

Showdown shapes up on TV sex and violence
Fowler FCC jumps into deregulation

Broadcasting Jun 22

The News Magazine of the Fifth Estate □ Vol. 100 No. 25

Our 50th Year □ 1981

WE'D LIKE TO SHOW YOU SOME HIGHLIGHTS FROM THE PAST FIVE SEASONS.



When you produce a daily show year after year there are bound to be things you grow tired of. But having your hard work and dedication recognized by the industry makes it all worthwhile.

This year, the Donahue Show is proud to have won a Daytime Emmy for the Outstanding Talk or Service Series: Richard Mincer, Executive Producer; Patricia McMillen, Senior Producer; Darlene Hayes and Sheri Singer, Producers.

DONAHUE



MULTIMEDIA

Multimedia Program Productions, Inc., 140 W. Ninth Street Cincinnati, OH 45202

The First
50
Years Of
Broadcasting

1966

□
PAGE 69

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AUGUST 1983
US AIR FORCE
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VIACOM RADIO:

**Eight stations
as different as
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as diverse as
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...but alike in the best news
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and total involvement in the
life of the communities they serve.



WRVR FM—Memphis. WRVR General Manager Terry Wood (left) presents Ben Woodson, President of the Memphis Cotton Carnival Association (right), with a cake to celebrate the 50th year of the Memphis Cotton Carnival. The cake was later donated to the Le Bonheur Children's Hospital.



KIKK FM/AM—Houston/Pasadena. The KIKK news staff won four state broadcasting awards at the Texas Associated Press Broadcasters Convention. It took first place for Best Expanded Newscast and Best Sportscast by Mark Berman, second place for Best Headline Newscast and an honorable mention for Best Documentary.



KIKK FM/AM—Houston/Pasadena. KIKK's Public Affairs Director Derrill Holly (right) receives an award from the Multiple Sclerosis Society for the station's continued support of the society through public affairs programming and fund-raising activities.



WDIA—Memphis. WDIA General Manager Chuck Scruggs (left) accepts an award from Shelby County Mayor William Morris (right) for an outstanding contribution which demonstrated dedication and excellence in performance for Shelby County and its citizens.



WKHK FM—New York City. WKHK at the annual Ninth Avenue Ethnic Festival whose proceeds are donated to the Ninth Avenue Merchants Association Scholarship Fund.



KDIA—Oakland/San Francisco. KDIA Public Affairs Director Khalil Faheem (right) emcees an event sponsored by the Bay Area Merchants for students who participated in their job program.



WWRL—New York City. WWRL Program Director Bob Law (right) emcees one of the many free WWRL lunchtime concerts at Lincoln Center.



WMZQ FM—Washington, D.C. Country concert and battle of the bands... proceeds went to Hemophilia Foundation.



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OUR FIRST YEAR

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New All-Time Record! 100 Markets Prior to Air!



For the first time ever, a first-run strip has broken the 100-market mark before premiere! Three months before opening night, ENTERTAINMENT TONIGHT is sold in markets covering 77% of U.S. homes—including 9 of the top 10, 43 of the top 50, and 73 of the top 100!

Equally impressive, these stations have committed their most important access time-periods for this pioneering entertainment news series—satellite-delivered, 6 nights-a-week.

It all adds up to this: ENTERTAINMENT TONIGHT is unparalleled in concept, unprecedented in distribution method, and now unsurpassed in station acceptance.

Paramount Television



Domestic Distribution

The Week in Brief

TOP OF THE WEEK

EMBITTERMENT OVER BETTERMENT □ Controversy erupts over Coalition for Better TV's motives and methods. **PAGE 19.** Separate ABC and NBC studies question movement's support and boycott effectiveness. **PAGE 20.** P&G's Butler fuels issue with explanation of how TV's biggest customer is reacting. **PAGE 21.**

FOWLER'S CAREFUL APPROACH □ New FCC chairman won't be pinned down to specifics but minces no words about his objectives. **PAGE 22.**

COWLES WINS AGAIN □ WESH-TV Daytona Beach, Fla., gets another renewal in 12-year-old case. **PAGE 24.**

RETALIATION MOVE □ Senate signals State Department to cut back UNESCO funds as protest against efforts to license journalists. **PAGE 24.**

LAW & REGULATION

DOOR OPENED □ FCC grants petition to let networks into nonbroadcast programming, eliminates first- and second-class operator license requirement, and simplifies broadcast application procedures. **PAGE 30.**

TURNER FIRES TWO SHOTS □ Atlanta broadcaster tells copyright subcommittee that end to compulsory licensing would mean doom to superstations. **PAGE 30.** His petition to FCC opposes Westinghouse-Teleprompter merger as first step to cable news network that would unfairly compete with his CNN. **PAGE 34.**

BUSINESS

PRODS FOR SLOW PAYERS □ AAAA approves language for new contract forms that are expected to clear up old problems and hasten collections for stations. **PAGE 43.**

RADIO'S SALES VERSATILITY □ Medium's prowess in reaching both mass and specialized audiences documented at ANA/RAB workshop in New York. **PAGE 44.**

JOURNALISM

MAKING IT FORMAL □ White House press office's interim operations officially reorganized in Brady's absence, with

Gergen and Speakes in new duties. **PAGE 49.**

TECHNOLOGY

HELP FOR AM'S □ FCC consultants have almost completed project that will establish standard directional antenna patterns. **PAGE 55.**

BORDER HOPSCOTCHING □ Regional communications issues discussed at seminar where speakers cite satellite potential to add vast new dimension to exchange of data and other programming. **PAGE 56.**

MEDIA

IT HAPPENED AT THE WALDORF-ASTORIA □ Record turnout of nearly 1,100 attend BPA/BDA combined seminar. Sessions range from fundamentals to latest and most sophisticated techniques in promotion and design. **PAGE 58.**

PROGRAMING

RISE IN TV VIOLENCE □ Surveillance group makes that charge. It claims NBC is worst offender in prime time and ABC most derelict in children's programs. Cable is also criticized. **PAGE 63.**

DAY OF WHINE AND ROSES □ NBC's successful retention of Rose Bowl rights for reported \$33 million over three years is denounced by CBS as "panic bidding" that needlessly runs up sports prices. **PAGE 63.**

1966

THE 'BROADCASTING' YEARS □ Cable regulation was the dominant issue as the FCC asserted broader authority and sought congressional support. Shocker for CATV operators also came from a U.S. district judge who ruled that cable was liable for copyright payments under existing law. **PAGE 69.**

PROFILE

RESTLESS AND RELENTLESS □ The pioneering spirit of the early West has been epitomized in Gene Schneider's adventures in cable since 1953. Today, as president and chief executive officer of United Cable Television Corp., he still looks for new industry frontiers to cross. **PAGE 95.**

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The most important but also the most fascinating TV documentary of the year... The program—exhaustive, engrossing, alarming—reaffirms the obvious, that CBS News remains the leader among the networks and that neither of the other two could or would have attempted a report on this scale and of this depth... 'Defense' proves itself worthy heir to 'Harvest of Shame,' 'The Selling of the Pentagon,' 'See It Now' and the other broadcasts CBS News people adore pointing to with pride... The program also proves that the TV documentary is not dead as an informational format, that complex subjects can be covered at length on television...

"'Defense' could become the most watched, most talked-about documentary ever on television."
—THE WASHINGTON POST
Tom Shales

This is an enormous project for television, covering unusually complicated and terribly technical ground... television news has made an impressive effort to get beyond its frequently criticized limitations of time and space. 'The Defense of the United States' asks important questions... Much of the facts and material are still overwhelming, for the most part, but CBS News has made a laudable effort to stimulate a badly needed public debate."
—THE NEW YORK TIMES
John J. O'Connor

CBs News has prepared its most ambitious documentary ever, a superb, five-hour study of national defense... It is a substantive, engaging look at the defense picture, from foot soldiers to airplanes, from Omaha to Moscow... Dan Rather is anchor. The reporters are all first team: Bob Schieffer, Harry Reasoner, Ed Bradley, Richard Threlkeld, and Walter Cronkite. In short, the documentary, which took nine months to produce, was backed by the full muscle of broadcast journalism's classiest operation. And the commitment paid off."
—CHICAGO TRIBUNE
Ron Alridge

A precedent-shattering documentary that is a major public service... Seldom is a TV documentary more on target in both time and topic than this survey of America in the nuclear age. It is a masterly example of calculated planning, skillful execution, and sensitive scheduling."
—CHRISTIAN SCIENCE
MONITOR, Arthur Unger

The Defense of the United States' may be one of the most important programs ever broadcast... As film, it is graced with visual and verbal artistry that provides an easy, open vehicle for information... Its significance will derive, however, not from what it is but from what it says."
—ST. LOUIS POST-DISPATCH, Eric Mink

The CBS series... is in the best tradition of popular television journalism. Each episode is riveting, full of substance and skillfully presented."
—THE ECONOMIST
London

BOMB SHELL

An extraordinary five-part documentary... The first episode of the series, officially known as 'The Defense of the United States,' on Sunday night is the most powerful documentary I've ever seen... The blockbuster series is an unprecedented achievement for CBS News, and I salute them right up front."
—NEWSDAY, Marvin Kitman

**CBS REPORTS:
THE DEFENSE OF THE UNITED STATES
JUNE 14, 15, 16, 17, 18
CBS NEWS**

Closed Circuit®

Insider report: behind the scene, before the fact

View from 30 Rock

With each passing day, it's more evident Thornton F. Bradshaw is in unofficial command at RCA-NBC, operating from 53d floor of 30 Rockefeller Plaza, although he doesn't formally take office as chairman and chief executive officer until July 1. NBC's problems are primary, witness luncheon meeting last Tuesday with four leaders of TV affiliates. Network's status under vacationing President Fred Silverman was main topic, with Fred Paxton, WPSD-TV Paducah, Ky., incumbent chairman, TV affiliates; his predecessor, Ancil H. Payne, King Stations, Seattle; Jack W. Harris, president KPRC Inc., Houston; and William B. Faber, WFLA-TV Tampa, Fla., incumbent secretary-treasurer of affiliates.

If there was talk about possible successor, should Silverman leave NBC presidency before expiration of his contract 18 months hence, it failed to leak. There are those who wouldn't be surprised if something happened before summer is out, barring miraculous turnaround in NBC fortunes.

House hunt

FCC is said to be close to issuing solicitation for offers from property owners interested in satisfying commission's need for new quarters, problem that Chairman Mark S. Fowler inherited. Fowler, with aide Edward Minkel and Commissioner Abbott Washburn, met last week with GSA officials to discuss matter, will meet again with them this week over draft SFO. As drafted, SFO would permit commission to move two miles outside Washington.

However, there remains possibility agency will stay essentially where it is. Department of Energy in next several months will vacate large building across M Street from FCC's present headquarters. If lease on FCC's present building can be extended, it and DOE's space would probably be enough to meet commission's needs.

Sky wave

Satellite master antenna (SMATV) business is booming, according to one earth station manufacturer. SMATV systems, stand-alone earth stations that downlink cable programming for multiple dwelling units, are popping up throughout the country, said Edward Eagan, applications engineer for Microdyne. By his estimates, 100 systems are in operation and, judged by inquiries and orders Microdyne has received, number will grow

"geometrically," Eagan said Microdyne now expects to sell three to five times more earth stations to SMATV operators than to cable operators.

Part of boom, Eagan said, is attributable to Showtime's April announcement that it would begin selling its programming to SMATV operators, reversing long-standing policy. Tolla Murphy, speaking for Showtime, confirmed that it will sell to SMATV operators, but only on condition local cable operator is unwilling or unable to serve building SMATV operator has targeted.

Crowd pleaser

Mimi Dawson, who is to succeed retiring FCC Commissioner Robert E. Lee, will take oath of office on July 6. Invitations sent out by Senator Bob Packwood (R-Ore.), Dawson's present boss, said ceremony would take place at Armed Services hearing room in Russell Senate Office building. Acceptances, however, are so numerous that staffers are now looking for bigger site. There was also talk that Packwood himself would administer oath to Dawson at July 6 ceremony and that federal judge would officially swear her in. But those plans are now up in air too.

Dawson has met with Lee's support staff—confidential assistant, Eileen Chaney; legal assistant, Frank Young, and engineering assistant, Gary Stanford—whom she will retain for 90-day trial period. Chaney is long-time Lee assistant while Young and Stanford have been on detail to his office (from Common Carrier and Broadcast Bureaus, respectively) since February when Lee assumed acting chairmanship.

10% with clout

Congress's Office of Technology Assessment, in draft study on U.S. participation in World Administrative Radio Conference in 1979, concludes U.S. needs to strengthen preparations for future international conferences of that kind. Draft cites need for high-level government policy coordination and accountability on spectrum management issues and international negotiations, as well as for "streamlined, comprehensive and coherent government processes" to prepare for upcoming international conferences. It also says U.S. has not yet developed solutions to satellite orbit planning and spectrum resource reallocation as envisioned by Third World.

Draft notes that Third World countries are increasingly able to exercise influence in international telecommunications, even though developed countries make use of 90% of spectrum/orbit resources.

Augmented retirement

White House is said to be nearing decision to name outgoing FCC Commissioner Robert E. Lee to seat on Communications Satellite Corp. board ("Closed Circuit," June 15). Comsat directors are paid \$10,000 a year plus \$500 per monthly board meeting and \$500 for any board committee meetings that are called.

Audit for CBTV?

With Coalition for Better TV's Chairman Donald Wildmon having agreed to let impartial research organization evaluate coalition's research methods, CBS has submitted list of five prominent academic groups to Wildmon as possibilities for job. Gene P. Mater, CBS/Broadcast Group senior vice president for policy, who obtained Wildmon's agreement to have outside look-in during debate 10 days ago (BROADCASTING, June 15), suggested research organizations at Columbia or Stanford University, University of Chicago, Massachusetts Institute of Technology or at North Carolina's Research Triangle (University of North Carolina at Chapel Hill, UNC-Raleigh and Duke University). Each has indicated willingness to undertake study.

Mater suggested results might enjoy wider acceptance if CBS and CBTV underwrote project equally. But he also told Wildmon that if, as has frequently been suggested, CBTV lacked funds, CBS would pay for whole thing.

Turn with Turner

After several months of uncertainty, George Breece, vice president, special projects, National Cable Television Association, has decided to jump to Turner Broadcasting System ("Closed Circuit," Feb. 9). Robert Wussler, executive vice president of TBS, confided that Breece will join TBS July 6 in marketing and government relations. Breece will be based in Washington at least initially.

Eight aren't enough

It isn't being advertised, but FCC's new chairman, Mark S. Fowler, is long-hour man. His average day since he assumed office May 18 runs 8 a.m. to 8 p.m. Although he may arrive earlier, he has his own staff meeting at 8 a.m. to plan day's schedule. After close of business, he meets with key people to discuss day's work and what's immediately ahead. Report last week: Esprit de corps is "great."

Business Briefly

TV ONLY

Luzianne □ Mayonnaise. Begins June 29 for 17 weeks in about 15 primarily Southern markets. Day and fringe times. Agency: Rosenfield, Sirowitz & Lawson, New York. Target: women, 25-54.

Crowley Foods □ Various dairy products. Begins July 20 for 13 weeks in New York markets. Day, early fringe and prime times. Agency: Dick Levy & Associates, New York. Target: women, 18-49.

News America Publications □ *The Star*. Begins June 29 for 10 to 12 weeks in about 50 markets. Day, fringe, news, prime and prime access times. Agency: Independent Media Services, New York. Target: women, 18-49.

Fotomat stores □ Begins this week for 11 weeks in 20 markets. Fringe, prime, weekend, prime access and sports times. Agency: Western International Media, Los Angeles. Target: adults, 25-49; men, 18-49.

Uncle Ben's Foods □ Converted rice. Begins June 29 for eight weeks in over 50 markets. Day, early fringe, fringe and prime access times. Agency: J. Walter Thompson Co., New York. Target: adults, 18-49.

Iroquois Brands □ Champale. Begins June 29 for 10 weeks in about 50 markets. Agency: Western International Media, New York. Target: adults 18-49.

Sunmark Industries □ Begins June 29 for nine to 11 weeks in 16 markets. Late fringe, sports and prime times. Agency: Wells, Rich, Greene, New York. Target: adults, 25-54.

Hasbro Industries □ Begins late June for seven weeks in 15 to 20 markets. Early fringe and fringe times. Agency: Griffen Bacall Inc., New York. Target: total children, women, 25-34.

Cott Beverages □ Begins this week for seven weeks in under 10 Eastern markets. Day, early fringe, prime times and weekends. Agency: Berk & Co.,

Rep Report

Cable repping. UA-Columbia Cablevision of New Jersey has named Cable TV Advertising Associates, Totowa, N.J., as its sales representative for all commercial time on its systems serving more than 53 cities and towns in four northern New Jersey counties. Cable TV Advertising Associates is headed by John Kerr and William Shagawat, who previously held advertising and sales executive positions with UA-Columbia.

Torbet moves. Torbet Radio has moved its Philadelphia office to 1616 Walnut Street, Suite 910, 19103. (215) 732-9532.

WWDJ(AM) Hackensack, N.J.: To Radio Spot Sales (no previous rep).

WNAB(AM) Bridgeport, Conn.: To Savalli & Schutz from P/W Radio.

Boston. Target: women, 18-49.

Ranier beer □ Begins June 29 for six weeks in Alaska, Oregon, Washington and Montana markets. Fringe and prime times. Agency: Marketing Communications, Seattle. Target: men, 18-49.

Economic Labs □ Mildew's Gone. Begins July 20 for five weeks in 17 mainly Southern markets. Day and early fringe times. Agency: Warwick, Welsh & Miller, New York. Target: women, 25-49.

Johnson & Johnson □ Tricot mesh product. Begins in July for third quarter in four markets. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Changing Times Magazine □ Subscriptions. Begins late June/early July for three weeks in 15 to 20 markets. Agency: Robert Daly Communications, Los Angeles. Target: total adults.

Cocoline □ Chocolate chip cookies. Begins mid-June for two weeks in three markets. Day and late fringe times. Agency: Reeves Advertising, New York. Target: women, 18-49.

Greater St. Louis Datsun Dealers □ Datsun 210 and trucks. Begins this week for two weeks in Kansas City, Mo. All dayparts. Agency: E.M. Reilly & Associates, St. Louis. Target: adults, 18-49.

Kinder Care □ Child care. Begins July

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26 for two weeks in over 10 markets. Fringe, prime, news and weekend times. Agency: Klein-Sieb Advertising, Atlanta. Target: working women.

Universal Pictures — "Great Muppet Caper." Begins late June for one week in over 25 Southern markets. Fringe, prime and children's programming. Agency: Cargill, Wilson & Acree, Atlanta. Target: adults, 18-49; total children.

Montgomery Ward □ 42-month battery. Begins July 6 for one week in over 25 markets. Agency: CPM Inc., Chicago. Target: adults, 18-54.

World Vision International □ "Crisis In The Horn of Africa" movie. Begins this week for one week in 23 markets. Day and early fringe times. Agency: Russ Reid Company, Pasadena, Calif. Target: women, 35 and over.

RADIO ONLY

Maxell Corp. □ Audio tapes. Begins this week for two weeks in over 20 markets. Agency: Scali, McCabe, Sloves, New York. Target: adults, 25-54.

RADIO AND TV

Hawaiian Gold Pabtan Begins this month in 28 markets. Agency: Dailey & Associates, San Francisco. Target: adults, 18-34.



Enterprise names Eastman. Enterprise Radio, Avon, Conn., has appointed Eastman Radio as sales representative. Eastman succeeds Christal Co. as representative of radio sports network. Celebrating signing of agreement are (seated, l-r) Charlie Colombo, executive VP, Eastman, and Scott Rasmussen, president, Enterprise and (standing, l-r) Marty Damin, network sales manager, Eastman; Kevin Smith, sports specialist, Eastman; Jay Keay, VP, business development, Eastman; Dick Hammer, senior VP, advertising sales, Enterprise, and Paul Orio, executive VP, marketing, Enterprise.

AdVantage

Regional TV coverage first. In what is believed to be first time that major corporation has sponsored regional coverage of parade, General Foods was sole advertiser of two-hour Grand Floral Parade in Portland, Ore., on June 13. Network of 33 TV stations in 11 Western states was fed by KATU-TV Portland and sale to GF was arranged by Katz American Television, New York, representative of KATU-TV. Involved in project were various General Foods agencies—Ogilvy & Mather, Benton and Bowles and Grey Advertising, all New York.

Most effective. "Grand EFFIE" awards honoring effectiveness of overall advertising campaign in all media last week went to General Electric Corp. and BBDO for "We Bring Good Things to Life" campaign and Volkswagen and Doyle Dane Bernbach agency for "Volkswagen Does It Again." EFFIES come from New York chapter of American Marketing Association.

Spanish market study. "Life styles, characteristics, marketing and media behavior" of U.S. Hispanic market are covered in new study commissioned by Spanish International Network and conducted by Yankelovich, Skelly & White Inc. Over 1,000 advertisers, agencies and press representatives are expected to attend introduction this week (June 25) from New York in live, national closed-circuit telecast. Firm asked advertisers and agencies what facts they needed most in developing study. According to SIN, this is "most comprehensive study ever made on Spanish market in U.S." For those unable to attend, SIN announced that videotapes would be available.

Gearing up for fall. Seiko Time Corp. is preparing media blitz for fall, centering on top sporting events, World Series and *Monday Night Football*, both on ABC-TV Network beginning Oct. 13 and 26 respectively. At this time, Seiko will feature newly introduced Lassale brand of thin men's and ladies watches and analog quartz line in 30-second spots. Follow-up saturation for pre-Christmas season breaks in November for four weeks in 120 markets. With heavy print saturation as well, this campaign is "the biggest in Seiko's history," according to spokesperson. AC&R Advertising, Inc. is agency for Seiko.

Account awarded. Alberto-Culver Co. has selected D'Arcy-MacManus & Masius/Chicago as its new agency for major portion of firm's personal use products. Best selling products produced by Illinois-based manufacturer and to be handled by DM&M/Chicago are FDS Feminine Deodorant Spray, Bakers Joy and Static Guard spray.

Unda-USA



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Charles J. Schista, Chairman

Datebook

■ indicates new or revised listing

This week

June 20-24—*Georgia Association of Broadcasters* 47th annual convention. Theme: "Creative Management ... the key to the 80's!" Among speakers: Gene Jankowski, president, CBS/Broadcast Group. Callaway Gardens, Pine Mountain, Ga.

June 21-24—*Virginia Association of Broadcasters* summer meeting. Cavalier hotel, Virginia Beach, Va.

June 21-27—*Radio-Television News Directors Association* management training seminar co-sponsored by *National Association of Broadcasters*. Wharton School, University of Pennsylvania, Philadelphia.

June 22-26—*Nebraska ETV Network/University of Nebraska-Lincoln Videodisc Design/Production Group* workshop. Telecommunications Center, University of Nebraska, Lincoln. Information: Ron Nugent, (402) 472-3611.

June 22-26—*National Religious Broadcasters* summer institute of communications, for Atlanta vicinity. Toccoa Falls College, Toccoa, Ga.

June 23—*Radio Advertising Bureau's* Idearama for radio salespeople. Downtown Marriott, Atlanta.

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

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

June 23—*Radio Advertising Bureau's* Idearama for radio salespeople. Ramada Inn, Billings, Mont.

June 23-26—*National Broadcast Editorial Association* annual convention. Sheraton-Plaza hotel, Chicago.

June 23-26—*Corporation for Public Broadcasting's* 1981 Radio Development Workshops. Hyatt Regency Chicago, Chicago.

June 24-27—*Maryland-District of Columbia-Delaware Broadcasters Association* annual convention. Sheraton Fontainebleu Inn, Ocean City, Md.

June 24-27—*Florida Association of Broadcasters* annual convention. Amelia Island Plantation, north of Jacksonville, Fla.

June 25—*Television, Radio and Advertising Club of Philadelphia* seminar on strategies of effective radio planning, buying and selling. Holiday Inn, 18th and Market Streets, Philadelphia.

■ **June 25**—*Radio Advertising Bureau's* Idearama for radio salespeople. Regency Inn, Denver.

■ **June 25**—*Radio Advertising Bureau's* Idearama for radio salespeople. Musical & Biggie's Airport Hilton, St. Louis.

■ **June 25**—*Radio Advertising Bureau's* Idearama for radio salespeople. Del Webb's Townehouse, Phoenix.

■ **June 25**—*Radio Advertising Bureau's* Idearama for radio salespeople. Carolina Inn, Columbia, S.C.

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

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

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

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

Also in June

June 28-30—*Public Service Satellite Consortium* 2nd workshop on "How to Video-Teleconference Successfully" PSSC, 2480 West 26th Avenue, Denver. Information: PSSC Washington headquarters, (202) 331-1154.

June 30—*National Communications Club* reception

for former FCC Chairman Robert E. Lee. Washington.

■ **June 30**—*Radio Advertising Bureau's* Idearama for radio salespeople. Little America, Salt Lake City.

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

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

July

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

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

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

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

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

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

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

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

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

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

Sept. 13-16—*National Radio Broadcasters Association* annual convention. Fontainebleu 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. Fontainebleu Hilton, Miami.

Major Meetings

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

Dec. 2-4—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

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

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

March 11-15, 1982—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

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

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

April 23-29, 1982—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982, 19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

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

May 4-5, 1982—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 4-8, 1982—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco.

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

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

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

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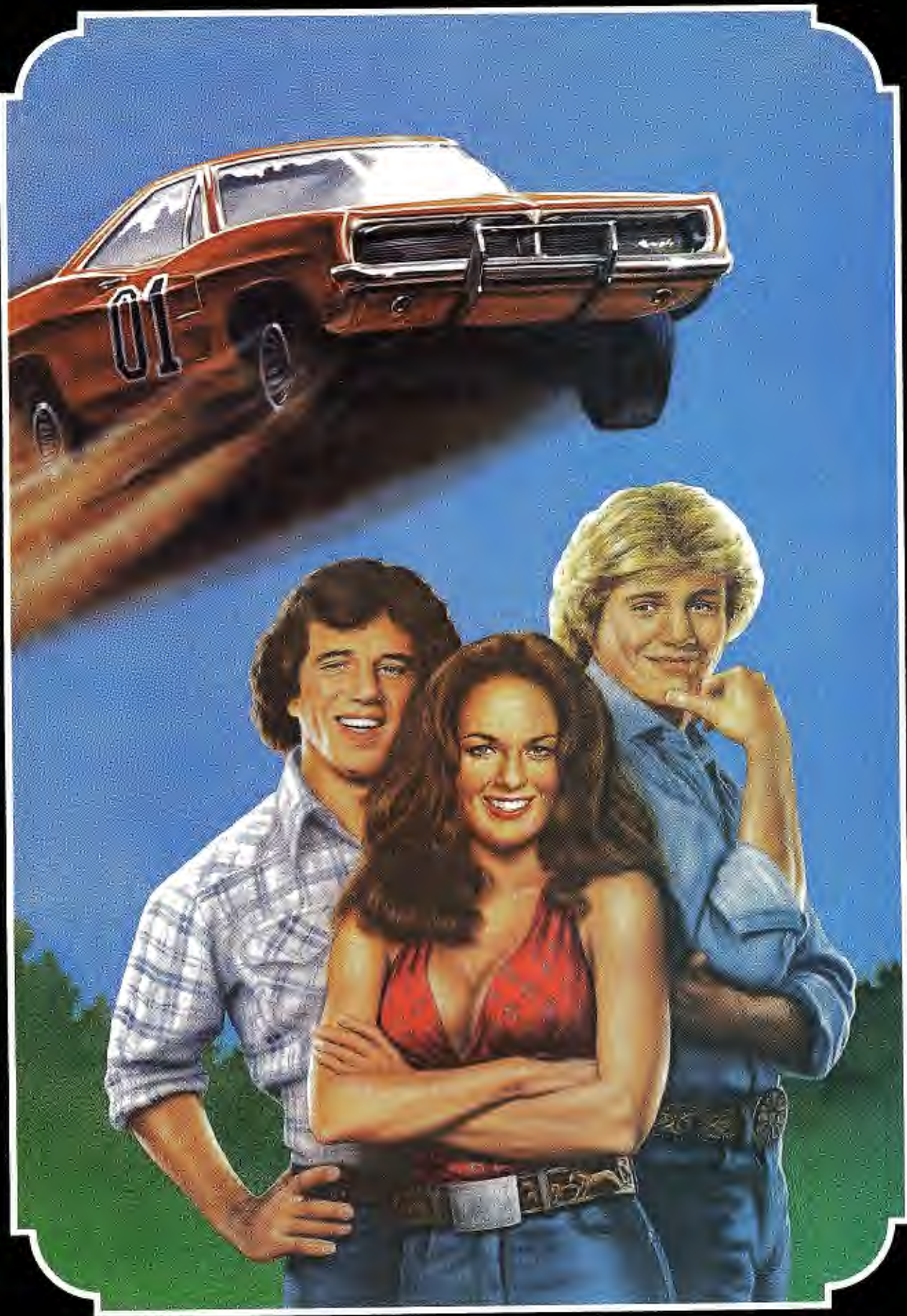
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A Warner Communications Company

PBS Media Critics Lay An Expensive Egg

By Reed Irvine
and
Cliff Kincaid

Hodding Carter, the spokesman for the State Department during most of the Carter administration, has embarked on a new career as a media critic on public television. Hodding Carter is a personable fellow, but we think that he and his expensive supporting staff are laying an egg with their program, "Inside Story."

The program had its first showing on May 7, three weeks after the biggest journalistic scandal of the postwar period burst upon the nation. This was the revelation in mid-April that the Washington Post story that had been given a Pulitzer Prize for feature writing was actually fiction. It was about an 8-year-old heroin addict who was a figment of the imagination of Washington Post reporter Janet Cooke.

One could hardly have imagined a more auspicious time for a program of media criticism to make its debut. We were surprised and disappointed to find that Hodding Carter and his associates passed up this opportunity. In their May 7 program, they made only the briefest mention of the Washington Post scandal that had rocked the world of journalism. They went on to devote their program to a discussion of the way in which the media had covered the murders of black children in Atlanta.

That was not exactly a hot story that would not have been just as timely a week or two later. It had obviously been taped earlier, and there was nothing in it that resembled urgent, breaking news. Indeed, its main theme was the ancient lament that the media are superficial. Hodding Carter criticized the reporters for focusing on grieving relatives and visiting celebrities, while failing to "record the grinding facts of the daily life in the neighborhoods from which the dead children came." The implication was that showing the slums of Atlanta might explain the murders, even though no one at this point knows what motivates the killer or killers.

On the next Hodding Carter show on May 14, we were given a discussion of the use of confidential sources by reporters. That ought to have zeroed in on The Washington Post scandal, which had its roots in the failure of the editors to insist that a young reporter disclose an alleged confidential source. But no. We were given an in-depth discussion of a story in a high school paper in Millville, New Jersey that was based on a confidential source. We were also treated to a report on a story in the Tucson, Arizona Daily Star about alleged misdeeds of the head coach at the University of Arizona. That was also based on information from confidential sources.

What about The Washington Post and "Jimmygate?" It was mentioned, but only briefly. Hodding Carter interviewed Ben Bradlee, the executive editor of The Post. If he asked Bradlee any tough, embarrassing questions, they didn't get shown on the air. There was no probing into why Bradlee did not demand to see proof that the story was authentic after the mayor, the police chief, and many of his own reporters and editors had concluded that it was a fake. There were no questions about another famous Washington Post confidential source, Deep Throat. Many think he was also invented.

The only question Hodding Carter was shown asking was this softball: "Is there any good that has come out of this thing?" For the \$3 million this program is costing, public television should be able to do better than that.

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.

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

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

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

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

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

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

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

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

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

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

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

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

July 26-Aug. 1—*National Association of Broadcasters* ninth sales management seminar. Harvard Business School, Boston.

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

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

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

August

Aug. 2-4—*Michigan Cable Television Association* annual convention. Hyatt Regency, Dearborn, Mich. Information: Mike Welch, (312) 693-9800.

Aug. 5-7—*National Audio-Visual Association* microcomputer/software conference. Sheraton Inn, Memphis International Airport, Memphis.

Aug. 9-12—*New York State Cable Television Association* summer conference. Holiday Inn, Grand Island, N.Y.

Aug. 10-19—*International Union of Radio Science,* 20th general assembly. Hyatt Regency hotel, Washington. Information: R.Y. Dow, National Academy of Sciences, 2101 Constitution Avenue, N.W., Washington 20418, (202) 389-6478.

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

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

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

Aug. 19—*Ohio Association of Broadcasters* legislative salute. Columbus Hyatt Regency, Columbus, Ohio.

Aug. 20-22—*Southern Cable Television Association*

Eastern Show, Georgia World Congress Center, Atlanta. Future Eastern shows: July 22-24, 1982; Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985. All will be held at Georgia World Congress Center.

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

September

Sept. 1—Deadline for nominations for 1981 Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Information: Sally Steenland, NCWW, 1211 Connecticut Avenue, N.W., Washington 20036, (202) 887-6820.

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

Sept. 4-13—International Audio and Video Fair Berlin. Berlin Fairgrounds. Sponsor: Association for the Advancement of Entertainment Electronics Ltd. in Frankfurt/Main. Information: Gesellschaft zur Förderung der Unterhaltungselektronik (GFU), mbH, Stresemannallee 19, 6000 Frankfurt 70, telephone: (0611) 6-30-22-89.

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

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

Sept. 11-13—Maine Association of Broadcasters convention. Samoset Resort, Rockport, Me.

Sept. 13-15—Minnesota Broadcasters Association fall meeting. Holiday Inn Downtown, Rochester, Minn.

Sept. 13-15—Washington State Association of Broadcasters annual fall meeting. Seattle Marriott hotel, Seattle.

Sept. 13-15—CBS Radio Affiliates board meeting. Salishan Lodge, Gleneden Beach, Ore.

Sept. 13-16—National Radio Broadcasters Association annual convention. Fontainebleau Hilton, Miami Beach, Fla.

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

Sept. 16-18—Electronic Industries Association management seminar for Chicago. Holiday Inn O'Hare Airport/Schiller Park, Ill. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, D.C., 20035, (202) 457-4996.

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

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

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

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

Sept. 18-21—9th International Broadcasting convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 20-23—Broadcast Financial Management Association 21st annual conference. Sheraton-Washington hotel, Washington.

Sept. 23—International Radio and Television Society newsmaker luncheon. Speaker: FCC Chairman Mark Fowler. Grand Ballroom, Waldorf Astoria hotel, New York.

Sept. 23-25—Public Service Satellite Consortium sixth annual conference for satellite communications users. Washington Hilton, Washington. Information: Polly Reed Rash, PSSC director of communications,

Suite 907, 1660 L Street, N.W., Washington 20036, (202) 331-1154.

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

Sept. 24-26—American Women in Radio and Television Western area conference. Marina City Club, Marina Del Rey, Calif.

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

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

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

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

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

October

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Rufus Crater, chief correspondent—bureau chief.
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Anthony Herring, assistant editor.
Karen Parhas, staff writer.
Marie Leonard, Mona Gartner, advertising assistants.
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Richard Mahler, correspondent.
Tim Thometz, Western sales manager.
Sandra Klausner, editorial-advertising assistant.



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

Monday Memo®

A broadcast advertising commentary from Robert Wallace, director of advertising and public relations, Gestetner Corp., Yonkers, N.Y.

Using broadcasting in attempt to create household name

Business, industry and government throughout America have spent large sums of money for the new high-technology office copiers, duplicators and printers that they use in the dissemination of information and communications. The Gestetner Corp., aware of these expenditures and the new trends in office copiers, duplicators and printers, has launched a marketing and promotional program aimed at creating product recognition and name awareness, reinforcing its reputation earned over the past century in the institutional/educational markets.

For over 100 years, Gestetner has been associated with efficiency, ease and economy in the reprographic industry. Our goals today are to broaden the scope and nature of our marketplaces, to increase recognition of the Gestetner name and reputation, and to help modern office and business personnel in selecting the right equipment for the right copying, printing or duplicating job.

A major industry research organization disclosed that the market today utilizes some two million copiers across the nation, of which 1.4 million are plain paper copiers and some 600,000 are coated paper copiers. These numbers alone indicate the potential for simple copying, duplicating and printing processes that produce quality and low-cost copies in competition with the costly, energy-hungry Goliath-type copy duplicators.

Though Gestetner has been operating in America for 31 years, it has hardly been a household word. The management realized there was an acute need to build consumer awareness. The decision was made to test the broadcast media for the first time last year.

The budget was not large. And radio was the logical choice. What Gestetner lacked in expenditures, it had to make up with a creative campaign that it hoped would be, above all, memorable.

Through its house agency, Gestetner devised the following commercial: *"First person:* Before we buy any copying machine let's compare it to Gestetner. *Second:* Gestetner? *First:* Sure, Gestetner's a giant in copymaking here and in 130 other countries. You know, there's more than one way to make copies. *Second:* I thought they were all the same. *First:* Not at all. Gestetner gives you three different ways to make plain paper copies. *Second:* What does that mean? *First:* It means we won't have to adjust our needs to fit one machine. *Second:* So all copies



Robert Wallace is director of advertising and public relations for Gestetner Corp. and creative group head of the company's in-house agency that produces all Gestetner catalogues, advertisements, and promotional materials. He began his career in communications with J. Walter Thompson with which he remained associated for 15 years in London and New York. He served as vice president and account supervisor, as well as head of operations, in a number of JWT international operations.

aren't created equal . . ."

Gestetner's effort was designed to reach major new audiences in New York, Pittsburgh, Boston, San Francisco, Seattle, Washington and other selected regions.

The company also, for the first time in its American operations, sponsored as a public service an Emmy award-winning television show, *Forever Yesterday*, on Metromedia's WNEW-TV New York. In April 1981, Gestetner will again sponsor another television presentation of this program. In addition, in the coming months, Gestetner will be introducing a television campaign, 30-second commercials calling attention to Gestetner's three copying processes—copiers, duplicators and office printers.

A 30-second commercial, to be presented in a television news show format, will stress the fully automated desk-top plain paper copier "with a built-in intelligence to deliver a perfect job, even when no one is looking." The spokesperson points out the copier's simplicity of

operation, its ability to print on both sides, as well as its efficiency and economy.

Another 30-second TV spot begins, "Before you buy anybody's copier, talk to a giant. Gestetner doesn't just make copiers." The spokesperson explains the machine's three processes: plain paper copiers, plain paper duplicators, and plain paper offset printers. Viewers are urged to contact the company for a demonstration at their nearest dealer. A rebate plan of up to \$800 is offered to listeners as an additional incentive.

This eight-week television campaign will be test marketed in the Dallas/Fort Worth metroplex and in Rochester, N.Y. Television commercials, along with direct mail and targeted consumer and trade print media, will attempt to develop product awareness and name recognition for the Gestetner plain paper copiers, plain paper duplicators, and plain paper offset printers.

Thus far the response to the electronic media promotional campaign has been good. Gestetner realizes that radio impact alone is difficult to measure. However, when both radio and television advertising are presented in conjunction with a highly selected direct mail program, as well as targeted print media, we believe that this Gestetner effort will generate much attention and customer response.

Both the radio and television spots highlight the opportunities of the plain paper copier and other duplicating equipment and advise office personnel on selecting the right product. Through the use of broadcast media, Gestetner can implement the educational process involved in matching the needs of the business office to the production of information and the distribution of communications materials within that office. So it is not only exposure to our name, our machines and our products that we are aiming for, but also the enlightenment of office management and office personnel on all levels.

Until 1980, Gestetner had only been involved in direct mail, specialized print and reply advertising in selected publications. The company also participated in trade shows and special seminars. Distribution has been through a 70-branch showroom operation as well as through a strong dealer organization of over 210 members. All of these locations are supported by full-time sales and service personnel.

Our new approach to creating product recognition and name awareness has had an enthusiastic reception on all levels of Gestetner nationwide. Everyone in business today recognizes the benefits of broadcast advertising and our people support our adoption of these new approaches.



Every one a winner. Episode after episode after episode.

Ever since the series began, every THREE'S COMPANY episode on ABC to date has been among the nation's weekly Top 10 programs.

Either in first-run or re-run—or **both**.

That's the kind of rock-solid series dependability

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(404) 393-2491

Lurking KNOWLEDGE

"There has always lurked in modern journalism the knowledge that bad news sells better than good."

—Louis Banks
The Atlantic Monthly, January 1981

Maybe that lurking knowledge is what has given birth to those preconceived notions that mar so many news stories. Notions that the official suspect is probably guilty, that the accusation by a public official is probably valid, that if someone says business—or another doubtful group—has done a dirty deed they've probably done it indeed.

Accepting any of these notions makes for a better, more sensational headline, an easier story. And poorer reporting.

As an oil company, we've often answered a reporter's call and immediately found ourselves on the wrong end of a preconceived notion. So have some others in business. That's a bad place to begin, for

the reporter as well as the quarry. Someone who seems to have reached a verdict before hearing the evidence tends to inspire mistrust, not cooperation. Assembling the facts and expert opinions on any complex news story involving business is work that's done to inform the public, not to pillory scapegoats. And it goes more smoothly for all concerned when the prosecutor's role is put off at least until the facts and the truth are determined.

That will make bad news harder to come by. But it also makes for better business news: the sort that people need to make decisions on the economic questions lurking near the center of almost every public issue this country faces.

Mobil[®]

TOP OF THE WEEK

Butler speech sets off waves of dispute over television sex and violence

P&G chairman, while decrying boycott threats, admits his company this year pulled out of 50 shows that didn't meet standards; survey turns up similar practices by other advertisers, agencies

The controversy over the motives and methods of the Coalition for Better TV erupted into a donnybrook last week, with brickbats flying in all directions.

Owen B. Butler, chairman of Procter & Gamble, TV's biggest customer by far, triggered some of the ruckus with a speech that, while broadly sympathetic toward the CBTV's views about television programming, criticized its plans for a boycott and mentioned that P&G had withdrawn its commercials from more than 50 TV episodes and movies this season (see page 21). Though this is common practice among major advertisers, newspapers from coast to coast seized upon those 50-odd withdrawals for their headlines.

On their own, meanwhile, NBC and ABC released results of independently commissioned surveys to show that leaders of the coalition and of the Moral Majority, its most prominent component, are out of step with the public and even with their own members (see page 20).

And *CBS Evening News* added a fillip or two: In a report on the Butler speech and the coalition's campaign in the Wednesday-night edition, correspondent Eric Engberg reported that CBTV Chairman Donald E. Wildmon claimed 401 organizations were coalition members, that CBS News contacted 247 of these and that "30% of the total he claims say they are not members of the coalition."

CBS News also revealed that CBS had paid Wildmon's expenses to Hollywood to debate Gene P. Mater, CBS/Broadcast Group senior vice president for policy (BROADCASTING, June 15).

Although the press gave top play on Butler's speech to P&G's shifting of commercials out of series episodes and movies that it considers inappropriate for its ad-

vertising, bigger news was the fact that the speech was even made. Except in marketing and advertising, P&G has long sought to maintain a minimum profile, and has succeeded better than probably any other advertiser. Butler's speech, to the Academy of Television Arts and Sciences in Hollywood, was in fact believed to be the first public speech by any P&G head at least in five years.

The fact that Butler made it, and said what he did, generated some speculation that P&G was trying to avoid being put on the boycott list that the coalition is scheduled to announce next Monday, and that perhaps P&G even asked the academy for the opportunity for him to speak there.

An academy spokesman, however, said the invitation originated with the academy. And Wildmon said P&G was not on the hit list anyway, and that he has known, based on the coalition's monitoring, that it would not be. He said he thought P&G's views were offered because the company "shares our concern," not out of "fear and intimidation."

Wildmon would not say how many advertisers will be on the first list, but said it would be a "manageable number." He said the "monitoring is finished" and

"the companies have been selected," and that what is being done now is paperwork and "checking and double-checking." He said he has many "confidential" conversations with advertisers but has not told them which are or aren't on the list.

P&G seemed surprised by all the publicity—and at its focus on the shifting of commercials out of episodes that offend the company's long-standing advertising guidelines. A spokesperson said Butler's main purpose in the speech was to urge the television industry to listen to its critics, as P&G does. She said Butler agrees with the coalition's sentiment about too much programming having too much sex, violence and profanity, but that P&G has also let the coalition know that the company disagrees with its plans for a boycott and with its subjective ratings system based on monitoring.

The spokesperson also made clear that shifting commercials out of some episodes was nothing new for P&G. In fact, she said, the number of episodes vacated this year is "only slightly higher" than a year ago.

The series in which some episodes were avoided, and the number of commercials involved, were not identified. But in all, P&G placed 18,338 commercials of varying lengths in network television in 1980, according to monitoring by Broadcast Advertisers Reports. If the commercials that were moved averaged two per episode, they would amount to one-half of 1% of P&G's total—or about 3% of P&G's prime-time total, which exceeded 3,000.

(It was widely assumed that Butler was talking primarily about prime-time programming, if only because the daytime programs that P&G uses—and itself produces—usually have a high sex quotient.)

The clout that Butler's views carry may be measured by P&G's investments in television: In 1980, according to BAR estimates, the company spent \$361,066,700 in network TV and \$125,243,500 in spot TV for a total of \$486,310,200.

Peter Allport, president of the Association of National Advertisers, said last week that the practice of shifting commercials around to avoid being in certain episodes "is not singular to Procter & Gamble." He said he had no firm statistics but would estimate that 15 or so of the top 20 television advertisers have been previewing episodes and movies, and moving out of those they didn't want to be associated with, for "the past year or so." In answer to another question Allport said: "It's my impression that this practice has been increasing in the past year."

A sampling of views last week included



Photo by Geoffrey Montagu

P&G's Butler in Los Angeles

these:

■ General Foods, which is TV's second biggest customer, with \$278.4 million invested last year, has had a marketing policy with advertising standards and parameters for the past 20 years according to a spokesperson. Briefly, the current policy calls for advertising in "meritorious" programs and avoiding those with "excessive or gratuitous" sex and violence. GF also avoids those that show only one side of a controversial issue.

The spokesperson said that on average, GF has pulled out of more than 100 programs a year—and has done so for the past few years. Advance media buys in series are made on the story line and pilot, the spokesperson explained, but GF later reviews each episode and then decides whether to stay in.

GF claims already to be a target of a boycott, from the Joelton, Tenn.-based Church of Christ Clean-Up TV campaign. The company says it has received letters but has "not been able to measure any sales impact" from the boycott. The boycott, GF says, started last year due to GF sponsorship of episodes of shows including *Dallas*, *Charlie's Angels* and *Three's Company*.

■ F.C. Waller Jr., vice president and director of marketing services for General Mills, said he has had correspondence with the Coalition for Better TV and has advised it that General Mills cannot adopt the coalition's standards because the company has to be responsible for its advertising. He said General Mills has its own standards for television, developed over the past 10 years, and has been careful in monitoring and selecting programming that meets the company's standards.

Similarly, Waller said, General Mills believes that as an advertiser, it has no right to try to persuade networks in their choice of programs. He said he did not know how to judge the threats of a boycott by the various groups but remarked, "In a sense, they would be holding advertisers as economic hostages."

Waller would not provide figures on the number of program segments from which General Mills has withdrawn but said the total has not varied significantly in the past two seasons.

■ Richard E. Welsh, vice president and manager of network programming for N W Ayer, said the effect of the P&G speech may be to intimidate the smaller and un-

sophisticated advertiser. All major advertisers, he continued, have codes that are as strict as P&G's and have been operative for many years. He said Ayer clients withdrawn from about 10 to 20 programs each year.

Welsh noted that Ayer recently completed an analysis and concluded that the Coalition for Better TV had some impact on much of the programming that will be shown during the new television season to start in September. The new schedule, he said, shows a definite reduction in "gratuitous violence and sexual content," but the networks have maintained that they already had anticipated changing viewer tastes and the reduction merely reflects that trend.

Welsh acknowledged that advertisers and agencies are reassessing their network TV buying guidelines and seem to be imposing tighter restrictions on the types of programs that are acceptable.

"The underlying theme seems to be that while the industry disapproves of censorship and economic boycotts, nobody wants to confront the CBTV and risk being one of the boycottees," Welsh said. "It is important to note, however, that most of the advertisers who have been confronted by the CBTV have not

ABC, NBC studies find little support for ad boycotts

Research by two networks say Moral Majority-type campaigns are not attracting enough followers to affect advertisers

"The number of public participants in any Moral Majority-led boycott appears to be minimal."—*Programming and the Viewer: The Right to Choose*, a study by the ABC Social Research Unit.

"It is clear . . . that the majority of the viewing public does not share the criticism expressed by the leaders of the Coalition [for Better Television]."—*Sex, Profanity and Violence*, a study conducted for NBC by the Roper Organization.

With the launch of the Coalition for Better TV's proposed advertiser boycott fast approaching, both ABC and NBC have come up with public surveys they hope will calm advertisers. In effect, each study contends that the coalition leaders are out of step with the public and therefore the proposed boycott won't be economically damaging to sponsors.

ABC found that only 8.5% of the 1,400 adults surveyed by telephone March 27-30 "ever refused to buy a product because it was advertised on a program that you objected to." And of that percentage, ABC said, about three-fourths were not supporters of the "TV action."

While not in the released report, another, quite different, figure surfaced

during an ABC press conference on the subject last week. When questioned, Alan Wurtzel, associate director of developmental and social research, said that 20.5% responded that they would support a group that was pushing for a boycott.

He explained that it was not included in the report because there was a "tremendous discrepancy" between that percentage and the lower 8.5% who said they previously have boycotted. He also believes the 20.5% is more talk than reality.

For the purposes of its study, ABC said, the name "Moral Majority" was used because it is more easily recognized than the Coalition for Better TV. Among those surveyed, 6.6% said they were members of the Moral Majority—a figure that ABC believes is inflated as well since "the name . . . itself has socially desirable connotations"; actual membership wasn't gauged, and almost 9% of this group "were not sure what the organization stood for." Overall, ABC said, 53.5% hadn't heard of the Moral Majority.

Among ABC's other conclusions:

■ "A maximum of 1.3% [of the public] are possible boycott participants. However, of this 1.3%, only one-half of 1% are Moral Majority members who support boycott tactics."

■ "Total acceptability levels for programming are generally even when comparing 'Moral Majority members' with the total population."

■ "Members' attitudes are not consistent with the leadership attitudes toward television."

The NBC study involved 16 programs that either have been criticized by "conservative religious groups" or seem simi-

lar to those criticized. The programs used for the Roper Organization survey of 2,440 adults interviewed by telephone April 20-May 3 were *Dallas*, *Dukes of Hazzard*, *Happy Days*, *Love Boat*, *M*A*S*H*, *Saturday Night Live*, *Soap*, *Three's Company*, *Vegas*, *All My Children*, *BJ and the Bear*, *Flamingo Road*, *Harper Valley*, *Hill Street Blues*, *Knots Landing* and *Lobo*. Used for "comparison purposes" was *Little House on the Prairie* ("identified by the National Federation for Decency as an example of a virtuous show").

The "main findings" in this report:

■ Only one program received criticism on sex/violence grounds from as many as 10% of the adult American public: *Dallas*. Eleven received criticism from 5% or less.

■ Only one was criticized by as many as 13% of the public on violence grounds: *Dukes of Hazzard*. Fourteen were criticized by 3% or less.

■ Only two would be taken off the air by as many as 3% of the public because of their sex, profanity and/or violence content: *Three's Company* and *Soap*. Twelve would be taken off by 1% or less.

■ More than half of the programs on this list of so-called 'objectionable' programs were more likely to receive positive comments than negative comments for the way they handle sexual themes.

The Roper Organization acknowledged that the survey shows considerably lower percentages than an earlier Roper report that found 55% claiming "too much violence" on television and 41% claiming "too much sex."

Despite the disparity, Roper claimed that "both sets of figures have validity"

yielded."

He cited General Foods, American Home Products and Sears, Roebuck as targets of CBTV threats and said they all have defended their program selections.

■ Colgate Palmolive said it adopted a formal TV advertising policy in 1977 and since then has been screening programs for gratuitous sex, violence and antisocial elements. The company said it turns down about one-fourth to one-third of all the movies that it is offered on television. Next season, it added, it won't sponsor several new shows because they don't meet C-P guidelines. The belief there is that the company has been cautious about where it advertises for several years, but it's just that public attention now is focusing on the issue.

■ An official of the Chrysler Corp., said that as a matter of policy the company avoids programs that accent sex and violence. Chrysler concentrates on sports and news and informational programs to reach its best customers, he said.

Sometimes there are problems when Chrysler is a spot participant in a feature film, he acknowledged, but generally, one of the company's agencies prescreens the programing and alerts Chrysler if there is a

question.

He said Chrysler has, from time to time, withdrawn sponsorship from a program in which it has committed to buy, but would not reveal how many programs, saying "that is proprietary information." Asked if Chrysler felt that the tactics of outside pressure groups were fair, he replied: "No comment to that."

■ A spokesman for Sterling Drug was equally reluctant to discuss the matter. He said he generally agreed with the sentiments of Butler of P&G, especially his reference to listening to what the public is saying. From time to time, he added, Sterling Drug has withdrawn from programing it considered inappropriate but declined to quantify these incidents.

■ At Bristol-Myers, an official said that for a long time it has had a set of guidelines relating to programing and in the past two years it has had to withdraw from sponsorship on a total of 34 episodes.

The company once appeared on a list of one pressure group for sponsoring programing that was assertedly "profane," the official said, but for the past two years has not appeared on any list.

■ A public relations executive for General Motors said that for years, the

company has had a policy of avoiding advertising in television programs that have "excessive violence" or violate good taste. The company's divisions and advertising agencies pre-screen programs and, from time to time, "have pulled commercials off shows we deemed offensive."

■ According to John Otter, senior vice president and director of network programs, SSC&B Inc., the P&G story was "overblown" by the newspapers because of their "anti-TV bias." He noted that early stories indicated that 50 television series—not episodes—were withdrawn by P&G.

He added that the 50 figure is not high considering P&G's massive investment in TV and said the ratio is probably the same as for other advertisers. Otter also contended that all major advertisers have been pre-screening programing for years though the newspapers initially gave the impression this was a new development.

Otter said that for many years major advertisers have been careful in their program selections and have needed no prodding by the coalition. But he acknowledged that the activities of the various outside groups have made advertisers even more sensitive to criticism.

P&G to cast more watchful eye on programing

Chairman of usually quiet advertising behemoth tells ATAS production crowd sponsors will withdraw if they don't clean up their act; says P&G last year opted out of 50 programs

In a strongly worded message aimed directly at the television program production community, the head of the medium's largest advertiser said his company "will surely listen to those who have strong views about our [sponsored] programing, whether they threaten boycott or not. And we stand ready to be persuaded if our standards are in fact either too strict or too loose."

"My hope," said Procter & Gamble Board Chairman Owen B. (Brad) Butler in a speech last Monday (June 15) to the Academy of Television Arts and Sciences in Los Angeles, "is that you will listen, too, and that you have or will devise standards in which you believe and which you can defend."

Butler's speech was his first since becoming chairman of the Cincinnati-based firm last January, and the first public speech by any Procter & Gamble chairman since 1976. P&G keeps a low corporate profile but is the biggest TV spender: \$486.3 million in 1980. Butler told reporters after his speech that the company has had talks with the Coalition for Better Television, headed by the Rev. Donald

Wildmon, about that group's tactics and concerns. The coalition is about to mount a boycott of companies whose advertising appears in television programs it finds offensive.

"We think the coalition is expressing some very important and broadly held views about gratuitous sex, violence and profanity," said Butler. "I can assure you that we are listening very carefully to what they say, and I urge you to do the same."

Butler emphasized that Procter & Gamble is not being intimidated by pressure groups, adding that "the threat of boycott in and of itself cannot become the basis for our selection of programing." As to the boycott, however, Butler noted, "the coalition may well believe that this was the only way they could get any considerable number of people to listen to their concerns."

According to Butler, Procter & Gamble during the last television season withdrew sponsorship "from over 50 programs, including movies, for reasons of taste. In short, the coalition is not alone in their concern." Butler did not name the 50 programs.

Butler suggested that television producers and network executives are "reacting to a second- or third-hand, and probably false, understanding of these people and their message," and should personally listen to coalition spokesmen like Wildmon and the Rev. Jerry Falwell, head of the Moral Majority.

"While we don't agree with their method of establishing ratings, the fact is that their list of the top 10 sex-oriented programs includes seven programs which we had previously decided either to avoid entirely, or to schedule only rarely, be-

cause of the difficulty of finding episodes which were consistent with our guidelines governing excessive and gratuitous use of sex and violence," Butler said. The names of those seven programs were not provided.

Butler read a series of headlines, taken from a recent coalition newsletter, purportedly used in the promotion of recent network programs. "With headlines like these," he asked, "is it any wonder that the industry is being accused of exploiting sex? Is it any wonder that a large body of our population who continue to adhere to what many of you may think of as an old-fashioned morality are offended and are determined to fight back?"

"You can, of course, choose to ignore them, or to ridicule them," concluded Butler, "but you do so, in my opinion, at your peril."

There was a moderate round of applause following Butler's remarks from an estimated 800 television and advertising representatives in the audience. Among those sharing the dais with Butler were CBS Entertainment president, B. Donald (Bud) Grant; NBC executive producer, Don Ohlmeyer, and Warner Brothers Television president, Alan Shane. Five weeks prior to Butler's appearance at the academy's monthly luncheon, the organization had jointly sponsored, with another Hollywood industry association, a three-day meeting at a resort north of Los Angeles to discuss what to do about pressure groups (BROADCASTING, May 18). A formal report on that Ojai gathering, to which representatives of special interest organizations were not invited, is expected later this month.

What makes Fowler tick?

BROADCASTING interview with the new chairman reveals a man who's an unabashed Reagan disciple, happy with the deregulatory mood at start of his FCC term

In the few public statements he has made since becoming FCC chairman, a month ago, Mark S. Fowler has used a broad brush to paint a picture of the sweeping regulatory changes he has in mind for the FCC. Every rule will be examined, none is immune, he says. The FCC is the last of the New Deal dinosaurs but will soon be transformed into a 1981 model of speed and efficiency. But getting him to fill in details is another matter. Everything, he says in effect, in due time.

But in an interview in his office last week, Fowler did offer insights into how he approaches some issues—those involved in the introduction of new technology, for instance. And he indicated he is not hooked on that technology, as such. Indeed, he said the agency he mocks as being prehistoric in its approach was “wrong” in its tendency to “encourage” new technologies. The commission, he said, should be technology neutral.

Whatever the issues confronting the agency, Fowler said he was—and he appeared to be—“comfortable” in the job he assumed on May 18. He had made a number of personnel changes, putting people of his choice in key positions. His management by objective plan—under which the agency moves from five basic goals to the specific measures needed to meet them—is being introduced. And he seemed happy about the results of the commission meeting last Tuesday.

“It was a good start,” he said. “It sent a signal.” The decision on CBS’s request for declaratory ruling on the financial interest rule eliminated “the barrier to the networks being involved in nonbroadcast programming.” And the commission lifted a substantial amount of the paperwork that had been involved in filing applications for construction permits and for assignments and transfers (see page 30).

But what of the future? What is the agenda?

“We have a lot to do,” he said. “We’re not on hold.” But he would not be specific.

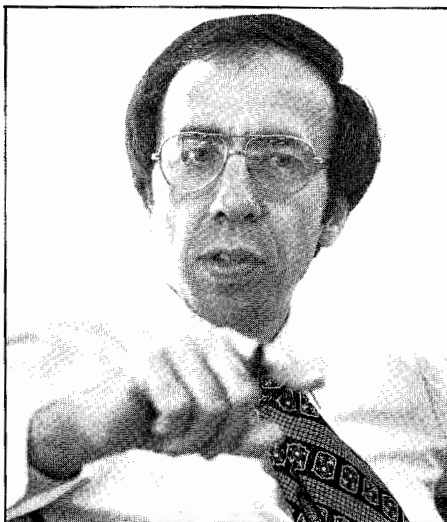
“I have a lot of things in mind, but the best way to proceed is to be very careful and circumspect and deliberate in the process, and not say, ‘Let’s go after this.’ What I would like to do—and I think my fellow commissioners support this—is look at everything, in a very deliberate manner, and do an analysis. Put the burden on the rule or policy, and ask it to justify itself.”

Yes, he said, in answer to a question, he would simply start “at page one of the rulebook.”

In his speech to the Oregon Broadcasters Association, on June 12, Fowler

had indicated the commission would seek to lift the requirements imposed on broadcasters by the fairness doctrine and the equal-time law (BROADCASTING, June 15). But last week, he refused to be drawn out on the subject. He thought the commission could act on its own authority to remove the first prong of the fairness doctrine, which requires broadcasters to cover controversial issues of public importance. But, he said, “I’m not saying we’ll do that.” He noted that legislation would be needed to remove the second prong, which requires broadcasters to treat controversial issues of public importance fairly, and the equal-time rule. But he wasn’t saying, either, that the commission will ask Congress to act in that regard.

Fowler even took issue with the ac-



curacy of a published report on a position he had taken on a pending rulemaking, one designed to eliminate the finance reporting form (324), in an appearance before the National Association of Broadcasters board of directors three weeks ago (BROADCASTING, June 8). Several of those attending the meeting from which reporters were barred said afterward that Fowler had made clear his view the form should be junked. (One communications lawyer said later he thought the report could provide the basis for a petition that Fowler disqualify himself on the issue.) Fowler last week said only that he has “grave reservations” about the form and denied stating what his “final stance” on the issue would be.

None of this should be construed as indicating Fowler’s passion for deregulation is less real than he makes it sound in his speeches, or that he thinks the FCC is anything less than ripe for anyone interested in picking off unneeded if not harmful rules. “As you look across the landscape in Washington, you see all the agencies moving in a marked deregulatory mode—with the exception of the FCC,” he said. “It has not been deregulatory in broadcast-

ing.”

What of the commission action, under former Chairman Charles D. Ferris, in January, in deregulating radio—dropping processing guidelines for nonentertainment programming and commercial time, and abandoning formal ascertainment and program log-keeping requirements? Here, Fowler smiled and said: “That’s an appetizer. It’s an hors d’oeuvre.”

Despite his unwillingness to deal in specifics, Fowler did indicate his feelings on some matters, particularly in discussing issues he has referred to in speeches. For instance, in his Oregon speech, he indicated he favored eliminating the rule that prohibits networks from owning cable systems. Last week, in discussing the crossownership issue, he said that while the commission has barred such ownership on the ground it might prove harmful to the public interest, he would be inclined to take a more positive approach. He would focus on “the very good benefits that might flow from the crossownership,” he said. If problems develop, he added, they can be handled, by the Justice Department, if it’s an antitrust matter, or the commission itself, if the issue is one of media concentration. He would not predicate a rule on the mere possibility such problems would occur.

In the Oregon speech, Fowler also said the commission would turn to the deregulation of television. And here, last week, he verged on the specifics in indicating his point of view: “Is it a television market now, or is it a video market? The new technologies would suggest it’s a video market . . .” Then he said, “In light of the different modes of transmitting programming, is it really in the public interest to have program content guidelines for television? Do we really need to have broadcasters out there doing surveys? Do we have to require them to file annual program reports?”

Then there was the matter of new technologies, and Fowler’s attitude toward them. He said the Ferris commission had been “wrong” in encouraging new technologies. The commission, he said, should not “impede” their development. But neither should it favor one or another. “We’re not prescient enough to dictate what the landscape ought to be down the road. There’s a certain degree of arrogance to think we could be prescient.” What’s more, he asked, “Why should broadcasters feel their technology is antiquated? All the technologies are efficacious to some extent in the marketplace.”

The discussion of new technologies arose in connection with the proposed direct broadcast satellite service, which the Ferris commission had been on the way to endorsing. Fowler thought the commission might have been putting “the cart before the horse” in receiving applications for direct broadcast satellite service. He said there are questions that should—and, he made it clear—will, be addressed.

One involves the localism Congress mandated for the broadcast service in the

Communications Act of 1934. Another question is whether transmitting pay programming (as proposed by Satellite Television Corp.) rather than such material as medical information or business data constitutes the most efficient spectrum use.

"I don't know the pros and cons yet," he said. "These are things we'll factor in. But [that doesn't mean] you're anti or pro new technology. You're trying to give every technology a chance, but there are other issues obviously that come up in determining how it's authorized."

The commission might hold an oral argument before reaching a decision on the DBS matter. At least, Fowler disclosed a preference for that procedure in major, controversial matters. He mentioned the possibility of an oral argument specifically in connection with proposals for developing standards for teletext service and with the question of whether the commission should reaffirm its decision to support reduction of AM channel spacing from 10 khz to 9 khz. "I want reasoned decision-making, and want to make sure all sides are heard," Fowler said.

Fowler also touched on a number of other matters in the interview. In one personnel matter of interest to broadcasters, not to mention the individual involved, Fowler said he had made no decision yet on whether to retain Richard Shiben in his post as Broadcast Bureau chief. But, Fowler said, Shiben "is doing a reasonably good job moving items to the commission, and getting involved in a move toward a more unregulated state. He's a very strong manager, I've found." Fowler raised the possibility Shiben might be shifted to another major post in the commission. "The bottom line is," he said, "I'm very impressed with the work that he's doing."

And as for the government's role in the issue of sex and violence in television programming, Fowler said it has none, picking up a theme of his Oregon speech. He noted that Procter & Gamble has decided to drop sponsorship of 50 programs because it disapproved of the content (see page 21). He called that "a gamble," since it could result in a fall-off in P&G sales. But that's the company's business, he said, in effect. As for himself, he is concerned, "as a parent" about materials shown on television. "But as a government official," he said, "we have no right under the First Amendment to get involved."

Apart from other considerations, that attitude ties in with his general philosophical approach to government. "I'm committed to the President's philosophy of the least intrusive form of government," he said. He noted that philosophy goes back at least to Thomas Jefferson. But Fowler's patron saint, he makes clear, is Ronald Reagan.

"I've identified with [the President's philosophy]. I've supported that. I'm not a closet Reagan supporter. I'm sitting on the front steps. We'd like to be able to implement a lot of that philosophy here in this agency."

Bargaining session on S. 898

Senators and witnesses from cable, newspapers and AT&T debate last's entry into telecommunications marketplace

It seemed less like a hearing than a bargaining session last Friday when representatives of AT&T and the newspaper and cable TV industries took the witness stand for the Senate Commerce Committee's final hearing on S. 898, a bill to allow competition into much of the telecommunications industry. As in hearings earlier last week (see story, page 33), committee members attempted to forge a compromise between newspaper interests, which have led the most visible fight against AT&T's entry into electronic information services, and the giant phone company.

Although Commerce Committee Chairman Bob Packwood (R-Ore.) summarized the hearing with "compromise is possible," it was difficult to see more than the outlines of whatever agreement may finally be reached. It appears legislators will try to define more clearly what electronic services AT&T will be permitted to offer in the future and whether phone companies and cable systems should be allowed to own the data bases they transmit and store.

Cable TV and newspaper representatives agree that AT&T should not be permitted to advertise its electronic Yellow Pages of the future. Robert Marbut, president, Harte-Hanks Communications Inc., and a director of the American Newspaper Publishers Association, said AT&T should only be allowed to offer an electronic directory, updated as often as is desirable, but not containing advertising of any kind. He would not object, he said, to any company packaging advertising and information and offering it electronically as long as that company does not own the transmission system in the market where it operates. He also would not object to

AT&T's marketing of information and advertising in markets where it does not own the transmission system, such as Los Angeles, where General Telephone and Electronics Corp. provides the primary telephone service.

Cable systems, said Marbut, should not be restricted in the same way because "no one cable system dominates 80% of the U.S. telecommunications market, as AT&T does." Packwood appeared to disagree, saying "local monopolies are just as harmful as national ones," and diversity of information might not be possible in a market controlled by one cable company.

Packwood asked Marbut if he'd allow AT&T to compete in information services in a market like Columbus, Ohio, where two-way cable service is available. Cable's penetration is minimal compared to that of the phone company, answered Marbut, and would not be effective competition for AT&T in Columbus.

"I think we can work out the differences," said Packwood, but warned Marbut that small phone companies will be permitted to compete in information services.

James Batten, senior vice president, Knight-Ridder Newspapers Inc., argued that the best solution to the problem would be to allow arrangements similar to those his company and AT&T have set up in Coral Gables, Fla. There, Knight-Ridder provides information, advertising and retail catalogues on an experimental basis to 200 citizens through video terminals provided by AT&T. "We provide the data base and AT&T provides the means for the consumer to retrieve it," said Batten. "We agree with ANPA in its views on S. 898."

Gustave Hauser, chief executive officer, Warner-Amex Communications, said separate subsidiary provisions in S. 898 need strengthening, especially those regarding financial relationships between parent and subsidiary, to prevent unfair competitive advantages. "Cable has no utility as a source of research and development money," said Hauser.

Hauser also recommended that S. 898 address federal and local regulation of the cable industry. "Local regulatory forces may fill the absence of federal regulation,"



Parties at negotiating table (l-r): Tobias, Batten, Hauser and Marbut.

he said, referring to the growing problems of franchise fees and rate regulation.

Randall Tobias, vice president, AT&T, said his company will not object to limitations on its role as an information provider, but would like to continue offering the services it already does (time, weather, sports information and an updated version of the Yellow Pages). He said S. 898's constraints on AT&T's relationships with its future separate subsidiaries are "clear and strict" and that arguments against them are "specious."

Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) had to miss much of the hearing, but noted: "I thought we could legislate this problem between ANPA and AT&T, but to do so appears to be unconstitutional. The only solution is further cooperation. We have to seek a tighter definition of information."

Packwood said ANPA has "come a long way" since *Washington Post* publisher Katharine Graham came to his office a year ago, saying any video information service that includes advertising would "destroy the newspaper business."

"We're over the hurdle on ads," he said.

Cable Satellite Public Affairs Network (C-SPAN) taped all five hearings on S. 898 and plans to air them July 1, 3 and 7 from 11 a.m. to 5 p.m.

Senate wants cutback of UNESCO funds

Action, to protest UN efforts to license journalists, would reduce U.S. contribution by 25%

The Senate signaled the State Department last week that it does not want U.S. dollars to flow into UNESCO efforts to license journalists or restrict the flow of information among countries. In the House, a foreign affairs subcommittee is preparing to hold a hearing on the issue.

In a resolution attached to an appropriations bill, the Senate urged the State Department to scrutinize UNESCO's budget to determine if any of its projects would restrict the flow of news and information among countries. If it finds any that do, it is urged to reduce by 25% the overall U.S. contribution.

The U.S. is the largest contributor to UNESCO, donating about \$50 million annually, or 25% of the organization's total budget. Countries are not permitted to earmark donated funds for any particular UNESCO project, thus the Senate's recommendation that overall funding be reduced if policies to which it objects are pursued.

Introduced by Senator Daniel Patrick Moynihan (D-N.Y.), the resolution would originally have required the State Department to follow the Senate's directions on funding UNESCO. Senators Charles Percy (R-Ill.) and Claiborne Pell (D-R.I.), chair-

man and ranking minority member of the Senate Foreign Relations Committee, objected to requiring action, however, and Moynihan changed his resolution to a "sense of the Senate" recommendation.

Moynihan had introduced his resolution as an amendment to one offered by Senator Daniel Quayle (R-Ind.) that would have expressed Senate disapproval of UNESCO's apparent movement toward regulating journalists, without asking for a funding penalty. Quayle's resolution was identical to one introduced May 19 in the House by Representatives Robert Shamansky (D-Ohio) and Millicent Fenwick (R-N.J.).

The House Foreign Affairs Subcommittee on Human Rights and International Organizations plans to hold hearings on that resolution July 9 at 10:30 a.m.

The Senate's action follows recent statements by a Reagan administration official that the U.S. will not compromise in its resistance to UNESCO's movement toward regulating journalists (BROADCASTING, June 15).

In another development related to the UNESCO-press issue, a 35-nation council set up to administer UNESCO's new International Program for Communications Development, was being organized in Paris. A Norwegian, Gunnar Garbo, was elected chairman, and seven countries were named to the executive bureau—Nigeria, Mexico, Iraq, India, France, the Soviet Union and Benin.

Some observers saw those early developments as ominous for the U.S. and its allies. Garbo, a former newspaper editor, is said to be close to UNESCO director general Amadou Mahtar M'Bow, of Senegal, who has been backing the proposed code of practice for the news media that has Congress concerned. However, a State Department official suggested withholding judgment on Garbo. "Let's give him a chance to perform," he said. The official agreed the countries named to the

bureau were not "a great group," in terms of free press traditions. But he noted that, as in other UN organizations, the countries were selected as representative of various regions.

The IPCD, originally proposed by the U.S., is designed to collect information on Third World communications needs and arrange for ways to meet them. The purpose is to divert interest on the part of the Third World in the proposals to regulate the world's press.

Cowles wins again in Daytona Beach

Latest decision in 12-year-old renewal case for WESH-TV is in licensee's favor, 4 to 1

In the latest round of the controversial WESH-TV Daytona Beach, Fla., renewal case which began 12 years ago, the FCC has once again found the current licensee, Cowles Broadcasting Inc., better qualified to fill that role than competing applicant, Central Florida Enterprises Inc.

In closed session last week, the commission adopted an order granting Cowles's renewal of the Daytona TV outlet by a vote of 4 to 1. Commissioner Joseph Fogarty issued the lone dissent—a 50-page statement—from what he called the "majority's latest exercise in insensitivity."

The commission originally granted Cowles's renewal over Central in 1976, but that decision was vacated by the U.S. Court of Appeals in Washington. The commission interpreted the court's remand of the case to mean that it wanted a clearer exposition of the reasons for the commission's findings.

The court directed the commission to re-evaluate the significance of Cowles's unauthorized move of its main studio

Turner negotiating for \$50 million line of credit

Ted Turner is putting his money where his mouth is, pledging the bulk of his personal assets, as well as all the Turner Broadcasting System properties (Cable News Network, WTBS-TV Atlanta, the Atlanta Braves), to secure a \$50-million line of bank financing.

Under a previously announced arrangement, TBS was to have obtained a \$30-million line from the same banks, conditioned on the injection into the company of \$14.5 million in new equity through a public offering. When that offering was withdrawn in April (BROADCASTING, April 20), supposedly because a Turner appearance on a talk show ran a danger of being construed by the SEC as stock touting, TBS had to attempt to renegotiate the bank deal. At the time, a company spokesman suggested Turner might simply inject the new equity himself by liquidating

some of his assets. Pledging his properties to the banks, if nothing else, forestalls any necessity to take that course.

Details of the package are still being worked on, according to TBS finance vice president William Bevins Jr., including just what form Turner's pledge of his property would take. In all likelihood, Bevins said, the funds will end up costing TBS "some additional charge" beyond the 1.5% over prime interest rate the \$30-million funding arrangement was scheduled to carry.

Separately, there is a proposal up for vote at this week's annual meeting to approve a 2-for-1 stock split. Commenting on why Turner, who holds 87% of the TBS shares, would care to have a stock split, Bevins suggested the holders of the other 13% "might like a more active market" in TBS.

from Daytona Beach to Orlando and findings that the licensee's parent, Cowles Communications Inc., had engaged in mail fraud. The court also challenged the commission's rationale for not giving greater weight to Central's advantage in the diversification and integration criteria. It also questioned the commission's rationale for assuming a "renewal expectancy" arising from past meritorious broadcast service. The court's decision raised alarms about future challenges to licensees with multimedia ties and large corporate ownerships.

In its latest order, the commission agreed with the court that the unauthorized studio move was serious enough to warrant a competitive demerit. It pointed out, however, that Cowles continued to maintain a studio in Daytona—if not the main one.

Again, it gave preferences to Central on the integration and diversification issues—but concluded that both criteria deserve less weight in a comparative renewal proceeding than in a comparative hearing for a new station.

Those two preferences and the demerit against Cowles were counterbalanced, the commission said, by the preference awarded to Cowles for its past meritorious broadcast record. "Such a preference is necessary," it said, "to protect the public from loss of an acceptable service in exchange for an untested and undistinguished proposal, to promote investment in quality service, and to avoid haphazard restructuring of the communications industry."

The commission noted that the percentage of news and public affairs presented by WESH-TV (almost 16%) exceeded by several points the average amount of such programming presented by network affiliates in the top 25 markets. (The percentage of local programming wasn't quite as strong, amounting to 12.75%, compared with an average 13.8% presented by network affiliates in the top 25 markets.)

The commission also said it was impressed by Cowles's reputation in the community and determined that no complaints had been lodged against it.

Fogarty argued that any claim Cowles may have to renewal expectancy based on substantial past performance "is entirely negated by the serious adverse character questions and rules violations which must be held against it." The main studio-move violation, said Fogarty, "calls into sharp question Cowles's continuing commitment to serve its community of license." Fogarty said the "majority totally ignores" the mail fraud issue, which he concluded "cast[s] shadows on the reliability and trustworthiness of Cowles' management." He said that under the circumstances Cowles and Central should be compared as new applicants in which case the balance would be tipped in favor of Central Florida.

The WESH-TV battle is far from over. Joseph Hennessey, attorney for Central, indicated that it intends to appeal.

More data in the 9 khz question

FCC studies offer varying numbers of new stations that could be dropped in with different plans; commission wants comments by July 8

In the 18 months since the FCC initially adopted its recommendation that the U.S. support reduction in AM channel spacing from 10 khz to 9 khz, the question of the number of stations the 12 new channels would make available in the U.S. has never been answered with any precision. Last week, the FCC staff published the results of two studies aimed at providing an answer. But the staff conceded more work was needed, and will be done.

The last word, though, is that the U.S. proposal to shift to a 9/4 plan, under which stations would not be required to move more than 4 khz, could result in the addition of between 330 and 420 full-time stations.

The benefits studies were made to be included in the agenda item the commission will consider, by mid-July, in determining whether to affirm its original decision in favor of the 9 khz plan. That decision is critical to the position the U.S. will take on the issue at a western hemisphere conference to draft a plan for AM broadcasting, to be held at Rio de Janeiro, beginning in November.

Initially, the staff did a computer search of 1,000 locations contained in a list of 3,900 where daytimers, minorities and others had expressed a need for AM service.

The study found, under the 10 khz plan, 230 locations that could be used for daytime service, but only 58 of them were acceptable for nighttime operation as well. The 9/4 study turned up 333 locations acceptable for daytime operation; 124 of those were suitable for nighttime operation. And a 9 khz plan, under which stations would be required to move up to 9 khz, would, according to a third computer run, produce 409 locations for daytime operation; of those, 170 could be used at night.

The studies also disclosed that out of the 124 full-time operations identified for the 9/4 plan, 59 are on the 12 new channels that would be created. If the 9/9 plan were used, 113 of the 170 full-time stations would be on the new channels.

But the staff was not satisfied with the results. It said the computer model was "far more restrictive in making decisions to reject potential locations than would be the case in the real world." For instance the staff said that all daytime stations assumed omnidirectional operation; thus many locations were rejected when a directional array might have corrected the problem.

The staff said the computer assignment model is being modified to deal with that and other shortcomings. In fact, the staff

will continue the computer search until the start of the conference in Rio, "in order to develop a more comprehensive list for negotiating purposes."

But to provide the commission with what it thought would be more meaningful information in the meantime, the staff did a second study of the 9/4 plan, using computer-assisted plotting techniques to permit visual identification of potential full-time stations.

The study focused on the 9/4 plan as it would apply to four of the new channels—585 khz, 765 khz, 945 khz and 1395 khz—in the 48 contiguous states. The study showed that 111 full-time assignments could be made. By including Alaska, Hawaii and Puerto Rico "and making a more thorough evaluation," the staff said, an additional 30 assignments could be made—seven or eight per channel. Then, "by extrapolation to the remaining eight channels," the staff added, the plan could be seen as having the potential for adding 330 to 420 full-time stations.

The commission has invited comments on the studies, but has asked that they be filed by July 8, in view of "the need for prompt consideration" of the issue. The commission is scheduled to file its recommendation on the 9 khz matter with the State Department by the end of July.

New cable network seeks newspapers as affiliates

A new cable programming network is being formed to combine the financial and editorial resources of the nations' newspapers and challenge next spring Ted Turner's Cable News Network and its monopoly in cable news.

According to the new firm's president, Dennis Avila, Cable Newspaper Corp. will assemble news from 15 news bureaus and its newspaper affiliates and incorporate it into a 15-hour programming day primarily of news and information, but also including movies, sports and children's programming.

The newspaper affiliates will lease channels on local cable systems to distribute the CNC fare to cable subscribers, Avila said. They are all obliged, Avila added, to insert at least one half-hour segment of local news in the CNC fare each day.

The network will be supported by national advertising and by monthly subscriber fees paid by the affiliates. The affiliates will earn revenues by selling time, made available by the network, to local advertisers.

The network is close to finalizing agreement for two transponders on Westar and hopes to be in business by April 1982, Avila said.

Although the network was originally conceived to coordinate the newspaper industry's efforts to utilize the cable medium, Avila said some cable operators are showing interest in the project. He said

that ultimately 30% to 40% of the network's affiliates may be cable operators.

Avila's plans are ambitious, but he claims to have the funds necessary to implement them. Profits from *Production News*, the newspaper trade magazine he publishes in Epping, N.H., are being supplemented by venture capital put up by a number of Boston businessmen, whom he would not identify.

Much of the capital will come from the affiliates themselves. Each newspaper

must pay a \$25,000 franchise fee to join the network, he said. So far 46 newspapers have signed up, Avila said, and 168 others have expressed their interest.

CNC will need all the money it can get to make a go of it. At start-up, Avila said, the network plans to have news bureaus in nine cities, including Boston, New York, Philadelphia and Washington. Each of the bureaus will have satellite uplinking capability to beam feeds to Manchester, N.H., the site of the main uplink, for

repackaging and distribution. Six additional bureaus without uplinks—they will feed their contributions through one of the primary bureaus or send them by videotape—will be opened in June, according to Avila. International news will come from a London bureau, Avila said.

Currently, CNC has 12 persons on staff, Avila said. By start-up time, the number will have ballooned to 340, he said, with most of the personnel coming from the broadcasting industry.

As if there wasn't enough to worry about, here's EMP

By-product of a nuclear explosion could knock out radio and TV outlets; government is installing protective gear at some stations

There's much talk in defense circles these days about tactical nuclear weapons, nuclear bombs of limited destructive capability that could be used without precipitating a doomsday exchange of nuclear missiles.

Such talk has focused attention on a phenomenon called electromagnetic pulse (EMP), a short-lived, high-powered radio wave produced by every nuclear blast that can wreak havoc on all types of electronic and electrical systems, including broadcast stations.

According to Tom Buckman, group leader, applied electromagnetic section of IRT Inc., a firm that advises the U.S. government on the effects of and defenses against EMP, a single nuclear bomb of sufficient strength exploded 200 kilometers over the center of the country could produce an EMP that could knock out most commercial communications in the country and disrupt power supplies ("Closed Circuit," June 15).

"There is some evidence," Buckman said, that the Soviet Union could explode a nuclear bomb for maximum EMP effect to offset one of the U.S.'s clear military advantages over the Soviets. The edge the U.S. has, Buckman explained, is the electronic sophistication of its weapon system. Unless the weapons are shielded or "hardened" against EMP, Buckman said, a carefully calculated nuclear blast could destroy the microelectronics at the heart of the sophisticated weaponry and negate the advantage.

With the help of companies like IRT, the U.S. military has been hardening its weapons and communications systems, Buckman said. However, the commercial communications systems—satellites, broadcast stations, cable, telephone, microwave—are still vulnerable to EMP, he said.

Despite the threat to broadcasting, only a handful of stations now have protection against the effects of EMP and there is some question about the effectiveness of that protection.

For the past four years, the government has been engaged in identifying and equip-

ing a select number of AM radio stations for EMP protection. According to Ralph Sinnott, acting director of national systems division, Federal Emergency Management Association, 597 stations, which collectively cover the entire United States, have been tapped for voluntary participation in the EMP program. Thus far 81 stations have installed and 21 stations are in the process of installing the gear that protects them from EMP, Sinnott said. Sixty-eight other stations are now being surveyed, he said, to determine what their EMP needs are.

If Congress comes up with additional funding, Sinnott believes FEMA can have all 597 stations EMP-protected within two years. Sinnott is optimistic that the funds will be voted, noting Congress's greater interest in civil defense.

Sinnott said it costs about \$4,000 to outfit each station. Stations pay no initial costs, he said, but are expected to pay for routine maintenance.

According to a booklet on EMP protection for AM stations, distributed by FEMA, EMP is a "short but intense pulse of radio-frequency fields," ranging from zero to more than 100 mhz. "Any electrical conductor which is exposed to the EMP will have induced transient voltages and currents on it," FEMA said.

The peak electric field strength of the EMP can be in excess of 50,000 volts per meter, FEMA said. That compares to a field strength of a 50 kw radio station, measured close to the antenna, of from one to 10 volts per meter.

The effects of EMP are more widespread the higher the bomb is exploded. A bomb detonated at or near ground level, FEMA said, would cause damage to stations in a circle "with an inner radius of a few kilometers and outer radius of a few tens of kilometers." Any station that close would probably feel the blast; and EMP would be the least of its problems, FEMA noted.

High altitude explosions are a different matter. They lay down a circular footprint, which FEMA said can reach 1,000 kilometers in any direction and which Buckman said could reach to the ends of the continent. The extent of the impact, of course, depends on the altitude and the size of the bomb.

What's interesting about the high-altitude burst and what makes it such an

attractive tactical weapon is that the other effects of the bomb—blast, heat and nuclear radiation—are minimized. Most facilities affected by the EMP would be completely untouched by the other effects, FEMA said.

The EMP affects the broadcast facility in three ways: directly induced transients into system circuits, conducted transients from power lines and cable connectors and pulse energies collected by the large broadcast antenna.

According to Sinnott, most of the circuits can be protected by installing thyristors, zener diodes and gas gaps in the circuits or at inputs to the circuits. Such devices open circuits when the EMP induced currents come down the wire. "They perform the same function as a fuse," Sinnott said, "only they react a lot faster." Most of the devices don't have to be reset, he said. When the "pulse" goes away he said, the equipment returns to its "normal state."

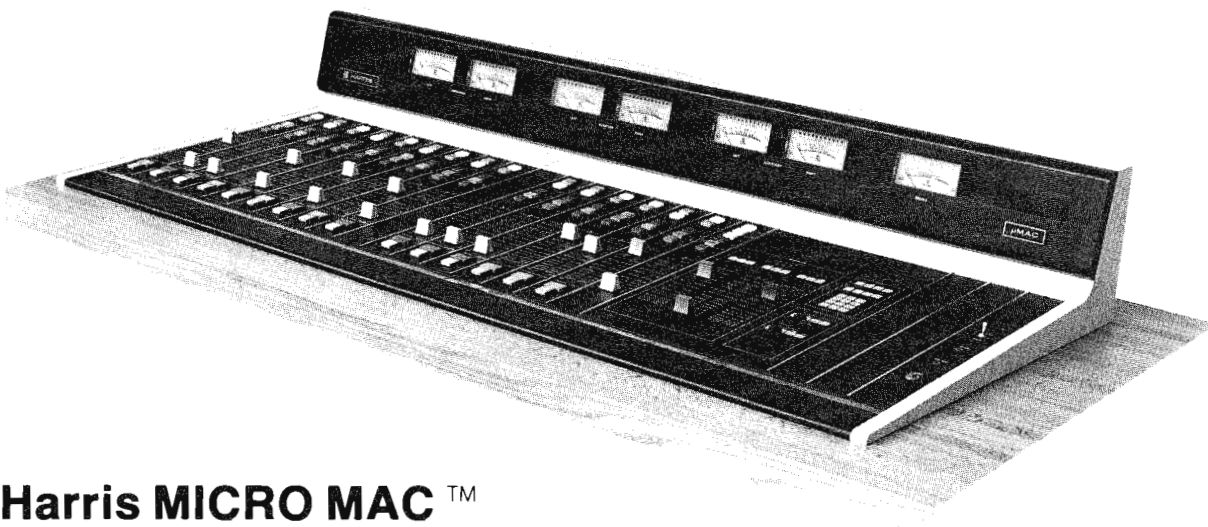
Thus far, most of the broadcasters that FEMA has approached about installing EMP devices have been receptive and cooperative. Sinnott said that only a few stations, which he refused to name, have turned down the EMP gear on the advice of their engineering consultant, whom he also refused to identify. Sinnott said he was confident the consultant and his stations would eventually come around.

Whoever Sinnott's "recalcitrant" unnamed consultant is, he isn't alone in his apprehension about the FEMA equipment. Ogden Prestholdt, a partner with A.D. Ring, expressed concern about the reliability of the devices and their effectiveness.

Prestholdt said he has seen no evidence that the protective devices are capable of doing the job they are intended to do. He said he would like to hear less from the government on what it is doing and more on how and why the devices it's installing work. "I would like to see an open forum for the discussion of it," Prestholdt said.

Prestholdt wants good reasons to equip stations for EMP protection, because every device installed is one more thing that can malfunction and knock the station off the air, he said. He has already had to yank the equipment out of one station, he said, because it was breaking down and "causing interruption to transmission."

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MORK & MINDY

And The Rankings



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

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

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

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Law & Regulation

Fowler FCC off to fast start on deregulation

In action-filled meeting, it sides with CBS on networks' financial interest rule, simplifies CP applications, kills first-class licenses

At its open agenda meeting last week, the Fowler FCC got down to the business of deregulating. It granted a petition by CBS requesting an interpretation of the financial interest rule that would permit network acquisition of programming for non-broadcasting purposes. It also eliminated the first- and second-class radio operator's licenses—replacing them with a “general” permit which “in essence is the old second-class license,” according to Charles

Goldfarb, the Broadcast Bureau staffer who presented the item to the commission. The commission also adopted substantive revisions of several broadcast application forms.

An item concerning a teletext notice of proposed rulemaking was withdrawn from the agenda after several commissioners expressed concern with the way it was written and its failure to adequately address the proposed North American standard developed by Telidon Videotex System Inc., CBS and AT&T last month in Toronto.

On the CBS programming petition, Israel Teitelbaum, who presented the staff's findings, said, “the financial interest rule was intended only to preclude networks from reaping the fruits of syndication.”

In support of that conclusion, Teitelbaum referred to oral arguments held by the commission in 1968 to address the elements it intended to prohibit in its then-ongoing proceeding aimed at limiting network ownership or control of programming. (The final result of that effort came in

1970 when the commission adopted the prime-time access, syndication and financial interest rules.) The elements addressed in the oral argument, said Teitelbaum, “refer only to the prime-time access rule and syndication. No mention is made concerning any uses of nonbroadcast materials.”

Teitelbaum said “it would have been reasonable to expect that the commission would have elaborated on all elements . . . that it wanted argued.”

The commission's failure to address any elements pertaining to the financial interest rule is “clarified,” said Teitelbaum, “by a look at the staff's support documentation.”

One of the items attached to the commission's order for oral argument was a staff analysis of a report compiled by Arthur D. Little Inc. which the networks relied on in opposing the commission's proceeding. The Little report concluded that the proposed rules would bar the networks from acquiring nonbroadcast interests. In the staff summary of that report

Views polarize on cable and copyright

Turner sees threat to sports and superstations if law is changed; SAG's Peters says actors are hurt by this law

An end to compulsory licensing would mean an end to superstations and a massive loss of sports programming to the American public, according to Ted Turner, chairman, Turner Broadcasting System, who testified last Wednesday before a House subcommittee on proposals to amend the 1976 Copyright Act. Kay Peters, representing the Screen Actors Guild, argued that compulsory licensing is hindering actors in negotiating wage contracts.

This was the fourth in a series of hearings being held by the Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice on pending legislation to modify or eliminate cable copyright laws. It took place the day after a New York appeals court ruled that the FCC was justified in eliminating its signal carriage rules (see story, page 32), a factor broadcasters and program suppliers maintain is key to the debate on compulsory licensing.

Turner argued that compulsory licensing works to provide program diversity to the public at a cost nonprohibitive to cable systems. Of cable systems carrying WTBS,

the Atlanta-based superstation Turner created, “80% are located in counties most distant from major metropolitan centers and most lacking in program diversity.” Program costs to WTBS have increased as much as 1,400% since the mid-1970's, he said, and copyright fees on those programs have gone up accordingly.

Without compulsory licensing, cable systems would not be able to transmit the entire program schedules of superstations, said Turner, because systems would have to negotiate individually with copyright owners for each superstation.

“The plan of most sports franchise owners is to make people pay \$4 or \$5 to see each game at home,” [via pay cable] said Turner, who owns the Atlanta Braves baseball team and the National Basketball Association Atlanta Hawks. Without compulsory licensing, WTBS could not negotiate to air Braves games outside Atlanta.



Turner

“Sports owners have divided the country geographically,” he said, “Any other business [doing that] would have been called down here by the Justice Department.”

The elimination of distant-signal and syndicated exclusivity rules will not have a significant effect on broadcasters, said Turner. “Profits for independent TV stations are at an all-time high,” he said, “Cable has helped every broadcaster.”

Most stations are not taking advantage of blackout rules, said Turner. Sports owners are the only program suppliers enforcing those rules, he said.

Representative Thomas Railsback (R-Ill.) asked Turner if syndicated exclusivity could be preserved only in large markets and for large multiple system operators. Turner replied it would be difficult to draw the line between large and small cable systems and that all have the same problems negotiating for programming: less market power than over-the-air broadcasters and too many channels to program.

Peters, the only other witness at the hearing, reiterated views often expressed by the motion picture industry, that compulsory licensing cheapens the value of syndicated programming. Because actors base wage negotiations on the profits of programmers, they are not being paid as much as they could be in the absence of compulsory licensing.

Cable TV's growth is being held back, according to Peters, because it is choosing the cheaper alternative, distant signal importation, to buying or producing shows.

“Cable can pay more to get a program first if they really want it,” said Peters, when asked if full copyright liability would

a footnote was included which read: "The proposed rules would not prohibit network managers from acquiring exploitation and profit shares in merchandising and other nonbroadcast activities. The language ... is possibly ambiguous on this point."

This interpretation, said Teitelbaum, came from "the staff which wrote the rule." There was no indication, he said, that the commission did not intend to support the staff's interpretation of this rule. He added that while this record of events adds "significant weight" to the current staff's position on the matter, it would have come to the same conclusion without it—and in fact it did, two months ago (BROADCASTING, April 13).

After some discussion as to whether the freshly exhumed evidence should be added to the language of the order (the consensus being yes) the commission adopted the item unanimously.

FCC Chairman Mark Fowler wholeheartedly endorsed the staff's position, noting that "it is always proper to look at the administrative history in construing a rule where there is a so-called 'clear meaning' ... [to it] which would reach an unintended result. ... I feel very comfortable in having this commission right now rule what the meaning is as to the CBS petition.

Under the commission's new operator licensing program, the rule requiring that

return cable to its position as "second-run program supplier."

Peters recommended that the subcommittee abolish compulsory licensing except for carriage of local broadcast signals and for importation of network programs not otherwise carried in a market. Satellite resale carriers should have full copyright liability, she said, with a transition period of two to three years to ease basic cable into the competitive marketplace. Peters also urged that any exemptions for small systems should not extend to those controlled by large MSO's and that the Copyright Royalty Tribunal should be given subpoena power.

The subcommittee plans more hearings on copyright when Herman Land, president, Association of Independent Television Stations; Frank Mankiewicz, president, National Public Radio, and David Ladd, register of copyrights, will be heard.



Peters

broadcast stations employ the holder of a first-class license to install, maintain, and repair transmission equipment will be eliminated—30 days after the commission's order appears in the *Federal Register*. That will probably take six weeks. Instituting the new general radiotelephone operator's license may take longer, as the appropriate forms have to be approved by the Office of Management and Budget.

In the interim, first-class permits will be renewed but new applicants will have to wait for the general-license program to be implemented.

Under the new program, holders of any type of operator's license—with the exception of the marine radio permit—will be allowed to operate and maintain broadcast equipment.

Goldfarb emphasized that broadcast licensees would still bear the ultimate responsibility of complying with the commission's technical rules. He indicated that it is the staff's position that marketplace forces along with possible FCC sanctions and the fact that broadcast equipment represents a substantial monetary investment to the licensee will all help to insure that the rules are followed.

The staff's recommendation to eliminate the first-class ticket was based, among other things, on the conclusion that the license proved "inadequate" in assuring the technical competence of its holders. Although many commenters in the proceeding noted the value of the license as a "screening device," the staff pointed out the National Association of Broadcasters' willingness to institute a voluntary exam which prospective employers might use to determine the ability of the technicians they hire. Goldfarb also noted the Society of Broadcast Engineers (which wanted the first-class ticket retained) has a certification program.

It was also pointed out that many smaller-market stations said that they were unhappy with the existing program because competent first-class license holders are often hard to come by in the smaller markets. Thus when complex repairs are required, the small-market stations said they have to hire more experienced technicians.

The commission also adopted several items that revise the construction permit application (form 301) for commercial broadcast stations.

The EEO requirements applicable to form 301 were modified to relieve major change applicants from the burden of updating their EEO programs. That action assumes that EEO data for such applicants has already been submitted in their first application for the station or their latest annual EEO report (form 395).

The staff also proposed one addition to the 301 EEO requirements—that a survey be filed indicating the availability of women and minorities in the workforce. Commissioner Abbott Washburn questioned the advisability of this addition, noting that such a survey would be used by the staff only at renewal time and not in the processing of the 301 application itself.

"Why encumber [the applicant]?" Washburn asked. Fowler and Commissioners Anne Jones and Robert E. Lee agreed with Washburn and the item was adopted without the proposed survey requirement—and with an additional paragraph suggested by Broadcast Bureau Chief Richard Shiben eliminating the EEO showings now required by the sellers of broadcast facilities. Shiben reasoned that since licensees deciding to sell already have EEO data on file there was really "no need to collect that information again ... in some cases within a relatively short period of time."

The form itself will be reduced by about half (from 50 pages to 24 pages) to speed up processing.

The section dealing with legal qualifications was reduced by 11 questions (from 20 to nine). Articles of incorporation and a description of the capital structure of the applicant will no longer be required.

In the financial-qualifications section, questions and showings that illustrate the applicant's ability to finance construction will be replaced with a requirement that the applicant merely certify that it has the necessary funds to build the facility and operate it for three months.

Provisions from the commission's January radio deregulation order have already been incorporated into the application. For television, the formal ascertainment requirement will no longer be submitted with form 301—but with the license application instead so that only the permittee will be required to formally determine community programming needs.

Larry Eads who presented the item to the commission said the staff's underlying philosophy in drafting it was to "rely on the good faith and honesty of applicants."

Jones asked whether similar modifications could be applied to other application forms. Shiben's response: "I think that we could change the [assignment and transfer applications] very much along the same lines." In fact, one of the form 301 revisions was applied to the assignment and transfer forms as well.

With respect to those forms, and over the objections of Renewal and Transfer Division Chief Roy Stewart, the commission adopted revisions permitting proposed buyers of broadcast stations to certify that they have the ability to purchase the station and operate it for three months. All of the supporting documents to substantiate that claim which must now be submitted as well, would no longer be required.

Stewart's concern was that without the supporting documents, the commission would have no way of telling who is really assuming control of the station, or as Jones put it, if "somebody else is pulling the strings."

To that end, Stewart was asked to develop a series of questions to be placed on the assignment and transfer applications to enable commission staffers reviewing the forms to accurately assess whether the proposed assignee would have real control of the station.

All of the application revisions must be

approved by OMB and won't go into effect for several months.

The commission also made several revisions in the way it will process broadcast applications. Cut-off lists will no longer be published in the *Federal Register*, saving \$20,000 in publication costs annually. It was pointed out that the commission allocates \$1.1 million a year for publishing items in the *Federal Register*, about half of which is used by the Broadcast Bureau. Shiblen said his staff will review all of those items generated by his bureau, cutting back where possible.

Also to be eliminated are outstanding ascertainment issues in hearing that do not involve misrepresentation.

The commission is also getting tough with applicants who fail to properly address engineering sections in applications. Applications with "clearly deficient" engineering sections will be returned.

Shiblen explained the tougher stand this way: "In many cases we end up doing all the engineering for the applicant... We are not the consulting engineer and I don't think the commission staff should spend 90% of its time on 1% of the applications." By returning those applications that are clearly deficient, Shiblen said "we can expedite our process considerably."

In other action, the commission:

- Denied petitions for reconsideration in the low-power TV proceeding by Neighborhood TV Co. and a group of broadcast licensees filing LPTV applications in their own markets. Neighborhood wanted the interim 15 LPTV station limit waived in its case so that it could implement its planned nationwide translator network expeditiously. The broadcast licensees complained that by shelving their applications until the adoption of final rules, the commission was giving other applicants an unfair competitive advantage. They asked that their applications either receive final action during the pendency of the rulemaking or that no grants be made in markets where they filed applications.

- Granted WIOD(AM) Miami authority to increase its power from 5 kw to 10 kw to overcome interference from Cuban stations operating outside the North American Regional Broadcasting Agreement (NARBA). The commission indicated that the increase in power will not cause prohibited interference to any domestic or properly coordinated foreign station. Similar applications are pending for two other Miami stations: WINZ(AM) and WQBA(AM).

- Adopted a further notice of inquiry in docket 78-369 dealing with radio frequency interference to television receivers and put out for comment a staff report that addresses some of the problems.

- Approved the allocation of \$20,000 for a research project on long-range spectrum planning. The project is a joint effort between the commission and the National Telecommunications and Information Administration, which is putting up \$50,000 to fund it.

- Adopted a notice of proposed rulemaking to amend the rules "to eliminate radio interference which jeopardizes safety of life and protection of property."

That action stemmed from the interference caused by new types of electronic newsgathering equipment to the radio communications of the space shuttle Columbia during its re-entry and landing at Edward's Air Force Base, Calif., two months ago. Field Operations Bureau Chief James McKinney made a point of noting that the networks were highly cooperative in FOB's efforts to remedy the problem.

Appeals court upholds FCC repeal of distant-signal, exclusivity rules

Broadcasters and programers see 'Malrite' decision as defeat, must decide whether to appeal; cable views it as victory

Broadcasters, motion picture producers and sports interests concerned about the effects of unregulated cable television operations on their businesses last week suffered a defeat in the U.S. Court of Appeals in New York, where they had sought relief. A three-judge panel unanimously affirmed the FCC order last year repealing the distant-signal and syndicated exclusivity rules. The petitioner (Malrite TV of New York) and its supporters thus were faced with the prospect of further litigation or placing all their hope in Congress.

Judge Jon O. Newman, in the opinion he wrote for the court, rejected the petitioners' arguments that the legislative scheme prohibits repeal of the rules but will accommodate a retransmission consent requirement. He also said the commission was reasonable in overriding petitioners' contentions that they would suffer severe economic harm if the rules were repealed.

Barring further action by the parties to stay the order and seek rehearing by the appeals court or Supreme Court review, the rules adopted by the commission in 1972 to serve as what the court described as "proxies" for the copyright liability the courts had refused to impose, become effective.

The distant-signal rule limits, according to market size, the number of signals from distant stations that cable systems may import. The syndicated exclusivity rule authorizes television stations with exclusive rights to a program to demand that a local cable system delete that program from its distant signals. Copyright holders are also protected and can demand deletion of their programs from a system's service.

The sharpest reaction to the court's decision last week came from Jack Valenti, president of the Motion Picture Association of America. He called the decision on the syndicated exclusivity rule "a disaster for those who invest in, create and

distribute film and television programs." And he called the FCC decision "a bizarre contradiction of property rights," under which persons may own property but not license it exclusively to anyone "for even a limited period of time."

The parties opposing the commission action and their lawyers had not yet decided last week whether to appeal the court's decision. But National Association of Broadcasters President Vincent Wasilewski said that, regardless of whether an appeal is taken, the decision underscores the need for congressional action. Under the 1976 Copyright Act, cable systems are given a compulsory license which permits them to retransmit programs without negotiating a payment with copyright owners. The fees are contained in a schedule which was adopted by Congress—but which, because of a provision of the law, will be adjusted by the Copyright Royalty Tribunal if the appeals court decision stands.

The Copyright Act "should be amended to reflect the realities of today's marketplace," Wasilewski said. "If a local television station pays for a program, it should have the exclusive right to air that program in its home market. Allowing a cable system to import that same program at virtually no cost is wrong." He noted that Senate and House committees have begun a review of the Copyright Act and expressed the broadcasting industry's confidence "that the present giveaway to cable will be rectified." He said cable is "a multibillion-dollar industry and does not need continued federal protection."

For its part, the National Cable Television Association regards the court's decision with pleasure, and appears to see in it ammunition for the congressional battle over copyright. "We are pleased that the court, having reviewed the extensive economic record developed by the FCC, has upheld" the commission's decision, NCTA President Thomas E. Wheeler said. "The significance of this action should not be lost on the Congress, where the same old arguments which proved inconclusive to the FCC and the court are being trotted out once again as justification for protecting program producers and broadcasters from competition."

The House Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, which has taken the lead in the matter, is considering a bill that would retain the compulsory license but make it easier for the Copyright Royalty Tribunal to increase fees.

What's more, the bill would also authorize the CRT to establish a syndicated exclusivity rule to replace the one the commission has repealed.

The 1976 Copyright Act was the major factor around which arguments in the appeals court case ranged. For instance, those seeking reversal of the commission's action said the act's compulsory licensing scheme was premised on maintenance of the then-existing regulatory framework.

Not so, said the court. Congress "recognized the legitimacy within the statutory

plan of FCC modifications of that regulatory structure" Newman wrote. Indeed, he noted that Congress authorized the CRT to adjust the royalty fees "if the FCC altered either the distant-signal or syndicated exclusivity rules."

The court was similarly inhospitable to the argument that the act permits the commission to adopt a rule requiring cable systems to obtain permission from distant stations before importing their programs—a proposal originally advanced by the then-head of the National Telecommunications and Information Administration, Henry Geller. The commission is not free to adopt rules inconsistent with the basic arrangement of new legislation, Newman said. And the retransmission consents, he added, "would undermine compulsory licensing because they would function no differently from full copyright liability, which Congress expressly rejected."

The petitioners' argument that the commission's decision was arbitrary and capricious was not persuasive, either. The commission had amassed a considerable amount of material—including econometric studies and case studies—in arriving at its decision. But broadcasters said the commission's use of the material was biased and irrational, and that the conclusion that broadcasters would not be injured from cable deregulation was unfounded.

The court, however, found that the commission had "specifically responded to petitioners' factual and theoretical assertions in the report and order, articulating clear reasons when it rejected, or did not fully use, the economic predictions in industry studies due to erroneous assumptions or modeling flaws."

Nor did the court accept the argument that the commission's action would adversely affect sports gate receipts and ultimately lead to a decrease in sports programming, the argument made by the commissioner of baseball, the National Basketball Association, the National Hockey League and the National Football League. Newman said the leagues produced no evidence to support their concern. He also pointed out that the commission had noted such "variables" as weather and the caliber of the contending teams could influence gate attendance. "It was not arbitrary for the FCC to conclude that sports programming requires no special protection after the repeal of the distant-signal rules."

The court also affirmed the commission's decision on the basis of what could be called the bottom line—the commission's aim in promoting diversity of programming.

"Free television ... limits program diversity by its concentration on mass audience shows," Newman wrote. "In shifting its policy toward a more favorable regulatory climate for the cable industry, the FCC has chosen a balance of television services that should increase program diversity, a valid FCC regulatory goal. While there will undoubtedly be more of the same type of mass audience programming now populating the national networks

on cable channels as well, the unlimited number of cable channels holds out the best possibility for special interest programming."

Besides the NAB, the MPAA, the sports leagues and a number of individual stations, the parties challenging the commission action included ABC, CBS and NBC and the Association of Independent Television Stations Inc. Joining Newman in the opinion were Circuit Judge Amalya L. Kearse and Judge Charles M. Metzner of the U.S. District Court for the Southern District of New York, who sat by designation.

Senate marks some progress on S. 898

AT&T Chairman Brown hints that transmission but not origination of information may be acceptable to Bell System, as Senate looks for ways to make bill agreeable

The Senate Commerce Committee may have found the beginning of at least one compromise last week in the heated debate over its legislation to allow AT&T to compete in unregulated services including video. Indications came when Charles Brown, chairman of AT&T, said his company might find acceptable an amendment to the bill to allow it to transmit and manipulate but not originate information.

This could end some of the newspaper and cable TV industry's opposition to the bill, but it will not quiet its many other opponents, among them data processing and smaller telephone companies. Present and potential competitors of AT&T who testified last Monday and Tuesday are divided in their views, some calling for relatively minor changes in the bill, while others called for a complete overhaul.

In addition to AT&T and its competitors, former Attorney General Griffin Bell, now in private practice, took the witness stand to assure the committee it is justified in attempting to legislate a solution to the problem of AT&T, in spite of objections from the Justice Department,

which has proceeded for the last eight years in an antitrust suit against AT&T. "The issues are too large to be left to the prevailing views of lawyers involved in the case," said Bell. "Congress fashioned the Sherman Antitrust Act so Congress should be able to change it. The Justice Department has no pre-emptive right to decide here."

Bell urged the committee to meet with the Justice Department and obtain its views on what should be done to allow AT&T to compete in the telecommunications marketplace. Bell said he has no problem with Justice Department proposals that AT&T divest itself of its equipment manufacturing arm, Western Electric, but that he doesn't understand the need to spin off Bell Labs or AT&T Long Lines.

Raising the issue of information origination, Committee Chairman Bob Packwood (R-Ore.) asked Brown if AT&T would not be put at a competitive disadvantage if prohibited from originating any information it does not already own, such as the Yellow Pages. "We can defend ourselves transmitting information," said Brown, who also said it is "impossible to legislate a barrier separating communication and information handling."

Brown said AT&T is not interested in originating news or in the classified ad business, but he agreed with Packwood that there remains disagreement about his company's plans to upgrade its Yellow Pages. Newspaper interests say upgraded Yellow Pages would compete with classified advertising. Packwood noted the committee might "want to negotiate" on AT&T's plans for the Yellow Pages.

As did virtually every other phone company testifying last week, Brown said local telephone rates are bound to increase with or without the passage of S. 898. "Today's local rates are not economically rational," he said.

Although William McGowan, chairman, MCI Communications Corp., maintained that local rates are not subsidized by long distance, and that AT&T's statements to that effect are merely "scare tactics" to prevent mandated divestiture of its long distance services, all of the other phone companies testifying disagreed.



Packwood and Goldwater listen to testimony.



Brown



Bell

"There's no question that long distance subsidizes local," said Paul Henson, chairman, United Telecommunications Inc. "Studies indicating otherwise have been discredited."

Henson, whose company is the third-largest telephone company, gave the most positive support for S. 898. "United has no fear of competing with the Bell System," said Henson, who, unlike nearly every other company testifying, believes S. 898's provisions are adequate to prevent unfair cross-subsidization among AT&T's future separate subsidiaries.

"I have problems keeping AT&T out [of information origination]," said Henson, "but I understand political compromises must be made." Although his own company supports S. 898, Henson said he does "not mean to minimize the problems of smaller and rural phone companies, which face intense problems."

Also generally supporting S. 898 was Wallace Doud, vice president, IBM. "If the committee opts for divestiture it will derail the legislation," he said. "Let the Justice Department decide that." Doud and James Napier, president, Continental Telephone Corp. and another supporter of S. 898, proposed changes in the bill in proposed commission jurisdiction over telephone rates.

A panel of rural telephone officials who testified seemed in general to support S. 898, but urged fewer restrictions on cable system ownership and less direct FCC regulation of their sector of the industry.

More on monopoly. The Senate Judiciary Committee continued laying the groundwork for a jurisdictional battle over S. 898 last week by holding its second day of hearings on monopolization and competition in the telecommunications industry. Robert Marbut, president, Harte-Hanks Communications, and a director of the American Newspaper Publishers Association, testified that monopoly conduits like AT&T must not be permitted to control the content of their transmissions in a future deregulated environment. Howard Liberman, an attorney with the Washington firm of Cohn & Marks, who spoke for videotext and teletext providers, said the prospect that AT&T might compete in videotext is discouraging other firms from entering that business. Because of considerable action on the Senate floor, committee members were absent from much of the hearing and staff members took testimony from most witnesses.

At least seven of last week's witnesses argued that nothing short of divestiture would prevent AT&T from competing unfairly through separate subsidiaries. S. 898 would require. Solutions offered in S. 898 "embed a profit motive conflict on AT&T," and will "create increased regulation," said Leo Chamberlain, vice president, Rolm Corp. The option of divestiture has not been examined thoroughly by Congress, because it believes it would punish AT&T by implying the removal of property, he said.

Gus Grant, vice chairman, Southern Pacific Communications Co. and chairman of a newly formed group urging much greater structural change in AT&T than proposed by S. 898, also argued for divestiture. "By 1990, new entrants won't make a dent in long distance services," said Grant, who also questioned the appropriateness of congressional action while the Justice Department suit is still going on. "It would be a travesty of justice to drop that case after eight years," he said.

Steven Mihaylo, president, Inter-Tel Communications Inc., said S. 898 is no better than its predecessors and amounts to a "death sentence" to AT&T's com-

petitors.

The only witness to urge less structural change to AT&T was Alan Baughcum, director of telecommunications research, Charles River Associates, a New Jersey-based consulting firm. Baughcum said AT&T's ability to compete and incentive to innovate would be damaged if the company is forced to create separate subsidiaries to compete in unregulated businesses. "Lower the barriers and let the companies decide," he said.

Although S. 898 requires AT&T to split its Bell Labs into a basic research unit to remain with the parent company and a product-specific unit to go with the separate subsidiary, the committee is hearing numerous arguments against splitting that wing of AT&T at all.

Ian Ross, president of Bell Labs, testified last week that if splitting is necessary, communications between basic research and other units must be permitted. Although IBM's Doud said his company can differentiate between basic and applied research, other witnesses, including the Defense Department, have maintained that more communication between parent and subsidiary than is permitted in S. 898 is necessary.

Turner opposes merger of Westinghouse and Teleprompter

Petition to FCC claims Group W is planning cable news network that will amount to unfair competition to his CNN

Westinghouse Broadcasting Co.'s effort to acquire Teleprompter Corp., the largest combination of communications companies ever to present itself for approval by the FCC, has run into a petition to deny filed by Cable News Network. CNN's opposition is based on allegations that Group W intends to establish a news service for cable systems similar to the year-old CNN—and that the preliminary steps it is taking in that direction are in violation of the antitrust laws.

The petition filed last week is based on information in an affidavit by Ted Turner, president of CNN's parent corporation, Turner Broadcasting System Inc. He said he had been told by a Teleprompter employee (whom he did not identify) at the National Cable Television Association convention in Los Angeles three weeks ago that Group W officials, in a meeting with Teleprompter representatives, had "confirmed their plan to offer a cable television news service similar to CNN's."

More than that, Turner also said he was told that the more than 90 of Teleprompter's 115 systems not now carrying CNN were advised to "go slow" in deciding whether to take the service, that Westinghouse intended to offer the service at a price far below cost, "with the apparent intent," according to the petition, "ultimately to drive CNN from the

marketplace."

CNN said the agreement between the merger partners "to limit and eventually to eliminate CNN's right to compete for subscribers of Teleprompter's cable systems" constitutes a refusal to deal, and that the plan for below-cost pricing evidences "predatory intent to monopolize." And both, the petition added, are in violation of the Sherman Antitrust Act.

Furthermore, the sheer size and alleged market power of the merged companies would violate the law, according to CNN. "The proposed vertical integration of Teleprompter, the second largest cable television system operator in the United States, with Group W, a subsidiary of Westinghouse Electric Co. and one of the largest communications companies, will substantially lessen the competition," in violation of Section 7 of the Clayton Antitrust Act. The Group W merger was valued at \$646 million when it was announced in October 1980.

CNN said Teleprompter has 1.4 million subscribers. It said Group W owns six television stations, 15 radio stations (actually it owns 13), cable systems serving 63,000 subscribers, a pay television service and a television production company with a 9.5% share of the first-run syndication market.

The petition also noted that Group W and Teleprompter control "an inordinately large share of scarce satellite transponder capacity." Between them, they control five of 21 of the transponders cable television program suppliers use on RCA

Americom's Satcom I. And Group W has leased or purchased 10 transponders on Western Union's Westar IV and Westar V, which are to be launched next year.

At Group W, the petition was regarded as, at best, premature. Group W has disclosed its intention to offer program services to cable television systems. But Jay Francis, vice president and director of information, said last week, as Group W President Dan Ritchie has in the past, that a decision on what services the company will provide has not yet been made. "The situation is fluid," Francis said. But he acknowledged, as Ritchie has, that news remains "a possibility" as one of the services to be offered.

As for the substance of the allegations, Francis initially said he wouldn't "dignify" them with a comment, then referred to "the lunacy of it all." Group W, he said, "is squeaky clean. We just don't operate that way." He noted that the Justice Department's antitrust division had reviewed the proposed merger, and had taken no action to block it.

The petition takes the alleged "go slow" admonition regarding Teleprompter systems' dealings with CNN as a signal that all of those systems, including those now taking the CNN service, "can be expected eventually to subscribe to Group W's cable news service." Excluding CNN from the market represented by Teleprompter's 115 cable systems and 1.4 million subscribers "will clearly and substantially lessen competition," and constitute a "per se violation of the Sherman Act's prohibition of combinations and agreements in restraint of trade," CNN said.

Then there is Group W's alleged "predatory" pricing strategy for the news service Turner says he was told is to be established. The service is to be offered free of charge to cable systems, according to the petition, it would be supported only by advertising revenues. CNN charges cable systems 15 cents to 20 cents per subscriber, and sells advertising time at the best price it can get. CNN expects the strategy to enable it to reach the cash flow breakeven point when it secures 8 million subscribers, which it hopes to do by Dec. 1, 18 months after start up. But by that time, CNN will have lost more than \$23.5 million.

Turner has repeatedly, over the years, spoken out in favor of competition and open access to the market. And the CNN petition to deny approval of the Group W-Teleprompter merger said CNN "welcomes competition on fair and lawful terms, in the provision of its cable news service." But, it added, "a serious threat to competition in the distribution of cable news is posed when a company such as Group W, possessing extraordinary market power, resorts to predatory means to gain business and to wrest business away from others."

The vertically integrated communications enterprise being created is also a matter of concern, in CNN's view. The petition said the enterprise would control, "with respect to its own programing, all

levels of cable and broadcast program production, distribution, and exhibition, from the moment a program idea is conceived until it is received into the viewers' or listeners' homes."

What's more, the petition said the proposed merger would restrict diversity of news sources in four of the largest markets—New York, Los Angeles, Chicago and Philadelphia—where Group W now operates all-news radio stations. Teleprompter operates cable systems in those markets. And the "advent" of what CNN calls Group W's planned cable news service "... will merely provide to television viewers a news service from a company already available on radio ... and will make it more difficult for a potential independent entrant to initiate a cable news service in [those] and other markets."

"This threat to media diversity," CNN said, "is further reason for the commission to insure that the proposed merger is not part of a scheme by Group W to attempt to create a monopoly in the distribution of news programing by cable."

Congress hears more pleas for TV stations in Delaware, N.J.

House hearings on Guarini's bill bring testimony from business, citizen groups in favor of assigning stations to two states

Delaware and New Jersey, the only states without a VHF television station need federal legislation insuring that they get one as soon as possible. Or such was the opinion of the New Jersey and Delaware politicians, businessmen and public interest groups testifying at a House Telecommunications Subcommittee hearing last week.

The hearing was called to consider H.R. 2128, a bill introduced by Representative Frank Guarini (D-N.J.), on behalf of the New Jersey and Delaware congressional delegations, on Feb. 25.

The bill would amend the Communications Act to provide that if a VHF station became available elsewhere—after the FCC declines to renew or revokes its license—the FCC should, after its decision is no longer subject to judicial review and if technically feasible, assign that station to a state that doesn't have a VHF station.

The 15 witnesses (none dissenting) argued that the interests of the citizens of the two states could not otherwise be adequately served.

In his statement, Guarini said that since New Jersey residents had no VHF station of their own, they had to depend upon stations based in New York and Philadelphia for local news and public affairs coverage—a need the out-of-state stations have failed to satisfy.

The lack of a local VHF station also hurts New Jersey politicians and advertisers, he said. Politicians suffer because they get only skimpy coverage from the out-of-state stations. And since the only available VHF stations are located in Philadelphia and New York—huge markets in themselves—New Jersey advertisers must pay the full rate for the Philadelphia or New York markets, even when they are interested only in New Jersey.

Although the FCC has, over the years, attempted to insure that New York and Philadelphia stations improve their coverage of New Jersey events, those attempts have not been adequate, he said.

Nonetheless, Guarini noted that the FCC had recognized the importance of assigning a VHF station to New Jersey. In a current action, the FCC has initiated a rulemaking seeking to reallocate WOR-TV (ch. 9) from New York to New Jersey, he said. (The action came after the FCC denied the station's owner, RKO General, renewal of its license in a decision based on the business practices of RKO's parent corporation, RKO General Tire & Rubber.)

And although Guarini thought the FCC's proposed rule would be "an effective solution if it is allowed to stand by the commission and the courts," he thought congressional action would be necessary because he wasn't certain the FCC would be able to follow through.

Also testifying in support of the bill was Andrew Maguire, a former New Jersey representative defeated in the last election, who introduced a similar bill—which was approved by the House Commerce Committee twice—but failed to pass the full House during the last Congress.

Maguire, now with Mitchell-Fein Inc., N.J., testified that by not having access to a VHF station, New Jersey citizens were denied "access to television news featuring local stories" and the New Jersey business community was denied a "fair opportunity to advertise its goods and services in the marketplace."

Finn Caspersen, chairman of the board, Beneficial Corp., Wilmington, Del., testified that the bill should be strengthened to require the FCC to allocate one station to Delaware and New Jersey by reallocating an existing channel or allocating a new one.

Also arguing that the bill should be strengthened was Shelton Merrill, president and chairman of the board of the Delaware Citizens Committee.

Although Merrill said his group supported the "concept" of H.R. 2128, he said Delaware's situation "is unique and acute enough to merit a more timely cure than waiting for a station in another state to lose its broadcast license."

Instead, Merrill said, Congress should require the FCC to allocate channel 8 to Seaford, Del., under the FCC's "equivalent protection criteria proposal."

Although Martin Blumenthal, chief of the legal branch, policy and rules division of the FCC's Broadcast Bureau, said the FCC was concerned about the lack of VHF stations in those states and sketched in the

How to hire the hottest live radio staff

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

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

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

Introducing the Satellite Music Network.

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

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

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

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

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

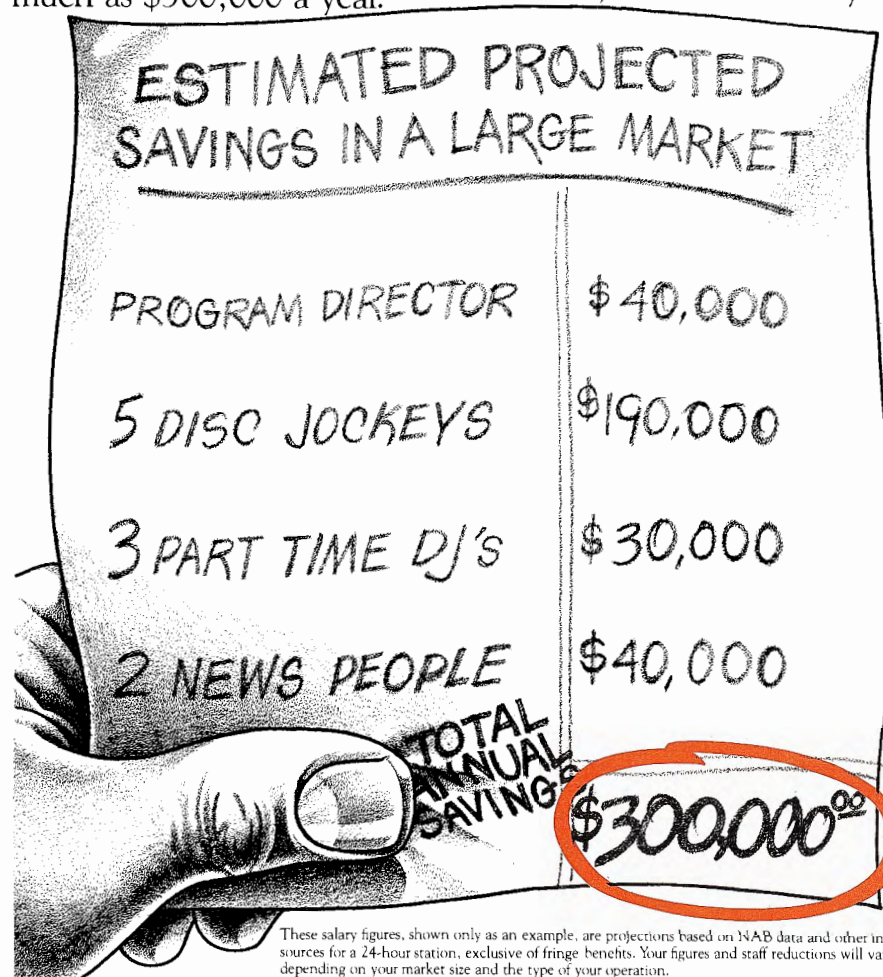
It sounds as good to your listeners as it does to your accountant.



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

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

Yet, because it's live instead of a syndicated



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

in the business for \$1000 a month.

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

Willie & Dolly or Barbra & Barry.

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

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

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

Diamond, Blondie and the Beatles.

The programming for both comes from Burkhardt/Abrams and

Associates. They'll keep it fresh and tempting.

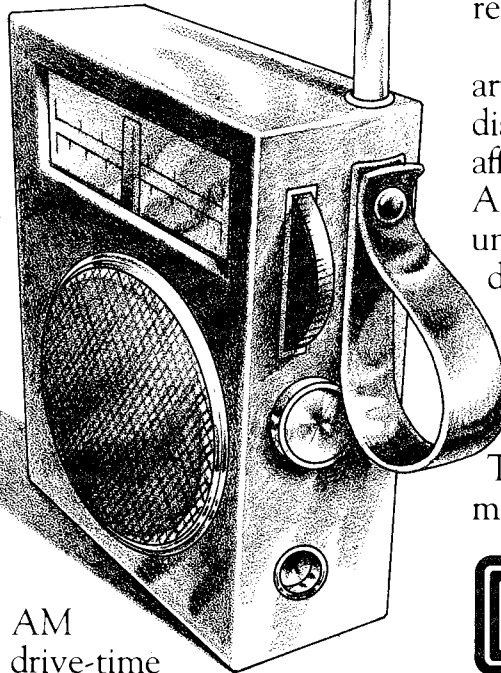
Good news and compelling features.

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

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

Cutting away from the network is smooth and

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



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

Buy us and we'll help you sell yourself.

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

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

How to get your station off the ground.

When Satellite Music Network goes on

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

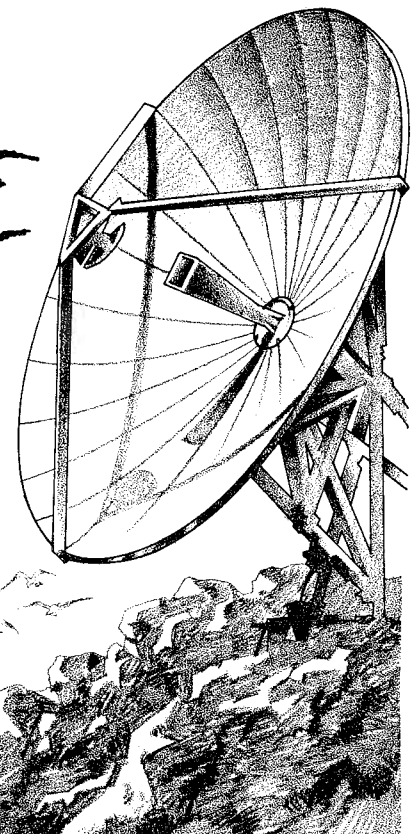
Sign up now to reserve your market format.

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

Call our network management team at 1-800-554-1250. But do it today. Tomorrow your competition might read this ad.

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history of the commission's attempts to deal with the problem, Representative Matthew Rinaldo (R-N.J.), a subcommittee member, accused the FCC of having tried only "half-baked measures" in dealing with the problem. "If the FCC had done something, there wouldn't be a need to pass this legislation," he said.

Also submitting testimony in support of the bill were Senator Bill Bradley (D-N.J.); Representatives James Florio (D-N.J.); Peter Rodino Jr. (D-N.J.); Thomas Evans Jr. (R-Del.); James Courter (R-N.J.), and Christopher Smith (R-N.J.); Daniel O'Hearn, counsel to the governor of New Jersey; Marsha Stern, executive director, New Jersey Coalition for Fair Broadcasting; Daniel Byles, senior counsel, Merck & Co., Rahway, N.J.; Steven Salmore, chairman of the political science department, Rutgers University, New Brunswick, N.J.; Gordon MacInnes, executive director, New Jersey Public Broadcasting Authority, Trenton, and Thomas Kean, president, Transfer Realty, Elizabeth, N.J.

NBMC and Gulf come to terms

Citizen group will withdraw its opposition to purchase of SJR stations for commitments on affirmative action and payment for NBMC services

The National Black Media Coalition and Gulf Broadcast Group have reached an agreement under which NBMC has withdrawn its petition to the FCC to deny Gulf's acquisition of five of San Juan Racing Association's radio stations (BROADCASTING, May 18). The agreement contains provisions aimed at remedying what NBMC regarded as defects in the operations of San Juan's broadcast subsidiary, SJR Communications Inc. It also is designed to benefit black broadcasters and other black-owned businesses.

The agreement commits Gulf over the next three years to strengthen affirmative action programs at eight radio stations and one television outlet covered by the agreement, and to schedule public affairs programs at times other than midnight to 9 a.m.

The agreement also provides that Gulf will pay NBMC \$8,700 per year for minority employment services from NBMC's EEO Resource Center. Gulf will also reimburse NBMC up to \$7,500 for expenses incurred in negotiating and preparing the agreement.

The agreement provides for payment of \$8,700 to the Department of Mass Communications at Clark College, in Atlanta. The money will be used for "scholarships or for student support" at Clark's non-commercial WCLK(FM).

NBMC, in its petition, said SJR stations have "the worst EEO record" of any group in its experience and that Gulf's record was only "marginal." It also complained of graveyard scheduling of public affairs

programming on SJR stations.

Gulf agreed to continue broadcasting "locally produced public affairs and public service programming, in addition to public service announcements, geared to the communities of license, including particularly issues of concern to minorities." And Gulf will make the stations available to minority organizations for the production of public service campaigns.

The agreement covers a number of matters in addition to employment and programming.

For instance, if Gulf decides to sell a station it will attempt to seek out a minority purchaser.

Gulf will aid minority-owned stations by making available a broadcast financial official to advise on internal financial planning or control. The stations will be referred to Gulf by NBMC.

Gulf will meet at least annually with NBMC to discuss matters covered by the agreement and others of mutual interest, including public access, editorials, public service, programming for minorities and program scheduling.

Gulf officials will meet with representatives of the black business community in markets where Gulf operates to discuss station purchasing and service needs. As in the case of the stations to be helped, NBMC will play a central role, in identifying and referring "appropriate persons to Gulf's stations."

Washington Watch

Thumbs down. U.S. Catholic Conference criticized pending radio deregulation and TV licensing bills (S. 270 and S. 601) saying both are "unacceptable in their present form," and urging Catholic bishops, state conference directors and others to voice opposition to Senate. Richard Hirsch, USCC secretary for communication, opposed random selection of licensees and elimination of ascertainment and comparative renewal procedures, written or apparent in both bills, and indefinite license terms for radio. He urged conference members to monitor stations for changes in volume of public service programming and commercials and changes in nature of entertainment programming.

Fighting. Spanish International Network Inc. is continuing its effort to win transponder space on RCA Americom's Cable Net I with second court appeal. Pleading, filed with U.S. Court of Appeals in Washington, seeks reversal of FCC decision last month that contract under which RCA granted space to Cable News Network was valid and enforceable. SIN contends contract is illegal, in granting preference to CNN and in violation of requirement that that transponder be assigned in accord with tariff.

Staking a claim. Fourteen claimants filed by June 15 deadline with Copyright Royalty Tribunal to participate in hearings on distribution of 1979 cable royalty fees. Claimants are National Association of Broadcasters, Heritage Village Church and Missionary Fellowship Inc., Public Broadcasting Service, Canadian Broadcasting Corp., National Public Radio, Motion Picture Association of America, Joint Sports, Christian Broadcasting, Old-Time Gospel Hour, American Society of Composers, Authors and Publishers, Broadcast Music Inc., SESAC, Superstation Inc. and Time-Life Inc. Reflecting on number of witnesses and exhibits offered by claimants (NAB alone has 14 witnesses lined up and has submitted more than 100 pages of exhibits), CRT Acting Chairman Thomas Brennan reflected that claimants were taking proceeding "much more seriously" than ever before and said it would be "a long, hot summer." Hearings on proceeding are scheduled to begin July 7.

Distant appeal. Midwest Television Inc., licensee of WCIA-TV Champaign, Ill., has petitioned Washington appeals court for review of FCC decision allowing cable system serving Pana, Ill., to carry two additional distant TV signals—WTBS-TV Atlanta and KTRV-TV Oakland, Calif. Last June commission initially found that carriage of two additional signals would not cause undue harm to local stations and upheld that determination on reconsideration last February.

Pluria Marshall, NBMC chairman, said the agreement "provides us with assurance that [the stations involved] will be operated in the future with an awareness of the special needs and interests of the minority elements living in areas served by the stations." The coalition, besides withdrawing the petition, is urging the commission to grant the pending applications.

Gulf's stations covered by the agreement are WVOJ(AM) Jacksonville, Fla.; WNDE(AM)-WFBQ(FM) Indianapolis; KTXQ(FM) Fort Worth and WTSP-TV Largo, Fla. Three Gulf stations are not included—WGHP-TV High Point, N.C., which is licensed to a different subsidiary of Gulf United Corp.; WWRN(AM) Beckley, W. Va., which is located in an area where the minority workforce is not a significant element in the population, and WKAP(AM) Allentown, Pa., which a minority group is negotiating to buy. SJR stations affected are WKLS-AM-FM Atlanta, WQAL(FM) Cleveland, KRLY(FM) Houston and WJMD(FM) Bethesda, Md.

Four other SJR stations—WJIT(AM)-WKTU(FM) New York, WYSP(FM) Philadelphia and WUST(AM) Washington—are being spun off to other buyers to comply with FCC multiple ownership rules. Gulf is paying \$62 million plus \$5 million assumption of liabilities for the package, and will be paid \$33.5 million for the four stations it is selling.

Public TV will lose 'educational' flavor with budget cuts, Hill hearing told

Broadcasters from both sides decry administration's public broadcasting cuts before House Appropriations Subcommittee

The Corporation for Public Broadcasting's federal funds shouldn't be cut back severely because such a cut would force public broadcasters into the commercial marketplace, causing public broadcasting to lose its "educational" flavor. That was the consensus among a panel of commercial and noncommercial broadcasters who testified before a House Appropriations Subcommittee hearing last week.

At the hearing, which was held to consider CPB appropriations for 1984, J.T. Whitlock, general manager of WLBN(AM) Lebanon, Ky., board member of the National Association of Broadcasters and executive director of the Kentucky Broadcasters Association, testified that cutting CPB's appropriation to \$110 million for 1984—as the Reagan administration has requested—would cause public broadcasting to wither away.

"Don't kill it a leg and arm at a time,"

he said. "Don't let it die the prolonged death of cancer."

Noting that he was speaking for the "sentiments" of both the NAB and KBA, Whitlock said that cutting CPB to \$110 million would force public broadcasting into the "commercial marketplace," causing it to stray from its congressionally created role as a "great educational tool."

"With commercial money, you're going to get commercial programming, not educational broadcasting," he said.

Whitlock said he didn't think public broadcasting was a "sacred cow." He said he didn't think that public broadcasters and commercial broadcasters are competitors and urged Congress to give CPB enough funding to accomplish its "congressionally assigned mission," so that it could serve the "general public," not the "general business community."

Whitlock further noted that public broadcasting, by providing educational programming to the public, had done much to prevent "disabilities of the mind" among American citizens.

He noted that Kentucky Educational Television's *GED* has helped 500,000 adults study for their high school equivalency tests and warned that if CPB funds were cut too severely, many such educational—and public affairs programs—would probably be lost.

By supporting public broadcasting, Congress could "help educate the children ... make them taxpayers instead of tax-

drawers ... and get them off welfare," Whitlock said.

Although Whitlock suggested no alternative to the administration-supported \$110-million budget consideration, David Carley, president of the National Association of Public Television Stations, suggested raising that amount to \$160 million.

Also testifying in support of the higher appropriation was Jerry Franklin, general manager of noncommercial WGBY-TV Springfield, Mass.

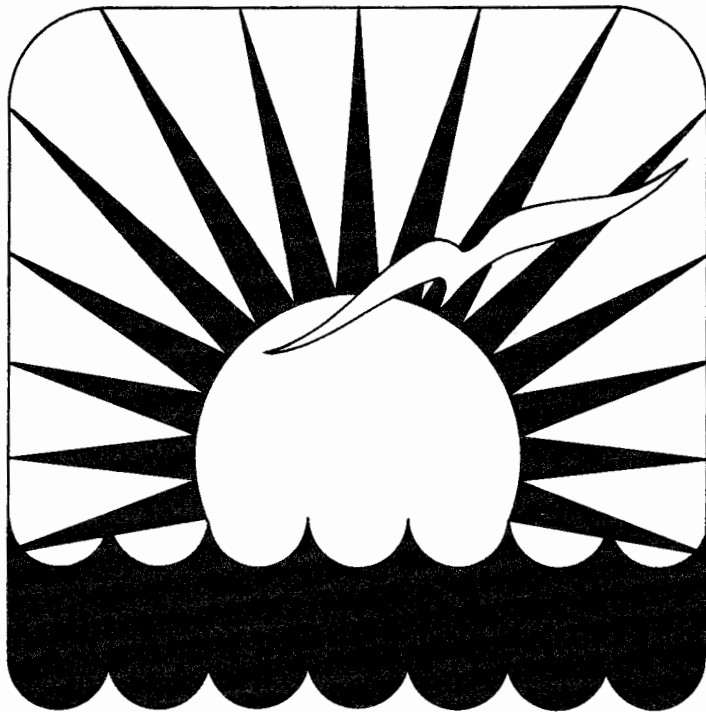
Franklin, who noted that WGBY depends upon CPB community service grants (direct grants to the stations) for 22% of its budget, said that though the station was trying to find nonfederal sources of revenue to support its programming schedule, many of its programs for the elderly, handicapped, minorities and children "cannot and will not pay for themselves."

If CPB were cut to \$110 million, WGBY would stand to lose much of that programming, which, he said, doesn't draw wide support.

Franklin also noted that the cut would force WGBY to offer fewer locally originated programs and warned that cuts in federal funds would "change forever the future of public broadcasting," forcing a "major shift from community service programming to commercially viable programming, challenging the very mission of public broadcasting."

FREE

PUBLIC SURFACE ANNOUNCEMENTS



Useful and humorous tips on boating safety and boat theft prevention are yours for the asking from one of America's most recognized radio and TV voices (Gary Owens) and State Farm Fire and Casualty Company.

There are four 60-second and four 30-second spots designed to help your listeners prevent the problems boatowners can have—on and off the water.

For a free audio tape and scripts, return the coupon below or call us at 309-662-6402.

Richard E. Kepler
Public Relations Department
State Farm Insurance Companies
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Please send me your public service series
on boating safety and boat theft prevention.
I understand there is no charge.



Name _____
Station _____
Address _____
City _____ State _____ Zip _____
(No P.O. Box Numbers, please)

Lorne Michaels' Original

Saturday Night

This is the SATURDAY NIGHT that turned on a whole generation of young adult viewers to late night television...and established and incredibly talented company of comedians, the likes of which has never been duplicated anywhere...The original, Emmy Award-winning SATURDAY NIGHT!

NOW IN A 60-MINUTE FORMAT

Producer Lorne Michaels, the acknowledged genius behind its creation and development, has now edited each of these 90-minute shows into a 60-minute format that is brighter, faster-paced and even funnier than before!

THE GREAT CAST IS INTACT!

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

PLUS EXTRAORDINARY GUEST STARS!

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

THE ULTIMATE IN COUNTERPROGRAMMING

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

"SATURDAY NIGHT" TARGETS THE HARD TO REACH VIEWER!

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

Just look at our audience profile.

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

SOURCE: NSI 7-3-80 All Sweeps

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

Now available for stripping, Fall 1981!
SATURDAY NIGHT!



Distributed exclusively by
FILMWAYS ENTERPRISES

ALREADY SOLD
IN 20 OF TOP 25
INCLUDING TOP 10 MARKETS

FAVORITE
FOR GUILTY

CRIMINAL
PRISON
THE NEW
THREE-SEASON

CATA on Copyright

Association wants no changes in law, but if there must be, it wants elimination of the 'must carry' rule and liability for local television signals

Stressing that it wants no change in the present copyright law but recognizing that changes may be made, the Community Antenna Television Association has set forth its alternatives.

As detailed in a letter to Representative Robert Kastenmeier (D-Wis.), chairman of the House Judiciary subcommittee charged with copyright issues, CATA proposed elimination of the compulsory license in current law and the FCC's "must carry rules," no copyright liability for local signals and "a signal carriage complement" of three network signals, three independents and one educational and full copyright liability for all other signals.

CATA also noted if its suggestions were adopted, there would be no need for the Copyright Royalty Tribunal to participate in cable copyright matters and proposed relieving the CRT of its cable authority.

In a letter accompanying the proposals, CATA President Ben V. Willie stated that CATA "opposes any change in the current law" and urged the subcommittee to hold off on devising a new one. "It is too early to pass judgment on the workability of the present law as it applies to cable," Willie said.

If there are to be changes in the law, Willie said, "the attached proposal is what we would like to see incorporated in your efforts."

In its three-page support of its proposals, CATA said: "There can be no equity or fairness regarding copyright law ... while cable television operators are required to carry any specific broadcast signals. The 'must carry' rules now embodied in the [FCC] rules ... would have to be eliminated before any of the remaining CATA copyright proposals could be workable."

Having established that foundation, CATA argued that viewers outside urban areas have the right to see the same array of programming as viewers in urban areas. Since copyright owners make most of their profits in urban markets "it would not place any burden on the copyright owners to create an exception to the general rule of full copyright liability to assure that areas deprived of the ability to see a full complement of independent programming at least get that opportunity through ... cable television."

As for copyright liability for local signals, CATA said copyright owners are "already compensated for local television broadcast signals by the local broadcasters." Local signals, according to CATA's definition, are signals received "off-air, without the use of additional microwave or satellite transmission." CATA suggested it would oppose local signal definitions based on "arbitrary zones" or "theoretical contours."

With the exceptions of local signals and the "signal carriage complement," CATA said it would support full copyright liability. But since full liability would "require the development of a new mechanism for the negotiation and distribution of programming," CATA suggested full liability be phased in after a three-to-five-year period.

WNCN counters petition to deny

Station's owner, GAF, says citizen groups' attempt to take away license of classical music station doesn't answer public interest question

In response to a petition to deny renewal of the license of WNCN(FM) New York—by the WNCN Listeners Guild and Classical Radio for Connecticut—the station's licensee, GAF Broadcasting Co., contends that the listeners' groups do not address the essential question of "whether WNCN's performance during the previous [license] term shows that its renewal would serve the public interest. . . ."

The listener groups have argued that renewal of GAF's license for the classical music station should be denied because GAF has failed to honor a contract, executed in 1976, which gave Concert Radio Inc. a five-year option (expiring June 7, 1980) to buy the station for \$2.2 million plus expenditures, if GAF decided to sell (BROADCASTING, May 11). At the time, Concert had filed a competing application to operate a station on the same frequency as WNCN, but withdrew that application after acquiring the option to buy WNCN.

The validity of that option agreement is now being litigated in a New York court which GAF suggests is the proper forum for resolving the dispute. "[The] petitioners are attempting to transform a private dispute over the meaning of an option agreement into an issue cognizable under the Communications Act," said GAF, even though "the commission has repeatedly held ... that such disputes properly belong only in court." The mere existence of the dispute, GAF argued, "does not show that a licensee lacks the character qualifications to have its license renewed."

Jurisdictional issues aside, GAF said that certain resolutions initiated by its board of directors last December looking toward the possible sale of the station did not trigger the option agreement. "GAF has made no final decision to sell WNCN, no buyer has been selected and no application has been submitted to the FCC," it said.

GAF also contends that Concert has waived its right to buy WNCN under the option "through representations by Mr. Earle K. Moore, its secretary and attorney, assuring GAF that Concert would not exercise its option if GAF found a buyer who would maintain the classical format."

GAF also challenged the accuracy of a

sworn affidavit used by the listener groups to support allegations that GAF's stated intention to sell WNCN only to an entity that would maintain its classical format was "calculated to mislead the public."

That affidavit was submitted by Michael Sullivan, an attorney for Concert Radio Inc. Sullivan stated that in a conversation with Morton Hamburg, an attorney for a client interested in purchasing WNCN, Hamburg told Sullivan that "GAF had mentioned a sale price of approximately \$11 million."

Based on that sworn statement, the listeners' groups contended that GAF could not have reasonably expected to find any buyer willing to pay that price and maintain the classical format.

In an affidavit that GAF submitted with its opposition to the listener groups' petition to deny, Hamburg stated that Sullivan's sworn statement "inaccurately sets forth the substance of our conversation. . . ."

Hamburg said that the thrust of what the GAF representative told him was, "unless you are interested in offering \$10 million or \$11 million to buy the station, it isn't worthwhile to discuss it any further." Hamburg said he did not take that to be a "sale price ... counteroffer by GAF ... or valuation of the station's worth."

Hamburg also stated that following GAF's announcement on Dec. 30 that it would consider selling WNCN, the company indicated to him that it was not pursuing such discussions nor receiving any purchase offers.

Tower introduces bill to require customer notice of phone bill subpoenas

A bill to give news organizations, other business organizations and private citizens the right to contest government subpoenas for their telephone billing records was introduced last Tuesday, June 16, by Senator John Tower (R-Tex.). Current law allows government agencies to acquire such records directly from phone companies without prior notification to telephone users.

Tower's bill parallels the Right to Financial Privacy Act of 1978, which prevents the release of bank statements without prior notification of the customer involved. The Supreme Court ruled in 1979 that journalists have no guarantee under the Fourth or Fifth Amendments of advance notice of subpoenas for their telephone billing records, where names of confidential sources could be obtained.

"American citizens have the right to expect confidentiality of communications," said Tower, who introduced similar legislation in the 96th Congress. "Although the policies adopted by the Bell System are commendable, we need to provide reasonable federal standards governing production of toll records." The bill (S. 1375) has been referred to the Commerce Committee.

New ad contract forms expected to increase station revenues, profits

AAAA approves new language for TV and radio standard forms that is expected to clear up old problems and speed up collection, payment processes

New standard forms for spot television and spot radio contracts, which station sources say should hasten the collection of spot revenues and increase station profits materially, were approved by the American Association of Advertising Agencies last week.

The new forms provide guidelines to resolve the sticky problem of payments and collections when discrepancies occur. They also provide an approach to reconciling long-standing differences between agencies and broadcasters on the question of liability for payment. In addition, they clean up a lot of legalese that cluttered the old forms, and bring them into line with current business practices.

Some station operators familiar with the new forms estimated they could save broadcasters \$60 million to \$70 million a year. One major-market FM broadcaster was quoted as saying that "this will increase my bottom line by \$20,000 a year." He also planned to adapt the radio form for use in local sales.

The radio form also solves a problem that would arise if the FCC's deregulation of radio is upheld in court, eliminating the need for stations to keep official logs. The logs are specified in the old forms as verification that spots ran when and as ordered. In the new radio form, the station warrants "that the information shown on invoice is true and correct and was taken from the commercial record produced and maintained at the station and, on request, will be made available for inspection by agency or advertiser for a minimum of 12 months from the month of broadcast." (The official log is retained as the source in the new TV contract.)

The new contracts, which replace forms in use for the past decade, were developed by the Station Representatives Association, under the leadership of SRA Managing Director M.S. Kellner, in collaboration with AAAA officials over the past five months.

It is expected that they will be put into use next Jan. 1, and that they will be endorsed and recommended not only by AAAA but also by SRA, the Broadcast Financial Management Association, the Na-



Kellner

tional Association of Broadcasters, the National Radio Broadcasters Association and the Radio Advertising Bureau (in the case of the radio contract) and the Television Bureau of Advertising (the TV contract). All these organizations figured in their development.

The new TV and radio forms are substantially identical except where TV and radio business practices differ.

One of the thorniest problems they tackle is the handling of discrepancies. More and more, especially as interest rates have climbed, broadcasters say that when discrepancies occur, many agencies withhold all payments under a contract until all discrepancies have been resolved.

The new forms specify that "payment by agency of items which are not in dispute (i.e. nondiscrepant items) on each invoice is due within 15 days after receipt of invoice by agency." This provision continues:

"If any discrepant item(s) exist on invoice, agency shall, within 21 days after receipt of invoice, send written notice of discrepant item(s) to station. Station shall reply to agency in writing within 15 days after receipt of notice of discrepant item(s)."

The same section also undertakes to resolve differences between broadcasters and agencies over liability for payment. The AAAA has insisted that agencies should have sole liability. Broadcasters, however, have wanted some assurance that if an agency failed to pay, the client involved would be responsible. Some broadcasters, including Post-Newsweek Stations, Westinghouse Broadcasting and Metromedia, have developed their own contract forms to provide greater assurance than the old AAAA forms seemed to offer.

The old ones held the agency solely liable "except"—in a proviso adopted after buying services entered the scene and one

went bankrupt—"that where agency is not an advertising agency" the client "shall be liable in the event of default by agency."

The new forms offer these guidelines, characterized by SRA's Kellner as providing, along with the discrepancy guidelines, "incentives for good business practices" for both stations and agencies:

"Station agrees to hold agency solely liable for payments to be made under this contract, provided, however, that if agency fails to pay nondiscrepant portions of any invoice rendered in compliance with the provisions of this contract within five weeks after the end of the month for which the invoice was rendered, station may elect to notify agency and advertiser in writing of such nonpayment. From and after receipt of such notice:

"(1) Agency shall remain solely liable to station for payment of all invoices in respect of which payment has been made to agency by advertiser prior to receipt of the notice and

"(2) Advertiser shall be solely liable to station for payment in respect of which payment was not made to agency by advertiser prior to receipt of the notice.

"(3) Advertiser shall be liable to station for payment made to agency upon advertiser's knowing that agency has entered into an agreement purporting to assign or pledge to a third party monies which may be, or become, payable by advertiser to agency."

Provision (3), Kellner said, was to cover a situation that "rarely happens but sometimes does," as when a buying service went bankrupt after pledging its receivables as security for bank loans, with the result that "the bank, not the stations, got the money."

The new forms eliminate the old provision stating that the station is selling at the lowest rate outstanding "for like broadcasts at the time this contract is entered into," and that if the station reduces the rate for "like broadcasts" during the life of the contract, the rate in the contract will be similarly reduced at the same time.

This provision, Kellner said, at one time had some meaning, but in recent years, when spot buying is based on negotiation, it has lost its relevance. As in the past, the station reserves the right to increase rates during the term of the contract, but the increase becomes effective when accepted by the agency, rather than three months after the agency is notified.

Terms of combinability, for discount, of broadcasts of a corporate parent and subsidiary companies, and of commercial announcements of varying lengths and scheduling, are made "subject to station's rate card" in the radio form and are eliminated altogether from the TV form.

The new forms also clean up a lot of verbiage. In the old forms, for example, the

section "Failure to broadcast" starts: "If, due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes or for any other cause, including mechanical or electronic breakdowns, beyond station's control, there is an interruption or omission. . ."

The new forms replace all of that with the following: "If due to any cause beyond station's control, there is an interruption or omission. . ."

Although the AAAA's approval of the forms followed some five months of negotiations, efforts to get them updated go back three years, when the SRA radio trade practices committee and the AAAA embarked on a joint project to review and revise. After about a year, however, the project had progressed to the point of review by the lawyers, where it bogged down.

Last fall, the SRA decided to draft a revision "the way we thought it should be" and submit it to the AAAA. The SRA at that point was especially concerned with clarifying the "sole liability" issue. Meanwhile, without SRA's knowledge, a National Association of Broadcasters group, led by Jerry Lee of WEAZ(FM) Philadelphia, had launched a similar project.

When the NAB and SRA groups learned they were working along parallel lines, they joined forces and Lee called a

meeting that included not only those two organizations but also representatives of the National Radio Broadcasters Association, the Broadcast Financial Management Association, the Radio Advertising Bureau and the Television Bureau of Advertising.

At that meeting, SRA's Kellner was assigned to be the negotiator for the groups. After a series of conferences to get the broadcasters' position developed, he submitted a draft to Harry Paster, AAAA executive vice president. Paster named Bob Purcell, AAAA vice president, to be coordinator of AAAA staff work, and the draft, with subsequent revisions, went to AAAA's fiscal control committee and TV-radio committee for comments and suggestions.

Meanwhile, the BFM's Broadcast Credit Association had been working with the SRA and AAAA on discrepancy guidelines. These were approved by the AAAA while the contract negotiations were proceeding, and were incorporated into the proposed contract. The final drafts of the new forms were then submitted to the AAAA operations committee, which approved them on May 15 and sent them to the full AAAA board. The board approved them in principle last Tuesday and gave final approval last Thursday.

Radio as narrowcaster highlighted at ANA/RAB day

Over 800 media executives hear success stories of use of radio to hit specialized audiences

Radio's prowess in delivering both mass and targeted audiences was documented in case histories presented last Tuesday (June 16) at the annual Association of National Advertisers/Radio Advertising Bureau radio workshop in New York.

More than 800 advertiser, agency and media officials gathered at the Waldorf-Astoria hotel to hear an assortment of advertising and radio specialists suggest ways that radio may be used in the critical period ahead when new electronic forms collide with the traditional media.

There were assurances that radio would survive in the coming age of "narrowcasting" because radio already has adapted itself in recent years to the specific demographic audiences sought by many advertisers.

In the keynote speech, Burt Manning, chairman and chief operating officer of J. Walter Thompson Co., U.S.A., stressed that radio is in "a fortunate position" in this era of the new media because through time radio has transformed itself into a specialized vehicle.

He noted that radio, with the growth of television, aimed for smaller, specialized, more homogeneous audiences. He continued:

"Narrowcasting is the word invented to describe the new video media, and radio is already there. It introduced us to narrowcasting even before the word was invented—the fact that a diversity of tastes and interests is best served by a similar diversity of programing."

Manning said JWT is the largest spender in local radio and relies on a national organization of field buyers to become acquainted with the personalities of the 8,000 radio stations that blanket the country. He offered this advice: "Local markets are as individual as fingerprints—and you'd better understand them precisely. Frequency is often what makes radio reach effective, because in any given time slot you're buying—in comparison to TV—relatively small audiences, and you build them by a process of accumulation."

Radio's effectiveness in reaching a specific audience, buyers of bottled water, was described by A. H. "Pete" Mathieu, chairman of the board and creative director of Mathieu, Gerfen & Breaner, New York, agency for Perrier, which allots 80% of its advertising budget to radio.

He attributed the success of the Perrier campaign in part to the radio commercials in which Orson Welles is featured as spokesman. The commercials use the copy line, "It is good but is not Perrier" and

Bottom Line

Yen up, Sony down. Consolidated sales of Sony Corp. rose 16% in second quarter to \$1.13 billion, but net earnings were off 25%, to \$52.2 million. Sony suggested strength of yen vs. dollar this year held back potential overseas sales, where yen's relative weakness last year had boosted them, effecting earnings comparison. Strong yen also boosted effective tax rate. Earnings per American Depository Receipt were 23 cents.

Dividend news. CBS Inc. board of directors declared dividends of 70 cents per share of common stock, 25 cents per share of preferred stock, payable, respectively, June 12 and June 30 to holders of record May 27. John Blair & Co., directors declared 25-cent dividend on common shares, to be paid June 22 to holders of record June 10. Scripps-Howard Broadcasting declared 80-cent dividend payable in June to holders of record May 27.

Meeting minutes. Shareholders of Harte-Hanks Communications approved increase in authorized number of shares from 12.5 million to 25 million during annual meeting. Company said it has "no present plans" to issue "substantial amount of common stock." Company also said it expects to finish year with record earnings. Following meeting, directors set 20-cent-per-share dividend, payable June 20 to holders of record June 1.

Disney dividend. Board of directors of Walt Disney Productions, meeting in Los Angeles June 9, declared quarterly cash dividend of 25 cents per share, payable August 3 to stockholders of record July 6.

Food for thought. Acton Corp. is trying to eliminate impression of corporate schizophrenia its mix of communications and foods businesses presents to some members of financial community. Board of directors has approved in principle split of company into two separate corporations by spinning off its snack food operations, food distribution wing and egg farms in stock distribution. Each Acton Corp. share would net one share holder of Acton Food Corp. issue. Target date for split is fourth quarter 1981; lender and regulatory approvals are needed. Company has also just begun sale of separate 775,000-share issue on new Acton Corp. common—four million shares were already outstanding.

Southern exposure. Order for \$3 million in RCA broadcast equipment has come from Corporacion Venezolana de TV (Venevision) in Caracas. Purchase includes 10 TR-800 one-inch videotape recorders, four TK-47 studio cameras, six YK-86 hand-held cameras and mobile production van with four TK-780 triaxial cameras. Order marks Venevision's first move into one-inch tape operation.

center on such characters as Dracula, Socrates, Ponce de Leon or a tough Western outlaw in search of liquid refreshment.

The radio campaign, Mathieu said, is intended to communicate that "there is nothing better than Perrier" and to "rekindle talk and encourage consumer involvement in the brand."

He said Perrier was introduced nationally in 1976 and enjoys "the highest sales in history." Among the values of radio he cited were low production costs and creative opportunities, allowing advertisers to "move through time and space . . . to tell stories . . . to involve the consumer . . . and let him use his imagination."

Even the generous budget spent by Perrier is exceeded by Allied Van Lines, which earmarks 100% of its advertising outlay to radio. Patrick D. Shea, director of advertising and sales promotion for the moving company, told the ANA-RAB audience that from 1975 through 1979 Allied had withdrawn completely from advertising.

In 1980 Allied returned to radio with D'Arcy-MacManus & Masius. Shea said television was rejected because it was costly and failed to provide frequency for a re-emerging corporation that needed immediate awareness. Newspapers proved expensive and lacked the required national coverage and magazines lacked flexibility, according to Shea.

Radio, he said, was the only medium to provide "the right combination of frequency, efficiency and flexibility." The radio campaign was developed to build awareness nationally and to provide strong local identification for Allied's 400 agents. As an example of radio's flexibility, Shea said that when Allied decided to cut its moving rates last spring, the agency created a new script on Saturday and by Monday it was distributed to more than 400 stations in 185 markets.

Shea was enthusiastic about radio's contributions. He said the agents are "excited," and are spending their own money on advertising, particularly on radio. And he emphasized that next fall Allied again will mount an all-radio campaign.

Another solid booster of radio advertising was General Foods Corp., White Plains, N.Y. Keith W. Landau, associate manager, planning and national media services, detailed the reasons for a 500% increase in radio advertising over the past five years.

"As a result of individual brand's investigation into radio as both an efficient and effective communicator, we expect to increase radio in 1982," Landau told the gathering. "Radio has become an important enhancement to the marketing mix of many General Foods brands."

Landau recounted how different company brands have used radio effectively: Maxwell House used different commercials at different times of the day; Open Pit barbecue sauce took advantage of promotional events tied to radio; Sanka Brand decaffeinated coffee used network radio to reach older audiences; Country Time lemonade flavored drink tapped radio dur-

ing summer months to reach motorists or family members outdoors.

"Radio can work for diversified brands within a large corporation," Landau said, something his company actively pursues.

Radio was described as a key ingredient in the sales success of Peek Freans cookies, whose sales in the U.S. have doubled since 1978. Brian Sherwood, senior vice president and director of marketing for Geer DuBois Inc., New York, said radio is the primary medium for Peek Freans.

Sherwood reported that Peek Freans, a British cookie, had been marketed in the U.S. for more than 100 years, mainly via specialty shops. There had been no serious attempt at advertising until 1978. A major obstacle, according to Sherwood, was that Peek Freans did not appeal to children, the major consumer of cookies in the U.S., because they contained no marshmallow, peanuts or chips.

The Geer DuBois executive said a radio jingle was created that positioned Peek Freans as "serious cookies much too good to waste on children." Radio, he said, provided sufficient frequency to install the name in the minds of listeners and supplied merchandising support with supermarket and drug chains.

Tom Little, president of Tom Little Productions, New York, suggested a list of questions that producers creating radio commercials should ask themselves: "Is this advertising that solves the advertiser's problems? Is the copy credible . . . does it say the right thing to the right people? Are your housewives, for example, saying things that housewives really say? Is your commercial interesting and involving? Does your commercial make people want to buy?"

Radio's strength in building advertiser awareness was pointed up by Maureen Hartigan, manager, corporate advertising, TRW Inc., Cleveland. She reported that awareness of TRW among "the movers and shakers in the business and financial world" was higher in broadcast markets than in control markets where only national print was used.

Hartigan said that over the past seven years TRW has spent about \$20 million on corporate advertising, focusing on early drive time in radio and late-evening news in television.

In comparing the two broadcast media, Hartigan said that "we believe that radio offers the more immediate impact . . . Radio also gives us additional flexibility in programing and we believe there is more station loyalty among our radio audience."

William H. Swain, director of marketing for the Kellogg Co., Battle Creek, Mich., outlined the way Kellogg uses radio in combination with television and print on various event campaigns.

The radio campaign, he said, was a "pep talk" each morning during drive times and was particularly effective in reaching not only the consumers but Kellogg's local sales force.

He noted that cable TV calls itself "narrowcasting." He said radio "has been doing this for years."

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1980's top-100 TV advertisers and expenditures

Annual TVB estimates put total spending at \$10 billion mark; Procter & Gamble again biggest spender, General Foods second

Television advertising expenditures in the U.S. in 1980 approached—and probably exceeded—\$10 billion, according to estimates released by the Television Bureau of Advertising.

The figures, based on monitoring by Broadcast Advertisers Reports, put total national TV advertising at \$7,643,379,100 and local and retail TV advertising at \$1,983,405,200. Their total was \$9,626,784,300, up 10.7% from comparable figures for 1979.

The estimates are, in fact, minimums, since the national and regional spot and local/retail components are based on monitoring in 75 of the country's 200-plus markets. The 75 are leading markets, however, and represent about 83% of total U.S. spot and local dollars as reported by the FCC. On that basis, the TVB/BAR figures would project to about \$10.5 billion for the

country for the entire year.

The TVB figures encompassed (1) local/retail advertising by product category for 1980 and 1979, being released for the first time; (2) similar category estimates for national TV advertising, combining national spot figures that had been released previously (BROADCASTING, April 27) and network estimates that had not been, and (3) a new list of the top 100 TV advertisers ranked according to total expenditures in national spot and network.

All of the spot and local estimates, TVB said, have been adjusted to approximate the levels of spending reflected in FCC reports for the 75 BAR-monitored markets (BROADCASTING, April 27). Thus the 1980 and 1979 estimates are comparable with each other but not with estimates for prior years.

The top 100 TV users in 1980 spent \$5,619,006,800 in network and spot, a 10.99% increase from 1979. They put \$3,980,108,400 into network, a gain of 10.46%, and \$1,638,898,400 into spot, a gain of 12.28%.

Procter & Gamble, as usual, was the number-one TV spender by a wide margin, investing \$486,310,200 for a 14.78% increase over 1979. P&G increased its network spending by 24.67%, reaching \$361,066,700, but cut spot investments by 6.6% to \$125,243,500. General Foods ranked second with \$278,406,400, up about 1%, but increased spot by 6.6% while trimming network about 1%.

TVB said 80 of the top 100 TV advertisers increased their television outlays in 1980. The list included three newcomers: Thomson Medical Co. at \$24.6 million, Jeffrey Martin Inc. at \$24.3 million and Adolph Coors at \$19.2 million.

In local/retail advertising, restaurants and drive-ins formed the largest advertiser category, spending an estimated \$287.9 million, or 9% more than in 1979. Food stores ranked second with \$148.7 million, up 11%; banks and savings and loan associations were third with \$140.9 million, a gain of 1%, and department stores were fourth with \$131.2 million, up 11%.

Among the fastest-growing local/retail

	Spot	Network	Total		Spot	Network	Total
1. Procter & Gamble	\$125,243,500	\$361,066,700	\$486,310,200	53. Gulf & Western	12,499,100	22,681,400	35,180,500
2. General Foods	76,918,000	201,488,400	278,406,400	54. Greyhound	8,656,000	24,255,100	32,811,100
3. American Home Products	33,369,600	123,911,900	157,281,500	55. J.C. Penney	13,845,300	18,579,100	32,424,400
4. Ford	28,146,500	125,701,500	153,848,000	56. American Cyanamid	12,902,400	19,293,900	32,196,300
5. PepsiCo	55,640,500	88,822,100	144,462,600	57. Nissan Motor	13,848,000	18,150,000	31,998,000
6. General Motors	16,881,600	123,498,900	140,380,500	58. Columbia Pictures	4,685,200	27,121,000	31,806,200
7. General Mills	61,104,300	75,751,000	136,855,300	59. American Motors	13,908,000	17,733,900	31,641,900
8. Bristol Myers	18,807,800	106,061,100	124,868,900	60. Volkswagen	11,673,600	19,434,700	31,108,300
9. McDonalds	66,624,800	53,588,300	120,213,100	61. Noxell	2,619,400	28,092,700	30,712,100
10. Philip Morris	21,579,300	97,392,200	118,971,500	62. Polaroid	874,900	29,812,500	30,687,400
11. Lever Brothers	34,768,200	74,111,800	108,880,000	63. CPC International	10,971,300	19,211,800	30,183,100
12. AT&T	48,314,200	57,388,100	105,702,300	64. Mattel	15,051,500	14,556,600	29,608,100
13. Coca Cola	44,055,300	57,897,300	101,952,600	65. Hershey Foods	8,268,100	21,328,600	29,596,700
14. Sears, Roebuck	14,651,700	86,951,500	101,603,200	66. American Express	10,677,900	18,725,300	29,403,200
15. Johnson & Johnson	4,769,200	90,471,500	95,240,700	67. Squibb	3,642,800	25,439,700	29,082,500
16. Ralston Purina	18,616,200	73,386,200	92,002,400	68. A.H. Robins	28,923,200	38,900	28,962,100
17. Anheuser-Busch	21,532,100	65,423,500	86,955,600	69. Kimberly Clark	9,324,700	18,107,000	27,431,700
18. Warner-Lambert	21,323,100	63,167,100	84,490,200	70. Milton Bradley	16,074,800	10,245,300	26,320,100
19. Pillsbury	30,163,600	53,254,900	83,418,500	71. S.C. Johnson	2,964,000	23,330,900	26,294,900
20. Dart & Kraft	30,422,600	48,200,300	78,622,900	72. RCA	5,953,000	19,873,800	25,826,800
21. Kellogg	17,098,400	59,803,200	76,901,600	73. Campbell Soup	9,367,500	16,403,000	25,770,500
22. Chrysler	10,405,200	65,289,900	75,695,100	74. Pfizer	1,289,100	24,301,700	25,590,800
23. Gillette	11,792,900	59,509,700	71,302,600	75. MCA	9,596,300	15,976,800	25,573,100
24. Mars	27,345,800	36,689,200	64,035,000	76. Carnation	2,642,100	22,817,600	25,459,700
25. Consolidated Foods	20,032,900	43,293,300	63,326,200	77. SmithKline	2,607,800	22,529,100	25,136,900
26. Sterling Drug	4,887,600	56,790,400	61,678,000	78. Trans World	10,425,200	14,225,100	24,650,300
27. Richardson Merrell	11,740,100	49,885,200	61,625,300	*79. Thompson Medical	2,599,000	22,047,900	24,646,900
28. Colgate Palmolive	21,437,300	40,096,900	61,534,200	80. Borden	6,914,200	17,589,000	24,503,200
29. Nesfood	22,822,900	35,993,900	58,816,800	*81. Jeffrey Martin	10,133,700	14,187,500	24,321,200
30. Quaker Oats	10,551,700	46,653,600	57,205,300	82. K Mart	17,855,700	5,060,100	22,915,800
31. Chesebrough Ponds	6,095,800	49,039,300	55,134,100	83. Toyo Kogyo	2,418,000	20,335,100	22,753,100
32. Toyota	30,364,400	22,945,300	53,309,700	84. Royal Crown Cola	16,595,800	5,663,400	22,259,200
33. Nabisco	11,763,600	39,151,400	50,915,000	85. Ciba-Geigy	3,479,400	17,840,000	21,319,400
34. Esmark	8,064,000	41,854,800	49,918,800	86. E. & J. Gallo	1,573,800	18,970,200	20,544,000
35. Beecham Group	5,293,600	43,523,800	48,817,400	87. Alberto Culver	7,245,400	13,109,200	20,354,600
36. Clorox	3,995,100	44,490,500	48,485,600	88. 20th Century-Fox Films	5,946,500	13,950,200	19,896,700
37. Heublein	17,188,800	30,293,000	47,481,800	89. Levi Strauss	8,444,900	14,962,400	19,807,300
38. Revlon	21,684,200	25,305,600	46,989,800	90. UAL	11,186,600	8,491,000	19,677,600
39. Wrigley	11,998,500	34,127,600	46,126,100	91. Wendy's International	10,301,900	9,036,400	19,338,300
40. ITT	26,903,400	18,270,100	45,173,500	*92. Adolph Coors	15,927,000	3,259,300	19,186,300
41. Norton Simon	18,280,700	26,734,000	45,014,700	93. Transamerica	6,425,100	12,388,800	18,813,900
42. General Electric	7,633,700	32,986,800	40,620,500	94. R.J. Reynolds	7,481,400	11,025,500	18,506,900
43. Warner Communications	9,101,200	31,431,600	40,532,800	95. Beatrice Foods	13,128,800	5,346,100	18,474,900
44. Schering-Plough	5,117,900	35,242,700	40,360,600	96. N. American Philips	4,639,400	13,270,000	17,909,400
45. Schlitz	15,503,500	24,802,200	40,305,700	97. du Pont	2,112,300	15,728,800	17,841,100
46. Bayer	4,630,400	35,073,600	39,704,000	98. Exxon	7,677,900	9,891,200	17,569,100
47. Mobil	30,814,800	8,666,400	39,481,200	99. Dow Chemical	4,149,700	13,202,500	17,352,200
48. Heinz	14,397,500	24,740,100	39,137,600	100. Standard Brands	11,364,500	5,942,100	17,306,600
49. Morton-Norwich Products	7,038,500	31,190,200	38,228,700				
50. Eastman Kodak	3,305,200	34,694,200	37,999,400				
51. Time	27,459,800	8,791,600	36,251,400				
52. Union Carbide	3,924,700	31,752,800	35,677,500				
				Total	\$1,638,898,400	\$3,980,108,400	\$5,619,006,800*

* New to the top 100 in 1980.

categories were political advertising, up 31.6% to \$69.9 million in the 1980 national election year; personal services, up 37.5% to \$11.7 million; local media, up 27% to \$86.4 million, and apparel stores, up 24% to \$79.2 million. TVB noted that most co-op advertising is not reflected in the local/retail estimates because BAR credits it to the manufacturer.

Automotive advertising at the local/retail level declined 12% to \$156.3 million, but in network/national spot it increased 8% to \$743.1 million.

In total national TV advertising—network plus spot—the biggest categories were food and food products at \$1.35 billion, up 9.8% from 1979; toiletries and toilet goods at \$988 million, up 17.3%, and proprietary medicines at \$523.15 million, up 8.7%.

Much ado about Cable America offering on Wall Street

Sale of \$50 million seen as providing low-cost funds in short term for cable construction, with payment on deferred notes coming from system's revenues

Is it an innovative financing proposal or a dangerous precedent? Or is it just plain confusing? Those are different views on Wall Street of a proposed public offering for Cable America Inc. that's being handled by Drexel Burnham Lambert.

Cable America is the United States subsidiary of the privately held Canadian firm, Cablecasting Ltd., and it holds franchises in the Atlanta and Los Angeles areas.

The offering would sell to investors "units" combining \$50 million worth of subordinated debentures and convertible deferred payment notes. (At some future point, the two would be separable for independent trading.)

One basic idea of the offering is to allow the seller to hold down the current interest charges on the debentures through the mechanism of the deferred payment note. Proponents say the offering is structured to suit cable operators' need for low-cost funds during the capital intensive construction phase, with the revenues generated by a completed system then able to pay the deferred notes.

In this proposal, the notes accrue value at a set rate, and after a minimum of five years and a maximum of seven, the investor gets the greater of either the accrued value of the notes or 10% of what the company is then worth. (The company would get to choose whether to pay off the latter in cash or equity.) That's supposed to give the investor an "equity-related" cable play, while permitting the company the option of staying private. At this point, the yield on the debenture hasn't been set. The yield on the note's compounding rate hasn't been set either.

The prospectus for the offering can be "confusing," admit its supporters, who note it departs from "more traditional forms." Others in the financial community call the prospectus "a joke" and "a comic-book." One analyst observes that the proposal is causing "glee" in cable financial circles, saying that "if they can sell this, they can sell anything."

That's the basis of the worry some have—while Cablecasting Ltd. and its management are well respected on Wall Street, some fear ventures with less of a track record might follow the same course if this offering succeeds.

And other operators are evidently beginning to consider this type of financing, with Chuck Dolan of Cablevision Systems said to be eyeing such an offering to fund construction of the Boston franchise if he wins it. Warner Amex is the other MSO bidding for that franchise.

And some think success of the Cable America deal is assured—current guessing is that Drexel has already lined up some institutional investors for this package.

Bates tongue lashes station reps for lack of cooperation

For the second time in two years, Ted Bates & Co., New York, criticized national television station representatives last week for not cooperating sufficiently with Bates' media department in the negotiation and placement of spot TV purchases.

Last week's admonition was delivered by Isabel Ziegler, senior vice president and director of spot broadcast buying at Bates, as it had been two years ago. Ziegler covered substantially the same ground as in 1979 (BROADCASTING, June 4, 1979).

Approximately 200 sales and management personnel from representative firms were in attendance to hear Ziegler berate them for not "pitching" their markets; for lacking knowledge of their markets; for not informing buyers about pre-emptions in advance or within a week of their occurrence; for misleading the inexperienced buyers who seek information, and for submitting "unrealistic" availabilities.

She injected a personal note: "I cannot tell you the number of times I've heard our location is a problem . . . and many of you make Bates your last stop because it's convenient on your way home." (Bates is located on New York's west side, five or six blocks away from the usual locale of advertising agencies.)

Ziegler stressed that her complaints did not apply to all rep firms, but enough to create a problem. Ziegler invited representatives to arrange an appointment with her if they wanted to offer an explanation or a suggestion. She said she could not take questions during the meeting because the layout of the conference room was not conducive to a discussion.

Bates is a leading spot TV agency, having invested more than \$80 million in that medium in 1980.

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Stock Index

Exchange and Company	Closing Wed. Jun 17	Closing Wed. Jun 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	30 5/8	31 1/8	- 1/2	- 1.60	5	857
N Capital Cities	77 1/4	76	+1 1/4	+ 1.64	16	1,016
N CBS	58 1/4	58 3/8	- 1/8	- .21	8	1,623
N Cox	73	74 3/8	-1 3/8	- 1.84	11	986
A Grossa Telecasting	30 1/4	30 1/4			8	24
O LIN	34	36 1/4	-2 1/4	- 6.20	12	188
N Metromedia	140 3/4	137	+3 3/4	+ 2.73	15	630
O Mooney	8	7 3/4	+ 1/4	+ 3.22	11	3
O Scripps-Howard	66	60	+6	+10.00	10	170
N Storer	39 3/4	40 5/8	- 7/8	- 2.15	13	522
N Taft	31	29	+2	+ 6.89	9	303
O United Television	9	8 7/8	+ 1/8	+ 1.40		108

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russell	28 1/8	27 5/8	+ 1/2	+ 1.80	23	93
A Affiliated Pubs.	31 1/2	32 1/2	-1	- 3.07	13	162
N American Family	8 7/8	8 3/4	+ 1/8	+ 1.42	4	109
N John Blair	20 1/8	20 5/8	- 1/2	- 2.42	6	74
N Charter Co.	10 5/8	11 3/8	- 3/4	- 6.59	1	290
N Chris-Craft	36	34 3/4	+1 1/4	+ 3.59	18	113
N Coca-Cola New York	9	8 3/4	+ 1/4	+ 2.85	20	158
N Cowles	35 3/8	34 3/4	+ 5/8	+ 1.79	24	140
N Dun & Bradstreet	68 3/8	68 3/8			21	1,907
N Fairchild Ind.	26 3/4	25 3/4	+1	+ 3.88	8	305
N Gannett Co.	42	43 1/4	-1 1/4	- 2.89	11	2,271
N General Tire	28 1/2	28 1/8	+ 3/8	+ 1.33	12	687
O Gray Commun.	48 1/2	47 1/2	+1	+ 2.10	10	23
N Harte-Hanks	37 5/8	36 3/8	+1 1/4	+ 3.43	18	358
O Heritage Commun.	16 1/8	16 3/8	- 1/4	- 1.52	8	87
N Insilco Corp.	19 1/4	19 3/8	- 1/8	- .64	8	207
N Jefferson-Pilot	29 1/4	28 1/2	+ 3/4	+ 2.63	6	641
O Marvin Josephson	13 1/4	13 1/4			8	31
N Knight-Ridder	39 3/4	38	+1 3/4	+ 4.60	14	1,286
N Lee Enterprises	29 5/8	29 1/2	+ 1/8	+ .42	14	211
N Liberty	16	14 5/8	+1 3/8	+ 9.40	6	203
N McGraw-Hill	52 3/8	53	- 5/8	- 1.17	17	1,301
A Media General	38 3/4	37 1/2	+1 1/4	+ 3.33	11	280
N Meredith	65 1/4	64 3/4	+ 1/2	+ .77	10	205
O Multimedia	34	34 3/4	- 3/4	- 2.15	18	342
A New York Times Co.	36 5/8	33 7/8	+2 3/4	+ 8.11	11	439
N Outlet Co.	39 1/2	39 7/8	- 3/8	- .94	57	99
A Post Corp.	20 5/8	20 1/2	+ 1/8	+ .60	10	37
N Rollins	17 7/8	19 3/8	-1 1/2	- 7.74	7	487
N San Juan Racing	19 3/8	20 3/8	-1	- 4.90	22	48
N Schering-Plough	37	36 7/8	+ 1/8	+ .33	9	1,964
O Stauffer Commun.	45	45			11	45
A Tech Operations	15 5/8	15 1/4	+ 3/8	+ 2.45	17	16
N Times Mirror Co.	55 7/8	56 7/8	-1	- 1.75	13	1,905
O Turner Bcstg	22 1/2	22 1/2				225
A Washington Post	25 5/8	27 3/8	-1 3/4	- 6.39	10	359
N Wometco	22 3/4	23 7/8	-1 1/8	- 4.71	10	301

CABLE

A Acton Corp.	18 7/8	19	- 1/8	- .65	13	57
N American Express	53 3/8	51 1/8	+2 1/4	+ 4.40	11	3,805
O Burnup & Sims	15 7/8	16	- 1/8	- .78	20	141
O Comcast	28	26 1/4	- 1/4	- .95	29	100
N General Instrument	119 1/2	115 1/2	+4	+ 3.46	20	1,052
O Rogers Cablesystems	10 1/2	10 7/8	- 3/8	- 3.44	20	199
O Tele-Communications	27 5/8	27 3/4	- 1/8	- .45	27	658
N Teleprompter	35 5/8	35 1/2	- 1/8	- .35	30	606
N Time Inc.	74 7/8	77 3/8	-2 1/2	- 3.23	14	2,107
O Tocom	14 1/2	18 1/4	-3 3/4	-20.54		47
O UA-Columbia Cable	81	81 1/2	- 1/2	- .61	60	271
O United Cable TV	27 7/8	29 3/4	-1 7/8	- 6.30	19	273
N Viacom	29 3/8	31 1/4	-1 7/8	- 6.00	11	262

Exchange and Company	Closing Wed. Jun 17	Closing Wed. Jun 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 5/8	3 1/4	+ 3/8	+11.53	3	11
N Columbia Pictures	37 3/8	37 3/8			11	378
N Disney	65 1/2	65 1/4	+ 1/4	+ .38	16	2,131
O Enterprise Radio	3 5/8	3 7/8	- 1/4	- 6.45		9
N Filmways	8 1/4	7 5/8	+ 5/8	+ 8.19		51
O Four Star	1 3/4	2	- 1/4	-12.50	18	
N Getty Oil Corp.	62 1/2	61 3/4	+ 3/4	+ 1.21	7	5,134
N Gulf + Western	21 1/4	19 1/4	+2	+10.38	5	1,586
N MCA	50	51 3/4	-1 3/4	- 3.38	8	1,175
O Medcom	9 7/8	10 1/4	- 3/8	- 3.65	35	17
N MGM Film	11 1/8	10 1/2	+ 5/8	+ 5.95	7	361
O Reeves Commun.	51 1/4	50 3/4	+ 1/2	+ .98	36	185
O Telepictures	7 3/4	8	- 1/4	- 3.12	35	18
N Transamerica	25 1/8	25 1/2	- 3/8	- 1.47	7	1,641
O Video Corp. of Amer.	15 5/8	14 3/4	+ 7/8	+ 5.93	33	15
N Warner	50 7/8	53 3/8	-2 1/2	- 4.68	12	2,990
A Wrather	24 1/8	23 3/4	+ 3/8	+ 1.57		55

SERVICE

O BBDO Inc.	43 1/4	43	+ 1/4	+ .58	9	108
O Compact Video	21 1/8	22 1/4	-1 1/8	- 5.05	20	62
N Comsat	57 7/8	58 3/8	- 1/2	- .85	12	463
N Doyle Dane Bernbach	14	15 1/4	-1 1/4	- 8.19	4	17
N Foote Cone & Belding	34 3/4	32 3/4	+2	+ 6.10	9	95
O Grey Advertising	66	65 1/2	+ 1/2	+ .76	6	40
N Interpublic Group	36 5/8	36 5/8			7	163
N JWT Group	36	35 7/8	+ 1/8	+ .34	8	110
O MCI Communications	22 1/8	23	- 7/8	- 3.80	111	809
A Movielab	5 1/8	5	+ 1/8	+ 2.50	4	8
A MPO Videotronics	6	5 7/8	+ 1/8	+ 2.12	17	3
O A.C. Nielsen	45 3/4	42 1/2	+3 1/4	+ 7.64	19	513
O Ogilvy & Mather	33 1/2	33 1/2			10	138
O Telemation	2 3/8	2 3/8			14	2
O TPC Communications	4	3 7/8	+ 1/8	+ 3.22	29	3
N Western Union	22 1/4	23	- 3/4	- 3.26		337

ELECTRONICS/MANUFACTURING

O AEL Industries	17 3/4	18 1/4	- 1/2	- 2.73		29
N Arvin Industries	16 1/4	16 1/4			8	126
A Cetec	6 3/4	6 5/8	+ 1/8	+ 1.88	8	14
O Chyron	17 1/2	17 3/4	- 1/4	- 1.40	29	21
A Cohu	8 7/8	8 5/8	+ 1/4	+ 2.89	12	14
N Conrac	24 7/8	25 3/8	- 1/2	- 1.97	11	52
N Eastman Kodak	77 7/8	76 1/8	+1 3/4	+ 2.29	12	12,568
O Elec Missile & Comm.	10 1/2	11 1/8	- 5/8	- 5.61	131	28
N General Electric	65 3/4	66 1/4	- 1/2	- .75	10	14,903
N Harris Corp.	44 7/8	50 1/2	-5 5/8	-11.13	17	1,380
O Intl. Video*	1/8	1/8				
O Microdyne	28 3/4	32	-3 1/4	-10.15	21	76
N M/A Com. Inc.	32 1/4	32 1/4			28	1,076
N 3M	58 1/2	60	-1 1/2	- 2.50	10	6,813
O Motorola	71 3/4	76 7/8	-5 1/8	- 6.66	13	2,048
O Nippon Electric	95 1/4	85 1/8	+10 1/8	+11.89	73	3,127
N N. American Phillips	58 1/2	56 1/4	+2 1/4	+ 4.00	9	703
N Oak Industries	34 7/8	34	+ 7/8	+ 2.57	12	379
A Orrox Corp.	16	15 3/4	+ 1/4	+ 1.58	52	26
N RCA	23	24 1/2	-1 1/2	- 6.12	6	1,724
N Rockwell Intl.	42 1/2	42 5/8	- 1/8	- .29	11	3,187
A RSC Industries	6 1/8	6 1/8			15	14
N Scientific-Atlanta	31	33 1/4	-2 1/4	- 6.76	27	656
N Sony Corp.	22 7/8	23 1/8	- 1/4	- 1.08	38	4,932
N Tektronix	57 3/4	60	-2 1/4	- 3.75	13	1,054
A Texscan	19	18 3/4	+ 1/4	+ 1.33	37	56
N Varian Associates	28 5/8	28 1/2	+ 1/8	+ .43	13	220
N Westinghouse	31 7/8	33	-1 1/8	- 3.40	8	2,707
N Zenith	19 1/2	19 1/2			18	367

Standard & Poor's 400
Industrial Average 148.24 149.00 - .76

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.

White House press office formalizes existing job roles

Gergen, Speakes among those with new duties while Brady convalesces

The realities imposed on the White House press office by the wounding of press secretary James Brady three months ago are being realized in a reorganization of the office. In the process, a top White House aide who has been in overall charge of White House communications services has been given a title that formalizes the job he has been doing.

White House Chief of Staff James Baker III, who announced the changes to reporters on Wednesday, disclosed that David Gergen, who has been his staff director, will become assistant to the President for communications, with respon-



Gergen

tapped by Baker and presidential counselor Edwin Meese III as chief White House spokesman.

Baker, who, like other White House aides, has been sensitive to Brady's feelings on the issue, said he hopes Brady can return to his duties soon, and reported that he had discussed the proposed changes with him during a visit to his hospital room on June 12.

Speakes has had substantial access to the newsmakers in the White House. He meets with the President every morning, sits in on cabinet meetings and on meetings with congressional leaders, and participates in senior staff meetings. "I don't see much of a change in substance," said one White House press aide. "It's more a matter of the title to go with the position."

One addition to the press office staff has been made, at least on a temporary basis. Peter Roussel, director of government relations for the Houston Chamber of Commerce, will join the White House staff on July 1 as deputy press secretary. Roussel,



Speakes

sibility for overseeing the press office, speech writers and the Office of Communications.

Gergen, who was chief speech writer for President Nixon in 1973-74, then served President Ford, first as an aide to Chief of Staff Richard Cheney and then as head of the Office of Communications, has been a key man in the Reagan White House's information activities since the inauguration.

His role became somewhat more formal in March, when Baker informed the cabinet that Gergen was serving "as the focal point for all communications strategy and execution" (BROADCASTING, March 16).

Brady, still recovering from a gunshot wound in the brain suffered in the assassination attempt on President Reagan, on March 30, remains on the payroll and in the White House table of organization as press secretary. But the deputy press secretary, Larry Speakes, is moving into Brady's office with the title of principal deputy press secretary and deputy assistant to the President.

Those changes formalize what has developed in the operation of the press office since the attack on the President and the wounding of Brady, when Speakes was

who will handle the administrative duties that had been Speakes's before the latter took over Brady's role, will be initially on a 60-day contract. But he may become a permanent addition at the end of that time, Baker said.

Roussel has served in the White House before, as an aide to Donald Rumsfeld, when the latter was chief of staff to President Ford, and he has close ties to both Baker and Vice President George Bush. Roussel served Bush as press secretary when the Vice President was a member of Congress, United Nations ambassador and chairman of the Republican National Committee. He was an aide to Baker when the latter served as campaign director to President Ford's election committee in 1976.

Karna Small, the other deputy press secretary, will remain in that post. Although Small had been hired before Speakes and was regarded initially as outranking him, rumors have circulated in recent weeks that she would be leaving the press office staff. Apparently to spike those rumors, Baker made a point of saying Small would have "enhanced duties" in domestic policy.

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Confidentiality on trial. CBS-owned WCBS-TV New York and KNXT(TV) Los Angeles are devoting considerable air time and effort to separate projects intended to increase awareness of First Amendment rights. A highlight of the WCBS-TV programming package (June 8-26) was a 90-minute simulated trial scheduled for broadcast last Friday (June 19) at 11:30 p.m., with constitutional attorney Floyd Abrams pitted against *National Review* publisher William Rusher on the subject of press use of confidential sources. Abrams (l) is shown above "cross-examining" Reed Irvine, director of Accuracy in Media. The "judge" is Robert McKay, director of justice activities for the Aspen Institute of Humanistic Studies. The KNXT effort (June 7-July 4) included a high-school essay contest with submissions from seniors at 32 southern California schools. In addition to a First Amendment-orientation on regularly scheduled public-affairs programming, the CBS-owned stations on both coasts brought in big names for special series.

Rather takes the podium

During CBS consumer press tour, he suggests co-anchor would be needed if evening news were expanded to hour; CBS wants ABC's Walters and NBC's Brokaw

CBS *Evening News* anchorman Dan Rather hinted that his network may add a co-anchor to the program if, as is hoped, a new one-hour format is adopted. In a wide-ranging group interview during the CBS consumer press tour in Los Angeles, Rather first said: "I simply don't know," when asked if the network has plans to add a second anchor to the broadcast, but when pressed on the question, said he "frankly doubt(s)" whether one person could carry a nightly one-hour newscast. "We have some ideas in this regard," Rather continued, "but I'm not going to

share them with you."

Rather made those comments on Saturday (June 13). The previous day, in an exchange with the same group of critics, CBS News President William Leonard predicted "there is a 50-50 chance" CBS will expand its half-hour evening news program within the coming year. After noting "increasing acceptance of the idea [of expansion] among CBS affiliates," Leonard dismissed suggestions that recently returned CBS correspondent Bill Moyers or *Morning* anchor Charles Kuralt might be asked to co-anchor an expanded evening newscast with Dan Rather. Insisted Leonard: "It's never been considered."

Reporters asked about such prospective changes after being told, by both Leonard and Rather, that CBS News is actively negotiating with NBC's Tom Brokaw and ABC's Barbara Walters in a renewed attempt to lure them to the network. In separate sessions, Rather and Leonard expressed "delight" at the prospect of hav-

ing Brokaw or Walters under CBS contract, though neither would speculate on what their on-air duties might entail.

"There's a place—and a very good place—for Barbara Walters at CBS, and I hope we get her," said Rather. Asked what place that might be, he answered: "Wherever she wants ... I'd do as much as I could to accommodate her."

In evaluating his own performance, 14 weeks into his new job as anchor and managing editor of the *CBS Evening News*, Rather said he feels the network "still presents the best evening news broadcast" and "the strength of the coverage hasn't changed." If there is a weakness, it's that "Dan Rather is still finding his way," he said.

Rather gently chastised the television critics for paying too much attention to "the way you act, the way you dress and the way you speak, instead of how good a journalist you are." He responded bluntly to an observation that he comes across as cold and unemotional: "I don't think that perception is widely held ... If there is a problem, I don't spend much time thinking about it, and if I did I wouldn't know what to do about it."

He repeated earlier observations that changes he's made in the newscast have been "subtle, rather than major" and along the lines of those already mandated by Walter Cronkite before his March 6 departure from the newscast. "I've brought a fresh renewed commitment to do longer, less visually tied stories. ... We are trying to upgrade our ability to do more in-depth pieces."

On another issue, Rather said he thinks "there is a problem" with the Washington press corps being too polite to President Reagan and the new administration, in part as a result of the recent assassination attempt. "It's been an unusually long honeymoon period," he added.

Rather said he would not generalize about the state of broadcast journalism as currently practiced, other than to say that "the quality of local television journalism is getting better. You have to look at it on a market by market basis though ... All the major criticisms of television journalism are sometimes valid, and CBS is probably no exception."

The anchorman acknowledged that the competition has come at CBS hard since Cronkite's exit, noting that it was expected. "I don't know much about ratings, and I know even less about demographics," Rather concluded. "I'm a journalist ... and the first order of business for us is to be as good as we can be at journalism."

During the previous day's give-and-take, CBS News President Leonard praised Rather for doing "an exceptional job" since taking over Cronkite's position, particularly during coverage of the space shuttle, Reagan shooting and attempted assassination of the Pope.

Leonard attributed the slight decline in the network's share of evening news viewers to inroads by independent stations, competing leisure interests and the switch to daylight savings time.

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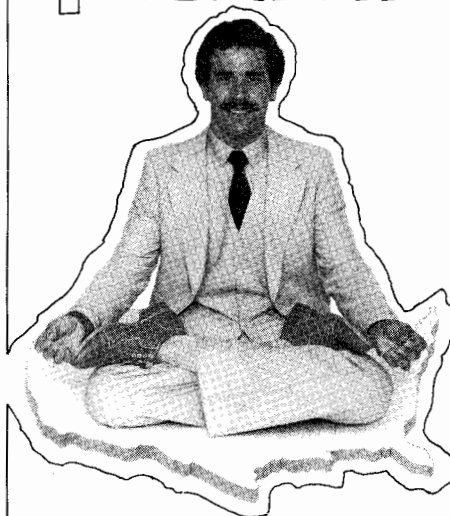
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Editorial experts gather in Chicago

NBEA's annual meeting to feature addresses by Byrne, Jesse Jackson, discussions of urban problems, issue advertising and workshops

A small but opinionated group of broadcasters gathers in Chicago this week to refine opinions and perfect delivery of them. They will be attending the annual convention of the National Broadcast Editorial Association, which opens Tuesday (June 23) for four days at the Sheraton-Plaza there.

NBEA President Ed Hinshaw, manager of public affairs, WTMJ Inc., Milwaukee, said he expects 75 to 100 of the NBEA's members to turn out for the convention. He added that the crowd may be swelled slightly by a number of "opinion lobbyists" who usually show up to try to influence the broadcasters. "Our policy is to listen to everybody," Hinshaw said.

Following a welcome by Chicago Mayor Jane Byrne and the keynote address by Illinois Governor James Thompson on Wednesday morning, the editorialists will consider opposing opinions on Reagan's economic policies from Rev. Jesse Jackson and representatives from the administration and Congress at a panel session.

In the afternoon, the broadcasters will become introspective and consider the threshold question of "Why Broadcast

Editorials?" at a panel session. That will be followed by a session on city planning; Chicago, of course, will be the case study.

Thursday is set aside for critiques. The broadcasters will gather in small groups to listen to and watch the works of one another and to offer criticism. Other critics, among them Lois Wille, *Chicago Sun-Times*; John Madigan, WBBM(AM) Chicago; Jack Williams, Northwestern University; Dick Goldberg, WLS-TV Chicago, and Curtis MacDougall, Northwestern, will also give their opinions of the opinion-makers in action.

The delegates will take a look at the changing regulatory environment of broadcasting on Friday. Don Reuben, a Chicago communications lawyer, and Paul A. Davis, news director, WGN-AM-TV Chicago, are scheduled to speak.

Ronald Rhody, vice president for public relations and advertising, Kaiser Aluminum, will address issue advertising and perhaps his company's suit against ABC's *20/20* at the Wednesday luncheon. Pat Polillo, vice president and general manager, KYW-TV Philadelphia, who has been critical of the job the broadcast editorialists have done in the past, speaks at the Friday lunch.

The NBEA's James Madison Award will be presented to Jean Otto, immediate past president of the Society of Professional Journalists, Sigma Delta Chi and founder of the First Amendment Congress, on Thursday night. Otto is op-ed page editor of the *Milwaukee Journal*. The congress is a coalition of journalism organizations.

NewsBeat

Open door. Latest state to have order on books allowing cameras and tape recorders in courtroom is New Jersey. State supreme court, following two-year phased-in experiment, last week made it permanent for all state courts. Either in trial and/or appellate courts, 33 states now allow such coverage.

Tentative agreement. Union membership still has to vote but strike at Associated Press (and Associated Press Radio) appears to have been averted with tentative accord between management and Wire Service Guild and United Telegraph Workers. New two-year contracts call for \$500 top-scale pay during 1981 and then \$533.50 in 1982 for editorial workers plus merit and new geographic-location differentials. High end of scale for technical employees is \$400.81 in 1981 and \$429 in 1982.

Cameras in Illinois. Illinois Freedom of Information Council and more than 35 media and journalism organizations have petitioned Illinois Supreme Court to permit cameras and microphones in state's courtrooms. Petition asks court to consolidate two earlier petitions pending before it, to set oral argument on issue and to permit radio, television and still camera coverage of hearing in supreme court courtroom.

Talk back. ABC News will kick off this summer experimental program, *Opinion*, during which individuals and organizations may disagree with conclusions reached on ABC News programs or may express views on broad issues affecting TV news. Premiere program will be one-hour, prime-time special and subsequent episodes will be carried in late night on quarterly basis, substituting for *Nightline*. ABC News notes that newspapers have letters to editors column and op-ed pages and says television needs to develop its own methods to telecast critics' views and stimulate debate.

Teacher, teacher. Actress Carol Burnett plans to donate \$100,000 from money won in libel suit against *National Enquirer* to University of Hawaii journalism school "to support teaching and research to further higher standards of professionalism and ethics in journalism." Burnett won \$800,000 from *Enquirer* and plans to give another \$100,000 to graduate journalism program at University of California at Berkeley. Hawaii school plans to establish Carol Burnett Fund for responsible journalism to conduct workshops and seminars.

Standard format devised for AM directional antennas

Ring, Cohen and Dataworld develop computer program to facilitate FCC processing of AM applications

In an effort to simplify the processing of AM applications for new stations and facilities changes, the FCC last January ordered the conversion of the descriptions of all directional antenna patterns to a "standard" format.

Instead of requiring the licensees to make the conversion to the standard themselves, the FCC awarded a \$650,000 contract to a joint venture of three Washington engineering firms—A.D. Ring & Associates, Jules Cohen & Associates and Dataworld Inc.—to do the job.

After three months of concerted effort and over 7,000 manhours, Ogden Prestholdt, a partner of A.D. Ring, a principal in Dataworld and head of the project, reports the task is almost completed. Over half of the some 2,000 antenna patterns have been converted and submitted to the FCC, Prestholdt said, and the rest will be delivered by today (June 22).

Before the FCC pumps the new data into its computer banks, it is putting the standard patterns on public notice for 30 days so that every station affected can comment on them and propose corrections. As of last Wednesday, six batches of the patterns had been issued by the FCC. It's too early to gauge reaction to the standard patterns, Prestholdt said. "But I don't expect too many complaints," he said. "I think it's done pretty well."

According to Prestholdt, the FCC's examination of AM antenna patterns for possible interference with other stations and for allocation studies has been complicated by the existence of three different ways of describing them, still used by most AM stations: theoretical patterns, patterns based on the maximum effective operating values (MEOV) and patterns based on proof-of-performance measurements.

The standard pattern "blends" the data derived from the various other patterns into a standard set of technical parameters. "We believe it is the best mathematical description" of the effects of a station's directional antenna, Prestholdt said.

The standard pattern is nothing new. Prestholdt said that all new station and major change applications filed since 1971 have had to employ it. But most stations'



Standard bearers. Conversion of all AM directional antenna patterns to common format by joint venture of three Washington engineering firms is nearing completion. Heading the efforts for the firms are (l-r): Jules Cohen, Jules Copen & Associates; Ogden Prestholdt, A.D. Ring & Associates, and John A. Lundin, Dataworld Inc.

patterns—approximately 2,000 out of 2,500—still employed the old ways, having setup their directional arrays prior to 1971 and having adjusted them through minor change applications.

The number of stations involved in the conversion process is less than the number of patterns, Prestholdt said. A single

station might have four or five patterns, he said, including patterns for different times of the day, for construction permits and for applications.

Prestholdt said the joint venture began work on the project immediately upon receiving the contract on March 4. There was some urgency to the task since the FCC wanted the data to update the U.S. station "inventory" for the Region 2 Administrative Radio Conference next November in Rio de Janeiro.

To complete the task in just three-and-a-half months, the joint venture assembled a task force of 31, including engineers and staff from all of three partners and a few former FCC engineers.

According to Prestholdt, the conversion of the patterns was a five-step process: gathering information from the FCC's files; preparing the data for computer entry; running the data through the computer; examining and checking the computer output, and preparing the draft for submission to the FCC. If the engineers checking the computer output discover errors, Prestholdt said, the whole process starts over again.

Although the joint venture performed the job under contract for the FCC computer, Prestholdt said the standard pattern data will also be stored in the Dataworld computer.

InSync

The hub. Communications Technology Management, McLean, Va., and NABU Manufacturing Corp., Ottawa, Ont., are developing super headend, designed to interconnect cable systems. According to CTM, "communications processing centers" are capable of passing interactive data and video among systems of particular region. Field tests of developmental system will take place in U.S. and Canada. U.S. test will involve four systems in Washington area: Tribune Co. cable's system in Gaithersburg, Md.; Warner Amex Cable Communications' system in Reston, Va.; Alexandria Cablevision Co., Alexandria, Va. and ARTEC, Arlington, Va. Canadian test will be conducted at Ottawa Cablevision. "If the cable industry plans to keep growing, it has to stop operating as individual, stand-alone systems," said Robert Schmidt, president of CTM, in prepared statement on need for interconnect. "Advertisers don't buy time in individual cable markets. They buy entire metropolitan areas and ADI's."

NPB microwave. Pyramid Video Inc., Washington-based TV production company, will provide television microwave services to and from National Press Building. Pyramid serves Independent Network News in New York and several foreign news networks. Systems will transmit microwave signals from room of National Press Building to satellite park in Virginia where signals will be retransmitted to AT&T system in New York for distribution to Europe, San Francisco and elsewhere.

Stereo feed. Warner Amex Satellite Entertainment Co. announced development of "optimized transmission technique" for stereo feed of its MTV: Music Television, launch of which is slated for Aug. 1. Cable systems will need \$1,400 transmission processor to receive and deliver stereo signal. Equipment is available from Learning Industries and Wegener Communications.

Sony news. First order for Sony Broadcast's new BVU-800 U-matic videocassette recorder has come from KNBC-TV Los Angeles. Station has ordered 14 units, to expand its editing facilities for electronic newsgathering.

Connecting the hemisphere by satellite

That's idea put forth by IIC; system would allow transborder exchange of data, TV, possibly high definition; number of problems—including standards—must be solved

Telecommunications services linking the U.S. and Canada are not new. But speakers at a symposium on regional communica-

tions issues indicate that satellite communication has the potential of adding a vast new dimension to a telecommunications market that also includes Mexico.

Indeed, William English, vice president of Satellite Business Systems, noted that major customers, such as General Electric, General Motors and Westinghouse, are forcing the transborder data-flow issue by demanding services—voice, data teleconferencing, and others—across the Canadian border. And SBS has applied to the FCC for permission to offer the service by private line. What's more, "We expect to provide service to Mexico, when the demand warrants," he said.

But as English and other speakers at the symposium, sponsored by the U.S. Na-

tional Committee of the International Institute of Communications, noted, there are problems. Intelsat, the worldwide satellite system, is concerned about regional systems draining business from it. And there are problems created by the laws of individual countries.

English, for instance, cited Canada's Foreign Investment Review Act, which he described as a "buy Canadian" law. Actually, it provides for screening of foreign investments to satisfy Canadian concerns that investment would be in Canada's interest. He also said there is a question as to how "we can assure that a reasonable amount of traffic is carried on Canadian satellites."

But, he said, "there is a general agreement that transborder services are an idea whose time has come." The Reagan administration's position on that issue is expected soon. William C. Salmon, special assistant to the under secretary of state for security assistance, science and technology, said the administration will comment early next month on the filings in the SBS proceeding. Salmon said that although Canadian traffic is the "biggest factor," Mexico's needs must also be recognized.

Eduard Berlin, a vice president of Citibank, noted that the telecommunications revolution has turned the "money market topsy turvy," and he made it clear Citibank sees satellite communication playing an increasingly dramatic role in the banking business.

But to the director of corporate planning for Canada's Telesat system, the transborder data-flow issue "is a bit of a red herring." Michael Patriarche noted that Canada and the U.S. have been served by a transborder telecommunications system for 100 years and said he did not understand the need for Intelsat's involvement in that system simply because of the new technology employed. All that's required, he said, is Intelsat's "concurrence." He agreed that arrangements between the two countries are needed, "but the technology is no problem."

Patriarche saw the markets for transborder data already present, and said they could be developed through cooperation between the U.S. and Canada. "But," he said, "we need government arrangements. With them, Canada is open to regional, nonexclusive, and profitable arrangements."

Some of the participants indicated that cross-border arrangements were a factor in television programming. Fred Cohen, director of co-productions for Home Box Office, noted that Canadian producers have sought aid from HBO, in the form of "prebuy" guarantees of films they intend to produce, and have received help—with conditions attached—quite often. Cohen also said HBO has cooperated with Canadian networks and television companies in the acquisition of films. And "when pay television develops there," Cohen said, "there will be the opportunity for joint financing of original productions."

But where Cohen talked of cooperative ventures, Rene Anselmo, president of

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Spanish International Network, bitterly complained of the "large fees" Intelsat members require of SIN—which transmits programming across various borders in the hemisphere and from Spain—for downlinks and uplinks.

The symposium also provided additional proof that Canada shares the U.S. view that the western hemisphere countries, in their Region 2 meeting in 1983 to develop a plan for direct broadcast satellite service in the 12 ghz band, should focus on "flexibility." J. G. (Jack) Chambers, director of space planning for Canada's Department of Communications, said Canada's early studies indicate the value of a two-step approach that would meet present television needs, yet afford the "flexibility" needed to accommodate "other potential services, such as high-resolution TV."

Chambers suggested a detailed orbit-frequency plan covering satellites placed west of the service area, and leave for the future those systems that would require satellites to be placed east of the service area. And if the direct broadcast satellite plan "does not develop to the extent or in the direction presently being forecast," Chambers said, the "second stage of planning would permit for modifications to be made to the original plan."

Canada, during a CITEL (Inter-American Telecommunications Conference) meeting in Ottawa last month, had joined in a consensus supporting development of a "flexible" plan at the 1983 conference ("Closed Circuit," May 18). However, U.S. officials viewed Chambers's reaffirmation of that position with some satisfaction.

Earlier, Stephen Lukasik, the FCC's chief scientist, stated the U.S. position in favor of flexibility. "The technology is still changing," he said. "We're talking about something continuing to develop. We'll see changes over the next few years, so it is important to remain flexible."

Unveiling the future at CBS

Company's Technology Center is at work on wide variety of projects ranging from noise reduction to digital to HDTV

Counting fish tails and drawing pictures of sounds—they're both part of the weighty research being conducted at the CBS Technology Center in Stamford, Conn. CBS last week opened the center to give the press and financial communities a peek at the projects under way at the facility. In fact, the fish tail count is part of the highest priority work now being conducted there—establishing a pilot production plant for the manufacture of videodisks in the RCA capacitance format. The fish tails in question aren't piscatorial—they're just the colorful description of some irregularities in the copper plating process of making a disk master.

On hand for the tour were CBS's vice

president, technology, Harry Smith, and vice president and general manager of the center, Dr. Don McCoy. Reviewing his list of priorities, McCoy ranked as tied behind the videodisk work the improvement of audio recording quality and advanced television technology. The former includes the development of the CX noise reduction system CBS recently announced. In television technology, the center is investigating digital television, with an eye to the all-digital studio of the future and high-definition television, teletext and videotext, "electronic cinematography" tape editing methods, laser links to connect remote units with their production vans and stereo audio for television. In McCoy's view, stereo sound on videodisks "will whet the appetite of the audience for broadcast stereo." CBS's researchers are looking for ways to introduce stereo effects in program post-production so that they can be achieved without major increases in program production costs.

Other projects developed or under development at the center are computer generated analyses (including pictures) of

sound waves as diagnostic aids for the company's Steinway piano subsidiary, and electronic enhancements of its Gabriel line of toys.

The most extensive portion of the tour was devoted to the many facets of the videodisk mastering operation. As McCoy described the effort, "we are learning how to build and make the equipment" that will enable CBS Records to master and press videodisks. Part of that testing involves assessments of how carefully the work environment needs to be controlled to produce satisfactory disks—or looked at another way, how dirty that environment can reasonably be.

Perhaps the most impressive portion of the tour was the demonstration of the CX noise reduction system. CBS, which is licensing the technique at no cost to other record producers, is ready to stack its CX records up against digital audio. The center's engineers say the technique will add nothing to the cost of records, which are to be compatible with existing sound systems, and that adding the decoding microprocessors to amplifiers might tack on as little as \$10 to their cost.



Aiming for October. RCA Astro-Electronics, Princeton, N.J., says Satcom III-R, now going through the final stages of assemblage and testing, will be ready a month before its scheduled launch from Kennedy Space Center, Cape Canaveral, Fla., on Oct. 15. Satcom III-R will become the third satellite in RCA American Communications' Satcom constellation, replacing Satcom III which disappeared in space shortly after launch in December 1979. Satcom III-R was to have been launched this month, but problems with the third stage of launch vehicle—the solid-fuel payload assist module (PAM) supplied by McDonnell Douglas—caused a four-month delay. The same problems caused the launch of Satcom IV to slip from October to December. Satcom III-R has 24 active transponders and four back-up transponders. When Satcom III-R becomes operational, normally 30 to 60 days after launch, RCA Americom plans to move 21 transponders of cable programming on Satcom I to it, making it the primary cable bird. Of the three remaining active transponders, two have been assigned by lottery to Times Mirror and Warner Amex Satellite Entertainment and one will be used for occasional service. Plans call for cable programming on Comstar D-II to be shifted to Satcom IV when that satellite becomes operational early next year.

Promotion primer

BPA/BDA gather in New York with largest turnout ever; panel sessions offer advice for effective promotion for radio, TV and new technologies

There was advice aplenty. Tips on how to work within a budget. Case studies on effective broadcast, print and outdoor advertising. Prophecies about the role of the promotion director in the age of new technologies.

In record numbers, broadcast and design professionals gathered for the Broadcasters Promotion Association/Broadcast Designers Association combined seminar in New York, June 10-14, at the Waldorf-Astoria hotel. Their purpose was to learn how best to promote their stations and themselves.

Throughout the seminar, subject matter varied dramatically but it all carried the same tone: optimism.

As keynote speaker, Joel Chaseman, president of Post-Newsweek Stations, said: "Your time has come. As you promote the future, you help to shape it" (BROADCASTING, June 15). And said Gene Davis, 1981 BPA seminar chairman: "This year represents a very exciting surge forward for us. Advertising and promotion people are really coming of age."

The BPA/BDA boasted nearly 1,100 registrants, as compared to last year's 871 in Montreal. Also breaking records were the sessions and workshops—there were 55—comprising more than 150 panelists.

In the exhibit hall of the Waldorf-Astoria, 40 companies filled the space to capacity. And there were 45 hospitality suites where convention-goers could meet representatives of the major networks, various production houses and graphic design companies.

Among the luncheon speakers during

the five-day event was Brandon Tartikoff, NBC Entertainment president, who began his career in promotion.

Tartikoff said the promotion person today is an "integral force in the preservation and progress of free television." Tartikoff, who said he spends 50% of his time on promotion and marketing plans, said the "threat to free television comes not from without but within" and "we must look for what's special and unique to promote."

With increasing competition, Tartikoff said the phrase "least objectionable programming" will be "inoperative" and that "mediocrity" such as "formula movies and bland sitcoms" will "not be tolerated." If audience shares for such programming decline, he said, innovation will be triggered.

Tartikoff added that he sometimes thinks "the television medium is not aware of its potential" and he encouraged the BPA/BDA audience to "sell the value and identity of free television" and its by-products.

Another luncheon speaker was CBS's vice president, corporate advertising and design, Louis Dorfsman, who brought along examples of print advertisements, brochures, posters and on-air promotional spots created at CBS over the past 30 years.

The key measurement of an advertisement, he contended, is its ability to communicate; esthetic values are not important.

There were nine BPA sessions on radio promotion and 20 on TV.

One of the radio workshops was "How Healthy is Your Radio Station?," moderated by Tom Dawson of CBS Radio, past president of BPA. "I don't believe that advertising and promotion people will really function without a grasp of the rating tools," Dawson said. "Promotion managers have not been exposed to what Arbitron is really about." He said without such data, advertising can do more harm than good. One of the panelists, Rupert (Rip) Ridgeway, vice president, radio sales development, Arbitron Radio, stressed the necessity for accurate analysis of all the formats in a market. "Know that it is not always the guy across the street with the same format as you" who is your competition, he said.

Another radio session, "Publicity and Promotion: Ratings and Image Builders," provided a checklist to measure a successful radio promotion campaign. Hal Stein, promotion director at WKTU(FM) New York, said to ask: "1. Will it get you advertisers currently not on the air? 2. Can it help get a sponsor through his participation in the promotion? 3. Will it help add merchandising value to your prime and premium needs? and 4. Will it get listeners outside your normal faithful followers?"

During "Advertising to Advertisers,"

Ted Bolton, president of a media research firm, Ted Bolton & Associates, described how a radio station can be attractive to advertisers without being number one in the book. If a station has carved out a particular audience, he said, it can be "number six in the ratings" and still "have a potential for providing your advertiser with a cost efficient vehicle" to reach his target. Ralph Guild, president of McGavren Guild Radio, moderated the session.

One of the BPA television sessions asked: "How Would Programmers Promote?" The answer that emerged was to tap resources across departments. Steve Currie, operations manager, KOIN-TV Portland, Ore., and president of the National Association of Television Program Executives, gave an example: During the Mount St. Helens disaster, the news team's work "provided a service and made a profit." He said there was a team effort from programming, promotion, news and sales.

Other promotion tips were also provided during the session. Alan Perris, vice president and general manager of WPLG(TV) Miami, suggested a way to get the best air time for a promotion: Reserve a promotion schedule in advance so you are not stuck with left-over time.

Promotion for cable and the new technologies was also examined during the convention. "Cable . . . The New Industry," was moderated by Bob Klein of Klein &, Los Angeles. He said advances in media such as pay TV and subscription television "can make you more important" because they need talented promotion people who can convince the public these services are worth paying for.

The BDA offered 11 design field trips and six workshops for the more than 200 art directors and designers attending the seminar. "We want to keep them as busy as possible," said Gil Cowley, BDA president.

"Management and Financial Skills for the Broadcast Designer" was moderated by Dick Weise, art director at KTVU(TV)



NBC's Tartikoff, luncheon speaker



Corinthian's Davis, seminar chairman

Oakland, Calif. He told the audience that even though designers deal with the creative, they are also part of a business and that an understanding of management tools can be beneficial.

Peter Temple, station manager, WCBS-TV New York, stressed that the designer should understand the boss's needs. He also suggested art directors should show their presentations to an "unbiased party" before showing it to management "to make sure it holds up."

The joint session of BPA and BDA was titled "The Impact of Animation in Promotion," moderated by Bob Casazza, manager of advertising and promotion, WRC-TV Washington.

The panel agreed good results from the use of animation can be achieved no matter what the budget size, as long as client, agency and supplier communicate effectively.

Lewis Cohen of IF Studios offered advice for stations that can't afford the latest techniques. After the basic art is created, he said, each successive spot can be cheaper. Stefan Gerber, president and creative director at Jacobs & Gerber Inc., said some animated spots can be used for years.

During the convention, Frank Stanton, former president of CBS, was given the first BPA achievement award. In his remarks thanking the association, he said, "The period that I was in promotion was the most fun period I've ever had." He described how he "came in through the door at CBS to research, then promotion and then to senior management."

Stanton said he has seen many changes in the industry: the growth of television, FM radio and long-playing records. "It's the 1950's all over again" for promotion people. "Those of you in promotion today ought to have a ball."

Purcell quits CBS

Company's executive VP cites change in acquisition plans as reason; Kirwan chosen to head Columbia Group

John R. (Jack) Purcell, whose name had once been bandied about as a possible successor to John Backe as president of CBS Inc., resigned from his post as executive vice president of that company last week. Purcell, whose reputation was built on his abilities as an acquisitions specialist, tied his action to the shift in emphasis at CBS from growth through acquisition to growth through internal expansion (which includes the company's new motion picture production effort).

According to the CBS announcement of Purcell's pending departure (he's agreed to stay on for a brief transition period), Thomas S. Kirwan has been appointed president of the CBS/Columbia Group, one of the units that reported to Purcell. Kirwan will continue "to handle his current responsibilities as chief financial officer until a successor is named." And he

will continue to report to CBS President Thomas H. Wyman. Earlier Kirwan's promotion to senior vice president, CBS Inc., had been announced (see page 91).

For the present, three other executives who reported to Purcell will report directly to Wyman: John S. Suhler, president, CBS/Publishing Group; Harry E. Smith, vice president, technology; and Nathan Snyder, vice president, planning and acquisitions.

Purcell, who was credited with engineering CBS's purchases of *Audio* and *American Photographer* magazines and *Family Weekly*, drew over \$300,000 in compensation last year, with a CBS contract that runs into 1983. He declined last week to discuss his future plans.



Purcell

Intermedia

Studying itself. Broadcast Rating Council's board has authorized formation of "futures committee" to study new technologies and make recommendations for any changes it deems appropriate "on any aspect of BRC, including its name, bylaws, membership and operation." Officials said that in past, BRC and measurement services had agreed that, for example, viewing of cable should be classified as TV set usage, but that use of set for video games, videodisks or security services should not be. Now to be considered in this and other contexts are such technologies as teletext, videotext, subscription TV and replay of prerecorded tapes, home movies and off-air tapes. Said BRC Chairman Daniel Kops of Kops-Monahan Communications, New Haven, Conn.: "The proliferation of program sources suggests that what we [BRC] are doing may become out of date in a very few years if we don't move ahead of the times." Committee is to be appointed shortly.

New franchise. Viacom announced award of cable franchise by Mountain View, Calif. (30,000 homes), to its Viacom Communications unit. System is to carry 15 local broadcast signals, seven distant signals and 11 automated information channels. Two satellite dishes are to bring in 20 more signals, providing four levels of basic and advertiser-supported service, plus six pay channels. System is to be built for high-speed data transmission and retrieval, with Viacom offering security and emergency services and fully addressable converters. Scheduled start of 140 miles of system construction is Aug. 15, with completion target 16 months from start.

Turned down. Supreme Court has let stand Massachusetts law that grants certain tax exemptions to newspapers but not to radio and television stations. High court refused to review decision of Massachusetts Supreme Court upholding ruling of state commissioner of revenue denying Westinghouse Broadcasting Co. permission to apply for designation as "foreign manufacturing corporation," which exempts some of its property from local taxation, right that is given to newspapers. Westinghouse operates WBZ-AM-FM-TV Boston. State supreme court held that "key distinction between Westinghouse and [newspaper] publishers is that the publishers produce and sell tangible articles—the newspapers themselves—while Westinghouse does not."

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Changing Hands

PROPOSED

■ **WSM-TV Nashville:** Sold by NLT Corp. to Gillett Broadcasting Co. for \$38 million plus interest plus \$4 million for noncompete agreement (BROADCASTING, May 18). Seller will retain co-located WSM-AM-FM. It also owns insurance companies, *Grand Ole Opry* and *Opryland*, Nashville. Russell L. Wagner is chairman. Gillett is to make payment with \$38-million note due in five years, with 10% interest on principle first year after closing, 12% second year, 15% third year, 18% fourth and fifth. Noncompete fee also payable five years after closing. Buyer is owned by George Gillett, who owns KPWR-TV Bakersfield, Calif., WSEE(TV) Erie, Pa., and KXON-TV Mitchell, S.D. Gillett is former principal owner of Globe Broadcasting Corp., licensee of three AM's and two FM's, which he sold in 1977 for \$13.8 million. Gillett, based in Wausau, Wis., is president of bank holding company there, owns major beef packing plant in Green Bay, Wis., has other interests in gas, oil, automobile parts. WSM is NBC affiliate on ch. 4 with 93.63 kw visual, 19.68 kw aural and antenna 1,410 feet above average terrain.

■ **WAVA(FM) Arlington, Va.:** Sold by WAVA Limited Partnership to Doubleday Broadcasting Inc. for \$8 million. Seller is owned by Alex Sheftell (14%), president

and general manager; Melvin Lenkin (12%) and son, Edward (12%), real estate investors; David Hillman (12%), real estate investor; Robert Understein (10%), accountant, and others. None have other broadcast interests. Seller bought WAVA in 1977 for \$2.5 million. Buyer is subsidiary of Doubleday & Co., New York-based publisher and group owner of three AM's and four FM's. Doubleday has sold KHOW(AM) Denver to Metromedia for \$15 million, subject to FCC approval (BROADCASTING, June 8). Gary Stevens is president of broadcast subsidiary. WAVA is on 105.1 mhz with 50 kw and antenna 500 feet above average terrain. Broker for buyer: Robert O. Mahlman, Bronxville, N.Y.

■ **WKZL(FM) Winston-Salem, N.C.:** Sold by Golden Circle Broadcasting Inc. to Nationwide Communications Inc. for \$5 million. Seller is owned by Robert B. Brown, who has no other broadcast interests. Buyer is group owner of two AM's, four FM's and three TV's owned by Columbus, Ohio-based Mutual Insurance Co. Charles Fullerton is president. FCC granted approval for it to sell WKTQ(AM) Pittsburgh, Pa. for \$1.5 million to Ragan Henry (BROADCASTING, April 13). WKZL is on 107.5 mhz with 100 kw and antenna 500 feet above average terrain.

■ **KBRN(AM) Denver; KRDS(AM) Tolleson (Phoenix), Ariz., and KYMS(FM) Santa Ana, Calif.:** Sold by SBI Inc. to Paul J. Toberty Co. (60%) and Arnie McClatchey (40%) for \$3.8 million. Seller is owned by Arthur Shadek and wife, Katherine, who also own KCCW(AM)-KZZY(FM) San Antonio, Tex., and KOGO(AM)-KPRI(FM) San Diego. Toberty Co. is real estate development firm in Orange, Calif., owned by Paul Toberty. McClatchey is vice president and general manager of KYMS. They have no other broadcast interests. KBRN is daytime on 800 khz with 5 kw. KRDS is on 1190 khz with 5 kw day and 250 watt night. KYMS is on 106.3 mhz with 3 kw and antenna 130 feet above average terrain. Broker: Richter-Kalil & Co.

■ **WKWK-AM-FM Wheeling, W. Va.:** Sold by Community Service Broadcasting Inc. to Price Communications Corp. for \$1,350,000. Seller is owned by Jerome Glassman and wife, Elaine, and sons, James and William (25% each). They own WMCL-AM McLeansboro, Ill., and WDXI(AM) Jackson, Tenn. Buyer is privately owned New York Corp., Robert Price, president. Price is attorney and former deputy mayor of New York and has no other broadcast interests. WKWK is on 1400 khz with 1 kw day and 250 w night. WKWK-FM is on 97.3 mhz with 50 kw and antenna 460 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **KXEW(AM) South Tucson, Ariz.:** Sold by RFC Partners to Cactus Broadcasting for \$1,325,500. Seller is owned by Ernesto V. and Julieta Portillo (23% jointly), Jerry Blackwell (23%), Marvin and Stella Johnson (10% jointly), John and Dolores Mora (10% jointly), Robert and Nellie Elias (10% jointly), Lowell and Anne Rothschild (7.5% jointly), John and Marilyn Mesch (7.5% jointly), Alfredo C. Marquez (7.5%) and Douglas Clark Jr. (1.5%). They have no other broadcast interests. Buyer is principally owned by Jerrold Lyons and Frank I. Lazarus. Lyons is Tucson accountant. Lazarus is Cincinnati businessman. They have no other broadcast interests. KXEW is on 1600 khz with 1 kw full time.

■ **KRAI-AM-FM Craig, Colo.:** Sold by Northwestern Colorado Broadcasting Co. to Alfred M. Landon and family for \$1,212,600. Seller is owned by George O. Cory and son, Larry Cory, who have no other broadcast interests. Buyer is owned by Alfred M. Landon, Republican candidate for President in 1936; wife, Theo; children John C.; U.S. Senator Nancy Landon Kassebaum (R-Kan.), and Margaret Landon Mills. They own KIIK(AM)-KGTL(FM) Fort Collins, Colo.; KEDD(AM) Dodge City, KSCB(AM)-KEZS(FM) Liberal and WREN(AM) Topeka, all Kansas. KRAI is on 550 khz with 5 kw day and 500 w night. KRAI-FM is on 93.7 mhz with 100 kw and antenna 980 feet above average terrain. Broker: Prikryl Media Investments.

■ **WBOK(AM) New Orleans:** Sold by Starr WBOK Inc. to Gilliam Communications Inc. for \$900,000. Seller is subsidiary of Shamrock Broadcasting Co., Hollywood-based group of four AM's, four FM's and

We worked our way around the fluctuating interest rates of April and May.

WHUM (AM)	Reading, Pennsylvania	\$1,900,000
WGXL (FM)	Laurens, South Carolina	2,500,000
WONN/WPCV	Lakeland, Florida	2,000,000
WGL (AM)	Fort Wayne, Indiana	425,000
WEEJ (FM)	Port Charlotte, Florida	650,000
WDRL (FM)	Monmouth, Illinois	255,000
WEMD (AM/FM)	Easton, Maryland	512,500

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four TV's owned by Roy E. Disney family. Buyer is principally owned by H.A. Gilliam Jr., who owns 97.8% of WERD(AM) Jacksonville, Fla., and 96.5% of WLOK(AM) Memphis, Tenn. WBOK is on 1230 khz with 1 kw day and 250 w night.

■ WROD(AM) Daytona Beach, Fla.: Sold by Elyria-Lorain Broadcasting Co. to First Daytona Investment Corp. for \$700,000. Seller is closely held Elyria, Ohio-based publisher of Elyria *Chronicle Telegram* and Lorain *Journal* and group owner of three AM's and one FM that has bought, subject to FCC approval, WELE(FM) Deland, Fla., for \$1.85 million (BROADCASTING, March 9). Otto B. Schoepfle is president. Buyer is principally owned by Frank D. Ward who has sold, subject to FCC approval, WXYR(FM) Columbia, S.C., for \$950,000 (BROADCASTING, May 18). WROD is on 1340 khz with 1 kw day and 250 w night.

■ WLVL(AM) Lockport, N.Y.: Sold by Hall Communications Inc. to Richard C. Greene for \$600,000. Seller is Norwich, Conn.-based group of five AM's and four FM's owned by Robert M. Hall (56%), wife Ruth D. (24%), and daughter, Bonnie H. Rowbotham (20%). They have bought, subject to FCC approval, WONN(AM) Lakeland and WPVC(FM) Winter Haven, Fla., for \$2 million (BROADCASTING, March 30). Buyer is regional sales manager at WBEN(FM) Buffalo, N.Y., and has no other broadcast interests. WLVL is on 1340 khz with 1 kw day and 250 w night. Broker: Keith W. Horton Co.

■ WEMD-AM-FM Easton, Md.: Sold by Easton Broadcasting Co. to Clark Enterprises for \$512,500. Seller is owned by Richard Cobb and mother, Mary Cobb Russo (50% each), who have no other broadcast interests. Buyer is owned by A. James Clark, who is with the George Hyman Construction Co., Washington, and has no other broadcast interests. WEMD is on 1460 khz with 1 kw day and 500 w night. WEMD-FM is on 96.7 mhz with 3 kw and antenna 245 feet above average terrain. Broker: Blackburn & Co.

■ WQSN(AM) Charleston, S.C.: Sold by Low Country Broadcasting Inc. to Charleston Sports Enterprises Inc. for \$500,000. Seller is owned by Mae Winton, who has no other broadcast interests. Buyer is owned by C. Edward Little (51%) and wife, Marie G. (49%). He is former president of Mutual Broadcasting System, Washington, and has no other broadcast interests. WQSN is on 1450 khz with 1 kw day and 250 w night.

■ Other proposed station sales include: WWSW(TV) [CP] Opelika, Ala.; WATR-TV Waterbury, Conn. ("Changing Hands," May 11); WKOI(TV)[CP] Richmond, Ind.; WOTK-TV Meridian, Miss. ("Changing Hands," March 23). (See "For the Record," page 74).

APPROVED

■ KITT(FM) San Diego, Calif.: Sold by KITT-FM Radio Inc. to San Diego Broadcasters Inc. for \$5.25 million. Seller is owned by Melvin L. Wheeler and G.

Russell Chambers (50% each). Wheeler owns 70% of WSLC(AM)-WSLQ(FM) Roanoke, Va., and 70% of KDNT(AM)-KDDC(FM) Denton, Tex. Chambers owns KPLC-TV Lake Charles, La. Buyer is subsidiary of publicly held Chartcom Inc., New York-based group owner of two AM's and four FM's which has sold, subject to FCC approval, WOKY(AM) Milwaukee and WMIL(FM) Waukesha, Wis., for \$5 million (BROADCASTING, June 15). Fred C. Danneman is chairman and J.P. Smith is president. Chartcom Inc. is wholly owned by The Charter Co., which has oil and publishing interests. KITT is on 105.3 mhz with 29 kw and antenna 620 feet above average terrain.

■ KLIR(FM) Denver, Colo.: Sold by KLIR Inc. to Duffy Broadcasting for \$5 million. Seller is principally owned by Roger P. Anderson and family. They also own KRKS(AM) Denver; KCLO(AM)-KTRO(FM) Leavenworth, Kan.; KJRG(AM)-KOEZ(FM) Newton, Kan., and KFLA(AM)-KULL(FM) Scott City, Kan. Buyer is owned by Robert J. Duffy (33.33%), First Capital Corp. (38%) and several private investment groups associated with First Capital. Duffy is president of Christal Co., New York, radio representative. Duffy Broadcasting bought KCNR-AM-FM (formerly KPAM-AM-FM) Portland, Ore., last year (see "Changing Hands," Sept. 29, 1980). First Capital Corp. is Chicago investment company, subsidiary of First Chicago Corp., which is bank holding company. One of its major holdings is First National Bank of

Chicago. KLIR is on 100.3 mhz with 100 kw and antenna 330 feet above average terrain.

■ KCUE-AM-FM Red Wing, Minn.: Sold by Hiawatha Valley Public Service Broadcasting 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 terrain.

■ WGVL(AM) Gainesville, Fla.: Sold by Gerler Broadcasting Co. to Sunshine Wireless Co. of Florida for \$950,000. Seller is owned by Irving A. Uram (60%) and his mother, Sarah K. Uram (40%). They have no other broadcast interests. Buyer is owned by Eric T. Esbensen (50%) and Donald and Richard Berlanti, brothers (25% each). They also own WKQS(FM) Boca Raton and WLQY(AM) Hollywood, both Florida, and KLVV(AM)-KRQK(FM) Lompoc, Calif. WGVL is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

■ WTKO(AM) Ithaca, N.Y.: Control (23.63%) sold by Ivy Broadcasting Inc. to

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VVF Communications Corp. for \$550,000. Seller is principally owned by Phebe W. Erdman. Ivy earlier sold 45% of stock to VVF (BROADCASTING, March 23) for \$3 million. Buyer is owned by Ivy Broadcasting (31.37%), Thomas J. Wincek, Francis X. Boyle, Robert A. Sniffen and Erdman's husband, Ellis (Woody) Erdman (17.16% each). Wincek, Boyle and Sniffen are officers of Washington-based Vietnam Veterans Foundation, which assists veterans in establishing new businesses. Erdman is Ithaca-based investor. They have no other broadcast interests. WTKO is on 1470 khz with 1 kw day and 500 w night.

Control of segmented markets key to future, says Warner's Aurelio

Cable's interconnection will further erode network audiences, he tells Boston advertisers

"The most interesting battles around in the next few years" will be the "intense competition by communications giants for the segmented markets the networks are losing," predicts Warner Amex Cable Communications senior vice president, Richard Aurelio.

Aurelio told a group of Boston retail advertisers that after the "intensive franchising period" ends some two years from now, economics will force regional interconnection and consolidation on the cable industry.

The industry is "too fragmented now" to achieve its advertising potential, he said, predicting a "natural, slow consolidation" of cable companies in five or six years and widespread regional interconnection within 10 years.

ABC's, CBS's and NBC's decisions to launch their own cable programming are "very significant," Aurelio said. "They see the handwriting on the wall that they'll no longer dominate the market."

Predicting that submarkets will erode the networks' audience share in the next decade, he said: "Choice is the name of the game, and cable offers a virtual magazine rack of choices."

One question Aurelio posed is how many video submarkets advertising can support. Eventually, he sees 12 to 15 advertiser-supported services surviving, but thinks cable will help expand advertising budgets.

"People who never advertised before will go to narrowcasting and to sub-sub-sub markets," he said, calling cable no threat to newspaper ad revenues.

"Papers are a natural ally of cable," Aurelio said, "because they have all the content resources that cable will need. Wherever we at Warner Amex build a system, we arrange news and classified advertising channel access for newspapers."

Among Aurelio's other predictions:

Pay-per-view will become increasingly important because "people prefer to pay only for what they see." Warner Amex is experimenting with Warner Brothers and 20th Century-Fox on simultaneous release of films, to see whether home viewers will pay a premium to see a movie premiere.

Direct broadcasts to the home by satellite can't compete with 100-channel cable systems, he said, but may have appeal in rural areas where wiring makes little economic sense.

Home security will be the first business to develop from two-way cable, with information retrieval also having a good chance for commercial success.

Banking and energy management services may succeed commercially, but the regulatory climate, the telephone company's potential competition and economics will all help determine the future here.

Ed Grosso, senior vice president of Ingalls Associates, the Boston ad firm that hosted Aurelio's appearance, called cable an important new media element.

"It's an opportunity to segment markets, and we recommend it to clients," he said. Grosso conceded that research hasn't yet determined just how many one-way cable viewers are watching any particular show, but said that was also true in radio's early days.

Documentation of cable's advertising impact will come, Grosso said, and meanwhile, "for \$20 a spot, you can't go wrong and it will give you a sense of how cable advertising will work."

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Programing

NCTV says violence on TV up 16%

Coalition says NBC is worst in prime time and ABC in children's programing; HBO targeted also

Television violence was up—not down—during the last half of the 1980-81 television season compared with the previous year. That's the conclusion of the National Coalition on Television Violence in a report released June 14 at the semiannual meeting of the Television Critics Association in Los Angeles.

Dr. Thomas Radecki, NCTV chairman, reported the findings of a four-month survey of television programing that found "the level of television violence . . . to be 16% higher than at any time during the past year." The group monitored prime-time and children's programs from Feb. 1 through May 22, ranking violent acts considered "hostile and intentional acts of one person against another through physical force." The group uses a weighting system to rank various acts of violence according to their likely social impact.

"Television violence is the largest of several causes of the epidemic of violence in our society," contended Radecki, a psychiatrist based in Decatur, Ill. "The amount of violence on television is 200 times higher than in real life."

The group is advocating a consumer boycott against sponsors of what it considers the most violent programs on television. It lists the heaviest sponsors of prime-time violence (in descending order) as: Mazda, Sterling Drug, Esmark, Seven Eleven and Johnson & Johnson. Listed as heaviest advertisers on children's shows that carried excessive violence were Nestle, Wrigley, Mattel, Quaker and McDonald's. The NCTV is distributing 250,000 copies of a list of those advertisers' products.

According to the NCTV research, NBC is "the most violent network" in prime time and ABC is "most violent" in children's programing.

Radecki told BROADCASTING he is especially disturbed by the survey results for Home Box Office, the nation's largest pay cable network, which programs mostly uncut motion pictures. "We're very concerned about what's happening on cable," he explained. "Those watching HBO are, according to our research, exposed to more than twice as much violence as those watching network television." Radecki added that the group plans a more careful scrutiny of the cable program services in the future.

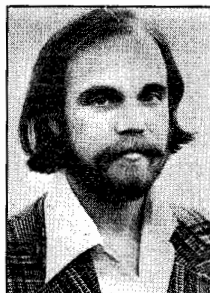
In a question and answer session with reporters, Radecki defended the use of a

boycott approach and argued it does not constitute censorship: "Censorship is governmental; we are not calling for any government action or legislation."

He criticized the Coalition for Better Television for focusing on gratuitous sex rather than violence, maintaining "the sex issue [on television] is not nearly as serious as the violence issue . . . Violence is the real obscenity, not sex." However, Radecki said he has no disagreement with the coalition over its use of boycotting tactics.

Asked if NCTV has tried to discuss its objections with programing executives or sponsors, Radecki said his group has not sought such meetings and feels it is more appropriate for those representatives to contact NCTV.

Despite some outspoken objections from a number of TV critics present, Radecki insisted that "it is now proved" that televised violence directly and in-



Radecki

directly leads to real-life violence. Challengers in the audience maintained that studies cited by NCTV do not conclusively document a cause-and-effect relationship. Radecki, in turn, criticized the press for not "telling the true story" of TV violence as it relates to mental health and social unrest.

NBC keeps rights to Rose Bowl but at huge price of \$33 million

Network outbids CBS for Jan. 1 games in 1984, '85, and '86 by margin of \$7 million

NBC last week acquired TV rights to the Rose Bowl football game for three years at a reported price of \$33 million.

NBC's bid, which it refused to confirm, topped one by CBS, which promptly denounced NBC's as "panic bidding" that was running up sports prices unnecessarily and would produce a loss to NBC ranging from \$6.5 million to \$11 million over the

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term of the contract, which is for the annual New Year's Day college classic in the years 1984, 1985 and 1986.

CBS's bid was said to be in the \$26-million range for the three years.

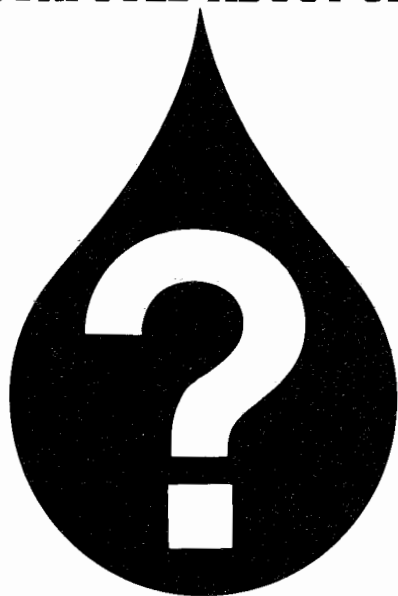
CBS sources noted that at \$33 million for three years, rights to each Rose Bowl game would average \$11 million, as compared with \$6 million that NBC reportedly paid for the 1981 pro football Super Bowl and \$7.2 million that CBS bid—and NBC matched—for the 1983 Rose Bowl.

When CBS bid \$7.2 million for the 1983 Rose Bowl, NBC had a contractual right to match the bid and retain the classic it has carried, first on radio and then on TV, since 1927. In the bidding for the 1984-86 games there reportedly was no matching-rights clause and the bids were sealed.

CBS Sports President Van Gordon Sauter said he considered NBC's bid an act of "panic," out of fear on NBC's part that, having lost the National Collegiate Athletic Association basketball playoffs to CBS earlier this year, it might now lose another, much older sports spectacle.

ABC Sports said it did not bid on the Rose Bowl rights. In a statement it said "the extreme escalation of rights monies as evidenced by the agreement for the 1983 game [\$7.2 million] dictated that bidding for the television rights for future games would not represent a responsible business decision. Nor would it be in ABC's best interests to be a party to such a bidding process."

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American Petroleum Institute

Four oil companies underwrite most PBS programming, 'TV Guide' reports

Exxon, Mobil, Arco and Gulf gave \$15 million last year, half of total corporate pledge and up to 72% in prime time

Four major oil companies dominate the underwriting of Public Broadcasting Service programs, funding as much as 72% of the network's prime time, according to an article in the June 20 issue of *TV Guide*.

Moreover, of the 115 corporate underwriters that gave \$30 million to PBS during 1980, Exxon, Mobil, Arco and Gulf combined, gave more than \$15 million, the magazine said.

Herbert Schmertz, vice president of Mobil Oil, which spent about \$20 million in the last decade for public broadcasting, said Mobil does it for "the satisfaction of helping an emerging institution."

Joseph Downer, a vice chairman of Arco, said his corporation underwrote the programming to "gain an image of quality."

TV Guide quotes Downer as saying: "Our sponsorship of the Wolf Trap concerts resulted in a tremendous response from people in government. And, my God, you walk into the departments, or the Congress, and you're identified as Arco, and there's a feeling of warmth. There's no question but that it's helpful to our lobbying effort."

However, government and civic leaders have expressed concern about the influence corporate donors have on PBS programming.

programming.

Representative Henry Waxman (D-Calif.), member of the House Telecommunications Subcommittee, said he doesn't object to major corporations underwriting PBS programs. "What is disturbing—and I have never had an adequate answer to this—is whether a corporation, simply by making a contribution, has a subliminal impact on the kinds of programs public broadcasting will undertake," he said.

Fred Friendly, a former official for the Ford Foundation who helped distribute more than \$200 million for public broadcasting, said contributors do help decide what programs will be made. "It means that people sitting in advertising agencies or corporate headquarters—people whose companies have bad public relations problems—determine what will be on the air," Friendly said.

Nonetheless, PBS President Lawrence Grossman is nonplussed by criticism of the concentration of the funding. "It would be delightful if we could get more diversified support, but whoever has the money funds what programs we have on the air," he said.

Grossman said that PBS guidelines preclude corporate donors from interfering with the content of PBS programming, noting that all of the controversy PBS has had with its programming has arisen over programs it has run—such as *Death of a Princess*—"not the programs we haven't run."

Moreover, Grossman said, especially considering that federal funding for public broadcasting is being cut back, the "bottom line problem is not that there is too much corporate funding, but that there is too little."

PlayBack

In the marketplace. *The History of Superman*, one-hour radio special, is being distributed by Riches & Rubenstein Productions of Los Angeles, which also produced retrospective look at Superman phenomenon. . . . *Wolfman Jack Show*, syndicated by Audio Stimulation of Hollywood, has been packaged in French and Japanese version for international distribution. French version, on commercial Europe I network, consists of 40 half-hour documentaries on development of popular American music.

Radio gifts. National Public Radio has awarded \$142,749 to support production, distribution, marketing and promotion of 14 radio projects. Grants were made in third round of awards administered by NPR's Satellite Program Development fund. Since fund was created in 1980 to encourage production of national and regional public radio programming to be distributed by public radio satellite system, program has awarded more than \$700,000 for 63 projects.

Chicago on my mind. Singer Willie Nelson will entertain at National Association of Broadcasters' Radio Programming Conference Aug. 16-19 at Chicago Hyatt Regency hotel. Paul Harvey, ABC radio commentator will be keynote speaker.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Bette Davis Eyes* by Kim Carnes on EMI/America; (2) *All Those Years Ago* by George Harrison on Dark Horse; (3) *Stars On 45* by Stars On 45 on Atlantic; (4) *A Woman Needs Love* by Ray Parker Jr. and Raydio on Arista; (5) *The One That You Love* by Air Supply on Arista. The top five in **country radio airplay**: (1) *I Was Country When Country Wasn't Cool* by Barbara Mandrell on MCA; (2) *Blessed Are the Believers* by Anne Murray on Capitol; (3) *What Are We Doing In Love* by Dottie West on Liberty; (4) *Surround Me With Love* by Charly McClain on Epic; (5) *But You Know I Love You* by Dolly Parton on RCA.

CBS ready for strike possibilities, Grant maintains

Though foreign production remains an option, Shephard says CBS "is not interested"

The CBS-TV network is in better shape to cope with a strike by the Hollywood creative community this fall than last, asserted CBS Entertainment President B. Donald (Bud) Grant in an exchange with reporters in Los Angeles. Grant told participants in the consumer press tour during a (June 12) question-and-answer session that CBS has dozens of made-for-TV movies "in the can" and contingencies for "management" to play a hand in directing a number of serials should members of the Directors Guild of America walk out on July 1. He added CBS has also ordered three pilots from England this year, though he discounted the possibility that overseas producers would be a major supplier to the network.

(In a later session, CBS programing vice



Grant

president, Harvey Shephard, said that CBS "is not interested" in going outside the U.S. to produce prime-time series.)

"I feel there are producers and unions (in Hollywood) who think there's a bottomless pit at the networks; that whatever costs they run up, we'll find advertisers to cover it," Grant said. "That isn't the case." He said that given current delays brought on by the writers' strike, the earliest the fall season could begin is Sept. 21.

Audiences will continue to grow for commercial TV, predicts Jankowski

New technologies will cut into networks' share of the audience pie by only 10%-12%, forecasts CBS/Broadcast Group president

CBS/Broadcast Group President Gene Jankowski predicts networks will have bigger prime-time audiences in 1990 than they do now, even if cable systems experience "healthy growth."

He told a New England Broadcasters Association meeting in Boston last week that CBS, ABC and NBC reached 44 million American homes during prime-time in February 1981 and that figure will rise to 48 million in February 1985 and to

51 million in February 1990. With 90 million American homes with television in 1990, he said, "we'll still have more watchers than in 1981," and that the networks' share of viewers will drop, at most, 10% to 12%.

The CBS broadcast head sees advertiser-supported cable systems as viable, but he said the revenue pie is not large enough to feed all entrants into this market. He predicted advertiser-supported billing in 1990 will be \$2 billion with \$200 million supporting each of 10 services. In that same year, he expects the three networks' advertising revenues to total \$15 billion.

Jankowski calls it "a mistake to say that we want the world to be free as long as it doesn't hurt our bottom line." For that reason, he says, "the free market should prevail, and we'll take our chances against AT&T, against anybody."

He said he was encouraged that FCC Chairman Mark Fowler supports repeal of prohibitions against network ownership of cable systems. It's "preposterous for broadcasters to be locked into old regulation and out of new media," he said.

He said "no legitimate enterprise should be favored or forbidden" in the battle for the consumer's communications dollar. He warned that a "harsh but intractable law is that to find the hits, you must fund the failures." CBS has entered the cable marketplace, he noted, and "the marketplace will tell us whether we're right or not" to do so.

Monitor

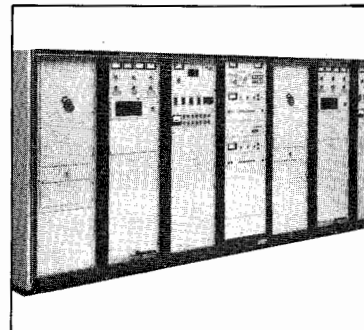
More programing for Bonneville. Bonneville Productions, Salt Lake City subsidiary of Bonneville International Corp. (whose parent company is owned by Mormon Church), is opening Hollywood office to develop "entertainment with positive values" for television, including networks, independent stations and cable. Division is also investigating STV and theatrical films as possible areas of interest. New office, to be headed by Bonneville's executive director for motion pictures and TV, Stan Ferguson, will focus initially on developing scripts for submission to networks and major studios. Eventually, Hollywood unit may expand to include its own production facilities. According to Ferguson, Bonneville is currently developing cable magazine show pilot and two made-for-TV movies.

Oak branches out. In major expansion of its telecommunications service, Oak Industries has announced formation of new wholly owned subsidiary, Oak Media Development Corp., to develop new communications ventures. John P. Gwin, chairman and president of Oak Communications, another subsidiary, will head new company. Firm will concentrate on new operations in production and programing for television, satellite broadcasting for entertainment and business, and cable television ventures. Gwin will retain his positions as chairman of Oak Communications and executive vice president of Oak Industries. Werner R. Koester, executive vice president of Oak Communications, will succeed Gwin as president and chief executive officer of that division.

Live from WTBS. Weekly entertainment hour, *Atlantic City Alive*, premieres on "superstation" WTBS(TV) Atlanta Sunday, July 5. Described as "much in the great tradition of *The Ed Sullivan Show*," series will originate live from Atlantic City's Resorts International hotel and casino. Host is game-show veteran Bob Eubanks; there will be headliner (first week: Bobby Rydell; second week: Johnny Ray) and specialty acts. Contract, with Frank Gelb as executive producer and Video Techniques as production house, calls for initial 10-week commitment. Series, according to spokesperson, will be "family entertainment... not showgirls, not casino." *Atlantic City Alive* will air at 8:05-9:05 p.m. That follows upcoming WTBS scheduling tack beginning June 29 when all shows will start five minutes after hour and half-hour. That way, WTBS has said, it will have shows during time other stations are going with commercials. Expectation is that dial-switching during commercials will build WTBS viewership.

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Stalemates continue in writers', directors' labor disputes

Pay TV chief stumbling block with writers; directors contract set to expire June 30

Representatives of the striking Writers Guild of America last week refused to comply with a request by management spokesman and MCA Chairman Lew Wasserman to take the pay TV issue off the negotiating table "so that the town [Hollywood] can go back to work." Wasserman, in a rare news conference convened at the executive's Universal City headquarters on Monday (June 15), said "the only dispute is profit made from pay TV," and that more than 200 other bargaining issues have been largely resolved. A spokesman for the Writers Guild termed Wasserman's proposal "completely unacceptable."

Talks in the 11-week-old strike broke down June 14, after compromise proposals offered by both sides were rejected. No new talks with the writers were scheduled, and little progress was reported in continuing talks with members of the Directors Guild of America. The DGA's contract with producers expires June 30. Like the writers, DGA negotiators have taken a hard line on the issue of pay TV

compensation.

Meanwhile, a survey conducted earlier this month by the Hollywood Film Council, a labor association, found an estimated 50% unemployment rate among members of ancillary unions, ranging from caterers to craftsmen, prop designers to painters. MCA's Wasserman, who represents the industry's largest employer, estimated last week that up to 24,000 workers have been laid off because of the current WGA strike. A DGA strike, said Wasserman, could have a "catastrophic impact" on Hollywood.

SelectTV forms programing unit

SelectTV, operator of STV systems in Milwaukee and Los Angeles, has formed a new, wholly owned subsidiary charged not only with serving the firm's own programing needs but those of the STV industry in general. SelectTV Programing Inc., as the new division is called, will offer a satellite feed of more than 55 feature films a month via Westar I. The service will also develop sports and localized programing, tailored to the needs of individual clients. In addition to its 100,000 subscribers in Milwaukee and Los Angeles, SelectTV provides programing for two STV operations owned by Golden West Broadcasters, five MDS systems owned by STAR Inc., and

two units of Southern Satellite Systems.

George V. Stein will move from his position as SelectTV's vice president of marketing and promotion to become president and chief executive officer of the new subsidiary. Bill Mechanic will move from program director to a new post as vice president in charge of programing for the division.

Ratings Roundup

With about 80% of the three network schedules in repeats, the week ended June 14 was far from action-packed in ratings reports, except for a couple of highlights in news and sports.

One big surprise was the success of Sunday night's *CBS Reports: The Defense of the United States*, the opener of the network's five-part documentary series (see "In Brief"). Instead of scoring the typically low numbers of a documentary, *Defense* pulled a 16.2/30, won its time period and ranked 20th among the week's 66 shows.

Elsewhere, ABC Sports was a winner Friday night with its WBC heavyweight championship with Larry Holmes and Leon Spinks earning a sixth-placed 18.6/35. But the same network was a loser with the last pre-strike outing of *Monday Night Baseball* (50th place, 11.5/21).

For the entire week, CBS-TV had the best prime-time average, scoring 14.4/27 to ABC-TV's 13.7/26 and NBC-TV's 12.7/24. Although second in the averages, ABC won the most nights: Tuesday, Thursday, Friday and Saturday. CBS took Monday and Sunday. NBC was the victor only on Wednesday.

The First 20

1.	<i>M*A*S*H</i> (R)	CBS	19.8/34
2.	<i>The Jeffersons</i> (R)	CBS	19.3/34
3.	<i>60 Minutes</i> (R)	CBS	19.2/41
4.	<i>Facts of Life</i> (R)	NBC	19.2/33
5.	<i>Three's Company</i> (R)	ABC	18.9/34
6.	<i>WBC Heavyweight Championship</i> (special)	ABC	18.6/35
7.	<i>Diff'rent Strokes</i> (R)	NBC	18.3/33
8.	<i>Alice</i> (R)	CBS	18.1/33
9.	<i>20/20</i>	ABC	18.1/32
10.	<i>House Calls</i> (R)	CBS	17.9/30
11.	<i>Too Close for Comfort</i> (R)	ABC	17.5/29
12.	<i>Dallas</i> (R)	CBS	17.0/32
13.	<i>Dukes of Hazzard</i> (R)	CBS	16.6/32
14.	<i>Laverne & Shirley</i> (R)	ABC	16.5/32
15.	<i>Quincy, M.E.</i> (R)	NBC	16.5/29
16.	<i>Love Boat</i> (R)	ABC	16.4/34
17.	<i>The Survival of Dana</i> (movie) (R)	CBS	16.4/28
18.	<i>Lou Grant</i> (R)	CBS	16.3/29
19.	<i>CHiPs</i> (R)	NBC	16.2/32
20.	<i>CBS Reports: The Defense of the United States</i> (special)	CBS	16.2/30

The Final Five

62.	<i>Walking Tall</i> (R)	NBC	9.7/20
63.	<i>Sanford</i>	NBC	9.4/20
64.	<i>Lobo</i> (R)	NBC	9.3/19
65.	<i>White Shadow</i> (R)	CBS	8.6/18
66.	<i>Roots: The Next Generations</i> (mini-series) (R)	ABC	7.9/16

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Books for Broadcasters

T400 THE LIGHTER SIDE OF BROADCASTING. A collection of Sid Hix Cartoons. Only a few of us have been around BROADCASTING Magazine longer than Sid Hix was. The editor was in at the founding on Oct. 14, 1931. Hix's first work appeared on Aug. 1, 1937. Despite our best efforts to straighten him out, Hix persisted in the belief that broadcasting was a laughing matter. This collection just may prove him right. It begins with his first submission and proceeds in chronological order through 1971. **\$6.00**

T411 COMMERCIAL FCC LICENSE HANDBOOK by Harvey F. Swearer. A unique study guide and reference manual, combining theory and applications with up-to-date questions and answers for 1st, 2nd and 3rd Class Radiotelephone license exams plus broadcast and radar endorsements. Complete detailed answers to questions on virtually any subject you may be asked when you take your exam, plus sample questions on each element (with answers in the back of the book). Also for practical reference in your profession. 444 pages. 150 illustrations. **\$9.95**

T418 HANDBOOK OF RADIO PUBLICITY & PROMOTION by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T420 HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Jammed with facts covering every aspect of estimating costs. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, printing and processing fees, personnel—(creative, technical, and talent), scenic elements, location expenses, surveys of remote shooting locations, film and tape editing,

optical effects and animation, plus a host of miscellaneous expenses such as writer fees, animals, special effects requirements, and insurance. Also included are typical rate listings and eight sample budgets, representing TV commercials, documentaries, and feature-length films. 192 pages. **\$12.95**

T434 RADIO PRODUCTION TECHNIQUES by Jay Hoffer. Here's an all-around book for everyone in radio—performers, producers and directors, and sales and engineering personnel. Covers every phase of radio production from announcements to the overall station "sound"—in fact, every creative aspect of today's radio... with special emphasis on sales. Tells how to produce results for an advertiser, and how to develop production expertise, and how to use the elements of pacing and timing in every production. Covers record screening, jingle use, news, on-air promotion, public service, contests, public affairs, remotes, talk and farm shows, etc. Practical data on sales includes idea development, writing, and how to create more effective commercials. 240 pages, illustrated. **\$16.95**

T456 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 pp., 29 ill. **\$12.95.**

T462 CATV PROGRAM ORIGINATION AND PRODUCTION by Donald Schiller. For anyone currently operating or interested in starting a CATV system. This book explains how to produce effective audience-building programming and how to show an operating profit. Topics include developing and scheduling CATV shows, conducting market surveys, and how to meet FCC requirements. There's also a full chapter on how to manage a CATV programming department. Learn how to assess the most pertinent types of shows needed to attract a given audience. Both veteran cablecasters and those new to the field can benefit from the wide range of topics covered in this handy volume. 252 pages, 73 illus. **\$14.95**

T464 HOW TO MAKE NEWS AND INFLUENCE PEOPLE by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

T469 ALL-NEWS RADIO by Phillip O. Keirstead. A valuable guide for those involved in any phase of the operation of an all-news radio station. This fact-filled book covers promotion, mini-documentaries, interviews, formats, features, syndicators, national and regional networks, advertising sales and much more. There's also a section on the history of the concept of all-news radio; where it stands now and where it's going. A noteworthy addition to broadcast journalism literature and a priceless guide for any all-news station. 210 pages, 40 illus. **\$14.95**

T470 CABLECASTING PRODUCTION HANDBOOK by Joel Efrein. This guidebook is intended to serve as an introduction to cablecasting production for the novice, as well as a working handbook for those already in the field. A comprehensive study covering all aspects of cable production including program format and scheduling, promotion and sales organization, program buying, program and production flow, station maintenance and FCC regulations. Also included are eleven informative appendices supplying technical specifications and performance standards for video equipment, sample program schedules, suggested telephone and mail questionnaires and much more. An indispensable aid to CATV planners, directors and producers. 210 pages, 44 illus. **\$12.95**

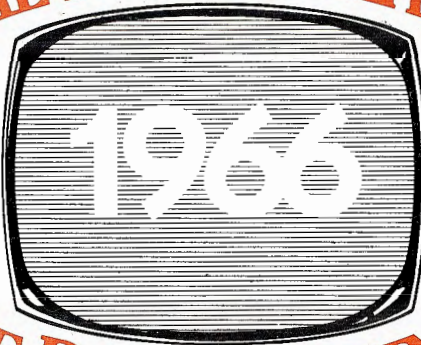
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THE FIRST 50 YEARS



OF BROADCASTING

Cable regulation was a dominant controversy of 1966, a year that also saw the beginning of serious disputes over television coverage of a Vietnam war that was causing growing dissent on the home front.

In February, the FCC declared its authority to regulate all 1,600 cable systems then in operation. Since June 1965 it had regulated systems using microwave relays. The new rules were borrowed, with modifications, from those governing microwave users. Systems were forbidden to duplicate local programs within 24 hours of local broadcast.

Systems were required to carry all local signals. Systems were prohibited from importing distant signals into the 100 biggest markets except by waiver of the FCC.

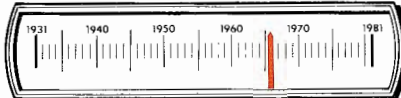
The last provision was to inhibit cable development in the major cities. FCC Chairman E. William Henry emphasized: "We don't intend to grant many waivers, with a lot of different people being treated differently." The commission also recommended that Congress enact legislation prohibiting cable systems from originating programming.

As part of its pronouncements, the FCC asked Congress to confirm the commission's jurisdiction over CATV.

"None of the extremists on either side of the CATV argument," BROADCASTING noted, "is fully satisfied by the commission's plan of control. Yet almost everyone can find some virtue in it, and there are a good many broadcasting and CATV interests that feel the FCC has made the best of a situation that defied totally acceptable compromise."

Representative Harley O. Staggers (D-W. Va.), who had become the new chairman of the House Commerce Committee in January, introduced the FCC-drafted bill. But there were dissenters with different ideas about the FCC's jurisdiction. Representative Walter Rogers (D-Tex.) championed a bill to prohibit all FCC regulation of all CATV systems, and the National Community Television Association drew up a draft of a bill that would give the FCC only limited control over cable.

FCC Chairman Henry defended the commission's proposed rules as "a fair accommodation of the needs of both broadcast and CATV interests in bringing service to the public." Representative Rogers disagreed, claiming that the FCC, in asserting jurisdiction over the "reception" of radio signals, had strayed into the area of censorship of broadcasts, jeopardiz-



U.S. forces started firing into Cambodia on May 1 and American bombers began strikes in the Hanoi-Haiphong area of Vietnam on June 21. Medicare, the government program to help those over 65 pay part of their medical expenses, began July 1. On Aug. 1, a sniper atop a University of Texas tower in Austin shot 44 persons, killing 14, before police shot him to death. The war between the American Football League and the National Football League ended with announcement of a merger and plans to play the first Super Bowl championship game in January of 1967.

And in BROADCASTING ...

ing "... the underlying right of the American people to receive what goes over the air."

The House Commerce Committee subsequently reported out a bill to establish FCC jurisdiction over cable and to ban CATV originations with a few exceptions. But the legislation failed to reach the floor in that session of Congress.

However, the stunning news for cable operators came on May 23 when U.S. District Judge William Herlands in New York ruled that CATV reception and transmission were a "performance" under

the existing copyright law. The decision came in an infringement suit brought in 1960 by United Artists Corp. against Fortnightly Corp., operator of two cable systems in West Virginia. The systems had been picking up area TV stations that carried UA films and cartoons.

Judge Herlands ruled that, contrary to CATV claims, the cable systems in question were not "simply passive antennas." The court also rejected Fortnightly's contention that the Communications Act proscribed the charging of a fee for television and hence prevented UA from collecting copyright royalties. The decision was destined to be overturned, but it provoked new activity in the drafting of legislation to update the copyright law.

The House Judiciary Committee in October released its version of a CATV copyright bill after months of debate. Frederick W. Ford, NCTA president, remarked that the bill "has some serious flaws, although it does represent a step in the right direction." The bill, which Ford labeled "replete with ambiguities," exempted from copyright liability those systems that only filled in a station's coverage area or extended signals to communities that could not receive signals off the air. The bill also exempted secondary transmissions to private rooms in hotels and other public places, and exempted retransmission by carriers that did not alter the content of the material. The bill held cable systems liable to copyright if they altered program content; originated programming other than weather, time, news, agricultural reports, religious services and proceedings of local governments; charged for a particular transmission; limited reception to certain members of the public; operated outside the broadcast stations' normal area without registering with the copyright office; operated outside



House Commerce Committee Chairman Harley O. Staggers (D-W.Va.) (right) espoused the bill that would give the FCC power to regulate all cable television, but Representative Walter Rogers (D-Tex) (left) supported legislation that would deny that jurisdiction to the FCC.

Broadcasting, March 24



It was a new beginning for the oldest and youngest members of the FCC in mid-1966. Chairman Rosel H. Hyde (left), 66, was sworn in as a commissioner for the fourth time and Nicholas Johnson (center), 31, for the first time. Oaths were administered by Supreme Court Justice Hugo L. Black, whom Johnson served as a law clerk in 1959-60.

Broadcasting, July 4

primary transmitter's normal area, but within an area served by other primary transmitters, or operated in an area normally encompassed by one or more television stations other than the primary TV station. But that bill, too, failed to reach the House floor in the 89th Congress.

Some CATV operators felt that if cable systems paid copyright fees, they should be allowed to originate programming. "If we're going to have to pay for programs," one cable operator noted, "then we can do what we want with them," including substituting local commercials for those in the picked-up programs, an idea that rankled broadcasters.

Following the April resignation of FCC Chairman Henry, President Johnson sought to reshape the commission by reappointing Commissioner Rosel H. Hyde and naming him as chairman. In addition, Nicholas Johnson was selected to fill the remaining FCC vacancy.

Of Henry's departure from the commission after 34 months in which he prodded broadcasters for many reforms, *BROADCASTING* editorialized:

"The only surprise in the resignation of E. William Henry . . . was that it was so long in coming. Since the 1964 election of President Johnson . . . it had been widely understood that the new administration wanted few if any Kennedy holdovers. . . . Until quite recently Mr. Henry had done just about everything wrong in the eyes of broadcasters. He had also tangled with AT&T by initiating a full-scale rate investigation, and there is no more formidable adversary in communications."

The choice of respected Republican and long-time FCC veteran Hyde as chairman gave promise of more stability for the commission. But Nicholas Johnson, former maritime administrator with a record for toughness, was to soon establish a reputation as a gadfly to the establishment.

At his confirmation hearing, Johnson declared: "I spent 98% of my time directing all my energy to running the Maritime Administration. And that's what I intended to do about this job."

An escalating war in Vietnam provided broadcasters with the dual challenge of reporting the military action overseas and the growing dissent over America's involvement that erupted in the U.S.

Network reports from the battlefield drew criticism. One defense of the networks came in January from CBS President Frank Stanton: "The human face of war is never pleasant to look upon, and its stark reality is far more jolting in the quiet living room on Elm Street than it is on the battleground. But the fact of the matter is that Elm Street is no less involved in this conflict because of its distance from the combat area and because fighting is delegated to a comparative few of the young. Decisions made in Washington and culminating on a steaming, tortured peninsula 10,000 miles away begin in the living room and end there. To ignore this is to deny our birthright and our responsibility as a free people."

CBS ran into internal problems in February when John S. Schneider, who had just taken over as CBS Inc. group vice president in charge of all broadcasting divisions, refused to clear the CBS-TV network for live, daytime coverage of a Senate committee hearing on Vietnam. Schneider contended that much of the hearing was repetitious and could be better presented as recapped highlights for a much larger evening audience. CBS-TV aired reruns of such syndicated shows as *I Love Lucy* and *The Real McCoys* while NBC-TV continued its live coverage.

Fred W. Friendly, CBS News president since 1964, disagreed. He felt the scheduled testimony of Soviet critic George F. Kennan, one-time ambassador to the USSR and Yugoslavia, warranted live coverage. In a letter of resignation to CBS Chairman William Paley and CBS President Stanton, Friendly protested: "I am convinced that the decision not to carry [the hearings] was a business, not a news decision. I am resigning because the decision not to carry the hearings makes a mockery of the Paley-Stanton CND [Columbia News Division] crusade of many years that demands broadcast access to congressional debate. ... The concept of an autonomous news organization responsible only to the chairman and the president was not a creation of mine. It is a concept almost as old as CBS News. ... The dramatic change in that concept is to my mind and that of my colleagues, a form of emasculation. ..."

In June, 12 broadcast licensees, the Radio and Television News Directors Association and the NAB planned a united front against rules on personal attack that the FCC proposed to adopt in interpreting the fairness provision of Section 315, the equal-time law. The coalition, in its comments on the proposed rulemaking, vowed it would go all the way to the Supreme Court in its attack on the constitutionality of the FCC provision that would require a broadcaster to offer a person or group that had been attacked in an editorial a "reasonable opportunity to respond over the licensee's facilities." The coalition contended that since no legal distinctions existed between electronic and press journalism, the equal-time law and the fairness doctrine were incongruous with the Supreme Court's decisions affirming newspapers' rights, and by extension broadcasters' rights, under the constitutional guarantees of a free press.

To shore up another attack—the first—on the fairness doctrine, the NAB pledged \$10,000 to help WGBH(AM) Red Lion, Pa., in its challenge (see 1965).

One of the more imaginative uses of the fairness doctrine came through the mails to WCBS-TV New York on Dec. 1, 1966. It was a letter from one John F. Banzhaf III, who asserted that cigarette commercials presented one side of a controversial issue of public importance and that the station was therefore obliged to give time for discussions of smoking and health. When the station rejected his request, with the ex-



One of the more successful network shows in 1966 was ABC-TV's *Batman* with its camp treatment of the heroics of the comic book defender of justice. An imposter turned up at the Multiple Sclerosis Society benefit ball in Washington March 4. When the mask was dropped, it wasn't real life Adam West, portrayer of Bruce Wayne, dashing man about town. It was E. William Henry, dashing young chairman of the FCC.

planation that the health issue had been thoroughly covered in news and other programs, Banzhaf went to the FCC.

[It turned out that Banzhaf was a 26-year-old lawyer in New York representing only himself. Those resources were enough. On June 2, 1967, the FCC sustained his complaint. That meant that not only WCBS-TV but also every station carrying cigarette commercials must from then on make a "significant" amount of time available for the presentation of antismoking views. Officially the FCC would not define "substantial," but Henry Geller, the FCC's general counsel, unofficially

guessed that one antismoking message for every three cigarette commercials would be reasonable. That was to add up to a powerful antismoking campaign. Cigarette volume on the air was running at \$200 million a year.]

NCTA President Ford extolled cable's virtues and condemned broadcasters' alleged tactics when he said: "Cablecasters can do the job in the 4,389 communities where there are operating systems, franchises granted, or applications pending, but the broadcaster cannot. [Broadcasters] do not want you to cablecast the proceedings of the local city council. They do not want you to cablecast the discussion of public issues. They do not want you to cablecast the local public-service programs. Why? Because they do not want even a small portion of the public to be drawn away from their commercial programs."

On the copyright issue, BROADCASTING urged "stations ... to argue for the retention of the present copyright law. No doubt the CATV interests will be doing all they can to get Congress to adopt legislation giving them relief from the decision of the federal court [which held CATV's liable for copyright payments]. They are no more entitled to that legislation than they are to the free ride they have been taking on the programing they snatch from the air." And the battle continued.

To lessen network control of TV programing and to help independent producers, the FCC continued to push its "50-50" proposal for network programing. That rule would limit to no more than 50% the amount of nonnews programing that a network could control in prime time.

The "tripoly," as the FCC described ABC, NBC and CBS, retained the Cambridge, Mass., research firm of Arthur D. Little to resolve disputed points in the controversy. Little provided documentation to contradict the FCC's contention of network economic control of programing, and to show that "expectations of profitability are sufficiently prevalent" to prompt 60 to 70 independent producers to package programs each year for network consideration. The Little report also contended that the FCC proposal, instead of curing networking problems, would only impair the networking system, make networks less responsive to the public's needs, and cost the networks millions of dollars annually.

Promise of increased TV network competition was offered in two areas in 1966. One was when Daniel W. Overmyer and Oliver Treyz announced plans for the formation of a fourth national TV network. The other was in some progress by ABC in efforts to get Washington's blessing on the proposed merger with the larger ITT.

Scheduled to begin after Labor Day 1967, the Overmyer network planned eight continuous hours of nighttime service. "Television stations and audiences both stand to gain," BROADCASTING noted, "if the fourth network plans ... prove successful. Anything that adds to



Leonard Goldenson (left), ABC president, and Harold S. Geneen, president and chairman of ITT, had reason to smile when the FCC gave its approval to the planned merger.

Broadcasting, Dec. 22

the diversity of TV programing should be welcomed."

The FCC in December, by a 4-3 vote, approved ABC's merger with ITT. It brought hope that the pact would survive government roadblocks and provide the network with funds to improve its programing.

By fall 1966 both CBS and NBC were broadcasting virtually all of their prime-time shows in color, although ABC lagged.

NBC's TV network was 100% converted to color by Nov. 7, 1966. CBS at yearend was replacing its remaining black-and-white programs with color, and ABC said it hoped to be almost fully in color by the fall of 1967.

In addition, NBC and the National Association of Broadcasters challenged the FCC's authority to regulate the networks, stating, "The commission cannot, by redefining terms [of the Communications Act], vest itself with jurisdiction which the terms—as defined in the act—do not give."

BROADCASTING offered another assessment of the FCC's crusade: "The network-study boondoggle has been going on nearly 11 years. It started in September 1955 when Roscoe Barrow ... was hired with a special staff to investigate network practices. Two years later ... the Barrow Report urged a continuation of the FCC inquiry into that field ... In February 1959 the FCC took Dean Barrow's advice and created the still existing network-study staff which has four lawyers, two statistical

clerks and a stenographer ... at an annual budget of \$90,000. For seven years [this staff] has cost the government something more than \$630,000. That does not take into account expenses. ... Taxpayers are entitled to ask what they have bought with their money. The answer ... is that they have bought a mountain of useless paperwork ... The factual information ... is obsolete, the conclusions are unrealistic, and the recommendations welcomed by nobody of consequence. ... In these times of inflation there is no need for the FCC to be harboring its own WPA."

Subscription Television Inc. belatedly won a battle for survival, but it was to come out at a time when STV was wobbling on its last legs. In March 1966, the California Supreme Court ruled that the state's Proposition 15, which banned pay TV in November 1964, was unconstitutional since it abridged freedom of speech. In October 1966, the U.S. Supreme Court refused to review the state court's March decision. That opened the way for toll TV to return to California, but by then Subscription Television Inc. said it was broke. Its president, Pat Weaver, had resigned in April.

For the commercial broadcasting system, 1966 proved to be another year of growth, as typified by these numbers:

The 623 TV stations on the air (769 authorized) chalked up a record \$1,834,-800,000 in net time sales, up 9.1% from 1965, while the 4,121 AM stations (4,190 authorized) and 1,643 FM stations (1,865

authorized), recorded net time sales of \$911,979,000, up 10.2% from 1965.

On that list were made-for-TV productions and successful motion pictures that included *King Kong* (ABC), *Glass Menagerie* (CBS), *How the Grinch Stole Christmas* (CBS), *Alice Through the Looking Glass* (NBC), *Mr. Magoo's Christmas Carol* (NBC), *The Faces of Rome* (ABC), *Lucy in London* (CBS), *Frank Sinatra: a Man and His Music* (CBS), *Campaign and the Candidates* (NBC), *Jack Benny Comedy Special* (NBC), *Death of a Salesman* (CBS) and "The Bridge on the River Kwai" (ABC).

Death of a Salesman, aired by CBS in May, received widespread acclaim, but no exceptional ratings. BROADCASTING commented: "It is this publication's subjective view that anyone who ignored or turned away from the magnificent television production of the Arthur Miller play missed an experience of rare enrichment ... The 30% that did see *Death of a Salesman* owes CBS-TV a debt that we hope will be paid in lasting gratitude."

"The Bridge on the River Kwai," a three-hour presentation by ABC of the 1957 Oscar-winning film, received the highest ratings for any TV movie up to that time; ABC estimated that more than 60 million people viewed the show. That same week CBS bought 63 Metro-Goldwyn-Mayer films for \$52.8 million, ABC bought 17 20th Century-Fox films for \$19.5 million as well as 32 Paramount films for \$20 million.

ABC-TV had bought the rights for two showings of "The Bridge on the River



John P. Fraim came to broadcasting in 1966 when a new corporation, initially identified as Mutual Industries Inc., purchased Mutual Broadcasting System for \$3.1 million. Seller was 3M Co., which had bought the radio network in 1960 for an estimated \$1.3 million. Fraim had been in various educational and business enterprises and during the 1964 presidential campaign was vice chairman of the Republican national finance committee. Fraim served as chairman and president of the new parent company of MBS.

Kwai" from Screen Gems for \$2 million. The price to Ford Motor for sponsorship of the first showing was \$1.2 million plus \$600,000 in time costs.

The new season provided the viewer with such TV series as: *The Tammy Grimes Show* (ABC), *Star Trek* (NBC), *That Girl* (ABC), *The Green Hornet* (ABC), *Tarzan* (NBC), *The Monkees* (NBC), *The Roger Miller Show* (NBC), *Family Affair* (CBS) and *The Girl From U.N.C.L.E.* (NBC).

The new technology of broadcasting provided viewers with the special attractions of shows relayed via Comsat and Lani Bird satellites, the takeoff and splashdown of Gemini 8 and Gemini 9 and spectacular close-up pictures of the

moon sent back by Surveyor I.

"Man's accomplishments in space," BROADCASTING commented, "leave us speechless, and we find that we are also running out of words to describe television's coverage of those events. The Surveyor spacecraft's pictures from the moon and the Gemini 9 flight, especially the on-camera splashdown, are the most recent and spectacular cases in point. . . . It would be easier to describe the excitement and wonder of television's coverage of Surveyor and Gemini 9 if they had been among the first rather than merely the most recent of such events. Television has entrenched itself so firmly that the superlatives wear thin and the mind no longer boggles."

Stay Tuned

1. What milestone in public broadcasting history occurred in 1967?
2. What happened to the Overmyer Network?
3. What then-radical plan did ABC conceive for radio networking?
4. Who announced a new video recording and playback system for the home?
5. What developed in the proposed ABC-ITT merger?

The answers next week
in "1967."

For the Record

As compiled by BROADCASTING June 8 through June 12 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 application

■ Rainsville, Ala.—Alfred Brausan seeks 1160 khz, 1 kw-D, 250 w-N Address: 1226 Capri Street, Coral Gables, Fla. 33134. Estimated construction costs: \$72,000; first-quarter operating cost: \$14,000; first-year revenue: \$143,500. Format: Gospel/religious. Principal: Alfred Brausan (100%), who is Coral Gables minister and has no other broadcast interests. Filed May 19.

TV applications

■ Riverside, Calif.—Pan-Pacific Broadcasting seeks ch. 62; ERP: 2,128 kw vis, 212.8 kw aur., HAAT: 2395 ft.; ant. height above ground: 284 ft. Address: 1429 South Vermont Ave., Los Angeles 90036. Estimated construction cost: \$601,880; first-quarter operating cost: \$167,000; first-year revenue: \$800,000. Legal counsel: Seymour M. Chase. Consulting engineer: Robert D. Culver. Principals: Miko Enterprises Inc. (80%) and Masataka Iwasaki (20%). Iwasaki is Los Angeles-based television program distributor. Miko Enterprises is owned by Dennis K. Kinoshita, Charles Olson (37.5% each) and Masataka Iwasaki (25%). Kinoshita is Los Angeles attorney. Olson is station manager at WCGV-TV Milwaukee, Wis. None have other broadcast interests. Filed April 6.

■ Lexington, Ky.—FBC Inc. seeks ch. 62; ERP: 2333 kw vis, 233.3 kw aur., HAAT: 1067 ft.; ant. height above ground: 1126 ft. Address: 343 Waller Avenue, Suite 100, Lexington, Ky 40504. Estimated construction cost: \$1,001,500; first-year operating cost: \$550,000; revenue: \$975,000. Legal counsel: John L. Tierney-Washington. Consulting engineer: Scott Baxter-Brentwood, Tenn. Principals: Ian N. Wheeler

(president), Stephen Kesten, Steven Caller, Robert J. Rosenstein, and father, Irving Rosenstein, James M. Chifton, Penny M. Miller, Edgar A. Wallace, David Steven and Louise H. Ward (19% each). Wheeler owns 8% of Family Television Inc. permittee for ch. 28 at Tampa, Fla., and 16% of applicant for new AM at Hilton Head, S.C. Others are Lexington area businessmen and have no other broadcast interests. Filed May 29.

■ Greenwood, S.C.—South Carolina Educational Television Commission seeks ch. 38; ERP: 1776 kw vis., 177.6 kw aur., HAAT: 768 ft.; ant. height above ground: 688 ft. Address: 2712 Millwood Avenue, Drawer L, Columbia, S.C. 29250. Estimated construction cost: \$1,485,800; first-year operating cost: \$450,000. Legal counsel: Dow, Lohnes & Albertson. Consulting engineer: Charlton W. Bowers. Principal: Applicant is licensee or permittee of 6 FM's and 10 TV's throughout state. Henry J. Cauthen is president and general manager. Filed March 30.

FM actions

■ Fairbanks, Alaska—Prime Time of Alaska Inc. granted 102.5 mhz, 25 kw, HAAT: —89.5 ft. Address: P.O. Box 1234, Everett, Wash. 98206. Estimated construction cost: \$17,000; first quarter operating cost: \$22,500; revenue: \$145,500. Format: Contemporary/public affairs. Principals: Martin J. Hamstra, Robert J. Brown (28.33% each), George W. Akers (26.67%), and William H. Lucas (16.67%). Hamstra and Brown are real estate development partners in Everett, Wash. Lucas owns Everett chiropractic clinic. Akers is Seattle attorney. Applicant is licensee of KYAK-AM-KGOT(FM) Anchorage and KIAK(AM) Fairbanks, Alaska. Brown and Hamstra each have 50% interest in KQYZ(AM) Everett. Action May 19.

■ Delhi, Calif.—All-American Broadcasting Co. granted 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 1955 East Alexander, Merced, Calif. 95340. Estimated construction cost \$131,486; first quarter operating costs \$37,435 and revenue \$60,000. Format: contemporary. Principals: Robert J. Parreno (40%), Riley R. Ryan III (40%) and R. C. Duckett (20%). Mr. Parreno, former announcer at KWIP(AM) Merced is interviewer for state employment agency there, where Mr. Ryan also works. Mr. Duckett is retired from air force and is currently student. None have other broadcast interests. Action Jan. 16.

■ Mullens, W. Va.—Slab Fork Broadcasting Co. granted 92.7 mhz, 3 kw, HAAT 210 ft. Address: P.O. Box 751, Mullens 25882. Estimated construction cost \$71,000; first-year operating cost \$56,000; revenue \$60,000. Format: Country, MOR, Soft Rock. Principals: Gene E. McCoy, Clifford C. Phillips Jr., Billie E. Wilcox and, brother, John R. Wilcox (25% each). Mr. McCoy owns Washington building materials concern. Mr. Phillips is principal of local high school. Mr. B.E. Wilcox is employee of local Moose Lodge, Mr. J.R. Wilcox is transportation director of local school board. Action March 9.

■ Summerville, W. Va.—R&S Broadcasting Co. granted 92.9 mhz, 30.9 kw, HAAT: 656 ft. Address: P.O. Box 349, Richwood, W.Va. 26261. Estimated construction cost \$113,250; first-year operating cost \$40,000; revenue \$45,000. Format: C&W/Gospel/easy listening. Principal: C. Farrell Johnson, 100% owner of R&S, also licensee of WVAR(AM) Richwood, W. Va. He is also manager and chief engineer of station. Action March 23.

■ Rock Springs, Wyo.—Imperial Broadcasting Co. granted 99.5 mhz, 100 kw, HAAT: 1630 ft. Address: P.O. Box 30311, Billings, Mont. Estimated construc-

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tion cost \$117,177; first quarter operating cost \$29,840; revenue \$35,000. Format: MOR. Principals: Thomas E. Cheney (51%) and Darrel Brunson (49%). Cheney is a landscape contractor in Billings and Brunson is a Rapid City, S.C. businessman. Neither have other broadcast interests. Action May 21.

Ownership Changes

Applications

■ **WSWS(TV)** [CP] Opelike, Ala. (ch. 66)—Seeks assignment of license from Wardean Inc. to RCH Broadcasting Inc. for \$39,000. Seller: Dee W. Ward Jr. and family, who have no other broadcast interests. Buyer: Richard C. Hilton Sr. (100%), who is Tampa, Fla., real estate broker and has no other broadcast interests. Filed May 11.

■ **KBTA(AM)** Batesville, Ark. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of White River Valley Broadcasters from Thomas G. Vinson and Nan Tucker (100% before; none after) to Thomas A. Vinson and others (none before; 100% after) consideration: \$97,500 and \$208,000 for guarantee of debt. Principals: Seller is owned by Thomas G. Vinson and Nan Tucker, who are relinquishing their interest in station. Buyer is owned by Thomas A. Vinson and wife, Diane (50% jointly) and Joseph M. Biard and wife, Nancy J. (50% jointly). Thomas Vinson has been president and 40% owner of KBTA. Diane Vinson has been in charge of billing for station. Joseph Biard is salesman at KBTA. Nancy Biard is housewife. They are permittee of new FM on 93.1 mhz at Batesville. Filed May 15.

■ **WATR-TV** Waterbury, Conn.: (TV: NBC, ch. 20, 200 kw vis., 20 kw aur., HAAT: 510 ft.)—Seeks assignment of license from Thomas Television Inc. to Channel 20 Associates Limited Partnership for \$4.5 million (BROADCASTING, May 11). Seller is owned by B. Preston Gilmore family who own WATR-AM-FM Waterbury, which is not involved in transaction. Buyer is joint venture of Esen Associated IX and Oppenheimer & Co. (50% each). Esen is owned by communications attorney Michael Finkelstein and others in Washington-based law firm of Nixon, Hargrave, Devans & Doyle. Oppenheimer & Co. is New York-based investment firm with interests in cable systems serving Michigan and Maryland. Finkelstein and Oppenheimer also are applicants for new TV in Dayton, Ohio (BROADCASTING, April 14, 1980). WATR-TV is NBC affiliate on ch. 20 with 200 kw visual, 20 kw aural and antenna 510 feet above average terrain. Filed May 19.

■ **WKOI(TV)** [CP] Richmond, Ind. (ch. 43, 1,349 kw vis., 270 kw aur., ant. 1,902 ft.)—Seeks assignment of license from Tri-State Christian TV to Trinity Broadcasting of Indiana Inc. for \$182,500. Seller: nonstock corp.; Garth W. Counce is president. It has no other broadcast interests. Buyer: nonstock corp.; Paul F. Crouch, president. He is general manager of KTBN-TV Fontana, Calif. Filed May 29.

■ **WTOK-TV** Meridian, Miss.: (TV: ABC, ch. 11, 316 kw vis., 47.9 kw aur., HAAT: 536 ft.)—Seeks assignment of license from Southern Television Corp. to Channel Two Television, Houston, for approximately \$11 million. (BROADCASTING, March 23). Seller is principally owned by Robert F. Wright, president (23%); William B. Crooks, vice president-commercial manager (16.5%); Robert Ward, vice president-assistant general manager (5.5%), and Cecil Germany, chief engineer (4%). Buyer is under common ownership with Houston Post, KPRC-AM-TV Houston, and WTVF(TV) Nashville. William B. Hobby Jr., lieutenant governor of Texas, is Channel Two chairman; Jack Harris, president. Filed May 13.

■ **WQSN(AM)** Charleston, S.C. (AM: 1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Low Country Broadcasting Inc. to Charleston Sports Enterprises Inc. for \$500,000. Seller: Mae Winton (100%) who has no other broadcast interests. Buyer: C. Edward Little Sr. (51%) and wife, Marie G. (49%). Little is former president of Mutual Broadcasting System, Washington, and has no other broadcast interests. Filed April 29.

Actions

■ **KITT(FM)** San Diego, Calif. (FM: 105.3 mhz, 29 kw, ant. 620 ft.)—Granted assignment of license from KITT-FM Radio to San Diego Broadcasters Inc. for

\$5,250,000. Seller: Melvin L. Wheeler and G. Russell Chambers (50% each). Wheeler owns 70% of WSLC(AM)-WSLQ(FM) Roanoke, Va., and 70% of KDNT(AM)-KDDC(FM) Denton, Tex. Chambers also owns KPLC-TV Lake Charles, La. Buyer: Wholly owned subsidiary of publicly held Chartcom Inc., New York-based group owner of two AM's and four FM's. Fred C. Danneman is chairman and J.P. Smith is president. Chartcom Inc. is subsidiary of the Charter Co., publisher of *Ladies Home Journal* and *Redbook*. Chartcom also sold, subject to FCC approval, WOKY(AM) Milwaukee and WMIC(FM) Waukesha, Wis. for \$5 million (BROADCASTING, June 15). Action June 4.

■ **KLIR(FM)** Denver, Colo. (FM: 100.3 mhz, 100 kw, ant. 330 ft.)—Sold by KLIR Inc. to Duffy Broadcasting for \$5 million. Seller is principally owned by Roger P. Anderson and family. They also own KRKS(AM) Denver; KCLO(AM)-KTRO(FM) Leavenworth, Kan.; KJRG(AM)-KOEZ(FM) Newton, Kan., and KFLA(AM)-KULL(FM) Scott City, Kan. Buyer is owned by Robert J. Duffy (33.33%) First Capital Corp. (38%) and several private investment groups associated with First Capital. Duffy is president of Christal Co., New York, radio representative, which he is acquiring over five-year period from Cox Broadcasting Corp. Duffy Broadcasting bought KCLR-AM-FM (formerly KPAM-AM-FM) Portland, Ore., last year (see "Changing Hands," Sept. 29, 1980). First Capital Corp. is Chicago investment company, subsidiary of First Chicago Corp., which is bank holding company. One of its major holdings is First National Bank of Chicago. John Doede is general manager of First Capital. Action June 4.

■ **WGVL(FM)** Gainesville, Fla. (FM: 105.5 mhz, 3 kw, ant. 265 ft.)—Granted assignment of license from Gerler Broadcasting Co. to Sunshine Wireless Co. for \$950,000. Seller: Irving A. Uram (60%) and his mother, Sarah K. Uram (40%) who have no other broadcast interests. Buyer: Eric T. Esbensen (50%) and Donald V. and Richard Berlanti, brothers (25% each). Esbensen is Washington communications attorney. Berlanti brothers are investors who, with Esbensen, own WLQY(AM)-WQOS(FM) Hollywood, Fla. In addition, Esbensen and Donald Berlanti own KLVV(AM)-KRQK(FM) Lompoc, Calif. Action May 29.

■ **WIYD(FM)** Palatka, Fla. (FM: 99.9 mhz, 100 kw)—Granted assignment of license from Hall Broadcasting Co. to Ronette Communications Corp. for \$450,000. Seller: Georgie Terwilliger (62.5%) and her son, Ronald G. Tumlin (37.5%). Buyer: Ronald Samuels, (42.5%); Annette M. Tuter (42.5%) and Ronald Tumlin (10%) and Georgie Terwilliger (5%). Samuels is vice president and general manager of WDOQ(FM) Daytona Beach, Fla. Tuter is housewife and real estate salesperson. Tumlin is general manager and 37.5% owner of WIYD-AM-FM. Terwilliger has been majority principal of WIYD. Action May 29.

■ **WSOJ-FM** Jesup, Ga. (FM: 98.3 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Happy Acres Broadcasting Inc. to Wings Broadcasting Co. for \$300,000. Seller: Raymond B. Forehand (54%), wife, Cleo H. (43%) and daughter Sue Ann (3%), who have no other broadcast interests. Buyer: F. Douglas Wilhite and Michael J. Brown (44% each) and C. Salen Herke (12%). Wilhite is station manager at WNTS(AM) Indianapolis. Brown is Indianapolis real estate agent. Herke is Indianapolis insurance agent. They have no other broadcast interests. Action May 27.

■ **WPOK-AM-FM** Pontiac, Ill. (AM: 1080 khz, 1 kw-D; FM: 103.1 mhz, 3 kw, ant. 185 ft.)—Granted assignment of license from Bret Broadcasting Corp. to Livingston County Broadcasters Inc. for \$304,500. Seller: E. B. Groen and wife, Naomi (50% each), who have no other broadcast interests. Buyer: Lawrence W. Nelson and wife, Pamela (52% jointly), J. Collins Miller and wife, Candace (22% jointly), Paul Fink (15%) and Richard Arnold (11%). Nelsons own 98% of WSPY(FM) Plano, Ill. and 32% of WCCQ(FM) Crest Hill, Ill. Collins Miller is general manager of WCCQ. Candace Miller is housewife. Arnold is engineering supervisor of WIND(AM) Chicago and Fink is general manager at WSPY. Nelsons and Millers are also new FM applicants for Paxton, Ill. (BROADCASTING, Dec. 22, 1980). Action June 4.

■ **WCTT-AM-FM** Corbin, Ky. (AM: 680 khz, 1 kw-U; FM: 107.1 mhz, 3 kw, ant. 260 ft.)—Granted assignment of license from Crawford Enterprises to Crawford Broadcasting Inc. for \$356,250. Seller: Mary H. Robinson (44.5%), John L. Crawford (25%), R. Springer Hoskins (15.5%) and Crawford's son, James L. (2.5%) and wife, Kathrine (12.5%) who have no other broad-

cast interests. Buyer: John L. Crawford (100%), who has been general manager of WCTT-AM-FM and 25% owner. He has no other broadcast interests. Action June 4.

■ **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.)—Granted 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, KOBY(AM) Hot Springs, all South Dakota and KOZY(AM) Grand Rapids, Mich., and holds CP's for KOBY(AM) Hot Springs, KNEX-FM Pierre and KKYA-FM Yankton. Action May 29.

■ **KKIM(AM)** Albuquerque, N.M. (AM: 1000 khz, 10 kw-D)—Granted 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 KPRX(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; WTOW(AM) Towson, Md., and are minority shareholders of KFEL(AM) Pueblo, Colo. Other buyers have no other broadcast interests. Action May 29.

■ **WTKO(AM)** Ithaca, N.Y. (AM: 1470 khz, 1 kw-D, 500 w-N)—Granted transfer of control of VVF Communications Corp. from Ivy Broadcasting Inc. (55% before; 31.37% after) to VVF Broadcasting Co. (45% before; 68.63% after) consideration: \$550,000. Principals: Seller is principally owned by Phebe W. Erdman, who is relinquishing majority control. Buyer is owned by Ivy Broadcasting (31.3%), Thomas J. Wincek, Francis X. Boyle, Robert A. Sniffen and Ellis E. Erdman (17.16% each). Wincek, Boyle and Sniffen head Washington-based Vietnam Veterans foundation. Erdman is Ithaca-based investor. Action May 29.

■ **WYDK(AM)** Yadkinville, N.C.: (AM: 1480 khz, 1 kw-D)—Sold by B&B Broadcasting Corp. to Alan L. Soper and wife, Jeanette, for \$210,000. Seller is owned by Washington law firm partners, Forbes Blair (50%) and Donald Bilger (40%) and latter's son, Donald E. II (10%). They have no other broadcast interests. Buyers own and operate WODI(AM) Brookneal, Va. Action May 29.

■ **KEAM(AM)** Nederland, Texas (AM: 1510 khz, 5 kw)—Granted assignment of license from KE-Communications to AOC Broadcasting Co. for \$245,000 plus \$65,000 for noncompete agreement. Seller is owned by James H. Joynt who has no other broadcast interests. Buyer is owned by Richard Oppenheimer (president), Robert Clarke and D. Kent Anderson (30% each), and Michael R. Walker (10%). They are principals of KIXL(AM)-KHFI-FM Austin and KBFM(FM) Edinburg, both Texas, and KYKN(FM) Grants, N.M. Action June 4.

■ **WDDY(AM)** Gloucester, Va. (AM: 1420 khz, 1 kw-D)—Granted assignment of license from Cape Radio Inc. to WDDY Inc. for \$90,000. Seller: Arthur Lazarow (56%), mother-in-law, Nell Irene Daniels, and J. Arthur Shimm (22% each). They have no other broadcast interests. Buyer: William L. Eure Jr. (56%), Thomas W. Robinson (25%) and William B. Eure (10%). William L. Eure is president and 100% owner of WSSB(AM)-WPLZ-FM Petersburg, Va. Robinson is assistant manager at WSSV-WPLZ. W.B. Eure is manager at WPLZ. Action June 4.

Facilities Changes

AM applications

■ **WTCB(AM)** Flomaton, Ala.—Seeks CP to increase D power from 500 w to 2.5 kw and install DA-D. Ann. June 9.

■ **WJXL(AM)** Jacksonville, Ala.—Seeks modification of CP to make changes in ant. sys. Ann. June 9.

■ **KBAS(AM)** Bullhead City, Ariz.—Seeks modifica-



Leonard Goldenson (left), ABC president, and Harold S. Geneen, president and chairman of ITT, had reason to smile when the FCC gave its approval to the planned merger.

Broadcasting, Dec. 22

the diversity of TV programming should be welcomed."

The FCC in December, by a 4-3 vote, approved ABC's merger with ITT. It brought hope that the pact would survive government roadblocks and provide the network with funds to improve its programming.

By fall 1966 both CBS and NBC were broadcasting virtually all of their prime-time shows in color, although ABC lagged.

NBC's TV network was 100% converted to color by Nov. 7, 1966. CBS at yearend was replacing its remaining black-and-white programs with color, and ABC said it hoped to be almost fully in color by the fall of 1967.

In addition, NBC and the National Association of Broadcasters challenged the FCC's authority to regulate the networks, stating, "The commission cannot, by redefining terms [of the Communications Act], vest itself with jurisdiction which the terms—as defined in the act—do not give."

BROADCASTING offered another assessment of the FCC's crusade: "The network-study boondoggle has been going on nearly 11 years. It started in September 1955 when Roscoe Barrow... was hired with a special staff to investigate network practices. Two years later... the Barrow Report urged a continuation of the FCC inquiry into that field... In February 1959 the FCC took Dean Barrow's advice and created the still existing network-study staff which has four lawyers, two statistical

clerks and a stenographer... at an annual budget of \$90,000. For seven years [this staff] has cost the government something more than \$630,000. That does not take into account expenses... Taxpayers are entitled to ask what they have bought with their money. The answer... is that they have bought a mountain of useless paperwork... The factual information... is obsolete, the conclusions are unrealistic, and the recommendations welcomed by nobody of consequence... In these times of inflation there is no need for the FCC to be harboring its own WPA."

Subscription Television Inc. belatedly won a battle for survival, but it was to come out at a time when STV was wobbling on its last legs. In March 1966, the California Supreme Court ruled that the state's Proposition 15, which banned pay TV in November 1964, was unconstitutional since it abridged freedom of speech. In October 1966, the U.S. Supreme Court refused to review the state court's March decision. That opened the way for toll TV to return to California, but by then Subscription Television Inc. said it was broke. Its president, Pat Weaver, had resigned in April.

For the commercial broadcasting system, 1966 proved to be another year of growth, as typified by these numbers:

The 623 TV stations on the air (769 authorized) chalked up a record \$1,834,800,000 in net time sales, up 9.1% from 1965, while the 4,121 AM stations (4,190 authorized) and 1,643 FM stations (1,865

authorized), recorded net time sales of \$911,979,000, up 10.2% from 1965.

On that list were made-for-TV productions and successful motion pictures that included *King Kong* (ABC), *Glass Menagerie* (CBS), *How the Grinch Stole Christmas* (CBS), *Alice Through the Looking Glass* (NBC), *Mr. Magoo's Christmas Carol* (NBC), *The Faces of Rome* (ABC), *Lucy in London* (CBS), *Frank Sinatra: a Man and His Music* (CBS), *Campaign and the Candidates* (NBC), *Jack Benny Comedy Special* (NBC), *Death of a Salesman* (CBS) and "The Bridge on the River Kwai" (ABC).

Death of a Salesman, aired by CBS in May, received widespread acclaim, but no exceptional ratings. BROADCASTING commented: "It is this publication's subjective view that anyone who ignored or turned away from the magnificent television production of the Arthur Miller play missed an experience of rare enrichment... The 30% that did see *Death of a Salesman* owes CBS-TV a debt that we hope will be paid in lasting gratitude."

"The Bridge on the River Kwai," a three-hour presentation by ABC of the 1957 Oscar-winning film, received the highest ratings for any TV movie up to that time; ABC estimated that more than 60 million people viewed the show. That same week CBS bought 63 Metro-Goldwyn-Mayer films for \$52.8 million, ABC bought 17 20th Century-Fox films for \$19.5 million as well as 32 Paramount films for \$20 million.

ABC-TV had bought the rights for two showings of "The Bridge on the River



John P. Fraim came to broadcasting in 1966 when a new corporation, initially identified as Mutual Industries Inc., purchased Mutual Broadcasting System for \$3.1 million. Seller was 3M Co., which had bought the radio network in 1960 for an estimated \$1.3 million. Fraim had been in various educational and business enterprises and during the 1964 presidential campaign was vice chairman of the Republican national finance committee. Fraim served as chairman and president of the new parent company of MBS.

CBS ran into internal problems in February when John S. Schneider, who had just taken over as CBS Inc. group vice president in charge of all broadcasting divisions, refused to clear the CBS-TV network for live, daytime coverage of a Senate committee hearing on Vietnam. Schneider contended that much of the hearing was repetitious and could be better presented as recapped highlights for a much larger evening audience. CBS-TV aired reruns of such syndicated shows as *I Love Lucy* and *The Real McCoys* while NBC-TV continued its live coverage.

Fred W. Friendly, CBS News president since 1964, disagreed. He felt the scheduled testimony of Soviet critic George F. Kennan, one-time ambassador to the USSR and Yugoslavia, warranted live coverage. In a letter of resignation to CBS Chairman William Paley and CBS President Stanton, Friendly protested: "I am convinced that the decision not to carry [the hearings] was a business, not a news decision. I am resigning because the decision not to carry the hearings makes a mockery of the Paley-Stanton CND [Columbia News Division] crusade of many years that demands broadcast access to congressional debate. . . . The concept of an autonomous news organization responsible only to the chairman and the president was not a creation of mine. It is a concept almost as old as CBS News. . . . The dramatic change in that concept is to my mind and that of my colleagues, a form of emasculation. . . ."

In June, 12 broadcast licensees, the Radio and Television News Directors Association and the NAB planned a united front against rules on personal attack that the FCC proposed to adopt in interpreting the fairness provision of Section 315, the equal-time law. The coalition, in its comments on the proposed rulemaking, vowed it would go all the way to the Supreme Court in its attack on the constitutionality of the FCC provision that would require a broadcaster to offer a person or group that had been attacked in an editorial a "reasonable opportunity to respond over the licensee's facilities." The coalition contended that since no legal distinctions existed between electronic and press journalism, the equal-time law and the fairness doctrine were incongruous with the Supreme Court's decisions affirming newspapers' rights, and by extension broadcasters' rights, under the constitutional guarantees of a free press.

To shore up another attack—the first—on the fairness doctrine, the NAB pledged \$10,000 to help WGBH(AM) Red Lion, Pa., in its challenge (see 1965).

One of the more imaginative uses of the fairness doctrine came through the mails to WCBS-TV New York on Dec. 1, 1966. It was a letter from one John F. Banzhaf III, who asserted that cigarette commercials presented one side of a controversial issue of public importance and that the station was therefore obliged to give time for discussions of smoking and health. When the station rejected his request, with the ex-



One of the more successful network shows in 1966 was ABC-TV's *Batman* with its camp treatment of the heroics of the comic book defender of justice. An imposter turned up at the Multiple Sclerosis Society benefit ball in Washington March 4. When the mask was dropped, it wasn't real life Adam West, portrayer of Bruce Wayne, dashing man about town. It was E. William Henry, dashing young chairman of the FCC.

planation that the health issue had been thoroughly covered in news and other programs, Banzhaf went to the FCC.

[It turned out that Banzhaf was a 26-year-old lawyer in New York representing only himself. Those resources were enough. On June 2, 1967, the FCC sustained his complaint. That meant that not only WCBS-TV but also every station carrying cigarette commercials must from then on make a "significant" amount of time available for the presentation of antismoking views. Officially the FCC would not define "substantial," but Henry Geller, the FCC's general counsel, unofficially

guessed that one antismoking message for every three cigarette commercials would be reasonable. That was to add up to a powerful antismoking campaign. Cigarette volume on the air was running at \$200 million a year.]

NCTA President Ford extolled cable's virtues and condemned broadcasters' alleged tactics when he said: "Cablecasters can do the job in the 4,389 communities where there are operating systems, franchises granted, or applications pending, but the broadcaster cannot. [Broadcasters] do not want you to cablecast the proceedings of the local city council. They do not want you to cablecast the discussion of public issues. They do not want you to cablecast the local public-service programs. Why? Because they do not want even a small portion of the public to be drawn away from their commercial programs."

On the copyright issue, BROADCASTING urged "stations . . . to argue for the retention of the present copyright law. No doubt the CATV interests will be doing all they can to get Congress to adopt legislation giving them relief from the decision of the federal court [which held CATV's liable for copyright payments]. They are no more entitled to that legislation than they are to the free ride they have been taking on the programing they snatch from the air." And the battle continued.

To lessen network control of TV programing and to help independent producers, the FCC continued to push its "50-50" proposal for network programing. That rule would limit to no more than 50% the amount of nonnews programing that a network could control in prime time.

The "tripoly," as the FCC described ABC, NBC and CBS, retained the Cambridge, Mass., research firm of Arthur D. Little to resolve disputed points in the controversy. Little provided documentation to contradict the FCC's contention of network economic control of programing, and to show that "expectations of profitability are sufficiently prevalent" to prompt 60 to 70 independent producers to package programs each year for network consideration. The Little report also contended that the FCC proposal, instead of curing networking problems, would only impair the networking system, make networks less responsive to the public's needs, and cost the networks millions of dollars annually.

Promise of increased TV network competition was offered in two areas in 1966. One was when Daniel W. Overmyer and Oliver Treyz announced plans for the formation of a fourth national TV network. The other was in some progress by ABC in efforts to get Washington's blessing on the proposed merger with the larger ITT.

Scheduled to begin after Labor Day 1967, the Overmyer network planned eight continuous hours of nighttime service. "Television stations and audiences both stand to gain," BROADCASTING noted, "if the fourth network plans . . . prove successful. Anything that adds to

tion cost \$117,177; first quarter operating cost \$29,840; revenue \$35,000. Format: MOR. Principals: Thomas E. Cheney (51%) and Darrel Brunson (49%). Cheney is a landscape contractor in Billings and Brunson is a Rapid City, S.C. businessman. Neither have other broadcast interests. Action May 21.

Ownership Changes

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■ **WSWS(TV)** [CP] Opelike, Ala. (ch. 66)—Seeks assignment of license from Wardean Inc. to RCH Broadcasting Inc. for \$39,000. Seller: Dee W. Ward Jr. and family, who have no other broadcast interests. Buyer: Richard C. Hilton Sr. (100%), who is Tampa, Fla., real estate broker and has no other broadcast interests. Filed May 11.

■ **KBTA(AM)** Batesville, Ark. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of White River Valley Broadcasters from Thomas G. Vinson and Nan Tucker (100% before; none after) to Thomas A. Vinson and others (none before; 100% after) consideration: \$97,500 and \$208,000 for guarantee of debt. Principals: Seller is owned by Thomas G. Vinson and Nan Tucker, who are relinquishing their interest in station. Buyer is owned by Thomas A. Vinson and wife, Diane (50% jointly) and Joseph M. Biard and wife, Nancy J. (50% jointly). Thomas Vinson has been president and 40% owner of KBTA. Diane Vinson has been in charge of billing for station. Joseph Biard is salesman at KBTA. Nancy Biard is housewife. They are permittee of new FM on 93.1 mhz at Batesville. Filed May 15.

■ **WATR-TV** Waterbury, Conn. (TV: NBC, ch. 20, 200 kw vis., 20 kw aur., HAAT: 510 ft.)—Seeks assignment of license from Thomas Television Inc. to Channel 20 Associates Limited Partnership for \$4.5 million (BROADCASTING, May 11). Seller is owned by B. Preston Gilmore family who own WATR-AM-FM Waterbury, which is not involved in transaction. Buyer is joint venture of Esen Associated IX and Oppenheimer & Co. (50% each). Esen is owned by communications attorney Michael Finkelstein and others in Washington-based law firm of Nixon, Hargrave, Devans & Doyle. Oppenheimer & Co. is New York-based investment firm with interests in cable systems serving Michigan and Maryland. Finkelstein and Oppenheimer also are applicants for new TV in Dayton, Ohio (BROADCASTING, April 14, 1980). WATR-TV is NBC affiliate on ch. 20 with 200 kw visual, 20 kw aural and antenna 510 feet above average terrain. Filed May 19.

■ **WKOI(TV)** [CP] Richmond, Ind. (ch. 43, 1,349 kw vis., 270 kw aur., ant. 1,902 ft.)—Seeks assignment of license from Tri-State Christian TV to Trinity Broadcasting of Indiana Inc. for \$182,500. Seller: nonstock corp.; Garth W. Coonce is president. It has no other broadcast interests. Buyer: nonstock corp.; Paul F. Crouch, president. He is general manager of KTNB-TV Fontana, Calif. Filed May 29.

■ **WTOK-TV** Meridian, Miss.: (TV: ABC, ch. 11, 316 kw vis., 47.9 kw aur., HAAT: 536 ft.)—Seeks assignment of license from Southern Television Corp. to Channel Two Television, Houston, for approximately \$11 million. (BROADCASTING, March 23). Seller is principally owned by Robert F. Wright, president (23%); William B. Crooks, vice president-commercial manager (16.5%); Robert Ward, vice president-assistant general manager (5.5%); and Cecil Germany, chief engineer (4%). Buyer is under common ownership with Houston Post, KPRC-AM-TV Houston, and WTVF(TV) Nashville. William B. Hobby Jr., lieutenant governor of Texas, is Channel Two chairman; Jack Harris, president. Filed May 13.

■ **WQSN(AM)** Charleston, S.C. (AM: 1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Low Country Broadcasting Inc. to Charleston Sports Enterprises Inc. for \$500,000. Seller: Mae Winton (100%) who has no other broadcast interests. Buyer: C. Edward Little Sr. (51%) and wife, Marie G. (49%). Little is former president of Mutual Broadcasting System, Washington, and has no other broadcast interests. Filed April 29.

Actions

■ **KITT(FM)** San Diego, Calif. (FM: 105.3 mhz, 29 kw, ant. 620 ft.)—Granted assignment of license from KITT-FM Radio to San Diego Broadcasters Inc. for

\$5,250,000. Seller: Melvin L. Wheeler and G. Russell Chambers (50% each). Wheeler owns 70% of WSLC(AM)-WSLQ(FM) Roanoke, Va., and 70% of KDNT(AM)-KDDC(FM) Denton, Tex. Chambers also owns KPLC-TV Lake Charles, La. Buyer: Wholly owned subsidiary of publicly held Chartcom Inc., New York-based group owner of two AM's and four FM's. Fred C. Danneman is chairman and J.P. Smith is president. Chartcom Inc. is subsidiary of the Charter Co., publisher of *Ladies Home Journal* and *Redbook*. Chartcom also sold, subject to FCC approval, WOKY(AM) Milwaukee and WMIC(FM) Waukesha, Wis. for \$5 million (BROADCASTING, June 15). Action June 4.

■ **KLIR(FM)** Denver, Colo. (FM: 100.3 mhz, 100 kw, ant. 330 ft.)—Sold by KLIR Inc. to Duffy Broadcasting for \$5 million. Seller is principally owned by Roger P. Anderson and family. They also own KRKS(AM) Denver; KCLO(AM)-KTRO(FM) Leavenworth, Kan.; KJRG(AM)-KOEZ(FM) Newton, Kan., and KFLA(AM)-KULL(FM) Scott City, Kan. Buyer is owned by Robert J. Duffy (33.33%) First Capital Corp. (38%) and several private investment groups associated with First Capital. Duffy is president of Christal Co., New York, radio representative, which he is acquiring over five-year period from Cox Broadcasting Corp. Duffy Broadcasting bought KCCR-AM-FM (formerly KPAM-AM-FM) Portland, Ore., last year (see "Changing Hands," Sept. 29, 1980). First Capital Corp. is Chicago investment company, subsidiary of First Chicago Corp., which is bank holding company. One of its major holdings is First National Bank of Chicago. John Doede is general manager of First Capital. Action June 4.

■ **WGVLFM** Gainesville, Fla. (FM: 105.5 mhz, 3 kw, ant. 265 ft.)—Granted assignment of license from Gerler Broadcasting Co. to Sunshine Wireless Co. for \$950,000. Seller: Irving A. Uram (60%) and his mother, Sarah K. Uram (40%) who have no other broadcast interests. Buyer: Eric T. Esbensen (50%) and Donald V. and Richard Berlanti, brothers (25% each). Esbensen is Washington communications attorney. Berlanti brothers are investors who, with Esbensen, own WLQY(AM)-WKQS(FM) Hollywood, Fla. In addition, Esbensen and Donald Berlanti own KLVV(AM)-KRQK(FM) Lompoc, Calif. Action May 29.

■ **WIYD(FM)** Palatka, Fla. (FM: 99.9 mhz, 100 kw)—Granted assignment of license from Hall Broadcasting Co. to Ronette Communications Corp. for \$450,000. Seller: Georgie Terwilliger (62.5%) and her son, Ronald G. Tumlin (37.5%). Buyer: Ronald Samuels, (42.5%); Annette M. Tuter (42.5%) and Ronald Tumlin (10%) and Georgie Terwilliger (5%). Samuels is vice president and general manager of WDOQ(FM) Daytona Beach, Fla. Tuter is housewife and real estate salesperson. Tumlin is general manager and 37.5% owner of WIYD-AM-FM. Terwilliger has been majority principal of WIYD. Action May 29.

■ **WSOJ-FM** Jesup, Ga. (FM: 98.3 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Happy Acres Broadcasting Inc. to Wings Broadcasting Co. for \$300,000. Seller: Raymond B. Forehand (54%), wife, Cleo H. (43%) and daughter Sue Ann (3%), who have no other broadcast interests. Buyer: F. Douglas Wilhite and Michael J. Brown (44% each) and C. Salen Herke (12%). Wilhite is station manager at WNTS(AM) Indianapolis. Brown is Indianapolis real estate agent. Herke is Indianapolis insurance agent. They have no other broadcast interests. Action May 27.

■ **WPOK-AM-FM** Pontiac, Ill. (AM: 1080 khz, 1 kw-D; FM: 103.1 mhz, 3 kw, ant. 185 ft.)—Granted assignment of license from Bret Broadcasting Corp. to Livingston County Broadcasters Inc. for \$304,500. Seller: E. B. Groen and wife, Naomi (50% each), who have no other broadcast interests. Buyer: Lawrence W. Nelson and wife, Pamela (52% jointly), J. Collins Miller and wife, Candace (22% jointly), Paul Fink (15%) and Richard Arnold (11%). Nelsons own 98% of WSPY(FM) Plano, Ill. and 32% of WCCQ(FM) Crest Hill, Ill. Collins Miller is general manager of WCCQ. Candace Miller is housewife. Arnold is engineering supervisor of WIND(AM) Chicago and Fink is general manager at WSPY. Nelsons and Millers are also new FM applicants for Paxton, Ill. (BROADCASTING, Dec. 22, 1980). Action June 4.

■ **WCTT-AM-FM** Corbin, Ky. (AM: 680 khz, 1 kw-U; FM: 107.1 mhz, 3 kw, ant. 260 ft.)—Granted assignment of license from Crawford Enterprises to Crawford Broadcasting Inc. for \$356,250. Seller: Mary H. Robinson (44.5%), John L. Crawford (25%), R. Springer Hoskins (15.5%) and Crawford's son, James L. (2.5%) and wife, Kathrine (12.5%) who have no other broad-

cast interests. Buyer: John L. Crawford (100%), who has been general manager of WCTT-AM-FM and 25% owner. He has no other broadcast interests. Action June 4.

■ **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.)—Granted 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(FM) Hot Springs, KNEX-FM Pierre and KKYA-FM Yankton. Action May 29.

■ **KKJM(AM)** Albuquerque, N.M. (AM: 1000 khz, 10 kw-D)—Granted 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 KPRX(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; WTOW(AM) Towson, Md., and are minority shareholders of KFEL(AM) Pueblo, Colo. Other buyers have no other broadcast interests. Action May 29.

■ **WTKO(AM)** Ithaca, N.Y. (AM: 1470 khz, 1 kw-D, 500 w-N)—Granted transfer of control of VVF Communications Corp. from Ivy Broadcasting Inc. (55% before; 31.37% after) to VVF Broadcasting Co. (45% before; 68.63% after) consideration: \$550,000. Principals: Seller is principally owned by Phebe W. Erdman, who is relinquishing majority control. Buyer is owned by Ivy Broadcasting (31.3%), Thomas J. Wincek, Francis X. Boyle, Robert A. Sniffen and Ellis E. Erdman (17.16% each). Wincek, Boyle and Sniffen head Washington-based Vietnam Veterans foundation. Erdman is Ithaca-based investor. Action May 29.

■ **WYDK(AM)** Yadkinville, N.C.: (AM: 1480 khz, 1 kw-D)—Sold by B&B Broadcasting Corp. to Alan L. Soper and wife, Jeanette, for \$210,000. Seller is owned by Washington law firm partners, Forbes Blair (50%) and Donald Bilger (40%) and latter's son, Donald E. II (10%). They have no other broadcast interests. Buyers own and operate WODI(AM) Brookneal, Va. Action May 29.

■ **KEAM(AM)** Nederland, Texas (AM:— 1510 khz, 5 kw)—Granted assignment of license from KE-Communications to AOC Broadcasting Co. for \$245,000 plus \$65,000 for noncompete agreement. Seller is owned by James H. Joynt who has no other broadcast interests. Buyer is owned by Richard Oppenheimer (president), Robert Clarke and D. Kent Anderson (30% each), and Michael R. Walker (10%). They are principals of KIXL(AM)-KHFI-FM Austin and KBFM(FM) Edinburg, both Texas, and KYKN(FM) Grants, N.M. Action June 4.

■ **WDDY(AM)** Gloucester, Va. (AM: 1420 khz, 1 kw-D)—Granted assignment of license from Cape Radio Inc. to WDDY Inc. for \$90,000. Seller: Arthur Lazarow (56%), mother-in-law, Nell Irene Daniels, and J. Arthur Shimmmin (22% each). They have no other broadcast interests. Buyer: William L. Eure Jr. (56%), Thomas W. Robinson (25%) and William B. Eure (10%). William L. Eure is president and 100% owner of WSSB(AM)-WPLZ-FM Petersburg, Va. Robinson is assistant manager at WSSV-WPLZ. W.B. Eure is manager at WPLZ. Action June 4.

Facilities Changes

AM applications

■ **WTCB(AM)** Flomaton, Ala.—Seeks CP to increase D power from 500 w to 2.5 kw and install DA-D. Ann. June 9.

■ **WJXL(AM)** Jacksonville, Ala.—Seeks modification of CP to make changes in ant. sys. Ann. June 9.

■ **KBAS(AM)** Bullhead City, Ariz.—Seeks modifica-

Kwai" from Screen Gems for \$2 million. The price to Ford Motor for sponsorship of the first showing was \$1.2 million plus \$600,000 in time costs.

The new season provided the viewer with such TV series as: *The Tammy Grimes Show* (ABC), *Star Trek* (NBC), *That Girl* (ABC), *The Green Hornet* (ABC), *Tarzan* (NBC), *The Monkees* (NBC), *The Roger Miller Show* (NBC), *Family Affair* (CBS) and *The Girl From U.N.C.L.E.* (NBC).

The new technology of broadcasting provided viewers with the special attractions of shows relayed via Comsat and Lani Bird satellites, the takeoff and splashdown of Gemini 8 and Gemini 9 and spectacular close-up pictures of the

moon sent back by Surveyor I.

"Man's accomplishments in space," BROADCASTING commented, "leave us speechless, and we find that we are also running out of words to describe television's coverage of those events. The Surveyor spacecraft's pictures from the moon and the Gemini 9 flight, especially the on-camera splashdown, are the most recent and spectacular cases in point. . . . It would be easier to describe the excitement and wonder of television's coverage of Surveyor and Gemini 9 if they had been among the first rather than merely the most recent of such events. Television has entrenched itself so firmly that the superlatives wear thin and the mind no longer boggles."

Stay Tuned

1. What milestone in public broadcasting history occurred in 1967?
2. What happened to the Overmyer Network?
3. What then-radical plan did ABC conceive for radio networking?
4. Who announced a new video recording and playback system for the home?
5. What developed in the proposed ABC-ITT merger?

The answers next week
in "1967."

For the Record

As compiled by BROADCASTING June 8 through June 12 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 application

■ **Rainville, Ala.**—Alfred Brausan seeks 1160 khz, 1 kw-D, 250 w-N Address: 1226 Capri Street, Coral Gables, Fla. 33134. Estimated construction costs: \$72,000; first-quarter operating cost: \$14,000; first-year revenue: \$143,500. Format: Gospel/religious. Principal: Alfred Brausan (100%), who is Coral Gables minister and has no other broadcast interests. Filed May 19.

TV applications

■ **Riverside, Calif.**—Pan-Pacific Broadcasting seeks ch. 62; ERP: 2,128 kw vis, 212.8 kw aur., HAAT: 2395 ft.; ant. height above ground: 284 ft. Address: 1429 South Vermont Ave., Los Angeles 90036. Estimated construction cost: \$601,880; first-quarter operating cost: \$167,000; first-year revenue: \$800,000. Legal counsel: Seymour M. Chase. Consulting engineer: Robert D. Culver. Principals: Miko Enterprises Inc. (80%) and Masataka Iwasaki (20%). Iwasaki is Los Angeles-based television program distributor. Miko Enterprises is owned by Dennis K. Kinoshita, Charles Olson (37.5% each) and Masataka Iwasaki (25%). Kinoshita is Los Angeles attorney. Olson is station manager at WCGV-TV Milwaukee, Wis. None have other broadcast interests. Filed April 6.

■ **Lexington, Ky.**—FBC Inc. seeks ch. 62; ERP: 2333 kw vis, 233.3 kw aur., HAAT: 1067 ft.; ant. height above ground: 1126 ft. Address: 343 Waller Avenue, Suite 100, Lexington, Ky 40504. Estimated construction cost: \$1,001,500; first-year operating cost: \$550,000; revenue: \$975,000. Legal counsel: John L. Tierney-Washington. Consulting engineer: Scott Baxter-Brentwood, Tenn. Principals: Ian N. Wheeler

(president), Stephen Kesten, Steven Caller, Robert J. Rosenstein, and father, Irving Rosenstein, James M. Chifton, Penny M. Miller, Edgar A. Wallace, David Steven and Louise H. Ward (19% each). Wheeler owns 8% of Family Television Inc. permittee for ch. 28 at Tampa, Fla., and 16% of applicant for new AM at Hilton Head, S.C. Others are Lexington area businessmen and have no other broadcast interests. Filed May 29.

■ ***Greenwood, S.C.**—South Carolina Educational Television Commission seeks ch. 38; ERP: 1776 kw vis., 177.6 kw aur., HAAT: 768 ft.; ant. height above ground: 688 ft. Address: 2712 Millwood Avenue, Drawer L, Columbia, S.C. 29250. Estimated construction cost: \$1,485,800; first-year operating cost: \$450,000. Legal counsel: Dow, Lohnes & Albertson. Consulting engineer: Charlton W. Bowers. Principal: Applicant is licensee or permittee of 6 FM's and 10 TV's throughout state. Henry J. Cauthen is president and general manager. Filed March 30.

FM actions

■ **Fairbanks, Alaska**—Prime Time of Alaska Inc. granted 102.5 mhz, 25 kw, HAAT: —89.5 ft. Address: P.O. Box 1234, Everett, Wash. 98206. Estimated construction cost: \$17,000; first quarter operating cost: \$22,500; revenue: \$145,500. Format: Contemporary/public affairs. Principals: Martin J. Hamstra, Robert J. Brown (28.33% each), George W. Akers (26.67%), and William H. Lucas (16.67%). Hamstra and Brown are real estate development partners in Everett, Wash. Lucas owns Everett chiropractic clinic. Akers is Seattle attorney. Applicant is licensee of KYAK-AM-KGOT (FM) Anchorage and KIAK (AM) Fairbanks, Alaska. Brown and Hamstra each have 50% interest in KWWZ (AM) Everett. Action May 19.

■ **Delhi, Calif.**—All-American Broadcasting Co. granted 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 1955 East Alexander, Merced, Calif. 95340. Estimated construction cost \$131,486; first quarter operating costs \$37,435 and revenue \$60,000. Format: contemporary. Principals: Robert J. Parreno (40%), Riley R. Ryan III (40%) and R. C. Duckett (20%). Mr. Parreno, former announcer at KWIP (AM) Merced is interviewer for state employment agency there, where Mr. Ryan also works. Mr. Duckett is retired from air force and is currently student. None have other broadcast interests. Action Jan. 16.

■ **Mullens, W. Va.**—Slab Fork Broadcasting Co. granted 92.7 mhz, 3 kw, HAAT 210 ft. Address: P.O. Box 751, Mullens 25882. Estimated construction cost \$71,000; first-year operating cost \$56,000; revenue \$60,000. Format: Country, MOR, Soft Rock. Principals: Gene E. McCoy, Clifford C. Phillips Jr., Billie E. Wilcox and, brother, John R. Wilcox (25% each). Mr. McCoy owns Washington building materials concern. Mr. Phillips is principal of local high school. Mr. B.E. Wilcox is employee of local Moose Lodge, Mr. J.R. Wilcox is transportation director of local school board. Action March 9.

■ **Summerville, W. Va.**—R&S Broadcasting Co. granted 92.9 mhz, 30.9 kw, HAAT: 656 ft. Address: P.O. Box 349, Richwood, W.Va. 26261. Estimated construction cost \$113,250; first-year operating cost \$40,000; revenue \$45,000. Format: C&W/Gospel/easy listening. Principal: C. Farrell Johnson, 100% owner of R&S, also licensee of WVAR (AM) Richwood, W. Va. He is also manager and chief engineer of station. Action March 23.

■ **Rock Springs, Wyo.**—Imperial Broadcasting Co. granted 99.5 mhz, 100 kw, HAAT: 1630 ft. Address: P.O. Box 30311, Billings, Mont. Estimated construc-

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Broadcasting

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ERP: 48 kw (H&V); decrease HAAT: 480 ft. (H&V) and change TPO (for aux. purposes only). Action June 26.

■ WSHH(FM) Pittsburgh, Pa.—Granted modification of CP to make changes in ant. sys.; decrease ERP: 18.6 kw (H&V); increase HAAT 523 ft. (H&V) and change TPO. Action May 26.

■ WAIM-FM Anderson, S.C.—Granted modification of CP to change type ant.; and change TPO. Action May 26.

■ WTII(FM) Bellows Falls, Vt.—Granted modification of CP to change TL to Mt. Kingsbury, Acworth, N.H.; change ERP: .820 kw (H&V); HAAT: 530 ft. (H&V), and make changes in ant. sys. Action May 26.

In Contest

Designated for hearing

■ Applications of Christian Center Inc., Gemini Broadcasting Co., Teleco Arkansas Inc., Little Rock TV 16 Inc., LRTV Limited Partnership, Central Arkansas Television Inc., May Broadcasting Co. of Arkansas Inc., and Grant Broadcasting Corp. of Little Rock for new commercial TV to operate on ch. 16 at Little Rock, Ark.; to determine whether Christian Center, Gemini Broadcasting, Teleco, and Central Arkansas Television are financially qualified; Gemini Broadcasting's and Grant Broadcasting's ascertainment efforts; nature and extent of alien control of Teleco Inc., and of Teleco Inc., of Teleco Arkansas; whether Little Rock TV's proposed tower height and location would constitute hazard to air navigation; which of proposals would provide fair, efficient and equitable distribution of television service; in event it is concluded choice among applications cannot be based on preceding issue, which of proposals would, on comparative basis, best serve public interest and which should be granted (BC Doc. 81-380-87). Action May 26.

■ Application of Withers Broadcasting Co. (KGMO-FM) for CP to modify its existing facility operating on 100.7 mhz, Cape Girardeau, Mo., to determine if there is reasonable possibility that proposed construction by applicant would constitute hazard to air navigation and whether grant of application would serve public interest and necessity. (BC Doc. 81-378). Action June 1.

■ Applications of KRLC Inc., Nez Perce Broadcasting and Seaport Broadcasters Inc., for new commercial FM to operate on 106.9 mhz, at Lewiston, Idaho, to determine if KRLC and Nez Perce are financially qualified; which proposal would, on comparative basis, better serve public interest, and which should be granted (BC Doc. 81-375-377). Action June 1.

■ Applications of Hassayampa Broadcasting and Shoblom Broadcasting Inc. for new commercial FM to operate on 105.5 mhz at Wickenburg, Ariz., to determine if Hassayampa and Shoblom are financially qualified; if Hassayampa's public affairs program complies with Fairness Doctrine and if its EEO program complies with Section 73.2080 of Rules; which proposal would better serve public interest and which should be granted (BC Doc. 81-357-358). Action May 18.

■ Applications of Vencap Investment Corp., Holt-Robinson Television Inc., Octagon Broadcasting Co. and JGM Inc., for new commercial TV to operate on ch. 40 in Tallahassee, Fla., to determine whether Vencap, Octagon, and JGM are financially qualified; ascertainment efforts made by Vencap, Octagon and JGM; which of proposals would better serve public interest and which should be granted (BC Doc. 81-361-364) Action May 21.

■ Applications of The Great Onondaga County Telecasting Corp. and Comark Television Inc. for new commercial TV to operate on ch. 62 in Syracuse, N.Y., to determine applicants ascertainment efforts; whether Comark's proposed tower height and location would constitute hazard to air navigation; which of proposals would better serve public interest and should be granted (BC Doc. 81-359-360) Action May 21.

■ Designated for hearing competing applications of Holt-Robinson Television of Louisiana Inc., and Lake Charles Electronic Media Inc. for new commercial TV to operate on ch. 29 in Lake Charles, La., to determine whether Lake Charles is financially qualified; whether Holt-Robinson's proposed tower height and location would constitute hazard to air navigation; which of proposals would better serve public interest and should be granted (BC Doc. 81-370-371) Action May 26.

Cable

■ FCC received following cable service registrations.

■ Austin and Associates Inc. for Haltom, Hurst, Keller, Sansom Park Village, Midlothian, Everman, Mansfield, Mansfield (Tarrant), all Texas (TX0576, 555, 584, 588, 551, 587, 549, 550) add signal.

■ Athens TV Cable Service Inc. for Bayou L'Ourse, Stephenville, Pierre Part, Belle River, Belle River (St. Martin), all Louisiana (LA0212, 208, 209, 210, 211) new signal.

■ Mountain TV Cable Inc. for Guest River, Va. (VA0262) new signal.

■ Telesystems Inc. for Ross Ranch, Idaho (ID0110) new signal.

■ Television Association of Coulee Dam for Coulee Dam, Wash. (WA0317) new signal.

■ Horizon Communications Corp. for Hermann, Mo. (MO0260) new signal.

■ Cablevision of Fredericksburg Inc. for Stafford, Va. (VA0023) add signal.

■ Austin and Associates for Waxahachie, Tex. (TX0552) add signal.

■ Multivision Northwest Inc. for Ringgold, Ga., (GA0172) add signal.

■ San Juan Cable TV for Friday Harbor, Wash. (WA0220) add signal.

■ Teleprompter of Clarksburg Inc. for Clarksburg, Anmoore, Bridgeport, Nutter Fort, Stonewood and Harrison, all West Virginia (WV0032, 28, 31, 35, 36, 272) add signal.

■ Prairie Cable Vision for Center Point, Iowa (IA0148) new signal.

■ Bushnell Cablevision Inc. for Bushnell, Ill. (IL0462) new signal.

■ First Capitol Cablevision Inc. for Ofallon, Mo. (MO0261) new signal.

■ Field Cablevision of Riverside County Inc. for Riverside, Calif. (CA0758) add signal.

■ Scope Cable Television Inc. for Elkhorn, Gretna, Waverly, Neligh, Creighton, Plainview, Wausa, Crofton, Bloomfield, Wahoo, Ashland, all Nebraska (NE0084, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94) new signal.

■ Maysville Cable TV Ltd. for Maysville, Okla. (OK0220) new signal.

■ Green Country Cable Systems Inc. for Creek, Keifer and Kellyville, all Oklahoma (OK0222, 223, 224) new signal.

■ Multimedia Cablevision Inc. for Park City, Kan. (KS0268) new signal.

■ Storer Communications of Jefferson County Inc. for Glenview Manor, Hickory Hills, Meadowbrook, Rolling Hills, Anchorage, Winding Falls, Goose Creek, Beechwood Village, Whipps Millgate, Old Brownsboro Plaza, Forest Hills, Indian Hills, St. Regis Park, Douglass Hills, Langdon Place, Hurstbourne Acres, South Park View, all Kentucky (KY0488, 480, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505) new signal.

■ Continental Cablevision of Ohio Inc. for Eagle and Milan, both Ohio (OH0871, 872) new signal.

■ Ogdensburg Newchannels for Morristown, (town & village), N.Y. (NY0930, 931) new signal.

■ Cablevision of Pennsylvania Inc. for Lower Providence, Whitmarsh and Whitepain, all Pennsylvania (PA1989, 1990, 1991) new signal.

■ First Arkansas Cablevision Inc. for Smackover and Norphlet, both Arkansas (AR0242, 243) new signal.

■ Oconto Cablevision for Oconto, Wis. (WI0259) new signal.

■ Total TV of Walworth County for Delavan and Elkhorn, both Wisconsin (WI0257, 258) new signal.

■ All American Cablevision for Hamilton, Ohio (OH0877) new signal.

■ Bean and Whitney Inc. for Bonifay, Fla. (FL0524) new signal.

■ Wray Cablevision Inc. for Wray, Colo. (CO0160) new signal.

■ Continental Cablevision of Northeast Ohio Inc. for Grand River, Painesville, both Ohio (OH0879, 880)

new signal.

■ Cass Community Antenna TV Inc. for Siler City, N.C. (NC0258) new signal.

■ Cass Cablevision Inc. for Tremonton, Utah (UT0071) new signal.

■ Valley View Cable Inc. for Jordon, Minn. (MN0118) new signal.

■ First Michigan Cablevision Corp. for Reese, Denmark, Blumfield, all Michigan (MI0496, 495, 494) new signal.

■ Princeton Cablevision for Merces, Mo. (MO0259) new signal.

■ Sierra Communications System Inc. for Penn Valley, Calif. (CA0854) new signal.

■ Liberty TV Cable Inc. for McRae and Helena, both Georgia (GA0026, 24) add signal.

■ New Berlin Newchannels for New Berlin (town), Pittsfield, New Berlin (village), all New York (NY0624, 627, 67) add signal.

■ Rice Lake TV for Rice Lake, Wis. (WI0034) add signal.

■ Coastside Cable TV Inc. for Fort Ord, Presidio, both California (CA0855, 862) new signal.

■ Cablecomm-General Inc. for Clarksdale and Lyon, both Mississippi (MS0010, 92) add signal.

■ Telesystems Corp. for Bethel, Vt. (VT0010) add signal.

■ TV Cable Co. for Conway, Myrtle Beach, Conway (outside), Myrtle Beach AFB, all South Carolina (SC0023, 76, 77, 78) add signal.

■ Coastside Cable TV Inc. for Half Moon Bay, El Granada, Montara and Moss Beach, all California (CA0077, 76, 78, 79) add signal.

■ United Cable TV Corp. for Nampa and Caldwell, both Idaho (ID0065, 63) add signal.

■ Montachusett Cable TV Inc. for Lunenburg, Mass. (MA0077) add signal.

■ Champaign Cablevision Inc. for Urbana, Ohio (OH0607) add signal.

■ Jones Intercable TV Fund for Palm Bay and St. Augustine, both Florida (FL0404, 42) add signal.

■ Jones Intercable TV Fund for Douglas, Wyo. (WY0043) add signal.

■ Cableview Co. for Harper, Tex. (TX0429) add signal.

■ Harbor Properties Inc. for Elma, McCleary, Montesano and Montesano (outside), all Washington (WA0103, 105, 106, 163) add signal.

■ Nanty Glo Cable TV for Nanty Glo, Pa. (PA0787) add signal.

■ Hudson Cablevision Inc. for Hudson, N.H. (NH0046) add signal.

■ Community TV Corp. for Meredith, Laconia and Gilford, all New Hampshire (NH0073, 10, 9) add signal.

■ Live Line Inc. for Jasper, Ala. (AL0085) add signal.

■ United Cable TV of Sarpy for Bellevue, Neb. (NE0064) add signal.

■ Fort Mason TV Improvement Inc. for Mason (city), Mason (outside), Tex. (TX0306, 431) add signal.

■ Statesboro CATV Inc. for Statesboro, Ga. (GA0108) add signal.

■ Deer Lodge Cable TV for Deer Lodge, Mont. (MT0003) add signal.

■ Total TV Inc. for Dodgeville and Mineral Point, both Wisconsin (WI0188, 189) add signal.

■ Coastal Cable Corp. for Indian Island, Me. (ME0130) new signal.

■ Village Cable Corp. for Ellenboro, W. Va. (WV0501) new signal.

■ Multimedia Cablevision for Yukon, Tinker AFB, El Reno, Valley Brook, Oklahoma, Edmond, Bethany, Del City, Guthrie, Warr Acres and Nichols Hills, all Oklahoma (OK0115, 172, 085, 179, 181, 138, 170, 154, 153, 094, 171) add signal.

■ Douglas County Cablevision for Douglas, Neb. (NE0083) new signal.

■ Coastside Cable TV Inc. for Loamis Basin, Calif. (CA0856) new signal.

■ Coastside Cable TV Inc. for Granite Bay, Calif. (CA0857) new signal.

tion of CP to change TL to Montana Wash Way & North Oatman Road, Bullhead City. Ann. June 9.

■ WMAF(AM) Madison, Fla.—Seeks CP to make changes in ant. sys. (increase height of tower to accommodate FM ant.). Ann. June 9.

■ KOEL(AM) Oelwein, Iowa—Seeks CP to make changes in ant. sys. (increase height of No. 3 tower). Ann. June 9.

■ WMPP(AM) Chicago Heights, Ill.—Seeks CP to change hours of operation to U by adding 1 kw N service; increase D power to 1 kw; change to DA-2, and make changes in ant. sys. Ann. June 9.

■ KSUM(AM) Fairmont, Minn.—Seeks CP to make changes in N ant. sys. Ann. June 9.

■ WCSP(AM) Port Gibson, Miss.—Granted CP to increase D power from 250 w to 1 kw. Ann. June 9.

■ KJJR(AM) Whitefish, Mont.—Seeks CP to increase D power to 50 kw; increase N power to 500 w and change frequency from 1400 khz to 880 khz. Ann. June 8.

■ WGNV(AM) Newburgh, N.Y.—Seeks CP to change hours of operation to U by adding 1 kw N service; increase D power to 10 kw; install DA-2; change frequency from 1220 khz to 1200 khz; change TL, SL & RC to termination of Vanamee Street, Newburgh Town, N.Y. and make changes in ant. sys. Ann. June 8.

■ WTLB(AM) Utica, N.Y.—Seeks CP to increase D power to 5 kw and change to DA-2. Ann. June 8.

■ WFNC(AM) Fayetteville, N.C.—Seeks CP to change N power to 1 kw-N; change D power to 10 kw-L; install DA-D, and change frequency from 940 khz to 640 khz. Ann. June 8.

■ WYRU(AM) Red Springs, N.C.—Seeks CP to change hours of operation to U by adding N service with 250 w; change frequency from 1520 khz to 1160 khz, and make changes in ant. sys. Ann. June 9.

■ WYNC(AM) Yanceyville, N.C.—Seeks CP to increase D power from 250 w to 500 w. Ann. June 9.

FM applications

■ KAZU(FM) Pacific Grove, Calif.—Seeks modification of CP to change TL to Saddle Road, eight miles S.E. of Pacific Grove; change ERP: 4.18 kw; HAAT: 491 ft. and make changes in ant. sys. Ann. June 10.

■ KNAB-FM Burlington, Colo.—Seeks CP to increase ERP to 49.88 kw (H&V) and change TPO. Ann. June 9.

■ KKFM(FM) Colorado Springs—Granted CP to make changes in ant. sys.; change TL to Cheyenne Mountain, Colorado Springs; change type ant. (H&V); increase ERP: 70.79 kw (H&V); decrease HAAT: 2290 ft. (H&V) and change TPO. Action May 26.

■ *WHRS(FM) Greenacres, Fla.—Seeks CP to change city of license to Greenacre; change TL to 7.7 miles W.S.W. of Greenacres City; decrease ERP: 25 kw (H&V); increase HAAT: 350 ft. (H&V) and make changes in ant. sys. Ann. June 12.

■ WNGS(FM) West Palm Beach, Fla.—Seeks CP to make changes in ant. sys.; change TL to: 45th Street and Australian Avenue, West Palm Beach; change type ant.; change ERP: 2.0 kw (H&V); change HAAT: 377.85 ft. (H&V) and change TPO. Ann. June 9.

■ WXAN(FM) Ava, Ill.—Seeks modification of CP to specify SL at Ava Blacktop, 2.7 miles S.S.E. of Ava; change ERP: .708 kw (H&V); change HAAT: 773 ft. (H&V); and make changes in ant. sys. Ann. June 12.

■ WCBW(FM) Columbia, Ill.—Seeks CP to change TL to 1.16 miles N.W. of intersection of IMBS Station Road and Triple Lakes Road, Sugar Loaf Township, Ill.; change type trans.; change type ant.; decrease ERP: 1.75 kw (H&V); increase HAAT: 400 ft. (H&V); change SL & RC to 111 Locust Street, Columbia, and change TPO. Ann. June 9.

■ WXKE(FM) Fort Wayne, Ind.—Seeks CP to change type ant.; increase HAAT: 300 ft. (H&V) and change TPO. Ann. June 9.

■ WLPL(FM) Baltimore—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP: 10 kw (H&V); increase HAAT: 560 ft. (H&V); change SL & RC to 4338 Park Heights Avenue, Baltimore, and change TPO. Ann. June 9.

■ WMJS(FM) Prince Frederick, Md.—Seeks CP to make changes in ant. sys.; change type ant. and change TPO. Ann. June 9.

■ WDHA-FM Dover, N.J.—Seeks CP to increase ERP to 0.87 kw (H&V); decrease HAAT: 560 ft. (H&V) and change TPO. Ann. June 9.

■ WDL-CFM Port Jervis, N.Y.—Seeks CP to install temporary aux. ant. on main tower, to be operated on: ERP: 0.655 kw (H&V); HAAT: 300 ft. (H) and change TPO (for aux. purposes only). Ann. June 9.

■ WDMT(FM) Cleveland, Ohio—Seeks CP to make changes in ant. sys.; change type ant.; decrease ERP: 12.3 kw (H&V); increase HAAT: 892 (H&V) and change TPO. Ann. June 9.

■ WKLR(FM) Toledo, Ohio—Seeks CP to change TL to N.W. corner of York and Lallendorf Road, Toledo; change ERP: 50.0 kw (H) -48.0 kw (V); HAAT: 500 ft. (H&V); change transmitter & make changes in ant. sys. Ann. June 10.

■ KBEZ(FM) Tulsa, Okla.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 713 ft. (H&V); change SL and RC to 1120 East Skelly Drive, Tulsa, and change TPO. Ann. June 9.

■ WXYR(FM) Columbia, S.C.—Seeks CP to make changes in ant. sys.; change TL to N.W. corner of covenant and Bethal Church Roads, Forest Acres, S.C.; change type trans.; change type ant.; decrease HAAT: 300 ft. (H&V); increase ERP: 3 kw (H&V) and change TPO. Ann. June 9.

■ WMBW(FM) Chattanooga, Tenn.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT: 1423 ft. (H&V) and change TPO. Ann. June 9.

■ WQLS(FM) Cleveland, Tenn.—Seeks CP to change TL to eight miles west of Cleveland on White Oak Mountain, Cleveland; increase ERP to 100 kw (H&V); HAAT: 830 ft. (H&V); change type transmitter & make changes in ant. sys. Ann. June 12.

■ WETS(FM) Johnson City, Tenn.—Seeks CP to make changes in ant. sys.; change TL to: Holston Mountain, 7.5 miles N.E. of Elizabethton, Tenn.; change type ant.; decrease ERP: 66 kw (H&V); increase HAAT: 2273 ft. (H&V) and change TPO. Ann. June 9.

■ WJYN(FM) Nashville, Tenn.—Seeks modification of CP to increase ERP: 100 kw (H&V); install new transmitter and adjust TPO. Ann. June 12.

■ KTXQ-FM Fort Worth, Tex.—Seeks CP to install aux. ant. at different location: 2833 Remond Drive, at Hartsdale, Dallas; change SL & No. 1 RC to 1215 Country Club Lane, Fort Worth, Tex.; utilize 3626 North Hall Street, Suite 910, Dallas as second RC; change ERP: 7.96 kw (H&V); change HAAT: 472 ft. (H&V) and change TPO. Ann. June 9.

■ KQXX(FM) McAllen, Tex.—Seeks CP to change TL to 26 miles E.S.E. of McAllen and 1.6 miles N.E. of Santa Maria, Tex.; change ERP: 100 kw (H&V); HAAT: 1318.2 ft. (H&V); change transmitter & make changes in ant. sys. Ann. June 10.

■ KBUC-FM San Antonio, Tex.—Seeks CP to change TL to east end of Tower Road, 4.5 miles east from El-mendorf, Tex.; increase HAAT: 1472 ft. (H&V), change type trans., and make changes in ant. sys. Ann. June 10.

■ WCMZ(FM) Crozet, Va.—Seeks CP to change ERP: 2.0 kw (H)-1.64 kw (V); HAAT: 360 ft. (H&V) and make change in ant. sys. Ann. June 12.

■ KCRK(FM) Colville, Wash.—Seeks modification of CP to change TL/SL/RC to Mantz & Rickey Road, .1 mile west of Highway 395, Colville; change HAAT:

minus 790 ft. (H&V), change type trans. and make changes in ant. sys. Ann. June 12.

■ KUBS(FM) Newport, Wash.—Seeks CP to change TL to 316 South Washington, Newport; increase ERP: .150 kw(H); HAAT: minus 538 ft. (H). Ann. June 10.

TV applications

■ KTDS(TV) Brownsville, Tex.—Seeks request for authority to operate trans. by RC from SL at 394 North Expressway, Brownsville. Ann. June 8.

■ KTWS-TV Dallas—Seeks request for authority to operate trans. by RC from SL at 433 Regal Row, Dallas. Ann. June 8.

AM actions

■ WFHK(AM) Pell City, Ala.—Granted direct measurement of ant. power for AM broadcast station. Action May 26.

■ KOSE(AM) Osceola, Ark.—Granted CP to make changes in ant. sys. and change TL to 1 mile south on Highway No. 61, Osceola. Action May 28.

■ WJBT(AM) Brockport, N.Y.—Granted modification of CP to augment N standard pattern. Action May 27.

■ WKEX(AM) Blacksburg, Va.—Granted CP to change hours of operation to U by adding 5 kw N service, DA-2; increase D power to 5 kw and make changes in ant. sys. Action May 26.

FM actions

■ WZZK(FM) Birmingham, Ala.—Granted CP to make changes in ant. sys.; change TL to: 700 feet N.N.W. of intersection of Valley Avenue & Valley View Drive on Red Mountain, Birmingham; change SL & RC to: 530 Beacon Parkway, East Birmingham; change type trans.; change type ant.; increase HAAT: 1130 ft. (H&V) and change TPO. Action May 26.

■ WBLX(FM) Mobile, Ala.—Granted CP to change TL to north side of Highway 31 at junction with Highway 181, Spanish Fort, Ala.; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 738.4 ft. (H&V) and change TPO. Action May 26.

■ KZZP-FM Mesa, Ariz.—Granted CP to install aux. ant. at main ant. location, to be operated on: ERP: 19.3 kw (H&V); HAAT: 1485 ft. (H&V) and change TPO. Action May 26.

■ KKCS-FM Colorado Springs—Granted modification of CP to decrease HAAT: 391 ft. (H&V) and change TPO. Action May 26.

■ KBXL(FM) Caldwell, Idaho—Granted CP to increase ERP: 40.0 kw (H&V); increase HAAT: 2574 ft. (H&V); change type trans. & change TPO. Action May 26.

■ WDMS(FM) Greenville, Miss.—Granted CP to change TL to 1383 Pickett Street, Greenville; increase ERP: 100.0 kw (H) and change TPO. Action May 26.

■ WNSL(FM) Laurel, Miss.—Granted CP to utilize existing main trans. & ant. as auxiliary, to be operated on: ERP: 22 kw (H&V); HAAT: 167 ft. (H&V) and change TPO. Action May 26.

■ KEZO(FM) Omaha, Neb.—Granted CP to make changes in aux. ant. sys.; change TL to 3501 Farnam, Omaha; change type trans.; change type ant.; increase

Planning a new console?
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Call Wally Kabrick at 217-222-8200, ext. 3538. Or write Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301.



- Coastside Cable TV Inc. for Lincoln, Calif. (CA0858) new signal.
- Abingdon Cable Vision Inc. for Abingdon, Ill. (IL0460) new signal.
- Multimedia Cablevision for Mustang and Moore, both Oklahoma (OK0180, 143) add signal.
- Go Enterprises Inc. for Bolton and Chelsea, both Vermont (VT0131) new signal.
- Cablevision of Contra Costa for San Ramon and Saugus, both California (CA0829, 830) new signal.
- Poughkeepsie Cablevision Inc. for La Grange, Pleasant Valley, Poughkeepsie (town) and Poughkeepsie (city) all New York (NY0220, 221, 222, 223) add signal.
- Capital Cable Inc. for Cedar Park, Tex. (TX0767) new signal.
- Jones Intercable TV Fund for Green Acres City, Fla. (FL0522) new signal.
- Pawhatan Paint Cable Inc. for Crescent, Ohio (OH0868) new signal.
- Hoosier-Buckeye Cable TV for Hicksville, Ohio (OH0870) new signal.
- Guadalupe Valley Cable Vision Inc. for Boerne, Tex. (TX0169) new signal.
- Alert Cable TV of North Carolina Inc. for Orange, N.C. (NC0256) new signal.
- Olympic TV Cable Inc. for Kitsap, Wash. (WA0321) new signal.
- G O Enterprises Inc. for Williamstown, Vt. (VT0133) new signal.
- Mid-Kansas Cable Services Inc. for Moundridge, Kan. (KS0262) new signal.
- Atoka Cablevision Co. for Atoka and Coalgate, both Oklahoma (OK0122, 100) add signal.
- Quinter Cable Inc. for Quinter, Kan. (KS0270) new signal.
- S O Cable TV for Grants Pass, Josephine, Klamath Falls, Klamath, Medford, Ashland, Phoenix, Talent, Jacksonville, Eagle Point, Central Point and Jackson, all Oregon (OR0110, 104, 114, 102, 117, 103, 122, 126, 113, 107, 106, 105) add signal.
- Cablevision of Pennsylvania Inc. for Norristown, Pa. (PA0806) add signal.
- Haystack Cablevision Inc. for Salisbury, North Canaan, Norfolk, Sharon, all Connecticut (CT0079, 82, 83, 81) add signal.
- Cox Cable Owosso for Owosso (city), Corunna, Caledonia and Owosso (town), all Michigan (MI0175, 177, 178, 176) add signal.
- Universal Video Communications Inc. for Cullen La. (LA0207) new signal.
- Hobbs Cablevision Inc. for Hobbs and Lea, both New Mexico (NM0012, 079) add signal.
- Coastside Cable TV Inc. for Riverbank, Calif. (CA0799) add signal.
- Newchannels Corp. for Oxford (town) and Oxford (village), N.Y. (NY0646, 058) add signal.
- Televents of Florida Inc. for Citrus Springs, Beverly Hills, Inverness, Homosassa and Crystal River, all Florida (FL0332, 025, 027, 361, 026) add signal.
- Scottsboro TV Cable Inc. for Rogersville, Ala. (AL0213) add signal.
- Multivision Northwest Inc. for Catoosa, Ga. (GA0173) add signal.
- Betterview Cablevision of Oregon Inc. for Riddle and Myrtle Creek, both Oregon (OR0212, 163) add signal.
- Teleprompter Corp. for Wells, Escanaba, Brampton, all Michigan (MI0139, 140, 157) add signal.
- Teleprompter Corp. for Rock Island, Milan, Oak Grove and Bowling township, all Illinois (IL0182, 287, 293) add signal.
- Quint-Cities Cablevision Inc. for Eldridge, Ill. (IL0463) add signal.
- Rolla Cable TV Inc. for Rolla, N.D. (ND0041) add signal.
- Vision Cable Communications for Morehead City Inc. for Craven, N.C. (NC0205) add signal.
- Green Country Cable of Bristow Inc. for Bristow, Okla. (OK0218) new signal.
- Continental Cablevision of Ohio Inc. for Jefferson, Bloomfield, Polk, Sandusky, all Ohio (OK873, 874, 875, 876) new signal.
- Communications Management Inc. for Alta Vista, Kan. (KS0269) new signal.
- Lake Cable TV Inc. for Fox River Valley, Ill. (IL0464) new signal.
- Village Cable Corp. for Fairview, W. Va. (WV0498) new signal.
- Village Cable Corp. for Baxter, W. Va. (WV0499) new signal.
- Village Cable Corp. for Grantown, W. Va. (WV0500) new signal.
- Betterview Cablevision of Oregon Inc. for Tri City, Ore. (OR0177) add signal.
- Coastside Cable TV Inc. for Ripon, Calif. (CA0861) new signal.
- Multi-Channel TV Cable of Mansfield Inc. for Ridgeway, Va. (VA0260) new signal.
- J D Cablevision for Payette and Fruitland, both Idaho (ID0111, 112) new signal.
- Teleprompter Corp. for Escanaba, Ford River, Gladstone, all Michigan (MI024, 137, 138) add signal.
- Frank Howard TV Cable for Magoffin, Ky. (KY0487) new signal.
- Village Cable Corp. for Grantsville and Elizabeth, W. Va. (WV0503, 504) new signal.
- Continental Cablevision of Hamilton County Inc. for Cheviot, Ohio (OH0738) add signal.
- Houston Cable TV Inc. for Houston (TX0621) add signal.
- Houston Cable TV Inc. for Jersey, Tex. (TX0622) add signal.
- Pittsfield Cablevision Inc. for Pittsfield, N.H. (NH0090) new signal.
- Santa Fe Cablevision Co. for Santa Fe., N.M. (NM0053, 159) add signal.
- Independence TV Cable Inc. for Weavers/Pfeiffe, Ark. (AR0159) add signal.
- Bradford Video for Starke, Fla. (FL0523) new signal.

- Odem Cable TV Inc. for Odem, Tex. (TX0772) new signal.
- Com-Star Cablevision Inc. for Flowersville, Mich. (MI0493) new signal.
- Lafayette Cable Inc. for Lafayette, Ala. (AL0218) new signal.
- Do-Bran-Cin Cablevision Inc. for Chicora, Bruin, Petrolia, Karns City, East Brady, Bradys Bend, all Pennsylvania (PA1983, 1986, 1987, 1988, 1984, 1985) new signal.
- Roby Cablevision Inc. for Roby, Tex. (TX0773) new signal.
- American Television and Communications Corp. for Littleton, Colo. (CO0159) new signal.
- Blanchard-Wayne Cable TV for Blanchard-Wayne, Okla. (OK0219) new signal.
- Noble Cable TV Ltd. for Noble, Okla. (OK0221) new signal.

Call Letters

Applications

Call	Sought by
New AM's	
WWES	Erwin S. Solomon, Hot Springs, Ark.
WEKC	Williamsburg Broadcasting Inc., Williamsburg, Ky.
New FM's	
WXRS-FM	WSJ Radio Inc., Swainsboro, Ga.
KMDL	Mid-Acadiana Broadcasting Corp., Kaplan, La.
WWCJ	Ethnic Public Broadcasting Foundation, Jackson, Miss.
KBVD	Ruidoso Broadcasting Co., Ruidoso, N.M.
WDNH-FM	WAEN Broadcasting Corp., Honesdale, Pa.
KEMM	Commerce Broadcasting Inc., Commerce, Tex.
New TV	
KBJH	Church of the Christian Crusade Inc., Tulsa, Okla.
Existing AM's	
WSCR	WOMN Hamden, Conn.
WSUX	WSFD Seaford, Del.
WYXC	WKRW Cartersville, Ga.
WILP	WBGR Paris, Kentucky
WSLL	WSSL Centerville, Miss.
KMBI	KXKS Albuquerque, N.M.
WWOK	WSML Graham, N.C.
KTRQ	KULE Ephrata, Wash.
Existing FM's	
KGFT	KARP Carpinteria, Calif.
WNCW	WBGR-FM Paris, Kentucky
WBEY	WAQA Grasonville, Md.
WVBS-FM	WPJC Burgaw, N.C.

Grants

Call	Assigned to
New AM's	
KHEE	Z Broadcasters, Hayden, Colo.
KQPM	McLeod County Broadcasting Co., Glencoe, Minn.
New FM's	
KERU-FM	Escuela de la Raza Unida, Blythe, Calif.
KAIN-FM	ROJAC Enterprises, Caldwell, Idaho
KLCQ	Lynnlee Broadcasting Inc., Monroe City, Mo.
KAUB-FM	Midway Broadcasters, Auburn, Neb.
New TV	
WWMA-TV	TV 17 Unlimited Inc., Grand Rapids, Mich.
Existing AM's	
WOKV	WAIV Jacksonville, Fla.
KTEW	KLCO Poteau, Okla.
Existing FM's	
KZNS	KWTC-FM Barstow, Calif.
WCRJ-FM	WJEE Jacksonville, Fla.
WWBA	WWBA-FM St. Petersburg, Fla.
WENS	WSVL-FM Shelbyville, Ind.
KCMX-FM	KKIC Ashland, Ore.
Existing TV	
KTDS	Brownsville, Tex.

Summary of broadcasting

FCC tabulations as of April 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,608	3	1	4,612	117	4,729
Commercial FM	3,313	2	0	3,315	151	3,466
Educational FM	1,101	0	0	1,101	69	1,170
Total Radio	9,022	5	1	9,028	337	9,365
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	97	336
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,019	4	7	1,030	126	1,156
FM Translators	354	0	0	354	220	574
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,396	0	0	1,396	492	188

*Special temporary authorization

**includes off-air licenses

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Station manager for group owned profitable automated single station market class IV AM in the Northeast. Must have strong sales background. Send resume and references with first reply to: Box E-13.

Looking for that first opportunity to manage? If you are a young, aggressive person we will give you that opportunity. Someone who wants to prove he can do it. Small market in Western New Mexico. Automated FM C&W. Contact Dick Optenheimer, KHFI, 1219 West 6th, Austin, TX 78703. 512-474-9233.

Sales Manager for FM. Radio Station Northern Ill. No order takers, experienced, streets sales only or Salesperson who wants to move up, 815-273-7711.

Sales Manager with successful personal sales record in local sales. Must have ability to train and motivate others by example. 5 KW Modern Country, in Twin Falls, Idaho. Excellent 4-season climate. 90 miles from Sun Valley. EOE/MF Resume to Charlie Powers, Greentree Group, Box 68, Moraga, CA. 94556, or 415-376-0397 between 9 am and 5 pm PDT.

Full Charge Manager who believes sales are first. Three station market—Northeastern Ohio. Excellent staff need energetic leader. Box F-177.

Executive Director for Florida Association of Broadcasters. Plan, organize, direct and coordinate activities. Promote membership, plan meetings and conventions, lobbying. Present executive retiring after 20 years. Good salary, car, insurance, expenses. Apply in writing only to FAB President, Walter Windsor, P.O. Box 999, Orlando, FL 32802.

Midwest Small Market AM immediate need. Management with strong sales. Write or call WPCO Mt. Vernon, IN 47620.

Sales/Station Manager for partially automated FM contemporary in beautiful midwest medium market. Sister station of the region's dominant AM facility. Need a people-oriented individual to lead as well as inspire sales, and supervise promotions, programming, etc. Station is emerging out of AM's shadow—we need you to make the sun shine! Resume with references, compensation requirements, and brief statement of your sales and management philosophy to: Box F-145.

HELP WANTED SALES

Ownership Opportunity Available for General Sales Manager with first class full power FM. In the third fastest growing market in the nation, El Paso, Texas. We invite aggressive individual whose desire is to get ahead with an expanding broadcast group. Complete responsibility for entire local and national sales effort. Must have sales management experience in recruiting, sales training, co-op, merchandising and day-to-day supervision of sales staff. Salary and sales history, references and resume requested. EOE. To P.O. Box 10341, El Paso, Texas 79994.

K-Joy, Oklahoma City's Schulke II, wants experienced adult music salesperson. Send resume to G.M., KJYO, Box 1000, OKC 73101. E.O.E.

Looking For Sales Manager with expertise for AM station located in small Southeast market. 25 to 30,000 salary, stock options and joint ownership negotiable. Box F-30.

Experienced Radio Sales Account Executive with proven track record. Exciting, challenging position available in growing Las Vegas. Phone Sales Manager, Marion E. MacKinnon at 702-732-2555. Tuesdays & Wednesdays 9 am-12 Noon PDT.

Boston area all-news WGTR offers prime list and lucrative draw/commission to experienced sales person. Call Peter Kern 617-655-2500.

Radio Sales for major market with track record. Managing now or capable. Top opportunity, unique situation. Base plus, Box F-191.

Experienced small market AE's with street/agency savvy—move up to this midwest metro. Ability to earn upward of \$25,000 with this market's hottest format. Send resume and track record, in confidence, to Box F-204.

Broadcast Salesmen. We are a hard working, innovative audio production company with a bright future. We are looking for a few good people to grow with us. Unlimited income, incentives. Send your credentials to Box F-189.

If you have sales experience and would like to sell a super station in a super market in the southeast, I need you now. Resume to: Box F-181.

Super market, super station, needs super salesperson. Send complete resume to: Box F-180.

Move Up to expanding group that rewards efforts, offers challenges, provides top benefits, promotes internally, greatest location. Resume in confidence. Box F-169.

Retail Sales Representative with radio station. Representative to have complete account responsibility. Requirements two years same position or five years account representative with ad agency (media planning preferable), and four years bachelor degree in liberal arts or business. Letter of reference and documentation necessary. Salary: \$800. per month, 40 hour week, plus commission of 20 percent of previous month's receipts over \$4,000; Blue Cross-Blue Shield partial premium to start. Auto required, gas allowance provided. Contact Frank Zezza, General Manager, WCVR Radio, Box 800, Springfield, Vermont 05156. 802-885-4555. E.O.E. Females and minorities encouraged to apply.

Opening for Sales Manager for growing FM Station in Northern Virginia. Two years experience in local and agency accounts. If you are looking for a permanent position with a future, send resume to K.E. Angstadt, WQRA, P.O. Box 1157, Warrenton, VA 22186. No phone calls. EOE.

WRCN AM/FM Long Island seeks experienced salesperson. Send resume to WRCN Radio, Box 666, Riverhead, NY 11901 EEO.

Salesperson for KYUF-FM Stereo, Uvalde, Texas. Our home office facility in group operation needs professional capable of personal growth. Good starting salary plus override. Beautiful, fast growing small market, ideal for family. Contact William Ellis, Box 758 or call 512-278-2555. EOE.

We have two openings for radio advertising salespeople. First year minimum pay is \$850.00 per month, normal pay is \$1,250.00 per month, with opportunity for \$200.00 monthly bonuses, if you are above average in performing your assignments. This job is offered to any one without regard to race, creed, sex, national origin, or anything except performance. Those interested should call 301-724-5000 between the hours of 9 AM and 5 PM Monday through Friday to make further inquiry. We are interested in people who want to do this job for the rest of their lives, and who are willing and able to accept adult, intelligent discipline in exchange for financial reward ... Ask for Mrs. Clites.

Partners In Profit—Work with sole owner directly. Single Station—City of License which is 10,000 plus. Believe it or not—50% commission if you can sell it, write it, produce it, and collect it. Small to medium profitable Florida market. Call Bob direct at 1-813-453-7129 evenings or at the radio station 453-3130 ... Selling is Believing.

HELP WANTED ANNOUNCERS

Great Bucks for the right consistently funny, community-oriented, give a damn morning man. South U.S. Send resume with at least 3 professional references to Box E-115.

Looking for talented morning person. Good production. Good money for the right person. Tape/Resume to Bob Snowdon, WISPR, P.O. Box 606, Kinston, NC 28501. EOE.

The Giant of the High Plains needs an evening announcer. Fill the bill and you can fill the opening. Tapes and resumes to Russ Baldwin, KLMR, P.O. Box 890, Lamar, CO 81052.

WFIN Findlay, Ohio. Immediate opening for experienced air personality. Top flight staff and equipment. Good production skills required. Contact Kert Radel, PD. 419-422-4545 EOE/MF

Afternoon Drive Personality needed at area's number one contemporary station. Experience and talent a necessity. Great opportunity with a growing company. Send resume and tape to WENY, Box 208, Elmira, N.Y. 14902.

Florida Metro Market Top 40 format. Fast tktk production plus airshift. Production must be very outstanding. Send tape and resume to P.O. Box 126 Fort Myers, Fla. 33902. \$400 a week to start. Equal opportunity employer.

Adult Contemporary communicators needed for Viacom's WRVR—Memphis, Tn. We offer total professionalism, good benefits and a chance to join a growing company. If you'd like that big break into a major market, this could be the opportunity that you've been waiting for. Tapes and resumes with salary expectations to: Jim Robertson, Program Director, 2272 Central, 38104. E.O.E. M/F

Experienced morning or mid shift, adult contemporary. Small northeast AM FM. Salary open, commensurate with ability. EOE Box F-133.

DJ-Rocky Mountain major market AOR with adult appeal. Applicants must have successful track record in format. Send complete resume. Include salary requirements. EEO/MF Employer. Box F-137.

Rare opportunity. Mornings at Denver's KIMN. Morning man leaving after 4½ years. Creative, mature, articulate, stable personality sought. Involvement a must. Ability to handle phones and anchor strong news, sports and traffic personalities a must. Join one of America's legendary radio stations and most respected broadcast companies. Tapes, resumes, etc., to Steve Keeney, Managing Director, KIMN, 5350 W. 20th Ave., Denver, CO 80214. Jefferson-Pilot Broadcasting Co., an Equal Opportunity Employer. All inquiries kept in confidence.

Talk, Talk, Talk. Major market station wants exciting personality who can combine wild and fun telephone talk with music. If you got the "wackos" we got the "bucks". Send resume. EOE. Box F-150.

Losing Second Announcer to ownership. Afternoon drive position open. Present announcer will stay to help with transition. Minimum 3 years experience. Personality A/C format. E.O.E. T&R to Greg Lance, WRTA, P.O. Box 272, Altoona, PA. 16603.

Will Train Two Bright college grads. One for assistant N.D. with journalism degree. Other for assistant PD. with music/production savvy. Tape/resume to WATS/WAVR Box 188, Waverly, N.Y. 14892.

HELP WANTED TECHNICAL

Northern Indiana AM/FM combo needs Chief Engineer. Excellent opportunity for qualified person to move up. Call collect to Station Manager, Harvey Miller. 219-267-3111.

Chief Engineers—Broadcast group with stations in California, Colorado and Arizona looking for experienced chief engineer to fill an opening in mid-summer. Opening will be in one of three markets—excellent opportunity for right person. Send complete resume and background information to Steve Jacobs, P.O. Box 5886, Tucson, Arizona 85705.

Chief Engineer—First Phone Required. State of the art equipment, congenial working conditions, commitment to quality, above average salary—plus one of the most sought-after resort environments in the country. Familiarity with automation essential. Full details and resume first letter to Al Rogers, General Manager, WHHR FM 106; Box 5683; Hilton Head Island, SC 29938. Equal opportunity employer.

HELP WANTED TECHNICAL CONTINUED

Immediate opening Chief Engineer. Modern AM-FM. New building and equipment. Send resume and salary requirements to Tom Archibald WSRW Hillsboro, Ohio 45133 513-393-1590.

Experienced Maintenance Engineer wanted for AM/FM, XMTR, Studio, Digital background necessary. Resume to: KYA Personnel, 300 Broadway, San Francisco, CA 94133 EOE M/F.

Chief Engineer for Class 4 AM and Class C automated FM. Digital background and automation experience preferred. Top company offering fringe benefits. Write Bob Ordonez Manager, KCBN/KRNO, PO. Box 10630, Reno, Nevada 89510 or call 702-826-1355. E.O.E.

Maintenance Engineer needed for group-owned, major-market FM. Top working conditions with excellent equipment. Studio move in near future. Good pay and benefits. First Class License mandatory, experience helpful. Call or send resume to Jeff Gulick, C.E., WSHH, Broadcast Plaza, Crane Avenue, Pittsburgh, PA 15220 412-531-9500. E.O.E./M.F.

Chief Engineer—Immediate opening for AM station in Central Virginia. Responsible for maintenance of 1000 watt 24-hour operation. Working knowledge of directional systems required. Call or write Jim Brown, Gen. Mgr., WLVA Radio, Box 2179, Lynchburg, VA. 24501, 804-528-5959. E.O.E.

Need Immediately. Experienced Fulltime Engineer for Class C FM General Manager, PO. Box 3306 Lake Charles, La. 70602. 318-433-0700.

Dallas, Texas. Rare opening in five-man engineering staff. KLIF 50 KW AM, KPLX 100 KW FM. High energy, competitive operation! Opportunity for small or medium market chief to move up. First class license, experience, good ears, enthusiasm, and desire to be part of winning team required. Apply in confidence by resume including salary history and cover letter to David Briggs, 411 Ryan Plaza, Arlington, TX 76011. EOE 817-461-0995.

HELP WANTED NEWS

News Director/Asst. Professor wanted for NBC and CBS affiliated, award-winning commercial AM and FM owned by the University of Florida, Gainesville. Must be top-flight journalist who will be responsible for teaching and training broadcast journalism students; supervising professional and student staff; and maintaining highly competitive objectives of stations' news commitment. Will teach some courses at U.F. minimum: related M.A. and three years (commercial preferred) broadcast news experience. Salary range: \$18,500 to 22,000. Excellent benefits; send resume and tape before June 30, 1981 to Hank Conner, Committee Chairman College of Journalism and Communications, University of Florida, Gainesville, Florida 32611.

Overnight newscaster. Must have good delivery and writing skills. Pay range \$190-\$220/week. Resume to: Box F-188. Equal Opportunity Employer.

Staff reporter for Radio/Cable TV operation. Emphasis on Radio. Experience required. Must have TV anchoring ability. Send VTR & audio tape plus resume and salary requirements. Apply by July 8 to: Personnel Department, Radio Television Centre, 333 8th Street South., Naples, Florida 33940.

Reporter/Producer—News & Public Affairs (Radio Announcer II) Annual salary \$10,878.00 minimum plus benefits. Develops, plans, produces, and announces major news/public affairs programs and special events coverage; assists in training student announcer/producers. Required: graduation from standard high school and two years experience as radio announcer. Prefer: experience in gathering, writing, reporting, announcing news. Send resume with references and nonreturnable audition tape to Charles Wade, Executive Producer/News & Public Affairs, WFSU-FM, 420 Dittenbaugh Building, Florida State University, Tallahassee, Florida 32306. Application deadline: 7/3/81. EOE/AA Employer.

Eager newperson wanted. Writing skills and good delivery essential plus a "nose" for news. Tapes and resume to KBAT Radio, 3306 Andrews Hwy, Midland, TX 79703. EOE.

50,000 watt NPR affiliate serving area of 500,000 wants leader of news team. Modern facility with strong local news commitment. Responsibilities include supervision of professional and student staff, daily newscasts, documentary and public affairs efforts. Qualifications: Bachelor's degree required; three years experience in commercial or public broadcast news; management and production abilities consistent with high professional standards. Salary dependent upon qualifications. Send resume, tape, writing samples by July 1 to Madison Hodges, Manager, WEKU-FM, Richmond, KY 40475. An Equal Opportunity/Affirmative Action employer.

Fly Traffic: Major market West Coast Affiliate looking for Airborne Traffic and News Reporter. No pilot's license needed. Must have street reporting experience, creativity and a commitment to excellence. Send tape and resume to PO. Box 9494, Seattle, Washington 98109. Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director for well-equipped FM in Midwest college town. Must have good background in music selection of Contemporary and Album music. Production ability required, automation experience helpful. Box F-77.

AOR Program Director—FM-Major Western Market group. Top salary and benefits for the PD with a solid success in AOR. Send full resume, ratings and your ideas of how to be No. 1 in a competitive market. An EEO employer. Box F-138.

Country Program Director. Established country radio station in Midwest. Management experience necessary. Box F-148.

No. 1 Auto-Rocker near Twin Cities is searching for production talent and Schafer 901 expert. Candidates should have good pipes, strong organizational skills, promotion savvy, and ability to create Clio winners. \$10K to start. Reply to Box F-165.

SITUATIONS WANTED MANAGEMENT

Attention Group Owners: Even with good individual station managers, if you are unable to devote full time to the operation of your group ... or if you are not satisfied with its profit and growth ... you need a good group management experience encompasses all market sizes, most formats, AM & FM, total rebuilding, purchases, sales and major improvements. Strong qualifications include administration, sales development, programming and promotions ... plus a dedication to, and love for radio. I am a resourceful, imaginative and practical developer of people and properties ... a hard working, shirt-sleeve manager, not an ivory tower executive. Finest of references will prove my worth to your organization. Will consider only a long term opportunity with a good, growth oriented group. Box F-117.

General Manager. Lengthy experience with exceptional performance record in major and medium markets, AM & FM, various formats. Excellent administrator, strong sales management, plus all the other qualifications for successful station management ... with references to prove it. Carefully looking for long term association with quality organization. Box F-118.

Top Biller. Employed. Seeking GM/GSM position only. Eleven year background including radio, TV, CATV. Detailed portfolio with references. PO. Box 1185 Toms River, NJ 08753.

General Manager seeks position with equal opportunity Employer. Sales, Programming, Administrative Budgeting, FCC. Expertise urban contemp and black oriented formats, result oriented, currently employed, excellent references. Box E-87.

Motivating Manager with 27 years experience, currently employed, seeking Autumn relocation, sooner for right offer. Excellent programming, sales and management track record. Major market experience looking for small to medium market with freedom to make your operation a success. I offer sensible cost control, professional programming and increased sales. Box F-201.

Broadcast Pros—Husband-wife team. Over forty years combined experience in all size markets. Looking to relocate with possible equity arrangement. Heavy Sales-Promotion. Box F-73.

General Manager—Medium Market, Successful, Experienced, Stable. Seeks Permanent Relocation. Box F-178.

Experienced, hard-working productive manager, sales manager, salesman, or all three. Looking for a good opportunity in small market in upper Midwest or Rocky Mountain West. Reply to Box F-174.

General Manager. Hard working and experienced. With the track record to back it up. Ownership, Sales, Programming and engineering. I've done it. Well qualified with very strong background. Box F-72.

Ability, experience, dedication. That and more from 10 year professional ready to help Midwest or West location. 815-273-3057.

Attention Owners—If you are sincerely seeking a manager with proven ability in major market management, with a history of bringing home a winner, with a track record of maximizing gross and net, while minimizing expenses, then we should meet soon. I have a proven record of success. If my background is of interest, please call 205-988-4153.

SITUATIONS WANTED SALES

Account Executive, six years experience, including programming, seeks opportunity in Top 50 Market. Management is ultimate goal. Box F-10.

Sales Manager with over 5 years experience in TOP 10 MARKET. Professional broadcaster with B.A. in Communications, proven track record and highest possible references. Will increase your sales in local, regional or national business. Box F-161.

Experienced Sales Manager with excellent background seeks responsible position in Sales Management. Record includes four record setting years in last assignment. Relocation no problem. Robert I. Hendel, 528P Alabama Ave., Salisbury, MD 21801. Phone 301-742-5827.

SITUATIONS WANTED ANNOUNCERS

Hard work and dedication are my ways of doing business. Currently afternoons and production. Prefer Northeast, will consider other offers. Keith 414-769-6966.

Rock 'n' Roll is here to stay! Experienced announcer. Have super problem! Small Market "You sound too Big City" Big Market "You don't have the experience. Caught between rock and hard place. Help! Call George collect-312-348-3314.

Not a screamer, but a communicator—have experience, college degree and solid skills. Wish to locate anywhere on Gulf Coast or Florida in adult contemporary, pop standards or bright MOR. Ready to go now. Call Bruce, 512-452-6536.

Go with a winner—a proven winner. AM Drive and PBP experience. Ready for a larger market. Box F-75.

Chicagoland Adult/Contemporary personality available for good opportunity. 3 years professional experience at 50,000 Watt FM. Production skills. Call Bob King. M-F Noon-6 PM. 312-420-3437.

Professional Sounding. Good Attitude. Single, Go anywhere. Paul Michalski 3114 East Crawford Avenue, Saint Francis, Wisconsin 53207 414-483-6339.

Anxious young man. Seeking first break. Willing to relocate anywhere, but prefer South. AOR format. For details and tape, call 312-221-8057. Ask for Joe Rock. After 6PM.

DJ-Announcer with 4 years experience in copywriting, production. Also interested in part time sales. Send for my "Free tape and resume." Box F-154.

Female, First Class License, mature voice, six years experience NYC Radio. DJ, news, engineer all formats. Good knowledge of music and programming. Seeks new position with top station. Call Ann 212-595-4002.

I've worked San Francisco (five years) and Los Angeles (five years). May I do the same for you???? For T & R, please call (collect) 305-486-4140. All offers considered.

Northeast 8 Year Pro ready to go! Currently production manager and afternoon drive. Take notice urban contemporary or rock. Send letter today. Box F-172.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Good voice and delivery. Interested in sales, sports and community involvement. Cordial and cooperative. Dennis Semrau, 2529 W. Scott St., Milwaukee, Wisconsin 53204. 414-671-5540.

Experienced, productive, versatile AOR, soft rock jock. Seeking small market. Tape & resume available, will relocate. Bruce, 215-824-4830. Box F-167.

Two year degree in Radio/Television. Dependable, hard working, serious, professional. Two years experience. Seeking full-time, on-air position in New England area but would consider relocating elsewhere. Also interested in Booth announcing for TV. Call mornings/afternoons Gary J. Begin 401-766-7996. Tape and resume available. Box F-158.

Urgent: All Northeast PD's! Creative, versatile air personality now available! My "good humor" won't melt from summer sun! Mike: 215-426-9789 evenings.

Five years board experience, two years PBP; know CW and Rock Formats. Prefer southern Rockies, southwest, or west coast. Call anytime 303-346-8918.

Announcer, news oriented good voice and writing ability, seeks an opportunity in a small or medium market. Will relocate. Ray Harvey 912 Powell St. No. 8, San Francisco, CA 94108.

Veteran ... Experienced most formats. Resume illuminates stability. 615-629-7603. Jim. 5001-B Newport Drive, Chattanooga, Tenn. 37412.

Fire The Staff Prima Donna! Enjoy life with an unspoiled, intelligent sounding, trained broadcaster. For small market station whose motto is: "We guarantee only 4 hours sleep!" Call Mr. Chris Ricker 904-264-4577, 904-264-7525 or Mr. Chris Ricker 2539 Red Fox Road Orange Park, FL 32073.

Talk Show Host: specialist at interviewing experts, stars, politicians & regular people, fielding calls, selling on air, & building audience. Now working in major market. 213-682-2036 8:10 am PDT.

Announcer/Engineer combo. Have 1st phone license 4 years experience. Knowledge of all phases of broadcasting. Good on air sound. Excellent references. Will relocate anywhere for right position. Clint Benullo, 424 Elm Ave., Woodbury, NJ 08096. Available immediately. Trained in Philadelphia.

Willing to go anywhere in midwest for first break. News, sports, play-by-play A.O.R. Format. For details, phone: 219-845-8127 or write: Ken Scott 1413 169th St. Hammond, Ind. 46324. Tape Available.

Professional sounding. Eager learner. Good attitude. Have car. Go anywhere. Tape and resume Cathy Nash, 414-425-6231.

Board experience, writing talent, college degree. Creative, versatile, Smooth AOR man. Call 312-878-4701 after 6 pm.

Male DJ Excellent knowledge of Country music, love to work midnight shift! Looking for Country station in Colorado, open to all in surrounding areas. Vince Everett 312-864-3304.

SITUATIONS WANTED TECHNICAL

Chief Engineer—25 year pro. All market/station sizes, state-of-the-art, "hands-on". 617-998-3839.

SITUATIONS WANTED NEWS

Experienced Sports Announcer. Four years of play-by-play/color for High School/College, all sports. Hosted daily sports report. Sports director potential. Good production skills. Will relocate. Call Mark Arentsen 815-496-2706.

If you need someone to upgrade your sports programming, I'm your man. Prefer Northeast. Call Steve, 716-374-2473.

Sportscaster—Superior PBP and sportscasts, medium and major markets only. 612-255-0386, 10 am-2 pm central time, evenings, Gary.

Imaginative Sports director looking to move ASAP 4 Years PBP and sportscasts. Box F-196.

Experienced PBP Man seeks football and basketball position for next season. Contact Box F-157 or Call 206-538-0336.

San Francisco Bay Area. Award-winning veteran newsmen seeks News Director or Assistant News Director post. Let me cut your costs while providing more top-quality stories. Have been a newsroom manager twice with excellent ratings. Will work for less to stay here. PO. Box 2603, San Francisco, CA 94126.

Hard worker wants to prove himself to you. College and Broadcast School Grad. News Stringer and Television Production experience. Will relocate. For tape and resume contact Charles Freiman, 1404 Hillwood Court, Charlotte, N.C. 28210 704-552-2473.

Energetic, Experienced Talk show hostess, News Announcer, Coordinator of Public Relations Radio Services. Two years radio experience. Black Female. Looking for news position in radio or television. Willing to locate any place in the country. To enhance your radio or television news staff call or write Vernita Shannon at 804-329-1450 or 1200 W. Graham Rd., Richmond, VA 23220.

Dedicated Sportscaster wants to meet your challenge. Presently employed with experience in reporting, sportstalk & p.b.p. An effective communicator who's a good writer & interviewer. Any location & opportunity welcome. Dave, 304-253-5818 evenings.

Sportscaster, 17 years coaching experience coupled with 4 years play-by-play and host of "Sports-talk" program. Capable of selling own spots. Would like Radio-TV combo ... guarantee audience delivery ... prefer midwest ... Vince Roberts. 513-323-4513.

Play-By-Play, 10 years experience Far West preferred. Call Ernie Singer 714-623-5525 9-5 Pacific Time or 714-623-5057.

Experienced News/Talk. Seeking talk show or telephone talk. Heavy on news, writing, delivery, actualities with major market background. Will consider any size market if the climate is right. Very strong qualifications. Box F-71.

Sharp news pro with strong, mature voice and writing talent. College degree. Willing to relocate. Call 312-878-4701 after 6 pm.

Quality PBP. Dedicated, hardworking professional with 10 years experience desires greater challenge. PBP and management combination strongly considered. 815-273-3057.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Profit Oriented: Programming specialist with documented performance in ratings/sales. Strong business background projecting fiscal/annual budgets in programming, personal, promotions. Heavy operations responsibility with incentives a must. Group owners only Box F-13.

No. 1 ARB Numbers. Near year experienced PD available. AC/Contemporary format. Good handle on available talent. Ask for Kirk Sherwood. 1-207-862-3503.

Veteran. 15 years in Top 10 market. Would like to settle down in medium market and program C&W station. Lets get your station moving! Box F-207.

Major Market Combo Man. Programming-engineering, seeking small-medium market operations manager position. Box F-171.

Double-Talk Easy-going, fun talk for all demographics. Money making m/f team. 617-998-3839.

End Your Search for a PD. 5 yrs. experience as air talent, Ass't PD., music dir, traffic, and more. Ready to take the helm and work hard for your station. Can do it all. Call Frank. 603-924-7498.

Seven Years Experience! Two years as Assistant Manager and Sports Director; five years as News Director in small market. Seeking non-air position with good advancement opportunities. Box F-83.

TELEVISION

HELP WANTED MANAGEMENT

General Manager: Major network affiliate in beautiful Southwest City Looking for intelligent, bright executive who knows how to manage, recruit, and provide leadership within station and community. Station presently leads in all areas. Send letter and resume to Box F-92.

General Sales Manager. Must have successful record recruiting, hiring, training local sales staff and developing effective retail sales program. National sales experience preferable. Send resume and references to Bob Southard, Pres-Gen Mgr, WFRV-TV, P.O. 1128, Green Bay, WI. 54305.

Sr. Internal Auditor Position available on Corporate staff of major Broadcasting/Newspaper group located in Finger Lakes Region of Upstate NY. Accounting degree plus a minimum of 2 year's experience required. Audit experience with Broadcasting/Newspapers preferred, but not required. Approximately 50% travel to out of state locations. Opportunity for advancement. Salary commensurate with experience. Send resume complete with salary history in confidence to: VP/Controller, Park Broadcasting, Inc., P.O. Box 550, Ithaca, NY 14850.

Director of Marketing Modern public telecommunications facility (KWSU-TV, KWSU-AM, new FM, production and education services) seeking person to head development and promotion activities. Significant experience and track record in raising funds from the public, ability to make effective on-camera and on-radio appeals, and experience in promotional activities are required. Broadcast underwriting or sales experience desirable. BA/BS required. MA preferred. Salary: \$24,000-\$26,000. Apply before August 14 to Dennis Haarsager, General Manager, Radio-TV Services, Murrow Communications Center, WSU, Pullman, WA 99164. An EO/AA employer.

National Sales Manager: Must have national rep or station national sales experience. ABC affiliate in growing Texas market. Call Jim Norton, GSM, KVUE-TV, Austin, Texas 512-459-6521.

Accounting Supervisor: Mid-sized affiliate station seeking mature individual with a minimum 3 years related industry experience responsible for monthly journal entries, financial statement preparation and budgeting process. Submit resume to Box F-184. An Equal Opportunity Employer.

HELP WANTED SALES

We Are Looking for a unique person to fill some mighty big shoes. Our general sales manager is retiring after 25 years, and we know he is going to be hard to replace. We are looking for a go-getter with heavy small market, local, regional, and national savvy, who is not afraid to roll up his sleeves and pitch in. The person we choose must be a good organizer and be able to work well in supervising people. If you feel you are qualified, send us a letter telling us why you're the person for this position along with your resume and salary requirements, to Box F-115. We are an Equal Opportunity Employer.

New, small UHF station (STV at night) needs experienced salesperson to develop daytime commercial business. Applicants should have good knowledge of Co-op, regional reps, production techniques, etc. We're looking for a self-starter to grow with us. Write WIHT-TV, P.O. Box 2267, Ann Arbor, MI 48106. An Equal Opportunity Employer. No calls please.

TV Account Executive Affiliate station in mid-sized central California market is seeking an ambitious account executive with management potential. Must be a self-starter with demonstrated sales ability. Great career potential with major broadcasting group. No calls, please. Send resume to Sales Manager, KFSN-TV, 1777 G Street, Fresno, Ca. 93706. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

Top 75 Midwest CBS Affiliate looking for Sales Marketing Analyst. College degree and/or equivalent work experience required. Send resume to Ray Sullivan, GSM, P.O. Box 100, Cape Girardeau, MO. 63701. EOE, M/F.

HELP WANTED MANAGEMENT CONTINUED

Television Account Executive Must have experience and ability to work with both agency and direct accounts. Call Mike Cefaratti, Local Sales Manager, WPTF-TV, Raleigh, N.C. 919-832-8311.

Wisconsin network affiliate needs experienced local sales person. This is staff expansion at Senior AE level. Minimum two years in broadcast sales required. EOE. Resume and sales record to Box F-179.

HELP WANTED TECHNICAL

Maintenance Engineers: Competitive independent in South is seeking maintenance engineers with minimum 5 years MC/STU experience with RCA equipment; digital experience desirable. Send resume and salary requirements to Manuel Marquez, WANX-TV, P.O. Box 98097, Atlanta, Georgia 30029. EEO/AA Employer.

TV Broadcast Technician For major northeastern U.S. network affiliated television station. Must have first class FCC license and minimum 1 year experience in master control, video-tape and audio operation. Send resume and salary requirements to Irwin Ross, Chief Engineer, Box F-111. An Equal Opportunity Engineer.

E-N-G Editor for nightly newscasts. Must have two to three years experience. Some shooting experience helpful. Send tape, resume and salary requirements to Joe Sullivan, WCCO Television, 50 South Ninth Street, Minneapolis, MN, 55402. No phone calls please.

Television Audio Specialist—Expanding state public network needs audio specialist to handle multi-channel recording including mix-down from multi-track recordings, sweetening, and field audio using state-of-the-art EFP gear. Must know microphones, equipment installation, trouble shooting and maintenance. Two years experience required with preference for 1st Class License. Starting salary \$15,156. Mail resume to Director of Engineering, Louisiana Public Broadcasting, 2618 Wooddale Blvd., Baton Rouge, La. 70805. The Louisiana Educational Television Authority is an Equal Opportunity Employer.

TV Transmitter Supervisor: Louisiana Public Broadcasting seeks a qualified individual for supervisor of UHF Television Transmitter near Kaplan, La. Must have FCC 1st Class license and 5 years television experience, including 3 years transmitter experience. UHF experience preferred. Starting salary \$1539 per month. Applications should be submitted to Director of Engineering, Louisiana Public Broadcasting, 2618 Wooddale Blvd., Baton Rouge, La. 70805. The Louisiana Educational Television Authority is an Equal Opportunity Employer.

Television Engineers: Growing state public television network seeks engineers with First Class License and a minimum of two years broadcasting experience to handle production and maintenance duties. Experience must include operation and maintenance of cameras, VTR's, TBC's switchers, EFP editors and associated gear. Starting salary \$15,156. Mail resume to Director of Engineering, Louisiana Public Broadcasting, 2618 Wooddale Blvd., Baton Rouge, La. 70805. The Louisiana Educational Television Authority is an Equal Opportunity Employer.

TV Studio Maintenance Technician Independent commercial VHF station in 14th market seeks Maintenance Technician with valid FCC 1st class Radio/TV Operator's License, familiarity with latest broadcast equipment, minimum 2 years experience. Send resumes to: Dept BR, KCPQ Channel 13, PO Box 98828, Tacoma, WA 98499. EOE.

Broadcast Engineer—University Telecommunications Dept. large, active color operation. Responsible for technical functions of video, audio, and TD. Digital helpful. Will assist with installation, operation, and maintenance. Edward Jerome, Wright State University, 102 TV Center, Dayton, Ohio 45435 for details.

T.V. Engineer: Immediate opening for engineer with 1st phone license and 3 years recent experience in operation of video control, audio, video tape, production switcher and E.N.G. van. E.O.E., send resume and work references with current phone number to: Chief Engineer, KXAS-TV, P.O. Box 1780, Ft. Worth, TX 76101.

New Jersey Public Television with four UHF TV Stations and studio facilities throughout the State of New Jersey has several openings in its Engineering Department. There are presently two openings for Transmitter Maintenance Technician positions with experience in Microwave. Salary Range: \$16,298-\$22,003 depending upon qualifications. Additionally, there are several studio operating/maintenance technician openings and one studio engineering supervisory position which requires experience in all phases of studio/field operations. Studio Supervisor's salary range \$18,867-\$25,474 depending upon qualifications. Please send resume and indicate present salary to Herbert P. Michels, Director of Engineering, N.J. Public Broadcasting Authority, 1573 Parkside Ave., Trenton, NJ 08638 (EEO).

Maintenance Supervisor Engineer World Communications, a Broadcast Common Carrier, seeks qualified applicants for total responsibility of Los Angeles television operating center and earth station. Must have first class FCC license and thorough hands on experience in broadcast and microwave systems. Salary commensurate with qualifications. Excellent benefits. Call 213-469-5634 or send resume and salary requirements to: Rod Hunter, World Communications, 6290 Sunset Blvd., Hollywood, CA 90028. E.O.E.

Television Engineer Entry level television engineer for Denver's public television station to operate telecine and videotape equipment, and to operate by remote control a TV transmitter. FCC First Class Radiotelephone license required. High school graduate and one year full-time experience or equivalent education and experience required. Salary range starts at \$14,057. EOE/AA Employer. Letter of application, resume, and three professional references should be sent to: Harold Stetzler, Department of Personnel Services, KRMA-TV/Denver Public Schools, 900 Grant Street, Denver, Colorado 80203. Resume and related materials should be received by Tuesday, June 30, 1981.

TV Maintenance Engineer. Central California NBC affiliate is looking for an engineer to fill a vacancy on a 6-person maintenance staff. Must be strong in ENG. BVU series, VTR's, with NEC and Hitachi Cameras. Good hours, top pay and excellent fringe benefit package. Send complete resume to Personnel Manager or call Bob Hess, Chief Engineer, KSEE, P.O. Box 12907, Fresno, CA 93779. 209-237-2424. An Equal Opportunity Employer.

TV Engineer to maintain and operate "on-air" electronic equipment and TV production equipment both studio and remote. Applicants should have a First Class FCC license, considerable knowledge of FCC regulations to maintain electronic equipment to the required specifications; or to operate a broadcast facility within the required specifications. Knowledge of solid state and digital maintenance desirable. Send resume and salary requirement to WNED-TV, Engineering Department B, Box 1263, Buffalo, New York 14240. WNED-TV is an EEO employer.

Expanding post-production facility for advanced consumer entertainment and industrial video disc programming has the need for: Maintenance Engineers, Technical Operations Manager, and CMX Editors, Operators. Excellent salary and benefits. Send resume to: D. Leverette, Discovision, PO Box 6600, Costa Mesa, CA 92626. An Equal Opportunity Employer.

Television engineer. Experience with VHF transmitters and microwave. Needed for Mid West small market station. Contact Don Larsen at KOTA-TV. Telephone No. 605-342-2000.

Assistant Chief Engineer. Person applying must have a solid background in all studio systems including studio installation, engineering equipment, microwave installation and some TV transmitter experience. Good engineering habits and practices are a must in this position. Applicants must have the ability to work with individuals, delegate work, set priorities and solve engineering problems. Persons qualifying apply to Box F-124.

Engineer. To work with latest State-Of-The-Art Broadcast equipment in modern facility in the southeast. Responsible for master control switching, VTR set-up, record, edit, and play-back local and network programs. First Class FCC license required. Minimum of one year experience in TV broadcasting. Send resume and salary requirements to Box F-209. EOE.

TV Maintenance Engineers Need 2 good engineers with 2-3 years experience on TR-600's, TK-28's, TK-45's, and/or TT30FL. Mid-west location, good benefits, and pay. Send resume to Box F-203.

Assistant Chief Engineer-TV—group owned UHF major Eastern market. Management potential with 3-5 years experience in studio/transmitter maintenance. RCA and Sony VTR's, Grass Valley and Vital switchers, RCA and Norlco cameras. Salary competitive with market. EOE M/F Box F-185.

Opportunity Knocks for experienced camera, video and transmitter maintenance engineers. Top benefits, excellent salary, good visibility. Resume in confidence. Box F-168.

HELP WANTED NEWS

News Director. Aggressive, West Coast, Network affiliate TV station needs experienced manager to direct an expanded News Department. Need a proven leader with outstanding journalistic credentials. Complete ENG. Compensation commensurate with experience and ability. Submit resume, references, and salary history to Box F-69. EOE.

Main anchor for early/late newscasts in medium market. Join number 1 team. EOE. Box F-57.

Weekend sports anchor/reporter. Top-rated medium market news team. EOE. Box F-58.

News Director—Our growing news operation needs an experienced working journalist who knows how to motivate and lead by example. Solid background in producing, on-air plus production with strong organizational skills. Send resume to Station Manager, WEAR-TV, P.O. Box 12278, Pensacola, FL 32581.

Photojournalist with minimum 3 years experience in commercial television. College degree preferred. Must have working experience in ENG both shooting and editing. Writing experience helpful. Send resume and videotape to Larry Hatteberg, KAKE TV, P.O. Box 10, Wichita, KS 67201. EOE.

Reporter. Requires 3 years minimum television news reporting experience. College degree required. Must be a solid writer with excellent communications skills. Must have grasp of story production techniques. Send resume and video tape to Larry Hatteberg, KAKE TV, P.O. Box 10, Wichita, KS 67201. EOE.

News Photographer Needed. One year TV ENG camera and editing are requirements. Send resume, video cassette and salary requirements to: Dave Winters, News Director, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. WTVQ-TV is an Equal Opportunity Employer.

Sports Director. Weekday sports anchor and supervision of assistant and photographer. Heavy commitment to pro sports as well as community involvement in high school athletics. Must be experienced, organized, aggressive, and driven to win. Smaller market with a big market look. EOE. Replies to Box F-105.

Weekend Sports Anchor. Must produce a quality sportscast. Must also be a strong sports reporter for weekdays. ENG editing skills and some shooting are necessary. Commercial TV sports experience mandatory. We are the best in this medium sunbelt market. Get my attention on paper and I'll ask for a tape. EOE. Replies to Box F-106.

Farm Reporter. Will produce and host a noon farm show. Will also be responsible for agriculture news reporting on evening newscasts. Send resume to Box F-149. Equal Opportunity Employer.

News Positions—Male & Female co-anchors, and producer for 5 PM "news in progress" newscast. Great small market sunbelt committed station. At least one year experience as anchor and as producer. Send resume. We'll answer all. E.O.E. Box F-147.

Wanted: Meteorologist for weather conscious mid-western station. We are looking for someone who is able to translate complex weather information into "english". We have the most complete weather center in the market, including our own radar, and computer graphics. Experienced television meteorologists ONLY, please. Salary competitive. Box F-143.

HELP WANTED NEWS CONTINUED

Assistant News Director in Sunbelt TV Station looking for talented assistant news director for top 100 TV station. Require a college degree and management experience. Prefer news director looking for an opportunity to associate with a professional news department. Send resume and salary requirements to Box F-142. An Equal Opportunity Employer.

Noon Anchor needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone who can communicate well with our viewers. Equal Opportunity Employer. Send resume and resume tape immediately to: News Director, WOWK-TV, 625-4th Avenue, Huntington, West Virginia 25701.

Weathercaster-Reporter. Could you do noon or weekend weather for WHO-TV and general assignment reporting? You should have at least 2 years experience in TV News and weather should be your strength. Send tape and resume to: Phil Thomas, WHO-TV, 1100 Walnut St., Des Moines, Iowa 50322. An Equal Opportunity Employer.

If you can dig, write, and make a story come alive on television, send your resume and audition tape to: Bob Jordan, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. No calls, please. Experienced applicants only.

News Director-Anchor for aggressive No. 1 News NBC-TV affiliate. Great staff. Must be experienced professional. ENG-remotes. Long Term. Resume-vtr to Program Manager, KIFI TV, Box 2148, Idaho Falls, Idaho 83401.

Executive Producer. Top Ten television news department seeks experienced news manager to fill No. 2 job in department directing and coordinating efforts of reporters and producers. Contact John Miller, News Director, WFAA-TV, Communications Center, Dallas, Texas 75202. 214-748-9631.

News and Sports: If you want the best of both worlds—news and sports, this could be your job! Our top-rated news team needs a weekend sports anchor/producer, as well as a general assignment reporter three days a week. If you have a strong news and sports background, don't call, but send your resume to: John Howell, News Director, KFSN-TV, 1777 G Street, Fresno, California 93706. We are an equal opportunity employer.

Assignment Editor needed for number one news. Must have experience in reporting, story development, and organizing daily news coverage. We also are looking for a reporter with minimum one year experience with anchor abilities. Resumes/tapes to: KFDM-TV, P.O. Box 7128, Beaumont, Texas 77706.

Weekend Anchor/Reporter: News oriented Texas station in rapidly expanding market wants experienced television journalist to Produce/Anchor weekend newscast and General Assignments reporting. EOE. Call News Director: 214-592-3871.

Our producer is moving to a top 20 market. The person who replaces him will be able to work with color radar, multiple live ENG feeds, and a very talented staff. He or she must have at least three years' broadcast news experience, excellent writing skills, sound news judgment, the ability to direct the efforts of others, and a desire to innovate. We are a well-equipped, well-staffed, very competitive medium market station. Box F-213.

Co-anchor for sign-on newscast/reporter. Must have previous TV News anchor experience and a broad background in TV news reporting and story production. EEO. Box F-212.

Overnight News Producer, for morning sign-on half-hour co-anchored newscast. Must have excellent news judgment and good broadcast writing skills. Major top ten market station. EEO. Box F-211.

Overnight Assignment Editor for top five market, network station. Must be proven TV journalist with ability to develop and assign coverage and supervise employees. EEO. Box F-210.

Reporter. Leading news station in SE Top 100 market needs reporter who can shoot and edit ENG. Send resume to Box F-198.

Television reporter and noon news co-anchor with major Texas network television station. Must have two years experience as a reporter in radio or television. All applicants will be contacted. Equal Opportunity Employer. Box F-183.

Meteorologist wanted for top rated station in south. This person has TV experience and loves to communicate with viewers. Occluded fronts and troughs of low pressure suddenly take on meaning for this meteorologist's viewers. If you are a communicator and love doing the weather, we would like to talk to you. Send resume and salary requirements to Box F-173. EOE.

Sportscaster medium market Net affiliate looking for dynamic sports reporter/anchor. If you want to join our growing team, rush resume and salary requirement to Box F-162. EOE.

Meteorologist for top 40 market news leader. Excellent salary and fringe benefit package for person with radio or television forecasting experience. All responses treated confidentially. The person we hire will be responsible for on air forecasting and will work with a highly professional staff and the latest equipment. Box F-160.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

SW major market seeks ENG/EFP pro with news/documentary background to shoot, edit, supervise post on 30-60 minute documentaries. Creative latitude, competitive salary. Resume with salary requirements to Box F-50.

Television Producer/Director with experience needed for fast-paced newscasts and variety of studio and remote productions including commercials. Candidate should be energetic, creative person with people skills. Ability to switch also necessary. EOE. Box F-70.

TV Director for leading national children's public TV series and other projects. At least 5 years experience with switching, field production and editing. Salary negotiable. Start Sept. Send resume and tape. Family Communications, 4802 Fifth Avenue, Pittsburgh, PA 15213.

Executive Producer: Well-established PTV station in upstate New York is seeking an experienced individual capable of supervising producer/directors in production of all national and local programing. Responsible for preparation and control of production budget as well as program proposals. Must have 5 yrs exp as producer/director, national credits, and supervisory experience. MA preferred. Send resume to: WXXI Personnel Dept., PO Box 21, Rochester, NY 14601. EOE.

Chief Engineer for California independent. Must have 5 years as Chief Engineer with "hands on", administrative and personnel experience and maintenance background. A motivated trend setter needed. Send resume, references and salary history to Box E-149. An EOE/M-F employer.

News Promotion Director responsible for planning and executing daily news promotion efforts with emphasis on print and on-air for large market, South Florida VHF Production background and strong writing skills a must. On-air promotion experience and BA degree preferred. An Affirmative Action/Equal Opportunity Employer. Box F-146.

Television Traffic Personnel. Nationally recognized firm in the broadcast automation industry is looking for personnel experienced in television traffic responsibilities to install our Broadcast Computer System. Thorough knowledge of station contract management, avails, log preparation, etc. is necessary. Customer sites where you will instruct station personnel on the use of our system. Salary \$13,000-\$15,000. Travel expenses paid. 404-633-0804. Atlanta.

Production Crew Chief Aggressive Major Market Station needs a quality conscious Crew Chief to help train and supervise young and energetic Studio Crew. Should have 2-3 years experience in Production or Supervision. Excellent Lighting Ability is a must. Small Market Production Managers or experienced Producers/Directors are encouraged to apply. Send resume, tape, and salary requirements to: Henry Goldman, Production Manager, WTSP-TV, P.O. Box 10,000, St. Petersburg, Florida 33733. EOE.

TV Writer/Director wanted to serve as creative group leader of rapidly expanding direct response marketing agency entering TV production field. Ground floor opportunity. Salary negotiable. For information write: TV, Box 941, Vienna, VA 22180.

Television Graphics Artists: Challenging one-person television graphics design position with Louisiana Public Broadcasting. Requires illustration and mechanical skills including typography, photography, and layout. Portfolio of recent illustrations required. Starting salary \$10,800. Mail resume to 2618 Wooddale Blvd., Baton Rouge, La. 70805. The Louisiana Educational Television Authority is an Equal Opportunity Employer.

Director—News and Commercials. At least two years experience. Must do own switching. Send resumes to Joe Smith, WKEF-TV, 1731 Soldiers Home Rd., Dayton, Ohio 45418. EEO/M/F

TV Director Boston's public Television Station has an immediate opening for a TV Director. Salary to top teens plus benefits. If you have five years experience and are eager to link up with the best, send resume to: WGBH, Personnel Dept. (A-94), 125 Western Ave., Boston, MA 02134. Deadline: July 3, 1981. An Equal Opportunity Employer.

Director of Community Relations for University of Alabama Television Services. Responsibilities include supervision of all UTS promotional and community relations activities; instruction of one course per semester in the area of broadcast production or news; and regular production assignments which currently include a weekly, minority oriented program for the Alabama Public Television Network. Annual salary: \$18,200 plus liberal University benefits and the opportunity for further education. Requirements: two years experience in TV production or public relations, with demonstrable ability in the other area and a BA degree. Preferred: MA and teaching experience. This is a joint appointment with UTS and the Area of Broadcast and Film. For further information contact Skip Hinton, 205-348-6210. To apply send resume with references to—University Employment Office, P.O. Box 6163, University, Alabama 35486. Application must be received no later than July 20, 1981. Affirmative Action/Equal Opportunity Employer.

Nationwide Search Continues for the best Producers and Videographer-Editors in the country! WBNS-TV, one of the nation's top TV stations, is looking for production personnel for its highly successful prime time entertainment magazine "Front Page Saturday Night". This Ohio oriented on-location and studio audience show is one of a kind and winner of nine 1980 Regional Emmy Awards. We have big plans for this show including possible syndication. Producer candidates should have no less than two years experience producing a feature oriented magazine program (i.e. "PM"). Writing, organizational and managerial skills essential. These people will know how to find, develop and implement a story and have an endless amount of drive, discipline and dedication. Videographer-Editor candidates should have at least two years experience shooting and editing feature oriented material using state of the art equipment. When it comes to editing this person should be an artist! Excellent salary benefits and opportunity for career development. Send resume and tape immediately to: David R. Sams, Executive Producer, WBNS Television Center, Columbus, Ohio 43216. WBNS-TV is an Equal Opportunity Employer. M-F.

Seattle is reaching for the stars—Art Director needed immediately for TV/AM/FM broadcast property. We are looking for talented individual to work with excellent staff in developing the best television graphics for stations and outside clients, set designs, print advertising, and sales materials in the country. If you settle for anything less, don't answer this ad. Send samples and resume with salary requirements to Personnel—Art, KIRO, Inc., 3rd & Broad, Seattle, Wa. 98121.

PM Magazine Field/Associate producer to work on established PM Magazine in top 10 market, network affiliate. Must have extensive ENG Field experience in addition to excellent writing skills. The candidate must demonstrate the ability to produce informative, entertaining, and absorbing feature story. Send tape and resume to: Dick Dietrich, Executive Producer, PM Magazine, WJBK-TV, Box 2000, Southfield, MI 48037. All tapes will be returned. An Equal Opportunity Employer.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Southwest Top 10 independent is searching for a strong, creative Promotion Manager. Must have a solid background in on-air promotion concepts, production, writing, newspaper and outdoor. Send resume and references to: John Martin, KTXA-TV, 1712 E. Randol Mill Rd., Arlington, TX 76011. EOE/M/F.

Senior Production Manager Minneapolis/St. Paul Public TV station has opening for Senior Production Manager. Experience in budget design for new programs, production unit managing of ongoing programs. Job includes ordering of services and personnel support for production, monitoring and controlling program expenditures. 5 years experience in wide range of program production required of all applicants. Salary negotiable. Send resume and 3 references to Paul Bosner, Director of Production Services, KTCB-TV, 1640 Como Avenue, St. Paul, MN 55108. An EEO/AA Employer.

Manager, Broadcast Operations. 4 Station network seeks experienced, people-oriented manager responsible for traffic & on-air operations. Network feed coordination, FCC & program practices standards. Tape library, planning & scheduling of facilities and personnel, and budget preparation & cost control. \$21,000-\$25,000. EOE. Send resume and salary history to Al Rose, NJPTV, 1573 Parkside Ave., Trenton, NJ 08638.

Research Director for sizzling Independent in top 20 markets. Previous experience required, preferably with Arbitron AID and NSI Plus capabilities. Send resume to Box F-202.

Host/Producer—Top-rated TV magazine in Major market searching for an energetic on-air talent with strong writing skills and a reel to prove extensive on-air work and producing ability. Solid production background required to keep pace with this professional staff. Send resume and written index of your available reel. Do not send reel until requested. EOE-M/F. Box F-175.

Commercial Director/Announcer/Copywriter: We're seeking a director with experience, talent and enthusiasm; someone skilled in location and studio tape production, in editing, and on-camera performance. Whatever it takes to produce a selling commercial from concept to completion you'll have the freedom to create. Southeast medium market. EOE. Box F-170.

SITUATIONS WANTED MANAGEMENT

Station Manager expertise in new station preparation, UHF-VHF. Highly qualified all phases, startup to on-air management, consultant to problem stations. Accustomed to formidable challenges. Aggressive, quality competitor. Box F-159.

SITUATIONS WANTED TECHNICAL

Operator/Tech—Studio, ENG exp. 1st, anywhere pref near college, immediate, 412-271-3645 Pat.

SITUATIONS WANTED NEWS

Sports Director. Talented and proven professional seeks challenge of stable operation in major market. Available immediately. Creative, energetic, and personable. Impressive "involvement" packages. Tape shows versatility. Box F-33.

Anchorman, 30, Great track record in both anchoring and reporting. In 60's market now. Will consider all markets. Box F-135.

Sportscaster with creative and imaginative touch seeks career advancement. Seven years on air experience includes anchoring, field reporting, PBP, and talk show host. Box F-136.

Meteorologist/Environmental reporter seeking broadcast position. Production experience. Impeccable appearance. Articulate, dynamic presentations. B.S., University of California, Davis. Master's Candidate in communications. Len Brifman, 1622 Deldayo Dr., Carmichael 95608.

Features—top notch—my specialty. 3 years general assignment experience in 50's market. Female, 26, seeking position as feature reporter. Box F-151.

Sports Director with 3 years Television experience. Seeks larger market sports anchor position. Call 702-826-1714. Mornings.

Dedicated Journalist with 3 years commercial television experience seeking Sports Anchor/Reporter position. Strong visual appeal. Good packaging and production. Write Box F-125 or call 213-943-3017.

Need a meteorologist with credibility? Compare: twenty years weather experience, member AMS, recent top graduate of Northeast Broadcasting School, and anxious to relocate. I'm ready to add credence and personality to your programming. Donald Cameron, 117 Offutt Rd., Bedford, Massachusetts 01730.

R-TV News/Sports Director—(PD Dues)—seeks Mid-Atlantic. Four years TV/50KW's Journalism degree. Box F-216.

News Director/Feature, Special Projects producer. 7 years TV. Versatile. Currently overseas. Box F-215.

One and Bonus. Small market sports director wants reporter-anchor position in medium market—that's the one. The bonus—great from the field, ENG, strong production, degree, radio & TV PBP. Box F-205.

Reporter—21 years old. M.A. Broadcast Journalism. Excellent features and hard news. Experience as Weekend Reporter in medium market, looking for full time position. Creative, dependable journalist with good news background. Box F-199 or call Tom at 502-658-3478.

News Director—Experienced producer, top 30's market seeks news director opportunity. If your station has a strong commitment to news, cares about people, and wants a long-term management relationship, let's talk. Box F-182.

Anchorwoman. If you have a sound operation with a solid commitment to journalism—not show biz. I can bring warmth, professionalism and numbers. Solid background. Not looking for beginners position. Will reply to all inquiries, and respect confidentiality. Box F-164.

Wanted. ...medium market that's committed to sports. Looking for anchor spot, preferably combined with p-b-p. Seven years experience t.v. and radio. Box F-163.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Sports. Nine months major market production experience. Cum Laude Boston Univ. grad. Seeking sports producer or production asst. post. Great references. Will relocate. Stuart Kirshenbaum, 1539A Beacon St., Brookline, Mass., 02146. 617-731-1076.

Getting Out of own production/consulting company. Desire return to staff administrative or production position that would utilize considerable experience as Production Manager, Producer/Director in commercial, Public, Corporate television. Box F-112.

Good work is where you find it. Here is one creative Editor, Producer-Director, Cameraman, and Technical Director who has it all. Thirteen years worth of Commercials, Sports, News, and much more. 914-744-1137.

Have produced and hosted segments of live TV magazine. Looking for on air position or one leading to same, interviewing, announcing or field assignments good experience. Box F-187.

ALLIED FIELDS

HELP WANTED TECHNICAL

Experienced electronics technician/chief engineer with 1st phone license needed for college FM radio station and closed circuit color TV facility. Must be able to maintain and repair radio and TV equipment and comply with FCC rules. Salary negotiable. Equal Opportunity Employer. Contact Dr. Finis E. Schneider, Department of Mass Media Arts, Hampton Institute, Hampton, VA 23668.

Chicago Based Religious Production Company needs video maintenance engineer for 4-camera remote truck. Entry level considered. Contact: Bob Billman, 137 Kingston Rd., Bolingbrook, IL 60439, 312-972-0078.

Experienced Engineer/Technician sought for operation/maintenance of Transportable Satellite Earth Station. Solid background in RF with video experience desirable. Denver location, but extensive travel required. First Class FCC license mandatory. Salary commensurate with experience. Reply with detailed resume and salary history to: Public Service Satellite Consortium, 2480 West 26th Avenue, Suite 90-B, Denver, CO 80211.

HELP WANTED NEWS

Reporter. California Newsmagazine seeks creative self-starter with strong writing and production skills. The candidate should be people oriented and like telling stories. We need an individual with prior news reporting experience, capable of producing timely, dynamic material for a highly successful, people oriented program. Please send resume and audition tape to Frances Reyes-Acosta, KFSN-TV, 1777 G Street, Fresno, California 93706. We are an equal opportunity employer.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

A major National Trade Association located in Washington, D.C. has immediate need for a nationwide Spokesperson to represent it on major issues. Responsibilities include: active participation in media interviews, addresses to live audiences and appearances in radio/t.v. "talk" and "call-in" programs. A minimum of 3 years experience is required in radio-tv-public speaking and press interviews and demonstrable speaking ability. Willingness to travel extensively in the U.S. Excellent fringe benefits. Salary commensurate with experience. Please reply in confidence to Box F-186.

HELP WANTED INSTRUCTION

Theatre Department seeks full-time lecturer or tenure track instructor to teach television and related theatre courses. Should have strong qualifications in production and some background and/or experience in theatre. Additional duties include: supervision of student and departmental productions for cable programming. Ph.D. completed and/or professional equivalency required. Professional and teaching experience required. Apply to Alvin J. Keller, Chairman, Department of Theatre, California State University, Fullerton, CA 92634. Application Deadline: June 30, 1981. Affirmative Action, Equal Opportunity, Title IX Employer.

Position Available: Assistant Professor of Broadcasting. Teach in areas of broadcast journalism, TV production and other Mass Communication courses such as radio/TV advertising, FCC regulation, communications law, programing practice. Participate in career counseling and internship supervision. Tenure Track Position. Substantial broadcasting experience required; MA or MFA considered/PhD preferred. Deadline: July 6, 1981. Send resume and letter indicating primary areas of teaching experience and research interests to: Professor Bruce R. Powers, Director, Communication Studies Program, Niagara University, New York 14109. An Equal Opportunity, Affirmative Action Employer.

Instructor/Assistant Professor to teach Radio-TV Broadcasting, photojournalism, and related courses. Masters degree required. Tenure track. Salary negotiable. Equal Opportunity Employer. Contact Dr. Finis E. Schneider, Department of Mass Media Arts, Hampton Institute, Hampton, Virginia 23668.

Broadcast Instructor: Vincennes University, a comprehensive community junior college is seeking applications for a Broadcasting Instructor beginning August 1, 1981. Major duties are to teach beginning and intermediate television and 16mm film. Production experience and B.A. required. Apply before July 1 to Jack Eads, Chairman, Public Service Division, Vincennes University, Vincennes, IN 47591, or call 812-885-4220. Equal Opportunity Employer.

Assistant Professor to teach media writing, public relations methods, graphics, print media workshops, supervise graphics production laboratory. Salary \$16,000-18,000 depending on qualifications. Contact Dr. Gregg Phifer, Department of Communication, Florida State University, Tallahassee, FL 32306. Florida State University is an equal opportunity affirmative action employer.

HELP WANTED INSTRUCTION CONTINUED

Broadcast Journalist. Tenure-track teaching position, beginning August 17. Teach broadcast journalist and at least one other specialty area, such as news writing, history, law, theory or ethics. Master's and professional experience required. Doctorate preferred. Rank and salary negotiable, competitive. New broadcast journalism sequence, ACEJ-accredited news-editorial sequence, master's program. Good professional relations in State Capital and media center. Apply with letter and credential to: Dr. Luther W. Sanders, Acting Chairperson, Department of Journalism, University of Arkansas at Little Rock, 33rd and University Avenue, Little Rock, AR 72204. An Affirmative Action Employer.

Telecommunications-Assistant or Associate Professor: Teach in established undergraduate program of 300 plus majors and new graduate program. Primary areas of expertise in television production, management and cable. Programming via 4 cable system interconnect totaling 300,000 homes. Tenure track position. Ph.D. preferred. Professional experience and teaching experience required. Available September 1, 1981. Send resume, credentials and 3 letters of reference to: Search Committee, Dept. of Telecommunications, Kutztown State College, Kutztown, Penna. 19530. Kutztown State College is an affirmative action/equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM Transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash for Broadcast Equipment: Urgently need UHF Transmitters, Microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 404-324-1271.

Wanted six-to-sixteen bay Circularly-Polarized FM Antenna... Call 505-734-5591.

Reward for UHF Transmitters. Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitters. One reward per transmitter. Call Bill Kitchen 404-324-1271.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

2.5KW FM Harris 2.5K, 2 years old, mint Call M. Cooper 215-379-6585.

3.5KW FM McMartin 3.5K w/B9-10 exciter, 2.5 years old with spares on air. Call M. Cooper, 215-379-6585.

5KW FM CSI 5000E w/direct FM exciter, like new, on air w/warranty. Call M. Cooper, 215-379-6585.

1KW FM Gates FM-1C w/exciter, excellent cond. Spares. Call M. Cooper 215-379-6585.

1KW AM RCA BTA-1R1 on air w/proof, also CSI T-1-A like new w/proof. Call M. Cooper, 215-379-6585.

Videotape Recorder. Sony 3/4" BVU-200 Broadcast Editing U-matic Videocassette Recorder. Includes separate time code track, frame-lock servo, and standard broadcast audio levels and impedance. An industry standard, \$8000 or best offer. Videotape Recorder, Sony 3/4" BVU-100 portable. Broadcast quality in this field companion to the BVU-200. Provides framing pulse, or time code with optional portable time code generator, CG-110. BVU-100, \$4000 or best offer. CG-110, factor option time code generator, \$1300 or best offer. Character Generator, 3M D-3016 Datavision. A complete self-standing multi-page titling facility with Helvetica and Video Gothic fonts. \$5000 or best offer. Contact: National Video Industries, Inc., 15 West 17 Street, New York, NY 10011. 212-691-1300.

Used Equipment Bargains: GE TT57 30 KW UHF Transmitter \$65,000; RCA TT-10 AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-22 Hi-Band VTR \$12,000; Ampex 1200B VTR, AFA Rebuild, Editor, \$16,000; IVC 500 Color Camera \$4,500, CBS 504B Time Base Corrector, \$5,000; CDL VSE-741 Switcher \$2,500. Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 404-324-1271.

Used ENG Equipment: Sony DXC 1600 Cameras, 4 avail. \$1,200 ea., Sony RM-400 Editor \$800; Convergence ECS-1 Joystick Editor, \$2,500; Sony VO3800 3/4" VTR \$1,500; Sparta A15 Audio Console \$400. Call Bill Kitchen or Jim Herring, Quality Media Corporation. 404-324-1271.

New 5 KW Hi-Band VHF Transmitters: Never used, in factory crates. Standard electronics model No's AH653, TH652, TH613. Tuned to channel 10, can be tuned to any hi-band channel. \$30,000. Call 800-241-7878. Bill Kitchen or Jim Herring, Quality Media Corporation. (in GA call 404-324-1271).

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (3) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$146,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 404-324-1271.

Film Chain with Two G.E. PE-245 Cameras, two Eastman 285 16MM projectors and G.E. PF-12 Multiplexer. Cameras have the latest Mods and new Preamps. \$28,000.00 which includes base plate. GVG 1600-3C Switcher, \$25,000.00, RCA BC-50 Audio Console \$4,000.00, CP-16 film camera with 20-120 lens \$9,500.00. Three Marconi MK VII studio cameras with 2000 foot cable and spares—make offer. Contact Jim Wright or Mike Dorman at KPLR-TV 314-367-7211.

(1) Harris BTH-35H, Channel 7, Power Output 35 KW, complete with notch Diplexer, Harmonic Filters, Power Supplies, Receiver Equalizer, Notch Diplexer Equalizer and Precision Frequency Control. Currently Operational. Contact: Jim Richards—ABC-New York 212-887-4906.

Broadcast Systems Inc. supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703-494-4998; Carroll Ogle, 919-544-1484; Byron Fincher, 205-525-5467; Marvin Bussey, 214-867-8775; Bill Martin, 417-876-6354; Al Crocker, 805-929-4476; and, Jim Spears, Chuck Balding, Cary Fitch, or Don Forbes at 800-531-5232. We specialize in quality television equipment.

Available Immediately—1" video recorder, RCA-TH50 with A/C adapter, \$32,500.00. 904-258-0222, M-F.

For Sale: Tayburn Helicopter ENG electronics package; includes TBT-202 2GHz transmitter and 12-watt amplifier, TBR-202 receiver, transmit and receive antenna systems including actuators, control and annunciator panel and cables. Equipment installed on Hughes 500 1 1/2 years ago and has been working excellently since. Contact: Pete Ford, WTSP-TV, P.O. Box 10,000, St. Petersburg, FL 33733, 813-577-1010.

Sale! Hundred of 2 1/2-7 minute Scotch/Fuji 2" video tape: inc. reel boxes. Guaranteed \$99.50 per 100 lot. Capitol Broadcast Exchange. 209-957-1761.

RCA TK-27 Film Chain with all Modifications: RCA TP-15 Multiplexer, RCA TP-7 Slide Projector, \$14,000.00 combined price. Capitol Broadcast Exchange 209-957-1761.

For Sale: Harris System 90 Automation Station, 2NTI "Go Carts", Logging, In-Coding, 4-ITC750 Stereo Reel-to-Reel, Rewind, Time Announce. Used 10 months original cost \$46,700. \$32,000 or make offer. Will trade for airplane single or multi or ??? Call George P. Langan 217-789-0880.

3 Month old Harris FM 2.5K transmitter with MS-15 exciter and stereo generator, 1 Sona-Mag DP1 automation system with 4 reels, two carousels, video encoder, many extras, three Sonamag cart Machines 309-673-0902.

10 KW AM RCA BTA 10U-1 (1965), many spares, proof, on air. M. Cooper 215-379-6585.

10KW FM Harris 10H3 (1976) w/TE-3, stereo, sca and many spares, excellent condition. M. Cooper 215-379-6585.

SMC DP-1 automation system in A-1 condition. Includes 4 Otari reel to reels, 4 carousels, time announce, 4 single plays, remote control, English text Ex-tel printer for logging. All stereo. Price \$19,500. Call Jim at 414-324-4441.

RCA TP 66—16mm film chain projectors. Excellent condition! Call now 305-756-0699 at International Cinema Eq. Co., 6750 NE 4th Ct., Miami, FL 33138.

2 RCA TK 43 Color Studio Camera Systems—Contact Bill Leutz, Chief Engineer, WBGU-TV, B.G.S.U. Bowling Green, OH 43403 (419) 372-0411.

For Sale Schafer 800-T automation system, 3 reel-reels, 2 SMC R.S. carousels, 2 RS programmers, 2 SMC single playbacks, 4 racks. Reasonable price. Call Darryl Jackson 205-459-3222.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

COMEDY

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

"Phantastic Phunnies"—month's 500 hilarious, topical 'phunnies'... \$2.00! 1343-B Stratford, Kent, OH 44240.

MISCELLANEOUS

Low Power Television.—Updated manual \$25.00. Printout of channels filed for thru freeze. \$15.00. LPTV Crash Course, Denver, July 25-26. Lo-Power Community Television Magazine, \$50 yearly. 7432 E. Diamond, Scottsdale, AZ 85257. Information 602-945-6746.

TV-FM frequency searches from \$200, applications, complete field engineering and emergency repair services. Larry D. Ellis, PE., Box 22835, Denver, CO 80222, 303-759-1327.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade. ... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, ILL 60610.

BINGO newsprint cards personalized with your clients ad message for Radio, TV, Cable or City Phone System Promotion. Send for Free Samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104, 402-453-2689.

Transmit Sites Available Broadcast sites available for FM, TV, LPTV, in Memphis, TN, Louisville, Ky, Jackson, MS. Call 901-274-7510.

RADIO PROGRAMING

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo, P.O. Box 2311, Littleton, CO. 80160, 303-795-3288.

Remember Franklin MacCormack? 1,000 drop-ins of poetry and prose created for your Easy Listening format. Produced by one of radio's smoothest voices. For information and a demo call Roger Galstad today, 715-834-3471.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813-955-6922.

FCC "Tests-Answers" manual! Free information: Command, Box 26348-B, San Francisco 94126.

New York City Pros train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212-221-3700.

EMPLOYMENT SERVICES

Job Seekers: Our new approach can get you that important job! Send \$2.00 postage and handling for catalog from Broadcast Careers, Inc., P.O. Box 88864, Atlanta, Ga., 30338. Free Bonus w/orders.

CONSULTANTS

MJO NEWS ASSOCIATES. For the best radio news your staff can produce. Box 11043, St. Louis, MO 63135. 314-522-6325.

Radio Jobs!!! Placement!!! "Anywhere in the USA" Guarantee; Write: NYMO Consultants, Box 852, Saco, Maine 04072.

RADIO Help Wanted Management

EXECUTIVE DIRECTOR & GENERAL MANAGER

UNIVERSITY OF CINCINNATI RADIO STATION WGUC

The University of Cincinnati, a comprehensive state university located in a metropolitan area of 1,400,000, is seeking an Executive Director of its award-winning radio station WGUC. The Executive Director reports to the President and is responsible for the direction of all operations and planning, development and programming, fundraising and promotion of the station. The successful candidate should have an advanced degree or an equivalent combination of education and experience, including extensive experience in managing a public radio station; thorough knowledge of broadcasting activities, engineering, fundraising, promotion, budgeting, personnel and fiscal management; working knowledge of broadcast law and rules, community relations, and higher educational institutions; broad knowledge of music and journalism, and the ability to communicate effectively. Applications should be received by July 10, 1981 and should be addressed to:



Andris G. Priede, Director
Office of the President
204 Administration Building
University of Cincinnati
Cincinnati, Ohio 45221

Help Wanted News

NEWS DIRECTOR

Award Winning News Director wanted for 50 kw FM. Proven leader. Able to anchor, direct and rebuild News Department. Features, Public Service and Community involvement required. Tape and resume to:

Bobby Magic, Operations Manager
WKDQ Radio
P.O. Box 2000, Station D
Evansville, IN 47714
812-422-5995

E.O.E. M/F

Help Wanted Technical

WMPS/WHRK

Plough broadcasting in Memphis is looking for a highly professional chief engineer. Forward resume and introductory letter to: Craig Scott, VP/GM, WMPS/WHRK, 112 Union Avenue, Memphis, TN 38103. No calls please. An equal opportunity employer.

**Chief Engineer
Philadelphia**



Be a part of a major group broadcasting organization with radio and television stations in major markets coast-to-coast. We are looking for a Chief Engineer who has significant experience in high quality broadcast engineering and administration. The successful applicant will be a quality-control conscience, people-oriented engineer who can efficiently handle the necessary budgetary and administrative duties plus assume an active role in the station's management team. Send resume to Gerald T. Plimmons, Vice President/Engineering, Outlet Broadcasting, 111 Dorrance Street, Providence, Rhode Island 02903.

AN EQUAL OPPORTUNITY M/F EMPLOYER

Situations Wanted News

RADIO-TV P.B.P PROFESSIONAL

Seeking major college or pro-play by play in basketball, football, baseball. Communications college degree, 5 years P.B.P experience, 25 years old. Excellent references, tapes available. Research well done before each broadcast. Call Collect 304-242-0522. George Kellas Jr.

Situations Wanted News Continued

PLAY-BY-PLAY

See my ad, under Radio, Situations Wanted News, Ernie Singer.

Situations Wanted Announcers

The Help-Wanted sign at the 86th St.

BURGER KING

is more appealing every day. But I am infinitely better qualified to do for your morning what I did for WFFM. (Increased the A/M '80 Arbitron share to No. 2 women 18-34, No. 3 men 18-34, No. 3 adults 18-49—in 11 months!) I proved in Pittsburgh that the magic of my unique approach to morning radio works better than ever. Burger King would be eternally grateful if you wrote or called Doug Sutherland, 157 East 85th Street, New York, 10028. (212) 369-2743.

TELEVISION Help Wanted Technical

Keep up the good work.

WGBH Boston—one of the country's major production facilities—has immediate openings for **maintenance engineers**. Three years experience in state-of-the-art digital and analog necessary. There's no time like the future. Send your resume to:

WGBH
Personnel (A-92)
125 Western Avenue
Boston, MA 02134



WGBH is an equal opportunity employer.

The future of TV is in good hands.

WGBH Boston—one of the country's outstanding production facilities—has immediate full-time openings for **operating engineers**. Top pay and benefits. If you're experienced, versatile and eager to link up with the best, send your resume to:

WGBH
Personnel (A-92)
125 Western Avenue
Boston, MA 02134



WGBH is an equal opportunity employer.

CHIEF ENGINEER WANTED

Our client, a television group broadcaster, is seeking a very special person with strong management credentials to become chief engineer at one of their network affiliated VHF television stations in a top 75 market. Prior supervisory or management experience is mandatory and labor relations experience is highly desirable.

This is a turnaround situation. The task is not easy. The challenge is great. But the opportunity for a bright, ambitious individual to establish a strong track record and be recognized throughout the industry, as an outstanding engineering manager and leader, is even greater.

Our client is an equal opportunity employer and your name will not be discussed with our client without your permission.

If you have what it takes, and would like to discuss this position in total confidence, send us your background profile or call today.

Joe Sullivan & Associates, Inc.

Executive Search and Recruitment

1270 Ave. of the Americas, N.Y. N.Y. 10020
(212) 765-3330

Help Wanted Technical Continued

ENG Editor

Major market station has an opening for an ENG Editor. Applicants must have a minimum of 2 years experience in electronic news gathering. Send resume to Bob Warfield, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. An Equal Opportunity Employer.

Broadcast Engineers

• Camera • Transmitter

Bored With Your Job Or Career?

If you feel confined in your present job, sitting behind a desk or trapped in a day-to-day routine with no future in sight, then a career with RCA Service Company may be your ticket out.

RCA Service Company's Broadcast Engineers travel all over the world to install, maintain and service television cameras, television tape recording equipment, and/or transmitting systems. A digital background, and experience in the maintenance of television broadcast and related equipment are necessary. RCA equipment experience is a real plus.

We are looking for a few of the best Broadcast Specialists, who are able to work without close supervision and who would enjoy working from home to travel throughout the U.S. and occasionally to many foreign countries.

Naturally we provide excellent salaries and Company paid benefits including medical and life insurance, vacations, holidays, and income savings, dental and retirement plans.

For immediate consideration, call collect, or send a letter or resume to: John Thayer, (609) 778-0770, RCA Service Company, 102 Gaither Drive, Mt. Laurel, NJ 08054. Equal Opportunity Employer.

RCA

A Tradition On The Move!

Help Wanted Programing, Production, Others

DIRECTOR FOR SOUTHERN FLORIDA RELIGIOUS BROADCASTER

Position immediately available for a director with potential to become producer/director of a nationally distributed Christian program. Minimum three years experience. Creativity a must. Send resume and salary requirements to: The Lloyd Daniel Corporation, Post Office Box 644, Deerfield Beach, Florida 33441.

Help Wanted Programing, Production, Others Continued

PUT YOUR CARRER UP IN THE RATINGS

SOUTH BEND, INDIANA LOCATION

Indiana Cablevision Corporation's phenomenal growth in the field of cable TV means equally fast-paced career opportunities for men and women of proven ability. Immediate opportunities which could open new career frontiers for you are available in the following areas:

CONSTRUCTION MANAGER

You'd supervise both underground and aerial construction, new plant rebuild and construction maintenance, as well as our design department. Four years experience in CATV construction or related field and at least 2 years supervisory experience are essential.

ENGINEERING MANAGER

Your strong administrative experience, familiarity with CATV operations and minimum of 5 years supervisory experience could qualify you for this key position in which you'd supervise our installation, technical, maintenance and repair departments.

REPAIR & MAINTENANCE MANAGER

You'd be in charge of technical training of all supervisors, as well as supervise our bench repair facility and be responsible for maintenance of head ends and microwaves. A 1st or 2nd class FCC license, plus studio repair and design background are required.

These positions in South Bend, Indiana all offer excellent salaries and benefits in addition to matchless advancement options in the fastest growing entertainment field in America today. For immediate consideration, please send your resume and salary requirements to:

Director of Personnel

BUFORD TV INC.
P.O. Box 9090
Tyler, TX 75711

AN EQUAL OPPORTUNITY EMPLOYER

EXPERIENCED AGRICULTURAL JOURNALIST

Experienced person needed for reporting agricultural news. Person will anchor daily news and feature segments for national agricultural TV program. Must be strong reporter with solid sources. Prefer special emphasis on Mid-western Farming. Send resume, audio reel or video tape along with salary requirements to:

John Degan
KSTP-TV
3415 University Avenue
St. Paul, MN 55114

An Equal Opportunity Employer

JOIN CHANNEL 20 IN HOUSTON

We need experienced television, broadcast professionals with a minimum of 5 yrs. experience who want the challenge of building the new exciting Channel 20 serving the Houston market. We promise you a unique opportunity for professional growth and a rich and rewarding experience as our company expands its successful operations in Dallas to Channel 20 in Houston.

If you want to be a part of the original team in this innovative Houston venture, please write to: Milton Grant, Channel 21, Inc., 1712 East Randol Mill Road, Arlington, Texas 76011. Opportunities are available for:

- | | |
|--------------------------------------|-------------------------|
| 1. Chief Engineer | 6. Traffic Manager |
| 2. Studio and Transmitter Supervisor | 7. Promotion Manager |
| 3. Program Director | 8. Production Manager |
| 4. Salesperson | 9. Accounting Personnel |
| 5. Executive Secretaries | 10. Art Director |
| | 11. Writers |

All Contacts Will Be Strictly Confidential

PM MAGAZINE

Photographer/field producer for PM Magazine shoot and edit 3/4 inch video tape and over see field production. Two or more years shooting experience. Send resume and tape to:

Lucy Valerio
Personnel
KUTV Inc.
2185 South 3600 West
Salt Lake City, Utah 84119
EOE

Help Wanted News

We need a News Director

who knows how to run a department. Must know how to handle assignments, people and be a good administrator. Award-winning department with a professional staff located in the southeast. Top network affiliate in market. You might be a second man who wants to move up. Send resume and salary requirements to Box F-206. E.O.E. M/F.

Help Wanted News Continued

WEEKEND PRODUCER

WTSP-TV, the ABC affiliate in the nation's 13th largest market is looking for a weekend producer/weekday associate producer. A college degree is preferred, and a year or more experience as a writer/producer required. Send resume and recent tape to: George Faulder, ND, WTSP-TV, Box 10,000, St. Petersburg, Florida 33733. EOE.

Co-Anchor

Aggressive-personable co-anchor sought by top 20 Sun Belt station. Person must have great production skills and be an aggressive reporter. Strong writing style essential. At least 3 years experience required. Box F-131. EOE.

WEATHERPERSON

Major, aggressive midwest television news dept. searching for Weatherperson/Environmental Reporter who can communicate, or a Meteorologist who can communicate. We are totally committed to news & weather and we have all the state-of-the-art weather equipment. Prefer candidate with college degree & at least 3 years on-air television exp. Please send resume to Box F-195. E.O.E. M/F.

Weekend Sports Anchor

Major Southeast market seeking a weekend sports anchor. Heavy emphasis on leisure time activities. Want person with excellent production & writing skills. Three years experience preferred. Box F-132. EOE.

Help Wanted Management

TV STATION GENERAL MANAGER

OPPORTUNITY WITH FAST GROWING STATION IN SOUTHWEST

This attractive opening offers the individual an opportunity to assume prime responsibility for a successful operation of a network affiliated TV station located in the Southwest.

We're a highly progressive communications company that owns several established, growing television stations along with cable and subscription television operations. We're seeking a highly motivated individual to work with us in meeting the many challenges that exist in the communication industry.

Must have ability for total station management including production, programming, news, technical and administrative functions.

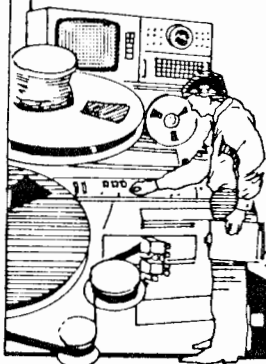
Prefer 3-5 years broadcast or marketing management experience.

This position offers outstanding opportunities for continual advancement.

The salary is attractive and we offer an excellent benefits package. Please send resume and salary requirements, in confidence to:

BOX F-176

An Equal Opportunity Employer M/F



ALLIED FIELDS Help Wanted Sales

SALES MANAGERS ACCOUNT EXECS

Needed for client stations in several good markets. Resume in confidence. Fee paid by stations. Creative Broadcast Services Agency, 6290 Sunset Blvd., Hollywood, CA 90028. (213) 467-8151.

SALES ACCOUNT EXECUTIVES JINGLES

Major Company has sales account position openings for aggressive hard working salespeople. Salary plus commission, benefits, opportunity for growth and earning potential. Experience preferred. Send resume in confidence. Box F-208.

Help Wanted Sales Continued

Identify with the growth & momentum at Farinon, on the San Francisco Peninsula, a Division of the HARRIS CORPORATION & a world leader in microwave communications!

Sales Engineer

Video Microwave Products

Harris Farinon Video is expanding its domestic broadcasting sales operations. We are looking for a dynamic take-charge professional with solid sales experience in the broadcast market.

We offer an excellent salary base plus commission and the kind of comprehensive benefits you'd expect from an industry leader. For immediate consideration, please send resume, including salary history, to Joan Kirkwood, Farinon, 1691 Bayport Avenue, San Carlos, CA 94070. (415) 592-4120. An equal opportunity employer.



Radio Programing

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PROGRAMS WEEKLY
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Beautiful Music Campaign
from TM Productions.

"MySoftSpot"

Call 214-634-8511 Collect for details.

Help Wanted Technical

ELECTRICAL ENGINEERING

MANAGER

RF Systems BROADCASTING

Multi-Billion dollar communications organization is seeking individual qualified to assume responsibility for the operation and maintenance of RF systems for their network O&O based in New York City.

Successful candidate will be responsible for microwave repeaters, communications systems and Harris BT-18 and BT 25 television transmitters. Experience should include a maintenance background in "State-of-the-Art" audio, video, digital and RF circuits and systems. Knowledge of FCC rules and proof of performance measurements as well as ability to effectively manage a technical staff necessary. First class FCC radio-telephone license is required, BSEE degree is preferred.

Salary fully commensurate with experience and background (High \$30's), plus company offers an outstanding corporate benefits package. For consideration please send resume or letter outlining education, work and salary history in confidence to:

Box B 191, 810-7th Ave., NY 10019

An Equal Opportunity Employer M/F

CABLE

Help Wanted Technical

QUALITY CONTROL TRANSMISSION ASSISTANT SHOWTIME®

Showtime Entertainment, has an opening for a Transmission Quality Control Assistant in Northern New Jersey at Vernon Valley. This individual will monitor programming being transmitted to cable subscribers and provide detailed analysis of day-to-day operational activity.

We are seeking someone with studio operations experience including studio switching techniques. Basic knowledge of VTR technology. Quad experience is helpful. Must be available for rotating shifts—work 8 hours per day, five days per week, between the hours of 5 p.m. and 4:30 a.m. with heavy overtime required.

This is an excellent opportunity for a Junior individual to join a rapidly-expanding communications company.

Send resume, including salary requirements, to:

SHOWTIME®

Department QC

1211 Avenue of the Americas
New York, New York 10036

Equal Opportunity Employer M/F

Employment Services

CREATIVE BROADCAST SERVICES AGENCY

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ATTENTION RADIO STATIONS!!!! NEED HELP?????

RADIO BROADCASTERS SUITED TO ANY BUDGET ...
ALL MARKETS ... ALL FORMATS ...

Broadcasters seeking entry-level positions to veteran professionals are listed in Nymo Consultants Personnel Guide, published monthly \$12.95 (June Issue), to: P.O. Box 852, Saco, ME 04072.

Miscellaneous



SOUND EFFECTS
40 ALBUMS \$7.⁹⁸ EACH

WRITE FOR FREE CATALOGUE
P.O. BOX 1441,
BELLINGHAM, WASH. 98225



Consultants

CABLE SYSTEMS OPERATORS

You have a gold mine of additional revenue thru advertising. Cable advertising sales and production consultants can show you how to develop the entire program including market presentation. Sales, traffic, engineering and production. Call collect (315) 474-3642 or write: Cable Advertising & Production Consultants, P.O. Box 24, Eastwood Station, Syracuse, NY 13206.

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List of unapplied
FM Stations Across
the Country, with
Population Studies
No CHARGE-FREE

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& Associates, Inc.**

Suite 702, Hamilton Bldg.,
Knoxville, TN 37902
PH 615/521-6464



Attention Investors. FCC Puts
Limited Freeze on Low Power
Television Station Applications.
MANY CITIES ARE EXEMPT
List of exempted cities across
the country, with population
studies. NO CHARGE—FREE.

You can own a Low Power TV
Station. Investment can be less
than \$50,000.

We prepare your complete application. Call for more information.

**Edward M. Johnson
& Associates, Inc.**

Suite 702, Hamilton Bldg.,
Knoxville, TN 37902
PH 615/521-6464



Consultants Continued

On Air NETWORK NEWS OPENINGS Off Air

We are trying to fill four positions. We are looking for telejournalists who take the news seriously. If you are qualified, you will be considered. If you are not, we will tell you why not. We can tell you how to improve your performance. We can tell you what market you are ready for, and where the jobs are. We can show you how to write a resume that will be read, and how to produce an audition that will be screened. We seek to place our clients in news operations where they will be both compensated and challenged.

Television News Talent

239 West Blithedale Mill Valley, California 94941 415/388-3544

Public Notice

July 1, 1981

Public Broadcasting Service Annual Meeting of the Board of Directors, 9:00 a.m., Bronze Ballroom A, Stouffer's Cincinnati Towers, Cincinnati, Ohio. Elect officers of the Board and management. Discuss organization of the business of the Board and its committees; programing plans and priorities; public television pay program service; underwriting policies; FY '82 interconnection agreement/financing; delinquent station accounts receivable; service options budget; extension of service to remote areas; cable copyright royalty distribution formula. Reports on CPB-PTV financial relationship, CPB FY '82 budget, new authorizing legislation; human resources development. Adopt PBS budget for FY '82. Reports from officers and committees of the Board.

CITY OF MILWAUKEE INVITATION FOR BID

The City of Milwaukee, population 632,989, invites qualified applicants to submit a proposal to construct, operate and maintain a cable communications system within the City limits of Milwaukee.

Applications and proposals will be accepted until 5:00 p.m., Monday, September 15, 1981 at the Office of the City Clerk, Room 205, City Hall, 200 East Wells Street, Milwaukee, Wisconsin 53202.

Formal application forms will be sent out to all interested parties by the City Clerk no earlier than June 15, 1981.

All applications must be prepared as provided for in the "Instructions to Applicants" and the "Official Franchise Application Forms." Each application must be accompanied by a \$10,000 non-refundable filing fee.

For further information, contact City Clerk, City of Milwaukee at (414) 278-2221.

For Sale Stations

CENTRAL CALIFORNIA

AM/FM Big Gross area. Call Ollie Ward Collect. 209-883-0433.

MS

Brokers
RADIO • TV • CATV
MEDIA SERVICES (813) 939-7066

Specializing In Florida Properties
1620 Medical Lane Ft. Myers, FL 33907

For Sale Stations Continued

SMALL MARKET AM

Full time AM in small eastern market. Excellent signal; low dial position. Outstanding opportunity for either small group or owner operator. Asking \$675,000 (under 2x rev). Will consider terms. Box F-194.

Underdeveloped Class C FM

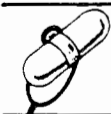
in inland resort community of South, 625K, terms, 550K cash, Box F-166.

AM/FM COMBO

Small midwest AM/FM. Only station in town. Terms available to qualified buyers. Asking price: \$425,000. Box F-192.

OWNER/OPERATOR OPPORTUNITY

Unusually attractive for owner-operator. Small market AM/FM combo in Midwest. Real estate owned and includes apartment at studios. Can be acquired for less than \$500,000. Box F-193.



**Lee Wilkins
and Associates**
Media Brokers

TX	AM & FM	750K	Small
NY	FM	635K	Small
MS	AM & FM	475K	Small
AL	FM	475K	Small
ND	Daytime AM	300K	Small
ID	Fulltime AM	835K	Medium
IN	AM & FM	600K	Small
IL	Fulltime AM	725K	Small
SC	AM-Downpayment	25K	

Post Office Box 850/Albany, GA 31702/912-883-4917
3500 S. Phillips/Sioux Falls, SD 57105/605-338-1180

For Sale Stations Continued

For Sale

Upper Mid-west Small Market Daytimer AM. Excellent Agri area, great owner-Mgr operation. Priced right at 2 x gross. Terms. Box F-190.

- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Term. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Educational station sacrificed in Wichita. \$170,000.
- A daytimer near large university town. \$120,000 for 50% of the stock \$80,000 cash required.
- AM/FM in W. Arkansas city. \$390,000.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town. \$540,000.00
- 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.
- Fulltimer. Powerful big city in Ark. \$980,000. Terms.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- Ethnic daytimer in Cleveland metro area. \$490,000.
- Daytimer and weekly newspaper in greater Charlotte. N.C. area. \$580,000. Terms.
- E. Ky. 1000 watt daytimer. \$280,000. \$30,000 down.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- 1000 watt daytimer. SE KY. \$300,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer. N.C. Missouri. \$380,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
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SE	Small	FM	\$300K	\$50K	Bill Cate	(904) 893-6471
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Wanted: 70c per word. \$10.00 weekly minimum.
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\$5.00 weekly minimum. All other classifications:
80c per word. \$10.00 weekly minimum. *Blind*
Box numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted:
(personal ads) \$30.00 per inch. All other
classifications: \$60.00 per inch. For Sale Stations,
Wanted To Buy Stations, Employment Services,
Business Opportunities, and Public Notice adver-
tising require display space. Agency Commission
only on display space.

Word count: Include name and address. Name of
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area code counts as one word. Count each ab-
breviation, initial, single figure or group of figures
or letters as a word. Symbols such as 35mm, COD,
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Media

Jim Smith, VP-general manager, KBEQ(FM) Kansas City, Mo., joins NBC's WKQK(FM) Chicago, in same capacity, succeeding Richard Penn, named VP-general manager of NBC Radio Network ("Fates & Fortunes," April 13).

Paulie Landon, executive VP-general manager, KOIT(FM) San Francisco, named president-general manager.

Charles Smithgall III, from sales department, Turner Broadcasting System, Atlanta, joins Ring Radio Co., licensee of WRNG(AM) there as president-director.

Michael Eskridge, VP-finance and administration, NBC Television Stations Division, New York, named executive VP. **Robert Finnerty**, director of business administration, NBC TV Stations Division, succeeds Eskridge.

Kathryn Lenard, VP, radio research, NBC, New York, named VP, TV stations research. **Karl Bell**, director of financial planning and control, NBC Sports, New York, named VP of finance, NBC, West Coast, Los Angeles.

Thomas Kirwan, VP-chief financial officer, **Haskell MacCawatt**, VP-administration, and **James Parker**, VP-general counsel, CBS Inc., New York, named senior VP's.

Terrell Metheny Jr., executive VP-general manager, WMKE(AM)-WBNS(FM) Milwaukee, joins Messa Broadcasting Group, as executive VP and general manager of KUUY(AM)-KKAZ(FM) Cheyenne, Wyo., and executive VP for Messa.

Ray Alexander, program director, WBRZ(TV) Baton Rouge, joins KRGV-TV Weslaco, Tex., as general manager.

Thomas Stewart, account executive, J. Scott Advertising, Columbus, Ohio, joins WBNS-AM-FM there as general manager.

Don Benson, VP-programing for Western Cities station group, Las Vegas, joins KHIS-FM Los Angeles, as VP-operations.

Linda Rios Brook, program manager, KENS-TV San Antonio, Tex., assumes additional duties as station manager.

Henry Bruen, special assistant to VP and general manager of WITH(AM) Baltimore, joins WAOK(AM) Atlanta as station manager.

Dave Miller, station manager, Sorenson Broadcasting's KOZY(AM) Grand Rapids, Minn., named to same post at Sorenson's recently acquired KCUE-AM-FM Red Wing, Minn. **Judy Ahlers**, sales manager, KOZY, succeeds Miller. **Dale Randall**, air personality, KOZY, named operations manager.

Andrew Fisher, manager of finance and administration for ABC's WPLJ(FM) New York, named director of finance and administration for ABC Owned FM Stations there, succeeding Philip Giordano, named VP, finance and administration, ABC Radio ("Fates & Fortunes," June 15). **Jerry Hait**, assistant personnel manager, ABC, New York, named director of ad-

ministration, ABC broadcast operations and engineering, succeeding Timothy Millhiser, named VP, administration ("Fates & Fortunes," June 15). **Jon Gilbert**, managing director of Universal Amphitheatre, MCA Inc., Los Angeles, joins ABC there as attorney in department of labor relations and legal affairs.

Lonnie Halouska, attorney for Warner Bros. Inc., Los Angeles, joins ABC Television there as associate director of contracts, West Coast.

Richard Salant, board vice chairman, NBC, New York, awarded honorary degree of doctor of humanities, Bucknell University, Lewisburg, Pa., at commencement ceremony.

Thomas McKnight, attorney on corporate staff, Gannett Co., Rochester, N.Y., named VP of telecommunications development for Gannett Satellite Information Network, based in Washington.

Ron Martin, personnel administrator, Buford Television, Tyler, Tex., named VP-director of personnel.

Herb Biddle, Western regional operations manager for American Television & Communications Corp., San Diego, joins Falcon Cable TV, Alhambra, Calif., as director of corporate construction.

Advertising

Herbert Ehrenthal, president of Ehren Advertising, New York, division of Warren, Muller, Dolobowsky, joins Needham, Harper & Steers Advertising, New York, as senior management representative. **Sal D'Onofrio**, executive art director, Needham, Harper & Steers, New York, named creative director.

Fred Posner, director, marketing research, U.S. business, General Foods Corp., White Plains, N.Y., joins N W Ayer Inc., New York, in new post of senior VP and executive director of marketing services and research.

Named senior VP's, Leo Burnett, Chicago: **Dennis Dunlap**, management director; **Ken Krom**, creative director, and **Neil McBain**, associate creative director.

Shelly Roberts, associate creative director, and **Lewis Alpern** and **Candace Greathouse**, creative supervisors, Benton & Bowles, N.Y., named VP's.

Milton Abramson Jr. and **Nina Dansky**, account supervisors, Kenyon & Eckhardt, New York, named VP's.

Elected VP's in creative department of Foote, Cone & Belding, New York: **Robert Austin**, copywriter; **Sam Gulisano**, art director, and **Michael Pollock**, producer.

Dick Thomas, VP-creative director, McDonald & Little, Atlanta, joins Tracy-Locke Advertising, Dallas, in same capacity.

Arthur Kover, VP-director of research, Kenyon & Eckhardt, New York, joins Cunningham & Walsh there as director of research.

Jeff Gorosh, group planning supervisor, Cunningham & Walsh, Chicago, joins Barkley & Evergreen, Overland Park, Kan., as media supervisor.

Robert Wyatt, art director, Weitzman, Dym & Associates, Washington advertising firm, named associate creative director.

Dennis Zinchook, from Desmond Advertising, Oak Park, Mich., joins Simons Michelson Zieve Advertising, Troy, Mich., as account supervisor.

Margaret McDaniel, media buyer, Louis Benito Advertising, Tampa, Fla., joins Ensslin & Hall Advertising there in same capacity.

Steve Shadid, green team sales manager, Harrington, Righter & Parsons, Chicago, named VP-Chicago sales manager. **Paul Grimes**, with HR&P, New York, succeeds Shadid.

Charles J. Sitta Jr., sales manager, Petry Television, Detroit, named sales manager of new office to be opened in Houston on July 1. **James Donnelly**, account executive, Petry Television, Detroit, succeeds Donnelly.

Gary Maigret, account executive, Katz Radio Network, New York, named to same post for Katz Radio's spot sales staff there. **Elizabeth**



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Carey Ewing, national sales manager, WITS(AM) Boston, joins Katz's spot sales staff, New York, as account executive. **Andy Golding**, Northeast regional manager of radio station sales, Arbitron, New York, joins Katz Radio there as account executive.

Jacqui Wank, account executive for Adam Young Television, New York, joins Blair Television there in same capacity for its ABC/green sales team. **Ellen Glantz**, account executive, Metro TV Sales, New York, named account executive for Blair Television's independent sales team. **Debi Elefante**, research director, McGavren-Guild, New York, joins Blair Radio there as research manager for spot sales. **Toby Schlesinger**, account executive, Buckley Radio Sales, New York, joins Blair Radio there in same capacity.

Stu Goldberg, account executive, Torbert Radio, New York, named Los Angeles office manager. **Jeff Messerman**, account executive, WGCL(FM) Cleveland, succeeds Goldberg. **Peggy Schiavo**, from Roslin Radio Sales, San Francisco, joins Torbert there as account executive.

Deborah Striff, media supervisor, Foote, Cone & Belding, Los Angeles, joins Independent TV Sales there as account executive.

Jim Lowe, VP-general sales manager, WTJZ(AM)-WQRK(FM) Norfolk, Va., joins Mid-Atlantic Television Corp., there as VP-general manager for company, which is regional sales representative for WTVZ(TV) Norfolk and WJTM-TV Winston-Salem, N.C.

Kevin Lyons, director of sales, RKO Radio Network, New York, named VP. **John (Jerry) Kelly**, national sales manager for RKO Radio Sales Inc., New York, named director of sales.

Juanin Reid, VP-associate creative director, Spanish Advertising and Marketing Services (SAMS), division of D'Arcy-MacManus & Masius/de Garmo, New York, joins SIN National Spanish Television Network there as advertising director.

Judson O. Niver, account executive, ABC Radio Networks, New York, joins CBS Radio Network as manager, eastern sales.



Daggett

Dick Daggett, sales manager, WMAQ-TV Chicago, named director of sales.

John McElfresh, general sales manager, KPLR-TV St. Louis, joins KTVI(TV) there as director of sales.

Jimmy Davis, account executive, KRLD(AM) Dallas, named assistant

general sales manager.

Barbara Vardin, sales manager, WGY(AM)-WGFM(FM) Schenectady, N.Y., named general sales manager.

James Meyer, director of marketing and sales development, WLW(AM) Cincinnati, named sales manager. **Thomas Horan**, general sales manager, WLW named director of sports sales.

Gayle Brammer, account executive, Metromedia's Metro TV Sales, New York, named national sales manager for Metromedia's WTTG(TV) Washington.

Rick Wardell, head of own television/radio sales and promotion consultant firm, Kansas City, Mo., joins WDHO-TV Toledo, Ohio, as national sales manager.

Henry Tronco, account executive, WFIL(AM) Philadelphia, joins WWSH(FM) there as local sales manager.

Darwin Wolf, account executive, WHO-TV Des Moines, Iowa, named retail sales director. **Ray Johnson**, account executive, WHO-TV, named national-regional sales coordinator.

Jack Young, account executive, KIRO-TV Seattle, named regional accounts manager.

Sandra Ball, from CBS Television Stations National Sales, San Francisco, and **John Marquiss**, national sales manager, WOWT(TV) Omaha, join KRON-TV San Francisco, as account executives.

Doug Wood, recent graduate, Tulsa (Okla.) University, joins Tulsa Cable Television there as account executive for its advertising sales division.

Maryanne Brandmeier, account executive, WROC-TV Rochester, N.Y., joins WANX-TV Atlanta in same capacity.

Milo Slemenda, account executive, WJOI(FM) Pittsburgh, joins WPNT(FM) there in same capacity.

Earle Curtice, from KJQY(FM) San Diego, joins KFSD-FM there as account executive.

Jeb Baker, media buyer, Abbott Advertising, Lexington, Ky., joins WTVQ-TV there as account executive.

Tom Day, copywriter, KGMB-TV Honolulu, named chief copywriter. **Leslie Keith**, French instructor, University of Hawaii, Honolulu, joins KGMB-TV as copywriter.

Programing



Castell

Ronald Castell, vice president, marketing and affiliate relations, Premiere, New York, joins Group W Satellite Communications, Pittsburgh, as senior vice president and director of marketing, effective July 1. Premiere, proposed pay cable venture of Getty Oil and four motion picture companies, was dissolved

earlier this month (BROADCASTING, June 8).

Carl DeSantis, with Warner Home Video, New York, named senior VP of programming and business affairs. **Donna Sessa**, director of marketing, NBC Enterprises, New York, joins Warner Home Video there as VP-programing. **Alan Kress**, director of business affairs, RCA SelectaVision, videodisk division, New York, joins Warner Home Video there as VP-business affairs.

Arthur Rutter, studio coordinator, ABC Broadcast Operations and Engineering, New York, named manager, program operations, ABC Entertainment there.

Sandra Orr, community television and franchising specialist, Rogers Cable Systems, Huntington Beach, Calif., joins Falcon Cable TV, Alhambra, Calif., as director of programming, responsible for community programming on Falcon's access channels.



Griffin

Daniel Griffin, director of operations, WJR(AM) Detroit, joins RKO Radio Network, New York, as VP-programing for all non-news product for three RKO networks. **Ken Harris**, director of affiliate services, RKO Radio Network, New York, named VP.

Mark Robbins, VP and NBC sales manager, Blair Television, Chicago, joins Telepictures there as VP of domestic television division. **Brian Byrne**, account executive, NBC Spot Sales, New York, joins Telepictures there as VP-media sales for its domestic television division.

Helen Britton, programing liaison, Warner Amex Cable Communications, New York, joins Teleprompter there as executive director, programing and marketing for new market development. **Gail Dosik**, assistant director of media services, National Cable Television Association, Washington, joins Teleprompter as manager of programing and marketing for new market development. **Douglass Eisenhart**, proposal supervisor, Teleprompter, also named manager of programing and marketing for new market development.

Ron de Moraes, director of West Coast Rona Barrett portions for NBC-TV's *Today* and *Tomorrow*, *Coast-To-Coast*, Los Angeles, joins Group W Productions there as director for its *John Davidson Show*. **Judith Bernat**, sales representative, Katz Television, New York, joins Group W Productions there as account executive.

Richard Clayman, director of studio operations, Tandem Productions and T.A.T. Communications, Los Angeles, named executive director of productions.

James Tripp-Haith, post producer-editor for Hiller Productions, San Francisco, joins Warner Amex Cable Communications, Pittsburgh, as executive producer.

Virginia Flaherty, operations manager, WNAC-TV Boston, joins newly formed Cable Newspaper Corp., Epping, N.H., as general manager-programing of its programing division, North American Television Division. CNC is proposed national network (see "Top of the Week").

Don Tillman, program manager, WTTV(TV) Indianapolis, joins KTTV(TV) Los Angeles, in same capacity.

Janeen Bjork, programing coordinator, WDAF-TV Kansas City, Mo., named program director.

W.H. Mebane Jr., account executive, WTNH-TV New Haven, Conn., named program director.

Robert Friedman, program manager, WRAL-TV Raleigh, N.C., joins WXIX-TV Cincinnati in same capacity.

Brenda Ross, air personality, WBMX(FM) Chicago, joins WDZZ-FM Flint, Mich., as program director.

Marc Rosenweig, from WJBK-TV Detroit, joins WPLG(TV) Miami as executive producer.

Mark Thomas, program director, WNRS(AM) Ann Arbor, Mich., joins WCXI(AM) Detroit, as

music-public service director.

Robert Weinstein, director, WNEP-TV Scranton, Pa., joins WPVI-TV Philadelphia in same capacity.

Byron Day, co-host, WHBQ-TV Memphis, joins NBC Sports, New York, as host for its *Sportsworld* and other assignments.

Gene Gerry, air personality, WJIB(FM) Boston, named production manager. **Kevin Linagen**, with WJIB, named music coordinator-air personality.

Carolyn Joan Hunn, from Voltechnical, King of Prussia, Pa., producer of Yellow Pages, joins new WHRC-FM Fort Henry, N.Y., as music director.

Susan Hahn, anchor of local news portions, *Today* show, for KNBC(TV) Los Angeles, named host of KNBC's magazine show, *Sunday*.

Ira Joe Fisher, weather reporter, WKRC-TV Cincinnati, named *PM Magazine* co-host.

Todd Pankoff, community affairs director, WWBT(TV) Richmond, Va., joins co-owned WBT(TV) Charlotte, N.C., as executive producer for *PM Magazine*.

News and Public Affairs



Capener



Sherrill

Ted Capener, chief, Washington news bureau, Bonneville International Corp., named to new post of corporate VP, news and public affairs, based at Bonneville headquarters in Salt Lake City. **Charles Sherrill**, assistant bureau chief-correspondent, Bonneville, Washington news bureau, succeeds Capener.

Dave Cooke, director of news, RKO Radio Network, New York, named VP.

Bob Giles, writer, producer, supervisor and assignment editor for news division, WDIV(TV) Detroit, joins WXYZ-TV there as director of operations for news department.

Ken Schram, general assignment reporter, KOMO-TV Seattle, named manager of special programs for news department.

Gary Roedemeier, associate news director, WPSD-TV Paducah, Ky., joins WHBQ-TV Memphis as news director.

Robert McCall, news director, WLWT(TV) Cincinnati, joins WTKR-TV Norfolk, Va., as director of news and public affairs.

Richard Mock, news director, KSON-AM-FM San Diego, joins KCBQ(AM) there as news director and morning news anchor.

Ron Loggans, Broward (Fla.) bureau chief, WGBS(AM) Miami, joins WFTL(AM)-WWJF(FM) Fort Lauderdale, Fla., as news director.

Tom Larson, public affairs director, WSBK-TV Boston joins WHDH(AM) there as sports director.

Mike Gaynes, sports director, KAAL(TV)

Austin, Minn., joins KMPH(TV) Fresno, Calif., in same capacity.

Rick Davis, sports director, WAAY-TV Huntsville, Ala., joins WAFF(TV) there in same capacity. **Tom Kennemer**, news anchor, WHNT-TV Huntsville, joins WAFF in same capacity. **Missy Ming**, news anchor-reporter, WHNT-TV, joins WAFF in same post.

Alan Nesbitt, producer-editor, Cable News Network, Atlanta, Ga., joins WPVI-TV Philadelphia as news producer. **Robin Garrison**, noon news anchor, KFSN-TV Fresno, Calif., joins co-owned WPVI as reporter.

Richard Roth, with CBS News, Washington, named State Department correspondent.

Bonnie Erbe, general assignment reporter, WDVN-TV Washington, joins NBC News as correspondent, based in Atlanta.

Ken Chambers, news anchor-reporter, KMTV(TV) Omaha, joins KTVV(TV) Austin, Tex., as anchor.

Susan Keenan, from WPDE-TV Florence, S.C., joins WOWK-TV Huntington, W.Va., as weekend anchor.

Patricia Larsen, from KFWB(AM) Los Angeles, joins KNX(AM) there as writer-editor.

Silvia Gambardella, reporter-bureau chief, WNEP-TV Scranton, Pa., joins WDIV(TV) Detroit as general assignment reporter.

Roger Gadley, Seattle bureau chief and general assignment reporter, KSTW(TV) Tacoma, Wash., joins KOMO-TV Seattle as general assignment reporter.

Susan Kennedy, anchor-reporter, KSFX(FM) San Francisco, joins KGO(AM) there as reporter.

Tom Waniewski, news director, WOHO(AM) Toledo, Ohio, joins WDHO-TV there as reporter.

Paul Gomez, with KSCJ(AM) Sioux City, and **Kirk Leonard**, with KBIZ(AM) Ottumwa, named president and president-elect, respectively, of Iowa Associated Press Broadcasters.

David Brinkley, anchor, *NBC Magazine*, has been named recipient of International Platform Association's 1981 Lowell Thomas Award for electronic journalism. He will receive award Aug. 7 at IPA convention in Washington.

Technology

Bruce Hough, manager, Bonneville Satellite Corp., Salt Lake City, named VP-general manager. **Gary Horrocks**, director of engineering, KTVX(TV) Salt Lake City, joins Bonneville Satellite Corp., as managing engineer for Bonneville's up-link facility there.

Joe Maguire, director of engineering, RKO Radio Network, New York, named VP.

Richard Lutz, executive producer for noncommercial WQED(TV) Pittsburgh, and special assistant to president of station's licensee, Metropolitan Pittsburgh Public Broadcasting, joins Logica Inc., New York, as U.S. data-base manager for Prestel International. Logica is marketing Prestel International videotex system in U.S. and in Canada for British Telecom.

Victor Brody, promotion director, Learn Inc., Mount Laurel, N.J., program producer and publisher, joins Peirce-Phelps video systems division, Philadelphia, as marketing services director.

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Ronald Polomsky, manager of product planning, Commercial Communications Systems Division, RCA, Camden, N.J., named manager of product planning operations for RCA Cablevision Systems, Van Nuys, Calif.

Kenneth Bourne, manager of marketing services, Trio-Kenwood Communications, Compton, Calif., importer of amateur radio communications equipment, joins Cetec-Vega, El Monte, Calif., as director of marketing for manufacturer of signaling products and wireless microphones for communications industry.

Allen Kasiewicz, marketing administrator, General Cable, fiber optics division, Edison, N.J., named marketing and sales manager.

Robert Huckabee, from Association of Labor-Management Administrators and Consultants on Alcoholism, Rosslyn, Va., joins Society of Cable Television Engineers, Washington, as manager of member services.

Brad Richter, engineering manager, Wold Communications, Los Angeles, joins Transportable Earth Stations Inc., Burbank, Calif., as chief engineer.

Promotion and PR

Matt Messina, administrator of special press projects, NBC Press Department, New York, named manager of entertainment press for NBC Entertainment Division.



Levinsohn

Roann Levinsohn, manager, business information, public relations, ABC, New York, named director of public relations for ABC Video Enterprises division.

John Appleton, assistant director of association affairs, National Cable Television Association, Washington, joins Cabletelevision

Advertising Bureau, New York, as director of promotion.

Lynne Kruer, from *Courier-Journal*, Louisville, Ky., joins WHAS(AM) there as promotion coordinator.

David (Larry) Aldrich, VP in Los Angeles office of Hill & Knowlton Inc., joins Western Division of N W Ayer then as manager of public relations.

Marjorie Schmidt, promotion director, KPNX-

TV Phoenix, elected chairman of NBC-TV Affiliates Promotion Committee, succeeding **Nancy Gullick**, promotion director for KING-TV Seattle.

Douglas Richardson, press representative, ABC Television Network, New York, joins CBS Sports there as associate director of press information.

Jim Merrill, with Playboy Productions, Los Angeles, named publicity manager.

Marysue Gaudio, producer, WKYC-TV Cleveland, named manager of advertising and promotion.

Elizabeth Saunders, promotion manager, WDTN(TV) Dayton, Ohio, joins WRTV(TV) Indianapolis as director of advertising and promotion.

Keris Dalkiewicz, with KESQ-TV Palm Springs, Calif., named promotion manager and public services director.

Toni Berna, promotion-marketing director, KSDO(AM)-KEZL(FM) San Diego, joins Cox Cable's local origination channel there as promotion-program coordinator.

Allied Fields

Alan Palmer, deputy antitrust chief of Federal Trade Commission, Washington, named acting antitrust chief, succeeding **E. Perry Johnson**, who resigns (effective July 6), to join St. Louis law firm of Bryan, Cave, McPheeters & McRoberts.

Meryl Eden Greenberg, assistant to editor of *Code News*, for National Association of Broadcasters' Code Authority, Washington, named editor.

Mary Agnes Gillespie, with legal department, National Cable Television Association, Washington, retires after 11 years with organization.

Masaru Ibuka, 73-year-old co-founder and honorary chairman, Sony Corp., will be awarded first humanism and technology award from Aspen Institute (Aspen, Colo.) for Humanistic Studies. Ibuka, who helped to found Sony in 1946, served 26 years as president and chairman, and will receive award at ceremony in Aspen, July 3.

Eric Stoer, former partner with Washington law firm of Reed Smith Shaw & McClay, joins communications law firm there, Tepper Edmundson, which changed its name to Tepper Edmundson & Stoer.

Deaths



Knight

Publisher-broadcaster **John S. Knight**, 86, died June 16 in Akron, Ohio, after suffering heart attack while visiting friend. Beginning with his father's Akron *Beacon-Journal*, Knight built his newspaper empire that was merged with California-based Ridder Publications in 1974. With name changed to

Knight-Ridder Newspapers Inc., group started broadcasting division, Knight-Ridder Broadcasting, with 1978 purchase of four TV stations from Poole Broadcasting. Stations are: WDCB(TV) Adams, Mass.; WJRT-TV Flint, Mich.; WTEN(TV) Albany, N.Y., and WPRI-TV Providence, R.I. Knight-Ridder recently purchased WTKR(TV) Norfolk, Va. (formerly WTAR-TV). Knight was editor emeritus at time of his death. He is survived by his son, Charles Landon Knight, president, Portage Newspaper Supply Co., Knight-Ridder subsidiary.

Wilson D. McCarthy, 50, staff writer and on advertising side of BROADCASTING from 1949 to 1957, died June 12 at his home in Guelph, Ont., following heart attack. McCarthy subsequently was with Veterans of Foreign Wars, as congressional liaison for Peace Corp., on staff of then House Speaker Sam Rayburn (D-Tex.) and served as advance man of President Kennedy and Johnson during their campaigns. Later, he was public relations executive for MGM and Warner Brothers in Europe and California, becoming novelist in early 1970's. Survivors include his wife, Patricia, two sons and two daughters.

Lewie V. Gilpin, 67, former radio news writer and producer for NBC, Washington, died June 14 after heart attack at his home in Alexandria, Va. Gilpin, also retired VP of Hill & Knowlton, public relations firm in Washington, joined NBC's Washington news bureau in 1948, and was producer of its *Three-Star Extra* radio news program. He had been BROADCASTING reporter before joining network, which he left in 1957 to join Hill & Knowlton. He is survived by his wife, Mary Jane, and son.

Louis Solomon, 70, TV writer and producer, died of cancer June 12 in Southold, Long Island (N.Y.). Solomon was coordinating producer of Public Broadcasting's *The Great American Dream Machine*, and writer for NBC's *Wide, Wide World*. He is survived by his wife, Wilma Shore, and two daughters.

Ben Colman, 75, veteran television and radio syndication executive, died in Chicago on June 14. He had suffered stroke several years ago. Colman had been on sales staff of Ziv Television Programs and also served as Eastern sales manager of Screen Gems before it became Columbia Pictures Television. He is survived by his son, Don, and brother, Jerome.

Nicholas Laskovsky, 72, former radio commentator, script writer and editor for Voice of America, died June 14 at his home in Arlington, Va. He had been suffering from heart ailment. Laskovsky joined VOA in 1950 as part-time radio commentator, and later became full-time writer-editor for its Russian language service. He retired from VOA last month. He is survived by his wife, Valentina, and daughter.

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Profile

The pioneering spirit of United Cable's Schneider

On Christmas Eve, 1953, Gene Schneider and his brother, Richard, played Santa Claus to the town of Casper, Wyo., via the then new medium of cable. With the help of insurance man Bill Daniels (who became one of cable's premiere entrepreneurs) and the financial support of four Texas oilmen, their company, Community TV Systems of Wyoming, imported the signal of KFEL-TV Denver, a DuMont network affiliate on channel 2, to Casper through a community antenna hook-up. The two engineers stayed in Casper to run the system, which grew to be the 11th largest cable MSO in the country, United Cable, with 400,000 basic subscribers and 280,000 pay. Gene Schneider has been the man in charge. Richard Schneider has been there every step of the way and is now vice president, engineering, for United.

Looking back to the days when the company started, Gene Schneider, now president and chief executive officer, says: "I'd be kidding you if I tried to tell you I thought then cable was going to be what it is today. . . . On the other hand, we did have faith in the industry and we fought every battle it got involved in."

A scant 30 years ago, when the problem was simply getting some kind of TV service into Casper, the Schneiders were engineers working in Texas. Their uncle heard that Daniels and the four oilmen were planning community antenna service for Casper, says Schneider. "None of them had any technical background whatsoever," Schneider recalls, "so we went up to Casper and one thing led to another. . . . and my brother and I agreed to move to Casper and run it."

Daniels recalls both were "hard workers" and "Gene from day one was very bullish" on cable. Daniels said there was "no doubt" about the direction he and Gene would take with cable, and Casper "was basically Gene's baby from the day we started."

Schneider said the group worked with set dealers to promote CATV and sell TV sets, and 12,000 people in a town of 20,000 turned out for the grand opening to watch far-off TV in the local armory. "I guess you'd call it an instant success," Schneider recalls.

Eventually the oilmen dropped out and Daniels moved to Denver, with all selling their Casper interest to the Schneiders.

Among the battles Schneider has fought has been a long one with broadcasters. "[They were] doing nearly everything on the face of the earth to make us go away



Gene Walter Schneider—president and chief executive officer, United Cable Television Corp., Denver; b. Sept. 8, 1926, Enid, Okla.; U.S. Navy, 1944-46; BS, University of Texas, 1949; assistant electronics operator, Continental Oil, 1949-50; owner, Rudd-Milliken, 1950-52; president and general manager, Community TV Systems of Wyoming, 1952-60; president and chief executive officer, Western Entertainment and Electronics, 1960-67; vice president, General Communications & Entertainment Co., 1967-68; president and chief executive officer, LVO Cable, 1968-74; president and chief executive officer, United Cable, 1974-present; director, National Cable Television Association; m. Louise Roullier Price, June 21, 1977; children—Mark (26), Marta (24), Tina (20) and Carla (19) by his first wife, who died; and Michele (23), Marie (21) and John (19) Price, by his present wife's first marriage.

and viewed us as a fatal competitor, and that was wrong and it's still wrong," Schneider says.

But he chuckles when describing, in his Southwestern drawl, how broadcasters were "nipping at our heels. In those days. . . . their TV screens would suddenly go black." There would be a pause, he says, and they "would come back with a sign and audio and say 'this is the way your TV screen will look if cable television is allowed to continue.'" Needless to say, Schneider "thought it was very unfair."

In the mid-1960's Schneider, who had 27,000 subscribers, joined with four Texas cable operators to form Gencoe which, combined, had one of the larger subscriber counts in the country: 50,000. In 1968, the company merged into Livingston Oil, an oil exploration company with stock traded on the New York Stock Exchange. Livingston Oil was later renamed LVO Corp. and its subsidiary, LVO Cable. Through underwritings in 1971 and 1972, 41% of LVO Cable stock was sold to the

public. In 1974 LVO Corp. merged into Utah International and spun out its 59% interest in LVO Cable, renamed United Cable Television Corp., as a dividend to LVO Corp. stockholders.

In 1977, Schneider moved United's offices from Tulsa, where they had been relocated from Casper under LVO ownership, to Denver, and ran into an old friend, Bill Daniels. The partnership that worked once worked again. Daniels had several unbuilt systems in the Denver suburbs. Schneider agreed to modernize the franchises, with Daniels retaining a 20% interest. United now has 180,000 homes under franchise in those suburbs, and will have 100,000 built by the end of the year, Schneider says. He promises that United will be an applicant for the city of Denver when the request for proposal is released, scheduled for September.

Today, United is ranked 11th on the list of MSO's and with its active franchise efforts is likely to remain in that vicinity. "We've stayed around nine, 10, 11 forever, it seems like," says Schneider, but he says he's not worried. "We're holding our own."

One thing United is known for is its rate structure, one of the highest in the industry. Its average basic rate is \$8.40 and "premium services," at \$9.95, says Schneider, ranks it with Teleprompter (a company, Schneider points out, that began its cable climb by acquiring three systems in 1960, two from United, Rawlins, Wyo., and Farmington, N.M.)

"We like to call ourselves the maximum service company. . . . and we always believe in never underselling our product. As long as you're doing a good job, both technically—delivering a good picture—and providing, within reason, the maximum amount of service you can, charging an extra dollar or so on rates is not going to deter people from subscribing to service."

The future is always on Schneider's mind. Franchise renewals will soon be arriving and technology is in an ever-changing state. Schneider says United is in the "experimental stage" with two-way interactive service and plans to test it soon. "What has to be done," Schneider cautions, "is a development of the marketplace," before two-way will fly.

When he is not thinking about the future, Schneider likes to golf and ski, both of which, he admits, he doesn't get to do too often. "After all those years in Casper, I love the West and the mountains and the life style and the people in this area. It's a good place to be." Did he pick the right career? "Oh yes," he says, "we always felt it had a future," adding, "I never thought at any time of getting out of the business."

With final formalities of selection process nearly complete (financial disclosure forms for candidates have been filed with Office of Personnel Management), **White House announcement of nominees for Federal Trade Commission seats should be imminent**, administration source said last week. Disclosure forms indicate **James C. Miller III is on tap to be named FTC chairman**; they indicate **F. Keith Adkinson is slated to be named commissioner** ("Closed Circuit," June 15). Sources say Miller will be named chairman after Commissioner Paul Rand Dixon's term expires in September; Adkinson will fill slot vacated by April



Miller

Adkinson

resignation of Robert Pitofsky. Miller, 38, Republican economist, headed Reagan transition team on FTC and is currently administrator for information and regulatory affairs at Office of Management and Budget and executive director of Presidential Task Force on Regulatory Relief. Adkinson, 37, is Democrat attorney with Seyfarth, Shaw, Fairweather & Geraldson, Washington law firm. Adkinson served on Reagan transition team for Department of Justice, was national director of Democrats for Reagan/Bush and counsel for Senate Permanent Subcommittee on Investigations from 1974 to 1979.

Senator Ernest F. Hollings (D-S.C.) is expected to oppose passage of broadcast deregulation measures scheduled to go to Senate floor as part of budget bill on Tuesday (June 23) (BROADCASTING, June 15). Senate leaders have agreed to strike extraneous measures from budget bill in effort to speed its passage. Commerce Committee Chairman **Bob Packwood (R-Ore.) will argue license fee provisions help Senate meet budget goals**, and regulatory relief should accompany fees, so all is germane to budget. He is expected to allow removal of provisions to deregulate record carrier industry and ease regulations on amateur radio operators because they do not affect budget. Although Hollings tried to rally Democrats to join opposition last week, many are said to have called Commerce Committee saying they don't want to oppose deregulation. Public broadcasting measures, because they affect budget, are expected to pass. House Telecommunications Subcommittee Chairman **Timothy Wirth (D-Colo.) continues to oppose considering deregulation as part of budget matter.**

Canada has been warned that it faces congressional enactment of "expanding mirror" legislation unless it repeals five-year-old C-58, which denies tax break to Canadians advertising in American media. Warning was issued last week by Leslie G. Arries Jr., president and general manager of WIVB-TV Buffalo, one of U.S. border stations that have been pressing government to obtain repeal of tax law Canadians say is needed to protect their broadcast industry. Arries, in speech in Toronto last week to Broadcast Research Council, said **bipartisan coalition of congressmen will "soon" introduce legislation** that would more than "mirror" Canadian law. He said that as C-58 has additional effects on U.S. media, U.S. legislation would similarly expand. Arries also said border broadcasters, their representatives in Congress and Reagan administration are searching for other ways to bring U.S. concern over C-58 "more forcefully" to

Canada's attention. He said effort might be made to link C-58 with U.S.-Canadian agreements on communications satellites, Telidon, transborder communications services, communications equipment procurement policies or cable television ownership.

CBS Reports' The Defense of the United States, unprecedented five-hour documentary series in prime time (Sunday, June 14, to Thursday, June 18; 10-11 p.m.) won its time period first two nights, with **unusually high ratings for genre**: 16.2 rating/30 share, then 16.8/30. Third and fourth evenings, however, brought third-placed 13.3/24 and 12.3/23; concluding broadcast was third as well in overnights. Critically acclaimed series, reportedly **costing more than \$1 million**, was anchored by Dan Rather, with different principal correspondent each night, respectively, Bob Schieffer, Harry Reasoner, Ed Bradley, Richard Threlkeld and Walter Cronkite. Executive producer was Howard Stringer; senior producer was Andrew Lack.

Viacom's WAST(TV) Albany, N.Y., which had said it was considering going independent **after losing its CBS-TV affiliation to WRGB(TV) Schenectady, N.Y. (BROADCASTING, March 30), has signed with NBC-TV.** Switches are expected to take place later this year. Michael J. Corken, vice president and general manager of WAST, said: "WAST and Viacom studied all of the alternatives most carefully and came to the conclusion that an NBC network affiliation was by far the best choice, both for the station and for the public." WAST is on channel 13; WRGB on channel 6. Only other station in market, channel 10 WTEN(TV), is ABC affiliate.

Dutch Reagan — better known as President Ronald Reagan — **last week was made lifetime member of Broadcast Pioneers** and given microphone he used to broadcast sports for WHO(AM) Des Moines, Iowa, in 1930's. Presentations were made in White House Oval Office last Wednesday morning by delegation of Pioneers led by Reid Chapman, WANE-TV Fort Wayne, Ind., president, and Jerry Lee, WEAZ(FM) Philadelphia, immediate past president.

ABC Entertainment President Anthony Thomopolous made it clear last week that his network **is prepared to look for "alternative sources of production" if labor disputes** within Hollywood creative community **continue** to jeopardize continuity of prime time programming. In remarks Thursday (June 18) to out-of-town press attending Consumer Press Tour in Los Angeles, Thomopolous referred to **ABC's ongoing talks with producers in Canada, Australia and Great Britain for prime time material.** He told BROADCASTING network has "not ordered pilots from overseas—yet," emphasizing extended strike by writers and/or directors could make move more likely. On Friday, NBC President Robert Mulholland brushed aside questions about whether or not NBC is looking at overseas sources of material, but warned "our entire television industry will be hurt if the fall season is delayed again this year." Mulholland said such delay might drive more viewers to competing video entertainment sources, contending: "These people [striking writers] are really biting the hand that feeds them."

National Cable Television Association is seeking immediate lifting of court order blocking implementation of FCC order repealing distant-signal and syndicated-exclusivity rules. NCTA petitioned U.S. Court of Appeals in New York for relief on Friday, three days after court affirmed commission's order (see page 32). Normally stay would be in effect 21 days, until court's decision would become effective. NCTA said court's decision that commission's action was proper leaves "no basis whatsoever for any further delay."

FCC has adopted order denying renewal of license of WLIR(FM) Garden City, N.Y., to Stereo Broadcasters Inc. on grounds including misrepresentation and unauthorized transfer of control. Order is result of commissions' ruling last March upholding initial decision of ALJ James Tierney denying renewal.

Only **amendment definitely expected at this week's markup of resolution to allow televising of Senate proceedings** is that of **Senator Wendell Ford (D-Ky.) who will propose confining coverage to radio** (BROADCASTING, June 15). Senator John Warner (R-Va.) had not decided last Friday whether to propose TV coverage of selected debates rather than gavel-to-gavel. Rules Committee staff will recommend that Senate control cameras rather than allowing network pooling arrangement and will advise committee that covering only certain debates would necessitate creating method of selecting sessions, implying that would be more costly than gavel-to-gavel. Recent poll of committee members indicated vote is four favoring, four opposing and four undecided on issue.

Amendment that would authorize use of commercials on public broadcasting for 18-month experiment is expected to be introduced this week in House by Representative Tom Tauke (R-Iowa), member of Telecommunications Subcommittee. Amendment would be attached to H.R. 3238, public broadcasting bill authorizing appropriations for Corporation for Public Broadcasting for 1984-86. Bill is scheduled for floor debate June 23. "In view of the reduction of federal funds, public broadcasting must explore a variety of revenue-producing avenues," Tauke said. **Among those who have expressed doubts about desirability of amendment is Vincent Wasilewski, president of National Association of Broadcasters.** He has sent letter to House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) urging him to oppose amendment. "Noncommercial television and radio should remain just that—noncommercial," Wasilewski said.

Twelve applications were filed at FCC for VHF drop-in channel 8 at Knoxville, Tenn., on or within one week of June 15 cut-off deadline that was triggered by first applicant (Knoxville Broadcasting Corp.) for that allocation back in February (BROADCASTING, Feb. 23 et seq.). One applicant filing at deadline was licensee of WTVK(TV) Knoxville (ch. 26), which is seeking to switch its operation to channel 8. Only then will surviving applications be designated for hearing. BROADCASTING will publish list of applicants next week.

Imminent acquisition of Chicago Cubs by Tribune Co. there, parent of WGN Continental, for \$20.5 million, will increase to four number of major league franchises now held by broadcast-oriented companies and consummate transaction first broached decade ago by former WGN management. Late Philip K. Wrigley, chewing gum magnate, refused to sell during his lifetime, but estate tax problems motivated new transaction by his heirs who include William Wrigley. Ward L. Quaal, former WGN president, originally suggested deal for team whose games are still broadcast, at home and on road, over WGN-AM-TV, and also fed by cable. Other major league clubs now identified with broadcasters are California Angels, whose owner, Gene Autry, was close friend of Philip K. Wrigley; Detroit Tigers, owned by John Fetzer, of Fetzer Stations, regarded as baseball's top statesman, and Ted Turner, who owns Atlanta Braves and transmits its games over his WTBS-TV there and its cable network.

Rodney Joyce, 30, associate with law firm of Kirkland & Ellis, has been named minority counsel for House Telecommunications Subcommittee. He succeeds Bernard J. Wunder, whose appointment as assistant secretary of commerce for communications and information was confirmed by Senate on Wednesday. Joyce will assume new duties today (June 22).



With overall investment of \$10 million (of which \$2 million is for uplink), **Mutual Broadcasting System Friday dedicated** what it described as commercial radio's **"first satellite broadcast facility"** at Bren Mar, Va., outside Washington. Network's programming is now uplinked by 11-meter dish to Westar I satellite and received by 350 affiliates (network expects 650 to have earth receive station in by end of year). Participating at ceremony were Jay Van Andel (l) and Rich DeVos (r), co-chairmen of MBS (and heads of parent Amway), and Martin Rubenstein (center), MBS president/CEO, as well as FCC and broadcasting industry leaders and representatives of Fairfax county, where facilities are located.

Daniel J. Ohlbaum, 58, one-time deputy general counsel of FCC and currently acting chairman of FCC review board, will retire from agency on June 27. Ohlbaum joined commission in 1949 and, except for four years, from May 1957 to March 1961, when he served in Justice Department, has been on commission staff. He was deputy general counsel from March 1964 to September 1975, when he joined review board. He has been acting chairman of board since November. **Joseph Marino, acting chief of Common Carrier Bureau, is said to be in line to succeed Ohlbaum.**

Upcoming

On Capitol Hill: Senate Commerce Committee will hold hearing on rural telecommunications issues in room 235, Russell Senate Office building at 10 a.m. today (Monday) □ Senate Rules Committee will mark up S. Res. 20, to allow televising of Senate proceedings in room 301, Russell, at 10:30 a.m. (Tuesday) □ House Telecommunications Subcommittee will hold hearings on users and telecommunications in room 2123, Rayburn House Office building, at 9:30 a.m. and on Wednesday in room 2325, Rayburn, at 1:30 p.m. □ House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice will hold hearings on copyright issues in room 2226, Rayburn, at 10 a.m. Wednesday and Thursday. **Also in Washington:** Norman Lear's People for the American Way will hold news briefing on national media campaign for freedom of expression at Shoreham hotel at 10 a.m. Wednesday. □ International Hospitality Accountants Association convention at Sheraton Washington includes panel on uses of satellite earth stations in hotel/motel industry at 10 a.m. Friday. □ National Association of Television Program Executives' first teleconference Wednesday will originate from WDCA-TV Washington and be distributed by satellite nationwide Wednesday and Thursday. **In Chicago:** National Broadcast Editorial Association convention at Sheraton Plaza opens Tuesday (see page 54).

Editorials

20-year-old news

If Owen B. Butler, chairman of Procter & Gamble, had said nothing newsworthy when he addressed the Academy of Television Arts and Sciences in Hollywood last week, he would have made news, assuming news can be defined as a report of the unusual. The mere appearance of a senior P&G official on a public platform is an unusual event. P&G is the recluse among major corporations.

Butler, of course, made lots of news and obviously did so intentionally. Ever finely tuned to the nuances of marketing, P&G wanted all those millions of its customers to know that it is squeaky clean no matter how other advertisers fare when the Moral Majority's Coalition for Better TV announces its boycott targets, as it is about to.

It is with a profound sense of *deja vu* that the conductors of this page regard the current hullabaloo over skittish television advertisers. Memories here are long enough to recall the testimony of Albert N. Halverstadt, then general advertising manager of P&G, at FCC hearings on television network practices in 1961. Halverstadt identified a 21-point "Editorial Policy" that had been in use by P&G for years to guide its agencies in the purchase of television advertising. The P&G policy boiled down to a list of prohibitions intended to prevent the company's association with any broadcast program that might arouse the antagonism of any body of opinion, however small.

Halverstadt himself explained: "We don't want to give offense to groups that are in good standing in their community, and that's exactly what we mean, no matter how many groups there are of that sort."

The P&G statement drew no dissent from the 40 other advertising chief executives who also testified at those FCC hearings. The plain fact then, and the plain fact now, is that advertisers prefer not to become identified with television programming that is likely to offend or antagonize sizable segments of their markets.

Whatever the size of the Coalition for Better TV—a subject that is open to question—the leaders have projected an image big enough to count in certain circles, including, obviously, the neighborhood of Cincinnati that contains P&G's retreat. That may be all it takes for a reform group, however insignificant the number of its members, to make its presence felt.

The guess here is that the current ruckus over television sex and violence will blow over once the Rev. Donald Wildmon holds his news conference and releases the names of advertisers he doesn't like. Matters of this kind have gotten out of hand and then disappeared before. Is anyone here old enough to remember that Faye Emerson triggered a senatorial investigation when the camera caught a hint of her cleavage on an early television panel show?

Saying and doing

The Mark S. Fowlers who have been revealed in addresses to the National Cable Television Association (BROADCASTING, June 1) and the Oregon Association of Broadcasters (BROADCASTING, June 15), in an interview reported elsewhere in this issue of the magazine and in the conduct of last week's meeting of the FCC are one and the same. The new chairman of the FCC is as serious about taking action as about talking action.

In sum, the decisions made at last week's busy meeting of the FCC were a practical application of the deregulatory ideals Fowler has emphatically expressed. The session fell short of writing an emancipation proclamation, but its actions were more than

ceremonial. Very real savings in time and money can result from procedural changes that were adopted.

"The FCC," he told the Oregon broadcasters, "remains the last of the New Deal dinosaurs." If Fowler has his way, the monster may not be extinct by the time he leaves the chairmanship, but it will be slimmed down to manageable size.

The sincerity of his political beliefs is beyond doubt. He is convinced that the federal government has become an overbearing force that only obstructs the function of the marketplace. "I am not a closet Reagan supporter," he said to BROADCASTING last week. "I'm sitting on the front steps."

The image he chose is inexact. Far from sitting, Fowler is running, with the Reagan message held aloft. He must, of course, expect to encounter countervailing forces that will dispute his message and disrupt his plans. Not every meeting will produce the harmony that prevailed last Tuesday.

It is clear, however, in discussion of his aspirations that Fowler understands the limitations of his role. At full strength, the commission has six other members with votes equal to his. Even if he fashions a consensus among colleagues, there are statutory boundaries to be recognized and judicial reviews to be faced. But presumably, Fowler has been practicing law before the commission long enough to know how to pick his way through the thicket, trimming as he goes. The FCC may be a dinosaur, but it lives in a vast brier patch of tangled rules and laws.

The patch will have to be thinned before Fowler can get at the monster. He has made a commendable beginning.

Friend on the court

When Associate Justice Potter Stewart retires from the U.S. Supreme Court, as he announced last week he will, broadcasters will hope for the appointment of a successor with equal regard for their First Amendment rights. Stewart wasn't always that way. He was in the majority that denied broadcasters their constitutional protection in the old *Red Lion* case. But he later came to regret that action.

Indeed in a concurring opinion in the 1973 decision that upheld CBS's right to refuse to sell advertising time to the Democratic National Committee, Stewart wrote: "The First Amendment prohibits the government from imposing controls on the press. Private broadcasters are surely a part of the press." It took a while for Stewart to come around to that view. Perhaps the President can find a replacement with the view already built in.



Drawn for BROADCASTING by Jack Schmidt

"With the players on strike, we're broadcasting electronic baseball games."



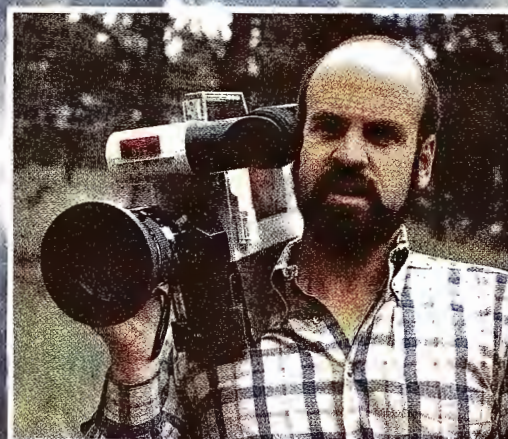
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CBS



AN NEC CAMERA COVERED IT FIRST

The first TV footage of Mt. St. Helens's crater floor after the May 18, 1980 eruption was shot by Arthur Levy of Apogee Communications. On four successive days he circled the crater by helicopter, waiting for the steam and ash clouds to clear. The fifth day, he struck pay dirt.

"I had to get the shot on the first try," says Arthur, "so I packed an NEC camera. As it turns out, if my camera didn't perform when I needed it, I would have had to wait another 2 weeks for another chance.

"I've never lost a day of shooting because of my NEC camera being down," Levy boasts. He relates an incident where a grain barge from which he was shooting on the Snake River was about to flip over. "We were shipping water fast and I decided it was time to get off or go down. I jumped down about 8 feet onto the deck. It was icy and the camera took a good hit, knocking out the power supply module. I made it off OK and 8 hours later had a replacement camera body, despite a blizzard."

Arthur likes the way the new MNC-81A holds color registration, the way it handles, and its advanced features. "I like the quality video I get, it's second to none. In my line of work I'll go for service and reliability every time, because in this business you're only as good as your last job. And people have short memories."

Contact NEC for the name of your closest representative. He'll give you a hands-on demonstration and complete camera specs.

Inset: Arthur Levy, Group President, Apogee Communications, Boulder, Colorado, using MNC-81A Camera.

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