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The new proliferation of small earth stations**

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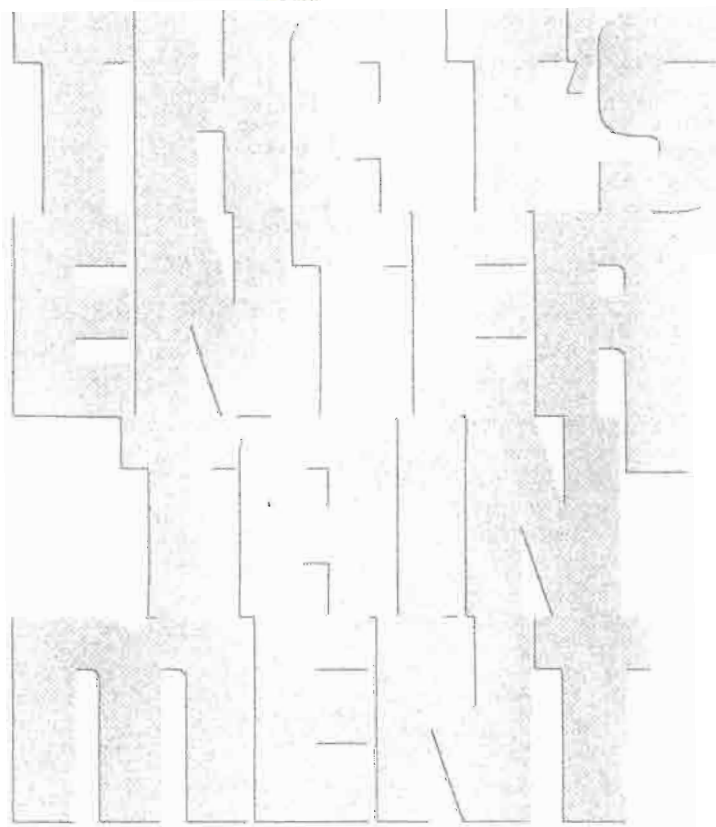
The First  
**50**  
Years Of  
Broadcasting

1941

□  
PAGE 97

# MGM has something

It's "MGM's That's Entertainment!"



THAT'S ENTERTAINMENT • CAPTAIN NEMO AND THE UNDERWATER CITY • COMA • CORVETTE SUMMER  
NETWORK • THE ROUNDERS • SHAFT'S BIG SCORE • SKYJACKED • THE SUPER COPS • TELEFON • TICK...



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## Solid Signal Six

Fig. 1: The old signal was a "flat" signal. It missed as much of your antenna as it hit.

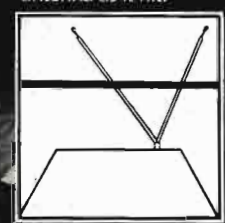


Fig. 2: The new signal goes through the air like a corkscrew. More signal hits your antenna. You get better reception than you ever had before.



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Lebanon
- KTAR & KBBC-FM Phoenix



Touching the lives of over nine million Americans.



# The Week in Brief

TOP OF THE WEEK

**COMSAT'S LOFTY BID** □ Company seeks FCC approval of ambitious DBS plan. It involves three channels, would be pay-supported and would cost \$700 million. **PAGE 23.**

**NAB MONEY MATTERS** □ Controversy looms over proposal that joint board chairman be paid honorarium to compensate for loss of time and person to his regular organization. **PAGE 26.**

**FCC MOVE ON HOLD** □ Decision on agency's switch to Virginia is deferred until February. **PAGE 27.**

**NETWORKS TIGHTEN BELTS** □ NBC starts cost-reduction program. ABC and CBS talk about curtailments and personnel cutbacks through attrition. **PAGE 28.**

**GANNETT GOALS** □ Neuharth discloses plan for national newspaper through communications satellite system and entry into cable programing. **PAGE 28.**

SPECIAL REPORT

**BIG BUSINESS NOW** □ Small earth stations, originally used by rural homeowners to get TV signals, have attracted more and more entrepreneurs who utilize method to sell services to hotels, apartments and trailers. **PAGE 31.**

FCC FINANCIAL FIGURES

**RADIO'S BOXSCORE IN '79** □ FCC releases portion of its AM-FM financial data. It shows net revenues of \$2.7 billion for 7,036 stations and total income in excess of \$225 million. **PAGE 41.** Market-by-market listing begins on **PAGE 46.**

LAW & REGULATION

**FEDERAL REINS** □ Reagan's task force on regulatory reform suggests government back off for year to allow breathing spell in which to adjust. Scalia says FCC has moved in right direction, FTC should be curbed. **PAGE 70.**

**DOUBTS ABOUT 9 KHZ** □ NAB-supported studies contend switch would cost more than expected and that broadcast economy will not support many new stations. **PAGE 72.**

JOURNALISM

**GETTING SET FOR JAN. 20** □ Inauguration plans are geared to television. Satellite technology will link Washington's eight inaugural balls with scores of balls in other cities. **PAGE 78.**

BUSINESS

**BULLISH ABOUT PAY TV** □ Investor seminar hears Oak's Carter predict 20% annual growth for STV in next decade. Columbia's Hilford expects home VCR's to triumph over disks. FCC's Washington believes government should restrain itself in regulating new technologies. **PAGE 80.**

**LESS WRITE-OFF NOW** □ ABC says change in method of amortizing costs of original prime-time programing may contribute to operating loss in first quarter of 1981. **PAGE 80.**

MEDIA

**HARASSMENT** □ UHF permittee in Vineland, N.J., vows to go on air in March, despite law suits, vandalism, threats and racial slurs. **PAGE 84.**

**SOUNDS OF '80** □ Cowboy craze and growing impact of black music is reflected in BROADCASTING's annual survey of top 100 contemporary and country records. **PAGE 86.**

PROGRAMING

**LOOKING UPWARD** □ Report by Station Representatives Association assesses future of satellites and small amount of competition that DBS will generate for broadcasters. **PAGE 90.**

1941

**THE 'BROADCASTING' YEARS** □ An expected war came unexpectedly Dec. 7. It culminated a year in which radio cooperated with government in emergency plans for men, materials and programing. It also was time when FCC issued its monopoly report and broadcasters had their showdown with ASCAP. **PAGE 97.**

PROFILE

**TARGETING ON TOMORROW** □ Thomas McKinney doesn't dwell on the adversity of his earlier years; he concentrates on goals ahead. That positive approach helped to take him to the presidency of Sheridan Broadcasting Corp. and Sheridan Broadcasting Network. **PAGE 121.**

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# ROCK ON



Great news for millions of rock-hungry young adults.  
Coming up in '81. Twenty-four concerts and specials. The Outlaws.  
Hall & Oates. Rossington Collins. Kansas. And Eddie Money. Plus 19 more  
great Sourcevents. And the beat goes on.

## **Straight from the Source's Mouth**

**THE  
SOURCE**

NBC Radio's Young Adult Network



## One down

List of prospects for FCC chairman in new Reagan administration has been reduced by one. Jack Pettit, former FCC general counsel, now in private practice in Washington, had been considered truly live prospect for job. Among other things, former Chairman Richard E. Wiley, who had recruited Pettit for general counsel's job and is now senior adviser to Reagan's FCC transition team, is said to have considered Pettit well qualified. But Pettit has let it be known he should not be considered for chairmanship. Taking job would mean too big a financial sacrifice.

Meanwhile, three other names are popping up increasingly. They are those of Wade Hargrove, executive director and general counsel of North Carolina Broadcasters Association; Mark Fowler, communications attorney who is co-director of transition unit of legal and administrative agencies, as well as one of top members of FCC transition team, and former Congressman Louis Frey Jr. (D-Fla.), who was ranking member of House Communications Subcommittee. But no decision on those or other names is expected for some time. Completing selections for cabinet and subcabinet posts is next order of business, according to transition officials.

## Man of experience

Search committee of Cable Television Advertising Bureau (CTVB), which is looking for president to run fledgling organization, is having no trouble finding qualified candidates. Among "dozens" it is now considering is Norman (Pete) Cash, former president, now vice chairman, of Television Bureau of Advertising. Cash is to leave TVB at end of year. Committee is accepting applications for job through next Jan. 15.

## Hot spot

Spot radio is winding up 1980 in fine fashion, with Station Representatives Association estimating that year will top last year's revenues by more than 20%. March and June were said by some national reps to be "stunning" and first quarter was up by close to 40% over 1979 period. Sunbelt markets generally outperformed rest of country, but Florida markets slipped somewhat, though still showing increases higher than national average.

SRA meanwhile estimates that spot television, operating from much larger base than spot radio, will show increase of

10%-12% in 1980 over 1979. Reps indicated business did not reach expectations in third quarter when Olympic games were canceled, but fourth quarter turned out better than expected with flurry of business in November and December. Some reps felt that soft TV network fourth quarter may have helped spot, with budget-conscious advertisers taking advantage of selectivity offered by spot when full national exposure was not needed.

## Bed and board

Topic of intense interest at February board meeting of National Cable Television Association will be what to do about soft-core pornography, now distributed to cable systems by two satellite networks—Satori's Private Screenings and Rainbow Programming Services' Escapade. Industry leaders, concerned about cable's image, would like to rid cable of pornography or at least put some limits on it, but are at a loss to know how.

NCTA, which opposes X-rated movies, could extend its code of practices to encompass R-rated pictures or recommend strongly that any cable system carrying such programming use "lock boxes" to prevent children from tuning in. Legal problems may preclude former, unavailability of lock boxes, latter. Whatever NCTA does, if anything, will not be done without discussion. Rainbow is partnership of four MSO's, including heavyweight Cox Cable.

## Ripe?

With earnings for year under pressure (see story page 80), ABC is also taking drubbing in stock market. Price of company's shares reached 52-week low at one point Thursday, \$25.625, and closing price of \$26 yields scant 5.4-to-1 price-earnings ratio using latest earnings assumptions. Some on Wall Street, noting that stock is trading about 15% lower than book value, wouldn't be surprised by new round of rumors labelling ABC takeover candidate.

## First and foremost

Mere mention of Chief Justice Warren E. Burger's name is enough to disturb some journalists, who see him as no friend of their First Amendment. But Burger left executives of Gannett Co., major newspaper and broadcast group, in positive mood after closed session at company's annual year-end meeting in Washington (see page 28). Because of

ground rules under which Burger, who rarely makes such appearances, accepted invitation, Gannett officials declined to give details of his talk, which dealt with First Amendment. But it was disclosed that Burger spent almost five hours with Gannett officials, delivering prepared remarks and answering questions from 7:15 p.m. to about 10:30 p.m. and staying on for informal conversation until midnight.

"It was a good discussion," said one official. But was it encouraging? "The mere fact that the chief justice was willing to come and engage in a dialogue is encouraging," was reply.

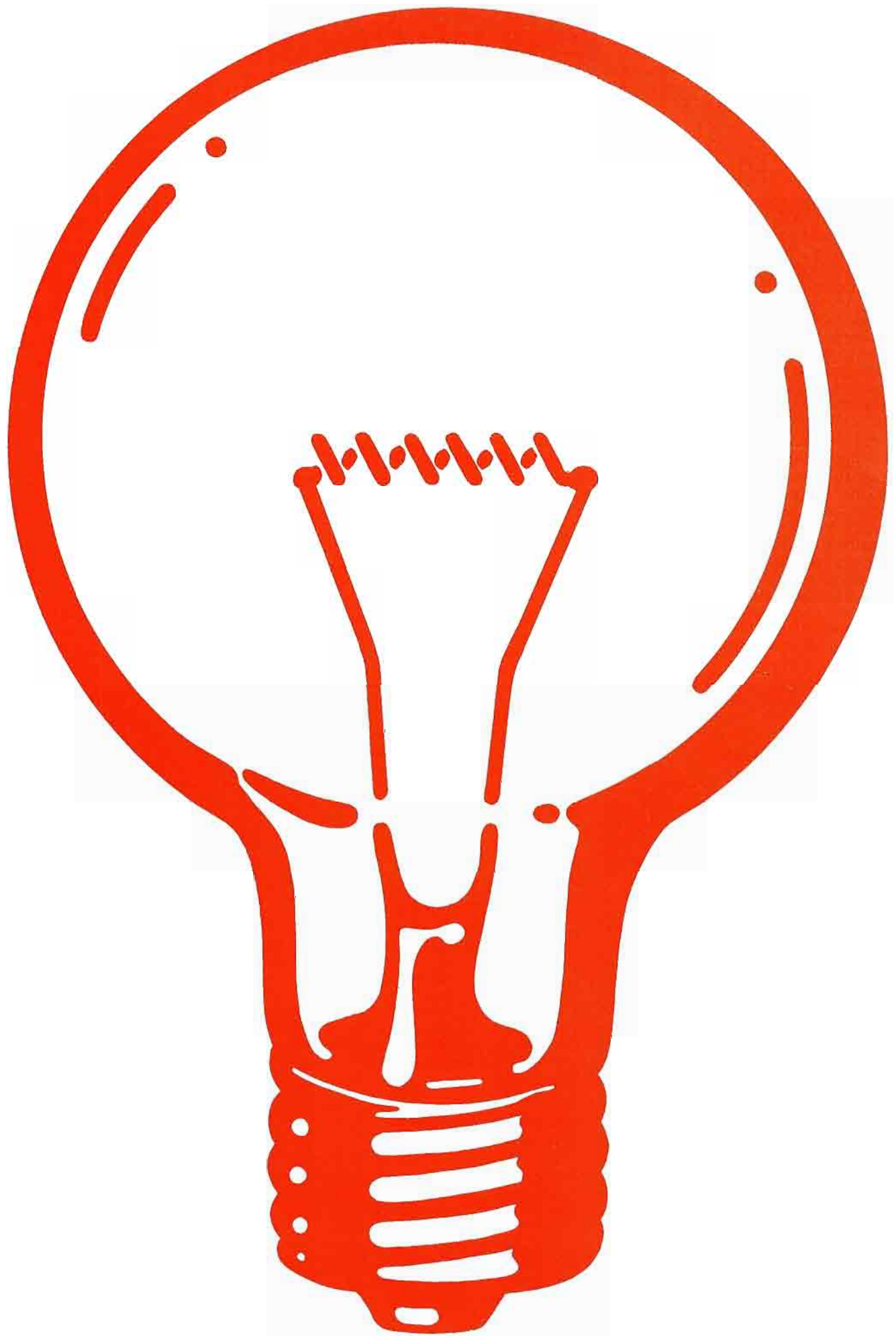
## News on top?

ABC-TV researchers say network's new *Nightline* news broadcasts may have unseated NBC's Johnny Carson in ratings for their respective periods during November sweeps. Comparisons aren't precise, because *Nightline* is only 20 minutes (11:30-11:50 NYT) and national ratings data isn't available for exact sweep dates. But for weeks most closely approximating sweep period (Oct. 27-Nov. 23 versus Oct. 29-Nov. 26 for sweep), they say, half-hour in which *Nightline* appears averaged 6,920,000 homes per minute while Carson averaged 6,770,000 in same half-hour and CBS entertainment programming, 5,600,000. In ratings and shares, it was 8.9/27 for *Nightline*, 8.7/27 for Carson, 6.5/20 for CBS.

## Search for angel

All that talk about United Press International's being up for sale is not quite right, according to Edward Estlow, president of E.W. Scripps Co., 95% owner of UPI. Talk started when UPI officials told editors' convention last fall that news agency, its financial problems worsening, would try to find new ownership (BROADCASTING, Oct. 13). Actually, Estlow says, UPI is not up for sale in strict sense, and Scripps is not actively looking for buyers. What company would like, he says, is to divest itself of majority ownership but not get out altogether. He says "casual discussions" about how that might be accomplished—or what else might be done—are being held by Scripps people with newspaper and broadcasting people.

With UPI facing operating losses then running close to \$5 million per year, owners tried but failed to sell off 90% interest to limited partners (BROADCASTING, Oct. 1, 1979, et seq.). Losses this year are believed likely to reach or exceed \$7 million, before taxes.





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The video revolution is here and Magnetic Video is its leader. Our videocassette catalog now totals more than 800 titles. We handle more movies than ABC, CBS and NBC combined. And, we're looking for more.

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The home entertainment market is becoming a more important source of revenues and earnings, and will become even more important in the near future.

Are you ready? At Magnetic Video Corporation, we are!



# Business Briefly

TV ONLY

**A.B.C. Rentals** □ TV rentals. Begins Jan. 1 for 52 weeks in four markets. All day parts. Agency: Mitchell & Manning Advertising, Dallas. Target: adults, 18-34.

**U.S. News and World Report** □ Magazine subscription drive. Begins Dec. 29 for 13 weeks in over 20 markets. Day and fringe times. Agency: March

Advertising, New York. Target: adults, 25-54.

**Beneficial Finance** □ Income tax preparation and home owners loans. Begins in January for 13 weeks in about 70 markets. News, prime access, late fringe and sports times. Agency: William B. Tanner, Memphis. Target: adults, 25-49.

**BRB Music Co.** □ Various records.

Begins Dec. 27 for 13 weeks in over 150 markets. Agency: V&R Advertising Inc., New York. Target: adults, 25-49.

**Oaklawn Jockey Club** □ Race track. Begins Jan. 1 for 13 weeks in under 10 markets. All day parts. Agency: Cranford/Johnson/Hunt & Associates, Little Rock, Ark. Target: adults 25-54.

**CRC Chemicals** □ Automotive and household spray lubricant. Begins Feb. 9 for 12 weeks in about 15 markets. News, late fringe, sports and weekend times. Agency: Gray & Rogers, Philadelphia. Target: men, 25-49.

**Mobil Chemical Co.** □ Corn insecticide and soybean herbicide. Begins Jan. 5 for eight weeks in over 10 Midwestern markets. All day parts. Agency: The Martin Agency, Richmond, Va. Target: men, 25-54.

**Snyder Industries** □ Plastic tanks. Begins Dec. 29 for four to six weeks in over 50 markets. Agency: Bozell & Jacobs Agricultural, Omaha. Target: men, 25-49.

**Hills Brothers** □ Coffee. Begins Dec. 29 for 10 weeks in over 20 markets. Day

## Add a Touch of Class to Your Studio

Broadcast Electronic's new Series 350 slide-attenuator, ten mixer stereo or monaural consoles are as elegant as they are functional. What a combination ... crisp wear-resistant front panel graphics, fashioned control knobs, hardwood end panels, brushed stainless covers and superb audio from field proven modular electronics.

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For more information, contact your local Broadcast Electronics distributor, or write for our new brochure.



**Two for '81.** Creamer Inc., New York-based advertising agency with billings of \$175 million, will acquire Horton, Church & Goff Inc., Providence, R.I., in January 1981. Creamer/New England will gain accounts from agency whose billings in 1980 were \$22.5 million. Also merging with Creamer in January will be Chicago-based agency, Russell T. Gray, bringing billings to \$10 million for Creamer's Chicago office. Seated (l to r) are John A. Horton, formerly chairman of Horton, Church & Goff and now chairman of Creamer/New England; Donald E. Creamer, chairman and chief executive officer of Creamer Inc.; standing (l to r) Kingsley N. Meyer, vice chairman, Creamer/New England; Harold L. Strauss, vice chairman and chief operating officer, Creamer; and Robinson C. Trowbridge, president, Creamer/New England.



**BROADCAST ELECTRONICS INC.**

a **FILMWAY** company

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early and late fringe times. Agency: RDR Timebuying Services, New York. Target: women, 25-54.

**Kal Kan** □ Crave cat food. Begins Jan. 19 for 10 weeks in 12 West Coast markets. Fringe times. Agency: D'Arcy, MacManus & Masius, St. Louis. Target: women, 25-54.

**Trailways** □ Great Lakes bus route. Begins this week for two weeks in New York markets of Rochester, Buffalo, Albany-Schenectady and Syracuse. Day and fringe times. Agency: Stern Monroe, Dallas. Target: total adults.

**Top Value Enterprises** □ Winn Dixie stores. Begins Jan. 1 for seven weeks in about 10 markets. All day parts. Agency: Willis/Case/Harwood, Dayton, Ohio. Target: women, 25-54.

**Lawn Boy** □ Lawn mowers. Begins in February and March for five to six weeks in over 140 markets. All day parts. Agency: Clinton E. Frank, Chicago. Target: men, 25-54.

**Collins & Aikman** □ Iron Weave hosiery. Begins Jan. 12 for three weeks in Arizona only. Day, late fringe and prime times. Agency: Liller Neal Weltin, Atlanta. Target: women, 18-49.

**John D. Branch** □ Sentry safes. Begins Feb. 1 for two weeks in over 15 markets. All day parts. Agency: Blair Advertising, Rochester, N.Y. Target: men, 35 and over; adults, 25 and over.

RADIO ONLY

**American Angus Association** □ Various. Begins Jan. 12 for 10 weeks in

## RepReport

WRIP-TV Chattanooga, Tenn.: To Spot Time Ltd. (no previous rep).

□

WGCB-TV York, Pa.: To Spot Time Ltd. (no previous rep).

□

KMYZ-AM-FM Tulsa (Pryor), Okla.: To P/W Radio Representatives from Walton Broadcasting.

□

WCOV-TV Montgomery, Ala.: To Adarn Young Inc. from Meeker Television.

**17 for TeleRep.** TeleRep Inc. has opened its 17th sales office in Charlotte, N.C. Dan Giordano, account executive at WBTV-TV Charlotte, has been named manager of new office. New facility is located at 11 Fairview Plaza Building, Suite 705, Charlotte, N.C. 28210. (704) 552-8862.

## AdVantage

**Media modules.** Solid-state module about size of cough drop promises easier and more efficient media comparisons for those using maximizing media performance (MMP) kits from Television Bureau of Advertising. MMP is designed to help stations and reps sell television time by providing estimates of net reach, frequency and cost-per-thousand for advertising schedules. Desktop calculator costing roughly \$400 produces comparisons of advertising performance in television, radio and newspaper campaigns when used in conjunction with program material from TVB. Until now, that material has come in packet with eight magnetic tapes, two for each medium and two more for media mix campaign. About 180 stations are using such MMP kits, along with 10 reps, 22 agencies and about half-dozen others. New module will replace tapes, incorporating all their functions and adding such features as storage of up to nine media plans, making copies of plans, and providing four-week reach and frequency projections. MMP tapes will continue to cost \$150; modules, to be available in February, will be \$350. However, those already using tape systems can trade them in on module for \$200.

over 25 markets. Middays. Agency: Sander Allen Advertising, Chicago. Target: men, 18 and over.

**Southland Corp.** □ 7-Eleven stores coffee promotion. Begins Jan. 5 for about six weeks in 200 markets. Morning drive, middays and afternoon drive times. Agency: The Stanford Agency, Dallas. Target: men, 18-39.

**Bank of America** □ Begins Dec. 31 for three weeks in California markets of Bakersfield, Fresno, Los Angeles, Modesto, Palm Springs, Sacramento and San Diego. Agency: D'Arcy-MacManus & Masius, San Francisco. Target: adults, 45 and over.

RADIO AND TV

**Nationwide Insurance** □ Begins Jan. 1 for 13 weeks in Georgia, Florida and the Carolinas for radio and in Florida only for TV. Agency: Ralph Johnson & Associates, Raleigh, N.C. Target: men, 25-49.

**Gardner Baking Co.** □ Various products. Begins Jan. 12 for first quarter in Milwaukee, Madison and Wausau, Wis. TV spots will run in day, fringe, prime, news and specials. Agency: E.E. Long, Chicago. Target: total women.

**Dannon** □ Yogurt. Begins Jan. 12 for four weeks in over 20 top markets. Agency: Marsteller, New York. Target: adults, 18-49.

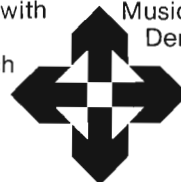
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Tell him you want the very best for your station . . . Today!



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# Monday Memo®

A broadcast advertising commentary from Joel Fisher, vice president/associate media manager, Compton Advertising, New York

## TV ratings need to change with the technological times

In 1979 \$4.7 billion was spent in network television. An average prime-time rating point cost \$3,900 (per 30-second commercial or \$7,800 on a 60-second basis). It is anticipated that network costs and expenditures will soar by 15% in 1980 to \$5 billion with a cost per rating point of \$4,500 (per 30, or \$9,000 on a 60-second basis).

With investments of this magnitude, it is obvious why it is absolutely essential that cost efficiency analyses be as precise as possible. And that means that program ratings must be accurate, since commercial rates are geared to the size of the reported program audiences.

The A.C. Nielsen Co. has long been the definitive source for these national network television ratings and audience estimates. The foundation of the Nielsen rating is the Nielsen sample, which consists of a panel of, approximately, 1,280 television households that have agreed to have their viewing monitored by an electronic measuring device called an "Audimeter." The panel is selected on a random statistical basis, and the households remain members of the Nielsen Television Index (NTI) sample for a period of five years.

Since a great deal of money is spent on the basis of the Nielsen data, it is safe to say that the Nielsen ratings have received an inordinate amount of review over the years. And although the service has received a significant amount of negative criticism, especially when "problems" have surfaced, in all fairness, one may conclude that the service has performed creditably. This fact is evidenced by the phenomenon that no one has yet come up with a better alternative—no one has even seriously tried.

The 1980's, however, promise to offer a menu of problems which the present Nielsen methodology might not be able to cope with. Consider the following—the current Nielsen sample is used to calculate program ratings by simply dividing the number of homes which tuned into a program by the number of homes in the Nielsen sample. The process, a small randomly dispersed sample in which no weighting is made to correct for sample imbalances, works when the viewer has the option of choosing among five or so programs—but, as we will show, it will be overly taxed when the viewer has the option of viewing any of 30, 40 or even 100 channel opportunities.

With the advancement of cable technology, which promises to bring as many as 100 channels into the cable TV house-



Joel Fisher is vice president, associate media manager, and the director of media research at Compton Advertising, New York. He has been at Compton since 1975, and before that he was at Dancer-Fitzgerald-Sample. Among accounts that Fisher services at Compton are Procter & Gamble, Johnson & Johnson, American Motors/Jeep, Thompson Medical, Showtime and New York Life Insurance. He also heads the computer section of the media research department, often writing programs, or coordinating a network of associate agencies' computer operations.

hold by 1985 (with an industry projection of 35% to 40% cable penetration of TV households by then), we recognize that we must take a much closer look at the sampling process that affects Nielsen's audience measurements.

In the past, when television viewing was confined to broadcast (and the largest part of that was network), distortion in Nielsen's sample was not as critical, for all viewing was restricted to the same programming fare—regardless of household characteristics. Now, however, television usage can include either network or non-network broadcasting, cable, or one of the new electronic modes. Television sets will be used for videocassette and videodisk playback, for TV game display and for two-way communication functions. The need to discern accurately from among these opportunities will surely grow in importance as costs continue to escalate. Any inconsistencies within the composition of the Nielsen sample may very well distort audience selection and levels.

One example of sample distortion concerns the representation of cable households. Recently Nielsen published a cable status report which listed its sample's cable television penetration at 26%. Nielsen had earlier released its official cable television penetration estimate at 19%. Thus,

Nielsen finds its own sample's cable penetration level in error of over one-third more.

Since Nielsen does not compensate for sample imbalances, the misrepresentation of cable homes can affect *all* ratings. Consider the following, we know that cable households view television differently from noncable homes. We know that cable homes view measurably more television. We know that cable homes view different programs and more independent stations. This imbalance affects the advertiser since the overstatement of cable households in the sample by nearly 30% could raise individual program ratings unfairly. Along with higher program ratings go higher program prices.

Nor is it simply the overstatement of cable homes that concerns us. Indeed, this misrepresentation could be anticipated and, in part, be considered acceptable.

One of the primary reasons for cable overstatement is the very nature of the cable subscriber. He tends to be a more willing and cooperative member of the sampling process. The matter of cooperation is quite important in light of the five-year commitment that Nielsen asks of its sample.

A second situation that is put forward to account for the variance in the two cable estimates is that of "theft of services." Between 1% and 2% of American—and NTI—families enjoy cable without paying for it. Hence these families are included in the NTI sample as cable homes; but this population segment is excluded from the national universe estimate.

There are, of course, other explanations for the discrepancy in the cable penetration estimates. It is not our intention to belabor this point. Rather, suffice it to say, we are left with an unbalanced sample.

The focus of our concern is that in an era of unprecedented viewing options, an unbalanced sample will produce questionable data. For not only is cable misrepresented, but as has been reported, so are low income homes, upper income homes, Spanish homes, single person homes, black homes, etc.—they are all misrepresented. This misrepresentation is coupled with the untraceable viewing in college campuses, prisons, hotels, the military, etc., which also serves to distort viewing levels and program ratings.

What we ask, however, is that Nielsen not wait until a problem exists. The time is ripe for Nielsen to experiment and explore new methodologies that might better meet the needs of our immediate future. As a monopoly, Nielsen "owes us" this consideration—as an industry, we deserve it. Let us once again invite governmental intervention, let's heed the lessons of the past and prepare for the future.



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Source: NTI Fast Weekly Household Audiences Reports for November 1980, averages for regularly scheduled prime-time programs. Subject to qualifications which will be supplied upon request.

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# Datebook

■ Indicates new or revised listing

## January 1981

**Jan. 7**—*Maryland-District of Columbia-Delaware Broadcasters Association* renewal seminar Shoreham hotel, Washington.

**Jan. 7-9**—*Arbitron Television Advisory Council* meeting. The Canyon hotel, Palm Springs, Calif.

**Jan. 8**—New deadline for comments on FCC's cable-broadcast crossownership proceeding (Doc. 20423). FCC, Washington.

**Jan. 8**—Deadline for reply comments on FCC's further notice of proposed rulemaking on AM stereo (Doc. 21313). FCC, Washington.

**Jan. 9-10**—*National Federation of Local Cable Programers* regional conference. Baltimore.

**Jan. 11-13**—*California Broadcasters Association* winter convention. Spa hotel, Palm Springs, Calif.

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

■ **Jan. 12-15**—Conference for Journalists on

"Health and Environment," sponsored by *The Washington Journalism Center*. Watergate hotel, Washington.

**Jan. 13**—*Federal Communications Bar Association* luncheon. Speaker: Lawrence Grossman, president, Public Broadcasting Service Touchdown Club, Washington

**Jan. 13-15**—*Communication Networks* first national conference and exposition. General chairman, Richard E. Wiley, managing partner in Washington law firm of Kirkland & Ellis. Albert Thomas Convention Center, Houston. Information: Communication Networks '81, Registration Department, 375 Cochituate Road, Framingham, Mass., 01701, (800) 225-4698; in Massachusetts (617) 879-0700.

**Jan. 14**—*International Radio and Television Society* newsmaker luncheon. Salute to radio's 60th anniversary, hosted by Bert Parks. Waldorf-Astoria, New York.

**Jan. 14**—*New England Cable Television Association* winter meeting. Sonesta hotel, Boston. Information: NECTA, 8 1/2 North State Street, Concord, N.H. 03301, (603) 224-3373.

**Jan. 15**—FCC deadline for comments on notice of proposed rulemaking on low-power television (Doc. 78-253). Replies due March 1. FCC, Washington

**Jan. 15-16**—*Virginia Association of Broadcasters* winter meeting. Richmond, Va., Hyatt.

**Jan. 15-18**—*Alabama Broadcasters Association* annual winter conference. Opryland hotel, Nashville.

**Jan. 16**—*Utah Broadcasters Association* convention Airport Hilton, Salt Lake City

**Jan. 18-20**—*Louisiana Association of Broadcasters* winter convention. Royal Sonesta hotel, New Orleans.

**Jan. 18-21**—*Association of Independent Television Stations* (INTV) eighth annual convention. Century Plaza, Los Angeles.

**Jan. 18-21**—*Ohio Association of Broadcasters* executive conference. Sonesta Beach hotel, Key Biscayne, Fla.

**Jan. 21-23**—*Colorado Broadcasters Association* annual winter convention. Four Seasons Motor Inn, Colorado Springs.

■ **Jan. 23-24**—National Federation of Local Cable Programers mid-Atlantic regional conference. Theme: "Franchising Process." Co-sponsored by city of Baltimore, *Baltimore Cable Coalition*, *Metrovision and United Cable*. Enoch Pratt Free Library, Baltimore. Information: Jerry Richter, Berks County Television, 1112 Muhlenberg Street, Reading, Pa., 19602, (215) 374-3065.

**Jan. 24**—*Mississippi Broadcasters Association* mid-winter sales seminar. Sheraton hotel, Jackson, Miss.

■ **Jan. 25**—Deadline for entries in 49th annual Sigma Delta Chi Distinguished Service Awards contest, sponsored by *Society of Professional Journalists*, *Sigma Delta Chi*. Information: Society of Professional Journalists, 35 E. Wacker Drive, Chicago, 60601, (312) 236-6577

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

**Jan. 26-27**—*Public Radio in Mid-America* board of directors and membership meeting. King's Airport Inn, St. Louis. Information: Thomas Hunt, Central Michigan University noncommercial WCMU-FM Mount Pleasant, Mich. 48859, (517) 774-3105.

**Jan. 26-29**—*National Association of Broadcasters* joint board meeting. Scottsdale, Ariz.

**Jan. 27-29**—*South Carolina Broadcasters* winter convention. Carolina Inn, Columbia.

■ **Jan. 29**—*Federal Communications Bar Association* seminar on "Tax Considerations in the Sale and Purchase of Communications Properties." National Lawyers Club, Federal Bar Building, third floor, 1815 H Street, N.W., Washington.

**Jan. 30-31**—*Broadcasters Promotion Association* board meeting. Caesars Palace, Las Vegas.

**Jan. 30-Feb. 1**—Television Lighting Workshop sponsored by *National Association of Educational Broadcasters Public Telecommunications Institute* and noncommercial *KLVX(TV) Las Vegas*. Studios of KLVX Las Vegas.

**Jan. 31**—Deadline for entries in *National Press Photographers Association* annual television news photography competition. Sponsors are NPPA, Department of Journalism and Telecommunications at Arizona State University, Eastman Kodak Co. and Cinema Products Corp. Information: Sheila Keyes, NPPA, 23918 Via Copeta, Valencia, Calif. 91355, (805) 259-1136.

**Jan. 31-Feb. 3**—*Radio Advertising Bureau's* first managing sales conference, for radio station managers and sales managers. Keynote speaker: Sam Cooke Digges, retiring president, CBS Radio. Amfac hotel, Dallas.

## February 1981

■ **Feb. 1**—Deadline for entries in Achievement in Children's Television Awards, presented by *Action for Children's Television*. Information: ACT, 46 Austin Street, Newtonville, Mass., 02160, (617) 527-7870.

## Major Meetings

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

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

**March 13-18, 1981**—*National Association of Television Program Executives* 18th annual conference. New York Hilton and Sheraton Centre. Future conferences: March 12-17, 1982, Las Vegas Hilton; March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

**April 12-15, 1981**—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center. Future conventions: Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987; Las Vegas, April 10-13, 1988.

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

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

**May 5-9, 1981**—30th annual convention, *American Women in Radio and Television*. Sheraton Washington hotel, Washington.

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

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

**June 6-10, 1981**—*American Advertising Federation* national convention. Hyatt Regency hotel, Washington.

**June 10-14, 1981**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 8-12, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

**Aug. 16-19, 1981**—*National Association of Broadcasters* annual radio programming conference. Hyatt Regency, Chicago.

**Sept. 10-12, 1981**—*Radio-Television News Directors Association* international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 21-23, 1983, Orlando, Fla., and Dec. 3-5, 1984, San Antonio, Tex.

**Sept. 20-23, 1981**—*National Radio Broadcasters Association* annual convention. Diplomat hotel, Hollywood-by-the-Sea, Fla. Future conventions: Sept. 12-15, 1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

**Sept. 20-23, 1981**—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington. Future conference: Sept. 12-15, 1982, Riviera hotel, Las Vegas.

**Oct. 25-30, 1981**—*Society of Motion Picture and Television Engineers* 123d technical conference and equipment exhibit. Century Plaza, Los Angeles.

**Nov. 9, 1981**—*Region 2* conference on AM broadcasting begins. Tentatively set to run for six weeks. Rio de Janeiro.

**Nov. 9-11, 1981**—*Television Bureau of Advertising* 27th annual meeting. Fontainebleau Hilton, Miami.

**Nov. 11-14, 1981**—*Society of Professional Journalists*, Sigma Delta Chi national convention. Washington.



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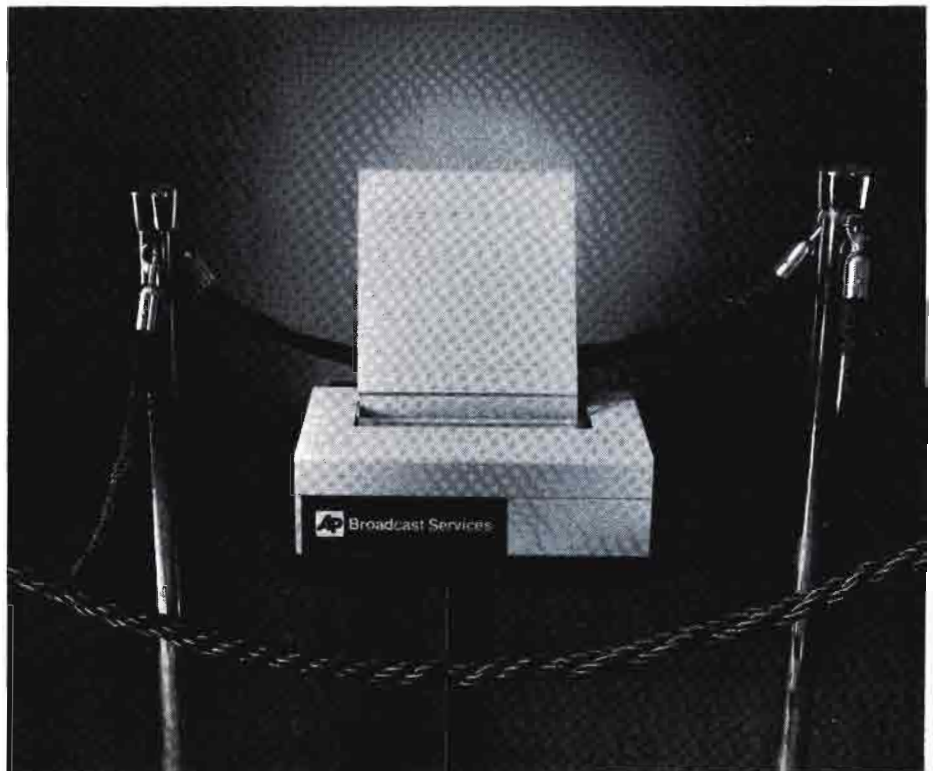
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you the edge with a S/N ratio of 54dB at standard illumination of 200 foot-candles at f/4.0. And with the 18dB high-gain switch, all you need is 5 foot-candles at f/1.8.

Mounted on the AK-760's durable die-cast chassis you'll find an impressive array of circuitry like horizontal aperture correction, 2-line vertical enhancement, automatic





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nearest Panasonic office.  
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 Southeast—(404) 923-9700  
 Midwest—(312) 364-7936  
 Southwest—(214) 356-1388  
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Plumbicon is a registered trademark of N.V. Philips for TV camera tubes. Saticon is a registered trademark of NHK (Japan Broadcasting Corp.). \*Manufacturer's suggested price. (Lenses not included.)

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■ **Feb. 2**—Deadline for receipt of entries in *American Bar Association Gavel Awards* competition. Program recognizes media contribution "to public understanding of the American legal and judicial system." Address: American Bar Association, Committee on Gavel Awards, 77 South Wacker Drive, sixth floor, Chicago, Ill., 60606.

**Feb. 3**—*Broadcasters Foundation Inc.* Mike Award dinner. Hotel Pierre, New York.

**Feb. 4-6**—*Texas Cable TV Association* annual convention and trade show. San Antonio Convention Center.

**Feb. 4-9**—*International Radio and Television Society* faculty/industry seminar and college conference. Harrison Conference Center, Glen Cove, N.Y.

**Feb. 6**—Deadline for submission of entries for *Overseas Press Club* 1981 awards competition. Presentation of prizes will be made at annual awards dinner at Waldorf Astoria hotel, New York, April 29. Information: OPC Office, 52 E. 41st Street, New York, N.Y. 10017, (212) 679-9650.

**Feb. 6-7**—*Society of Motion Picture and Television Engineers* annual television conference. St. Francis hotel, San Francisco.

**Feb. 7**—*Florida Association of Broadcasters* mid-winter conference. Jupiter Beach Hilton, north of Palm Beach, Fla.

**Feb. 8**—New deadline for reply comments on FCC's cable-broadcast crossownership proceeding (Doc. 20423). FCC, Washington.

**Feb. 10**—*Federal Communications Bar Association* luncheon. Speaker: Thomas Wheeler, president, National Cable Television Association. Touchdown Club, Washington.

**Feb. 10-11**—*Wisconsin Broadcasters Association* annual winter meeting. Concourse hotel, Madison, Wis.

**Feb. 10-11**—*Arizona Cable Television Association* annual meeting. Adams hotel, Phoenix.

**Feb. 12**—*Southern Baptist Radio and Television Commission's* 12th annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.

**Feb. 12**—*Maryland-District of Columbia-Delaware Broadcasters Association* annual legislative reception for members of Maryland legislature and Maryland Governor Harry Hughes's staff. Harbour House, Annapolis, Md.

■ **Feb. 12-16**—*Howard University's* 10th annual communications conference. Theme: "The Impact of Communications on the Family: Responsibilities and Strategies." Main campus, Howard University, Washington.

**Feb. 17**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

■ **Feb. 17-19**—*Electronic Industries Association/Industrial Relations Council* 28th annual conference. Theme: "Human Resources: Our Vital Link to the Future." Canyon hotel, Palm Springs, Calif.

■ **Feb. 19-22**—*National Association of Black-Owned Broadcasters* third annual winter conference. Hilton Inn, Clearwater Beach, Fla.

**Feb. 20-21**—*University of California School of Law* communications law symposium on regulation and deregulation of new video technologies. Bonaventure hotel, Los Angeles.

**Feb. 20-22**—San Diego conference on "Culture and Communication," hosted by *College of Professional Studies and Fine Arts at San Diego State University*. Hotel San Diego.

**Feb. 23-25**—*Advertising Research Foundation* 27th annual conference and research exposition. New York Hilton.

**Feb. 25**—Deadline for entries for annual Commendation awards presented by *American Women in Radio and Television*. Information: Joan Berlin, AWRT, 1321 Connecticut Avenue, N.W., Washington, D.C., 20036, (202) 296-0009.

**Feb. 25**—*Association of National Advertisers* television workshop. Plaza hotel, New York.

**Feb. 26**—*Association of National Advertisers* media workshop. Plaza hotel, New York.

**Feb. 27-28**—National conference on consumer and cable television, to be sponsored by *National Citizens Committee for Broadcasting and National Federation of Local Cable Programers* and partially funded by Federal Trade Commission. Kennedy Center, Washington.

### March 1981

**March 2**—*International Radio and Television Society* anniversary banquet and Gold Medal award, presented to Sam Cooke Digges, retiring president of CBS Radio. Waldorf-Astoria hotel, New York.

**March 3**—*Florida Association of Broadcasters* reception for Florida delegation. Florida House, Washington.

**March 12**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

■ **March 13**—Deadline for 1981 *Radio-Television News Directors Association* International Radio and TV awards. Information: RTNDA, 1735 DeSales Street, N.W., Washington, 20036, (202) 737-8657.

**March 13-14**—*Country Radio* seminar. Hyatt Regency, Nashville. For information: (615) 329-4487.

**March 13-18**—*National Association of Television Program Executives* conference. New York Hilton and Sheraton Centre.

**March 15-17**—*North Central Cable Television Association* meeting. Holiday Inn, Fargo, N.D.

**March 16-17**—*Society of Cable Television Engineers* annual spring engineering conference. Opryland hotel, Nashville.

**March 19-20**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Fairmont hotel, Denver.

**March 22-29**—*INPUT '81*, international public television screening conference, Venice, Italy. U.S. representative: Corporation for Public Broadcasting.

For information: David Stewart, CPB, 1111 16th Street, N.W., Washington, D.C., (202) 293-6160.

■ **March 23-25**—*Radio-Television News Directors Association* management training seminar conducted by Sterling Institute. O'Hare Marriott, Chicago.

**March 24**—*New York State Broadcasters Association* annual meeting. Essex House, New York.

**March 24-25**—*Ohio Broadcasters* salute to Congress. Hyatt Regency and Four Seasons hotels, Washington.

■ **March 25**—*New York Women in Communications* 1981 Matrix Awards luncheon. Keynote speaker: Katharine Graham, board chairman, Washington Post Co. Sheraton Centre, New York.

**March 26-29**—*Alpha Epsilon Rho*, national honorary broadcasting society, annual convention. Opryland hotel, Nashville.

**March 28-April 1**—*Illinois-Indiana Cable Television Association* annual convention. Hyatt Regency hotel, Indianapolis.

### April 1981

**April 1-2**—Communications in the 21st Century symposium, sponsored by *The Colgate Darden Graduate School of Business Administration at University of Virginia* in cooperation with Annenberg School of Communications of University of Pennsylvania and University of Southern California. Funding by Philip Morris Inc. Philip Morris Operations Center, Richmond, Va.

**April 8**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

**April 12-15**—*National Association of Broadcasters* 59th annual convention. Las Vegas Convention Center.

**April 14**—Annual *Broadcast Pioneers* breakfast. Las Vegas Hilton, Las Vegas.

■ **April 15**—New FCC deadline for comments on notice of proposed rulemaking on generic VHF drop-in proceeding (BC Doc. 80-499). FCC, Washington.

**April 15-16**—*Maryland/Delaware Cable Television Association* spring meeting. International hotel, Baltimore-Washington International Airport.

**April 23-24**—*Oklahoma AP Broadcasters* convention. Holiday, Oklahoma City.

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

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

**April 29-May 1**—*Indiana Broadcasters Association* spring conference. Sheraton-West, near Indianapolis International Airport.

### May 1981

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

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

**May 3-7**—*National Public Radio* annual conference. Phoenix.

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

**May 6**—George Foster Peabody awards luncheon, sponsored by *Broadcast Pioneers*. Hotel Pierre, New York.

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

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

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

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ABC Sports' coverage of the unforgettable 1980 Winter Olympic Games was heralded as the year's Outstanding Live Sports Special. The Executive Producer was Roone Arledge; Senior Producers—Chuck Howard, Chet Forte and Dennis Lewin; Producers—Bob Goodrich, Curt Gowdy, Jr., Terry Jastrow, Terry O'Neil, Eleanor Riger, Ned Steckel and Doug Wilson. Coordinating Producer—Jeff Ruhe; Producer for "Up Close and Personals"—Brice Weisman; Special Projects Producers—Robert Riger and Bud Greenspan.

Jim McKay, anchorman for the 1980 Winter Olympics and host of ABC's Wide World of Sports, won the award for Outstanding Sports Personality for the eighth time. No one else has won twice.

ABC Sports' coverage of NCAA College Football won the award for Outstanding

Live Sports Series. Executive Producer—Roone Arledge; Senior Producer—Chuck Howard; Producers—Bob Goodrich, Eleanor Riger, Curt Gowdy, Jr., Dick Buffinton, Chris Carmody, Ned Steckel and Doug Wilson.

In addition, ABC earned 6 of the Academy's 9 special awards for Outstanding Individual Achievement in Sports Programming with 95 production, technical and engineering personnel sharing the honors.

Congratulations to all our Emmy Award winners for providing the American viewing public with another year of outstanding sports programming.

The challenge of the Eighties is excellence. . . and you'll find it on ABC Sports, the leader in sports television.

**ABC SPORTS** 



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# Open Mike®

## More news in Guam

EDITOR: Your otherwise excellent Dec. 1 report on electronic journalism contains a glaring error in the special report on cable TV news. Guam Cable TV does not provide Guam with "its only television news" as you reported.

KUAM-TV has been serving Guam since 1956, long before the inception of cable TV, and continues to provide full commercial broadcast services including a one-hour local newscast at 6 p.m., Monday through Friday, a half-hour at 10:30 p.m., Monday through Friday, and weekend half-hours on Saturday and Sunday at 6 p.m.

KUAM-TV is a primary affiliate of the CBS Television Network, and we are proud of our outstanding record of news, public affairs and entertainment programming.—*Jon A. Anderson, vice president and general manager, KUAM-AM-FM-TV Agana, Guam.*

**Editor's note.** The information in the Dec. 1 story was taken from a publication of the National Cable Television Association. BROADCASTING regrets the error.

## Band fan

EDITOR: In your issue of Nov. 24, 1980, where you say on page 88, "... programming highlights of 1937 included... the first appearance of Benny Goodman on the networks..." undoubtedly, you are referring to Goodman's spot on the Camel program that year. But BG had appeared as an orchestra member on radio networks for many years prior to 1937, working for leaders such as Johnny Green, Al Goodman (no relation) and Dave Rubinoff. His first network spot leading his own band was on NBC's *Let's Dance* program, a weekly series carried by a 53-station coast-to-coast lineup that rotated the orchestras of Goodman, Xavier Cugat, and Kel Murray for three hours. The series was sponsored by another NBC, the National Biscuit Co., which introduced a new product—Ritz crackers—on the show. Goodman's theme song, of course, derives its title from the show (and Carl Maria Von Weber's "Invitation to the Dance"). The program was heard early enough on the West Coast to assure Goodman a hospitable audience when a subsequent band tour took him to Oakland and Los Angeles and the Palomar Ballroom, thus starting the success story for the "King of Swing."

Incidentally, your magazine published another letter of mine in 1960 or 1961

dealing with a musical inaccuracy about the use of harpsichords in popular and jazz recordings.—*Frank J. Kahn, Dobbs Ferry, N.Y.*

## Broadcasters can write too

EDITOR: I sincerely hope that Dan Rather researches his news stories more carefully than his public speeches. It is a kind of snobbery without any real foundation to assume, as he does (BROADCASTING, Dec. 3, 1980, page 30) that there is some magic in newspaper training that is completely lacking in broadcast-trained journalists. Surely in his travels he reads newspapers that are badly written, and lacking in the basic elements of good communication. Almost as surely there are radio and television stations on which the newscasters have all of those things in abundant supply.

Newscasters can learn to write equally well in either medium, and can be bad writers after training in either medium. It is less a question of the newspaper training versus the broadcast training than the skills and interests of the individual. Mr. Rather should know this.

To equate "newspaper training" with "writing well" just doesn't stand up!—*Charles T. Lynch, professor/chairman, radio-television-film department, California State University, Northridge.*

## Critical critic

EDITOR: I was pleased to be included in the critics-panel phase of BROADCASTING's first-rate coverage of the Radio-Television News Directors Association conference in the Dec. 8 issue, but I must hasten to correct a couple of misimpressions.

I am emphatically *not* the "television critic of *The Louisville Times* and *Courier-Journal*," as I was identified in the piece about the panel on which I joined Hodding Carter and Jeff Greenfield. I am the news critic at the Louisville newspapers, charged with assessing the performance of all those in journalism, including TV-radio critics.

The distinction is important in the context of the RTNDA appearance because I do believe it saves me from the "gratuitous" label that BROADCASTING's reporter slapped on my criticisms of Tom Shales of *The Washington Post* and Gary Deeb of *The Chicago Sun-Times*—neither of them "fellow television critics."—*Bob Schulman, news critic, The Courier-Journal and The Louisville Times, Louisville, Ky.*

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## ***The Good News broadcast.***

A line of fierce tornadoes recently struck Grand Island, Nebraska, leaving behind widespread injury and destruction. The psychological effects of the disaster were as serious as the physical damage. So to help the residents face the giant task of rebuilding, KOLN-TV/KGIN-TV developed a special "Good News" broadcast for their evening news.

The segment featured messages highlighting cooperative efforts and city pride. Its emphasis was on Grand Island's bright new future. And the encouraging words were much appreciated. Letters thanking KOLN-TV/KGIN-TV for its positive voice came from all over the area.

Helping to lead citizens through difficult times by bolstering their spirits the all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island
<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac	<b>KMEG-TV</b> Sioux City





TOP OF THE WEEK

## Lofty bid for first DBS system

**Comsat asks FCC to approve ambitious plan to construct three-channel, pay-supported system for U.S. by 1985; \$700 million to get it going**

Comsat's Satellite Television Corp. last week unveiled plans for the largest single venture in the history of television: a direct broadcast satellite (DBS) system that will cost nearly \$700 million to start up and see through its first year of operation.

According to STC Chairman John Johnson, who announced the plans at an elaborate press conference in Washington last Wednesday, the system will provide three channels of pay television to subscribers equipped with small earth stations for a monthly fee of about \$25. The system could be operational within three or four years of the FCC's approving its application, but no earlier than 1985. The voluminous application (five individual books plus a summary), was delivered to the FCC just prior to the press conference.

The system ultimately would have four operational satellites—one to serve each time zone—and two back-up satellites, that will be phased in, Johnson said. The first phase will consist of just one satellite and one in-orbit spare. The remaining three operational satellites and the other spare could be incorporated into the system, extending service to the entire nation, within a year, if STC is successful in finding a partner to share the enormous financial and operational burdens STC's plans envision. The \$700-million figure includes only start-up costs and first-year operation of a one-satellite system. Even if STC fails to find a partner, Johnson said, the company expects to complete the system. "The only difference is the speed" with which it will be implemented, Johnson said.

The venture will be funded initially by a \$225 million equity investment by STC's parent company, Comsat, and \$400 million in loans from 10 to 15 major American and multinational commercial banks, arranged by and including Chase Manhattan.

When the entire system is operational, STC expects to reach between five million and seven million homes, or between 6%



Comsat President Charyk



Chapter and verse for the FCC



STC Chairman Johnson



and 8% of the total television homes. Assuming it achieves seven-million penetration and receives \$25 a month from each subscriber, STC could gross \$2.1 billion in annual revenues. And that's not counting any revenues STC could garner from the sale of antennas and installation charges.

The \$25 monthly fee includes a \$14 to \$18 charge for programing and an \$8 to \$10 fee for leasing of the receiver electronics. Johnson said subscribers will also pay \$100 for installation and for the antenna and mount, which they will own. Subscribers will have the option of buying the receiver electronics, which cost between \$300 and \$400.

Johnson said the STC service will offer subscribers 400 hours of programing each week on three "counterprogramed" channels. The "Superstar" channel, similar to some of the existing pay cable channels, will feature movies, concerts and theatrical specials. The "Spectrum" channel would include film classics, public affairs, children's programs (for different age groups), performing arts and other cultural programs. The "Viewers Choice" channel would feature sports, adult education and experimental theater. The Superstar channel will run 24 hours a day; the other two will be programed 15 hours a day, Johnson said. Because the receivers are to be addressable, STC will have the ability to offer a certain amount of pay-per-view programing.

Johnson said STC will draw on traditional sources for the bulk of its programing, but that from the start it will "engage in producing a certain amount of original programing." News and public affairs will probably be the first area in which STC will produce its own programing, Johnson said. STC is considering developing its own news network, he added.

The three channels will be enhanced by a number of optional services: a second-language audio channel, closed captioning for the deaf, stereo sound and teletext.

The Comsat DBS system will rely on a combination of extremely powerful geostationary satellites (much larger than the domestic satellites now in use for fixed services) and small, low-cost earth stations that can be installed on the rooftops of subscribers' homes. All the satellites will be PAM-D (Perigee Assist Motor-Delta) class and capable of generating 1,700 watts of power. That power will feed three transponders, each with RF output of 185 watts. The first satellite will fly at 115 degrees west longitude. From that position it will serve the eastern United States, an area bounded on the west by Detroit; Indianapolis; Nashville; Birmingham, Ala., and Pensacola, Fla. The remaining three satellites will be placed in geostationary orbit 20 degrees apart at 135 degrees, 155 degrees and 175 degrees west longitude to cover the central, mountain and Pacific time zones, respectively.

The satellites will broadcast on three channels in the frequency band (12.2 ghz

## How Comsat's STC envisions its



to 12.7 ghz) reserved for DBS at the 1979 World Administrative Radio Conference. Signals will be sent to the satellite on frequencies in the 17 ghz band.

Because the satellites are so powerful, their signals can be picked up on small, inexpensive earth stations. The home earth station consists of an antenna, an outdoor microwave unit and an indoor unit that will sit on or near the television set.

The dish antennas will have diameters of between 0.6 meters and 0.9 meters, depending on the signal strength in the area they are installed. The typical antenna is expected to be .75 meters (about 2.5 feet) in diameter. Attached to the back of the antenna will be the "microwave unit" which converts the 12 ghz satellite signal to an intermediate frequency between 800 mhz and 1300 mhz and sends it by cable to the indoor unit.

The indoor unit's primary job is to descramble the satellite signal—all the programing will be scrambled before transmission—convert it from FM to AM and feed it into the television set on either channel 3 or channel 4. The unit will have a switch for second-language audio and a jack so that it can be hooked up to home stereo equipment for stereo audio reception. The units are addressable, permitting STC to turn service on and off without going into the home and to offer pay-per-view programing.

Additional decoders would be needed for the subscriber to receive teletext transmissions and line 21 closed captioning, now being broadcast by ABC, NBC and the Public Broadcasting Service. In its application, STC commented that teletext standards "should be developed in advance of the introduction of STC's service."

The STC programing will be transmitted to the satellites from a broadcast center that will be built near Las Vegas. Johnson said the site was picked because of the "aridity" of the climate. (Moisture, he explained, can disrupt signals sent at high DBS frequencies.) The center will include two 11-meter earth stations for video transmissions to the satellites and for tracking, telemetry and control of them. The video operations area of the center

will handle all aspects of program production, scheduling, editing and reproduction.

The back-up facility in Santa Paula, Calif., will share a site with Comsat General Corp., a Comsat sister company. An 11-meter antenna will be installed at that site and linked to the Las Vegas center by land lines during the initial phase of service, and an additional antenna is being contemplated when the system is completely operational.

STC's engineering operations will be supported by an existing Comsat facility in Washington, once contracts are hammered out. The Washington facility also will be linked to the Las Vegas center by terrestrial lines.

Johnson, who called the CBS proposal to use the entire DBS frequency band for the development of high-resolution television (BROADCASTING, Oct. 13) "unrealistic," said STC satellites will have the capability for high-resolution experiments and will be available for such tests during hours when transponders are not being used for broadcasting. According to the application, the satellites can be used to test both digital and analog high-resolution signals. High-resolution television (1,000-1,500 scanning lines) requires wide signal bandwidths, which the STC satellite apparently can handle. One transponder can be switched from the ground to pass a 100 mhz signal, and another to pass a 28 mhz signal. In normal operation, all three satellite transponders will transmit a 16 mhz signal.

Realizing that it will need help in the installation and maintenance of the home receiving equipment, STC will set up a network of authorized dealers and retailers to assist it in those functions. Although Johnson didn't say so, it is assumed that STC would like to find a partner that not only would contribute cash to the project but also supply an infrastructure for carrying out the installation and maintenance jobs. Talks about a partnership with Sears, a giant retailer which could have helped on both counts, fell through early this year. STC, however, has kept the Sears name alive as a possible authorized dealer of STC equipment.

STC will have spent \$393.3 million



## earth stations in place across U.S.



before it signs up its first subscriber. The construction, insuring and launch of the first two satellites will cost the most, \$252 million. Other start-up expenses are construction of the two ground stations for transmitting programming and monitoring and controlling the satellites (\$13 million); acquisition of home receiving equipment for resale or lease (\$31.8 million); program production equipment (\$3.5 million), and advertising, development of a program guide, marketing, establishing of regional equipment warehouses, program acquisition, engineering research and development, legal counsel, administrative costs and debt service (\$93 million).

The first year of service—with just a single operational satellite—would cost STC an additional \$290.3 million. That breaks out to \$106.4 million for additional home equipment, \$58.6 million for marketing and financial services, \$76.9 million for acquiring additional programming, \$22 million for administration and \$26.4 million for debt service.

Thus, to pull the service through its first year, STC will need \$683.6 million. Most of that is available through Comsat's capital investment and STC's line of credit. The remainder and a \$40.2 million first-year surplus will come from service revenues. STC estimates that it will have an annual average subscribership of 325,000 in the first year. Consequently, it projects it will gross \$98.8 million in the first year from the monthly programming fees, its cut of the installation charges and equipment leasing.

If STC is to have its system operational by 1985 or 1986 there are several obstacles it will have to overcome. First of all, it must convince the FCC to grant it authority to get moving on its system in advance of the 1983 Regional Administrative Radio Conference, which is to allocate DBS frequencies and orbital slots to countries in North and South America. (Any system authorized before the 1983 conference has no international sanction; it proceeds at its own risk, should the decision then nullify the technical parameters under which it operates.)

It also will have to overcome staunch op-

position that has been building up within the established broadcasting industry ever since Comsat announced its plans to operate a subscription television system in August 1979. The broadcasters made their opposition clear—either to interim operations before 1983 and in some cases even after that date—in recent comments to the FCC (see page 75).

The broadcasting industry would like nothing better and STC could probably imagine little worse than for Congress to take up the question of whether DBS is in the public interest in light of its potential impact on local broadcasting. Senator Bob Packwood (R-Ore.), designated chairman of the Senate Commerce Committee, is on record as saying that the implications are "so profound" that the issue should be taken up by Congress and not left to a regulatory agency (BROADCASTING, Nov. 24).

Apparently sensitive to the concerns of broadcasters, Johnson stressed at the press conference that STC's service would not compete with broadcasters for advertising dollars and that its programming would not cut deeply into viewing of local and network programming. Johnson's judgment was based on a study conducted by Arthur D. Little for STC, which concluded that even if DBS penetration reached 25%—STC is projecting a maximum penetration of just 8%—"it would produce only 4% diversion of local TV station audiences."

DBS, the Little study found, would have a much greater impact on similar subscription services like MDS and STV. In a market where MDS or STV has captured 5% of the television homes, the entry of DBS would cause MDS/STV penetration to drop to 3% if the MDS/STV programming is different from DBS and to fall below 1% if the programming is generally the same.

Although STC expects its primary customers to be individual homeowners who don't have access to cable television, Johnson said, antennas can be installed at apartment buildings and condominiums to service all their units through a distribution system. He also said that if STC is successful in its programming efforts "there is no reason at all why cable operators wouldn't be interested" in picking the pro-

gramming up at their headend for distribution to their subscribers.

Although Johnson considers STC's service a broadcasting service, STC chose not to file the application under any of the existing rules or regulations. It expects the FCC to process and grant its application on an ad hoc basis. "A decision by the FCC to process the instant application on an ad hoc basis is within its authority because the due process rights of interested parties will not be compromised, and the utilization of any other procedure would not improve the quality of information available for the resolution of outstanding issues."

STC said the application, which contained a nationwide ascertainment as well as a completed standard form 301 (application to construct a new broadcast station), said that "for administrative purposes" the service should be classified as a broadcasting service. The DBS service "is functionally indistinguishable from the terrestrial STV service that consistently has been classified as broadcasting.... That [DBS] signals are transmitted from space, rather than from terrestrial transmitters, has no bearing on the issue of regulatory classification," STC declared.

The STC application surely will be attacked by broadcasters as it wends its way through the FCC. Johnson, however, said he doesn't "fear" those attacks because of the "enormous and unprecedented benefits" that will be derived from the implementation of the STC service that would form the cornerstone of its defense. Johnson said the service would expand viewer choice; bring television to remote areas now unserved or underserved by conventional broadcasters; stimulate program production; create new jobs, and enhance competition among the various subscription television services.

The fate of the application at the FCC is unclear, not only because of its peculiar nature and the unhappy broadcasters, but also because the November elections have left things unsettled there. Two of DBS's FCC supporters were Nina Cornell, chief of the Office of Plans and Policy, and Chairman Charles Ferris, both unhorsed by the election. Nonetheless, STC urged the FCC to move as quickly as possible on its application. Quick action, STC said, would be consistent with past FCC actions which have recognized the need for speed in dealing with satellite applications. "The substantial lead time required for construction and launch of the DBS system would be seriously compounded by regulatory delay," it said.

Joseph Charyk, president of Communications Satellite Corp., called the proposed service a "logical extension" of Comsat's mandate to develop satellite communications, and said the service is a result of technology reaching a point where television can be delivered via satellite "efficiently and economically" into the home. Charyk ducked out of the press conference immediately after his opening remarks and was unavailable for questions.



## 'Honorarium' for NAB's chairman?

**Plan is shaping up as major controversy for January meeting; Fritts candidacy largely tied to favorable resolution; opponents say service should be voluntary**

Controversy among the National Association of Broadcasters' board of directors over whether to pay an "honorarium" of up to \$50,000 a year to the joint board chairman ("Closed Circuit," Dec. 15) intensified last week, with a majority of the 48-member board said to be leaning in favor of the idea. But by week's end, a sizable opposition had begun to develop.

The basic idea is to reimburse a chairman's company for time and productivity lost due to work for NAB. Such work has customarily been voluntary—part of "paying your dues" to the industry, as one source put it.

Among those prominently against it: the present joint board chairman, Tom Bolger of Forward Communications, and the immediate past chairman, Donald Thurston of Berkshire Broadcasting. Among those for it: the leading candidate for that position—Edward Fritts of Fritts Broadcasting, who currently chairs the radio board. Fritts is concerned that the duties of the job will harm his small business—he owns four AM's and four FM's—which he manages himself.

If NAB could reimburse Fritts for the cost of hiring an assistant to manage his stations, he would readily run for election. If not, the decision to do so will be, he says, "a tough call."

NAB, which traditionally alternates between TV and radio for its joint board leadership, is due for a radio chairman. Fritts is a popular candidate who holds the sympathy of many directors, but the issue of increased compensation is described as "highly sensitive."

Leaders of the honorarium movement are directors Arnold Lerner of WLH(AM)-WSSH-FM Lowell, Mass. (Fritts's predecessor as radio board chairman), Jerry Lee of WDVR(FM) Philadelphia, Marion Stephenson of NBC Radio, Gene Cowan, ABC Washington vice president, and Cullie Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C. They believe small businessmen involved with day-to-day management of their stations should have the same opportunity to serve as joint board chairman as do representatives of large corporations, which can adjust more easily to losing an executive for two years to NAB service.

"It's in NAB's best interest to maintain diversity in the position of joint board chairman," said Lerner. "There are qualified small entrepreneurs who do not have the financial resources to serve as joint board chairman." Lerner believes expanded reimbursement should be available to all joint board chairmen, because corporations have made "terrific contribu-

tions to NAB, for which they've never been thanked."

"The value of the position is in liaison work between the association and its members," said Bolger. "That value is lost if the chairman is dependent on NAB." According to Thurston: "If it had come up during my term, I would have been aggressive in trying to stamp it out. Volunteerism is important. I don't think we should have people running for a paid position.

"I understand I'm being used as an example of a small businessman and past

chairman who favors increased reimbursement," Thurston told BROADCASTING. "I certainly do not."

NAB hasn't compensated its joint board chairman for more than travel expenses since 1967, when a three-year transition period between association presidents Leroy Collins and Vince Wasilewski ended. During that period, which began in mid-1964 and ended in mid-1967, NAB reimbursed joint board chairmen Willard Schroeder and John Dille Jr. for living and travel expenses because they spent most of their time in Washington, available on a day-to-day basis to NAB staff.

When Dille's term ended, the board handed day-to-day management of NAB

## In Brief

**Newcomers to majority lineup** of next year's Senate Commerce Committee are **Ted Stevens** (Alaska), who returns after two years on other assignments, and freshmen **Slade Gorton** (Wash.) and **Bob Kasten** (Wis.). Leaving committee is **John Warner** (Va.). Majority-minority ratio changes next year, from 10-7 to 9-8. Majority members of next year's Communications Subcommittee will be: Barry Goldwater (Ariz.) (chairman), Harrison Schmitt (N.M.), Larry Pressler (S.D.) and Stevens. Lineup on House side has not yet been determined.

Following adoption of resolution calling for inflationary adjustment of **cable copyright fees** two weeks ago, Copyright Royalty Tribunal last Wednesday **raised fees by approximately 21%**.

Senate adjourned last Tuesday (Dec. 16) without calling H.R. 6228 (**Swift Bill**) to floor. Congress did pass S.3261 in closing days of session. It modifies Section 222 of Communications Act by making Hawaii domestic rather than international point.

Corporate reorganization at **ATC** produced no new names, but slew of new titles. **Trygve E. Myhren**, executive vice president, was named president, succeeding **Monroe M. Rifkin**, who will continue as chairman and chief executive. Also, Joseph J. Collins, executive vice president, was appointed senior executive vice president, and Michael J. McCrudden, senior vice president, was named executive vice president-corporate development.

Securities & Exchange Commission filed suit in New York federal court last week against group of affiliated cable companies, called **Cable/Tel** in suit but known in industry as **Six Star Cablevision**. Suit charged that group **defrauded 714 investors** in sale of \$88.1 million worth of unregistered securities in 1977 and 1978 and that group's principals—Stuart C. Harris, Roger C. Maggio and Paul L. Skulsky—diverted \$8.3 million of money to their own use. Harris and Skulsky and cable companies have already agreed to consent order that requires them to hire independent accountant to check books and reimburse investors if it's shown money was misused and appoint advisory committee made up of five investors to oversee cable operations from now on.

**KITV(TV) Honolulu** was turned down Thursday in request for court order barring Governor George Ariyoshi and Honolulu City Councilwoman Marilyn Barnhorst from **refusing to grant interviews** to or answer questions of reporters for strike-bound station (see page 77). Station claimed officials were violating constitutional guarantees of freedom of speech and equal treatment under law. But Judge Samuel P. King said KITV had not made showing of irreparable harm to substantiate request for preliminary injunction.

NTIA says FCC has erred in enforcing "**reasonable access**" law on case-by-case basis, and has petitioned commission to initiate inquiry on subject, says congressional intent and "sound policy" require that question of compliance be considered on "overall basis," either at renewal or revocation. But NTIA also believes networks are wrong in arguing that Section 312(a)(7) does not represent new policy; NTIA says it does. Thus it disagrees with fundamental positions of both sides in Carter-Mondale Committee case, to be heard by Supreme Court.

ABC on Friday was Presidential Inaugural Committee's **last hope** for network coverage of Frank Sinatra-produced and directed gala to be held on Jan. 19, night before inauguration. NBC and CBS have passed.



## FCC punts on move to Rosslyn

over to Wasilewski. According to Dille, NAB paid him \$50,000 a year during his chairmanship to cover the expense of living in Washington.

"But that was an extraordinary circumstance," says Dille, "in which the board decided NAB needed a joint board chairman highly active in running the association." Although there was disagreement among board members about whether such assistance to the new association president was necessary, Dille recalls that there was little controversy in deciding to reimburse the joint board chairman once it was decided he would move to Washington.

At issue in the current controversy is the additional question of the joint board chairman's role, one that has been greatly expanded by its last two incumbents. "The role of the joint board chairman has grown from running three meetings a year to a great deal of on-the-scene participation in meetings of NAB, state and other associations," says NBC's Stephenson. Thurston spent about "half his time" doing NAB work during his chairmanship, while Bolger has made it virtually a full-time job. "Have we come to expect too much of our joint board chairman?" asks board member Reid Chapman of Indiana Broadcasting. He believes increased compensation cannot be discussed without also looking at ways some of the chairman's duties might be delegated elsewhere.

According to Bolger, the decision to run a highly active chairmanship was "my style of doing things," and encompassed "very specific goals" which "I'm still on track in fulfilling."

"The chairman has to epitomize volunteerism," says Bolger. "The minute he assumes a paid relationship, the chairman loses his image of leadership."

Leaders of the movement to increase reimbursement have been telephoning board members to acquaint them with the issue. They have gotten positive reactions from most members and believe they have favorable votes at this point from well over half.

Tarleton says he has "a plan" for implementing increased reimbursement, which he intends to present at the Jan. 26-28 joint board meeting in Scottsdale, Ariz. Lerner is considering offering a resolution at that meeting affirming NAB's present policy of reimbursing the chairman for travel expenses and extending reimbursement to cover losses to his business.

Bolger intends to raise the issue at the executive committee meeting earlier that month (Jan. 5-6). "We'll be working on the budget at that meeting," he says, "and this is a matter that will impact the budget." Another reason for putting the issue before the executive committee, he says, is his belief that some members have been misinformed about it. "They have been told there is a precedent for doing this, that NAB once paid its joint board chairman a salary," Bolger concurs with Dille, in saying that salary exception was made under extraordinary circumstances.

### Defers action until Feb. 4 and new administration; commission passes up less costly of two options, and with it chance to save \$9 million, proponents say

The FCC last Thursday (Dec. 18) deferred until Feb. 4—and, presumably, until there is a new FCC chairman—a proposal to move its headquarters to Rosslyn, Va. It adopted a motion by Commissioner Robert E. Lee to have two commissioners act in liaison with the FCC's Office of the Executive Director to survey all possible options—especially those that might enable the commission to remain in Washington—for consolidation of the agency. Those two commissioners—Lee and Anne Jones—will report back to the full commission with their findings by no later than Feb. 1.

By deferring action, the commission effectively foreclosed its move into the first of the Twin Towers now under construction in Rosslyn and, according to the move's proponents, lost the opportunity to save \$9 million over 20 years. That space will now be leased to one of several other negotiating parties.

If the commission had indicated a willingness to lease Tower I space now (some 13 floors at \$16 per square foot, approximately \$4.1 million per year), it could have leased the remaining space it needs to house the FCC—up to nine additional floors in Tower II—at a cost of \$19.50 per square foot or approximately \$3.5 million. At those rates, the executive director's office was hoping to negotiate a 20-year lease for Twin Towers at \$7.6 million per year.

Based on projected costs of building space in Washington during that time, the executive director's office concluded that the commission could have saved \$30 million by choosing the Tower I option. Should the Tower II possibility also be scrapped, proponents say that \$21 million in savings will evaporate.

A spokesman for Westfield Realty—the lessor of Twin Towers—confirmed that the commission's action to defer consideration of the move meant that the Tower I option "is over."

The option to move the entire commission into Tower II is still available although the price per square foot will be greater than the \$19.50 offered as a package with Tower I. How much higher is still a matter of negotiation.

Officially, the vote to defer action on the move was 4 to 1 in favor of deferral with Chairman Charles D. Ferris alone in the minority. Jones was out sick with the flu while James Quello was on his way to Florida for the start of his Christmas vacation. He left behind a memo indicating that he favored "a thorough, objective exploration of all options for remaining in the District," before making a commitment to lease any space in Twin Towers. Sources close to Jones said she also felt

the matter should be looked into more closely before moving to Rosslyn.

Tom Campbell, assistant executive director, presented the item to the commission. He indicated that the re-leasing of two downtown Washington buildings—housing the majority of the FCC staff and facilities—was in considerable doubt, while at least one building housing around 100 commission staffers would be unavailable for re-leasing because it will be demolished after the current lease runs out in April 1982.

Campbell also said he "has heard rumblings" to the effect that the lessor of the "main building" at 1919 M Street—Charles E. Smith & Co.—wants to lease that building to an entity in the private sector once the commission's lease runs out in October 1982. However, Irwin Altman, senior vice president of Smith's leasing department, denied that any such "rumblings" came from his office; he said he "hasn't even thought about" re-leasing negotiations.

Campbell also said that the 450 or so employees at 2025 M Street will probably be displaced in 1983 when that lease runs out because the primary lessee of that building—National Public Radio—has indicated it will exercise its right of first refusal to lease any space that becomes available in it. And he noted that buildings now available in Washington or those that are currently under construction there "simply aren't large enough" to house the entire FCC. Most, he said, are "between 200,000 to 350,000 square feet," while the commission needs 400,000 to 425,000 square feet to house all of its staff and facilities.

In terms of costs, timeliness and consolidation, the Rosslyn option was "the best alternative," said Campbell, noting also that the Twin Towers are within a block of the Rosslyn Metro (subway) stop and thus easily accessible to the public and FCC employees.

Commissioner Abbott Washburn was the most outspoken opponent of an immediate move to Rosslyn. Although not discounting that option outright, he suggested that the staff had inadequately studied all of the options for remaining in Washington. He also felt that the new administration should have the final say on any move the commission opts for because it "will have to live with this and implement it and should not have to accept a fait accompli dumped in their laps."

Washburn also referred to letters received by Ferris from members of both

**Editor's note.** BROADCASTING will not publish a Dec. 29 issue. The annual double issue—featuring a special report on the top 100 companies in electronic communications—will be the first 1981 issue, on Jan. 5.



houses of Congress—including a recent one from Senator Barry Goldwater (R-Ariz.), incoming chairman of the Communications Subcommittee—indicating dissatisfaction with Ferris's handling of the move, which Goldwater called "inept." Although not rejecting outright a commission decision on the move, Goldwater said any such decision would necessarily undergo the rigors of a "full review" by his committee.

Ferris responded that as "part of the outgoing team I want to leave my successors with the best possible environment within which to manage the commission . . . one I did not have." He also said that some "clear choices had to be made which should be sensitive to the independent nature of the agency," an obvious rejection of the notion that he at least would be influenced by grumblings from Capitol Hill about whether or not to move.

To prove his point about the staff's inadequate consideration of all the available options, Washburn produced a memo written by one executive of a Washington real estate firm to another about the availability of enough space in two connected office buildings (one under construction) in southwest Washington to accommodate the commission's needs at a considerably lower price.

Campbell acknowledged his awareness of the buildings' availability but noted that the Government Services Administration was actively negotiating with the lessors for that space and felt that that precluded the commission from competing for the right to lease the same property.

Ferris backed Campbell on that point saying that "the notion of having an entity come in and have two parts of the government play each other off is not an appropriate activity."

At this point Ferris made a reference to the real estate executive as being Washburn's "friend." Washburn denied that any such friendship existed. Ferris then asked how Washburn had acquired the memo, noting that he "never saw that before." Washburn then made the observation that Ferris probably received many memos to which neither he nor the other commissioners were privy. Ferris's retort: "I think it's the difference between being chairman and playing chairman."

Moments later, Commissioner Tyrone Brown expressed his "disappointment that the decision of this commission has become so wrapped up in politics that it's very, very difficult to get at the circumstances as they exist. In light of that difficulty, one begins to see the wisdom of these kinds of issues being turned over to the GSA because this approach simply doesn't work."

Commissioner Joseph Fogarty said he would "take no responsibility and no blame for the \$9 million loss since I was not asked to participate in or informed of" the evolving plans for the move. "The amount of evidence is so frugal . . . I think the selection process might work out a bet-

ter deal for the taxpayer in the District."

Ferris emphasized that although \$9 million had been lost, the Tower II option was still available and, "after all, every \$21 million counts."

## Bah humbug time at TV networks, as profit drops bring out axes

**NBC appears to be under the greatest pressure to cut costs, although no massive personnel firings are anticipated; ABC and CBS reductions less severe**

Intense belt-tightening moves are being developed at all three TV network organizations ("Closed Circuit," Dec. 15), with the most severe apparently at NBC under the combined pressures of sinking ratings and sunken profits.

NBC-TV has let "four or five people" go, a spokesman said, but he denied published reports that the total would probably reach 280 or more after Jan. 1. "No number has been set," he insisted. Each department will get a cost-reduction goal, he said, and may achieve it by cutting personnel or by other means, or by a combination of both.

He said a cost-reduction program is under way throughout RCA, NBC's parent company, and "we've [at NBC] had some already—but not so much in people as in things like travel, entertainment, operations and engineering overtime and the like."

"The number of people who will leave has not been determined," he continued. "I'm sure some more will go, but I've been led to believe by people whose judgment I respect that the total will not be more than somewhere between 50 and 100."

In NBC's last big belt-tightening move, about four years ago, he recalled, some 300 NBC employees were let go.

The pressure appears to be greatest on NBC because its ratings are weak and its profits dropping. In daytime ratings it's a distant third in the three-network race, in prime time it appears destined to run third again and in early morning its *Today* show is under constant pressure from ABC-TV's *Good Morning, America*.

NBC profits, \$152.6 million (pretax) in 1977 fell to \$122.1 million in 1978, to \$105.6 million in 1979 and are expected to drop to \$70 million or less this year. Part of this year's drop may be charged to the costs of national political campaign and election coverage and to the loss of the Moscow Olympics.

NBC President Fred Silverman—hired in 1978 to lead NBC-TV out of the ratings wilderness—was said by an NBC spokesman to have set NBC's 1981 profit goal at

about \$140 million. That target, he said, was set by Silverman, not imposed upon him—as some accounts had it—by RCA Chairman Edgar H. Griffiths. It reportedly took into account the absence, in 1981, of political coverage and other extraordinary costs associated with 1980.

Silverman has also been reported under pressure from RCA for slowness in developing an NBC position on cable TV. RCA builds cable equipment, plans to market its SelectaVision videodisk system beginning in March and has compiled a catalogue of videodisk programing. But NBC, unlike CBS and ABC, has made no move to get into programing for cable or other new media. In the past, Silverman has emphasized to NBC-TV affiliates that NBC is oriented exclusively to broadcast-

ing. The pressures seem greatest at NBC, but ABC and CBS also are in a pruning mood, although officials assert that no personnel cuts have been made.

"We're watching all expenses carefully—very carefully," an ABC official reported. He said there had been no layoffs but that a virtual freeze had been imposed on hirings. Travel, entertainment and similar costs also are being curtailed.

At CBS an official said "expenses are being questioned right and left," but that the full extent can't be known until the budget process is completed several weeks from now.

A CBS spokesman said no lid had been imposed on hiring, "but one may come later." Another executive put it this way: "For some time now, whenever a job opens, we look at it and say: 'Do we have to fill it?' If the answer is yes, then we fill it." As for layoffs, the spokesman said that "attrition will probably take care of whatever we're going to do."

## Gannett plans national daily, cable programing

**Neuharth unveils proposal for satellite communication system to deliver 'U.S.A. Today' and local, regional or national material for cable systems; Maurice Hickey will head venture**

For several months early this year, a number of young Gannett Co. executives—ranging in age from 29 to 31—were based in a cottage in Cocoa Beach, Fla., engaged in a research mission largely secret until last week. The assignment—which also took them back and forth across the country—was to determine the best way Gannett could invest its substantial resources in new and more efficient ways to deliver the news. The answers emerging from the research surfaced at Gannett's annual year-end meeting of key executives in Washington—and the principal one in-





Neuharth

volves the establishment of a satellite communications network.

Allen H. Neuharth, chairman and president of the company, disclosed that Gannett has already formed a new subsidiary, Gannett Satellite Information Network, to operate the service. An earth station is being established at Springfield, Va., about 20 miles from Washington, to transmit news, information, advertising and entertainment "to an infinite number of satellite receiving stations around the country."

Nor was that the only major news Neuharth offered. He said the network figures in Gannett plans to develop "a new national general-interest daily newspaper." Prototypes will be tested in 1981 and, if the tests warrant, introduction of *U.S.A. Today*, as it is being called, is possible in 1982. Neuharth gave few details—no decisions have been made on format or content—but said what is envisioned "is a 'different' national newspaper, which would compete neither with existing metropolitan newspapers nor with existing Gannett community or regional newspapers."

Neuharth also indicated Gannett was considering yet another departure. Among the possibilities for which "in-depth study" will proceed, he said, is providing programming for local, regional or national cable television. Neuharth stressed the company is not contemplating ownership of cable systems.

The satellite network involves an agreement with American Satellite Co., which provides satellite transmission service for the *Wall Street Journal* and *U.S. News and World Report*. It will provide transponder time for the Gannett operation. And the earth station is being established under an arrangement with Army Times Publishing Co., whose production facilities for its worldwide publications are in Springfield.

The satellite network idea flows from the conclusions of the Cocoa Beach-based

task force that most of the information businesses in which Gannett is involved will not only survive but thrive in the years ahead and that the American people "are more hungry than ever before for information." The key to satisfying that appetite, the researchers felt, was "the right mix of ways to create, produce and deliver more news, information, advertising, entertainment to the consumer," wherever he or she is.

Said Neuharth, "We believe Gannett is uniquely positioned to develop the proper mix, because of our considerable news, advertising, production and distribution facilities in 35 states. We are encouraged by the variety of ways in which we might combine those existing resources—and others—with new technology to offer new information products and services to large numbers of customers."

He also noted that Gannett has tremendous resources of material on which to draw—"a vast bank of unused or underutilized software and hardware." He said only about 20% of the material gathered by the company's 4,168 print and broadcast journalists reaches readers or viewers. "Our objective is to use—and reuse—much more of this software and to more efficiently utilize more of our hardware," he said.

The proposed national daily newspaper and the possible entry into cable television programming are the new uses to which the satellite service could be put. It could also be used to provide news and advertising supplements for Gannett's 81 daily newspapers, with their circulation of 3.6 million; special programming for the company's seven television stations and 13 radio outlets, and the transmission of high-quality advertising for its 38,000 billboards. Neuharth said "in-depth explorations" of those possible uses are under way.

Neuharth, who in a news conference following his prepared remarks, declined to be specific about any of the matters discussed, added a note of caution in his speech. "Any new approaches or new ventures which we consider will be weighed very carefully on the basis of risk-reward ratios," he said, adding that the company will proceed with a proposal only if the potential or probable rewards are worth the risk.

That approach applies to *U.S.A. Today*. If the response to the prototypes next year is not favorable, Neuharth said, the company will use what it has learned from the exercise to deliver information in other ways to consumers.

The new satellite subsidiary, which will be based in Washington, will be headed by Maurice Hickey, 46, former publisher of Gannett newspapers in Florida, New York state, Illinois and Michigan. The executive vice president/news for the new operation will be Ron Martin, 43, until recently editor of the *Baltimore News-American* and formerly an editor of newspapers and magazines in Detroit, Miami and New York City.

## Murchison, Field to co-venture with Ledbetter for STV in Washington

**New ch. 50 station targeted for start in summer of 1981**

Come next summer, Washington, D.C., will have its first subscription television service—or it will if present plans proceed on schedule. Texas oilman Clint Murchison Jr. and Field Enterprises Inc. have formed a partnership to provide STV service under an arrangement that will make possible the establishment of a new TV station in the city—ch. 50 WGSP-TV.

Theodore Ledbetter, an engineer and filmmaker who briefly managed WBNB-TV St. Thomas, Virgin Islands, and who will become one of the small but growing band of black broadcast station owners, turned over the STV authorization granted him by the FCC to the new partnership, called Subscription Television of Greater Washington, D.C.

Ledbetter received FCC approval of his application for a construction permit last June. At the time, financing for the station was to be provided by Teleprompter Corp., the nation's largest owner of cable television systems, in return for the right to operate the subscription television system. However, Teleprompter later lost interest in over-the-air pay systems, and helped Ledbetter find a replacement.

Murchison's Subscription Television of America Inc. and Field Enterprises' Field Communications Inc. subsidiary are 50-50 partners in STVGW, which will provide the \$3 million in financing Ledbetter needs to build the station. It will also pay a monthly fee for use of the air time to transmit its pay programming. STA is prepared to invest up to \$30 million to equip 200,000 homes in the Washington area with devices to decode the scrambled pictures. Ledbetter says the station's service area will encompass 1.5 million homes in a 50-mile area.

The pay service—to be called "Super Time"—will be provided at night and on weekends, and will include major feature films and special sports events. Ledbetter, who has produced documentaries and commercials, including some for political candidates, says the FCC-required 28 hours a week nonpay programming will be largely locally produced.

Plans for going on the air next summer are based on an optimistic reading of estimates as to when broadcast equipment can be delivered by suppliers. Ledbetter says the delivery dates range from six to 12 months. In the meantime, however, other construction will proceed.

STA operates a pay system at KTSF(TV) San Francisco; it also is the permittee and STV franchisee of a station in Providence, R.I., and has STV franchises for stations under construction in Chicago and Atlanta and on the air in Norfolk, Va., WTVZ(TV).



## Keeping up, transition wise

**FCC team almost has report ready; chance that Brown may leave by Jan. 1; but Lee can't be tempted by small change; and strange things may happen to the NTIA; team says it's innocent on move**

President-elect Reagan's FCC transition team was, according to its members, moving along smartly toward completion of its third and final report to transition officials. Well, maybe not smartly enough to meet the deadline today (Dec. 22) for such reports, but team captain Michael Gardner didn't expect to miss by more than a couple of days.

It's understood the report will constitute a briefing paper that would be valuable to the incoming chairman—whoever he or she may be—and any other new member. It will discuss the agency in detail, its functions, and the issues it faces. It also will list options for dealing with the issues, spell out the implications of each and, finally, make recommendations in areas where, as one source put it, "Reagan initiatives can be accomplished." And the possibilities are said to be plentiful.

As for clues, team members offer such unsurprising comments as: "The emphasis will be on less regulation." But hasn't Chairman Charles D. Ferris already done a lot in that area? "Broadcasting is still one of the most heavily regulated industries" is the reply.

□

For the moment, at least, speculation on the future of FCC Chairman Charles D. Ferris—that is, when he will leave the agency—is on hold. Moving in to keep the speculation pot boiling is talk about the future of Commissioner Tyrone Brown, if only because he doesn't mind joining in the talk himself.

"I'm actively thinking about the next phase, of whether to stay another year . . . it's also a year-by-year thing with me," he told BROADCASTING. When will he make up his mind? "By the first of the year." Job offers, he says, are not the problem. "I want the peace and quiet over the holidays to think about it."

Brown, who joined the commission three years ago, says he is happy in his work. But the question that a Democrat in what will be a Republican administration has to ask himself is: "Can I continue to enjoy it as much." One inducement to stay was lost in the election—the likelihood, if not the certainty, that he would have been named chairman whenever Ferris left. A Brown departure before Reagan assumes the Presidency would further enhance the growing reappointment prospects of Commissioner James H. Quello.

□

There seemed little likelihood last week that the small matter of another \$2,500 in his annual pension would prompt Commissioner Robert E. Lee to head for the exit next month. As a gift to its departing members and other senior officials of the government who chose to take it, Congress last summer voted to boost pensions by 7.7% for those leaving government within a time frame that, considering when it was signed, runs to Jan. 18. But Lee, who has now served 27 years with the commission, said last week, "I'd like very much to finish my term," which expires on June 30. Oh, things might persuade him to leave early.

Being passed over as interim chairman—the nod could go to Commissioner Abbott Washburn instead—might cause him to rethink his plan to finish the term, although he says that isn't a threat. Or the appointment of a permanent chairman with whom he did not think he could work might be persuasive. But \$2,500 a year? That, said Lee, would not.

□

What is becoming one of the intriguing questions of the tran-

sition is the fate of the National Telecommunications and Information Administration, the agency created four years ago out of the old Office of Telecommunications Policy, after an earlier change in administrations. But no one is talking about wiping it out without a trace; its responsibilities for advising the President on private sector telecommunications matters and managing the government side of the spectrum will have to be exercised somewhere.

Indeed, some of those working on the transition who are thinking about NTIA talk of the need for strengthening its role. They reason that NTIA has been as effective as it has only because of its present administrator, Henry Geller. Replacing him with an equally effective person might not be easy.

But how to strengthen the agency, now located in the Department of Commerce? One position paper simply calls for reconstituting OTP, with a small, policy-making and President-advising unit in the White House and a long technical and research tail housed in Commerce. That would satisfy those who feel telecommunications is sufficiently important to warrant attention at the White House level.

But others wonder whether President Reagan, with his professed interest in reducing the size of government, would welcome the expansion of the White House staff. Another idea calls simply for enhancing the authority of the NTIA administrator, perhaps by giving him an added role as a member of the White House domestic policy staff.

It's possible, however, that President Carter and the Democrats in the 96th Congress may have pointed the way to a new OTP/NTIA. White House aides cite the bill signed by President Carter earlier this month that strengthens an Office of Regulatory Affairs and Information Policy in the Office of Management and Budget. One function of the office will be to implement congressional policy to reduce the paperwork burden government imposes on the public. But more significantly, it will have responsibility for overseeing the purchase and use of computers and communications systems by the government. That portion of the bill, at least, represents a further victory for Representative Jack Brooks (D-Tex.), who fought to keep that responsibility out of NTIA's hands in the first place.

But if OMB is to play a major role in the government's policymaking affecting information systems, some say, perhaps it should be responsible as well for government telecommunications policy. "They're inseparable," said one NTIA official last week. He also noted that it is difficult if not impossible to separate government from private-sector telecommunications policymaking.

"It wasn't planned that way," the official said, "but the Democrats may have planted the seed for a new OTP in OMB."

□

The transition got a little bumpy in the area of the FCC last week. Chairman Ferris, finding himself beleaguered and, eventually, isolated on the proposed move of the commission to Rosslyn, Va. (see page 27), struck out at, among others, President-elect Reagan's FCC transition team. He said it had opposed the move—a statement team captain Gardner denied.

But while Gardner said it would be inappropriate to take a position on the proposed Rosslyn move, he did not deny he felt the decision should be postponed. He noted that the commissioners, by their vote, indicated they did not think the matter had been "well staffed," and added, "I say generally, where deferral is appropriate, that's consistent with the orderly transfer of government." He noted that the top transition officials for Reagan and President Carter—Bill Timmons and Tom Watson—agreed on that early in the transition—"that things that don't have to be done are better deferred. The staffing has to be adequate."



## Small earth stations blossom into big businesses

**What began as a way for rural homeowners to receive TV has turned into a business, providing signals to hotels, apartments, trailers for pay**

Entrepreneurs are finding new ways of using satellite earth stations to satisfy the voracious appetites of American consumers for television programming, particularly the pay variety.

During the latter half of the 1970's, cable systems and programmers, to their mutual benefit, created an extensive satellite communications network for delivery of programming to widely scattered cable systems. Although the network evolved to serve cable systems, new businesses have sprung up, tapping into that network and offering the satellite programming in markets unserved by cable.

Scores of companies, including earth station manufacturers, cable operators and newly formed earth station packagers, are selling and leasing earth stations to individuals rich enough and hungry enough for television to pay the high price for the dishes and go to the trouble of installing them at their homes. Earth stations are not only much more expensive than ordinary TV antennas but also more sightly. Some of these same companies and others

have discovered the lucrativeness of operating satellite master antenna (SMATV) systems at apartment buildings, condominiums, hotels, motels and trailer parks.

The growth of the new businesses has been spurred by the diminishing cost of earth stations. As the cable industry's use of them in the seventies grew, their cost plummeted. Today earth stations capable of delivering broadcast-quality pictures cost less than most sports cars, affordable to individuals and cheap enough to make an SMATV operation not only feasible but also lucrative.

The FCC also encouraged the new businesses by deregulating receive-only earth stations in October 1979. The FCC dropped its requirement that every earth station be licensed. Whether to license an earth station—an action that would protect it from microwave interference—or simply to install it and turn it on is now left to the discretion of the user. The FCC's action cut the red tape and reduced the cost and effort in procuring an earth station.

The proliferation of the home earth stations has attracted attention—articles have appeared recently in the *Wall Street Journal*, *Parade* and *Newsweek*—but it has also stirred quite a bit of controversy over whether their owners have a legal right to

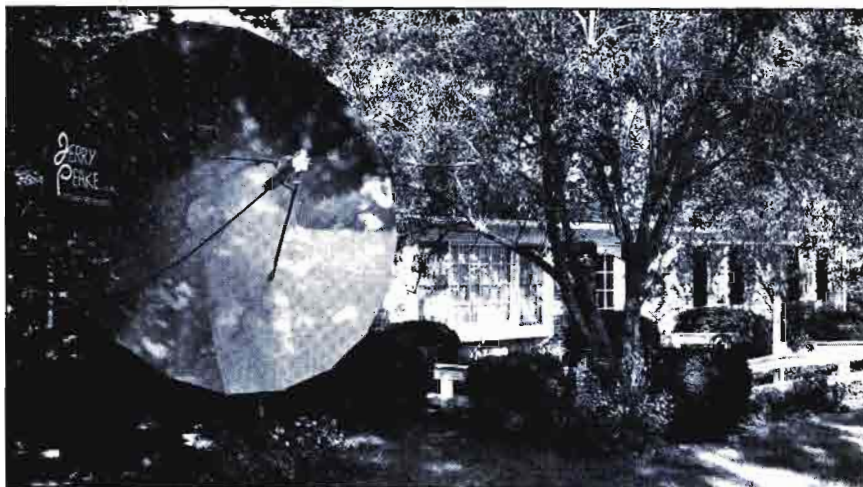
receive and watch satellite programming without the permission of the supplier. Estimates of how many earth stations are in place vary greatly, ranging from 1,000 to 10,000. And projections of the size of the market are no more sure.

While the home terminals have gotten the press, it is the SMATV business that may be more lucrative and that is likely to make more impact on cable and other competitive video services. Many companies that had originally set out to supply the home market are turning their attention to SMATV. And, more important, many cable operators have found SMATV to be an acceptable adjunct to their business, installing SMATV systems to serve multiple-dwelling units beyond their franchises and the physical reach of their cable.

The attractiveness of home earth terminals is wide-ranging. Depending on their technical sophistication, they can be manually or automatically steered to receive signals from any of 11 domestic and Canadian satellites. Most of the television programming is on Satcom I, the primary cable satellite, which carries the feeds of Home Box Office, The Movie Channel, Showtime and other pay and basic cable programming channels. The other satellites and transponders offer news feeds of the







**Part of the landscape.** A little green paint and a few flowers to cover the concrete platform make the 12-foot Paraframe antenna in the front yard of Jerry Peake in suburban Washington a little less obtrusive. Peake, whose primary business (Jerry Peake Co.) is the design and installation of conventional master antenna systems, has founded a new business (Peake Comm) to sell earth stations, like his own, to homeowners, hotels and motels.

major television networks, more cable programming, network feeds of the Public Broadcasting Service and a miscellany of sports events and other special programs being sent for broadcasters by common carriers and resale carriers.

The first to enjoy home earth terminals were hobbyists, people with the expertise to take surplus microwave equipment and modify it to receive the faint signals from the satellite raining down on their backyards. Robert Cooper, one of the pioneers in home terminals, has formed a company, Satellite Television Technology, that publishes a monthly magazine, *Coop's Satellite Digest*, and holds periodic seminars around the country for the do-it-yourselfers and the entrepreneurs looking to buy satellite equipment.

A conference last month in Houston attracted some 800 people and 30 exhibitors, representing companies of various sizes and levels of equipment sophistication, selling the three major earth station components: the disk antennas, the low noise amplifiers (LNA) and the receivers. According to STT's Rick Schneringer, there are between 7,000 and 10,000 home earth terminals in operation, including those of hobbyists that "people don't know about."

One of the first major companies to reach for the home market was Scientific-Atlanta. In May 1979 it formed the Home-sat division. Although its high-end earth station made a big splash when it was featured in the Neiman-Marcus 1979 Christmas catalogue, S-A, which grew up with the cable industry, began insulating itself from the sticky legal question surrounding home terminals by setting up dealerships through which it now sells almost exclusively. Despite its early start, S-A does not consider the home terminal market a major one. Patrick Bohana, earth station marketing manager, said that although homeowners can now buy high-

quality earth terminals at about a third of the price (around \$10,000) they were offered by Neiman-Marcus, there is "not that big a market at that level." And although S-A is certainly capable of putting together a lower-cost earth station to compete with an ever growing list of companies, Bohana thinks that that is unlikely.

S-A is by no means out of the home terminal business. Western Satellite, a division of Western Tele-Communications Inc. and a sister company of the cable MSO, Community Tele-Communications Inc., is the Western distributor of S-A earth stations and has thus far sold 50 of them for home use. Ken Schrader, a sales representative for Western, described a typical buyer as a rancher in a remote area or a wealthy individual who wanted to outfit "his second home in the mountains" with television. The 10-foot, dual-polarity S-A terminal Western is selling costs about \$10,000 installed, Schrader said.

Another early and major purveyor of home earth terminal equipment was Gardiner Communications through its Starscan division. Unlike S-A, it continues to aggressively pursue the market. According to Wally Briscoe, executive vice president of Gardiner, Starscan has sold directly about 25 or 30 terminals (each costing around \$10,000) and another 30 through a network of 19 dealers the company has set up. Starscan has been at it for a year, but Briscoe said "the business is just beginning to get moving." Not counting the hobbyists, Briscoe estimated that there are well under 1,000 home terminals around, but that a market exists for as many as 10,000.

Microdyne, another major supplier of earth stations to the broadcasting and cable industries, does not intend to miss out on the home market. Microdyne has sold 25 to 30 home terminals directly and others through various dealers. George Bell, director of marketing, said it is cur-

rently a minor portion of the company's total business and he expects it to remain that way until the legal problems, which are "slowing it down and stifling it," are resolved.

One of Microdyne's dealers is Fred Hopengarten, whose Channel One firm in Lincoln, Mass., has been selling Microdyne's 12- and 16-foot earth stations from Montana to Florida. Hopengarten said for the past several months he has been selling dishes at a clip of three to six a month, but declines to give a total, claiming it would reveal his annual income. The 12-footer costs \$11,900 shipped and installed, and the 16-footer goes for \$13,000.

Jerry Peake, president of Peake Comm Inc., Silver Spring, Md., is a dealer in Gardiner Communications systems and Paraframe antennas. Potential buyers of home terminals are invited to his home in suburban Washington to witness the glut of television programming available on the satellite through his 12-foot Paraframe system. Peake, whose primary business is designing and installing MATV systems—he's doing just that for the new ABC News bureau building in Washington—has little time for his secondary business. He has, however, sold one Gardiner system to a man in Baltimore and is wrapping up a deal to install a Paraframe system at a Washington area motel. Each installation will cost about \$10,000.

The home terminal market has spawned manufacturers as well as dealers. Reico Inc., Tulsa, Okla., extended its television sales and services business to the manufacture and sale of home earth stations. Reico's Jim Mackerelle said the company manufactures everything but the receiver which is built to its specifications by AVCOM, Richmond, Va. Reico's two earth stations are more expensive than most, but they feature motorized mounts that allow automatic steering of the dishes from one satellite to another. Reico's 10-foot earth station sells for about \$15,000 and the 13-footer for about \$20,000. Mackerelle said Reico has sold 25 to 30 in and around Tulsa and that it hopes to sell many more through a network of dealerships it is establishing throughout the country. It expects to sell the earth stations not only to homeowners, but also to small cable companies that the "bigger companies won't have anything to do with."

The home terminal market is devolving into two separate ones, distinguishable by the quality and cost of the equipment. On one side of the market are home terminals costing upward of \$10,000 installed. On the other side are terminals, built or assembled by a growing number of manufacturers and dealers, costing less than \$10,000 and as little as \$1,000 (for spherical antenna kits made out of two-by-fours and chicken wire).

National Microtech, Grenada, Miss., claims to be working both sides. Dave Frederick, president, buys earth station gear in large quantities and resells it to 100 regional dealers who sell systems for any-



# WHBQ-TV

Memphis,  
Tennessee  
ABC Channel 13  
announces the  
appointment of  
Harrington, Righter  
and Parsons, Inc.  
as national  
representative.

hrp

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

where from \$2,500 to \$25,000. In just six months of operation, Frederick said, the company has sold 300 earth stations, almost all of them through its dealers. Frederick said the most popular system costs about \$6,800 installed. National Microtech's primary suppliers are Antenna Development and Manufacturing Inc. (maker of 11-foot aluminum antennas); Avantek and Amplica (LNA's), and Comtech (receivers).

Downlink, Putnam, Mass., manufactures a spherical antenna made of heavy aluminum screen stretched across a wooden frame mounted on an iron stand. The antenna system was designed for the home market and sells, with feedhorn and receiver, for just \$5,000 installed. Portus Barlow, president of the company, a subsidiary of a Putnam home computer retailer, said if it could sell a system for the price comparable to a projection television system—\$3,000 or \$4,000—"the market would really open up." But even with the current price tags of between \$5,000 and \$10,000, Barlow predicts a "massive" home terminal market in the years ahead. In the next three years, five million terminals could be sold, he said. (He expects Downlink to grab about 1% of the market.) He suspects major companies may decide to compete with him in the low-cost market, but is unperturbed by the prospect. "I think the market is large enough for us all to co-exist." So far, Barlow estimates Downlink has sold directly "a dozen or so" systems. Downlink's dealers, through which it will sell exclusively in the future, have sold in "excess of 50," he said.

Downlink will be at the Winter Consumer Electronics Show in Las Vegas in January looking to expand its dealership ranks beyond about 25. It hopes to count about 125 by the end of the year. At that show, Downlink will also introduce a new spherical antenna (plastic with laminated aluminum surface). The plastic system will cost about \$1,000 more than the wood-and-screen antenna system.

Like other home terminal manufacturers and dealers, Barlow believes that the legal questions are putting a drag on the marketplace. "I wish we could work out something with the programmers," Barlow said, "so we could all make money."

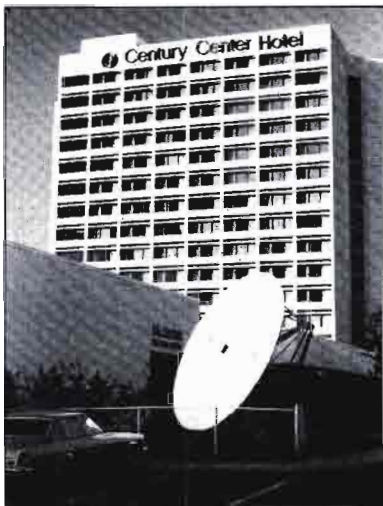
The legal questions concerning home terminals center on Section 605 of the Communications Act. Pay cable suppliers and cable, STV and MDS operators contend the section makes it illegal to intercept satellite signals. Others, particularly the home terminal dealers, disagree.

Channel One's Hopengarten, a lawyer by background, is an outspoken champion of those who believe the Communications Act permits the direct reception of satellite programming by individuals with or without the permission of the programmer. Hopengarten agrees that under the act it is illegal to receive a satellite signal or any other common carrier signal and, as the act says, "divulge or publish" it. But, he

said, the act does not make it illegal simply to receive a signal. As long as the home terminal owner doesn't try to sell the programming he receives, Hopengarten said, he is well within the law. "It's absolutely legal to receive, but basically illegal to receive and distribute."

Another of Hopengarten's favorite arguments is that the precedent for common carrier interception by individuals has been set. For instance, persons have been listening in on ship-to-shore private communications bands for years, he said, and "[I can't distinguish] between that band and the satellite band. "That [the satellite band] happens to carry entertainment doesn't change the law."

John Pellegrin is a Washington attorney representing several MDS operators and cable system operators and naturally takes



**First of many?** VideoStar, a new Atlanta enterprise, envisions a nationwide teleconferencing network of earth stations placed at hotels and motels. The company's first permanent installation is at the Century Center hotel in Atlanta (above); it has made arrangements to set up portable earth stations at hotels in nine other cities on an ad hoc basis. Earth stations, capable of receiving most cable programming, will also supply hotels and motels with in-room entertainment.

a position opposite Hopengarten's. He said Hopengarten is not taking a comprehensive look at Section 605. According to his reading of the section, "the mere reception and use (of the programming) for your own benefit is a violation of the act." To prove his point, Pellegrin quoted the act. "No person having received ... [a transmission] ... shall divulge or publish ... or use such information ... for his own benefit or for the benefit of another not entitled. ..." Pellegrin said if a terminal owner is "avoiding the proper charge by not paying the program supplier," he is reaping a benefit.

Pellegrin shrugs off Hopengarten's claims that reception of the programming is justified by precedent. "That doesn't make it right," he said. "It's essentially

stealing something that's not meant for your receipt."

As a representative of MDS and cable operators, Pellegrin's main concern is putting out of business the manufacturers and distributors of equipment to pirate signals. The problems caused by the home terminal users, he said, are "not going to proliferate too much simply because of the cost of the earth stations."

Last July Representative Richardson Preyer (D-N.C.) introduced a bill that would have clarified the legal ambiguities of Section 605 and made it plainly illegal for home terminals to pick up pay programming. Preyer, having lost his bid for reelection in November, will not return to the House and neither will his bill. But Pellegrin and others are confident another will emerge under some other congressman's name. There are many, he said, "who feel that 605 is not good enough in terms of killing the manufacturers and distributors" of the interception equipment.

Home Box Office, the leading pay cable programmer, is vehemently opposed to individuals picking up its signals—checks from home terminal users willing to pay are reportedly returned without comment by HBO. Linda Davis, an HBO spokesman, said HBO is "just not in the business" of supplying programming for reception by home terminals. "We provide our services through cable and MDS," she said. Reception any other way "is considered theft of service."

The religious programmers and some of the advertiser-supported services do give permission to home terminal owners. But most apparently don't think the home terminal numbers are large enough to merit much concern. Doug David, of the Cable News Network, said CNN "hasn't even thought about it." He said nobody has yet asked for permission to pick up CNN on a home terminal and suggested that he would be surprised if someone did come forward and offer to pay.

The blossoming of SMATV was a natural once earth station prices started down. Companies have found it profitable to install dishes at apartment buildings, condominiums, motels and hotels—beyond cable service areas—and offer local broadcast signals and a package of three to five satellite signals, including a pay service, for a hefty fee. At apartment buildings the fee is usually collected from each tenant; at motels and hotels the fee is often paid by the management.

What's more, the SMATV system is unfettered by government regulations, either federal (the FCC doesn't include such systems in its rules) or local (no franchise is needed to install a SMATV system on private property). The earth station need not even be registered with the FCC.

The lack of regulation permits the marketplace to be the sole arbiter of rates and thus far it appears to be more generous to the operators than public utilities commissions. SMATV operators can charge as much as STV and MDS, which charge anywhere from \$15 to \$30



per month for a single channel. And, as S-A's Bohana said, "It's not hard to see why an [SMATV] system providing three channels can compete very favorably."

An SMATV system is technically similar to a cable system; it picks local and distant broadcast signals and pay and other cable programming off the satellite and retransmits them through a coaxial distribution system to subscribers. However, it is legally much different. According to Robert Ratcliffe, chief of the cable enforcement branch at the FCC, MATV systems are defined as systems serving multiple-unit dwellings under common ownership, management or control and are excluded from cable regulations. (Since the Copyright Act of 1976 uses the FCC definitions, MATV systems are also exempted from paying compulsory license fees.) By the FCC definition then, apartment buildings, condominiums, motels and hotels are open territory for the SMATV pioneers. MATV systems at trailer parks, Ratcliffe noted, are cable systems, assuming they serve a minimum of 50 subscribers and carry at least one broadcast signal.

S-A is one company that has recognized that SMATV can be a great new outlet for its equipment. According to Pat Bohana it sent letters early this year to cable operators alerting them to the business potential of SMATV and explaining that it is a natural adjunct to their business. From that mailing, Bohana said, S-A established "over 30 active, ongoing accounts" with cable operators who indicated interest in operating SMATV systems. (Bohana said S-A also has arrangements to supply equipment to several selected electronics suppliers interested in the business.)

Cable operators have realized, Bohana said, it makes much better economic sense to serve an apartment complex beyond the reach of their trunk lines with a dedicated stand-alone SMATV system costing around \$25,000 than to string cable at \$10,000 to \$12,000 per mile and pay for pole attachments and cable maintenance. An even if the operator wanted to stretch his cable system to the distant site, he might well be prevented by the lack of a franchise, Bohana said.

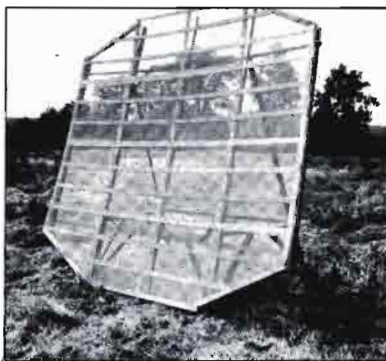
Columbia Satellite Systems has been installing and operating SMATV systems at apartment buildings in Houston and reportedly has plans to move into five other markets. Marketed under the name Starview, CSS is owned equally by TCI, the major MSO, and Houston businessman Alan Rudy. Rudy is well-positioned for the SMATV business. In addition to owning one of the five Houston cable franchises, he owns apartment buildings containing 5,000 units. Moreover, he is the new president of the Houston Apartment Association, an organization representing 1,500 landlords, collectively owning 258,000 apartment units.

Contacted several weeks ago, Rudy declined to discuss the business—"It really isn't in our interest to receive any publicity"—but he did say he is operating

SMATV systems in the city outside his small (18,000 homes) Houston cable franchise area and that business is "pretty good."

Since Rudy is in charge of the day-to-day operation of CSS, John Malone, president and chief executive officer of TCI, was unable to supply details on the operation of it. He said the idea of the company is to provide "cable-like services" to cableless areas on "an expedited basis." When a cable company does come down the street with a cable, Malone said, CSS will sell the SMATV system "to the cable operator and move to the next town."

Typical of the cable operators that are turning their attention to SMATV is Bob Schloss, president of Omega Communications, a 50,000-subscriber MSO based in Indianapolis. According to Schloss, the



**Budget antenna.** About a year ago Black and White Enterprises, a Putnam, Mass., home computer retailer, decided to get into the home earth station business with a 12-foot spherical antenna made of an aluminum screen, a redwood frame and an angle-iron mount. The antenna with a 24-channel tunable receiver and a feedhorn, which is placed opposite the antenna to catch the satellite beams reflected from the screen's surface, costs approximately \$5,000 installed.

company now operates five SMATV systems serving eight apartment buildings. All of the systems offer four channels off the satellite for a monthly charge of \$15.75: The Movie Channel, WGN(TV) Chicago, WTBS(TV) Atlanta and the Entertainment and Sports Programming Network. One of the systems also carries the Cable News Network.

Although the SMATV system also carries all local broadcast signals, management of the system is simplified by offering the entire SMATV package on an "on-off" basis. Customers that don't subscribe must rely on their rabbit ears to pick up broadcasters' signals, Schloss said.

As MDS operators discovered earlier, Schloss found property managers are willing to allow SMATV systems to operate at their properties for a small or nominal charge. An operating SMATV system "is really a good selling point for them," Schloss said.

Schloss uses 12-foot Microdyne earth stations in his systems and has tried to sell

those same dishes in the home market for \$11,800 each. He said so far he has sold two, adding that "it's a pretty tough market."

It takes a building with a minimum of 200 units to make a system profitable, Schloss said. What kind of penetration has he achieved? Schloss said in his largest system, serving 1,200 potential subscribers in three adjacent buildings, between 40% and 50% have signed for the service.

The SMATV business is attracting heavy hitters other than MSO's. A major telephone company and an antenna retailer intend to enter it.

Comco Electronics Inc., a subsidiary of Central Telephone and Utilities Co. (Centel), the fifth largest independent telephone company in the nation, has been engineering, installing and operating MATV systems at some 200 Chicago area apartment buildings for the last eight years. About a year and a half ago, according to Barbara Bassell, Comco's director of sales, communications systems, the company began studying the feasibility of SMATV and now has plans to have its first SMATV system in place within a few months.

Marketing under the name TV 3, Comco will provide three or four channels of satellite programming, including one pay channel, to its apartment building subscribers. Bassell said Comco's marketing survey indicated that a minimum of 100 subscribers on any one system are necessary to make a system go. Since it expects penetration of 30%-40%, Comco is looking for buildings or complexes containing at least 250 units. Comco will charge \$19.50 per subscriber per month for the services, Bassell said.

Can MDS, STV, SMATV and ultimately, cable, all survive in the Chicago market? "Oh sure," Bassell said, "It's a big wide wonderful world. Everybody can be competitive"

The system will be more sophisticated than Omega's systems. Comco already provides MATV service in many of the buildings in which it hopes to market the satellite programming (subscribers pay \$26-\$30 a year for it) and must maintain that service. Therefore, Bassell said, Comco has been considering installing "addressable taps" at the subscribers' television sets so that the satellite programming can be turned on or off without affecting the conventional MATV services.

Channel Master, Ellenville, N.Y., a manufacturer and retailer of MATV systems and home television antennas, is considering the SMATV business (BROADCASTING, Nov. 24). According to Richard Deutch, executive vice president, marketing, the company is test marketing SMATV systems and hopes to sell and possibly operate SMATV systems. It will announce details of its plans early next year. Channel Master could have a profound impact on the business. It has annual sales of about \$50 million and is just one division of the giant electronics manufacturing and marketing firm,



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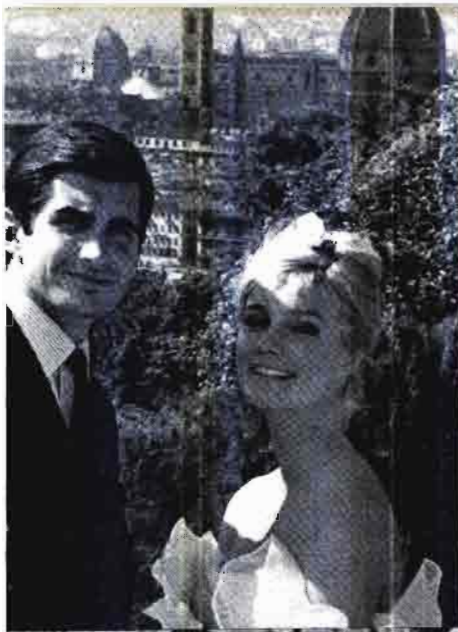
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AVNET Inc., which reports annual sales in excess of \$700 million.

There is still room for the little guy in the business, however. A home terminal dealer needs only a distribution system and the confidence of a local apartment manager to get into the business. Hopengarten's Channel One, for instance, was created to address the home terminal market. But of late Hopengarten has been looking hard at the SMATV market. He said he is working on setting up joint venture arrangements with owners of four apartment buildings in Massachusetts to operate SMATV systems. He said he has an SMATV system "up and running" at a trailer park in the vicinity of Ann Arbor, Mich., and hopes soon to start up several more at trailer parks in that state. The Ann Arbor system is owned by him, the trailer park owner and a local businessman.

In addition to selling earth stations to home owners and motels, Jerry Peake of Peake Comm said he is working out details with a prominent Washington attorney about setting up a company to operate SMATV. And Dave Frederick, president of National Microtech, said he has arranged to supply a Louisiana landlord with SMATV systems to serve his thousands of tenants. Frederick declined to give details, fearing he might lose his contract to one of his competitors.

Holiday Inns, which owns or franchises over 1,500 motels in the United States, was the first in the hotel-motel business to realize the potential of SMATV. In October 1979, it began installing Microdyne and S-A dishes at its owned hotels at a cost of \$20,000 to \$25,000 per hotel, depending on the location. According to a spokesman, 142 dishes are now in operation and new ones are being continually installed. The systems carry just one program, Home Box Office, but plans call for the addition of the Entertainment and Sports Programming Network during the hours HBO isn't transmitting.

The potential of the hotel-motel market was reflected by the presence of three major earth station suppliers—Microwave Associates, Microdyne and Scientific-

Atlanta—as exhibitors at the annual convention of the American Hotel and Motel Association in Washington three weeks ago.

Edward Eagan, an application engineer for Microdyne at the convention, said hotels and motels are a "monster market." He said there are 27,000 hotels in the country with over 200 rooms, each implying that all should be targets for earth station marketers. "It's a major market, bigger than the broadcast market." And it is a market that is virtually untouched. He said, according to an informal survey he conducted, there are only about 250 motels and hotels with earth stations and most of those (142) are part of the Holiday Inn project.

In-room entertainment is the bait Microdyne uses to sell its earth stations. But as Eagan points out, the earth stations can be used for teleconferencing and other communications needs—telephone, reservations and facsimile. The hotel-motel industry has a "high level of need" for those services, he said.

Patrick Bohana was manning the S-A booth at the convention. He agreed with Eagan that in-room entertainment is just a small part of what satellite communications can offer the hotel management. He said the value of satellite entertainment to hotel managers is still questionable, but the value of teleconferencing is clear. "You're talking about real revenue generating capability," he said. A hotel with an earth station can "hold itself out" as a center for teleconferencing and can attract guests.

Satellite entertainment's day at hotels will come when the public becomes so used to satellite programming at home that it will demand it on the road, Bohana said. He said he expects a half-dozen major chains to begin installing earth stations at their individual hotels during 1981.

VideoStar Connection Inc. is one company that hopes that day has come. It's a new company formed by two former S-A employees, Ken Leddick and Jim Black, to provide both entertainment and teleconferencing services to hotels and motels.

Thus far the company has established a teleconferencing network with earth station capability (mostly transportable) at hotels in 10 cities. Only one company has signed up for the entertainment package—Century Center hotel in Atlanta. Century Center pays a monthly fee for three channels—Entertainment and Sports Programming Network, the Cable News Network and The Movie Channel. Marlette Carlson of VideoStar said the cost per month will vary from hotel to hotel depending on the number of rooms, the number of channels desired and the type of channel (pay or basic).

With the notable exception of HBO, most satellite programmers are willing to allow SMATV operators to pick up their signal. VideoStar, for example, has gotten permission to distribute 17 satellite programming services on its motel-hotel systems, including three pay services: The Movie Channel, Premiere and GalaVision. HBO is available on the Holiday Inn SMATV systems and on the systems of Columbia Satellite Systems in Houston. But HBO spokesman Davis said the Holiday Inn deal was an "aberration" and CSS has agreed "not to continue offering HBO." TCI's Malone confirmed that CSS would drop HBO and begin picking up some other service, possibly The Movie Channel.

Nobody argues that reception of satellite programming for commercial SMATV must be authorized. That means getting the permission of the programmers and paying regular carriage fees. SMATV systems operated like cable systems would pay on the conventional per-subscriber basis. Systems serving motel and hotels, however, must reach special agreements with the programmers. Rates for SMATV are, in most cases, the same as for cable. The Movie Channel is one exception. It charges SMATV operators an extra 25 cents (\$4 instead of \$3.75) because, as a spokesman said, "the economics are different."

The most immediate impact of SMATV and home satellite reception may be felt in an unexpected way. They have spawned a number of manufacturers and dealers that would never have existed had the only video markets for earth stations been cable and broadcasting. When low-power stations begin to proliferate—and all indications are that they will—established earth station manufacturers may find themselves in competition with a host of companies that didn't even exist a couple of years ago.

While the future of home terminals is questionable because of their high cost and obtrusiveness (not every neighborhood or zoning ordinance will tolerate an earth station), it is likely SMATV will grow and prosper. Like MDS it can fill the gap between no pay cable television and the advent of cable. And, as one earth station manufacturer said, cable will never be everywhere. If that's true, SMATV and probably home terminals will have a place in the television media mix of tomorrow.



**Lonesome no more.** One of the markets home earth station suppliers have all to themselves are the homes in remote areas unserved by broadcasters. This home in northern Wyoming receives more channels of television off its Prodellin dish, supplied by Channel One, Lincoln, Mass., than any homeowner in the middle of cableless Chicago.



# Radio

## Financial Data 1979

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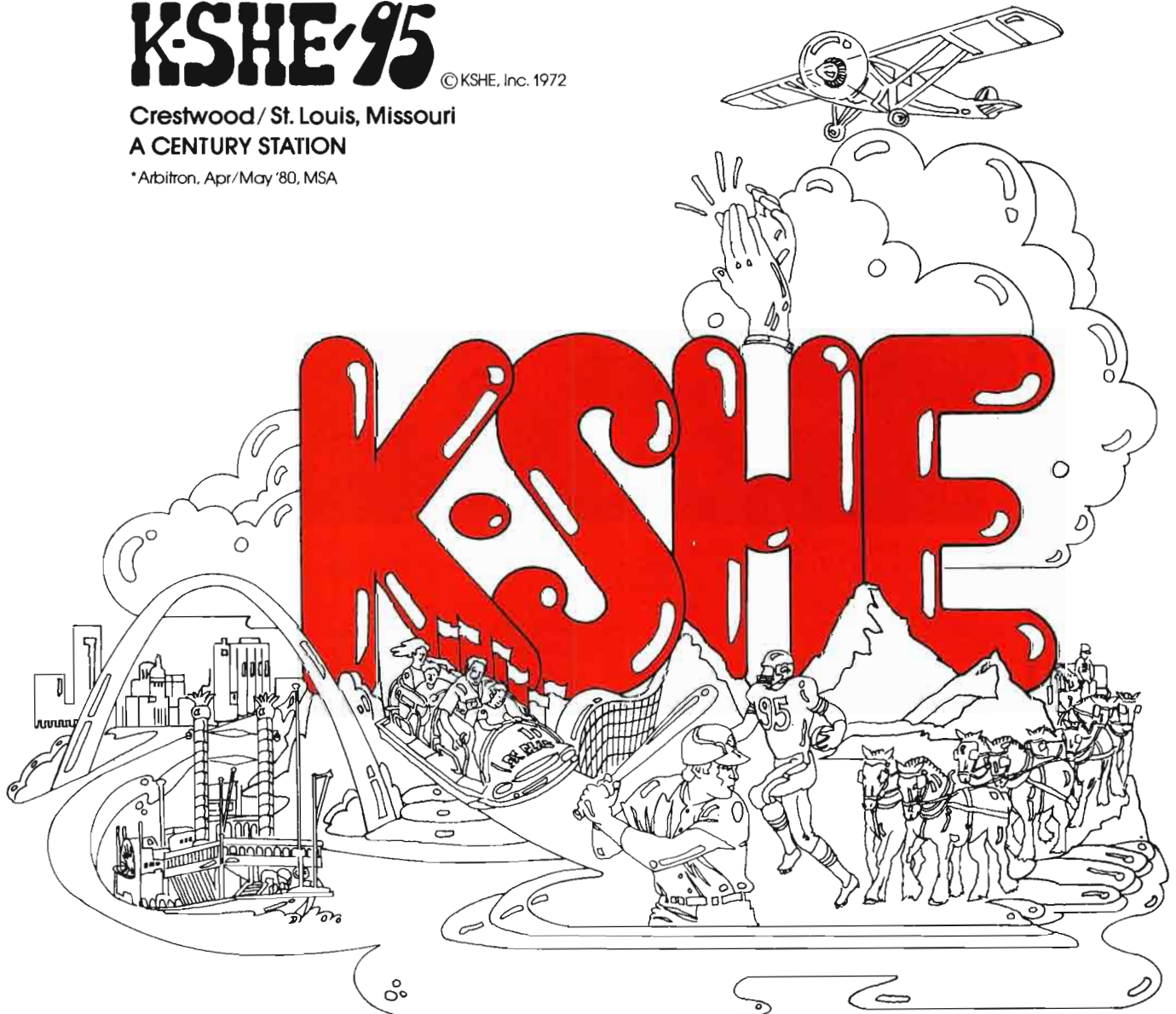
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# More bad news than good for radio in 1979

The revenues were up slightly but the  
profits were off by a lot;  
but total broadcasting industry revenues  
(radio and TV) passed \$10 billion for first time

According to the FCC's market-by-market radio financial figures for 1979—released last Friday (Dec. 19)—radio profits for the 7,036 reporting stations were \$225,258,000—down 23.8% from 1978's total market-by-market radio profit figure of \$295,708,470.

Market-by-market revenues for radio stations reporting in 1979 came to \$2,730,922,673, compared to 1978's revenue figure of \$2,545,442,260—a 7.2% increase.

If one could assume that network radio revenues would remain constant at the \$89,861,000 level they hit in 1978 (1979 figures won't be released until January), the total broadcast industry revenue figure for 1979 should approximate \$10.6 billion, as compared to 1978's figure of \$9.5 billion—an increase of 11.6%. The television total—\$7,875,000,000—was released by the FCC earlier this month (BROADCASTING, Dec. 15).

The closest estimate for a total broadcast industry profit total for 1979 is \$1,930,814,000. That also assumes that radio network profits stayed the same. The correct 1979 radio network profit figures won't be released by the FCC until January when it also issues corrections and refinements for the figures issued last week.

Several significant changes in the format of the FCC radio figures occurred this year. A new column of figures was compiled indicating market-by-market radio commissions; they totaled \$100,281,755 for 1979. Another change was in the way that AM-FM combinations were counted. In 1979 data, they were listed as two separate stations, unlike 1978, when the combinations were counted as one.

Also, barter-tradeout figures were omitted from the market-by-market totals; they, too, will not be available until January. *(continued)*

Market-by-market radio expenses totaled \$2,505,663,916, up 11.3% from the previous year's \$2,249,733,790.

Network sales reported at the affiliate level totaled \$23,631,302, an increase of 12.9% from 1978 when the comparable figure totaled \$20,932,363. Radio spot sales for 1979 totaled \$626,991,738, up 6.3% from the 1978 figure of \$589,679,935. Local radio sales for 1979 totaled \$2,343,635,870, up 7.5% from the 1978 total of \$2,179,170,254.

Los Angeles-Long Beach remained the top market in both profits and revenues for 1979, regaining the top revenue spot which it lost to New York in 1978. Profits for the Los Angeles-Long Beach market were \$28,276,426, down 5.1% from its 1978 profit figure total of \$29,811,314. That market had revenues in 1979 totaling \$116,691,312, up 4.1% from its 1978 revenue figure of \$112,078,232.

New York held on to the number two spot for profits and revenues. It had \$13,557,470 in profits, a sharp decline (39%) from its 1978 profit figure of \$22,236,026. New York revenues were \$114,237,435, up 1.2% from the 1978 revenue figure of \$112,815,750.

Houston ranked number three in profits with \$10,845,391, up 9.4% from \$9,912,556 in 1978. It had revenues of \$42,433,223, up 15.2% from \$36,817,317 in 1978.

Atlanta climbed three slots to number four rank in profits with \$9,205,029 for 1979, up 26.7% from 1978 when that market's profits were \$7,265,786. Its revenues for 1979

were \$33,287,681, up \$28,030,279 or 18.7% from the previous year.

The Minneapolis-St. Paul market displaced Detroit as the fifth ranking market in profits for 1979 with \$8,451,317, up 7% from 1978's \$7,895,190. It had revenues of \$30,886,601 in 1979, up 13% from 1978's \$27,309,988.

Chicago dropped from its number three profit ranking position in 1978 to be number six in 1979 with \$7,220,660—a precipitous 51.8% decline from the previous year when it had profits of \$14,969,234. Revenues for that market in 1979 actually rose 8.6% from the previous year's \$87,625,459 to \$95,126,212.

Washington ranked number seven in profits in 1979 with \$7,179,558, an increase of 7.2% over the previous year's \$6,694,746. Its revenues for 1979 were \$45,061,037.

Seattle came in eighth for profits last year with \$6,175,369, up 34.4% from 1978's profit total of \$4,593,838. It had revenues in 1979 totaling \$28,981,444.

Columbus, Ohio, ranked number nine in profits in 1979 with \$5,353,887, up 20% from 1978's figure of \$4,425,207. Revenues for that market in 1979 were \$17,040,391 (up 13.5% from 1978's \$15,020,081).

Baltimore was number 10 in profits last year with \$5,207,954, down 17.5% from the previous year's profit figure of \$6,308,679. It had revenues in 1979 of \$25,573,773, up 2.9% from the previous year's total of \$24,865,467.

**Market-by-market revenue figures begin on page 46**

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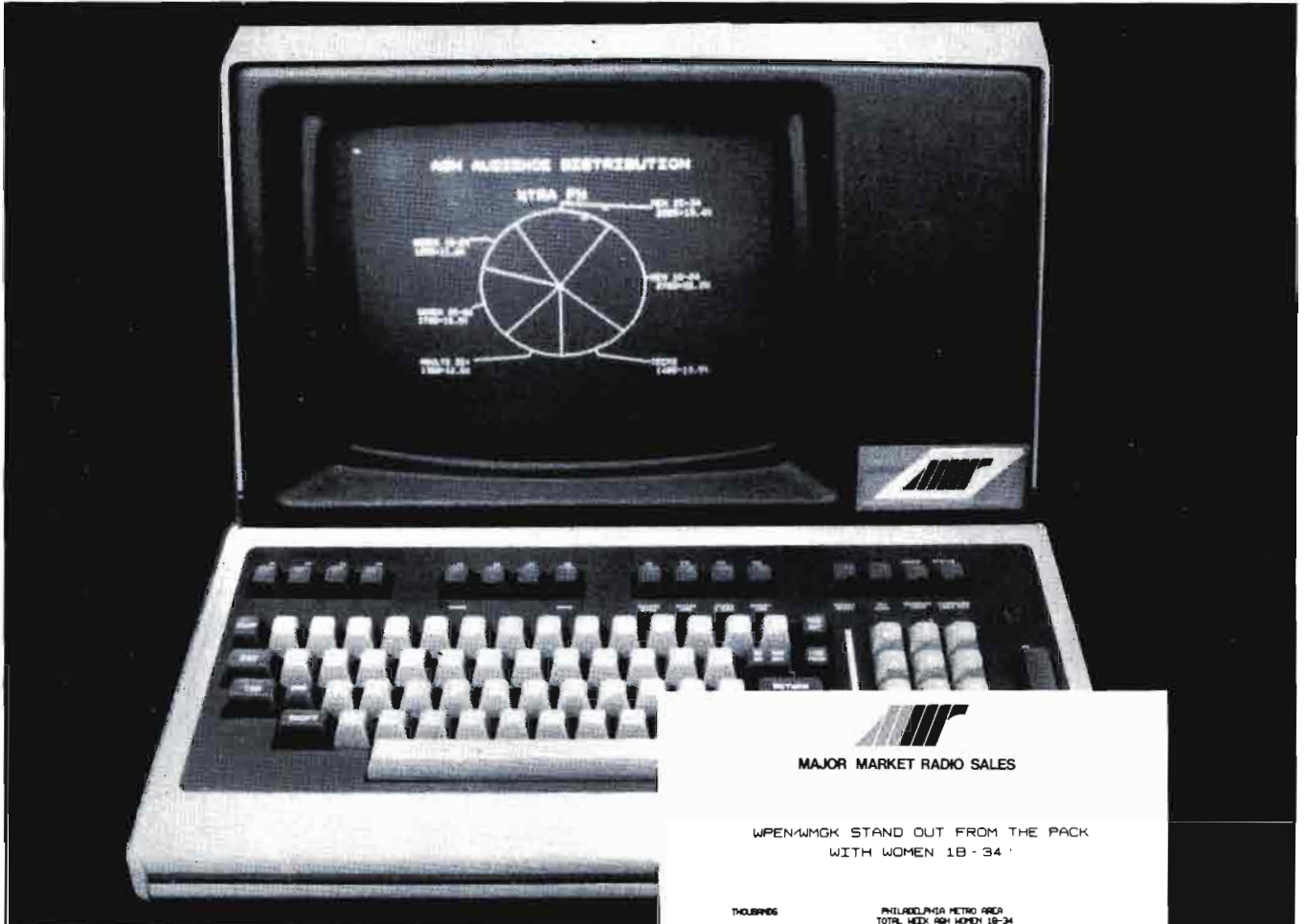
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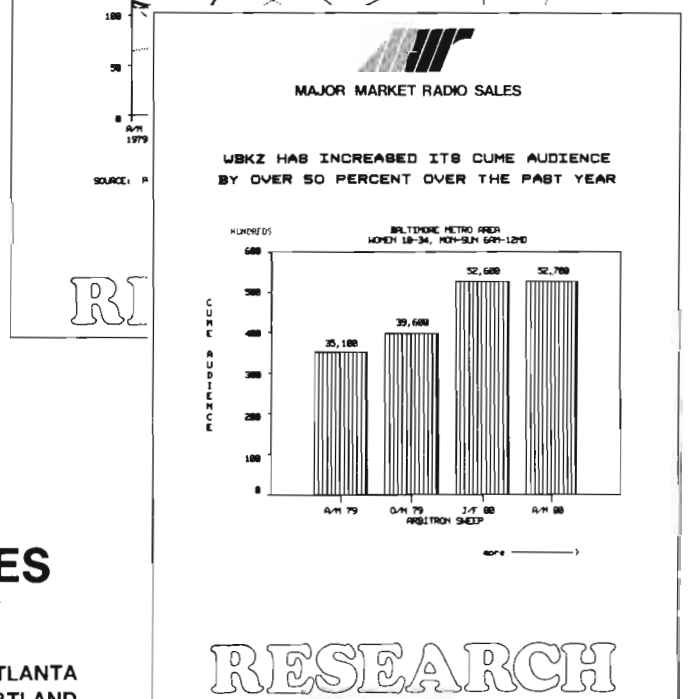
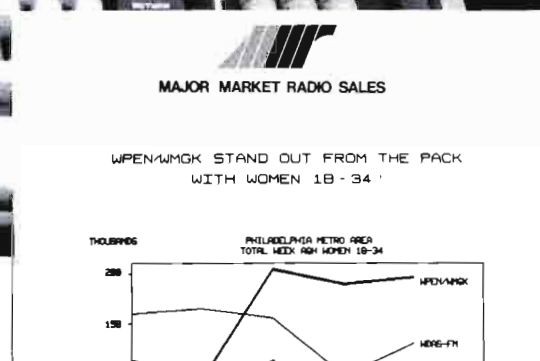
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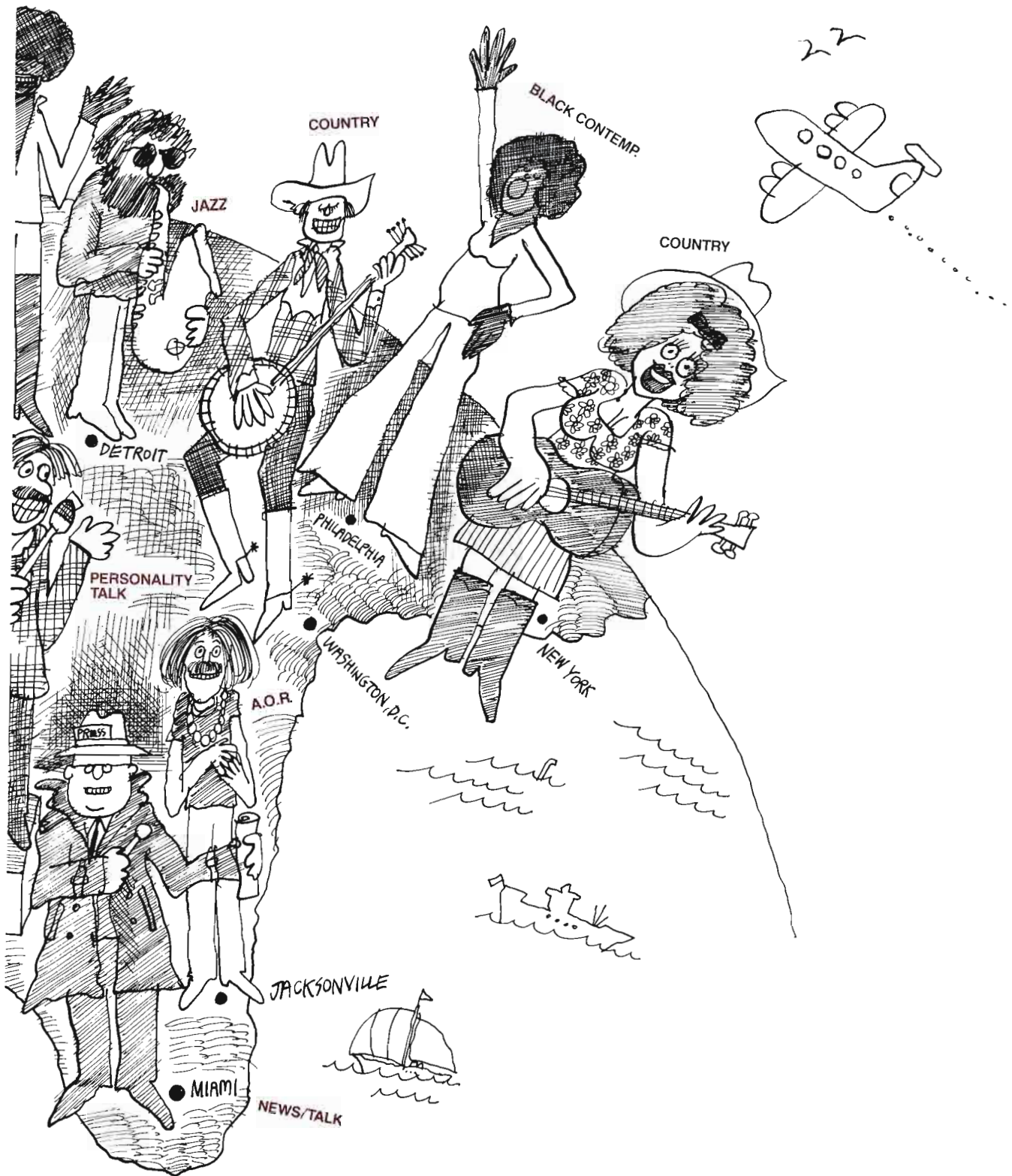
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# Market-by-market breakdown of radio station revenue and profit in 1979

Metropolitan areas (number of stations) reporting in parentheses	Time Sales												
	Network		National and regional advertisers		Local advertisers		Commissions		Total broadcast revenues <sup>2</sup>		% change	Total broadcast expenses 1979	Total broadcast income 1979
	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978			
ABILENE, TEX.(6)	1+418	1+118	179,906	230,595	1,449,995	1,600,135	65,702	1,570,672	1,763,830	- 11.0	1,534,630	36,042	
AKRON, OHIO(8)	95+334	82+536	1,605,761	1,776,808	6,323,008	5,664,084	931,372	7,162,395	6,727,643	6.5	6,516,455	645,940	
ALBANY, GA.(7)	1+638	1+781	344,385	279,759	1,592,153	1,437,848	48,519	1,892,758	1,685,301	12.3	1,822,291	70,467	
ALBANY-SCHENECTADY-TROY, N.Y.(21)	104+187	103+119	2,176,133	2+203+814	7,564,422	7,067,960	1,069,320	8,842,361	8,444,148	4.7	8,016,707	825,654	
ALBUQUERQUE, N.M.(17)±	32+968	23+899	1,959,138	1+417+903	6+168+862	5+190+449	1,062,117	7,170,289	5,966,283	20.2	7,583,095	412,806-	
ALEXANDRIA, LA.(7)	5+491	4+336	345,476	273,692	1,251,795	1,068,585	58,193	1,545,676	1,303,032	18.6	1,521,159	24,517	
ALLEN-TWIN-BETHLEHEM-EASTON, PA-NJ(16)	57+121	52+377	633+168	509,990	5,746,184	5,064,268	320,688	6+191+258	5+424+823	14.1	5,104,236	1,087,022	
ALTOONA, PA.(9)	7+923	7+862	314+466	355,773	1,942,088	2+147+677	79+812	2+192+933	2+424+236	- 9.5	2+076+043	116,890	
AMARILLO, TEX.(12)	21+045	19+689	663+862	630,060	3+655+934	3+346+580	346+041	4+035+361	3+676+480	9.8	4+362+126	326,765-	
ANAHEIM-SANTA ANA-GARDEN GROVE, CA(7)	69+478	847+133	814+225	1+038+968	4+877+495	5+280+271	653+187	5+052+638	5+675+678	- 11.0	4+499+688	552,950	
ANCHORAGE, ALASKA(11)	5+744	75+285	75+285	762+272	4+795+815	4+315+450	408+371	5+435+641	4+763+038	14.1	5,892,801	457,160-	
ANDERSON(7)					1+249+746		52+909	1,277+866	920+678		920+678	357,188	
ANN ARBOR, MICH.(6)±			251+944	323+988	870+533	1,400+254	53+997	1,080+856	1,692+525	- 36.1	1,395+413	314+557-	
ANNISTON, ALA.(4)			137+432	90+918	1+147+709	1+129+817	13+596	1,277+845	1,205+727	6.0	1,142,779	135,066	
APPLETON-OSHKOSH, WIS.(13)	6+206	7+058	307+114	331+777	3+628+104	3+082+361	227+034	3+810+211	3+397+724	12.1	3+928+662	118+451-	
ASHEVILLE, N.C.(8)	25+959	23+652	2,066+747	217+731	2+182+498	2+178+367	129+161	2+308+822	2+364+104	- 2.3	2+067+072	241,750	
ATLANTA, GA.(37)±	742+697	649+145	8+651+314	5+734+555	29+250+340	26+060+600	5+487+755	33+287+681	28+030+279	18.8	24+082+652	9+205+029	
ATLANTIC CITY, N.J.(9)	9+751	5+993	276+804	227+831	2+197+915	1+879+737	91+004	2+409+516	2+118+200	13.8	2+351+805	57,711	
AUGUSTA, GA-S.C.(13)	36+410	30+386	562+389	783+531	2+575+869	2+655+028	238+973	3+022+446	3+303+171	- 8.5	3+014+309	8+137	
AUSTIN, TEX.(14)	13+787	9+070	1+263+164	1+171+425	6+267+759	5+764+998	839+810	6+755+139	6+250+924	8.1	5+520+479	1+234+650	
BAKERSFIELD, CALIF.(24)	70+952	56+622	1+369+716	1+237+006	4+533+399	4+152+217	604+792	5+437+035	4+937+117	10.1	5+206+775	230+260	
BALTIMORE(31)±	467+747	438+328	7+034+542	6+562+325	21+952+463	21+584+911	4+061+199	25+573+773	24+865+467	2.8	20+365+817	5+207+956	
BATON ROUGE, LA.(12)±	20+425	15+018	624+261	91+4337	5+317+179	5+205+743	579+084	5+663+766	5+604+772	- 2.5	4+451+976	1+011,790	
BATTLE CREEK, MICH.(8)	7+535	6+125	171+760	169,650	1+509+122	1+137+443	62+723	1+626+903	1+265+574	28.6	1+512+591	114+312	
BEAUMONT-PT ARTHUR-ORANGE, TEX(13)	36+840	12+763	621+255	704+918	3+282+779	3+488+594	318+965	3+622+672	3+938+449	- 8.0	4+566+652	943+980-	
BILLINGS, MONT.(9)	7+502	5+656	351+152	311+978	2+472+952	2+090+442	114+765	2+781+432	2+364+266	17.6	2+849+892	68+460-	
BILLOXI-GULFPORT, MISS.(12)	934	1+080	439+570	350+753	2+117+490	1+796+044	57+328	2+581+722	2+124+422	21.5	2+373+355	208+367	
BINGHAMTON, N.Y.(9)	21+036	14+438	501+568	423+167	3+000+435	2+490+145	289+692	3+240+873	2+693+309	20.3	3+022+384	218+489	
BIRMINGHAM, ALA.(22)±	189+806	80+063	2+558+544	2+175+716	9+948+019	9+821+963	1+533+172	11+312+724	10+929+173	3.5	10+629+706	683+018	
BLOOMINGTON-NORMAL, ILL.(4)	1+031	1+015	236+968	247+223	2+292+916	2+001+798	91+981	2+488+038	2+208+210	12.7	1+940+472	547,566	
BOISE, IDAHO(8)±	15+155	8+298	414+239	295+541	1+809+969	1+857+955	250+787	2+055+429	2+033+445	1.1	2+185+519	130+090-	
BOSTON(32)±	833+262	777+928	16+047+245	15+351+523	33+177+648	28+973+322	7+729+331	42+764+849	38+595+399	10.8	41+138+046	1+626+803	
BRIEGEPORT, CONN.(5)	8+724	13+418	699+799	421+228	3+345+163	2+740+615	462+193	3+597+841	2+859+654	25.8	3+422+542	175+299	
BROWNSVILLE-HARLINGEN-SAN BENITO, TX(4)			829+966	689+076	1+682+678	1+622+949	256+818	2+255+826	2+114+009	6.7	1+892+870	362,956	
BRYAN-COLLEGE STATION, TEX.(5)	297+284	248+257	30+473	157+005	1+321+487	1+006+014	27+599	1+330+460	1+131+024	17.6	1+113+588	216+872	
BUFFALO, N.Y.(21)			4+299+816	4+343+885	13+134+036	11+393+350	2+149+694	15+669+347	14+083+026	11.3	13+346+505	2+322+842	
BURLINGTON, N.C.(5)	13+880	14+552	218+072	196+395	895+527	859+229	19+748	1+097+715	1+051+643	4.4	1+057+560	40+155	
CANTON, OHIO(10)	15+761	17+316	1+210+716	884+692	4+113+570	3+876+602	458+553	4+710+593	4+487+115	5.0	3+930+248	780+345	
CEDAR RAPIDS, IOWA(8)			1+210+716	884+692	4+113+570	3+876+602	458+553	4+710+593	4+487+115	5.0	3+930+248	780+345	
CHAMPAIGN-URBANA-RANTOUIL, ILL.(8)	7+996	3+784	373+876	310+423	2+072+256	1+802+994	...	4+840+101	4+263+366	13.5	4+138+207	701+894	



"It's a good feeling to enjoy the respect from our broadcast peers when they learn that Katz reps KGB-FM and 13K.

"A sense of individual productivity is what makes the Katz philosophy so refreshing.

"Katz is dedicated to excellence. So are KGB-FM and 13K. And we both work at it! The result: a sound rep-station relationship."

Generating Sales Power is Katz Radio's business. We're committed to doing it better than anyone.



# "Katz Radio is dedicated to excellence."

Jim Price  
General Manager  
KGB-FM and 13K  
San Diego, California





**"In pro hockey, the New York Rangers just took the lead over..."**

**"I said I'd knock him out in the fifth (puff, puff) and I did it!"**

**"As for the *real* reason the franchise is being sold..."**



**"With three minutes, 42 seconds left in the game at the Kingdom the Seahawks have just scored..."**



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5 minute updates every half hour.  
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All via Westar III satellite.

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Enterprise Radio serves your listeners a feast of sports programming you just couldn't get before. With satellite speed and high professionalism. We've recruited some of the best sports minds in the U.S. and Canada for a first team that knows where the stories are, how to get them, and how to deliver them for maximum impact.

And we've packaged it all in segments

that are easy to buy, easy to program, and easy to build audience with.

Right now radio stations like yours are joining our team daily. In Dallas and Detroit. Trenton and Toledo. And as the list grows, the list of markets still open keeps on shrinking.

So don't delay. For further information, call George Davies, Michael David, or Joe Rizza at Enterprise Radio and get in on the ground floor.

### **ENTERPRISE RADIO. THE SPORTS NETWORK.**

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BUFFALO, NY - WYSL-AM CLEVELAND, OH - WBBG-AM DALLAS, TX - KLIF-AM DETROIT, MI - WNIC-AM HONOLULU, HI - KIVH-AM HOUSTON, TX - KIKK-AM/FM  
KNOXVILLE, TN - WHEL-AM/WIMZ-FM MEMPHIS, TN - WDIA-AM/WQUD-FM NASHVILLE, TN - WKDA-AM NEW YORK, NY - WWRJ-AM/WKHK-FM PITTSBURGH, PA - WWSW-AM  
PROVIDENCE, RI - WEAN-AM ROCHESTER, NY - WSAY-AM SALT LAKE CITY, UT - KWMS-AM SAN FRANCISCO, CA - KDIA-AM TRENTON/PRINCETON, NJ - WHWH-AM  
TOLEDO, OH - WOHO-AM TUCSON, AZ - KTUC-AM/KNDE-FM WASHINGTON, DC - WMZQ-FM WEST PALM BEACH, FL - WIRK-AM KANSAS CITY, MO - KBEA-AM

Metropolitan areas (number of stations <sup>1</sup> reporting in paren- theses)	Time Sales										Total broadcast income 1979		
	Network		National and regional advertisers		Local advertisers		Commissions		Total broadcast revenues <sup>2</sup>			% change	Total broadcast expenses 1979
	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978			
CHARLESTON, W. VA. (11)	35,084	28,846	837,586	858,147	3,388,216	2,847,959	200,634	4,082,641	3,585,982	13.9	3,454,364	628,277	
CHARLESTON-N. CHARLESTON, S.C. (16)	17,593	20,134	650,199	644,471	4,251,229	3,908,071	368,022	4,566,737	4,248,187	7.5	4,474,444	92,293	
CHARLOTTE-GASTONIA, N.C. (21)	191,219	155,097	3,529,098	2,951,387	11,342,698	10,014,639	1,886,441	13,386,258	11,716,092	14.3	11,432,080	1,954,178	
CHATTANOOGA, TENN.-GA. (14)**	28,508	34,200	619,466	489,169	3,956,833	4,279,584	286,232	4,355,820	4,652,760	- 6.4	4,436,325	80,505-	
CHICAGO (64)**	1,115,379	1,024,903	28,788,669	29,029,824	79,362,850	71,395,438	15,457,324	95,126,212	87,625,459	8.6	87,905,552	7,220,660	
CINCINNATI, OHIO-KY. (19)	446,306	433,134	4,810,015	4,589,777	19,662,866	18,607,843	3,427,135	21,623,963	20,481,095	5.6	19,210,406	2,413,557	
CLARKSVILLE-HOPKINSVILLE, TN-KY (8)	1,447		171,034	141,226	1,794,735	1,217,532	281,222	1,951,149	1,347,489	44.8	1,641,664	309,485	
CLEVELAND (24)	457,627	451,578	7,691,729	7,177,400	27,143,099	23,449,444	4,845,748	30,719,520	26,661,393	15.2	27,598,043	3,121,477	
COLORADO SPRINGS, COLO. (11)**	1,004	2,985	566,320	561,429	3,334,324	3,085,736	428,046	3,482,830	3,224,615	8.0	3,789,588	306,758-	
COLUMBIA, MO. (4)	6,941	12,947	112,556	106,230	1,152,046	973,472	63,479	1,209,572	1,044,877	15.8	1,195,235	14,337	
COLUMBIA, S.C. (8)	42,963	48,700	1,088,404	1,124,742	4,869,771	4,215,608	475,619	5,651,615	5,199,578	8.7	5,212,243	439,372	
COLUMBUS, GA.-ALA. (9)	20,641	6,064	688,303	597,103	2,643,138	2,247,233	281,070	3,166,564	2,678,981	18.2	3,528,791	362,227-	
COLUMBUS, OHIO (19)**	167,522	156,188	4,205,039	3,828,298	15,386,879	13,410,597	2,823,399	17,040,391	15,020,081	13.5	11,686,504	5,353,887	
CORPUS CHRISTI, TEX. (13)	21,634	23,568	1,334,923	1,392,592	2,899,757	3,138,408	377,181	3,692,343	4,175,484	- 6.8	3,714,165	178,178	
DALLAS-FORT WORTH (38)**	560,817	512,463	13,540,408	11,974,197	35,530,972	32,415,565	7,067,891	42,838,165	38,158,366	12.3	37,764,400	5,073,765	
DAVENPORT-ROCK ISL.-MOLINE, IA-ILL (10)**	24,948	25,511	1,194,596	1,258,328	4,803,251	4,388,271	674,348	5,407,696	5,069,996	6.7	5,320,948	86,748	
DAYTON, OHIO (15)	92,408	93,191	2,407,502	1,908,824	11,163,642	10,520,406	1,793,309	11,572,025	10,907,563	6.1	8,784,578	2,787,447	
DAYTONA BEACH, FLA. (12)	3,750	1,704	575,521	645,689	2,411,864	1,858,865	153,595	2,902,669	2,379,287	22.0	3,301,211	398,542-	
DENVER-Boulder, COLO. (32)**	330,079	294,086	6,761,307	6,433,054	22,073,080	20,595,695	4,325,631	25,303,429	23,347,480	8.4	23,643,311	1,660,118	
DES MOINES, IOWA (13)	81,974	85,061	1,995,163	1,697,390	6,500,087	6,243,539	1,135,407	7,668,292	7,183,764	6.7	6,857,912	810,380	
DETROIT (38)**	894,607	779,156	14,186,158	14,845,408	38,498,279	38,532,620	7,307,142	46,549,732	46,519,844	*1	45,510,882	1,038,870	
DULUTH-SUPERIOR, MINN.-WIS. (12)**	19,592	27,136	382,542	413,578	2,762,503	3,602,927	137,147	3,070,118	3,902,754	- 21.3	2,819,109	251,009	
EAU CLAIRE, WIS. (8)	3,928		314,702	288,532	2,554,269	2,273,334	77,425	2,850,454	2,563,141	11.2	2,497,715	352,739	
EL PASO, TEX. (16)**	35,166	29,003	1,903,860	1,609,665	3,526,864	2,732,876	612,929	4,886,158	3,876,283	26.1	6,036,690	1,150,532-	
ELMIRA, N.Y. (7)	4,830	3,090	263,628	212,259	1,049,432	1,029,135	34,586	1,291,404	1,217,906	6.0	1,356,492	65,088-	
ERIE, PA. (9)	16,809	18,045	310,216	441,472	2,359,372	2,356,526	200,263	2,529,179	2,634,897	- 4.0	2,464,016	65,163	
EUGENE-SPRINGFIELD, ORE. (12)**	7,462	17,384	1,318,958	1,387,120	3,388,513	3,902,282	582,407	4,181,509	4,728,874	- 11.6	4,916,650	735,141-	
EVANSVILLE, IND.-KY. (14)**	5,578	5,640	467,373	470,994	5,025,282	4,592,582	311,807	5,264,377	4,827,521	9.0	4,738,721	525,656	
FALL RIVER (3)	313		170,366	792,931			5,124	914,764			1,049,660	134,896-	
FARGO-MORHEAD, MINN.-N.D. (7)	17,978	14,587	726,751	622,708	3,724,796	3,215,653	246,430	4,263,059	3,693,048	15.4	4,255,996	7,063	
FAYETTEVILLE, N.C. (6)	64,321	67,701	632,442	474,499	2,014,325	2,011,313	121,447	2,596,823	2,475,877	4.9	2,286,482	310,161	
FAYETTEVILLE-SPRINGDALE, ARK. (11)			338,294	257,352	2,401,581	2,111,842	68,774	2,695,438	2,353,953	14.5	2,475,981	219,457	
FITCHBURG-LEDMINSTER, MASS. (4)**	5,518	3,275	158,143	180,301	723,419	648,430	60,293	831,792	899,306	- 7.5	980,220	148,428-	
FLINT, MICH. (10)	85,825	68,629	1,371,232	1,321,842	5,544,473	5,486,896	630,998	6,401,379	6,257,860	2.3	5,276,596	1,124,783	
FLORENCE, ALA. (10)	6,410	1,477	197,802	113,172	1,901,650	1,954,972	60,137	2,055,048	2,039,944	*7	1,986,245	68,803	
FORT COLLINS, COLO. (7)	73,185	70,839	641,787	324,814	1,418,065	1,366,779	66,838	2,097,750	1,725,468	21.6	1,898,804	198,946	
FORT LAUDERDALE-HOLLYWOOD, FLA. (11)	49,263	51,184	2,861,539	2,723,556	9,609,572	7,693,200	1,715,376	10,870,276	9,218,925	17.9	11,088,833	218,557-	
FORT MYERS-CAPE CORAL, FLA. (8)	1,638	1,082	557,910	442,751	2,138,785	1,890,219	166,762	2,540,511	2,215,823	14.7	2,818,025	277,514-	
FORT SMITH, ARK.-OKLA. (14)**	4,414	3,997	214,720	266,708	1,839,642	1,525,549	80,444	1,992,965	1,723,248	15.7	2,077,356	84,391-	
FORT WAYNE, IND. (13)**	26,893	27,274	1,142,891	1,326,653	5,999,877	5,770,107	826,168	6,415,878	6,322,133	1.5	5,802,289	613,589	
FRESNO, CALIF. (17)**	59,183	87,643	2,451,838	2,775,583	5,511,695	6,523,430	1,095,684	7,070,101	8,250,071	14.2	6,917,086	153,015	



# RADIO SELLS and so does Torbet

Torbet Radio sells for some of America's most prestigious stations.

	Number of #1-Ranked Stations Represented	Number of High-Ranking Stations Represented
<b>1.</b> Katz Radio	33	82
<b>2.</b> TORBET RADIO	24	70
Eastman Radio	23	67
Blair Radio	20	60
McGavren Guild	16	65
Selcom	10	22
Christal Radio	9	36
Masla Radio	8	17
Buckley Radio	6	18
HR/Stone	5	24
Pro-Radio	5	8
RAR	4	9
CBS-Spot	3	12
MMR	2	17

Perhaps you are surprised at the dominant growth of Torbet Radio.  
A rep can't attract and keep top stations like this  
without doing something special (a lot of things, really).



**Torbet Radio**  
No rep can offer more.

The rankings are subject to the same qualifications and limitations as quoted by the author and are based on the Apr.-May 1980 ARBITRON rankings, as reported in AMERICAN RADIO (James H. Duncan, Jr., Gilmore Advertising, Kalamazoo, Michigan)

New York Philadelphia Boston Chicago St. Louis Detroit Atlanta Memphis Dallas Denver Los Angeles San Francisco Portland Seattle

Time Sales

Metropolitan areas  
(number of stations<sup>1</sup>  
reporting in paren-  
theses)

	Network		National and regional advertisers		Local advertisers		Commissions	Total broadcast revenues <sup>2</sup>	1978	1979	Total broadcast expenses 1979	Total broadcast income 1979
	1978	1979	1978	1979	1978	1979						
GAINESVILLE, FLA.(8)	4+224	3+512	242,903	189,923	1,568,647	1,351,177	105,633	1,792,006	1,473,174	21.6	1,643,948	148,058
GALVESTON-TEXAS CITY, TEX.(3)	752	652	235,979	220,527	555,678	568,538	65,179	752,034	743,319	1.2	756,524	4,490-
GARY-HAMMOND-EAST CHICAGO, IND.(7)**	13+454	13+663	504,391	433,110	2,777,184	2,699,146	178,168	3,128,828	3,048,561	2.6	2,790,250	338,578
GRAND FORKS, MINN.(9)			416,372	323,181	2,804,875	2,373,831	59,280	3,242,974	2,730,025	18.8	2,705,324	537,650
GRAND RAPIDS, MICH.(21)	52+411	45+114	1,505,500	1,534,508	9,040,329	8,073,092	1,150,879	9,538,960	8,676,118	9.9	8,727,776	811,184
GREAT FALLS, MONT.(7)		804	345,475	274,321	1,701,550	1,737,115	117,306	1,960,423	2,001,485	- 2.1	2,117,761	157,338-
GREEN BAY, WIS.(5)	13+224	10+003	488,491	631,267	2,653,010	2,369,393	211,764	2,974,415	2,779,686	7.0	2,868,137	106,278
GRNSBORO-WNSTN SLM-HIGH PT, NC(27)**	56+204	23+018	1,503,527	1,279,987	9,031,492	8,990,158	759,315	9,870,241	9,666,591	2.1	9,169,932	700,309
GREENVILLE-SPARTANBURG, S.C.(23)**	60+018	55+051	1,383,387	1,243,489	6,724,579	6,512,332	512,929	7,850,169	7,458,831	3.4	6,864,839	985,330
HAMILTON-MIDDLETON, OHIO(6)**	7+697	28+559	600,507	446,786	1,545,485	1,953,975	120,010	2,568,138	2,750,432	- 6.6	3,027,348	459,210-
HARRISBURG, PA.(13)	48+151	44+338	1,056,031	1,038,595	4,416,366	4,002,454	548,114	5,161,182	4,765,335	8.3	4,500,788	660,394
HARTFORD, CONN.(12)**	181+878	120+360	3,453,607	2,941,962	8,904,393	7,787,456	1,835,438	10,833,569	9,410,643	15.1	10,585,803	247,766
HONDULUI(20)	37+916	35+764	1,033,005	940,464	9,055,545	7,940,627	988,968	9,543,553	8,617,558	10.7	10,838,583	1,295,030-
HOUSTON, TEX.(33)**	284+704	275+551	11,357,126	9,893,151	38,011,518	32,640,603	7,404,385	42,433,223	36,817,317	15.3	31,587,832	10,845,391
HUNTINGTON-ASHLAND, WVA-KY-OH(13)**	15+490	19+482	1,026,541	925,088	3,291,878	2,896,124	228,299	4,165,881	3,590,411	16.0	3,447,830	687,491
HUNTSVILLE, ALA.(16)	6+388	5+943	366,709	397,877	3,228,477	2,735,307	162,696	3,479,850	2,993,696	16.2	3,222,156	257,694
IOWA CITY(13)			87,706		961,874		18,012	1,034,568			1,003,168	31,400
INDIANAPOLIS, IND.(22)	309+728	310+843	5,062,248	4,651,271	17,725,549	16,111,901	3,376,512	19,810,537	18,415,871	7.6	17,457,637	2,233,900
JACKSON, MICH.(5)	867	752	94,451	163,624	1,266,836	1,080,344	69,831	1,294,523	1,180,755	9.6	1,280,153	14,370
JACKSON, MISS.(15)**	7+581	11+735	761,874	632,918	4,903,715	4,452,801	398,982	5,514,148	4,936,592	11.7	4,933,910	590,238
JACKSONVILLE, FLA.(29)**	91+243	77+954	1,789,326	2,089,695	6,311,642	6,364,176	957,308	7,310,268	7,673,915	- 4.7	8,588,182	1,277,914-
JOHNSON CY-KINGSPT-BRSTL, TN-WA(23)	20+453	29+948	594,702	640,290	4,080,310	4,058,946	112,652	4,662,095	4,656,217	- 1	4,727,432	65,337-
JOHNSTOWN, PA.(15)	22+774	18+401	237,446	194,875	2,256,175	1,981,441	80,617	2,458,049	2,136,171	15.1	2,356,743	101,306
KALAMAZOO-PORTAGE, MICH.(7)	5+948	4+337	441,105	523,047	2,806,171	2,804,224	233,742	3,052,908	3,113,642	- 2.0	3,021,302	31,606
KANSAS CITY, MO--KAN.(20)	288+975	222+835	5,477,443	4,871,734	16,529,680	15,600,616	3,284,677	19,046,700	17,570,212	8.4	16,768,303	2,278,397
KILLEEN-TEMPLE, TEX.(8)**			296,631	298,803	2,519,936	1,736,799	47,053	2,830,809	2,048,718	38.2	2,303,842	526,967
KNOXVILLE, TENN.(15)	65+472	56+739	1,270,026	1,146,632	5,164,001	5,521,626	523,429	6,043,223	6,277,806	- 3.7	5,812,418	230,805
LACROSSE, WIS.(6)	4+892	6+316	228,079	256,552	2,176,144	1,839,029	62,223	2,427,737	2,256,237	7.6	2,145,202	282,535
LAFAYETTE, LA.(4)	378	322	619,409	372,605	1,681,766	1,756,032	204,206	2,476,293	2,042,883	21.2	2,055,893	420,400
LAFAYETTE-WEST LAFAYETTE, IND.(5)			301,487	299,695	1,939,288	1,534,565	37,739	1,973,587	1,820,381	8.4	1,953,348	20,239
LAKE CHARLES, LA.(8)	1+925	2+420	346,529	369,633	1,939,288	1,632,449	92,118	2,208,051	1,944,936	13.5	2,173,803	34,248
LAKELAND-WINTER HAVEN, FLA.(11)	14+126	11+484	503,767	521,408	2,659,171	2,421,253	181,932	3,046,994	2,840,169	7.3	3,578,662	531,668-
LAMCASTER, PA.(9)	15+856	17+307	817,844	794,114	1,947,112	1,921,345	152,380	2,664,542	2,612,518	2.0	2,380,923	283,619
LANSING-EAST LANSING, MICH.(14)**	15+334	15+786	785,412	827,428	4,710,697	4,396,336	399,250	5,133,427	4,889,665	5.0	4,167,373	966,054
LAS CRUCES(5)			131,541		895,007		70,059	964,531			905,226	59,305
LAS VEGAS(14)	18+061	19+628	2,195,079	1,342,926	6,235,275	6,441,728	1,019,484	7,569,844	7,140,177	6.0	6,889,195	680,649
LAWTON, OKLA.(4)			1,42,435	163,994	911,576	820,480	23,447	1,033,344	970,607	6.5	1,014,667	18,677
LEWISTON-AUBURN, ME.(6)	2+325	261	74,329	87,437	1,148,998	1,043,842	87,892	1,159,881	1,040,388	11.5	1,325,853	165,972-
LEXINGTON-FAYETTE, KY.(12)**	12+415	10+447	642,917	465,547	5,023,434	4,952,690	542,915	5,141,091	5,013,047	2.6	4,115,710	1,025,381
LIMA, OHIO(9)	14+205	3+828	622,137	577,916	2,116,293	2,147,878	133,610	2,639,986	2,655,957	- 6	2,835,777	195,791-
LINDLN, NEB.(7)	3+293	3+915	318,429	449,984	4,069,883	4,144,125	218,793	4,273,797	4,495,650	- 4.9	3,801,232	472,565



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Time Sales

Metropolitan areas (number of stations reporting in paren- theses)	Network		National and regional advertisers		Local advertisers		Commissions		Total broadcast revenues \$		% change	Total broadcast expenses		Total income 1979
	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978		1979	1979	
LITTLE ROCK-N. LITTLE ROCK, AR(15)	351+552	95+863	1+582+766	1+263+333	5+074+205	5+720+621	698+624	6+383+062	5+369+508	6+383+062	-	6+595+438	225+930-	
LONG BRANCH-ASSBURY PARK, N.J.(5)			334+267	235+241	1+301+227	1+119+199	73+484	1+301+827	1+562+010	1+301+827	20.0	1+217+050	344+960	
LONGVIEW-MARSHALL, TEX.(9)			329+825	244+711	1+832+236	1+710+993	24+499	1+881+247	2+160+128	1+881+247	14.9	2+034+058	126+670	
LORAIN-ELYRIA, OHIO(4)			199+716	190+622	1+476+558	1+819+079	56+057	1+971+199	1+655+464	1+971+199	-	1+404+895	250+569	
LOS ANGELES-LONG BEACH, CALIF.(51)**	1+369+852	935+897	52+000+786	47+254+376	84+672+987	84+484+216	22+224+655	112+079+232	116+691+312	112+079+232	4.1	88+914+886	28+276+426	
LOUISVILLE, KY-IN(17)	163+477	190+889	2+943+147	2+707+297	10+363+576	9+754+381	1+823+034	11+211+938	11+951+230	11+211+938	6.6	11+579+444	371+786	
LUBBOCK, TEX.(13)**	4+563	8+262	647+049	637+703	4+037+353	3+956+645	329+319	4+334+819	4+376+824	4+334+819	1.0	4+506+043	129+219-	
LYNCHBURG, VA.(13)	2+798	847	253+488	329+604	2+007+695	1+571+146	66+483	1+859+217	2+206+326	1+859+217	18.7	2+405+284	198+958-	
MACON, GA.(12)**	24+804	19+742	485+913	636+056	2+408+077	2+445+788	146+500	2+993+986	2+830+426	2+993+986	-	2+595+333	235+093	
MADISON, WIS.(9)	40+006	40+605	779+523	978+738	5+382+466	4+950+611	428+064	5+714+111	5+914+002	5+714+111	3.5	4+697+952	1+216+050	
MANSCHESLER, N.H.(5)**	28+504	31+893	492+694	444+920	2+139+543	2+262+732	233+048	2+536+763	2+454+911	2+536+763	-	2+530+624	75+713-	
MANSFIELD, OHIO(4)	1+234	1+100	271+319	282+542	1+206+795	1+128+829	51+786	1+468+875	1+596+238	1+468+875	8.7	1+282+068	314+170	
MCALLEN-PHARR-EDINBURG, TEX.(7)			339+101	265+152	1+813+771	1+882+387	126+523	2+084+872	2+078+038	2+084+872	-	2+289+146	211+108-	
MEL BOURNE-TITUSVILLE-COCOA, FL.(12)			677+373	625+345	1+523+414	1+754+045	100+117	2+311+061	2+110+069	2+311+061	-	2+265+121	155+052-	
MEMPHI S, TENN-ARK.(20)	178+922	151+655	3+926+632	3+346+454	11+308+783	10+243+957	2+168+821	11+815+884	13+333+564	11+815+884	12.8	11+973+438	1+360+126	
MIAMI, FLA.(23)**	277+258	234+033	7+448+393	6+526+505	21+001+548	19+759+485	4+313+374	22+893+740	24+668+638	22+893+740	7.8	24+580+783	87+855	
MIDLAND, TEX.(7)			201+515	212+865	1+457+516	1+254+306	67+326	1+398+740	1+596+487	1+398+740	14.1	1+475+766	120+721	
MILWAUKEE(2)**	249+976	216+512	3+888+627	4+155+518	16+622+816	15+893+669	2+810+389	18+305+944	18+082+883	18+305+944	-	15+751+732	2+331+151	
MINNEAPOLIS-ST. PAUL(32)	348+522	290+687	6+537+480	6+035+073	26+499+447	23+165+070	5+478+118	27+309+988	30+886+601	27+309+988	13.1	22+635+284	8+451+317	
MOBILE, ALA.(17)**	52+977	37+356	843+956	1+244+017	4+406+764	3+941+936	505+444	4+870+496	4+959+547	4+870+496	1.8	5+090+534	130+987-	
MODESTO, CALIF.(9)**	151	2+717	1+240+798	1+190+156	1+862+486	2+208+776	246+600	3+196+914	2+872+864	3+196+914	-	2+953+611	80+747-	
MONROE, LA.(7)**	905	775	314+938	270+142	1+753+965	1+821+860	209+796	1+913+625	1+868+592	1+913+625	-	1+461+342	407+250	
MONTGOMERY, ALA.(14)	6+563	6+484	616+067	454+985	3+690+792	3+559+935	129+090	3+859+214	4+253+160	3+859+214	10.2	4+455+583	202+423-	
MSKGN-MSKGN HTS-NORTON SHRS, MICH(7)	1+084	942	43+615	66+596	1+707+155	1+767+854	57+191	1+769+563	1+695+199	1+769+563	-	1+687+474	7+725	
NASHVILLE-DAVISON, TENN.(27)**	139+427	139+395	3+766+776	3+043+753	11+018+512	10+455+655	1+766+084	12+174+283	13+270+915	12+174+283	9.0	13+767+324	496+409-	
NASSAU-SUFFOLK, N.Y.(21)**	6+000	4+574	4+848+741	3+070+330	9+194+962	7+616+867	1+388+649	9+765+044	12+835+913	9+765+044	31.6	11+535+026	1+300+887	





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**Time Sales**

Metropolitan area (number of stations reporting in paren- theses)	Network		National and regional advertisers		Local advertisers		Commissions	Total broadcast revenues <sup>2</sup>		% change	Total broadcast expenses 1979	Total broadcast income 1979
	1979	1978	1979	1978	1979	1978		1979	1978			
NEW BRITAIN, CONN.(4)			402,965	725,375	1,317,086	1,356,195	193,403	1,549,077	1,839,314	- 15.8	1,804,453	255,376-
NEW HAVEN-WEST HAVEN, CONN.(6)	1,442		1,148,350	1,061,361	4,934,031	4,477,586	722,837	5,607,842	5,084,394	10.3	5,716,086	108,244-
NEW LONDON-NORWICH, CONN.-R.I.(7)			191,702	248,669	2,084,740	2,174,281	108,448	2,170,695	2,371,860	- 8.5	1,926,952	243,743
NEW ORLEANS(20)**	166,347	152,775	3,862,712	3,385,440	13,282,262	12,492,440	2,311,109	15,291,350	14,061,500	8.7	13,822,799	1,468,551
NEW YORK(41)	2,064,486	1,871,901	33,411,439	35,635,312	95,426,757	91,707,478	17,517,899	114,237,435	112,815,750	1.3	100,679,965	13,557,470
NEWARK, N.J.(12)	63,192	81,984	2,097,457	1,993,584	7,159,221	6,530,782	714,366	8,611,771	7,836,673	9.9	8,266,057	345,714
NEWPORT NEWS-HAMPTON, VA.(9)	4,178	1,114	644,057	644,897	2,382,960	2,134,563	310,784	2,780,391	2,521,480	10.3	3,235,416	455,025-
NORFOLK-VA. BEACH-PORTSMOUTH, VA(15)**	126,358	104,595	2,526,192	2,237,989	6,736,564	7,086,817	1,206,463	8,426,025	8,550,474	- 1.5	8,162,617	263,408
NORTHEAST PENNSYLVANIA, PA.(23)**	78,214	71,171	921,771	1,151,228	6,067,240	5,647,943	453,047	6,737,704	6,538,140	3.1	6,719,100	18,598
ODESSA, TEX.(5)**			272,706	314,235	1,042,350	1,292,535	79,543	1,243,174	1,516,786	- 18.0	1,214,968	28,206
OKLAHOMA CITY(20)**	117,918	86,889	2,691,317	2,480,910	10,509,809	9,778,443	1,497,686	12,101,497	11,375,260	6.4	12,926,134	824,637-
OMAHA(11)**	183,889	130,665	2,114,520	2,117,870	5,943,718	6,492,692	1,165,034	7,254,969	7,654,959	- 5.2	6,690,382	564,587
ORLANDO, FLA.(16)**	58,023	36,078	1,809,098	1,890,257	7,705,592	7,430,202	1,140,716	8,483,970	8,491,415	- .1	7,879,977	603,993
OXNARD-SIMI VALLEY-VENTURA, CAL.(10)	58,253	55,875	571,844	685,887	2,754,743	3,520,544	191,247	3,231,173	4,070,493	- 20.6	3,036,555	194,618
PARKERSBURG-MARLETTA, W.VA.-OHIO(8)			149,935	207,739	1,848,357	2,359,506	46,157	1,962,116	2,509,631	- 21.8	2,093,291	131,175-
PASCAGOULA-MOSS POINT, MISS.(6)			16,564	246,102	636,233	357,035	5,316	665,591	596,751	11.5	624,636	38,955
PENSACOLA, FLA.(11)	14,041	11,500	390,604	330,817	3,309,644	3,282,335	198,020	3,586,770	3,542,997	1.2	3,627,729	40,959-
PEORIA, ILL.(12)	17,437	13,747	1,190,404	1,180,698	3,987,783	3,666,968	490,188	4,789,148	4,443,443	6.8	4,685,361	103,787
PETERSBURG-CLINTON-HOPEWELL, VA(5)**			160,298	155,713	1,053,121	992,580	34,539	1,106,790	1,146,740	4.4	1,152,013	44,777
PHILADELPHIA, PA.-N.J.(35)	725,631	720,422	16,143,306	15,987,754	35,432,257	34,542,003	7,932,619	45,353,530	44,023,535	3.0	40,667,423	4,686,107
PHOENIX, ARIZ.(31)**	154,970	160,344	6,782,934	6,032,525	16,355,173	11,805,185	3,005,747	20,429,608	15,853,535	28.9	18,824,638	1,604,970
PINE BLUFF, ARK.(6)			62,117	73,613	864,760	933,423	25,795	901,210	984,258	- 8.4	846,358	54,852
PITTSBURGH, PA.(38)**	341,242	304,835	8,759,382	8,533,409	20,006,148	18,818,824	3,915,310	25,511,615	24,312,030	4.9	24,622,055	889,560
PITTSFIELD, MASS.(6)	2,559	1,827	53,422	75,841	1,260,655	1,089,473	60,711	1,273,266	1,126,413	13.0	1,205,994	67,272
PORTLAND, ME.(11)	47,113	29,866	660,023	682,968	2,824,769	2,377,769	364,165	3,245,812	2,841,624	14.2	3,530,105	284,293-
PORTLAND, ORE.-WASH.(22)**	163,514	183,394	6,564,599	6,452,022	12,220,463	13,363,617	2,969,220	16,098,778	17,029,623	- 5.5	14,366,484	1,732,294





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Metropolitan areas (number of stations <sup>1</sup> reporting in paren- theses)	Network		National and regional advertisers		Local advertisers		Commissions		Total broadcast revenues <sup>2</sup>		% change	Total broadcast expenses 1979	Total broadcast income 1979
	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978			
POUGHKEEPSIE, N.Y.(5)			193,501	284,731	1,866,699	1,978,240	101,051	2,043,890	2,223,474	-	8.1	1,946,957	96,933
PROVIDENCE-WRICK-PWICKT, RI-MA(20)**	99,451	97,290	3,439,561	2,942,318	6,562,163	6,612,795	1,353,504	8,969,965	8,660,984	3.6	3.6	9,086,647	116,682-
PROVIDENCE, UTAH(4)			100,358	110,469	1,249,069	1,187,823	93,726	1,255,701	1,225,253	2.5	2.5	1,333,398	83,697-
PUEBLO, COLO.(8)**			173,770	349,675	1,352,946	1,213,892	244,949	1,309,683	1,349,203	-	2.9	1,709,708	400,025-
RACINE, WIS.(4)**	9,852	7,465	182,557	242,071	1,273,342	1,186,601	66,225	1,405,462	1,367,174	2.8	2.8	1,309,965	95,497
RALEIGH-OURHAM, N.C.(17)	109,631	86,652	1,955,748	1,939,981	6,669,399	7,193,116	871,063	7,878,115	8,333,321	-	5.5	7,336,116	541,999
RAPID CITY, S.D.(8)	5,532	4,338	300,678	209,919	2,340,188	2,157,926	27,798	2,632,782	2,354,075	11.8	11.8	2,222,489	410,293
READING, PA.(5)	20,027	12,316	207,411	221,051	2,787,063	2,512,520	108,352	2,913,995	2,672,114	9.1	9.1	2,758,000	155,995
RENO(10)	18,014	23,505	933,390	619,750	4,101,030	2,884,040	573,340	4,452,019	3,189,701	41.7	41.7	3,991,230	528,967
RICHLAND-KENNEWICK-PASCO, WASH.(10)			431,994	391,413	2,316,049	2,046,102	231,653	2,518,386	2,281,823	10.4	10.4	2,319,361	199,025
RICHMOND, VA.(14)	84,638	122,224	1,625,962	2,402,944	5,654,137	7,317,036	880,900	6,698,168	8,663,351	-	22.7	6,481,139	217,029
RIVERSIDE-SN BRNDND-ONTARIO, CA(40)**	108,738	140,311	1,728,003	1,765,051	8,134,085	6,692,735	671,783	9,357,501	7,952,953	17.7	17.7	9,134,882	226,619
ROANOK, VA.(11)**	37,524	30,032	825,898	729,621	3,449,539	2,749,503	378,887	4,002,714	3,241,960	23.5	23.5	3,281,357	721,357
ROCHESTER, MINN.(7)			211,696	250,371	1,792,113	1,549,649	78,097	2,073,746	1,760,096	17.8	17.8	2,146,362	72,616-
ROCHESTER, N.Y.(18)	230,965	219,030	2,192,376	2,361,631	8,605,900	7,824,596	1,495,598	9,711,937	9,059,862	7.2	7.2	8,392,914	1,319,023
ROCKFORD, ILL.(11)	8,371	8,687	497,130	424,218	4,114,244	3,404,617	322,853	4,430,540	3,663,434	20.9	20.9	3,891,740	538,800
SACRAMENTO, CALIF.(18)	109,896	126,244	6,903,943	3,905,724	9,271,160	6,668,618	2,280,677	14,026,852	9,233,862	51.9	51.9	12,704,520	1,322,332
SAGINAW, MICH.(5)	12,137	6,693	263,074	351,697	1,992,733	2,064,133	191,537	2,088,630	2,229,975	-	6.3	2,014,981	73,649
SALEM, ORE.(7)			349,507	305,866	1,348,470	1,158,358	130,016	1,599,488	1,337,828	19.6	19.6	1,760,667	170,179-
SALINAS-SEASIDE-MONTEREY, CALIF.(13)	4,336	6,311	1,058,649	926,035	2,787,505	2,585,922	343,737	3,590,378	3,275,067	9.6	9.6	3,830,689	250,311-
SALT LAKE CITY-OGDEN, UTAH(23)	129,268	136,738	3,075,819	2,461,871	12,342,832	10,577,906	2,235,688	13,650,888	12,113,761	12.8	12.8	11,989,722	1,671,166
SAN ANGELO, TEX.(7)**			248,522	222,289	1,318,799	1,259,525	52,520	1,519,580	1,441,263	5.4	5.4	1,698,460	178,880-
SAN ANTONIO, TEX.(27)	113,319	116,341	5,404,557	4,656,676	14,006,853	12,593,272	2,370,949	17,386,206	15,394,857	12.9	12.9	14,588,958	2,796,248
SAN DIEGO(22)	121,837	120,461	7,612,431	8,347,773	18,804,918	16,944,668	4,053,173	22,810,517	21,378,040	6.7	6.7	20,620,939	2,189,578
SAN FRANCISCO-OAKLAND(37)**	564,854	368,931	25,306,802	24,170,045	51,697,501	46,199,063	12,506,147	65,350,569	59,158,514	10.5	10.5	61,665,360	3,685,209
SAN JOSE, CALIF.(15)			3,413,233	2,980,149	14,467,470	12,279,100	2,495,246	15,404,899	13,224,045	16.5	16.5	13,505,341	1,899,558





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Metropolitan areas (number of stations <sup>1</sup> reporting in paren- theses)	Time Sales										Total broadcast income 1979		
	Network		National and regional advertisers		Local advertisers		Commissions		Total broadcast revenues <sup>2</sup>			% change	Total broadcast expenses 1979
	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978			
SANTA CRUZ, CALIF.(4)	4+403	4+207	162+725	111+530	613+799	582+898	30+934	759+929	680+310	11.7	815+030	55+101-	
SANTA ROSA, CALIF.(6)	2+050	1+263	233+137	246+417	1+730+181	1+703+245	100+845	1+892+790	1+919+643	- 1.4	1+813+021	79+769	
SARASOTA, FLA.(9)**	2+709	16+138	223+893	135+069	1+636+096	1+739+866	119+483	1+800+090	1+733+180	3.9	2+167+933	367+843-	
SAVANNAH, GA.(11)**	255+686	313+736	247+780	412+891	1+945+717	2+373+828	130+744	2+103+988	2+732+315	- 23.0	2+208+722	104+734-	
SEATTLE-EVERETT, WASH.(31)**	56+476	42+302	9+157+882	8+081+411	28+364+352	22+290+013	5+308+382	32+702+515	26+479+397	23.5	26+824+959	5+877+556	
SHERMAN-DENISON, TEX.(5)**	1+218	1+170	198+325	157+150	778+570	646+135	34+829	959+747	794+516	20.8	951+400	8+347	
SHREVEPORT, LA.(17)	2+829	2+988	1+378+373	1+129+067	5+371+869	4+652+927	623+631	6+396+748	5+614+780	13.9	5+706+425	690+323	
SIoux CITY, IOWA(6)	9+846	10+116	328+828	303+535	1+955+641	1+778+434	118+012	2+194+267	2+000+629	9.7	2+192+128	2+139	
SIoux FALLS, S.D.(9)	32+333	32+392	669+926	538+721	2+497+973	2+042+962	169+138	3+060+962	2+442+354	25.3	2+725+338	335+624	
SOUTH BEND, IND.(9)	2+679	5+327	455+888	473+576	3+306+096	2+524+106	379+563	3+395+979	2+750+299	23.5	2+924+459	471+520	
SPokane, WASH.(16)**	25+851	22+369	1+367+690	1+382+896	4+366+711	4+596+100	739+018	5+059+398	5+283+830	- 4.2	5+116+222	56+824-	
SPRINGFIELD, ILL.(14)	5+265	2+194	34+416	522+264	1+356+776	3+025+950	74+465	1+330+829	3+407+040	- 60.9	1+147+932	182+897	
SPRINGFIELD, MO.(10)	39+300	3+792	639+054	496+791	4+048+749	3+730+361	340+599	4+513+275	4+032+784	11.9	4+150+663	362+612	
SPRINGFIELD, OHIO(61)**	20+922	19+442	279+039	34+195	2+561+721	1+257+548	121+637	2+769+596	1+220+940	126.8	2+081+816	687+780	
SPRINGFIELD-CHICOPPEE-HOLYOKE, MASS(13)	192+886	211+304	1+378+887	1+491+447	4+800+858	4+192+405	700+419	5+536+501	5+111+880	8.3	5+401+399	135+102	
ST. CLOUD, MINN.(8)	1+263	1+852	368+937	342+909	3+153+429	2+998+344	76+853	3+457+498	3+297+633	4.8	2+989+123	468+375	
ST. JOSEPH, MO.(4)	2+643	97+366	408+250	387+590	1+529+691	1+407+645	158+891	1+815+789	1+683+493	7.9	1+622+361	193+428	
ST. LOUIS, MO.-ILL.(35)**	246+437	97+366	9+517+442	9+777+582	23+786+523	23+987+574	4+866+670	29+069+547	29+280+814	- .7	24+416+997	4+652+550	
STEUERBENNVILLE-WEIRTON, OHIO-W. VA.(4)	25+474	24+646	335+711	335+635	1+056+301	927+552	69+608	1+344+552	1+200+675	12.0	1+156+755	187+797	
STOCKTON, CALIF.(8)	216+503	182+687	549+819	529+429	2+424+634	1+621+411	311+515	2+712+876	1+913+619	41.8	2+145+815	567+061	
SYRACUSE, N.Y.(20)	16+336	8+547	1+565+324	1+569+313	5+995+427	5+514+266	918+066	7+018+153	6+499+476	8.0	7+231+803	213+650-	
TACOMA, WASH.(7)	1+179	442	568+010	616+340	2+843+852	2+687+507	337+996	3+124+413	2+969+573	5.2	3+059+810	64+603	
TALLAHASSEE, FLA.(9)	2+679	2+646	572+034	432+193	1+674+388	1+191+758	135+178	2+179+840	1+561+673	37.8	2+616+093	436+253-	
TAMPA-ST. PETERSBURG, FLA.(27)**	16+336	8+547	4+402+038	4+182+038	12+787+069	11+552+459	2+251+809	15+618+927	13+848+621	12.8	15+012+027	606+900	
TERRE HAUTE, IND.(11)	1+179	442	365+391	320+443	2+023+660	1+700+089	180+059	2+235+880	1+876+469	19.2	2+492+954	257+074-	
TEXARKANA, TEX.-ARK.(9)	1+179	442	245+830	194+226	1+386+528	1+208+065	78+221	1+595+466	1+369+033	16.5	1+308+187	287+279	





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Kano (SIAE)

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Chaka Khan

Carole King

Earl Klugh

The Knack

Gladys Knight

Fred Knoblock

The Korgis (PRS)

LTD

Robin Lane & the Charibusters

Ronnie Laws

Led Zeppelin

Lobo

Kenny Loggins

Locksmith

Lene Lovich (PRS)

Carrie Lucas

M (PRS)

Teena Marie

Steve Martin

Carolyn Mas

Meco

Ronnie Millsap

Olivia Newton-John

Ted Nugent

Gary Numan (PRS)

Jane Oliver

Peaches & Herb

Freddie Perren

Noel Pointer

Gilda Ragner

The Police (PRS)

Pure Prairie League

Bonnie Raitt

Raydio (Ray Parker Jr.)

Smokey Robinson

The Roches

Rod (SACEM)

Kenny Rogers

The Rolling Stones (PRS)

The Romantics

Patricia Rushen

Brenda Russell

Sue Saad & the Next

Leo Sayer (PRS)

Boz Scaggs

The Scorpions (GEMA)

Gi Scott-Heron

Bob Seger

Shalamar

Carly Simon

Frank Sinatra

The Skafl Brothers

Sky

Gino Soccio (CAPAC)

J.D. Souther

The Specials (PRS)

Bruce Springsteen

Squeeze (PRS)

Rod Stewart

Barbra Streisand

Stuff

Styx

Donna Summer

Supertramp

Switch

Sylvester

Syreeta

38 Special

Toto

Johnny Van Zandt Band

The Vapors (PRS)

Narava Michael Walden

Joe Walsh

Grover Washington, Jr.

The Whispers

Don Williams

Paul McCartney & Wings (PRS)

Stevie Wonder

The Yellow Magic Orch. (JASRAC)

Neil Young

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Metropolitan areas (number of stations <sup>1</sup> reporting in paren- theses)	Network		National and regional advertisers		Local advertisers		Commissions		Total broadcast revenues <sup>2</sup>		% change	Total broadcast expenses 1979	Total broadcast income 1979
	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978			
TOPEKA, KAN.(8)	19,782	18,236	808,647	792,963	3,251,202	2,977,549	367,979	3,486,696	3,763,257	3,486,696	7.9	3,696,095	67,162
TRENTON, N.J.(16)	2,331	2,253	1,84,168	198,182	2,664,371	2,269,790	142,295	2,410,980	2,811,079	2,410,980	16.6	2,731,973	79,106
TUCSON, ARIZ.(15)ee	20,998	8,602	2,576,780	2,109,376	4,799,402	3,603,901	798,482	5,084,591	6,616,597	5,084,591	30.1	6,326,584	290,013
TULSA, OKLA.(19)	29,958	24,736	1,564,796	1,142,215	8,609,564	7,817,809	1,183,913	7,981,552	9,055,822	7,981,552	13.5	8,530,276	525,546
TUSCALOOSA, ALA.(8)	2,219	1,685	305,148	240,426	1,381,121	1,312,472	40,927	1,669,996	1,669,996	1,541,312	8.3	1,620,184	49,812
TYLER, TEX.(7)	44,704	33,707	221,316	184,638	2,141,409	1,503,897	84,942	1,655,997	2,299,580	1,655,997	38.9	2,145,327	154,253
UTICA-ROME, N.Y.(16)	1,263	1,430	474,828	477,594	3,235,553	2,545,959	212,511	2,872,035	3,562,695	2,872,035	24.0	3,900,867	338,172-
VINELAND-MILLVILLE-BRIDGETON, NJ(5)	2,035	1,229	112,648	85,514	742,288	654,813	11,766	850,748	2,178,003	723,898	17.5	902,430	51,682-
WAGO, TEX.(7)	575,700	428,383	1,489,452	1,244,276	4,836,014	4,070,769	8,400,379	45,601,037	51,282,629	45,601,037	12.5	44,103,071	7,179,558
WASHINGTON, D.C.--MD.--VA.(39)	28,617	10,363	657,557	301,140	1,759,882	1,816,855	280,843	1,942,228	2,155,636	1,942,228	11.5	2,412,624	246,988-
WATERBURY, CONN.(6)	8,781	1,818	629,331	529,483	2,060,995	2,085,047	94,212	2,689,850	2,689,850	2,563,700	4.9	2,486,086	203,764
WATERLOO-CEDAR FALLS, IOWA(6)	13,193	12,556	1,052,414	1,233,141	6,016,528	4,800,334	740,625	6,427,895	6,427,895	5,519,032	16.5	7,135,912	708,017-
W. PALM BEACH-BOCA RATON, FLA.(19)ee	50,435	52,432	1,235,736	1,041,529	2,520,587	2,455,427	375,625	4,038,638	4,038,638	3,900,021	3.6	2,922,270	1,116,368
WHEELING, W. VA.--OHIO(9)	57,919	48,138	892,915	976,321	7,917,541	7,419,784	683,476	8,389,537	8,834,968	8,389,537	5.3	8,045,143	789,825
WICHITA, KAN.(12)	2,708	4,181	400,952	470,560	1,342,549	1,335,549	110,045	1,646,122	1,646,122	1,776,319	-7.3	1,502,153	143,969
WICHITA FALLS, TEX.(5)	1,132	5,409	138,903	85,706	1,482,008	1,555,833	3,930	1,655,689	1,655,689	1,636,409	-1.8	1,641,871	13,818
WILLIAMSPORT, PA.(6)ee	25,224	13,755	344,905	327,369	4,362,765	3,752,935	208,828	4,556,571	4,556,571	3,941,828	15.6	3,462,702	19,090,869
WILMINGTON, DEL.--N.J.--MD.(10)	2,122	1,098	251,226	245,441	1,617,770	1,151,650	60,801	1,865,593	1,865,593	1,442,416	29.3	2,226,441	360,848-
HILMINGTON, N.C.(10)	41,778	35,697	1,025,929	951,138	3,555,765	3,132,253	573,002	4,057,699	3,575,509	3,575,509	13.5	3,776,127	281,572
WORCESTER, MASS.(6)	7,447	4,962	692,544	579,050	2,109,041	2,010,669	232,019	2,625,157	2,625,157	2,461,465	6.7	2,485,231	139,926
YAKIMA, WASH.(13)	9,505	10,022	657,971	510,878	5,634,818	4,426,676	383,494	5,945,866	5,945,866	4,675,079	27.2	4,552,297	1,393,569
YORK, PA.(12)	26,928	26,364	908,346	949,977	4,181,331	3,854,313	292,925	4,836,432	4,836,432	4,542,458	6.5	4,656,970	179,462
YOUNGSTON-WARREN, OHIO(11)			157,308	102,593	1,264,564	1,071,192	54,088	1,381,041	1,381,041	1,133,990	21.8	1,628,101	247,060-
FAIRBANKS, AK.(3)			55,118	25,764	972,716	959,505	15,659	1,024,644	1,024,644	1,004,345	2.0	1,075,548	50,904-
DECATUR, ALA.(5)			120,129	103,894	1,118,281	1,059,698	24,816	1,290,545	1,290,545	1,144,590	11.2	1,300,600	31,064
DOTHAN, ALA.(5)													



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Metropolitan areas (number of stations reporting in paren- theses)	Network		Time Sales		Local advertisers 1979	Commissions	Total broadcast revenues <sup>2</sup>		% change	Total broadcast expenses 1979	Total broadcast income 1979
	1979	1978	National and regional advertisers 1979	1978			1979	1978			
HOT SPRINGS, ARK. (6) **	624	1,471	133,165	162,610	582,860	26,642	694,806	873,914	- 20.5	653,988	40,818
JONESBORO, ARK. (4)			150,020	111,122	633,391	25,428	766,780	645,718	18.7	624,070	142,710
FLAGSTAFF, ARIZ. (4)	72	98	215,710	169,588	813,226	25,663	1,003,345	951,672	5.4	1,041,274	37,929-
YUMA, ARIZ. (4)		13,894	156,401	134,129	822,504	45,616	936,242	918,417	1.9	1,111,073	174,831-
CHICO, CALIF. (4)	3,969	2,346	308,403	321,214	1,324,345	86,375	1,556,384	1,433,666	8.6	1,273,809	282,575
REDDING, CALIF. (4)	2,704	2,360	256,354	251,916	1,408,980	52,076	1,625,184	1,758,384	- 7.6	1,576,716	48,468
SAN LUIS OBISPO, CALIF. (5) **	427	737	153,750	207,752	801,576	43,627	961,333	1,467,161	- 34.5	1,229,623	335,290-
SOUTH LAKE TAHOE, CALIF. (4)			3,411,115	356,108	1,225,864	43,480	1,523,719	1,252,581	21.6	1,524,051	332-
GRAND JUNCTION, COLO. (6)	3,069	21,916	111,736	144,047	1,578,769	62,581	1,560,811	1,421,255	16.9	1,718,651	57,840-
LEESBURG, FLA. (3) **			3,572	18,472	522,863	18,627	507,808	873,710	- 41.9	525,540	17,732-
OCALA, FLA. (5)			270,072	231,312	1,467,597	40,971	1,696,698	1,470,459	15.4	1,444,882	251,816
VERO BEACH, FLA. (3)	112	223	35,979	24,912	683,916	15,010	728,286	613,093	18.8	762,715	34,429-
BRUNSWICK, GA. (5)	1,521	380	74,511	60,408	608,170	17,298	683,564	674,646	1.3	1,018,297	334,723-
DALTON, GA. (3)			90,736	86,409	550,498	540,873	641,234	627,282	2.2	472,186	169,048
GAINESVILLE, GA. (5)	1,533	1,386	129,805	168,252	1,079,638	10,578	1,269,723	1,229,302	3.4	1,210,163	59,560
ROME, GA. (6)	1,348	2,268	209,377	196,760	1,146,479	26,345	1,355,939	1,271,992	6.6	1,457,603	101,664-
THOMASVILLE, GA. (3)	2,463	2,091	18,947	16,506	403,842	10,240	418,412	444,090	- 5.8	345,836	72,576
VALDOSTA, GA. (6)			123,819	119,251	651,804	68,915	707,671	680,327	4.0	746,456	38,785-
HILO, HI. (3) **			109,791	12,768	658,843	25,622	745,797	816,874	- 8.7	696,160	49,637
FORT DODGE, IA. (4)	16,316	17,066	524,290	456,362	1,135,337	92,881	1,613,212	1,437,288	12.2	1,496,438	116,774
MASON CITY, IOWA (4)	4,262	3,216	367,223	306,704	1,209,002	101,044	1,485,183	1,309,191	13.4	1,358,388	126,795
NAMPA, IDAHO (4)	1,509	1,947	130,405	99,531	967,906	83,790	1,016,030	1,034,579	- 1.8	1,059,387	43,357-
POCATELLO, IDAHO (5)	21,427	37,095	168,499	130,815	1,063,224	71,854	1,196,737	1,175,909	1.8	1,508,575	311,838-
TWIN FALLS, IDAHO (5)	620	70,969	304,535	150,037	1,446,694	86,850	1,690,454	1,528,498	10.6	1,719,889	29,435-
DANVILLE, ILL. (5) **	2,017	1,394	35,503	42,533	1,293,498	29,558	1,303,011	1,136,865	14.6	1,400,541	97,530-
DODGE CITY, KANS. (4)	4,560		92,860	711,673		30,140	827,598			838,828	11,230-



Time Sales

Metropolitan areas (number of stations <sup>1</sup> reporting in paren- theses)	Network		National and regional advertisers		Local advertisers		Commissions		Total broadcast revenues <sup>2</sup>		% change	Total broadcast expenses		Total broadcast income
	1979	1978	1979	1978	1979	1978	1979	1978	1979	1978		1979	1979	
HUTCHINSON, KANS.(4)	617	435	75,463	77,331	1,118,017	1,096,315	40,750	1,251,052	1,246,267	1,251,052	-	1,252,983	6,716-	
SALINA, KAN.(6)	344	1,061	276,108	184,660	2,720,517	1,991,278	116,203	2,146,042	2,897,438	2,146,042	35.0	2,934,884	37,046-	
BOWLING GREEN, KY.(5)	1,800	1,800	161,607	127,512	957,672	810,000	15,849	937,061	1,106,894	937,061	18.1	929,304	177,590	
PADUCAH, KY.(5)	3,350	2,631	249,001	171,896	1,119,349	1,087,871	43,367	1,218,564	1,330,135	1,218,564	9.2	1,303,568	26,467	
NEW IBERIA, LA(3)	1,572	39,630	219,820	1,179,138	1,509,724	1,179,138	40,765	1,699,295	1,208,365	1,699,295	-	982,599	225,766	
FREDERICK, MD(4)	3,400	2,750	337,808	355,290	1,157,571	1,139,308	75,630	1,451,084	1,699,295	1,451,084	-	1,356,869	342,426	
BANGOR, ME.(6)	2,254	4,075	285,405	223,617	1,557,548	1,320,583	153,097	1,450,390	1,710,501	1,450,390	17.9	1,616,721	136,488	
PRESCOTT ISLE, ME.(3)	1,211	1,098	95,741	96,595	478,151	461,258	28,016	548,139	569,617	548,139	3.9	590,145	20,528-	
CADILLAC, MICH.(4)	3,856	3,152	81,623	100,674	565,680	503,575	24,782	578,487	630,176	578,487	8.9	678,947	48,771-	
ESCANABA, MICH.(4)	2,299	2,241	100,320	99,669	750,626	699,226	15,412	799,067	838,172	799,067	4.9	988,244	150,072-	
MARQUETTE, MICH.(3)	2,214	350	297,022	500,634	1,459,765	1,309,276	63,074	1,562,601	1,716,777	1,562,601	9.9	1,538,279	178,498	
TRVERSE CITY, MICH.(5)	2,470	10,993	189,098	112,364	988,630	926,975	38,514	1,057,593	1,165,358	1,057,593	10.2	1,114,612	50,746	
CAPE GIRARDEAU, MO.(4)	1,300	1,100	278,469	237,732	1,138,556	1,006,355	39,776	1,254,614	1,393,195	1,254,614	11.0	1,142,121	251,074	
JEFFERSON CITY, MO.(4)	12,020	13,938	106,920	144,708	602,222	537,916	7,820	689,318	714,989	689,318	3.7	675,823	39,166	
JOPLIN, MO.(6)	382	1,410	26,005	15,053	903,585	848,161	4,412	873,433	941,836	873,433	7.8	970,199	28,363-	
POPLAR BLUFF, MO.(4)	799	5,504	329,390	231,384	1,426,913	1,244,973	56,135	1,438,426	1,702,551	1,438,426	18.4	1,700,173	2,378	
BROOKHAVEN, MS(3)	1,085	671	110,348	42,050	1,027,176	1,018,775	16,208	1,059,637	1,127,098	1,059,637	6.4	970,013	157,085	
COLUMBUS, MISS.(5)	1,021	1,410	26,005	15,053	903,585	848,161	4,412	873,433	941,836	873,433	7.8	970,199	28,363-	
CORINTH, MISS.(4)	1,085	671	110,348	42,050	1,027,176	1,018,775	16,208	1,059,637	1,127,098	1,059,637	6.4	970,013	157,085	
GREENVILLE, MISS.(5)**	382	1,410	26,005	15,053	903,585	848,161	4,412	873,433	941,836	873,433	7.8	970,199	28,363-	
GREENWOOD, MISS.(4)	799	5,504	329,390	231,384	1,426,913	1,244,973	56,135	1,438,426	1,702,551	1,438,426	18.4	1,700,173	2,378	
HATTIESBURG, MISS.(7)	1,085	671	110,348	42,050	1,027,176	1,018,775	16,208	1,059,637	1,127,098	1,059,637	6.4	970,013	157,085	
LAUREL, MISS.(4)	1,021	1,410	26,005	15,053	903,585	848,161	4,412	873,433	941,836	873,433	7.8	970,199	28,363-	
MCCOMB, MISS.(4)	799	5,504	329,390	231,384	1,426,913	1,244,973	56,135	1,438,426	1,702,551	1,438,426	18.4	1,700,173	2,378	
MERIDIAN, MISS.(7)	1,085	671	110,348	42,050	1,027,176	1,018,775	16,208	1,059,637	1,127,098	1,059,637	6.4	970,013	157,085	



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Time Sales

Metropolitan areas  
(number of stations<sup>1</sup>  
reporting in paren-  
theses)

	Network		National and regional advertisers		Local advertisers		Commissions	Total broadcast revenues <sup>2</sup>		% change	Total broadcast expenses 1979	Total broadcast income 1979
	1979	1978	1979	1978	1979	1978		1979	1978			
VICKSBURG, MISS.(4)			25,784	27,683	687,047	563,564	13,541	702,270	582,924	20.5	708,462	6,192-
BOZEMAN, MONT.(3)			54,964	92,042	1,311,147	1,151,675	33,986	1,347,049	1,232,607	9.3	1,259,335	87,714
HELENA, MONT.(5)		821	35,067	46,592	1,103,173	971,103	15,876	1,136,182	1,040,624	9.2	1,171,209	35,027-
KALISPELL, MONT.(3)			80,020	108,185	744,745	889,052	13,012	811,753	981,066	- 17.3	703,615	108,138
MISSOULA, MONT.(7)**	1,891	31,982	201,168	86,119	1,758,603	1,358,204	31,071	2,001,238	1,735,232	15.3	1,927,615	73,623
GOLOSORDO, N.C.(5)	34,998	35,677	34,534	39,657	900,895	881,529	16,425	953,992	952,764	.1	944,474	9,518
GREENVILLE, N.C.(4)	1,654	646	286,249	272,192	539,090	489,531	61,475	783,767	715,332	9.6	773,212	10,555
HICKORY, N.C.(5)	1,889	748	83,399	85,099	1,152,077	1,056,677	28,001	1,240,668	1,148,401	8.0	1,191,958	48,710
JACKSONVILLE, N.C.(5)**			139,187	154,549	808,253	871,389	54,365	899,653	1,022,852	- 12.0	948,186	48,533-
KINSTON, N.C.(5)	2,529	1,653	207,669	130,115	853,495	876,459	18,761	1,078,319	1,015,430	6.2	1,073,086	5,233
NEW BERN, N.C.(4)			77,016	81,574	392,932	419,858	5,591	464,357	496,087	- 6.4	562,182	97,825-
RETSVILLE, NC(3)			200,991		290,105		15,434	477,808			549,631	71,823-
ROCKY MOUNT, N.C.(5)	348	323	73,297	54,088	773,198	689,496	10,708	847,057	747,305	13.3	809,116	37,941
WILSON, N.C.(4)	447	1,175	85,589	84,459	603,475	530,182	12,279	682,850	611,791	11.6	694,277	11,427-
BISMARCK, N.D.(5)	4,372	4,819	499,342	403,674	2,267,735	1,990,960	59,495	2,734,000	2,378,493	14.9	2,557,811	176,189
MINOT, N.D.(6)		349	131,487	80,273	1,829,991	1,619,456	41,672	1,963,991	1,691,907	16.1	2,018,818	54,827-
SCOTTSBLUFF, NEB.(4)	12,514	13,705	113,021	106,593	1,107,466	913,177	31,4304	1,205,731	1,019,412	18.3	1,173,055	32,676
CARLSBAD, NH(4)**			51,956		387,248			439,204			458,514	19,310-
CLOVIS, N.H.(5)			43,981	41,869	675,712	662,115	18,669	701,649	688,357	1.9	821,218	119,569-
FARMINGTON, N.H.(6)	15,738	19,155	334,439	215,765	1,207,823	1,134,110	25,166	1,557,235	1,354,282	15.0	1,257,567	299,668
HOBBS, N.H.(3)			78,840	71,206	353,140	286,549	24,577	426,878	385,450	10.7	611,911	185,033-
ROSWELL, N.H.(5)			131,315	121,018	620,720	646,889	25,366	756,127	778,770	- 2.9	1,007,648	251,521-
SANTA FE, N.H.(5)**	352	1,781	188,260	205,982	904,359	798,633	25,879	1,073,511	965,617	11.2	1,043,882	29,629
ITHACA, N.Y.(5)			268,509	272,054	1,052,515	984,049	57,719	1,454,658	1,463,600	- .6	1,388,436	66,222
CHILLICOTHE, OHIO(4)			119,187	121,885	368,597	355,477	10,719	492,600	475,686	3.6	492,819	219-
PONC A CITY, OK(3)**			16,043		651,550		6,625	660,968			552,396	108,572
BEND, ORE.(4)**			174,093	156,842	1,155,833	1,051,823	54,088	1,299,957	1,195,626	8.7	1,334,105	34,148-
COOS BAY, OR(3)			133,908		617,840		28,837	729,683			874,010	144,327-
KLAMATH FALLS, ORE.(5)	1,350	1,238	133,441	164,931	809,881	881,482	36,947	909,901	1,009,464	- 9.9	893,434	16,467
MEDFORD, ORE.(7)	3,886	32,163	228,571	209,160	1,795,272	1,507,956	57,896	1,972,509	1,737,593	13.5	2,332,233	359,724-
ROSEBURG, ORE.(4)	2,428	1,802	104,267	114,213	1,032,801	911,434	26,282	1,116,293	1,002,610	11.3	1,020,488	95,805
THE OALLS, ORE.(3)			81,976	77,854	445,494	395,165	17,215	526,534	479,918	9.7	503,966	22,568
FLORENCE, S.C.(4)	1,328	1,580	176,360	99,913	765,800	717,693	29,807	914,047	859,941	6.3	831,688	82,459
GREENWOOD, S.C.(4)	795	683	90,761	90,848	598,520	515,036	6,364	683,712	600,768	13.8	612,488	71,223
ORANGEBURG, S.C.(5)			130,564	117,763	656,695	559,746	14,040	795,250	688,489	15.5	890,842	95,592-
SUMTER, S.C.(4)	4,500		539,867	415,962	666,779	625,787	63,042	1,199,868	1,033,179	16.1	1,202,816	2,948-
ABERDEEN, S.D.(5)			187,952	123,443	920,303	846,249	39,755	1,094,142	955,847	14.5	1,074,425	19,717
WATERTOWN, S.D.(4)			51,955	58,643	798,522	683,773	4,291	846,186	737,221	14.8	852,781	6,595-
YANKTON, S.D.(3)	6,326	2,780	452,537	432,634	1,816,473	1,545,186	180,620	2,094,716	1,812,919	15.5	1,483,447	611,269
FAYETTEVILLE, TENN.(3)	737	759	3,746	2,684	405,653	383,286	112	410,718	387,010	6.1	354,856	55,862



Time Sales

Metropolitan areas  
(number of stations<sup>1</sup>  
reporting in paren-  
theses)

	Network		National and regional advertisers		Local advertisers		Commissions	Total broadcast revenues <sup>2</sup>		% change	Total broadcast expenses 1979	Total broadcast income 1979	
	1979	1978	1979	1978	1979	1978		1979	1978				
JACKSON, TENN. (5)**	1,419	814	168,209	194,025	1,268,287	996,809	38,769	1,426,205	1,193,252	19.5	1,425,431	774	
SHELBYVILLE, TENN. (4)**			18,939	14,578	220,495	285,768	2,480	238,511	299,357	-20.3	283,789	45,278-	
BIG SPRING, TEX. (4)			47,667	53,987	650,063	744,876	5,347	696,676	792,427	-12.1	697,120	444-	
BROWNWOOD, TEX. (4)	3,825		14,803	19,038	800,605	712,518	6,049	812,824	728,744	11.5	884,083	71,259-	
LUFKIN, TX. (4)**			24,272		473,008		10,406	489,889			475,929	13,960	
LOGAN, UTAH (4)	29,315	33,022		24,285	537,347	427,710	15,783	555,290	480,916	15.5	551,877	3,413	
DANVILLE, VA. (5)	921	873	164,832	125,725	1,499,390	1,347,583	26,895	1,645,842	1,476,303	11.5	1,355,876	289,966	
HARRISONBURG, VA. (4)		6	271,403	233,915	1,256,480	1,108,656	39,057	1,491,046	1,310,110	13.8	1,369,708	121,338	
STAUNTON, VA. (3)			218,544		732,716		18,393	932,867			749,537	183,330	
BURLINGTON, VT. (5)	8,020	5,871	169,150	233,533	2,009,463	1,752,542	76,002	2,144,891	1,974,856	8.6	2,156,702	11,811-	
BELLINGHAM, WASH. (6)	581	524	449,642	288,976	1,433,545	1,321,760	177,912	1,723,897	1,510,468	14.1	1,663,362	60,535	
MALLA WALLA, WASH. (5)			274,071	148,891	905,433	728,911	60,561	1,116,021	832,919	34.0	1,064,972	51,049	
WENATCHEE, WASH. (3)		1,645	129,245	107,979	576,314	428,170	17,923	687,768	525,035	31.0	744,464	56,696-	
HAUSAU, WIS. (5)	5,338	2,366	121,665	108,486	1,425,342	1,229,959	51,332	1,508,625	1,305,855	15.5	1,219,558	289,067	
BECKLEY, W. VA. (5)	319	483	203,772	207,308	1,460,776	1,235,852	33,224	1,701,754	1,458,044	16.7	1,429,694	272,060	
CLARKSBURG, W. VA. (6)	2,330	22,653	120,013	81,645	993,316	961,000	13,712	1,107,055	1,062,555	4.2	1,016,992	90,063	
FAIRMONT, W. VA. (3)	2,019	2,298	51,715	73,402	724,027	636,582	8,885	771,593	705,275	9.4	727,219	44,374	
CASPER, WYO. (4)	8,819	44,442	346,634	295,525	2,505,807	2,193,443	121,892	2,800,788	2,479,908	12.9	2,228,080	572,708	
CHEYENNE, WYO. (6)		11,647	95,447	77,275	1,096,678	865,561	30,097	1,164,457	934,219	24.6	1,355,943	1,914,886-	
MAYAGUEZ, P.R. (9)	184,914	152,391	416,233	389,319	1,055,978	878,913	177,116	1,577,484	1,414,153	11.5	1,425,183	152,301	
PONCE, P.R. (10)	147,385	147,590	821,622	655,850	1,346,012	995,550	320,221	2,090,424	1,603,372	30.4	1,864,150	226,274	
SAN JUAN, P.R. (20)	358,696	57,064	3,858,340	3,053,856	7,430,494	7,226,483	1,561,760	10,195,030	9,189,572	10.9	9,959,270	235,760	
TOTAL (42)		434,018		4,516,379		9,945,672		13,418,316		-100.0			
AGAMA, GUAM (5)		41,400	87,806	46,517	1,397,253	1,036,983	34,366	1,465,258	1,101,897	33.0	1,288,200	177,058	
AGUADILLA, P.R. (3)		1,612	174,859	222,977	1,497,793	311,947	16,981	369,466	572,529	-35.5	374,129	4,663-	
ARECIBO, P.R. (5)		9,740	228,007	258,159	376,720	319,257	48,059	560,227	607,246	-7.7	566,432	6,205-	
CHARLOTTE AMALIE, V.I. (3)		489,468		5,888,684	905,318	888,280	125,481	779,837	796,648	-2.1	795,187	15,350-	
TOTAL (51)		21,703,241	554,528,058	520,667,387	1,770,364,753	1,640,229,295	83,416,490	2,091,291,434	1,941,802,182	7.7	1,892,646,640	198,644,794	
METROPOLITAN AREAS U.S. (3397)		462,535	696,714	33,481,254	21,587,384	230,203,914	148,082,424	7,776,996	260,279,289	168,395,940	54.6	250,123,050	10,156,239
NON-METRO AREAS 3 OR MORE STNS (1179)		425,855	313,389	23,418,726	16,861,840	221,715,636	140,557,433	4,512,969	243,342,146	156,481,191	55.5	230,682,927	12,659,219
NON-METRO AREAS OF TWO STATIONS (1616)		269,241	553,297	8,641,431	24,729,078	10,337,099	234,561,977	1,943,609	113,364,209	258,290,870	-56.1	110,570,695	2,793,514/
NON-METRO AREAS OF ONE STATION (751)		22,860,872	20,442,915	620,069,469	583,845,689	2,326,621,402	2,163,430,229	97,650,064	2,708,277,078	2,524,970,183	7.3	2,484,023,312	224,253,766
TOTAL UNITED STATES (6943)		770,430	489,468	6,922,269	5,834,246	17,014,468	2,631,691	22,545,595	20,472,077	10.6	21,640,604	1,004,991	
COMMONWEALTH AND POSSESSIONS (93)		23,631,302	20,932,383	626,991,738	589,679,935	2,343,635,870	2,179,170,254	281,755	2,730,922,673	2,545,442,260	7.3	2,505,663,916	225,258,757
GRAND TOTAL (7036)													

NOTE: Total broadcast income is before federal income tax. — denotes loss.  
Blank column indicates data withheld to maintain station confidentiality.  
fewer than three stations reported.

<sup>1</sup>AM-FM associated stations are counted as two stations whether they file separately or jointly.  
<sup>2</sup>Total time sales less commissions, plus talent and program sales, plus other incidental broadcast revenue.  
\*\*One or more stations did not report data for the full year.

## AEI articles on regulatory agencies suggest course for Reagan

**Conservative think tank proposes one-year moratorium on new regulations; FCC is seen as moving in right direction; Scalia supports a rewrite bill, cable policy, market allocation of spectrum; FTC should be 'curbed,' called 'Most Unpopular Agency'**

President-elect Reagan is being given advice on overhauling the government's regulatory philosophy and structure by individuals who feel that in most cases the regulators have gotten dangerously out of control. The chairman of Reagan's task force on regulatory reform, for instance, has suggested a one-year moratorium on new federal regulation "to give everyone a breathing spell in which to adjust."

Murray Weidenbaum, director of the Center for the Study of American Business and a former assistant secretary of the treasury, offered the suggestion in one of a number of articles that members of the task force contributed to the November-December issue of *Regulation*, published by the American Enterprise Institute, a conservatively oriented study group that is coming into prominence in the wake of Reagan's election victory over President Carter.

One author has two articles on the two agencies of most concern to broadcasters—the FCC and the Federal Trade Commission. And while Antonin Scalia, the former general counsel for the old Office of Telecommunications Policy, who is now a professor at Stanford Law School, seems to have trouble finding fault with the FCC's regulatory performance—he calls its activities "in the direction of deregulation"—he notes that the FTC has easily won the title of "Most Unpopular Agency." He suggests changes in the statutes defining the powers of both agencies. His views on the FTC are particularly interesting, since he is also a member of Reagan's FTC transition team.

The Weidenbaum task force has not made public the report it submitted to Reagan. But at a minimum the articles reveal the philosophy of those who contributed to it.

Weidenbaum said that "because of the rapid proliferation of regulatory rules and programs in recent years," the new President should urge Congress "to take such

action as necessary to produce a one-year moratorium on new regulations." He would make exceptions only for "emergency rules," particularly in the health and safety areas.

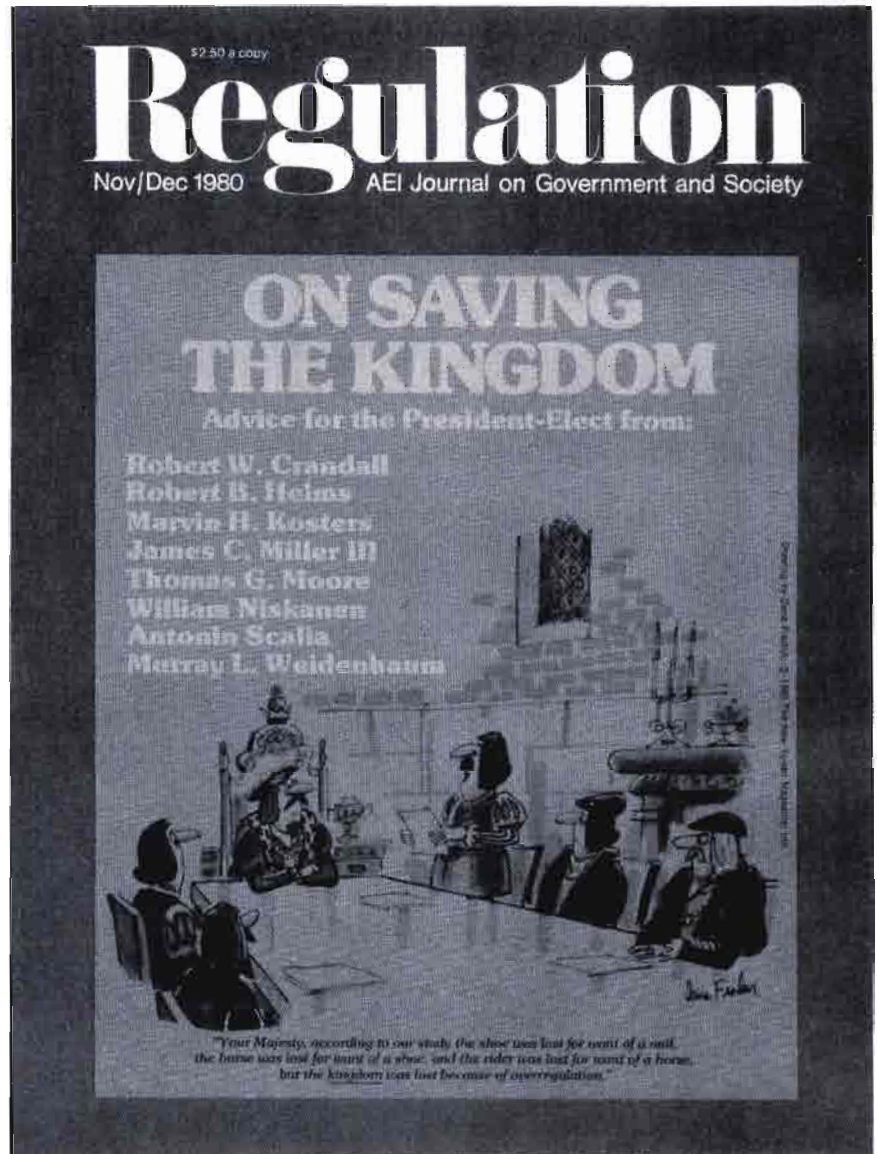
That would only be the beginning. Weidenbaum said Reagan will have an opportunity to embark on a new approach to regulation that has two aims—doing a better job of achieving regulatory goals while reducing regulatory burdens. "Not only is it possible to have it both ways," he said, "it is high time."

And in appointing persons to run the agencies, Weidenbaum said, Reagan should pick individuals who agree with that approach—"who are sympathetic with the important social objectives to be

achieved, and who are equally concerned with minimizing the costs and intrusions."

Nor does Weidenbaum think it enough simply to pick the right kind of regulator. He would change some of the fundamental regulatory statutes. He called for statutes easing out economic controls that interfere with marketplace competition—including regulations imposed by the FCC. And he suggested legislation requiring agencies to demonstrate "at least a reasonable relationship between the costs imposed and the benefits produced" for each new rule they propose.

Scalia, in his article on the FCC, noted that the commission has relaxed its regulatory requirements in a number of areas and has tended to be "interven-





# THE \$50,000 PYRAMID

## The stakes are up!

The \$20,000 Pyramid is back as The \$50,000 Pyramid, starting Monday, January 26, featuring all new programming with the popular host Dick Clark. The show is being offered on a five times per week strip basis.

After its successful six year run as the \$20,000 Pyramid on the ABC Television Network, The \$50,000 Pyramid will again attract high ratings especially among Women 18-49.

The show, syndicated by CPM, Inc., Chicago, has already cleared 59 markets including WPIX, New York; KTTV, Los Angeles; WGN, Chicago; WKBS, Philadelphia; WKBD, Detroit; WUAB, Cleveland; WRC, Washington, D.C.; KTVT, Dallas;

WCIX, Miami; KTVI, St. Louis and KMSP, Minneapolis. In these markets, the show will run Monday through Friday in daytime or prime access slots.

The \$50,000 Pyramid is produced by Bob Stewart and is still available for syndication in certain markets. For availability information, contact: Mike Willner, CPM, Inc., 919 North Michigan Avenue, Chicago, Illinois 60601. (312) 440-5200

Game show participation spots are available through the Edward E. Finch Company, 880 Third Avenue, New York, NY 10022, (212) 421-5900.



CPM, Inc.

tionist" only in the social area—in imposing affirmative action requirements on broadcasters and in considering mandating specific amounts of children's programming, for instance. And he said "the right sort of statutory amendment could assist the FCC's deregulatory efforts."

Indeed, he said the new administration should support the concept of a rewrite of the Communications Act, which has remained largely unchanged since its enactment in 1934. Efforts by Congress to rewrite the act over the past several years have stalled, he noted, with the result that "the basic framework of our communications structure for the next half century is now being formulated, literally without any statutory guidance."

Scalia suggested several objectives for a rewrite:

- Establishing a "clear and predictable" national policy regarding cable television, protecting it from constraints designed to subsidize other technologies and providing a structure that will minimize monopoly characteristics.

- At least the beginning of a movement toward market allocation, rather than governmental assignment, of spectrum use.

- A reduction of government content controls and entry restrictions in the broadcasting field.

- Establishing a framework for open competition in the common carrier field, and the clear delineation of those areas where continued AT&T monopoly will be permitted.

- Insulating the fast-growing computer industry from rate-and-entry regulation on the basis of the communications aspects of their services.

The statutory changes Scalia has in mind for the FTC are designed to curb what he regards as the excesses under Chairman Michael Pertschuk. Simply "replacing 'their' bureaucracy with 'ours,'" he said, "does not solve the underlying difficulty." No bureaucracy, he said, "should be making basic social judgments."

He would modify both the agency's statutory objectives and its powers. Its "more extreme consumer protection initiatives could be eliminated," he said, "simply by specifying that nothing which in context would be nondeceptive for a person of average intelligence and experience can constitute a deceptive trade practice, unless it is actually intended or calculated to deceive the more gullible."

He also suggested that the consumer-protection rulemaking powers conferred by the Magnuson-Moss Act of 1975, cited by the FTC in its proposal to ban advertising aimed at children, be "reconsidered." He recommended that a task force be established to review the FTC's antitrust powers—he wondered whether the agency should have any such powers, since they duplicate those of the Justice Department—and said it might consider at the same time consolidation within the FTC—"or elsewhere"—of the various, and sometimes overlapping, consumer protection responsibilities now entrusted to such

other agencies as Consumer Product Safety Commission, the Food and Drug Administration, and the Department of Agriculture.

## NAB-supported studies are doubtful of 9 khz switch

**Research filed with FCC in preparation for Region 2 meeting sees change costing more than expected and says broadcast economy will not support many new stations**

The FCC may have missed its deadline for producing studies in preparation for the second session of the Region 2 (western hemisphere) conference on AM broadcasting. But industry members of the commission's Advisory Committee on Radio Broadcasting didn't. Last week, they dropped off several hefty reports that the commission staff will be months in digesting and analyzing. But a first reading indicates the reports support the broadcasting industry's view that the commission should oppose—not urge, as it has been doing—the proposal that the region reduce AM channel spacing from 10 khz to 9.

One of the major reports deals with the question of demand for the new stations the reduced channel spacing would make possible, as well as with the likely viability (or lack of it) of new and existing stations in the face of a substantial growth in the number of outlets. Another involves the costs—to consumers as well as to AM broadcasters—of changing channel spacing. Most of the work was underwritten by the National Association of Broadcasters.

The commission had promised to contribute to the pool of information a study of the cost to broadcasters of switching to a 9 khz plan requiring a frequency shift of up to 9 khz, the so-called Canadian plan. The contractor providing that study will not complete it until April. The commission is also doing studies of the relative benefits of the Canadian plan and the U.S. plan—requiring a shift of no more than 4 khz—that forms the basis of the Region 2 consideration of the 9 khz channel spacing plan. There was no word on when that work would be completed.

Henry L. Baumann, chief of the commission's Policy and Rules Division, who chairs the advisory committee, said the results of the commission's work, as well as that of the industry members, would be synthesized and presented to the commission well in advance of the second session of the Region 2 conference, beginning in November, when the hard decisions will be made.

However, U.S. delegates to two preliminary meetings in Rio de Janeiro, in January, will be operating without the in-

formation they had expected to have. A key decision to be made in January is which 9 khz channel spacing plan the International Frequency Registration Board will use in a comparative study of the 10 khz and 9 khz channel spacing plans. Since it lacks the necessary information on which to evaluate the Canadian plan, the U.S. will insist the study be based on the so-called 9/4 proposal. And since the first session of the conference called for use of the 9/4 proposal in the study, the U.S. is expected to have its way.

That plan would not be as costly to broadcasters as the Canadian, which has the advantage of permitting the addition of more stations in the largest markets. Still, the studies submitted last week indicated broadcasters had no reason to welcome either plan.

The Advisory Committee's subgroup on radio spectrum allocations, in a report based largely on a study by Frazier, Gross & Clay, a consulting firm, said there is listener demand for stations in large as well as small markets. But, it added, prospective owners, including those interested in serving minority groups, are interested primarily in the large markets, where new stations would be more likely to survive.

The report also concluded that the broadcast economy "is not sufficiently profitable to absorb a large number of new stations." Indeed, Frazier, Gross & Clay found that "advertiser needs are adequately served by the present number of radio stations." New stations would have difficulty becoming profitable, the subgroup report says, and existing ones "would be extremely vulnerable to new competition with superior technical capabilities."

The consultant's forecast of the impact of new stations is grim: It says every existing station in "the vast majority of markets" would be affected, particularly AM's, and that stations with "marginal facilities"—such as daytimers and Class IV's—would suffer the greatest relative losses. Only "in a few relatively 'underdeveloped' markets" will the impact of new stations be slight.

Frazier, Gross & Clay does not claim its study is the last word. On the contrary, it says the results show that, before the commission can determine demand and viability, it should study levels of listener demand, advertiser demand and owner/entrepreneur demand, as well as national-, market-, and station-level economic variables.

But the FCC has maintained that viability is not a factor it should consider; it would permit the marketplace to determine the survival rate. And the National Black Media Coalition, through its research director, David Honig, advanced that view in objecting to the study on viability, at the advisory committee meeting last week. "It has no place in the study of the 9 khz issue." Minorities, he said, "are entitled to an opportunity to increase their numbers—now relatively insignificant—among broadcast owners."

He also pointed to an apparent discre-



pancy in the consultant's study. One of four case studies in the report involves Greenwood, Miss., and concludes that it is "unlikely" the market could support four stations. It said a fourth would reduce the revenues of the third station in the market by 20%, to the \$70,000-\$90,000 level. But, as Honig noted, there are already four stations in the market—including an AM-FM combination.

"The fact that an economic study could conclude that a 15-year history of a four-station operation in Greenwood theoretically should not have happened casts serious doubt on the validity of government adoption of criteria which would protect incumbents from new competition as a guide to allocations," Honig said.

Larry Patrick, the NAB's vice president in charge of research, sought to explain the apparent discrepancy by noting that the study focused on AM stations only—that it was meant to refer to a fourth "AM" outlet.

Whatever the outcome of the demand and viability debate, an advisory committee subgroup on technical matters produced a report indicating that the costs of conversion to a 9 khz channel spacing would be substantially more than the commission's studies have indicated.

Where the FCC has not yet considered nontechnical costs, the industry group estimates that, based on a Canadian study, a conversion to the 9/4 plan would cost U.S. stations, on average, \$94,669, in out-of-pocket expenses and revenue losses. The Canadian 9/9 plan would more than double those costs, to \$254,728.

What's more, the industry group contends that the technical costs estimated by the commission's consultant, Moffett, Ritch & Larson, are low. Instead of \$19.8 million total for the country's AM stations, the study notes, Jules Cohen & Associates, a consultant to the NAB, foresees the total to be \$29 million.

And that's just for the less expensive 9/4 plan. A.D. Ring & Co., in a study prepared for the NAB, estimates it would cost the 799 stations it studied \$10,874,605 to make the necessary adjustments in their 1,033 directional arrays. But that, in a sense, was the good news; that would be the cost if simplified proof-of-performance procedures were permitted, according to the report's authors. If the commission required conventional procedures, the cost for those stations "would more than double." And if the costs of other stations affected were added in, according to Jules Cohen, the total for the industry would be about \$39 million.

The public would not be exempt from the costs, either. A survey by Frazier, Gross & Clay of receiver manufacturers indicates members of the public own some two million AM receivers with synthesized tuning incompatible with 9 khz. The market value of the sets that would be rendered obsolete is about \$500 million.

(The costs involved—at least those for broadcasters—have not gone unremarked by the commission, according to committee chairman Baumann. He said the com-

## **MEDIA MONITOR**

Advertisement

# **Farm Bureau Demolishes Documentary**

**By Reed Irvine  
and  
Cliff Kincaid**

NBC last summer broadcast "The Migrants—1980," a documentary on migrant farm workers in Florida. This program painted a grim picture of migrant life as one of never-ending poverty, hunger, disease, and misery. The film was narrated by Chris Wallace, who is apparently trying to imitate his famous father, Mike Wallace of CBS. The show had some of the 60 Minutes style—the rough questioning of persons who were being held up to scorn or ridicule. But it was also tainted with another of 60 Minute's trademarks—inaccuracy and unfairness.

NBC's sloppiness has been exposed by an in-depth analysis prepared by the American Farm Bureau Federation. Their lengthy report demolished NBC's charges that migrants were being exploited with sub-standard wages and that there is rampant child-labor abuse on Florida's farms. The Bureau indicated that not only were these charges inaccurate, but that NBC disregarded the evidence it had to the contrary.

NBC was wrong in other areas also. Wallace and his cohorts were particularly inaccurate when they reported on migrant housing. The program started off on the wrong foot when it showed housing that had been abandoned and un-lived in for ten years. This helped set the misery mood, even though it had nothing to do with the current housing situation. NBC charged that migrant workers are housed in facilities "unfit for human habitation" and said "nothing has been done in the last ten years."

The Farm Bureau points out that the NBC film crew had been shown several modern housing developments for migrants, such as the Fremd and Padgett Island projects in Pahokee, the new \$3 million Pee-hokey project and several others. Thousands of units of both public and private good low cost housing might have been shown, but that of course would not have fit the NBC theme. Of all the good migrant housing

that the NBC crew was shown, the only portion that survived the cutting room was a 4-second shot of the Padgett Island project.

NBC's tactic of spotlighting the negative and ignoring the positive was seen in the airing of shots of a sub-standard rooming house in Belle Glade, Florida. The Farm Bureau noted that if the NBC crew had simply pointed their cameras in the opposite direction, they would have picked up a substantial row of houses rehabilitated under the city's Community Development program. But, unfortunately, that was not in the NBC script.

NBC also painted a dismal picture of the health of migrant workers. For instance, NBC said that a child born to a migrant life would "live to be no more than 49 years old." The Farm Bureau's report showed that this assertion was utter nonsense. It cited a 1970-71 study which showed that nearly 30 percent of Florida farm workers were over 50 years old.

Chris Wallace told Media Monitor that his documentary was so thoroughly researched that we would be wasting our time if we tried to critique it. We left the critique to the experts—the American Farm Bureau Federation. They have come up with a devastating report. They sent a copy to NBC over a month ago, and they are still waiting for a reply. The long delay suggests that NBC is having trouble coming up with proof that the documentary was not as flawed as the Farm Bureau suggests.

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*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 777 14th St., N.W., Washington, D.C. 20005.*

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# Washington Watch

**Character issue.** FCC has modified its policy requiring resolution of character issues before reimbursement of expenses can be made to withdrawing party in comparative hearing. Commission said application of withdrawing parties with character qualifications challenged would be dismissed with prejudice. Settlement can be made and winners freed to begin broadcast service, but unresolved character issues may be reconsidered in future proceedings if applicant again seeks license or license renewal.

□

**FOI rate adjustment.** FCC has adjusted Freedom of Information Act search fees from current \$5 per hour to reflect salary level of staff person conducting search. New hourly fees will be set at mid-level of each grade of particular searcher. Waivers will be considered on case-by-case basis where public interest benefit is determined to be at issue.

□

**P&L juggling.** FCC will ask for public comment on request by Comsat to allow it to offset losses from its participation in Inmarsat with revenues from Intelsat. Commission—which seemed to be of one voice on issue at commission meeting—was against idea in principal.

□

**Pirates beware.** Southern California judge has upheld California's "pirate decoder law" in Santa Ana case involving Stephen Robbins and S.C.R. Electronics, supplier of decoder kits. In denying motion to prevent enforcement of section of state penal code that prohibits manufacture and sale of "pirate" decoders without consent of subscription TV service, Superior Court Judge John K. Trotter said that devices threaten survival of new industry. Trotter held that state law was not pre-empted by federal authority.

□

**Judge rebuffed.** FCC will take no action on Massachusetts superior court judge's request that it investigate whether wcvb-TV Boston acted "in the public interest" when it aired *Witnesses for Hire* series before murder trial jury had been selected (BROADCASTING, Oct. 20). Stephen Sewell, acting chief of complaints and compliance division of FCC's Broadcast Bureau, wrote Judge Vincent R. Brogna that "the government cannot become the authenticator of the news or the arbiter of truth." Judge had asked FCC to investigate station's refusal to postpone series, which included comments from murder defendant, until defendant's jury was selected. After series aired, trial was postponed indefinitely.

□

**WNYC in hearing.** Wnyc-TV New York (ch. 31), licensed to city of New York, has been designated for comparative renewal with True Witness Ministries which seeks license for outlet. Although commission found True Ministries' application wanting in financial and ascertainment information, it may not deny an application that is "substantially complete" until after the comparative process has been completed.

□

**Carter shred.** President Carter has signed administration-backed bill aimed at reducing paperwork burden that government imposes on citizens and businesses. New law establishes national paperwork reduction as national policy, and provides machinery in Office of Management and Budget for scrutinizing forms FCC and other agencies prepare for those they regulate. OMB's Office of Regulatory Affairs and Information Policy will be strengthened and given authority to review forms of independent agencies, as it already does for executive departments, and reject those that seek information available from other agencies or that appear to be unnecessary. Agencies could, however, override rejection by vote of their presidentially appointed members. OMB will also prepare paperwork-burden budget, composed of total hours agencies estimate it will take to complete their forms. Idea, said White House aide Rick Neustadt, who helped shepherd legislation through Congress, is to make it easier for OMB to persuade agencies to cut back on "cost," in terms of hours, they are imposing on those they regulate. Legislation also strengthens OMB office's ability to carry out its function of overseeing government's purchase and use of communications and computer technology. One result of legislation, Neustadt said, is that OMB will be able to assume important role in telecommunications policymaking in future.

beyond their capability—in the top 25 markets. It shows that the Canadian plan might make it possible to add 63 stations, the American plan, 36, to those markets.

If the 9 khz proposal received kind treatment in any report, it was in one prepared by the subgroup on receivers. It said that AM stereo would not be adversely affected by a reduction in channel spacing, "particularly since it appears the greatest potential use for AM stereo will be in automobile receivers." The subgroup also agreed in general with a study by the National Telecommunications and Information Administration which concluded that, in terms of receiver capability, the reduction in channel spacing would make little significant difference. However, the technical criticism was not absent. The allocations subgroup noted the commission's own task force on 9 khz had concluded that the reduction in channel spacing would result in adjacent channel interference that would cause stations to suffer a service area loss of about 5%.

In dropping the reports on the commission, members of the advisory group made clear they did not relish the fact they had spent hours and money to meet the deadline—Dec. 17—while the commission missed it. Erwin Krasnow, NAB general counsel, also said the group felt the commission "lacked candor" in dealing with it, and made four requests, which he later incorporated in a letter to FCC Chairman Charles D. Ferris.

The group wants to know what the staff has done to advise the commission of the reports being prepared. The committee itself wants "feedback"—are the reports being provided supplying useful information?—and to be informed of deadlines for projects. And it would like "specific recommendations as to how the committee could be most useful."

Krasnow also suggested a bigger budget would help. He noted that the commission has set aside \$7,700 for the work of the committee for a year—but that the industry members spent more than that "just to Xerox the reports" submitted last week.

Baumann, in effect, told Krasnow to forget about the money request. He said he would see what he could do about the others.

## Composite week figures track nonentertainment volume on TV in '79

The annual FCC report on television programming during the composite week for 1979 shows that commercial television stations devoted an average 25.9% of the time between 6 a.m. and midnight to non-entertainment/nonsports programming. During that same time period, news accounted for 9.4%; public affairs 4.5%, and all other nonentertainment/nonsports programming (mostly religious, educational or agricultural), 12%.

The prime-time average for nonentertainment programming in 1979 was 21.4%. Locally produced entertainment pro-

mission staff is considering various options for easing the burden, including recommending a possible tax break.)

What would the public receive in terms of additional service, and where, from either the U.S. or Canadian plan? The commission has estimated only that the 9/4 plan would open the door to some 300

stations, without indicating locations. Ted Ruscitti, director of radio engineering for Taft Broadcasting Co., and Michael C. Rau, director of engineering for Rau Radio Stations Inc., did an admittedly rough comparative study of the 9/4 and 9/9 plans—they said the costs and lack of time available put a more thorough study



gramming accounted for 8.6% of the programming between 6 a.m. and midnight while the total percentage for all locally produced programming in the same period was 9.5%. The comparable averages for locally produced nonentertainment programming and all locally produced programming aired during prime time were 8.6% and 9.6% respectively.

The composite week is one made up of seven days selected at random by the FCC each year. The 1979 statistics were compiled from a total of 726 stations reporting. The composite week for that year was: Sunday, March 4; Monday, April 2; Tuesday, Sept. 18; Wednesday, Aug. 22; Thursday, June 21; Friday, Feb. 9, and Saturday, May 19.

The composite week for 1980 is: Sunday, Jan. 6; Monday, May 12; Tuesday, March 25; Wednesday, Feb. 6; Thursday, April 24; Friday, Sept. 12, and Saturday, July 19.

## **Broadcasters come out against interim DBS authorization**

**Comments filed with FCC say no approval for direct satellite service should be given until after the 1983 RARC sets up technical criteria; other groups oppose on grounds of clash with 12 ghz microwave; NTIA supports interim plan, as do various equipment manufacturers**

If Comsat's Satellite Television Corp. is to get its DBS service up and flying by 1985 or 1986, as it hopes (see page 23), it will need authorization from the FCC prior to the 1983 Regional Administrative Radio Conference, which will set certain technical parameters and allocate DBS orbital slots for countries in North and South America.

In the FCC's inquiry into the development of regulatory policy, adopted in October (BROADCASTING, Oct. 6), the agency asked whether it should authorize interim DBS service before RARC. The response from a multitude of broadcasters in initial comments was a resounding no. Most argued that to authorize interim service would be to prejudice the formulation of permanent DBS policy, and others felt that the FCC should not authorize DBS service on either an interim or permanent basis until Congress has had a chance to tackle the "threshold" question of whether DBS is in the public interest and the most efficient use of valuable spectrum.

Satellite Television Corp., of course, filed comments urging the FCC to grant interim DBS applications because of the public benefits that would be derived and because interim DBS would strengthen the United States' position at RARC. Its position was reinforced by the comments

of Oak Communications and the National Telecommunications and Information Administration.

An issue that has thus far had little attention from either the proponents or opponents of DBS is what happens to the terrestrial microwave users who have been using the 12 ghz frequency band that was tentatively assigned to DBS during the 1979 World Administrative Radio Conference. Manufacturers of terrestrial microwave equipment as well as users of the band want the issue resolved before any DBS service becomes operational.

The National Association of Broadcasters said the authorization of interim DBS "would in one fell swoop be premature, prejudicial in the extreme to permanent policymaking, and nothing short of imprudent rulemaking." It makes no sense, the NAB argued, to authorize a service that may end up being inconsistent with permanent policy and "would prejudice the basic question raised by the commission of 'whether any broadcast satellite service is appropriate in the U.S.'" The NAB raised other policy questions.

Once a DBS service is in operation, the NAB said, it will be tough for the FCC to go back and delay or disallow DBS service.

ABC, which has been outspoken in the past on the subject of DBS, said authorization of DBS on a permanent or interim basis, "would be fundamentally at odds with the structure of local broadcasting. Whether such a basic departure from national telecommunications policy is warranted is a matter properly to be decided by Congress." ABC added that it would be "imprudent and unlawful" to authorize DBS and that interim authorization would inhibit U.S. flexibility at RARC. ABC suggested, however, that the FCC could consider a "truly" experimental proposal "to advance the state of the art in communications technology."

The comments of the ABC Television Affiliates Association complemented those of the network: "Too many uncertainties exist for the commission to move forward with the grant of interim authority, and the broader inquiry on permanent policy should not be limited or directed by regulations or policy that are adopted on an interim basis."

The ABC affiliates joined the affiliates of CBS and NBC in another set of comments. The group said it was not opposed to DBS, per se, but opposed to the use of DBS frequencies for "duplicative services" when demand for spectrum is so high. They cited a couple of reasons why interim DBS would be "ill-advised . . . Not only would it prejudice the basic issues underlying the notice of inquiry, whether and what kind of spectrum space, but it could seriously undercut and distort the bargaining position of the U.S. at RARC '83 and create enduring hindrances to the progress of satellite communications."

NBC contended the grant of an interim DBS would "severely curtail FCC options in developing [permanent] plans and would go a long way toward foreclosing the

possibility of rational and objective decisionmaking. Further, there is no public interest necessity to implement an interim operation."

In a related notice of inquiry, focused on formulating a U.S. position for the 1983 RARC, CBS and several other companies endorsed an FCC proposal to form an advisory committee made up of industry and government representatives to explore the technical issues surrounding DBS (BROADCASTING, Oct. 6). In its comments on interim DBS, CBS said it would be "wholly inappropriate" to consider authorizing DBS before the committee has been formed and convened.

In its comments in the related inquiry, CBS proposed that DBS be reserved for the development of a high-resolution television system. Commenting on the idea of authorizing interim DBS, CBS said it "may preclude the introduction of high-resolution television into the limited [DBS] spectrum . . . and impede or prevent the eventual conversion of existing terrestrial broadcast television stations to high resolution."

In the absence of a showing of a "significant public interest benefit" to be derived from interim DBS authorization, the Association of Maximum Service Telecasters said the FCC should not authorize it until "the basic technological parameters . . . are determined at RARC and the basic legal parameters are determined by the commission or Congress."

Cox Broadcasting "vigorously" opposed the granting of interim DBS authorization on the grounds that it "may adversely affect the commission's ability to develop final regulations which will permit the most effective development of [DBS], or, alternately, another more efficient utilization of the spectrum space involved."

Cox said it can find no compelling reason to grant an interim authorization. Comsat is the only company that has expressed "immediate interest" in DBS, it said, and there is a question of whether Comsat's charter permits it to operate a DBS service.

DBS does not fall within any existing regulatory cubbyhole, Cox said, calling DBS a "hybrid, a service more new than traditional." Therefore DBS service cannot be authorized until a rulemaking is conducted and a regulatory framework is established for it, Cox said.

A number of broadcasters and group broadcasters joined together to oppose interim DBS authorization under a single banner. They agreed with ABC that Congress must be the first to address the issues surrounding DBS. If the FCC is determined to push ahead, however, it should do so in a "reasonable and informed manner," they said. Regardless of the ultimate fate of DBS, they said "no interim DBS authorization should be issued."

(The broadcasters represented in the joint filing were Forward Communications Corp.; Futura Communications Corp.; John H. Phipps Broadcasting; May Broadcasting Co.; Ralph C. Wilson Industries; Shamrock Broadcasting Co.; WTOK-TV



Meridian, Miss.; WAKR-TV Akron, Ohio; WICS-TV Springfield, Ill.; WIXT(TV) Syracuse, N.Y.; WKRG-TV Mobile, Ala., and WAFB-TV Baton Rouge.

The National Association of Public Television Stations declined to take a position for or against the authorization of "an experimental" DBS system. "If the FCC finds it desirable to authorize any experiment, however, NAPTS urged that it do so in such a way as to avoid the apparent vesting of any rights." The FCC could authorize an experimental DBS system, the NAPTS suggested, "without prejudging or hampering the development of DBS technology."

Satellite Television Corp. gave several examples of how an interim DBS authorization would benefit the public, ranging from satisfying consumer demand for more television to stimulating program production. "We believe the public interest will best be served if our application ... (is) processed under an adjudicative procedure ... prior to the completion of any rulemaking designed to establish a permanent framework for regulation."

The National Telecommunications and Information Administration said the FCC should not inhibit the filing of interim applications. Indeed, the NTIA said, the FCC should "encourage U.S. companies to file applications during the pre-RARC period by adopting an administratively flexible approach to the technical and procedural issues which will remain unresolved until after 1983 ... The bottom line is to give U.S. firms maximum leeway for innovative and sound business planning."

Oak Communications, which manufactures a satellite scrambling system that could be used in a DBS service, supported interim DBS authorization, which would give the communications industry in the U.S. incentive to develop "the technology, hardware and business plans necessary for a commercially feasible DBS system," it said.

Interim DBS also received mild support from two other groups. The Society for Private and Commercial Earth Stations (SPACE), a group representing owners, manufacturers and distributors of home earth terminals, said it anticipates DBS promoting competition and opening up new channels of communications to viewers—particularly in rural areas. After explaining the problems its membership has in buying programming from cable programmers, like Home Box Office and Showtime, it urged the FCC to "make clear to existing and future providers of domestic satellite service that they may not deny their product ... to any segment of society willing and able to pay for it."

The Public Service Satellite Commission was also predisposed to DBS, but it said the FCC should "pursue its ... approach of reserving frequency space and time for noncommercial, educational and public service use."

The Central Committee of Telecommunications which represents petroleum and natural gas companies that are

licensed terrestrial microwave users, said: "It is unclear for what purpose the commission continues to pursue the DBS proposal without giving parallel and equal consideration to the accommodation of existing terrestrial service now occupying the frequency bands 12.2 ghz to 12.7 ghz." It said sharing of the band might be feasible, but that interim DBS is "impossible" unless sharing criteria are developed first. Beyond that, the FCC should authorize no interim DBS service until an adequate alternative is developed for any terrestrial users displaced by DBS, the committee said.

The Utilities Telecommunications Council which represents public utilities that use terrestrial microwave in the 12 ghz band to monitor, protect and control utility plants, said the FCC should not permit interim DBS. "Firstly, there has been no demonstration of need or demand for DBS. In stark contrast the demand for private microwave is established ... Secondly, the [FCC] is at the very preliminary stages of its inquiry and has not determined whether DBS can share with terrestrial systems, or if they cannot share, how the two uses are to be reconciled."

The users' concern was shared by a couple of microwave equipment manufacturers—Rockwell and Farinon Electric.

Rockwell suggested that allowing DBS to operate in the 12 ghz band would be premature. The 1979 WARC treaty which set aside those frequencies for DBS hasn't even been ratified by the Senate, Rockwell pointed out. Until ratification, the frequencies belong to the fixed services.

DBS service doesn't appear feasible, Rockwell said, in areas where the 12 ghz band is being completely utilized for terrestrial microwave. Any experimental DBS service, however, should be "frequency coordinated" and issued on a noninterfering basis to the existing service.

Claiming that sharing of the 12 ghz band between DBS and terrestrial users is "clearly not feasible" based on present information, Farinon recommended that an "in-depth" study be undertaken to determine whether it is feasible.

In its comments, STC dismissed the possibility that its proposed three-channel service would interfere with existing terrestrial microwave. There are nine frequencies in the 12 ghz band, not assigned to terrestrial users, and STC will plan to use three of them. DBS receivers will pick up some adjacent channel interference, STC admitted, but such interference can be eradicated by changing the frequency assignments of a small number of terrestrial microwave.

## Crossownership rules for TV/cable should be repealed, says Marsh Media

### It says prohibition is outdated, in violation of First Amendment and not in public interest

Marsh Media Limited—licensee of KVII-TV Amarillo, Tex., and 50% owner of a cable system serving that area—has petitioned the FCC to repeal its rules prohibiting the crossownership of broadcast television stations with co-located cable television systems.

Marsh contended that those rules are contrary to the First Amendment, beyond the scope of the commission's statutory authority and "adverse to the sound economic development of cable television."

Noting that the rules were first adopted to foster the growth of cable, Marsh argued that "the technological and economic development of cable have crumbled the rule's ... foundations."

It cited recent conclusions by the FCC's cable and network inquiry staffs indicating that the "competitive interaction" of cable and broadcast operations in the communications marketplace is "the public's best assurance of diverse, high-quality service and that its [the FCC's] own prime objective should be the elimination of obstacles to competition rather than the imposition of regulatory constraints on the market."

Marsh also noted that cable channels are not a "scarce resource" as are broadcast channels and are "thus constitutionally akin to printed publications." Therefore

any attempt by the commission to regulate cable channels is "squarely in conflict with the First Amendment. Neither the commission's purity of motive, nor the clearest intention to 'balance and diversify' cable communications, can justify federal infringement on the rights of individuals (including broadcasters) to express their views through cable systems."

It said that it was one thing to regulate crossownership of newspapers and television stations where a single editorial view might easily dominate both outlets but quite another to regulate cable/broadcast television crossownership because cable systems, "by definition comprehend multiple editorial perspectives including a minimum number [of public access channels] ordained by the commission."

Furthermore, Marsh said that there is simply no evidence that cable/broadcast television crossownership has stifled the "development and diversification of cable offerings ... since the commission has never undertaken any empirical review of existing crossownership performance."

Marsh said it would not object to structural separation of crossowned cable systems and television stations so that the Sherman Antitrust Act could be invoked where anticompetitive collusion is found.

Regulation of cable/broadcast television crossownership would be preferable in that form "to the overbroad blanket limitation" of the existing crossownership rules, Marsh concluded.



## Hawaii station at impasse over union contract

**Strike by KITV(TV) employees over alleged pay discrimination against women and refusal of management to allow mandatory union membership has led state officials to refuse to talk to station's reporters**

On Nov. 3, nine union members walked off their jobs in the newsroom of KITV(TV) Honolulu after four years of talks failed to produce a contract between the American Federation of Radio and Television Artists and the station. Today, the two sides seem farther apart than ever.

The workers now have accused the station of discriminating against women in the salaries it pays its reporters. The station has denied the charges—in a full-page advertisement in the Honolulu newspapers. But employees and their friends have written letters of complaint to the FCC, as well as to the state and federal equal employment opportunity agencies. And the local National Organization for Women is expected to petition the commission to deny the station's renewal application; the current license expires on the first of February.

Last week, AFTRA's counsel, John Chanin, filed a 55-page affidavit with the National Labor Relations Board charging the station with refusal to bargain in good faith.

For its part, the station seems to be digging in. It hired six reporters from the mainland to replace the striking workers, but said they were temporary help; the jobs of striking workers were being kept open, the station said. But last week, after station manager Richard Grimm returned after a week of what had been expected to be a three-week trip to Europe, the station put out word that if the strike is not settled soon, it will start hiring permanent help. "Management won't operate any more with temporary help," the station's lawyer, Terry O'Toole, said.

One of the key issues in the dispute over a contract is the union's insistence on a union shop, under which reporters hired by the station would be obliged to join the union if they didn't already belong. The other stations in the city have such provisions in their union contracts. But Grimm is said to be adamant on an open shop. He has told reporters he resents having been forced to join unions to keep or get jobs in the 1950's and 1960's, and is not about to agree to the union shop demand. "Management," O'Toole said, "will respect the wish of those employees who do not wish to join a union."

Sentiment in the island state seems to be with the union. A number of public officials, including Governor George Ariyoshi, Mayor Frank Fasi, and several women legislators, have announced they

will not grant interviews to KITV reporters. That in turn prompted the local television stations and newspapers to charge the boycott amounts to a violation of the First Amendment. And KITV made that argument in a federal court suit seeking an injunction to prohibit the officials from imposing the flat ban on answering the reporters' questions.

## Network staff recommends repeal of PTAR, station ownership limits

**Recommendations by Krattenmaker and Besen to FCC follow closely conclusions of staff reports**

Repeal of the FCC's prime-time access rule, of its prohibition against cable system ownership by networks and of the rule limiting television station ownership to seven stations were three of the final recommendations of the commission's network inquiry special staff.

The recommendations, made by the staff's co-directors, Stanley Besen and Thomas Krattenmaker, are essentially the same as the conclusions of the staff's prior reports (BROADCASTING, Oct. 27).

Among the more significant suggestions:

- That the FCC repeal (1) the prohibition against network ownership of cable systems; (2) the dual networking prohibition rule, and (3) rules putting "simple numerical limits on the number of television stations a firm can own nationwide or within local markets."

(The network staff qualified those recommendations, however, by suggesting the FCC adopt a policy statement that would prohibit only those "horizontal combinations of stations, other local outlets or networks ... that threaten to increase appreciably the risk that the resulting firm may exercise monopoly power.")

- That the commission begin an examination of the current TV table of allocations to determine how it can be

altered to "increase the extent and quality of the coverage of additional networks." In the meantime the staff strongly encourages the swift adoption of the commission's low-power and VHF drop-in proceedings as a means of providing more outlets.

- That the FCC adopt a proposal currently before the commission to increase the amount of spectrum space allocated to make possible 8 to 11 MDS channels per market.

- That the FCC accord interim authorization of a direct broadcast satellite system. Final rules regulating DBS should "place no limits on the number of systems that [the FCC] will authorize or any restriction on the services to be offered or the methods of finance to be employed."

- That the FCC repeal all rules affecting affiliates' clearance decisions.

- That it repeal rules regulating network contract terms with program suppliers.

- That it repeal the prime-time access rule.

## Ferris tells broadcasters they must accept open market if they want deregulation

If the broadcasting industry wants government to get off its back, the industry has to accept the concept of "open entry" to the airwaves by all interested parties. "You can't have one without the other," said FCC Chairman Charles Ferris, speaking to a group of Gannett Co. executives at the Capital Hilton hotel in Washington last Wednesday (Dec. 17).

Regulations such as the fairness doctrine and "equal access" provisions of the Communications Act are "predicated on the notion of scarcity," Ferris said, and the new technologies and expansion of the existing broadcast allocations tables "will undermine the basis for those laws."

Yet broadcasters "don't want cable [and] they don't want 9 khz because it would be against their economic in-

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terests," said Ferris, noting that without such advancements in communications technology the scarcity justification for regulation of the industry will still be valid.

The chairman added one footnote to that statement, saying Congress "lives and dies by the electronic media," and whether or not it would be willing to repeal regulations concerning political broadcasting is debatable.

As to the success or failure of new entrants into the communications industry—by way of expanded broadcast allocations or new technologies—that is not the commission's concern. "My guess is irrelevant, but it is the entrepreneur who should make the decision on whether or not to risk the capital," to get into the communications business and the "FCC shouldn't stand in the way."

Reflecting a bit on his tenure as commission chairman, Ferris said the "most significant asset" he brought with him to the job was his lack of communications background—enabling him to "come to some fresh conclusions about the role of the FCC."

As to his future plans, Ferris said, "I don't know what I'm going to do." Although not ruling out taking a position with a law firm, Ferris said, "a lawyer is a staff person," who makes recommendations to a client who ultimately makes the final decision. "I like making the decisions," he said.

## Commission examines possibility of deregulating many common carriers

The FCC last week initiated a rulemaking that could result in the de facto deregulation of many common carrier services—although the commission would reserve the option of reimposing regulations if market conditions substantially change.

The rulemaking would establish a "market power" criterion that the commission would use to decide whether to regulate a common carrier. Market power is defined as the ability of a firm to restrict output and control the price of a service within a given market.

Common carriers possessing such market power—the Bell System and independent telephone companies for example—would still be fully regulated in accordance with Title II regulation.

The commission will "forbear" regulation of other common carrier services with limited or no market power such as those offering MTS/WATS-type services or private line service in competition with the dominant carriers. These carriers include specialized carriers, resale carriers, domestic satellite carriers, domestic satellite resale carriers and others.

For example, MCI's private line and executive services and Southern Pacific Communications Co.'s private line and Sprint services would be deregulated by direction of the proposed rulemaking.

## An inauguration with TV in mind

**The day's activities, from the parade and swearing-in, to the balls in the evening, have been planned for the home television viewer**

To hear folks at the presidential inaugural committee tell it, it would seem appropriate at some time during the festivities on Jan. 20 for a crawl to proceed up the television screen, listing credits. For this, they say, is to be an inauguration geared to television. Or, to put it as committee members like to, "The best seat in the house will be in front of the television set."

The inaugural parade, for instance, which in 1976 lasted three and a half hours, is to be held to an hour—even if it means disappointing dozens of high school bands by refusing to permit them to participate. The inauguration planners know what pace means.

More than that, of course, there will be the pictures of the swearing-in of President Ronald Reagan, of parts, at least, of the balls, concerts and receptions being held in connection with the inauguration. The traditional congressional luncheon in the Capitol for the new President following the oath-taking is being planned as what the inaugural committee calls "a major set piece in the day's activity"—as well as a demonstration of the importance President Reagan "places on good relations with Congress"—and will be televised.

What still wasn't set last week, though, was which network, if any, will televise the two-and-a-half-hour gala to be held on Jan. 19 in Capital Centre, the sports arena in nearby Landover, Md. (BROADCASTING, Dec. 15). Committee officials will say only that negotiations are continuing with the networks. Conceivably, the show which Frank Sinatra is directing and producing and which will feature Johnny Carson as host will remain a nonevent for everyone in the country but those in the arena. Besides the embarrassment, that would mean a denial of the revenue the sale of the television rights would bring. And the committee is anxiously looking for revenue to defray the estimated \$6 million cost of the inaugural.

A truly 1981 look will be given the Reagan inaugural in the use of communications satellite technology to link the eight inaugural balls in Washington with scores of balls in cities across the country. "The concept," said Charles Hagel, vice chairman of the inaugural committee, "is to bring the inaugural balls

to as many Americans as possible." With closed circuit television pictures of the Washington balls being projected onto screens as large as 40-by-60 feet, depending on the size of the hall, couples in cities from Honolulu to Baltimore will dance to the bands being heard at Washington balls (including such organizations of pre-1981 vintage as Les Brown and Harry James), be entertained by the same talent and hear and see President Reagan as he tours the balls.

The arrangements for the satellite connection are being handled by TNT Communications Inc., which will have three cameras and mobile vans at each of the Washington balls and one central control unit for switching. The cost, based on projected linkup of 100 cities—about half that number thus far are committed—is estimated at \$1.3 million. Marty Pasetta, who has directed the televising of the Academy Award shows, will produce the inaugural satellite ball show.

The main job of giving the folks back home "the best seat in the house" will rest with the nation's television camera people, directors, producers and correspondents.

CBS has overall pool responsibility—and Bill Headline, second man in the network's Washington news bureau, has drawn the short straw for hands-on, day-to-day responsibility. NBC will handle pool responsibilities for coverage at the Capitol—including the arrival of President-elect Reagan and President Carter, the departure of the two men and their parties and the swearing-in of the new President. CBS will have the pool for the parade coverage, which will include six fixed cameras along the route between the Capitol and the White House and a two-camera mobile unit in the parade. ABC will run the pool from Lafayette Park, across from the White House, where the new President will review the inaugural parade.

Those network pool operations don't tell the whole story of the television coverage. Each of the networks will have unilateral cameras at the various locations. The inaugural is likely to provide a substantial amount of material for Cable News Network's 24-hour news service; CNN will anchor its coverage, based on the pool and its own cameras, from Lafayette Park and its Washington offices. Public Broadcasting Service, which will provide an hour of coverage during the day, focusing on the swearing-in, at night will transmit an hour of highlights produced by WETA(TV) Washington. In addition, there are the local stations expected—some 70 thus far have requested camera and radio positions at the Capitol and more than 80 at other events during the day and night—though



## NewsBeat

only a handful have indicated they plan to provide live television coverage.

The satellite linkup of the balls won't be the only new wrinkle at Ronald Reagan's inauguration. Instead of the oath-taking being done at the East Front of the Capitol, it will take place at the West Front. The congressional committees in charge prefer the sweeping vista of lawns falling away from the West Front to the parking-lot seen from the East Front. But the visual benefits will be enjoyed by those on the platform who will be able to look out on it.

But capturing and reporting on the business at hand has become a complicated and more expensive job than in the past. Where the government picked up the tab for the anchor booths and platform stands and the like in the past, this year, Congress decided that the broadcasters should bear the expense. So the networks are building anchor booths for radio and television that are linked, at an angle to the West Front, and a television camera platform that will provide a base for head-on pictures. Both are on stilts 17 feet off the ground. The anchor booths, in addition, serve as the base for a bleacher-like arrangements that will provide camera positions for stations and other covering inauguration. The network cost will exceed \$300,000.

## Leonard suggests staggered hours for poll closings

CBS News President Bill Leonard proposed last week that uniform polling hours be established by law to counter the effects of network projections, and ABC President Roone Arledge agreed wholeheartedly.

Leonard's suggestion came in response to criticism from a citizen on the *Bill Moyers Journal* series on PBS last week on the influence of the media on political campaigns. Bill Small, president of NBC News, also was invited but declined to appear on the show.

To the citizen who decried network projections because they discourage voting, Leonard replied: "The answer is, of course, to get national legislation for uniform poll-closing." In agreeing, Arledge said hours could be staggered so that polls closing in New York at 9 p.m. could close at 6 p.m. in Los Angeles where they would open three hours earlier.

A panel of political critics also appeared on the program, including Barry Commoner, presidential candidate of the Citizen's Party. Commoner claimed his campaign was hurt because of a lack of television coverage which, he said, made him "invisible."

Arledge, in reply, said that the networks "overcovered John Anderson and made him a factor far beyond what he ever was." He said that Anderson "just happened to be more skillful than Commoner in getting support around the country."

**Parting shot.** Anchorman Ernesto Munoz of WLTU-TV Miami ended Friday Dec. 5 evening newscast in huff by announcing: "I'm too honest a man to be working in this place surrounded by hypocrites and cynics." Munoz had handed in resignation day earlier and Friday news was his last broadcast. Munoz reportedly said comment was directed at those on set with him and not cameramen.

**More strands.** Holder of franchise for Albuquerque, N.M., has come up with additional \$12 million to stretch cable far beyond what it had planned. Albuquerque Cable Television Inc., subsidiary of WGN Electronic Systems, Chicago, began four-year build in January 1978, intending to install 741 miles of cable and pass 74,000 homes. With original plans slated for completion in May 1981—seven months ahead of schedule—ACTI is now planning additional 495 miles, bringing totals for system to 1,236 miles and 136,000 homes.

## InSync

**Space spacing.** Microdyne Corp., maker of satellite receiving systems, has presented results of its test of effects of three-degree spacing on utility of small-aperture earth stations to engineering committee of National Cable Television Association. Conclusion: three-degree spacing "will not impact either a 3.6-meter or 3-meter system with regard to carrier-to-interference levels produced by adjacent satellites." Even in "worse case situation," close spacing produces no degradation to the satellite television receive-only terminals utilizing antennas as small as 3 meters. Effect of three-degree spacing has taken on added importance with proposal of FCC three weeks ago (BROADCASTING, Dec. 8) to increase number of satellites in orbit by reducing spacing from four to three degrees. Chris Weaver, NCTA's vice president of science and technology and head of committee, said satellite subcommittee has taken report under advisement. He also said Microdyne has invited subcommittee to its base in Ocala, Fla., for further testing and that there is "every chance we might participate."

**Radio Bagdad.** Despite war with Iran, or possibly because of it, Iraq has placed large order with French company Thomson-CSF for high-powered radio transmitters. Three contracts for shortwave and broadcast band transmitters are valued at \$170 million. Thomson says it is largest order for radio equipment company has ever received.

**Canadian DBS.** Northstar Home Theater Inc. has filed application with Canadian Radio-Television and Telecommunications Commission for satellite-to-home network. Northstar would be transmitted on Anik C bird-scheduled for launch in 1982. Programming will be supplied by CTV network, independent French-language network TVA, independent English language stations and educational TV sources. Northstar is owned by Baton Broadcasting and Jarman Communications.

**Not so compact.** Compact Video Systems will expand its range of services with satellite time and two uplinks in early 1981. It has leased 12 hours daily (4 p.m. to 4 a.m. NYT) on Satcom I, transponder 16, from Showtime for one year beginning Jan. 1, 1981. It is also constructing satellite transmission center that will include new sound stage and two Scientific-Atlanta 10-meter uplinks, at site of existing production and post-production facilities in Burbank, Calif. Satellite time and uplinks are available to customers of production facilities and anyone else in need of them. According to CVS spokesman, satellite time will be sold on cost-sharing basis. Scheduling of transponder and operation of satellite transmission center will be handled by Compact Video Services subsidiary, which leases production facilities. In addition to enhancing attractiveness of its production facilities, CVS hopes availability of transponder time will spur sales of mobile earth stations being manufactured by another of its subsidiaries, Compact Video Sales. Other 12 hours on transponder 16 had been leased to Appalachian Community Service Network.

**Looking both ways.** Radiation Systems Inc., Sterling, Va., has announced sale of its first torus antenna to Satellite Syndicated Systems. Torus antenna, developed by Comsat, is capable of receiving-sending operation with several satellites, within 24-degree orbital arc, at same time. RSI said its standard torus antenna with three-feed horns costs \$29,000. Additional feed horns can be added to system; RSI torus comprises eight aluminum panels, each molded to different shape (torus is parabolic on vertical plane and circular on horizontal plane). Total ground area required for 4.5-meter torus is 20 by 20 feet.

**Meanwhile, out West.** United States Tower Co., Afton, Okla., sold multiple access spherical antenna for \$300,000 to Cable-Americas Ltd. Like torus, it too can "look" at several satellites simultaneously. Announcement was made by buyer, international management and technical services organization. Antenna will be used in Costa Rica system being built by Cable-Americas and group of Costa Rican businessmen.



## Positive outlooks for pay TV

**Investor seminar hears Oak's Carter predict 20% growth over next 10 years for STV; Columbia's Hilford sees home VCR's triumphing over disks; FCC's Washington says government should restrain itself in regulating new technologies**

Institutional investors interested in the communications industries were exposed last week to a variety of perspectives on the pay television industry. The occasion was a seminar at New York's Pierre hotel hosted by the Los Angeles investment firm, Bateman Eichler, Hill Richards. Among the guests was deputy chief of the FCC's Broadcast Bureau, Frank Washington, who as luncheon speaker offered his thoughts on the direction and impact regulatory activity might have on the field.

Prior to Washington's talk, there had been morning panels devoted to software and hardware issues, as well as a press conference at which panel participants had an opportunity to summarize their discussions.

Everitt A. Carter, chairman of Oak Industries, one of the panelists, reviewed Oak's extensive involvement in the STV field. Carter predicted that over the next seven to 10 years, STV as an industry should be able to maintain its 20% growth rate. Oak, he said, no longer feels threatened by the problem of piracy in STV, thanks both to recent developments in the legal battleground that the company believes affirm the illegality of piracy, and to technological advances that he said now give Oak the ability to jam pirate decoders.

Responding to a question about competition STV might face from cable franchising in urban markets, Carter pointed to the relatively short periods of time (approximately three years) in which Oak looks to make back an investment in a specific STV operation. Thus, by the time cable is established in a given market, Carter suggested, Oak has three valid business options—folding, converting to other services than pay entertainment, or competing with cable.

Columbia Pictures Industries senior vice president Lawrence Hilford was another panelist, and he provided a producer's perspective on the industry. Hilford looks for the pay market to triple in five years, not counting the foreign market he expects to open up in 1981. He noted "problems" he has with the industry's current structure (a reference to Columbia's participation in the Premiere joint

venture), but also the potential of producing works especially for pay viewing. On the home video front, Hilford said he anticipates videocassette recorders winning out over the disk format because of tape's ability to record a show for later viewing, and a lower cost of equipment. Rental will make taped programming economically competitive with disks, he maintained, with rental a marketing method that Hilford said already accounts for 50% of cassette revenues.

Asked about Premiere, and what might happen if it doesn't "fly," Hilford expressed confidence that it will—although he declined to discuss further a matter pending in court. (The question comes in the face of growing indications that should Judge Gerard Goettel grant a preliminary injunction against Premiere [BROADCASTING, Nov. 24 et seq.] the defendants will probably appeal.)

Other panelists included Robert C. Wright, president of Cox Cable; William Kingerly Jr., vice president, finance, of United Cable Television; and Frank Drendle, from M/A Com Inc.'s president's office.

The FCC's Washington, in his luncheon remarks, spoke of the commission under Charles Ferris as a "catalyst for change in the communications area." But in Washington's view "in the end new technologies as well as old are influenced less by government fiat than their marketplace

merits, i.e., the extent to which they are competitive. In the presence of compelling market forces, it has been the FCC policy which has given way," he said.

Examples Washington listed of the marketplace "dynamics" in the home entertainment field were the FCC's efforts to block translator service in the 1950's, past FCC efforts to hinder the development of STV, which he said only led to other pay viewing alternatives—among them pay cable and MDS service; and finally videocassettes and disks, which are beyond the commission's reach.

"These illustrations suggest that government can slow but not stop, divert but not reverse the basic course of telecommunications events," Washington asserted. "Given these parameters," he continued, "no matter how aggressive a role the FCC seeks to play, its impact on the big picture will always be a limited one."

"This is not an undesirable reality. The commission is seldom, if ever, in a position to comprehend fully the impact of its regulatory acts," Washington maintained, saying those in the marketplace "possess a better impression of the available facts and can more quickly adjust to miscalculations." Washington called for a "restrained regulatory approach," something he believes is "particularly important in situations involving competing technologies or services."

## First-quarter loss possible for ABC

**In announcing accounting change, network says soft economy will cause drop in fourth-quarter 1980 results and may result in tighter squeeze in early '81**

ABC may report an operating loss in the first quarter of next year. That news came as part of an announcement that the firm is changing its method of accounting to modify the amortization rates used for original prime-time programming. The company said it expects television network revenue to be lower in the first three months of 1981 than in the comparable 1980 period, a condition it linked to "continuing softness in the overall economy." In 1980 ABC also realized extraordinary revenues from winter Olympics coverage in February.

"The uncertainty of the revenue stream and the resultant impact on earnings" make results for the 1981 first quarter difficult to assess, according to ABC. "While we currently believe that the company will report a small profit for the first quarter, before the amortization change, it

is also conceivable that the company could report an operating loss."

The effect of the amortization change will be to charge a smaller portion of the cost of a program to its original broadcast, and greater portions to subsequent broadcasts. The change will first be reflected in the current quarter, on which ABC said it will have a positive impact. The company also maintained the change would be positive for the full-year 1981 results.

Perhaps most significantly, the accounting change implies, in beliefs on the part of ABC planners regarding scheduling in 1981, and beyond. In short, ABC can only assign increased cost to a projected rerun and defer more cost from an original broadcast if it believes there's a solid likelihood that the rerun will air. The suggestion then is that ABC sees an end to the days of schedule "enrichment," and believes that series are more likely to live long enough to go into reruns.

The accounting change brings ABC more in line with the methods used by the rest of the industry. At the same time, it provides a near-term boost in earnings to a



## Bottom Line

**Buy the presses.** ABC Inc. has bought Ames Publishing Co., Philadelphia, publisher of magazines in industrial maintenance and distribution field, in cash transaction said to be in neighborhood of \$3 million. Ames will become operating unit of Chilton Co., subsidiary of ABC and part of ABC publishing division.

**Privacy plan.** Twentieth Century Fox Film Corp. announced some tentative details of proposal to go-private, move that was first suggested last month. Package company would offer public shareholders would be made up of unspecified amount of cash, interest in United Television subsidiary, and some participation in "limited partnership" having some rights to participate in revenue from specific films in Fox library plus future productions. Formal proposal is expected to be delivered to company directors on Feb. 27.

**Columbia isn't peaceful.** Columbia Pictures Industries went on offensive against Kirk Kerkorian, who has company in court for breach-of-contract regarding his agreement not to increase holdings in Columbia beyond 25%. Columbia made futile effort to delay annual meeting of MGM Grand Hotel (owned 49% by Kerkorian) and block payment of company dividend until assessment of damages from Las Vegas hotel fire is made.

**CEL's catch.** Corporation for Entertainment & Learning, subject to stockholders' approval, will acquire Fish Communications and take on company founder Sanford Fisher as executive vice president and director. Two companies have worked together on such syndicated productions as *Marlo and the Magic Movie Machine* and *Clever Jack*.

company that has been experiencing an earnings downturn across the current year. ABC's nine-months earnings had been down 6.9%, and when it announced that result in October, the company also noted that it expects earnings this quarter to be "substantially less than we reported in 1979." ABC's most recent remarks indicate that in addition to the impact a "sluggish economy" is having on the fourth quarter for broadcasting, the actors' strike "caused a disruption in the television network industry's traditional sales patterns."

ABC is still standing by its prediction that 1980 will be the "second best" year in the company's history, and is saying that it will make that mark without the effect of the amortization change. In the record year, 1979, earnings per share were \$5.67; the figure ABC says it has to beat for 1980 to be second best is \$4.60, the earnings from continuing operations reported in 1978. Net earnings per share that year were \$4.89, reflecting 29 cents earned from discontinued operations. Right now, Wall Street estimates are projecting ABC's 1980 earnings to be within 20 cents more than the \$4.60 figure.

## ANA focuses on image advertising

**Speakers predict function will be more important in next decade with advertisers advised to investigate new media**

The growing importance of corporate advertising in the 1980's and suggestions for achieving effective communications in this sector were explored at a workshop in New York of the Association of National Advertisers.

Speakers stressed the need to frame corporate advertising programs to counteract the criticism that has come and is likely to continue in the 1980's from such sources as government, consumers and special-interest groups and the various media.

One speaker, Raymond D'Argenio, senior vice president, United Technologies Corp., Hartford, Conn., claimed that the press in general and television in particular report business news poorly. Almost four years ago United Technologies began its op-ed advertising program in print and, according to D'Argenio, it succeeds in "getting across our point of view."

But beyond the op-ed program, he continued, United Technologies became sole corporate underwriter a year ago of a public television series for children, *3-2-1 Contact*. The cost to United Technologies, he said, is \$2 million per year, but the company believes the program will stimulate interest in science and will encourage children and adults to think of UT when considering a science career.

Lee Pratt, senior vice president and media director of Brouillard Communications, a division of the J. Walter Thompson Co., said the new media repre-

sent opportunities for the corporate advertiser. But before taking up the new media, Pratt pointed out that television has become the largest and fastest-growing part of corporate advertising, with an estimated \$316 million going into the medium, \$130 million more than four years ago.

Pratt voiced the view that network television, the single largest outlet for corporate advertising, will flourish through 1990. But he advised advertisers to consider using the new media inasmuch as network may not be appropriate for some advertisers. He cited clients with small budgets and those that require specific advertising environments. Pratt also pointed out that the new media technologies can offer the selectivity of print and the impact and immediacy of conventional television. He suggested that advertisers start experimenting with new media now.

Raymond J. Alfano, manager of corporate advertising, E.I. duPont de Nemours & Co., Wilmington, Del., traced duPont's involvement with corporate advertising back to 1935 when it sponsored *Cavalcade of America* on radio. He said that duPont continued with corporate advertising on radio and later on TV for almost 40 years; moved out for three and a half years because of the recession and resumed advertising on TV in early 1979.

He noted that duPont historically has been committed to broadcast, initially radio and later television, as its primary corporate advertising medium. He stressed that other media were evaluated but TV was selected because it reaches large numbers of people quickly, and provides the appropriate environment through prime-time specials.

Alfano said studies have shown duPont's latest corporate TV campaign has been effective, but because of the current

recession, the company had to make a decision whether to eliminate the advertising altogether or reduce it. He pointed out that the hiatus a few years ago taught duPont that continuity is necessary in a corporate program. DuPont decided to modify its advertising commitment for 1980-81, he said, in the expectation it would be in a stronger position when the economy improves.

Phillips Petroleum Co.'s involvement with corporate advertising on television was recounted by Paul R. Cleek, manager, advertising and merchandising, and Richard W. Peters, director of corporate advertising and graphic design. They said that Phillips began TV corporate advertising in 1973, before the oil shortage was apparent to most people, and that the TV commercials have focused on Phillips's involvement with products contributing to a better way of life. They said the perception of Phillips by its customers has improved considerably, attributed in part to the corporate advertising effort.

## On-line at PGW

**Computer interconnection supplants mail, TWX**

The Peters, Griffin, Woodward TV station-rep firm has put its computer-based instant communication system into operation between its New York headquarters and all of its offices and eight of its client stations.

The system, an extension of PGW's "MAC" computer system, is described as a full word-processing, text-editing and electronic-mail system that is replacing conventional TWX, mail and to some degree telephone communication between

## Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Revenues	Current and change				Year earlier		
			% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Acton.....	3 mo 9/30	\$30,676,000	+64.5	\$1,824,000	28.5	.60	\$47,528,000	\$1,419,000	.48
Ampex.....	3 mo 11/1	129,192,000	+16.5	7,283,000	-28.6	.63	110,867,000	10,202,000	.89
Associated Communications.....	3 mo 9/30	1,518,816	+24.1	-51,097	-11.1	-.02	1,223,570	-45,979	-.02
Chris-Craft Industries.....	yr 8/31	55,009,000	+10.6	-7,944,000		-2.84	49,731,000	10,719,000	2.64
Chyron Corp.....	3 mo 9/30	1,989,000	+31.9	294,000	+87.3	.23	1,509,000	157,000	.13
Columbia Pictures.....	3 mo 9/27	186,170,000	+40.3	16,728,000	+55.4	1.64	132,687,000	10,763,000	1.09
Comcast.....	9 mo 9/30	18,639,000	+19.1	1,687,000	+33.1	.66	15,654,000	1,267,000	.49
Compact Video Systems.....	6 mo 10/31	16,964,000		1,491,000	+25.9	.53	13,473,000	934,000	.50
Doyle Dane Bernbach.....	9 mo 9/30	102,961,000	+45.5	6,500,000	+28.4	2.47	70,764,000	5,063,000	1.90
Foote, Cone & Belding.....	9 mo 9/30	117,580,000	+21.8	7,164,000	+7.3	2.65	96,507,000	6,675,000	2.15
Gray Communications Systems.....	3 mo 9/30	9,141,518	+11.6	610,464	-10.3	1.20	8,191,261	680,654	1.36
Gulf + Western.....	yr 7/31	5,338,483,000	+10.2	255,284,000	+12.2	4.38	4,842,909,000	227,438,000	3.69
Jefferson-Pilot.....	9 mo 9/30	650,730,000	+7.5	67,434,000	-25.2	3.08	605,545,000	71,147,000	3.16
Lee Enterprises.....	yr 9/30	136,958,000	+18.3	20,050,000	+26.8	2.79	115,805,000	15,393,000	2.13
MGM Film.....	yr 8/31	181,177,000	-6.1	16,457,000	-45.0	.51	192,968,000	29,422,000	.91
McGraw-Hill.....	9 mo 9/30	714,453,000	+15.8	61,522,000	+11.8	2.48	617,138,000	55,021,000	2.22
Tele-Communications.....	9 mo 9/30	89,358,000	+35.9	5,737,000	-79.5		65,764,000	*28,016,000	1.27
Texscan Corp.....	6 mo 10/31	12,167,023	+79.2	660,313	+130.2	.45	6,791,000	210,950	.17
Westinghouse Electric.....	9 mo 9/30	6,249,372,000	+16.3	295,943,000		3.46	5,372,970,000	42,975,000	.49

\*Tele-Communications 1979 net income included Resorts International stock sale.

PGW and its offices and the eight on-line stations.

Now the firm reports itself implementing electronic order processing, with "have-sold" orders, replacement spots and makegoods all communicated to the on-line stations through MAC and

"MICS" (for MAC's instant communication system). Printing of contracts is also handled through the system.

MICS, which uses dedicated lines, is currently used in all 16 PGW offices to communicate such information as weekly activity, management and financial

memos, research updates and spot availabilities. The on-line stations use it to report rate or program changes, overnight information, updates on specials and personnel changes.

Among other features, PGW says, MICS transmissions are instantaneous; can be sent to one, some or all offices and stations desired; are received on cathode ray tube and also may be printed; may be stored in the computer indefinitely, recalled and revised as needed, then retransmitted. In addition, MICS permits follow-up by the sender, indicating where any message was sent and whether it was received—that is, printed—at the station or office for which it was intended and, if received, at what time it was printed.

PGW's MAC computer program was developed by Mini-Pak Inc., New York, and PGW in the fourth quarter of 1977. The same basic program has since been adapted by a number of other station reps.

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### Nielsen weds Cassandra

A.C. Nielsen Co. has bought CPM Systems Inc.'s Cassandra computerized program analysis service and client list of syndicators, rep firms and networks for a price believed to be in the \$1-million range. Cassandra research, primarily used in syndicated program deals, will be integrated into the Nielsen Station Index.

CPM principals Jonathan Lazarus and Seth Alpert now have a one-year consulting arrangement with Nielsen. Corporately, another with a financial and developmental interest in Cassandra had been Viacom.

Nielsen said it plans to expand Cassandra's client base through rate-structure revisions. The newly acquired service will be delivered through Nielsen beginning with its October 1980 measurement.



# Changing Hands

## PROPOSED

■ **WAKA(AM)** Gainesville, Fla.: Sold by NABCO Inc. to Kent Communications for \$432,250. Seller is owned by Joseph Schwartzel (50%), father, James Schwartzel, and Floyd Peede, Michael Jones and Katherine Holt (12.5% each). They have no other broadcast interests. Buyer is owned by R. Kent Replogle who is general manager, KMBC-TV Kansas City, Mo. He has no other broadcast interests. WAKA is daytimer on 1390 khz with 5 kw. Broker: Chapman Associates.

■ **WCRV(AM)** Washington, N.J.: Sold by Warren Broadcasting Corp. to Alpha Broadcasting Inc. for \$341,000. Seller is owned by Guy Bock (95%) and Nick Derienzo (5%). They have no other broadcast interests. Buyer is owned by George Vajda (51%), Marvin David (24%) and Don Brennan (25%). Vajda and Brennan own Hackensack, N.J., computer services firm. David is Hackensack attorney. They have no other broadcast interests. WCRV is 1 kw daytimer on 1580 khz. Broker: Select Media Brokers.

■ **KQDS(AM)** Duluth, Minn.: Sold by Great Duluth Broadcasting Co. Inc. to Northern Light Broadcasting for \$200,000. Seller is owned by Bunker Rogoski (22%), Mike Boonstra (35%), Lloyd Mongeau (8%) and five others. They also own KQDS-FM Duluth; WPLY(AM) Plymouth, Wis., and WMUS-AM-FM Muskegon, Mich. Buyer is owned by Chuck Borchard and Douglas Livernois (50% each). Borchard is general manager of WHND(AM) Monroe-WMJC(FM) Birmingham, both Michigan. Livernois is vice president of marketing for Parke-Davis Co., manufacturer of medical and surgical supplies in Greenwood, S.C. They have no other broadcast interests. KQDS is 500 w daytimer on 1390 khz. Broker: Select Media Brokers.

■ Other proposed station sale is **WLRQ(AM)** Whitehall, Mich. (see "For the Record," page 103).

## APPROVED

■ **KJQY(FM)** San Diego: Sold by HBC Inc. to Westinghouse Broadcasting Co. for \$6.4 million. Seller is owned by Representative Cecil Heftel (D-Hawaii) and family. They acquired control of station in 1977 for \$451,000 including assumption of liabilities. They also own **WXKS-AM-FM** Medford, Mass.; **WSMJ(FM)** Greenfield, Ind.; **WLUP(FM)** Chicago, and **KGMD-TV**

**Hilo, KGMV-TV** Maui and **KGMB(AM)** Honolulu, all Hawaii. They have also purchased **WLVV(FM)** Fairfield, Ohio (**BROADCASTING**, April 14), and **WTFM(FM)** Lake Success, N.Y. (**BROADCASTING**, June 30), latter subject to FCC approval. Buyer is New York-based division of Westinghouse Electric Corp. and group owner of seven AM's, four FM's and six TV's and has cable subsidiary based in Dublin, Ga., that owns and operates several systems in central Georgia and northern Florida. Parent has purchased, subject to FCC approval, Teleprompter Corp., MSO based in New York (**BROADCASTING**, Oct. 20). Westinghouse Broadcasting has also purchased, subject to FCC approval, **KSOI-FM** Denver (**BROADCASTING**, July 14). Daniel L. Ritchie is president of broadcast division. **KJQY** is on 103.7 mhz with 36 kw and antenna 580 feet above average terrain.

■ **WKSS(FM)** Hartford, Conn.: Sold by Broad Street Communications Corp. for

\$2.2 million. Seller is privately held group owner of **WELI(AM)** New Haven, Conn.; **WGSO(AM)-WQUE(FM)** New Orleans; **KTOK(AM)-KZUE(FM)** Oklahoma City, and **WVCG(AM)-WYOR(FM)** Coral Gables, Fla. Richard L. Geismar is chairman and Fred Walker is president. Buyer is owned principally by Howard P. Tanger who is also principal owner of **WTMI(FM)** Miami. **WKSS** is on 95.7 mhz with 50 kw and antenna 820 feet above average terrain.

■ **KLYN-FM** Lynden, Wash.: Sold by Sidney Baron and family to **CHRISTA Ministries** for \$800,000. Barons have no other broadcast interests. Buyer is Seattle-based nonprofit religious corporation. It owns **KGDN(AM)-KBIQ(FM)** Edmonds, Wash., and **WSYX(FM)** London, Ohio. Edward McMillan is chairman. **KLYN-FM** is on 106.5 mhz with 100 kw and antenna 720 feet above average terrain.

■ Other approved station sale is **WLCL-FM** Lowell, Ind. (see "For the Record," page 104).



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## Construction of new TV station by black firm opposed by New Jersey township

**Law suits, vandalism, threats are aimed at permittee of channel 65 in Vineland**

Donald McMeans, whose Renaissance Broadcasting Corp. is permittee of WRBV(TV) Vineland, N.J., can take a hint. It doesn't take a number of complaints and nuisance law suits, an apparent bullet hole in a trailer, vandalism and threatening signs to convince him the folks in Waterford township don't want his transmitter and tower in the area. But he's putting them there anyway. And if things go according to plan, the new station will begin operating on channel 65 by early March.

No, McMeans, one of the new breed of black entrepreneurs the FCC hopes to see enter broadcasting, has not been having an easy time. Work began on the site, on land leased from the state, in May. And, while construction of the studio in nearby Vineland is expected to be completed this week, in Waterford township, it's been one thing after another.

The local gentry complained that the transmitter would cause cancer, a charge that a state Department of Environmental Protection official rejected. Then the mayor complained to the FCC that the strobe light would adversely affect persons suffering from epilepsy. The FCC said the allegation was not substantiated. Finally, the township appealed the action of the Pinelands Commission—a state agency—

in approving Renaissance's environmental impact statement, on the ground the construction would harm the corn snake. That is a type of reptile that, the court said, in rejecting the suit, is not an endangered species.

The township had more luck, though, with a suit aimed at enjoining the work at the site, on a variety of grounds, including the allegation McMeans had violated the terms of the approval granted by the Pinelands Commission. A state court judge granted the injunction on Aug. 21. But on Sept. 22, the injunction was lifted, after a change in judges in the court.

Then there was the business of "revegetating" an original area from which the Pinelands Commission had ordered Renaissance to move. This gets a little complicated. But it seems the commission had promised Waterford that Renaissance would be required to revegetate the original site. Never mind that the area is forest and that the trees would return naturally, in any case, or that planting trees in the fall probably means a survival rate of 30%, at best. McMeans finally agreed to the requirement—obtaining 1,000 tree seedlings from the state for \$50. He'll also have to replace the trees that die.

"All of that takes time," McMeans said, referring to the lengthy negotiations with the various state agencies involved in resolving the issue, by way of explaining why work on the site didn't begin until late October.

Then, things got a little hot. On Nov. 5, an obscene sign, addressed, "Hey, Nigger," appeared on the property, containing the clear warning of an attack by bow and arrow, and noting, "This tower is not up yet." Two days later, vandals working at night did \$1,000 damage to a crane on the property, slashing tires, ripping out wires,

cutting hoses. Then, early this month, McMeans saw what appeared to be a bullet hole in the walls of a trailer used to house construction equipment. At about the same time, several shots had been fired at the New Jersey public television tower, located some 2,000 feet south of McMeans' site.

As if all that weren't enough, the township is continuing what McMeans considers harassing tactics. It attempts to get stop-work orders, which the court won't issue. And it is hasseling the 25 workers on the site, all of them local. McMeans said the building inspector accompanied by local police took the workers' names. "I told them to stop that, or I'd have them arrested," McMeans said.

"It's unnatural," McMeans said last week, after reviewing his experiences. "It's difficult to explain what's going on. It seems there's a lot of misinformation." It's also hard to avoid the conclusion racism is involved. Besides the evidence of the sign, there is the complaint McMeans has heard, "We don't want an all-black station in an all-white area."

The format, actually, is a general one. McMeans does plan to show *Roots*—but also *Medical Center*, David Wolper specials and news and public affairs programming, including material on the state's congressional delegation.

He isn't alone in all of this. The state police—the terrorist division, no less—is conducting an investigation. And the Community Relations Division of the Department of Justice is making an effort to persuade the locals to soften their opposition. So far, the state police have nothing to report. But Ida Montare, the community relations division representative, has. On Dec. 12, she told McMeans, whose temporary office is in Willingsboro, not to return to the site. It's too dangerous. McMeans, though, said he will visit the site again.

One irony of the situation is that, with the studio in Vineland, no one from the station will work in Waterford township. The equipment there will be operated by remote control.

McMeans pointed out another, in connection with Senator William Bradley's action in blocking action on the Swift Bill (H.R. 6228), which would extend broadcasters' license periods to five years and provide them with protection against challenges at renewal time. The New Jersey Democratic senator's hope is to add an amendment that would provide the state with a VHF TV assignment (BROADCASTING, Dec. 15). "While he's trying to get a station for New Jersey," McMeans said, "we're being thwarted in our ability to provide television service to the state."

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## Preparing for the information explosion

**In the next decade, home video centers will increasingly change the role of newspapers, according to book by Anthony Smith**

Consumers will have increasingly greater choice of information to receive. Teletext and videotext will assume some of the newspaper's traditional tasks. And cable companies, pay TV and telephone-attached information systems will successfully "nibble" at today's network and newspaper chain audience.

These are among the predictions of "Goodbye Gutenberg," Anthony Smith's study of what he terms the 1980's newspaper "revolution." Smith, a former British Broadcasting Corp. and KQED-TV, San Francisco producer, sees videotext, teletext and home information centers gradually easing into the mass market with specialized offerings.

The book (367 pages, Oxford University Press, \$16.95) predicts that by 1990, newspaper publishers will find their readers looking to new systems for specialist and semi-specialist material.

As papers thus move away from trying to provide a total information package, Smith foresees new electronic media serving "special layers" of the market.

One way or another, Smith contends, the traditional mass audience is starting to break up. Selection, not "passive acceptance," will slice the market into smaller and smaller bits, he thinks.

Britain's Prestel system—in which telephone subscribers can dial information—Japan's similar CAPTAINS process and Qube are as yet only interesting pioneer services, "not domestic necessities," Smith believes, adding that not for another 10 years or so will we know which will be vital aspects of the future.

## IBA will make franchise awards for British TV

Britain's Independent Broadcasting Authority will announce on Sunday, Dec. 28, the franchise awards for the commercial television network. All of the 15 regional franchises are up for grabs, in the British equivalent of a giant comparative hearing.

The IBA is given considerable statutory authority over the franchises and is empowered to create totally new regions, or force two competing companies to run a franchise jointly. At least some of the current license holders are expected to lose their franchise. The new contracts will run for eight years.

The companies competing for the licenses are almost always ad-hoc concerns, created solely to apply for the contracts. The typical group consists of a management group with extensive television background and outside financial backing, often from major corporations. The cur-

rent 15 companies are backed by firms such as Thorn-EMI, the Rank Organization, British Electric Traction and almost all of the major national newspaper groups.

In addition to the regional franchises, the IBA is considering a nationwide franchise for morning television, which would be the first such service in the country. Eight companies have applied for the franchise, although the IBA has made no commitment to go ahead with the plan.

The current franchise holders face challenges from 20 rival bidders. The most sought-after region is the affluent south of England, where five rivals are opposing Southern Television.

Low Grade's ATV, a subsidiary of his

Associated Communications Co., also faces two rival proposals with sizable financial backing. ATV has been accused of ignoring its regional commitments and concentrating too much on producing glossy programs for the international market. But it is unlikely that the IBA would want to unseat one of the largest franchise companies at a time when money is needed to finance the new commercial network, the fourth channel.

The renewal process has involved more than 200 public meetings, and has cost the incumbent companies considerable money since they have been putting on prestigious and expensive programs, especially in current affairs, to impress the IBA board.

## Intermedia

**Can't do that.** U.S. District Court of New York issued temporary injunction against National Association of Broadcast Employees and Technicians, restraining union members from picketing Nassau Coliseum where WMCA(AM) New York originates broadcasts of hockey games of New York Islanders. Union has been striking WMCA since Nov. 24, and station asked National Labor Relations Board to intervene after union threatened to picket Coliseum. NLRB filed last Monday (Dec. 15) for injunction that was granted. Station is using temporary employees to fill in for striking producers/screeners.

**Diary decision.** Findings in first case handled by mediation panel, under procedures set up by Arbitron Radio Broadcast Rating Council and four other organizations (BROADCASTING, June 30), conclude that complainant, KBIG(FM) Los Angeles, was "wronged, but not damaged in a substantial manner," by seven diaries judged "unassignable" in Arbitron Radio's spring 1980 Los Angeles report. But panel, composed of five broadcast professionals also found "ambiguities and contradictions" in Arbitron's facilities forms and instructions, which it said should be subjected to "immediate clarification." Panel also urged Arbitron to re-examine and revise, with input from broadcasters, its "systems and procedures in gathering and reproducing station operational information." Arbitron said it "basically agrees," has been working for nine months to eliminate "any unintentional ambiguities which may exist" and expects to complete job by Jan. 8. Jack Adamson, head of KBIG, said he was "shocked at the lack of broadcast knowledge possessed by key Arbitron personnel" but "pleased with the findings" of panel. He said he was awaiting Arbitron's comments on how to "correct the figures shown for KBIG" in spring 1980 report. Mediation panel was headed by Fred Walker, president, Broadstreet Communications, New Haven, Conn.

**Goodbye Tucson.** Warner Amex Cable Communications has withdrawn bid for Tucson, Ariz., cable franchise, citing provisions of local cable ordinance that company says prevent cable operator from achieving "acceptable return on investment over the life of the contract." Richard Aurelio, Warner Amex senior vice president, government affairs, sent Tucson Mayor Lewis C. Murphy letter notifying him and city council of bid withdrawal. Aurelio takes issue with "buy-out" option city has reserved for itself for purchase of system at book value of tangible assets. Aurelio claims "fair market value" is "only viable standard" for system acquisition.

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# The Broadcasting Top 100 1980

America shed dancing shoes for cowboy boots in 1980. The "urban cowboy" craze spawned considerable crossover of country records to BROADCASTING's *Contemporary Playlist* this year and country artists Eddie Rabbitt and Johnny Lee took 44th and 48th place on the annual top 100. On the Country Top 100, the impact of the cowboy craze is more striking, with songs from major film releases with cowboy themes dominating the top five.

Black music has its biggest impact ever on the annual contemporary Top 100. More than one-fourth of all records are by black artists, whose much increased acceptance in many radio formats is a direct result of disco's tremendous popularity in 1978-79. Joining superstars Donna Summer, Michael Jackson and Peaches

& Herb on the top 100 were many new artists: The Manhattans, S.O.S. Band, Kool & the Gang, Stephanie Mills, the Brothers Johnson, Shalamar, Whispers and Ray, Goodman & Brown, plus comebacks from Diana Ross and the Spinners.

**Editor's Note.** The annual top 100 records in both contemporary and country airplay are by-products of *The Contemporary Playlist* and *The Country Playlist*—two independent record charts published each week since 1973 by Broadcasting Publications Inc. These copyrighted features are published as a service to all radio stations, which may use the top 100's in their yearend programing, with credit to BROADCASTING and to *Playlist*.

## Contemporary

Title	Artist	Label
1	<i>Call Me</i> □ <b>Blondie</b>	Chrysalis
2	<i>It's Still Rock 'n' Roll</i> □ <b>Billy Joel</b>	Columbia
3	<i>Another Brick In the Wall</i> □ <b>Pink Floyd</b>	Columbia
4	<i>Working My Way Back To You</i> □ <b>Spinners</b>	Atlantic
5	<i>Crazy Little Thing Called Love</i> □ <b>Queen</b>	Arista
6	<i>Magic</i> □ <b>Olivia Newton-John</b>	MCA
7	<i>All Out Of Love</i> □ <b>Air Supply</b>	Arista
8	<i>Coming Up</i> □ <b>Wings</b>	Columbia
9	<i>Ride Like the Wind</i> □ <b>Christopher Cross</b>	Warner Bros.
10	<i>Upside Down</i> □ <b>Diana Ross</b>	Motown
11	<i>Lost In Love</i> □ <b>Air Supply</b>	Arista
12	<i>Longer</i> □ <b>Dan Fogelberg</b>	Epic
13	<i>Woman In Love</i> □ <b>Barbra Streisand</b>	Columbia
14	<i>Biggest Part Of Me</i> □ <b>Ambrosia</b>	Warner Bros.
15	<i>Sailing</i> □ <b>Christopher Cross</b>	Warner Bros.
16	<i>Another One Bites the Dust</i> □ <b>Queen</b>	Elektra
17	<i>Rock With You</i> □ <b>Michael Jackson</b>	Epic
18	<i>Shining Star</i> □ <b>Manhattans</b>	Columbia
19	<i>Funky Town</i> □ <b>Lipps, Inc.</b>	Casablanca
20	<i>The Rose</i> □ <b>Bette Midler</b>	Atlantic
21	<i>Steal Away</i> □ <b>Robbie Dupree</b>	Elektra
22	<i>Do That To Me</i> □ <b>Captain &amp; Tennille</b>	Casablanca
23	<i>Little Jeanie</i> □ <b>Elton John</b>	MCA
24	<i>Give Me the Night</i> □ <b>George Benson</b>	Warner Bros.
25	<i>Sexy Eyes</i> □ <b>Dr. Hook</b>	Capitol
26	<i>Tired Of Toein' the Line</i> □ <b>Rocky Burnett</b>	EMI/America
27	<i>He's So Shy</i> □ <b>Pointer Sisters</b>	Planet
28	<i>Take Your Time</i> □ <b>SOS Band</b>	Tabu/CBS
29	<i>Too Hot</i> □ <b>Kool &amp; the Gang</b>	De-Lite
30	<i>Fire Lake</i> □ <b>Bob Seger</b>	Capitol
31	<i>Don't Fall In Love</i> □ <b>K. Rogers/K. Carnes</b>	United Artists
32	<i>Real Love</i> □ <b>Doobie Brothers</b>	Warner Bros.
33	<i>Emotional Rescue</i> □ <b>Rolling Stones</b>	Atlantic
34	<i>Late In the Evening</i> □ <b>Paul Simon</b>	Warner Bros.
35	<i>Never Knew Love</i> □ <b>Stephanie Mills</b>	20th Century
36	<i>Yes I'm Ready</i> □ <b>Teri Desario/H.W. Kasey</b>	Casablanca
37	<i>Against the Wind</i> □ <b>Bob Seger</b>	Capitol
38	<i>That Special Lady</i> □ <b>Ray, Goodman &amp; Brown</b>	Polydor
39	<i>I Can't Tell You Why</i> □ <b>Eagles</b>	Elektra
40	<i>Cupid</i> □ <b>Spinners</b>	Atlantic
41	<i>On the Radio</i> □ <b>Donna Summer</b>	Casablanca
42	<i>Lady</i> □ <b>Kenny Rogers</b>	United Artists

Title	Artist	Label
43	<i>You May Be Right</i> □ <b>Billy Joel</b>	Columbia
44	<i>Driving My Life Away</i> □ <b>Eddie Rabbitt</b>	Elektra
45	<i>Fame</i> □ <b>Irene Cara</b>	RSO
46	<i>Cars</i> □ <b>Gary Numan</b>	ATCO
47	<i>This Is It</i> □ <b>Kenny Loggins</b>	Columbia
48	<i>Looking For Love</i> □ <b>Johnny Lee</b>	Asylum
49	<i>With You I'm Born Again</i> □ <b>Preston/Syreeta</b>	Motown
50	<i>Hurts So Bad</i> □ <b>Linda Ronstadt</b>	Asylum
51	<i>Coward Of the County</i> □ <b>Kenny Rogers</b>	United Artists
52	<i>One In a Million You</i> □ <b>Larry Graham</b>	Warner Bros.
53	<i>More Love</i> □ <b>Kim Carnes</b>	Capitol
54	<i>Let My Love Open the Door</i> □ <b>Pete Townshend</b>	ATCO
55	<i>Stomp</i> □ <b>Brothers Johnson</b>	A&M
56	<i>Dreaming</i> □ <b>Cliff Richard</b>	EMI/America
57	<i>The Wanderer</i> □ <b>Donna Summer</b>	Warner Bros.
58	<i>Misunderstanding</i> □ <b>Genesis</b>	Atlantic
59	<i>Second Time Around</i> □ <b>Shalamar</b>	Solar
60	<i>Love You Tonight</i> □ <b>Pure Prairie League</b>	Casablanca
61	<i>Xanadu</i> □ <b>Olivia Newton-John/E.L.O.</b>	MCA
62	<i>I'm Alright</i> □ <b>Kenny Loggins</b>	Columbia
63	<i>Look What You've Done To Me</i> □ <b>Boz Scaggs</b>	Asylum
64	<i>Sara</i> □ <b>Fleetwood Mac</b>	Warner Bros.
65	<i>Jesse</i> □ <b>Carly Simon</b>	Warner Bros.
66	<i>Him</i> □ <b>Rupert Holmes</b>	Infinity
67	<i>The Long Run</i> □ <b>Eagles</b>	Elektra
68	<i>Off the Wall</i> □ <b>Michael Jackson</b>	Epic
69	<i>We Don't Talk Anymore</i> □ <b>Cliff Richard</b>	EMI/America
70	<i>You'll Accomp'ny Me</i> □ <b>Bob Seger</b>	Capitol
71	<i>All Over the World</i> □ <b>E.L.O.</b>	Jet
72	<i>Cruisin'</i> □ <b>Smokey Robinson</b>	Motown
73	<i>Escape (Pina Colada Song)</i> □ <b>Rupert Holmes</b>	Infinity
74	<i>Romeo's Tune</i> □ <b>Steve Forbert</b>	Nemperor
75	<i>How Do I Make You</i> □ <b>Linda Ronstadt</b>	Asylum
76	<i>I Pledge My Love</i> □ <b>Peaches &amp; Herb</b>	Polydor
77	<i>Don't Do Me Like That</i> □ <b>Petty/Heartbreakers</b>	Backstreet
78	<i>Deja Vu</i> □ <b>Dionne Warwick</b>	Arista
79	<i>Hot Rod Hearts</i> □ <b>Robbie Dupree</b>	Elektra
80	<i>Brass In Pocket</i> □ <b>Pretenders</b>	Sire
81	<i>Babe</i> □ <b>Styx</b>	A&M
82	<i>Take a Little Rhythm</i> □ <b>Ali Thomson</b>	A&M
83	<i>September Morn</i> □ <b>Neil Diamond</b>	Columbia
84	<i>Boulevard</i> □ <b>Jackson Browne</b>	Asylum



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Title	Artist	Label
85	<i>You're the Only Woman</i> □ <b>Ambrosia</b>	Warner Bros.
86	<i>Desire</i> □ <b>Andy Gibb</b>	RSO
87	<i>Don't Ask Me Why</i> □ <b>Billy Joel</b>	Columbia
88	<i>Love the World Away</i> □ <b>Kenny Rogers</b>	Asylum
89	<i>And the Beat Goes On</i> □ <b>Whispers</b>	Solar
90	<i>You've Lost That Lovin' Feeling</i> □ <b>Hall &amp; Oates</b>	RCA
91	<i>She's Out Of My Life</i> □ <b>Michael Jackson</b>	Epic
92	<i>Into the Night</i> □ <b>Benny Mardones</b>	Polydor

Title	Artist	Label
93	<i>American Dream</i> □ <b>Dirt Band</b>	United Artists
94	<i>More Than I Can Say</i> □ <b>Leo Sayer</b>	Warner Bros.
95	<i>I'm Coming Out</i> □ <b>Diana Ross</b>	Motown
96	<i>I Wanna Be Your Lover</i> □ <b>Prince</b>	Warner Bros.
97	<i>Whip It</i> □ <b>Devo</b>	Warner Bros.
98	<i>Never Be the Same</i> □ <b>Christopher Cross</b>	Warner Bros.
99	<i>Pilot of the Airwaves</i> □ <b>Charlie Dore</b>	Island
100	<i>Let's Get Serious</i> □ <b>Jermaine Jackson</b>	Motown

# Country

Title	Artist	Label
1	<i>Driving My Life Away</i> □ <b>Eddie Rabbitt</b>	Elektra
2	<i>Stand By Me</i> □ <b>Mickey Gilley</b>	Asylum
3	<i>Don't Fall In Love</i> □ <b>K. Rogers/K. Carnes</b>	United Artists
4	<i>Looking For Love</i> □ <b>Johnny Lee</b>	Asylum
5	<i>Bar Room Buddies</i> □ <b>Haggard &amp; Eastwood</b>	Elektra
6	<i>Good Old Boys Like Me</i> □ <b>Don Williams</b>	MCA
7	<i>Love the World Away</i> □ <b>Kenny Rogers</b>	Asylum
8	<i>It's True Love</i> □ <b>Conway &amp; Loretta</b>	MCA
9	<i>Trying To Love Two Women</i> □ <b>Oak Ridge Boys</b>	MCA
10	<i>True Love Ways</i> □ <b>Mickey Gilley</b>	Epic
11	<i>Friday Night Blues</i> □ <b>John Conlee</b>	MCA
12	<i>Want To Go To Heaven</i> □ <b>T.G. Sheppard</b>	Warner/Curb
13	<i>He Stopped Loving Her Today</i> □ <b>George Jones</b>	Epic
14	<i>I Believe In You</i> □ <b>Don Williams</b>	MCA
15	<i>Out Of My Life</i> □ <b>Duncan/Fricke</b>	Columbia
16	<i>Gone Too Far</i> □ <b>Eddie Rabbitt</b>	Elektra
17	<i>Diane</i> □ <b>Ed Bruce</b>	MCA
18	<i>The Way I Am</i> □ <b>Merle Haggard</b>	MCA
19	<i>Lucky Me</i> □ <b>Anne Murray</b>	Capitol
20	<i>That Loving You Feeling</i> □ <b>Orbison &amp; Harris</b>	Warner Bros.
21	<i>Cowboys &amp; Clowns</i> □ <b>Ronnie Milsap</b>	Elektra
22	<i>Dancin' Cowboys</i> □ <b>Bellamy Brothers</b>	Warner Bros.
23	<i>Starting Over Again</i> □ <b>Dolly Parton</b>	RCA
24	<i>What I Get For Loving You</i> □ <b>Eddie Arnold</b>	RCA
25	<i>Old Flames</i> □ <b>Dolly Parton</b>	RCA
26	<i>Misery &amp; Gin</i> □ <b>Merle Haggard</b>	MCA
27	<i>Blue Side Of Me</i> □ <b>Crystal Gayle</b>	Columbia
28	<i>Tennessee River</i> □ <b>Alabama</b>	MDJ
29	<i>One Day At A Time</i> □ <b>Cristy Lane</b>	United Artists
30	<i>Beneath Still Waters</i> □ <b>Emmylou Harris</b>	Warner Bros.
31	<i>Makin' Plans</i> □ <b>Porter &amp; Dolly</b>	RCA
32	<i>Heart Of Mine</i> □ <b>Oak Ridge Boys</b>	MCA
33	<i>You Win Again</i> □ <b>Charley Pride</b>	RCA
34	<i>Leavin' Louisiana</i> □ <b>Oak Ridge Boys</b>	MCA
35	<i>Wayfaring Stranger</i> □ <b>Emmylou Harris</b>	Warner Bros.
36	<i>Two Story House</i> □ <b>G. Jones/T. Wynette</b>	Epic
37	<i>Midnight Rider</i> □ <b>Willie Nelson</b>	Columbia
38	<i>Save Your Heart For Me</i> □ <b>Jacky Ward</b>	Mercury
39	<i>Charlotte's Web</i> □ <b>Statler Brothers</b>	Mercury
40	<i>Faded Love</i> □ <b>W. Nelson/R. Price</b>	Columbia
41	<i>Cheatin' Songs</i> □ <b>John Anderson</b>	Warner Bros.
42	<i>Are You On the Road</i> . . . □ <b>Debbi Boone</b>	Warner/Curb
43	<i>Smooth Sailin'</i> □ <b>T.G. Sheppard</b>	Warner/Curb
44	<i>I'd Love To Lay You Down</i> □ <b>Conway Twitty</b>	MCA
45	<i>I'm Already Blue</i> □ <b>Kendalls</b>	Ovation
46	<i>I'm Not Ready Yet</i> □ <b>George Jones</b>	Epic
47	<i>Gonna Love You Tonight</i> □ <b>Johnny Duncan</b>	Columbia
48	<i>In America</i> □ <b>Charlie Daniels Band</b>	Epic
49	<i>Ain't Livin' Long Like This</i> □ <b>Waylon Jennings</b>	RCA
50	<i>Let's Keep It That Way</i> □ <b>Mac Davis</b>	Casablanca

Title	Artist	Label
51	<i>Clyde</i> □ <b>Waylon Jennings</b>	RCA
52	<i>Nothing Sure Looked Good</i> □ <b>Gene Watson</b>	Capitol
53	<i>Morning Comes Too Early</i> □ <b>Jim Ed &amp; Helen</b>	RCA
54	<i>Lesson In Leavin'</i> □ <b>Dottie West</b>	United Artists
55	<i>Hard To Be Humble</i> □ <b>Mac Davis</b>	Casablanca
56	<i>Never Seen the Likes Of You</i> □ <b>Conway Twitty</b>	MCA
57	<i>Tell Ole I Ain't Here</i> □ <b>Moe &amp; Joe</b>	Columbia
58	<i>Temporarily Yours</i> □ <b>Jeanne Pruett</b>	IBC
59	<i>Women I've Never Had</i> □ <b>Hank Williams Jr.</b>	Elektra/Curb
60	<i>Your Body Is an Outlaw</i> □ <b>Mel Tillis</b>	Elektra
61	<i>Leavin's For Unbelievers</i> □ <b>Dottie West</b>	United Artists
62	<i>Like We Never Said Goodbye</i> □ <b>Crystal Gayle</b>	Columbia
63	<i>Whole Lot Of Love On Me</i> □ <b>Con Hunley</b>	Warner Bros.
64	<i>Taking Somebody With Me</i> □ <b>Larry Gatlin</b>	Columbia
65	<i>Coward Of the Country</i> □ <b>Kenny Rogers</b>	United Artists
66	<i>Last Cowboy Song</i> □ <b>Ed Bruce</b>	MCA
67	<i>While the Gettin's Good</i> □ <b>Eddie Arnold</b>	RCA
68	<i>The Champ</i> □ <b>Moe Bandy</b>	Columbia
69	<i>Sugar Daddy</i> □ <b>Bellamy Brothers</b>	Warner/Curb
70	<i>Honky Tonk Blues</i> □ <b>Charley Pride</b>	RCA
71	<i>Pass Me By</i> □ <b>Janie Fricke</b>	Columbia
72	<i>He Was There</i> □ <b>Tammy Wynette</b>	Epic
73	<i>Hard Times</i> □ <b>Lacy J. Dalton</b>	Columbia
74	<i>Too Old To Play Cowboy</i> □ <b>Razzy Bailey</b>	RCA
75	<i>Love Look At Us Now</i> □ <b>Johnny Rodriguez</b>	Epic
76	<i>It's Over</i> □ <b>Rex Allen Jr.</b>	Warner Bros.
77	<i>Yesterday Once More</i> □ <b>Moe Bandy</b>	Columbia
78	<i>Why Don't You Spend the Night</i> □ <b>Ronnie Milsap</b>	RCA
79	<i>After Hours</i> □ <b>Joe Stampley</b>	Epic
80	<i>Cowgirl and the Dandy</i> □ <b>Brenda Lee</b>	MCA
81	<i>Bedroom Ballad</i> □ <b>Gene Watson</b>	Capitol
82	<i>We're Number One</i> □ <b>Larry Gatlin</b>	Columbia
83	<i>Better Than I Did Then</i> □ <b>Statler Bros.</b>	Mercury
84	<i>Over</i> □ <b>Leon Everette</b>	Orlando
85	<i>Just Had You On My Mind</i> □ <b>"Crash"Craddock</b>	Capitol
86	<i>Old Habits</i> □ <b>Hank Williams Jr.</b>	Elektra
87	<i>Like Strangers</i> □ <b>Gail Davies</b>	Warner Bros.
88	<i>Wish I Was 18 Again</i> □ <b>George Burns</b>	Mercury
89	<i>Kaw-Liga</i> □ <b>Hank Williams Jr.</b>	Elektra/Curb
90	<i>3 Chord Country Song</i> □ <b>Red Steagall</b>	Elektra
91	<i>Sure Thing</i> □ <b>Freddie Hart</b>	Sunbird
92	<i>Losing Kind of Love</i> □ <b>Lacy J. Dalton</b>	Columbia
93	<i>Love Me All Over Again</i> □ <b>Don Williams</b>	MCA
94	<i>When You're Ugly Like Us</i> □ <b>Jones/Paycheck</b>	Epic
95	<i>Haven't I Loved You</i> □ <b>Joe Stampley</b>	Epic
96	<i>Coming Back For More</i> □ <b>T.G. Sheppard</b>	Warner/Curb
97	<i>Raisin' Cane In Texas</i> □ <b>Gene Watson</b>	Capitol
98	<i>One Of a Kind</i> □ <b>Moe Bandy</b>	Columbia
99	<i>Numbers</i> □ <b>Bobby Bare</b>	Columbia
100	<i>Broken Trust</i> □ <b>Brenda Lee</b>	MCA



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## SRA study sees the future in satellites

**Reps' report predicts birds will spur new types of networks that will compete with free TV; doesn't think DBS will be too competitive; finds localism key to broadcasters maintaining lead over cable; radio will see more national satellite networks**

Direct broadcast satellites, which came a step closer to reality with Comsat's DBS filing last Wednesday (see "Top of the Week"), should cause broadcasters less concern than some of their "terrestrially distributed, satellite-fed" video competitors, like MDS, cable and possibly low-power subscription television, according to a report released by the State Representatives Association.

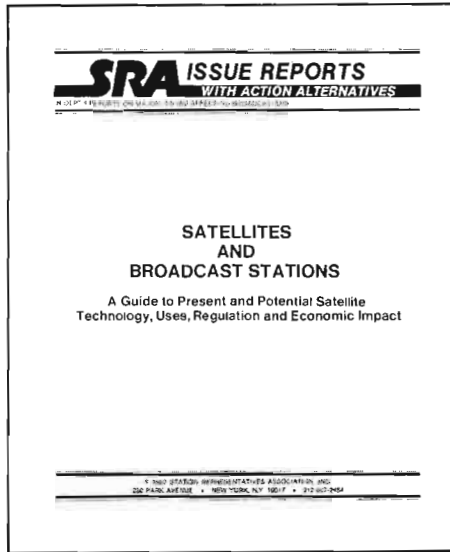
The report—"Satellites and Broadcast Stations"—said "many sophisticated industry observers are convinced" that of all the new means of distributing nonbroadcast programming "DBS is the least promising." It cited the high cost of antennas to receive DBS signals and the service's limited channel capacity. "The long and the short of it may well be that, except for reaching remote low-density areas, anything DBS can do, cable can do better."

Although the other satellite-fed media may "offer greater competition to free television" than DBS, the report said, all the media may affect broadcasting by siphoning viewers and programming, disrupting established networks and usurping broadcasting's local programming role.

If the new media can siphon off sufficient audiences with nonadvertising-supported programming, the report said, they can siphon off traditional television programming. For various reasons it is "not clear" how much programming will move from free to pay television, but "over a period of time . . . the best guess appears to be that a considerable amount will move."

The programming will be attracted by money, the report suggested. It said if less than 45% of television households paid \$20 per month for nonadvertiser-supported programming, the take would be about \$8 billion per year, as much as the total television industry revenues in 1979. And if all television households paid the \$20 per month, \$18 billion would be generated.

Even if nonbroadcasters did capture all the programming, however, it wouldn't necessarily spell the end to television ad-



vertising, the report said. "There is no reason why . . . DBS, MDS or cable . . . programming should not be advertiser-supported or, for that matter, both pay and advertiser supported."

The report also concluded that the flourishing of the competitive services creates "at least the theoretical potential that traditional network television affiliates could become obsolete." What distinguishes broadcasting from cable and other distribution systems is broadcasting's ability to reach virtually every television home in the country. Should a local cable system evolve to a point where its penetration is comparable to that of broadcasting, network programming could be distributed as efficiently over cable as over the air.

Since the technology of broadcasting can provide no long-term assurances against assaults on its economic base (advertising) or its role as local distributor of network programming, the report asserts that "localism is the key to the competitive and economic viability of traditional television stations." But, the report warns, there is no bar against local cable systems or clusters of local cable systems producing their own local programming. "Woe unto the television station owner who awakens one morning to find that the cable systems in his areas are providing more local service than he is," the report said.

Satellite technology, the report said, would affect broadcasting not only by spurring the development of competitive media, but also by stimulating changes within broadcasting. "Satellites present all television stations, network affiliated and independent, with the option of national, simultaneous programming not originated by one of the three television networks." Although the new-found capability will not lead to the replacement of the three

existing networks, "it is . . . apparent . . . that the potential for simultaneous satellite network programming is likely to loosen established network-affiliate relationships."

The report said satellites could lead to the formation of a fourth network, evolved from ad hoc satellite networks of independent stations. Citing the Independent Television News Association, a number of religious programmers and satellite sports networks, the report said that "the first steps [in the evolution] have already been taken."

Affiliates of such a network, the report said, could produce the network programming themselves, in the manner of the Public Broadcasting Service. To make its point, the report said a major television network now distributes weekly about 70 to 80 hours of programming. "A group of 160 stations, lashed together by satellite, each producing one-half hour of programming per week could replace the national network as a programming source."

Receive-only earth stations will soon become essential at virtually every broadcast station, the report said, and uplinks may also become a necessity. "As the basic fabric of long-established station and network relationships is reworked by satellite technology, the need for planning and programming flexibility will surely require that every station possess full satellite capabilities."

Radio is unlikely to remain unaffected by satellite technology, according to the report. It noted that several radio networks are distributing or plan to distribute programming via satellite. Moreover, it said, "the creative group of radio stations which devises the first successful satellite-based national radio format may well reverse the radio clock of history."

In addition to trying to gauge the impact of satellite technology—the technology that has the "most important consequences for broadcasters" of all technologies developed over the last several years—the report is a primer on domestic satellites and their use in television.

**Moving up and out.** Lucie Salhany, president of the National Association of Television Program Executives, plans to resign that post about March 1 and will be succeeded by first vice president, Steve Currie of KOIN-TV Portland, Ore., NATPE sources said last week. Salhany is leaving the programming vice presidency of Taft Broadcasting to become vice president/general manager of WJAR-TV Providence, R.I. (BROADCASTING, Dec. 8), which makes her ineligible for NATPE office. The transition is scheduled to occur before the NATPE annual conference March 13-18 in New York.



## NBC hopes viewers visit 'Number 96'

**New series on sexcapades of apartment house residents is off to slow ratings start, mixed reviews from both critics and affiliates**

The numbers for the first three episodes of *Number 96*, NBC-TV's controversial new series, were, in this order, 29, 24, 20. Those were the audience shares, respectively, of the "triple premiere" episodes broadcast Wednesday, Thursday and Friday (Dec. 10-12). In ratings, the numbers were 18.0, 14.6 and 12.1. In rankings among the week's 66 prime-time programs they were 34th, 55th and 65th.

The series, which NBC sources say is a limited series of six episodes, was billed by NBC as "a daring new comedy-drama serial" centering on "the escapades, romances and problems of 16 married and single, kooky, kinky and straight-arrow residents of [an apartment house] at Number 96 Pacific Way."

Among the married, single, kooky, kinky and straight-arrow characters are "a nervous new divorcee... eager to embark on a swinging singles life"; "a chic, beautiful couple [who] experiment with ways to spice their marriage"; a widowed mother who "gets a taste of freedom and booze and likes both too much"; a retired Navy commander who "leches after beautiful, mysterious Lisa," and "an American 'princess' who wants to be a star and thinks the casting couch is the way to go."

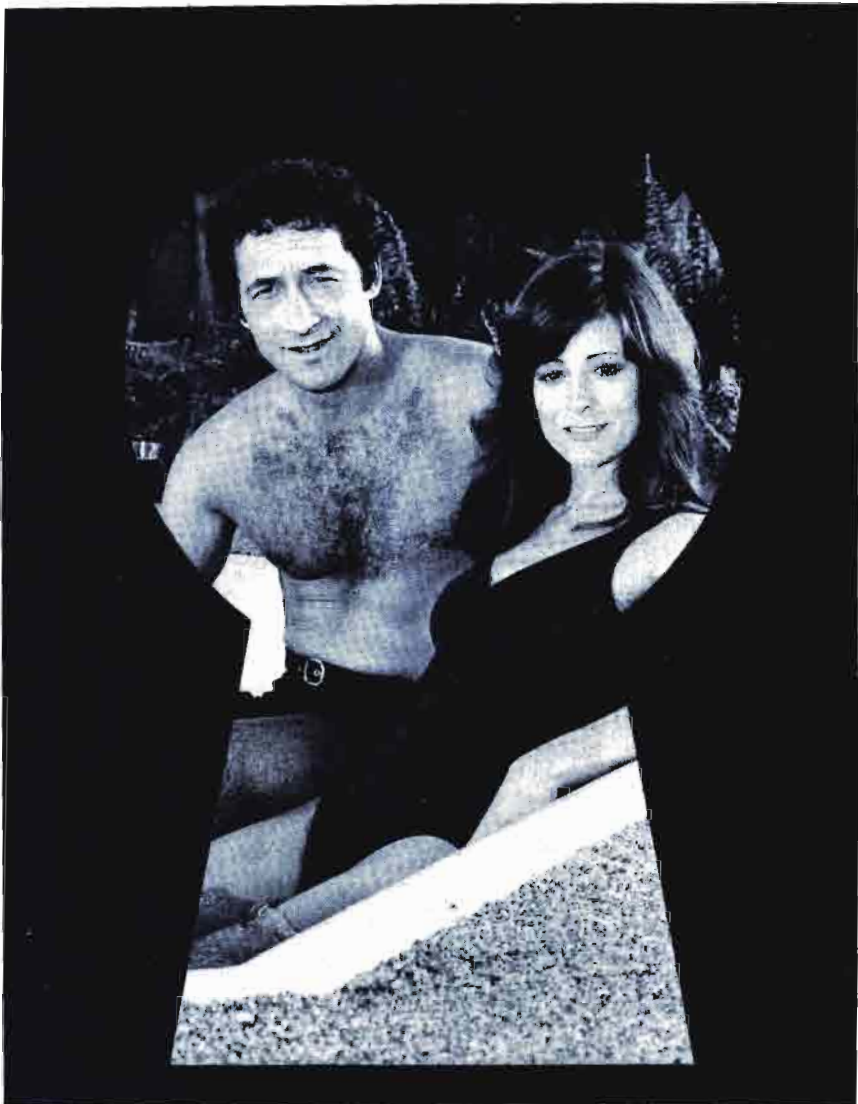
There's also a sex expert who's a transvestite.

*Number 96*, based on a series of the same name that was highly popular in Australia in the 1970's, was presented in its NBC premiere as "the most outrageous show on television" and the show "they tried to ban" in Australia.

In *Soap* style it began with questions about the fate of its characters. In the opener, one character identified apartment building 96 as "Sodom and Gomorrah West," and, among other things, a woman's body was described as "made for black leather," another woman invited a new male tenant to give her an oil rub, and a neighbor, seeing a new husband carry his bride into their apartment after the honeymoon, concluded that they must have had a good time because "I see she can't walk."

The premieres received, at best, mixed reviews from television critics—and much the same reaction from a sampling of affiliates.

One affiliate, for instance, said: "It is not class television" and "will trouble some of our viewers," but that he thought "some of the characters and situations were pretty funny" and, though he considered the program "very suggestive," he "didn't see that it went over the bounds" because "the bounds [already] have been stretched so far."



Two of the residents of *Number 96* enjoying the hot tub.

Typical of others was an affiliate who said he didn't like the show, calling it "pretty lamely written and developed" and adding, "if you're going to be titillating, good God, be funny about it."

There was also a suggestion that "the promotion was a lot more titillating than anything I saw on the show." One said he wasn't proud of the show, "but on the other hand, I look at the shows that beat us and I wouldn't be proud of them, either." (The first episode of *Number 96* was edged by *Vega\$* on ABC; the second was beaten by *20/20* on ABC and *Knots Landing* on CBS; the third was done in by *Dukes of Hazzard* on CBS.)

The affiliate offering that last opinion also suggested that NBC, "in being good and straight-laced," has offered such shows as *Diff'rent Strokes* and *Facts of Life* that haven't done so well in the ratings as, say, ABC's *Three's Company*. He added: "So maybe if that's what [viewers] want..."

NBC said the first two episodes got "pretty good" clearance, with 185 affiliates carrying each, but that clearances for the third dropped off to 174. The first

episode's 18.0 rating and 29 share, NBC researchers said, were one of the best premiere performances of the season, and in New York its numbers virtually doubled those recorded by the long-running *All in the Family* in its own premiere.

An NBC spokesman conceded that the ratings for the second and third episodes "didn't move the way we wanted them to," but also noted that the worst came on Friday night, "a particularly tough night" in view of CBS and ABC strengths. But it is on Friday nights that the series is scheduled to pick up its weekly runs, or, as a memo to editors put it, "snuggle into" the 9-10 p.m. time period "and just smolder."

One affiliate noted that advance schedules did not show *Number 96* in the lineup after early January. NBC sources said that, as in several other cases, only six episodes had been ordered, but that if the program should yet get hot in the ratings, there are back-up scripts that could be put into production to keep alive the escapades, romances and problems of the married, single, kooky, kinky and straight-arrow residents of *Number 96*.



# Pay TV piracy case good news for programmers

**No-contest plea entered by sellers of unauthorized decoders; judge rules subscription signals are protected by law**

Producers and distributors of pay television programming may be breathing easier following the no-contest plea in a U.S. District Court in Detroit by two men accused of conspiring to violate the Communications Act by selling devices that could intercept and decode over-the-air subscription television programming.

A number of civil suits have been filed in federal and state courts in an effort to bar the sale of such "black boxes." They have resulted in a mixed bag of decisions, with some courts granting injunctions and some not. The Detroit case marked the first criminal prosecution for the unauthorized manufacture or sale of subscription television decoders. The outcome, then, could have a major effect on the disposition of similar cases in the future—particularly since the judge's opinion tracks the views of an appeals court judge in a related civil proceeding.

Both judges contend the actions involved violate Section 605 of the Communications Act, which bars the interception of radio communications and the receipt of such communications to which the receiver is not entitled. The section's exception for "broadcasting," both say, does not apply.

The defendants in the case, Philip G. Westbrook and Robert Moser, entered their no-contest pleas before Judge Patricia J. Boyle, a week after she rejected a motion to dismiss the charges.

The devices the men were accused of conspiring to sell were designed to pick up the programs of National Subscription Television (ON TV) on WXON-TV Pontiac, Mich. Assistant U.S. Attorney Carl Marlinga, who prosecuted the case, said the men had already sold kits with which viewers could build their own black boxes. In most cases, he said, the equipment worked. However, they had not yet sold

any assembled black boxes.

ON TV, after initiating its own inquiry, filed a complaint with the U.S. attorney's office in Detroit. Then, after an undercover investigation, in which an ON TV employee participated with an FBI agent—they posed as individuals interested in distributing the black boxes—charges were filed in August.

Marlinga said the decision to issue the information was a close thing. He said research indicated that the cases providing guidance "were evenly balanced." What tipped the scales, he said, were the remarks of the defendants captured on hidden tape recorders that indicated they were aware of Section 605 and that they might be violating it.

ON TV hadn't settled for a criminal prosecution. It had also sought an injunction against the same two defendants. A district judge rejected the request, contending that Section 605 could not be used as the basis for a civil complaint. But on appeal, Judge Cornelia G. Kennedy of the U.S. Court of Appeals for the Sixth Circuit, acting alone on an emergency basis, overturned that decision, and granted the injunction.

Kennedy not only ruled that Section 605 provided the basis for a civil course of action, she held that the unauthorized capture of subscription television signals violates the section. The key defense against the charge is the exception in the section for broadcasting. But Kennedy wrote: "Subscription television is not intended for the use of the general public; it is only intended for the use of paying customers. Therefore, it does not fall within the exception of Section 605 and its communications are protected by that section."

The criminal charges were brought against Westbrook and Moser shortly before Kennedy's decision was issued. Nevertheless, they sought dismissal of the charges on the ground that subscription television signals are a form of broadcasting and thus not subject to Section 605.

Boyle, like Kennedy, rejected the argument. "It is my conclusion," she wrote, that while the subscription television transmissions at issue here certainly constitute "broadcasting" within the term's definition [in the Communications Act], these transmissions are not 'for the use of the general public' within the contemplation of the broadcasting exemption to Sec-

tion 605."

The defendants each face three counts of conspiracy, each of which carries a maximum penalty of one year in prison and a \$10,000 fine.

## Ratings Roundup

Scoring its fifth win in the last six weeks, CBS-TV took the prime-time ratings for the week ended Dec. 14 with a solid 20.9 average rating and 33 share against ABC's 18.0/28.4 and NBC's 15.7/24.6.

CBS had eight of the week's top 10 shows, including the two-hour premiere of its *Magnum P.I.*, which drew a 23.4/36 on Thursday night to take eighth place in the standings.

Other premieres, all on NBC, didn't fare quite so well. The *Steve Allen Comedy Hour* on Tuesday turned in a 14.5/24, beaten by both ABC's *Hart to Hart* (20.4/33) and CBS's *Christmas Without Snow* special (18.1/28). *Marie*, the variety show featuring Marie Osmond, took third place in its Friday night debut with a 14.7/25, behind CBS's *Incredible Hulk* (17.7/30) and ABC's parlay of *Benson* (16.8/29) and *I'm a Big Girl Now* (15.2/26).

The first three episodes of NBC's controversial *Number 96* played on Wednesday, Thursday and Friday nights, drawing an 18.0/29 for the opener but tailing off after that (see page 91).

ABC's *20/20*, a one-hour report on heroin, tied with an ABC Perry Como special for 19th place for the week by amassing its highest audience levels of the season (20.4/34).

### The First 20

1.	<i>Dallas</i>	CBS	35.8/60
2.	<i>60 Minutes</i>	CBS	31.5/49
3.	<i>M*A*S*H</i>	CBS	27.1/39
4.	<i>Circus of the Stars</i> (special)	CBS	26.3/41
5.	<i>Dukes of Hazzard</i>	CBS	26.0/43
6.	<i>Love Boat</i>	ABC	24.3/41
7.	<i>House Calls</i>	CBS	23.9/35
8.	<i>Magnum P.I.</i>	CBS	23.4/36
9.	<i>One Day at a Time</i>	CBS	22.7/33
10.	<i>Three's Company</i>	ABC	22.4/32
11.	<i>Little House on the Prairie</i>	NBC	22.3/32
12.	<i>Archie Bunker's Place</i>	CBS	22.0/33
13.	<i>That's Incredible</i>	ABC	21.9/32
14.	<i>Real People</i>	NBC	21.3/33
15.	<i>NFL Monday Night Football</i> (New England v. Miami)	ABC	20.9/33
16.	<i>Too Close for Comfort</i>	ABC	20.8/31
17.	<i>Lou Grant</i>	CBS	20.7/32
18.	<i>Laverne &amp; Shirley</i>	ABC	20.5/30
19.	<i>Perry Como Special 20/20</i>	ABC	20.4/36
	<i>Hart to Hart</i>	ABC	20.4/34

### The Final Five

62.	<i>Breaking Away</i>	ABC	12.2/21
	<i>Freebie and the Bean</i>	CBS	12.2/21
63.	"The Brinks Job" (movie)	ABC	12.2/20
64.	<i>Rudolph's Shiny New Year</i> (repeat)	ABC	12.2/19
65.	<i>Number 96</i> (Friday)	NBC	12.1/20
66.	<i>NBC Magazine</i>	NBC	7.5/13

**Another dimension.** Three-dimensional movies were scheduled for broadcast for the first time by SelecTV, an STV service operating on KWHY(TV) Los Angeles. The broadcast, scheduled for last Friday (Dec. 19) at 7 p.m. (Pacific), was made possible by 3D Video, a technique for transferring third-dimensional movies to videotape developed by 3D Television Systems Inc., North Hollywood, Calif. Distinctive glasses that must be worn by viewers to perceive the third-dimensional effect were passed out to SelecTV subscribers through local Sears outlets—the first two pairs free, the second two pairs \$1.25. Two films were to be shown—there were about 120 made during the 1950's—"Miss Sadie Thompson" and "Spooks," a Three Stooges short. Three-dimension television may be more than a novelty. James F. Butterfield, technical director, 3D Television Systems, was named chairman of a study group of the International Radio Consultative Committee (CCIR), which issued a report following its meeting in Geneva last October. The report recommends that a practical three-dimensional television system provide true third dimension without viewer discomfort; viewing from any location in the room; compatibility with the existing system, and a moderate price for converting studio and station equipment and for home stereoscopic receiver.



## ABC the big winner in sports Emmys

The National Academy of Television Arts and Sciences has presented its National Sports Emmy Awards to producers and others associated with the programs. ABC took eight of the 12 awards. The winners:

**Outstanding live sports special** □ *1980 Winter Olympic Games* (ABC). Boone Arledge, executive producer, Chuck Howard, Chet Forte, Dennis Lewin, senior producers; Bob Goodrich, Curt Gowdy Jr., Terry Jastrow, Terry O'Neill, Eleanor Riger, Ned Steckel, Doug Wilson, producers; Jeff Ruhe, coordinating producer; Bruce Weisman, producer for "Up Close and Personals". Robert Riger, Bud Greenspan, special projects producers

**Outstanding live sports series** □ *NCAA College Football* (ABC). Boone Arledge, executive producer, Chuck Howard, senior producer, Bob Goodrich, Eleanor Riger, Curt Gowdy Jr., Dick Buffinton, Chris Carmody, Ned Steckel, Doug Wilson, producers.

**Outstanding edited sports specials** □ *Gossamer Albatross—Flight of Imagination* (CBS). Eddie Einhorn, executive producer; Joseph A. Thompson, Thomas F. Horton, producers.

**Outstanding edited sports series** □ *NFL Game of the Week* (syndication). Ed Sabol, executive producer, Steven Sabol, producer

**Outstanding sports personality** □ Jim McKay (ABC).

**Outstanding directing in sports programming** □ Sandy Grossman for *Superbowl XIV* (CBS).

**Engineering supervision/technical direction/electronics camerawork** □ ABC—Julius Barnathan, Joseph DeBonis, Bill Stone, Joseph Maltz, David E. Eschelbacher, Charles Baldour, David Linick, Eric Rosenthal, Abdelnour Tadros, Tony Uyttendaele, engineering supervisors; Dick Horan, Robert Ambruster, Bill Blumel, Loren Coltrane, Geoffrey Felger, Mike Jochim, Jacques Lasgards, Bill Maier, Joseph Polito, Elliott R. Reed, Martin Sandberg, Tony Versley, Mike Fisher, Joseph Kresnickas (Chicago), B. Untiedt (West Coast), technical managers; Les Weiss, Warner Gunthar, Chester Mazurek, William Morris, Joseph Schiavo, Joe Nesi, and, from West Coast, E. Buttleman, J. Allen, G. Bucci, H. Falk and D. Smith, technical directors; Diane Cates, Gary Donatelli, Danny LaMothe, Charles Mitchell, Steve Nikifor, William Sullivan, Don Farnum (Chicago), Rick Knipe, Morton Lipow, Joseph Montesano, electronic camerapersons. *1980 Winter Olympic Games*.

**Cinematography** □ Bob Angelo, Ernie Ernst, Jay Gerber, Stan Leshner, Don Harx, Hank McElwee, Howard Neef, Jack Newman, Steve Sabol, Bob Smith, Art Spieller, Phil Tuckett, cinematographers, *NFL Game of the Week* (syndicated); Harvey Harris, Harry Hart, Don Shapiro, cinematographers, *1980 Winter Olympic Games* (ABC).

**Videotape editing** □ ABC—Barbara Bowman, Paul Fanelli, Charles Gardner, Marvin Gench, Roger Haenelt, Connie Kraus, Alex Moskovic, Lou Rende, Nathan Rogers, Erskine Roberts, Mario Schenckman, Ann Stone, Arthur Volk, Frank Guigliano, Ronald Ackerman, Michael Altieri, Thomas Capace, John Croak, Jack Hierl, Anthony Jatchenko, Hector Kiceliano, Ken Klinspaill, Pete Murphy, Hiroshi Nakamoto, Carl Pollack, Merril Roesser, Winston Sadoo, Fausto Sanchez, Rene Sanchez, Leo Stephan, Richard Velasco, Ed Zlotnick, videotape editors, *1980 Winter Olympic Games*.

**Film editing** □ ABC—Angelo Bernarducci, Jon Day, Sam Fine, John Peterson, Vincent Reda, Anthony Scandiffio, Wayne Weiss, Ted Winterburn, film editors, *1980 Winter Olympic Games*.

**Music composition/direction** □ Chuck Mangione, music composer/director, *1980 Winter Olympic Games*, original theme, "Give It All You Got" (ABC).

**Individual achievement** □ Jerry P. Caruso, Harry Smith, creators of radio frequency golf cup microphone, *Bob Hope Golf Classic* (NBC).

## Nielsen tapped to conduct cable study

A. C. Nielsen Co. is the unanimous choice of an ad hoc committee to conduct a major study of cable television audience research

## Monitor

**One more show.** National Cable Television Association and Cable Television Administration and Marketing Society will sponsor the first annual Program Marketing Exposition in New Orleans, Oct. 4-6, 1981. Show is slated for New Orleans Hyatt and is expected to draw 2,000 people. Total of 15,000 square feet of exhibit space will be available for programers to show their products. Co-chairmen of the show are Larry Howe, vice president of marketing, American Television and Communications Corp., and Tom Johnson, vice president of marketing, Daniels & Associates.

**Bunny business.** Playboy Productions has announced it is developing plans for programming service, to be distributed by cable and videocassette, reflecting content of *Playboy* magazine. Service will feature fiction, nonfiction, service features, interviews, humor and "selected nudity." Michael Marcovsky, former president of Golden West Subscription Television, has been hired as consultant in development of distribution and marketing plans for service.

**Soap opera catch-up.** ABC has sued owner of California discotheque in Quincy, Mass., for \$1 million for alleged copyright infringement. Charge, filed in U.S. District Court in Boston, said LeDisco Inc. taped ABC-TV's high-rated one-hour *General Hospital* soap opera and presented week's worth in five-hour blocks on Sundays as "principal entertainment" at California disco in Quincy, ABC, which earlier had obtained temporary restraining order, won preliminary injunction pending trial of issues.

**Educational entertainment.** Weekday half-hour series for school-age children, *The Great Space Coaster*, is scheduled to start in early January on more than 50 stations, including WNEW-TV New York, KTTV-TV Los Angeles, WFLD-TV Chicago, WKBS-TV Philadelphia and KPIX-TV San Francisco. Series combines live action, puppets, music and animation and is produced by Sunbow Productions with distribution by Claster Television Productions. Series is sponsored by Kellogg Co. and Hasbro Industries on barter basis.

**HBO says 'Hi, Mickey.'** Pay cable service will introduce new "family programming daypart" Jan. 5, with late afternoon package of exclusive programs from Walt Disney Productions as its "cornerstone." Daypart will run approximately 5-7:30 p.m. NYT. Disney product in it will include animated cartoons and feature films, is to be joined by other "family-oriented" programming.

## PlayBack

**Dole on radio.** Senator Robert Dole (R-Kan.) will take over from former secretary of agriculture, Earl Butz, in series of three-minute, daily radio commentaries syndicated by O'Connor Creative Services. Concentration will be on agribusiness issues, beginning Dec. 29.

**In the marketplace.** Oakwood Productions, Dayton, Ohio, has been formed by Don Prijatelj, vice president and station manager of WDTN-TV Dayton. First project is *Paul Strassel's Tax Inserts*, 65-90 second radio segments on tax advice, syndicated by King World Productions, Summit, N.Y. . . Mutual Broadcasting System will carry six musical specials, two or three hours in length, during 1981 and keyed to New Year's Day, Easter, Memorial Day, Fourth of July, Labor Day and Thanksgiving. Performers will range from country to pop adult . . .

**Contract renewed.** Watermark Inc., Los Angeles, has signed Michelob beer as exclusive sponsor for its *Robert W. Morgan Special of the Week* for third consecutive year. Price tag for 1981 series exceeds \$700,000. Guest line up for first quarter, 1981, includes Christopher Cross, Carly Simon, Pete Townshend, Pointer Sisters, Leo Sayer and Eddie Rabbitt. Program is now heard in over 200 markets.

**First fives.** The top five records in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Starting Over* by John Lennon on Geffen; (2) *More Than I Can Say* by Leo Sayer on Warner Bros.; (3) *Lady* by Kenny Rogers on United Artists; (4) *Every Woman In the World* by Air Supply on Arista; (5) *Hungry Heart* by Bruce Springsteen on Columbia. The top five in **country radio airplay**: (1) *I Love a Rainy Night* by Eddie Rabbitt on Horizon; (2) *Bridge That Just Won't Burn* by Conway Twitty on MCA; (3) *One In a Million* You by Johnny Lee on Asylum; (4) *I Think I'll Just Stay Here and Drink Awhile* by Merle Haggard on MCA; (5) *That's All That Matters* by Mickey Gilley on Epic.



methodology.

The Ad Hoc Cable Measurement Committee, formed last spring and composed of representatives of advertising and cable TV interests, reviewed proposals submitted by eight research firms. The committee will work closely with Nielsen on the initial proposal.

The committee recommended that the National Cable Television Association, in conjunction with Cable Television Administration and Marketing Society (CTAM), serve as the umbrella organization to coordinate funding and implementation of the research project. Funds are expected to come from interested companies in the advertising and cable communities.

Co-chairmen of the committee are Gabe Samuels of J. Walter Thompson Co. and Bill Ryan of Palmer Communications. The committee anticipates that the Nielsen research plan will be ready within the next 60 days. Solicitation of funds will begin shortly thereafter.

## Piracy panel stirs heated arguments at Western Cable

**Cable pirate defends right of consumers to take pay programs without compensation; several in audience walk out in anger**

A footnote to the Western Cable Show in Anaheim, Calif. (BROADCASTING, Dec. 15): At a session on piracy of pay TV services, several angry cable operators walked out on admitted pirate Ralph Heller, who participated in the panel. Heller, who is owner and founder of Pirate Electronics, was briefly heckled by one member of the audience, who said it was "an insult" that Heller had been invited. The heckler was joined by a handful of other conferees in his walk-out.

Heller said his company only helps people "take what's in the air," and is not involved in selling decoders. He estimated 70% of his firm's customers are not presently served by the cable industry, observing "there's a void left by some of you people we are trying to fill." Heller claimed he has tried to set up a payment schedule for those whose signals he is pirating, "but these payments have been denied by the giants in the industry." The basis of his pirate activities, insisted Heller, is his conviction that "the airwaves belong to the public."

John Gwin of Oak Industries, a cable operator on the panel, described piracy as a "moral issue," equating it with shoplifting. Gwin dismissed the public ownership of the airwaves argument.

"Piracy clearly represents a threat to our industry," Gwin concluded. "The pirate's customer—the guy who coughs up money—will be the big loser."

California Assemblyman Mel Levine suggested legislative solutions to the problem, outlining an anti-piracy law he guided through the state legislature earlier this

year. The law was recently upheld in a superior court case.

## Schlosser predicts videodisks will turn to own producers

**RCA vice president says new medium will need more material than film libraries can supply**

Custom programming for videodisk systems will soon dominate that medium, predicted one industry executive in Los Angeles. RCA executive vice president and former NBC president, Herbert Schlosser, told an Academy of Television Arts and Sciences luncheon audience that "there will be less dependence on feature films" and greater reliance on tailor-made product from the start.

"We believe that only the best films from ... studio libraries will sell," said Schlosser, who also outlined marketing for RCA's SelectaVision videodisk system. "We believe that eventually new production will dominate in drama, comedy and music.

"Once the best of the feature film inventories has been released on disk, there may not be enough successful films released each year by themselves to sustain this business," Schlosser contended.

To be successful, Schlosser said that features must be released on videodisk within six months of first run theatrical showings and prior to free TV broadcast. He reaffirmed that RCA plans to begin marketing SelectaVision next March on a national scale, via 5,000 retail locations. Between 75 and 100 titles will be available beginning March 23, 1981, including network shows, classic films, music programs, children's shows, and instructional materials.

RCA is licensing programming only on the basis that it also handle all software distribution. Schlosser indicated custom pressing arrangements will continue to be resisted for the foreseeable future.

## ABC will caption Sugar Bowl game

The Sugar Bowl game between the University of Georgia and Notre Dame University to be telecast on ABC-TV Jan. 1, 1981, will mark the first sports program and the first live program of any kind to be presented with closed captions for the hearing-impaired, ABC Sports said last week.

Roone Arledge, president of ABC News and Sports, pointed to the efforts of Julius Barnathan, president, ABC Broadcast Operations and Engineering, an introducing "real-time" closed-captioning of live programming. The innovation in closed-captioning is made possible through the development by the National Captioning

Institute of caption encoding and telecommunications equipment that will be interconnected with the electronic scoreboard in the Superdome in New Orleans. Information including the score, down to be played, number of yards needed for a first down, line of scrimmage and time remaining in the quarter will be replayed to TV sets equipped with a special telecaption unit.

Through the use of the NCI editing and captioning staff, ABC-TV presents *The ABC Friday Night Movie*, *The Love Boat*, *Barney Miller*, *Three's Company* and *Eight is Enough* with captions each week.

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# THE FIRST 50 YEARS



## OF BROADCASTING

**A** Dec. 7 radio bulletin from Pearl Harbor told America it was no longer a bystander to World War II. It also told broadcasters their concerns had expanded beyond business and governmental adversaries on the domestic front.

The "day of infamy" came in the twilight of a year when the FCC issued its chain monopoly report and ordered a probe of newspaper holdings in radio as well as multiple ownership of stations. In addition, broadcasters were feeling pressures from non-Washington sources such as the American Society of Composers, Authors and Publishers as well as James Petrillo's American Federation of Musicians.

It was this increased tempo of events in the electronics media that had prompted the publisher of BROADCASTING to shift from twice-monthly to weekly publication, effective with the Jan. 13 issue.

And, 11 months later when the networks interrupted their regular Sunday afternoon programing to report the surprise Japanese bombings in Hawaii, the rest of the world realized what broadcasters already knew: that radio existed at the center and that information came first over the air.

President Roosevelt's Dec. 9 address on all the networks drew a then record radio audience. The Cooperative Analysis of Broadcasting reported 83% of America's radios were tuned in. C.E. Hooper gave the speech a 79 Hooper rating. Among other things, FDR called for truth in reporting news and he touched on censorship and restraint—two key radio concerns in that year.

Reminding radio of its responsibility, Roosevelt declared, "To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this: You have a most grave responsibility to the nation now and for the duration of this war. If you feel that our government is not disclosing enough of the truth, you have every right to say so. But—in the absence of all the facts, as revealed by official sources—you have no right in the ethics of patriotism to deal out unconfirmed reports in such a way as to make people believe they are gospel truth."

The mechanics for the proper flow of information had already been set up by broadcasters in 1939, when they adopted a voluntary war coverage standard. And, in 1940, the

*Nazi successes continued with conquests in the Balkans, Yugoslavia and Greece. A confident Hitler sent troops across the Russian border; they moved practically at will in the first months of the campaign. In the U.S., jitters grew. Extensive mock maneuvers were held to prepare for the war that finally came to America on Dec. 7.*

*Overnight, isolationism virtually disappeared—and with it disappeared the vocal noninterventionists on Capitol Hill who had charged the movies and radio with war-mongering. It seemed that America moved with assurance only in sports: Eddie Arcaro rode Whirlaway to a Triple Crown, and Ted Williams batted .406 for the Red Sox. And in BROADCASTING ...*



government had established the Defense Communications Board, headed by FCC Chairman James Lawrence Fly.

For most of 1941, voluntary censorship was the order of things. But with the formal entry of the U.S. into the war, controls came. In late 1941, the Roosevelt administration created the Office of Facts and Figures (OFF). It was headed by Archibald MacLeish, librarian of Congress, who in turn reported to New York Mayor Fiorello H. LaGuardia, director of the Office of Civil Defense.

OFF was to assure the dissemination of coherent information about the war, but

some broadcasters and newsmen were worried that OFF might attempt to censor. LaGuardia stoutly denied this: "OFF is not a propaganda agency. The OFF is a sort of reservoir with a purification process. It's not a news-sheet, hand-out agency. The people are entitled to the facts, and they're going to get them."

The White House did turn to wartime censorship in December and named Byron Price, executive news editor of the Associated Press, as director of the effort. He selected J. Harold Ryan as assistant director of censorship, responsible for broadcasting. Ryan was executive vice president of Fort Industry Co. (now Storer Broadcasting) and later was to serve as National Association of Broadcasters president.

In one of its security moves, the U.S. Weather Bureau banned broadcasts of weather reports, information that was assumed could help the enemy.

Certain censorship suggestions were interpreted to discriminate against radio to the advantage of the printed press and revived thoughts of the press-radio war of the 30's. In "Concerning War, Radio and Hitting Below the Belt," a Dec. 29 editorial, BROADCASTING wrote that the "indiscreet, opportunistic minority has seized upon war censorship as the vehicle to sock radio." Specifically, BROADCASTING objected to proposals that news broadcasts be delayed for hours after newspaper publication, that news sponsorship be banned, and that newspapers resort to self-regulation while radio censorship be mandatory. BROADCASTING cautioned: "War means revolutionary changes. It will affect newspapers, magazines and billboards along with radio . . . Censorship was almost a cuss word just a few weeks ago; today it is accepted as a necessity to help

## CONGRATULATIONS FROM PRESIDENT

THE WHITE HOUSE  
WASHINGTON

October 8, 1940

My dear Mr. Taishoff:

My hearty congratulations on the steady progress which enables you to mark the beginning of the tenth year of *Broadcasting Magazine* by making this journal a weekly instead of a semi-monthly publication.

This proposed change emphasizes the importance that radio has attained in every phase of our national life. The rapid growth in radio and in the technique of broadcasting have been truly amazing during the past decade.

In all probability we are still in the infancy of this field of communication. New developments, such as television, are certain to broaden radio's service. Moreover, radio has an increasing obligation to keep the public fully informed. A free radio is just as essential as a free press. In sending my good wishes may I express the hope that your magazine will ever work to promote free, competitive broadcasting.

Very sincerely yours,



Mr. Sol Taishoff,  
Editor,  
*BROADCASTING Magazine*,  
Washington, D. C.

win the war."

A censorship move that did not involve the war effort came in 1941 when the FCC took its deepest plunge in its seven-year history into program control. It issued a prohibition against editorializing by broadcast licensees, saying, "The broadcaster cannot be an advocate."

The ruling came in a proceeding in which the Mayflower Broadcasting Corp. lost its competing bid for the frequency then occupied by the Yankee Network's WAAB Boston. The rival application had been filed after WAAB had been attacked for broadcasting editorials that aroused criticism. In issuing a restriction on the whole broadcasting system as part of a renewal that the licensee at bar would obviously never appeal, the FCC was not only clever but also successful. No other broadcaster took the FCC to court either, despite the Mayflower ruling's vulnerability to First Amendment attack. The fact was, of course, that most broadcasters didn't care. They had never editorialized anyway.

It was eight years later, in 1949, that the FCC finally undid the Mayflower decision. It issued a report on editorializing that

eliminated the restriction on broadcaster advocacy but imposed new conditions that boiled down to the fairness doctrine.

Congress in 1941 was not immune to the blue-pencil itch. Senator Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, and prominent isolationist before Pearl Harbor requested that all national networks submit copies of commentators' scripts and lists of sponsors so that Wheeler could investigate complaints about editorializing and propagandizing by radio. Nothing ever came of the request.

But, if radio was being questioned by the Wheelers for alleged interventionism, it was being praised by others for its war-time readiness, responsibility and personnel. The networks, experienced by years of reporting from battlefronts around the world, made an accelerated journalistic effort following Pearl Harbor. To an event honoring Edward R. Murrow, Roosevelt sent these congratulatory words: "Ed Murrow has lived in the war since its beginning . . . he has reported the news day by day and, at the same time, has kept faith with the truth-loving peoples of the world by telling the truth when he tells the

news. I doubt whether in all history there has been a time when truth in news—when comprehensive and objective news dispatches—have ever been more needed." In a yearend editorial, *BROADCASTING* reflected the surge of patriotic fervor that had risen from Pearl Harbor: "Just as it [radio] sells merchandise, service and defense bonds, radio can sell patriotism, loyalty and victory."

While radio was going all-out to support the war effort through news, information, promotion and entertainment, the war began to undermine technological development in broadcasting by diverting materials and personnel to military and governmental needs and posts. The Priorities Division of the Office of Production Management (OPM), up to September of 1941, had classified radio in the next-to-the-lowest bracket for basic material distribution. A shortage of acetate recording blanks developed, and the production of home radio receivers declined. Recording companies switched to the use of glass as a base for transcriptions. The Radio Manufacturers Association professed horror when William L. Batt, deputy OPM chief, announced that aluminum supplies for radio would be cut off in 1942. But in 1941 radio set sales reached 13,100,000, exceeding by two million the sales of the previous year. Some broadcasters thought they would be forced off the air for lack of replacement parts, tubes and transmitters. Later OPM accorded radio manufacturers an upgraded priority rating, for the maintenance and repair for commercial broadcasting.

Even so, parts were in short supply. At RCA, for example, most production facilities worked to near capacity just to fill defense-related orders; other orders went unfilled because of shortages or bans on materials for non-defense projects.

It was full speed ahead for the war. "In material things," *BROADCASTING* reasoned, "radio is going to be affected. . . . Shutting down of stations on the coasts during imminent air attack or during blackouts means commercial cancellations and rebates. Release of time for war communique—for government informational broadcasts and for morale purposes—also may cut in on normal schedules." Commercial broadcasting, even with an A10 materials rating, had to make do and sacrifice, as well as reshuffle schedules, commercials, equipment and personnel. Many experienced broadcast employees accepted government or military jobs or were called up for the services.

The first reported radio war casualty occurred on Dec. 7 when Naval Ensign Thomas A. McClelland, who had been chief engineer of KLZ(AM) Denver, was killed in action during the Japanese attack on Pearl Harbor.

Earlier in the year, some broadcasters feared the first casualty of the FCC attack on the radio networks would be the American system of broadcasting. In its full chain-monopoly report in May, the FCC,



in a ruling to be effective on Aug. 1, banned: option time, exclusive affiliations, ownership of more than one station in a market or operation of more than one network by the same interests. MBS gave the report its full support.

BROADCASTING, in an editorial entitled "The Monopoly Report: Five Men Against the Public," feared that "... the best and the freest radio system in the world will begin rotting away..." Speaking for many licensees, BROADCASTING concluded that the FCC report incarnated the "blind rage of certain commissioners against the major networks and their directing heads," and manifested a classic case of "divide-and-rule" politics.

CBS President William S. Paley excoriated the chain-monopoly report, predicting that "networks will become mere catch-as-catch-can, fly-by-night sellers of programs. Performance and stability will have departed from the industry and incentive to public service will have been removed.... Worst of all, the first paralyzing blow will have been struck at freedom of the air...."

Niles Trammell, NBC president, warned that the FCC regulations "would ultimately destroy the freedom of the air," and declared that "The questions as to whether NBC should or should not oper-

ate two network services... are less important than the fundamental position adopted by the majority of the FCC. This appears to be that those who have pioneered in broadcasting, who have created the most efficient facilities, and have developed a program structure considered the best in the world, should be penalized because of the superior services they have created...."

Commissioners Norman S. Case and T.A.M. Craven who dissented to the FCC report, agreed with broadcasters like Paley and Trammell, fearing that "the proposals of the majority will result inevitably in impaired efficiency of the existing broadcast organization of the country." MBS, which stood to benefit by any loosening of ties between the other major networks and their affiliates, issued "Mutual's White Paper" that supported the FCC, arguing that "it does not abolish network broadcasting... it does not do away with the American system of broadcasting, unless the American system has somehow become identified with entrenched monopoly.... It will not bring chaos into the industry, unless we look upon competition as chaos.... It does not paralyze freedom of the air but preserves it from private domination by a few individuals."

Other than by invective, the networks

reacted to the FCC rulings by petitioning for relief. Nonetheless, the networks began to comply with what BROADCASTING called "the punitive" monopoly report. Since the report claimed there was conflict inherent in network ownership of talent agencies, CBS sold its Columbia Artists Bureau in May to the Music Corp. of America for \$250,000, while NBC spun off its NBC Artist Bureau to a new agency, National Concerts and Artists. By December, NBC had effected the separation of its Red and Blue Networks. Trammell remained president of the Red. Mark Woods became president and Edgar Kobak executive vice president of the Blue.

In what was seen as another FCC attack, the commission renewed the controversy over newspaper ownership of broadcast stations. With 292 of the country's 893 radio stations having newspaper affiliates as of March, President Roosevelt ordered a study of the newspaper issue, and the FCC ordered public hearings.

Nearly 100 newspaper-owned stations organized, named Mark Ethridge of WHAS Louisville, Ky. (owned by the *Courier Journal* there), as chairman and vowed to fight governmental attempts to outlaw newspaper ownership of stations. President Roosevelt later drafted Ethridge to undertake a comprehensive survey of

## Fly Blasts Nets, in Reply to Ethridge

### Asserts Trade Association Is Dominated by Networks

MINCING no words, FCC Chairman James Lawrence Fly leveled a parting blast at the management of the NAB, NBC and CBS, and pledged his desire to help work out the broadcasting industry's problems of adjustment "constructively and for the common good of all" at a special press conference just before he returned to Washington Thursday noon from the St. Louis convention.

Chairman Fly's statement to the press, read carefully from a prepared draft, climaxed the tense situation arising when he was not given opportunity to respond extemporaneously immediately following Mark Ethridge's indictment of the monopoly report and the FCC majority at the Wednesday luncheon meeting of the NAB convention [see page 15].

#### Piscatorial Allusion

Chairman Fly repeatedly referred to the NAB as a "so-called association" and charged that the

radio industry was really managed and controlled by a "combination" which shaped both public and political opinion. Speaking of the "too clever" management of the industry's affairs by the combination, he commented that the situation reminded him of "a dead mackerel in the moonlight—it both shines and it stinks".

"I think there is a serious question as to whether the NAB exists as an effective vehicle for the exchange of ideas and the formulation and expression of member stations' opinions", he declared, setting the tone for his later comment.

"Some weeks ago Neville Miller, the NAB president, without meeting with the members—and for that matter, the directors of the so-called association—but after contact with the two big networks, publicly announced the decision of the 'association' as dead set against the Government's decision on network broadcasting.

"That is the way the association appears to function as a matter of day-to-day operation in Washington and New York. Two men run the show. A couple of others do the chores—all, of course, of a

purely non-political nature. The Evers-to-Tinker-to-Chance technique is generally involved.

"As a matter of fact, the convention yesterday ringingly declared the exertion of political influence in regard to Commission decisions to be a crime. All of us heartily cheered that pronouncement. So hereafter when the little fellow with ragged pants comes in from the hills and asks his Congressman to help him get a little 100-watt radio station, he is to be slapped into the bastille. But God forbid that anything be done to break up the famous tripletoss combination, with all its beneficent results.

#### Control of Opinion

"Then, too, the public should never know that the combination which controls the nation's radio coverage measurably controls public and political opinion. The public must accept the basic premise that this combination does not pack a political wallop which is derived from grants from the very Government it seeks to manipulate and control.

"Surely this group is respected

—Broadcasting, May 19



**Keep your eye on the man in the middle.** Pictured in *BROADCASTING'S* Jan. 1, 1941, issue was Elton H. Rule, now the president and chief operating officer of the American Broadcasting Companies Inc. With the onset of World War II, Rule's one-year assignment stretched out to five years and 11 days, during which he served successively as a platoon leader, a battalion adjutant, a company commander who took a machine gun company into Kwajalein and Leyte in the Philippines and, after battlefield promotion to major on Okinawa, a battalion commander in the city of Seoul, where he helped receive the surrender of Japanese forces in Korea. After discharge he returned to Sacramento, but to KFBK(AM), and later moved to Los Angeles and to a position with ABC's KABC-TV, from which he began the upward career march that led to his present position in 1972.



**CALLED** to active Army duty for a year starting in January, this trio of staff members of KROY, Sacramento, Cal., are claimed to constitute some sort of service record for the station. Members of the 184th Infantry of the California National Guard, the three have been assigned to Camp San Luis Obispo. They are (l to r) John E. Ehrhart, KROY salesman; Elton H. Rule, public relations and sales promotion manager, and Robert B. Scott, salesman. As a going-away token the station presented each of the three with a two-week vacation in December, along with a month's advance salary and assurance their positions would be waiting upon their return. While in camp Mr. Rule will use a portable recording setup to transcribe two quarter-hours weekly on KROY—man-on-street interviews with trainees from the Sacramento area, under sponsorship for the year by Sears, Roebuck & Co.

—Broadcasting, Jan. 1

broadcasting, and Harold B. Hough of WBAP Fort Worth (owned by the *Star Telegram*) became chairman of the newspaper-radio group.

The issues in this round of FCC scrutiny of newspaper ownership of radio stations remained the same: freedom of opinion, fair presentation of public issues, undue control over public communication, restriction on news and unfair competition. *BROADCASTING* said editorially: "If ever an industry cringed in a virtual state of terror, it is broadcasting today under the lash of the FCC. We now behold radio's gestapo, begot by the FCC! It is after the nation's press via the radio route. . . . minions of the FCC's investigation unit are virtually swooping down upon broadcast

stations, networks and press associations . . . ransacking files, personal and otherwise, to sift out the 'dirt.'"

The probe brought out more anger than evidence. "Newspaper Probe Turns Into a Burlesque, Relics of a Past Era Are Dragged In; FCC Exhibits Reek With Inaccuracy," *BROADCASTING* headlined in September. Unable to unearth any significant differences between newspaper owned stations and non-newspaper owned stations, the FCC adjourned the hearings in early December until early January. Anger, however, lingered on.

The reform-minded struck next in August. An FCC majority proposed to ban multiple ownership of stations of the same service in the same area (to be effective in

**FLYING HIGH** aboard a TWA plane en route from New York to Chicago recently, Raymond Gram Swing hauled out his typewriter to turn out one of his White Owl Cigar and MBS news commentaries.



—Broadcasting, Jan. 13

six months), and set the arguments for October. "Whittling Away," *BROADCASTING* labeled those tactics, saying: "A nick at a time . . . keep 'em off balance, guessing and in a dither . . . never tell why: That's the strategy of the FCC's blitz against broadcasting—a campaign that seems to be studiously calculated to stultify, intimidate and ultimately impoverish the industry so that eventual government ownership will be easy."

There were some FCC rulings that broadcasters endorsed. The agency authorized the full commercial operation of television to begin July 1, fixing standards at 525 lines, 30 frames and with FM sound. And in another significant decision, the FCC extended the license term for standard broadcast stations from one to two years.

But those gains only partially placated broadcasters railing against FCC power tactics. One memorable confrontation came at the National Association of Broadcasters May convention in St. Louis. The delegates voted to fight the monopoly regulations and to seek congressional help. FCC Chairman Fly, in attendance, angrily denounced the association, the networks and the industry. He said the NAB reminded him of "a dead mackerel in the moonlight—it both shines and stinks."

The anti-FCC feeling also permeated Congress. Senator Wallace White (R-Me.) in August introduced a bill to revamp the FCC and limit its power. Clarence F. Lea (D-Calif.) of the House Interstate Commerce Committee, announced in October that he would conduct hearings beginning in January 1942 on the powers and structure of the FCC. The year's last bit of anti-FCC sentiment surfaced in November in



charges by Representative Martin Dies (D-Tex.), chairman of the House Committee Investigating Un-American Activities, that Communist influences existed within the FCC. Fly repudiated these allegations and stated that the accused, Dr. Goodwin Watson, a top official of the Foreign Broadcast Monitoring Service, had no record of pro-Communist activity.

Radio also was the target of 1941 legislation that sought to impose a tax on revenues from time sales. Charges that it would be discriminatory against radio led to the bill's collapse. BROADCASTING editorialized in August: "If a vote were taken today on whether broadcasters regard their business as hexed, bewitched or hoodooed, the 'ayes' would win by a landslide. The House Ways and Means Committee action in voting a super-income tax upon broadcast advertising revenue is the last straw. . . . The very fact that a committee of 25 legislators, strong and true, could be taken in by the crew of labor lobbyists who plumped for the discriminatory tax against radio is stupefying."

Broadcasting enjoyed another good business year in 1941, with gross billings in excess of \$237,600,000 and net time sales about \$176,280,000. By the end of the year, 30.3 million U.S. homes, over 80% of all homes, had radios as did 9.5 million autos. Television gained its pioneer sponsors under full commercial authorization, at \$120 per evening hour, when Bulova Watch, Sun Oil, Lever Brothers and Procter & Gamble signed for time on WNBT(TV) New York. FM gained its first network sponsor when the Socony-Vacuum Oil Co. signed for newscasts on the American Network serving New England.

By December, 10,000 to 20,000 television receivers were in use—half in New York and the rest in Philadelphia, Chicago and Los Angeles. Although most television shows consisted of studio-produced discussions, game shows, musical programs and wrestling and boxing matches, CBS's WCBW New York scored a journalistic beat by presenting a 90-minute news documentary on Pearl Harbor just hours after the attack.

The war touched FM too. Edwin Armstrong in March gave the Army free use of his FM patents for purposes of defense. Necessarily because of lack of parts, priorities and dearth of engineers, the war would slow the development of television and FM, although how much so was not yet suspected by the year's end. With several new FM stations dedicated, and the start of commercial FM, BROADCASTING wrote in December, "There isn't even any indication that FM development has bogged down, despite defense, priorities and other seeming dislocations which inevitably accompany a war economy . . . FM receiving set production . . . has reached 1,500 per day. . . . There are about 100,000 sets in use. . . . Radio having proved its ability to sell goods, is doing a respectable job of selling 'staticless' radio. . . ."

A great radio accomplishment in 1941 was the strengthening of Broadcast Music Inc. to a position where it successfully challenged the American Society of Composers, Authors and Publishers' music monopoly. ASCAP contracts expired at

# Industry Takes Its Place in War Program

## Keeps the Country Informed; Some Changes Pend

WAR TOOK on a new meaning for radio last week as the whole industry plunged headlong into national emergency operation and at once entrenched itself as the fourth arm of defense.

As soon as first word was flashed of Japan's surprise attack on Pearl Harbor Dec. 7, radio swung into action, throwing regular schedules overboard to keep the whole nation advised of minute-to-minute developments. By the end of the week, with all networks and most stations operating around the clock, news schedules had been adjusted to least disturb normal functions. But listener interest reached record peaks every hour of the day and night.

### Plans All Ready

Following prearranged plans, the Defense Communications Board, headed by FCC Chairman James Lawrence Fly, took over before the emergency was an hour old. The fruits of more than a year of planning promptly were realized, and much confusion and unrest which might have reached the hysteria stage was averted.

The brunt of operation in a war economy was felt on the Pacific Coast, from San Diego to Seattle and as far east as Idaho, because of possible air attack. All stations were silenced, particularly after dusk, in these areas, to prevent use of their carriers as "homing beacons". Blackouts also were experi-



Harris & Ewing photo Tuesday night

*"To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this:*

*You have a most grave responsibility to the nation now and for the duration of this war.*

*If you feel that our Government is not disclosing enough of the truth, you have every right to say so.*

*But—in the absence of all the facts, as revealed by official sources—you have no right in the ethics of patriotism to deal out unconfirmed reports in such a way as to make people believe they are gospel truth."*—President Franklin D. Roosevelt, in an address Dec. 9, 1941, one day following the Declaration of War.

Act. Chairman Fly promptly dispelled fears of drastic action by pointing out that the only simi-

President Roosevelt, admonishing radio and the press to avoid alarm and to use caution and

fecting radio and the press. Outgoing communications are being censored, both by the Navy and on international shortwave broadcasts, through the Office of the Coordinator of Information.

Steps are being taken toward formation of a war information bureau, which would have functions which might be classified in the censorship category. This work in a measure now is being carried on under J. Edgar Hoover, director of the Federal Bureau of Investigation, but a permanent head later will be selected.

### High Spots of Week

Any forecast of the future, as it pertains to radio, at this writing is practically futile. As the first week of war ended, these developments stood out:

(1) There is no disposition to disturb commercial broadcast operations, save where Interceptor Commands order total blackouts because of imminent air attack or where martial law may be invoked because of contingency.

(2) DCB is established as the supreme radio command, subject to such orders as the Army may give relative to domestic broadcasting.

(3) Orders to stations in each area will come from Interceptor Commands, through FCC liaison, established in some areas and later to be expanded probably to cover all key areas.

(4) Plans are being considered to reduce to a minimum the necessity of



the end of 1940. There was virtually no ASCAP music used on radio in January, only BMI tunes and music in the public domain. By the end of February, both ASCAP and BMI, responding to the government's antitrust suit against them, had worked out consent decrees with the Justice Department. ASCAP was forced to offer broadcasters both blanket and per-piece licenses, but it still was not getting any takers. In March, the government found ASCAP guilty of antitrust violations and fined the organization \$32,250, but still no ASCAP music was played on the air. Broadcasters rejoiced. BMI had put competition into music licensing and, as *Broadcasting* noted, "Terms can't be dictated anymore." But battles do end.

MBS broke the ASCAP standoff in May by signing at 3% of gross receipts for four years, then 3 1/2% until 1950. But the contract needed the approval of MBS affiliates. NBC in August said it would pay ASCAP 2 3/4% of net time sales, with its stations paying 2 1/4%. By November the stations approved the NBC and MBS contracts. ASCAP music came back on the air once again, but a beleaguered radio apparently had won a major music war.

Another music war began to take shape

early in the year. James C. Petrillo, president of the American Federation of Musicians, in February made a ruling that was aimed more at the American Guild of Musical Artists than at radio. Petrillo ordered AFM members not to perform with any instrumentalist that was not an AFM member. As time went on, Petrillo was to put different and greater pressures on broadcasters that resulted in congressional legislation in 1946 that curbed certain union practices.

Other developments in 1941 included CBS preparations for a Latin American network of 39 longwave and 25 shortwave stations in 18 countries; and completion of arrangements for a 92-station Pan American Network to rebroadcast NBC programs shortwaved from the U.S. In addition, the Associated Press formed a special subsidiary, Press Association Inc., to handle news for radio. And the first annual George Foster Peabody Radio Awards for "outstanding meritorious public service" in 1940 were given in March to CBS, WLW Cincinnati, WGAR Cleveland and KFRU Columbia, Mo.

An award might also have been in order for the U.S. and its North American neighbors who successfully handled the

biggest physical shake-up in radio: the implementation of the Havana treaty on March 29. Under it, more than 800 U.S. radio stations switched frequencies to resolve international interference problems.

## Stay Tuned

1. Who was the CBS commentator named director of the Office of War Information?
2. Name two popular 1942 war-related songs.
3. What was the wartime problem that faced sportscasters when a baseball game was rained out?
4. Who was the Georgia congressman responsible for the resolution to investigate the FCC, which subsequently passed?
5. What "Caesar" created a storm in broadcasting?

The answers next week,  
in "1942."

# For the Record

As compiled by BROADCASTING, Dec. 8 through Dec. 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.—modifica-

tion. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New Stations

### FM applications

■ Paradise, Calif.—John C. Butler seeks 92.7 mhz, 2.6 kw, HAAT: 320 ft. Address: P.O. Box 8820 Universal City, Calif. 91608. Estimated construction cost: \$48,053; first quarter operating cost: \$20,063. Format:

Adult. Principal: John C. Butler, newscaster at KIIIS-FM Los Angeles. He has no other broadcast interests. Ann. Nov. 24.

■ Leadville, Colo.—Radio Leadville Inc. seeks 93.5 mhz, 3 kw, HAAT: 481 ft. Address: 715 United Bank Bldg., Pueblo, Colo. 81003. Estimated construction cost: lease first year operating cost: \$18,000; revenue: \$36,000. Format: adult contemporary. Principal: Eric Damian Kelly, wife, Viana, Color Radio Ltd. and others. Kelly is Pueblo, Colo., attorney. Viana is associated with Pueblo convenience store chain. Color Radio is licensee of KLRR(AM) Leadville which Kelly's have combined 37% interest in. Filed Nov. 12

■ Martinez, Ga.—CSRA Broadcasters Inc. seeks 94.3 mhz, 3 kw, HAAT: 305 ft. Address: 3632 Washington Rd., Martinez 30907. Estimated construction cost: \$109,200 first-quarter operating cost: \$26,000; revenue: \$174,000. Format: adult contemporary. Principals: George G. Beasley (85%) and Sam E. Floyd (15%). Beasley is principal owner of WFMC(AM)-WOKN(FM) Goldsboro; WFAI(AM) Fayetteville; WJNC(AM)-WRCM(FM) Jacksonville, and WWMO(FM) Reidsville, all North Carolina; WGAC(AM) Augusta and WKBX(AM)-WSGF(FM) Savannah, both Georgia; WMOO(AM)-WBLX(FM) Mobile, Ala., and WDMT(FM) Cleveland. He is also applicant to purchase WHVI(FM) Evansville, Ind. (BROADCASTING, Nov. 10). Floyd is 15% owner of both WFAI and WGAC; 7.5% owner of WMOO-WBLX, and 25% owner of WASC(AM) Spartanburg, S.C. Ann. Dec. 10.

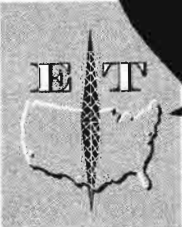
■ Paxton, Ill.—Ford County Broadcasters Inc. seeks 104.9 mhz, 3 kw, HAAT: 300 ft. Address: Box 85 Plano, Ill. 60545. Estimated construction cost: \$70,000; first-quarter operating cost: \$30,000. Format: MOR. Principals: Howard S. Dybedock and wife, Charlene (25% jointly); Lawrence W. Nelson and wife, Pamela (25% jointly); J. Collins Miller III and Mary E. Burns (25% each). Dybedock is general manager and 21% owner of WBYG(FM) Kankakee, Ill. Charlene is employe of Kankakee Community College. Nelsons own WSPY(FM) Plano; 24% of WCCQ(FM) Crest Hill, both Illinois. Miller is general manager of WCCQ.

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Burns is vice president WMCB(FM) Michigan City, Ind. Her husband, Thomas, owns WMCB. Miller has no other broadcast interests. Ann. Dec. 10.

■ Coffeyville, Kan.—Midwest Broadcasting Co. seeks 92.1 mhz, 3 kw. HAAT: 300 ft. Address: 306 West 8th St., Coffeyville 67337. Estimated construction cost: \$101,000; first-quarter operating cost: \$27,000; revenue: \$120,000. Format: country. Principals: R.M. Seaton and family (80%) and Robert L. Pratt (20%). Seaton is Coffeyville-based newspaper publisher. He owns 27.8% of KMAN(AM)-KMKF(FM) Manhattan, Kan. 40% of KGGF(AM) Coffeyville and 30.4% of KHAS(AM) Hastings, Neb. Pratt is vice president-general manager of KGGF. He has no other broadcast interests. Ann. Dec. 10.

■ St. Ignace, Mich.—St. Ignace-Mackinaw Broadcasting Co. seeks 94.3 mhz, 1 kw, HAAT: 162 ft. Address: Rt. 2 Portage Rd. St. Ignace. Estimated construction cost: none; first-year operating cost: \$25,605. Format: MOR. Principals: Robert G. Ladd (40%) and Ron Butcher (60%). Ladd is 50% owner of WNRN(FM) Bellevue, Ohio. Butcher is announcer at WRWR-FM Port Clinton, Ohio. He has no other broadcast interests. Ann. Nov. 28.

■ Vandalia, Mo.—Roger C. Elliott seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 104 North Dixie Highway, Momence, Ill. 60954. Estimated construction cost: \$143,000; first-quarter operating cost: \$16,850; revenue: \$40,000. Format: popular. Principal: Elliott is Momence, Ill., attorney with no other broadcast interests. Ann. Dec. 10.

■ Elko, Nev.—Elko Broadcasting Co. seeks 93.5 mhz, 3.5 kw, HAAT: 317 ft. Address: 1800 Idaho St. Elko 89801. Estimated construction cost: \$35,000; first quarter operating cost: \$7,800; revenue: \$18,000. Format: contemporary. Principal: D. Ray Gardner, licensee of KELK(AM) Elko and KWNA(AM) Winnemucca, Nev. Ann. Dec. 5.

■ Alva, Okla.—Coleman Broadcasting Co. seeks 104.7 mhz, 100 kw, HAAT: 500 ft. Address: 207 La-Fontenay Court, Louisville, Ky. 40223. Estimated construction cost: \$94,000; first-quarter operating cost: \$30,000; revenue: \$200,000. Format: Top-40. Principal: Anne G. Coleman who is advertising-marketing director at WAVE-TV Louisville. She has no other broadcasting interests. Ann. Dec. 10.

■ Fulton, Tex.—Richard H. Jones seeks 102.3 mhz, 3 kw, HAAT: 290 ft. Address: 733 Hiatt Ave., Wilmington, Ohio 45177. Estimated construction cost: \$20,800; first-quarter operating cost: \$11,100; revenue: \$96,000. Format: contemporary. Principal: Jones is president, general manager and 49% owner of WKFI-AM-FM Wilmington, Ohio. Ann. Dec. 10.

#### TV applications

■ San Juan, P.R.—Comark Television Inc. seeks ch. 18; ERP: 4384 kw vis., 438.4 kw aur., HAAT: 1,159 ft.; ant. height above ground: 665 ft. Address: P.O. Box 267 Southwick, Mass. 01077. Estimated construction cost: \$1,216,157; first-year operating cost: \$183,750; revenue: N/A. Legal counsel: Stein, Halpert & Miller, Washington, D.C.; consulting engineer: John A. Fergie. Principals: Richard E. Fiore, Sr., Westfield,

Mass., David D. Smith, Baltimore, and LeRoy A. Wallace, Sr., West Springfield, Mass. (all 33% each). Fiore is president of Comark Communications, Southwick, Mass., a transmission line systems corporation. Smith is secretary-treasurer of Comark Communications, and Wallace is vice-president, also of Comark. They are also applicants for UHF's in Portland, Me., Daytona Beach, Fla.; Syracuse, N.Y., and New Orleans. Smith is 4.8% owner of Commercial Radio Institute, family held broadcast company which is licensee of WFMM(FM) Baltimore, and is applicant for new UHF's in Buffalo N.Y.; St. Petersburg, Fla., Columbus, Ohio, and Indianapolis. Filed Nov. 12.

■ Knoxville, Tenn.—Knoxville Family Television Inc. seeks ch. 43; ERP: 646 kw vis., 129 kw aur., HAAT: 1154 ft., ant. height above ground: 1074 ft. Address: 7401 Kingston Pike, Knoxville 37919. Estimated construction cost: \$129,000 first-quarter operating cost: \$180,000. Legal counsel: Robert S. Stone, Knoxville; consulting engineer: Scott Baxter, Brentwood, Tenn. Principals: James A. Haslam III, Doctor R. Crants and Martha D. Kent (one-third each). Haslam is president and 3% owner of motor lubricant and fuel distributing company in Knoxville. Crants is Nashville investment counselor. Kent is 50% owner of Chattanooga business furniture company. Crants has interests in applicants for new UHF's in Murfreesboro, Tenn., Springfield, Mo.; Daytona Beach, Fla., and Richardson, Tex. Kent has interests in applicants for new FM's in Belpre, Ohio; Lakeland, Fla., and Birmingham, Ala. Haslam has no other broadcast interests. Ann. Nov. 26.

#### AM actions

■ Lexington, Ala.—Wright, Wright & Sanders granted CP for new AM station on 620 khz with 500 w-D; conditions (BP-791228BB). Action Dec. 4.

■ Smyrna, Tenn.—Smyrna Broadcasting Corp. granted 710 khz, 250 w-D. Address: P.O. Box 128 Smyrna, Tenn. 37167. Estimated construction cost \$28,800; first year operating cost \$55,000; revenue \$100,000. Format: MOR. Principals: Robert T. Sticht and Jack W. Bursack (33.3%) and Knox Ridley and J. Sam Ridley (16.7%). Sticht is president of Smyrna. Sticht owns Nashville studio. Ridleys are brothers and partners in auto dealership. There are no other broadcast interests. Action Nov. 26.

■ Bountiful, Utah—General Broadcasting Inc. granted 680 khz, 1 kw-D. Address: 1171 South West Temple. Estimated construction costs \$44,951, first year operating cost \$41,455; revenue \$72,200. Format: good music. Principals: David R. Williams (55%), and wife Deanna (45%). David owns Industrial Communications, manufacturer of mobile telephone and one-way paging units in Veral and Salt Lake City, both Utah. He is also owner of General Telephone in Salt Lake City. Deanna is accountant. There are no other broadcast interests. Action Nov. 26.

#### FM actions

■ Thatcher, Ariz.—Payne Broadcasting Inc. granted 99.1 mhz, 100 kw, HAAT: 2383 ft. Address: 1 Wards Canyon, Box 1118, Clifton, Ariz. 85533. Estimated construction cost: \$69,370; first-quarter operating cost \$12,000; revenue \$15,000 (year). Format: MOR. Principals: John W. Charles E. and Ronald K. Payne

(brothers). Action Nov. 26.

■ Grand Junction, Colo.—Columbus Evangelical Free Church. Granted CP for new educational FM station on 90.3 mhz, ERP 2.0 kw (H&V), antenna height —441 ft. (H&V) (BPED-791219AE). Action Dec. 3.

■ Eastport, Me.—Shead Memorial High School granted 91.7 mhz, .01 kw. P.O. address: McKinley Street, Eastport 04631. Estimated construction cost \$570,000; first-year operating cost \$175,000; revenue not given. Format: informational variety; Principal: applicant is public high school. Action Dec. 4.

■ Manchester, N.H.—Saint Anselm's College granted CP for new educational FM station on 90.7 mhz, ERP 290 W (H&V); antenna height 23 ft. (H&V); conditions (BPED-791226CP). Action Nov. 26.

#### Licenses

##### AM

- KAPZ(AM) Bald Knob, Ark.
- KBOT(AM) Cabot, Ark.
- WCSP(AM) Crystal Springs, Miss.
- WPRL(AM) Pearl, Miss.
- WAXO(AM) Lewisburg, Tenn.

##### FM

- KXVR(FM) Mountain Pass, Calif.
- \*KSRH(FM) San Rafael, Calif.
- \*KCLB(FM) Santa Rosa, Calif.
- \*KRTM(FM) Temecula, Calif.
- KRXX(FM) Yermo, Calif.
- KVVO(FM) Victorville, Calif.
- WLMT(FM) Wilmington, Ill.

### Ownership Changes

#### Applications

- WLRQ(AM) Whitehall, Mich. (AM: 1490 khz, 1

### Summary of broadcasting

#### FCC tabulations as of Oct. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,567	3	2	4,572	118	4,690
Commercial FM	3,262	2	1	3,265	141	3,406
Educational FM	1,082	—	2	1,084	74	1,158
Total Radio	8,911	5	5	8,921	333	9,254
Commercial TV						
VHF	517	1	0	518	9	527
UHF	231	—	—	—	—	—
Educational TV						
VHF	—	—	231	90	321	—
UHF	100	1	4	105	7	112
Total TV	155	2	5	162	15	177
FM Translators	1,003	4	9	1,016	121	1,137
TV Translators	339	—	—	339	184	523
UHF						
VHF	2,567	—	—	2,567	259	2,826

\*Special temporary authorization

\*\*Includes off-air licenses

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kw-D, 250 w-N)—Seeks assignment of license from White River Communications Inc. to Pyramid Broadcasting Inc. for \$130,000. Seller: Ralph Trieger who has no other broadcast interests. Buyer: R. LaVance Carson (100%). He is vice president and operations manager of Motorola Communications & Electronics Inc., Schaumburg, Ill. He has no other broadcast interests. Ann. Dec. 10.

### Actions

■ **WLCL-FM** Lowell, Ind. (FM: 107.1 mhz, 3 kw)—Granted assignment of license from William J. Dunn to White Advertising Metro Inc. for \$250,000. Seller: Dunn has no other broadcast interests. Buyer: Dean V. White and family (100%). He runs family held corporation which is involved primarily in outdoor advertising but also has interests in charter airplane services, health clubs, restaurants, screen printing, building supplies, sewage service, real estate and condominium development. They have no other broadcast interests. Action Dec. 3.

■ **KLYN-FM** Lynden, Wash. (FM: 106.5 mhz, 100 kw)—Granted transfer of control of KLYN-FM Inc. from Sidney Baron and family (100% before; none after) to Christa Ministries (none before; 100% after). Consideration: \$800,000. Principals: Baron has no other broadcast interests. Buyer: Nonprofit religious corporation based in Seattle. It owns KGDN(AM)-KBIQ(FM) Edmonds, Wash., and WSYX(FM) London, Ohio. Edward McMillan is chairman. Action Dec. 3.

## Facilities Changes

### FM applications

■ **KBOS(FM)** Tulare, Calif.—Seeks CP to change TL. Stokes Mtn., NE of Tulare, increase ERP: 7.07 kw; decrease HAAT: 1279 ft. and make changes in ant. sys. Ann. Dec. 10.

■ **WVOF(FM)** Fairfield, Conn.—Seeks CP to increase ERP: 100 w; HAAT: 49 ft. and change type trans. Ann. Dec. 10.

■ **WGCS(FM)** Goshen, Ind.—Seeks CP to change ERP: 7.4 kw; HAAT: 58.5 ft. Ann. Dec. 10.

■ **WHAB(FM)** Acton, Mass.—Seeks CP to change freq.: 88.7 mhz.; increase ERP: 0.0266 kw; HAAT: plus 66 ft. and make changes in ant. sys. Ann. Dec. 10.

■ **WBPV(FM)** Charlton, Mass.—Seeks CP to increase ERP: 0.100 kw; HAAT: 390 ft. change trans. and make changes in ant. sys. Ann. Dec. 10.

■ **WNRC(FM)** Dudley, Mass.—Seeks CP to change freq.: 95.1 mhz; change ERP: 0.0147 kw (H); HAAT: 125 ft. (H) Ann. Dec. 10.

■ **WHSR-FM** Winchester, Mass.—Seeks CP to change freq.: 89.9 mhz.; change TL: Parkhurst School off High St., Winchester; increase ERP: 0.018 kw HAAT: 193 ft. and make changes in ant. sys. Ann. Dec. 10.

■ **WUMF-FM** Farmington, Me.—Seeks CP to change freq.: 92.3 mhz.; change ERP: .0133 kw; HAAT: minus 191 feet. Ann. Dec. 10.

■ **WUFK(FM)** Fort Kent, Me.—Seeks CP to change freq.: 92.1 mhz.; change ERP: .01385 kw; HAAT: minus 317 ft. Ann. Dec. 10.

■ **WRJR(FM)** Lewiston, Me.—Seeks mod. of CP to change ERP: 0.119 kw; HAAT: 18 ft. and make changes in ant. sys. Ann. Dec. 10.

■ **WUPI(FM)** Presque Isle, Me.—Seeks CP to change freq.: 92.1 mhz.; change ERP: .0168 kw; HAAT: minus 38.5 ft. Ann. Dec. 10.

■ **WDSC-FM** Dillon, S.C.—Seeks CP to increase ERP: 100 kw HAAT: 553.2 ft. install new ant., trans. and trans. line. Ann. Dec. 10.

■ **WVWC(FM)** Buckhannon, W.Va.—Seeks CP to change freq.: 92.1 mhz., change ERP: .0135 kw; HAAT: minus 68 ft. Ann. Dec. 10.

### AM actions

■ **KGEI(AM)** Redwood, Calif.—Granted CP to replace ant. for International Broadcast station (BP1B-800903MF). Action Dec. 8.

■ **KGOE(AM)** Thousand Oaks, Calif.—Granted mod. of CP to reduce nighttime power to 250 w (BMP-800919AP). Action Nov. 25.

■ **KFIV(AM)** Kissimmee, Fla.—Granted CP to change TL to 1.3 miles W. SW of Junction of State Highway 520 and Bogg Creek approximately 5.5 miles NE of Kissimmee; increase daytime power to 10 kw;

install DA-2 (BP-21,246). Action Nov. 2.

■ **WDAE(AM)** Tampa, Fla.—Granted CP to change daytime operation from directional to non-directional (BP-791017AQ). Action Dec. 4.

■ **WRNG(AM)** North Atlanta, Ga.—Granted CP to increase daytime power to 50 kw; install DA-2; install trans. and make changes in ant. sys. (BP-800107AT). Action Nov. 25.

■ **WWKR(AM)** Dearborn, Mich.—Granted CP to change MEOV's for nighttime directional pattern (BP-790703AH). Action Nov. 25.

■ **KROI(AM)** Sparks, Nev.—Granted CP to change TL to 4.75 miles E. of Sparks; change hours of operation to unlimited by (BP-791221AE). Action Nov. 26.

■ **KWEL(AM)** Midland, Tex.—Granted CP to increase power to 2.5 kw; install new trans. (BP-21,014). Action Nov. 26.

### FM actions

■ **KULL(FM)** Scott City, Kan.—Granted CP to make changes in ant. sys.; change type trans. and ant.; decrease ant. height 350 ft., and change TPO. (BP80105AK). Action Nov. 20.

■ **KORK-FM** Las Vegas—Granted CP to increase ERP 50 kw; ant. height 1,950 ft.; change TL to Black Mountain radio facility approximately 15 miles SE of Las Vegas; make changes in ant. sys. (BPH-800208AC). Action Nov. 26.

■ **\*WDCC-FM** Sanford, N.C.—Granted CP to change frequency to 90.5 mhz., ERP 3.0 kw; ant. height 148 ft. (BPED-791226CE). Action Nov. 26.

■ **\*WMCO(FM)** New Concord, Ohio—Granted CP to increase ERP 1.30 kw; ant. height 84 ft.; and make changes in ant. sys. (BPED-791105AL). Action Dec. 3.

■ **\*WAMP-FM** Toledo, Ohio—Granted CP to increase ERP 107 w; ant. height 125 ft. (BPED-791226AY). Action Nov. 26.

■ **\*KHIB(FM)** Durant, Okla.—Granted CP to increase ERP .32 kw; ant. height 135 ft.; make minor changes in ant. sys. (BPED-791226BA). Action Dec. 3.

■ **\*KBVR(FM)** Corvallis, Ore.—Granted CP to change frequency to 88.7 mhz, ERP 340 w; ant. height minus 80.6 ft.; and make changes in ant. sys. (BPED-791210AC). Action Nov. 26.

■ **\*KPLN-FM** Plains, Tex.—Granted CP to change frequency to 90.3 mhz.; increase ERP 220 w (H); ant. height 135 ft. (H); make changes in ant. sys. (BPED-790713AC). Action Dec. 9.

■ **\*KWCR-FM** Ogden, Utah—Granted CP to increase ERP .130 kw; ant. height minus 470 ft.; make changes in ant. sys. (BPED-791203AY). Action Dec. 3.

## In Contest

### Procedural rulings

■ **Delano, Calif. (Hosea Wilson, et al.) FM Proceeding:** (BC Doc. 80-154-56) ALJ Byron E. Harrison granted joint motion for approval of settlement agreement, dismissed McGavren Communications Inc.'s and KWSO Inc.'s applications with prejudice, granted Hosea Wilson's application, approved reimbursements to parties by Wilson and terminated proceeding. Action Nov. 25.

■ **King City, Calif. (Ralin Broadcasting Corp. and Radio Del Ray Inc.) FM Proceeding:** (BC Doc. 80-469-70) ALJ Joseph Chachkin cancelled hearing conference set for Dec. 10 in light of joint request for approval of settlement agreement. Action Dec. 3.

■ **Los Angeles (John W. Munson Jr.) Revocation Proceeding:** (PR Doc. 80-737-38) ALJ Lenore Ehrig designated herself as presiding judge and scheduled prehearing conference and conference for Jan. 15 at 10 a.m. in Los Angeles or vicinity. Action Nov. 28.

■ **Baltimore (Buford Television of Maryland Inc. and Jesus Lives Inc.) TV Proceeding:** (BC Doc. 80-289-290) ALJ Edward Kuhlman granted request by applicants for approval of settlement agreement, approved reimbursement of \$31,935.61 to Buford for legitimate expenses incurred, granted application of Jesus Lives for new TV station to operate on ch. 24 in Baltimore, dismissed Buford's application and terminated proceeding. Action Dec. 5.

■ **New York (City of New York, Municipal Broadcasting System [WYNC-TV] and True Witness Ministries**

Inc.) **TV Proceeding:** (BC Doc. 80-720-21) ALJ Lenore Ehrig designated ALJ Thomas B. Fitzpatrick as presiding judge and scheduled prehearing conference for Jan. 29 at 9 a.m. in Washington and hearing for March 2 at 10 a.m. in New York City or vicinity. Action Nov. 28.

■ **Tulsa, Okla. (KOTV Inc. and Scripps-Howard Broadcasting Co.) TV Proceeding:** (BC Doc. 79-254-55) ALJ Joseph Chachkin granted request by KOTV and ordered that official notice be taken of notice of proposed rulemaking and Broadcast Bureau's "Report and Recommendations in Low Power Television Inquiry" and ordered record closed. Action Nov. 25.

■ **Ashland City, Tenn. (Lester Vihon and Cheatham Broadcasting Corp.) AM Proceeding:** (BC Doc. 80-259-60) ALJ granted petition by Cheatham for leave to amend, granted motion by Cheatham for partial summary decision, granted motion by Cheatham for immediate grant of applications, denied as moot motion by Broadcast Bureau to dismiss, granted joint request by applicants for approval of settlement agreement, authorized reimbursement to Vihon for \$13,000 by Cheatham, granted Cheatham's application, dismissed Vihon's application and terminated proceeding. Action Dec. 5.

## Allocations

### Actions

■ **Sacramento, Calif.—Broadcast Bureau,** in response to petition by Shamrock Broadcasting Co., proposed substituting UHF Television ch. 29 for ch. 15, at Sacramento, comments due Feb. 2, replies Feb. 23 (BC Docket No. 80-758). Action Dec. 3.

■ **East Saint Louis, Ill.—Broadcast Bureau,** in response to petition by International Black Baptist Bible College, proposed assigning UHF Television ch. 46 to East Saint Louis as its first television assignment, comments due Feb. 2, replies Feb. 23 (BC Docket No. 80-658). Action Dec. 3.

■ **Middleton, Mass.—Broadcast Bureau,** in response to petition by MFP, proposed assigning UHF Television ch. 62 to Middleton as its first television assignment, comments due Jan. 30, replies Feb. 19 (BC Docket No. 80-754). Action Dec. 1.

## Satellites

■ Based on FCC tabulations announced Sept. 2 there are 4,364 licensed earth stations. Approximately 3,800 are receive-only with remainder being transmit-receive. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ration of unlicensed to licensed receive-only stations is approximately 3 to 1.

### Applications

■ **Charleston, W. Va.—Asbury and James TV Cable Service Corp. (5.0m; S-A; E2765).**

■ **Pharr, Tex.—Valley Cable TV (10m; Andrea; E2766).**

■ **Warren, Mich.—Satellite Business Systems (5.5m; Nippon; E2767).**

■ **Los Angeles—Satellite Business Systems (5.5m; Hughes; E2768).**

■ **Dayton, Ohio—Satellite Business Systems (5.5m; Nippon; E2769).**

■ **Hutchinson, Minn.—Mickelson Media Inc. (5.6m; Gardiner; E2770).**

■ **Pittsfield, Me.—Better Cable TV (6.0m; Hughes; E2771).**

■ **Lake Arrowhead, Calif.—Warner Amex Cable Communications (5m; S-A; E2642).**

■ **Hazelhurst, Miss.—Lamarr Cablesystems (5m; S-A; E2740).**

■ **Wooster, Ohio—Massillon Cable TV (5m; S-A; E2760).**

■ **W. Hemfield Twnshp., Pa.—H.O. Ostertag Cable Television (4.6m; S-A; E2761).**

■ **Stanley, Va.—Commonwealth Cablevision (4.6m; S-A; E2762).**

■ **Toms Brook, Va.—Commonwealth Cablevision (4.6m; S-A; E2763).**



- Bainbridge Island, Wash.—Bainbridge TV Cable (5m; S-A; E2764).
- Waterville, Me.—Better Cable TV (6m; Hughes; E2772).

### Actions

- St. Albans, Vt.—St. Albans Cablevision Inc. (E2379).
- Salida, Colo.—Community Communications Co. (E2630).
- Tooele, Utah—Community Cable of Utah (E2631).
- Stafford, N.Y.—Genesee County Video (E2632).
- Winstboro, S.C.—Winstboro Cablevision Inc. (E2633).
- Taloga, Okla.—Taloga Cable TV Inc. (E2634).
- Nacogdoches, Tex.—Texas Community Antennas (E2635).
- Lindale, Tex.—Texas Community Antennas (E2637).
- Athens, Tex.—Texas Community Antennas (E2638).
- West Hartford, Conn.—Viacom Broadcasting Inc. (E2640).
- Eldred, Pa.—Warner Amex Cable Communications (E2641).
- Lake Arrowhead, Calif.—Warner Amex Cable Communications (E2642).
- Gaastra, Mich.—Caspian Community TV Corp. (E2644).
- Zephyrhills, Fla.—Acton CATV (E2645).
- Mentor, Ohio—Continental Cablevision of Ohio (E2646).
- Clinton, Miss.—American Communications Corp. (WL84).

## Cable

- The following cable service registrations have been filed:
  - Charles TV Cable for Mifflin and Salladasburg, both Pennsylvania (PA1918,9) new system.
  - St. Croix Cable TV for St. Croix, V.I. (VI0002) new system.
  - Bluefield Cablesystems Corp. for Kimball, W. Va. (WV0663) new system.
  - Cablevision of Oklahoma for Sulphur, Okla. (OK0208) new system.
  - Blue Ridge Cable TV for Eaton, Pa. (PA1920) new system.
  - Southern Television Systems for Ranger, Eastland, Cisco and Olden, all Texas (TX0705,2,3,4) new system.
  - Community TV of Utah for Park, Utah (UT0060) new system.
  - Genesee County Video for Leroy, Caledonia, Stafford and Attica, all New York (NY0888,9,90,1,2) new system.
  - Columbus TV Cable Corp. for Steens, Miss. (MS0161) new system.
  - Cainsville Cablevision for Cainsville, Mo. (MO0237) new system.
  - National Cablecasting Service for West Branch, Pinconning, Standish, Roscommon and Denton, all Michigan (MI0458, 60, 59, 306, 7) new system.
  - Buckeye Cablevision for Perrysburg, Ohio (OH0260,96) new system.
  - Pendleton Community TV Systems for Mission, Ore. (OR0236) new system.
  - Orange Cablevision for Windermere, Fla. (FL0193) new system.
  - Jellico Cablevision for Jellico, Tenn. (TN0093) new system.
  - Delhi Newchannels for Delhi, N.Y. (NY0119,21) add signal.
  - Cablevision of Oklahoma for Davis, Okla. (OK0207) new system.
  - Saltville Cablesystems for Washington, Va.

- (VA0215) add signal.
- Fort Hill Cable TV for Walhalla and Clemson, both South Carolina (SC0088,7) add signal.
- Monterey Peninsula Cable for Monterey and Salinas, both California (CA0175,621) add signal.
- American Associates for Dade, Fla. (FL0375) add signal.
- Warner of Sedona for Sedona, Ariz. (AZ0108) new system.
- Texas Cablevision for Ballinger, Tex. (TX0683) new system.
- Court Cablevision for Washington Court House, Ohio (OH0822) new system.
- Pendleton Community TV Systems for Reith, Ore. (OR0235) new system.
- Cablecom General for Webb City, Mo. (MO0040) add signal.
- Cablecom General for Clarksdale and Lyon, both Mississippi (MS0010,92) add signal.
- Storer Communications of Illinois for Minink, Wenona and Toluca, all Illinois (IL0157, 6, 8) add signal.
- Complexicable of Brook Park for Brook Park, Ohio (OH0823) new system.
- Continental Cablevision for Holland, Mich. (MI0214) add signal.
- Teleprompter of Dubuque for Dubuque and Asbury, both Iowa (IA0053,5) add signal.
- Peekskill Cablesystems for Buchanan, N.Y. (NY0281) add signal.
- Gainesville Cablevision for Oakwood, Ga. (GA0296) new system.
- Gainesville Cablevision for Flowery Branch, Ga. (GA0297) new system.
- Farmerville Cable TV for Farmerville, La. (LA0197) new system.
- Needville Cable TV for Needville, Tex. (TX0701) new system.
- Degner Electronics CATV for Wonewoc and Lavelle, both Wisconsin (WI0022,136) new system.
- Phoenix Cable Communications for Trinidad, Mabank, Kerens, Star Harbor and Kemp, all Texas (TX0694,5,6,7,8) new system.
- Peekskill Cablesystems for Peekskill and Cortlandt, both New York (NY0284,771) add signal.
- Phoenix Cable Communications for Eustace, Malakoff, Payne Springs, Keystone Heights, Seven Points and Tool City, all Texas (TX0689,90,1,504,692,3) new system.
- Rutherford County Cable TV for La Vergne, Tenn. (TN0180) new system.
- Ipswich Cable TV for Ipswich, S.D. (SD0051) new system.
- Cablevision of Grand Prairie for Dewitt and England, both Arkansas (AR0204,50) new system.
- Phoenix Cable Communications for Gun Barrell City and Caney City, both Texas (TX0687,8) new system.
- Teleprompter of Dubuque for East Dubuque and Jo Daviess, both Illinois (IL0004,221) add signal.
- Broward Cable TV for Lauderdale Lakes, Davie, Dania, Cooper City and Broward, all Florida (FL0228,303,279,499,57) add signal.
- New Trier Cable TV for Wilmette, Ill. (IL0423) new system.
- Rutherford County Cable for Smyrna, Tenn. (TN0179) new system.
- Buckeye Cablevision for Rossford, Ohio (OH0417) add signal.
- Galax Cablesystems for Galax, Va. (VA0245) new system.
- Buckeye Cablevision for Washington, Oregon, Monclova, Springfield, Sylvania, Toledo and Ottawa Hills, all Ohio (OH0540, 39, 418, 380, 40, 019, 298) add signal.
- Princeton Cable TV for Tiskilwa, Ill. (IL0422) new system.
- Lower Buck Cablevision for Hulmeville and Langhorne Manor, both Pennsylvania (PA1915, 6, 7) new system.
- Monmouth Cablevision Associates for Interlaken, N.J. (NJ0456) new system.

- Princeville Communications for Princeville, Hawaii (HI0042) add signal.
- Monterey Peninsula TV for Del Ray Oaks, Marina, Asilomar Beach, Pacific Grove, Seaside, Carmel by Sea, Del Monte Forest, Monterey, Carmel Valley and Salinas, all California (CA0029, 33, 5, 6, 42, 172, 3, 4, 276, 039) add signal.
- Fort Hill Cable TV for Seneca, S.C. (SC0089) add signal.
- Rutherford Cable TV for Forrest City, Spindale and Rutherfordton, all North Carolina (NC0142,3,1) add signal.
- UA-Columbia Cablevision for China Grove, Tex. (TX0699) new system.
- Leesburg Cablevision for Lake, Fruitland Park and Leesburg, all Florida (FL0239,64,5) add signal.
- Cablecom General for Beloit, Kan. (KS0011) add signal.
- Cablecom General for Roswell, N.M. (NM0007) add signal.
- Cablecom General for Joplin, Mo. (MO0038) add signal.
- Degner Electronics CATV for Union Center, Wis. (WI0236) new system.
- County Cable TV for Elgin, Tex. (TX0700) new system.
- Columbus TV Cable Corp. for Rural Hills, Miss. (MS0162).
- Shelbyville Cable TV for Shelbyville, Ill. (IL0263) add signal.

## Other

■ Common Carrier Bureau granted request by RCA Global Communications Inc., and United Church of Christ Office of Communications and extended to Jan. 12 time to file comments in matter of changes in corporate structure and operations of Communications Satellite Corporation, replies are due Feb. 9 (CC Docket No. 80-634). Action Dec. 8.

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
KDJS	Kandi Broadcasting Inc., Willmar, Minn.
	<b>New TV</b>
*WSFP-TV	Board of Regents of Florida, University of South Florida, Ft. Myers, Fla.
	<b>Existing AM's</b>
KLOQ	KMCE Merced, Calif.
WMYL	WIZR Johnstown, N.Y.
	<b>Existing FM</b>
KEZT	KLFM Ames, Iowa

### Grants

Call	Assigned to
	<b>New AM's</b>
WRID	Ridge Communications Inc., Homer City, Pa.
WADJ	NorLine Broadcasters Inc., Somerset, Pa.
	<b>New FM's</b>
WSCL	Sterling Broadcasting Corp., Augusta Me.
WGTF	Home Service Broadcasting Corp., Nantucket, Mass.
*KHCS-FM	Ixoye Productions Inc., Round Rock, Tex.
	<b>New TV</b>
WKNA	Southern Broadcasting Corp., Melbourne, Fla.
	<b>Existing AM's</b>
WMZK	WJLB Detroit
KKAM	KSAX Lubbock, Tex.
KFWY	KDFL Sumner, Wash.
	<b>Existing FM's</b>
WLS-FM	WRCK Chicago
WJLB	WMZK Detroit

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Seeking highly qualified** sales manager to lead surging California suburban daytimer to unprecedented billings heights. If you got it and can prove it, you're on your way to fat five figures. Box M-163.

**Are you the top biller** in a small or medium market station? Are you ready for a management opportunity? GM/SM position open at successful central Minnesota station, excellent growth potential. Individuals billing in excess of \$10,000 per month will be given first consideration. Box P-4.

**General Sales Manager** needed for central Kentucky AM/FM facility. We are looking for a creative, self motivated person with leadership qualities. Market is ripe and ready for right person. Car, salary and commission. Send resume, salary history, and references to Box P-103.

**General Manager** for Southern New Hampshire small market radio station (5000 watts) and weekly newspaper (circulation 50,000). Send resume to Earley and Earley, 9 East Pearl Street, Nashua, NH 03060. No phone calls.

**Handsome paying** sales manager's job for you if you can produce. Money and compensation are not a problem at our number 1 AOR station if you understand bottom line. Need terrific sales manager who can lead our 5 person sales staff by example. Programming and promotion have made us leader in market. Box P-150.

**Unique.** Public AM will be only station in county. Need Station Manager to put us on air, coordinate dynamic community effort. Beautiful mountains—hunting, fishing, skiing, hiking. You won't get rich, but we're having a lot of fun. Send resume immediately to WVMR, Dunmore, WV 24934.

**General Manager needed** for an AM & FM for Nashville metro. Salary commensurate with experience. Equal opportunity employer. Send resume and references to Box P-121.

**Wanted: Station Manager** with experience for radio station in Metropolitan New York Area. Send resumes in care of Thomas Simmons, 236 Brighton Avenue, East Orange, NJ.

**Park City Communications** seeks general sales manager for WAAF/WFTQ, Worcester, MA. Young adult stations serving regional market including Boston. Candidate must have local and national sales management experience, leadership and motivational abilities, organizational and administrative skills, and a documented track record. Outstanding compensation plan, and opportunity to join young aggressive management team. EOE/MF Write Steven A. Marx, VP/GM, WAAF/WFTQ, 34 Mechanic St., Worcester, MA 01608.

**Coordinator for Development & Planning.** A prestigious mid-Atlantic university is seeking an individual to be responsible for coordinating fund raising activities for an FM broadcasting station. Will act as a liaison between legal consultants, station management and assure compliance with F.C.C. guidelines. B.A. communications or business desired with at least 3-5 yrs. related background. Development experience helpful. Send resume indicating position applied for with salary history to Box P-168.

### HELP WANTED SALES

**Near L.A.** Dynamic, persistent, aggressive salesperson for contemporary FM in tough, competitive market. Must be street-fighter with proven track record. EOE. Contact Al Gordon, GM, K-Honey Radio, 7351 Lincoln Ave., Riverside, CA 92504. 714-688-1570.

**Salesperson:** Expanding sales department in Ohio, Top 50 Market, 50 kw Stereo AOR, Experienced, highly motivated professionals only. The ratings are high and the \$\$\$'s are out there, but our small staff is not bringing it all in. An Equal Opportunity/Affirmative Action Employer. Box P-109.

**Money hungry street sales person** for thriving Ohio Medium Market where there's plenty of new retail businesses to be had. If you thrive on "making the kill" and love money this is for you. Pros only with figures and references. Box P-140.

**Wanted:** Experienced local sales manager for radio station in the Metropolitan New York Area. Send resumes in care of Thomas Simmons, 236 Brighton Avenue, East Orange, NJ.

**Account Executive.** WSAI-FM is looking for an experienced salesperson with a strong background in AOR to handle local and regional accounts. Send resume to Jim Richards, WSAI-FM, W. 8th & Matson Place, Cincinnati, OH 45204 WSAI-FM is an equal opportunity employer.

**Account Executives—Experienced Persons.** Local regional, and major agency accounts. Work for one of Florida's top, established stations. Salary plus commission, and expenses. Contact Michael Anapolsky WAPE, Box 486 Orange Park, FL 32073. 904-264-4523, EOE.

**Michigan resort area** powerhouse needs three additional salespeople, each capable of billing over \$150,000 per year. Great opportunity to grow with established market leader. EOE Respond immediately to Box P-173.

**Wanted:** Experienced general sales manager for radio station in the Metropolitan New York Area. Send resumes in care of Thomas Simmons, 236 Brighton Avenue, East Orange, NJ

**Immediate opening** for aggressive Local Sales Manager for successful AM personality station in Mid-sized Ohio Market. 40K plus for a proven producer. An Equal Opportunity Employer. Reply to Box P-176.

**Experienced Salesperson** needed for FM station in Memphis, TN. Top list, 15% commission, excellent opportunity for advancement with aggressive broadcast company. Call 901-324-0050 or mail resume to 3000 Walnut Grove Road, Suite 15: Zip 38111. Equal Opportunity Employer.

**Help Wanted**—Experienced local sales person to work in 160,000 plus market near New Orleans, LA, with long established AM-FM. Draw against commissions, benefits, gas allowance, active starter list, excellent income opportunity. Send resume to: KLEB/KXXO Radio, 1842 Henry Street, Golden Meadow, LA 70357 Attention Frank Landry. KLEB/KZZO is an equal opportunity employer.

**Quality of Life**—super community of 15,000 needs a person who can sell. Guaranteed to be gen mgr, less than a year if you can produce. Box P-185.

**Account Executive.** KRDR-AM, highly successful suburban community station licensed to Gresham, OR (Portland market). One position open for local retail salesperson. 2-3 years experience required. Liberal commission structure. Fastest growing market in the state. Opportunities for advancement within a 5-station Northwest radio chain. Call or send resume to Charles W. Banta, Community Pacific Broadcasting, P.O. Box 32, Gresham, OR 97030. 503-667-1230. EOE.

### HELP WANTED ANNOUNCERS

**Versatile sports director/anncr.** with football/basketball PBP experience needed by AM/FM station west of the Mississippi. Send full information to Box P-58.

**WGLD, 100KW** in 47th Metro needs an announcer. Beautiful Music experience not necessary, but talented style is. A great opportunity to join the flagship of a young dynamic chain. Send tape and resume to Ed Owens, Box 2808, High Point, NC 27261. EOE/MF.

**Experienced Announcer** with creative airwork and commercial production. Good voice and air personality required. First phone preferred. NC AM and FM. EOE. Send resume to Box P-37.

**Start your Happy New Year** in New England. Mature & experienced Staff Announcer with strong commercial production & news skills needed for non-automated "Beautiful Music" Tape & resume to WSRP, West Side Station, Worcester, MA 01602. EOE.

**Air Personality** with super production talents. Able to relate on a one to one basis. EOE. Tape and resume to P.O. Box 482, Newburgh, NY 12550.

**Wanted: Strong Morning Personality.** Major market salary. Send tape to Dan Dudley, Vice President, Reams Broadcasting Corporation, 604 Jackson Street, Toledo, OH 43604.

**Commercial Production Director** needed for new FM station. Warm weather, good working environment. Send resume and tape to: P.O.B. 1490, Alamogordo, NM 88310.

**WSTU-AM & WHLG-FM,** Stuart, FL are seeking experienced announcers well versed in air work, news and production. Send air check and resume to Hamp Elliott, WSTU, Stuart, FL 33494. Equal opportunity employer.

**Our midwest group** needs top talent for immediate and future openings requiring experience in one or more of the following formats: adult contemporary, modern country and album rock. Send tape, detailed resume and a letter outlining your career and salary expectations to R. B. Rogoski, 710 Hackley Bank, Muskegon Mall, Muskegon, MI 49440. EOE.

**WFMB—Country 105,** Springfield, IL needs bright, enthusiastic, country personality for central Illinois powerhouse. Production skills required. If you want to be part of a winning team, send tapes and resumes to Greg Thomas, PO Box 2989, 62708. EOE/MF.

**PM Drive** Announcer/Production/Music director. 1 contemporary, 1 country announcer. Aggressive small market. Tape, resume: WDEC, Box 1307, Americus, GA 31709.

**We need the following:** A good organizer take charge control room announcer & an assistant to manager who is interested in sales. Call for Mgr. only 314-586-8577

**Central Virginia P/A** needs afternoon personality. No beginners please. Send resume and tape to Mike Henson, WLVA, Box 2179, Lynchburg, VA 24501.

### HELP WANTED TECHNICAL

**Chief engineer needed** for two New England A.M.'s located within 40 miles of each other. Must have knowledge of automation and be able to maintain good equipment. Send resume immediately to: WIKI Box 377, Newport, VT 05855 E.O.E.

**Experienced Chief Engineer** for 500 w 3 tower directional AM, full power class B FM, fully automated. Excellent equipment. Good working conditions. An equal opportunity employer. Contact Lyle Richardson, Gen. Mgr., KUDE/KJFM, Oceanside, CA 92054. 714-757-1320. Don't wait, do it now!

**Chief Engineer** for New England 5 kw with DA Automation, good maintenance background. Contact Ike Cohen, WCAR, Lowell, MA 01852. 617-454-0404. EOE.

**Wanted Assistant Chief Engineer** for growing broadcast company. Required experience in handling 5 KW AM facility with additional background in production and supervision of personnel. Contact: Richard J. Fixaris, Hernstadt Broadcasting Corporation, Radio Station WKAT, 1759 Bay Road, Miami Beach, FL 33139. 305-531-8181

**Chief Engineer needed** for AM/FM station in Southern West Virginia. Experience required with DA's automation. Salary negotiable. Send resume and references to Box P-161



## HELP WANTED NEWS

**One of Northern California's** top beautiful music stations is looking for a news and public affairs director. If you're experienced in both and want a career opportunity, send resume to Gordon Zlot, KZST, Box SS, Santa Rosa, CA 95402. EOE/M/F.

**New ownership** in central PA is committed to develop top news programming, seeks energetic news director. Salary dependent upon experience, car. Resume etc. to WSEW, Box 1240, Selinsgrove PA 17870 E.O.E. No phone calls.

**Full time station** in smaller town in sunbelt needs a news editor immediately EOE. Must have full time radio experience in gathering, writing, editing local news and must have on air experience in delivery of news. Send resume to Box P-73.

**Eastern AM/FM medium** station seeks a take charge newsperson, opportunity to build your own department. Good salary. Minorities encouraged to apply Box P-145.

**Top 5 market** station seeks mature, energetic, self-starting professional for news anchor position. Must be imaginative and a hustler. E.O.E. Reply Box P-146.

**Medium Ohio market** Adult station has immediate opening for professional newsperson. Want someone who loves the local best, is concise, could grow into News Director, and is aggressive. Minimum 3 years experience. Box P-148.

**News Director**—KGRL/KXIQ, Bend, Oregon. Good salary in a market with outstanding liveability. Skiing, fishing, hunting, recreation excellent. Population of market area 60,000. Send tape and resume to Al Boyd, KGRL/KXIQ, P.O. Box 5068, Bend, OR 97701 or phone 503—382-5611. EOE/M-F

**We will be expanding** our news department in 1981 and are seeking prospective employees. If you've got a solid broadcast/journalistic background, at least a year of experience in a commercial station, and are looking for an opportunity in one of the fastest growing markets in the country, please send a tape and resume to: Nancy Grover, WLAD/WDAQ, 198 Main St., Danbury, CT 06810; an Equal Opportunity Employer.

**WBEL Radio News** team has opening for dedicated news person with news gathering, writing and announcing skills. Send short news tape, writing samples and resume to John Weitzel, WBEL, P.O. Box 27, Beloit, WI 53511 or call 608—365-6641. EOE.

**One P.B.P. person** for class A Minor League Team in N.C. Send tapes and resume to the attention of Mr. Howard Wilcox, P.O. Box 2126, Durham, NC 27702.

**WGSO News/talk** now interviewing for Co-anchor for four (4) hour solid news block in morning. Must have extensive news background. Creative with personality. Send tapes & resumes—Len King, 1440 Canal, New Orleans, LA 70112. EOE.

**One of North Carolina's** best stations is looking for News Director. Want someone with couple years experience. Send tape and resume to Rick Roberts WCEC/WFMA Radio P.O. 4005 Rocky Mt. NC 27801. E.O.E. 919—442-3108.

**Experienced news broadcasters** for medium market station with heavy news commitment. Strong on-air ability is a must. Male/Female. EOE. Minimum 2 years experience. Nice location in Pennsylvania. Box M-177

**News/talk AM radio station** seeks experienced field reporter/anchor. Self-starting news gatherer interested in local-regional politics, breaking news and human interest. \$19,000+ annually. Send tape and resume to Barbara Stenson, KVI Radio, Tower Bldg., 7th & Olive, Seattle, WA 98101. EOE/MF

**Expanding news departments** at several group stations. Looking for qualified newspersons. EOE. Tape and resume to Dept. N, P.O. Box 511, Beacon, NY 12508.

**Suburban Washington** Adult Contemporary is seeking full-time Newsperson. Good voice and ability to dig for stories a must. Tape and resumes to Johnny Long, Program Director WPRW Radio, Box 1460, Manassas, VA 22110. 703—368-3100. EOE.

**News Director** wanted: Dominant small market AM station. Award winning local news department. Heart of Virginia Hunt Country. Heavy emphasis on local news/public affairs. If you are hardworking, experienced at gathering, writing and reporting news and want the opportunity to run your own show in aggressive, expanding operation send tape and resume: Bill Spencer, Station Manager, WAGE, P.O. Box 1290, Leesburg, VA 22075. An equal opportunity/affirmative action employer.

**News person, woman or man**, for afternoon drive time anchor, and morning field reporting. Experience preferred. You will be apart of a three person radio news department, affiliated with 30 member, medium market TV news staff. Upper Midwest. Equal Opportunity Employer. Send letter and resume to Box P-190.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Separate AM-FM** in small southern market needs experienced operations manager and copywriter immediately. Send tapes, resumes and references to Janet C. Evans, P.O. Box 261, Williamson, WV 25661. E.O.E.

**Operations Director**—A midwestern AM & FM powerhouse in a medium market is seeking a qualified person to fill the Operations Director slot. Both stations are dominant in the market and need a take charge person who is knowledgeable in organization programming and FCC regulations, and who is able to attract and lead air staff. This is a great job with top pay and benefits for the right person. Equal Employment Opportunity Employer. Send complete resume and salary history to Box P-177.

## SITUATIONS WANTED MANAGEMENT

**General Manager:** Administration, Sales, Programming, Budgeting, FCC. rules. Result oriented, currently employed. Box P-135.

**General Manager!** Experience in sales, programming, and management; presently sales manager in competitive Idaho market. Ready to manage small-medium market station. Box P-110.

**Owner selling** and is seeking position as sales manager or manager of major station. 18 years management experience. Prefer south. Box P-139.

**Seeking General Managers** position in medium/small market. 22 years experience in broadcasting. Call 1—216—826-1988.

**Want to move up** from sales manager of chain to larger market. 16 years experience. First phone. Several success stories. Prefer south. Box P-147

**Qualified temporary management** available for interim operations, startups, turnarounds. Sales and programming expertise. Box P-166.

**Successful Manager** seeks competitive challenge in medium, large market. Able to set, reach goals for each department. Can operate independently. Familiar all phases. Active leader, good motivator. Turnarounds accomplished. Will consider television. Box P-175.

**General Manager available.** Documented performance, demonstrated ability in major markets. Currently employed, and seeks change with total P and L responsibility. Experience in Country, AOR, Rock and MOR. Heavy experience in programming, local and national sales. Previous position, 50,000 country giant. Salary commensurate with responsibility. Available on short notice. Great references. Reply Box P-181.

## SITUATIONS WANTED SALES

**Experienced Account Executive** desires sales or sales managers position, any locations also have 1st. phone. Box P-156.

## SITUATIONS WANTED ANNOUNCERS

**Young announcer** with one year experience longing to work in Wisconsin or Minnesota. For tape and resume, call Randy 605—845-2724.

**Music fanatic**, seeks top 40 or A.O.R. station. Will relocate anywhere. Call before 2PM Mon-Fri 312—885-7159 Steve Barile, 550 Kingman Ln, Hoffman Est., IL 60194. Tape-resume available.

**Wanted a radio station** to hire an innovative, dependable, hardworking AOR jock. Please contact Johnny Rock at 312—525-4614 or send all responses to Damian Rajkovich, 3712 N. Leavitt, Chicago IL 60618.

**Announcer**, 4 years experience, Country and M.O.R. preferably northwest but will consider all areas. B.J. Reader 801—255-6017.

**Dedicated, conscientious individual** with good voice plus 21 months board/production experience, seeks good sunbelt announcing/production opportunity. Box P-129.

**Young imaginative announcer** seeks station to grow with. Articulate communicator smooth at 14 months. Will relocate. 916—920-9028 good production.

**Christmas Special**—'79 College Graduate, Broadcasting Major, 3rd phone, low miles in announcing, news, sales. Best offer 419—382-4379, ask for Matthew Baker.

**Over two yrs.** major market experience. Talk, news, music; strong prod. Tape/resume upon request. P.O. Box 651132, Miami, FL 33165.

**Unique British personality.** Brilliant air talent, production magician, your audience will love my beautiful english accent. Top 40/oldies five years, BBC experience. Tape, resume, Tim Rose, 57 Branch Brook Place, Newark NJ 07104.

**College grad** seeks PBP and/or AOR position. Will work anywhere. Dave, 615—865-5900.

**Sinatra/Bennett**—Elvis/Beatles jock available emphasizing 25 + demographics. Tape available is Country Rock, because of current format. 32, 1st, 10 yrs. Comm'l radio. Box P-189.

## SITUATIONS WANTED TECHNICAL

**Female 1st phone** excellent operations/production skills. 5 years experience in top 10 radio NYC. Looking to learn maintenance. Contact Box P-82.

**Experienced Chief Engineer:** Quality oriented with broad technical background seeks challenging position. Box P-106.

**Experienced and dedicated** hands on CE with 2 way experience seeks position with growing company no automation desired. Box P-119.

## SITUATIONS WANTED NEWS

**I'm tired of working** 15 hours a day. Proven ability to compete with the best. Want to be part of a 2 to 3 person news department. Currently news director in Central PA market. Box P-36.

**Medium market news director** at Philadelphia's number one suburban station available immediately. Proven track record. Solid writing, reporting, and professional delivery. Young, experienced workaholic offering lots of tape, digging, and genuine commitment. Leo 215—542-9062.

**Newsman**, with production skills, currently with NYC network O&O, seeking fulltime position. Prefer South Florida. Box P-125.

**Small Market News/Sports Director**—Assistant Manager. Seven years experience. Small or medium market in Northeast. Will consider others. Box P-114.

**Seeking job as reporter**, writer, researcher in news, sports, or public affairs in radio or TV. Hardworking, aggressive, knowledgeable writes good copy. Syracuse-Newhouse School of Communications. Worked in cable TV, worked in production. Also disc jockey. Willing to relocate. Box P-105.

**Dedicated Sports Journalist** seeks move to respected station in clean midwestern community. Over 100 play-by-play broadcasts a year ago. Christian family man with outstanding sales record, personality and public relations experience. 712—262-8219 evenings.

**Sports Anchor/Reporter.** Aggressive and knowledgeable college grad seeking entry level position. Experience includes p-b-p basketball, baseball, football plus talk shows. Good writing skills. Willing to relocate. Call Neil 401—942-4472.



## SITUATIONS WANTED NEWS CONTINUED

**News anchor/reporter** with 6 years experience and BA seeks station to build career with. Self-starter, top delivery, all markets. Call Joe 317-284-9914.

**Ex-"Doctor of Rehabilitation"** of newspaper sports wants to switch to radio. Let the Doctor cure your patient, Box P-191.

**Ten Years Experience** with live board and automation. Seeking adult contemporary or MOR format. Former morning drive announcer. Willing to relocate. Call Leo 312-336-4571 nights.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Experienced Talk Talent** seeking move into top 30 market. Box P-155.

See "Available" before you look any further!

**If you've a programming position** for a person with five years programming experience, excellent management skills, hands-on experience in all programming functions, then call J.R. Greeley 913-273-4569.

**Help-I'm a prisoner!** Moderate conservative talk show host does 6 hours, writes commercials and production. Call 801-375-6939.

**Available** May 25th: Smith College grad with 2½ years commercial broadcast experience. I can do more than merely fulfill your EOE requirements: I'm hard-working, ambitious, a quick learner and, most importantly, competent. Would prefer to return home to NYC area. Call E. Minsky at 413-584-3462 or write to 76 Pleasant Street, Northampton MA 01063.

**Program Or Music Director** Position wanted in country or adult contemporary. Eight years experience, five as program director. Successful with top ratings. Strong administrative skills. Box P-180.

## For Fast Action Use BROADCASTING's Classified Advertising

## TELEVISION

### HELP WANTED MANAGEMENT

**Top ten affiliate** seeks experienced business manager. Key role in station's daily management. Should demonstrate experience in budgeting, forecasting, heavy financial analysis, internal auditing and electronic data processing, with knowledge and sensitivity about all facets of station operation. Equal opportunity employer. Send resume and salary requirements to: Box H-120.

**Production Manager** Aggressive No. 1 VHF group-owned station in Southeast looking for experienced Production Manager. Requires excellent supervisory skills for studio/master control technicians, producer-directors, and creative services staff. Send resume and application to Operations Manager, WIS-TV, PO. Box 367, Columbia, SC 29202. No phone calls. An Equal Opportunity Employer.

**Business Manager**—Challenging position available as part of the management team with TV/AM/FM operation in the Southeast. Accounting degree with broadcasting experience required. Management skills a must. Send resume with salary requirements to Box P-123.

### HELP WANTED SALES

**Local Sales Manager opening:**Midwest station looking for an experienced small market salesperson who is ready to move up in management, must have 3 to 5 years experience, able to handle agencies as well as retail accounts and train and motivate young but growing sales staff. An equal opportunity employer. Send resume and salary requirements immediately to Box P-48.

**Midwest CBS affiliate** in market range 60-90 seeks aggressive salesperson. First year income range \$17-22,000. We're looking for solid background in sales, not necessarily media, to add to our sales team. Complete training program in a great living area. EOE/MF. Send resume stressing your achievements and career goals to Box P-138.

**Local/Regional Sales Manager**—Southeast UHF Affiliate is looking for an aggressive, knowledgeable, and organized sales manager. Great opportunity with growing station of good small group. E.O.E. Reply to Box P-67

**Need aggressive stable** local salesperson for Southeastern ABC affiliate (market rank 50-75. Excellent opportunity for person with creative professional approach. Station has excellent local track, jumpers need not apply. Resume to Box P-184.

**Working Sales Manager**—Experienced time sales pro needed to establish and develop an ad sales department for large and rapidly expanding cable TV company. Contact Barrett Giorgis, 2055 Folsom Street San Francisco, CA 94110. 415-495-8646.

**Professional Sales Person** needed to take over established account list. One to two years of television sales experience required. Must be well versed in all facets of local direct and agency selling. Tremendous opportunity for growth and advancement within this group owned VHF ABC affiliate. Contact or send resume to Eric Zitron, WXEX, TV. PO Box 888, Richmond VA 23207. Equal Opportunity Employer.

**National Sales Manager.** Top ten network affiliate, group owned equal opportunity TV station seeking individual with minimum of 5 years TV sales experience. Successful record as national rep or station sales management required. Send resume to Box P-187

**National Sales Manager:** New position will open Feb. 1, 1981. Fast growing major midwest market. Local and National sales background preferred. Send resume Rick Lowe, WCMH-TV, PO. Box 4, Columbus, OH 43216. EOE.

### HELP WANTED TECHNICAL

**TV Technical Director:** Immediate opening. Minimum 3 years in broadcasting with experience on a 3-M/E size switcher. Also experience editing with 2-inch or 1-inch tape machines. Send resume to KBTW, 1089 Bannock Street, Denver, CO 80217. 303-825-5288. Attn: Myron Oliner, C.E. We are an equal opportunity employer.

**Director of Engineering** for group-owned Northeast VHF. Seek individual with 3-5 years operating experience. Supervisory background is desirable. Responsible for total technical functions of studio/transmitter, equipment purchasing, departmental budget and personnel administration. An Equal Opportunity Employer. Submit resume/references, salary history Box P-42.

**NBC group owned UHF** is looking for Maintenance Engineer, strong in RF experience necessary. Studio experience helpful. Send resume to Lacy Worrell, Chief Engineer, WAFF-TV, PO. Box 2116 Huntsville, AL 35804, or call for more information. 205-533-4848. EOE.

**Operating Engineer.** 1st phone required. Experience in video tape editing, master control operations, production and studio support. Contact Chief Engineer KAMR-TV, Box 751, Amarillo, TX 79189. 806-383-3321. EOE.

**TV Maintenance Technician:** Responsible for maintenance of complex studio and field portable equipment. Experience with late model Ampex Tape, RCA Cameras, CMX and CATV systems, a plus. Technical School Graduate, 3-5 years experience and FCC First required. Salary competitive. Applications accepted until January 9, 1981. Send resume to: University Personnel Service, Langdon Hall, Auburn University, AL 36849. Auburn University is An Equal Opportunity Employer.

**KPBS-TV seeks a Senior Maintenance Engineer** with extensive broadcast VTR and studio equipment experience. Digital systems background desired. 1st Phone required. \$19,332-23,268. Apply to Employment Division, San Diego State University, San Diego, CA 92182. An Equal Opportunity/Affirmative Action/Title IX Employer. Applications accepted until January 16, 1981.

**Excellent salary,** benefits, climate, and facility for Chief Engineer at aggressive South Texas TV station. Hands-on Maintenance needed for studio, transmitter, and microwave. Call Marvin Born, 512-883-6511. EOE.

**Transmitter Engineer.** Minimum two years experience with TV transmitters. Minimum of two years formal training in digital, microprocessors and basic programming. Position involves maintaining and repairing TT50 FH, earth station up link/down link, remote control equipment and ancillary equipment. \$18,250 to \$22,500 depending on experience. Equal Opportunity Employer. KPTV PO. Box 3401, Portland, OR 97208 503-222-9921

**Television Engineer.** Must have previous experience. Must hold valid First Class FCC License. Operations and maintenance experience necessary. Interested applicants send resume and salary requirements to John Lackey, Chief Engineer, WTVQ-TV, PO. Box 5590, Lexington, KY 40555. No phone calls please. Equal Opportunity Employer.

**Broadcast Technician.** Good maintenance experience required, preferably with Ampex 1200-VTR and RCA cameras. Competitive salary with benefits. Send resume to: WSNL-TV, 3200 Expressway Dr. So., Central Islip, NY 11722. Attn: Thom Johnson, C.E. An Equal Opportunity Employer.

**Television Engineer.** Perform highly skilled electronic work in the maintenance and repair of all equipment associated with television studio and field operations. Must be capable of systems design and modification of existing systems. Top dollar in major market for right person. Must appreciate and respect young people. FCC license not necessary, performance is. Contact: Thaine Lyman, Columbia College of Chicago, 600 South Michigan Avenue, Chicago, IL 60605. An EOE employer.

**Needed immediately:** Experienced Chief Engineer to take charge of AM/Full-power FM in St. Cloud, MN. Beautiful new building and new equipment complement ideal working conditions and the opportunity to settle and grow with a dynamic company. 18-22K. Contact: Rich Habedank, WJON Broadcasting, Box 220, St. Cloud, MN 56301. 612-251-4422. An Equal Opportunity Employer.

**TV Engineer**—Connecticut Public Broadcasting seeking TV Engineer with FCC First, minimum 2 years technical schooling and broadcast experience. Salary range \$12,116-\$21,736. EOE, M/F. Send detailed resume to Fran Abramowicz, CPTV, 24 Summit St., Hartford, CT 06106.

**Maintenance Engineer** needed for News Department equipment, 3/4 inch Sony, TK-76 cameras, and related equipment. Must have TV maintenance background working with E.N.G. type equipment. Resumes or inquiries should be made to: Robert L. Nelson, Chief Engineer, KTXL TV Channel 40, 4655 Fruitridge Rd. Sacramento, CA 95820. 916-454-4422. Equal Opportunity Employer/Male-Female.

**TV Broadcasting engineer:** Experience in maintenance of UHF transmitter and Ampex VTR, salary negotiable. Send resume to Director of Engineering, WKPC-TV, PO. Box 1515, Louisville, KY 40201.

**Expanding** editing facility with State-Of-The Art computerized one inch and two inch suites is looking for a first rate editor with C.M.X. or similar experience. Excellent benefits and working environment. Send resume and salary requirements in confidence to: Larry Phipps, NET Television, Inc., 27517 Schoolcraft Road, Livonia, MI 48150.

**Transmitter Engineer.** Tired of sleet and snow? Come on down to the sun belt! A person with a First Class Radio Telephone license is needed for maintenance and operation in aggressive station. Send resume to Chris Kelly, Personnel Director, KGBT-TV, PO. Box 711, Harlingen, TX 78550. AA/EOE.

**Resumes being accepted** for Studio Supervisor position at UHF Independent in Southwest. Heavy on maintenance and 1st phone required. Excellent place to work. Reply to Box P-178.

**Operator Engineer** with 1st. phone. Operate remote controlled TV transmitter, all control room equipment and some light "on air" switching, call or write: Chief Engineer, KJCT-TV Box 3788, Grand Junction, CO 81501 303-245-8880.



## HELP WANTED TECHNICAL CONTINUED

**Chief Engineer Wanted**—well equipped new sunbelt television station with all new equipment seeks chief who is strong in UHF and video maintenance. Contact Box P-162.

**Maintenance Technician.** Qualifications: Minimum 2 years training in electronics, 1 year maintenance on videotape equipment, familiar with analog and digital electronics. Able to perform technical maintenance on all Helical videotape recorders/reproducers. If experienced in Quad, this is a plus. Should be familiar with television systems. NET offers excellent salary and benefits. Call Robert Stapleton at 313-971-3600 collect or send resume to Mr. Stapleton at NET Inc., 2715 Packard Road, Ann Arbor, MI 48104.

**Electronic Maintenance Engineer and studio engineers.** First phone license. Experience preferred but not necessary. Major market in the N.E., openings to be filled early 1981. We are an Equal Employment Opportunity Employer. Resume to Box P-186.

## HELP WANTED NEWS

**Anchor-Producer.** Need experienced broadcaster for 10 p.m. newscast. Well rounded background required. Send resume and tape to: Graham Smith, News Director, KATC, PO Box 3347, Lafayette, LA 70502. Equal Opportunity Employer.

**Meteorologist:** Progressive midwest Net affiliate needs experienced broadcast meteorologist for prime newscasts. Some radio. Equipped with radar and fax. Resumes and salary requirements to Box P-77.

**TV News Anchorperson.** We believe an anchorperson should have journalistic zeal and high profile in the service area and be a cooperative member of a hardworking news team that wants to be the best. Talent or experience in producing is desired. E.O.E. If you fit the bill, reply to Box P-116.

**Aggressive, experienced Reporter** for medium market in Southeast. Top rated station with commitment to news. An EOE. If you're an excellent journalist, a digger who loves news, write Box P-152.

**Co-Anchor** for news leader. Must be experienced, articulate and personable to work for aggressive, professional organization. E.O.E. Send resume and salary requirements to Box P-118.

**News Reporter.** KTSB Television is seeking a strong journalist to write and produce stories for weeknight newscasts. Experience with ENG equipment desirable. Send tape and resume to Bob Totten, News Director, KTSB-TV, Box 2700, Topeka, KS 66601, an equal opportunity employer.

**Experienced Anchor** to top 100 market in Southeast. We are looking for the anchor who loves to report, to get involved ... who cares about news. If you are currently anchoring and you're good we may have a job for you. An EOE. Write Box P-153.

**TV News Reporter.** ABC affiliate looking for an aggressive, self-starter type TV news reporter with good understanding of minority problems. S.E. market. E.O.E. Reply to Box P-113.

**Reporter-Videographer** for news-oriented ABC affiliate. Must be experienced in field & studio work. Immediate opening. Resume & 3/4" demotape to News Director, WEAR-TV3, PO. Box 12278, Pensacola, FL 32581.

**TV Weather Personality.** Delmarva's number one television station is looking for a Weather Personality. The person we are looking for should be knowledgeable in all aspects of TV Weather. We want someone who is aggressive, professional, no-nonsense, enthusiastic and accurate. This is a Monday through Friday position. The person we are looking for is probably doing weekend weather now. We are a resort and farm area. Information for boaters and farmers is of utmost importance. AMS Seal preferred but not required. Send tapes and resumes. No phone calls. To Alan Lantry, News Director, WBOC-TV, Salisbury, MD Equal Opportunity Employer.

**Weekend Anchor-Producer/Weekday reporter.** Top 100 market in Midwest. Equal Opportunity Employer. Box P-163.

**News Director.** We are seeking an outstanding person to direct a staff of 20 producing four daily newscasts and a monthly magazine. We are group owned and number one in the ratings. A solid background in news and management is essential. EOE. Resume and salary requirement to Box P-172.

**Producer** for expanding news operation in a challenging Top 70 Midwest market. Excellent opportunity for an assistant seeking number one spot. EOE. Resume and salary requirement to Box P-159.

**Small Midwest ABC affiliate** looking for reporter/photographer with potential for anchoring early morning casts. Must be aggressive self-starter. Box P-164.

**Reporter** willing to do own shooting. \$9500. Previous applicants need not apply. Send video tape with first letter to Jon Janes, KAAL Television, Austin, MN 55912. EOE.

**Anchor/Reporter,** for Midwest group owned network affiliate. EOE. Resume and salary requirement to Box P-170.

**Assignment Editor.** We need someone who lives, breathes and thinks news 24 hours a day. Must have at least four years news experience. Must be able to motivate staff to be fiercely proud of whipping the competition. We are a major market sunbelt station. EOE Box P-188.

**Feature, Consumer and Investigative** reporters wanted for major market TV station with a heavy commitment to news. 3 years experience required for these openings. Send resume and tape to Personnel, KIRO-TV, 3rd and Broad St., Seattle, WA 98199. EOE.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Producer/Director** needed for a varied schedule of local productions, minimum 3 years professional experience required. BA, EFP/Remote/CMX editing experience preferred. Salary: \$16,000-\$17,000. Deadline for letter of application, resume, three letters of recommendation, and video tape sample of your work is January 17. Send credentials and video tape sample of your work is January 17. Send credentials to: Ronald Gargasz, Program Manager, WBGU-TV, Bowling Green, OH 43403. An Equal Opportunity/Affirmative Action employer.

**Operations Coordinator:** We need someone to schedule production; maintain VTR library; and coordinate operations among Sales/Traffic/Production. A flair for organization is essential along with knowledge of production techniques and computer operation. Successful applicant must be skilled in creating order out of chaos in unique Southeast medium market. EOE. Box P-92.

**Producer/Director.** Minimum two years experience. Personable with ability to lead. Must be able to operate under pressure. News and studio directing a must. Send resume, tape, salary requirements to Craig Cornwell, Production Manager, WTVQ-TV, PO. Box 5590, Lexington, KY 40555. No phone calls please. Equal Opportunity Employer.

**Assistant Creative Director** needed immediately. Must possess demonstrated ability in current and post production techniques. Will need excellent writing skills. Must be an effective communicator with clients and staff. Resume and tape to Prod. Mgr., WEAR-TV3-ABC PO. Box 12278, Pensacola, FL 32581

**Producer PM Magazine**—Prior producing/directing experience required. Must have administrative/organizational skills. Group owned, network affiliate in top 60 market. An Equal Opportunity Employer. Send resume to Box P-111.

**Technical Producer/Director** for corporate color teleproductions SMPTE C format studio; produce and direct EFP/studio productions; operation and preventive maintenance of equipment; writing ability a plus; other AV experience helpful. Outstanding opportunity for creative self-starter to handle production from concept to completion. Join a young creative midwestern corporate communications department. Minimum—college degree and 3 years experience. Send resume and salary requirements. EEO-AA Employer. Box P-134.

**Producer/Director** for news and public affairs. Be a part of a growth station with state of the art equipment and a strong commitment to news. Two years directing news and communications degree required. Send resume, tape and salary requirements to: Henry Goldman, Production Manager, WTSP TV, 11450 Gandy Blvd., Saint Petersburg, FL 33702. An Equal Opportunity Employer.

**Television Hosts wanted.** Top ten market has opening for morning variety talk, news, information program. Must have extensive background and interviewing newsmakers, entertainers, etc. Personality a key. An Equal Opportunity Employer. Please send a complete resume and salary requirements to: Box P-169.

**We are looking** for an experienced director with a solid two year background in news and commercials. Applicant should have experience in EFP editing. Person selected must be able to direct fact paced news programming at midwest top 50 market station. Off camera announcing experience is also desirable but not essential. EEO employer. Send complete resume and salary requirements to Box P-158.

**A Senior Producer/Director** is being sought by the Mississippi Authority for Educational Television. This position requires a documented level of experience, professionalism, and competency in the areas of instructional television production and directing. Mature judgement, leadership qualities, good organization, and the ability to operate as a creative force within a team of production personnel must characterize past performance of the incumbent. PO Drawer 1101, Jackson, MS 39205.

**Director/Newscasts:** We're looking for leadership skills along with the ability to direct a top-rated news show. You'll switch on a Grass Valley E-Mem 1600 board with live on-location feeds, Vidifont, and plenty of action. Experience, enthusiasm, and talent are a must in this Southeast medium market network affiliate. EOE. Box P-183.

## SITUATIONS WANTED ANNOUNCERS

**Experienced Announcer available** for booth, movie host, weather—Bill Bennett, 2743 Caminito Verdugo Del Mar, CA 92014. 714-755-2387.

## SITUATIONS WANTED TECHNICAL

**TV-FM-AM-Field Engineering Service.** Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

**Young Technician (First Phone)** with old ideas like: Being on time, maximum work effort, respecting employers demands. Have light maintenance—repair—practical station experience. Phone 212-823-7350.

## SITUATIONS WANTED NEWS

**Lead Anchor**—Also produces/reports. Personality with pace. Mature, network experience. Currently employed mid-west. Seeks challenge with serious TV news operation. Box K-182.

**Medium market news director** at Phila's number one suburban radio station seeks TV reporter—writer position. First rate anchor, reporter, and writer. Good looking, aggressive, Fourth market TV reporter intern and top college TV-radio degree. 215-542-9062.

**Hard-News TV Reporter** seeks employment with serious news operation. Write Box P-126.

**Young anchorman** with 2 years experience available immediately call 609-561-8532.

**Major market Writer/Producer,** formerly TV anchorman and radio reporter, seeks TV reporting job. Willing to work 80-hour weeks in right job. Will relocate. Minimum salary: \$20,000/year 415-929-7920.

**Experienced small market meteorologist** and science reporter would like position in larger market. Prefer Northern states. Contact Bob Burnett-Kurie, RFD, White River Junction, VT 05001. 802-295-3464.

**Award Winning TV Journalist** seeks new challenges. 2 years medium market experience. Noon Anchor/Producer/General Assignments Reporter. Experienced Pilot. Contact Box P-192.



## SITUATIONS WANTED NEWS CONTINUED

**Triple threat Sportscaster:** On Air, camera, editing experience. Fast-paced visuals with local emphasis. Remotes, interviews-no problem. Tape available. Ed Lischin, 150 Belvedere Terrace, Santa Cruz, CA 95060 408-429-6432.

## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**AF Vet seeking** first full-time job in TV Production. BFA degree in Radio-TV prod. plus 9 wk intern at WECA-TV Tallahassee FL. Call Charles Rakestraw 1-615-246-7897. Will relocate.

**Talk Host/Anchor.** Experience: Major Market Emcee/Commercial Announcer, Medium Market News Director/Anchor/Host, Corporate Media Consultant, Vietnam veteran. Curt Renz, 4620 Timberlane, Crystal Lake, IL 60014.

## ALLIED FIELDS

### HELP WANTED SALES

**The South's leading** video sales organization is expanding into AM & FM equipment sales and needs several professional, self-motivated equipment sales people. Attractive compensation plan plus the best lines in the industry. Call or write: David Orienti, Gray Communications Consultants, 209 Oxmoor Circle, Suite 708, Birmingham, AL 35209, 205-942-2824.

### HELP WANTED TECHNICAL

**Audio Production Studio** seeks Music and Sound Effects Librarian/Assistant Engineer. Previous studio experience necessary. Salary open. Knowledge of music and sound effects libraries preferable. Freelance o.k. Bright, personable, strong ability to deal with clients. Send resumes to Box P-160.

**Audio Production Studio** seeks Audio Production Engineer with knowledge of major sound effects and music libraries. Bright, personable. Send resumes to Box P-171.

### HELP WANTED INSTRUCTION

**Part-time and weekend instructors** wanted. Minimum 5 years experience in all phases of radio broadcasting. Los Angeles area people preferred. Tapes and resumes to Tommy Goodwin, Director, KIIIS Broadcasting Workshop, 1220 N. Highland Ave. Hollywood, CA 90038.

**The University of Arizona** is seeking two faculty members to teach courses in production, management programming, advertising and sales, policy and regulation. Rank and salary open, depending on teaching, professional experience and record of creative activity. Ph.D. or appropriate terminal degree preferred. Broadcast experience a must. Positions available August, 1981. Send resume and references by January 30, 1981 to: William T. Slater, Department of Radio-Television, University of Arizona, Tucson, AZ 85721 An Equal Opportunity/Affirmative Action Employer.

**Expansion Position.** Arkansas State University's Department of Radio-Television seeks a person with at least a master's degree, preferably a Ph.D., in broadcasting and/or mass communications plus commercial broadcasting experience to teach in both the undergraduate and graduate RTV programs. Must be able to demonstrate ability to teach several of the following courses: RTV Copywriting, Broadcast Advertising and Sales, Station Management, Research Methods in Mass Communications, Radio Production, Television Production, Television Directing, and Announcing. Salary commensurate and commensurate with degree and experience. Rank: Assistant or Associate Professor. RTV is third largest major on ASU campus; new building under construction. Application deadline: January 26, 1981. Position available: August 15, 1981. Resume and references to Chairman, Radio-Television Department, Box 2160, State University (Jonesboro), AR 72467. Arkansas State University is an equal opportunity/affirmative action employer. M/F.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000** and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant Cash For TV Equipment:** Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

**Mirror in the lid** and other pre-1946 television sets wanted for historical collection. Especially interested in RCA TRK-5 and 359 test set, General Electric "HM" series. Parts and literature also wanted. Arnold Chase, 9 Rushleigh Road, West Hartford, CT 06117 203-521-5280.

**Wanted used 100 watt** U.H.F. Translator. Contact Jerry Devine 307-382-4022.

**Need Good, late model** AM 1000/250 transmitter and other broadcast equipment for new station. Bob Sticht 615-889-1960. Box 128, Smyrna, TN 37167

**Looking for used** film chain camera, multiplexer and projectors(s) under \$10K. Call Al Branch or Larry May at Teletypewriter of El Paso, 915-533-4947, x241

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Satellite Television Equipment.** Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

**10 KW FM RCA** 10D w/exc. & ster. gen., exc. condition, spares. M. Cooper 215-379-6585.

**1 KW AMS-RCA BTA IR1**, Collins 20V3, 1 1/2 yr. old CSI. Will guarantee. M. Cooper 215-379-6585.

**GE TT-25 UHF-TV Transmitter**, 2 ea \$35,000.

**RCA TT-10AL VHF Transmitter**—\$5,000.

**RCA TT-35CC VHF Transmitter**—\$20,000.

**RCA TT-50AH VHF Transmitter**—\$12,000.

**Complete film island**—\$30,000.

**Sharp XC-700 Color Cameras**—\$11,950 (New).

**IVC 500A Color Cameras**—ea. \$7,500.

**Panasonic AK920 Color Cameras**—\$15,000.

**GE PE-350 Color Cameras**—ea. \$4,000.

**GE PE-240 Film Camera**—\$8,000.

**CVS 520 Time Base Corrector**—\$8,500.

**CVS 504B Time Base Corrector**—\$5,500.

**CDL VSE-741 Switcher**—\$2,500.

**RCA TK-27A Film Camera**—\$12,000.

**RCA TP-6 Projectors**—\$1,000.

**Ampex 1200 A VTR's**—ea. \$22,000.

**New Garrard Turntables**, \$100.

**New Edutron CCD-2H Time Base Corrector**—\$5,800.

**TR-22 RCA Hi-Band** \$16,000.

**BUP-100 Sony** New-Call.

**UHF Antennas**—Various Models and Prices.

**New 1000 foot TV Towers**—best prices.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271 Frank Frolick or Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

**For Sale:** 1 Bosch BCN-50 Studio one inch VTR with TBC, 1 Bosch BCN-20 Portable VTR, both B format both mint condition. Call: 213-980-0704.

**Schafer 902 1/2** with Ras/Mos, Audiofile I, Schafer-decks, ASR 33, Extel and studio card. Some spare parts. Best offer over \$10,000. Contact Roger K. Bennett, Chief Engineer, WYEZ 219-293-5611.

**20 KW FM** Collins 830 Hw/ exciter and stereo generator. Excellent cond., on the air. M. Cooper 216-379-6585.

**For Sale:** Steadicam Model I, programmed for TK-76, complete with retro zoom and focus control, 4 batteries, fast charger, shipping cases, mint condition. Call: 213-980-0704.

**1 kw, 5 kw and 10 kw AM and FM** transmitters in stock ready for delivery. Collins RCA Gates/Harris. All units in top condition. Besco Internacional, 5946 Club Oaks Drive, Dallas, TX 75248. 214-630-3600.

**RCA-FR 35 film projector**, like new. 30 to 40 hrs. Contact Bill Ebell, 201-767-1000.

**Marti stereo STL** with dishes, connectors, cable. Studio tower available. Subcarrier generator and receiver, never used. 1-614-967-6776.

## COMEDY

**Free sample** of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711

**Guaranteed Funnier!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227

## MISCELLANEOUS

**Artist Bio Information**, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

**Call letter items**—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967

**FM Frequency Search**, \$200. Larry D. Ellis, PE. Box 22835, Denver, CO 80222.

## RADIO PROGRAMING

**"Photo Tips"** radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local sponsor Barter basis. Call 800-547-5995 ext. 181 Reynell Associates, Inc., Box 10250, Chicago, IL 60610.

**Nostalgia:** 1920/1970—Music! Features! Events! \$18.75 per week! "Demo" Tape: R.T.W.I.W. Box 174, Jacksonville, TX 75766.

**Bill's Car Care**, 260 2-minute shows of car repair on the air. Exclusive. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312-579-9578.

## EMPLOYMENT SERVICES

**Radio Jobs!!! Jobs!!! Jobs!!!** "Anywhere in the U.S." guarantee placement service write: NYMO Consultants, Box 852 Saco, ME 04072.

## INSTRUCTION

**Free booklets** on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813-955-6922.

**San Francisco**, FCC License 6 weeks 1/12/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

**FCC "Tests-Answers" manual!** Free information: Command, Box 26348-B, San Francisco 94126.

## RADIO

### Help Wanted Programing, Production, Others

#### Plough Broadcasting

is accepting applications for future openings at our stations in Tampa, Atlanta, Memphis, Baltimore, Chicago and Cincinnati.

Interested Program Directors, News Directors, News Anchors and Jocks should forward information and tapes to:

Mr. Craig Scott/Vice President/Programming  
Plough Broadcasting Co.

112 Union Ave.

Memphis, TN 38103

Equal Opportunity Employer M/F



**CREATIVE SERVICES DIRECTOR**

(Major West Coast Newstalk Radio Station)

We provide the budget, staff and Top Management commitment to a professional Creative Services function. You present a minimum two years Creative Services Management experience acquired in a major broadcast market, with a proven track-record in:

- Establishing station promotional goals, objectives and budgets
- Developing and directing consumer advertising, publicity, media and public relations, sales promotions, special events, contests, community involvement projects and promotional materials
- Directing efforts of station advertising agency
- Interfacing effectively with station on-air personalities

Outstanding opportunity for maximum exposure to successful 24 hour News/Talk format with remotes and innovative specials, top personalities, total Community Service and Sports coverage.

Send complete resume with salary history in confidence to Box P-174.

**Help Wanted Announcers**

**RADIO PERSONALITY WANTED**

WBAP, Dallas-Ft. Worth has a career opening for a talented on air personality. If you have a minimum of 5 years experience and want to join a premier company at a premier location, send your tape and resume to Operations Director, WBAP, 3900 Barnett, Fort Worth, Texas 76103. An E.O.E.

**Help Wanted Technical Continued**

**SOUTHERN CALIFORNIA AM-FM COMBO**

Chief Engineer needed to supervise three-person department. Your ability to motivate and lead, plus communicate with management and programing will determine salary and bonus, in the 35K range plus car. Engineering degree preferred. Send resume to Box P-167. EOE. M/F.

**Help Wanted Management**

**HIRING A COMPLETE STAFF**

(For new powerful UHF East Coast NETWORK AFFILIATE)

- Station Manager
- Station Sales Manager
- Chief Engineer (Preferably with some construction experience)
- Program Director
- Production Supervisor
- Account Executives
- Copywriter
- Technicians

EEO/Affirmative Action Employer  
Box P-124

**Help Wanted Technical**

**CHIEF ENGINEER BOSTON AM/FM**

We need an individual with strong audio and transmitter background to take charge of technical operations of Class B—50 kw FM (Bonneville Beautiful Music) and 5 kw-DA2 AM (Schulke II) stations. This is a "hands on" position with plenty of opportunity and many exciting possibilities. If you can help make and keep us the best sounding stations in Boston, we offer an excellent compensation package, strong management support and the kind of atmosphere you need to do the job right. Send resume, references, salary history to:

Robert E. Gaskins

**WHUE**

200 Clarendon Street  
Boston, MA 02116

Equal Employment Employer

**Situations Wanted Management**

**GENERAL MANAGER**

Thirty years experience in major markets. Excellent administrator, strong in nat'l, reg, local sales. Managed flagship stations, radio & TV in chain. Served as VP of group. Knowledge of FCC requirements. Prefer East Coast. Reply Box P-108.

**General Manager**

of top rated AM/FM in major northeastern market seeks immediate move to broadcast group offering growth potential. Outstanding track record of job stability and numerous industry achievements. Young, married/family, and willing to relocate for right opportunity. *I am a proven money maker.* Box P-179.

**TELEVISION**

**Help Wanted News**

**METEOROLOGIST**

38th market ... immediate opening. Degree and experience in broadcasting required. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI. 49501. EOE/MF.

**Help Wanted Programing, Production, Others**

**DIRECTOR OF PROGRAMMING & OPERATIONS**

Experienced programmer to manage film, promotion, programming, studio operations and production at new leading well-equipped (CMX/DVE/SA DISH) independent in sun belt top 50 market. Knowledge of budgeting, cost control, syndication and studio systems required. EEO/M/F. Apply to: David E. Murphy, VP/GM, KOKH-TV-25, P.O. Box 14925, Okla City, OK 73113 (405) 843-2525.

**ANCHOR**

Looking for a mature, experienced anchor who wants to work in top California market. Send resume plus salary requirements and availability to Box P-104. EOE.

**Help Wanted Programing,  
Production, Others  
Continued**

**ASSOCIATE  
PRODUCER**

Teletrak, General Instrument Corporation's innovative closed circuit theatre of thoroughbred and harness racing, has an opening for an individual of senior status on our production staff. Must have extensive sports production background. Duties will include generating promotional materials, "PM Magazine," sports featurettes and the on-the-air directing of weekly thoroughbred/harness program.

Competitive salary and a full range of company benefits. State-of-the-art #1 facility. Send resume and production samplers to:

Michael Klatt  
Executive Producer  
TELETRAK  
600 Long Wharf Drive  
Box AP 1215  
New Haven, CT 06511  
No phone calls please!  
Equal Opportunity Employer M/F

**Help Wanted Technical  
Continued**

**ASSISTANT  
CHIEF ENGINEER**

Assistant Chief Engineer with supervisory experience for Southern New England VHF television station. Must be a self-starter with strong production/maintenance background. Require digital technology knowledge. Career opportunity with company-paid benefits. Send resume to Chief Engineer, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. An Equal Opportunity Employer.

**Situations Wanted News**

**AVAILABLE**

ENG HELICOPTER  
PILOT/REPORTER/  
WEATHERCASTER



- BROADCAST EXPERIENCE
- EXTENSIVE FLIGHT HRS
- CAN MANAGE ENTIRE HELICOPTER PROGRAM FOR RESUME, DEMO VIDEOTAPE

Box P-120

**Situations Wanted Programing,  
Production, Others**

**Talk show  
host**

currently employed in top ten market. 33 year old pro looking for new challenge. Network experience in talk, magazine, game show and telethons.

Box P-107

**AWARD-WINNING FILM/  
VIDEOTAPE DIRECTOR**

available for short or long term free-lance assignments. DGA Member. Reel and list of impressive credits available. Jack Kuney 663-5th Ave. New York, New York, 10022 (212) 752-7386.

**CABLE**

**Help Wanted Technical**



**PHOTOGRAPHER/  
EDITOR**

Major sunbelt market station needs a creative, hard-working photographer with a winning attitude. PM Magazine experience desired but not required. Equal Opportunity Employer. Send resume to Box P-165.

**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

**Help Wanted Technical**

**TELEVISION  
TECHNICIAN**

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields  
Personnel Mgr.  
WMAR-TV  
6400 York Rd.  
Baltimore, MD. 21212  
E.O.E. M/F

**Public Notice**

**PUBLIC NOTICE**

The Board of Directors of National Public Radio will meet in regular session on Thursday, January 15, 1981, at 9 a.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Chairman's Report, President's Report, reports from board committees on Finance/Development, Long-Range Planning/Legislation, Membership, Programming, Public Information and Technology/Distribution. The board committees will meet on Wednesday, January 14, 1981, at National Public Radio.

For further information concerning these meetings, please contact Ernest T. Sanchez, NPR General Counsel at (202) 785-5369.

**PUBLIC NOTICE**

The Town of Patterson, in Putnam County, New York, invites applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until March 11, 1981 and all applications received will be available for public inspection during normal business hours at the Patterson Town Clerks office, Routes 164 and 311, Patterson, New York, Josephine Campanaro, Town Clerk. Rts. 164 and 311 Patterson, N.Y. 12563.



## Employment Service

**B  
A  
L**

**BROADCASTER'S  
ACTION LINE**

The Broadcasting Job you want  
anywhere in the U.S.A.  
1 Year Placement Service \$40.00  
Call 812-889-2907  
R3, Box 84, Lexington, Indiana 47138

## Radio Programing

**The MEMORABLE Days  
of Radio**

30-minute programs from the golden age of radio  
VARIETY \* DRAMA \* COMEDIES \* MYSTERIES \* SCIENCE FICTION  
...included in each series

 Program Distributors  
410 South Main  
Jonesboro, Arkansas 72401  
501-972-5884



## For Sale Stations Continued

- FM in Texas. \$250,000. Terms.
- Spanish speaking S.C. California. \$520,000.
- VHF-TV in Wyoming. \$740,000. Terms.
- South Carolina. SE daytimer. \$220,000.
- 1,000 watt daytimer—New Jersey. \$815,000.
- Sales oriented working partner to buy minority on terms in big town. FM in NW AL. \$50,000.
- S. Ala. 1000 watt fulltime. \$200,000. Terms
- 1000 watt daytimer. SE KY. \$300,000.
- 1000 fulltimer. Tenn. Chattanooga area. \$350,000.
- 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. \$1,000,000.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- AM/FM in Northwest Mississippi. \$360,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$740,000.
- 3,000 watt FM. Southern Arkansas. \$380,000.
- AM/FM in NE Oklahoma. \$1,100,000.
- 250 watt daytimer. NE La. \$250,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms.
- AM/FM. N.E. Louisiana. \$25,000 down.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Major market Idaho. \$660,000 terms.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Louisville area daytimer. Terms. Small DP.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Northern Michigan. \$430,000. Terms.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

## Business Opportunities

**THE THREE BIGGEST WORDS IN  
TELEVISION  
CABLE - CABLE - CABLE**

There are more than 4,200 cable television systems in operation throughout the country. Hundreds more being built or in the planning stages.

What does this mean to you? Opportunity. An opportunity to capitalize on localized television guides in your area.

How do you do this? By becoming a local Associate Publisher for your area and producing a localized T.V. magazine. Each locally owned and operated magazine acquired advertising for insertion in his/her local edition. TV Tempo supplies all scheduling and information about the happenings in T.V.

You will receive complete training. An investment of \$10,500.00 is required. Call 800-241-7089 for complete information or write TV Tempo, Inc., PO Box 5443, Athens, GA 30604.

## For Sale Equipment

**IGM Automation System**

4096 Programmable Events, Vistar CRT High-Speed Cassette Loader, 9 Stereo Instacarts, 2 yrs old, extras—reel to reel, sell instacarts whole or separately. Harold Borck, RCA, Bldg. 204-1, Cherry Hill, NJ 08358, 609-338-5113.

## Wanted To Buy Stations

**WANT TO BUY CP's**

Will buy 100% of your CP for cash. Box P-65.

**SATELLITE TRANSPONDER TIME**

on Westar III. Late Night, Primetime, Daytime; Complete Brokerage Services. Call Cliff Friedland at Pop Network, Inc. (212) 243-0334.



**INVESTOR WANTED**

for new TV station in large city. Contact Dan Mahoney at (617) 755-9316 between 8-10 a.m.

**NEW ENGLAND  
RADIO STATIONS WANTED**

A group of well qualified investors seeks AM and FM stations, or combos, profitability preferred but not necessary. Small town stations with regional audiences intrigue us most. Full disclosure of our principals and their qualifications available to you before you disclose any confidential information.

I represent the principals, not as a broker but as a consultant. Call me at 203-323-9016, or write me at Suite 401, 733 Summer St., Stamford, Ct. 06901. We will keep any information you send us strictly confidential.

Peter H. Starr

## Miscellaneous

**AUTHORS WANTED BY  
NEW YORK PUBLISHER**

Leading subsidy book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. Send for free, illustrated 40-page brochure V-68 Vantage Press, 516 W. 34 St., New York, N.Y. 10001

## For Sale Stations

**E  
B  
S** EDEN BROADCAST SERVICES

919-623-3000  
P.O. BOX 647  
MEDIA BROKERS  
A DIVISION OF EDEN REALTY COMPANY INC.

628 WASHINGTON ST. EDEN N.C. 27288

**901/767-7980**


**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing In Sunbelt Broadcast Properties"

5050 Poplar Ave • Suite 816 • Memphis, TN. 38157  
700 New Hampshire Ave. N.W. • Watergate South  
Suite 1003 • Washington, D.C. 20037

**"Want To Own a Station?"**

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience.

Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001 141 East 44th Street N.Y. N.Y. 10017 212-599-3303.



**CHAPMAN ASSOCIATES®**  
media brokerage service

STATION				CONTACT	
MW	Small	AM/FM	\$290K	29%	Peter Stromquist (218) 387-2303
S	Small	Fulltime	\$390K	\$113K	Bill Chapman (404) 458-9226
S	Small	AM/FM	\$487K	\$141K	Dan Rouse (214) 387-2303
W	Small	FM	\$600K	25%	Ray Stanfield (213) 363-5764
W	Small	AM/FM	\$1060K	Terms	Ray Stanfield (213) 363-5764
S	Metro	Fulltime	\$400K	\$116K	J.T. Malone (404) 458-9226
S	Metro	Fulltime	\$1000K	29%	Bill Cate (904) 893-6471

To receive offerings of stations within the areas of your interest, write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

**5000 Watt**  
day time, early sign on, non directional radio station for sale in St. Ignace, Michigan. Call after 7:00 P.M. 517-321-1763.

**Dan Hayslett**  
& associates, inc.  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076  
11311 N. Central Expressway • Dallas, Texas

**H.B. La Rue, Media Broker**  
RADIO TV CATV APPRAISALS

West Coast  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**R.D.HANNA COMPANY**  
BROKERAGE • APPRAISAL • MANAGEMENT

6257 Garwood St., Las Vegas, NV 89107 702•870•7106  
8340 E. Princeton Ave., Denver, CO 80237 303•771•7675  
5944 Luther Ln., Suite 505, Dallas, TX 75225 214•696•1022

**WALKER MEDIA & MANAGEMENT, INC.**  
William L. Walker  
President  
Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
(202) 223-1553  
Brokers-Consultants-Appraisers

**THE SOUTHWEST!**

TEXAS—Metro—Profitable Fulltime AM—Dominant Community Leader—Excellent Growth Possibilities. \$1,200,000—TERMS

ARIZONA—Underdeveloped Daytime AM in Small Sunbelt Growth Market—Limited Competition. \$425,000—TERMS.

TEXAS—Small Market Daytime AM with Good Coverage. Profitable History. Needs Owner—Operator. \$180,000—TERMS.

SOUTHWESTERN MEDIA ASSOCIATES  
P.O. Box 6130  
Lubbock, Texas 79413  
(806) 797-1221

**For Sale By Owner**

No. 1 Midwest University market FM. 2 1/2 times gross includes real estate. Principals only with financial responsibility in first correspondence. Box P-157

**MID-ATLANTIC (DELMARVA PENINSULA)**

Profitable AM/FM. Include real estate, cash sale. Send inquiries and qualifications to Box P-45.

**ADVERTISERS**

Please note that BROADCASTING publishes 51 Mondays a year with a combined issue at yearend. There will be no publication dated December 29, 1980. Copy deadline for the January 5, 1981 issue is Friday, December 26, 1980.

**MEDIA BROKERS • APPRAISERS**  
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

RICHARD A. **Shaheen** INC.  
435 NORTH MICHIGAN AVE • CHICAGO 60611  
312/467-0040



*Select Media Brokers*  
(912) 883-4917  
P.O. BOX 850 ALBANY, GA. 31702

SC	Daytime AM	400K	Small
TX	AM & FM	750K	Small
NC	Daytime AM	405K	Medium
OH	Daytime AM	525K	Suburban
NY	FM	700K	Small
OH	FM	450K	Medium
AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
SC	AM—Down payment	\$25,000	
TN	AM—Down payment	\$30,000	

**BROADCASTING'S CLASSIFIED RATES**

**Payable in advance.** Check or money order only. (Billing charge to stations and firms. \$2.00).

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036

**Rates:** Classified listings (non-display) Help Wanted 70c per word \$10.00 weekly minimum Situations Wanted. (personal ads) 40c per word \$5.00 weekly minimum All other classifications 80c per word \$10.00 weekly minimum Blind Box numbers \$2.00 per issue

**Rates:** Classified display: Situations Wanted (personal ads) \$30.00 per inch. All other classifications. \$60.00 per inch For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space Agency Commission only on display space

**THE KEITH W. HORTON COMPANY, INC.**

For prompt service contact

Home Office: P.O. Box 948  
Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963  
Brokers and Consultants





# Fates & Fortunes

## Media



Martin

**Francis Martin III**, VP-station manager, KRON-TV San Francisco, named president and chief executive officer of Chronicle Broadcasting, licensee of KRON-TV; WOWT(TV) Omaha; KAKE-TV Wichita, and KUPK-TV Garden City, Kan. He succeeds **Paul Wischmeyer**, who becomes corporate VP responsible for market-

ing and syndicated program activities. Martin will be based at company's headquarters in San Francisco. **James Smith**, president and general manager of WOWT, succeeds Martin at KRON-TV. **Edward Zachary**, VP-station manager, WOWT, succeeds Smith.

**Alexander B. Law**, program director, WHDH(AM) Boston, appointed VP and general manager of WYNY(FM) New York, replacing **Daniel K. Griffin**, who has joined WJR(AM) Detroit as operations manager-program director.

**Glenn Wright**, general sales manager, KIRO-TV Seattle, named VP-station manager. **Bill Knudsen**, station manager, co-owned KSEA(FM) Seattle, named VP. **Al Miladenich**, director of administration-finance of parent, KIRO Inc., named senior VP.

**William Bates**, president, Mid-America Television Co., Kansas City, Mo., group owner, retires at end of year but will act as consultant for firm. **William Adams**, VP-general manager of Mid-America's WEEK(TV) Peoria, Ill., assumes additional duties as president of Mid-America, succeeding Bates. He will continue to be based in Peoria.

**August Ruiz**, account executive, KMEX-TV Los Angeles, joins co-owned KFTV(TV) Hanford, Calif., as general manager.

**Robert Eolin Jr.**, program manager, WBNG-TV Binghamton, N.Y., joins co-owned WLYH-TV Lancaster, Pa., as general manager.

**Jim Opsitnik**, former general manager, KWJJ(AM)-KJIB(FM) Portland, Ore., rejoins stations, after private business venture, as VP-general manager.

**John Hamill**, VP, Schnake & Associates, Tulsa, Okla., public relations and advertising firm, joins KGCT-TV there as assistant general manager. KGCT-TV, ch. 41, is scheduled to air in January.

**Don Hibbitts**, sales manager, WSUN(AM) St. Petersburg, Fla., named general manager.

**Elizabeth Olenbush**, with Warner Amex Cable Communications, based in Pittsburgh, named manager of institutional network operations for its new franchise there, Warner Cable Corp. of Pittsburgh.

**Charles Christopher Key**, programing assis-

tant and promotion director, KTOO(FM) Juneau, Alaska, named station manager.

**Midge Ramsey**, VP-community relations, Connecticut Public Broadcasting, Hartford, Conn., named VP of Connecticut Public Radio and station manager of noncommercial WPBH(FM) Middlefield, Conn.

**Don Keith**, program director, WJRB(AM) Nashville, assumes additional duties as operations manager. **Janet Bozeman** with WJRB, named assistant to Keith.

**Ed Bunker**, former general manager, KFI(AM) Los Angeles, joins noncommercial WJCT(TV) Jacksonville, Fla., as director of development. **Dan Kossoff**, director of special projects, WJCT, assumes responsibility for membership development. **Jack Newson**, host, WJCT, named director of corporate relations, concerned with program underwriting and auction acquisitions.

**Mark Van Loucks**, VP-marketing for subscriber services and franchising, United Cable Corp., Denver, assumes additional responsibility for advertising development. **William Kingery Jr.**, VP-finance and corporate development, United Cable, Denver, assumes additional responsibility for new product development. **Barry Elson**, from Sam Lusky Associates, Denver-based advertising and public relations firm, joins United Cable there as VP-franchise development.

**Domenic DeGaetano**, business manager of staff finance and administration, NBC, New York, named director.

**P. Michael Wanroy**, chief accountant, WOTV(TV) Grand Rapids, Mich., named business manager.

**Carolyn McCullough**, administrative assistant to general manager, WHAS-TV Louisville, Ky., named manager of administration for parent, WHAS Inc.

**Timothy Neher**, VP-general manager, Continental Cablevision of Michigan, based in Lansing, named VP-treasurer of parent, Continental Cablevision, based in Boston. **Michael Ritter**, Midwest region manager, Liberty Communications, cable system operator, based in Portland, Ore., succeeds Neher.

**Ronald Mahon**, president, Video Link of Pennsylvania, cable system operating in Mason-town, Pa., joins Acton CATV, Acton, Mass., as VP-general manager. **Walter Gerber III**, from Daniels & Associates of Illinois, joins Acton, as East Coast regional engineer, based in Pasco, Fla.

**Day L. Patterson**, associate general counsel, Cablevision Systems Development Co., Wood-bury, N.Y., named general counsel.

**Charles Peterson**, marketing manager, Cox Cable's St. Clair Shores, Mich., system, named sales manager for Cox's Santa Barbara, Calif., cable system.

**Domenic DeGaetano**, business manager of staff finance and administration, NBC, New

York, named director of staff finance and administration. **Frank Rafalko**, manager of financial planning, NBC, New York, named director of financial planning.

**Roy Hunter**, traffic-sales analysis manager for NBC Radio and The Source Networks, New York, joins NBC-owned WRC(AM) Washington, as manager of business administration.

**Raymond Rajewski**, VP-business affairs, Taft Broadcast Group, Cincinnati, named VP-finance of Taft's Amusement Park Group.

New officers, Maryland-Delaware Cable Television Association, Baltimore: **Marian Phillips**, Storer Communications, Salisbury, Md., president, succeeding **J. Everett Kochheiser**, Caltec Cablevision, Baltimore, who vacated that post following resignation at Caltec; **Bob Burns**, Antietam Cable TV, Hagerstown, Md., VP; **Charles Sampson**, General CATV Corp., Salisbury, Md., treasurer, and **Brian O'Neill**, United Cable, Ocean City, Md., associate secretary.

**Sam Cook Digges**, who retires as president of CBS Radio division on Jan. 31, has been named to receive International Radio and Television Society's Gold Medal for 1981, presented to broadcasting executive who has "contributed significantly to industry over the years." Digges, who has been with CBS since 1949, will receive award at IRTS's 41st anniversary dinner on March 2 in Waldorf-Astoria hotel in New York.

## Advertising

**William Dunlap Jr.**, partner in MCA Advertising, New York, named president. Dunlap will be first president or three-year-old agency.

**Vincent Daddiego** and **Laurence Spinner**, associate creative directors, Young & Rubicam, New York, named senior VP's.

**Peter Counihan**, audit manager and specialist in advertising for Price, Waterhouse & Co., New York, accounting firm, named senior VP, controller, J. Walter Thompson Co., New York.

**James Cannon** and **Thomas Watson**, VP's, BBDO International, New York, named senior VP's. Cannon will also assume post of controller and Watson will be responsible for worldwide corporate development.

**Charles Rankin Johnson**, VP and creative group head, Benton & Bowles, New York, appointed senior VP.

**Anne Osberg**, account supervisor, Needham, Harper & Steers, Chicago, named VP. **Leo Mamorsky**, account executive, NH&S, New York, named account supervisor.

Senior VP's named at SFM Media Corp., New York: **David Tabin**, director of media services; **Robert Perlstein**, head of network programing concepts, and **Joseph Gerard**, treasurer.

**Robert Kloppenburg Jr.**, media planner, D'Arcy-MacManus & Masius, Chicago, named account executive.

**Gordon Gredell**, VP, Burke Research,

Chicago, joins Jackson Advertising there as director of marketing.

**Lynn Elisha**, marketing analyst, Hill, Holliday, Connors, Cosmopolis Advertising, Boston, joins Abramson/Himelfarb, Washington, in similar capacity.

**Joy Duffy**, media supervisor, Colle & McVoy Advertising, Minneapolis, named media director.

**Thomas H. Trahan**, senior broadcast production director, W.B. Doner, Baltimore, joins Van-Sant Dugdale there as broadcast supervisor. Trahan will handle accounts in Baltimore and Philadelphia.

**Walton Cutshall**, from Mel Richman, Bala Cynwyd, Pa., advertising agency, joins Norman Roberts Associates, Philadelphia, as creative director.

**Cindy Dodson**, with Henderson Advertising's production and traffic departments, named audio-visual manager of Greenville, S.C., agency.

**Tom Blood**, recent graduate, University of Missouri, Columbia, joins Kenrick Advertising there as copywriter.

**Dale Pon**, with WNBC(AM) New York's advertising and sales departments, joins parent, NBC Radio Network's AM division there as VP-audience development.

**Russell Roney**, account executive with McCaffrey & McCall, New York, named manager of advertising, ABC Television Network there.

**Thomas Montgomery Jr.**, account executive, Detroit office, CBS Radio Network, named sales manager there.

**Peter Carnes**, account executive, Blair Television, Atlanta, named sales manager. **Kenneth Freedman**, account executive, WELI(AM) New Haven, Conn., joins Blair Television's CBS-red sales team in New York.

**Laverne Cole**, from Katz Television, Charlotte, N.C., joins Katz Television's new Washington office, as manager. **Vince Arminio**, account executive, Katz Television, San Francisco, named manager of Katz's new Denver office. **Sam Feinberg**, sales manager for Katz Independent Television Sales, Philadelphia, joins Washington office in same capacity and continues to be responsible for Philadelphia territory.

**Jay Zivotovsky**, assistant account manager, Coca Cola Bottling Co., New York, joins Bernard Howard & Co. there as business manager.

**Dan Giordano**, account executive, WBTW(TV) Charlotte, N.C., joins TeleRep's new office there as manager.

**Judith Tyson Pillow**, account executive, WGBS(AM)-WLYF(FM) Miami, and **Michael Blackman**, with McGavren Guild Radio's account management training program, join McGavren Guild, Atlanta, as account executives.

**Donna Lange**, with Regional Reps, Cleveland, named office manager. **Alex Keleman**, from WLYT(FM) Cleveland, joins Regional Reps there as account executive.

**Sam Hennings**, account executive, KFRC(AM) San Francisco, named local sales manager.

**Henry Hoot**, radio consultant, Detroit, joins WLQV(AM) there as sales manager.



Calarco

**Rod Calarco**, Chicago sales manager, CBS Radio Spot Sales, joins co-owned WCBs-FM New York as general sales manager.

**Mike Sobel**, national sales manager for KHJ-TV Los Angeles, named VP-director of sales.

**Charles Briggs**, from WJIM-TV Lansing, Mich., joins WILX-TV Onondaga, Mich., as

general sales manager.

**Ray Sullivan**, national sales manager, KFVS-TV Cape Girardeau, Mo., named local sales manager.

**Bill Walker**, from KSEA(FM) Seattle, joins KAYO(AM) there as local sales manager.

**Dan Maxwell**, account executive, WTAR(AM) Norfolk, Va., named local sales manager.

**Lois Walker**, traffic supervisor, KTVU(TV) Oakland, Calif., named traffic manager.

**Lise Markham**, account executive, KGNU(FM) Fresno, Calif., joins KXTV(TV) Sacramento, Calif., in same capacity.

**Michael Anapolsky**, account executive, WIFL(FM) Philadelphia, joins WAPE(AM) Jacksonville, Fla., as sales manager.

**Candy Bolin**, account executive, KDNL-TV St. Louis, and **Don Wells**, account executive, WAND(TV) Decatur, Ill., join KTVI(TV) St. Louis in same capacities.

**Kimberly McElroy**, account executive, *Enterprise-Journal*, Beaumont, Tex., joins KBMT(TV) there in same capacity.

**Vernon Wilkinson**, account executive, WLUM(FM) Milwaukee, named sales director for WLUM and co-owned WAWA(AM) there.

**Patrick Crocker**, radio sales manager, Bruce Schneider Co., St. Louis, joins WIL-FM there as account executive.

**Jerry Thordsen**, account executive, WMT-TV Cedar Rapids, Iowa, and **Ed Merrifield**, from KPVI(TV) Pocatello, Idaho, join KWVL-TV Waterloo, Iowa, in same capacities.

**Dan Barber**, account executive, WBYQ(FM) Nashville, joins WJRB(AM) there as sales manager. **Bob Carlton**, from Dawson, Daniels, Sullivan, & Dillion, Nashville advertising firm, joins WJRB as account executive.

## Programming

**Peter Yaman**, VP-sales, Group W Productions, New York, joins Viacom there in newly created post of VP of first-run sales.

**Phyllis Golden-Gottlieb**, manager of current comedy programs, NBC, Los Angeles, joins MGM-TV there as director of comedy development.

**Monte Lounsbury**, from Gold Key Media's regional sales, Chicago, joins Lorimar's new office there as VP-regional sales.

**Maria Carayas**, VP-spot broadcasting, SFM Media Corp., New York, named VP of SFM Entertainment, TV programming arm of SFM Media. She will be responsible for advertiser and station relations. **Michael Moore**, VP-media, SFM Media, named VP, SFM Entertainment,

working with advertisers on special projects.

**Jack Martin**, Midwest sales manager, EUE/Screen Gems, Chicago, named executive VP-Midwest marketing. **Dan O'Brien**, Midwest sales representative, Cooper Dennis, Chicago, succeeds Martin.

**Brent Musberger** has signed new long-term contract with CBS Sports, calling for his continuance on *NFL Today* and for expanded duties in CBS sports broadcasting. Musberger has resigned as news anchor on KNXT(TV) Los Angeles, CBS-owned station, to devote himself fulltime to sports reporting and commentary.

**Carole Coates-West**, associate producer, Mark Carliner Productions, Los Angeles, joins NBC Entertainment there as manager-drama development.

**Robert Yeager**, national commercial coordinator, KTLA(TV) Los Angeles, joins Premiere, pay TV network there as assistant operations supervisor.

**Ned Nalle**, programming executive, Universal Pay TV, Los Angeles, named director of programming.

**Bobbi Mathues**, manager of operations and traffic, WVIT(TV) New Britain, Conn., joins Entertainment & Sports Programming Network, Bristol, Conn., as East Coast cable advertising sales consultant. **Shirley Rohn**, advertising and promotion manager for Cox Cable, Spokane, Wash., joins ESPN there as West Coast cable advertising consultant. **Paul Slagle**, account executive, *Golf Digest*, Norwalk, Conn., joins ESPN's New York office in same capacity.

**Marilyn MacDonald**, from *Premiere Magazine*, New York, joins ESPN, Bristol, as affiliate marketing administrator.

**Dan Davis**, sports director, WHDH(AM) Boston, **Gary Morrell**, sports director, KIRO-TV Seattle, and **Bill O'Donnell**, from Entertainment Sports Network, New York, join Enterprise Radio, Farmington, Conn., as announcers.

**Janet Rogers**, program director, Hollywood Home Theater, New York, joins Wometco Home Theater, New York, as director of program acquisition. **Dolores Calandra**, with Wometco, named director of programming services and editor of WHT's monthly program guide.

**David Meyer**, assistant general counsel and assistant secretary, Viacom International, New York, joins CBS Entertainment there as associate director of business affairs.

**Karen Thomas**, assistant director of program administration, Washington, joins Film Company there as VP-programming, responsible for development of major films for television.

**Steven Carr**, program director, Capital Cable Co., Austin, Tex., joins Centel Communications, Chicago-based cable system operator, as marketing and programming manager. **Susan Widham**, from WBBM-TV Chicago's advertising-sales department, joins Centel as marketing and programming administrator.

**Edward Flaherty**, event producer of nationally syndicated program, *The World of People* at its Houston production center, named senior event producer for Washington production center. **Don Asquith**, editor-cameraman engineer, KOOL-TV Phoenix, joins *The World of People* at its Sausalito, Calif., production center as event editor and videographer.



**David Jones**, producer-director of Seventh-Day Adventist Church's *It is Written*, named executive producer.

**Mike Wade**, air personality, WXLO(FM) New York, named assistant program director. **Mary Thomas**, air personality, WBLS(FM) New York, succeeds Wade.

**Rick D'Amico**, air personality, WKMI(AM) Kalamazoo, Mich., joins WLS-AM-FM Lansing, Mich., as program director.

**Jeff Schlei**, program director, noncommercial KCKK-FM Cedar Rapids, Iowa, joins noncommercial KWGS(FM) Tulsa, Okla., as program-fine arts director.

**Curtis Carlson**, former president of Film-sound Inc., Atlanta audio-visual and film production company, joins WWTI(AM) St. Thomas, Virgin Islands, as program director.

**Hal Holland**, producer-director, WVEC-TV Hampton, Va., joins co-owned KOTV(TV) Tulsa, Okla., in same capacity.

New staff, WALA-TV Mobile, Ala.'s *PM Magazine*: **Jim Shuler**, from WHAS-TV Louisville, Ky.'s *Louisville Tonight*, executive producer and host; **Betsy Pearce**, from WHAS-TV's *PM Magazine*, host; **Tom Budnik**, from WCFT-TV Tuscaloosa, Ala., photographer; **Jim Briggs**, producer-director, WALA-TV, second unit director; **Rich Koster**, producer-director, WALA-TV, coordinating producer, and **Minnie Womack**, with WALA-TV's creative services, production assistant.

**Judy Muller**, news co-anchor, KHOW(AM) Denver joins KWBZ(AM) there as talk-show host.

**Peter Hamlin**, producer, noncommercial KPBS-FM San Diego, joins noncommercial KUNI(FM) and KHKE(FM) Cedar Falls, Iowa, as producer-host.

**Russ Coughlan**, VP, ABC Owned Television Stations, New York, rejoins KGO(AM) San Francisco, as air personality. Coughlan left KGO in 1972.

**David Mark**, announcer, WEWS(TV) Cleveland, assumes additional duties as morning announcer for WDBN(FM) Medina, Ohio.

**Bill Michaels**, with WHLY(FM) Orlando, Fla., named assistant program manager.

**Doug Grimm**, coordinator of on-air promotion for KBT(TV) Denver, named producer of KBT's commercial production facility, Image 9.

**Mickey Booz**, director, KATC(TV) Lafayette, La., joins Image 9 in same capacity.

## News and Public Affairs

**Jess Marlow**, anchor, KNBC(TV) Los Angeles, joins KNXT(TV) there in same capacity.

**Glenda Silvey**, anchor, KMOD(FM) Tulsa, Okla., joins KGCT-TV there as community affairs director. (Station is scheduled to go on air in January).

**Steve Grissom**, manager of promotions, graphic arts, and *PM Magazine*, WRAL-TV Raleigh, N.C., named news and communications manager.

**Don Lessnau**, morning news anchor, WAAM(AM) Ann Arbor, Mich., named news director.

**Kay Kaufman**, producer for 11 p.m. news at WJLA-TV Washington, joins ABC-TV there as as-

sociate news producer.

**Mark Wright**, reporter-anchor, KIEM-TV Eureka, Calif., assumes additional duties as managing editor.

**Ken McNulty**, assistant news director, WHSV-TV Harrisonburg, Va., named manager-news operations. **Mary Miller**, Augusta county, Va., reporter, WHSV-TV, named assistant manager of news operations.

**Bill Roberts**, public information officer, Shawnee public school system, Shawnee, Okla., joins KEBC(FM) Oklahoma City as weekend news editor.

**Roger Rayl**, news director, WWKI(FM) Kokomo, Ind., joins WOWO(AM) Fort Wayne, Ind., as news editor.

**Barry Walters**, reporter-anchor, WFBC-AM-FM Greenville, S.C., named news director.

**Mark Heistad**, Marshall, Minn., bureau chief for noncommercial KRSW-FM Pipestone, Minn., joins news and public affairs department, non-commercial KUNI(FM) and KHKE(FM) Cedar Falls, Iowa.

**Russ Thomas**, anchor-producer, WKAB-TV Montgomery, Ala., joins KTXL(TV) Sacramento, Calif., as associate producer. **Loren Reed**, studio operator, KTXL, named photographer-editor. **Curt Foley**, photographer, KTXL(TV), named chief photographer.

**Susan Hutchison**, reporter-anchor, KITV(TV) Honolulu, and **Lynne Easton**, reporter, WQWT(TV) Omaha, join KIRO-TV Seattle in same capacities.

**Maurice Lewis**, associate publisher, *New England Black Weekly*, Boston, joins WLVI-TV Cambridge, Mass., as anchor-producer.

**Lew Choate**, special assignment reporter, WTHR(TV) Indianapolis, named co-anchor-producer.

**Kathryn Morrison**, assignment editor, KALB-TV Alexandria, La., joins WTVR-TV Richmond, Va., as anchor-producer of noon newscast.

**Virginia Zender**, newswriter, WCFL(AM) Chicago, named reporter-anchor.

**Jenny Thompson**, news anchor-producer, WOWL-TV Florence, Ala., and **Steve Alvarez**, general assignment reporter-weekend sports anchor, WAFF(TV) Huntsville, Ala., named studio anchor and field anchor, respectively, for WAFF's *Live at Five*. **Robert Lane**, weekend anchor-producer, KTHI-TV Fargo, N.D., joins WAFF as reporter-anchor.

**Mary Ann Haselhuhn**, news anchor-reporter, WBRE-AM-FM Wilkes-Barre, Pa., joins WCMB(AM)-WSFM(FM) Harrisburg, Pa., as newscaster and talk-show host.

**John Nickel**, news anchor, KMTV(TV) Omaha, joins KBT(TV) Denver as reporter. **Daniel Berg**, director, KOA-TV Denver, joins KBT there in same capacity. **Tom Baer**, independent filmmaker-photographer, based in Glenwood Springs, Colo., joins KBTV's Western Slope bureau there as photographer.

**Forrest Lowry**, anchor-reporter, KTVV(TV) Austin, Tex., joins KOTV(TV) Tulsa, Okla., as reporter.

**Cheryl J. Marshall**, general assignment reporter, KGW(AM) Portland, Ore., joins KOMO(AM) Seattle as reporter-anchor.

**Sarah Norat**, acting executive director of

Puerto Rican-Chicano Committee Inc., Buffalo, N.Y., joins WKBW-TV there as assistant public affairs director.

**David McGrail**, director, WCAU-TV Philadelphia, joins co-owned WBBM-TV Chicago in same capacity.

**Bob Brooks**, director, WPEC(TV) West Palm Beach, Fla., joins WDIV(TV) Detroit in same capacity. **Al Holzer**, assistant news director-producer, WJXT(TV) Jacksonville, Fla., joins WDIV as producer. **Eli Zaret**, sports director, WRIF(FM) Detroit, joins WDIV as sports reporter-anchor.

**John Grassie**, field producer, NBC News, based in Washington, joins Maryland Center for Public Broadcasting, Owings Mills, Md., as producer of new series, *Inside Washington*, which will explore politics of power in Washington.

**Wendy Black**, former state capital reporter, KTAR(AM) Phoenix, joins States News Service, Washington, as Capitol Hill correspondent.

**William Hoop**, regional editor for United Press International in Pennsylvania and West Virginia, named regional executive responsible for marketing of UPI news, broadcast, newscastures and cable services in Connecticut, Rhode Island and Maine. **Bob Stoddard**, who has handled UPI broadcast marketing activities in New England, will now be responsible for all marketing duties in Massachusetts, Vermont and New Hampshire.

**Jay Richard**, weekend weather reporter, WPTV(TV) West Palm Beach, Fla., named daily weather reporter. **Don Wright**, announcer, WRMF(FM) West Palm Beach, succeeds Richard.

Regional directors named by Radio-Television News Directors Association's board: **Neal Carman**, WTVG(TV) Toledo, Ohio, region eight covering Michigan, Ohio and West Virginia, succeeding **Lou Prato**, WDTN(TV) Dayton, Ohio, who was elected treasurer; **Bob Cain**, WGBS(AM) Miami, region 14 covering Florida, Georgia and Carolinas, succeeding Ben Waters, WRAL-TV Raleigh, N.C., who left for job outside journalism.

## Technology



Walters

**Daniel Walters**, director of communication systems research laboratory, RCA, Princeton, N.J., joins NBC as VP-engineering and technical services.

**Gail Lieberman**, director of performance reporting and forecasting, RCA's corporate finance organization, New York, named VP-financial reporting and

capital planning.

**Harry Quast**, secretary-treasurer, Nurad Inc., Baltimore antenna manufacturer, named corporate VP responsible for financial management, security, legal affairs, export, leasing and insurance.

**Jason Farrow**, advertising manager, Sony Corp.'s high fidelity and digital audio products division, New York, named general manager of advertising for Sony Video Products Co. there.

**Toshio Iizuka**, assistant general manager, Panasonic Video Systems division, Secaucus,

N.J., named general manager.

**Geoff Woffindin**, VP-general manager of Ampex Pan American Co., Redwood City, Calif., named general manager of Ampex Audio-Video Systems Division's camera products group there.

**Bruce Ballantyne**, advertising manager for video products at Ikegami Electronics, New York, joins U.S. JVC's professional video division there as district manager for Eastern region.

**Phillip Gantt**, sales manager, Pierce-Phelps's Video Systems division, based in Philadelphia, named to new post of marketing manager.

**Frank Brady**, senior sales representative, Video Systems division there, succeeds Gantt.

**Herb Vandriel**, from Angenieux Corp. of America, Bohemia, N.Y., joins Roscor Corp., Chicago, as Midwest broadcast sales representative responsible for equipment sales in broadcast and cable markets in Illinois, Wisconsin and Michigan.

**William Anderson**, engineer, WPTV(TV) Palm Beach, Fla., named assistant chief engineer.

**Rob Calhoun**, engineer, KNDO(TV) Yakima, Wash., joins KWWW(AM) Wenatchee, Wash.

**Tom Weber**, from maintenance and operations division of WANE-TV Fort Wayne, Ind., joins WISH-TV Indianapolis as maintenance engineer.

## Promotion and PR

**Candace Farrell**, creative advertising director for Warner Bros. Studios, Los Angeles, named to new post of VP, advertising, publicity and promotion, ABC Motion Pictures and ABC Entertainment.

**John Goodman**, press representative, ABC Public Relations, named associate producer, planning and promotion, ABC's *Good Morning America* and Television for Children at ABC Entertainment.

**Richard Drayne**, press secretary for Senator Edward Kennedy (D-Mass.) in 1965-75 and during his recent presidential campaign, joins CBS News, Washington, as part-time press consultant responsible for press relations.

**Evan Pattak**, contributing editor, *Pittsburgh Magazine*, joins Warner Cable there as public relations manager.

**Steve York**, music director-air personality, WFTQ(AM) Worcester, Mass., joins WIF(FM) Philadelphia as promotion director.

## Allied Fields

**Michael Hirrel**, associate with Hamel Park McCabe & Saunders, Washington law firm, joins Arent, Fox, Kintner, Plotkin & Kahn, communications law firm there.

**Jeffrey D. Southmayd**, from Washington law firm of Fisher, Wayland, Southmayd & Cooper, joins Baker & Hostetler, Washington.

**Daniel Wexler**, special assistant to director of ACTION, Washington, joins National Association of Broadcasters there as manager of broadcast liaison. **William Mitchell**, semi-retired broadcaster and former co-owner of KERB(AM) Kermit, Tex., named regional manager for NAB's Rocky Mountain West, including Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming. He

succeeds **Lynn Renne** who retires at end of year.



Stoller

**Morris Stoller**, 68, executive VP-treasurer William Morris Agency, Los Angeles, elected chairman and chief operating officer. He succeeds **Nat Lefkowitz**, 75, who was named chairman emeritus. Stoller joined Morris Agency in 1937 as assistant to chief operating officer.

**Kenneth Wollenberg**, VP, Arbitron advertiser/agency radio sales, New York, named VP, Arbitron advertiser/agency television sales.

**H. Robert Elliott**, executive VP, Jack Hilton Inc., management consultant in television and corporate communications, based in New York, named president. **Susan Chamberlain**, VP, succeeds Elliott.

**C. Joseph Gavin**, field marketing executive, Television Bureau of Advertising, named director of membership, assuming member recruitment responsibilities now being handled by TVB Vice Chairman **Norman E. "Pete" Cash**, who is leaving at end of year.

## International

**Charles McLelland**, controller, BBC Radio 2, named deputy managing director of corporation's four radio networks and local stations. **David Hatch**, head of BBC Radio's light entertainment, succeeds McLelland.

**Howard Steel**, managing director of Sony Broadcast Ltd. of United Kingdom, London, named chairman of electronics division of Institution of Electrical Engineers.

**T. Bryce McCrerrick**, director of engineering for BBC, London, named fellow of Britain's Royal Television Society. He has been with BBC 20 years.

**John Loney**, in charge of program contracts for London Weekend, joins D.L. Taffner/Limited, international television program distributor and producer, at its new London office, as manager.

## Deaths

**Colonel Harland Sanders**, 90, known through television and radio commercials for his "finger lickin' good" Kentucky fried chicken, died Dec. 16 of pneumonia at Jewish hospital in Louisville, Ky. Sanders started business at age 66 with \$105 social security check. He sold all but his Canadian interests in 1964 for \$2 million. There are currently about 6,000 outlets worldwide with sales of roughly \$2 billion. He is survived by his wife and two daughters.

**Ben Hunter**, 59, Los Angeles television and radio personality, died of heart attack on Dec. 11 in Los Angeles. Hunter was most recently host of *Ben Hunter Matinee* for KTTV(TV) Los Angeles. He had been with station since 1961. Hunter began his broadcasting career in 1944 at KEX(AM) Portland, Ore., as announcer and joined KFI(AM) Los Angeles in 1950 as host of night-time talk shows, *Night Owl* and *Other Side of the Day*. He is survived by his wife, Margie, two sons and two daughters.

# Books for Broadcasters

**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. **\$29.95**

**T460 UNDERSTANDING SOUND, VIDEO, AND FILM RECORDING** by Michael Overman. All about the history, theory, practice and hardware of recording and reproducing sound and picture on cylinders, discs, films and tape. Here's an authoritative, readable analysis of sound, video and film recording: a fascinating insight into their technical evolution and theory with precise explanations of how each works. Of interest to anyone involved in the technical side of audio or video recording. 140 pages, 74 illus. **\$8.95**

**T421. HOW TO SELL RADIO ADVERTISING** by Si Willing. The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll hear of all sorts of objections (including a few you haven't heard!) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportunity moment," and how to convert a "No" to a "Yes." 320 pages **\$12.95**

**T423. MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 30 years as a broadcaster. 288 pages, illustrated **\$12.95**

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# Stock Index

Exchange and Company	Closing Wed. Dec. 17	Closing Wed. Dec. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	26 1/4	28 3/4	-2 1/2	- 8.69	5	735
N Capital Cities	58	59	-1	- 1.69	12	763
N CBS	47 1/2	47 3/4	- 1/4	- .52	7	1,323
N Cox	51	51			8	688
A Gross Telecasting	28 1/4	29	- 3/4	- 2.58	8	22
O LIN	27 3/4	30	-2 1/4	- 7.50	6	153
N Metromedia	89	92 1/4	-3 1/4	- 3.52	10	398
O Mooney	7 3/4	8 1/4	- 1/2	- 6.06	10	3
O Scripps-Howard	56	56			9	144
N Storer	30	29	+1	+ 3.44	10	394
N Taft	25 1/2	29 1/8	-3 5/8	-12.44	7	249

Exchange and Company	Closing Wed. Dec. 17	Closing Wed. Dec. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	27 1/4	24 1/4	+3	+12.37	22	50
A Affiliated Pubs.	27 1/2	27 1/2			11	141
N American Family	7 3/8	7 3/8			3	77
N John Blair	19 3/8	18 1/2	+ 7/8	+ 4.72	6	72
N Charter Co.	20	19 3/8	+ 5/8	+ 3.22	1	546
N Chris-Craft	33 5/8	36 1/4	-2 5/8	- 7.24	16	94
N Coca-Cola New York	8 3/4	9 1/8	- 3/8	- 4.10	20	154
N Cowles	29	28 3/8	+ 5/8	+ 2.20	19	115
N Dun & Bradstreet	55 1/4	55	+ 1/4	+ .45	17	1,541
N Fairchild Ind.	28 3/8	27 1/2	+ 7/8	+ 3.18	8	323
N Fuqua	13 3/8	13	+ 3/8	+ 2.88	3	170
N Gannett Co.	51	51 1/4	- 1/4	- .48	13	1,794
N General Tire	18	17 7/8	+ 1/8	+ .69	7	425
O Gray Commun.	65 1/2	61 1/2	+4	+ 6.50	13	32
N Harte-Hanks	30 5/8	29	+1 5/8	+ 5.60	14	289
O Heritage Commun.	23 3/4	23 1/4	+ 1/2	+ 2.15	12	85
N Insilco Corp.	20 1/2	18 3/4	+1 3/4	+ 9.33	9	220
N Jefferson-Pilot	24 5/8	24	+ 5/8	+ 2.60	5	539
O Marvin Josephson	10 1/2	10 1/2			7	26
O Kansas State Net.	31 1/2	31	+ 1/2	+ 1.61	25	59
N Knight-Ridder	27 1/2	28 1/4	- 3/4	- 2.65	10	891
N Lee Enterprises	23 7/8	24 5/8	- 3/4	- 3.04	11	171
N Liberty	13 1/4	13 1/2	- 1/4	- 1.85	5	168
N McGraw-Hill	39 3/8	38 1/8	+1 1/4	+ 3.27	12	978
A Media General	29 7/8	30	- 1/8	- .41	8	215
N Meredith	49 1/8	50 3/4	-1 5/8	- 3.20	7	154
O Multimedea	28 3/4	29	- 1/4	- .86	15	289
A New York Times Co.	34	33 3/4	+ 1/4	+ .74	10	408
N Outlet Co.	31 5/8	30 1/2	+1 1/8	+ 3.68	46	79
A Post Corp.	16	16			8	29
N Rollins	36 1/8	34 1/2	+1 5/8	+ 4.71	15	492
N San Juan Racing	19 1/8	19 3/8	- 1/4	- 1.29	21	47
N Schering-Plough	37	36 1/4	+ 3/4	+ 2.06	9	1,963
O Stauffer Commun.	44	44			11	44
A Tech Operations	15 3/4	16 1/8	- 3/8	- 2.32	17	22
N Times Mirror Co.	39 1/4	39 1/8	+ 1/8	+ .31	9	1,332
O Turner Bcsig.	15 3/4	16 1/2	- 3/4	- 4.54		157
A Washington Post	22 3/4	23 1/4	- 1/2	- 2.15	9	319
N Wometco	26 3/4	23	+3 3/4	+16.30	12	236

Exchange and Company	Closing Wed. Dec. 17	Closing Wed. Dec. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>CABLE</b>						
A Acton Corp.	17 3/8	16 1/8	+1 1/4	+ 7.75	12	52
N American Express	39	35 5/8	+3 3/8	+ 9.47	8	2,780
O Burnup & Sims	14 1/8	12 3/4	+1 3/8	+10.78	18	126
O Can. Cablesystems	12 1/8	13 3/8	-1 1/4	- 9.34	23	230
O Comcast	27	27 1/2	- 1/2	- 1.81	30	69
O Entron*	5	5			5	4
N General Instrument	88 1/2	88 1/2			15	768
O Geneve Corp.	55	51	+4	+ 7.84	39	61
O Tele-Communications	27 1/4	27 5/8	- 3/8	- 1.35	26	649
N Teleprompter	31 1/8	31 7/8	- 3/4	- 2.35	26	529
N Time Inc.	55 5/8	54 3/4	+ 7/8	+ 1.59	11	1,563
O Tocom	15	16 1/4	-1 1/4	- 7.69		49
O UA-Columbia Cable	65	60 3/4	+4 1/4	+ 8.99	48	218
O United Cable TV	50 1/4	51 3/4	-1 1/2	- 2.89	35	203
N Viacom	53 7/8	53 1/2	+ 3/8	+ .70	20	240

Exchange and Company	Closing Wed. Dec. 17	Closing Wed. Dec. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMMING</b>						
O Chuck Barris Prods.	3 5/8	4 1/8	- 1/2	-12.12	3	11
N Columbia Pictures	43 3/4	38 7/8	+4 7/8	+12.54	13	443
N Disney	47	47 3/8	- 3/8	- .79	12	1,528
N Filmways	4 3/4	4 3/4				29
O Four Star*	2 1/2	2 1/2				25
N Getty Oil Corp.	92 1/2	87 3/4	+4 3/4	+ 5.41	11	7,599
N Gulf + Western	15 1/4	15 3/8	- 1/8	- .81	4	854
N MCA	50 1/2	48 5/8	+1 7/8	+ 3.85	8	1,187
O Medcom	6 5/8	6 1/2	+ 1/8	+ 1.92	24	11
N MGM Film	9 3/4	8	+1 3/4	+21.87	6	317
O Reeves Commun.	31 1/2	31	+ 1/2	+ 1.61	22	114
O Telepictures	4 1/4	4 3/4	- 1/2	-10.52	19	10
N Transamerica	17 5/8	17 3/4	- 1/8	- .70	5	1,151
N 20th Century-Fox	51 1/4	54	-2 3/4	- 5.09	8	552
O Video Corp. of Amer.	14 7/8	15 1/4	- 3/8	- 2.45	31	14
N Warner	72	69	+3	+ 4.34	18	2,071
A Wrather	29	29 1/2	- 1/2	- 1.69		67

Exchange and Company	Closing Wed. Dec. 17	Closing Wed. Dec. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>SERVICE</b>						
O BBDO Inc.	41 3/4	42	- 1/4	- .59	9	104
O Compact Video	20	20 3/4	- 3/4	- 3.61	19	62
N Comsat	45 5/8	46 1/2	- 7/8	- 1.88	10	365
O Doyle Dane Bernbach	37 1/4	38 1/2	-1 1/4	- 3.24	10	91
N Foote Cone & Belding	29	32 1/4	-3 1/4	-10.07	7	79
O Grey Advertising	56 1/2	58 1/2	-2	- 3.41	5	34
N Interpublic Group	31	31			6	138
O MCI Communications	12 7/8	11 7/8	+1	+ 8.42	64	464
A Movielab	6	5 7/8	+ 1/8	+ 2.12	5	9
A MPO Videotronics	4 3/4	5 1/8	- 3/8	- 7.31	13	2
O A.C. Nielsen	29 3/8	28 3/4	+ 5/8	+ 2.17	12	329
O Ogilvy & Mather	25 1/4	26 1/4	-1	- 3.80	7	104
O Telemation	2 1/4	2 1/4			13	2
O TPC Communications	6 5/8	6 5/8			47	5
N J. Walter Thompson	35 7/8	35 1/2	+ 3/8	+ 1.05	8	109
N Western Union	23	24	-1	- 4.16		349

Exchange and Company	Closing Wed. Dec. 17	Closing Wed. Dec. 10	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	18	17	-1	- 5.88	26	
N Ampex	32	31 1/4	+ 3/4	+ 2.40	16	372
N Arvin Industries	14 3/8	12 1/8	+2 1/4	+18.55	7	112
A Cetec	5 7/8	5 3/4	+ 1/8	+ 2.17	7	12
O Chyron	15 1/8	13 3/8	+1 3/4	+13.08	25	19
A Cohu	9 3/4	8 7/8	+ 7/8	+ 9.85	14	16
N Conrac	17 1/2	18 1/8	- 5/8	- 3.44	7	37
N Eastman Kodak	68 7/8	62 3/8	+4 1/2	+ 7.21	11	10,792
O Elec Missile & Comm*	7	7			88	19
N General Electric	58	56 3/4	+1 1/4	+ 2.20	9	10,705
N Harris Corp.	49 1/2	51 1/8	-1 5/8	- 3.17	18	1,507
O Intl. Video*	5/8	5/8				1
O Microdyne	29 1/2	27 1/2	+2	+ 7.27	22	78
N M/A Com. Inc.	27 1/4	26 5/8	+ 5/8	+ 2.34	24	909
N 3M	55 3/8	56 1/8	- 3/4	- 1.33	10	5,449
N Motorola	70 3/8	70	+ 3/8	+ .53	13	2,008
O Nippon Electric	64 3/4	65	- 1/4	- .38	49	2,126
N N. American Philips	37 1/4	37 3/8	- 1/8	- .33	6	448
N Oak Industries	44 1/4	43	+1 1/4	+ 2.90	15	240
A Orrox Corp.	7	6 7/8	+ 1/8	+ 1.81	23	11
N RCA	26 1/2	29	-2 1/2	- 8.62	7	1,984
N Rockwell Intl.	39 1/2	40 3/8	- 7/8	- 2.16	10	2,931
A RSC Industries	5	4 7/8	+ 1/8	+ 2.56	13	11
N Scientific-Atlanta	36 1/2	35 1/2	+1	+ 2.81	32	380
N Sony Corp.	15 1/8	14 3/4	+ 3/8	+ 2.54	25	3,261
N Tektronix	60	60 1/8	- 1/8	- .20	13	1,095
A Texscan	22	21 3/4	+ 1/4	+ 1.14	43	32
N Varian Associates	25	25 1/8	- 1/8	- .49	11	192
N Westinghouse	28 3/4	28 1/2	+ 1/4	+ .87	7	2,442
N Zenith	17 1/8	17	+ 1/8	+ .73	16	322

Standard & Poor's 400 Industrial Average 150.02 146.23 - 2.79

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 Rhodes, 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.



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# Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (\*) to appear during the next few months. Among the more prominent prospects:

- Jan 5  Annual double issue. Among the highlights: BROADCASTING's exclusive report and analysis of **the top 100 companies in electronic communications**.
- Jan 12  The annual recap of **1980's big deals in radio, TV and cable**, drawn from BROADCASTING's weekly "Changing Hands" report, with analysis of the marketplace supplied by leading brokers.
- Jan 19  As the television universe gets larger and larger, so do the elements within it. That applies conspicuously to the nation's **independent TV stations**, which find life without network affiliations increasingly easier to take. The Association of Independent Television Stations (**INTV**) will celebrate that fact of life, and others, at its 8th annual convention Jan. 18-21 in Los Angeles. BROADCASTING will mark the occasion with a special report backgrounding the independent marketplace, its leaders and its prospects.
- Jan 26  BROADCASTING's **29th annual** accounting of **the top 50 advertising agencies** in broadcast billings.
- Mar 9  **Pre-NATPE**. Getting ready, getting set and ...
- Mar 16  **NATPE** ... going on the year's largest program marketplace. This year, in New York, March 13-18. More than 4,000 delegates from all over the world—and a full contingent from BROADCASTING—will be there.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

**You Belong in Broadcasting  Every Week**

*\* Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*



## Sheridan's McKinney: a radio president with a sense of the dramatic

For those interested in what it takes for a black to make it in broadcasting these days, Thomas E. McKinney, president and chief operating officer of Sheridan Broadcasting Corp., presents as good a case history as any. But let the high school drop-out, frustrated actor and Army veteran who took over operation of a black radio network four years after starting in broadcasting tell about himself: "I'm aggressive, I want to be successful, I'd love to be rich." What's more, he loves the broadcasting business.

McKinney, in his three-piece, gray-flannel suit, white shirt and small-figured tie, is all business. He considers himself a businessman, not "a black businessman." It's not that he has turned his back on his race; it's just not something he finds it profitable to dwell on. "My world is a black world," he says. "It just is. Nothing will change that. From that point on, I have to compete as a businessman. If there's a good rate of return [from a particular project], I'm going to get you to invest like anybody else. Most folks don't care; they want to make money." Black or white, with that kind of outlook, McKinney is no doubt comfortable among his colleagues on the National Association of Broadcasters board of directors.

By most standards, McKinney is moving along the fast track. At 38, he heads a company that operates a network of 91 AM and FM affiliates carrying its sports and black-oriented programming, owns three stations, WYJZ(AM)-WAMO(FM) Pittsburgh and WUFO(AM) Buffalo, N.Y., and is in the process of closing on a fourth—WIGO(AM) Atlanta. But in terms of career advancement, he was a slow starter. He was 30 by the time he graduated from college and had started working in broadcasting, as a Group W trainee. He was also, he says, "somewhat in a hurry."

He had grown up in Harlem and, after a successful start in school, dropped out of DeWitt Clinton High School, in the 11th grade. "I didn't feel I was doing anything. My personal situation was not good. DeWitt Clinton was in the midst of being integrated—it had been an all-white school—and the teachers were not ready for it; there were a lot of racial problems." McKinney, who was beginning to get into a number of scrapes, wasn't able to handle it either. His marks fell to C's and D's, so he dropped out. That was April 1959; in September, after he had turned 17, he joined the Army.

For McKinney, as for many 17-year-olds, the service seemed a refuge where he could shake the problems of adolescence,



Thomas Earl McKinney—president, chief operating officer, Sheridan Broadcasting Corp., Pittsburgh, Pa., and Sheridan Broadcasting Network (formerly Mutual Black Network), Arlington, Va., b. Aug. 24, 1942, Greenville, S.C., U.S. Army, September 1959-February 1966; B.S. Fairfield University, Fairfield, Conn., 1972; MBA, Fordham University, New York, 1976; bond and redemption department, Schroder Trust Co., New York, April 1966-February 1968; coordinator of business affairs, State University of New York Urban Center in Manhattan, February 1968-January 1970; Group W broadcast trainee, January 1972-December 1972; account executive, WBZ-TV Boston, December 1972-July 1974, and TVAR, July 1974-July 1976; vice president/general manager/chief operating officer, Mutual Black Network; present position since August 1978; m. Frances Elizabeth Maupin, Aug. 22, 1969; children—Thomas, 12, Anthony and Nicole, 6-year-old twins.

regroup and prepare for the future. And for the next five and a half years, the Army was McKinney's home. Indeed, he did not expect his discharge to mark a permanent break in his Army service; he had earned the equivalent of a high school diploma in service and planned to get a college degree as a civilian in a long-range plan to become an Army officer. But after returning to civilian life, he found the freedom sweeter than he remembered.

College, for a while, meant taking courses at night, mostly at Bronx Community College, as he worked days—first with a trust company and then with the State University of New York Urban Center in Manhattan—and dreamed, not of broadcasting, but of acting. He had fallen in with a crowd involved in the theater who steered him into television commercials. "I really got into it," he says of acting. "It was some place to escape to." And he foresaw a great career for himself. "I thought sure I'd have an Academy Award by 1975." But at Fairfield University, in Connecticut, his drama teacher suggested he forgo the theater and apply his acting abilities to business. He concedes the advice was wise.

McKinney had gone to Fairfield—with the wife and infant son he had acquired—in January 1970 to speed up the process of acquiring a college degree. He decided his horizons were too limited without one. So for the next 24 months, he majored in management and acted in and managed the university playhouse.

The link between Fairfield University and broadcasting, in December 1972, was Donald McGannon, then president of Westinghouse Broadcasting Co., who was on the university's board of directors. McKinney became a member of Group W's class of 1972 trainees. By July 1974, he had become an account executive with TVAR, Group W's national sales representative, and was on his way.

But not fast enough. As he says, he is aggressive and ambitious, and eager to advance; he lacked the patience for the measured pace at which he felt he would have to move through the ranks of such a large company. So when, in 1976, Ronald Davenport, who had a minority interest in Mutual Black Network and an option to buy the remainder, as well as a contract to manage the network, offered McKinney the job of running it, McKinney jumped.

Well, perhaps not jumped. He was, he says, "a little leery" about leaving "the mainstream" of the broadcasting business for what seemed like something of a backwater. Still, it would offer him the opportunity to prove he could run a business, an opportunity not likely to come his way at Westinghouse for a long time.

Today, as president of Sheridan Broadcasting Corp., the successor to MBN, McKinney is more positive in his assessment of black radio. It has, he feels, progressed dramatically in professionalism and sophistication. Sheridan itself is growing and McKinney seems content.

Oh, there are times, particularly when he walks out of the theater after seeing a good play, when he feels a longing for the career he didn't pursue. "I say, 'Gee, that's what I should be doing.' Or there will be days when one of our stations goes off the air or a transmitter blows up, and I say, 'What am I doing this for?' But basically, I'm very pleased. I love this business."

For the kid from Harlem who discovered broadcasting through an interest in business has hit upon the secret of its appeal to some. "This business is one of the few places where you can have an impact on the things that are wrong in this world," he says. "There are many things broadcasters can do something about"—everything from urging listeners to keep their streets clean to helping to solve racial problems. "That's why I enjoy this business. There will come a time when I can have an impact on a lot of things."

## Big deal

Directors of the National Association of Broadcasters are in a flap over a proposal to pay the joint board chairman an "honorarium" of \$50,000 a year, plus expenses. The proposal has come up because the next prospective chairman, Ed Fritts of Indianola, Miss., says he needs the money to hire someone to watch his stations while he is off on NAB business.

The directors on Fritts's side say this may be the only way to give small-market broadcasters a chance to head the association's joint board. The theory is that the NAB benefits if it is perceived to represent all sizes of broadcast ownership. If the Ed Frittses cannot afford to take their turns at the top, it is said, the job will routinely go to the bigger interests, and the NAB fat-cat image will continue to put on more weight.

Those in opposition say the absence of an honorarium has been no obstruction to others from small markets in the past. Don Thurston, immediate past board chairman, comes from North Adams, Mass., which may be bigger than Indianola, Miss., but falls well outside the fat-cat zone. Thurston is against the honorarium. He and others on his side say it would diminish the credibility of the chairmanship, making it a paid job at lower salary than that of some NAB employees.

Maybe everybody ought to back off and give this a little air. There is precedent, reported elsewhere in this issue, for payment of stipulated sums to joint board chairmen. Whether it is called an "honorarium" or compensation for unusual expenses, there is no reason to reject it as demeaning, if indeed the joint board chairman is expected to spend more time away from his main job than on it.

Why not budget a permanent sum for the chairman to use as he pleases? Fritts may need it to hire a replacement. Another may decide the NAB needs it more than he.

If it will assure the representation of talented people from smaller circumstances at the forefront of the NAB, the money will be well spent.

## First things first

Now that Comsat's Satellite Television Corp. has formally requested FCC authority to begin direct-to-home television broadcasting from satellites, DBS policy becomes the next major item on the FCC's agenda. The chips are big. STC talks of investing more than half a billion dollars to get started. Existing television broadcasters are determined to protect an investment considerably larger and revenues now running \$8 billion a year.

STC wants authority to go into business without waiting for the final policy on DBS to be written by the government. It argues that the public would benefit from the undelayed introduction of three channels of subscription DBS service. Beyond that, the argument goes, if an operating system has been authorized here, the U.S. will be strengthened in its negotiating position at the 1983 Regional Administrative Radio Conference, where DBS orbital slots for the western hemisphere are scheduled to be allocated.

Terrestrial broadcasters oppose interim authority for STC. Most agree that it would be all but impossible to remove, no matter what the outcome of DBS policymaking. Some make no effort to conceal their wish that the government will eventually rule against any use of satellite frequencies for direct-to-home broadcasting.

The guess here is that nobody in broadcasting really believes that the skies will be forever closed to DBS service in this country.

There are those, however, who want DBS put off as long as possible. Their purpose would be best served if the Congress accepted the invitation to pre-empt the FCC's authority to rule on the DBS future.

The weight of reason is on the side of those who oppose interim authority for STC or any other applicant but who want to get on with the FCC rulemaking to define what DBS will be all about. Included in the consideration ought to be the CBS suggestions that a new era of high-resolution television might be introduced through DBS.

At this point no one knows how many DBS channels will be available in the U.S., let alone how they might be apportioned for what kinds of use. To let STC go into commercial operation before the dimensions of the potential system have at least been sketched would be administrative folly.

It is 1983 and the U.S. is sitting down with its hemispheric neighbors to distribute satellite frequencies. Comsat's interim authority has been granted, and its STC subsidiary is engaged in the construction of its enormously expensive system and acquisition of the programming that it needs to retrieve its \$700-million investment. Uppermost in the U.S. delegation's mind is the protection of that commitment, whatever the hopes of others whose applications await the ultimate distribution of channels in the hemisphere. Soon it is evident that the authorization of STC operation back in 1981 weakened the American position instead of strengthening it. The U.S. is stuck with the public expectation of a three-channel system that the RARC delegation must protect at almost any cost.

On with the rulemaking.

## Untroubled by facts

Charles D. Ferris has been devoting his curtain act as chairman of the FCC to championing his cause of market entry and berating broadcasters for resisting competition. He was at it again last week. The record ought not to be closed with so simplistic an appraisal of the broadcasters' position.

As Ferris refuses to notice, resistance to AM channel squeezing, low-power television, VHF drop-ins and the like is founded on fears of increased interference and diminished service, as well, of course, as on a conviction that there is competition enough as things stand. Ferris's FCC persistently ignores the gritty technical questions that may interrupt dreams of stations falling from the heavens. The public will be better served by a chairman who at least acknowledges the physical limitations of electronic transmission.



Drawn for BROADCASTING by Jack Schmidt

"Wilson appears to be furious about fouling out so early in the game."



# 11

**WIIC-TV  
PITTSBURGH**

represented by TeleRep

## A smooth first ride

When Pittsburgh began bus-  
ing students this fall, WIIC-TV  
helped to get the buses roll-  
ing in the right direction!  
Through a series of prime time  
specials, announcements,  
and news special reports, our  
reporters helped resolve the  
problems faced by parents,

students and taxpayers—  
problems that have grown  
into crises in other cities. The  
community agreed that our  
coverage, well in advance of  
school opening and the other  
stations', helped to make that  
first ride a little smoother for  
the children of Pittsburgh.



**COX**  
Broadcasting

WSB TV-AM-FM  
Atlanta

WHIO TV-AM-FM  
Dayton

WSOC TV-AM-FM  
Charlotte

WIIC-TV  
Pittsburgh

KTVU-TV  
San Francisco-  
Oakland

WIOD, WAIA-FM  
Miami

KFI, KOST-FM  
Los Angeles

WJF-FM  
Baltimore

WWSH-FM  
Philadelphia

# HOW TO FOIL A CAR THIEF

A FEW SIMPLE PRECAUTIONS CAN REDUCE THE RISK OF THEFT

The numbers are staggering. Every 37 seconds or so a car is stolen somewhere in the U.S. That adds up to almost 800,000 cars a year. But you can do something to keep your car from becoming a statistic. Start by avoiding these four common parking mistakes.

**The "Just for a Minute" Syndrome.** When you leave your car, even if it's "just for a minute," lock all of the doors and take your keys. In fact, about one of every five cars stolen was left unattended with keys in the ignition. Keep driver's license and vehicle registration cards in your wallet or purse. If a car thief finds these documents in the vehicle's glove box, he can impersonate you if stopped by the police.

**The Isolated Location.** It's safest to park in a locked garage, but if you can't, don't leave your car in a dark, out-of-the-way spot. Instead, try to park on a busy, well-lighted street. Thieves shy away from tampering with a car if there's a high risk of being spotted.

**The Display Case.** There's nothing more inviting to a thief than expensive items lying in your car, in plain sight. If you lock these items in the trunk or glove box, there's less incentive for a thief to break in. Also, when you park in a commercial lot or garage, be cautious. Lock your valuables in the trunk, and leave only the ignition key with the attendant.

**The Space at the End of the Block.** In recent years, professional car-theft operations have become an increasing problem. Unlike amateurs, the professionals are not easily deterred. Cars parked at the end of a block are easy targets for the pro-

fessional thief with a tow truck. So, it's best to park in the middle of the block. Be sure to turn your steering wheel sharply to one side or the other. That will lock the steering column and prevent the car from being towed from the rear.

Unfortunately, there's no such thing as a "theft-proof" car. But at General Motors, we're equipping every car we build with anti-theft features. We want to help you make it as difficult as possible for any thief—amateur or professional—to steal your car.

*This advertisement is part of our continuing effort to give customers useful information about their cars and trucks and the company that builds them.*

## General Motors

People building transportation  
to serve people

