings to date have revealed certain highly improper activities in connection with the FCC. . . . Accordingly, we are . . . referring the record to the Department of Justice for appropriate action with respect to the violations of law."

The subcommittee also suggested "further exploration" in four fields:

- "The method of selecting or designating chairmen of independent regulatory commissions. . . . Present provisions authorizing the President to designate the chairmen of most of these commissions appear to be in conflict with the objectives of bipartisan, political neutrality.

- "The powers of the chairmen of independent regulatory commissions.

- "The powers of the budget with respect to independent regulatory commissions.

- "The terms of office and the salaries of the members of independent regulatory commissions."

In addition, the House Oversight report called for the establishment of a code of ethics for commissioners, the removal of the provision in the 1952 amendment authorizing the acceptance of honorariums, the abolition of all ex-parte contacts with commissioners, and the establishment of the President's power to remove commissioners for "neglect of duty or malfeasance in office, but for no other cause."

One FCC commissioner, Richard Mack, came under a shadow when the FBI conducted an investigation into charges that Mack had sold his vote in a Miami channel 10 grant to a subsidiary of National Airlines. Despite the evidence of checks signed by Miami attorney Thurman A. Whiteside and cashed by Mack, Mack claimed innocence, refusing to quit. From 1953 to 1956, Mack, who was given by Whiteside a one-sixth ownership in the Stembler-Shelden insurance agency, received \$9,896.58 in payments. In addi-

tion, Whiteside gave Mack sole ownership of Andar Corp., which paid Mack \$2,000. Mack referred to those arrangements as generous business deals and personal loans; others referred to them as conflicts of interest and bribery. Still protesting innocence, Mack resigned in March: "I have done no wrong [but] my usefulness as a member of the FCC has been brought into question." In September a federal grand jury indicted Mack on charges of selling his vote.

Other investigations involved RCA, the House Un-American Activities Committee, and the producers of the quiz program *Twenty-One*. RCA and the Department of Justice, in late October, ended a four-year civil antitrust suit as RCA signed a consent decree to establish a nonroyalty patent pool for its 100 key color TV patents, and agreed to a \$100,000 fine.

The House Un-American Activities Committee in June called two employees of television, Charles S. Dubin, director of the NBC-TV quiz program, *Twenty-One*, and Joseph Papirofsky (Joseph Papp), a CBS-TV floor manager, and other entertainers as witnesses, grilling them about alleged Communist connections. Since both Dubin and Papp remained "uncooperative" by invoking the First and the Fifth Amendments, both were summarily fired by nervous networks. The NBC statement stated that "The National Broadcasting Co. does not knowingly employ Communists nor permit their employment on programs broadcast over its facilities. Persons who refuse to testify as to their present or past affiliation with the Communist Party render themselves unacceptable as regular employees on NBC programs." The CBS statement was even more terse: "The circumstances surrounding the case of Mr. Papp are such that we have decided to dismiss him from our employment." (Papp was later to become one of the foremost theatrical producers in New York.)

Besides this altercation, *Twenty-One's* producers became embroiled in a controversy over the show's honesty. It resulted in the cancellation of that quiz show, but it further focused the public's attention on the legitimacy of giveaways.

Based on the complaints of dissatisfied contestants, a New York district attorney began an investigation of *Twenty-One* and *Dotto*, a connect-the-dots giveaway show that was canceled by sponsor Colgate-Palmolive in August. Despite the negative publicity, an NBC Trendex survey in September indicated that quiz shows maintained a high level of popularity. However, by the end of October NBC canceled *Twenty-One* because of poor ratings, and CBS, by the end of November, canceled *The \$64,000 Question*, the 1955 progenitor of the television quiz craze. CBS stated that "the integrity of the first . . . big quiz show was not an issue in the replacement," but that it had become the victim of "declining quiz show audiences." Soon after the beginning of the quiz investigations, more than 20 quiz shows were can-



WHITESIDE

SOME OF THE \$11,360 IN CHECKS HE WROTE TO HIS FRIEND

MACK

—Broadcasting, Sept. 29

celed.

The first criminal action in the TV quiz program investigation came in November when a New York grand jury indicted Albert Freedman, producer of *Twenty-One*, on two counts of perjury. While some referred to the complications of *Dotto* and *Twenty-One* as isolated incidents, others referred to them as only the tip of an iceberg.

During the 1958 television season before these investigations occurred, new quiz shows continued to be televised. Some varieties included *Keep Talking* (CBS), in which six panelists would inconspicuously slip a particular phrase into the conversation; *Bid 'n' Buy* (CBS), in which emcee Bert Parks helped contestants bid for the prizes silhouetted behind a screen; *Anybody Can Play* (ABC), in which George Fenneman presided over contestants who had to guess the height, weight and age of panelists; *Win with a Winner* (NBC), in which Sandy Becker posed questions to contestants who vied for relatively simple prizes; *ESP* (ABC), in which host Vincent Price asked contestants to use their perceptions to guess the identity of the cards he dealt; *Lucky Partners* (NBC), in which quizmaster Carl Cordell asked audience members and participants to, among other things, check their dollar bills for lucky serial numbers; *Play Your Hunch* (CBS), in which host Merv Griffin asked married couples to distinguish between such items as men with real or false mustaches and other innocuous deceptions; *Music Bingo* (NBC), a combination of *Name That Tune* and *Bingo* in which participants competed for prizes ranging from electric shavers to cars; *How Do You Rate?* (CBS), a show

that pitted male against female, calling itself "the show that tests not what you learn from books but what you learn from life"; *End of the Rainbow* (NBC), in which host Art Barker merely gave away expensive things to people; *Dr. I. Q.* (ABC), in which emcee Jack Kennedy asked questions that could earn prizes totaling around \$78; [BROADCASTING wrote that "fixing *Dr. I. Q.* would be like John Dillinger knocking over an apple

cart"; and *Concentration* (NBC), in which host Hugh Downs asked contestants to match pairs of items to guess a hidden puzzle.

Mystery and western shows also continued to abound. *77 Sunset Strip* (ABC), an attempt at "crime with sophistication," with Efreim Zimbalist Jr. playing detective Stuart Bailey, became a new entry in the crime-detective genre. New westerns include *The Rifleman* (ABC) about Lucas McCain, the fastest man with a rifle, played by Chuck Connors; *Bat Masterson* (NBC), played by Gene Barry as a law enforcer with dapper attire and a gold-headed cane; *Cimarron City* (NBC), with George Montgomery playing Matthew Rockford, Cimarron's first citizen, and *Lawman* (ABC), with John Russell as a marshal.

New series included the *Donna Reed Show* (ABC) with Donna Reed playing the wife of a pediatrician and the mother of two, and, in a more serious vein, *The Great Challenge* (CBS), a series of 60-minute examinations of fundamental issues in 20th century America. Special programming included Leonard Bernstein's *New York Philharmonic Young People's Series*, (CBS), a series of four one-hour programs that explained music to children, as well as such star vehicles as *An Evening with Fred Astaire* (NBC), and *The Ginger Rogers Show* (CBS).

Such programming helped create television's immense popularity; more than 43 million American homes (more than 83%) contained television sets. Broadcasters worried that two perceived threats to conventional television seemed to be gaining momentum: pay television and cable television.

When the House Interstate and Foreign



QUIZ SHOW director Charles A. Dubin stood by his lawyer, Hubert T. Delany, to take his oath at the House Un-American Activities Committee hearing. NBC later dismissed Mr. Dubin for refusing to tell the investigators whether he has a Communist record. He invoked the First and Fifth Amendments 22 times.

—Broadcasting, June 27



FORMAL OPENING of the Washington Broadcasters Club took place July 18 when FCC Chairman John C. Doerfer cut a ribbon of recording tape. In picture (l-r) are Leonard H. Marks, Washington attorney and club president, Mrs. Doerfer, the chairman and Mrs. Marks. Some 200 members and guests attended the opening reception.

—Broadcasting, July 28

Commerce Committee began hearings in January on the fate of pay television, it heard testimony as diverse as Zenith's declaration that an FCC authorization of limited field demonstrations of pay TV constituted "the only logical and judicious course that could be followed" and Representative Emanuel Celler's (D-N.Y.) attempt to outlaw pay TV as a system that would "increase viewers' costs and broadcasters' profits and contribute to still greater concentration of industry control in the same hands as at present—those of the networks—and will obscure the need for, and further delay, much-needed industry reforms." FCC Chairman John Doerfer explained that the purpose of the commission's October 1957 report was "not to place our free television system in

jeopardy," but "to indicate a receptive disposition to authorize a controllable test of subscription television under conditions in which it could enrich—but certainly not destroy—what the present system is able to offer to the public."

About the hearings BROADCASTING wrote: "For the first time since its advocates began promoting it, we feel reasonably safe in saying that on-the-air subscription television will not be approved. It will not be approved because Congress will assume the responsibility—which the FCC seems unwilling to assume—of deciding that a subscription service would add nothing to the U.S. television system but a whopping bill for the public to pay."

Such forecasts proved prescient—the FCC agreed not to act on pay-TV applica-

tions until a month after Congress adjourned. Since numerous resolutions were introduced in both the House and the Senate to ban or restrict pay TV, the FCC reasoned that, "in these circumstances, until Congress acts on the pending bills or it becomes reasonably evident that no action may be expected on them, we consider it appropriate to maintain the status quo."

While both pay TV's proponents and opponents waited for Congress to act, the Bartlesville, Okla., experiment in wired pay TV (see 1957) failed for lack of public support in just nine months.

When the FCC asked for comments on community antenna television (CATV), it received complaints from broadcasters about piracy of their signals and about unfair competition. A BROADCASTING special report in May delineated the problem, as well as CATV's genesis. When television was first established, many communities, mostly in rural areas that received subnormal television service in the late 1940's and early 1950's, erected community towers to pick up distant signals that were then relayed by wire into local neighborhoods. By 1958 BROADCASTING estimated that a half-million U.S. homes received service through about 600 of these systems. Since many of these CATV systems were established before the FCC authorized on-air TV channels in those areas, new TV stations faced established competition.

The FCC worded its dilemma this way: "If the CATV system . . . is obliged to discontinue, the local residents would be deprived of two, three, four, or five services which these facilities provided. As against this, the continued operation of CATV systems . . . is charged by some as threatening and in some cases causing the demise of local stations. This not only removes a local outlet for the broadcast of local events, but also deprives service to persons who may be within reach of the regular TV station but are not served by the CATV system or other types of local service facilities."

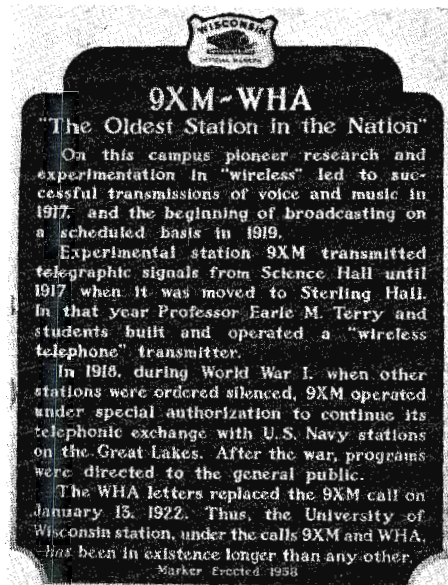
The first court test of the pirating of broadcasters' television signals occurred in September when Ed Craney, principal owner of Z-Bar Network and associated radio-TV stations in the Northwest, asked the court to stop Helena (Mont.) Television Inc., operator of a community cable system, from "pirating" the signals of Z-Bar's KXLF-TV Butte, Mont.

While the controversies continued over pay TV and CATV, the FCC generated concern by studying a long-range plan to consolidate television into a single contiguous 25-channel band in an attempt to ease the problems created by the split between the UHF and VHF systems. "Licensee blood pressures boil," BROADCASTING commented, "whenever the prospect of a television reallocation is mentioned. . . . It's happening again and is destined to happen several times between now and the adjournment of Congress in about mid-August. . . . It is phase 3 [of



MAXIMUM ownership of radio-TV stations was reached by CBS Inc. Aug. 30 with the official transfer of WCAU-AM-FM-TV Philadelphia [STATIONS, Sept. 1; AT DEADLINE, Dec. 23, 1957]. The stations were acquired from WCAU Inc. for \$20 million. Pictured (l to r) at the signing: Robert L. Taylor, vice president, Bulletin Co. (parent of WCAU Inc.); Merle S. Jones, president, CBS-TV; Arthur Hull Hayes, president, CBS Radio, and Donald W. Thornburgh, president, WCAU Inc.

—Broadcasting, Sept. 8



An official Wisconsin historical marker commemorating the founding of experimental 9XM (later WHA Madison) as "the nation's oldest station" was unveiled last month.

The marker is adjacent to the U. of Wisconsin building where Prof. Earle M. Terry made experimental transmission in 1917.

A banquet was held on the university campus Nov. 24 in his honor as part of the dedication ceremonies.

Pioneer electronic engineer C. M. Jansky Jr., board chairman of Jansky & Bailey Inc., Washington, worked on 9XM as a student.

Asked about WHA's "first" claim, Mr. Jansky said, "... since it is recognized that regular broadcasting started in the U. S., WHA may also be credited with being the oldest broadcasting station in the world."

—Broadcasting, Dec. 15

FCC Commissioner T.A.M. Craven's plan] that will stimulate discussion—and violent repercussions. It would delete channels 2-6, leave channels 7-13 as is, and add 18 channels beginning at 216 mc. This would provide a contiguous band of 26 six-mc channels. ... If the Craven 'memorandum' does no more than stimulate constructive thought, it will have made a major breakthrough in the television allocations impasse."

Such stimulation of thought led to the release in September of an allocations report by an advisory committee to the Senate Commerce Committee. It was largely the work of Edward L. Bowles, chairman of the special ad hoc committee and Massachusetts Institute of Technology professor, and it included the disses of some of the other committeemen. The report chided the FCC for its "negligible success" in dealing with the allocations problem, calling its efforts a "piecemeal solution [offering] no more than an insidious panacea." Bowles recommended

"an independent audit of the UHF-VHF allocations problem; an objective review of the commission's mandate, management, operation and budget; the establishment of a communications office of authority as part of the executive structure; and an authoritative classified review of the radio spectrum requirements of the nation as a whole, conducted at the executive level."

Despite the heavy schedule of investigations and allegations—and a national recession—radio and television made gains. In 1958, FM radio, for the first time in about a decade, experienced an upsurge. More than a million FM receivers were sold and, for the first time in 10 years, the number of FM stations on the air increased. By the end of December, 695 FM stations had been authorized, and 578 were on the air. The 48.9 million radio homes caused radio's net time sales to rise .9% over those of 1957 to \$541,665,000. National network sales experienced a sharp drop, losing 10.8% to a total of \$42,786,000.

Television net time sales experienced an overall increase of 9.5% over 1957, with national network revenues increasing 7.7% to \$424,500,000, national nonnetwork revenues increasing 14.9% to \$345,200,000, and local revenues increasing 4.2% to \$181,300,000.

Foreign markets were opening to American telefilms. Along with the American films went American ads. By 1958, the J. Walter Thompson agency, for example, had 34 branches in foreign countries.

Another new terrain, that of long-range communications through space relays, came closer in December 1958 when President Eisenhower's message of "peace on earth, good will to men" was received from an orbiting Atlas missile 115-930 miles above the earth. The experiment, presaged the day when equipment with greater capacity would mean a breakthrough in spectrum utilization efficiency.

With new territory ahead, broadcasters still faced the old problems of what they called overregulation and overinvestigation. In an editorial entitled "Nightmare of '58," BROADCASTING summarized the situation:

"From the regulatory standpoint, 1958 was another year-long nightmare. Whereas the print media took it on the chin dollarwise, the broadcast media took it from Congress, the FCC, the courts, the Department of Justice, and, to no one's surprise, the print media. ... So the new year will dawn with a new Congress and with probably no discernible change in the punitive approach to broadcasting as 'licensed' media. The politicians will rant and rave about programing and allocations and ratings and commercials. They will propose codes to root out influence peddling ... and they will want to reorganize the FCC. All this because television is big and important and effective. ... Politicians will harass broadcasting as long as broadcasting does not fight back. Politicians will respect broadcasters when they assert their



THREE FORMER CHAIRMEN of the Senate Committee on Interstate & Foreign Commerce are involved in the problem of community antenna systems and their impact on local tv stations, subject to hearings before that same committee two weeks ago [GOVERNMENT, June 2]. Shown here are (l to r) former Sen. Burton K. Wheeler (D-Mont.), former Sen. Edwin C. Johnson (D-Colo.) and Sen. John W. Bricker (R-Ohio). Sen. Wheeler is counsel for the tv broadcasters during the current controversy. Sen. Johnson appeared as a witness to describe what he had done about boosters as governor of Colorado (to which he was elected after retiring from the Senate in 1955) and sided with the broadcasters on the evils of catv. Sen. Bricker is senior Republican on the committee. Sen. Wheeler was a member of the Senate from 1923 to 1947; Sen. Johnson from 1936 to 1954. Sen. Bricker was first elected to the Senate in 1946.

—Broadcasting, June 9

rights. ... The answer is in editorializing. Here, the FCC first must retract its arbitrary edict that stations must 'affirmatively' seek out opposing viewpoints. ... Meanwhile broadcasters will have to keep their guards up. Freedom never is won easily."

Stay Tuned

1. What network was indicted by a federal grand jury for acting as an instrument of propaganda for efforts in the Dominican Republic?
2. "Booze, Broads and Bribes" characterized what scandal?
3. Who was Charles Van Doren?
4. Who starred in *Bonanza*?
5. What Section 315 relief was afforded broadcasters?

The answers next week, in "1959."

As compiled by BROADCASTING April 16 through April 20 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Miami, Fla.—ICBC Corp. seeks 670 khz, 50 kw-D, 250 w-N. Address: 801 Second Avenue, New York, N.Y. 10017. Estimated construction costs: \$775,000; first-quarter operating cost: \$300,000; revenue NA. Format: Adult contemporary. Principal: Inner City Broadcasting Corp., New York-based group owner of WLIA(AM)-WBLB(FM) New York, WLBS(FM) Mt. Clemens, Mich., KRE(AM)-KBLX(FM) Berkeley, Calif., and KGFJ(AM) Los Angeles and KUTE(FM) Glendale, both California. Percy Sutton, former Manhattan borough president, is chairman. Filed March 30.

■ Zeeland, Mich.—West State Broadcasters Inc. seeks 640 khz, 1 kw-D, 250 w-N. Address: 1305 South 96th Avenue, Zeeland 49464. Estimated construction costs: \$31,500; first-year operating cost: \$32,500; revenue: \$75,000. Format: Easy rock. Principals: Charles E. Rich (56.23%), Jack L. Maciejewski (11.04%), Charles L. Rich and Chester D. Koning (10.22% each). Harvey Kow and John Zoet (6.13% each). Rich is president and general manager of WZND(FM) Zeeland. Maciejewski is engineer at WOTV(TV) Grand Rapids, Mich.; Charles Rich Koning, Kow and Zoet are all Zeeland-area businessmen. They have no other broadcast interests. Filed March 30.

■ Clinton, Miss.—Wood Broadcasting Co. seeks 1150 khz, 500 w-D. Address: 1991 Lloyd Street, Pearl, Miss. Estimated construction costs: \$15,500; first-year operating cost: \$25,000; revenue: \$50,000. Format: Christian. Principal: Terry E. Wood (100%), who is former announcer at WJXN(AM) Jackson, Miss. Filed March 30, 1981.

■ Milwaukee, Ore.—Grant and Spillane seeks 1010 khz, 250 w-D. Address: 1345 Southwest Timberline Drive, Lake Oswego, Ore. 97034. Estimated construction costs: \$47,600; first-quarter operating cost: \$45,000; revenue: \$100,000. Format: MOR. Principals: John E. Grant and Lester W. Spillane (50% each). Grant is Lake Oswego-based advertising consultant. Spillane is San Francisco attorney. They have no other broadcast interests. Filed March 30.

FM applications

■ Earl Park, Ind.—Sandra Sue and Francis E. Hertel seeks 98.3 mhz, 3 kw, HAAT: 300 ft. Address: RR 4, Box 326, State Road, Evansville, Ind. 47712. Estimated construction costs: \$12,400; first-year operating cost: \$52,200; revenue: \$66,400. Format: MOR. Principals: Sandra Sue Hertel and husband, Francis E. (50% each). They are Evansville, Ind., engineering consultants. Francis Hertel is also chief engineer at WPSR(FM) Evansville and director of engineering at WNIN(TV) Evansville. They have no other broadcast interests. Ann. March 18.

■ Rogers City, Mich.—Alpine Broadcasting Co. seeks 97.7 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 190, 308 West Main Street, Gaylord, Mich. 49735. Estimated construction costs: \$47,500; first-quarter operat-

ing cost: \$27,500; revenue: \$85,000. Format: music variety. Principal: John D. DeGroot (45%), Charles G. Catt, Robert K. Catt, Lemoine Noirot, Truman D. McNitt and Jerry P. Fox (11% each). They also own WKZY(FM) Escanaba, WWRM(FM) Gaylord and WGRY(AM) Grayling, all Michigan. Filed April 6.

■ Mackinaw City, Mich.—St. Ignace-Mackinaw Broadcasting Co. seeks 94.3 mhz, 3 kw, HAAT: 603 ft. Address: c/o Robert Ladd, 108 1/2 East Main Street, Bellvue, Ohio 44811. First-year operating cost: \$45,000; revenue: \$45,000. Format: MOR. Principal: Ron Butcher (60%) and Robert G. Ladd (40%). Ladd is president and 50% owner of WNPR(FM) Bellvue, Ohio. Butcher is part-time announcer there. Ann. April 10.

■ Colville, Wash.—Tri-County Broadcasting seeks 92.1 mhz, 3 kw, HAAT: —790 ft. Address: P.O. Box 111, Colville 99114. Estimated construction costs: \$45,000; first-year operating cost: \$45,000; revenue: \$70,000. Format: Adult contemporary. Principal: Jerry Carpenter and son, Eric (45% each) and Louis Mosso (10%). They also own and operate KCVL(AM) Colville. Filed Jan. 12.

AM actions

■ Algood, Tenn.—Dean & Cravens Granted 1590 khz, 500 w-D. Address: PO Drawer W Crossville, Tenn. Estimated construction costs: \$33,200; first-quarter operating cost: \$10,800; revenue: \$60,000. Format: Standard. Principal: Fred W. Dean Jr. and R. Gene Cravens (50% each). Dean is vice president, general manager and 40% owner of WAEW-AM-FM Crossville, Tenn. Cravens is Crossville, physician. He owns 30% of WAEW-AM-FM. Action April 9.

■ Clintonville, Wis.—Jeff Smith Granted 1380 khz, 5 kw-D, 2.5 kw-N. Address: 543 South Tomahawk Avenue, Tomahawk, Wis. 54487. Estimated construction costs: \$120,000; first-year operating cost: \$25,500; revenue: \$100,000. Format: CW. Principal: Jeff Smith (100%), who is vice president and general manager of WJJK(AM) Tomahawk. Action April 7.

FM actions

■ Bloomington, Ind. Returned as unacceptable for filing application for new educational FM station on CH-213B (ARN-800724AA). Action April 10.

■ Ephrata, Wash.—Read Broadcasting Granted 95.9 mhz, 1.06 kw, HAAT: 470 ft. Address: Box 683 Spokane, Wash. 99210. Estimated construction costs: \$5,910; first-year operating cost: \$21,831; revenue \$48,000. Format: Adult. Principal: Thomas W. Read (100%). Read owns Spokane, Wash., firm involved in advertising, radio production and syndication, equipment sales and tape and cassette duplication. Action April 9.

■ Key West, Fla.—Key West Television Inc. granted ch. 16; ERP: 603 kw vis, 60.3 kw aur., HAAT: 300 ft. Address: 4897 Northwest Sixth Court, Plantation, Fla. 33317. Estimated construction cost: \$850,000; first-year operating cost: \$350,000; revenue: \$330,000. Legal counsel: Cordon & Jacob. Consulting engineer: Leonard R. Harris. Principals: Don F. Sundquist and Leonard R. Harris (50% each). Sundquist is Hollywood, Fla., TV producer. Harris is Hollywood consulting engineer. They have no other broadcast interest. Action Feb. 27.

Ownership Changes

Applications

■ KLAM(AM) Cordova, Alaska (AM: 1450 khz, 250 w-SH)—Seeks assignment of license from Northern Light Broadcasting Corp. to Denali Broadcasting Co. for \$180,000. Seller: William D. Bechtel (94.7%) and two others. They have no other broadcast interests. Buyer: John H. Lindauer (75%) and Dorothy V. Rogers (25%). Lindauer is president of Alaska Industry and Energy Corp. Rogers is Anchorage real estate broker. They have also bought, subject to FCC approval, KRXA(AM) Seward, Alaska (BROADCASTING March 30). Ann. April 9.

■ KWCK(AM)-KSER(FM) Searcy, Ark. (AM: 1300 khz, 1 kw-D; FM: 99.3 mhz, 3 kw, ant. 170 ft.)—Seeks transfer of control of KWCK Inc. from Michael Horne (100% before; none after) to Trend Communications (none before; 100% after), consideration: \$1,000,000 (BROADCASTING, Feb. 2). Principals: Seller is owned by Michael Horne, who also owns KARV(AM) Russellville, Ark. Buyer is owned by H.E. Rainbolt (51%), Sharon J. Blevins and George Drain (22% each) and William R. Fritsch Jr. (5%). Rainbolt is Shawnee, Okla.-based investor. Blevins and Drain are Oklahoma City-based broadcast and management consultants, respectively. Fritsch is salesman at KLTE(FM) Oklahoma City, and 25% owner of new FM applicant seeking 95.3 mhz for Lawton, Okla. Others have no other broadcast interests. Ann. April 9.

■ KRCQ(AM) Indio, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from California Wireless Corp. to Burning Sands Broadcasting Corp. for \$175,000. Seller: Steve Spalding (20%) and brother, Richard (80%), who have no other broadcast interests. Buyer: Glenn E. Thompson (82.5%) and Sherman, Greenleigh, Sanchez Broadcasting Co. (17.5%). Thompson is San Jose, Calif., attorney who has no other broadcast interests. Latter group are Los Angeles investors who also own KJQN(AM) Ogden, Utah. Ann. April 7.

■ WYGR(AM) Wyoming, Mich. (AM: 1530 khz, 500 w-D, 250 w-N)—Seeks assignment of license from Stuart Paul Noordyk to Donna Broadcasting Co. for \$233,000 (BROADCASTING, April 20). Seller: Stuart Paul Noordyk (100%), who also owns WSHN-AM-FM Fremont, Mich. Buyer: Sharon Broadcasting Co. (100%), which is owned by Alvin R. Umans, Howard N. Gilbert and Robert L. Haag (20% each); Avis C. Primack and Samuel Feigenbaum (15% each) and Frederick C. Jacob (10%). They also own WGLY(FM) Goulds, Fla., and WGWY(AM) Charlotte, Mich. Filed March 3.

■ KCUE-AM-FM Red Wing, Minn. (AM: 1250 khz, 1 kw-D, 250 w-N; FM: 105.5 mhz, 2.3 kw ant., 340 ft.)—Seeks assignment of license from Hiawatha Valley Public Service Broadcasting Inc. to Sorenson Broadcasting Corp. for \$1.1 million. Seller: George L. Brooks (100%), who has no other broadcast interests. Buyer: Dean P. Sorenson and Thomas J. Simons (50% each). They are Pierre, S.D.-based real estate investors and group owners of KCCR(AM) Pierre, KYNT(AM) Yankton, KWAT(AM)-KIXX(FM) Watertown, KOBH(AM) Hot Springs, all South Dakota and KOZY(AM) Grand Rapids, Mich., and holds CP's for KOBH(AM) Hot Springs, KNEX-FM Pierre and KKYA-FM Yankton. Ann. April 9.

■ KKIM(AM) Albuquerque, N.M. (AM: 1000 khz, 10 kw-D)—Seeks assignment of license from Albuquerque Broadcasting Inc. to Creative Communications Associates of Albuquerque Inc. for \$165,000 plus assumption of debt. Seller: Thomas B. Smiley Jr., his son, Thomas B. III, and John T. Fay (one-third each). Thomas B. III also owns 51% of KFEL(AM) Pueblo, Colo. Buyer: John M. Boyd, Thomas E. Steele, Richard D. Scott and Stephen W. Reeder (22.5% each) and Kent E. Bagdazer (10%). Boyd and Steel are Garden Grove, Calif.-based broadcast consultants. Scott is Burbank, Calif., marketing consultant. Reeder is Garden Grove construction developer. Bagdazer is account executive at KPRZ(AM) Los Angeles. Boyd and Steele each own 50% of KLIT(AM) Pomona, Calif., and 5% each of WZIP(AM) Cincinnati and WVOT(AM) Toledo, both Ohio; WLOW(AM) Towson, Md., and are minority shareholders of KFEL(AM) Pueblo, Colo. Other buyers have no other broadcast interests. Filed March 23.

■ WWKO(AM) Fair Bluff, N.C. (AM: 1480 khz, 1 kw-D)—Seeks assignment of license from Universal Broadcasting Inc. to Media Corp. for \$165,000. Seller: Marion H. Davis, Bobby G. Morgan and Carl W. Meares Jr. (one-third each), who have no other broadcast interests. Buyer: Richard H. Marshall (80%) and Theodore J. Gray Jr. (20%). Marshall is program director at WKDE(AM) Altavista, Va. Gray owns WRHI(AM) Rock Hill, S.C., and 95% of WKDE-AM-

FM Altavista, Va. Ann. April 9.

■ ***WTLR(FM)** State College, Pa. (FM: 89.9 mhz, 10 kw, ant. 446 ft.)—Seeks transfer of control of Central Pennsylvania Christian Institute Inc. from Frank Montgomery and others (100% before; none after) to Claude Grannas and others (none before; 100% after). Principals: Transferor is owned by Frank Montgomery, Carson Roberts, George E. Gearhart and Edgar H. Palant. Transferee is owned by Claude Grannas, James E. Martin, Kenneth Porter and Norman Yoder. Central Pennsylvania Christian Institute is nonprofit, nonstock corp., controlled by board of directors. Application seeks 100% change in directors and involves no financial consideration. Ann. April 9.

Actions

■ **WTCB(AM)** Flomaton, Ala. (AM: 990 khz, 500 w-D)—Granted assignment of license from Vogel Flomaton Corp. to Ashworth Broadcasting Corp., for \$80,000. Seller: William R. Vogel and John Johnson are principals. Vogel Flomaton is group owner and licensee of WNOI(FM) Flora, Ill.; WIFN(FM) Franklin, Ind.; WPOH(FM) Delphos and WHOD-AM-FM Jackson, Ala. Buyer: Ernie Ashworth (51%) and his wife, Elizabeth (39%) and their son, John Michael (10%). Ernie Ashworth owns 45%, and Elizabeth 5% of WNBG(AM) Waynesboro, Tenn. John Ashworth is Lewisburg, Tenn., repairman and musician at Grand Ole Opry, Nashville. Action April 9.

■ **KEMP(AM)** Brush, Colo. (AM: 1010 khz, 5 kw-D)—Granted assignment of license from Ranchild Broadcasting Co. to Morgan Broadcasting Inc. for \$220,000. Seller: Claud M. Pettit and his wife, Margaret (100% jointly). They have no other broadcast interests. Buyer: Russell G. Hilliard (50%) and James P. Peterson (50%). Hilliard owns 35.4% of KOLT(AM) Scottsbluff, Neb., and 51% of new FM applicant for Rawlins, Wyo. (BROADCASTING, Feb. 5, 1979). He also owns cable systems in Nebraska, Montana and Colorado. Peterson has part ownership interests of cable systems in Nebraska. He has no other broadcast interests. Action April 7.

■ ***KLON(FM)** Long Beach, Calif. (FM: 88.1 mhz, 1.2 kw ant. 430 ft.)—Granted assignment of license from Long Beach Board of Education to California State University for \$15,000. Seller: Henry S. Grauten, business manager. Because of tax revenue reductions, seller cannot afford to adequately operate station. It has no other broadcast interests. Buyer: Stephen Horn is president of University; Eugene L. Asher is director-designate of Public Radio KLON. They also operate KSUL(FM) Long Beach. Action April 9.

■ **WWFL(AM)** Clermont, Fla. (AM: 1340 khz, 1 kw-D, 250 2-N)—Granted assignment of license from WWFL Inc. to D.J. Chionchio and J.E. Kolesar for \$250,000. Seller: Leisure Time Communications Inc. owns 90% of WWFL Inc.; Henry A. Berliner, Jr. president, and Richard M. Messina, vice president, are also principals. They vote Leisure Time's shares, and have no other broadcast interests. Buyer: Donald Chionchio and John E. Kolesar (50% each). Chionchio is Kingsman, Ohio, dentist; Kolesar is Mentor, Ohio, stockbroker. They have no other broadcast interests. Action April 9.

■ **WPOM(AM)** Riviera Beach, Fla. (AM: 1600 khz, 1 kw-U)—Granted assignment of license from Riviera Broadcasting Corp. to Riviera Communications Inc. for \$1,002,500. Seller is owned by Eugene Bartoli (66.7%) and Alan Kornish (33.3%). They have no other broadcast interests. Buyer is owned by Rodney Dore (29.5%), Garth Reeves (26.25%), William Jones (21%), Ted Hepburn (15.75%) and Vincent Henry (7.5%). Reeves owns 98% of Miami [Fla.] Times, weekly paper, and is 3.7% owner and director of Broadcast Enterprises National Inc., Philadelphia-based group owner of six radio stations and one TV. Dore is former account executive at WAOK(AM) Atlanta. Jones is physician in Richmond, Va., and 2.3% owner and director of BENI. Ted Hepburn is media broker and president of Ted Hepburn Co. Henry is son of Ragan Henry, president and 50.7% owner of BENI. Action April 9.

■ **KEYL(AM)** Long Prairie, Minn. (AM: 1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Dairyland Broadcasters Inc. to Radio Way Corp. for \$350,000. Seller: Ken Eidenschink (100%), who has no other broadcast interests. Buyer: Raymond Voit, president; Jerome A. Van Kempen, secretary-treasurer (50% each). Voit owns restaurant franchises and real estate ventures in Alexandria, Minn., area. Van Kempen owns direct mail company and motorcycle

dealerships in Alexandria, Willmar and Austin, all Minnesota. They have no other broadcast interests. Action April 9.

■ **KXXL(AM)-Bozeman** and **KWYS(AM)** West Yellowstone, both Montana (AM: 1450 khz, 1 kw-D, 250 w-N; and 920 khz, 1kw-D) Granted assignment of license from Empire Broadcasting Corp. to Serendipity Broadcasting for \$1,000,000. Seller: Gary N. Petersen (52.9%), Robert C. Fletcher (20.3%), Rause Lyson (8.3%), Gordon Gaub (5%) and Russell E. Newell (4.5%). They also own KFLN(AM) Baker, Mont. Buyer: John Bronken and John A. Giacomini (50% each). Bronken and Giacomini are Bozeman and Butte, Montana, wine and beer distributors. They have no other broadcast interests. Action April 10.

Facility Changes

TV applications

■ **KAIT-TV** Jonesboro, Ark.—Seeks request for authority to operate trans. by RC from SL at highway 141 north, Jonesboro, Ark. Ann. April 9.

■ **KCST-TV** San Diego, Calif.—Requests authority to operate trans. by RC from KVOS-TV studio, 1151 Ellis Street, Bellingham, Wash. Ann. April 9.

■ **WQAD-TV** Moline, Ill.—Seeks request for authority to operate trans. by RC from SL at 3003 Park 16th Street, Moline, Ill. Ann. April 9.

■ **WTVS(TV)** Detroit, Mich.—Seeks CP to change ERP to 1850 kw vis., 185 kw aur.; change trans.; change ant. and HAAT: 959 feet. Ann. April 9.

■ **KPIC(TV)** Roseburg, Ore.—Requests authority to operate trans. by RC from KPIC Studio, 655 West Umpqua Street, Roseburg, Ore. Ann. April 9.

■ **WWSG-TV** Philadelphia—Seeks request for authority to operate trans. by RC from SL at 300 Domino Lane, Philadelphia. Ann. April 9.

■ **WTVE(TV)** Reading, Pa.—Requests authority to operate by RC from SL at 1729 North 11th Street, Reading, Pa. Ann. April 9.

AM actions

■ **WJBY(AM)** Gadsden, Ala.—Granted CP to change city of license from Gadsden to Rainbow City; change hours of operation to U by adding N service with 500 w; make changes in ant. sys.; change TL to 1.25 miles south of existing site; conditions (BP-800801AA). Action April 7.

■ **WVCG(AM)** Coral Gables, Fla.—Dismissed application for request waiving section 73.1201 (b)(2) of Rules to identify as Coral Gables-Miami, Fla. Action April 7.

■ **WJPD(AM)** Ishpeming, Mich.—WJPD, Inc. Dismissed application for request for waiving of section 73.1201 (b)(2) of Rules to identify as Ishpeming-Marquette, Mich. Action March 30.

■ **KCBN(AM)** Reno, Nev.—Dismissed application for modification of CP to change type trans. and change ant. current (BMP-801215AG). Action Jan. 22.

■ **KQWB(AM)** West Fargo, N.D.—Dismissed ap-

plication for modification of CP to change ant. sys. (BMP-80130AI). Action April 2.

FM actions

■ ***WUAL(FM)** Tuscaloosa, Ala.—Granted mod of CP to make changes in ant. sys.; change TL to 2.5 miles northeast of Duncanville; change SL to 7 Bryce Lawn (University), Tuscaloosa, Ala.; change type trans. and ant.; increase ant. height 520 ft. (H&V), and change TPO; conditions (BMPED-810224AD). Action April 9.

■ **KRFD(FM)** Marysville, Calif.—Granted request waiving section 73.1201 (b)(2) of Rules to identify as Marysville-Yuba City, Calif. Action April 7.

■ **KKUP(FM)** Cupertino, Calif.—Seeks CP to change TL to Loma Prieta Peak, south of San Jose, Calif.; change ERP: 0.2 kw(H&V); HAAT: 2581 ft. (H&V) and make changes in ant. sys. Ann. April 9.

■ **KBEE(FM)** Modesto, Calif.—Granted CP to make changes in ant. sys.; change type trans. and ant.; increase ERP 20.0 kw (H&V); increase ant. height 190 ft. (H&V), and change TPO (BPH-800917AE). Action March 26.

■ **KYXY(FM)** San Diego, Calif.—Granted CP to change type trans.; increase ERP 41 kw (H&V) and change TPO (BPH-810226AJ). Action March 26.

■ **KASF(AM)** Alamosa, Colo.—Seeks CP to increase ERP to 3.0 kw; HAAT: 89.375 ft., and make changes in ant. sys. Ann. April 9.

■ **KILO(FM)** Colorado Springs, Colo.—Granted request waiving section 73.1201 (b)(2) of Rules to identify as Colorado Springs-Pueblo, Colo. Action April 7.

■ **KLIR(FM)** Denver, Colo.—Seeks mod of CP to change TL to Green Mountain, near Lakewood, Colo.; change type ant. (H&V); increase ERP: 100 kw (H&V); decrease HAAT: 650 ft. (H&V) and change TPO. Ann. April 9.

■ **WHLY(FM)** Leesburg, Fla.—Granted request waiving section 73.1201 (b)(2) of Rules to identify as Leesburg-Orlando, Fla. Action March 31.

■ **WFYR(FM)** Chicago—Seeks CP to increase aux. ERP to 17 kw (H&V) and change TPO (for aux. purposes only). Ann. April 9.

■ **KFDI-FM** Wichita, Kans.—Granted CP to change TL to 1 mile north of Colwich, Wichita, Kans.; increase ant. height 1130 ft. (H&V) and make changes in ant. sys. (BPH-800822AE). Action April 2.

■ **KFMB(FM)** Muscatine, La.—Granted CP to increase ERP 50 kw (H&V); conditions (BPH-800204AI). Action April 9.

■ **WBSN-FM** New Orleans—Seeks CP to increase ERP to 3.0 kw; HAAT: 145 ft. (H) and make changes in ant. sys. Ann. April 9.

■ **WZYQ(FM)** Braddock Heights, Md.—Granted CP to increase ERP .35 kw (H&V); increase ant. height 910 ft. (H&V) and change TPO (BPH-800708AG). Action April 8.

■ **WJNR-FM** Iron Mountain, Mich.—Granted fre-

PERSONALITIES INCLUDE:

KEVIN DOBSON
WAYNE ROGERS
TOM KENNEDY
MAUREEN REAGAN
Della Reese
DENNIS WEAVER

MELBA MOORE
ED ASNER
RAY ANTHONY

ARTHUR FOUNDATION

COAST TO COAST

STOP ARTHRITIS TELETHON

MAY 10

LIVE CABLE BROADCAST OVER SATELLITE PROGRAM NETWORK

quency of 101.5 mhz; make changes in ant. sys.; change type ant.; increase ERP 1.19 kw (H&V); decrease ant. height 620 ft. (H&V) and change TPO (BPH-810126AL). Action April 1.

■ **KQIC(FM)** Willmar, Minn.—Granted CP to make changes in ant. sys.; change type trans. and ant.; increase ERP 100 kw (H&V) and change TPO (BPH-810120AN). Action March 26.

■ **KJEL-FM** Lebanon, Mo.—Seeks CP to make changes in ant. sys. (Remove directional elements from FM ant. sys.). Ann. April 9.

■ **KCLU-FM** Rolla, Mo.—Seeks CP to change TL to intersection of US 63 and Interstate 44 highways, Rolla, Mo. Ann. April 9.

■ ***KCEP(FM)** Las Vegas, Nev.—Granted CP to change TL to 1 mile north of Las Vegas Heights, Las Vegas; change SL and RC to 330 West Washington Avenue, Las Vegas; increase ERP 4.7 kw (H&V); ant. height 120 ft. (H&V); conditions (BPED-791228BF). Action March 31.

■ ***WDBK(FM)** Blackwood, N.J.—Granted CP to increase ERP 0.1 kw (H&V); ant. height 81 ft. (H&V); conditions (BPED-791228BA). Action March 31.

■ **WADV(FM)** Buffalo, N.Y.—Granted CP to increase ERP 50 kw (H&V); change type trans. and change TPO (BPH-810223AS). Action March 31.

■ **WNOZ(FM)** Cortland, N.Y.—Granted request for waiving section 73.1201(b)(2) of Rules to identify as Cortland-Ithaca, N.Y. Action March 26.

■ **WPAC(FM)** Ogdensburg, N.Y.—Granted modification of CP to change type ant.; increase ERP 2.8 kw (H&V); decrease ant. height 310 ft. (H&V) and change TPO; conditions (BMPH0791229AP). Action April 1.

■ ***WUNF(FM)** Asheville, N.C.—Granted CP to change TL to Top Spivey Mountain, on Spivey Mountain Road, Asheville; increase ERP 0.110 kw (H&V); ant. height 870 ft. (H&V) and make changes in ant. sys. (BPED-791218AA). Action March 31.

■ ***WCXL(FM)** Kettering, Ohio—Granted modification of license to change SL to 554 West Third Street, Kettering, and operate trans. by RC from proposed SL

(BMLED-810206AB). Action March 27.

■ ***KAYE-FM** Tonkawa, Okla.—Granted CP to change frequency to 90.7 mhz; ERP 1.20 kw (H&V) and ant. height 66 ft. (H&V) (BPED-791231AR). Action April 2.

■ **KWAX(FM)** Eugene, Ore.—Granted CP to change TL to approximately 3.5 miles south of Eugene on Blanton Road, and make changes in ant. sys. (BPED-800306AD). Action March 31.

■ ***KBOO(FM)** Portland, Ore.—Granted CP to make changes in ant. sys.; change type trans. and ant.; change SL and RC to 65 Southwest Yamhill, Portland; increase ERP 30 kw (H), 12.5 kw (V) and change TPO; condition (BPED-800613AE). Action March 26.

■ **WKRZ(FM)** Wilkes-Barre, Pa.—Granted request waiving section 73.1201(b)(2) of Rules to identify as Wilkes-Barre-Scranton, Pa. Action March 31.

■ **WIVA-FM** Aguadilla, P.R.—Granted request waiving section 73.1201(b)(2) of Rules to identify Aguadilla-Mayaguez, P.R. Action March 31.

■ **WLVR-FM** Bethlehem, Pa.—Seeks CP to increase ERP to 0.183 kw (H&V); HAAT: 60 ft. (H&V); install new trans. and make changes in ant. sys. and change to class A. Ann. April 9.

■ **KSJU(FM)** Collegeville, Minn.—Seeks CP to increase ERP: 7.711 kw. Ann. April 10.

■ **WQVE(FM)** Mechanicsburg, Pa.—Seeks CP to change TL to 0.5 miles southwest of Reesers Summit, Fairview township, Pa.; increase ERP: 0.525 kw (H&V); HAAT: 720 ft. and make changes in ant. sys. Ann. April 9.

■ **WXAC(FM)** Reading, Pa.—Seeks CP to increase ERP: 0.219 kw (H); HAAT: minus 23 ft. (H&V). Ann. April 9.

■ **WCMS-FM** Norfolk, Va.—Seeks CP to increase HAAT to 500 ft. (H&V) and change TPO. Ann. April 9.

■ **KASB(FM)** Bellevue, Wash.—Seeks CP to increase ERP: .2446 kw (H); HAAT: 3.23' (H) and make changes in ant. sys. Ann. April 9.

In Contest

Designated for hearing

■ Broadcasting Corporation of Mendocino County and The Henry Radio Company for new AM station on 1250 khz at Willits, Calif., to determine whether both applicants are financially qualified; which of proposals would, on comparative basis, better serve public interest; and which, if either, of applications should be granted (BC Doc. 81-240-41). Action April 3.

■ Q. Communications Inc., and Glen J. Goldenberg for new AM station on 910 khz at Saloma and Burnside, Ky., respectively, to determine areas and populations which would receive primary service from each proposal, and availability of other primary aural service to such areas and populations; which of proposals would better provide fair, efficient, and equitable distribution of radio service; which of proposals would, on comparative basis, better serve public interest, and which of the applications should be granted (BC Doc. 81-242-43). Action April 3.

■ North Carolina Radio Service Inc., Campbell Broadcasting Inc., and Town & Country Broadcasting Inc., for new FM station on 96.7 mhz at Elizabeth City, N.C., to determine whether Town and Country's proposed tower height and location would constitute hazard to air navigation; which of proposals, on comparative basis, best serves public interest; and which of applications, if any, should be granted (BC Doc 91-244-46). Action April 3.

FCC decisions

■ Granted request by Mountain Valley Broadcasters Inc., and extended through May 20 and June 11 time to file comments and reply comments, respectively, in matter of amendment of FM Table of Assignments for Mountain Home, Marshall, Arkansas and Thayer, all Missouri (BC Doc. 79-155). Action April 3.

■ Granted to limited extent petitions by National Association of Broadcasters and ordered two studies received from NAB placed into portion of Doc. 80-398 which deals with permanent Direct Broadcast Satellite (DBS) policy issues only, ordered that reports will be considered when Second Notice of Inquiry in proceeding is issued; extended to April 30 and June 30 time to file comments and reply comments, respectively, on matters concerning permanent DBS regulatory policies; and denied NAB's petition requesting that comment periods on interim DBS issues be reopened, in the matter of inquiry relating to preparations for 1983 Region 2 Administrative Radio Conference of the International Telecommunication Union for planning of broadcasting-satellite service in 12 ghz bands and associated uplinks and inquiry into development of regulatory policy in regard to period following 1983 regional administrative radio conference (Doc. 80-398, 80-603). Action March 30.

■ FCC instructed its staff to prepare document granting E. Boyd Whitney one-year renewal of licenses of stations KRXE and KRAZ-FM. Instructions affirm 1979 Initial Decision by FCC ALJ granting short-term renewals for stations. Instructions were issued after oral argument before FCC on exceptions to Initial Decision filed by FCC Broadcast Bureau (Docs. 21519-20). Action March 31.

■ FCC dismissed petition by Galaxy-Southwest Television to reconsider order which designated for hearing applications of Son Broadcasting Inc., and New Mexico Media Co. for new VHF television station at Santa Fe, N.M. Galaxy, also party in proceeding, asked FCC to reconsider portion of designation order which denied requests by certain area licensees for specification of UHF impact issues against Son and New Mexico Media. The Commission denied requests finding parties had not satisfied standards specifying such issue. In its petition for reconsideration Galaxy argued that failure to specify UHF impact issues would deny Galaxy "fully effective participation" in proceeding. The Commission dismissed the petition saying that the designation order does not purport to restrict Galaxy's right to participate in any way. Action March 26.

Allocations

■ Blytheville, Jonesboro, Paragould, Piggott, Trumann, Walnut Ridge and West Memphis, all Arkansas; Portageville, Mo.; and Collierville, Tenn.

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Assigned 100.1 mhz to Jonesboro as its third FM assignment; assigned 107.1 mhz to Paragould as its second FM assignment; assigned 105.5 mhz to Piggott and assigned ch. 296A to West Memphis as its first FM assignment, effective June 2 (BC Doc. 80-245). Action April 3.

■ Spencer, Ind. Assigned 92.7 mhz to Spencer as its first FM assignment, effective June 2 (BC Doc. 80-320). Action April 3.

■ Vincennes, Ind. Assigned 92.1 mhz to Vincennes as its second FM assignment, effective June 2 (BC Doc. 80-277). Action April 3.

■ Munising, Mich. Dismissed petition by Laidlaw and Associates proposing substitution of 98.1 mhz for 98.3 mhz at Munising due to lack of interest (BC Doc. 80-493). April 3.

■ Hanover, N.H. Assigned 92.1 mhz to Hanover as its second FM assignment, effective June 2 (BC Doc. 80-278). Action April 3.

■ Edenton, N.C. — Assigned 102.3 mhz to Edenton as its second FM assignment, effective June 2 (BC Doc. 80-247). April 3.

■ Beaumont, Lake Jackson and Port Lavaca, all Texas. In response to petitions by KAUM Inc., and KKK Inc. proposed substituting 107.9 mhz for 107.7 mhz at Beaumont; 107.5 mhz for 107.3 mhz at Lake Jackson; and 93.3 mhz or 107.1 mhz for 95.9 mhz at Port Lavaca, and directed licensees of KWIC(FM) Beaumont, KGOL(FM) Lake Jackson, and KGUL-FM Port Lavaca to show cause why their licenses should not be modified to specify operation on proposed frequencies, comments due June 1, replies June 22 (BC Doc. 81-234). Action April 1.

■ Freeport, Tex. In response to petition filed by Amature Group Inc. (AGI) further information is requested with respect to reconsideration request to FCC's action assigning 102.5 to Freeport. Specifically, information is sought from AGI, licensee of Station KMQJ(FM) Clear Lake City, Tex., regarding necessity of station to relocate its transmitter to site which would result in short-spacing with Freeport assignment, comments due June 1, replies June 22 (BC Doc. 21513). Action April 1.

■ Lockhart, Tex. In response to petition filed by Entertainment Communications Inc. further information is requested with respect to reconsideration request to FCC's action assigning 94.7 mhz to Lockhart. Specifically, information is sought regarding necessity of Station KLEF to relocate its transmitter to site which would result in short-spacing with Lockhart assignment, comments due June 1, replies June 22 (BC Doc. 79-256). Action April 1.

■ Montpelier, Stowe, Vergennes, and Waterbury, all Vermont; Moriag and Port Henry, both New York. In response to petitions by Russell P. Kinsley and Linda M. Kinsley and Masterpeace Communications Corp., proposed reassigning 106.3 mhz from Moriag to Vergennes; assigning 92.1 mhz to Port Henry; deleting 103.1 mhz from Montpelier; assigning 101.7 mhz to Stowe and substituting ch. 276A for ch. 269A at Waterbury; ordered the permittee of channel 292A at Port Henry to show cause why his permit should not be modified to specify operation on ch. 221A as proposed (BC Doc. No. 81-235). Action April 3.

Cable

■ The following cable registrations have been filed:

■ Continental Cablevision of New Hampshire Inc. for Rollinsford, Somersworth, Dover, Pease AFB, all New Hampshire (NH0038, 50, 49, 41) add signal.

■ Continental Cablevision of New Hampshire Inc. for Kittery and Eliot, both Maine (ME0060, 48) add signal.

■ Continental Cablevision of New Hampshire Inc. for Newcastle, Portsmouth, Rye, all New Hampshire (NH0044, 29, 76) add signal.

■ Tele-Media Corp. of Lake Eire for Girard, (borough and township), Lake City, Northeast (borough and township), Fairview (borough and township), all Pennsylvania (PA1797, 98, 99, 49, 50, 95, 96) add signal.

■ Omegavision Corp. for Linville township, Newland, both North Carolina (NC0224, 225) add signal.

■ Amvideo Cable Corp. for North Bergen, Hoboken, Union, West New York and Weehawken, all New Jersey (NJ0083, 111, 366, 365, 345) add signal.

■ Muncy TV Corp. for Wolf, Muncy, Hughesville, Picture Rocks, Muncy (borough) and Muncy Creek, all Pennsylvania (PA0807, 808, 403, 406, 405, 404) add signal.

■ Sammons Communications Inc. for Logansport, Ind. (IN0029) add signal.

■ Southwest Cablevision Inc. for Hondo, Tex. (TX0605) add signal.

■ The Franklin County CATV Inc. for Winchester, Tenn. (TN0028) add signal.

■ Cobb County Cable TV for Austell, Ga. (GA0128) add signal.

■ Spring Valley Lake Cable TV Inc. for Spring Valley Lake, Calif. (CA0827) new signal.

■ Beaver Valley Cable TV for Hornby, N.Y. (NY0916) new signal.

■ Lovell Cable TV for Lovell, Wyo. (WY0038) new signal.

■ Metrovision Southwest for Westhaven, Ill. (IL0447) new signal.

■ Scottsboro TV Cable Inc. for Cherokee, Ala. (AL0021) add signal.

■ Genesee County Video Corp. For Oakfield, N.Y. (NY0914) new signal.

■ CATV Systems Inc. for Burke, Tex. (TX0744) new signal.

■ Richer Belisle Enterprises for Bruceton Mills, W.Va. (WV0679) new signal.

■ Badger Mt. Cable TV for West Richland, Wash. (WA0292) add signal.

■ Umatilla Cable TV for Umatilla, Ore. (OR0243) new signal.

■ Colstrip Cable TV Inc. for Colstrip, Mont. (MT0089) new signal.

■ Floyd County Cablevision Inc. for Charles City and Charles, both Iowa (IA0133, 134) new signal.

■ Vinton Cablevision Inc. for Vinton (city) and Vinton (outside), Iowa (IA0137, 138) new signal.

■ Independence Cablevision Inc. for Independence (city) and Independence (outside), Iowa (IA0135, 136) new signal.

■ Oelwein Cablevision Inc. for Oelwein (city and outside), Iowa (IA0131, 132) new signal.

■ Valley Cable TV Inc. for Tarzana and Lakeside Park, both California (CA0847, 848) new signal.

■ Hardin Cablevision Inc. for Iowa Falls (city and outside), Iowa (IA0129, 130) new signal.

■ Community Tele-Communications Inc. for Sarpy, Neb. (NE0080) new signal.

■ Douglas Tele-Viewers Inc. for Douglas, Ga. (GA0015) add signal.

■ Syracuse New Channels for Weedsport, N.Y. (NY0915) new signal.

■ Mathis Cable TV Inc. for Mathis, Tex. (TX0743) new signal.

■ Robstown Cable TV Inc. for Robstown, Tex. (TX0742) new signal.

■ Cable Services Inc. for Lisbon, N.D. (ND0087) new signal.

■ Community Cable Systems Inc. of South Jersey for Waterford, N.J. (NJ0462) new signal.

■ Bala Cable TV for Balaton, Minn. (MN0176) add signal.

■ Amcomm-Minnesota Inc. for Tracy, Canby, Cottonwood, all Minnesota (MN0097, 75, 58) add signal.

■ Souris Valley Cable TV Inc. for Minort AFB, N.D. (ND0028) add signal.

■ Community Tele-Communications Inc. for Golf Manor, Ohio (OH0645) add signal.

■ Multivision Northeast Inc. for Mount Airy, Ga. (GA0060) new signal.

■ Evergreen Special CATV Fund for Kittredge and Evergreen, both Colorado (CO0026, 23) add signal.

■ Douglas County Cable TV for Douglas and Douglasville, both Georgia (GA0121, 168) add signal.

■ Wometco Cable TV of Clayton County Inc. for Forest Park, Riverdale, Morrow, Lake City, Jonesboro, all Georgia (GA0238, 247, 248, 258, 259, 259) add signal.

■ Gwinett Cable TV for Berkely Lake, Grayson, Norcross, Gwinnett, Lilburn and Snellville, all Georgia (GA0262, 260, 261, 222, 227, 221) add signal.

■ Concord Cablevision Inc. for Concord (village), Concord (township), Pulaski, all Mississippi (MI0479, 477, 479) new signal.

■ Texas Cablevision for Goodfellow AFB and San Angelo, both Texas (TX0354, 332) add signal.

■ TV Cable Co. for Myrtle Beach (city), Conway (city), Conway (outside), Myrtle Beach AFB, Myrtle Beach (outside), all South Carolina (SC0025, 23, 77, 78, 76) add signal.

■ Cox Cable Tyrone for Tyrone and Snyder, both Pennsylvania (PA0031, 29) add signal.

■ Cox Cable Ocala for Ocala, Fla. (FL0161) add signal.

■ Palm Cable Inc. for Palm Coast, Fla. (FL0374) add signal.

■ Community Antenna System Inc. for Hillsboro, Wis. (WI0020) add signal.

■ Satellite Cable TV for Acworth, Kennesaw, Cobb County, all Georgia (GA0235, 280, 236) add signal.

■ West Lake Cable TV for Westlake, Ohio (OH746) add signal.

■ North Olmstead Cable TV for North Olmstead, Ohio (OH0800) add signal.

■ Continental Cablevision of New Hampshire Inc. for South Berwick, Berwick, both Maine (ME0050, 0051) add signal.

■ American Cablevision of Pennsylvania Inc. for Morton, Rodley Park, Rutledge, all Pennsylvania (PA1962, 1963, 1964) new signal.

■ Metro West Cablevision Inc. for Aloha-Reedville, Ore. (OR0242) new signal.

■ Minnewauken Cable TV Inc. for Minnewauken, N.D. (ND0032) add signal.

■ Leeds Cable TV Inc. for Leeds, N.D. (ND0025) add signal.

■ OVC Telecommunications Inc. for Richmond, Ky.

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

*Special temporary authorization

**Includes off-air licenses

(KY0111) add signal.

- TM Cablevision of Riverside County, for Perris, Calif. (CA0279) add signal.
- West Lafayette TV Cable Inc. for West Lafayette, Ohio (ON0544) add signal.
- Ross County Cable TV Inc. for Adelphi, Ohio (OH0769) add signal.
- Ross County Cable TV Inc. for Laurelvilleville, Ohio (OH0769) add signal.
- Sargent Cable TV for Burwell and Sargent, both Nebraska (NE0078, 50) add signal.
- P-K Cable TV Co. for Possum Kingdom Lake, Tex. (TX0517) add signal.
- Prescott Video Inc. for Prescott, Ark. (AR0029) add signal.
- Fairfield Cable TV Inc. for Fairfield, Ill. (IL0024) add signal.
- Charles TV Cable System for Mifflin, Pa. (PA1918) add signal.
- Syracuse Cablesystems Inc. for Syracuse, N.Y. (NY0728) add signal.
- Cainsville Cablevision for Cainsville, Mo. (MO0237) add signal.
- Texas Cablevision for Winters, Tex. (TX0353) add signal.
- Texas Cablevision for Ballinger (city and outside), Tex. (TX0225, 683) add signal.
- Direct Channels of Defiance Inc. for Wauseon, Ohio (OH0057) add signal.
- Tower Communications Inc. for Napoleon, Ohio (OH0077) add signal.
- IND TV Cable Inc. for Evening Shade, Ark. (AR0092) add signal.
- Clear Sight TV Cable Co. for Las Vegas, N.M. (NM0008) add signal.
- Charles TV Cable System for Salladasburg, Pa. (PA1919) add signal.
- Good-Vue CATV Inc. for Spring Valley and Ramapo, both New York (NY0447, 448) add signal.
- Good-Vue CATV Inc. for Clarkstown, N.Y. (NY0449) add signal.
- Orangetown Cablevision Inc. for Orangetown, Upper Nyack, South Nyack, Nyack, Grandview and Piermont, all New York (NY0794, 869, 870, 872, 873, 871) add signal.
- Carolina Communications for Chadbourn and Whiteville, both North Carolina (NC0017, 18) add signal.
- Greater WD Cablevision Inc. for Millbury, Mass. (MA0121) add signal.

Earth Stations

Applications

- Sterling Cablevision Inc. for Sterling, Kans. (4.6m; S-A; E3106).
- Village Cable Inc. for Chapel Hill, N.C. (4.6m; S-A; E3113).
- Alert Cable TV of South Carolina Inc. for Andrews, S.C. (5m; S-A; E3115).
- General Instrument Corp. for Hatboro, Pa. (5m; Hughes; E3116).
- American Satellite Co. for Buckley, Colo. (5m; S-A; E3117).
- Century Cable of Southern California for Redondo Beach, Calif. (5m; S-A; E3118).
- Clear Cablevision Inc. for Lodi township, Mich. (5m; Hughes; E3119).
- Bibb Communications for Centreville, Ala. (5m; FWT; E3120).
- Claiborne Cablevision Inc. for Homer, La. (5.6m; Gardiner; E3121).
- Florida West Coast Public for Tampa, Fla. (5.6m; Gardiner; E3122).
- Texas Community Antennas Inc. for Quitman, Tex. (4.6m; S-A; E3122).
- Texas Community Antennas Inc. for Gurdon, Ark. (4.6m; S-A; E3124).
- Texas Community Antennas Inc. for Mineola, Tex. (5m; S-A; E3125).
- Satellite Business Systems for Philadelphia (5.5m; Hughes; E3126).
- Satellite Business Systems for Minneapolis (7.7m; Hughes; E3127).
- Texas Community Antennas Inc. for Grand Saline, Tex. (4.6m; S-A; E3128).
- Claiborne Cablevision for Haynesville, La. (5.6m; Gardiner; E3129).
- Hillsborough Cable Vision for Bellmead, N.J. (5m; S-A; E3130).
- Westinghouse Broadcasting Inc. for Medford Lakes, N.J. (10m; S-A; E3131).
- Satellite Business Systems for Norcross, Ga. (5.5m; Hughes; E3132).
- Satellite Business Systems for Hartford, Conn. (5.5m; Nippon; E3133).
- Metromedia Inc. for Los Angeles (9m; Harris; E3134).
- Satellite Business Systems for Pittsburgh, Pa. (5.5m; Nippon; E3135).
- Satellite Business Systems for Seattle, Wash. (7.7m; Hughes; E3136).
- Satellite Business Systems for Boston (5.5m; Nippon; E3137).
- RCA American Communications Inc. for Palmetto, Fla. (13m; Harris; E3138).
- Kirchner TV Inc. for Meyersdale, Pa. (5m; Microdyne; E3139).
- OVC Telecommunications Inc. for Warsaw, Ky. (4.6m; S-A; E3140).
- Hi-Net Communications for Nashville (5m; Microdyne; E3142).
- Hi-Net Communications for San Antonio, Tex. (5m; Microdyne; E3141).
- Hi-Net Communications for Miami Beach, Fla. (5m; Microdyne; E3143).
- Oconee Cablevision Inc. for Wrightsville, Ga. (5.6m; Gardiner; E3144).
- TV Cable of Bellefontaine Inc. for Bellefontaine, Ohio (5.6m; Gardiner; E3145).
- Russells Point Cablevision Inc. for Russells Point, Ohio (5.6m; Gardiner; E3146).
- Danville-Lancaster Cablevision Inc. for Danville, Ky. (5.6m; Gardiner; E3147).
- Cambridge Cable Associates for Hartford, Conn. (5m; S-A; E3148).
- Warner Amex Cable Communications Inc. for Roaring Spring, Pa. (4.6m; S-A; E3149).
- AT&T Long Lines for transportable (4.5m; Andrew/Rockwell; E3150).
- AT&T Long Lines for transportable (4.5m; Andrew/Rockwell; E3151).
- Pound Assembly of God Church for Pound, Wis. (6.1m; US Tower; E3152).
- State of Arizona Division of Emergency Services for Phoenix (5m; Anixter-Mark; E3154).
- State of Arizona Division of Emergency Services for Tucson, Ariz. (5m; Anixter-Mark; E3155).
- Metromedia Inc. for Golden Valley, Calif. (10m; S-A; KG83).
- Teleprompter Corp. for Portales, N.M. (4.5m; Andres; KG87).
- Hurley Cable TV Inc. for Hurley, N.M. (6m; US Tower; KH25).
- Twin City Cablevision Inc. for Centralia, Wash. (4.5m; Andrew; KH31).
- Communications Services Inc. for New Brannfels, Tex. (4.5m; Andrew; KH37).
- Communications Services Inc. for Sequin, Tex. (4.5m; Andres; KH38).
- The University of Washington for Seattle, Wash. (4.5m; Rockwell; KJ72).
- WHYY Inc. for Philadelphia (10m; Collins; WD93).
- South Central Educational Broadcasting Council for Hershey, Pa. (10m; Collins; WD93).
- Gerity Broadcasting Co. for Essexville, Mich.

(4.5m; Andrew; WG47).

- Nantucket Cablevision Corp. for Nantucket, Mass. (5m; S-A; WG50).

Grants

- Centel Cable Co. for Lombard, Ill. (E2774).
- Satellite Business Systems for Lexington, Ky. (E2927).
- Satellite Business Systems for Rochester, Minn. (E2931).
- Vision Cable Communications for Albermarle, N.C. (E2937).
- Vision Cable Communications for Palisades Park, N.J. (E2938).
- Hi-Net Communications for Green Bay, Wis. (E2948).
- Hi-Net Communications for Pueblo, Colo. (E2949).
- Metro West Cablevision Inc. for Aloha, Ore. (E2953).
- Palm Cable Inc. for Palm Coast, Fla. (E2972).
- Satellite Business Systems for Nashville (E2974).
- Lone Pine Television Inc. for Lone Pine, Calif. (E2975).
- Souris River Telephone Mutual Aid Cooperative for Westhope, N.C. (E2976).
- Higgins Cablevision for Higgins, Tex. (E2977).
- Cablevision of Chicago for Homewood, Ill. (E2978).
- Cablevision of Chicago for Oak Park, Ill. (E2979).
- Frapp Island Cable Co. for Frapp Island, S.C. (E2980).
- Silver Sage Cable TV for Mountain Home, Idaho (E2983).
- Cylix Communications Network for Norcross, Ga. (E2984).
- Warner Amex Cable Communications for Blue Ash, Ohio (E2985).

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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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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**

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Station Manager with proven sales and administrative ability for growing South Texas station. E.O.E. Box D-138.

Terrific Number 1 SALESPERSON sought for sales manager of first class AOR FM in medium market city. Looking for person that has longevity in past situations. Opportunity for No. 1 biller who now wants management and a guaranteed future with a company that rewards success. Unusually good programming and promotion. This is much more than just another job, but we need a hard, hard worker. Investigate by letter and resume to General Manager. Box D-140.

Business Manager, Radio. Radio Station looking for a person with accounting degree plus 2 to 3 years general ledger experience with good communications skills. Total package includes attractive fringe benefits. Send resume to Norm Schruft, KXLA AM/FM 5700 Sunset Blvd., L.A. Ca 90028. No phone calls please. EOE.

If you are looking for an opportunity to move into management and are willing to prove your sales ability first, then send your resume immediately! This is a golden opportunity in Northern New England with one of the fastest growing groups in the country! Experienced only, as this will lead to S.M. or G.M. in 3-6 months. E.O.E. reply Box D-156.

Small Market upstate New York AM full-timer needs GM with strong sales background and initiative. Package in upper "teens." Box D-101.

Sales Manager: \$20,000 - \$30,000 income directing staff in Santa Fe, Espanola, Taos areas of New Mexico. Person with proven sales record ... creative, promotion oriented ... must be tough and demanding. Will have complete authority. EOE. Jim Hoffman, KDCE Radio, Box 970, Santa Fe 87501.

Sales Manager. Very successful small market in Illinois. Not a desk job. Promotion minded. Will consider proven account executives lacking management experience. Box D-182.

NY Production company needs crack management team. Experience required in all phases of broadcasting including "on air." We are a highly successful fast growth company offering an exciting future. \$18,000 - \$30,000. Box D-199.

General Manager for medium market, daytime country music station in N.C. Must be aggressive in sales and community involvement. Write and give me full details. Box D-167.

Successful Broadcast Group seeking general manager candidates for future acquisitions in important markets. General manager experience preferred, but will consider creative and successful sales managers or programmers who are seeking management positions. Please apply in confidence to Box No. D-203 with resume, references and salary requirements.

HELP WANTED SALES

Madison, Wi. and two other Mid-West Family markets offer excellent entry sales opportunity for bright problem solvers on the way up. Must be strong on creativity with ability to write, sell imaginative campaigns. Fourteen station group seeks recent college grad with commercial selling experience and/or 1-2 years street sales with outstanding records. If you want to make sales your career, we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM, Madison, Wi. 53701 Mid West Family Station (EOE).

Growing Corporation looking for a few good salespeople - Three Markets - all northern Illinois. Good compensation and benefits. Call Collins Miller 815-729-4400 or Paul Fink 312-553-7018. Equal Opportunity Employer. Female & minority applicants encouraged.

Salesperson. Creating new territory, need go getter, young aggressive chain. Will have active list to expand. Contact Sales Manager-KIOQ, Bishop, California. PO. Box 1388, or call 714-873-5861.

Are You Interested in an outstanding career opportunity? Recently acquired New England powerhouse FM with 1 KW AM looking to build strong sales team. Southern New Hampshire and Northeast Massachusetts provide tremendous growth potential. Your sales experience could put you on the ground floor. Send resume and income requirements to Scott Norton, "The Wave" and WHAV AM, Box 590, Haverhill, Mass. 01830 E.O.E.

Account Executive. Sales person for major Harrisburg, Pennsylvania radio stations needed. College degree and sales experience preferred. Salary and commission will be based on experience. Gross potential is excellent. For information, call Mr. Bankson, WCMB/WSFM: 717-763-7020. An Equal Opportunity Employer.

Black Format. New in the market. New Haven Connecticut. Unlimited sales opportunities. \$100 weekly expenses. Commission on collections. Ideal opportunity to begin radio sales career. Send resume to Edie Acabbo, Station Mgr. WNHC, PO Box 1340 New Haven, CT, 06505.

Salesperson for Top 15 Northeast Market Album-oriented FM. Track record necessary in radio or related sales. Phone Bryan McIntyre 412-362-2144 EOE.

Sales: position w/medium-market station. No order takers. Experienced, street sales only. We are the only local station in market. Salary+comm+expenses+bonus. Call 201-965-1530 or send resume to Sales Manager, WJDM 9 Caldwell Pl., Elizabeth NJ 07201.

Radio Time Sales—Beautiful Central California, town of Fresno. Warm climate, good family area, close to mountains, lakes, and ocean. \$1,000 draw against commission. Call KXEX Radio Station, 233-8807 or mail your resume to P.O. Box 12223, Fresno, CA 93777. We are rated the 4th most popular station in the market.

WJRZ-FM/New Jersey Shore has immediate opening for aggressive salesperson. Account list. Resume to Joe Knox, General Manager, WJRZ-FM, Box 100, Manahawkin, N.J. 08050. EOE/MF.

Selling Sales Manager for community involved AM-FM located in lovely Indiana town of 18,000. Great chance to grow with group owner if you have a strong desire to succeed! E.O.E., contact John Dotas, WCNB-AM-FM, Box 619, Connersville, Indiana. 317-342-6411.

Aggressive, successful local salesperson wanted for top rated AM & FM combo. Must have at least 5 years radio sales experience with successful record. Resume to DeBeau Broadcasting, Box 1929, Punta Gorda, Fla., 33950, or phone 813-639-1188. EOE.

Announcer-Salesman for aggressive small market AM. Base salary and ongoing commissions start at \$225.00/wk + benefits. Excellent opportunity. Resume-Air Check. WSEW, Box 1240, Selinsgrove, PA 17870. An Equal Opportunity Employer.

Immediate opening in our sales department, in a friendly progressive West Texas town of 20,000. Exceptional opportunity for person with good experience in face-to-face selling. Would consider announcer-sales combination. Phone 806-364-1860. Equal Opportunity Employer.

Group Broadcaster seeks experienced radio salesperson at Springfield, Massachusetts. Top radio AM/FM radio combination. Earn top dollars, salary plus commission and bonus. Write Michael Schwartz, c/o WAQY Radio, 45 Fisher Avenue, East Longmeadow, MA 01028 or call 413-525-4141. Equal Opportunity Employer.

Account Executive. Sales person for major Harrisburg, Pennsylvania radio stations needed. College degree and sales experience preferred. Salary and commission will be based on experience. Gross potential is excellent. For information, call Mr. Bankson, WCMB/WSFM 717-763-7020. An Equal Opportunity Employer.

Proven radio sales track record? Work well with people, with just the right balance of aggressiveness and empathy? We need an Assistant Sales Development Manager for our broadcast division that is expanding into cable TV. If qualified and interested in joining a proven AM/FM leader in the industry, EOE, send your success story and resume to Box D-166.

The best, hardest working radio salesman in the midwest wanting a chance in TV. 20-25 the first year with realistic opportunity on up side. Seasoned staff of pros to work with, and management that will help you grow. RAB training a plus. Send resume to Box D-177, EOE.

Media Sales—Detroit radio station seeking individuals with 3-4 years retail broadcast selling experience. Must be familiar with contemporary (AOR) format and capable of developing sales presentations, analyze rating books and developing new business. Salary history, references and resume requested. Box D-168. EOE-M/F.

Great Opportunity for experienced sales person. Must have radio experience and be aggressive. Salary based on experience. Contact Charles Jones 405-224-1560 Chickasha, Oklahoma.

HELP WANTED ANNOUNCERS

Experienced Announcer needed for beautiful music and big band station on the Jersey Shore. Experienced in news and production required. Knowledge of music of 30s and 40s a plus. Third class license or restricted permit. Non-smokers preferred. EOE. Send resume, tape and salary requirements to WHTG AM/FM, Department B 1129 Hope Road, Asbury Park, New Jersey 07712, Station Manager Faye B. Gage, WHTG.

KHAR, Alaska's Premiere Beautiful Music station, and KKLK, the number one FM. Rocker in Anchorage, are accepting tapes and resumes from qualified announcers. We are looking for a well rounded pro-mature voice, clean delivery, strong on production, hard worker. Top pay, great benefits, very good facilities. Professional announcers only need apply. Contact Art Lewis, P.D., KHAR/KKLV, 3900 Seward Highway, Anchorage, Alaska 99503. Male/Female. E.O.E.

Needed immediately an experienced early morning (5a-9a) air personality. Must be thoroughly familiar with Country Music and have cheerful delivery. Salary negotiable. Send resume and audition tape to Wilbur Walker, WROZ PO Box 139, Evansville, Indiana 47701. Phone 812-422-4171. An Equal Opportunity Employer.

Immediate, part-time opening for announcer's at one of the finest beautiful music stations in the country. Part-time weekend shifts are available plus opportunities for vacation and holiday fill-ins. Call Ken Mackenzie at WEZN STEREO 100, Bridgeport, Connecticut, at: 203-366-9321. EOE.

Immediate opening Atlantic resort FM ... easy listening format. Good voice essential. Send tape and resume to WGMD, P.O. Box 530, Rehoboth Beach, Delaware 19971.

WJRZ-FM/New Jersey Shore seeks morning personality for Contemporary/Hit Format. Immediate opening. Resumes and tapes to Lance DeBock, Operations Manager, WJRZ-FM, Box 1000 Manahawkin, N.J. 08050 EOE/MF.

Drive Time communicator for midwest regional adult AM. Experienced with knowledge of country music. Staff on production and remote. Call Ed Mire 219-875-5166. WCMB Box 307 Elkhart, IN 46515.

HELP WANTED ANNOUNCERS CONTINUED

All-purpose announcer for automated station; news, sales available for extra money. KQIK Lakeview, OR.

WPOC in Baltimore is looking for a talented person ready to make the move to a major market 7-12 mid-night shift. If you can communicate and would like to do contemporary country radio with the best send tape and resume immediately to Larry Clark, Program Director, WPOC, 711 W. 40th Street, Baltimore, Maryland 21211. An equal opportunity employer.

HELP WANTED TECHNICAL

Northern Indiana AM/FM combo needs Chief Engineer. Excellent opportunity for qualified man to move up. Call collect to Station Manager, Harvey Miller, 219-267-3115.

Experienced Chief Engineer for 1,000 watt AM-Long Island, New York. Top pay and benefits for the right responsible professional. Must have first-class and be able to maintain equipment to meet high standards. Contact Gil David, WGBB Radio, 1240 Broadcast Plaza, Merrick, NY 11566. E.O.E.

I need an engineer NOW! Good pay, full benefits working with automated equipment in Northern New England. Respond only if you are serious about seeking a good opportunity E.O.E. Reply Box D-157.

KRKK/KQSW-FM will soon have opening for chief engineer. 5kw-1kw DA live AM, 100 kw automated FM. FCC record keeping essential. Must have good maintenance background. Collins x-mitters & boards, Mosley STLs ITC & Ampex tape. Should have automation trouble shooting experience. Forward complete resume, references & salary requirements to: R. S. Tucker, PD, Media West, Inc., P.O. Box 2128, Rock Springs, Wyoming 82901. E.O.E.

Needed: A responsible chief engineer for 100 k.w. FM located in the Sunbelt/Gulf Coast area. First phone required. Must be able to: Maintain state-of-the-art facility programming classical music; handle all FCC matters, remote production and recording; and assist in the acquisition (and future maintenance) of a DA AM facility (separate operation from FM). Good place to work. Salary: Open. Will help with moving expenses. Please send detailed resume, salary history, references. EOE. No phone calls. Joe Martin, General Manager, WHIL-FM, Box 160326, Mobile, Alabama 36616.

Chief Engineer for 50 KW FM and AM Daytimer. Hands-on with excellent knowledge of broadcast engineering. Resume, references, salary requirements to John Bassett, WCCM/WCGY, Lawrence, Mass. 01840. E.O.E.

Meldum size Central Florida market AM-FM with latest state of art equipment needs full charge CE. Great climate and market. Resume and salary requirement to Box D-190.

Columbus, Indiana needs Chief Engineer for AM/FM station. Must be familiar with automation. Send references, resume, and salary requirements to Jim Kauper, WCSI AM/FM, PO Box 809, Columbus, Indiana 47201. EOE.

Chief Engineer—Class A FM automated; Class 4 AM New studios, well maintained, full benefits package, including attractive savings bonus plan. Pay level will reflect additional station 2-way gear duties and DEC PDP 1134 possibilities. Challenging opportunity with growing station. Send resume to Mr. DeRose, c/o WHMP, Box 263, Northampton, MA 01061.

HELP WANTED NEWS

Creative, Determined, Capable. Tape, Resume Available. Justin Shay 312-874-7111.

Experienced Announcer needed for beautiful music and big band station on the Jersey Shore. Experienced in news and production required. Knowledge of music of 30s and 40s plus. Third class license or restricted permit. Non-smokers preferred. EOE. Send resume, tape and salary requirements to WHTG AM/FM, Department B, 1129 Shore Road, Asbury Park, New Jersey 07712. Station Manager, Faye B. Gage WHTG.

Wanted: News Director. 10KW full timer in Aberdeen, S.D., looking for experienced news director in medium market. Top pay/benefits. Tape-resume to KKAA Box 1770. Aberdeen. S.D. 57401.

News Director. Help set and implement policy for news/public affairs for NPR station. Supervise news staff, in-studio and remote. News writing and reporting essential. Production and management ability desired. B.A. required, preferably Journalism or Broadcast Journalism. Deadline May 6, 1981. \$14,000. The University of Alabama Employment Office, Box 6163, University, AL 35486. An Equal Opportunity Employer.

News Director needed for Midwest medium market AM-FM. AM station soon to go all news, sports, and talk. Strong on-air delivery and excellent writing a must. Sports background helpful. Resume, tape to: Media Consultants, 2504 Regent Court, Lafayette, IN 47905.

Newsperson! Need aggressive talent for No. 1 AM/FM combination. Tape and resume to Susan Giovati, WHUT, Box 151, Anderson, Ind. 46015. EOE.

News Director needed now for Florida AM. Must get actualities, anchor and do on-street interviews. Experienced only. Good starting salary. Box D-189.

Sports Director: We want a person who can break local stories, write strong commentary, deliver strong sportscasts, and lead a 2 plus staff. No PBP. Non-returnable tapes, resume to Mike St. Peter, News Director, WEBR Newsradio 970, 23 North Street, Buffalo, New York 14202. WEBR is an EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

We'll pay the right Program Director/Operations Manager \$1100-1400 a month (depending on capabilities) to run our successful small-market AM/FM operation in the Midwest. Must do a quality airshift, handle and set an example for announcers firmly and fairly and be community-oriented. PD experience a necessity. Please send resume with at least 5 professional references to Box D-72.

Program Director. Supervise implementation of programming policy, including local production, acquisition and scheduling of syndicated and NPR programming. Take charge in managers' absence. Several years experience (preferably public radio) essential; supervisory experience, accounting, PR, desired. B.A. required. Deadline May 6, 1981. \$16,000. The University of Alabama Employment Office, Box 6163, University, AL 35486. An Equal Opportunity Employer.

WQSM TM Stereo Rock needs morning host/operations manager. Quality air work and production is essential. Minimum five years experience. Tapes and resumes to Paul Michels, Box 35297, Fayetteville, NC 28303. EOE M/F.

Host/Anchor sought for 5-9 a.m. newblock. Applicant must have proven (1) news credibility (2) spontaneity (3) imagination (4) "up" morning personality (5) sense of humor (6) community involvement. We need a memorable, "live wire" interlocutor who can show a track record, not just potential. Rush material to Ted Landphair, WGSO, 1440 Central St., New Orleans, LA 70112.

Production Manager morning personality combo. 24-Hour Adult AM. Top pay and benefits. Resume and tape to KCJJ, Box 2118, Iowa City, Iowa 52244.

NYC Suburban, expanding, seeks experienced professionals in sales and news. Also air personalities who can communicate with adults. Excellent opportunities for the right people. Send tape and resume to Box D-173.

SITUATIONS WANTED MANAGEMENT

General Manager available immediately. Highly qualified, group experience, major markets. Documented performance, demonstrated ability. Familiar with all formats. Former GM of 50,000 watt country giant. Great references. Reply Box D-11.

Operations or Gen Mgr. for your radio station. I'm currently in an operations position looking for a bigger challenge in oper. or moving into G.M. role. Have 11 years experience and knowledge of all phases of radio. Want small or medium market in Middle Atlantic states (S.C., VA, N.C., Ga.) Box D-141.

Profit Oriented: Programming specialist with documented performance in ratings/sales. Strong business background projecting fiscal/annual budgets in programming, personal, promotions. Aggressive market research countering competitors weaknesses and reflecting needs of TSA/MSA. Heavy operations responsibility with incentives a must. Group owners only Box D-65.

Successful major market General Manager offers excellent background in sales, sales management, cost control, programming, FCC R&Rs, and administration. I am seeking a management position which will allow me to increase your profits and numbers. Box D-125.

Do you need an Assistant Manager, Operations Manager, Sales Manager, Program Director, or News Director? Sixteen years' experience says I can do it all! Chuck Carney, 616-345-6464, after 5:30, Eastern Time!

Aggressive programmer for 35+ audience. Theatre, Film, Nostalgia, Beautiful Music, Classical. MA. \$18M, Sales background, management experience. Box D-188.

SITUATIONS WANTED SALES

Ten Years Midwest Sales Experience! Promotion oriented. Bumper Sticker, local Sports, Seasonal, etc. Complete broadcast background. Box D-145.

SITUATIONS WANTED ANNOUNCERS

Attention—Northeastern U.S., Texas Gulf Stations; Available Now! Experienced afternoon drive personality. Call 414-769-6966.

Experienced—Top-flight Rock announcer. Quality tape available. Think. Your loss is the other guy's gain! George Quast 312-348-3314, 1952 N. Seminary, Chicago, IL 60614.

Need an A-O-R Jock? Young ambitious male willing to work any hours. Anytime. This is My Life. Please Call for tape and resume. Bob McVey 317-463-9677.

Take a chance on me. Experienced and college degreed announcer. If you're really looking for steady, long-term man call me. Prefer contemporary, Top 40 or MOR. Burce, 512-992-4566 or 512-756-6536.

Enthusiastic and dependable D.J. looking for a station. Will relocate immediately. Give me a call, Mike Sullivan 312-830-4153.

Bill Douglas on Sports. Available on short notice. Sportscaster, talk host and knowledgeable editor. Opinionated. Not afraid to speak my mind. 9 years news, sports and talk experience. Solid writing and reporting skills. Good production. College Grad. Hosted sports oriented phone show in Detroit for last 4½ yrs. Douglas Nagy 313-534-0251.

Nice Guy will give 100 percent in any format. Ready to move now. Call 312-333-2945 or write K. Bishop, 14833 Hono, Harvey, IL. 60426.

Creative, Aggressive, Good Pipes, Adult Contemporary Preferred, Call for resume and tape. Mark 219-844-3431 or 210-844-2849.

What Can your station and a bottle of fine wine have in common? The cork. Rock, Top 40, nights or PM. drive have talent, will travel. Call 312-668-7513 or 312-530-1085. Ask for Corky.

Can Do Everything and right the first time. Experienced personality morning man, A/C or modern country. If you are looking for a PD. or M.D. with drive experience, P-B—P talk, news, sports, I am looking for a professional solid station that is involved in it's community. Call 919-851-3934, Michael.

Female-C&W Jockess Dependable-hard working ambitious will relocate. Tape and resume available. Mary Ann Anifer, 312-254-2335 after 4:00 p.m. 4224 South Rockwell Street Chicago, IL 60632.

R.J. News, play-by-play. Good voice, reader and attitude. Anywhere. Mike Smith, 1910 Manhattan Drive, Waukesha, Wis. 53186. 414-542-5833.

Don't Pay Me—until you're satisfied I'm the right guy. Love small markets, friendly DJ/news, good production, hard worker with a "Have it your way attitude". Call Tony 914-968-4840 or Box D-112.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Sportscaster with 8 years PBP experience in all sports. Available May 1st. Resumes upon request. Box D-110.

Over 8 yrs. Experience with 3½ yrs. as music director of C/W station. Great production, lively and informative play-by-play of college and high school sports ... College degree ... tape and resume upon request. Box D-103.

Attention Chicago, suburbs, Reno and Carson City Nev. Experienced, versatile and dependable announcer looking for full time work, format no problem. Call Jerry Obrecki, 312-725-4713. Before 1:00 p.m.

Looking for a start as a Disc Jockey and/or Play By Play Announcer. Willing to learn and work hard. Also will relocate anywhere. Have first class license. Please call 707-823-5071, ask for Willie.

Combo-Person Announcer, writer, programmer with knowledge of music. College educated. Call Alan Katovich, 313-939-8063. Or write, 34788 Fargo, Sterling Hts., MI 48077. Midwest or New England preferred.

P.D.-Announcer. Major urban contemporary share-cume strategist ... Plus, personality. James Jack. 301-589-1028.

Talk Show Host—Considered among Top Five in Nation—Ratings/national award winner—Mature, witty, educated—Wizard on two way phones/interviews—Handle any format, with/without music—Seeking growth with larger markets—Consider all offers. Box D-187.

Rock Jock, seeks AOR, ready to roll anywhere, tape and resume, Bernie Ross 826 N. 15th, Apt. 13, Milwaukee, WI 53233. 414-342-6630.

Announcer. Good production skills and voice. Wants bonafide position with responsibilities. Will relocate for competitive-minded station in medium or major market. Please call Mike Ward 716-875-5248.

Experienced, Energetic, professional delivery. Prefer small to medium market. College grad in Electronics Engineering. Hard Working and dedicated. Excellent sales background too. Jim Willison, 2794 Pinellas, Columbus, Ohio 43229.

Top Notch Sports Announcer seeks Sports Director and/or play-by-play opening. You name it, I can do it. 4 years experience doing major college football and basketball. I sound damn good and have the tapes and experience to prove it! Contact Burt Groner, 5455 Grove Street, Skokie, Illinois 60677. 312-966-3875.

8 years experience. Dependable. Excellent references. All formats. Any hours. ALL NIGHT preferred. Professional stations only! Mike 904-255-6950 or 373 Williams, Daytona, Fla. 32018.

Mistress of soft rock and sophisticated sounds. Lady jock on the bay. Contralto. Sweet, refreshing and authoritatively sexy. Tape: Veronica German, 1040 Bush No. 334, San Francisco, CA 94109, 415-673-6768 x 334.

I will travel anywhere in the U.S. or Canada for a bonafide opportunity with a competitive-minded radio station. D.J., production, and news skills. Will consider programming in small market. Please call Mike Ward, 716-875-5248.

I've Missed many opportunities to shut up. One phone call will convince. However, my news, commercials, sports and D.J. tape sells, sells, sells. "Mini-Audition on phone now" 914-633-7133, Mark.

Weather-Forecaster-Meteorologist. I am a bright and well appearing young man with a good college background in meteorology and now enrolled at Emerson College. I've some radio and forecasting experience, with excellent recommendations. Desire to gain more experience on a full or part time basis and will consider replies from any part of the country. Contact: Steven Bernson, P.O. Box 68, Boston, MA 02167 or call days at 617-389-5209.

SITUATIONS WANTED TECHNICAL

Electronic tech with ASET Degree and First Phone, desires assistant CE position at AM facility in Western large market. Experienced in mostly everything; except automation, transmitters over 5kw, & DA's with more than two towers. Resume & equipment lists available. Reply to Box D-129.

SITUATIONS WANTED NEWS

First-rate Sports announcer seeks move to larger market. Degree in Broadcast Journalism, good voice, delivery and production skills. May I send you a resume and tape? Box D-5.

Experienced, quality PBP available. All sports, even wrestling. Will travel immediately. AM drive experience also. Call Steve True 715-246-2254 before noon.

Sportscaster: Looking for step up. Currently employed. P.B.P. Talk, Reporting. Excellent experience: Super Bowls Fights, World Series, NCAA Final Four. Top references. Willing to work. Box D-116.

Trained, Talented, 3rd Ticket authoritative news approached with style. Will relocate for creative opportunity with creative people. Ray Harvey, 912 Powell St., No. 8, San Francisco, Calif. 94103. 415-397-8651.

Ready to move into your newsroom—female reporter/anchor with experience on state network and news-leading station. Very good writing, voice, production. Creative go-getter. Call 804-294-4667 or 302-772-1758.

Experienced play by play sports announcer/news director desires challenging sports announcing position. Write to 425 West Second Street, Elmira, N.Y. 14901.

Sportscaster experienced in p.b.p., sportstalk & reporting. CBS Stringer who's an excellent writer & interviewer with pleasing delivery. A college grad, I'm presently at a small market and want even more sports than I'm getting. All locations and offers welcome. Box D-178.

Looking for a pro to handle your football and basketball play by play for next season? Contact Box D-176 or call 206-538-0336.

Female-News Reporter dependable and ambitious, willing to work any shift. Tape and resume available. 312-787-8220/233 E. Ontario Suite 902, Chicago, IL 60611.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Program Director seeks challenging position with responsible facility. Fifteen year pro; seven of previous eight years with one station. Strong on community involvement, promotion, staff motivation, sales, dedication. EOE/AA, FCC, engineering, budgeting, research. All markets considered. Box C-173.

Profit Oriented: Programming specialist with documented performance in ratings/sales. Strong business background projecting fiscal annual budgets in programming, personal, promotions. Aggressive market research countering competitors weaknesses and reflecting needs of TSA/MSA. Heavy operations responsibility with incentives a must. Group owners only. Box D-64.

Award-winning ten-year veteran sportscaster seeks permanent midwest medium-major market situation. Dynamite PXP four major sports. Dedicated, dependable. Call 319-556-1316.

Looking for a sports director to make your sports come alive? If so, you've found him right here. 4 Years PBP & sportscasts. Will travel. Box D-151.

Presently employed, seeking new long-term challenges in Wisconsin or Illinois medium or major market. Five years experience; PD, sales, automation, PR. First ticket. Dependable, hard-working, creative. Confidential correspondence to Box D-191.

Number one ratings again. Adult contemporary/contemporary format. Good handle on available talent. 9 Year Program Director experience. 1-207-862-3503. Just ask for Kirk Sherwood.

Female Copywriter/Producer seeks challenging position. B.A. in English, proven writer, production-lover, will relocate anywhere. Contact Katie, 507 Philadelphia Ave., Chambersburg, Pa. 17201. 717-264-1239.

TELEVISION

HELP WANTED MANAGEMENT

General Manager sought for unconventional public TV station near Denver, which offers unusual programming and an individualistic work environment. Salary: \$25,000 annually, plus incentive pay based on station income. Resumes to: Robert Bows; KBDI-TV; Box 427; Broomfield, CO 80020. Female and minority applicants encouraged.

Director of Development and Community Relations—Directs Development and Public Information personnel for top-rated public television station. Supervises and administers voluntary support, development, and community relations programs. Prepares grant and underwriting proposals and actively seeks grant support. Plans and develops annual funding programs. Responsible for development of community relations and station image within the community. Requires BS/BA in Communications or related field (Masters preferred). Three years in PTV development; or equivalent demonstrated marketing capabilities in public television, commercial or non-profit entities. Minimum: \$18,000. Contact Richard Lehner, WUFT-TV, 2000 JM, University of Florida, Gainesville, FL 32611. Women and Minority applicants encouraged. Deadline: May 11, 1981.

Commercial Manager with sales know-how and administrative ability for VHF in good Southwest market. E.O.E. Box D-133.

Business Manager: Rochester, N.Y. NBC affiliate seeks college graduate, accounting major, supervisory experiences with skills in general ledger, payroll and budgets. Send resume with salary history and requirements to James C. McCreary, Ziff-Davis Broadcasting Company, One Park Avenue, New York, N.Y. 10016. EOE.

Assistant Network Program Manager. Responsible for recommending program acquisitions and scheduling of programs for broadcast on the Nebraska ETV Network and reviewing and recommending the EduCable program schedule. Requires: MA in Telecommunications plus four years television experience in an increasingly responsible position or BA in Mass Communications, Journalism, Broadcasting plus six years experience. Salary: \$23,250 Minimum/Year. Apply by: May 18th to Paul E. Few, Assistant Manager-Administration, University Television, P.O. Box 83111, Lincoln, NE 68501. AA/EEO.

HELP WANTED SALES

Television/Newspaper Syndicate Sales Executive. A major, well-respected television and newspaper syndicate, has an opening for a qualified sales person. Our executives manage their own territories, reporting directly to the president and vice president. Excellent salary, commissions, bonuses and fringe benefits. The person we seek must have previous syndicate sales experience and be a self-starter. Our dynamic organization is expanding rapidly and the position we offer has tremendous potential. Only series professionals need apply. Please send letter of application and detailed resume to Box D-55.

We are interested in finding a self motivated, experienced local salesperson to work in top 20 market and carry a major list. High energy level required. Send resume and income needs to Box D-185. Equal Opportunity Employer.

Local Sales Manager—Top 50 network affiliate in sunbelt market seeks aggressive and hard-working manager to head team of seven account executives. Challenging work in competitive market offers excellent opportunity for advancement with group broadcaster. Management experience required. Send salary requirements with resume to Box D-194. An Equal Opportunity Employer.

The best, hardest working radio salesman in the midwest wanting a chance in TV. 20-25 the first year with realistic opportunity on up side. Seasoned staff of pros to work with, and management that will help you grow. RAB training & plus. Send resume to Box D-177. EOE.

HELP WANTED SALES CONTINUED

Florida Network affiliate Top 40 market needs proven sales pro now to work regional accounts. Thorough knowledge of books, strong service and ability to handle large volume of work necessary. Please send resume and salary requirements to Business Manager, Box D-197. We are an Equal Opportunity Affirmative Action Employer Male/Female.

HELP WANTED ANNOUNCERS

Newsman-Announcer with mature voice and good on-camera delivery for Gulf Coast Station. E.O.E. Box D-152.

HELP WANTED TECHNICAL

Director of Engineering—A Corporate Staff position is available with a group Broadcaster having six TV and five Radio stations. Knowledge of technical equipment, industry trends, capital budget expenditures required. Send resume and salary history to Box D-30. An Equal Opportunity Employer M/F.

Television Engineer: Openings available experienced studio or transmitter maintenance personnel and switchers. Electronics school graduates or equivalent technical education desirable. Number one station, beautiful middle market. Resume, salary history, and references to Director/Engineering Donrey Media Group, Box 550, Las Vegas, NV 89101. An Equal Opportunity Employer.

Television Maintenance Engineers: First-Class FCC License. Strong background in all phases of TV maintenance required. Famous year around Colorado recreational area. Contact A. L. Ladage, DOE, XYZ Television, Inc., P.O. Box 789, Grand Junction, CO 81502; 303-242-5000.

Film Transfer Operator: Applicant must possess a solid background in commercial and feature film transfer work. Contact: Lori Weiss, CFA Video, Los Angeles, CA 90028. 213-467-5103.

Chief Engineer for top ranked UHF independent in Central California. Experienced in administration, maintenance and some design background. A.S. degree in electrical engineering and a minimum of five years experience as chief or assistant. Submit resume, references and salary history to: Box D-51. An EOE/M-F employer.

Technician: Minimum 3-5 years experience in studio maintenance. Prefer person with strong background in video tape maintenance. Send resume and salary requirements to Clarence Mosley, Director of Engineering, WINK-TV, P.O. Box 1060, Fort Myers, Florida, 33902. EOE.

TV Maintenance Engineer: Upstate New York UHF seeking person with electronic background for studio and transmitter maintenance. First phone required. Send resume to Chief Engineer, WUTR-TV, P.O. Box 20, Utica, New York 13503. EOE M/F.

Television Studio Supervisor: Individual must have strong background in studio engineering with some production experience desirable. Supervisor will maintain, repair, schedule and monitor video and audio production equipment and facilities as well as assist in college productions. Starting date: July 1, 1981. Application Deadline: May 8, 1981. Send three letters of reference and vita to: Dr. Denton B. May, Academic Dean, King's College, Wilkes-Barre, Pa. 18711. An Equal Opportunity/Affirmative Action Employer.

Chief Photographer: We're looking for a dynamic leader to guide our young photography staff. We're all ENG with two live units in a beautiful Southern City. Send a tape, resume, and references to Michael Sullivan, News Director, WAAY-TV, 1000 Monte Sano Blvd., Huntsville, AL 35801. EOE.

ENG Photographer for top-rated PM Magazine. Must be experienced, creative, know ENG, Audio and lighting. Send resume, tape and salary requirements to Alan Schroeder, PM. Magazine, Box 10, Wichita, KS 67201. E.O.E.

Operator-Engineer. Fulltime. Experience in broadcast engineering required. Must be available by May 24, 1981. Send letter of application/resume no later than May 4 to Robert McFarland, Chief Engineer, WTRF-TV, 96-16th Street, Wheeling, WV 26003. EOE.

Maintenance Engineers: Due to recent Facility expansions, Video Tape Associates, a leader in State of the Art Television Production, has maintenance positions open at both its Hollywood, Florida & Atlanta locations. Applicants should be capable of performing maintenance on quads, Color camera & Switcher, 1 inch Computer editing & Digital effects systems. Light design capabilities helpful in some positions. Salary negotiable. Call: Michael Orsburn, Director of Engineering 305-920-0800 or send resume and salary requirements to: Video Tape Associates, 2040 Sherman Street, Hollywood, FL 33020.

Our organizations seeks a senior video tape engineer. Qualified candidate will have a first class FCC license as well as five or more years broadcast experience with emphasis on maintenance. Person should be familiar with 3/4", 1", 2" VTR and editing systems. In addition to the above qualifications, candidate should have a commitment to the goal of promoting the religious message on a worldwide scale. Send resume and salary requirements to Personnel Director, PTL Television Network, Charlotte, NC 28279.

TV Maintenance Engineer (subject to budget approval). 3 years in maintenance of portable color camera, BVU 3/4" cassette recorders, TV receivers, studio & remote equipment required. Associate degree or equal. FCC license and digital background preferred. Salary commensurate with experience to \$20,500, excellent fringe benefits including 21 days earned vacation. EOE-AA. Write by May 22, 1981 to Ed Wright, Learning Resources, State College, Oswego, New York 13126.

Wanted: TV control board operator. Experienced preferred, but not necessary. Call or send resume to Jim Moen, Engineering, KUMV-TV, Box 1287, Williston, N.D. 58801. Phone 701-875-4311. An Equal Opportunity Employer.

Beautiful VHF station in Nevada has immediate openings for assistant chief engineer and qualified ENG maintenance man. Submit resume and references to: Director/Engineering, Donrey Media Group, P.O. Box 550, Las Vegas, NV 89101 or phone 702-383-0245. An equal opportunity employer.

Experienced Maintenance—RCA TR-100 Kart machines, RCA-Sony 1" Tape, RCA TK 46, 76, 28 Cameras. Rate of pay is to \$520,000 per week/4 day week. Send resume to: Box D-204. An Equal Opportunity Employer.

HELP WANTED NEWS

Needs Director—Group owned medium market VHF committed to news needs committed aggressive news director to achieve leadership in the market. Send complete resume to Box D-88. An equal opportunity employer.

Managing Editor to top 100 market in the south. This person would assign and direct a staff of about 30 hard working, aggressive journalists. If your goal is to wind up as a News Director with a top notch organization that believes in news, then let's talk. Write Box D-128. EOE.

Anchor—Highly competitive medium market net affiliate looking for anchor for early and late newscasts. Must be a warm, friendly, excellent communicator who enjoys reporting. EOE. Resume, references, and salary requirements will be kept in strict confidence. Reply to Box D-130.

Farm Director to do morning show, noon segment and farm reports in expanding 70's market. Must be good communicator. Box D-137.

Experienced producers, reporters, photographers, needed now. Cassettes resumes, writing samples and salary requirements to Ron Scott, Vice President News and Operations. KTVH, Box 12, Wichita, KS. 67201.

Bureau Chief for a city of 100,000, Upper Midwest. You'll be in charge of a two person bureau, plus part time help, newscast, ENG and film gear, live remote van, and attendant gear. You'll microwave back live and taped reports. This is a position for an experienced TV field reporter ready to take on more responsibility. Equal Opportunity Employer, and Affirmative Action. Send letter and resume to Box D-114.

Weathercaster: ABC affiliate seeking person with a professional presentation. EOE. Send resumes to: News Director, KDUB-TV, Dubuque, Iowa 52001.

We need a Co Anchor/Reporter gal or guy. Please send resume, VTR and salary requirements. EEO. KNOP-TV, Box 749, North Platte, Neb 69101.

Major Market Producer: Capable of working with highly professional team of reporters to produce a timely, dynamic, people oriented program. Must have prior news production experience. Please send resume to Box D-198.

Chief Photographer for all ENG. Familiarity with equipment, ability to lead the best staff in town required. Looking for someone who wants to win the NPFA. Write, don't call: Tom Becherer, News Director, WLKY-TV, 1918 Mellwood, Louisville, Ky. 40206.

Top Ten West Coast Independent needs producers, writers, ENG camerapeople and field producers/writers. Creativity and experience a must. Resumes and references to Box D-82.

Dallas. We have an immediate opening for a sports anchor/reporter. Must be able to report from the field as well as from the anchor desk. Tape should include examples of field reporting and anchoring. Please send tape and resume (no phone calls) to: Bill Vance, News Director, KXAS-TV, P.O. Box 1780, Fort Worth, TX 76101.

Sports: Station in Top 10 College Basketball town looking for Sports Anchor who dares to be different. We want the person who can go beyond traditional sports coverage, and let some personality show through on the air. If you think you could fit in U.K. Country, send resume, tape, and salary requirements to John Ray, News Director, WLEX, Box 1457, Lexington, KY, 40591. An EOE employer.

Southeastern Medium Market number one is looking for a bright, energetic talent for weekend sports anchor/reporter. We have a strong commitment to cover local sports and recreational activities. If interested, send resume to Box D-193. EOE.

Reporter/Anchor needed for Midwest top fifty market. You will be a general assignment reporter three days and weekend Co-Anchor. Two years prior television experience desired. Send resume to Box D-175. EEO/M/F.

Northwest Small Market group owner looking for an experienced assignment editor. Minimum three years TV news, one year at Assignment Desk. Good salary and benefits. Equal Opportunity Employer. Reply to Box D-165.

Special Projects. Expanding news operation looking for a unique individual... Do you stand out from others? Can you go beyond the surface of a complicated story? If so, tell me what you can do in my news department by sending resume along with detailed letter of news and special projects philosophy to Box D-208. Degree experience required. EOE.

Three reporter positions open immediately. We are expanding our talented staff. If you're aggressive and care about TV journalism then you may have a bright future with us. Send resume and detailed letter of your news philosophy to Box D-207. Degree experience required.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

PM Magazine co-host to work with current male host on established PM Magazine in top ten market, network affiliate. Must have on-air experience, writing, and story production background. If you can demonstrate solid experience send tapes and resumes to attention S. Kelly, Room 501, 19th St. Northwest, Washington, DC 20036. All tapes will be returned. An equal opportunity employer.

Promotion Manager: Central California affiliate seeking creative & enthusiastic individual. Must have experience writing & producing TV, radio and print promotion. Great living in sunny California! Send resume and salary requirements to Box D-57. E.O.E.

Television Program Director: Midwestern Network Affiliate in second 50 markets has immediate need for creative and resourceful Program Director. Must be experienced in production, FCC procedures, and program buying, as well as people management and supervision. Send resume and salary requirements to Box D-153. An EEO employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Traffic Manager for group own dominant CBS affiliate in southeast. Prefer Columbine Computer experience. Salary negotiable per experience. EOE M/F. Send resume to Box D-86.

Promotion Director—Northeast ABC affiliate now accepting applications for Promotion Director. Experience and strong creative abilities a must. Should have excellent writing and production skills to insure strong on-air promotion. Excellent opportunity with group-owned station for individual with ideas and enthusiasm. Send resume and salary requirements to Box D-118. An Equal Opportunity Employer.

Director of Programing/Operations—Coordinates, supervises and directs broadcast programing and operations for public TV and Radio joint licensee in California. Requires: BA/BS in Telecommunications or related field and two years supervision of TV programing/production. Salary: \$19,752 to \$23,844 plus full benefits. Applications must be postmarked by May 9, 1981. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. An equal opportunity affirmative action employer.

Producer/Director: Applicants must have a minimum of two years full time experience producing/directing news and location production. Send complete resume and cassette to: Guy Davidson, Production Manager, NTV Network, P.O. Box 220, Kearney, NE 68847. NTV Network is an equal opportunity employer.

TV Services Department administrator to manage all aspects of the Department in a University media unit; to supervise the design, development, production and evaluation of television and other media procedures; assign and supervise subordinate personnel, plan and account for budgets. Requires B.A. plus minimum of three years experience. Approximate starting salary \$20,000. Send letter and detailed resume postmarked by May 8, 1981 to Search Committee, Television Services, University of Wisconsin-Milwaukee, P.O. 413, Milwaukee, Wisconsin 53201. Women and minorities are urged to apply. An Equal Opportunity (M/F) Affirmative Action Employer.

Director for fast paced news program. Candidate must have solid news directing background with skills to deal effectively with people. Immediate opening. Send resume to Production Manager, KOVR-TV, 1216 Arden Way, Sacramento, CA 95815. An Equal Opportunity Employer, M/F

Progressive, new sign-on Indie seeking hard-working production manager to train staff and handle all new studio and equipment. Be prepared for a staggering work load, a demanding professional staff and a great experience. Heavy production/switching background necessary. Send resume, tape, salary requirements, etc. to: Mr. Richard Nailling, 48 WGGT, P.O. Box 1618, Greensboro, NC 27402.

Now Accepting applications for host & co-host for PM Magazine. Ability to write, edit a must. Looking for dedicated go-getters, willing to work from the ground up. Excellent area in medium market. Send resume & salary requirements to Box D-201. An Equal Opportunity employer.

Video Post Production Director. 3/4" editing expertise and maintenance skills. Salary negotiable. Send resume or call Washington Video Services, 1070 Thomas Jefferson Street, N.W., Washington, D.C. 20007, 202-965-6155.

Major Market Sunbelt Station needs production crew chief to supervise and train a young and energetic studio crew. Two to three years experience in crew supervision and excellent lighting background a must. Send resume and salary requirements to Box D-89. An Equal Opportunity Employer.

Television Graphics/Set Design. Graphic artist for television production. Requires BA in Graphic Design. Must be able to implement original designs. Required experience with TV set design and graphics, color and B&W slide process, darkroom procedures, design of promotional brochures. Full fringe benefits. Salary Range: \$13,455-\$17,646. Effective Date: July 1, 1981. Send cover letter and resume to: Victor Aulestia, University of Maryland-Baltimore County, 5401 Wilkens Avenue, Catonsville, MD 21228.

Host/Weathercaster. Strong station medium sized sunbelt market. Co-host morning community-oriented news/talk program and present weather segment within program and on weekend news. Must have ability to interview wide range of people and write/produce news/talk segments. Send resume to Box D-172. EOE.

Creative Commercial Copywriter with photographic know-how for growing market in south Texas. E.O.E. Box D-160.

Weekend Producer Director. Must know how to produce direct and switch complicated news cast. Sound journalistic judgment and production values essential. Position open immediately. Excellent chance to grow with group. Degree and experience required. EOE. Box D-205.

Associate Producer. Immediate opening for the right person. Our news cast has strong emphasis on content and production values. Great future with group. If you're the one, send resume and detailed letter of news philosophy to Box D-206. Degree experience required. EOE.

SITUATIONS WANTED MANAGEMENT

Sales Manager. On street experience in newspaper, radio, TV. 12 years as GSM for affiliated TV middle market station. Strength in motivation, training and administration. Box D-135.

Man, highly experienced in areas of TV programing and talent. Seeks new affiliation that will use his extensive knowledge of the entertainment field, excellent administrative skills and ability to deal with people. New York area preferred, but free to travel. Box D-111.

SITUATIONS WANTED SALES

I want to sell TV. M.A. Management. Ten years in broadcasting, mostly news; retail and radio sales. Excellent references. Box D-196.

General Sales Mgr of No. 1 Network Affiliate misses the challenge of on the street sales. I've been here for several years, sales are up 34% over last year Y.T.D. They've been good to me but I'm tired of coaching and want to be quarterback again. If you're looking for a top biller, let's talk. Excellent track record, 1000 references, age mid 30's. Not available until mid July. Box D-171.

SITUATIONS WANTED ANNOUNCERS

Weather-Forecaster-Meteorologist. I am a bright and well appearing young man with a good college background in meteorology and now enrolled at Emerson College. I've some radio and forecasting experience, with excellent recommendations. Desire to gain more experience on a full or part time basis and will consider replies from any part of the country. Contact: Steven Bernson, P.O. Box 68, Boston, MA. 02167 or call days at 617-389-5209.

SITUATIONS WANTED TECHNICAL

ENG Photographer. T.D. thoroughly experienced and versatile with all aspects of production, ENG and studio. Currently ENG photographer for eight network affiliates in Washington, D.C., will relocate, Gilbert Hammer 202-966-0078.

BA in Radio-Television—Film anxious for entry level production opportunity. Jan 414-321-2283, 3324 South 90 Milw, Wisc. 53227.

SITUATIONS WANTED NEWS

Three Member News team wishes to relocate from South Florida affiliate. Anchor, reporter and photographer. Will locate together or separately. Serious inquiries only. Box D-33.

Radio News Director, female, good voice, good writer, and dedicated journalist. Desires job in television news. Will send tape, writing samples, resume, and references. Box D-73.

Experienced sports director seeks new challenge in larger market. Talented, organized and ready to produce. Call 702-826-1714 mornings.

Sports Anchor/Reporter with 3 years of television experience seeking exciting, new challenge in medium market. Strong production skills. Call 213-943-3017.

Break in position, sought by energetic individual currently working as radio announcer, experienced in ENG camera operations, control track editing, lighting, switching and audio, minority. First Class License. Contact mornings, afternoons: 209-465-7739.

Anchor: Best of the new breed. Reporter writer, producer. Number one, experienced. Masters Degree, team player. If you are committed to winning, let's talk. Box D-108.

Anchor Professional—First-magnitude communicating power, projecting authority and believability. Top-line general and initiative reporting, writing, interviewing skills. Interested anchoring and/or reporting with station needing solid broadcast journalist. Box D-124.

Emerson College Grad. with four years radio & two years TV News experience seeks TV Reporting job. Write Box D-127 or call 617-536-5277 for resume and tape.

Experienced TV reporter, interested in top 30's markets. Send replies c/o M. Cain, 350 Trowbridge, Detroit, Michigan 48202.

AMS Weathercaster, 12 Years, Stable, now doing TV/Radio weather & consulting in midwest. Contact, Bob, 309-755-6389.

Former Network News Correspondent with recent management experience. Seeks News Director's position in medium market or Executive Producer's job in major market. Resume and references on request. Box D-181.

Promotion-minded Meteorologist looking for a move to medium or large market station. Replies Box D-186, or call 919-758-7285.

Colorful, polished anchor & feature reporter. Forty year old professional. Box D-195.

Great Credentials for beginning sports job. Former No. 1 draft pick California Angels, major market internship, radio and cable experience. Bob 314-351-6516.

Reporter sports, news or both. Young, hard-working journalist looking for a medium market station. May grad with experience. I'm looking for a challenging position with a station that needs a good, solid reporter. Write: Jo Ann Serpe, 1241 E. 165th St., South Holland, Ill. 60473 or call 312-339-3627.

Self Motivated Sportscaster, with 7 years of on-the-air experience, seeks career advancement. I know the angles for top ratings. Dennis 915-566-7132.

Reporter/Producer. Experienced, aggressive, highly creative NY journalist seeks position as reporter/producer. Excellent interviewer. Marketable personality. Produced acclaimed ENG documentaries for major market. MA Journalism. Will relocate. Alan B. Goldberg, 212-777-2578 or Box D-170.

Anchorwoman. Dominant news station in top 50 market. More than six years broadcast experience including reporting, producing. Looking for good operation dedicated to truth in journalism. Box D-174.

Transplant Time: Creative feature reporter, cultivated for year at PBS station, desires growth spot in fertile commercial environment. Box D-164.

White House reporter, with radio background looking to re-enter television as reporter/anchor. Immediate availability, willing to relocate. Box D-39. 202-244-1468, after 7 p.m.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Creative! Northern Virginian, with past experience including assistant director for a nationally syndicated program, seeking challenging position in TV production/programing. Will relocate. Call Bryce 703-361-2505.

Production Team: Two experienced individuals seeking job opportunities. Willing to travel, low salary requirements. Send inquiries to: 187 East 3rd St., Deer Park, N.Y. 11729.

Creative, Hard Working Talk Show Assoc. Producer looking to relocate. Currently working in top 20 market. Call Trish 301-679-0656.

CABLE

SITUATION WANTED SALES

Marketing/MBA cand.; Young, creative and enterprising. Currently employed as general manager of consulting firm. Diverse experience in music/record and advertising industries. Intimate knowledge/author CATV. Seeks responsible position in marketing/sales, advertising, promo or related. Phone: Milo Sobel 212-689-0888, 9 to 5.

ALLIED FIELDS

HELP WANTED NEWS

Assistant News Director: Available immediately; \$13,300 minimum, gathering, editing, writing, compiling, and programming of news stories, supervise students. Call Bruce Cuthbertson, 614-594-6077, Ohio University, Athens, Ohio.

HELP WANTED SALES

Business oriented, successful salesperson with good credit and character. This is straight commission opportunity involving substantial dollar amounts. We'll train in business brokerage. John Emery, Chapman Company Inc., 1835 Savoy Drive, Atlanta, GA 30341.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Photographic Resource Specialist—Advise, plan and produce materials for a University media unit. Must be experienced and highly skilled in all phases of still, electronic media and motion picture production and presentations. Some developmental and administrative duties. Five years, minimum professional experience. Bachelor's degree or equivalent. Approximate starting salary \$15,000-\$16,000. Send letter and resume postmarked by May 23, 1981. Search Committee, Educational Communications Division, University of Wisconsin-Milwaukee, Box 413, Milwaukee, WI. 53201. Women and minorities are urged to apply. Equal Opportunity Employer. (M/F) Affirmative Action Employer.

Graduate Assistantships available—Radio-TV Department, Arkansas State University, Jonesboro, has assistantships available to students enrolling in Department's Graduate Program in Mass Communications: Radio-TV. Must be accepted for admission to Graduate School. For more information, contact Chairman, Radio-TV Department, Arkansas State University, Box 2160, State University, AR 72467. Tel: 501-972-3070.

HELP WANTED INSTRUCTION

Education Graduate assistantships (7): assist large section courses; check out film equipment; assist radio station manager; teach basic audio/TV production; teach slide/tape media course; teach intermediate film production; teach basic radio/TV/film writing. Salary varies; out-of-state fees waived. Must be eligible for graduate school. Director, Division of Radio/Television/Film, North Texas State University, Box 50008, Denton, TX 76203.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently needed 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.)

Wanted used tower to support FM antenna. Must be at least 1200. Contact Ben Weiss, 816-531-3400.

We are currently looking for a used Thomson Noise Reducer. If you have one for sale please contact: Norman Friedman, Visual Information Systems, 15 Columbus Circle, New York 10023 212-541-8080.

We will purchase for cash any of your excess broadcast components & equipment—especially needed: camera tubes, transmitting tubes, lamps, tape, video recorders, cameras, T.B.C., etc. Write to: S&M Associates, 105 Cedar Ave., Hewlett, NY 11557. Tele: 516-599-6434. All replies answered.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

IGM-500-2 Scully 270.3 Carousels. Time announce and extras. In three IGM racks. Good working condition. Only \$2975.00 Steve Dinkel 816-279-6346.

New 5 KW Hi-Band VHF transmitter—Never used, in factory creates. Standard electronics model No's AH653, TH652, TH613. Tuned to channel 10, can be tuned to any hi-band channel. \$35,000. Call 800-241-7878, Bill Kitchen, Quality Media Corporation. (In GA call 404-324-1271).

For Sale: Two (2) Thompson-CSF Model 8010 Image Enhancers. Unused, mint condition, \$4800/each, available for \$7500 for the pair or \$4000 each. Contact Fred Osler, CVR Inc. 502-583-5732.

1 KW AM CSI T1-A, 6 mos. old; 2.5 KW FM Harris with MS 15 exciter, stereo, 3 yrs. old; 3.5 KW FM McMartin with B 910 exciter, 3 yrs. old, mint condition; 5 KW FM CSI, 1 yr old; 10 kw FM RCA 10D, exciter and stereo, spares, proof; 1 KW AM RCA BTA 1R1, on the air, excellent condition; We also buy used equipment as well as supplying new cable and towers, antennas and studio gear. For more information, call M. Cooper, 215-379-6585.

Continental 10 KW AM, Continental 5 KW AM, Gates/Harris 5 kw AM, Collins 10 kw AM, Collins 5 kw AM—RCA 10 kw FM, Collins 20 kw FM all units in our inventory ready for delivery. Many other units from 1 kw to 50 kw both AM and FM. BESCO INTERNATIONAL, 5946 Club Oaks Drive, Dallas, TX 75248. A/C 214-630-3600.

Remote Broadcasting equipment. Call after 5 PM weekdays. Ask for Gene 607-522-7970.

Used 300' AM Goyed Utility Tower. Includes Beacon & Light fixtures. \$6000.00. Ed Urner, 2124 F St., Bakersfield, CA 93301, 805-324-9743.

For Sale 3/4" Shooting and Editing Package. Nearly new Sony Shooting Package with 110s and Convergence Editor with BVU 200As. Designed for Magazine Style EFP Ready to go. Call Gary Brasher 415-332-5830.

For Sale: Collins—ABC, Automation 4 tape decks 3 Kartels, Time Announcer, and Net Join. Used 6 months. English Cart Encoder, Decoder. WVAM, Altoona, Pa. 814-944-9456.

GE TT-25, UHF-TV Transmitter, 2 ea. \$35,000. RCA TT-10AL VHF Transmitter—\$5,000. RCA TT-35CC VHF Transmitter—\$20,000. RCA-TT-50AH VHF Transmitter—\$12,000. Complete film island—\$30,000. Sharp XC-700 Color Cameras—\$11,950. Panasonic AK920 Color Cameras—\$15,000. GE PE-350 Color Cameras—each \$4,000. GE PE-240 Film Camera—\$8,000. CBS 520 Time Base Corrector—\$8,500. CVS 504B Time Base Corrector—\$5,500. CDL VSE-741 Switcher—\$2,500. RCA TK27A Film Camera—\$12,000. RCA TP-6 Projectors—\$1,000. Ampex 1200 A VTR's—ea. \$22,000. New Garrard Turntables, \$100. New Edutron CCD-2H Time Base Corrector—\$5,800. TR-22 RCA High Band \$16,000. BUP-100 Sony New Call. UHF Antennas—Various models and prices. New 1000 ft. TV Towers—best 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. In Ga. call 404-324-1271. Frank Frolick or Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, Ga. 31908.

COMEDY

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

The Dongman Report—Outrageous! Topical! WEEKLY! Two samples, \$3.00. Seastar, RD 1, Box 24, Rehoboth, DE 19971.

Dallas Comedian seeks radio opening. Short comic sermonettes called Early Morning Inspirations. Dave Brady, 909 Red Bud, De Soto, TX 75115.

"Comic Relief" Just for laughs. Bi-weekly. Free sample. While Creative Services, 20015 Elkhart, Detroit, MI 48225.

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.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

Low power TV and FM frequency searches from \$200. Larry D. Ellis, PE. Box 22835, Denver, CO 80222.

Low Power Television—Have a question? Free brochure. "Inside Reports-LPTV", TRA, Inc., 2900 N. Dixie Highway, Fort Lauderdale, FL 33334.

Let us make a complete programming analysis of your station. We have systems to aid you in 'sales' and programming. Call for more details today 1-216-861-8511.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or grade ... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, ILL 60610.

Wanted—Short, interesting, recorded items, 30 to 90 seconds only. Send details to FM 94, Box 282, Southfield, MI 48034.

Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$200.00 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Eli Jenkins, (813) 522-6896, Drawer 84 St. Petersburg, FL 33731.

Oldies Shows sound better with research ... weekly sheet contains all needed for four hours. \$1 sample, Otis, Box 796, Northampton, MA 01061.

RADIO PROGRAMING

Audio Animation: Now you can afford unique and entertaining radio spots that deliver results ... and CLOS! Each spot is fully produced from conception to completion. Demo available. O'Brien & Hutchinson Creative Services, 11811 Lake Avenue, Suite No. 108, Cleveland, Ohio 44107.

Treasure Vaults, Push button locks, for sale. Excellent, tested promotion. Info—813-522-6896, Box 84, St. Petersburg, FL, 33703.

Attention Small Radio Stations! Bored to tears with ho-hum wire copy stories from Washington? Uncork a fresh approach to public affairs programming. We are a customized news service covering the hill and the agencies with a fine-tooth comb. Details. Potomac Perspectives, 10110 Brunett Avenue, Silver Spring, MD. 20901.

EMPLOYMENT SERVICES

Radio Jobs!!! Placement!!! "Anywhere in the U.S.A." Guarantee; Write: NYMO Consultants, Box 852, Saco, ME 04072.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813-955-6922.

FCC "Tests-Answers" manual! Free information: Command, Box 26348-B, San Francisco 94126.

San Francisco, FCC License 6 weeks 4/27/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105, 415-392-0194.

CONSULTANTS

MJO News Associates. For information on our broadcast news consulting services, please write or call us at Box 11043, St. Louis, MO 63135. 314-522-6325.

Receive Career Development consultation. Mail resume, cover letter outlining objectives and \$10.00 to: Broadcast Arts, P.O. Box 2369, Alderwood Manor, WA. 98036.

RADIO

Help Wanted Management

Group Radio Executive

Headquarters of diverse AM/FM operation seeks bottom-line oriented operating vice president to supervise budgeting, sales, programming and expense control. Strong managers in the field will respect only top credentials and demonstrated leadership. Travel, personal discipline and a love for radio are all prime requisites. Resume and qualifications to Box D-163.

V.P./GENERAL MANAGER WSNE-FM TAUNTON-PROVIDENCE

Prior experience as manager of medium-large market station. Prior proven track record of profit performance. Experience with media research—marketing helpful. Send resumes to:

Dick Rakovan
Outlet Broadcasting
111 Dorrance Street
Providence, RI 02903

Help Wanted Announcers

Telephone Talk Host

Major market News/Talk station has opening for host who's well-read, glib and opinionated. News and/or talk program experience helpful. Send resume and salary requirements to Box D-154.

E.O.E.

Help Wanted News

Newsroom Expansion

Editors-Reporters-Investigators—Tampa Bay's only all News/Talk Radio is growing and adding to our already top notch staff. Interested? Experienced talent rush tape and resume to Don Watson, News Director, WPLP/Talk Radio 57, P.O. Box 570, Pinellas Park FL 33565. E.O.E. M/F

HOT NEWS TALENT NEEDED.

Minimum 3 years experience for West Coast AOR radio station. "Lifestyle" delivery a must. AOR experience preferred. No "rip 'n readers." Better be smart and a little crazy. Send resume and/or tape to:

CENTURY BROADCASTING
875 N. Michigan Ave. / Suite 3212
Chicago, IL 60611

Help Wanted Programing, Production, Others

CREATIVE DIRECTOR \$24,000 PER YEAR

Diversified position with team oriented program/sales staff to manage promotion and production departments. Major market air experience with strong audience and retail promotion background a must. Send tape & resume to: Jon Wickstrom, KWOW, S. Mills & Olive, Pomona, CA 91766. E.O.E.

Coordinator of On-Air Promotion \$21,000 (Negotiable)

National radio network located in Washington, D.C. needs individual to coordinate all on-air (audio & video) corporate promotional activities; activities for National Program Service; and services to member stations.

Requires individual with 4 years related experience to include previous station experience. Interested persons should submit resume to:

DeNise Johnson
National Public Radio
2025 M St., NW
Washington, D.C. 20036

Situations Wanted Management

RADIO GENERAL MANAGER

Creative and industrious broadcast professional with 25 years experience in station management, sales, programming and engineering. Totally familiar with keeping cost down and getting sales up! Presently managing medium market California station. All west coast markets considered if compensation is adequate. Will consider ownership participation. Box D-210.

Situations Wanted Announcers

WANTED: PLAY-BY-PLAY

9 year major market pro, married, family man looking for firm pbp commitments. Currently employed, programming change coming. Extensive experience includes NFL, Major College Football, NBA, Major College Basketball, Major League Baseball, Major League Hockey & NASL. Both radio & TV pbp. Very experienced in sports talk, sports reporting & interviews. Box D-144.

**One of
the nation's top
talk show hosts
available
October, 1981.
Box D-169**

Situations Wanted Announcers Continued

!!HELP!!

Looking for a place to settle as we rebuild personally and professionally... Dynamic male/female combination with major market experience; both on-air and programming. No offer overlooked, regardless of locale or market size. Available immediately. Call (817) 261-3769.

Situations Wanted Programing, Production, Others

NETWORK PROGRAMMER

Available now to program your major market station. 10 years experience in all formats, past 5 years with Westinghouse, ABC, and CBS. Dependable and energetic family man, with excellent credentials, looking to settle within a stable organization. All offers considered. Inquiries invited at 412-998-6294.

TELEVISION

Help Wanted Programing, Production, Others

PRODUCER/DIRECTOR WTBS-TV SUPERSTATION Atlanta, Georgia

Position immediately available for experienced Producer/Director.

Requirements include 3-5 years experience in all phases of television production. Duties include total responsibility for on-air promotion and sales presentations.

Send resume and reel to:

Vivian Hunt
Promotions Director
WTBS-TV
1050 Techwood Drive, NW
Atlanta, GA 30318

FEATURE TALENT

The producers of the first local television magazine program in the country are seeking talent for a nationally syndicated magazine program. Candidates should have experience as a magazine demonstrated ability to do feature materials. Position would require extensive travel and a tough production schedule. Send resume and demo tape to John Reim, Kelly Broadcasting, 79 Scripps Dr. 100, Sacramento, California 95825, no later than May 8, 1981. No phone calls, equal opportunity employer.



America's No. 1 Syndicated Show seeks the best in the country to work in the National Office in San Francisco. This skilled communicator will advise member stations on all aspects of the show and will help screen and select material for national syndication. Prior PM/ EVENING MAGAZINE experience a must. Qualified applicants should send resume to Box C-188. An Equal Opportunity Employer.

**Help Wanted Programing,
Production, Others
Continued**

PROMOTION MANAGER WANTED

TV-AM operation (both network affiliated) in medium-size, midwest market has position immediately available for an experienced promotion manager. Responsibility includes multi-media audience and sales campaigns with major emphasis on TV news. Applicants should have hands-on knowledge of TV production techniques. Excellent in-house facilities and company benefits, including retirement plan. Send resume to Box D-209. Replies confidential.

An Equal Opportunity Employer

SOUND RECORDISTS

Now hiring for a national bilingual TV series for teenagers, applications, resumes and work samples for staff position. Relocation to Austin, Texas with extensive nationwide travel. Send resume with production credits to Tony Mussari, Production Coordinator, Southwest Center for Educational TV, 7703 North Lamar Blvd., Suite 500, Austin, Texas, 78752. Equal Opportunity/Affirmative Action Employer.

PRODUCER/DIRECTOR

Major market television station seeks highly creative experienced producer/director who can handle a number of varied assignments ranging from producing and directing a half-hour program with only a concept to start, to directing studio and remote commercials. This position calls for a person who thrives on work, needs little direction, and attacks each project with enthusiasm. If you have the experience and ability, and are looking for a position that offers the chance to work hard on a variety of projects and you are comfortable working on several different projects at once, you may be just the person we are seeking.

Send resume and salary requirements to:

Box D-184

Equal Opportunity Employer



We're looking for a dynamic co-host/story producer to work with female co-host already on board for our highly successful PM MAGAZINE now in its second year. If you're great on-air and enjoy producing local stories, then this is your chance! PM experience helpful. We're a major market, East-Coast group owned station. Send resume to Box D-200. An Equal Opportunity Employer.

TV NEWS PRODUCER

TV News Producer for developing News Department in competitive market. Experience in producing newscasts and thorough knowledge in use and application of ENG required. Writing and organizational skills mandatory. Managerial ability essential. Qualified applicants may send resume to: John Stoddard, WDTN TV2, P.O. Box 741, Dayton, Ohio 45401.

AN EQUAL OPPORTUNITY EMPLOYER M/F/H

Help Wanted Management

**MANAGER
Marketing Research**

The National Broadcasting Company has an immediate opening for a Manager, Sales Presentations in its Marketing Research Department.

This individual will manage a staff of three Analysts who produce all research materials for the five NBC-owned television stations. Materials produced include: audience estimates, sales bulletins and programming presentations.

We require a minimum of 3 years experience in audience research, 1 year of management experience and a Bachelor's Degree or equivalent experience.

NBC offers an excellent salary and benefits package and the opportunity for career development. Please send resume and salary history in confidence to:



NBC

**Laura Nurse/MMR
NBC 30 Rockefeller Plaza
New York, N.Y. 10012**

We are an equal opportunity employer m/f/h

**BROADCAST
TECHNICIANS**

A major Southern California television/production facility has several excellent opportunities for Technicians. All positions require at least 3 years experience in a similar environment and a First Class Radio License. An outstanding salary and benefits package is offered.

VTR MAINTENANCE TECHNICIAN

Will maintain and repair Ampex one-inch and two-inch VTR's, Ampex 258 video cassette recorder/reproducers, VTR terminal equipment, and all associated technical devices. Additional responsibilities: new construction, modification, and redesign of existing VTR systems, performance of all functions, operations and services needed for troubleshooting. Technical trade school background and strong mechanical aptitude are essential. An AA in Electronics is preferred.

MAINTENANCE TECHNICIAN ENGINEERS

Will maintain and repair: studio equipment, live and film cameras, switchers, sync generators, videotape machines and terminal equipment, and microwave STL's. Will also be responsible for new systems and all functions, operations, and services needed for troubleshooting. An AA in Electronics is preferred.

Please send resume to:

**Personnel Department
P.O. Box 38906
Los Angeles, CA 90038
An Equal Opportunity Employer M/F**

Help Wanted Technical Continued

TELEVISION TECHNICIAN

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212
E.O.E. M/F

Help Wanted Announcers

HOST/CO-HOST

Major market television station looking for bright, energetic, well-rounded, intelligent host and co-host for daily talk/variety show. Applicants should have demo video tape available upon request that shows ability at handling such a program. This program is highly produced and fast paced, and seeks talent to carry it even higher in the ratings. Send resume to: Box D-183.

Equal Opportunity Employer

REPORTER

Top 20 market station seeking experienced general assignment reporter. Journalism degree preferred. Salary & fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. We are an aggressive news operation with all the necessary equipment for you to succeed. What we need is the right person! Please send resume to Box D-179. EEOE, M/F.

Situations Wanted Management

SAVVY BROADCAST/CABLE EXECUTIVE

Solid background in management of major market indie station operations, program development and promotion. Advertising sales and cable TV marketing experience, as well. Seeking management opportunity with progressive company. Excellent references. Box D-126.

Situations Wanted News

A REPORTER

Solid experience in newspaper reporting, construction and real estate. Presently local radio newsmen with network credits. Age: 27. Seeking TV News position in R.I., Mass, N.H., or Maine. For VTR & resume: Box D-202.

INVESTIGATIVE REPORTER

Anchorman in medium market seeking return to major market reporting. Dozens of awards, including Edward R. Murrow-Columbia School of Journalism Award. Recognized locally for international reporting. Excellent production skills. Stable personal life. Top references. Box D-3.

CABLE Help Wanted Management

CATV FRANCHISE ADMINISTRATOR

The Kenton/Boone CATV Board is seeking an administrator to assist the Board in regulating and reviewing the franchisee for Kenton and Boone Counties, Kentucky. The position will report to a ten member board of city and county officials and will be responsible for compliance review, promotion of access/institutional utilization, problem resolution and assisting the board.

Applicants shall possess a degree in communications, business/public administration, or electrical engineering, plus experience in cable television, utility, broadcasting or administering authority. Salary is negotiable.

Kenton and Boone Counties are located in the Greater Cincinnati Metropolitan area and have recently awarded a single cable franchise for both counties and twenty-four cities of 180,000 population.

Applicants shall submit a resume and salary requirement by May 8, 1981, to: John Nienaber, Jr. Kenton/Boone CATV Board, P.O. Box 792, Covington, Kentucky, 41012.

ALLIED FIELDS Help Wanted Programing, Production, Others

RESEARCH DIRECTOR for Major Syndication Company

We're an international production/distribution company with headquarters in Central New Jersey, just 35 minutes from the Lincoln Tunnel.

We're expanding.

We're looking for a research director who can supervise a department, analyze market situations and write clear, convincing presentations.

If you're that person you'll work in an easy, informal atmosphere away from the stress of the city. There are excellent company benefits, including pension profit sharing, full medical coverage—and room for advancement.

Starting salary is commensurate with experience.

Send resume in confidence to:

Terry Lynch
King World Productions
480 Morris Avenue
Summit, New Jersey 07901

Help Wanted Technical

DIRECTOR OF AUDIO/VISUAL SERVICES

A major west coast motion picture production facility is seeking a Director of Audio-Visual Services.

Applicants should have an extensive working knowledge and understanding of film and videotape production and post production. Additionally, candidates should have experience and knowledge in the preparation, analysis and control of both capital and operating budgets plus familiarity with union contracts. This position requires effective administrative leadership and overall guidance for all audio-visual departments.

Candidates who feel they have the required experience and background should submit their resumes with salary history to: Box D-161.

EQUAL OPPORTUNITY EMPLOYER

Help Wanted Technical Continued

Expanding post-production facility for advanced consumer entertainment and industrial video dis programming has the need for:

MAINTENANCE ENGINEERS, TECHNICAL OPERATIONS MANAGER and CMX EDITORS/OPERATORS.

Excellent salary and benefits. Send resume to: D. Leverette.

DISCOVISION
P.O. Box 6600
Costa Mesa, CA 92626
An Equal Opportunity Employer

Help Wanted Instruction

FACULTY- TELECOMMUNICATIONS

For professional-oriented radio & TV 2 year degree programs. Responsible for radio production, announcing, newsreporting, mass media, radio-TV writing and management courses. Must have appropriate commercial radio station experience, thorough knowledge of applicable FCC rules and regulations and former FCC 3rd class license requirements, BA degree with MA preferred. TV production experience a plus. West Windsor Campus houses state of the art radio stereo and TV facility. WWFM 3,000 watt non-commercial FM under construction. Tenure track, excellent benefits. Salary negotiable. Forward resume and non-returnable audition tape to: Mercer County Community College, Personnel Services, Dept. GS, P.O. Box B, Trenton, N.J. 08690.

Equal Opportunity/
Affirmative Action Employer

Public Notice

May 8, 1981

Public Broadcasting Service, Finance Committee meeting, 9:00 a.m., PBS offices, 475 L'Enfant Plaza, S.W., Washington, D.C. Agenda items include FY 1982 budget; FY 1981 current status and year-end projection; status of accounts receivable; new members; delegations of authority.

PUBLIC NOTICE

The Town/Village of Harrison in the County of Westchester, State of New York, invites applications for a cable television franchise. Applications are to be prepared and submitted in accordance with a "Request For Proposals" available from the undersigned.

Applications will be accepted until July 1, 1981, at 5 p.m. All applications received will be available for public inspection during regular business hours at the Municipal Building, Harrison, New York.

Joseph Fiore
Town/Village Clerk
Town/Village of Harrison
Municipal Building
Harrison, N.Y. 10528

Help Wanted Instruction

College of Arts University of Riyadh Saudi Arabia



The college of Arts at the University of Riyadh in the Kingdom of Saudi Arabia invited applications to fill the following teaching staff vacancies for the academic year 1981-82:

MEDIA AND COMMUNICATION DEPARTMENT

Professor, Associate and Assistant Professors needed in PUBLIC RELATIONS, MASS MEDIA (RADIO, PRESS and TELEVISION) and TELEVISION AND RADIO PRODUCTION.

Arabic is the language of instruction

Faculty members should hold a Ph.D. in their specialization or have acquired their academic title at a teaching institution accredited by the University of Riyadh.

Applications accompanied by non-returnable photocopies of academic and specialized experience credentials should be mailed to:

Dean	University of Riyadh Recruitment Office
College of Arts	c/o Saudi Arabian Educational Mission
P.O. Box 2456	2425 West Loop South
Riyadh, Saudi Arabia	Houston, Texas 77027 USA

Selected candidates only will be advised for interview.

Consultants

LOW-POWER TV APPLICANTS

Increase your chances for a successful outcome of your FCC LPTV application. Obtain the services of a long-established, top-quality firm. "Only those applications that are engineered with care and certified by a technically qualified individual will be accepted for filing and processed". FCC Notice JP ASSOCIATES, INC.

3115 Kashiwa St.
Torrance, CA 90505 (213) 539-8533

LOW POWER TV

Thought you were too late? Take advantage of temporary FCC freeze period to let TRA Inc. carefully prepare your complete application & be ready to file as soon as freeze lifted! Professional communications consulting firm (since 1975) can handle all details and put you on winning team! Research study: "Inside Reports-LPTV" available. Your questions welcome.

2900 N. Dixie Hwy. Suite 102
Ft. Lauderdale, Fla. 33334
(305) 561-1505



TRA INC.



BULLETIN



TELEVISION JOURNALISTS, DO YOU KNOW ...

**ON
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... WHAT SHOULD BE YOUR NEXT MARKET?
... WHERE THE JOBS ARE?
... WHEN IS THE RIGHT TIME TO MOVE?
... WHAT THE COMPETITION IS LIKE?
... WHAT COMPENSATION YOU CAN DEMAND?

**OFF
AIR**

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Consultants Continued

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they made the decision to hire us.*

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COMPANY**

214-696-1353

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Radio Programing



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PROGRAMS WEEKLY

Program Distributors

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Phone: 501-972-5884

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in Radio"

Charles H. Stern Agency, Inc.

9220 Sunset Boulevard, Los Angeles,
California 90069. Telephone: 273-6890

Attention Small Radio Stations!

Bored to tears with ho-hum wire copy stories from Washington? Uncork a fresh approach to public affairs programming. We are a **CUSTOMIZED** news service, covering the hill and the agencies with a fine-tooth comb. Details. Potomac Perspectives, 10110 Brunett Avenue, Silver Spring, MD 20901.

**TV rating grabber Puffy The ...
weather dog and the nations 1st
weather family.**



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Gordon
915-
581-9594**

Employment Service

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"Media Placement Professionals"

• Executives • Technical
• Management • Talent

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100% FREE
TO APPLICANTS

6290 Sunset & Vine, 9th Floor, Hollywood, CA 90028



Miscellaneous



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40 ALBUMS \$7.⁹⁸ EACH

WRITE FOR FREE CATALOGUE
P.O. BOX 1441,
BELLINGHAM, WASH. 98225

For Sale Equipment

New & Used Towers
5000 ft in stock
Financing Available

SWAGER TOWER CORPORATION

P.O. Box 656,
Fremont, IN 46737
219-495-5165 or
Tlx 23-2666/Swager Frmn

unusual opportunity!



RCA TP-66
16mm. Film Chain Projectors

Low hours to unused. One-time offering
Only 6. When these are gone, that's all.

OTHER GOOD BUYS IN TELECINE

BROADCAST MOTION PICTURE PROJECTORS:

Simplex/GPL XL-35mm., low hours \$15,995

Norelco/Kinetone FP-20, 35mm., rebuilt 4,750

Eastman 285-16mm., reconditioned 6,500

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- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- C.P. for AM covering 100,000 population in W. Tenn. \$10,000.
- AM/FM S.W. Tenn. FM covers big town. \$540,000.00
- FM in Big Town in W. Oklahoma \$460,000.
- Powerful daytimer in east Tenn. \$460,000.
- Daytimer. S.W. Mich City. Real estate. \$460,000.
- Powerful daytimer. Coastal area of Md. \$560,000.
- Fulltime N.W. Alabama City. Alabama's fastest growing area. \$520,000.
- Class C covering large Oklahoma city plus AM daytimer. \$1.75 million.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- UHF-TV in western Texas city. Buy 100% of assets for \$1.5 million including all new equipment or pay \$420,000 and equip it yourself. Terms.
- Fulltimer. Powerful big city in Ark. \$980,000. Terms.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- Ethnic daytimer in Cleveland metro area. \$490,000.
- Daytimer. N.E. Texas city. \$600,000.
- Daytimer and weekly newspaper in greater Charlotte. N.C. area. \$580,000. Terms.
- E. Ky. 1000 watt daytimer. \$280,000. \$30,000 down.
- FM in Texas. \$250,000. Terms.
- Spanish speaking S.C. California. \$520,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- 1000 watt daytimer. SE KY. \$300,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P. — \$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 3,000 watt FM. Arkansas. \$380,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- VA. Coastal. Attractive. \$650,000.
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SW	Small	Fulltime	\$425K	29%
W	Small	AM/FM	\$795K	\$200K

S	Metro	AM/FM	\$1,250	\$750K
S	Metro	AM/FM	\$1,500	29%

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WI	FM	700K	Medium
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Fates & Fortunes

Media

Peter Kizer, VP-broadcast division for Evening News Association, Detroit-based station group and newspaper operator, named corporate executive VP.



Sullivan

Tim Sullivan, general manager, KHTZ(FM) Los Angeles, joins KWST(FM) there as VP-general manager.

Donald Pettibone, VP-general manager of Outlet Co.'s WSNE-FM Taunton, Mass., named to same post at co-owned WIOQ(FM) Philadelphia.

Robert Synder, professor of marketing and advertising, Roosevelt University, Chicago, assumes additional duties as president-general manager of WKDC(AM) there. Synder recently purchased station (BROADCASTING, April 20).

Jeri Warrick-Crisman, director of national community affairs, NBC public information, New York, joins WNJR(AM) Union, N.J., as president-general manager.

Larry Wilson, general sales manager, WDSM(AM)-KZIO(FM) Superior, Wis., named general manager.

Edwin Clay, executive producer, noncommercial WOSU-TV Columbus, Ohio, named station manager.

Fred Grumbach, national sales manager, WIOD(AM)-WAIA(FM) Miami, joins WKUE(FM) Green Cove Springs, Fla., as station manager.

Bobby Hatfield, assistant program director, WKJJ(FM) Louisville, Ky., named operations manager, for co-owned WCII(AM) there and WKJJ.

Terry Hourigan, VP-programing, Mutual Broadcasting, Arlington, Va., joins Spartan Radiocasting, Spartanburg, S.C.-based group owner, as VP-radio.

J. Thomas Conners, general manager, WTAJ-TV Altoona, Pa., **Robert Eolin**, general manager, WLYH-TV Lancaster, Pa., and **Jacqui Mullen**, news director, WOWK-TV Huntington, W. Va., named VP's for parent, Gateway Communications.

Patricia Glassburn, business manager, Nationwide Communications, group owner based in Columbus, Ohio, named assistant treasurer.

Augustine Martinez, financial analyst, KNXT(TV) Los Angeles, named manager of capital and planning.

Rita Silke, research analyst, ABC Radio Network, New York, named research coordinator for special projects.

Joan Frangos, from noncommercial WHA-TV Madison, Wis., joins noncommercial WETA-TV Washington, as local underwriting officer.

Michael Tas, assistant technical manager, Centel Communications, Chicago, named general manager for its Addison, Ill. cable TV franchise. **Norman Barber**, senior VP-chief financial officer, Beatrice Foods, Chicago, joins Centel there as controller.

Peter Locke, director of special projects, Comcast Corp., Bala Cynwyd, Pa., named director of marketing for its cable division, Comcast Cable Communications there.

Kathy Kreiling, from Muscular Dystrophy Association, Fort Lauderdale, Fla., joins Erie (Pa.) Telecommunications, as marketing manager for cable system.

Advertising



Kaprielian

Walter Kaprielian, executive VP-chief operating officer, Ketchum New York, named president.

Robert Pfundstein, senior VP-chief financial officer, Doyle Dane Bernbach International, New York, named executive VP-chief financial officer.

Alan Chaiet, VP-media director of J.

Walter Thompson U.S.A.'s Atlanta office, named senior VP.

Carl Klinghammer, VP-director of creative services, D'Arcy-MacManus & Masius, St. Louis, named senior VP.

Eva Schmatz, account supervisor, client services, Young & Rubicam USA, New York, named VP.

Glenn Erdell, associate media director, Needham, Harper & Steers, Chicago, named VP.

Arthur Meranus, senior VP and associate creative director, Cunningham & Walsh, New York, named director of creative services for agency, title previously held by **Anthony Chevins**, president of C&W.

Charles Cross, senior account executive, Dancer Fitzgerald Sample, San Francisco, named account supervisor. **Beverly Shelby**, from Cunningham & Walsh, San Francisco, joins DFS there as broadcast buyer.

Mel Bernstein, VP-general manager, Kid Power/Osaga, footwear company, based in Braintree, Mass., joins KK&M, Boston-based advertising firm, as senior VP.

Christopher Roe, executive art director, Potter Hazlehurst, Cranston, R.I., joins Fitzgerald Toole & Alden, Providence, R.I., as senior art director.

Vickie Firling West, senior buyer, Bernstein, Rein & Boasberg Advertising, Kansas City, Mo., named media supervisor. **Jane Stevens**,

Divisional VP's. N W Ayer Inc., New York, has realigned its operations along geographic lines and appointed four of its executives as presidents of various divisions. George H. Everman, executive vice president based in New York, was named president of the Eastern division covering New York and Detroit. Robert P. Zabel, who has been president of Ayer, operating from Chicago, was named president of the Midwest division and remains in Chicago. Bartine A. Stoner Jr., executive vice president and general manager in Los Angeles and San Francisco, was designated president of the Western division, based in Los Angeles. Jerry N. Jordan, executive vice president and chief operating officer in the international area, was named president of the international division, based in New York. Jerry J. Siano, vice chairman and corporate creative director, takes on the additional title and duties of creative director-worldwide.

assistant media director, BR&B, named associate media director. **Peter Brewer**, from Adolf



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Coors, Golden, Colo., joins **BR&B**, as account executive.

Diane Hall and **Laurie Walons**, account research managers, Tatham-Laird & Kudner, Chicago, named associate research directors.

David Jewell, from Brewer Advertising, Kansas City, Mo., joins Barickman Advertising there as account executive.

Arthur Elliott, VP, marketing, Association of Independent Television Stations (INTV), based in New York, joins Peters, Griffin, Woodward there as senior VP-planning.

Dave MacAllister, manager, Eastman Radio, St. Louis, named VP.

LinaJean Trosper, account executive, WGST(AM)-WPCH(FM) Atlanta, joins RKO Radio Sales there as manager.

Rusty Hoyle, account executive, KTVT(TV) Dallas-Fort Worth, joins Katz Television, Dallas, in same capacity.

Tom Parkinson, account executive, Field Spot Sales, Los Angeles, joins Turner Broadcasting Sales, Atlanta, in same capacity.

Eric Stenberg, general sales manager of Doubleday Broadcasting's KHOW-AM-FM Denver, assumes additional duties as director of sales for Doubleday's three AM's and four FM's. He will remain in Denver.

Marbeth Richmond, account executive, NBC Radio Network, Los Angeles, named director of Western sales.

Howard Ritchie Jr., general sales manager, WISN-TV Milwaukee, named VP-sales.

Mike Crushman, sales manager, WAMZ(AM) Louisville, Ky., joins WCII(AM)-WKJJ(FM) Louisville as general sales manager. **Fred Peavey**, sales manager, WINN(AM) Louisville, joins WCII, as sales manager. **Paula Slatkin**, account executive, WAVE(AM) Louisville, **David Weisenthal**, from Brouten Industries, Louisville, and **Debbie Westbay**, account executive, WDRB-TV, Louisville, join WCII as account executives.

Lindsay Mohlere, senior account executive, KWJ(AM) Portland, Ore., joins KSLM(AM)-KSKD(FM) Salem, Ore., as general sales manager.

Robert Glover and **Arnold Gooder**, responsible for local and national sales for KING-TV Seattle, named national and local sales managers, respectively.

Appointments at KBEQ(FM) Kansas City, Mo.: **Michael Wodlinger**, account executive, KBEQ, named national sales manager; **John Kizer**, account executive, KBEQ, named local sales manager, and **Bonnie Rubinow**, from KJLA(AM) Kansas City, Mo., and **Jim Long**, from Advertising Studio there, join KBEQ, as account executives.

Dick Mcelmurry, account executive, WMOB(AM) Mobile, Ala., named sales manager.

Robin Carpenter, co-op director, WSGN(AM) Birmingham, Ala., named national sales manager.

Dennis Lamme, Larimer county sales manager, KUAD-AM-FM Windsor, Colo., named national-regional sales manager. **Rosemary Larson**, with KUAD-AM-FM succeeds Lamme. **Jerry Fahrenbruch**, with KUAD-AM-FM, named sales manager of Weld (Colo.) county.

Guy Hamilton, regional sales manager,

WEEL(AM) Fairfax, Va., named local sales manager.

Sharon Clem, account executive, KFRE(AM) Fresno, Calif., named local sales manager.

Stuart Wright, retail account executive, KNXT(TV) Los Angeles, named local account executive. **Robert Perez**, manager of retail marketing and media research, KNXT, succeeds Wright. **Lindsay Kauffman**, senior sales assistant, KNXT, succeeds Perez.

John Misner, director of sales and promotion, KKDJ(FM) Fresno, Calif., joins KJEO(TV) there as account executive.

Terri Davis, secretary to program manager, WRDW-TV Augusta, Ga., named account executive.

Programing

Herbert Allen, president of Allen & Co., New York stock brokerage firm, and chairman of Columbia Pictures Industries's executive committee, New York, named CPI board chairman, succeeding **Leo Jaffe**, who retires. Jaffe will become chairman of executive committee and consultant.

E. Thayer Bigelow, senior VP-finance and corporate development, Time-Life Films, New York, named president of newly-formed Time-Life Video there. **Jay Walkingshaw**, VP-finance and administration, Time-Life Films, named director of finance and administration for video group.

Peter Kuyper, president of group owner Newport Communications, Newport, R.I., joins MGM, Los Angeles, as VP in charge of new Ancillary Rights Division, with responsibility for marketing of videocassettes and videodisks through MGM/CBS Home Video. **John MacDonald**, VP-sales and director of Columbia Pictures Television's Canadian operations, based in Toronto, joins MGM Television Canada Ltd. there as VP-managing director.

Kevin Keeley, manager of TV sales, Tele-Film Entertainment, Toronto, joins Paramount Pictures' Television Division, based in Toronto, as director of syndication sales.

John Mohr, executive producer of sports for ON TV in Los Angeles, assumes additional duties as VP-sports programming for its parent, National Subscription Television/Los Angeles. ON TV carries Los Angeles Dodgers, Lakers, Kings and UCLA and USC sports events.

Allen Sabinson, director of program commitments, NBC Entertainment, Los Angeles, named VP of program administration. **Victor Paddock**, director of business affairs, West Coast, NBC Entertainment, Los Angeles, named VP. **Susan Grad Baerwald**, story associate with story department, West Coast, NBC Entertainment, named manager of mini-series and novels for television.

Keith Lent, associate director of corporate audit, 20th Century-Fox Film, Los Angeles, named VP-controller for Telecommunications Division, which includes Fox's pay TV and video sales.

David Campbell, director of sales, northern-Midwest region, Columbia Pictures Television, Chicago, joins Metromedia Producers Corp. there as director of sales-Midwest region.

Bill Padalino, VP-national affiliate sales, USA Network, Glen Rock, N.Y., joins UTV Cable Network, new satellite programming network

based in Fair Lawn, N.J., as VP of marketing and affiliate sales.

Maggie Molloy, manager of film development and pre-buys, Showtime, New York, joins Viacom Enterprises, Los Angeles, as story editor. **John Wilson**, freelance writer, based in Los Angeles, joins Viacom there as project coordinator. **Dennis FitzSimons**, New York group sales manager, TeleRep, joins Viacom Enterprises there as director of advertiser sales.

Bernie Sofronski, VP-special programs, CBS Entertainment, Los Angeles, assumes additional responsibility for variety program development. **Elly Sidel**, VP-production East Coast, 20th Century-Fox Film, New York, joins CBS Entertainment there as director of special projects for motion pictures-for-television and mini-series. **Leslie Corn**, director of program production, ABC Radio Network, New York, joins CBS Radio Network there, as director of programming.

Randy Hanson, account executive, Worldvision Enterprises, Western division, Beverly Hills, Calif., named sales manager.

Philip Kent, Philip Kent Associates, New York production and syndication firm, joins Blair Video Enterprises there as director of program sales.

F.R. Montalbano, associate director of contracts, West Coast, ABC, Los Angeles, named director of contracts.

Dennis Emerson, Western regional sales manager, Time-Life, Dallas, joins Samuel Goldwyn Co. there in similar capacity.

Andy Spitzer, general manager, Madison Square Garden TV, New York, joins Group W Productions there as Eastern division sales manager.

Deborah Heffernan, financial analysis and control manager, CBS Records Division, New York, joins BBIC Communications Inc., Boston, as business development manager.

Hynndie Wali, assistant to president, Compact Video Services, Los Angeles, named director of satellite services.

Howard Bryks, director of technical support for computer time-sharing firm, STSC Inc., Bethesda, Md., joins Showtime, New York, as director of systems and procedures. **C. David Batalsky**, manager of conventions, Showtime, New York, named director, responsible for coordinating Showtime's activities at national and regional conventions.

Bob Dalva, freelance cameraman-director, based in Los Angeles, joins Group One Productions, San Francisco, as director responsible for commercials.

Ed Cotter, with O'Connor Creative Services, North Hollywood, Calif., named general sales manager for producer of radio features.

Philip Rogers, Phil Rogers & Associates, Los Angeles-based literary agent, joins Jack Barry and Dan Enright, to form Barry & Enright/Rogers Productions, Los Angeles, producer of television movies, pilots, series, and cable programming.

Danny McDuff, program director KPLX(FM) Dallas, named to same post at co-owned KLIF(AM) there.

Garry Wall, operations director and air personality, KSPZ(AM)-KVOR(FM) Colorado Springs, joins WNCI(FM) Columbus, Ohio, as program director.

Thomas Moody, Jr., program director, WCBD-TV Charleston, S.C., joins WPEC(TV) West Palm Beach, Fla., in same capacity.

Jerry Schumacher, general manager, *Wyoming Valley Times Journal*, Wilkes-Barre, Pa., joins noncommercial WEAQ(TV) Akron and non-commercial WNEO(TV) Alliance, both Ohio, as director of programing.

Drake Akroyd, producer-director, WRTV(TV) Indianapolis, joins WAVY-TV Portsmouth, Va., as production manager.

Mark Scheller, promotion director, assistant program director and air personality, KKBJ(AM) Bemidji, Minn., named program director.

Leslie Birnbaum-Fischer, graduate, Harvard University's Graduate School of Education, Cambridge, Mass., joins WHDH(AM) Boston as producer of its 8 p.m. to midnight talk show.

Tom Tradup, producer, *Mike Murphy Show*, KCMO(AM) Kansas City, Mo., named assistant program manager.

Frank Holler, from WWWF(FM) Detroit, joins WRXQ(FM) Washington as music director.

Robert Moorehead, production assistant, KIQQ(FM) Los Angeles, named music director.

Steve Armstrong, production director, KTAC(AM) Tacoma, Wash., named air personality. **Bob Cochran**, from KTNT(AM) Tacoma, succeeds Armstrong.

Carson Rennie, air personality, WLAC(AM) Nashville, joins WDBO(AM) Orlando, Fla., as host for its *Nightline*.

News and Public Affairs



Kavanau

Ted Kavanau, senior news producer, Cable News Network, Atlanta, named VP-managing editor. **Ed Turner**, who was managing editor, named executive producer-anchor of CNN's hourly *Two Minute Newscast*. **Anthony Collings**, former London and Bonn bureau chief for *Newsweek*, joins CNN

as Rome bureau chief.

Richard Reingold, assistant news director, WCBS-TV New York, joins Group W's WJZ-TV Baltimore as news director. **Natalea Brown**, assistant news director, WJZ-TV, named news director for co-owned WPCQ-TV Charlotte, N.C.

Bob Fasbender, news director-anchor, WWHT(TV) Newark, N.J., joins WNEW-TV New York as news editor.

Robert Dean, news producer-editor, KPRC-TV Houston, joins KTVV(TV) Austin, Tex., as news director.

Mike Cremedas, news director, WAVY-TV Portsmouth, Va., joins noncommercial WUFT(TV) Gainesville, Fla., as director of news and public affairs.

Jon Janes, news director, KAAL(TV) Austin, Minn., joins KFVS-TV Cape Girardeau, Mo., in same capacity.

Dale Caruso, from KXRA(AM) Alexandria,

Minn., joins KKBJ(AM) Bemidji, Minn., as news director.

Bill McQuag, from WAKY(AM) Louisville, Ky., joins WCII(AM)-WKJJ(FM) there as news director.

Marty Rising, reporter, WAKY, joins WKJJ in same capacity.

Sharon Coleman, radio-television information officer and host of weekly public affairs program, *Nova Forum*, Northern Virginia Community College, Annandale, Va., joins WEZR(FM) Manassas, Va., as director of public affairs.

Dave Winters, managing editor, WTVQ-TV Lexington, Ky., named news director.

Dick Bailey, news director, KKBZ(AM)-KAAP(FM) Santa Paula, Calif., joins KOVA(FM) Ojai, Calif., as news director and air personality.

John Sherman, chief news photographer, KIRO-TV Seattle, named assistant news director.

Stewart Robertson, ENG crew chief, KIRO-TV, named news operations manager.

Tim Smith, assistant news director, WSPA-TV, Spartanburg, S.C., joins WRAL-TV Raleigh, N.C., as assignment editor. **Tom Martino**, reporter, WTVT(TV) Tampa, Fla., joins WRAL-TV as consumer reporter.

Jim Cline, sports anchor, WOWK-TV Huntington, W.Va., joins WFRV-TV Green Bay, Wis., and co-owned WJMN-TV Escanaba, Mich., as sports director.

Ed Alpern, weekend sports anchor and reporter, KOCO-TV Oklahoma City, joins WPVI-TV Philadelphia as sports producer.

James Swinehart, senior news producer, KABC-TV Los Angeles, joins WKBW-TV Buffalo, N.Y., as executive news producer.

Donna Hawkins, night assignment editor, WDTN(TV) Dayton, Ohio, joins WKEF(TV) there as news producer.

Mike Smith, sports anchor, KCST-TV San Diego, joins KGTV(TV) there in same capacity.

Diane Willis, feature-general assignment reporter, KTVI(TV) St. Louis, Mo., named weekend co-anchor, succeeding **Molly McKittrick**, who has been named morning news anchor.

Rob Meyer, news director, KBIM-AM-FM Roswell, N.M., joins KMGX(AM)-KRQQ(FM) Tucson, Ariz., as afternoon anchor and general assignment reporter.

Larry Roberts, from WESH-TV Daytona Beach, Fla., joins WCMH-TV Columbus, Ohio, as weekend anchor.

Steve Baskerville, co-host for *People Are Talking*, KYW-TV Philadelphia, named weather anchor.

Chris Conangla, reporter, WLNE(TV) New Bedford, Mass., named co-anchor based at station's facilities in Providence, R.I. **John Greenwood**, senior reporter, WLNE, New Bedford, named news editor.

Bob Hughes, anchor, WTVD(TV) Raleigh-Durham, N.C., joins WSBT-TV South Bend, Ind., in same capacity. **Jeff Lacy**, from WTVC(TV) Chattanooga, joins WSBT-TV as executive news producer. **Neil Dickerson**, from WAAC(AM) Terre Haute, Ind., joins WSBT-TV as night producer. **Ed Ernstes**, from WTHI-TV Terre Haute, joins WSBT-TV as reporter.

Thomas Rieland, bureau chief, WQOW-TV Eau Claire, Wis., joins WEAR-TV Pensacola, Fla., as

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JEFF L. WALD, Executive Director

weekend anchor-reporter.

Terry Lowe, from Mutual Broadcasting System, Washington, joins WLVA(AM) Lynchburg, Va., as anchor-reporter.

Sharon King, host of *Sharon King Show*, WBZ-TV Boston, joins WLS-TV Chicago as consumer news reporter.

Ann Salisbury, investigative-feature reporter, *Los Angeles Herald Examiner*, joins KNXT(TV) Los Angeles as investigative researcher.

Carlos Ramirez, general assignment reporter, WROC-TV Rochester, N.Y., joins WJLA-TV Washington in same capacity.

Melissa Swan, news director, WBWB(FM) Bloomington, Ind., joins WLKY-TV Louisville, Ky., as reporter.

Andrea Shea, news director, WBVD(AM) Beverly, Mass., and **Rod Meloni**, reporter-announcer, WEAN(AM) Providence, R.I., join WABI-TV Bangor, Me., as reporters-anchors.

Karla Stanley, WWJM(FM) New Lexington, Ohio, joins WUBE-AM-FM Cincinnati, as city government editor. **Edie Magnus**, from WEBN(FM) Cincinnati, joins WUBE-AM-FM as county and federal courts reporter.

Technology

Frank Ragone, manager of engineering services, Jerrold Division of General Instrument, Hatboro, Pa., named VP-engineering for distribution products.

Steve Walsh, chief engineer, EUE Video Services, New York, named VP-engineering.

James Krieger, VP-engineering of Schurz Communications' Cable TV of Coral Springs, Fla., assumes additional duties as director of corporate engineering projects for Schurz.

Martin Homlish, national sales manager, United Audio Products, Mount Vernon, N.Y., joins US JVC Corp., Elmwood Park, N.J., as marketing and planning manager for firm's new videodisk division. He will be responsible for sales and distribution of JVC's high-density videodisk system to be introduced later this year.

Norman Broad, technical director, Allied Broadcast Systems, London, joins McMartin Industries there as regional sales manager, responsible for Europe, Africa and Middle East.

Carol Herbert, national sales coordinator for government marketing, Sony Video Products, Compton, Calif., named government marketing representative, Sony's Western zone, based in Compton.

Donald McGraw and **Martin J. Murphy**, field operations engineers with CBS-TV Network, join CBS Cable as director of engineering and director of technical operations, respectively.

Joan Rickett, safety specialist, GE Cablevision, Schnectady, N.Y., joins Southern Satellite Systems' cable sales staff, Tulsa, Okla., as sales representative.

Lee Pinski, broadcast sales representative, RCA, Seattle and Dallas, joins noncommercial KCPQ-TV Tacoma, Wash., as chief engineer. **Al Bednarczyk**, acting chief engineer, KCPQ-TV, named assistant chief engineer.

Ed Merritt, from KPHO-TV Phoenix, named director of engineering for co-owned WTVH(TV) Syracuse, N.Y.

Promotion and PR

William Adler, UPI regional executive for North and South Carolina, based in Charlotte, N.C., named general executive and director of information, based in New York.

Ronald Eisen, corporate specialist of public affairs and financial relations, Stanley Works, New Britain, Conn., joins Wagner Corp., Hartford, Conn., as senior VP-director of public relations.

Leonard Salidor, account supervisor, Ketchum MacLeod & Grove Public Relations, New York, joins Prism, Philadelphia-based regional pay-TV network, as director of public relations.

Joe Allen, video editor, *Merchandising* magazine, New York, joins Devlin Productions there as advertising-promotions manager.

Tim Miller, advertising and promotion manager, WISH-TV Indianapolis, joins WABC-TV New York as assistant director of creative services.

Alan Batten, promotion manager, WTLV(TV) Jacksonville, Fla., joins KMOX-TV St. Louis as director of creative services.

Cheryl Waters, from WBBM(AM) Chicago's promotion department, joins WIND(AM) there as promotion assistant.

Kathliin Beauvais, assistant program director, KSTP-FM Minneapolis, joins WISN(AM) Milwaukee as promotion director.

Anna Yuen, advertising coordinator, WSBK-TV Boston, named assistant promotion manager.

Kathy Arnold, assistant to director of operations, WCCO-TV Minneapolis, named director of advertising and promotion for co-owned WCCO-FM there.

Rosemary Shouldice, programming assistant, WTLV(TV) Jacksonville, Fla., named promotion director. **Harrold Edris**, director of creative services, WTLV, named director of promotional and creative services.

Debra Johnson, assistant director for Progress Committee, Newport News, Va., civic organization, joins WGH-AM-FM there as marketing-public relations director.

Leonard Ambro, group creative supervisor, Ross Roy, Detroit-based advertising firm, joins 2B System, Madison Heights, Mich.-based promotion agency for radio and TV, as advertising manager.

Greg Barron, senior producer, Minnesota Public Radio, Minneapolis, joins Hill & Knowlton there as account executive.

Allied Fields

Joseph Carideo, director of management resources, American Express, New York, joins Thorndike Deland Associates there as principal. Thorndike Deland is executive search firm serving cable TV industry.

Greg Ballard, legal assistant to former FCC Chairman Charles Ferris, Washington, joins Boston-based law firm, Mintz, Levin, Cohn, Ferris, Glovsky & Popeo as attorney, and will work at firm's Washington office (as will Ferris, who has been named partner in firm).

Russell C. Tornabene, director of public

affairs, NBC News, New York, named executive officer of Society of Professional Journalists, Sigma Delta Chi. First broadcaster named to that post, he will succeed **Russell Hurst**, who is resigning after 20 years. Tornabene will be based at society's headquarters in Chicago, effective June 1.

Mary Jo Manning, chief counsel on Senate Communications Subcommittee, joins Washington law firm of Hedrick & Lane.

Lynne Stauffer, manager of domestic broadcast sales and program officer, noncommercial WNET(TV) New York, joins Arbitron there as cable marketing manager.

Joy Ann Newton, market support specialist, Zenith Distribution Corp., Chicago, named marketing communications specialist, Zenith Data Systems, Glenview, Ill. **Alan Stewart**, from Moore Business Forms, Chicago, joins Zenith Data Systems, as sales training manager.

Clair O'Neill, executive assistant to director of spot broadcast buying department, CPM, Chicago-based media management service, named spot broadcast buyer.

Burt Sherwood, VP-general manager, and **Bill Hennes**, program director, WMAQ(AM) Chicago, form Sherwood-Hennes & Associates, broadcast consulting firm there. Both will remain with WMAQ until their successors are chosen.

John Lund, VP in charge of broadcast programming division, Sunbelt Communications, San Luis Obispo, Calif., forms own consulting firm, The Lund Consultants to Broadcast Management. Lund will be located in San Francisco.

Deaths

Sidney Fine, 74, formerly with FCC and U.S. Information Agency, died of cancer at George Washington University hospital, Washington. Fine joined FCC's foreign broadcast intelligence service in 1941 and from 1942 to 1944 worked for FCC in London. In 1954 he joined USIA as chief of public information staff, staying until 1957. Fine is survived by his wife, Margery, daughter and son.

Donald Lingner, 64, owner and general manager, WJMM-AM-FM Lewisburg, Tenn., died of heart attack April 8. Lingner had operated stations since 1947. He is survived by his wife, Martha, and daughter Pam, who has assumed post of general manager at stations.

John Overall, 79, VP of Smith Barney, Harris Upham & Co., New York, and former broadcast executive, died of cancer at his home in New York on April 14. Before entering securities field 20 years ago, Overall had been with NBC, CBS, Mutual and MCA. He is survived by his son, John R. Jr., and sister, Madine Overall.

Phillip Kotlar, 70, science editor, New York City-owned WNYC-AM-FM, died April 15 after being struck by automobile near his home in Riverdale section of Bronx. He is survived by his wife and three children.

Grace Cady Coy, 75, widow of former FCC chairman, Wayne Coy (1947-52), died April 19 at Georgetown hospital in Washington. Mrs. Coy had been suffering from metabolic disorder called amyloidosis. She is survived by two sons, Stephen and Wayne, latter Washington communications attorney.

Tim Wirth's new hand at the helm of the House telcomsubcom

Broadcasters describe Representative Timothy Wirth (D-Colo.) as fair, level-headed and pragmatic. After six years as a member of what used to be the Communications Subcommittee and is now the Telecommunications Subcommittee, Wirth was elected its chairman this year. The former chairman, Representative Lionel Van Deerlin (D-Calif.), was unexpectedly defeated in last November's election.

Although broadcasters compliment Wirth for being intelligent and well-informed, they inevitably do so with caution in their voices. "We're not sure where he stands on issues that concern us, and we really just don't know him very well," said one industry lobbyist.

Wirth decided to enter politics in 1968, after Senator Robert Kennedy was assassinated. Before that, he'd been on the way to a career in higher education, with a university presidency as his goal.

His political career began with three years in Washington. As one of 15 promising graduate students awarded White House fellowships in 1967, he was special assistant to then Health, Education and Welfare Secretary John Gardner. He went to work for Gardner's consumer group, the Urban Coalition, in 1968 and in 1969 returned to HEW.

In 1970, he and his wife, Wren, returned to Denver where he completed work on his PhD and worked in an executive capacity for Great Western United Corp., a diversified development firm, and later for the Arthur D. Little management consulting firm. During that time, he was active in community affairs and by 1974 had built a large enough constituency to narrowly win election to the U.S. House from a traditionally Republican district.

Van Deerlin recalls a scene of five years ago in the Communications Subcommittee that he says typifies Wirth. "We were having hearings on AT&T before a roomful of people," he said, "and Tim asked every employee of AT&T and every attorney working in its interest to stand. Half of the room stood up. It was a useful ploy and AT&T never made that mistake again."

Some say Wirth slowed down and even sabotaged Van Deerlin's efforts to draft a workable common carrier bill in 1980, because he felt the bill "gave too much" to AT&T. "Those are the views only of people who supported my legislation," said Van Deerlin, who credits Wirth with playing a major role in eventually gaining subcommittee consensus on the bill, H.R.



Timothy Endicott Wirth—member, U.S. House of Representatives, second congressional district, Colorado, Democrat; b. Sept. 22, 1939, Santa Fe, N.M.; BA, history, 1961, and MA, education, 1964, Harvard College, Cambridge, Mass.; PhD, education, Stanford University, 1970, Palo Alto, Calif.; White House fellowship as special assistant to Health, Education and Welfare Secretary John Gardner, 1967; assistant to chairman, Urban Coalition, 1968; assistant to HEW Secretary Robert Finch, 1969; vice president, Great Western United Corp., 1970-71, Rocky Mountain representative, Arthur D. Little Inc., 1972-73; elected to U.S. House of Representatives, November 1974, re-elected 1976, 1978, 1980; m. Wren Winslow, Nov. 26, 1967; children—Christopher, 13, and Kelsey, 11.

6121.

Since Wirth took over the reorganized and expanded Subcommittee on Telecommunications, Consumer Protection and Finance in early January, broadcasters have watched as he convened "baseline review" sessions to educate new members on communications issues. Although he has introduced legislation to fund public broadcasting and to tighten control over the FCC and the National Telecommunications and Information Administration, Wirth is reluctant to say how far his subcommittee will go with communications deregulation until it has completed hearings scheduled for late May on competition in the industry.

"Deregulation is not an end in itself," he says. "It is a means toward the goal of a competitive marketplace. You deregulate only where you have a competitive marketplace."

Once the subcommittee has decided

where legislation is needed, Wirth sees "gaining a consensus from those involved" as the biggest challenge to passing a workable bill. "There are still a lot of people in the communications world who want us to discreetly protect their particular area," he said. "No matter which interest group it is, they would like us to 'get out of their business' unless it means that we'll no longer protect their turf."

"A lot of people on Capitol Hill still see this as the role of the Congress and a lot of people at the FCC still see that protectionist role as the one they've got to play. That's no longer relevant in the 80's."

He has been voted one of the five most effective members of the post-Watergate "class of 1974," a group of 75 newly elected congressmen who helped overturn the seniority system for selecting committee chairmen in the House. Wirth was chief fund raiser for that movement, which revolutionized the way Congress operates.

In his growing involvement with Democratic policy making, Wirth hopes to continue reforms begun with the class of '74. His goal is to revitalize the political party system, which is declining more and more with the rise of single-issue campaigns, political action committees (PAC's) and candidates' use of the media.

To bring the parties out of decline, Wirth would require that more elected officials become involved in selecting presidential candidates. "There were very few elected officials at the 1980 political conventions," he said. "People like myself, who have increasingly aggressive political organizations, should be required to bring to bear all of that organization in the selection of a President."

Wirth believes political action committees have grown to fill a void left by the declining party system. He would outlaw PAC's to allow more campaign financing to flow through the political parties to increase their leverage.

Wirth's political goals "sound trite" on the surface, according to his mentor, John Gardner, who has founded a number of public interest groups, including Common Cause. "He wants to be the best kind of public servant he can be. . . . He wants to make the party and the Congress work," says Gardner. "His goals sound general. . . but it's the way he goes after them that's inspiring. He sets out to do a task, breaks it down and then does it."

Kenneth Schanzer, senior vice president, government relations, National Association of Broadcasters, says of Wirth: "He's extremely bright, and in the best sense of the word, a politician. He's willing to look at issues in a very enlightened way."

Nabisco Inc. and Standard Brands Inc., giant producers of packaged foods, have agreed to merge into new company to be called Nabisco Brands Inc. in exchange of stock with estimated value of more than \$2 billion. Sales at Standard Brands last year were \$3.02 billion and at Nabisco, \$2.57 billion. **In 1980 Nabisco spent estimated \$75 million in advertising**, of which about \$56 million was in broadcast. **Standard Brands allocated about \$40 million to advertising in U.S. last year**, of which estimated \$20 million was in television and radio. Industry sources felt it's too early to tell how merger will affect advertising budgets this year. They pointed out that since agreement provides that each company will maintain separate identities, likelihood is that advertising spending will not be affected.

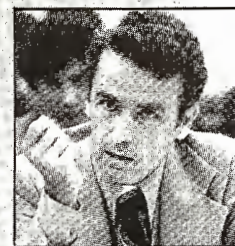
ABC Television, putting into effect plan proposed by ABC News President **Roone Arledge** two months ago (BROADCASTING, Feb. 16), said Friday it would **no longer include ratings for hard news programming in compiling weekly prime-time ratings averages**. Plan, meant to encourage prime-time scheduling of more of these usually lower-rated programs, will apply to special events, documentaries and other special news reports that are not regularly scheduled, but will not apply to regularly scheduled news shows such as ABC's *20/20*, CBS's *60 Minutes* or NBC's *NBC Magazine with David Brinkley*. CBS and NBC spokesmen said their networks would not follow suit. In last fall's election campaign, ABC-TV was also alone in excluding political broadcasts from prime-time averages.

Representatives of broadcast and print media visited U.S. delegation to United Nations on Thursday and conferred with Secretary of State **Alexander Haig** in Washington on Friday to **express concern about pressures in world on press freedom**. Among members of U.S. mission to UN who were briefed was U.S. Deputy Representative (and former aide to then FCC Chairman **Dean Burch**) **Charles M. Lichenstein**. **Arch Madsen** of **Bonneville International**, National Association of Broadcasters President **Vincent Wasilewski** and **John Eger** of CBS were among media representatives at UN. **Madsen**, **Bill Leonard** of CBS and **Leonard H. Marks**, Washington attorney and secretary-treasurer of World Press Freedom Committee were among those meeting with Haig. Media representatives were upbeat on leaving meeting with Haig. Marks described meeting as "splendid," said it "couldn't have been better." Marks said Haig "re-affirmed support of State Department" for principles of journalistic freedom. At both meetings, NAB presented draft resolution calling on U.S. to take tough stand on UNESCO unless it abandons proposals to endorse licensing of journalists, which resolution describes as "hostile" to principles of free press. Resolution urges U.S. to consider "withholding of all or part of its financial contributions" to UNESCO "so long as world press freedom for communication between peoples is threatened or interfered with by this body." But media representatives in meeting with Haig said U.S. should not abandon UNESCO but should "stay and fight" for its press freedom principles.

Latest word on dispute over **UA-Columbia Cablevision** (see page 80), was announcement Friday that **company's board had commenced variety of legal actions against tender offer from United Theater Circuit**. Countersuits were initiated in U.S. Federal District and Delaware Chancery Courts as well as before FCC. UACC claims tender offer is "false and misleading," in failing to disclose variety of claimed adverse consequences. UACC seeks both declaratory ruling that offer would be unauthorized transfer of control, and cease and desist order from commission.

NBC-TV announced Friday that **"Hill Street Blues"** whose ratings success has not matched its critical success, **has been renewed for 1981-82**.

Radio-Television News Directors Association dipped into ranks of its former presidents to select its **new managing director, Ernest (Ernie) Schultz Jr.**, 51, public affairs director of KWTB(TV) Oklahoma City, who served as RTNDA president in 1977-78, was named last week to succeed late **Len Allen**, who died Feb. 5. Schultz expects to assume his new duties by mid-May.



FCC has decided to hear oral argument (no date set) **on whether to allow Don W. Burden to re-enter broadcasting**. Burden has applied to purchase KPEN(FM) Los Altos, Calif., from Frank DeSchmidt for \$630,000 (BROADCASTING, Aug. 4, 1980). Commission in 1975 stripped Burden of licenses for three AM's and two FM's (known as Star Stations, based in Indianapolis) for "pervasive and continuing misconduct" including alleged misuse of stations to favor political candidates of his choice (BROADCASTING, Feb. 3, 1975). Oral argument will be preceded by discovery phase to test Burden's claims of rehabilitation. FCC Chairman **Robert E. Lee** and Commissioner **James Quello** both stated their opinion that Burden had paid price for his wrong doings and should be let back.

FCC has ruled that **Cable News Network's claimed contractual right of first refusal** to last two transponders on RCA Americom's Satcom I satellite **is lawful and enforceable** under Communications Act. Commission said that at time contracts were negotiated (1976 and 1978) there was excess of transponder capacity and that CNN's bargaining for first refusal rights "was not an unreasonable way to assure itself" satellite time. Commission noted that decision applies only to present circumstances and could not necessarily be relied upon by future litigants in similar situation.

Lineup of **speakers and panelists** is finally shaping up for **National Cable Television Association convention** May 29-June 1 in Los Angeles. California Governor **Jerry Brown** is Friday morning keynoter and **Mark Fowler** will speak at Sunday luncheon if he has Senate confirmation as FCC chairman by then. Ten congressmen and one senator are also slated to appear on various panels or behind speaker's podium, including House Telecommunications Chairman **Timothy Wirth** (D-Colo.), House Judiciary Subcommittee Chairman **Robert Kastenmeier** (D-Wis.) and Senate Communications Subcommittee member **Larry Pressler** (R-S.D.). On subject of honoraria, **Kathy Creech**, NCTA's senior vice president, industry affairs, said most congressmen will accept checks for \$1,000 and expenses.

Hollywood celebrities, many complaining of "witch hunt" atmosphere, last week **chose to ignore two-day Los Angeles hearing on drug abuse** (April 22-23) **held by House Select Committee on Narcotics Abuse and Control**. Only handful of actors agreed to testify before committee, even after its chairman, Representative **Leo Zeferetti** (D-N.Y.), emphatically denied "witch hunt or inquisition" was involved. Actress **Cathy Lee Crosby** told news conference Wednesday "media hype and sensationalism [involving Hollywood] have become more important than finding solutions to problems," and that she was therefore withdrawing her support from committee. Instead, wide range of public officials and experts gave their perspectives on drug abuse problem.

Doyle Dane Bernbach, New York, reports it **expects "significant decline" in first-quarter results** for period ended March 31. Agency attributes reduction to shifts in client advertising budget allocations, explaining that "in this uncertain economic environment, many companies have decided to take funds that

might have been spent in first half of 1981 and reapply them toward marketing programs for second six months, particularly in fourth quarter when business at large is expected to begin solid recovery." DDB expects "meaningful improvement" in its results in second half of 1981.

General Foods has signed for \$40 million worth of advertising commitments on Ted Turner's WTBS(TV) Atlanta. Multiple-year contract came about, according to General Foods, after "recent change in the method of audience measurement" for WTBS, reference to start of regular Nielsen measurement of superstation. Deal is being handled through Young & Rubicam.

National Radio Broadcasters Association has moved its 1981 annual convention from Sept. 20-23 at Diplomat hotel in Hollywood, Fla., to **Sept. 13-16 at Fontainebleau Hilton hotel in Miami Beach.** Change was made after Diplomat broke written contract with NRBA to allow exhibitors to begin setting up booths no later than Thursday prior to convention. NRBA had refused to move convention last year after it was discovered National Association of Broadcasters had scheduled its annual Radio Programming Conference for same days (BROADCASTING, Oct. 13, 1980). Responding to pressure from membership last November, NAB moved its conference to Aug. 16-19.

Only two of nine original applicants filed final bids last Thursday for 242,000-household Boston cable franchise: Warner Amex and Cablevision Systems Boston Corp., subsidiary of Chuck Dolan's Long Island, N.Y., MSO. Some dropouts—including Times Mirror and Time Inc.'s American Television & Communications—complained that city's requirements were too stiff (BROADCASTING, March 30). Warner Amex estimates construction will cost \$75 million and take five years. Cablevision Systems estimates construction cost at \$93 million over three and a half years. Final decision is expected in August.

Wold Communications and Visnews, international television news agency based in London, have formed joint venture, Wold-Visnews Broadcast Services, to provide international satellite communication services to broadcasters and businesses. Wold will handle interconnection services in United States with its 30,000 hours of domestic satellite time and telco hook-ups, while Visnews will handle international hops and foreign interconnections with its bulk time on Intelsat system. Although Wold-Visnews will offer businesses end-to-end videoconferenc-

ing services, it sees broadcast journalists as primary customers. According to Wold, editing and playback facilities are being set up at Empire State Building in New York and in Hall of States Building on Capitol Hill in Washington to accommodate broadcasters. Overseas, 27 existing bureaus of Visnews will be available to Wold-Visnews customers.

Society for Professional Journalists, Sigma Delta Chi, distinguished service awards for 1980 in broadcast categories, went to (in radio and TV, respectively); WHDH(AM) Boston and ABC-TV's Gregg Dobbs and Bill Blakemore, for reporting; WIND(AM) Chicago and KSL-TV Salt Lake City for public service in journalism; Leslie Crosson, WEEL-AM-FM Boston, and Bill Moyers, WNET(TV) New York, for editorializing.

NBC owned **WMAQ(AM) Chicago announced resignations of general manager Burt Sherwood and program director Bill Hannes;** they'll form own consulting firm. Replacing Sherwood will be **David Martin,** vice president and general manager of WDAF(FM) Kansas City, Mo.

Upcoming

On Capitol Hill: House Telecommunications Subcommittee will hold hearings on public broadcasting legislation in room 2218 Rayburn House Office building at 1:30 p.m., Tuesday, and in room 210, Cannon House Office building at 9:30 a.m., Wednesday. It will hold hearings on telecommunications industry and world trade in room 210, Cannon, at 1:30 p.m., Wednesday. It will hold hearings on FCC and NTIA reauthorization bills in room 210, Cannon, at 9:30 a.m. Thursday. **Senate Judiciary Committee** will hold hearings on copyright in room 2228, Dirksen Senate Office building at 10 a.m. Wednesday (see page 27). **Senate Commerce Committee** will hold hearings on FCC reauthorization legislation in room 235, Russell Senate Office building at 10 a.m. Friday. **Also in Washington:** Three-day NAB executive committee meeting starts Wednesday (see page 87). **In New York:** ABC-TV to announce its 1981-82 prime-time schedule at Waldorf-Astoria hotel Wednesday. **NBC-TV** to announce its 1981-82 prime-time schedule at Pierre hotel Thursday. **Overseas Press Club of America** will hold its 42nd annual awards dinner at Waldorf-Astoria Wednesday. **In Anaheim, Calif.:** National Public Radio's annual conference opens today (Monday) at Marriott hotel. **In Cannes, France:** MIP-TV continues through Thursday at Palais Des Festivals.

Reagan goes radio

It was your everyday telephone call-in show, last Tuesday. Representative Eugene V. Atkinson (D-Pa.) was the guest on WBVP(AM) Beaver Falls, Pa. (population, 14,000), chatting with the show's host, David Felts, and taking questions from listeners. Then the show went out of the ordinary. President Reagan was on the line, doing his first live broadcast since he was shot, three weeks earlier.

He said he was "feeling great and getting along fine," and he expressed his thanks for the good wishes he had received since the shooting.

The President had been trying to locate members of Congress to lobby in behalf of his economic program. White House switchboard operators tracked Atkinson to the station. When he took the call, in another studio, Atkinson asked the President if he would like to appear on the program. Reagan said fine, and so did Felts, when the congressman asked him, during a commercial, if he would like to talk to the President.

Felts (shown holding a tape of the President's remarks), is a minister who has been working at wbvp's FM affiliate, wwks, since last fall doing public affairs programming. And three weeks ago, he was given the call-in show on the AM.

The station got considerable publicity out of the minute and 50



seconds Reagan was on its air. Scott Lowe, operations manager, promptly called the station's network, ABC Information, which broadcast the news and generated a flood of calls from broadcast and print media. Three Pittsburgh TV stations sent camera crews to Beaver Falls, and stories of the President's appearance were carried on the networks, by wire services and in papers across the country.

Change of seasons

By majority vote among the networks (ABC and CBS voting yea, NBC nay), the 1980-81 prime-time television season ended April 19 with CBS the winner for the second straight year, this time comfortably. NBC, which placed third again, claims a different starting point for the season and also says now, in effect, that the season has no stopping point but continues year-round.

There may be something to be said for the year-round season. It's a nice ideal, but probably impractical. It suggests 12 months of new episodes, new mini-series, new specials, interspersed no doubt with replacements for failed series but only an occasional repeat. The economics and realities, however, are against it. Prime-time programming being as expensive as it is, and getting more so, the networks need a time to regroup their forces and recoup their costs.

We started to say that viewers would welcome a true 12-month season, but a moment's reflection leaves us not so sure. When the reruns are on, people have a chance to watch programs they didn't watch before. And the ratings suggest that they do. Ratings always decline in summer, but that's primarily because people are out of the house more. We've seen no research on the question, but we're reasonably certain it isn't the programming that drives them out.

Something did apparently take some of them away from network programming in the 1980-81 season: The networks' total share of audience dropped by three to five points, depending on the period being calculated. How much of that was attributable to the actors' strike that delayed the start of the season, how much to increased viewing of independents and PBS stations, how much to a greater frequency of pre-emptions by affiliates and, especially, how much to pay cable viewing is hard to say. To the extent that it's the result of any of those things, it seems apt to happen again next season—unless the networks come up with uncommonly compelling schedules.

Given the current strike by the Writers Guild and problems anticipated in upcoming negotiations with the Directors Guild, last year's delay in starting the new season may be in for a rerun.

The teachings of Janet Cooke

At the annual meeting of the American Society of Newspaper Editors, in Washington last week, a principal topic of discussion, on the agenda and off, was the gross embarrassment suffered by the *Washington Post* at the discovery that it won a Pulitzer Prize with a fabricated story. The discussion ought to spread to newsrooms in radio and television as well.

Janet Cooke, a bright, ambitious and attractive reporter, beguiled the *Post's* experienced editors, or at least many of them, into displaying on page one her long article about an 8-year-old heroin addict. Editors huffily defended her story—without seriously re-examining it—despite after-publication evidence that it may have been untrue. Not until a Vassar College official telephoned to disavow Cooke's claim to a Vassar degree, publicized in the biography associated with the Pulitzer, did *Post* senior editors begin taking hard looks at the story and the reporter's credentials. But for Cooke's exaggeration of her academic history, the Pulitzer might still repose in the *Post's* trophy room and "Jimmy's World," her fictitious article, stand as this year's best example of newspaper feature writing.

The worry is that other "Jimmy's Worlds" may be going undiscovered in both print and broadcast journalism—especially in

those newsrooms where, as at the *Post*, there is intense rivalry among talented contestants for the limelight. The total fabrication represented by "Jimmy's World" would be difficult to pass off in radio or television, where audio and visual reports demand presences beyond that of the reporter, but frauds are possible, especially shadings of the truth to enhance the drama of a story.

The possibilities of other "Jimmy's Worlds" are accentuated when arrogance invades the journalistic process, as it demonstrably has in some of the more successful newsrooms. *Post* editors stonewalling the puzzled police who, after exhaustive search, questioned the existence of Jimmy were merely reflecting an attitude common to their peers.

Editorial executives are asking themselves whether it could happen in their offices. The answer is yes, if they let it.

On the street

Under last week's liberalization of FCC rules, the formerly non-commercial broadcasting system may drop all pretense of insulation from the marketplace and admit to being in the advertising business. From now on it may plug the sponsors of its programs and donors of its promotional merchandise with full display of their corporate logos and descriptions of their product lines. How the creative juices must be flowing at the agencies for the Mobils, Firestones, Exxons and Texacos. What a chance to devise a whole new genre of commercials.

Nor will the new commercial opportunities be limited to the "noncommercial" system that the FCC turned loose last week. The Public Subscriber Network that is being planned by the Public Broadcasting Service is designed from the start to accept advertising. Advertisers in PSN programs will now get double exposure: their original commercials on PSN and the newly expanded credits—logos, product descriptions and all—on PBS when the PSN shows are rerun on that network. A more commercial exploitation of television would be difficult to manage.

Commercial broadcasters are entitled to wonder why things turned out this way. The FCC reserved 242 television channels for noncommercial, educational use. The channels were claimed without the costly contests that marked most commercial station grants and developed with large infusions of government funds. Now that the system has been nurtured into a national medium, it is freed to compete with a commercial system built by private venturers with more hindrance from government than help. Score zero for the FCC on promise versus performance.



Drawn for BROADCASTING by Jack Schmidt

"Is basketball over already?"

Improved In Four Important Ways!

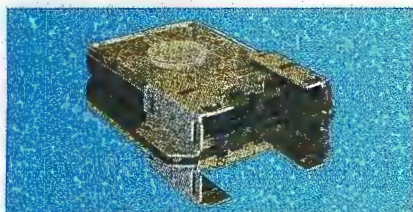
No. 1 Cart Machine

Today, one out of every two broadcast cartridge machines purchased worldwide is an ITC Premium Line machine.

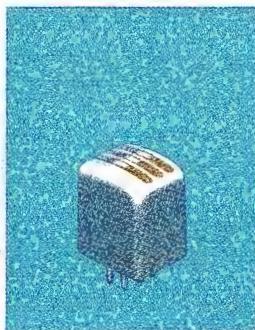
Now, four new features make this first-choice line an even greater value.

Improved Frequency Response

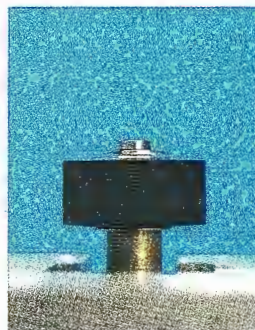
The head is new. The open-faced design is cylindrically shaped rather than hyperbolic. MuMetal laminations are surrounded by epoxy filler impregnated with aluminum oxide particles for shielding and durability. Core windows are wider than conventional designs. The end result is greatly improved frequency response without low end humps and bumps.



New Cart Hold Down



New Head Design



New Pressure Roller



New Removable Head Module

Removable Head Module

True center pivot design. Azimuth, zenith and height adjust independently. Locking one does not affect the others. Steel ball pivots and longer azimuth arms permit finer tuning.

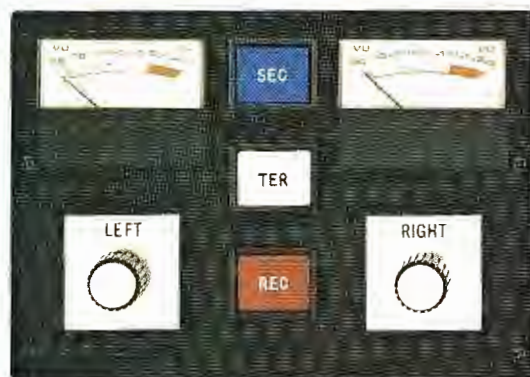
Improved Tape-Head Alignment

New cartridge positioning system assures precise, rigid alignment of tape to head even when insertion is hurried or careless.

Long-Life Pressure Roller

The 525K pressure roller offers twice the pulling power and extended life. Tolerates

common cleaning chemicals. Holds its durometer even in high humidity.



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