

Lee's FCC opts for Rosslyn □ Public broadcasting's new fiscal peril □ A special report on cable advertising

Broadcasting Feb 16

The News Magazine of the Fifth Estate □ Vol. 100 No. 7

Our 50th Year □ 1981



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The First

Years Of
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1948

PAGE 103

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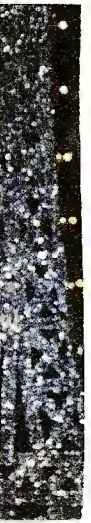


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The Week in Brief

TOP OF THE WEEK

LEE MOVES FAST □ Senior Republican takes over FCC helm but says he won't rock the boat as Ferris slows pace to retirement. **PAGE 27.**

ROSSLYN, HO! □ FCC move to Virginia on again, but no one is packing bags yet. **PAGE 28.**

TIGHTER REIN □ Broyhill bill would put FCC reauthorization on three-year basis and accord Commerce Committees more supervisory control. Goldwater will offer companion legislation. **PAGE 29.**

1,125-LINE TV □ That's high-resolution television picture NHK demonstrates at SMPTE to much applause. **PAGE 30.**

RETREAT AT FTC. □ Agency withdraws proposal to make over-counter drug ads say what labels say. **PAGE 33.** But in same week FTC judge orders Sterling Drug to prove claims made in nonprescription drug copy and identify aspirin content. **PAGE 52.**

SPECIAL REPORT

ADVERTISING ON CABLE □ It's still in its infancy, but represents a growing blip on media radar. Bigger numbers and specific audiences already are beginning to draw sponsors. Here's how those involved in trend assess it. **PAGE 37.**

LAW & REGULATION

POLITICAL GROUND RULES □ FCC wants Hill to make changes in laws, especially on how 315 applies to debates and interview shows. Another look at cable's status is also suggested. **PAGE 48.**

CNN WINS FIGHT □ Turner service will get permanent home on RCA transponder under order of federal judge. **PAGE 50.**

PROGRAMING

ABC PILOTS □ With eye on threat of writers' strike, network announces four new shows already in production for more immediate use, plus 20 prime-time projects for fall consideration. **PAGE 54.**

BUSINESS

FINE TUNING FOR FUTURE □ Broad Street's Geismar sees telco as best equipped for cable distribution and says only time will tell if deregulation really means re-regulation. **PAGE 70.**

JOURNALISM

RAVES FOR REAGAN □ Reviews give President good marks for first TV address since inauguration day. **PAGE 75.**

LESS EARNINGS FOR CBS □ Net income lags for 1980, despite increase in revenues. Election year program costs and economy's downturn contribute to Broadcast Group slump. **PAGE 80.**

TECHNOLOGY

PLAY IT AGAIN, UNCLE SAM □ Thanks to FCC second thoughts, proponents of various AM stereo systems file more evidence to back claims of having best system. **PAGE 84.**

MEDIA

NEW STRIPES □ CBS/Broadcast Group realigned with TV stations, radio and cable reporting to Leahy. It also means promotions for Derrough, Joyce, Mater, Geer, Pilson and Miller. **PAGE 86.**

DSA WINNER MADSEN □ NAB's highest award will go to Bonneville president who has advanced new technology, First Amendment rights and international services. **PAGE 94.**

1948

THE 'BROADCASTING' YEARS □ Election time brought renewed demands for lifting of Mayflower ban on editorializing. While that review was in progress, the FCC ruled broadcasters could not censor political broadcasts. In 1948, TV made its biggest splash with convention and election coverage. And in radio, network talent raids made headlines. **PAGE 103.**

PROFILE

LION IN DANIELS DEN □ Sixteen years ago, John Saeman tried to sell programing to Bill Daniels; instead, Daniels & Associates bought the salesman. It was a turning point for Saeman, now D&A president and dominant figure in NCTA and C-SPAN activity. **PAGE 129.**

Bottom Line.....	73	Datebook.....	18	Intermedia.....	96	Open Mike.....	23
Business Briefly.....	10	Editorials.....	130	Monday Memo.....	24	Playback.....	68
Changing Hands.....	87	Fates & Fortunes.....	123	Monitor.....	58	Stock Index.....	71
Closed Circuit.....	9	For the Record.....	98	News Beat.....	82	Washington Watch.....	50

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Index to advertisers ■ Accuracy in Media 62 □ American Chiropractic Association 91 □ American Image 100 □ Back to God 90 □ Bethlehem Steel 19 □ Blackburn & Co. 92 □ Broadcast Electronics 64 □ Broadcast Personnel 123 □ Churchill Productions 14 □ Compact Video 35 □ Continental Electronics 100 □ Fetzer Stations inside back cover □ Filmways 4-5 □ General Electric 83 □ Gold Key 72, 73, 74, 75, 76, 77, 78 □ Grass Valley 6 □ Group W Productions 23, 43, 52, 58, 68, 70, 82 □ Harris 69 □ Heller-Oak 93 □ Home Theater Network 86 □ KSTP-TV 107 □ Katz 26 □ Lexington Broadcasting 59 □ Lorimar 47, 49, 51, 53, 55, 65-67 □ MCA-TV 20-21 □ MIP-TV 109 □ McGavren-Guild 42 □ Media People 125 □ Metro Weather 101 □ Metromedia Producers Corp. 11, 25, 44-45 □ Mitsubishi 79 □ Mutual Broadcasting System 95 □ NBC-TV Owned Stations 41 □ Otari 63 □ Pulitzer Broadcast Group 8 □ Radio Advertising Representatives back cover □ St. Joe Lead 15 □ Southern Baptist Radio-TV Commission 85 □ Ed Tornberg 99 □ UA-TV 60-61 □ USA Network 36 □ Viacom inside front cover/pages 3, 12-13, 16-17, 56-57 □ Jim Victory Television 80-81 □ WPIX-TV 104-105 □ Warner Brothers front cover □ Western Union 38-39 □ Westwood One 10 □ Worldvision 88-89 □ Xerox 102 □ Young, Walker 84 □



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Cutting more red tape

Next move in radio deregulation at FCC may come in connection with rules governing AM applications. Broadcast Bureau Chief Richard Shiben is organizing small group—economist, engineer and lawyer—to work on what he calls “zero-based evaluation” of rules applicants must follow in seeking new stations or changes in existing ones, or renewals and transfers in AM band. (Studies in FM and TV may follow.) With inflation and interest rates soaring, Shiben says it shouldn’t take government “two years to process an application.” He is talking about cutting processing time to 30 days to six months.

One legislative change commission plans again to recommend to Congress in interest of deregulation has nothing to do with processing standards, but broadcasters should welcome it anyway. It calls for elimination of comparative renewal hearing. Commission, in testimony before Senate Commerce Committee on radio deregulation, on Feb. 26, will say comparative renewal hearings pose impossible task of comparing apples and oranges.

Messengers

White House is planning to set up another unit to aid President in getting his message across. Office of Communication would have responsibility for long-range planning as to what President should do to communicate with public. It would fall under responsibility of White House staff director David Gergen, who headed unit with same name but different functions in Ford White House.

White House Office of Media Liaison, created by Carter administration to serve print and broadcast press outside Washington and to coordinate public relations operations of executive departments, is about to get new boss and probably new name. Director, to be named next week, will be Louis (Lou) Gerig, now press secretary to Senator Richard Lugar (R-Ind.). Among staff members now on job is Sue Mathis, former reporter for Cox Broadcasting.

Latin lobby

Spanish-American community is getting its act together in effort to persuade Reagan White House to name Hispanic to FCC. National Association of Spanish Broadcasters has called on its members to write to President Reagan and to their congressional representatives and urge such appointment. NASB is also seeking suggestions for names to recommend. One name it is expected to pass along to

White House—if it hasn’t already—is that of Ernest Sanchez, general counsel of National Public Radio, and Democrat. He was one of several Hispanics Carter White House last year had seriously considered as possible replacement for James H. Quello. That decision was never made, and Quello is expected to be reappointed by President Reagan.

However, vacancy to be created in April when FCC Chairman Charles D. Ferris steps down is regarded as likely one for minority, and betting is that minority this time will be Hispanic.

Day and night

Compton Advertising, New York, which has been active for years in daytime TV production with 12 1/2 hours of weekly programming for Procter & Gamble, is setting its sights on production of at least 12 hours of prime-time programs for P&G in 1981. Reason for Compton’s accent on nighttime production: TV networks’ encouragement of agencies to supply attractive properties. In addition to already broadcast two-hour *Love Letter to Jack Benny*, carried recently on NBC-TV, and four-hour *Peter and Paul* (based on lives of apostles and scheduled for showing on CBS-TV on April 12 and 14), Compton is involved in production of two-hour *Patricia Neal Story* for CBS-TV and has in development two-hour variety special and two-hour made-for-TV movie, all for 1981.

Striped pants?

Acting FCC Chairman Robert E. Lee’s term as commissioner ends next June 30, but he secretly hopes somehow to stave off retirement long enough to head U.S. delegation to western hemisphere radio allocations conference in Rio de Janeiro next fall. He has more experience than any other FCC commissioner in international conferences. Because his Republican seat could accommodate Reagan appointee, it’s not considered likely Lee’s FCC term will be extended. He could, however, serve in special ambassadorial status.

Images

Question that arose for television broadcasters with inauguration of President Ronald Reagan was whether they could promote showing of old Reagan movies without running afoul of long-standing White House policy against use of likeness or name of President or first lady in advertisements or promotion. Answer, according to White House counsel’s office, is that movie promotions are OK if they use pictures of Reagan as movie star. If picture accompanying ad

were that of *President Reagan*, it would violate policy.

AM here and there

Delegation of FCC and State Department officials are in Ottawa this week conferring with Canadians on their concern over FCC action last May in breaking down U.S.’s 25 clears and accepting applications for assignments on them. Canadians had eye on using clears following conclusion later this year of Region 2 conference on AM broadcasting, when they planned to abrogate North American Regional Broadcasting Agreement, which guarantees international protection of U.S.’s 25 clears and Canada’s seven. Canadians are interested in “studying possibility,” as one put it, of “trading” clears—that is, U.S. would be given access to what are now Canadian clears in return for affording same right to Canada regarding what are now U.S. clears.

Only comment from member of U.S. delegation was, “We’re not going there to give anything away.” U.S. side will try to convince Canadians—who remain to be convinced—that solution of their problems lies in reducing AM channel spacing from 10 khz to 9 khz, which would open door to hundreds of new stations. But Canadian government, like American, faces broadcast establishment strongly opposed to 9 khz.

Filling hole

John Eger, acting director of White House Office of Telecommunications Policy in Ford administration, more recently Washington consultant and lawyer, is due to join CBS/Broadcast Group shortly. He’ll get strategic planning vice presidency left vacant in last week’s reorganization (see page 86), concentrating on planning and international activities and reporting to Neal H. Pilson, senior vice president, planning and administration.

New career?

Dow Jones & Co., parent of *Wall Street Journal*, which has developed strong identity with broadcast business news, has retained J. Leonard Reinsch, broadcasting-cable pioneer, as consultant. Reinsch, former president and chairman of Cox Broadcasting Co., which he helped found, is currently retained by American Express and is member of Warner-Amex Cable board. Knight-Ridder, another Reinsch client, is experimenting with computer retrieval systems (Viewdata) as part of its overall communications operations (newspapers and TV), including cable acquisitions.

Business Briefly

TV ONLY

Majic-Chef □ Appliances. Begins March 19 and April 23 for 10 days in 38 markets. Day, prime and late fringe times. Agency: Keller Crescent Co., Evansville, Ind. Target: total adults.

First Union National Bank □ Begins in mid-March for varying flights in five North Carolina and South Carolina markets. Fringe, news, prime and sports programing. Agency: Burton-Campbell Inc., Atlanta. Target: adults, 25-49; men, 35 and over.

International Spike □ Tomato spikes. Begins March 2 for four weeks in eight markets concentrating on Florida, Texas and California. News times. Agency: J. Walter Thompson Inc., Chicago. Target: adults, 25-54.

Busch Entertainment Corp. □ Busch Gardens. Begins April 6 for seven to 13 weeks in over 10 markets. Fringe, news, prime access and sports times. Agency: McDonald & Little, Atlanta. Target: adults,

18-49.

Quaker Oats □ Cap'n Crunch cereal. Begins March 16 for six to eight weeks in about 57 markets. Day, early fringe, weekend and children's programing. Agency: AdCom Inc., Chicago. Target: Total children.

Faultless Starch/Bon Ami □ Garden tool. Begins April 15 for 10 weeks in over 10 markets. Day, fringe, prime and prime access times. Agency: Joseph Pedott Advertising, San Francisco. Target: adults, 35 and over.

John Brush Co. □ Sentry safes. Begins March 30 for eight weeks in about 15 markets. All day parts. Agency: Blair Advertising, Rochester, N.Y. Target: adults, 35 and over.

Olympia Brewing □ Olympia beer. Begins in mid-March for 14 weeks in about 25 markets. Prime, sports and fringe times. Agency: Chiat/Day Inc., Los Angeles. Target: men, 18-34.

Woodhill Chemical □ Duro depend.

Rep Report

WBHW-TV Springfield, Ill.: To Spot Time Ltd. from Avery-Knodel

□

KMJK-FM Portland Ore.: To Eastman Radio from Selcom Inc.

□

KTWS-TV Dallas: To Spot Time Ltd. (no previous rep.)

□

WGOW(AM)-WSKZ(FM) Chattanooga: To Eastman Radio from Katz Radio.

Begins Apr. 11 for one week in under 10 markets. Agency: Wyse Advertising Inc., Cleveland. Target: adults, 25-49.

RADIO ONLY

Safeway Stores Inc. □ Various products. Begins March 1 for 26 weeks in Houston. Agency: The W.W. Sherrill Co., Dallas. Target: women, 25-49.

Muffler King □ Begins March 2 for 18 weeks in Columbus, Ohio; Lancaster, Pa., and Newark, N.J. Agency: Yaffe Berline, Southfield, Mich. Target: men, 25-54.

Sunkist □ Lemons. Begins April 16 for two weeks in about 14 markets. All dayparts. Agency: Foote, Cone & Belding/Honig, Los Angeles. Target: women, 25-49.

Dutch Valley Growers □ Various products. Begins this week for four weeks in Los Angeles; San Diego; Sacramento, Calif.; Philadelphia; Milwaukee; Minneapolis, and Palm Springs, Calif., Agency: Advertising Marketing, Chicago. Target: adults, 35 and over.

General Motors Corp. □ AC-Delco. Begins in April-to-May for six weeks in over 25 markets. Agency: Campbell-Ewald Co., Warren, Mich. Target: men, 18-54.

Control Data □ Learning centers. Begins this week for four weeks in Minneapolis. Agency: E.H. Brown, Chicago. Target: women, 25-54; women, 18-49.

Gino's □ Fast food restaurants. Begins March 2 for one to four weeks in New York, Washington, Baltimore, Philadelphia, Salisbury, Md., and central Pennsylvania. Agency: Lewis & Gilman Inc., Philadelphia. Target: adults, 18-49.

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**RATING
SHARE
HOMES
TOTAL WOMEN
WOMEN 18-49
WOMEN 25-54**

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MERV
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in
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Competing head to head
with Davidson, **The Merv
Griffin Show is #1 in:**
**RATING
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HOMES
TOTAL WOMEN
WOMEN 18-49
WOMEN 25-54**
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#1
in
ORLANDO
Competing head to head
with Davidson, **The Merv
Griffin Show is #1 in:**
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WOMEN 18-49
WOMEN 25-54**
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#1
in
MADISON
Competing head to head
with Davidson, **The Merv
Griffin Show is #1 in:**
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HOMES
TOTAL WOMEN**
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MERV
#1
in
Competing head to head
with Davidson, **The Merv
Griffin Show is #1 in:**
CLEVELAND
(5-6pm)
PHILADELPHIA
(4-5pm)
ORLANDO
(430-530pm)
NORFOLK
(430-530pm)
MADISON WISC.
(3-4pm)
SAN ANGELO
(4-5pm)
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MERV
#1
in
NORFOLK
Competing head to head
with Davidson, **The Merv
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WOMEN 18-49
WOMEN 25-54**
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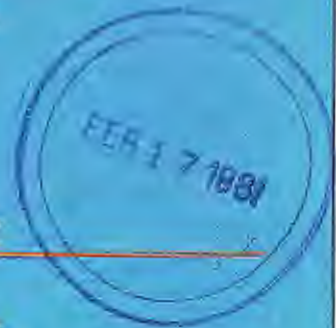
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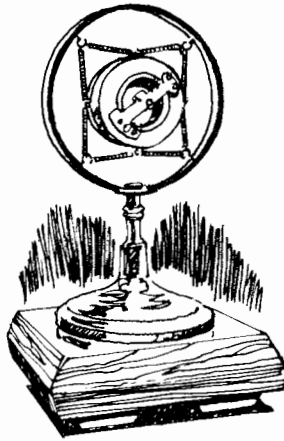
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Mike comes to WKZO.

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This year, on its 50th anniversary, WKZO Radio in Kalamazoo was honored for its accomplishments with the prestigious Mike Award, presented by the Broadcast Pioneers for "distinguished contributions to quality, integrity and responsibility in programming and management."

The staff of WKZO is proud to have been chosen to receive the Mike for the leadership they believe is all part of the Fetzer tradition of total community involvement.

50th
Fetzer
Anniversary

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

Editorials

On with the main event

So far Comsat's Satellite Television Corp. has found little support for its request for interim authority to build a \$700-million subscription TV system while the U.S. decides what its ultimate policy on direct-to-home broadcast satellite service will be. The comments filed with the FCC (BROADCASTING, Feb. 9) were unanimously opposed to STC's plan, as they should be.

True, the opposition is led by conventional broadcasters who see DBS as a threat to the terrestrial system now in place. In this case, however, the broadcasters' private interests and the public interest squarely coincide. The physical availability of DBS provides an opportunity for innovation that ought not to be frustrated by the premature introduction of an STC service that promises little if anything more than is widely available by television broadcasting and cable now.

The demonstration of high-resolution television that is described elsewhere in this issue is a case in point. Although clearly in its earliest experimental stage, the NHK system contains promise of quantum improvements in the physical quality of television. Maybe CBS has something in suggesting that DBS could be a conduit for the development of a vastly better system than the one now in use.

High-resolution television, however, is but one possibility among many that may be offered by DBS. All should be explored before the FCC decides how to parcel out what are certain to be limited facilities. The sooner the FCC turns STC down, the sooner it can get on with the important DBS rulemaking.

Charlie's angles

The transfer of FCC headquarters from the seat of government in Washington to the Charles D. Ferris memorial building in Virginia was approved last week by a 4-to-1 FCC vote. A sure majority having been arranged without him, Ferris was able to abstain. He thus preserved the illusion of inactivity he had promised in petitioning the White House to let him stick around long enough to start collecting his lifetime pension of \$21,000 a year beginning in April, at the age of 48.

The abstention, however, in no way diminished Ferris's claim to a nameplate on that distant tower beyond the Potomac river. Those who voted for the move last week were wholly unaware of it when it was first committed in the fall of 1980. That, of course, was before Jimmy Who returned to Plains and while his appointee was still running the FCC as if it were a safe ward in Boston.

Ferris didn't bother to tell his colleagues that he was negotiating to relocate the agency with only the help of immediate staff and consultants that were paid, respectively, \$83,000 and \$123,000 (BROADCASTING, Oct. 13, 1980). Nor did he confide that the key employe of one consulting firm was the wife of a key employe of the other and that the engagement of the wife's firm followed a suggestion by an FCC employe who was formerly employed by the husband's enterprise and was at one time a tenant in a dwelling owned by the couple. The wife will get a realtor's commission from the Rosslyn tower if the FCC moves in.

Commissioner Abbott Washburn dissented last week to the affirmation of the move, with the assertion that alternatives had been given inadequate consideration. The "committee" that Ferris appointed to re-evaluate options ran an ad in the *Washington Post* soliciting offers of space. The two responses were rejected by the majority last week without personal contact or attempts at

negotiation, and that ended the great FCC real estate search. Ferris couldn't have run things better in person.

As noted in a story in this issue, last week's action is subject to congressional review. The hundreds of organizations that Washburn correctly said would be grossly discommoded by a displacement of the FCC to Rosslyn will hope for a meaningful review.

Interesting idea but . . .

Roone Arledge, president of ABC News and Sports, has revived the suggestion that television network documentaries and news specials be excluded from the networks' program rating averages. If it is a trial balloon, it has leaks that ought to be examined before passengers are allowed to board.

True, as Arledge and those on his side argue, networks would probably offer more documentaries and news specials if the consistently low ratings of such programs didn't count. The increase in information programing in prime time would no doubt be welcomed by viewers who want information and by broadcast journalists and others who feel that viewers ought to be given more information than networks supply now.

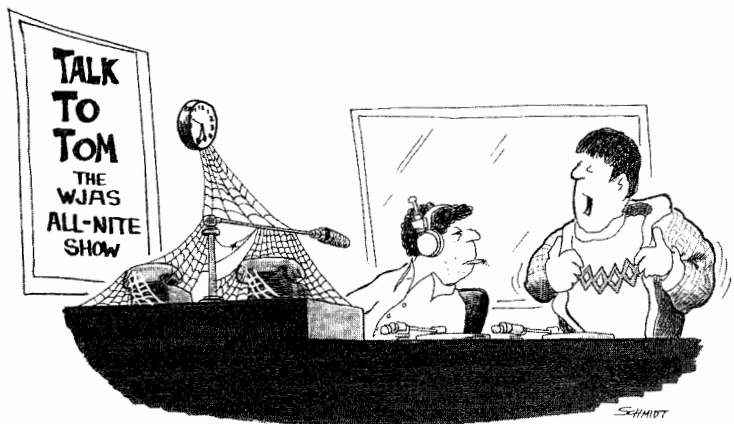
But where would the news specials and documentaries be scheduled? The reality of network competition suggests they would be put where they are put now—against the powerhouse entertainment of the opposition. Not many news entries replace entertainment shows that win their time periods. The custom is to pre-empt where the least harm to averages will be done.

The practice would only be accentuated if the ratings of news and documentaries didn't count. Networks could raise their averages by pre-empting weak entertainment more frequently.

At first glance, that prospect suggests a significant increase in programing that is now thought to be desirable. In practice, the guess is here, a debasement of journalistic quality would result. News departments would be assigned to fill time for the negative purpose of not getting counted in the week's rating average. Who would care how the time was filled?

Nor would the effect stop there. The daily, weekly or even season average is meaningless enough as it is. It performs no function in the placement of advertising. It has become a promotion device that has more influence in Wall Street than in the advertising marketplace. Call it what it is: a propaganda tool for whatever network happens to have the highest average.

Raising the average by artificial means would only make it more artificial.



Drawn for BROADCASTING by Jack Schmidt

"Another slow night?"

Coalition of 16 religious organizations plans to fund research on impact of religious broadcasting, particularly fundamentalist TV evangelists that have proliferated past few years, it was announced last week in New York by National Council of Churches' Communications Commission, member of coalition. According to Peggy Shriver, head of research at NCC Communication Commission and coordinator of coalition's project, research will address questions of who watches, what they watch, why they watch and "what behavior it produces" in them. She said requests for research proposals have been sent to 30-40 "reputable" research firms. She expects contract, or possibly contracts, amounting to estimated \$150,000, to be awarded this summer and research to be completed by late 1982.

Canadian government-developed **Telidon teletext system has been selected by Times Mirror Co. for Los Angeles field trial** later this year. U.S. subsidiary of Telidon licensee, Informart of Toronto, will supply \$1-million turnkey system, to include 200 home terminals in Los Angeles and Orange county. Times Mirror's *Los Angeles Times* and other subsidiaries will provide information with test to start in fourth quarter.

Former presidential candidate **John Anderson** has been signed to two-year contract as **commentator by wls-tv Chicago**. He will serve as "special correspondent," providing commentaries on national and international issues.

Ray Livesay, president, WLBH-AM-FM Mattoon, Ill., and chairman, Daytime Broadcasters Association, **responded last week to NAB decision to openly oppose proposals to reduce separation of AM band from 10 to 9 khz.** (BROADCASTING, Feb. 2). In letter to Edward O. Fritts Broadcasting, and chairman, NAB radio board, Livesay said: "Those of us who've studied the plan in depth are fully aware that the broad band cannot accommodate thousands of new stations as NAB has claimed it will do. This claim is not true because daytimers are already occupying many frequencies and are 'in place' and in operation. . . . Only by permitting daytimers to become fulltime can the full advantages of 9 khz spacing be beneficial in providing additional service to the

public. . . . I am sorry selfish competitive reasons caused NAB to take the same position the National Radio Broadcasters Association took a year ago."

Elmo Ellis, VP-general manager of WSB-AM-FM Atlanta, **will retire at year's end** after 40 years with Cox Broadcasting. Ellis, originally hired in 1940 by Cox's first general manager, J. Leonard Reinsch, rose from publicity director of WSB(AM) through ranks, including four years at WSB-TV in programming and production. At 63, he intends remaining active in broadcasting field.

Lenore Annenberg, wife of Walter Annenberg, former broadcaster and millionaire publisher of *TV Guide*, **is new U.S. chief of protocol.**

Up Coming

In New York: Anthony Thomopoulos, ABC Entertainment; B. Donald Grant, CBS Entertainment, and Brandon Tartikoff, NBC Entertainment, will address IRTS newsmaker luncheon at Waldorf-Astoria tomorrow (Tuesday). Alfred I. duPont-Columbia University awards in broadcast journalism will be presented at university's Low Memorial Library Thursday. **In Washington:** NCTA President Thomas Wheeler will address Federal Communications Bar Association luncheon at Touchdown Club Thursday. Board of Directors of Corporation for Public Broadcasting meets Thursday at CPB headquarters. Agenda includes report on DBS and discussion on budget cuts proposed by White House Office of Management and Budget. **In Clearwater Beach, Fla.:** National Association of Black-Owned Broadcasters opens three-day winter conference at Hilton Inn Thursday. **In Los Angeles:** Two-day UCLA Communications Law Symposium on "The Regulation and Deregulation of New Video Technologies" featuring speakers from government and private industry, opens Friday at Bonaventure hotel. **At Cape Canaveral, Fla.:** Comsat General plans to launch Comstar IV (to be leased by AT&T) Thursday, with possibility that conflict with firing of space shuttle engines may delay lift-off to following Tuesday.



At the crossroads of the world. News headlines in Times Square, a New York City sight that went dark four years ago, are back—courtesy of a broadcaster. Metromedia Television has begun providing four 60-second and four 15-second "news breaks" each hour on Spectacolor Inc.'s 20-by-40-foot computerized sign in Times Square—808 regularly scheduled messages weekly, and bulletins

when necessary. Metromedia's WNEW-TV New York newsroom is linked to the Spectacolor computer control room, where headlines are received by facsimile. In addition to local, national and international news, Metromedia also provides sports, weather, stock market reports and transit conditions, among other information—and reserves several minutes each hour for its own promotions.

In what it's calling "first major urban cable television" franchise that has been renewed, **Viacom has secured 20-year extension for San Francisco**, from 1985 to 2005. Viacom promises to add 130,000 homes to 170,000 now passed, with 235 new miles of cable. Full rebuild of current 24-to-35-channel system to 52-channel capacity, provision of two-way fire, security and other services, as well as construction of satellite earth station are also part of renewal agreement. Rebuild will be completed in eight years.

At meeting in San Francisco last week, **Society of Motion Picture and Television Engineers and technical bureau of European Broadcasting Union made some progress** in their effort to come up with mutually acceptable **worldwide digital standard**. SMPTE was apparently successful in persuading EBU of merits of 4-2-2 sampling ratio (ratio of luminance signal to two color-difference signals). Moreover, statement also indicated organizations were bridging gap on question of sampling frequencies (rate per line at which analog signal is digitally sampled). It said EBU, which has preferred relatively low sampling frequencies, "is expected" to move up to 832 sampling frequency and that SMPTE would consider frequency lower than 910, number it agreed upon prior to meeting with EBU.

In speech before religious broadcasters at **12th national Abe Lincoln Awards** ceremonies last Thursday (Feb. 12) in Fort Worth, **FCC Acting Chairman Robert E. Lee** reminded religious broadcasters of their accountability for "the use or abuse" of electronic communications in preaching. He received Distinguished Communications Medal from Southern Baptist Radio-Television Commission at ceremony. Lee said that in recent years, "we [have heard] of the accumulation of dollars as often as we [have heard] of the gathering in of converts." He said it was one thing to "exhort our viewers and listeners to be good citizens, [but] quite another matter to give the impression that certain political views or social standards are indeed scripturally inspired." He said it was all right for groups to proclaim religious or political beliefs over air but, "what concerns me is the mingling of Biblical teachings with political goals... The true message is what matters, not the medium or the messenger." He concluded by expressing his hope that God be with his audience, "but not too soon!"

RCA has announced structural and personnel changes for its communications subsidiaries. Corporation has **formed new holding company, RCA Communications**, to have responsibility for two existing businesses, domestic satellite carrier, RCA American Communications, and international services provider RCA Global Communications, plus new domestic services unit, to be called RCA Network Services. RCA Executive VP Julius Koppelman will be chairman of holding company; current Globcom President Eugene F. Murphy is to serve as holding company president and chairman of each of three subsidiaries, gaining title of group VP. Americom President Andrew Inglis continues in that post, gets corporate VP stripes and presidency of Network Services company. Valerian Podmolik is to succeed Murphy as Globcom president.

Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, plans to hold press conference next week to **announce agenda for subcommittee in 97th Congress**. Second rough draft of "issues menu" is being circulated this week among subcommittee members, several of whom have expressed approval of Wirth's means of drawing up agenda. Wirth, who has maintained silence on communications issues since deciding to pursue subcommittee chairmanship, will invite all members of subcommittee to participate in press conference.

Representatives of AT&T will address NAB's executive com-

mittee during its meeting in Washington this Tuesday and Wednesday, Feb. 17-18. Edward Block, vice president for public relations and John Clendenin, vice president for residential marketing, will offer views to counter those presented to NAB's joint board of directors by American Newspaper Publishers Association in Scottsdale, Ariz. last month (BROADCASTING, Feb. 2). ANPA representatives Robert Marbut, president, Harte-Hanks Communications and Prescott Low, publisher, *Patriot Ledger*, Quincy, Mass., proposed cooperative effort by NAB and ANPA staffs to resist expansion of telephone companies beyond their common carrier function and urged support for legislation to preclude AT&T from expanding common carrier services. Following presentation, NAB board decided to invite AT&T to counter with own presentation.



Dorothy Reed, KGO-TV San Francisco reporter suspended two weeks ago for wearing cornrow hairstyle, returned to work last week, but without multicolored beads that had sparked her suspension. Reed was suspended Jan. 26 after station management ordered her to change hairdo they felt was unsuitable for camera appearances and she refused. Demonstrations supporting her were held outside station. KGO-TV and Reed's union settled dispute with Reed's cornrows remaining but without beads.

NBC News created stir on Capitol Hill last Monday when it **aired 20-second tape of lighting tests being conducted in Senate chamber** to determine conditions needed for televised proceedings. Segment appeared as part of report by Roger Mudd on changing attitudes in Senate. Its airing infuriated Senate Rules Committee staff, who say NBC violated Senate rules and provided ammunition to opponents of televised proceedings by acting irresponsibly. Although Rules Committee staff spokesperson said NBC is in danger of losing broadcast gallery credentials, spokespeople for radio and TV gallery and other networks seemed to take matter less seriously.

ABC Radio division and Bonneville Broadcast Consultants this week are expected to sign papers **forming new joint venture** to package and distribute TV, radio, print and outdoor promotion campaigns for radio stations. First thrust is understood to be in beautiful-music field.

FCC's Cable Bureau is in process of **notifying some 600 cable systems** throughout nation that are **delinquent in filing annual EEO report** (form 395). Notification tells system that if report isn't received within 15 days of receipt of notice, it will be liable to fine of up to \$500. Bureau sent out forms on staggered basis to systems last October and November which were due back within 60 days. **Also on cable front**, commission has amended rules to **require systems to obtain authorization before using frequencies in 108-136 mhz and 225-400 mhz bands** to eliminate potentially dangerous interference by cable TV signals to air navigation and ground-to-air communication. Prior to change, systems were simply required to give 60 days notice before using such frequencies, but that proved inadequate because of great demand for frequencies by cable operators.

Satellite-distributed radio magazine series, with more than two hours of programing each weekday, **is in development at Dallas-based FirstCom Broadcast Services**. Under working title, *Morning Magazine*, elements include life style features, ongoing soap opera and comedy team of Dick Orkin and Bert Berdis. Idea is for local stations to tailor national feed to own needs. FirstCom, now promoting its Sales Performance System for radio sales (see page 73), hopes to have magazine show launched by late fall this year or winter 1982.

Profile

Saeman of Daniels: integrity on the firing line

As Bill Daniels tells the story, John Saeman, then a salesman for pay TV venturer Reuben H. Donnelley, first walked into his office 16 years ago peddling programming. "I didn't buy the product," relates Daniels, "but I bought him."

And though he was sure he would hire Saeman, Daniels remembers thinking at the time that he didn't "know what I'm going to do with him." That small problem took care of itself as Saeman found a home and created a niche for himself at Daniels and in the cable television industry.

As president and chief executive officer of Daniels & Associates, he is the point man of one of the leading brokerage and investment banking firms in the cable industry. He was recently elected vice chairman of the National Cable Television Association after serving as its treasurer. And he is chairman of the board of the Cable Satellite Public Affairs Network, C-SPAN, that regularly programs the proceedings of the House of Representatives.

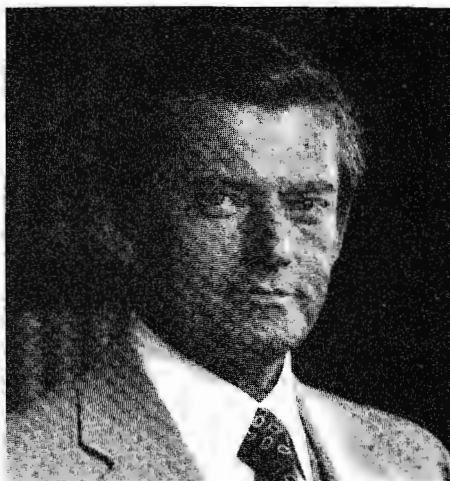
His entry into the communications business resulted somewhat from a conscious accident. He answered a newspaper ad by the Reuben H. Donnelley organization which was starting a pay television joint venture in southern California.

It was there, he says, that he ran into "a number of people in the cable television industry, among them Bill Daniels." At that time his resume looked something like this: A business administration graduate from Loras College in Dubuque, Iowa, in 1958, he attended classes at the University of Wisconsin before joining the Marine Corps for a six-month active duty hitch and a seven-year reserve requirement.

He worked for United Airlines in an executive training program concentrating on tickets and reservations, airport operations and sales (the last would serve him in his future employment). "But after 18 months," Saeman says, "I decided I wanted to do something else." After a short stint with the Cleveland-based manufacturer, Addressograph Multigraph, he answered the Donnelley ad.

That led him to his meeting and subsequent association with Daniels.

At first, Saeman says, he did "a little bit of everything." That included overseeing some of the cable systems Daniels was operating, doing some consulting work under the guidance of Monroe Rifkin, then executive vice president (now chairman of American Television & Communications) and brokerage work under



John Victor Saeman—president and chief executive officer, Daniels & Associates, Denver; b. Aug. 29, 1936, Madison, Wis.; BA, Loras College, Dubuque, Iowa, 1958; U.S. Marine Corps, 1959; United Airlines executive training program, 1959-61; salesman, Addressograph Multigraph, Cleveland, 1962-63; sales manager, Reuben H. Donnelley Corp., Los Angeles, 1963-65, broker, vice president, Daniels & Associates, 1965-72; present position since 1972; m. Carolyn Hallman, May 11, 1963; children—John III 16, Craig, 15, and Cathy 14.

both Rifkin and Daniels.

It was a two-way street, says Saeman. He was "providing some of the mechanical forces needed to pull information together and learning the business" at the same time.

After seven years, Saeman became president and chief executive officer of Daniels. He describes how he rose to those positions with deadpan humor: "I stayed around longer than anybody else."

But endurance probably had little to do with his meteoric rise. Better reasons come from his superior. Daniels describes Saeman as "an extremely fine leader" who is "extremely ethical with high morals." "In our business," Daniels says, the number-one required characteristic is integrity. A second major asset that Saeman brings to Daniels is that he is "a good operating manager," says Daniels.

Kudos also flow from those who intermittently work with Saeman. Brian Lamb, president of C-SPAN, says: "You never hear a negative word about him as a person."

"He was the right man at the right time," says Lamb, in helping to get C-SPAN off the ground. "He has a great deal of vision," says Lamb, who adds: "He's a class guy." He was responsible, Lamb relates, for putting C-SPAN on every system Daniels owns, important exposure for a new programming venture.

Saeman has been involved in some of

the bigger cable deals that have come down the pike in the last six months. Those include the marriage of the Chicago-based Tribune Co., owner of WGN Continental Broadcasting, with Doug Dittrock of Douglas Communications. "He saw the chemistry," between the two, said Daniels, got the principals together and negotiated the deal.

It may be a deal Saeman will savor for some time. "I get a great deal of my joy and satisfaction from the entrepreneurial side of deal making."

Investment banking has joined brokering as the one-two punch for Daniels. The former area has grown rapidly, says Saeman, and offers the potential for the most activity in the years ahead as Daniels attempts to take care of the refinancing needs of those in the industry.

The investment banking group began in 1976 and serves to represent borrowers and take loan applications to the marketplace (insurance companies and banks).

On the political front, Saeman applauds the fact that the "cable industry literally [has been] taken out of bondage over the last four years." With the new administration he sees change on the horizon and says "it will be difficult for it to be much better."

He takes pride in NCTA's "free enterprise" stands on various rulemakings. He says NCTA is "sensitive to making sure that competition is what we're in favor of because competition is indeed what gave us our opportunity to be in the marketplace." Thus, except for technical considerations, NCTA has supported low-power TV and VHF drop-ins.

To Saeman, the darkest cloud on the horizon is the pending legislation defining AT&T's role in the future of communications. In Saeman's view it dwarfs the Malrite case and the copyright issues as the most important issue facing the cable industry.

But all that's something Saeman leaves behind when he strolls onto the golf course or deals a hand of gin rummy with his cable colleagues. "Number one" and "number two" are how he rates those pursuits as pastimes.

Saeman is an early riser, who years ago developed a habit of getting to work by 7 a.m. "It provided me," he says, "an escape from the heavy schedule of the day and a quiet time where I could get a lot of things done before the phone started ringing." That was fine, he said, until people on the East Coast found out he worked that early.

And his reason for staying with Daniels is as simple as his humble response to his rise to the presidency: "I've never been attracted to anything away from here as much as I've been attracted to what was here."

Bob Rathbun, with WTAR(AM) Norfolk, Va., named sports director.

William Yeager, acting news director, KYW-TV Philadelphia, named assistant news director.

Dennis Wright, attorney and executive director of Jamaica Area Planning Action Council, Boston, joins WNAC-TV there as community affairs director.

Technology

Philip Schneider, VP-satellite systems and services, Western Union, Upper Saddle River, N.J., named VP-international services and government operations.

Jesse Blount Jr., VP-marketing, ADDA Corp., Campbell, Calif., manufacturer of digital television signal processing products for broadcast industry, named VP-general manager. **William Borman**, national sales manager, ADDA, succeeds Blount.

David D. Tompkins, owner of design firm in Boulder, Colo., named VP for industrial design of RCA television's VCR and videodisk products, Indianapolis. **Alfred Teger**, director of advanced systems research laboratory, RCA, Princeton, N.J., named staff VP for systems research.

Steve Hunt, manager of operations analysis, consumer products and services sector, General Electric, Fairfield, Conn., joins VHD, Los Angeles, as VP-finance and planning for VHD Programs and VHD Disk Manufacturing Co.

George Erhardt, director of data processing and systems, Herman H. Smith division of North American Philips, New York, joins Magnavox CATV Systems, Manlius, N.Y., as manager of project engineering. **Robert Long**, from Alcan Aluminum, Oswego, N.Y., joins Magnavox CATV as director of information services, responsible for information processing and computer programming. **Matthew Hart**, district sales manager, Northeast region, for Jerrold Electronics, based in Harwich, Mass., joins Magnavox CATV in same capacity, located in Harwich.

Ian Robertson, engineer, KING-AM-FM Seattle, joins Audio & Design Recording, British-based manufacturer of signal processing equipment, as head of its U.S. Broadcast Division, headquartered in Seattle.

Diane Hinte, sales manager, Tanner Electronics Systems Technology, Van Nuys, Calif., joins Standard Communications Corp., Los Angeles, as sales manager for its MDS products.

Edwin Karl, director of technical operations, KMOX-AM-FM St. Louis, named engineer-in-charge of co-owned KMOX-TV there.

Jeffrey Groves, assistant engineer, KRNA(FM) Iowa City, Iowa, named chief engineer.

Promotion and PR

Paula Mermelstein, VP, on-air promotion, NBC-TV, named VP of on-air promotion and print copy.

Ellen Cooper Braver, from Home Box Office, New York, joins Showtime there as manager of affiliate publicity.

Brian Blum, film editor, WBBM-TV Chicago, named on-air promotion producer.

Sally Wasserman, public relations and infor-

mation manager, WDIV(TV) Detroit, joins co-owned WJXT(TV) Jacksonville, Fla., as director of public relations and community projects.

Bob Wolfe, from WCTI-TV New Bern, N.C., joins WPTF-TV Durham, N.C., as promotion manager.

Robert Regler, art director, KOLN-TV Lincoln, Neb., joins KGBT-TV Harlingen, Tex., in same capacity.

John Noble, program director, KRKN-FM Anchorage, named director of public relations for Cook Inlet Broadcasting, parent of KRKN-FM and Fantasy Productions.

Ralph Ward, from EightCap Inc., Montcalm county, Mich., community program, joins J.I. Scott, Grand Rapids, Mich., as public relations coordinator.

Cathleen Nuzum, director of public information, American Cancer Society, Washington, joins Hill & Knowlton, Chicago, as account executive.

Alise Kreditor, account supervisor, Richard Weiner, New York, joins Waring & LaRosa there as director of public relations.

Allied Fields

John E. Patton, president of RAM Research Corp., San Diego, appointed VP and general manager of Bonneville Broadcast Consultants, Tenafly, N.J.

David Markey, VP-congressional liaison, National Association of Broadcasters, Washington, joins staff of freshman Senator **Frank H. Murkowski** (R-Alaska), March 1, as staff director.

Named senior VP's, William B. Tanner, Memphis: **William Laffey**, media negotiations; **Herb Werman**, media services; **Bill Cecil**, media sales, and **Betty Lucas**, administration. All were formerly VP's. Named VP's: **Ron Mourning** and **Bob Stack**, media negotiations; **Gordon Buckingham**, concepts; **William B. Tanner Jr.** and **Terry Tanner**, assistants to president. All were formerly assistant VP's. Named assistant VP's: **Donna West**, television media; **David Tyler**, ID division, and **Jerry Frisch**, commercial production division.

Brian Madden, associate with communications law firm of Cohn & Marks, Washington, named partner of firm. **James Johnson**, former congressional representative from Colorado, joins Cohn & Marks as counsel, and **J. Brian De Boice**, law clerk, U.S. Court of Appeals Seventh Circuit, joins Cohn & Marks as associate.

Virginia Carson, **Lawrence Movshin** and **James Blaszak**, associates with Washington communications law firm of McKenna, Wilkinson & Kittner, named partners of firm. **Randolph May**, former associate general counsel for FCC, Washington, joins McKenna, Wilkinson & Kittner, as partner. **Jill Abeshouse Stern**, associate with Washington law firm of Melrod, Redman & Gartlan, joins McKenna in same capacity.

William Weisz, vice chairman and chief operating officer, Motorola Inc., Schaumburg, Ill., will receive 1981 Medal of Honor from Electronic Industries Association for outstanding contribution to advancement of electronics industry and high personal achievement in industry management. Award will be presented at association's annual government-industry dinner, Shoreham hotel, Washington.

Dick McMahon, local sales manager at KOST(AM) Denver and creator of Media Calculators, named sales manager, Western Division, Telmar Media Systems, Denver computer research firm for advertising and media.

New officers, Louisiana Association of Broadcasters' board of directors: **Jim Trahan**, KVOL(AM) Lafayette, president; **Jack Long**, WVUE(TV) New Orleans, president-elect; **Jerry Smithwick**, KPLC-TV Lake Charles, TV-VP; **Art Suberbielle**, KANE(AM) New Iberia, radio VP, and **Dan Hollingsworth**, KRUS(AM)-KXKZ(FM) Ruston, treasurer.

New officers, South Florida Radio Broadcasters Association: **William L. Viands**, WIOD(AM)-WATA(FM), president; **Robert Allen**, WMJX(FM), VP, and **Ronald Beckey**, WQAM(AM), secretary-treasurer.

Deaths

Sam J. Slate, 71, former VP of CBS and general manager of WCBS(AM) New York, died of cancer Feb. 7 at his home in Sherman, Conn. He joined CBS as writer in news department in 1933; left to serve in U.S. Maritime Service in World War II; was program director of BBC's New York office from 1945 to 1950 when he returned to CBS as VP and general manager of WCBS(AM). He left CBS in 1964 and served in various capacities with RKO General Broadcasting. He is survived by his wife, Ella, and daughter, Sallie.

Clarence E. Eldridge, 92, former VP of marketing for General Foods Corp. and former executive VP, marketing, Campbell Soup Co., died Feb. 7 at his home in Seminole, Fla. Eldridge had served as consultant to Association of National Advertisers, for which he wrote a series of 16 essays on *Management of the Marketing Function*, and received organization's Paul B. West Gold Medal Award for his contribution to advertising in late 1960's. He had been with Young & Rubicam before joining General Foods in 1937 and Campbell Soup in 1953. He is survived by his wife, Bertha, and three sons, William T., Clarence E. Jr. and Morton T.

Theodore Ferro, 76, co-author of TV series, *Peyton Place* and *The Guiding Light*, died of cancer Feb. 1 at his home in Thousand Oaks, Calif. Ferro and his wife, Mathilde, wrote series together, along with radio program, *Lorenzo Jones*, and scripts for such well-known series as *Leave It to Beaver*, *Dr. Kildare* and *Wagon Train*. Ferros were among founders of Radio Writers Guild, forerunner of today's Writers Guild of America.

Bill Haley, 55, singer and band leader whose classic, "Rock Around the Clock" was one of the first national rock 'n' roll hits, died Feb. 9 of natural causes at his home in Harlingen, Tex. Haley, whose work influenced many later bands such as The Beatles and singers including Elvis Presley and Little Richard, formed his band, Bill Haley and the Comets, in early 1950's. "Rock Around the Clock" shot to top of charts after being featured in 1955 movie, "Blackboard Jungle," and since then has sold 22.5 million records. Haley's version of blues tune, "Shake Rattle and Roll," was another of his 50's hits.

Dan Casabian, 50, former account executive, KNAC(FM) Long Beach, Calif., died of cancer Jan. 24 there. Casabian also worked for KKGQ(FM) Los Angeles, and KFOX(FM) Long Beach, Calif.



White winner. Keith Fuller, president and general manager of the Associated Press, received the William Allen White Foundation Award for journalistic merit last week in ceremonies at the University of Kansas. Accepting the award, given annually to the journalist who exemplifies the ideals of the late editor of the *Emporia (Kan.) Gazette*, Fuller called upon members of the press to "dedicate ourselves as never before" to defense of freedom. "In the end," he said, "truth, whether printed or spoken, widely disseminated is our best defense against despotism." Fuller reached the AP presidency through both broadcast and print journalism. In college in the mid-1940's, he had a daily quarter-hour news report on WRR(AM) Dallas; in the mid-1950's he was AP regional broadcast executive for Texas and New Mexico; later he served briefly as news director of KCBQ-AM-TV Lubbock, Tex., and as a member of AP top management he was a primary force in moving the association into radio with the formation of AP Radio. In the photo above, Fuller (1) accepts White medallion from John H. Stauffer, editor and publisher of the *Topeka (Kan.) Capital Journal*, a member of the Stauffer Communications Group of stations and newspapers.

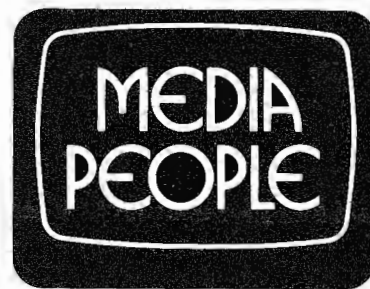
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Ken McManus, from CBS, Los Angeles, joins Boston-based BBI Communications as Western sales manager in new Los Angeles office. Deborah Burke, freelance producer based in Boston, joins BBIC there as sales coordinator.

Lee Block, account executive-station sales for New York syndicator, On The Air, named director, station sales. **Rita Michaelson**, manager of sales services, Air Time International, joins On The Air in same capacity. **Stephanie Singer**, assistant to president, Syndicast Services, appointed On The Air's manager, contract administration. **Karen Morgenbesser**, sales assistant, Field Spot Sales, named coordinator of station sales for On The Air. **Patricia Tesoriere**, manager, customer relations, Reliance Utilities, joins On The Air as coordinator, administrative services.

Steve Terry, manager of production, Compact Video Systems, Burbank, Calif., named general manager. **Brad Weyl**, with Compact Video, succeeds Terry.

News & Public Affairs

Bill Miller, news manager, KOOL-FM-TV Phoenix, named news director.

David Merrill, assignment editor, KDFW-TV Dallas, joins KGBT-TV Harlingen, Tex., as news director. **Cindy Scheopner**, 6 p.m. news producer, KDFW-TV Dallas, joins KGBT-TV as execu-

tive producer. **David Marquis**, news director, KYEL-TV Yuma, Ariz., joins KGBT-TV as head of McAllen, Tex., bureau.



Saitta

Joseph Saitta, television news consultant with McHugh & Hoffman, Washington communications consultants, joins Times Mirror Broadcasting, New York, as VP-news.

Mark O'Connell, news director, KFMJ(AM) KRAV(FM) Tulsa, Okla., joins KGCT(TV) there in same capacity. **Paul Statt**, photographer-

editor, KTUL-TV Tulsa joins KGCT as chief photographer.

Bruce Childs, assignment editor, WISH-TV Indianapolis, joins co-owned WANE-TV Fort Wayne, Ind., as news director.

Andrew Barton, news director, KBMT(TV) Beaumont, Tex., joins WAVY-TV Portsmouth, Va., in same capacity.

Terry Fancher, news director, WATD(FM) Marshfield, Mass., joins WOKW(AM) Brockton, Mass., in same capacity.

James Evans, day broadcast editor, UPI, Atlanta, named Atlanta bureau manager.

Les Einhorn, assistant sales manager of Blair Television's ABC/red sales team in New York, named sales manager of independent sales team there **Arnold Wittchell**, from Advanswers Media-Programming, St. Louis, and **Robert Brandt**, account executive, KSDK(TV) St. Louis, join Blair Television there as account executives.

Laverne Cole, on sales staff of Katz Television in Charlotte, N.C., named manager of Katz TV's Washington office. **G. Quinn Koontz**, account executive, WGHP-TV High Point, N.C., succeeds Cole. **Dave Frankel**, account executive, Mutual Southwest Radio Network, New York, joins Katz Radio Network there.

Jeff Lovins, associate director of programming, Petry Television, New York, named manager of research and creative services. **Marie Imbesi-Chieca**, training director for sales assistants, Petry, named to newly created post of personnel manager.

Robert Smith, senior VP-operations, Charter Broadcasting, New York, joins Selcom there as VP-controller.

E. Eugene Thompson, account executive with Top Market Television, Chicago, joins Group W Television Sales there in same capacity.

Bob Steres, VP-sales manager, Peters, Griffin, Woodward, Los Angeles, joins Independent TV Sales there as account executive.

Lou Lattore, account executive for RKO Television Representatives in New York, named account executive for MMT Sales, New York. **Mike Brooks**, account executive for Katz Television, Dallas, joins MMT there in same capacity.

James Marino, president of RKO Television Representatives, New York, which has ceased operations, named executive VP, RKO General Television, responsible for all sales activities of group-owned TV stations.



Fauser

Robert Fauser, VP-general manager, KRBE(FM) Houston, joins Viacom Radio, New York, as VP-sales responsible for Viacom's WWRL(AM) WKHK-FM New York; WDIA(AM)-WRVR-FM Memphis; WMZQ(FM) Washington; KDIA(AM) San Francisco; KIKK(AM) Pasadena, Tex., and KIKK-FM

Houston.

John Kueneke, manager of sales office for KCRA-TV Sacramento, Calif., named general sales manager.

Frank Sisson, sales manager, WJR-FM Detroit, named general sales manager.

Linda Martin, sales director, *The Real Paper*, Boston, joins WQTV(TV) there as director of sales and marketing.

A. Doug Atherton, local sales manager, WCSC-TV Charleston, S.C., named VP-general sales manager.

William Golden, on-air director of 6 and 10 p.m. newscasts, WRFV-TV Green Bay, Wis., named marketing director.

Gregory Lano, local sales manager, WSMW-TV Worcester, Mass., named general sales manager.

Joe Mahan, national sales manager, WIS-TV Columbia, S.C., joins KTVH(TV) Hutchinson, Kan., as general sales manager.

Richard Hayes, national sales manager, WANE-TV Fort Wayne, Ind., named general sales manager.

Frank Sause, sales manager, WEOK(AM) Poughkeepsie, N.Y., joins WWVI(AM)-WJJB(FM) Hyde Park, N.Y., as general sales manager.

Dick Roncka, local-regional sales manager, KMTV(TV) Omaha, named general sales manager. **Jay Maxey**, account executive, KMTV, named national sales manager.

Stan Whitman, station and program manager, KFBB-TV Great Falls, Mont., assumes additional duties as national sales manager.

Richard Reim, general sales manager, WKIX(AM) Raleigh, N.C., named regional sales manager for licensee, Mann Media, based in High Point, N.C.

Fred Malbone, account executive, WAST(TV) Albany, N.Y., named national sales manager.

Jack Lee, manager of local sales, WAST, named regional sales manager.

John Terboss, account executive, WIXT(TV) Syracuse, N.Y., named local sales manager.

Richard Landuyt, from McBready-Adloch Realty, Grosse-Pointe Farms, Mich., joins WWW(FM) Detroit as account executive.

John Singley, advertising manager, Carolina Development, Myrtle Beach, S.C., joins WTVC-TV Lexington, Ky., as account executive.

Programming

Lewis Erlicht, VP and assistant to president of ABC Entertainment, Los Angeles, named senior VP and assistant to president, taking on new liaison responsibilities between entertainment and business affairs operations in addition to current assignments with prime-time specials, late-night program development and theatrical-film acquisition for prime time.

Josh Kane, VP-programs, East Coast, NBC Entertainment, Los Angeles, appointed to newly created position of VP-theatrical features and assistant to the president. **Jerome Wexler**, VP-entertainment operations, NBC Entertainment, New York, named VP-general manager, NBC Enterprises division there. **Dennis Conside**, director, NBC movies made for television, named VP for East Coast prime-time and late-night programs, NBC Entertainment.

Peter R. Calabrese, director, specials and late-night programs, NBC program department, becomes VP-specials. **Earl Greenburg**, VP for compliances and practices, NBC West Coast, named NBC West Coast VP for daytime programs. **Alex Gilady**, former sports reporter-producer, Israeli Broadcast Authority, joins NBC Sports, as director for Europe, based in London. **Chuck Easler**, director of *SFO*, weekly variety program on KRON-TV San Francisco, joins BC-TV as West Coast producer for its *Tomorrow Coast-to-Coast* show.

Paul Stager Jr., senior VP, business affairs, Columbia Pictures Television, Burbank, Calif., named senior VP of administration. **Edward Masket**, executive VP, administration, is relinquishing that post to pursue special projects for company. **Sid Kalcheim**, VP, business

affairs, Marble Arch Productions, Los Angeles, joins CPT as VP in charge of business affairs.

George Blaug, VP of international sales operations, Columbia Pictures Television, Los Angeles, named VP of United Artists Television International, New York.

John Redpath Jr., assistant general counsel, Home Box Office, New York, and **Kevin Senie**, director of new business development for Time Inc.'s Video Group there, named VP-general counsel and VP-treasurer, respectively, for HBO. **Judith Feldman**, associate director of business affairs-films, HBO, named director of pre-production acquisition, East Coast. **Robert Grassi**, VP and principal for Purchasing Management Consultants, New York, joins HBO there as director of production, traffic and fulfillment services.

Herbert Estrin, financial consultant, based in Dana, Calif., joins Warner Home Video, New York, as senior VP-finance and administration.

Robert Allen Cohen, Eastern sales director, Janus Television, New York, named national sales manager.

Ruth Ann Meyer, VP-programing, NBC Radio Network, New York, joins ABC Entertainment Network there as director of programming. **Fred Manfra**, anchor of Subscription TV's coverage of Detroit Tigers' games, joins ABC Radio Sports Network, New York, as anchor of weekend program, *World of Sports*.

Roger Englander, freelance producer and director of music programs, based in New York, joins CBS Cable there as senior producer of music.

Terry O'Neil, producer, ABC Sports, New York, joins CBS Sports there as executive in charge of production for new weekend anthology.

Cindy Bartman, with U.S.A. Network, Glen Rock, N.J., named sales coordinator.

Doug Hammett, account executive, Arbitron, Chicago, joins Drake-Chenault, Los Angeles, as regional sales manager-formats.

Suzanne de Passe, VP-creative division, Motown Industries, Los Angeles, named president of newly formed Motown Productions which will produce motion pictures, television series and variety specials.

Kelly Smith, VP-business affairs, Tandem Productions and T.A.T. Communications, Los Angeles, named senior VP-head of business affairs. **Jess Wittenberg**, VP-legal affairs, succeeds Smith. **Jan Abrams**, contract administrator, and **Michael Ross**, general assistant, business affairs department, named associate directors-business affairs.

Steve deSatnick, VP-operations and engineering, noncommercial KCET(TV) Los Angeles, joins U.S. Video there as VP-operations.

Byron McCann, telecommunications consultant, Ernst & Whinney, international accounting firm, Tacoma, Wash., joins Pacific Communications, Olympia, Wash., as VP-general manager responsible for its cable advertising network, Video Previews and Vidio Services.

Suzanne Weil, acting director of Public Broadcasting Service's prime-time program service, PTV-1, named director on permanent basis. **Eric Sass**, who is serving under Weil as acting VP-programing, assumes post on full-time basis.

Fates & Fortunes

Media

James Hart, VP-general manager, WLWT(TV) Cincinnati, joins co-owned WBIR-TV Knoxville, Tenn., in same capacity. Hart succeeds **Neal Branch**, who retires March 15.

Arthur Paul, executive VP-general manager, noncommercial KVIE(TV) Sacramento, Calif., joins noncommercial WNIN(TV) Evansville, Ind., as president and general manager.

Robert Leider, general manager, WCKT(TV) Miami, named VP.

Charles McFadden, Eastern division manager of Syndication Division for Paramount Television, New York, joins WJTM-TV High Point, N.C., as VP-general manager.

Bert Keyes Jr., sales manager, KELT(FM) Harlingen, Tex., named general manager of co-owned KGBT-TV there.

Tom Girocco, VP-syndication, Time-Life Films, New York, joins WSPD Inc., licensee of WSPD(AM) Toledo, Ohio, as president.

Allen Gantman, general sales manager, WHDN(AM)-WMJC(FM) Monroe, Mich., joins WAKY(AM)-WVEZ(FM) Louisville, Ky., as general manager.

John Madormo, writer, producer-director, WGN(AM) Chicago, joins noncommercial WONC(FM) Naperville, Ill., as general manager.

David McAley, general sales manager, WMRO(AM)-WAUR(FM) Aurora, Ill., named VP-station manager.

Christopher Johnson, operations manager, WFUN(AM)-WREO-FM Ashtabula, Ohio, named station manager.

Tom Cuddy, program director, WARA(AM) Attleboro, Mass., named station manager.

John Hutchinson Jr., program operations manager, WBT(TV) Charlotte, N.C., named broadcast operations manager.

Thomas Jones, director of acquisitions for F&S Comm/News, independent program producer in Lansing, Mich., joins WLIX-TV there as operations manager.

Frances Miller, staff assistant to former Secretary of State Edmund Muskie in Washington, joins NBC's corporate office there as executive secretary-coordinator to VP, Peter Kenney.

George Piercy, vice chairman and board member, noncommercial WNET(TV) New York, elected chairman of WNET's board of trustees.

Richard Morris, controller, Teleprompter, New York, named senior VP of operations.

Fredda Lynn Rose, associate director of business, ABC-TV, Los Angeles, named director of business affairs.

Carl Friedlander, manager of financial planning and analysis, KNXT(TV) Los Angeles, named director of planning.

Linda Pike, assistant controller, KQTV(TV) St. Joseph, Mo., named controller.

Stephanie Forbes, controller, KPNX Broadcasting, Mesa, Ariz., joins KDJO(AM)-KDKB-FM there as business manager.



Klasey

Michael Martin Klasey, premium services manager, Coachella Valley Television, Palm Desert, Calif., cable system, joins Field Communications, San Francisco, as cable relations manager for Field's five TV stations.

Dennis Garlington, from Memorex Corp., Santa Clara, Calif., joins Cox Cable Communications' Mission Cable TV, San Diego, as manager in charge of development of Indax, two-way interactive cable service.

James Robbins, general manager, Viacom Cablevision of Long Island, based in Islip, named VP.

H. E. Lytel, consultant, Personnel Diagnostic, Columbus, Ohio, joins Continental Cablevision of Ohio in Findlay as administrative assistant to VP, C.J. Younger.

Advertising

Jerome Sexton, VP-media director, D'Arcy-MacManus & Masius, St. Louis, named senior VP-director of human resources. **Frank Kopec**, VP-media director, Benton & Bowles, Chicago, succeeds Sexton.

F. Theodore Fortin, VP-co-group creative director, Cunningham & Walsh, New York, named senior VP.

Eugene Trentacoste and **Wally Arevalo**, creative supervisors, Grey Advertising, New York, named VP's.

Eugene Hatton, VP-director of client services, Bozell & Jacobs, Chicago, joins Creamer Inc. there as executive VP-agency services. **Jerome DeBord**, president of Sperry-Boom, advertising and marketing consulting firm in Chicago, joins Creamer there as executive VP-operations.

Frank Daniels, VP-associate creative director, Stone & Adler, Chicago, named senior VP. **John Erdos**, former creative director, Douglas Dunhill, Chicago merchandise syndicator, joins Stone & Adler as VP-associate creative director and executive art director. **Jim Tennant**, copywriter, Stone & Adler, named creative supervisor. **Cathy Weiner**, creative department administrative coordinator, Stone & Adler, named manager of agency's traffic department. **Maribeth Auer**, traffic coordinator, named associate account executive.

Bob Williams and **David Hubbard Jr.**, account supervisors, Kenyon & Eckhardt, Detroit, named VP's.

Joseph Moleski, VP-writer-producer, Gilmore Advertising, Kalamazoo, Mich., named VP-associate creative director. **Jacqueline Olsen**, media director, Gordon Advertising, Grand Rapids, Mich., joins Gilmore as associate media director.

John Fricks, from Burton-Campbell, Atlanta, joins Austin Kelley Advertising there as account supervisor. **Barbara Winship**, from Haas-Littlefield, Atlanta publisher, joins Austin Kelley as production manager.

Glenn Helton, senior account executive, Hoefler-Amidei, San Francisco, named account supervisor.

Linda Brown, account executive, Bruce J. Bloom, New York, joins Doremus & Co. there in same capacity.

David Hooks, account executive, Zemp Advertising, St. Petersburg, Fla., joins Ensslin & Hall Advertising, Tampa, Fla., in same capacity.

William Sontag, head of own design studio, Cincinnati, joins Sive Associates there as design director.

Steven Ockerman, from *Kalamazoo* (Mich.) *Gazette*, joins J.I. Scott, Grand Rapids, Mich., as copywriter.



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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
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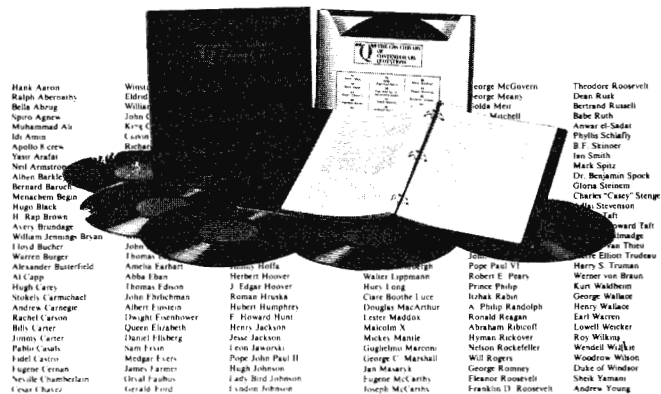
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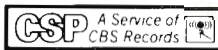
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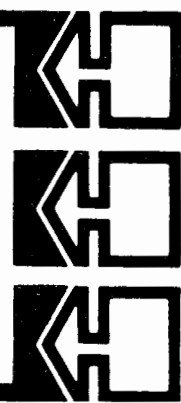
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S Metro	AM/FM	\$775K	\$125K	Bill Cate	(904) 893-6471	
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 - Ethnic daytimer in Cleveland metro area. \$490,000.
 - Daytimer. N.E. Texas city. \$600,000. Terms.
 - Class C in large Oklahoma town. \$3,400,000.
 - AM/FM in Mississippi city within 100 miles of Memphis. \$360,000. Terms.
 - Daytimer and weekly newspaper in greater Charlotte. N.C. area. \$580,000. Terms.
 - E. Ky. 1000 watt daytimer. \$280,000.
 - 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. C.P. for fulltime.
 - Sales oriented working partner to buy minority on terms in big town. FM in NW AL. \$50,000.
 - 1000 watt daytimer. SE KY. \$300,000.
 - 1000 fulltimer. Tenn. Chattanooga area. \$250,000.
 - 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.
 - Fulltimer near Charlotte, NC. \$600,000. Terms.
 - Daytimer. Good dial position. Central Florida. \$280,000.
 - NW Florida. C.P.—\$100,000 at cost.
 - Atlanta area. 5,000 watts. \$470,000.
 - 3,000 watt FM. Southern Arkansas. \$380,000.
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 - 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.
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Medium Market. Don't apply unless you are fully experienced in all areas. Complete supervision of all local, national and regional sales. Compensation commensurate with experience and background. Equal opportunity employer. Send resume to Box B-104.

GENERAL SALES MANAGER

Television Station in Sun Belt Area. Excellent Benefits & Pay for an Aggressive, Experienced Person w/3-5 Years of Sales Management. Excellent Opportunity for Growth. Send Resume to: Terri Brown, KLTV Television Station, P.O. Box 957, Tyler, TX 75710.

EOE/Affirmative Action Employer

TELEVISION SALES POSITION

Great future for experienced TV account executive in L.A., So. Cal's No. 1 city. Must have strong Agency/Retail background. Send resume to Box B-166, strictly confidential. We will contact all qualified salespersons for interviews. An equal opportunity employer.

GENERAL SALES MANAGER

Due to the serious illness of our longtime General Sales Manager, we are seeking applications for the position from qualified professionals. Applicants must have broad knowledge of National, Regional and Local Sales and be able to direct and inspire a professional sales staff. If you are qualified for this executive position, please send a complete resume and references to:

Ed Lasko
KCRG-TV
Box 816

Cedar Rapids, Iowa 52406
An equal opportunity employer

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

Help Wanted Programing, Production, Others

PRODUCER/DIRECTOR

for established daily, live, musical variety talk show. Production experience and creativity are essential. Position also demands strong leadership. Resume to R.C. Thrall, WLWT, 140 W. 9th St., Cincinnati, Ohio 45202.

Equal Opportunity Employer M/F/H

PRODUCER/DIRECTOR CREATIVE UNIT

Writing, producing, and hands-on ENG shooting of spots, plus directing edits and mixes of final products. Some documentary and syndicated program shooting. Three years commercial experience and working knowledge of ENG equipment and editing preferred. Still photography experience desired. Send resume to: John Stoddard, Office Personnel Manager, P.O. Box 741, Dayton, Ohio 45401.

An equal opportunity employer M/F/H

Situations Wanted News

TV Sports Producer with major market experience seeks TV sports anchor/reporter position. I've produced material on the Boston Celtics, New England Patriots, Boston Marathon, and more. Currently doing on-air radio work at two Metro-Boston stations. Does your small or medium market sports segment need a new look? I'm your man! Will respond to all 'tpx'ries and relocate. (617) 584-0635½

Sports Producer/Writer

TV/Radio Sports Producer with background in NFL Football, ML Baseball, NBA Basketball and NHL Hockey, just returned from Superbowl assignment, looking to line up future projects. Currently producing basketball but also have wide background in all other types of programming. Box B-129.

Situations Wanted Technical

Lawyer/Broadcaster/Engineer

Triplehitter seeks work as Executive Assistant to CEO or owner of small or medium size broadcast group who needs trustworthy and competent extra right hand.

Honors graduate of prestigious law school with concentration in broadcasting/cable law. 5 years engineering experience including experience as chief engineer of medium market broadcast facility. Experienced in construction of new radio & TV facilities & reconstruction of old studios. Audio processing specialist.

If you are a CEO or owner who is submersed in day to day detail, who needs competent legal & engineering relief, and who desires to cut down bills at Washington consulting firms, we may have a lot to talk about.

Box B-165

Situations Wanted Management

GENERAL MANAGER

former G.S.M., S.M. & street fighter with additional background in radio & print. I can make your station a winner the first year by motivating your staff or can bring one with me. Looking for big towns & big bucks. Interested? Write today Box B-102.

ALLIED FIELDS

Public Notice

LEGAL NOTICE TOWN OF LANCASTER

The Town of Lancaster, in Erie County, New York, invites applications for a cable television franchise. Applications shall be prepared rtd submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until 5:00 p.m., local time, May 4, 1981 and all applications received will be available for public inspection during normal business hours at the Town Clerk's Office in the Lancaster Town Hall, 21 Central Avenue, Lancaster, New York 14086.

PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION LICENSE

The Town of Merrimac will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:00 p.m. on April 17, 1981. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100 non-refundable filing fee, payable to the Town of Merrimac. A copy of the applications shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

BOARD OF SELECTMEN
4 School Street
Merrimac, MA 01860

Miscellaneous

STUDY OF MARKETS WITH OPEN FM CHANNEL ASSIGNMENT

A computerized report revised and published monthly listing the open (available and unapplied for) channel assignments in the country in the following format:
City; Channel (number & class); County; State; Coordinates; City Population (1970 census); County Population (current estimates); County Households (currently); Spendable Income per Household in County; County Retail Sales; Existing Radio in County (number of AM & FM); Population Growth Rate of County since 1970; other notes; any known Special Spacing Requirements; Approximate Location in State, etc.
Price: \$100 Subsequent issues: \$50

WILLIAM P. TURNEY
Consulting Services
P. O. Box 185
Winfield, Kansas 67156
(316) 221-9660
MORE THAN 200 LISTINGS!

Help Wanted Management

PROMOTIONS MANAGER

50,000 watt San Francisco Bay area radio station looking for a Promotions Manager. Male or Female with the ability to create, promote and advertise as well as market the station. Please send resume to: Bill Weaver, KLOK Radio, Box 21248, San Jose, Ca., 95151.

AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted News

Newswriters/Editors

RKO Radio Network has several openings for Newswriters/Editors. Applicants must have a strong news background, be able to work with tape equipment, write in a conversational style and have excellent news judgment. Candidates should send resume, writing samples and a tape of recent interviews, (if available), to:

Mr. Harvey Nagler

RKO RADIO NETWORK
1440 Broadway, New York, N.Y. 10018

No telephone calls, please.
Materials will not be returned.

An Equal Opportunity Employer, M/F/H/Vets.

Help Wanted Sales

GREAT SALES OPPORTUNITIES

TM Productions needs highly motivated sales representative for the West. Extensive travel and sales performance will earn you top dollars in '81. Resume and track record to Buddy Scott—1349 Regal Row, Dallas, Texas 75247

Situations Wanted News

SPORTS DIRECTOR/ PLAY-BY-PLAY/TALK

Major market, knowledgeable, opinionated, top references. Available soon through format change. Box B-167.

Situations Wanted Management

G.M.

Successful track record in two highly competitive major markets. 17 years experience in all phases of station operations. Box B-107.

CREATIVE MANAGEMENT

Creative production mind seeking home with west coast station or studio in need of creative drive, resourcefulness, and motivation. Happily married, 34 year old male with strong organizational mind, pleasant disposition, and high energy level. 12 years of media production and promotion management experience. Only established firms seeking solid, creative results need respond. Box B-122.

Attention Major Radio Private or Developing group owner

—For first time ultimate dual management package available. Presently employed by major group in top capacities. Qualifications are almost unbelievable, but personal conference will confirm. Discretion an absolute. Our track record will speak for itself. Write Box B-6.

TELEVISION

Help Wanted Management

GEN MGR/UHF STARTUP

We're searching for a general manager to lead a new independent UHF in a competitive market. The ideal candidate will have a strong independent sales background and some knowledge of independent programming and promotion. Startup experience a plus. Reply in confidence to Box B-143. EOE-M/F

GENERAL MANAGER

Group owner seeks General Manager for small/medium-market television station in the northeast. Experience in all phases of television operations is essential. Station needs revitalization and leadership, and has excellent growth potential. Send resume and salary requirements to Box B-164.

Help Wanted News

NEWS PHOTOGRAPHERS

Top 20 market searching for News Photographers. Minimum of 2 yrs. television news photography exp. preferred. Must be familiar with ENG gear. We have all the latest state-of-the-art equipment, including several microwave vans and live helicopter. Please send resume to Box B-94. EEOE, m/f.

WEEKEND ANCHORPERSON/ REPORTER

WJLA-TV in Washington, D.C. is seeking applications for weekend anchorperson and general assignment reporter. Prior TV experience as anchor and reporter's required. Don't call. Send tape and resume to: Dow Smith, News Director, 4461 Conn. Ave. N.W., D.C. 20008. EEO.

ONLY TOP PROFESSIONALS WANTED

- Consumer Reporter
- Action Reporter
- Economics Reporter
- Weekend Weathercaster (Meteorologist Preferred)
- General Assignment Reporter

For Top 5 market network affiliated station. PLEASE NO BEGINNERS. Send Tape and Resume to:

Don Fitzpatrick
680 Beach Street Suite No. 335
San Francisco, California 94109
(415) 441-0575

Equal Opportunity Employer M/F

WEATHERCASTER

Major market network affiliate with strong commitment to news seeking professional meteorologist as primary weathercaster. At least two to three years TV experience mandatory. The salary is in keeping with major market pay levels. Send resume to Box B-157.

TV News Director

Are you the news director of the number one news in your market? Are you looking for new challenges? If so, here's an excellent opportunity to run Virginia's leading news operation with a 30-year history of being number one. You'll work with the best . . . station is part of a growing communications company. And you'll live in a beautiful, fast-growing section of the South. Send resume to:

William Gietz, Pres. & Gen. Mgr.
WTAR-TV
720 Boush Street
Norfolk, Virginia 23510
E.O.E. M/F

HELP WANTED INSTRUCTION CONTINUED

San Francisco, FCC License 6 weeks 3/9/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

Two broadcast-journalism faculty positions, instructor or assistant professor, M.A. required, Ph.D. preferred, professional experience necessary. Technical competence in radio and/or TV production and/or news gathering. Salary competitive. Pending final administrative approval and funding. Salary competitive. Pending final administrative approval and funding. To ensure consideration apply before March 15, 1981. Write: Dr. John Windhauser, Chair, Search Committee, Department of Journalism, University of Mississippi, University, MS 38677. Equal Opportunity Employer.

Instructor for Broadcast Journalism program. Professional experience preferred. Ability to teach in related areas desirable. Masters required. Salary approximately \$16,000 for nine months. Position available August 1981. Applications accepted until position filled. Please, no applications without broadcast journalism background. Department has new multi-million dollar facilities for professional 4-year degree programs in Broadcasting, Broadcast Journalism, and Journalism. Send letter of application, resume, three current letters of reference, official transcripts to: Ralph Carmode, Head, Department of Journalism and Broadcasting, Mississippi University for Women, Columbus, MS 39701. EEO/AA employer.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted 2 C.C.U.S. for Norelco PCP70P in working conditions. Call Rubiano 809-723-6276.

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.

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 100 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. 700' of rigid 6-1/8" transmission line. 19 1/2 foot sections. E McClellan 419-684-9496.

(4) RCA TR600's complete with AF600 editors and remote edit panels. Machines have monitor bridges (2) with r-mods. Contact Howard Zuckerman, Prime Time Post, 6410 Santa Monica Boulevard, Los Angeles, 90038. 213-464-7151.

IGM 740 Automation. Instacart, 2 Scully 270, 4 carousels, Revox, time announce with 2 cart decks, 2 ASR teletypes, 5 racks, storage cabinet. Presently in operation, LeRoy Wolniakowski 414-453-4130.

3 RCA TR-600 video recorders with AE-600 edit controller, internal time code generators and readers, monitor bridges, HB/SHB option, five headwheel panels, air compressor. Machines have less than 1000 hours on head meters. Three of the five heads have been recently refurbished by Spin Physics. Available immediately. Will consider cash or equipment trades. Will sell one at a time for \$60,000 or \$152,000 for all three. Let's talk. Contact Bob Olsen—Chief Engineer, Fred Niles Communications, 1058 West Washington Blvd., Chicago, IL 60607. 312-738-4181.

RCA TK-76 Mini/Cam w/Cannon 10:1 lens ... \$19,995.00 415-676-7260.

BVH-1100 and BVT-2000 (never unboxed) 65K or best offer. Box B-120.

Marti Stereo STLs with cables/dishes, remote control, SCA generator, SCA monitor. Excellent condition. Also, small production studio. Box B-131.

For Sale: 1 Transmitter (TPO-1000), 3 phase power supply, CCA FM 1000-D with spare parts. For bid information call 303-351-2287.

Sony IF-1000 unit, interfaces BVH-1000, 1100 one inch recorders with Sony BVE-500 editor. Perfect for small studio or remote van. 3 months old, cost \$4500.00, asking only \$3000.00. Microtime Image Plus stand alone noise reduction/enhancer, excellent condition, \$3500.00, Videomath, Philadelphia 215-864-0658.

Bird Model 502-H 25kw Dummy Load. Unit Complete and includes Bird Model 4 Wattmeter. \$550.00. Capitol Broadcast Exchange 209-957-1761. 108-216 MHZ.

Collins 732-A 1 kw fm transmitter, rebuilt \$1900.00 less exciter. Phone for details. Capitol Broadcast Exchange 209-957 1761. Ask for Dave.

Remote Production Cruiser: Beautiful condition, full air conditioning, camera platform on top, ne diesel engine and drive train. Equipment includes: (3) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$145,000 takes it all. Call Frank Frolick, Quality Media Corporation 404-324-1271 for further details.

For Sales, Towers for FM, TV, 750', 1,000', 1,425', 1,700'. Available this year. Call 901-274-7510.

COMEDY

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

Brand New Material! A completely different jock service called "Radio Raps," plus special books and programs for the modern air personality. \$5 for a current issue of over 60 bits. Radio Word Shop, 5019 Middleboro, Grand Blanc, MI 48439.

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.

Want to have the competitive edge for your next ARB? Call us today 216-826-1433.

Broadcast news operations audits. Guaranteed exclusive. "No-frills" packages. MSO News Associates, Box 11043, St. Louis, MO 63135. 314-522-6325.

Professional voicing of your commercials. Details and sample, write: Bruce Kayser, 215 Apache Trail, Columbia, TN 32401. 615-381-0930.

Writer/Researcher Planning and design firm needs a versatile writer. Candidates must have proven work experience, creative organizational ability and insatiable intellectual curiosity. This full-time position demands a full-time commitment. Call 617-367-6303.

Graduate student needs lease or loan of video equipment to do a documentary film on television systems in Europe. Excellent opportunity for credit and possible international sales potential. Contact Peter Karlzen, 217 S. Giant City Rd. No. 15, Carbondale, IL 62901 or call 618-529-2189.

Custom Scoped Airchecks, \$10. Saady, 657 E. 79 St., Brooklyn, NY 11236.

Having trouble making vital programing decisions? Times running out your next ARB's just around the corner. Call us today and let us help you make the right move for a successful 81. Our number is 1-216-861-8511.

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.

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.

TV/Movie Reviews. Syndicated critic. Informative and witty reviews. Great listener response. Free demo cassette. Brian Rose Productions, 99 State St., Brooklyn, N.Y. 11201.

EMPLOYMENT SERVICES

Radio Jobs!!! Placement!!! "Anywhere in the U.S.A." Guarantee; Write: NYMO Consultants, Dox 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. PO. Box 2808, Sarasota, FL 33578. 813-955-6922.

FCC "Tests-Answers" manual! Free information: Command, Box 26348-B, San Francisco 94126.

San Francisco, FCC License 6 weeks 3/9/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105 415-392-0194.

RADIO Help Wanted Announcers

SPORTSCASTER wanted by major New York City-based radio network. Must have good voice, delivery and production skills. Some travel involved. Send tape and resume to Box B-134. Equal Opportunity Employer.

Help Wanted Technical

Major Group Broadcaster seeks a highly qualified engineer to manage a fully union radio station in the Northeast. Candidates should have a FCC First Class license and 4-5 years experience. College degree preferred. Should be a good planner and communicator who works well with people.

We are an Equal Opportunity Employer M/F
Box B-149

HELP WANTED ANNOUNCERS CONTINUED

WTUE, an album oriented rock station has immediate opening for an all night announcer with production duties. Tapes and resumes to: Chuck Browning, WTUE 11 S. Wilkinson St., Dayton, Ohio 45402. An equal opportunity employer.

Top rated northern Indiana station looking for mid-day personality who can entertain. Will need at least two years commercial experience to handle this MOR personality format. E.O.E. Send aircheck and resume to WTRC, Allen S-rike, PO Box 699, Elkhart IN 46515.

Immediate opening for a personality newscaster. Must be mature, articulate, reliable, sense of humor, able to interact with jock and build show, good writing skills. Join San Francisco Bay Area/San Jose Music & News Teams. Tape and resume to Ray Hasha, News Director, KLOK Radio, Box 21248, San Jose, CA 95151. EOE.

WASH has PM drive open for a talented adult contemporary entertainer. Send tape and resume to Jerry Collins, Box 7880, Lafayette, IN 47903.

Immediate opening, must have two years experience, willing to live in small town of 20,000, good habits, send tape and resume to WTTT, Tiffin, OH 44883 EOE.

Major Orlando Radio Station has a rare opening for an experienced talk show host. This is an excellent opportunity for a talk master who is looking to move into a top rated position with a stable secure organization please send tape resume and salary requirements to Program Director, PO Box 158, Orlando FL 32802. We are an Equal Opportunity and Affirmative Action Employer.

Adult Contemporary announcer-sales opening immediate. Tape and resume to: WSER Radio 192 Maloney Road Elkton, MD 21921.

Morning personality. Ours wanted sales and we said yes. Adult/contemporary format. Experience necessary—versatility and communication skills more important. Excellent benefits, professional staff, fine community relations. on beautiful Lake Michigan. Resume, tape to: Stan Banyon, PD., WHFB PO Box 608, Benton Harbor, MI 49022. EOE.

Needed immediately: Announcer with production skills for small market station in North Central Virginia. Good benefits & working conditions. T&R to Mike Decker WCVA Radio, Box 672, Culpeper, VA 22701. Minorities encouraged to apply!

Easy listening contemporary class B FM with impact throughout Greater Boston. Requires a laid back pleasant approach and probably a minimum of three years experience. Tape and resume ASAP to Eric Marengi, WSSH Box 1401 Lowell, MA 01853 or call 617-458-8486. Equal Opportunity Employer.

Aggressive contemporary station looking for morning personality with creative production skills. Top pay for right person. Send complete resume and air check to Wm. B. Neal, PO. Box 1747, Joplin, MO 64801.

Two personalities with big band and pop standard experience needed at once for sunbelt AM. Need lots of knowledge of this kind of music and it's performers. Five day 40 hr. week. Send resume and tapes to Box B-125.

Are you nuts? We want a wild man (or woman) who can turn a major market upside down. This town can be yours! We are a personality oriented Radio Station and if you got the "wackos" we got the "bucks". Send Resume. EOE. Box B-124.

Announcer/News: Full time, heavy production. Experienced or college graduate. Send tape and resume. WMMW, 21 Colony St., Meriden, CT 06450 EOE.

HELP WANTED TECHNICAL

Future Opening for Chief Engineer at KALE/KIOK-FM, Tri-Cities, WA. Excellent pay and benefits. Solid background in Automation preferred. Equal Opportunity Employer. Send resume to: Mike Russell, Operations Manager, KALE/KIOK-FM, 310 West Kennewick Avenue, Kennewick, WA 99336.

Engineer/Announcer. Must know automation, FM Stereo, and be able to do light announcing. Central California area. EOE. Reply Box B-127.

Chief Engineer for a full-time, regional AM and a Class B, 50,000 Watt FM in one of California's most desirable areas. Send your resume with your personal requirements immediately to: Doc Hill, KYOS/KMYT, Box 717, Merced, CA 95340. Or call 209-723-2191.

Maintenance—technical support engineer first phone preferred, experience in microwave digital electronics and switching, telco interface, design and repair of broadcast equipment. 24 hr. rotating schedule. Salary commensurate with experience. Chance to grow with new radio network. Good benefit package. Avon, CT 203-677-6843.

Radio chief engineer. Overall responsibility for technical operation of 24-hour directional AM station. Coordinate installation of new technical equipment and insure compliance with FCC technical regulations. FCC 1st Class License. Five years previous maintenance and radio engineering experience required. If you qualify, please don't call, but send resume and earnings history to: Ed Crook, General Manager, KROI Radio, PO Box 7036, Reno, NV 89510.

Need a responsible engineer with a good experience record. AM directional/Class C FM. Lots of equipment to maintain, but easy job for right person. \$15,000. Send complete resume to Wm. B. Neal, PO. Box 1747, Joplin, MO 64801.

HELP WANTED NEWS

Excellent opportunity. Metro-NY area AM/FM now accepting applications for future openings. Award-winning news staff looks for top-notch reporters. No beginners. We're good. If you are, Box B-66. EOE.

Immediate! WGBB, Long Island needs an experienced hard working Pro, to direct its locally oriented news operation. Send tapes and resumes to WGBB, 1240 Broadcast Plaza, Merrick, NY 11566. E.O.E. M/F

Weatherperson. Must be able to communicate what is happening weatherwise in this sunbelt city. At least two years experience. Must be warm, personable and creative. Great opportunity for the right person. E.O.E. Send resume to Box B-116.

News Director—A midwestern AM & FM powerhouse in a medium market is seeking a qualified person to fill this slot. Both stations are dominant in the market and we need a take-charge person who is knowledgeable in organization and leadership of a 4-person staff. This is a great job with top pay and benefits for the right person. EEO Employer. Rush complete resume and salary history to Box B-136.

Medical editor (experienced layperson) to edit and produce weekly tape recorded programs for international physician and hospital audience. Office in suburban Los Angeles. Resume to Box B-118.

News/Public Affairs Director—B.A. Degree required in broadcast Journalism for public radio station. Two years radio news experience. Salary \$12,280. Opportunity to teach one news class per year. Send audition tape and three letters of recommendation to WMRA Radio, James Madison University, Harrisonburg, Virginia 22807.

News professional needed for four-member staff with major market news concept. EOE. Tape and resume to Gary Wescott, WSPT/WXYQ, PO. Box 247, Stevens Point, WI 54481.

News/Public Affairs Coordinator. Administration of news and public affairs, full responsibility for daily creation, production, scheduling. Establish and execute news policy, contacts, methodology, Train readers/reporters. Community n-eds ascertainment. Generate material for, WKSU and NRP submissions. On air anchoring, reporting, moderating, and hosting. Applicable degree, public affairs knowledge, demonstrated creative radio production ability essential. Extensive practical experience desired. Minimum salary: \$12,500. Send audio cassette (no reel tapes), 3 letters of recommendation, and resume to John Perry, General Manager, WKSU, Kent State University, Kent, OH 44242. Kent State University is an Equal Opportunity/Affirmative Action Employer.

Experienced news personnel needed for immediate opening. Mail tapes and resume to: Program Director, P.O. Box-8085, Nashville, TN 37207. EOE.

WLVA, leading news and information station in Central Virginia, is looking for an experienced broadcast journalist to do general assignment reporting and some anchoring. Minorities and women encouraged to apply. Send tape and resume to Al Augustine, News Director, WLVA Radio, PO. Box 2179, Lynchburg, VA 24501. E.O.E.

WBT news reporter. WBT has an opening for an experienced News Reporter, who is a self-starter. Must have street reporting experience. Tapes and resumes only, no calls, to Scott White, News Director, 1 Julian Price Place, Charlotte, N.C. 28208. An Equal Opportunity Employer.

No snowshoes needed to be News Director in New Mexico. What is needed is ability to report, write, and anchor local news coverage in market of 30,000 plus. Minimum two years experience will bring top pay and good benefits and career opportunity with combination AM-Cable TV operation. Call Bill Brooks 505-864-3024. EOE.

Morning Personality. Adult contemporary format with emphasis on information. Sales experience. Tape & resume. WFVA, Fredericksburg VA. 22401. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Program Director for radio station in the beautiful Napa Valley of California, 45 miles from San Francisco. Station enjoys number one share of market. Seeking sound management and leadership ability plus quality on air performance. Salary requirements in first letter to Tom Young, KVON, PO Box 2250, Napa, CA 94558. Phone 707-252-1440. EEO.

KAZY, Denver—Powerful AOR/FM seeks production expert. Outstanding benefits go with tremendous opportunity. EEO/MF. If you want to create and have fun with a new state-of-the-art production equipment, send tape of your work and some air work to Marvin Rosenberg, General Manager, KAZY, 2149 South Holly Street, Denver, Colorado 80222.

Production Director If you're creative and can supervise the work of others, call Bill Chambers, WHBC, Canton, OH 216-456-7166. EOE.

Program director wanted immediately for our Nashville AM station. Must be able to program all formats. Send complete info to Dick Broadcasting, Box 10207, Knoxville, TN 37919.

SITUATIONS WANTED MANAGEMENT

General manager major market radio wishes to relocate to East, Southeast or South. Excellent record with top references. Broadcasting Box B-52.

Eight year professional in management, DJ production, critique with degree (West) Box A-172.

Operations/Programming. Administration, programming, promotions, budgeting, public affairs/news commitments, TV/Radio talk producer/host. Detailed ten year resume/references. Employed. Box B-28.

Dedicated, hard-working pro seeks GM or SM position, small or medium market. 2 yrs. management, 5 yrs. sales (Jennings trained), NAB experience. College grad. Box B-67.

General Manager who's expertise in broadcasting covers 16 years managing AM & FM stations in all size markets. Interested in an opportunity with progressive and growing company. Skills include superior sales and sales promotions, programming, dedicated leader and motivator. Excellent credentials. Box B-70.

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 MANAGEMENT CONTINUED

Husband/Wife seeks sales management. Proven track records in local, regional, nat'l sales. Top billers with major broadcasting companies in large market. Combined experience, 19 years in media. Reply Box B-130.

Dynamic duo can turn your station into a money maker! Increased sales in 1st year 60%. Husband GM/ GSM. Wife Traffic/Accounting. Prefer equity position in Western States property. Box B-128.

Station manager, small market. Programming and sales experience in competitive and small markets; 10 year management background. Prefer Midwest or West, all markets considered. Excellent references. Box B-121.

Manager—Seeking position with medium market station interested in new talent. 10 years experience in broadcast and print. Excellent understanding of competition—will relocate. Box B-114.

Aggressive sales—oriented manager available. Strong in co-op sales. 14—years experience. Reply to Box B-113.

Successful Group V.P. and Major Market General Manager. Excellent credentials in all areas including cost control, FCC R&Rs, sales, sales management, programming. Bottom line oriented. Prefer Southeast. Box B-144.

Save the address. When you're ready for a knowledgeable, imaginative Manager with programming and sales background, write: Manager, 19 Greenhill Lane, Huntington, NY 11743.

GM. presently employed small market specialist. Over 20 years experience announcer-salesman to sales & GM. Fully aware of meaning of the bottom line. Prefer Colorado and west. Box B-138.

SITUATIONS WANTED SALES

Salesman/Announcer! Five years at current mid-west station! Excellent sign on or afternoon drive personality who will bill 5 to 7K monthly at your small or medium market station. Box B-147.

Highly-motivated broadcaster seeking high-class, dynamic station and sales manager who teaches the fine art of selling. To be a major asset in outselling your competition intelligently. Major Market. Box B-161.

Experienced radio advertising salesman desires sales manager's position—any size market—any location, 1st phone also. Box B-142.

SITUATIONS WANTED ANNOUNCERS

Dependable, Aggressive, good pipes, A.O.R. preferred. Call for resume and tape. Mark 219—844-3431 or 219—844-2849.

Talk Show Host seeks opportunity, 10 year veteran in midwest & West. Call 1—801—375-6939.

The tiger is back from teaching. News, Sports, Announcing. Experienced, energetic. Rod Morrison, 25 Harriet Avenue, Belmont, MA 02179.

I'm extremely interested in small market radio. Ready to relocate and give it my all. Resume and audition tape are available. Let me hear from you. Box B-76.

Major-Market Talker with Ratings. Seeks professional growth with progressive management. Award-winning news foundation. Box B-34.

Young, dependable female will relocate ANYWHERE to do Top 40 show. For tape, resume, call Diana Marz 312—636-4350, 312—636-0925.

Look at me look at you we're both looking I'm a hard worker creative and know what is happening musically 312—525-4614 ask for Johnny and end our looking.

Dependable Exp. Female Jock Soft Rock or Top 40, oldies a specialty, for tape and resume. Call Chris Casey anytime from 6 PM to 8 AM 312—298-4775.

Enthusiastic young jock with medium market experience looking for medium market work. First phone. Strong sports interest. Excellent PBP 414—233-6829.

The Impersonator. Man of many voices and faces. Celebrity and non-celebrity. Talented and versatile. Write 1025 Union St. Reading, PA 19604 215—373-3381.

5 year man looking for small market long term on air music director or programing position (Ind; Oh; Mich; Ky; Pa; W.V.) Box B-137.

Experienced Announcer in oldies and country format seeks position with small or medium market operation in California. 32 years old married and hold valid first class license have programmed country station, written and produced commercial copy sixteen years of experience AM/FM combo and automation experience as well prefer combo operation. Apply to Box B-139.

Versitility's my name! Rock DJ, BM announcer, PBP engineer. First Phone, 4 year pro, will move anywhere. My lease runs out March 1 ... call now! Vance Elderkin, 303—336-2518 anytime.

Available: Highly experienced, skilled, polished professional personality with first phone. Crack copy, production, Affordable. All markets. 512—222-2886.

Combo Person—Announcer, writer, programmer with a knowledge of music. College educated. Call Alan Katovich 313—939-8063 or write 34788 Fargo, Sterling Hts. MI 48077. Midwest or New England preferred.

I Love Radio. Looking for chance to be creative. Will work hard to do the job right. Available for any shift. Tape and resume available from Lady L., telephone number: 312—863-3359, mailing address: 2116 South 47th Avenue, Cicero, IL 60650.

Dependable, conscientious individual with 22 months board/production experience and good voice, seeks good sunbelt announcing/production opportunity. Call 305—672-4890, or write: Rick Mamches, 621 Lenox Avenue, Miami Beach, FL 33139.

This is it. The Phoenix Flyer is looking for a job. Excited about starting my career. Give me a call on the flyer line: 312—830-4153.

Personality that sells \$ program/music director. Country base entertainer! 615—889-3609. Jack Rodgers, 836 Country Club Drive, Clarksville, TN 37040.

On your radio Dedicated, dependable person with good pipes wants to bring personality and higher ratings to your station. Call Tom Nolfi at 312—455-4904-5 for tape and resume.

Sportscaster, currently in major market with 8 years experience, looking for minor league baseball play by play, or stable Sports Director in medium market. Experience includes play by play of every sport. Call 612—429-1042 and ask for Steve.

Aspiring Announcer with 3rd ticket, seeking first big break. Will work anytime, any place. Format no problem. Call Mike Davis 212—798-9390 after 4:00 p.m.

SITUATIONS WANTED TECHNICAL

Chief Engineer, 30 years experience all phases. AM, FM, DA, automation, studio, xmitter, etc. PO. Box 43641 Atlanta, GA 30336.

SITUATIONS WANTED NEWS

Female, 26, dependable, experienced news reporter/DJ seeking position in large or medium market. Prefer Texas on Michigan. Will consider all other areas. 2 1/2 years experience, 1 AS ND. Can relocate immediately. Box B-77.

Sportscaster, Former Pro player with the Kansas City Royals. Experienced. A hard-working, Sports Winner. Send or call for Tape and Resume John Rockwell, 1907 W. Nelson, Chgo., Ill. 60657 or call before 1 PM. 312—777-8304.

Dedicated News/Sports director in small mid-western market searching for sports break in medium/major market. Nearly five years experience in sportscasting, PBP football, baseball, and basketball, plus talk show work. Box B-117.

Medium market sportscaster seeks move to bigger market. Experience in PBP sportstalk, reporting and sportscasts. 100% effort guaranteed. Willing to relocate. Tape and resume available. Box B-119.

Sports director looking for station with strong commitment to sports. PBP talk, commentaries, and coverage at all levels. Box B-163.

Major market sports director/reporter/play-by-play, talk host. Stable, dependable. Top references. Available soon. Box B-160.

Black female newscaster reporter, news writer seeks 1st on-air break radio or TV. Journalism degree, internship. Exp. in NYC-WNBC-TV, WNEW-TV, WNYC radio also trained in performance & bus. skills. Small or medium market small budget OK. Willing to relocate. Graduate of Announcer Training Studios, NYC. Call 212—287-9272, 941-1263. Also disc jockey.

Dedicated Radio Newsmen seeks full-time job as reporter/writer/anchor. Great tape gathering, solid copy, A-1 delivery. Aggressive NYU journ. School grad with studio and field experience. Full-time intern at CBS all-news flagship. Will relocate. For resume/tape, contact: Dan Cohen, 5C, 225 West 12th Street, NY, NY 10011 212—243-4715.

News director, in Washington, D.C. past 8 years, is looking for a new challenge with a G.M. committed to a quality news operation. Have done both all-news and music/news. Prefer Northeast, but if your operation is top-notch, I'll go. Ed Tobias, 301-977-9345.

Sportscaster—2 year television vet wants back into radio. 23, degree. 2 years radio experience including PBP. Call now! Bill 812—479-9441.

Aggressive News/Sports anchor looking to join solid medium or small market station. Excellent reporting and top notch play-by-play and sportstalk. Top 30 experience plus degree. Call Jim 614—436-6133.

Newsman with three years experience seeking reporter spot in northeast. Call Greg 717—264-1936.

Former White House asst. press secretary, age 28, seeks Reporter/Producer position in aggressive medium-sized market. Audition tape available upon request. Call Paul Costello 202—547-5719.

News, play-by-play, jock, production. I do it all. Love news. Mark 616—349-9500.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Major Market PD with successful track record getting back into programming after short vacation. Strong research background. Available immediately. Call 303—366-3934.

Experienced traffic manager seeks position with a midwestern station call Diane at 414—675-6607 after 5:30 p.m.

Experienced Program Director available with administrative background, good track record and references. Seeking "team-effort" station with a future. Box B-19.

Sports director/PBP Medium-major market. 29. 8 years experience. 4 years college football and basketball. M.S. communications. 316—231-9200. Box B-24.

Air personality for midday show with major station—top 5 market. Talk, magazine, MOR. Will generate exceptional enthusiasm for your station. Strong audience builder 18-49; especially strong with women. Several years' major market credits. Box B-162.

Five years Current Station: Ability to understand and work with Sales Department by forte. Excellent Air Man also automation experience. Desire Programming, operations or Assistant Manager position in small or medium market station. Box B-146 Broadcast!

Intelligent, articulate, hard-working former classical FM PD and AM morning person desires air and/or managerial position with classical, BTFC music, new/talk, or contemporary christian station. Northeast FM preferred; all offers considered. Married. Third endorsed. Three years' commercial, four years' college radio experience. MBA degree. Varied background in combo announcing, production, programming, copy, DJ supervision. Available immediately. Box B-111.

Creative wizard! 8 years experience, Radio & TV production and operations, seeks TV production-programing position. Will relocate. Tom Kennedy 198 Dante Ave. Tuckahoe, N.Y. 10707 914—793-3745.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Creativity equals profit. Versatile, creative, hard-worker with seven years experience seeks Production/Copywriting/Public Relations position. Experienced in all phases of radio including voices, automation and production services. Sales oriented! West coast or adjacent states only. 414-324-4011 mornings.

Experienced traffic manager seeks position with a midwestern station. Call Diane at 414-675-6607 after 5:30 p.m.

Major Market PD with successful track record getting back into programming after short vacation. Strong research background. Available immediately. Call 303-366-3934.

TELEVISION

HELP WANTED MANAGEMENT

Public Television director of development. The Iowa Public Broadcasting Network is seeking qualified candidates for the position of Director of Community Relations and Development. Candidates should possess five years experience in broadcasting, public information, public relations, or fund raising, and a minimum of three years management and/or supervisory experience. Salary range is \$24,793 to \$33,072. Closing date March 23, 1981. Address correspondence to: Development Office, Iowa Public Broadcasting Network, Attn: Larry Patten, Executive Director, P.O. Box 1758, Des Moines, IA 50306.

News Director, Top 100 Market, Network Affiliate. Send resumes to Box B-123.

Development Coordinator opening exists at WIPB-TV to coordinate the station's fund raising activities. You will work with volunteers, promoters, on-air hosts, set design and record keeping to insure the smooth operation of the fund drives. You will also compile and publish the membership program guide. Starting salary to \$15,600. Excellent fringe benefits. BS degree in radio and television or equivalent plus 1-2 years related experience required. Application deadline 2/27/81. Send resume to: Ball State University, Personnel Services Office, Muncie, IN 47306 An Equal Opportunity/Affirmative Action Employer.

HELP WANTED SALES

Regional Sales Reps to syndicate a daily consumer news magazine. We have national advertisers and need strong salespeople to clear local markets. Reply Box B-79.

Local TV Sales Representative, KXTV, Sacramento, is accepting applications for the position of Account Executive. Applicants should have a successful television sales track record and the ability to create new local business. Contact: Tony McMahon, Local Sales Manager, KXTV-Channel 10, P.O. Box 10, Sacramento, CA 95801 916-441-2345.

HELP WANTED ANNOUNCERS

PM Magazine co-host sunbelt station seeking male co-host with story-producing and/or creative writing experience. Must be committed to teamwork effort required by PM Magazine format. Send resume to Box B-150. E.O.E.

HELP WANTED TECHNICAL

Assistant Chief Engineer—experience with 3/4" and 2" VTR's, RCA TT50 Transmitter, microwave and general studio equipment desirable. Good manager and general studio equipment desirable. Good manager plus first class license. Contact Chris Burgbacher, WMBB-TV, Box 1340, Panama City, FL 32401 or call 904-769-2313. E.O.E.

Assistant Chief/Maintenance Engineer, needed immediately. Will work closely and provide primary backup to Chief. First phone and experience with sony 3/4" field and studio gear. XMTR experience helpful. Salary open. Excellent opportunity to grow within growing professional organization. Contact David L. French, Director of Engineering, WNNB-TV, Box 906, White River Jct., VT 05001, 801-295-3100 EEO/ME

TV broadcast studio engineer/technician. 1+ yrs overseas assignment. State Department-sponsored project. Competitive salary plus housing, dependent travel, good benefit package. Reply Box B-152.

Sun Belt Maintenance Engineer, for expanding videotape production facility. Experience with sophisticated electronic trouble-shooting and design. Competitive salary, profit-sharing and company paid medical benefits. Salary requirements and resume to: Oliver Peters, General Manager, Florida Production Center, 150 Riverside Avenue, Jacksonville, FL 32202.

TV Engineering Supervisor—Major market CBS affiliate, WNAC-TV, Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance, and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG, digital background and FCC First Class License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements to Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston MA 02114. An Equal Opportunity Employer M/F/H/Vets.

Transmitter Engineer—two openings, one full, one part time. First phone plus TV transmitter operation and maintenance required. Contact John Neuhaus 201-643-6800, WWHT-TV, 390 Market Street, Newark, N.J. 07107. E.O.E.

Switcher Master control switcher/production engineer needed. Must have 2 years operating experience in television station. 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.

Television Maintenance Engineer needed for new independent UHF. Studio equipment maintenance background vital, some transmitter, no operating shift. Ground floor position with new, growing company. Resume to: WLRE, P.O. Box 26, Green Bay, WI. 54305. EOE M-F

Electronics Maintenance Engineer Immediate opening for qualified electronic technician to maintain Sony BVP-330/BVU-200 and TK-76 systems. Will train applicant with necessary electronics background. Send resume and salary requirements to: TV Engineering, P.O. Box 1600, Norfolk, VA 23501. An Equal Opportunity Employer M/F

KOAT-TV, Albuquerque, has several openings on its technical staff involving transmitter, studio, and ENG maintenance. Experience preferred or applicants should have minimum of two years technical training. These are maintenance positions with minimum operations. Please send resume to Chief Engineer, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125.

Assistant Chief Engineer. Studio/remote engineering. No transmitter work. Previous operating/strong maintenance experience with RCA 46's, 600's. AE600's required. Other equipment includes Sony 1-inch, Vital switchers. Top equipment/facility/working conditions. 1st Phone required. Resume to WDCN-TV, Box 120609, Nashville, TN 37212. 615-259-9325 weekdays.

Assistant Chief/Maintenance Engineer, needed immediately. Will work closely and provide primary backup to Chief. gear. XMTR experience helpful. Salary open. Excellent opportunity to grow within growing professional organization. Contact David L. French, Director of Engineering, WNNB-TV, Box 906, White River Jct., VT 05001, 802-295-3100 EEO/ME

HELP WANTED NEWS

Sports Director. No air work. Minimum five years experience. ENG & film. Editing and strong production. Field reporting. Ability to direct four man department. Send letter and resume to: News Director, P.O. Box B-81. Equal Opportunity Employer.

Weekend Sports Anchor and weekday sports reporter. Need a solid number two person in an aggressive sports operation. We cover NFL football, baseball spring training, and every other sport under the sun. Degree, on-air experience, and ENG skills required. EOE. Tape and resume to Bill Perry, News Director, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901.

Reporter—Midwest medium-sized network affiliate seeks a strong enterprising reporter to join progressive news operation. We need a self-starter to help us pull ahead in a highly competitive news market. Experience preferred. Send resume and salary history to Box B-80. An equal opportunity employer, M/F

Medium Midwest Affiliate looking for combination News Director/Anchor. Must have reporting, writing and producing experience. Will consider strong anchor with management potential. Salary negotiable. EOE M/F. Send tape and resume to Joe Norris, Station Mgr, WICD-TV, 250 Country Fair Dr., Champaign, IL. 61820.

Assistant News Director PBS station at Texas A&M University. Co-anchor, assistant producer for radio and TV newscast. Some reporting, ENG experience required. BA or MA in Journalism; 1/4 time in teaching Broadcast News. Contact: Employment Manager, Personnel Department, Texas A&M University, College Station, TX 77843, 713-845-5154. EEO/ME

ENG Photographer We have an immediate opening for ENG photographer for News Documentary Unit. Applicants should have experience as television news photographer with skills relating to minicams, recorders and ENG editing. Interested applicants should apply to Mr. Fran Lucca, News Department B, WNED-TV, P.O. Box 1263, Buffalo, NY 14240. An Equal Opportunity Employer.

General Assignment Reporter—Minimum one year experience. Send tape and resume to the Personnel Director-Broadcasting, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

10:00 anchor M-F, includes some reproting, experience preferred, send tape and resume to: News Director, WISC-TV, 7025 Raymond Road, Madison, WI 53711. EOE.

Chief Photographer. We are seeking an experienced photo journalist to lead our 11-person camera staff at a growing network affiliate in beautiful Hawaii. Applicants must have experience with ENG, film, microwave, and should have demonstrated the professional leadership capabilities that will be necessary to be considered for this position. Our chief photographer, a union position, must teach, motivate and lead our camera staff, and must be capable of representing that staff to management. Salary open. EOE. IBEW shop. Resume, application, salary requirements and letter covering qualifications to Box B-159.

Reporters and producers. An expanding middle market news department seeks applications from experienced television journalists. AFTRA shop. EOE. Resume and application to Box B-158.

Reporter for small market affiliate. Excellent opportunity. EOE. Box B-153.

Sports Producer/Reporter—top five market station. To gather and report sports stories and features. Experience in television reporting and production essential. E.O.E. Employer. Box B-151.

News Photographer for small market affiliate. Top equipment great opportunity. EOE. Box B-154.

Major market network affiliated VHF looking for News Director. We have canvassed the country and haven't found the right person yet. Where are the News Director stars of tomorrow? Send resume to Box B-112. EOE/ME

News Reporter/Central California Independent wants professional reporter. No Beginners. Two-three years prior experience on camera and in field work. Send resume and salary requirements to Box B-110. An EOE/M-F Employer.

Sports Director We want a pro to head up our local sports department and anchor 6 & 10 newscasts. Must be polished and personable. Ability to handle tape and film required. If you love pro football and outdoor sports, rush tape and resume to Ray Wilck, News Director, WFRV-TV, 1181 E. Mason, Green Bay, WI 54305. Equal Opportunity Employer.

One of the most aggressive and committed news operations in sunbelt seeks weather personality for 6:30 P and 10:00P. Secondary reporting duties. Send tape/resume to News Director, WXVT-TV, 3015 E. Reed Road, Greenville, MI 38701.

HELP WANTED NEWS CONTINUED

Reporter. Winning Top 100 affiliate in SE needs reporter who can shoot and edit ENG. Salary \$8,300. Send resume to Box B-140

Reporter: Must have very strong news writing capabilities. Minimum one year broadcast experience. Send resume, writing samples, tape to Steven Hammel, News Director, WHTM-TV, PO Box 2775, Harrisburg, PA 17105. WHTM-TV is an Equal Opportunity Employer M/F.

Reporter: If you have the ability to write and the desire to work with an aggressive all eng news department, send your tape and resume immediately to: Joe Martin, News Director, KHAS TV, Hastings, NE 68901. E.O.E.

Assistant News Director to be responsible for the day-to-day operation of the newsroom. Major responsibilities will include story development, budget control, scheduling, acting as departmental liaison and special projects as assigned. Prior news supervisory experience is required with at least 5 years experience in news departments of commercial television stations. Please send resume to Richard Ahles, News Director, WFSB, 3 Constitution Plaza, Hartford, CT 06115. An Equal Opportunity Employer M-F

Experienced News personnel needed: Producer, reporters, mini-cam operators. Send tape and complete resume to Barbara Gibbs, KMID-TV, Drawer B, Midland, TX 79701. EOE.

ENG Photographer-Editor: We're looking for someone with ENG experience who can tell a story with pictures. No beginners please. We have 7 ENG cameras, live capabilities, and a large staff. Contact Nancy Ronald, Chief Photographer, WQAD-TV, Moline, IL 309-764-9694.

Anchor/journalist to produce and anchor 10:00 PM Monday-Friday newscast on WKBT-TV, a CBS affiliate. La Crosse, Wisconsin. An outstanding midwestern community. Send resume and tape to Steve Waller, News Director, WKBT, 141 S. 6th Street, La Crosse, Wisconsin 54601. EOE.

Sportscaster: We need person to round out three person sports department. Duties would include anchoring and reporting. . . should be able to shoot, report and edit. Send tape and resume to Fred Albers, Sports Director, KVIA-TV, 4140 Rio Bravo, El Paso, TX 79912. EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer-Director—Looking for a top Producer-Director with heavy experience in directing news and producing public affairs programs. Must know all aspects of studio lighting and production. EOE. Resumes only—no calls. Executive Producer, KDKA-TV, One Gateway Center, Pittsburgh, PA 15222.

Production Director for small market affiliate. New, quality equipment. EOE. Box B-155.

Sports producer wanted. You must know sports and be able to produce slick, fast-paced informative features. Field and studio producing for a prime time top 10 program. EOE. Box B-148.

Production Manager—responsible for local commercial, promotion, and news production. Need good creative and leadership skills and ability to communicate positive attitude among production employees. Attractive, growing southeast resort market. Salary and bonus arrangement \$15,000 to \$20,000 depending on experience. Reply to Box B-156.

Producer/Director—Television Station. Requires at least one or more year's television producing and directing experience. College degree required. Salary range \$12,000-\$14,000 per year. Send letter of application, resume, names and phone numbers of three current professional references, 3/4 inch videotape sample of production work to: KAWE-TV, Box 9, BSU, Bemidji, MN 56601 by February 25.

Audience Promotion Director Large market, South Florida VHF seeks creative promotion pro to handle all mediums of audience promotion. Strong production and copywriting skills a must. Hands-on experience helpful. BA desirable. An Affirmative Action/Equal Opportunity Employer. Box B-141.

Immediate opening for experienced Producer/Reporter to produce weekend newscasts and supervise weekend coverage plus general assignment reporting three nights a week with heavy emphasis on live reports. Degree in journalism or related fields helpful. An Equal Opportunity Employer. Resumes to Keith Nichols, News Director, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127.

Director wanted for public television station. Requires 1-3 years experience, knowledge of state of the art production techniques, B.A. in film or video production. Salary \$14,800. Send resume and sample reel to Production Manager, KUHT, 4513 Cullen, Houston, TX 77004. No telephone calls.

Operations Director—must have management experience and a knowledge of film editing, traffic procedures, broadcast operations and programing. Call Al Benz, WUTV, 716-773-7531. An Equal Opportunity Employer.

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 and salary requirements to Craig Cornwell, Production Manager, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. No phone calls please. Equal Opportunity Employer.

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

Brrr—Alaska's too cold. Experienced switcher, tape operator wants to relocate. 907-279-4279.

TV Production Engineer. 1st phone, network affiliate experience in master control switching, video tape operation (3/4-inch cassette and 2-inch quad), and transmitter operation. Also experienced in camera work and video tape editing. Will relocate. Call Jim, 301-465-0864.

SITUATIONS WANTED NEWS

Sports Director. Talented professional seeks new challenge in productive operation. Currently holds similar position in medium Midwestern market but willing to relocate. Creative, personable, and energetic. Impressive "involvement" packages. Tape shows versatility. Box A-62.

Experienced newswoman with excellent credentials in top market, plus some p.r. background, seeks promotion opportunities in film, broadcast or cable industries. Box B-89.

Sportscaster with PBP experience seeks new opportunity. Young, knowledgeable and hard working. All markets considered. 305-763-1686 mornings.

Sports Triple Threat anchor, reporter, play-by-play man now a free agent and looking for the right club. Five years experience, the last two as medium market station sports director. For tape and resume call Steve at 402-426-2202.

Anchor: Dominant numbers in highly competitive market. 28, Masters degree. Quality writer, producer who understands the business and demands excellence. A solid investment. Box B-145.

Sportscaster—2 1/2 year television veteran lost job in ownership change. 23. Degree. Top 20 experience. PBP. Creative. Strong writing and production. Bill 812-479-9441.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Non-DGA TV Director Emmy winner and his favorite producer available for cable assignments, either coast. Variety, music, dance, magazine or talk shows. Strong in Chroma and special effects. 212-397-5887.

Creative! Tenacious! Washingtonian diligently seeks responsible position in TV production/programing. Will relocate. Jan 14217 Piccadilly Rd. Silver Spring, MD 20906 301-871-8018.

Videographer/production technician. Three years experience; photography, lighting, studio and theatrical staging. Looking to expand career in larger market. Box B-90.

Challenge Me! Temple University Radio-Television Graduate May 1981. Five years Medium Market radio: News & Public Affairs Director, Promotions Director, Disc Jockey. Capable and qualified, I will relocate anywhere if position is right. Robert J. Heim, 2022 North Broad Street, Philadelphia, PA 19121. 215-235-5055.

Aggressive and eager to work. B.A. degree in Television/Radio with an Associate Degree. Interested in all phases of television. Willing to relocate. Write Lawrence Kaplan, 7940 Springvalley, Cincinnati, OH 45236 or call collect 513-631-7496.

Producer-Director. Experienced director of a varied schedule of local productions would like to move to a middle or large market as a Producer-Director. Used to long hours, responsibility and hard work. Have B.A. Patricia Strausse 907-279-4279.

HELP WANTED INSTRUCTION

Communications—expanding program. Media generalist with a knowledge of writing for the mass media, graphic design and media production. M.A. required. Professional experience and prior college level teaching experience highly desirable. Assistant Professor rank. Tenure track position. Begin Fall, 1981. Deadline for applications is March 9, 1981. Send vita, with letters of reference and transcripts to: Dr. Denton B. May, Academic Dean, King's College, Wilkes-Barre, PA 18711. Equal opportunity/affirmative action employer.

Mass Communication: two faculty positions (tenure-track) available Fall 1981, contingent upon State funding. 12/hr. teaching load. Minorities and women are encouraged to apply. 1) Duties include: teach graduate and undergraduate courses in media management, media criticism, cable TV management, TV and radio production. Ph.D. and professional experience required. Rank: instructor or assistant professor; salary to \$22,800. 2) Duties include: teach broadcast announcing, broadcast writing, radio and TV production. Master's degree and professional announcing and production experience required; Ph.D. and FCC first class license preferred. Rank: instructor; salary to \$17,000. Send complete credentials, including letters of recommendation, by March 15, 1981, to Dr. Irene Shipman, Chairperson, Dept. of Speech and Mass Communication, Towson State University, Baltimore, MD 21204. An Equal Opportunity, Affirmative Action Employer.

The School of Journalism at Drake University, Des Moines, IA, seeks a faculty member in radio-television. Candidates should have at least a master's degree and professional experience. Tenure-track position. Resumes and inquiries: Dr. Herbert Strentz, dean, School of Journalism, Drake University, Des Moines, IA 50322.

The University of Florida's Department of Broadcasting seeks a person to teach broadcast journalism and help coordinate the undergraduate and graduate program in broadcast news. Students in broadcast news attend classes and gain working experience at professional university radio and television facilities. The position is tenure track and candidates must have at least a master's degree, Ph.D. preferred, in broadcast news, radio-television-film or a related field. Commercial radio and television experience is required. Assistant or associate professor rank. Salary commensurate with teaching, professional and publication record. Application deadline February 27, 1981. Position available August 15, 1981. Send resume and three letters of reference to Professor Kenneth Christiansen, Search Committee Chairman, Department of Broadcasting, University of Florida, Gainesville, FL 32611. The University of Florida is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

One-year teaching appointment for visiting professional Broadcast/Print Journalist. Outstanding professional credentials required. Endowed chair at Kansas State University Department of Journalism & Mass Communications. Salary \$35,000 for 10 months—Aug. 1, 1981 to May 31, 1982. Submit applications by March 15, 1981. Apply to Jim Morris, 104 Kedzie Hall, Kansas State University, Manhattan, KS 66506—an equal opportunity employer.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Sales Manager—who can become station manager within 3-months—needed for Macon, Georgia. Plenty of growth potential for the right person. If you are now, a well-organized/top biller and want to move up to management—Let's talk. We'll give you plenty of responsibility and direction. You'll need to give us 100% effort and you will be well compensated (\$\$) E-O-E. Box B-56.

Assistant Manager, southeast, announcing and sales skills necessary, perfect opportunity for person on way up, contact Bob Manning, WSBL Sanford, N.C. 919—774-6313. EOE.

Can you do it? Prove it and make yourself eligible for a new sales manager's position with our young aggressive chain of stations. New AOR FM formatted station with state of the art equipment. Programming and promotional budget top shelf. All sales tools and beautiful compensation package will be given to person chosen to lead new sales staff. Send resume and salary requirements first letter. Box A-51.

Operations Manager: 1979 Billboard's Station of the Year congratulates Jim Roberts on his career move to Viacom's WRVR in Memphis. It will take one heck of an Ops. Mgr. to replace him after six years with this Adult Contemporary FM. Just moved into our new \$1.1 million studios and have the welcome mat out for the right mgr. Send resume and your station's best tape, in confidence, to G. Scantland, Pres., WDF, Box 10,000, Marion, O. 43302.

Ready to move into sales management? We've got an opportunity for someone that has proven themselves as a Professional Salesperson. An opportunity for someone who can continue to sell and also manage a Sales Dept for a Class C FM and a Full Time AM, both programmed separately. CBS and ABC affiliates, three person full time News Dept, our own Weather Radar, Sports Dept, Professional Music Services. A proven product waiting for the proven Salesperson to take charge. Located in the beautiful Ozark Hills of South Central Missouri. Write Terry King, V.P. & General Manager, KTRR & KZNN Radio Stations, PO. Box 727, Rolla, Missouri 65401. Equal Opportunity Employer.

General Manager with experience in all management phases. Successful Texas AM-FM facility near Mexican Border, part of successful chain organization. Sales orientation prime importance. Knowledge of Spanish very helpful. Must have outstanding record and references. Minorities and women encouraged to apply. Box B-132.

HELP WANTED SALES

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.

Experienced Salesperson needed immediately at successful regional AM/FM in western Kansas. Excellent commissions and work environment, incentives. Established list. EOE. Contact Scott Smith, KBUF, Garden City, 316—275-2131.

South Dakota-Minnesota group radio broadcaster is expanding by adding an AM-FM combo plus three new FM's in 1981. Need additional sales people. Ongoing sales training and personal development, keys to success. Growth oriented and want to be successful in a dynamic company? Send your resume, including salary history, to: Don Sciel, Sales and Marketing Coordinator, Sorenson Broadcasting Corporation, 10016 Chouen Avenue South, Bloomington, MN 55431. Equal opportunity employer.

Live in paradise. Successful sales manager wanted to lead dynamite staff. Co-op experience important. KRUZ, Santa Barbara, 93101. 805—963-1831.

Big Bucks. Akron Ohio's new radio station, WNIR has big bucks to be made by an aggressive, energetic and creative individual who enjoys sales. Position includes excellent draw plus commission, expenses and benefits. Call Bill Klaus, 216—673-2323. EOE.

Immediate opening for experienced sales pro. Bring your proven track record, writing/producing ability and work with established list. Excellent station/community relations, professional staff, super benefits. On beautiful Lake Michigan. Resume to: Randy Jung, Sales Manager, WHFB, PO Box 608, Benton Harbor, MI 49022.

Like money? AC full power FM wants hustlers who like success. Experience or beginners. Huge exciting potential. EEO. Details to Ed Spang, 513 American Bank Building, Odessa, TX 79761.

South Florida coastal stations have sales opening for experienced radio sales person. Excellent growth market defies northern recession. Trading area population in excess of 200,000 with over a billion dollars in buying power. Aggressive company offers guaranteed draw of up to 25K against lucrative commissions and car expense. Send resume and example of track record to Randolph Millar, WOVV/WIRA, FL Pierce FL 33450. Apply now, equal opportunity employer.

Madison, WI and two other mid-west family markets offer entry sales opportunity for bright problem solvers strong on creativity with ability to write, sell imaginative campaigns. Fourteen station group seeks recent college grad with commercial selling experience and/or 1-2 years street sales with outstanding records. If you want to make sales your career, we'll teach you a new exciting, profitable way to sell radio. Phil Fisher, WISM, Madison, WI 53701 Mid-West Family Station (EOE).

72 year old station owner wants to retire. Looking for man or woman who will prove ability in sales before taking over sales manager and manager position. Charlie Persons, KVBR, Brainerd, MN 56501.

Sales opportunity for experienced, creative salesperson with professional approach. S California medium market. Box B-135.

If well rewarded hard work is your cup of tea our organization wants you on our sales team we are 5,000 watt AM and 100,000 watt FM joined in a small market with nothing but growth in our future. You could become part of it. Reply only if you are truly a professional and willing to prove it. Bill Arnold Box B-115.

Are you a small market salesperson who wants to be a sales manager. Come grow with us in Virginia's Shenandoah Valley. Call Randy Swingle 703—743-5167. EOE.

Big WAIV Radio has an opportunity for a salesperson. Send resume to 6869 Lenox Ave., Jacksonville, Fla. 32205 and include telephone number, or call Mohn Fitzpatrick 904—783-3711. EOE.

Tired of Big City rate race? We have challenging and rewarding sales opportunity. Fast growing, Southern California market. KCIN, Victorville, 92392.

December 26, 1980, 74 degrees. January 23, 1981, 64 degree. Tired of winter? Yet you still enjoy outdoor recreation and the mountains. Come to southern New Mexico and join us. You must be enthusiastic and a leader. Send complete qualifications to: Bob Flotte, KPSA Radio, Box 720, Alamogordo, New Mexico, 88310. EOE.

You may be right for a good job with us. Please call me if interested. Coy Palmer, General Manager, KRDF-FM, Spearman, TX 806—659-2529.

Southern Radio Chain has opening for radio manager, salesman announcer, and announcer. Experience preferred. Interested persons call 404—678-2125 ask for B.L. Williamson.

Outstanding opportunity for immediate earnings and potential growth in one of the most beautiful areas of the country. We have available an established list, and a commission plan which rewards hard work. Join a growing, professional organization in the Shenandoah Valley of Virginia. Sales experience desired, but programmers who want to move into sales will be carefully considered. Send resume and all pertinent information to: Tom Manley, WKCY, PO. Box 1107, Harrisonburg, Va. 22801. EOE.

Account Executive—Viacom owned FM adult contemporary in Memphis needs an experienced professional salesperson. Call 901—324-0050 or send resume to WRVR, 3000 Walnut Grove Road, Memphis, TN 38111. Equal Opportunity Employer.

Immediate opening in a college oriented dynamic market, for an aggressive, creative salesperson. Station under new local ownership offers good base against 18% commission. The station is firmly established and going forward. The weather and living conditions are great. Come grow with us. Send resume to KNOR, Box 500, Norman, OK 73070 or call Frank Sims, 405—321-1400.

Move Up: To a medium market station. Only station in 100,000 market. You must be able to sell. Send resume. WMMW, 21 Colony St., Meriden, CT 06450. EOE.

Radio sales Experienced Sales people needed for Reno, Nevada. You should have a track record that averaged minimum sales of \$15,000 per month and are capable of more. Immediate openings due to facility expansion. Draw against commission/company benefits. If you qualify, please don't call, but send complete resume and earnings history to: Ed Crook, General Manager, KROI Radio, PO. Box 7036, Reno, NV 89510.

HELP WANTED ANNOUNCERS

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.

Q 107/Charleston has 7 til midnight available immediately for self-motivated person who can make it happen. Must be self starter with dazzling production and ability to blend their energy with strong CHR format. Q 107 is the low country's 100,000 kw powerhouse with limitless future. Tapes and resumes to Tracy Mitchell, Box 903-904, St. George, S.C. 29477.

Experienced morning anchor. Top 50 news/talk station has immediate opening for anchor/reporter. EEO. Send salary requirements & resume to Box B-60.

North Carolina AM/FM needs morning drive and midday personalities. Good voice and strong production a must. Write Box B-61.

If you sound mature and natural, and relate to your listeners, we need you for our fm mor music station in one of the southeast's most liveable markets. We believe in good compensation, great radio, and an enjoyable working atmosphere. Resume to Box B-64.

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.

Dynamic talk show personalities. MOR announcers and production experts: Send tapes and resumes to Tom Krimmier, WWL, New Orleans, LA 70176.

Folsom and Wilson Are Given RCA Promotions

FRANK M. FOLSOM, RCA executive vice president in charge of Victor Division, elected president of Radio Corp. of America Friday on recommendation of Brig. Gen. David Sarnoff who relinquishes presidency but retains chairmanship of board and continues as chief executive officer as well as chairman of NBC board and of RCA Communications Inc.

At same time RCA directors elected John G. Wilson, vice president and general manager of RCA Victor, successor to Mr. Folsom as executive vice president.

Gen. Sarnoff held both presidency and board chairmanship since retirement in 1947 of late Gen. James G. Harbord.

Mr. Folsom assumes presidency Jan. 1 and will headquarter in New York. He joined RCA as director and vice president in charge of Victor Jan. 1, 1944 after 30 years in merchandising and two years as chief of Procurement Branch of U. S. Navy. Born May 14, 1894, in Sprague, Wash., attended public schools in Washington and Oregon, began business career at 16 with Lipman Wolfe Department Store, Portland.

In July 1940 he entered government on National Defense Advisory Commission as Assistant Coordinator of Purchases. In 1941 he was named special assistant to Under Sec-



MR. FOLSOM



GEN. SARNOFF



MR. WILSON

Born in Alma, Ill., Aug. 17, 1900, he was captain in Coast Artillery in World War I and business

of promotion and able to share in the highest management responsibilities.

—Broadcasting, Dec. 6

Stop the Music, while listening to Allen for prizes lost up to \$5,000. Despite such an insurance policy, Allen's ratings stayed too low for renewal. *Break the Bank's* phenomenal success begot imitations such as *Hit the Jackpot* and *Sing It Again*.

Radio network talent raids were a highlight in 1948. CBS began them with a novel tax interpretation. A star could form a corporation with himself as the major asset, employe and stockholder. When a network purchased control of that star's program, the star would then pay a capital gains tax rather than a steeper tax on straight income. Under such a plan, CBS took from NBC and ABC Freeman F. Gosden and Charles Correll (*Amos 'n' Andy*), Jack Benny, Edgar Bergen ("Charlie McCarthy"), Bing Crosby, Ozzie and Harriet Nelson and Red Skelton.

The top 15 rated evening radio network shows in order: *Walter Winchell, Radio Theater, Fibber McGee and Molly, Jack Benny, Bob Hope, My Friend Irma, Duffy's Tavern, Arthur Godfrey's Talent Scouts, Fred Allen, Phil Harris-Alice Faye* (a season premiere), *Crime Photographer, Bob Hawk, Mr. District Attorney, Charlie McCarthy*, and (tied for 15th) *People Are Funny* and *Burns and Allen*.

Besides the debut of the successful *Phil Harris-Alice Faye* show (NBC), a melange of sarcastic comedy and music, 1948 brought everybody's favorite teacher, Eve Arden, as *Our Miss Brooks* to radio (CBS). NBC also began a prestigious documentary series, *Living-1948*, summaries of current issues.

The FCC remained a center of action and contention. Mrs. W.J. Virgin refused to comply with FCC's Avco ruling requiring her to sell KMED(AM) Medford, Ore., to an FCC-preferred purchaser. She kept the station. The FCC renewed the licensee of WBAL(AM) Baltimore, despite allega-

tions of inadequacies under the commission's Blue Book and despite a competing application for the facility by Drew Pearson.

Congressional investigation of the FCC began in August and centered on the members' allegiance and official stands on political broadcasts. Commissioner Clifford Durr, a liberal, quit the FCC upon expiration of his term in July, and publicly criticized Truman's government loyalty program. The FCC changed its visage by admitting to its ranks the first woman member, Frieda B. Hannock, a Truman appointee.

Patent problems surfaced in July when Edwin Armstrong sued RCA and NBC for alleged infringements of five of his basic FM patents. Armstrong charged that RCA and NBC "deliberately set out to oppose [the growth and development of FM] . . . and impair the value thereof by delaying the commercial development and public use of said inventions and to compel plaintiff to sell and transfer control of such patents to RCA . . ." In addition, Armstrong argued that RCA and NBC tried to influence the FCC to allocate to FM "so small a number of useable radio frequencies as to make its development and use on a national basis impossible."

The AFM reached a peaceable settlement with record companies which agreed to pay royalties to a "public music fund" administered by an impartial trustee.

As ever, broadcasting technology promised more and better service. *The Philadelphia Inquirer* and its WFIL-FM in January started regular transmission of two facsimile editions a day. Paramount Pictures in January demonstrated film that could be developed in 66 seconds. Westinghouse in August applied for commercial license for airborne video and FM networking relays. Columbia Records introduced its

33 1/3 rpm, long-playing record, RCA introduced its "extended play" record, as well as its seven-inch, 45 rpm disk.

With FM making slow advances, AM pushing for more advertisers and audience, and TV seducing viewers with Howdy Doody, Milton Berle, and Ed Sullivan, BROADCASTING at yearend dubbed 1949 as "the year of decision" for the 2,662 AM, FM, and TV stations: ". . . it is a year of decision as to wisdom in sales approach and in prudent management. Television has the glamour and the momentum . . . Sound radio has the coverage and the impact and the programs and the story of a hundred thousand sales successes . . . FM's pace has been the least spectacular these past few months. FM has the quality voice. It has the advantage of uniform day and night coverage. FM has not taken advantage of its advantages. If it doesn't shout them from its antenna tops in a well-greased campaign, 1949 could well be its 'Year of Decision.'"

Stay Tuned

1. What happened to the FCC's Mayflower and Avco rules?
2. Which state tried unsuccessfully to censor TV films before their telecasts?
3. How did the Emmy get its name?
4. Who played the title role in the *Lone Ranger* when it started in TV?
5. What was the controversial issue in the so-called "record war"?

The answers next week,
in "1949."

relatively unknown comedians Dean Martin and Jerry Lewis, and boxing referee Ruby Goldstein. Despite Sullivan's stiff body language and mumbled introductions, his show rated number two with a 51.8 Hooper.

Ted Mack first appeared as host of *The Original Amateur Hour* on Jan. 18 for DuMont, and offered a parade of tuba players, comics, singers, impersonators and jugglers. Following the format of Major Bowes's radio show, Mack's viewers voted for their favorites who then won scholarships.

Besides comedy and variety, television presented prestige drama and music, as well as quiz shows. *Studio One* debuted Nov. 17 on CBS, and *Philco Playhouse* on Oct. 3 on NBC. In a special experiment, ABC in November telecast an entire production of Verdi's "Otello" from the Metropolitan Opera House in New York. *Break the Bank*, a 30-minute ABC quiz show, continued on radio and became an AM-TV simulcast in October. Drawn by cash prizes of up to \$10,000, *Break the Bank* drew an immediate and large following.

The top 10 commercially sponsored TV shows were: *Texaco Star Theater* (80.7 Hooper rating), *Toast of the Town* (51.8), *We, the People* (46.4), *Small Fry Club* (36.5), *Amateur Hour* (31.9), *Kraft TV Theater* (30.2), *Chevrolet on Broadway* (29.9), *Americana* (28.6), *Bigelow-Winchell* (25.4), and *NBC Symphony* (24.5).

Its growing popularity notwithstanding, television faced problems of costs, technology, royalties and allocations. Costs still exceeded income. A BROADCASTING "Telestatus" report estimated the operating costs of a TV outlet in a medium-sized city as \$500,000 a year; costs for video time and talent for a 30-minute quiz show as \$1,800; a sports show as \$2,200; a dramatic show \$5,600; a news show \$1,400, and a film as \$1,000.

There were technical problems. One, much publicized, occurred when CBS telecast an Air Force Association show from Madison Square Garden. It lost the signal just as Gypsy Rose Lee began her act. Censorship was erroneously assumed. To preserve broadcasts, ABC developed "video recordings," films of television

programs photographed from the face of a cathode ray receiver tube as the live program was in progress. ABC declared this single system of recording sound and pictures was cheaper than the procedure of the separate kinescopic recording of sound and film used by CBS and Paramount.

Royalties needed to be determined for both television actors and musicians. Acknowledging that large payments were not possible for actors in TV films, Ronald Reagan, president of the Screen Actors Guild, insisted that television at least accede to the principle of royalty payments as film was likely to become an important TV staple. Allowing American Federation of Musicians members to perform for television, James Petrillo, AFM president, ended the AFM TV ban in March, while still negotiating terms of settlement.

In May the FCC ordered hearings on high-band television, took channel one away from TV and reassigned it to non-governmental fixed and mobile services.

One big result of those hearings was that the FCC in September imposed a freeze on TV licensing to study color television standards, tropospheric interference, additional channels, city-by-city assignment of channels, and educational channel reservations.

Speaking for most in the industry, BROADCASTING editorialized that, "Contrary to all the usual implications . . . , the temporary freeze which the FCC has imposed upon television applications is stabilizing and reassuring and should be welcomed. The primary objective of perfecting television's technical standards is adequate justification for the move . . . The march of television will continue . . ." Nobody knew then that the freeze would last four years.

Besides the growing competition of television and FM, AM radio faced problems of FCC investigations and network talent raids. Charges by the Radio News Club of Hollywood that G.A. (Dick) Richards required writers and announcers to slant and falsify news prompted the FCC in March to begin an investigation of Richards's stations, KMPC(AM) Los Angeles, WJR(AM) Detroit and WGAR(AM) Cleveland. In November, the commission ordered a hearing.

The growing purses on radio giveaway shows drew the attention of the FCC which started looking for violations of the anti-lottery laws. In June, a Manhattan taxi driver's wife won \$20,000 in cash and merchandise from *Stop the Music* for correctly identifying a tune. In August, the FCC proposed rules that would practically bar all such programs from the air. There was almost unanimous opposition to the proposed rules at FCC hearings in October.

Besides helping to spark the FCC inquiry, *Stop the Music* gained fame when it pushed Fred Allen off the air. Cast opposite the popular quiz show, Allen parodied the competition and offered to reimburse any listener who was called by

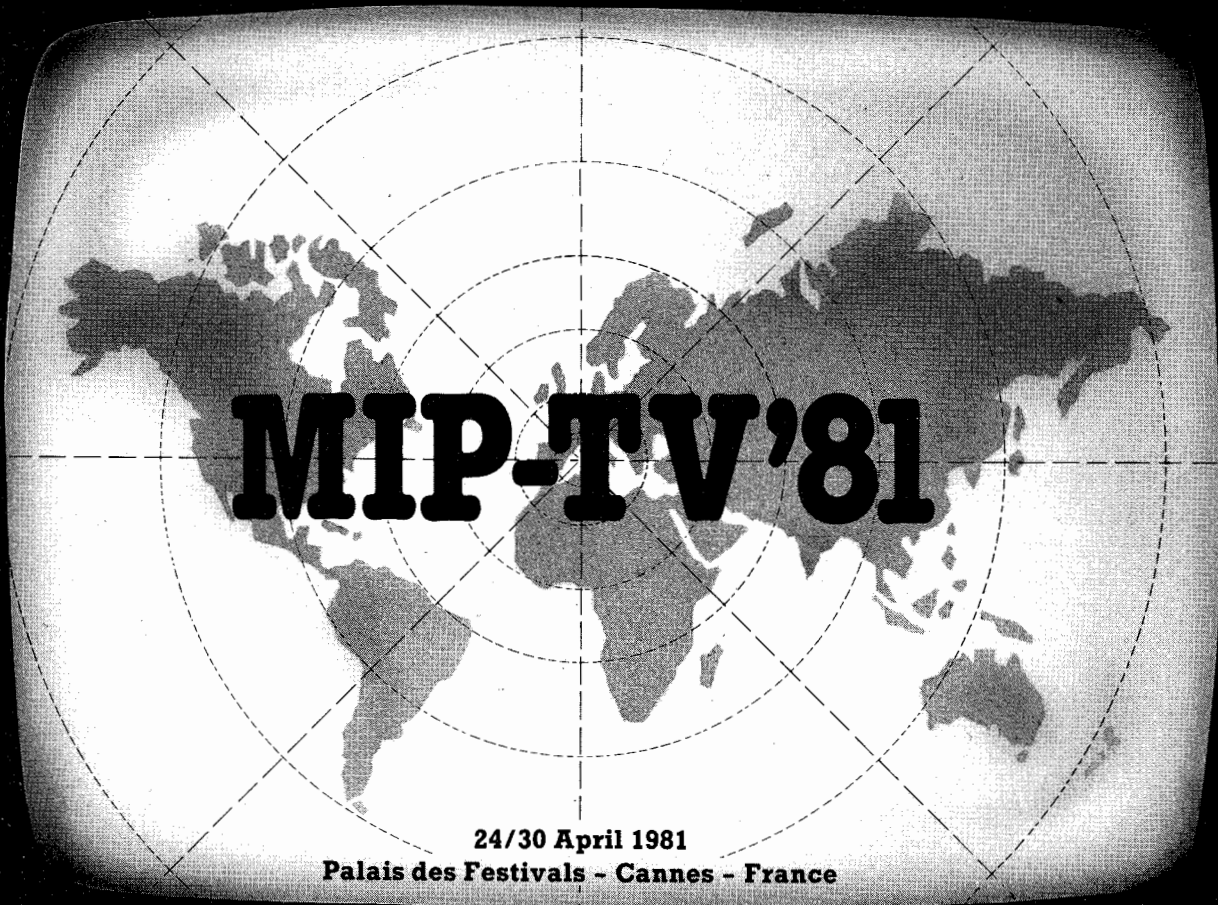
Still in the Saddle!



FCC CHAIRMAN Wayne Coy today still holds the reins of radio, patrolling the ether ranges east and west of the Pecos. Like many another Democratic chieftain, the Indian appeared destined for the last roundup Tuesday night, but the powerful medicine of Big Chief Truman decreed otherwise. (Horse, saddle and Stetson by KYAK Yakima, Wash.)

—Broadcasting, Nov. 8

SELL YOUR PROGRAMMES WORLD-WIDE



**Don't be elsewhere in April,
the world's TV industry awaits you at MIP-TV.**

In 1980 : 3395 executives from 105 countries, 938 companies comprising
251 channels or stations – 687 production and distribution companies,
8570 TV programmes – 1843 feature length films were presented.

MIP-TV opens the doors of the world's TV market to all executives from TV stations, production and distribution companies.

No other 7 days of the year will give you a better chance to :

- buy or sell programmes rights ;
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This annual TV meeting place gives you the opportunity to meet decision makers from TV stations and show them your programmes or feature films. Cinema projection facilities and video screening rooms are at your disposal.

Full information on the different ways to participate at MIP-TV will be sent to you upon receipt of the coupon below.

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Perard Associates inc.
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JOHN NATHAN
International Representative

Please send me the MIP-TV documentation which I understand places me under no obligation.

MIP-TV participant without office-stand

MIP-TV participant with office-stand

(tick appropriate box)

Name First name
Title Company
Address
Country Tel. Telex

Please return coupon to MIP-TV

179, avenue Victor-Hugo, 75116 PARIS (France)

HENNOCK TO FCC

(See "Our Respects To . . ." and editorial, page 44)

FOR THE first time in 21 years of radio regulatory history a woman—Miss Frieda B. Hennock—will grace the FCC bench beginning next July, irrespective of whether the Senate sees fit to confirm President Truman's nomination of the New York lawyer and Democratic party worker.

The Senate Interstate Commerce Committee, to which the nomination automatically was referred, will consider Miss Hennock's qualifications at its regularly scheduled meeting this Thursday or next, after it receives a report from the three-man subcommittee named last week. Unless the Republican leadership, with the scent of victory in the national elections this November in its nostrils, decrees that the important FCC post (along with others in government) shall not be filled, it is expected a favorable report will issue.

Should the committee, along

privileges and compensation until the new Congress convenes in January. Once the new Congress meets, however, the interim appointment will expire and a new nomination (or renomination) would be entailed for the full seven-year term.

But the most likely action, in the view of seasoned observers here, is that the Senate committee will report Miss Hennock favorably, with the Senate promptly following suit. There are many reasons auguring for favorable action, it was pointed out, even though the assignment involves the balance of political power on the Commission.

Anxious to Serve

Miss Hennock, in her forties, is anxious to assume the Commission-ership, despite the deep cut in income. Her income, according to friends, is several times the \$10,000 FCC annual stipend.

Miss Hennock, it was learned authoritatively, conferred a fortnight ago with FCC Chairman



Miss HENNOCK

nated a subcommittee comprising Sens. Brewster, Maine, chairman, Capehart of Indiana, Republicans;

week. Since the vacancy does not occur until Comr. Clifford J. Durr completes his tenure June 30, there appeared to be no reason to expedite consideration, it was pointed out.

An active party worker in New York City and State Democratic circles, Miss Hennock has been particularly effective as a campaign fund raiser. She was most active in the O'Dwyer mayoralty campaign of two years ago and also figured prominently in party activities in the fourth-term Roosevelt campaign.

Appointment a Surprise

The appointment came as a distinct surprise to everyone with the possible exception of Mr. Coy and those who endorsed her appointment. Among the latter, it is understood, were Paul Fitzpatrick, New York State Democratic chairman; Edward J. Flynn, New York City party leader; Mrs. India Edwards, director of the women's

—Broadcasting, May 31

cause of the high television costs, NBC affiliates shared the video line charges, program costs, and the initial expense of network operations.

ABC and NBC opened Midwest television networks in September on the same day, sharing some stations. ABC debuted over WEWS Cleveland, WTMJ-TV Milwaukee, WBEN-TV Buffalo, N.Y., and WENR Chicago. WBEN-TV and WTMJ-TV were also NBC affiliates, so they shifted to the NBC debut later in the day to join WSPD-TV Toledo, Ohio, and WJW-TV Detroit.

In May, ABC, closely held by Edward J. Noble and associates, went public with an offering of 500,000 shares of voting stock at \$9 a share; within two hours the issue was fully substantiated. By December, 20th Century-Fox had begun negotiating to buy ABC.

Texas broadcaster Gordon McLendon, whose enterprise in sports programming and music was to leave a mark on radio from the 1940's on, began re-creating baseball games on a national scale on his Liberty Broadcasting Network. Without going to the ball park, Liberty utilized a mix of wire reports and sound effects to simulate on-the-scene play by play.

AT&T helped network TV in March by filing substantially lower rates for intercity television transmission than it had a year earlier. Instead of \$40 per airline mile a month as it asked in 1947, AT&T requested \$35 per airline mile a month for eight consecutive hours a day, and \$2 a month per mile for each additional consecutive hour. However, TV broadcasters accused AT&T of preventing the growth of other relay systems. Philco in September filed suit against AT&T, charging violation of the Communications Act and alleging that AT&T sought to "coerce and compel

Philco to abandon the use of its own relay and make a connection with AT&T's carrier facility in Philadelphia." By October DuMont and Western Union had joined the fracas. Western Union argued that it had no subscribers for its microwave relay between New York and Philadelphia because AT&T refused to allow those channels to be tied in with telephone company facilities. For its New York-Philadelphia facilities, Western Union charged \$4,700 per month with a minimum one-year contract—a total of \$56,400 per year for eight hours of daily service.

FM stations continued to increase, with 326 new stations broadcasting in 1948.

Edwin Armstrong's FM Continental Radio Network added Eastern and Midwestern affiliates. A group of farm cooperatives planned an FM Rural Radio Network. Transit Radio offered FM radio in buses in Cincinnati and then branched out. By the end of the year, FM radio played in public transportation vehicles in St. Louis; Cincinnati; Houston; Wilkes-Barre-Scranton, Pa.; Huntington, W. Va., and Worcester, Mass. Transit FM particularly attracted small business because of its low rates and guaranteed, captive audiences of bus riders.

Emerson Radio in October introduced a \$29.95 FM receiver, "The Conqueror," which it billed as the set that would bring FM to the masses.

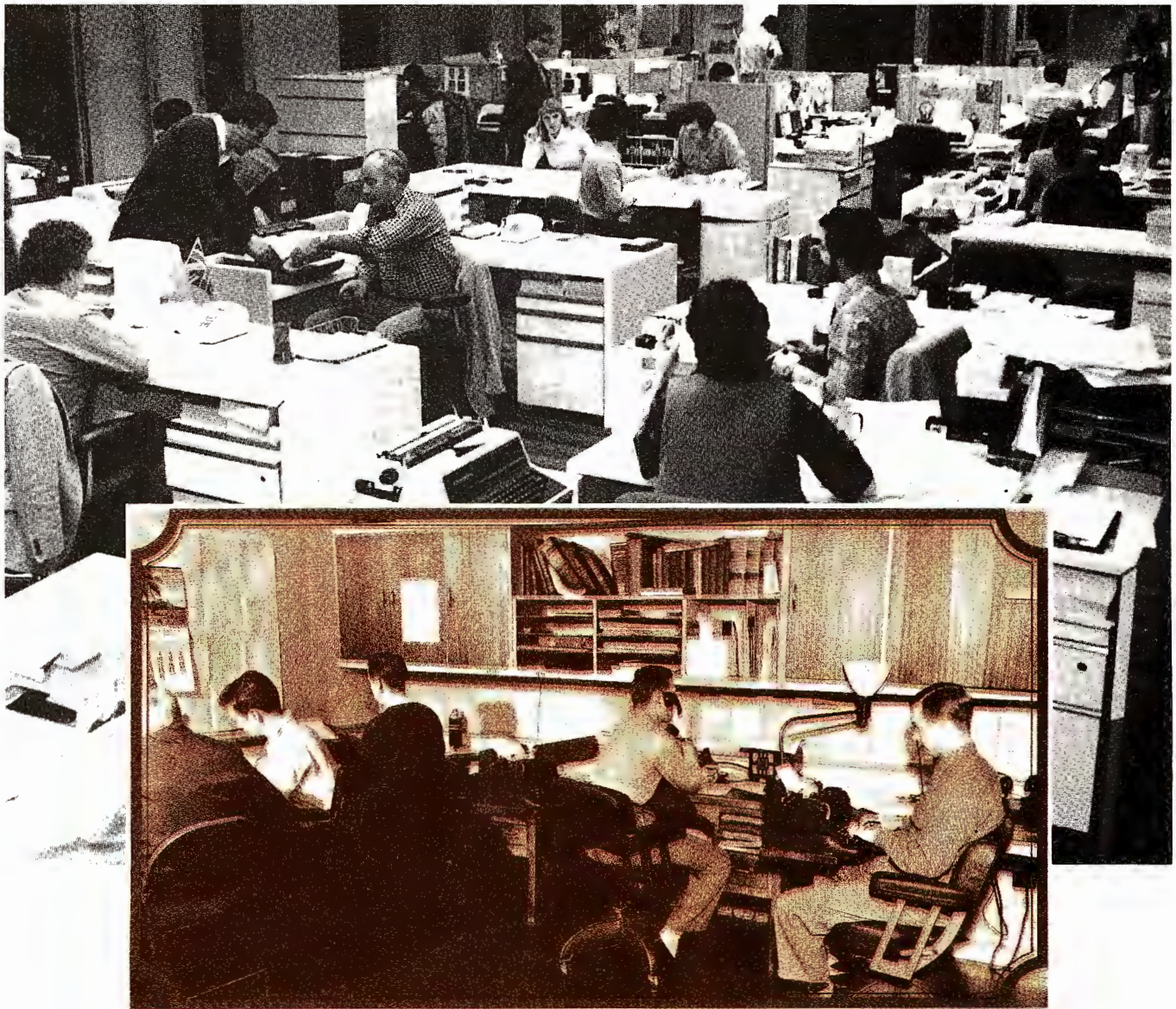
But the excitement of television was eclipsing FM. Thirty-one commercial TV stations began operations during 1948 to make a total of 50 broadcasting by year end. A "Telestatus" report in BROADCASTING counted 236 television advertisers on 20 stations in 11 markets for the week of June 6-12. The Gulf Oil Corp. in June started the first regularly sponsored

simulcast, *We the People*, a celebrity interview hour, on both CBS radio and TV.

Texaco on June 8 started what was to be a TV ratings winner, the hour comedy-variety *Texaco Star Theater* on NBC. Milton Berle won the job as permanent host in September after competing against such summer try-outs as Harry Richman, Georgie Price, Henny Youngman and Morey Amsterdam. After each opening number—in which four Texaco servicemen sang about their work from "Maine to Mexico"—Berle appeared outrageously dressed, played on sight gags, and kept up running banter with a mixture of acrobats, singers and other comedians.

Sid Stone, Berle's announcer, adapted a pitchman's monologue to sell Texaco products. "I'll tell ya what I'm gonna do," Stone began. "As a special added inducement, I'm gonna give away with each and every 10-cent potato peeler one of my Marfak lubrication specials, a complete, squeak-killin', easy-ridin' treatment for your motor car . . . All right, what else am I gonna give away? I'm gonna throw in a can of my double-dipped, double-strength Havoline new and improved motor oil (holds up can). You work hard all day, usin' your vocal chords. Natcherly, your larynx gets tired. The more you talk, the hoarser you get (into whisper; drinks from Havoline can, then shouts) and your voice comes right back." *The Texaco Star Theatre*, its Hooperating (the dominant audience measurement of the time) reaching an incredible 80.7, lured a generation to television.

Another television staple began June 20 when Ed Sullivan first hosted his hour *Toast of the Town* variety show for CBS, premiering with Broadway composers Richard Rodgers and Oscar Hammerstein,



The first regular local TV news program started in 1948. Where? Where else.

KSTP-TV in the Twin Cities... with television's first newsroom and one of America's foremost news commitments.

At KSTP-TV, being first has become a tradition. First all-color station... first to use aircraft for news coverage... first local TV

weather radar... first and only full time 24-hour news coverage in the Twin Cities... TV's first and only airborne weather radar... and America's first commercial "wind-watching" Doppler unit!*

When it comes to news, come to the leader first... KSTP-TV!

*On line soon

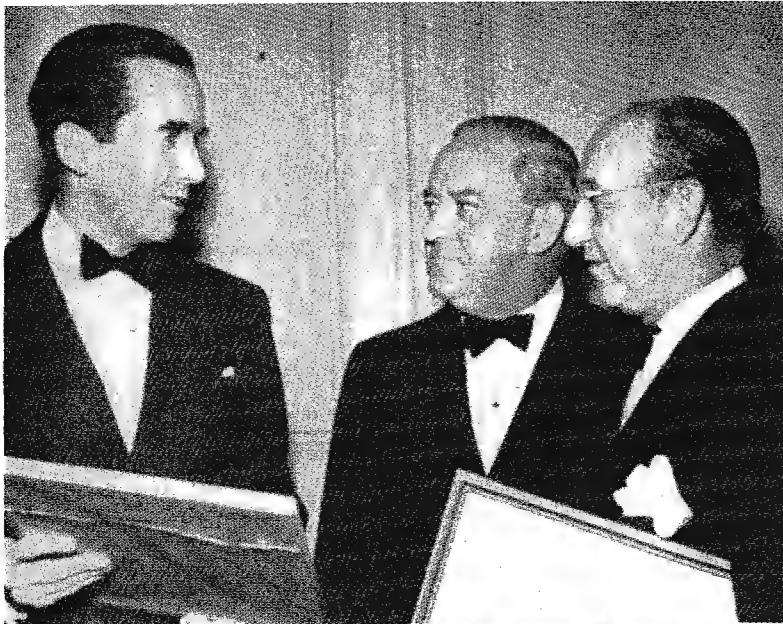


KSTP-TV

EYEWITNESS NEWS

Giving Minneapolis/St. Paul the Eyewitness Advantage since 1948!

1947 duPont Award Winners



duPONT AWARDS for 1947 are presented (top photo) to Edward R. Murrow (l), CBS analyst, and H. Leslie Atlass (r), vice president in charge of CBS Central Division and owner of WBBM Chicago, which received the award for stations over 5 kw [BROADCASTING, March 8]. Dr. Francis P. Gaines, chairman of the awards committee, is center figure. Lower photo shows Dr. Gaines handing the plaque to Walter Annenberg, publisher of Philadelphia Inquirer and owner of WFIL, which won top honors for stations under 5 kw. Mrs. Jessie Ball duPont, widow of Alfred I. duPont, in whose memory the annual awards were established, is at right.

—Broadcasting, March 15

candidate, it is 'open sesame' to all others."

Texas broadcasting stations informed the FCC that Texas libel laws prevailed and that "radio stations carrying libelous material will be subject to state laws." To investigate the controversy, a congressional committee asked for hearings. The committee, in an interim decision released the following month, accused the FCC of exceeding its authority and embarking "upon a dangerous and mischievous line of reasoning" that placed the broadcaster in a "dilemma of self-destruction." The

committee assured broadcasters that "for the time being, at least until the matter is settled, the honest and conscientious broadcaster who uses ordinary common sense in trying to prevent obscene and slanderous statements ... need not fear any capricious action."

While the rubric of "common sense" provided only slight protection for stations from legal ill winds, the committee's interim pledges helped broadcasters weather the 1948 political squalls.

The words "equal time" in Section 315

were also being defined. The FCC in October decided that equal time "applies only to candidates competing with each other in the same contests ... [although] elementary principles of fairness may dictate that a station which has afforded considerable time during the primary to candidates for nomination ... for a particular office should make a reasonable amount of time available to candidates for that office in the general election."

The 1948 political coverage offered a new dimension: television. By the summer of 1948 cable linked 14 eastern TV stations in 13 states that had a total of 168 electoral votes. Both parties chose Philadelphia for their conventions since the city was on the New York-Washington cable link. Through wire and other relays, television carried the conventions to 18 stations in nine major markets and to an audience estimated at 10 million. The radio and TV news corps turned out in record numbers: 456 for the Republican Convention; 463 for the Democratic gathering. Later in July, the third party candidacy of Henry A. Wallace (vice president and member of the cabinet in Franklin D. Roosevelt's administration) was offered by the Progressives at a convention in Philadelphia, chosen to take advantage of facilities and connections already in place. It was a shorter convention that drew less than 250 accredited newsmen from radio and TV. Stratovision, Westinghouse's TV relay station in airplanes, transmitted the conventions to the Midwest with poor to satisfactory results. Suddenly, the world had grown smaller.

For the first time a political party platform included references to television as well as to radio. The Democrats urged "the vigorous promotion of worldwide freedom in the gathering and dissemination of news by press, radio, television and newsreel with complete confidence that an informed people will determine wisely the course of domestic and foreign policy."

The plank existed because 1948 networking made the power of television manifest. Coaxial cable and station affiliates lured audiences and sponsors. NBC in January announced plans to install a microwave radio relay between Philadelphia and Baltimore as an answer to AT&T's crowded coaxial cable service. Western Union in February announced plans to provide TV network services by a microwave relay between New York and Philadelphia. ABC in August put its WJZ-TV (now WABC-TV) New York on the air and began lining up affiliates. DuMont, licensee of TV stations in New York, Washington and Pittsburgh, entered networking.

But NBC and CBS were the biggest forces in network television although their psychology of affiliate attraction differed. CBS adapted its 20-year-old AM affiliate compensation principles to television, reasoning that network-station relationships in television paralleled those in radio. NBC based its policies on the differing economics of television and radio. Be-

Even then, you could tell the new kid was going to be something special.

A go-getter from the first, New York's brand new station went to



Philadelphia to bring its viewers coverage of the Republicans nominating Thomas E. Dewey for President. Dewey lost the election to Truman, but WPIX had made broadcasting history with the first live comprehensive telecasts of a national political convention.

WPIX saw television's growing audience was hungry for news as well as entertainment, and inaugurated New York's first regular newscast. "Telepix Newsreel" became a favorite, and flourished for 25 years.

The fledgling station also sowed the seeds of a whole new industry—movie syndication. In its very first year, WPIX acquired the U.S. rights to an excellent package of feature films from the British producer Alexander Korda, delighted the WPIX audience with them, and distributed them to other stations across the country.

WPIX began its longtime love affair with sports in its first year, too, with its broadcasts of the Giants' baseball games in 1948. And just three years later it began the association with the New York Yankees that



would find WPIX, in 1981, about to begin its thirtieth consecutive season of Yankee games.

In the '50's the station more than lived up to its slogan, "Station of Champions." New Yorkers watched not only to enjoy the red-hot Yanks and Giants, but to see every sporting event that originated from Madison Square Garden—as many as 150 a year.

The early popularity of the station was solidly established on the immense appeal of sports, news, movies, and cartoon shows for children.

By the 1960's viewers wanted more program variety. The station invested boldly in the best first-run syndicated entertainment programs, to build carefully-balanced—and resoundingly successful—program



Independent Network News anchor team: Bill Jorgensen, Pat Harper, Steve Bosh

schedules, year after year. Top-quality syndicated programs—including proven off-network entertainment series—continue to be the cornerstone of WPIX's popularity.

In the '60's WPIX produced many major documentary specials. The milestone of the period was "The Secret Life of Adolph Hitler", which commanded an astonishing 49 rating in New York.

WPIX was a true "super station" long before the term became fashionable. In the '60's cable systems were already carrying its programs throughout the Northeast, and in July, 1980, Nielsen reported more people watched WPIX per week than any other station in the nation.

The station began broadcasting its opinions in 1969. Incisive editorials

continue to be an important part of WPIX's deep involvement with its community, and regularly earn major honors for the station.

Local public affairs specials, too, won important awards as they enhanced WPIX's solid reputation for public service. In 1977, the station's startling documentary "My Brother's Keeper" won the prestigious Peabody Award. A major honor for any station. And a remarkable achievement for an independent.

The '70's saw WPIX rededicating itself to the task of keeping its viewers informed, with a bigger schedule of daily newscasts than ever before. As the station produced more news and developed more worldwide news sources, it was building a new complex that would be well-suited to its most exciting and ambitious new project, just around the corner in the '80's.

The same brand of news coverage that had built a broad-based news audience for WPIX could also be an important asset to other leading independents, the station believed.

It was right.

Today, Independent Network News is produced by

WPIX and transmitted by satellite for broadcast by 47 independent stations serving over 64 percent of the nation.



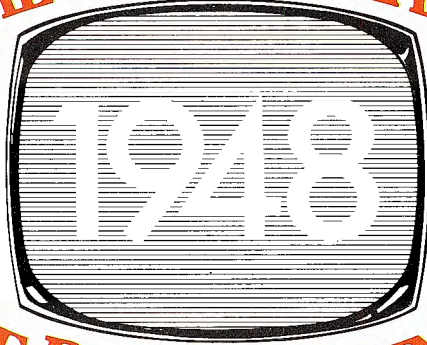
New York knows WPIX as "11 Alive". It's lively. Bold. Innovative. Successful. And plenty gutsy. The kid is 33 years old now With an extraordinary past. And an unlimited future.

WPIX New York *11 Alive*

**How a scrappy
little independent,
born in 1948,
found success in the
nation's largest
market.**



THE FIRST 50 YEARS



OF BROADCASTING

Network talent raids and the growing role of local station programming provided notable chapters for radio's 1948 history.

In television, the FCC froze on new station grants, a decision that was to put station applicants into a waiting line for nearly four years while the FCC worked out a national plan of TV assignments. But existing TV licenses and networks were undeterred from introducing a number of programs that turned out to have enduring appeal.

FM stations continued to increase in 1948, but the service still existed in the shadow of established AM. Most consumers, already having AM sets, were uneager to purchase another aural set, even though it promised superior sound.

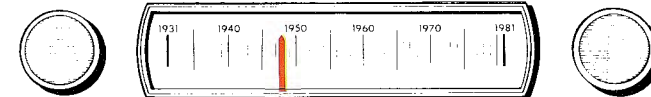
As an election year, 1948 brought broadcasters problems in editorializing, censorship and equal time.

President Harry Truman, who won election after an arduous campaign, referred to the fourth and fifth estates as the "kept press and the paid radio." The Democratic strategy involved buying little radio time. Instead, Truman personally stumped the country, earning the sobriquet, "Give 'Em Hell, Harry," for peppery speeches about the dangers of Republican economics. Republican candidate Thomas E. Dewey, on the other hand, took to the air to deliver decorous speeches. By election eve pollsters were finding many "undecided" or pro-Dewey voters. Buoyed by the findings of the best-laid polls, commentator H.V. Kaltenborn as well as other reporters on election night discounted an early Truman lead and declared a Dewey victory. By morning the Truman victory was undisputed.

A BROADCASTING analysis in November estimated that the major political parties bought \$1.7 million in air time during the 1948 campaign.

The movement to repeal the Mayflower edict (the FCC ban on editorializing), which gained industry support in 1947, gathered momentum with the electioneering of 1948.

At a March FCC hearing to reassess the ban, ABC President Mark Woods insisted: "Operation in the public interest places a positive duty upon the broadcasters to editorialize vigorously whenever they believe that it is in the public interest to do so." CBS President Frank Stanton warned: "The time is running



Turmoil continued overseas: Mohandas K. Gandhi was shot to death by a Hindu fanatic on Jan. 31 in New Delhi; Russia put a land blockade around West Berlin in April; the Free State of Israel was proclaimed in Tel Aviv as the British evacuated Palestine in May; Joseph Cardinal Mindszenty, Roman Catholic primate of Hungary, was arrested Dec. 27 by the Communist government on charges of treason, espionage and black-market dealing. In the U.S., aviation pioneer Orville Wright died, and former State Department employe Alger Hiss was indicted on perjury charges in connection with the passing of secret documents to Whittaker Chambers for transmission to a Communist spy ring. But the biggest gasps of the year might have come from publication of the first Kinsey report, on "Sexual Behavior in the Human Male." And in

BROADCASTING ...

out for those who would keep radio in a special compartment of artificial restraint" by withholding a privilege "which is not denied to any other class of our citizens—except perhaps convicts confined in prison." NBC President Niles Trammell emphasized: "The line between the printed newspaper and the radio newspaper is breaking down, and there is no reason to impose restrictions on public expressions by radio which are not imposed on our free press."

James Lawrence Fly, who was FCC chairman when the Mayflower decision was invoked in 1941, argued against repeal on behalf of the American Civil Liberties Union. Fly testified there appears "an il-

lusion of green pastures on the part of the broadcasters. I wonder if they want to sink to the ... level of the press ... Radio is splendid. Radio is powerful. It is dynamite. In terms of public opinion, it is atomic ... Radio is not like a newspaper. It cannot be like a newspaper. It should not be like a newspaper. I think it's high time it recovered from the illusion of green pastures. They're not so green."

The Mayflower review was still in progress when the FCC issued another decision that underscored the regulatory distinctions between radio and the printed press. By a 4-2 vote in a case involving the renewal of the license of WHLS(AM) Port Huron, Mich., the FCC held that a station could not be held responsible for libelous utterances by a political candidate because Section 315 of the Communications Act prohibited broadcasters from censoring political broadcasts. The prohibition, said the FCC, was "absolute ... whether the material is libelous or not."

The industry reacted with indignation. In an editorial, BROADCASTING asserted: "In deciding, after two-and-one-half years of pendency, a simple license renewal case that it could have skipped as it has done hundreds of others, the four-man majority hurled defiance in the faces of the states, the Congress and Supreme Court, and even of logic itself ... [and contributed] confusion, coercion, fear and stark amazement ... The broadcaster will just have to carry that which any wild-eyed politician wants to spout, whether it's obscene, libelous or subversive. Once the station opens its microphone to one



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XEROX

- Warner Amex Cable Communications Inc. for Sedona, Ariz. (AZ0107) add signal.
- Sammons Communications of New Jersey for Harmony, N.J. (NJ0457) add signal.
- Alert Cable TV of Wilson Inc. for Wilson, N.C. (NC0110) add signal.
- Madison Cablevision Inc. for Marion, N.C. (NC0029) add signal.
- Madison Cablevision Inc. for McDowell, N.C. (NC0220) add signal.
- Cablevision Inc. for Waianae, Ewa District, both Hawaii (HI0001, 41) add signal.
- Liberty Communications Inc. for West Linn, Ore. (OR0226) add signal.
- American Television Communications Corp. for Yerington, Nev. (NV0003) add signal.
- Liberty Communications Inc. for Lake Oswego, Ore. (OR0064) add signal.
- Telecable Inc. for Jonesboro, Hodge, East Hodge, North Hodge, Jackson, all Louisiana. (LA0016, 37, 38, 39, 40) add signal.
- Century Cable of Southern California for Redondo Beach, Calif. (CA0579) add signal.
- Summit Communications Inc. for Port Townsend, Wash. (WA0254) add signal.
- Teleprompter Corp. for Lovington, Lea, both N.M. (NM0013, 67) add signal.
- Falcon Communications for Gilroy, Morgan Hill, Santa Clara, Hollister, San Benito, San Juan Bautista, Oak Hills, all Calif. (CA0101, 184, 103, 102, 721, 812, 622) add signal.
- Green River Cable TV for Green River, Wyo. (WY0016, 44) add signal.
- Service Electric Cable TV Inc. for Cumru, Exeter, Birdsboro, St. Lawrence, Robeson, all Pa. (PA0972, 215, 13, 1030, 0216) add signal.
- Turtle Lake Cable TV Inc. for Turtle Lake, N.D. (ND0052) add signal.
- Rolla Cable TV Inc. for Rolla, N.D. (ND0041) add signal.
- Ruthville Cable TV Inc. for Ruthville, N.D. (ND0042) add signal.
- Souris Valley Cable Inc. for Minot AFB, N.D. (ND0028) add signal.
- Central City Cable TV Inc. for Carrington, N.D. (ND0023) add signal.
- Towner Cable TV Inc. for Towner, N.D. (ND0029) add signal.
- Rolette Cable TV Inc. for Rolette, N.D. (ND0034) add signal.
- Dunseith Cable TV Inc. for Dunseith, N.D. (ND0043) add signal.
- Glenburn Cable TV Inc. for Glenburn, N.D. (ND0035) add signal.
- Cando Cable TV Inc. for Cando, N.D. (ND0014) add signal.
- Stanton Cable TV Inc. for Stanton, Ill. (ND0050) add signal.
- Hazen Cable TV Inc. for Hazen, N.D. (ND0048) add signal.
- K M Cable TV Inc. for Kenmare, N.D. (ND0031) add signal.
- Lansford Cable TV Inc. for Leeds, N.D. (ND0044) add signal.
- Leeds Cable TV Inc. for Leeds, N.D. (ND0025) add signal.
- Minnewauken Cable TV Inc. for Minnewauken, N.D. (ND0032).
- Surrey Cable TV Inc. for Surrey, N.D. (ND0036) add signal.
- Underwood Cable TV Inc. for Underwood, N.D. (ND0053) add signal.
- Beulah Cable TV Inc. for Beulah, N.D. (ND0049) add signal.
- Burlington Cable TV Inc. for Burlington, N.D. (ND0039) add signal.
- Washburn Cable TV Inc. for Washburn, N.D. (ND0047) add signal.
- Central City Cable TV Inc. for New Rockford, N.D. (ND0024) add signal.
- Hallock Cable TV Inc. for Hallock, Minn. (MN0105) add signal.

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 ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

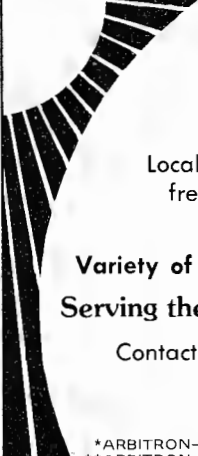
Applications

- Digital Paging Systems for Akron, Ohio (5m; Microdyne; E2876).
- Satellite Business Systems for Boca Raton, Fla. (7.6m; Nippon; E2878).
- Satellite Business Systems for Cincinnati (5.5m; Nippon; E2879).
- Digital Paging Systems Inc. for Cincinnati (4.3m; AFC; E2880).
- CATV Cable Systems for Carbondale, Pa. (5m; S-A; E2871).
- Perry Cable TV Corp. for Boca Raton, Fla. (6.1m; Harris; E2872).
- Texas Satellite Entertainment Inc. for Richardson, Tex. (5m; Ft. Worth Tower; E2873).
- Woodruff Cablevision Associates for Woodruff, S.C. (5m; S-A; E2874).
- MBS Cable TV Inc. for Rittan, Ohio (5m; Hughes; E2875).
- Dubois Community Cablevision Inc. for Medicine Bow, Wyo. (5m; S-A; E2881).
- Reuters Limited for San Francisco (5m; S-A; E2882).
- RCA American Communications Inc. for Plainsboro, N.J. (5m; S-A; E2883).
- United Cablevision Corp. of Michigan for Lincoln Park, Mich. (5m; Anixter-Mark; E2885).
- Satellite Cable TV Corp. for Ft. Leonard Wood, Mo. (4.6m; S-A; E2886).
- Tri-County Cable TV Inc. for North Vernon, Ind. (4.6m; S-A; E2916).
- The Christian Broadcasting Network Inc. for San Jose, Calif. (5m; S-A; E2917).
- Nodac Cablevision for Linton, N.D. (5m; Anixter-Mark; E2918).
- Northern Video for Ontonagon, Mich. (4.6m; S-A; E2919).
- Bliss Electronics Corp. for Winnemucca Humboldt, Nev. (4.6m; S-A; E2920).
- James H. Hall Properties for Albany, Ga. (5.6m; GCC; E2921).
- Television Access Inc. for Houston (4.6m; GCC; E2922).
- Satellite Theater for Reno (5m; S-A; E2923).
- Dow Jones Inc. for Dallas (11m; Varian; E2924).
- Dow Jones Inc. for White Oak, Md. (11m; Varian; E2925).
- East Arkansas Cablevision Inc. for Manila, Ark. (6m; Harris; E2926).

- Satellite Business Systems for Lexington, Ky. (5.5m; Nippon; E2927).
- Warner Amex Cable Communications for Babbitt, Minn. (5m; S-A; E2928).
- Tele-Media Company of Georgia for Elberton, Ga. (4.6m; S-A; E2929).
- Tele-Media Company of Georgia for Homerville, Ga. (5m; S-A; E2930).
- Satellite Business Systems for Rochester, Minn. (7.7m; Hughes; E2931).
- East Arkansas Cablevision Inc. for Osceola, Ark. (6m; Harris; E2932).
- Iowa Beef Processors Inc. for Holcomb, Kan. (4.3m; AFC; E2933).
- Valley Cable Vision Inc. for Pikeville, Ky. (5m; AFC; E2934).
- Falcon Communications for Monterey Park, Calif. (5m; S-A; E2935).
- Satellite Business Systems for Chicago (5.5m; Hughes; E2936).
- Vision Cable Communications for Albemarle, N.C. (5m; S-A; E2937).
- Vision Cable Communications for Palisades Park, N.J. (4.3m; AFC; E2938).
- Twin Cities Public Television Inc. for St. Paul, Minn. (10m; Collins; E2939).
- Southwest Missouri Cable TV Inc. for Aurora, Mo. (5m; Microdyne; E2940).

Grants

- Alaskan Cable Network Inc. for Fort Greely, Alaska (E2584).
- Alaskan Cable Network Inc. for Fort Wainwright, Alaska (E2586).
- Metropolitan General Hospital for San Antonio (E2710).
- Channel Master Satellite Systems for Oxford, N.C. (E2711).
- Memphis CATV Inc. for Memphis, Tenn. (E2712).
- Sweetwater Television Inc. for Table Rock, Wyo. (E2713).
- American Cable Television Inc. for Superior, Ariz. (E2717).
- Gaylord Broadcasting Company for Milwaukee, Wis. (E1719).
- Multi-Channel Cablevision Inc. for Brookville, Pa. (E2723).
- Muncy TV Corp. for Muncy, Pa. (E2724).
- Mansfield Video Systems for Mansfield, Pa. (E2725).
- Cable Systems Inc. for Syracuse, Kan. (E2726).
- Midwest Video Electronics of Tomahawk for Tomahawk, Wis. (E2727).
- Regency Inn of Bristol Inc. for Bristol, Tenn. (E2728).
- Jones Intercable Cable TV Fund for Carolina Beach, N.C. (WL28).
- Cablecom-General Inc. for Sherman, Tex. (KK57).
- American Satellite Company for Dallas (KN65).



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*ARBTRON-Columbus, Ohio, Apr.-May, 1980-15.4 Avg. Share Metro Survey Area. T.P. 12+ 6-10 A.M.
**ARBTRON-Aug. Share 27.8 between 7 & 10 A.M. 25-75 Year Old Group

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Sacramento-Stockton-Modesto major television market, to add three San Francisco network affiliates. Big Valley is currently authorized to carry signals of 16 television stations, including three local network affiliates, KCRA-TV (NBC) and KXTV-TV (CBS) Sacramento, and KOVR-TV (ABC), Stockton. Two Sacramento affiliates opposed Big Valley's request to carry San Francisco affiliates, as did KTXL, a Sacramento independent. FCC found the effect on local stations of San Francisco stations' carriage would be minimal and, in fact, only KOVR's 35-mile protected zone encompassed the cable communities. Action Feb. 6.

■ The FCC has found that Cablevision Inc., operator of cable television system at Alma, St. Louis, Breckenridge, and Ithaca, Mich., violated several FCC rules in transferring carriage of Bay City station WNEM-TV from cable Channel 5 to Channel 20. Commission directed its Cable Television Bureau to issue monetary forfeiture notice to Cablevision. In response to petition for declaratory ruling by Meredith Corporation, licensee of WNEM-TV, the FCC found Cablevision's voluntary transfer of WNEM-TV from carriage on cable channel 5 to channel 20 last June violated rules requiring a significantly viewed station to be carried at that station's request on the channel number on which station is transmitting, except where technically infeasible. Although Cablevision continued to carry WNEM-TV after June 20, 1980, it did so on channel that was not unrestrictedly available to its subscribers since converter needed to receive new channel position for WNEM-TV was provided only if subscribers requested it, FCC said. Such carriage of mandatory signal violates the signal carriage rules, as well as on-channel carriage rule. Action Feb. 4.

Allocations

Grants

- McNary and Whiteriver, Ariz.—In response to a petition by The White Mountain Apache Tribe of Arizona proposed reassigning 88.1 mhz from McNary to Whiteriver as its first FM assignment, comments due March 23, replies April 13. (BC Doc. 81-31). Action Jan. 22.
- San Luis Obispo, Calif.—Assigned 98.1 mhz to San Luis Obispo as its third FM assignment, effective March 23. (BC Doc. 80-121). Action Jan. 28.
- Temecula, Calif.—In response to a petition by Valley Public Radio Inc. proposed assigning 88.9 mhz to Temecula as its first noncommercial FM assignment, comments due March 23, replies April 13. (BC Doc. 81-32). Action Jan. 22.
- Augusta, Ga.—In response to a petition by Santee-Cooper Broadcasting Co. proposed assigning 98.3 mhz to Augusta as its fifth FM assignment, comments due March 23, replies April 13. (BC Doc. 81-35). Action Jan. 22.
- Osceola, Iowa—in response to a petition by M.W. Jack Beaman proposed assigning 107.1 mhz to Osceola as its first FM assignment, comments due March 23, replies April 13. (BC Doc. 81-29). Action Jan. 22.
- Hoisington, Kan.—In response to a petition by Heart of Kansas Radio Inc. proposed substituting 100.7

mhz for 100.9 mhz at Hoisington, comments due March 23, replies April 13. (BC Doc. 81-36). Action Jan. 22.

- Liberal, Kan.—In response to a petition by Lawrence E. Steckline proposed replacing 99.3 mhz with 101.5 mhz and replacing 105.5 mhz with 107.5 mhz at Liberal, comments due March 23, replies April 13. (BC Doc. 81-37). Action Jan. 22.
- Alameda and Albuquerque, N.M.—Assigned 103.3 mhz to Albuquerque, as its eighth FM assignment, effective March 23. (BC Doc. 80-160). Action Jan. 22.
- Carthage, N.Y.—In response to petition by Inter-Country Broadcasting Corporation proposed assigning 103.1 mhz to Carthage as its first FM assignment, comments due March 23, replies April 13. (BC Doc. 81-30). Action Jan. 22.
- Allendale, S.C.—Assigned 93.5 mhz to Allendale as its first FM assignment, effective March 23. (BC Doc. 80-131). Action Jan. 22.
- Elkins, W.Va.—In response to a petition by Marja Broadcasting Corporation proposed assigning 99.3 mhz to Elkins as its second FM assignment, comments due March 23, replies April 13. (BC Doc. 81-34). Action Jan. 22.
- Kingwood, W.Va.—In response to a petition by Preston Communications proposed assigning 96.7 mhz to Kingwood as its first FM assignment, comments due March 23, replies April 13. (BC Doc. 81-33). Action Jan. 22.
- Westover and Grafton, W.Va.—Granted petition for reconsideration by Craig L. Falkenstine and assigned 100.9 mhz to Westover and substituted 95.9 mhz for ch. 265A in Grafton, effective March 23 and modified the license of Conti Broadcasting Inc. for Station WQIT(FM) Grafton, W. Va., to specify operation on ch. 240A in lieu of ch. 265A. (BC Doc. 80-47). Action Jan. 23.
- Bountiful, Centerville and West Jordan, all Utah; and Rock Springs, Wyo.—Substituted 99.5 mhz for 105.5 mhz at Bountiful; assigned ch. 288A to Centerville as its first FM assignment; assigned 102.7 mhz to West Jordan; and substituted 104.5 mhz for ch. 258 at Rock Springs, effective March 23. (BC Doc. 80-95). Action Jan. 22.
- Ashland, Ore.—Assigned 105.1 mhz and 101.9 mhz and deleted 101 mhz from Ashland, effective March 30 and modified the license of KKIC(FM) Ashland to specify operation on ch. 270, in lieu of ch. 269A. (BC Doc. 80-122). Action Jan. 27.

Cable

■ The following cable service registrations have been filed:

Applications

- Torrence Communications Inc. for Pearl, Brandon, Rankin, all Mississippi (MS0117, 110, 114) add signal.
- Center Cable TV Inc. for Center, N.D. (ND0051) add signal.
- Warner Amex Cable Communications Inc. for Crockett, Tex. (TX0047) add signal.

Summary of broadcasting

FCC tabulations as of Dec. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,584	3	2	4,589	111	4,700
Commercial FM	3,279	2	1	3,282	143	3,425
Educational FM	1,090	0	2	1,092	71	1,163
Total Radio	8,953	5	5	8,963	325	9,288
Commercial TV	518	1	0	519	9	528
VHF	234	0	0	234	92	326
UHF	101	1	4	106	6	112
Educational TV	155	2	5	162	15	177
VHF	1,008	4	9	1,019	122	1,143
UHF	345	0	0	345	181	526
Total TV	2,525	0	0	2,524	252	2,826
FM Translators	1,389	0	0	1,389	478	1,867
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1,860

*Special temporary authorization

**Includes off-air licenses

■ Institute, W.Va.—Kanawha Economic Development Corp. seeks 90.9 mhz, 1.9 kw, HAAT: 428 ft. Address: One Bruce St., Institute, W.Va. 25112. Estimated construction cost: \$73,000; first year operating cost: \$46,000; Format: Educational. Principal: Applicant is nonprofit corp. set up to provide minorities with experience and training for broadcast careers. Robert T. Lipscomb is president of board of directors. He's also director of KOJC(FM). Lipscomb is chemist at Union Carbide Corp. in Institute. Ann. Feb. 6.

FM action

■ Gold Beach, Ore.—James N. Hoff granted 92.7 mhz, 2.6 kw, HAAT: 1,030 ft. Address: 5640 S. Broadway, Eureka, Calif. 95501. Estimated construction cost: \$22,000; first quarter operating cost: \$43,400; revenue: \$71,700. Format: MOR. Principal: Hoff is general manager and 49% owner of KRED(AM)-KPDJ(FM) Eureka, Calif. Action Feb. 2.

TV actions

■ Salem, Ore.—Greater Willamette Vision Ltd. granted ch. 22; ERP: 1702 kw vis., 170 kw aur. HAAT: 1,187 ft.; ant. height above ground: 945 ft. Address: Pioneer Trust Bldg., Box 1048, Salem 97308. Estimated construction cost: \$2 million; first-quarter operating cost: \$170,000; revenue: \$291,000. Legal counsel: Ward and Mendelson, Washington; consulting engineer: Cohen & Dippell, Washington. Principals: ABCD Vision Inc. (Arnold Brustin and Christopher Desmond) [34.5]; William Brown (8%); Donn B. Conner (8.5%); Alan G. Lowy and Robert J. Novic (24.5% each). Brustin and Desmond are former CBS television executives. Brown is Los Angeles investment counselor. Lowy is former vice chairman of Los Angeles County Board of Investments (retired). Novic is Los Angeles construction company owner. ABCD—owned equally by Desmond and Brustin—is general partner in applicant for new TV in Des Moines, Iowa. Others have no further broadcast interests. Action Jan. 23.

■ Memphis, Tenn.—Dismissed application of Levee Medin Inc. for new TV on ch. 30. Action Dec. 19, 1980.

Licensees

■ KQTI(AM) Edna, Tex. Vic-Jax Broadcasting Corp. (BL-800521AC).

■ WZAM(AM) Norfolk, Va., James River Broadcasting Corp. (BL-14,126).

Ownership Changes

Actions

■ KLRA(AM) Little Rock, Ark. (AM: 1010 khz, 10 kw-D, 5 kw-N)—Granted assignment of license to First Communications Corp. to Philip R. Jonsson for \$2.3 million. Seller is owned by Tobias Coe and family. They have no other broadcast interests. Jonsson is president and principal owner of KELI(AM) Tulsa, Okla. Action Jan. 27.

■ KMUV-TV Sacramento, Calif. (TV: ch. 31, 537 kw vis., 107 kw aur., ant. 1,020 ft)—Granted assignment of license from Tandem Productions Inc. and Jerry Perenchio (50% each) to Koplra Communications Inc. for \$7.6 million. Tandem Productions is Norman Lear's TV production company of which Perenchio—STV entrepreneur—is chairman and chief executive officer. Perenchio is also 50% owner of National Subscription Television which owns and operates two subscription TV stations: KBSC-TV Corona, Calif. (Los Angeles), and WXON-TV Detroit. Tandem and Perenchio also own WNUJ-TV (STV) Linden (Newark), N.J. Buyer is owned by Edward Koplra (president) and family. They own KPLR-TV (ch. 11) St. Louis and are applicants for new UHF's in Omaha and Des Moines, Iowa. Action Jan. 28.

■ WWGS(AM)-WCUP(FM) Tifton, Ga. (AM: 1430 khz, 5 kw-D, 1 kw-N; FM: 100.3 mhz, 100 kw)—Granted assignment of license from Ralph Edwards to WWGS-WCUN Partnership for \$1.175 million. Edwards has no other broadcast interests. Buyer is owned by Jon Peterson (50%); Lester I. Levine and son, Bryan, Jay M. Cohen and David S. Albertson (12.5% each). Peterson owns Orlando, Fla., outdoor advertising company. Lester Levine and Cohen are partners in Orlando law firm. Orlando attorney Bryan Levine is president and 60% owner of National Fitness Centers, Orlando-based health club chain. Albertson is owner of Orlando citrus fruit groves and processing business.

Peterson has sold WYLD-AM-FM New Orleans (BROADCASTING, Feb. 4, 1980). Buyer group has no other broadcast interests. Action Jan. 29.

■ WDME(FM) Dover-Foxcroft, Me. (FM: CP)—Granted assignment of CP from Frank A. Delle to Community Communications Inc. for \$3,135. Seller: Delle sold last Nov. AM in Dover-Foxcroft to same buyer. He has no other broadcast interests. Buyer: Frederic Hirsch and others. He is former station manager at WVOX(AM) New Rochelle, N.Y., and has no other broadcast interests. Action Jan. 27.

■ KHRU(FM) Clayton, Mo.—Dismissed application for assignment of license from School District of Clayton, Mo. to Junior College District of St. Louis-St. Louis County, Mo. (Florissant Valley Community College) (BALED-791101GW). Action Jan. 28.

Facilities Changes

Applications

■ KSTM(FM) Apache Junction, Ariz.—Seeks CP to change TL; change ERP; HAAT; and make changes in ant. sys. Ann. Feb. 6.

■ KXPR(FM) Sacramento, CA—Seeks CP to change freq.; change TL; increase ERP; HAAT, and make changes in ant. sys. Ann. Feb. 6.

■ KBSB(FM) Bemidji, Minn.—Seeks CP to change TL; SL; RC; ERP; HAAT, and make changes in ant. sys. Ann. Feb. 6.

■ KIEE(FM) Harrisonville, Mo.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; type ant.; increase ERP; increase HAAT. Ann. Feb. 6.

■ KSNM(FM) Santa Fe, N.M.—Seeks CP to change ERP; HAAT; change type trans., and make changes in ant. sys. Ann. Feb. 6.

■ WHHJ(FM) Dix Hills, N.Y.—Seeks CP to increase ERP; HAAT, and make changes in ant. sys. Ann. Feb. 6.

■ WGNY(AM) Newburgh, N.Y.—Seeks CP to change hours of operation to U by adding N service with 1 kw; increase D power to 10 kw; change freq.; change TL, SL & RC, and make changes in ant. sys. Ann. Feb. 6.

■ WIXT-TV Syracuse, N.Y.—CP dismissed to commercial TV broadcast station to change ERP; change TL; change type trans.; Change type ant., and HAAT 1000 ft. Action Jan. 15.

■ WUTQ(AM) Utica, N.Y.—Seeks CP to change freq.; add N service with 1 kw; change hours of operation to U; redescribe SL & RC, and make changes in ant. sys. Ann. Feb. 6.

■ KSOR(FM)—Seeks CP to change TL; SL; increase ERP; HAAT, and make changes in ant. sys. Ann. Feb. 6.

■ KBMC(FM) Eugene, Ore.—Seeks CP to specify TL; increase ERP; HAAT; change type trans., and make changes in ant. sys. Ann. Feb. 6.

■ WBZY(AM) New Castle, Pa.—Seeks CP to change hours of operation to U by adding N service with 2.5 kw; increase D power from 5 kw to 10 kw; install DA-N; change freq., and make changes in ant. sys. Ann. Feb. 6.

■ WMSO(AM) Albert L. Crain, Collierville, Tenn.—Seeks Mod. of CP to change freq. from 630 khz to 640

khz, and increase power from 500 w to 1 kw. Ann. Feb. 6.

■ WHMT(AM) Humboldt, Tenn.—Seeks CP to change hours of operation to U by adding N service with 1 kw; increase D power to 1 kw; change freq. from 1190 khz to 1160 khz; install DA-2, and make changes in ant. sys. Ann. Feb. 6.

■ KTXT(FM) Lubbock, Tex.—Seeks CP to change TL; SL; incr. HAAT. Ann. Feb. 6.

Actions

■ KHIP(AM) Hollister, Calif.—Granted CP to change TL to San Juan Canyon Rd. two miles NE of Hollister, SL and RCL to 887 Washington St., Hollister, change ERP to 90 W (H&V); ant. height 1520 ft. (H&V), and make changes in ant. sys. (BPH-800721AQ). Action Jan. 29.

■ KDKO(AM) Littleton, Colo.—Granted CP to increase D power to 5 kw; conditions (BP-20,116). Action Jan. 29.

■ WLIS(AM) Old Saybrook, Conn.—Dismissed application for CP to change hours of operation to U (BP-791228AY). Action Jan. 29.

■ WAIV(AM) Jacksonville, Fla.—Dismissed application for CP to make changes in ant. sys. (BP-20,942). Action Jan. 29.

■ WATU-TV Augusta, Ga.—Granted CP to change ERP, ant. height and type. Action Feb. 2.

■ WBOC-TV Salisbury, Md.—Dismissed CP to change ERP, TL, trans., and ant. Action Feb. 2.

■ KAWE-TV Bemidji, Minn.—Granted CP to operate trans. by RC from Deputy Hall, Bemidji State Univ., Bemidji. Action. Feb. 2.

■ KKOJ(AM) Jackson, Minn.—Granted request to identify as Jackson, Minn.-Spirit Lake Iowa. Action Jan. 26.

■ *WBGD(FM) Bricktown, N.J.—Granted CP to increase ERP to .19 kw (H), ant. height to 40 ft. (H); conditions (BPED-791226CJ). Action Jan. 27.

■ WIZR(AM) Johnstown, N.Y.—Dismissed application for CP to add N service (BP-20,503). Action Jan. 28.

■ WKIX(AM) Raleigh, NC.—Granted CP to make changes in N ant. sys. and change TL to Old Pitsboro Rd., Cary, N.C.; conditions (BP-790831AL). Action Jan. 26.

■ KTXT-TV Lubbock, Tex.—Granted CP to operate trans. by RC from new SL Action Feb. 2.

■ WSVS-FM Crewe, Va.—Granted CP to increase ERP to 100 kw (H), ant. height 450 ft. (H) (BPH-800229AE). Action Jan. 27.

■ WVAQ(FM) Morgantown, W.Va.—Granted CP to change TL to E side of Old Dupont Road, 49 miles NE of IR 79, Morgantown, increase ant height 500 ft. (H&V) and make changes in ant. sys. (BPH-800213AG). Action Jan. 27.

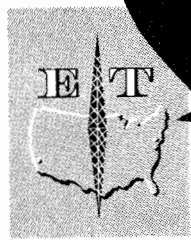
In Contest

FCC decisions

■ Commission has authorized Big Valley Cablevision Inc., operator of cable television systems serving Stockton and San Joaquin County, Calif., both in the

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Third World media, Madsen would like to see U.S. broadcasters realize that "the strength of our system depends on the rest of the world understanding it."

Madsen's company is owned by the Church of Jesus Christ, Latter Day Saints (the Mormons). The church's influence on company operations takes its form chiefly, according to Madsen, in maintaining four goals for its executives to pursue. First, the company must provide outstanding community service; second, it must maintain an effective system for developing people; third, it must encourage the production of quality programming, and fourth, it must profit.

"I report to my board of directors on how I'm fulfilling those goals in that order," says Madsen, who considers the order of priorities, "a very fortunate arrangement." Religious programming produced and distributed by the company is done on contract to the church.

How does the president of one of the largest church-owned communications firms feel about the Coalition for Better TV's proposal to boycott advertisers of programs it judges offensive? (BROADCASTING, Feb. 9) "You can't enforce morality," he says, "That's something that

has to come from within a person." Continuing, Madsen says, "I agree there's much that's wrong with our system, but it sure is a beautiful system."

Commenting on NAB's choice of Madsen for its highest award this year, Thomas Paro, president of AMST, said, "Arch is one of the real pioneers and leaders of our industry. He's a good solid broadcaster with a strong sense of public service and he knows how to look ahead." According to Rosel Hyde, former FCC chairman and an attorney with the Washington firm of Wilkinson, Cragun & Barker, which represents Bonneville: "At a time when broadcasters are taking a great deal of criticism for alleged permissiveness, it's appropriate that they've honored a man who undertakes to run a 'quality show' while at the same time is a strong proponent of First Amendment rights. Their choice is very timely."

Reacting to the award himself, Madsen said: "Awards are nice, but you think about how little you can achieve in a life, and even that depends on help from hundreds of other people. You may feel you've reached some stature in life, but then you realize that you stand on the shoulders of some mighty big people."

Rhode Island adopts new cable access rules

Rhode Island cable television operators must help schools install reception equipment and actively encourage the use of public and other access channels, under regulations adopted by the state's Division of Public Utilities.

The state's operators must provide professional help in planning and installing school cable facilities for educational TV reception and programming and must make time available to all users of public and other access channels "on a first-come, first-served, nondiscriminatory basis, without charge."

Cable companies, under the rules, must also help train citizens in planning, production and programming for "specially designed public access channels" and give free facilities and technical help to users of those channels.

The Division of Public Utilities held hearings around the state before issuing the new regulations, and has reserved decisions in some areas—including control of allegedly obscene programming—for further study.

For the Record

As compiled by BROADCASTING, Feb. 2 through Feb. 6 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM application

■ Gatlinburg, Tenn.—Gatlinburg Broadcast Communications Inc. seeks 1230 khz., 25 kw-N 1 kw-D. Address: 531 Gay St. Suite 700 Knoxville, Tenn. 37902. Estimated construction costs: \$78,000; first quarter operating cost: \$25,000; first year revenue: \$100,000. Format: MOR. Principals: Anthony G. Kimbrough, vice pres. (60%); J.D. Wallace, pres. (40%). Wallace is executive at United American Bank in Knoxville and former commissioner of Tennessee Dept. of Employment Security. He is 25% owner of new AM applicant in LaFollette, Tenn. Kimbrough is executive at Knoxville-based restaurant chain. He has no other broadcast interests. Ann. Feb. 6.

FM applications

■ Jackson, Miss.—J.C. Maxwell Broadcasting Group Inc. seeks 88.7 mhz, 100 kw, HAAT: 876 ft. Address:

Box 22624, Jackson, Miss. 39205. Estimated construction cost: \$379,550; first year operating cost: \$154,200; Format: Educational. Principal: applicant is nonprofit, nonstock corporation. Aurelia Young is president of board of directors and former chairman of the Jackson Council on Human Relations. Applicant has no other broadcast interests. Ann. Feb. 6.

■ Cheyenne, Okla.—Oklahoma Educational TV Authority Inc. seeks 91.3 mhz, 100 kw, HAAT: 866 ft. Address: 7403 North Kelley Ave., Oklahoma City 73113. Estimated construction cost: \$126,000; first year operating cost: \$228,000; Format: Community Interest/Educational. Principal: Applicant is state run agency. Robert L. Allen is executive director. It is licensee of KETA-TV Oklahoma City; KOED-TV Tulsa; KOET-TV Eufaula; KWET-TV Cheyenne, all Oklahoma. It is also applicant for FM's in Eufaula and Oklahoma City (see below). Ann. Feb. 6.

■ Eufaula, Okla.—Oklahoma Educational TV Authority Inc. seeks 89.9 mhz, 100 kw, HAAT: 1185 ft. Address: 7403 North Kelley Ave., Oklahoma City, 73113. Estimated construction cost: \$119,800; first year operating cost: \$228,000; Format: Community interest/Educational. Principal: Applicant is State-run agency (see Cheyenne, Okla., above and Oklahoma City below). Ann. Feb. 6.

■ Oklahoma City, Okla.—Oklahoma Educational TV Authority seeks 89.3 mhz, 100 kw, HAAT: 766 ft. Address: 7403 North Kelley Ave., Oklahoma City 73114. Estimated construction cost: \$195,815; First year operating cost: \$228,000; Format: Educational. Principal: Applicant is state-run agency (see Cheyenne and Eufaula above). Ann. Feb. 6.

■ Porcupine, S.D.—Lakota Communications Inc. seeks 90.1 mhz, 100 kw, HAAT: 105 ft. Address: P.O. Box 378 Pine Ridge, S.D. 57770. Estimated construction cost: \$172,000; first-year operating cost: \$95,000; Format: Native American Music/News. Principal: Applicant is nonprofit corporation. David P. Little is president of board of directors. It has no other broadcast interests. Ann. Feb. 6.

■ Bridge City, Tex.—Cecil W. Hubbard seeks 92.1 mhz, 3 kw, HAAT: 230 ft. Address: 985 West Round

Bunch Road, Bridge City 77611. Estimated construction cost: \$65,500; first year operating cost: \$66,650; revenue: \$45,500. Format: MOR. Principal: Cecil W. Hubbard is sole owner. He has industrial supply and real estate interests in Bridge City area. Hubbard has no other broadcast interests. Ann. Feb. 6.

■ Mexia, Texas—Limestone Broadcasting Inc. seeks 104.9 mhz, 3 kw, HAAT: 292 ft. Address: 215 E. Commerce St., Mexia 76667. Estimated construction cost: \$31,000; First year operating cost: \$20,000; revenue: \$30,000. Principals: B.C. Wallis, Aubrey E. Irby, Wade Ridley, Wilton H. Fair, and Isadore Roosth (20% each). Wallis owns 20% of Commercial Communication Corp., Mexia, two-way radio service. Irby owns Mexia investment firm. Ridley owns Mexia oil co. Fair is part owner of family oil company in Mexia. Roosth is pres. and part owner of Tyler Oil production firm. Wallis & Irby are also licensees of KBUS(AM) Tyler. Ann. Feb. 6.

■ Staunton, Va.—First Capital Communications Inc. seeks 99.7 mhz, 16 kw, HAAT: 400 ft. Address: 313 West Ave., Red Lion, Pa. 17356. Estimated construction cost: NA; First quarter operating cost: \$38,300; revenues: \$137,500. Format: country. Principals: William V. Freeman, pres. (45%); Frederick W. Wise (45%), and Louis J. Castriota, Sr. (10%). Freeman is vice president of savings & loan association, and bank, in York, Pa. Wise owns consulting engineering firm in Windsor, Pa., and is announcer-board operator at WGC(B/FM) Red Lion. Castriota is program and news director at WGC(B-TV) Red Lion. They have no other broadcast interests. Ann. Feb. 6.

■ Concord, N.H.—Rumford Communications Corp. seeks 105.5 mhz, 1.32 kw, HAAT: Brown Rd., S. Newbury, N.H. 03221. Estimated construction cost: \$146,400; first quarter operating cost: \$114,900. Format: MOR. Principal: Lindsay M. Collins, Michael M. Colby, and Stuart E. Richter (each one third). Collins owns Bradford, N.H.-based broadcast technical consulting firm. Colby is program director at WLLH(AM) Lowell, Mass. Richter is sales representative for WKBK(AM) Keene, N.H. They have no other broadcast interests. Ann. Feb. 6.

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Intermedia

ESPN adds. Entertainment and Sports Programming Network says 500,000 households added to its subscriber base in January give it access to 10% of American television homes. Total base, according to ESPN's VP, affiliate marketing, James Cavazzini, is now pushing five million. Twelve million are being projected for year end.

Sex sells. *Adults Only* program service offered by STV outlet in Phoenix has yielded 12,000 subscribers in first four months of operation. ON TV's Richard A. Whitman, vice president and general manager of Oak Communications subsidiary, announced 65% of all new subscribers and 63% of total subscribers have requested R-rated movies made available five nights weekly after 11:30 p.m.

Down but not out. Payroll for Premiere, stillborn cable TV network, has dropped from 60 to eight since system was handed preliminary injunction on eve of its projected start-up last Dec. 31. According to marketing VP Ron Castell, most of those remaining—including VP Greg Nathanson—are planning to stay on through appeal process, set to begin Feb. 23. Nathanson was rumored to be making move to ABC-TV, but Castell told BROADCASTING Nathanson will be with Premiere during its appeal fight "unless he's hit by lightning or something like that." Premiere is reportedly using its principal asset, previously ordered transponder time on several communications satellites, to generate income through subleasing arrangements. It's been estimated that nearly \$13 million, not including legal fees, has been invested in Premiere venture.

Franchising moves. Cox Cable Communications has announced cable franchise award for Great Neck, N.Y. Cox plans to install 54-channel, 400 mhz system for 11,500 homes. Company also announced activation of similar system in Jacksonville Beaches, Fla., claiming first in total underground wiring of 400 mhz system. Multimedia Inc. has added to cable gains in Illinois with wins in Evergreen Park and Batavia, totaling 14,000 homes.

New quarters. Pennsylvania Cable Television Association has moved into new Harrisburg quarters. Mailing address: Box 1141, Harrisburg 17108.

beyond the scope of his own company and far beyond the bounds of Salt Lake City."

Madsen's activities have included three years as head of the Association of Maximum Service Telecasters, two terms on the NAB television board of directors and active memberships in the Radio Advertising Bureau and Clear Channel Broadcasting Service. He is perhaps best known, however, for his work in international broadcast affairs.

He has been active in the Inter-American Association of Broadcasters since 1964 and chairman of NAB's International Affairs Committee since 1977.

"He's carried the ball by himself for many years in international affairs," said John Summers, NAB vice president and general manager. Madsen's interest in the broadcast systems of other countries stems from a lifelong fascination with shortwave radio.

"I started listening to the broadcasts of other nations and realized there was an ideological war going on." That ideological war, according to Madsen, is intensifying today, along with a "great revival in shortwave listening," evidenced by increased sales of shortwave sets.

Madsen believes U.S. broadcasters would benefit by taking a greater interest in the developing broadcasting systems of Third World countries. Because there is great distrust in many of these countries of government broadcasts in general, Madsen believes more interaction between U.S. broadcasters and those of other countries could result in the establishment of freedom of information in more developing countries.

Madsen, whose company plays a major financial role in supporting the Inter-American Association of Broadcasters, believes U.S. broadcasters could demonstrate support of developing media in Third World countries by offering to provide technical advice and information on how to maintain freedom of the press.

"American business does not pay attention to the bottom line below the bottom line," says Madsen, who defines that second bottom line as freedom of information and free enterprise. It is a system of which, according to Madsen, people in many developing countries have no first-hand understanding.

Madsen's activities in the international arena have increased in recent years with his co-vice-chairmanship of the World Press Freedom Committee. Created in May 1976, by the Inter-American Press Association and the International Press Institute, the committee works against international movements opposing freedom of the press. It also sponsors information exchanges between U.S. communications experts and those of developing countries.

Madsen was elected to the committee when it was first founded. He represents it and the NAB in a number of international broadcast organizations, including the Asian Pacific Broadcasting Union and the European, African and Arabic broadcasting unions.

In addition to working toward greater information exchange between U.S. and

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DSA winner Madsen: a leader of many causes

The NAB's highest award goes to a man who, as president of Bonneville, has advanced new technology, First Amendment rights and international services

When the National Association of Broadcasters opens its convention in Las Vegas, on April 12, it will present its annual Distinguished Service Award to Arch Madsen, president of Bonneville International Corp. The award, presented this year for the 28th time, is given for a "significant and lasting contribution to the American system of broadcasting by virtue of a singular achievement or continuing service for or on behalf of the industry."

Madsen, who looks much younger than his 68 years, became fascinated with broadcasting when he was 10 years old and saw his first "201 tube," a component of one of the earliest radios. He received formal training from the U.S. Army at Fort Missoula, Mont., where, as a member of the Civilian Conservation Corps, he helped build an amateur radio service to back up the Army's regular communications system.

From there, Madsen went to work for a number of broadcast facilities in Utah, in-



cluding KSUB(AM) Cedar City, KSL(AM) Salt Lake City, KOVO(AM) Provo and the Inter-mountain Network. After that, he spent several years in the East, serving as director of member services for the Radio Advertising Bureau and as assistant director

of the Association of Maximum Service Telecasters. He also worked for WLS-AM-FM-TV Chicago for a time.

Madsen returned to Salt Lake City in 1961, when he was offered the presidency of KSL-AM-FM-TV. "From there," he says, "we built Bonneville," referring to the company he heads, which now owns 12 radio and two TV stations, a radio syndication firm and a publishing company, and had revenues approaching \$100 million last year.

For broadcasters, Madsen "exemplifies good leadership," according to Thomas Bolger, WMTV(TV) Madison, Wis., the NAB joint board chairman. "His company stays on the cutting edge of innovation," Bolger said, citing Bonneville's experiments with teletext, computerized newsrooms and satellite technology. "It seems whenever the rest of us get together to talk about trying some new technology, KSL is already using it."

To Madsen, teletext is the innovation that "will make television the total home information system." Although most new broadcast ventures are being offered by subscription, Madsen believes teletext can be supported by advertising.

He contends that teletext can be made a mass medium if U.S. broadcasters adopt the "simplest system possible, so that costs are low for both transmission and receiving."

Discussing low-power TV, Madsen draws upon his company's experience in operating more than 100 translators, and says Bonneville has "probably as much expertise in low power as anyone in the country." LPTV, says Madsen, can "easily take TV to the same point as that of AM radio today," but with worse consequences. "People will take a little audio interference," he says, "but they won't tolerate video interference for too long."

Madsen predicts a tremendous increase in litigation will accompany the development of LPTV. He does not see it as "providing a viable service that will support itself."

Madsen's eyes light up when the subject turns to satellites. "The one we're on now [referring to the company's transponder on Westar I] is five feet in diameter, has a 57-inch antenna and covers the U.S., Canada and Alaska with five watts of power." Bonneville was among the earliest companies to experiment with satellite transmission, because, according to Madsen, "we wanted to learn how to handle it."

Madsen is also busy outside his own company.

"Most work done for the industry in general is done within the framework of the development of one's own company," said Eugene Bohi, WGHP-TV High Point, N.C., a member of NAB's television board of directors. "Arch Madsen's activities," he continues, "have ranged far

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Zub said, was its commitment to local production and access. Wayne (90% owned by the parent, 10% local investors) offered \$100,000 in up-front money, said Zub, and though United did not offer monies originally, it did later in the process. The offer by Wayne, Zub said, "was a leading factor in the proposal all along."

Macleon-Hunter's other subsidiary (wholly owned), Metro Cablevision, has won the East Detroit (13,000 homes) franchise.

The system that Maclean is installing includes 54 channels, 35 that are activated initially at \$7.50, three pay services and four access channels.

Comcast has been another big winner in suburban franchising, though not without controversy. In October 1979, Comcast won the award for Warren, beating Maclean-Hunter, Cox, ATC and Teleprompter for the city's 55,000 homes. Comcast is installing a 37-channel system including three access channels, HBO and The Movie Channel. It is scheduled to be completed in 1982.

Comcast also won Sterling Heights in December and will put in a 56-channel system for the city's 34,000 homes. It was that city council that passed over the consultant's recommendation (Macleon-Hunter) to go with Comcast (see box page 92).

Comcast also won the award for Shelby township, in a 4-3 vote in September. The FBI, however, has been investigating bribery allegations connected with that award.

Fritts seeks to disarm daytimers. Edward O. Fritts of Fritts Broadcasting, chairman of the National Association of Broadcasters radio board, has sought to reassure NAB's daytime broadcaster members about NAB's opposition to 9 khz AM separation. NAB changed its position from one urging further study of 9 khz proposals to one solidly opposing them at its winter board meeting in Scottsdale, Ariz. (BROADCASTING, Feb. 2).

Fritts, in a letter to NAB's 1,600 daytimer members, said NAB-contracted technical and economic studies have shown that "if 9 khz spacing were to prevail, daytime and other classes of U.S. radio stations would have to live with narrower bands, smaller coverage areas, increased interference and very high conversion costs." Further, he said: "It is important that you realize that under the FCC's priorities, there was absolutely no assurance that proposed new frequencies would be allocated to existing daytime stations. Indeed, the NAB board concluded that under the 9 khz plan, daytimers would still be daytimers—with less coverage."

Fritts went on to say that NAB plans to continue working toward the upgrading of all radio stations to full-time authorization, and cited recently initiated discussions with the Canadian Association of Broadcasters looking toward possible authorization of post-sunset operation for U.S. daytimers (BROADCASTING, Dec. 8).

The major inroad that Cox Cable has made in Detroit has been in St. Clair Shores, north of Gross Pointe, described as an upper-middle income, bedroom community. Cox won the franchise in late 1978 and has 40% of the system on line. Cox's track record of never having sold a system reportedly lifted it over Maclean-Hunter and another bidder. Cox is installing a 35-channel system for the franchise that passes 25,000 homes. Cox has also won in nearby Fraser and Gross Pointe Shores.

Continental Cablevision has picked up two awards, Roseville and Madison Heights. The Roseville system has been completed, and Continental reports 9,000 subscribers from the city's 17,000 homes. Last June Continental won the 12,000

homes of Madison Heights, one of the few Oakland county awards, and the first subscribers are coming on line. Continental plans a 52-channel system.

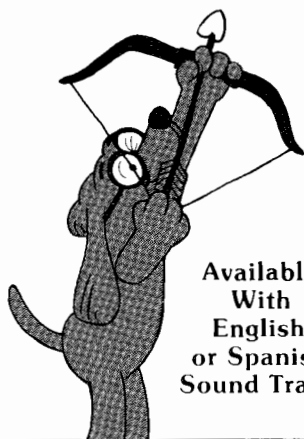
The city of Detroit (400,000 homes) has had a five-member mayor's advisory committee working on an RFP, along with CTIC, and expects the RFP to be released by the end of March, with hopes that an award can be made this year. According to Michael Turner, a lawyer with the city research staff and member of the advisory committee, there has been "tremendous community interest" for cable in Detroit. The appetite for viewing is there. Turner cited a recent survey which showed Detroit as having the highest per capita viewing of TV among U.S. cities.

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Canadian problems. Maclean-Hunter thinks it has been handicapped by its Canadian identity in contests for some Detroit suburbs (see accompanying story). It hasn't prevented Maclean-Hunter, and the other major Canadian cable bidder, Rogers Cablesystems (formerly Canadian Cablesystems), from winning franchises, but difficulties have arisen.

In Sterling Heights, a 34,000-home area that went to Comcast, "there was just no question," said Scott Colbran, Maclean-Hunter's vice president of corporate development, that the company's nationality affected the verdict. The consultant's report from Kalba Bowen & Associates had placed Maclean first in half of the 13 categories and equal in four or five others, said Colbran. The city doesn't dispute this.

Colbran said the 4-3 vote was highly politicized and involved personal politics. But as for the problem of the foreign image, Colbran takes it all in stride as something that cannot be fought. "If the process is logical, we stand and fall on our proposal," he said.

According to Colbran, the same thing happened in St. Clair Shores. The fact Maclean was Canadian "seemed to be one of the overriding factors why we didn't get it," he said, even after the board of education there had favored the Maclean proposal based on its local programming record.

Colbran said the bias is "a process of business," and one of the strengths an American company can use in competition. Ironically, it was American businessmen that first brought Maclean to the U.S., Colbran said. Several New Jersey businessmen approached Maclean in 1974. At that time, Colbran said, no U.S. MSO's wanted to build cable in the shadow of a major city. (HBO was only in the planning stages.) Maclean-Hunter came in and franchised what are now 41 contiguous communities in upper New Jersey, Orange and Essex counties, with a present subscribership of nearly 100,000.

That history, Maclean's experience in building and operating major cities (Maclean owns one of the three largest Toronto franchises) plus its local programming credibility, says Colbran, helps offset some of the hurdles Maclean faces.

will go to the city which will probably make an award by March.

To the north, Dearborn Heights is in the midst of forming a committee to draft an ordinance for the city's approximate 20,000 homes.

To the west of Detroit, a citizen advisory committee in Livonia is scheduled to present its report at the end of March. Livonia is still in an informal stage, uncertain over what to put in an ordinance and

RFP and undecided over whether a consultant is needed. The town's 33,000 homes have brought interest from 11 applicants. (As Henry Harris of Metrovision points out, not all the firms that exhibit interest will apply. Harris said 17 companies showed interest in Sterling Heights but only two applied, possibly because companies were given one month instead of three to respond.)

Royal Oak expects to release an RFP

within the next few months. It has been self-described as an older, densely populated city and its 30,000 homes have drawn interest from more than 20 cable companies.

The major affluent area near Detroit that has been franchised is Gross Pointe. What makes it unusual is that five communities, Teleprompter and a nonprofit organization have joined together in owning, operating and splitting the profits of the system. Gross Pointe, Gross Pointe Park, Gross Pointe Farms, Gross Pointe Woods and Harper Woods are the communities that joined with Teleprompter and the Gross Pointe War Memorial Association in the venture.

According to Mike Reynolds, general manager of the system for Teleprompter, the memorial association was "the main force" behind getting cable into Gross Pointe. It was looking for new sources of revenue, Reynolds said, and sent invitations in 1979 to seven cable companies to make an offer, thus bypassing the RFP stage. The association reached agreement with and formed a partnership, said Reynolds, who felt the percentages in the ownership structure were the principal reason Teleprompter won. (Most of the other applicants offered 80%-20% splits, he said.) Each of the cities passed its own enabling ordinance, with the last franchise granted in January of 1980.

Teleprompter, which manages the system, receives half of the revenues; 25% goes to the Grosse Pointe War Memorial Association, and the five communities split the remaining 25% according to the number of subscribers each has. Parts of the system (23,000 homes) went on line in the middle of 1980. Reynolds reports 50% penetration with 2,000 subscribers.

Teleprompter is installing 400 mhz systems, with 36 channels activated initially. The systems contain seven access channels, four pay services plus two studies as part of the package.

Another suburban community, Westland, has taken a long, hard look at municipal ownership as a revenue producer. Part of the reasoning is that if cable is run as a city utility, property taxes would be lower. Meter readings could be done via cable and quicker police response to burglaries would result from cable security systems. So far, Omnicom has been the only MSO to show interest in building the system.

Another big cable winner to date in the Detroit area is Maclean-Hunter, a Canadian-based MSO that, with two subsidiaries, has won nine franchises. Eight are south of Detroit, around Taylor, with 25,000 homes. The other seven, Allen Park, Southgate, Melvindale, Ecorse, River Rouge, Rockwood and Brownstown township, add another 45,000 homes. Another five communities in the area have yet to be franchised.

According to Taylor mayor, Donald Zub, there were a "lot of sour grapes" over the franchise vote. He said the loser, United Cable, took out newspaper ads with the message to buy American. What helped Wayne Cablevision, Maclean-Hunter's subsidiary that operates in Wayne county,

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which includes Bloomfield Hills, listed by the Census Bureau as the community with the highest per capita income in the U.S. Its affluence is epitomized by the city manager's comment that residents there are more interested in cable's home security applications than the programming fare.

Some of the communities in Oakland county are considering banding together to award franchises. Indeed, applicant Maclean-Hunter's Scott Colbran said: "The only way Oakland county will make sense is if a number of communities go together." Maclean and other MSO's may get their wish.

The largest block formed to date includes the 30,000 homes of Farmington, Farmington Hills and Novi. Comments on a proposed ordinance were due last month and Farmington City Manager Robert Deadman expects the official request for proposals (RFP) to be out shortly. Each city is represented by its city manager and one councilman. The Cable Television Information Center has been hired as a consultant and the award is expected to be granted by next summer. Currently five companies have shown interest.

To the east of Farmington is Southfield, whose 17,000 homes have attracted the interest of 17 cable companies. As in Farmington, the RFP is expected out in mid-February, with a summer award slated. The list of applicants typifies the MSO's that reappear in other Detroit suburbs. It includes Continental Cablevision, Teleprompter, Warner Amex (winner in Waterford township), Metrovision (winner in Redford township), Cox Cable, Maclean-Hunter, General Electric, Comcast, Cablecom General, Wometco, Omnicom (a Capital Cities Communications subsidiary with suburban wins in Plymouth, Plymouth township, Northville, Northville township and Hamtramck), Chartwell Communications and United Cable (winner in Lincoln Park and Woodhaven).

Another plum in Oakland county is the three communities of Birmingham, Beverly Hills and Franklin. Birmingham is the largest of the three in what is described as a "very affluent" area. Affluent enough that despite its low homes total (13,000) it has drawn the interest of 18 cable applicants including Teleprompter, American Television & Communications, Warner-Amex, Cox, Maclean-Hunter, Continental, United, Metrovision, Comcast, Omnicom, Coaxial Cable, Cablecom, Starcom. The proposed ordinance and RFP are scheduled to be released later this month. The communities, which will vote and grant individual franchises, will pare the list down to two before voting.

Then there is the case of Bloomfield Hills. The city manager says cable is in "limbo." Twenty companies have shown interest, but the council has kept a low profile and has no immediate plans for issuing an RFP. The city's 4,000 residents aren't great TV watchers, says the city manager, and are more interested in cable's home security and alarm applications than cable's diverse programming. Bloomfield township, which surrounds Bloom-

field Hills, hasn't taken any major steps in the franchising direction either.

Troy is undergoing a community needs study now and expects an ordinance and RFP by midsummer. Described as diverse demographically, its 27,000 homes have drawn 17 cable company inquiries. Northwest of Troy is Pontiac. Its population of 80,000 has been hard hit by the recession, a problem that plagues many of the suburbs and most directly, Detroit itself. Pontiac is still in the early phases of ascertainment and ordinance drafting.

A peculiar problem exists for Romulus which is nearly severed in half geographically by the Detroit Metropolitan Wayne County Airport. A committee has been formed and has asked that a consul-

tant be hired. One-third of Romulus is occupied by the airport and it has shown some interest in running the cable into the terminal.

Inkster to the north has set March 6 as a deadline for its RFP. The city, which contains 12,000 homes, is the only one that currently has an outstanding RFP deadline.

Dearborn may be the city closest to awarding a franchise. Much of the ordinance and RFP work was done last year for the city's 30,000 homes. A citizen commission will review responses on the final ordinance from seven companies—Teleprompter, Cox, Comcast, United, Maclean-Hunter, Metrovision and Omnicom—this week. Their recommendation

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wife, Mary Jean Pew (40% jointly); Pew's mother, Katherine Pew (18%); Faigin's parents, Helen and Edward Faigin (12%), and Paul Almond and family (10%). Douglas Faigin is executive vice president of City News Service Corp., Los Angeles wire service. Mary Jean Pew is trustee of California State University and College System, and former acting president and dean of Immaculate Heart College, Hollywood, Calif. Edward Faigin is cartoonist in Los Angeles. Paul Almond is attorney and vice president of New World Pictures, Los Angeles film distribution and production company. Katherine Pew and Helen Faigin are housewives. They have no other broadcast interests. KBCR is on 1230 khz with 1 kw day and 250 w night. KBCR-FM is on 96.7 mhz with 870 w and antenna 510 feet above ground. Broker: Blackburn & Co.

■ WBCI-AM-FM Williamsburg, Va. Sold by Colonial Broadcasters Ltd. to North Carolina Mutual Life Communications Inc. for \$900,000. Seller is owned by Donald M. Bentley (50%); Harry Hager, Frank McCue III, George J. Oliver, B. I. Bell, and John Barnett (10% each). Bentley is station's president and general manager. Barnett is Williamsburg businessman. Others are physicians in Charlottesville, Va. Buyer is subsidiary of North Carolina Mutual Life Insurance Co.; W. J. Kennedy III is president. Cicero Green, Jr. is vice president of communications subsidiary. Buyer has no other broad-

cast interests. WBCI is daytimer on 740 khz with 500 w. WBCI-FM is on 96.5 mhz with 50 kw and antenna 430 feet above average terrain. Broker: Cecil L. Richards Inc.

■ WIIS(FM) Key West, Fla.: Sold by David W. Freeman and his wife, Elizabeth (50% each), to John M. Magiola (55%) and Richard H. Taylor (45%) for \$225,000. Sellers have no other broadcast interests. Magiola is former general manager at WQSN(AM) Charleston, S.C. Taylor is announcer with WBTW(TV) Charlotte, N.C., and performer for Jefferson Productions. They have no other broadcast interests. WIIS is on 107.1 mhz with 1.8 kw and antenna 96 feet above average terrain. Broker: Reggie Martin & Associates.

APPROVED

■ KMUV-TV Sacramento, Calif.: Sold by Tandem Productions Inc. and Jerry Perenchio (50% each) to Koplak Communications Inc. for \$7.6 million. Seller, which bought station early last year (BROADCASTING, Jan. 28) to provide subscription television service (STV), was granted waiver of FCC's rule against sale of station within three years of acquisition. It cited changes in Sacramento market (cable expansion and MDS operations) which prevent successful operation of STV service there. Tandem Productions is Norman Lear's TV production company of which Perenchio—STV entrepreneur—is chairman and chief executive officer.

Perenchio is also 50% owner of National Subscription Television which owns and operates two subscription TV stations: KBSC-TV Corona, Calif. (Los Angeles), and WXON-TV Detroit. Tandem and Perenchio also own WNJU-TV (STV) Linden (Newark), N.J. Buyer is owned by Edward Koplak (president) and family. They own KPLR-TV (ch. 11) St. Louis and are applicants for new UHF's in Omaha and Des Moines, Iowa. KMUV-TV is independent on channel 31 with 537 kw visual and 107 kw aural and antenna 1,020 feet above average terrain.

■ KLRA(AM) Little Rock, Ark.: Sold by First Communications Corp. to Philip R. Jonsson for \$2.3 million. Seller is owned by Tobias Coe and family. They have no other broadcast interests. Jonsson is president and principal owner of KELI(AM) Tulsa, Okla. KLRA is on 1010 khz with 10 kw day and 5 kw night.

■ WWGS(AM)-WCUP(FM) Tifton, Ga.: Sold by Ralph Edwards to WWGS-WCUP Partnership for \$1.175 million. Edwards has no other broadcast interests. Buyer is owned by Jon Peterson (50%); Lester I. Levine and son, Bryan, Jay M. Cohen and David S. Albertson (12.5% each). Peterson owns Orlando, Fla., outdoor advertising company. Lester Levine and Cohen are partners in Orlando law firm. Orlando attorney Bryan Levine is president and 60% owner of National Fitness Centers. Orlando-based health club chain. Albertson is owner of Orlando citrus groves and processing business. Buyer group has no other broadcast interests. WWGS is on 1430 khz with 5 kw day and 1 kw night. WCUP is on 100.3 mhz with 100 kw and antenna 650 feet above average terrain.

■ Other approved station sales include: WDME(FM) Dover-Foxcroft, Me. (see "For the Record," page 98).

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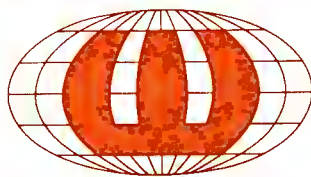


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**Chuck Barris Productions
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and
Worldvision Enterprises**



the board. The move indicated a leaning toward Indianapolis, but not enough to swing the vote.

Bill Brown, vice president of plant and facilities for ATC, in charge of building the system, said ATC "was not surprised by the length of the process." He said ATC "had proper concern" when the council "had a convenient choice" to vote after the initial recommendation, but chose to delay voting until Indianapolis Cablevision was included.

Indianapolis bought the rights to the system it operates a few years ago, before the city consolidated the county into its jurisdiction. Now two cable systems will operate within Indianapolis. The two systems configure to a "hole" and "doughnut," according to Dan Fairley, a local ATC attorney. ATC, with the award, wins the "hole," or what was the old city limits before consolidation. ATC estimates it will have 150,000 passings there. Indianapolis Cablevision operates the "doughnut." It has passed 70,000 homes but has a potential of 150,000. Brown also pointed to the recommendations by the consultant and the Public Works Board as factors, and said the council "saw our track record and financial strength" which affected the vote. The speed with which ATC could provide service was also a factor, Brown said.

A lawyer for the city said ATC's choice of chairman for the local subsidiary, Gene Sease, an official of Indiana Central University, lent credibility to the bid. Brown concurred, saying Sease "was effective in giving local input from the community."

ATC's subsidiary is 80% owned by the parent and 20% owned by 25 local stockholders, including Sease. Brown said the local shareholders had to contribute \$1.8 million in total. For each 1% a shareholder owns, Brown said, he contributes \$90,000.

Brown estimates the build, to be com-

pleted in three years, will cost between \$34 million and \$37 million. The city will receive 3% of the gross revenues and is considering an additional tax, Brown said, to help finance a sports complex under discussion. ATC plans to lay 1,059 miles of cable, including 250 miles in the interconnect loop. (Interconnection, Brown said, will not be a problem.)

ATC plans to build a fully interactive, 40-channel system. It will include one tier at a basic rate of \$6.50. Indianapolis Cablevision's 35-channel system, Brown reports, is offered for \$7.95.

HBO, Showtime and a mini-pay service will be its pay programming, Brown said. ATC will provide nine access channels, one main studio and two remote studios and has leased one access channel to a minority group. The Community Entertainment Corp. has a five-year lease, granted by ATC for \$1 a year. ATC has agreed to fund the corporation for \$50,000 per year for five years and provide studio time.

The agreement stemmed from the community ascertainment process that ATC undertook when it talked to 60 community groups, though Brown said some were not very vocal.

The win is good news for ATC, which entered franchise races and lost in some of the larger markets last year: Dallas, Cincinnati, New Orleans, Omaha, Pittsburgh and Minneapolis.

ATC challenged the Indianapolis Cablevision acquisition of the cable rights Indianapolis now holds when the purchase was made in 1978. The case is still in court. Indianapolis purchased the system from the operator that had been awarded the franchise in 1967. When Indianapolis sought to buy, ATC urged the council to overthrow the 1967 award and open up the process to bid. The city did not, and ATC brought suit, questioning the procedures undertaken.

Changing Hands

PROPOSED

■ **KDAL(AM)**, Duluth, Minn.: Sold by **WGN** Continental Broadcasting Co. to Duchossois Enterprises Inc. for \$1.9 million. Seller, station group, is wholly owned by the Tribune Co., Chicago-based privately held publisher of *Chicago Tribune* and other papers, which has interlocking ownership with New York News Co. (*New York Daily News*). In addition to its ownership of radio and television stations, Tribune Co. is cable MSO and recently agreed to acquire control of Douglas Communications, Mahwah, N.J., MSO for \$30 million. (BROADCASTING, Jan. 5). Stanton R. Cook is president. Buyer is owned by Richard L. Duchossois (100%). He is president of the Duchossois/Thrall Group Inc. (manufacturer of railroad cars)

and Chamberlin Manufacturing Corp., (manufacturer of electronic and consumer products), both Chicago. He has no other broadcast interests. KDAL(AM) is on 610 khz with 5 kw full time. Broker: R.C. Crisler & Co.

■ **KBCR-AM-FM** Steamboat Springs, Colo.: Sold by Big Country Radio Inc. to Steamboat Broadcasting Co. for \$900,000 plus \$200,000 for noncompete agreement. Seller is owned by John G. Gayer, president and general manager (44%), his mother, Dorothy (31%), and William Dunaway (25%). Gayers are applicants for new AM in Vail, Colo., and principals in **KFNF(AM)** Shenandoah, Iowa; **KAAT(AM)** Denver, Colo., and **KMVT(FM)** Vail. Dunaway owns 45% of **KMTS(FM)** Glenwood Springs, Colo., and *Aspen (Colo.) Times*. Buyer is owned by Douglas Faigin and his

PM
MAGAZINE

No. 1
In RATING

AGAIN!

ALBANY-
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TROY
WTEN
AUSTIN
KTBC-TV

FIRST TIME OUT!

OKLAHOMA
CITY
KTVY

GREEN BAY
WFRV-TV

FIRST TIME!

DULUTH
WDIO-TV

GROUP W
PRODUCTIONS
WESTINGHOUSE BROADCASTING COMPANY
NATPE EXHIBITION AREA

SOURCE: NSI NOV. 1980

Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

CBS/Broadcast realigns brass

Leahy promoted to new post with TV stations, radio and cable reporting to him; others upped in movement to prepare for 'opportunities' of the 80's include Derrough, Joyce, Mater, Geer, Pilson and Miller

A restructuring of CBS/Broadcast Group functions in "preparation for the opportunities expected in the decade of the 80's" was announced last week by Gene F. Jankowski, group president.

The changes come from the group's continued growth in its traditional activities, Jankowski said, as well as from its entry into new fields such as theatrical films, cable programming and teletext.

Thomas F. Leahy, president of the CBS Television Stations division, was named to the new post of senior broadcast vice



Leahy

Derrough

Mater

Pilson

Miller

president of the CBS/Broadcast Group, with the TV stations division, the CBS Radio division and CBS Cable reporting to him.

Neil E. Derrough, vice president and general manager of CBS-owned WCBS-TV New York, succeeds Leahy as president of the TV stations division.

Edward Joyce, vice president and general manager of CBS's KNXT(TV) Los Angeles, succeeds Derrough at WCBS-TV and is himself succeeded by James Bennett, station manager of KNXT, as vice president and general manager of the Los Angeles station.

Gene P. Mater, vice president and assistant to the president of the broadcast group, was named to the new position of senior vice president, policy. The program practices, communications and affiliate/Washington relations departments will report to him. Mater will also serve as principal liaison with CBS Washington and with the CBS law department on operational and policy matters affecting the broadcast group.

James H. Geer, senior vice president, becomes senior vice president and administrative assistant to the president.

Neal H. Pilson, CBS Sports vice president, business affairs and compliance, was named senior vice president, planning and administration. He will be responsible for strategic planning, personnel, research and new ventures.

D. Thomas Miller, vice president, development, becomes vice president, new ventures. He will explore ways to expand group activities into new areas and will also serve as liaison with other parts of CBS working in areas of interest to the broadcast group.

Jankowski said the changes are "an administrative response" to growth already achieved as well as anticipated growth. In 1980, he said, the broadcast group "generated as much sales revenue as all of CBS did only seven years ago."

He cited these objectives of the changes: "to make greater use of the management abilities available within the group; to assure the generation of innovative activities in cable, radio and television; to recognize the importance of the group staff functions and our Washington re-

lations and to reduce the number of executives reporting directly to the group president.

In the new lineup, Robert L. Hosking, president of the CBS Radio division; Robert E. Shay, vice president and general manager of CBS Cable, and Derrough, the new president of the TV stations division, report to Leahy.

Donn H. O'Brien, vice president, program practices; David C. Fuchs, vice president, communications, and Rae Evans, director of affiliate/Washington relations, report to Mater.

Richard A.R. Pinkham Jr., vice president, personnel; Jay Eliasberg, vice president, research, and Miller as vice president, new ventures, report to Pilson. A head of strategic planning under Pilson remains to be named.

Timothy Reynolds, vice president, finance, reports directly to Jankowski.

Not affected by the changes are Presidents James H. Rosenfield of the CBS-TV Network, B. Donald Grant of CBS Entertainment, William A. Leonard of CBS News, Van Gordon Sauter of CBS Sports and Donald March of CBS Theatrical Films.

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ATC wins in Indianapolis

MSO emerges from franchise drought with 150,000-home rights in Indiana capital

The Indianapolis city-county council voted 16-13 last week to award a cable television franchise of 150,000 homes to an American Television & Communications subsidiary.

The council had earlier sent back a Public Works Board recommendation advocating ATC's American Cablevision of Indianapolis, asking the board to recommend another bidder, Indianapolis Cablevision, a local company that passes about 70,000 homes in the area.

That in effect allowed the council to choose between two applicants instead of rubber stamping a recommendation from

done extensive testing on the system, lent Kahn and Hazeltine its technical support. It said standards based on the Kahn/Hazeltine . . . system provide the best basis for AM stereophonic broadcasting today and in the future."

ABC criticized the FCC's matrix, which, it said, fails to consider the AM stereo systems in terms of future AM broadcasting technology. The Kahn/Hazeltine system is not perfect, it said, but of the five, it could most easily accommodate "future improvements" in AM broadcasting.

The matrix is also "fundamentally flawed" because it focuses on "discrete system factors" and ignores overall system performance, ABC said.

The marketplace concept received no sympathy from two major industry groups that have opposed the concept from the start. The Consumer Electronics Group of the Electronic Industries Association was quick to the point: "The commission has the statutory discretion and the practical expertise to make a rational selection among the competing systems; the decision-making procedures adopted by the commission insure a fair result, and the public benefits of the single system approach are clear and compelling."

The CEG/EIA also took time to discredit the notion that a low-cost universal decoder can be developed capable of switching among and receiving two or more systems. The added cost of a multi-system receiver it said, would raise the

cost to consumers to possibly prohibitive levels. It also said manual switching among systems would be unacceptable and that automatic switching technology is not now available.

The National Association of Broadcasters asserted that broadcasters and receiver manufacturers desire one AM stereo standard. "We understand that if no clear standards were established, many manufacturers of integrated circuits and consumer equipment would not offer any products for sale . . . the commission should conclude this long-standing proceeding by setting forth a single clear technical standard."

FCC's OST to form Region 2 satellite advisory committee

Commission also rules on matters involving Ziff-Davis, KDUB-TV and KEES(AM)

The FCC gave permission last week to its Office of Science and Technology (OST) to form a government/industry advisory committee to assist in preparation for the 1983 Region 2 Broadcasting Satellite Service Planning Conference. At this time, participation in the committee is open to all. Edward Jacobs, an OST staff member who is heading the formation of the committee, said he will be issuing invitations

to 23 groups that initially commented on the need for such a committee.

The committee will have three sub-groups dealing with:

- Service requirements.
- Technical parameters.
- Interservice sharing.

The commission will fund the committee in the amount of \$17,000 which is composed for the most part of existing commission personnel salaries.

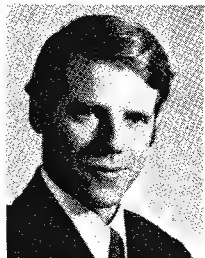
In other actions at the open meeting, the commission:

- Denied Ziff-Davis Broadcasting Co.'s petition for reconsideration for a tax certificate in conjunction with its 1979 divestiture of stock held in Telecommunications Inc.—a Denver MSO—that owns 99 cable systems within the grade B contour of Ziff's WTOV-TV Steubenville, Ohio. Prior to the commission's 1970 decision ordering divestiture of co-located cable systems and broadcast television stations, Rust Craft Broadcasting Co. (subsequently acquired by Ziff in 1978) owned eight cable franchises within the grade B contour of its WTOV-TV. In what it claimed to be a two-phase divestiture process, it traded all of the stock in its subsidiary cable franchise holdings to TCI in exchange for 3.6% of that MSO's stock, thereby assuming an interest in an additional 91 cable systems within the grade B contour of WTOV-TV. The commission said Rust Craft created a new violation by so doing and divestiture of the TCI stock in 1979 did not warrant a tax certificate.

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JACK BOWEN
News Anchor
KOCO-TV
Oklahoma City, Okla.

For "Wednesday's Child," showing how TV can help find homes for children.



WALT ELDER JR.
Public Affairs Manager
WSB-TV
Atlanta, Ga.

For "The Phillips Saga!" which proved local dramas can compete with network productions.



FRANK J. OXARART
Vice President, Gen. Manager
KFWB
Los Angeles, Calif.

For a sometimes controversial but always courageous editorial policy.



R. KENT REPLOGLE
Vice President, Gen. Manager
KMBC-TV
Kansas City, Mo.

For "The Manager," which has resulted in a sense of identification between broadcaster and community.



RAY WATSON
General Manager
KXL
Portland, Ore.

For using his broadcasting skills to improve his industry and community.



FRED WILLIAMS
Director, Public Affairs
WAHT
Lebanon, Penn.

For "Three Mile Island, The Public's Right To Know," dealing with the nuclear accident.

Radio



GEORGE NICHOLAW
Vice President, Gen. Manager
KNX Newsradio
Los Angeles, Calif.

For a sense of personal commitment to his community and for incisive editorials and editorial specials.

Distinguished Communications Recognition Award

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of "Mister Rogers' Neighborhood"

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AM stereo gets another hearing

Further notice of rulemaking finds various system proponents offering more evidence proving their system best; Kahn still in favor of marketplace decision; NAB and EIA push for one standard

The fruit of the FCC's indecision regarding AM stereo last year appeared at the FCC last week in the form of voluminous comments on its further notice of proposed rulemaking on AM stereo.

At an open meeting last April 9, the FCC rejected at the eleventh hour the staff suggestion to adopt general standards that would permit the introduction of all five proposed systems and allow marketplace forces to decide which is best, and instead tentatively adopted the Magnavox system as the industry standard.

But the Magnavox selection caused such an uproar among broadcasters, much of it instigated by the losing system proponents, that the FCC backed down from that decision. Instead of adopting a final order naming Magnavox the standard, the FCC last July reopened the docket, issuing the further notice. The FCC reasoned that the existing information in the docket was insufficient to defend a Magnavox selection against court challenges.

The heart of the further notice is a system-evaluation matrix that assigned ratings to each of the systems in terms of 11 key parameters and ranked them based on the totals of those ratings. Although Motorola, not Magnavox, emerged as the leading system on the matrix, the FCC said that any of the four other systems could improve its position by providing new information, by challenging the ratings and by suggesting new categories and new weightings for existing categories.

Three of the five proponents—Harris, Motorola and Magnavox—filed massive documents filled with technical data gathered from testing performed subsequent to the issuance of the further notice. Leonard Kahn and the Hazeltine Corp., proponents of the system developed by Kahn, submitted separate comments with little new technical data. They continue to cling to the marketplace concept, which presumes that all the systems are minimally acceptable and that all should be approved. The marketplace would quickly winnow the five to one.

Belar Electronics did not file. Arno Meyer, Belar's president, said if the FCC didn't believe Belar's data the first time it was submitted, there is no reason to believe it would this time around. "We didn't want to keep pouring money down

the bottomless pit."

Motorola was satisfied with the FCC matrix, but offered three "evaluation approaches." In the first approach, Motorola merely filled in the blanks in the matrix—where the FCC felt it had insufficient data to make ratings. In the second approach, it changed the FCC's ratings where it felt that was needed. In the third, it "improved" the definition of some of the factors and provided "detailed evaluation of the matrix."

Not surprisingly, in whatever approach it used, Motorola came up first, "Motorola has a substantial enough performance advantage over the other systems to support the commission's selection of the Motorola system as the single AM stereo standard," Harris said.

Harris, which scored poorly on the FCC's matrix, said the matrix was "severely flawed in its present form as to be a meaningless evaluation tool." The matrix will not only fail to assist the FCC in picking the best system, but will also "mislead" the FCC, Harris said. The flaws of the matrix include improper data selection, invalid and unfair comparisons, computational errors, evaluation scales unrelated to real-world broadcasting conditions and blatant omissions of categories vital to a proper decision, it said.

Reliance on the matrix as it stands, Harris said, "could result in the selection of a system which, because of the system's one fatal flaw, will likely be rejected by broadcasters." It then proceeded to point out some of its competitors' flaws. It cited the Belar and Magnavox systems for "noise bursts and pops," the Kahn/Hazeltine system for its "unworkable" receiver, and all four for their inability to operate at normal modulation levels and remain within bandwidth limits. "These problems alone require that the above systems be rejected."

Magnavox, which also fared poorly on the FCC matrix, said the additional data it submitted demonstrates that its system deserves the "overall highest score." Magnavox added that its system has certain advantages over the others that cannot be quantified on a matrix. Of the five systems, Magnavox said its system is the least complex, the most reliable and processor of the best stereo pilot tone. Magnavox said its system should also be credited for its low cost of implementation and for its "firmly established parameters." According to its revised rating, Magnavox gives its system no fewer than 100 points, the maximum possible.

Still promoting the marketplace, Kahn

asked the FCC for an oral hearing at which, he said, "the various questions raised by marketplace opponents (and their number is dwindling as the subject receives more serious consideration) can quickly and easily be disposed of..."

Kahn lashed out at the concept of picking a single system, saying it would be tantamount to the government granting a monopoly. "We sincerely believe that the free enterprise marketplace selection procedure should be allowed to function."

Selection of a single system, Kahn asserted, will be challenged in courts, delaying AM stereo for years. "Such delay is unnecessary and should not be visited upon an industry already under severe competitive attack on the 'marketplace.'"

Despite his insistence that the marketplace is the way to go, Kahn picked apart the matrix, intending to "underline the problems and further delay factors which are innate to even a superficial matrix analysis."

Hazeltine attached to its filing three documents—two surveys of AM managers and chief engineers commissioned by Harris and a study of the marketplace and single-system approaches written by Robert W. Crandall of the Brookings Institute. Hazeltine maintained that the documents "provide strong justification for the commission to discontinue the complex and time-consuming task of evaluation table construction and application and to promptly adopt the marketplace solution."

The two Harris surveys, carried out by Weeks Associates in May and November 1980, "dramatically illustrate the virtually inevitable serious and adverse pitfalls which confront any commission effort to pre-empt the marketplace and mandate a single AM stereo system."

Crandall's report, which was first submitted by Hazeltine in opposition to Motorola's petition to extend the comment period last November, said the FCC should be "wary" of choosing a single system. "It should not make a decision to exclude various AM stereo technologies without a clear demonstration that standardization by government decree will lead to a far more efficient AM stereo choice than the workings of a free market."

Kahn and Hazeltine garnered some support from broadcasters for the marketplace concept. NBC said there "can be no assurance that any such table will be sufficiently comprehensive or so weighted as to be acceptable to all interested parties..." The only reasonable approach is to let the marketplace decide which system or systems will be successful in bringing AM stereo service to the public."

Although it didn't support the marketplace concept, ABC, which has

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GRAND RAPIDS
KWWL-TV

FORT WAYNE
WANE-TV



NATPE EXHIBITION AREA

SOURCE: ARB NOV. 1980

Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

in a published story that it stands by and that was picked up elsewhere extensively, reported Robinson as saying that he and other blacks had been excluded from TV coverage of the hostages' return and the inauguration and that the incident was representative of the treatment he receives at ABC News. Robinson reportedly told ABC officials that his comments were taken out of context and misinterpreted.

Before issuing his formal statement last Wednesday, Robinson had been called to New York for a meeting with ABC News and Sports President Rooney Arledge; Robinson appeared on *World News Tonight* from New York Tuesday evening but was back in his Chicago base the following day.

The *Morning Union* story also said Robinson had submitted his resignation to protest discrimination at ABC and quoted the newsman as saying his resignation was "refused for obvious reasons." It also characterized Robinson as claiming that his network expects him to deliver the news "like any old white boy" and had him predicting that his remarks would bring criticism from his employer.

In Robinson's formal statement later in the week, he said: "I have not offered my resignation to ABC News nor do I intend to. This again is a distortion of my remarks."

He said his lecture at Smith College was intended to focus on "the lack of communication between black and white America and the resulting distortion in the way we see each other" and his belief that "the root of that problem . . . is a degree of unconscious racism" in many individuals and institutions.

Robinson explained he did not intend "to leave the impression that decisions at ABC News are based on racial considerations. I and the other black correspondents at ABC News have played a significant role within this organization in reporting every kind of story imaginable."

Robinson said he "now realize[s] that my remarks at Smith College were not sufficiently precise" and he added that "I regret any impact" they "may have had on my colleagues and the management of ABC News."

Judge allows airing of audio tape of district court

WSLS-TV reporter receives permission to record hearing on Falwell's attempt to stop distribution of 'Penthouse'; judge also OK's broadcast

In what is believed to be the first time an audio tape of proceedings of a federal case was made and later broadcast, WSLS-TV Roanoke, Va., WSET-TV Lynchburg, Va., and NBC-TV used portions of testimony from a hearing before the U.S. District Court of Lynchburg on Feb. 2 involving the Rev. Jerry Falwell and *Penthouse* magazine.

Judge James C. Turk denied the petition of Falwell, founder of the Moral Majority, to restrain distribution of the March issue of *Penthouse*, which contains an interview that Falwell charged was obtained "surreptitiously and by deceit." Ted Stone, reporter for WSLS-TV, had an audio recorder with him and received permission from Turk to tape the proceedings and later received the judge's approval to broadcast the testimony. It was carried on the station's 6 p.m. and 11 p.m. news.

The station is an NBC affiliate and supplied NBC News with a copy of the tape. Carl Stern, NBC News legislative reporter, was in Lynchburg for the hearing, and provided commentary for excerpts carried on NBC-TV's *Nightly News*. He said later he checked with the administrative office of the U.S. District Court in Washington and was advised that the office knew of no other instance in which an audio tape was made during a proceeding in a federal court and later broadcast.

Stone said he had asked for permission to tape merely as a note-taking device and was surprised that Judge Turk also gave him permission to broadcast it. But he cautioned that courts may not be so permissive in instances of a full-blown jury trial rather than a hearing. He said that WSET-TV decided to record the hearing after realizing that WSLS-TV was taping.

NewsBeat

Kuralt arrest. Charles Kuralt, anchor for CBS-TV's *Morning News* program and formerly correspondent for network's *On The Road* series, was reportedly arrested last week on drunken driving charges while vacationing in San Francisco area. Kuralt is reported to have posted his own bail and will return for arraignment Mar. 10. While treated as "light news" story by some stations, CBS News chose not to cover it and issued no formal statement on matter.

Hurst resigns. Russell Hurst resigned as executive officer of The Society of Professional Journalists, Sigma Delta Chi, effective June 1. Hurst, who has held that position for 19 years, said he felt "the time has come to pursue other career interests." The national headquarters for SDX has been moved to 840 North Shore Drive, Suite 801, Chicago, Ill. 60611. New phone number is 312-664-4200.

Jordan on CNN. Hamilton Jordan, former top aide to President Carter, has signed contract with Cable News Network to be commentator on politics and government affairs for CNN's prime-time newscast. He will appear from three to five times weekly on newscast, which runs from 8 p.m. to 10 p.m. Jordan's debut was Feb. 9.

“Match Game” is one of the earliest first-run strips to announce new production for next season because it is one of the most successful strips this season.

As you see on the right.

“Match Game” takes on the best of the other strips, both first-run and off-network, and wins handily. In both fringe and access time periods.

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CHICAGO

WBBM-TV (3:30, M-F). Match Game beats Newlywed Game by 3 share points and 58% more women.

PHILADELPHIA

WPVI-TV (11:00AM, M-F). Match Game is Number One in time period, beating Hour Magazine, Price Is Right and Love Boat.

SAN FRANCISCO

KPIX (5:30, M-F). Match Game beats Bionic Hour and Brady Bunch. Ties Rockford Files and wins 41% more women.

BOSTON

WBZ-TV (5:00, M-F). Match Game is Number One in time period with double the rating and share of Movie and other competition.

CLEVELAND

WEWS (7:00, M-F). Match Game beats Joker's Wild, NBC News and Bonanza. Wins 97% more women 18-49 than Joker's Wild.

ST. LOUIS

KTVI (3:00, M-F). Match Game is Number One in time period. Beats John Davidson by 10 share points and 69% more women 18-49.

MINNEAPOLIS

KSTP-TV (3:00, M-F). Match Game is Number One in time period. Wins 75% more women 18-49 than Joker's Wild.

PORTLAND, OR.

KATU (3:00, M-F). Match Game is Number One adult program in time period. Beats Hour Magazine by 5 share points and Movie by 12 share points.

FLINT/SAGINAW

WJRT-TV (4:00, M-F). Match Game is Number One in time period. Beats Movie and Tom & Jerry.

TOLEDO

WTOL-TV (7:30, M-F). Match Game is Number One in all young women demos, easily beating Tic Tac Dough.

FT. WAYNE

WANE-TV (7:00, M-F). Match Game beats Family Feud by 3 share points and Hour Magazine by 7 share points.

RENO

KTVN-TV (4:30, M-F). Match Game is Number One in time period with leads of 3 and 8 share points over Movie and Star Trek.

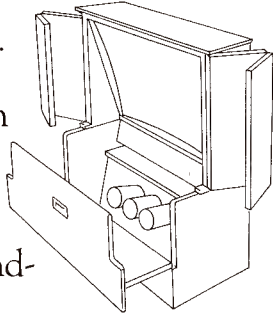


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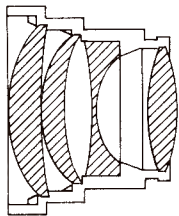
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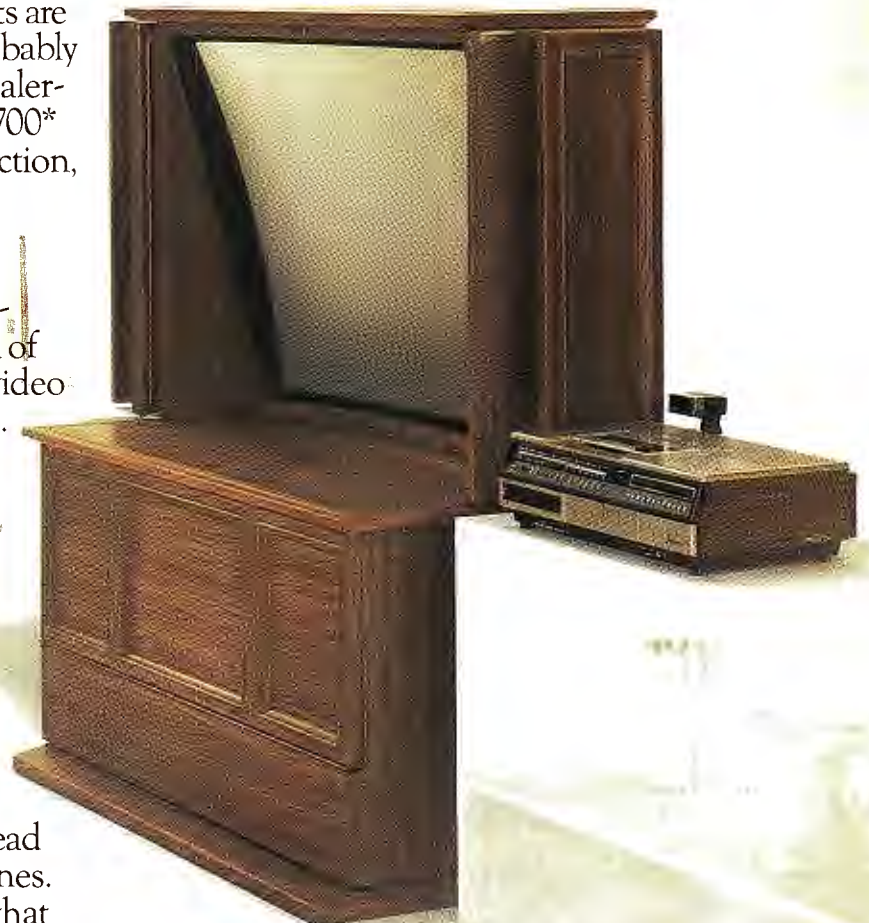
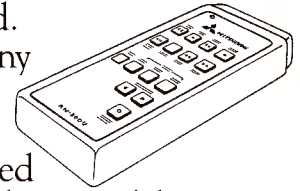
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its responsibilities as sponsor. The league suffered, too, in Hanna's view, from its advisory committee being headed by co-chairmen representing the two major parties—Newton Minow, President Kennedy's FCC chairman, and Carla Hills, secretary of Housing and Urban Development in President Ford's cabinet—who, Hanna said, "argued vociferously for the points of view" of their respective parties.

There were additional headaches, too, for Hanna and the other members of the debates staff, even if in the long run of the year's history they were relatively insignificant. There was, for instance, the unhappiness of the candidates' entourage with the lack of a holding room off the auditorium of the Baltimore convention center. The staff offered Winnebago trailers. So seats were taken out and trailers were brought in, one for each of the participants. But the local fire marshal promptly ordered the vehicles out of the hall; the gasoline in the tanks violated local fire laws. So the Winnebagos went out, and the seats back in, and curtained-off areas of the hall were used for holding rooms—all at a cost of an additional \$19,000—for the two-and-a-half minutes required. And there was the controversy involving the networks in Baltimore and Cleveland, over the candidates' refusal to permit cutaway shots; the networks made the shots anyway.

But those are problems of pettiness and vanity that could crop up under any sponsorship. Hanna is concerned principally

about what he sees as the need to formalize the conduct of presidential debates. In December, he recommended to the league's board that it join forces with other like-minded, nonprofit groups in a consortium that would set up a "Debates Commission" to sponsor and conduct the presidential debates in the future (BROADCASTING, Dec. 8, 1980). He envisages an organization "so prestigious" that presidential candidates could not cow it and other groups would shrink from attempting to lure the debates away by promising to be more amenable to the candidates' wishes. What's more, the commission, as Hanna views it, would assure a series of debates, each on a different subject.

The league's initial reaction seemed negative. But last week Ruth Hinerfeld, chairman of the league's voter education fund, said the concept has not been ruled out. She said the league wants to keep an open mind, as it proceeds to plan for 1984. She said a task force will be organized to "analyze and evaluate" presidential debates held in the past—Kennedy-Nixon in 1960, and Carter-Ford in 1976, as well as Reagan-Carter—"and, hopefully, come up with ideas for the future." The league has already announced plans for a series of public hearings throughout the country in the next two years to hear the views of representative public interest groups on how debates should be governed in the future. Hanna had suggested such an approach.

Hinerfeld does not quarrel with Hanna's description of how the candidates came to

Flexing cable's journalistic muscle.

The increasing activity—and visibility—of cable TV journalism was evidenced on Feb. 6 when Guam Cable Television was on hand to provide live coverage of that island's striking teacher's union occupation of the legislative hall. The cable system's news team, which covers all sessions of the Guam legislature, was on the spot when teachers invaded the building and created havoc for the convening legislators. Sixty-two protestors were arrested.

Guam Cable Television, which airs an hour-long newscast at 6 p.m. and a 30-minute edition at 10, has 19,500 subscribers. They were treated to coverage of a melee that included one demonstrator locking a senator out of his office until police broke the door down.

play the dominant role in deciding basic matters of format and length of debate. ("There's great validity in what he says.") But she seemed more accepting of that state of affairs than Hanna. "You can't blame them [the candidates]. They'll use every tool. The stakes were high. They tried to maximize every advantage. This is politics." Hinerfeld thought Hanna might be less accepting than she because he views the situation from the perspective of a broadcaster.

The league's role, she said, was "to make the debates happen." Its leverage was its "credibility" and reputation and the support it could generate, "particularly in the press," she said. The candidates' leverage, she acknowledged, was potential "nonparticipation." "If we didn't get our format, that was the price."

Clearly it was a price Hanna, at least, felt uncomfortable about paying.

News coverage—or lack of it—by black journalists becomes issue at ABC

Anchorman Robinson called on carpet after remarks at Smith; he claims misinterpretation

ABC News co-anchor Max Robinson, a newsmaker himself last week after reports that he had accused his employer of racism, has issued a formal statement claiming that he was misunderstood and does not plan to resign.

"In setting out my ideas," Robinson said of an address he made Sunday, Feb. 8, at Smith College in Northampton, Mass., "I never anticipated the kind of reporting that has resulted." The *World News Tonight* co-anchor in Chicago and the only black regularly in an anchor's seat on the networks' early-evening news broadcasts, explained that he "did not single out ABC News for criticism. . . . I was talking about a problem that exists in every part of our society."

The Springfield, Mass., *Morning Mirror*,

Baltimore has

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other primary foes in his scheduled debate with George Bush), his aides were making it clear in private they did not want their man to debate, with or without Anderson. Indeed, Hanna says, they warned the league to soft-pedal public statements regarding debates; they said they could always find another sponsor if they decided a debate was in their interest.

The league, of course, would not—it felt it could not—remain passive. Mounting campaigns among editorial writers and others of influence was the only weapon it had in its efforts to persuade—force, really—the candidates to debate.

But the public posturing is nothing compared with what goes on behind closed doors when commitments to debate have been made and the candidates' handlers meet with League representatives to shape the format.

"One candidate will deal from his strength and the other's weakness, if possible," Hanna said last week. For instance, in negotiations over the format of the Reagan-Anderson confrontation, in Baltimore, Hanna indicated, the Reagan camp was determined that Reagan not be given much time in which to stumble over an ad lib. "Reagan's people wanted a short debate and long answers, while Anderson's wanted a long debate and short answers," Hanna said. "Reagan's people also wanted the candidates to make long opening and closing statements." The 60-minute joint appearance generally followed the Reagan camp's prescribed outline. Anderson was pleased simply to be included in a nationwide televised debate.

The Reagan handlers were unable to have their way when they met President Carter's representatives after the two candidates finally agreed—at least in part under the pressure of polls showing their race to be very close—to debate. There were tough, unyielding negotiations on both sides, as the format was developed. A hybrid format emerged. Because Carter wanted a two-hour and Reagan, a one-hour debate, the two sides compromised on 90 minutes. And because Reagan wanted a structured format—one in which the candidates would principally respond to questions of journalist panelists—and Carter, a more freewheeling arrangement, in which the candidates would reply to each other's comments as well as respond to panelists' questions—the debate was split into two segments: The first was designed to satisfy Reagan's wishes and the second, Carter's. The league's proposal—calling for a moderator and no panelists—received short shrift.

"The league, the ostensible sponsor," Hanna said, "became the front man. It had nothing to say about the length and format. Those matters were decided by the candidates"—and then only seven days before the debate was to be held.

Nor does that tell it all. The final selection of the four journalist panelists who participated in the Carter-Reagan confrontation in Cleveland was made not by the league and its staff but by the candidates. The league felt compelled by the insis-



Meetings of the minds. Then-presidential candidate Ronald Reagan and debate arranger Lee Hanna, former NBC News executive, at their meeting in Baltimore last fall.

tence of the candidates' aides, to yield on what had come to be regarded in the past as an ethical and professional point. The league staffers, who had compiled dozens of names of prospective panelists, submitted a list of 21 to the Reagan and Carter aides—who didn't agree on the final four until 48 hours before the debate. (Last-minute haggling over a mutually acceptable substitute had been touched off when one of the four persons acceptable to both sides was found to be out of the country and unable to participate. "That's how we got Barbara Walters," Hanna said.)

Again, the hammer the candidates held over the league's head was the threat to find another sponsor—one that would be more amenable to their views. It was a case of "do it our way, or else we'll find someone who will," Hanna said. He added that the National Press Club would have been willing to do "anything"—to agree to any format—to capture the sponsorship from the league.

It was not merely the Carter and Reagan camps—principally James Baker III for Reagan and Robert Strauss for Carter—that hobbled the league in the exercise of

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televised fireside chat (on the energy issue), for which he wore a cardigan and sat by a roaring fire in the White House; a radio call-in show on CBS, and a town hall meeting in Clinton, Mass. And it's useful to remember those heady days now, if only to help keep things in perspective. By the time of his departure from office, one of Carter's principal failures as President was said to be in the articulation of his policies.

The BROADCASTING story of almost four years ago did not so much state the magazine's judgment as to reflect the smart, insider analysis being heard in Washington at the time. And it came from all sides.

Edward Fouhy, then NBC's director of news in Washington and now preparing to leave his present post as head of CBS's Washington news bureau to become CBS News vice president and director of news, described Carter as "a master of television." The *Washington Post's* David Broder said in a column that the President had "transformed himself from the very shaky winner of a bungled campaign into a very popular President, whose mastery of the mass media has given him real leverage with which to govern."

Even former President Ford's aides were impressed. David Gergen, who had been director of the Office of Communications in the Ford White House and is now staff director in the Reagan White House, said, with a touch of wistfulness after watching Carter in a televised news conference, if only Ford had performed in that manner.

Still, Reagan is more than an overnight sensation as a—here's that word, again—communicator. He leaped into the political limelight with a speech on behalf of the Presidency of Barry Goldwater, in 1964.

Reagan's speech two weeks ago was indeed simple, direct, clear. If it was short on specifics it was long on the near "calamity" he said the nation faces in terms of its economy. He looked directly into the camera as though he owned it, and with the aid of a couple of charts, a dollar bill and some change, got the nation's attention.

But as ABC News vice president Richard Wald put it last week, the speech was only a preliminary statement. "He wanted to set a tone of clarity—a conversational tone that would be persuasive, that would convince viewers that the measures he's about to announce are necessary." The test, Wald added, will come in Reagan's performance of the political task of introducing the solutions and seeing that "they survive the political process."

And before anyone gets too carried away with the quality of the President's speech, it might be well to consider the views of late-night television's observer of the political scene, Johnny Carson. During the campaign, he acquired something of a reputation as one whose jokes reflected the feelings of many of his viewers. And he found enough in the speech to provide two or three minutes of material for his monologue on the night after Reagan spoke.

He suggested that the President "underestimated our intelligence a little bit. Last night, he sounded like Mr. Rogers." And, kidding Reagan's use of props, Carson adopted the tone of one addressing a 3-year-old: "This is a dollar and this is a quarter . . . Can you say double digit inflation?" He thought "the topper," though, was in Reagan's display of the two charts—"Mr. Happy Economy and Mr. Sad Economy."

Carson even commented on the substance of the speech, or rather the lack of it, and offered his own analysis. "He did not give any specific details on how to save the economy. You see the reason for that, specific details have a way of getting you kicked out of office." Carson made sure his audience knew that was intended as a joke—"A thinking joke," he called it.

Hanna criticizes candidates' influence in debate set-up

He says Carter and Reagan camps had too much say in devising structure of confrontations; recommends separate commission to sponsor future debates

Lee Hanna, a former NBC news executive, is now back in his chosen career, putting together applications for six UHF stations in which he will have an interest and serving as a news consultant to broadcasters. But memories of his year as the person in charge of arranging the League of Women Voters-sponsored presidential debates are still fresh, and rankling.

For Hanna is a believer in presidential debates; he feels they are—or should be—a vital part of the country's political process. And he recalls the candidates last fall who treated the question of debates as a campaign issue on which votes could be won or lost and who, when they did agree to debate, did everything they could to shape the format to their advantage. In Hanna's view, they overwhelmed, perhaps intimidated, the "ostensible" sponsor, the league.

In such a system, he feels, the public interest is the loser.

Last year, it was evident—indeed, polls made it clear—that the public wanted the candidates to debate. A candidate who was not willing was on the defensive and obliged to offer a "smokescreen" of excuses, as Hanna put it. President Carter, for instance, said he was anxious to debate Ronald Reagan but not John Anderson, who the league said satisfied its criteria for participation. Reagan was more adroit. While he said publicly he would debate only if Anderson were included (shades of his successful ploy in Nashua, N.H., when Reagan made what seemed a noble, if vain, effort to gain the participation of his

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Reagan is a hit in his television debut

President's first address draws rave reviews; Carson pokes fun

As an ex-actor, as well as an active politician with a normal quota of vanity, President Reagan had to love the reviews of his first television address as President, at least most of them. Oh, there were niggling remarks here and there about lack of substance in his talk on the economy, but in the main there were effusive comments about Reagan's effectiveness as a "communicator"—a word already being worn to a frazzle in stories on the new President. As students of recent history might advise the White House, however, a first speech does not a Presidency make, not even the first couple of speeches.

It's probably got something to do with the "honeymoon" every President is said to enjoy immediately after his inauguration, but in any case his praises were sung by newspapers that had not previously found Ronald Reagan particularly impressive.

The *New York Times's* Washington bureau chief Hedrick Smith led off his analysis of the speech in this manner: "With the oratorical simplicity and directness that have become his political trademark, President Reagan tonight set aside the nuances of economic analysis to seize the attention of the American people with a plain-spoken audit on the economy and his formula for recovery."

That was nothing, though, compared to the slightly ecstatic piece by the *Washington Post's* television critic, Tom Shales. He began: "Whatever else he does during his administration, at least President Reagan won't be wasting time learning how to look good on television. He doesn't have to look any better on television than he did Thursday night. It may not be possible to look any better on television than he already does."

Then there was the story that said that, "Like Julius Erving on a basketball court or O.J. Simpson on a football field," the new President, "before a camera or microphone, seems to move with the grace and style of a natural."

Oops. Wrong President. That was from

an old clip—a story that appeared on March 23, 1977, in *BROADCASTING* and dealt with the man who was a new president then—"Carter: the Television President," as he was called in the headline.

Carter in those first two months had participated in three broadcast "specials"—a

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30-second TV commercial most frequently used

For the 11th consecutive year, the 30-second television commercial in 1980 was the most frequently used length, accounting for more than 85% of both network and nonnetwork activity, according to the Television Bureau of Advertising.

Based on Broadcast Advertisers Reports' annual figures derived from one-week-per-month monitoring of the top 75 markets, the compilation shows that 30-second use rose by 4.6% over 1979 on the nonnetwork side and by 6.1%.

The runner-up position for nonnetwork went to the 10-second length at 7.8%, down from 8.2% in 1979. In third place was the 60-second announcement, represent-

ing 3.9% (no comparison can be made with 1979 because before 1980, 60's were included with 90 seconds and 120 seconds).

Behind the 30-second length on the network level were the 60-second piggyback, amounting to 9.8%, down from 11.1%, and the 60-second commercial at 2.1%, down from 2.8%. Piggybacks of more than 60 seconds accounted for 1.4%, up .2%.

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

Company	Period/Ended	Revenues	Current and change			Per Share	Year earlier		
			% Change	Net Income	% Change		Revenues	Net Income	Per Share
Adams-Russell.....	3 mo. 1/4	\$10,663,000	+33.8	\$814,000	+53.9	.25	\$7,968,000	\$529,000	.19
Chris-Craft Industries.....	3 mo. 11/30/80	7,299,000	+13.4	2,356,000	-45.1	.69	15,108,000	4,284,000	.34
Walt Disney Productions.....	3 mo. 2/31/80	203,510,000	-9.7	25,945,000	+1.1	.80	185,483,000	25,653,000	.79
General Electric.....	yr. 2/31/80	24,960,000,000	+11.1	1,514,000,000	+7.4	6.65	22,460,000,000	409,000,000	6.20
General Instrument.....	39 wk. 11/30/80	618,628,000	+20.4	49,271,000	+34.4	5.52	513,604,000	36,660,000	4.26
Gulf + Western.....	3 mo. 10/31/80	1,363,640,000	0.6	76,561,000	+12.3	1.00	1,372,511,000	68,143,000	.17
Harris Corp.....	6 mo. 12/26/80	734,195,000	+26.2	54,949,000	+53.1	1.79	581,653,000	35,899,000	.19
Marvin Josephson Associates.....	6 mo. 2/31/80	19,247,100	0.7	1,940,000	-20.8	.79	19,394,200	2,450,000	.95
Lee Enterprises.....	3 mo. 12/31/80	40,316,000	+9.8	4,814,000	+7.3	.67	36,723,000	4,484,000	.62
MCI Communications.....	9 mo. 12/31/80	162,428,000	+61.0	13,214,000	+62.4	.13	100,905,000	8,138,000	.0
Media General.....	yr. 12/31/80	332,460,000	+18.4	28,293,000	+11.2	3.91	280,643,000	25,440,000	3.42
Meredith Corp.....	6 mo. 12/31/80	194,621,000	+14.0	14,370,000	+30.8	4.85	170,780,000	10,983,000	3.53
Microdyne Corp.....	yr. 1/2/80	23,715,000	+35.5	3,207,000	+8.8	1.16	17,498,000	2,948,000	1.18
Multimedia.....	yr. 12/31/80	63,625,000	+22.6	21,618,000	+14.5	2.15	133,487,000	18,876,000	1.87
New York Times Co.....	9 mo. 9/30/80	530,866,000	+14.0	29,869,000	+20.5	2.48	468,998,000	24,781,000	2.09
A.C. Nielsen Co.....	3 mo. 1/30	135,549,000	+18.9	7,437,000	+2	.66	114,013,000	7,528,000	.67
Outlet Co.....	9 mo. 10/30/80	91,851,000	+14.9	-37,022,000	...	-4.93	80,230,000	253,000	-1.5

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California, contends that NBC has refused to accept TV advertisements from Dollar because of pressure from Hertz, a competitor.

Dollar said the advertisements were to be carried on NBC-owned stations in New York, Chicago and Los Angeles, starting about three weeks ago. Henry Caruso, president of Dollar, said the same commercial had been carried on NBC-owned KNBC(TV) Los Angeles for a month, starting last November. He said the new flight was to have included WMAQ-TV Chicago and WNBC-TV New York, also owned by NBC.

Caruso said the commercial in the new flight ran for one day on KNBC(TV) but was not carried on WMAQ-TV or WNBC-TV. Though the commercial had been approved by KNBC(TV), he added, it was turned down by WNBC-TV which advised Caruso it required additional information.

Caruso said the theme of the campaign is, "It Can Save You Money over Hertz." He noted that the same campaign had been carried for a month over KNBC(TV) and is now on more than a dozen other stations, including NBC affiliates. He said the NBC-owned stations has not explained the reason for the refusal.

A spokesman for NBC in New York said: "While we have not seen the complaint, NBC's broadcast standards apply equally to all advertisers." He would not go beyond that statement, citing pending litigation.

FirstCom introduces sales training course

A new sales training program designed specifically for radio now is being offered by Dallas-based FirstCom Broadcast Services.

Called the Sales Performance System, the program features training at various levels, from beginner to manager, and is intended to be ongoing at a station and through seminars for two to three years. Aside from in-person training, the system also employs audio, video and print aides. The program is said to have been in development for almost six years.

Divided into nine modules, the program includes a recruiting and applicant screening service, different sales courses and seminars and bimonthly audio/video kits on sales strategies. The cost, according to Jerry Atchley, FirstCom president, depends on market size and how the program is tailored to an individual station. Atchley said pricing starts at less than \$5,000 for the duration of the program at a small station.

Some 60 to 65 station clients are claimed so far.

Aside from FirstCom (Atchley and Jim Long, chairman), others behind the Sales Performance System are Ken Greenwood, former broadcaster, now head of the radio and television department at the University of Tulsa, Okla., and Wilson Learning Corp. of Minneapolis.

Bottom Line

Time up. Time Inc.'s 1980 results announced last week were slightly better than had been predicted. Net income was \$141.2 million, \$5.02 per share, on revenues of \$2.9 billion. Company had earlier put earnings at \$140 million. Income figure is 1.9% drop from year earlier, company attributing decline to several factors, including "restructuring" of Time-Life Films business. Time says that in second half restructuring led to inventory write-downs and increased development costs. ATC and HBO units had "record," though unquantified results.

Happy returns of half-year. Net income rose 33.9% in first half of Columbia Pictures Industries fiscal 1981. For six months ended Dec. 27, 1980, income was \$26.4 million, \$2.45 per share. Revenues in period were 10.9% over year earlier — at \$329.4 million. Revenues from films licensed to television were up 63%, to \$29 million, and revenues from television series up 30.4%, to \$90 million. Latter were said to reflect start of *Barney Miller* availability in September. "Broadcasting and other" lines showed drop in revenues and income, 15.6% and 12.1%, at \$8.7 million revenues and \$1.7 million operating income respectively.

Tight lip. Request for comment on recent reports of maneuvering by Tandem Productions and co-owner Jerry Perenchio with regard to 20th Century-Fox are being dismissed with "no comments" from Tandem executives. Spokesman told BROADCASTING that "because Fox is a publicly held company, we cannot talk about the matter at this time." He says no one at Tandem is granting interviews on subject and no announcement is expected in near future. He would neither confirm nor deny reports in recent *Wall St. Journal* about possible takeover bid by Tandem of Fox.

Divvying up. ABC Inc. board of directors has declared 40-cent cash dividend per common share, payable March 14 to holders of record Feb. 23.

RCA sale. RCA has sold its United Kingdom food unit, Oriel Foods, for "about \$70 million." Purchaser is Argyll Foods Ltd.

Washington, D.C. has

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(ON ABC AFFILIATE WJLA-TV)

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year on a revenue gain of 12%. In 1980 broadcast revenues were \$1.7 billion, up from \$1.5 billion in 1979, while operating profits slid to \$248.8 million from \$253.6 million. Although the company said broadcast profits and revenues increased (by an unquantified degree) in the fourth quarter, it would seem that the profit increase, at least, was miniscule. Indeed, CBS cited "the very weak sales environment for network television advertising in the fourth quarter" as one of the principal reasons for the full-year decline in broadcast profits. Also mentioned were higher program costs "particularly those related to coverage of the presidential election year."

The company's stellar performer in 1980 was its Records Group, where profits rose 42% to \$72.3 million, on a revenue increase of 8%. However, the Columbia Group, particularly the Columbia House and Specialty Stores Divisions, were hard hit, with profits slipping from \$35.3 million to \$13 million.

In the fourth quarter, company-wide revenues climbed 5% over 1979, hitting \$1,170,228,000, as net income rose 9% to \$69,614,000, or \$2.50 per share.

Coincident with the earnings announcement, CBS said its directors declared a cash dividend of 70 cents per share on common stock, payable March 12 to shareholders of record Feb. 25. A preference stock dividend of 25 cents was also declared, payable March 31.

Warner's Emmett pleads guilty to defrauding company; resigns posts

Sentencing set for April; eight already convicted after investigation into Warner's purchase of stock in theater

Jay Emmett, one of the three persons composing Warner Communications' office of the president, pleaded guilty last Tuesday to criminal charges of defrauding the company, and will resign as officer and director of the entertainment conglomerate.

Last September, a federal grand jury in New York handed down indictments against Emmett and Warner consultant Leonard Horowitz charging that they engaged in various criminal activities in connection with Warner's purchase of stock in the Westchester Premiere Theater (BROADCASTING, Sept. 22, 1980). Federal authorities are continuing their investigations into the financing and business practices of the now bankrupt theater, investigations that had already resulted in eight convictions. Horowitz, one of those previously convicted, will also resign his \$60,000 consultancy. Emmett's salary and bonus had been over \$450,000.

Emmett's plea of guilty to two charges, falsifying invoices for two checks totaling

\$23,000, could net him 10 years and \$10,000 on each count. U.S. District Court Judge Lloyd F. MacMahon set sentencing for April 6. The government dropped separate charges alleging Emmett defrauded Warner of more than \$100,000 that was connected to Horowitz and that he accepted \$70,000 in bribes to influence Warner's purchase of stock in the theater.

When the September indictment was announced, Warner Chairman Steven J. Ross said he was "shocked" and voiced confidence in Emmett's vindication. On Tuesday the company said "everyone at Warner Communications is deeply grieved at today's unexpected events" and spoke of Emmett's "enormous contribution" to Warner.

England's commercial TV hits hard times

Britain's economic recession is taking a toll in the demand for television commercial time. In December, total revenue for the 15 regional stations that make up the commercial network came to \$118 million, a drop of 1.9% from the previous year.

The figures are much worse in real terms, because of the country's 15% inflation over the past year. Individual company results for the year show a variance in performance.

Poor results came from Low Grade's Associated Communications Corp., which for the year ending September 1980, had its profits halved from the previous year. The company's profit was only 2.5% of revenues totaling \$293 million.

A major part of ACC, is the regional station ATV, which is wholly owned by Grade. The licensing authority, however, has recently ruled that Grade must sell 49% of his stock in ATV as a condition of retaining the license. ATV had been a major cash generator for Grade's film and television programming interests, so the poor financial results come at a bad time for ACC.

Trident Television, which controls two of the commercial stations, has shown an increase in both sales and profits. For the year ending last September, revenues of \$216 million produced a pre-tax income of \$22 million. Trident also faces an uncertain future with its two stations, however. The authority said that the two stations must be made financially independent, and it's not yet clear what this means in practical terms for Trident.

Car rental firm sues RCA, alleging NBC refused commercials

The Dollar Rent A Car Co., Los Angeles, is suing the RCA Corp. and two of its subsidiaries, NBC and the Hertz Corp., in a \$30-million antitrust action. The suit, filed in U.S. District Court, Central District of

Los Angeles has

Good Vibrations

(ON CHRIS CRAFT'S INDEPENDENT KCOP-TV)

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Stock Index

Exchange and Company	Closing Wed. Feb. 11	Closing Wed. Feb. 4	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	29	27 3/4	+1 1/4	+ 4.50	5	812
N Capital Cities	61 1/4	59 3/4	+1 1/2	+ 2.51	12	806
N CBS	49 3/4	48 1/2	+1 1/4	+ 2.57	7	1,366
N Cox	55 5/8	55	+ 5/8	+ 1.13	9	751
A Gross Telecasting	27 3/8	27 3/8			7	21
O LIN	30 1/4	28 1/4	+2	+ 7.07	10	167
N Metromedia	96	92 1/2	+3 1/2	+ 3.78	10	429
O Mooney	7 1/2	7 1/2			10	3
O Scripps-Howard	47	47			7	121
N Storer	31 7/8	31	+ 7/8	+ 2.82	10	418
N Taft	27 1/4	25 1/4	+2	+ 7.92	8	266

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	24 3/4	23 7/8	+ 7/8	+ 3.66	20	81
A Affiliated Pubs.	28 1/8	28 1/8			12	144
N American Family	8	8			4	84
N John Blair	16 7/8	17	- 1/8	- .73	5	62
N Charter Co.	16 1/8	17	- 7/8	- 5.14	1	440
N Chris Craft	34 5/8	32	+2 5/8	+ 8.20	17	109
N Coca-Cola New York	9 3/8	9.14	+ 1/8	+ 1.35	21	165
N Cowles	30 1/2	29 1/2	+1	+ 3.38	20	121
N Dun & Bradstreet	56	58 1/8	-2 1/8	- 3.65	17	1,562
N Fairchild Ind.	24 3/8	24 1/8	+ 1/4	+ 1.03	7	278
N Fuqua	13 3/4	13 5/8	+ 1/8	+ .91	3	175
N Gannett Co.	58 3/8	58 1/4	+ 1/8	+ .21	15	2,054
N General Tire	22 1/8	20 3/8	+1 3/4	+ 8.58	9	523
O Gray Commun.	54	49	+5	+10.20	11	26
N Harte-Hanks	33	32 7/8	+ 1/8	+ .38	16	311
O Heritage Commun.	14 1/4	12 3/4	+1 1/2	+11.76	7	77
N Insilco Corp.	19	18 1/2	+ 1/2	+ 2.70	8	204
N Jefferson-Pilot	24 1/2	24 3/4	- 1/4	- 1.01	5	537
O Marvin Josephson	12 3/4	13	- 1/4	- 1.92	8	29
O Kansas State Net.	32	31 1/2	+ 1/2	+ 1.58	26	60
N Knight-Ridder	28 1/2	27	+1 1/2	+ 5.55	10	923
N Lee Enterprises	24 1/2	25	- 1/2	- 2.00	12	174
N Liberty	13 5/8	13 5/8			5	173
N McGraw-Hill	41 1/8	41 7/8	- 3/4	- 1.79	13	1,021
A Media General	32	31 1/4	+ 3/4	+ 2.40	9	231
N Meredith	50 3/4	48 1/4	+2 1/2	+ 5.18	7	160
O Multimedia	27 3/4	29	-1 1/4	- 4.31	14	279
A New York Times Co.	30 1/4	30 1/8	+ 1/8	+ .41	9	362
N Outlet Co.	30 3/8	29 3/4	+ 5/8	+ 2.10	44	76
A Post Corp.	22	22 3/8	- 3/8	- 1.67	11	40
N Rollins	35 1/4	35 5/8	- 3/8	- 1.05	14	480
N San Juan Racing	18 3/4	18 7/8	- 1/8	- .66	21	47
N Schering-Plough	37 1/2	38 1/4	- 3/4	- 1.96	9	1,989
O Stauffer Commun.	46	46			11	46
A Tech Operations	15	16 1/8	-1 1/8	- 6.97	16	21
N Times Mirror Co.	43 7/8	43 1/4	+ 5/8	+ 1.44	10	1,489
O Turner Bcstg.	14 3/4	14 1/4	+ 1/2	+ 3.50		147
A Washington Post	21	19 3/4	+1 1/4	+ 6.32	8	294
N Wometco	17	17			8	225

CABLE						
A Acton Corp.	17 1/8	17 1/8			12	52
N American Express	43 3/8	43 7/8	- 1/2	- 1.13	9	3,092
O Burnup & Sims	13 1/8	12 1/4	+ 7/8	+ 7.14	16	117
O Comcast	28	24 3/4	+3 1/4	+13.13	31	71
O Entron*	5	5			5	4
N General Instrument	77 7/8	77 1/2	+ 3/8	+ .48	13	685
O Rogers Cablesystems	10	10 1/2	- 1/2	- 4.76	19	190
O Tele-Communications	23 1/2	23	+ 1/2	+ 2.17	23	559
N Teleprompter	34	33 7/8	+ 1/8	+ .36	28	578
N Time Inc.	55 1/4	53 3/8	+1 7/8	+ 3.51	11	1,553
O Tocom	14 1/2	14 1/4	+ 1/4	+ 1.75		47
O UA-Columbia Cable	57	56 3/4	+ 1/4	+ .44	42	191
O United Cable TV	23 7/8	23 1/2	+ 3/8	+ 1.59	16	193
N Viacom	47 1/2	48 1/4	- 3/4	- 1.55	17	211

Exchange and Company	Closing Wed. Feb. 11	Closing Wed. Feb. 4	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Chuck Barris Prods.	3 1/4	3 3/8	- 1/8	- 3.70	3	10
N Columbia Pictures	39	39 1/8	- 1/8	- .31	11	395
N Disney	57 3/4	55	+2 3/4	+ 5.00	15	1,879
N Filmways	5 5/8	5 3/4	- 1/8	- 2.17		35
O Four Star*	1 5/8	1 5/8				16
N Getty Oil Corp.	74 1/8	78 3/4	-4 5/8	- 5.87	8	6,089
N Gulf & Western	15 3/8	14 7/8	+ 1/2	+ 3.36	4	1,147
N MCA	45 1/4	46 3/8	-1 1/8	- 2.42	8	1,063
O Medcom	7	7				25
N MGM Film	8	8 5/8	- 5/8	- 7.24	5	260
O Reeves Commun.	34 1/2	32 1/2	+2	+ 6.15	24	124
O Telepictures	5 1/8	5 1/4	- 1/8	- 2.38	23	12
N Transamerica	18 1/4	18 1/8	+ 1/8	+ .68	5	1,192
N 20th Century-Fox	51 1/8	49	+2 1/8	+ 4.33	8	550
O Video Corp. of Amer.	13 1/2	13 3/8	+ 1/8	+ .93	28	13
N Warner	34 7/8	36 1/2	-1 5/8	- 4.45	9	501
A Wrather	25 3/4	27	-1 1/4	- 4.62		59

SERVICE						
O BBDO Inc.	42 1/4	42 3/4	- 1/2	- 1.16	9	106
O Compact Video	19 5/8	18 3/8	+1 1/4	+ 6.80	18	61
N Comsat	42 7/8	43 5/8	- 3/4	- 1.71	9	343
O Doyle Dane Bernbach	18 3/4	18	+ 3/4	+ 4.16	5	23
N Foote Cone & Belding	29 1/4	29 1/4			7	80
O Grey Advertising	58	58			6	35
N Interpublic Group	31	31 1/2	- 1/2	- 1.58	6	138
N JWT Group	35 3/4	36 1/4	- 1/2	- 1.37	8	109
O MCI Communications	11 3/4	10 7/8	+ 7/8	+ 8.04	59	430
A Movielab	5 5/8	5 3/4	- 1/8	- 2.17	5	9
A MPO Videotronics	5	5				14
O A.C. Nielsen	35 7/8	35 1/8	+ 3/4	+ 2.13	15	402
O Ogilvy & Mather	26 1/4	26 1/4			8	108
O Telemation	2	1 3/4	+ 1/4	+14.28	12	2
O TPC Communications	6 1/8	6 3/8	- 1/4	- 3.92	44	5
N Western Union	23 1/2	22 3/4	+ 3/4	+ 3.29		356

ELECTRONICS/MANUFACTURING						
O AEL Industries	14 1/8	13 1/8	+1	+ 7.61		29
N Ampex	33 3/4	33 3/4			16	392
N Arvin Industries	14 3/4	13 7/8	+ 7/8	+ 6.30	7	114
A Cetec	7	7 1/8	- 1/8	- 1.75	9	14
O Chyron	15 1/2	13 1/2	+2	+14.81	25	19
A Cohu	8 7/8	8 5/8	+ 1/4	+ 2.89	12	14
N Conrac	18 3/4	19	- 1/4	- 1.31	8	39
N Eastman Kodak	71 1/8	69 1/8	+2	+ 2.89	11	11,478
O Elec Missile & Comm*	5	5			63	13
N General Electric	62 3/4	60 7/8	+1 7/8	+ 3.08	10	14,223
N Harris Corp.	45 3/4	45 1/2	+ 1/4	+ .54	17	1,407
O Intl. Video*	5 8	5 8				1
O Microdyne	18 1/2	18 3/4	- 1/4	- 1.33	14	49
N M/A Com. Inc.	26	27 7/8	-1 7/8	- 6.72	23	667
N 3M	58 3/4	58 3/4			10	6,842
N Motorola	67 3/4	65 1/2	+2 1/4	+ 3.43	13	1,933
O Nippon Electric	68	69 1/4	-1 1/4	- 1.80	52	2,233
N N. American Philips	38 1/2	40	-1 1/2	- 3.75	6	463
N Oak Industries	47 3/4	44 1/2	+3 1/4	+ 7.30	16	259
A Orrox Corp.	9 1/4	9	+ 1/4	+ 2.77	30	15
N RCA	28	28			7	2,096
N Rockwell Intl.	37 1/2	37 1/2			10	2,783
A RSC Industries	4 3/4	4 1/2	+ 1/4	+ 5.55	12	11
N Scientific-Atlanta	45	45			39	468
N Sony Corp.	15 1/4	15	+ 1/4	+ 1.66	25	3,288
N Tektronix	50 1/2	54 3/4	-4 1/4	- 7.76	11	922
A Texscan	22 3/4	22 5/8	+ 1/8	+ .55	45	33
N Varian Associates	24 3/4	25 1/4	- 1/2	- 1.98	11	190
N Westinghouse	28 5/8	28 1/2	+ 1/8	+ .43	7	2,431
N Zenith	15 7/8	15 7/8			14	299

Standard & Poor's 400 Industrial Average 145.44 145.53 - .09

Notes: A-American Stock Exchange; B-Boston; M-Midwest; N-New York; P-Pacific; O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades; Washington); P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: * Stock did not trade on given day; price shown is last traded price ** No P/E ratio computed; company registered net loss. *** Stock split. + Stock traded at less than 12.5 cents.



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WFAA-TV

DENVER
KOA-TV

COLUMBUS
WCMH-TV

SAN ANTONIO
KSAT-TV

BEAUMONT
KFDM-TV

MINNEAPOLIS
WCCO-TV

INDIANAPOLIS
WISH-TV

KANSAS CITY
KMBC-TV



NATPE EXHIBITION AREA

SOURCE: ARB & NSI NOV. 1980

Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

Business

Geismar offers look at future

Broad Street chairman sees greater AT&T involvement in cable, increasing importance in localism, says deregulation is really re-regulation

Veteran broadcaster Richard L. Geismar had some unusual predictions to share at an investment seminar in Los Angeles. In an interview before his lecture to those attending a University of Baltimore-sponsored course at the Bonaventure hotel, Geismar labeled deregulation a myth, pronounced so-called "turnaround" stations a bad investment risk, and speculated that the future of cable distribution "belongs to the phone company."

Geismar, chairman of the board of Broad Street Communications Corp., New Haven, Conn., whose Insilco Broadcast Group owns four AM and three FM stations, told BROADCASTING he believes the term deregulation is a misnomer.

"We're really talking about 're-regulation.' Regulation will always be with us; therefore we should really be talking about what we'd like those new rules to be."

In practical terms, Geismar said it's too early to tell what the FCC's recent move deregulating radio will mean. He pointed out that while the commission has eased off in some areas, "it's imposed more and more stringent Equal Employment Opportunity Requirements. The one thing that will give you a black mark on your renewal application today is lack of adherence to the EEOC guidelines, which to me makes them a quota system." Geismar feels use of the EEOC requirements was useful in getting more minorities and women into management-level broadcasting jobs, but has now become unworkable.

According to Geismar, another kind of obstacle confronts small-scale operators involved in cable TV and other new technologies. "We got out of cable [Broad Street sold its three cable systems for \$10 million in late 1976] because we did not have big enough pockets to survive the capital requirement. It is so horrendous, so tense, that the small operator really doesn't fit in the spectrum for the next 20 years."

Estimating the capital required for full cable distribution to a majority of American homes to be "in the trillions of dollars," Geismar believes "the only one in a position to handle the [cable] distribution is the telephone company. [However] there aren't going to be enough people at the beginning to provide programing services, because we don't know what's going

to work. We're all wishing Ted Turner [of the Cable News Network] well, but I don't think the economics are there yet."

Geismar compared the present free-for-all in spectrum development and video services to his early days with the old DuMont Television Network, noting that "an inability to sell programing and finance it well had as much to do with its demise as anything. The new stations and services are going to have to counterprogram. They must do something different from the affiliates in order to survive."

The executive also warned against the temptation to invest in "distress sale" stations that need to be turned around to make a profit.

"No matter how good you are, you're going to stumble at first," Geismar believes. "I would advise following the accepted path by buying an established, income-producing station." He noted that high interest rates are threatening the existence of many station owners even though their inventory and capital requirements are relatively small when compared to other industries.

"The secret for success in the future of broadcasting is localism," concluded Geismar. "People are parochial. I believe up to 99% of what people care about in their daily lives is what they can see, touch and feel. I think that's often lost on people in the New York-Washington spectrum."

Geismar said Insilco hopes to have a full complement of seven AM, FM, and TV stations in its portfolio as early as the mid-1980's. He added that the company is also interested in developing ancillary services to add to its current regional sports and news networks as capitalization and opportunities permit.

CBS profits drop on bigger revenues

Broadcast Group also down due to economy and election year program costs; Records Group posts profit increase of 42%

CBS finished 1980 with its net income down 4% from year-earlier levels, to \$191,969,000, or \$6.92 per share, compared with \$200,707,000 and \$7.21 in 1979. Before taxes, the income decline was steeper—6%—and the company said favorable tax audit settlements trimmed that drop. Revenues meanwhile were up 9%, to \$4,062,052,000, from \$3,729,701,000.

The profit picture in broadcasting was only slightly better. Profits for the CBS/Broadcast Group were down 2% for the

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Harris CP^{*} TV antenna's stronger signal increases ratings!

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"We have been televising with our new Harris TAC-6H circularly polarized antenna for quite a few months now, and have had plenty of time to gather and analyze results," continues Mr. Lass. "A comparison of ARB November 1978 to November 1979 showed average prime time homes up 23.4%! During this time CBS showed an increase of 9.9%—so our stronger signal was responsible for a ratings increase of 13.5%—and maybe more.

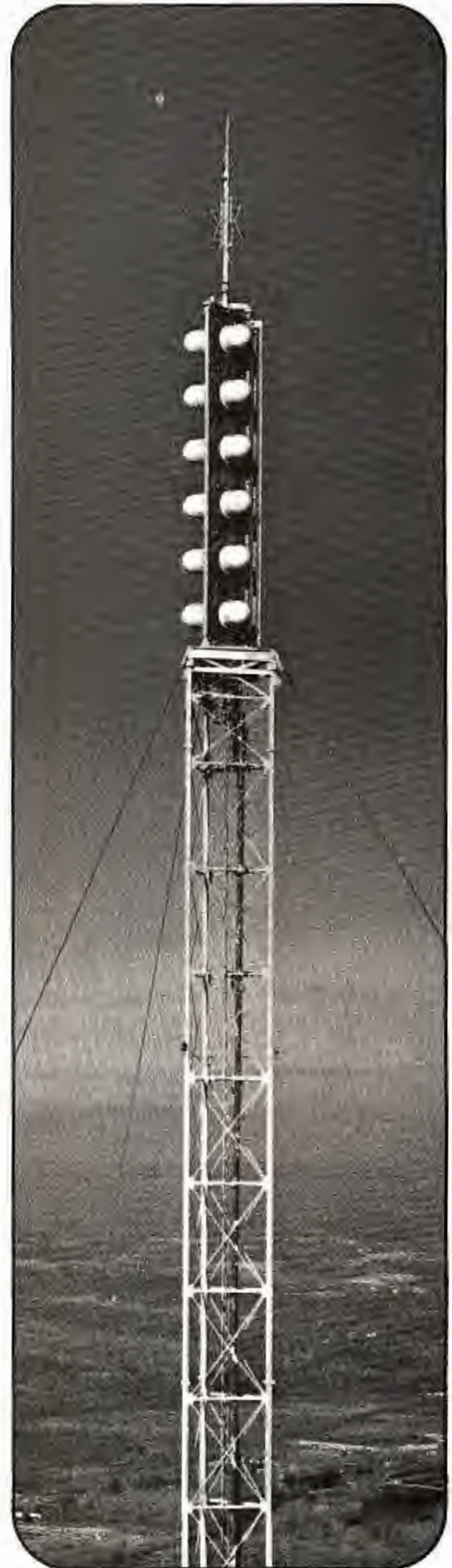
"Also, an overwhelming majority of viewers surveyed have reported improved reception," says Mr. Lass. "Needless to say, we are very happy with what CP has done for us."

For more information on what a Harris CP antenna can do for you, contact Harris Corporation, Broadcast Products Division, P.O. Box 4290, Quincy, Illinois 62301. 217-222-8200.

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WINSTON
SALEM
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RENO
KTVN

W GROUP W
PRODUCTIONS
WESTINGHOUSE BROADCASTING COMPANY
NATPE EXHIBITION AREA

SOURCE: ARB NOV. 1980

Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

PlayBack

Nashville gathering. Country Radio Seminar, scheduled to convene March 13-14 in Nashville, has confirmed guest speakers including Arthur Godfrey and program consultants John Parikh of Joint Communications, Toronto, and George Burns, Burns Media Consultants, Los Angeles. It has also lined up several sales and management consultants including Ken Greenwood, Greenwood Development Programs. "Country Radio: Nobody Does It Better" is theme for this year's seminar, which will be more oriented toward sales than in past.

Now it's silver. With 13 new hours of programming, Drake-Chenault Enterprises is offering "silver anniversary edition" of its *History of Rock and Roll*. Years 1956-80 are covered in 52-hour radio production.

Fun with rock. New radio comedy feature aimed "dead center" in the mainstream of the 18-to-34 interest is being offered by From Studio B, syndicator beginning in February. Hollywood-based distributor is offering free demos of 250-unit packages, produced by comedy writers Ron Stevens and Joy Ordus, both formerly with KWSF-FM Los Angeles and KHE-FM St. Louis.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist*: (1) *The Tide Is High* by Blondie on Chrysalis; (2) *Celebration* by Kool & The Gang on De-Lite; (3) *Nine To Five* by Dolly Parton on RCA; (4) *Woman* by John Lennon on Geffen; (5) *I Love A Rainy Night* by Eddie Rabbitt on Elektra. The top five in **country radio airplay**: (1) *Angel Flying Too Close* by Willie Nelson on Columbia; (2) *Who's Cheatin' Who* by Charly McClain on Epic; (3) *Are You Happy Baby?* by Dottie West on United Artists; (4) *As Good As You Look* by Bellamy Brothers on Warner Bros.; (5) *Southern Rain* by Mel Tillis on Elektra.

of participating teams, with right of first refusal accorded to the local NBC affiliate. In addition, Entertainment and Sports Programming Network will have the opportunity to distribute to cable systems selected games covered by NCAA Productions.

During last year's championship, NCAA Productions presented coverage for a record number of 150 stations. ESPN cablecast all of the 1980 telecasts produced by NCAA Productions.

Negotiations and clearances are being handled by Dennis Cryder and Jim Shaffer, director and assistant director, respectively, of NCAA Productions, Box 1906, Shawnee Mission, Kan. 66222; telephone (913) 384-3220.

Katz sets up new programming division

Video Program Sales has been formed as a new division of The Katz Agency, New York, to sell programs to the various video markets, including commercial and public television, educational institutions, home video, in-flight and international.

Inez Aimee, Katz vice president, special sales development, will be in charge of VPS. She said VPS will handle programs that have not been previously in syndication and might involve the sale to an advertiser and the clearance of desired television or other markets, or the sale of a program directly to stations or other video outlets. VPS is currently working with a variety of programs. Aimee cited *Kids Score at Soccer*, a 13-week children's series; *Music Central*, a one-hour pop music/live interview program; *The Greatest Adventure*, a special on the moon landing, and a documentary titled *Soldier Girl*.

Shootout over rights to 'Hopalong Cassidy'

After more than five years of litigation, the U.S. Southern District Court of New York has issued an injunction preventing Filmvideo Releasing Corp., New York, from licensing any of the 23 "Hopalong Cassidy" motion pictures for viewing on television or cassettes.

Filmvideo sued William Boyd Enterprises in 1975, claiming that copyrights in the Cassidy motion pictures had not been renewed and that it or anyone else was free to license prints of the films for TV and to manufacture and sell cassettes for home use. Boyd Enterprises, on behalf of the estate of actor William Boyd and the estate of Clarence E. Mulford, the writer of the Cassidy books, counterclaimed for copyright infringement, contending the copyrights of the books had been properly renewed.

Judge Henry F. Werker ruled that each of the 23 motion pictures infringed upon the copyrights in the books and enjoined Filmvideo from "using or licensing any of the 23 motion pictures from viewing in general or homeviewing via cassettes." He held that 11 of the Cassidy films were sufficiently similar in story lines to constitute infringement and added that in the other 12 films there was infringement through the use of the Mulford characters, particularly Hopalong Cassidy.

Boyd Enterprises also has an infringement suit pending in the U.S. District Court in Los Angeles against Filmvideo and its principals and the Storer Broadcasting Co. An attorney for Boyd in New York said Storer was included in this action because the broadcast group had bought the Cassidy features from Filmvideo and aired them on some of its stations.

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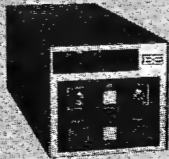
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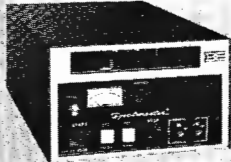
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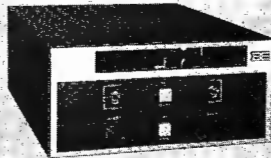
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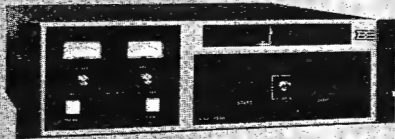
Model 3100
Slim Line



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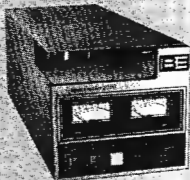
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Standard



Model 3400
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Series 3000

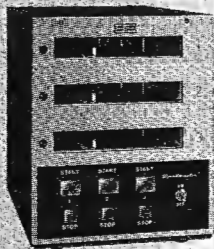
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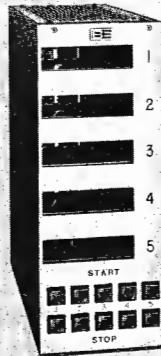
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Ratings Roundup

With local rating surveys now under way, the television networks have begun to roll out their artillery of specials and big-name movie titles in hopes of beefing up the numbers for their affiliates. Nightly sweep skirmishes started Feb. 4 for Arbitron and a day later for Nielsen, with the first major battle coming Sunday, Feb. 8.

"Sunday Night at the Sweeps" pitted the opening episode of ABC-TV's *East of Eden* mini-series against CBS-TV's Burt Reynolds film, "Hooper," and NBC-TV's made-for-TV *Kent State*. When the dust settled, CBS was victorious, earning a 29.2 rating and 41 share with "Hooper"; ABC proved a strong second with part one of its adaptation of the John Steinbeck novel (23.6/34), and NBC was left with a meager 12.1/17.

It was in that same order that the networks finished the week ended that night (Feb. 8). CBS continued its lock on first place in the prime-time ratings with a 20.8/32. ABC pulled itself up from its basement position for the past few weeks and earned second with a 19.5/30 while NBC, for that week at least, lost the promise it seemed to be showing and drew only a 16.9/25.

During the week, CBS took Monday, Thursday, Friday and Sunday; ABC won Tuesday and Saturday, and it was NBC on Wednesday.

Of the new series premieres that week, NBC fared well Friday at 8:30 p.m. with *The Brady Brides* (19.9/31) building from its *Harper Valley* lead-in (19.4/30).

CBS's new *Concrete Cowboys* Saturday at 10 p.m. scored a 16.2/29 against ABC's *Fantasy Island* (19.3/34) and seemed to knock some of the steam out of NBC's *Hill Street Blues* (12.5/22), which also was hindered by its *Walking Tall* lead-in at 9 p.m. (14.3/23).

Among the week's special programming, highest rated after "Hooper" was CBS's *Lily* (Tomlin): *Sold Out* (24.7/38).

The First 20

1. <i>Dallas</i>	CBS	31.6/50
2. <i>Dukes of Hazzard</i>	CBS	29.7/45
3. "Hooper"	CBS	29.2/41
4. <i>M*A*S*H</i>	CBS	28.7/39
5. <i>60 Minutes</i>	CBS	28.3/42
6. <i>Real People</i>	NBC	25.7/38
7. <i>Different Strokes</i>	NBC	25.7/37
8. <i>Lily: Sold Out</i>	CBS	24.9/38
9. <i>Love Boat</i>	ABC	24.8/40
10. <i>Three's Company</i>	ABC	24.3/36
11. <i>Facts of Life</i>	NBC	24.1/35
12. <i>Too Close for Comfort</i>	ABC	23.9/35
13. <i>House Calls</i>	CBS	23.8/34
14. <i>Little House on the Prairie</i>	NBC	23.8/33
15. <i>East of Eden</i> (mini-series, part I)	ABC	23.6/34
16. <i>Hart to Hart</i>	ABC	23.0/37
17. <i>Happy Days</i>	ABC	21.9/32
18. <i>That's Incredible</i>	ABC	21.9/30
19. <i>The Waltons</i>	CBS	21.7/32
20. <i>Quincy, M.E.</i>	NBC	21.7/33

The Final Five

60. <i>Hill Street Blues</i>	NBC	2.5/22
61. <i>Kent State</i>	NBC	12.1/17
62. <i>Nero Wolfe</i>	NBC	11.2/17
63. <i>Ladies Man</i>	CBS	10.8/17
64. <i>NBC Reports: Who will Defend America?</i>	NBC	8.5/14

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MEDIA MONITOR

Alger Hiss Indoctrinates Young Lawyers

By Reed Irvine
and
Cliff Kincaid

James Wechsler, a columnist for the New York Post, has undisputed credentials as a liberal. He was editor of the New York Post during its liberal heyday. When Jimmy Wechsler criticizes an attack on McCarthyism, you know that there must be something wrong.

In his January 16th column, Wechsler criticized an article in *Barrister*, a journal published by the Young Lawyers Division of the American Bar Association. The article was titled, "How McCarthyism Silenced America." The author was none other than Alger Hiss, America's most notorious living betrayer. Hiss, a former State Department official, was convicted of perjury for denying that he had passed secret documents to a Soviet espionage agent, Whittaker Chambers.

Employing Alger Hiss to discuss Senator Joseph McCarthy's efforts to expose the communist infiltration of the government and other institutions is like asking Benedict Arnold to write an article on how George Washington betrayed George III.

James Wechsler himself has long been a vigorous critic of Senator McCarthy. However, he was deeply disturbed by Alger Hiss's history lesson for the young lawyers. Wechsler said that Hiss concluded his lengthy article with "rhetorical frenzy" when he wrote: "Militant trade unions were destroyed; progressive politics was eliminated from the political scene; liberal publications and publishers, together with independent publicists and spokesmen of dissent, were discredited or silenced; Roosevelt's domestic and foreign policies were frozen and stripped of their vigor."

Wechsler said of this: "In fact, no 'militant' unions were destroyed. What Hiss means is that Communists were ousted from union leadership in rebellions that frequently long preceded McCarthy's advent. 'Progressive' politics was not 'eliminated.' Communist-front organi-

zations were discredited by their subservience to Soviet foreign policy, and the decisive sector of liberal opinion affirmed its resolve to wage a two-front battle against McCarthyism and Stalinism."

It might be added that no liberal publications were discredited or silenced. What Alger Hiss did in his article was equate "communist" and "pro-communist" with "progressive" and "liberal." James Wechsler knows this trick very well. He admitted belonging to the Young Communist League from 1934 to 1937. Unlike Alger Hiss, he broke with the Communists and told the truth about his connection with them.

Wechsler points out that Alger Hiss "hardly fortifies his insistent claims of innocence by rewriting history" in the way that he did in the young lawyers' journal. In other words, Hiss is following the Communist Party line even today in this article. Alger Hiss stated on a Washington, D.C. radio program on December 1, 1980 that the people of Russia, China, Poland and Cuba were all better off under communism than they had been previously. He also admitted that his present legal appeal is being financed by a group identified as a communist-front. Alger Hiss even today writes like a communist, talks like a communist and is found in the company of communists. It is too bad that *Barrister* didn't so inform its readers.

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.

Werner conceded his network is in a "down cycle" but predicted it will finish "a close second" to CBS.

"I still have faith in the overall structure of our schedule," he continued. "We still have problems—notably Wednesday night—but we're working on them. Obviously, what we need are a couple of shows with 40 shares to build on. If *Dallas* were out of the CBS schedule we'd be about even with them (in ratings)."

Werner observed that the pressures on the networks to provide innovative, exciting programing have increased due to competition from cable, home video, and "more sophisticated independent stations." Returning to the subject of a possible production shutdown, Werner noted that during the actors' strike, ABC's "share went down and I think it would continue to go down if there were another strike. We're worried about it. I don't think we'd have any choice but to cut the amount of original programing we do."

ABC claims firsts

Though trailing CBS-TV in the prime-time ratings this season, ABC-TV researchers say they're still running first in some important demographics—like adults age 18-49 both generally and in the big (A) counties and in larger and better-off households, for example. For the period from last Oct. 27 to Jan. 25, they said, ABC had 11 of the top 20 prime-time programs when ranked according to adults 18-49, as compared with six for CBS and three for NBC. Similarly, they said, when prime-time programs were ranked according to adults 18-49 in the A counties, ABC had 14, CBS four, NBC two. Ranking programs by adults 18-49 in households with \$30,000 or more in income, they continued, showed ABC with 12 of the top 20, CBS with five, NBC with three. In homes with three or more adults, they said, similar treatment found 11 of the top 20 programs on ABC, eight on CBS, one on NBC.

NCAA basketball opportunities

As many as 25 telecasts of next month's National Collegiate Athletic Association basketball tournament again will be available to individual stations and groups. According to Wayne Duke, NCAA Division I Basketball Committee chairman, NCAA Productions will televise games not covered by NBC-TV under its exclusive contract.

A total of 48 teams will play in the competition that gets under way March 12-13. In addition to the telecast of the championship finals March 30 from Philadelphia, NBC Sports will cover both the national semifinals March 28; all four regional finals March 21-22, and selected second-round games March 14-15.

The other games will be made available for sale to TV stations in the home market

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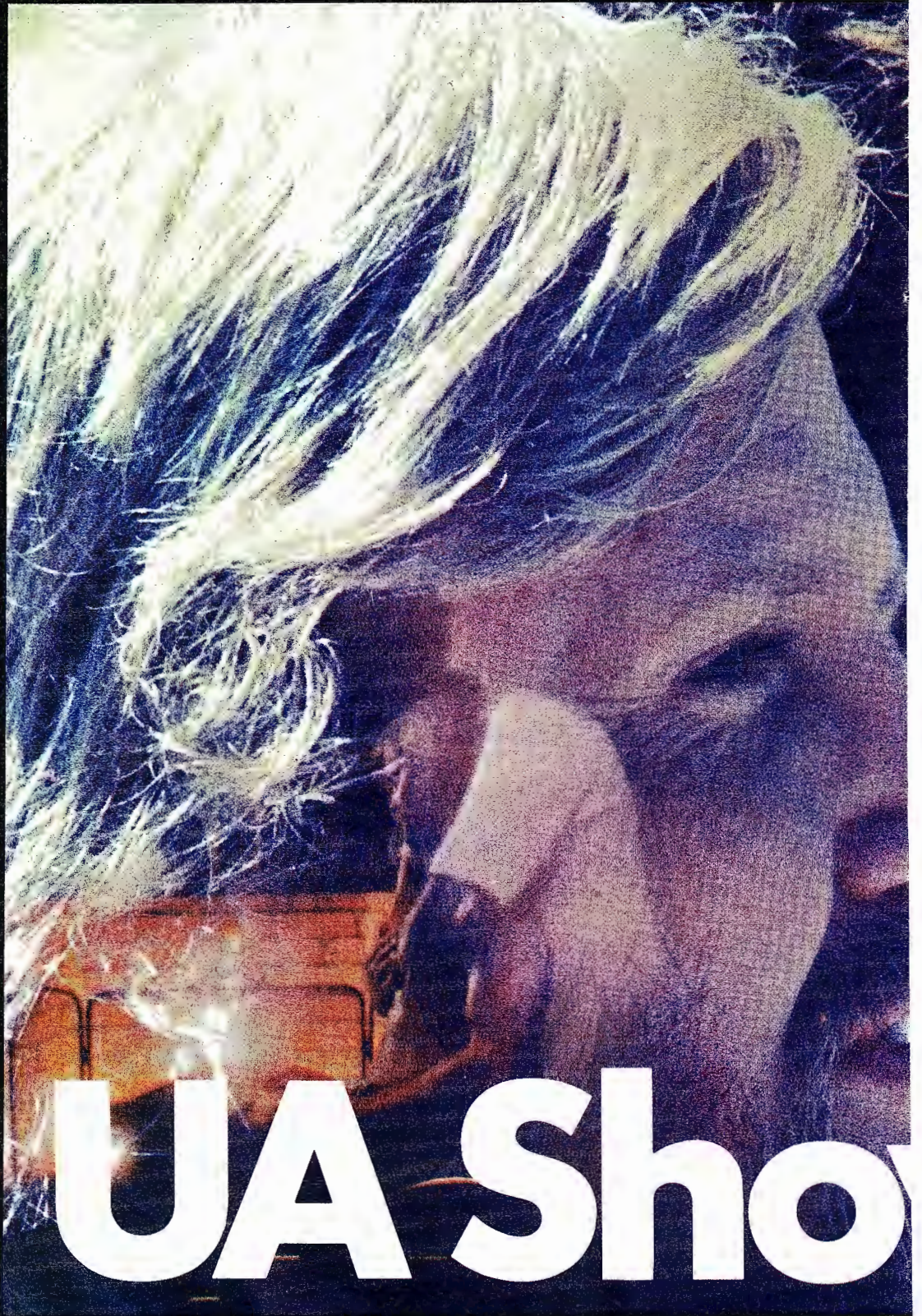


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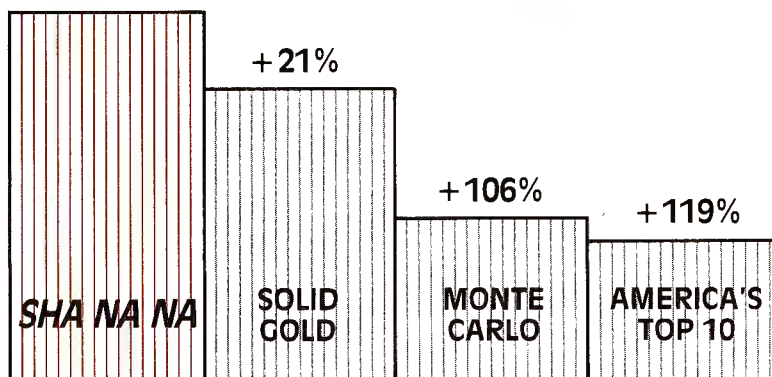
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*SOURCE: Nielsen Report on Syndicated Programs, Nov. 1980



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WSAZ-TV

HARRISBURG-
LANCASTER
WGAL-TV



NATPE EXHIBITION AREA

SOURCE: ARB & NSI NOV. 1980
Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

Monitor

In the marketplace. Looking to draw advertising commitments, Paramount Television has produced half-hour preview of half-hour *Entertainment Tonight* prime-access strip. Live, satellite-distributed series is set for September launch with 52 stations (all but one network affiliates) already signed, representing more than 50% U.S. clearance. . . Shamrock Television Sales, new production/distribution firm of Robert Peyton, former VP general manager syndication, Time-Life Television, is gearing up for National Association of Television Program Executives marketplace launch of broadcast and cable projects including films, documentaries, concerts, music specials and mini-series. . . JWT Syndication is clearing *Personality News Network*, series of two-minute inserts covering "personality journalism" with Nancy Collins. . . For subscribers, Home Box Office, Saturday, April 11, will feature Larry Holmes/Trevor Berbick heavyweight bout from Caesars Palace in Las Vegas. Pay-cable competitor Showtime, will begin monthly cablecast of *What's Up America* in April; magazine series has been offered bimonthly. . . Production agreement this year for Multimedia Program Productions in association with Jim Owens Productions calls for four new country-music specials. . . New York-based Genera Entertainments has two new TV series this year, *Woman's Digest* with Virginia Graham, and *Upstairs at Xenon*, "conversation" show with Bill Boggs. Both total 39 half-hours. . . Nicholson Mulr Productions, in cooperation with Multimedia Producers Corp. and Champlain Productions (Montreal) are joining forces on *Super Pay Cards*, new game show based on original *Pay Cards* entered in syndication decade ago. Hosts are Art James and Mary Lou Basaraba.

Letterman signing. David Letterman, whose morning talk-variety show was critical success but rating bomb for NBC-TV last year, has signed another exclusive contract with network. NBC said "specific plans" for former host of *David Letterman Show* are not yet complete and would not reveal length of new contract.

Heloise on the air. Heloise, whose syndicated column on household hints appears in more than 500 newspapers, is planning to go into television. King Features Productions expects to have 130 one-minute segments finished by April. Segments will be syndicated nationally by Video Inc. of Chicago, which will syndicate hints for radio also.

Disney slot. Hollywood actor-turned-producer Michael Landon appears to have inside track in replacing *Walt Disney's Wonderful World* in Sunday night time slot on NBC-TV (next fall). Long-running Disney series was canceled by NBC, and network has indicated Landon is one of several producers who have been asked to work on possible replacement series.

"Live from Las Vegas . . ." Air date will be announced soon for start-up of "Las Vegas Live" cable TV program, reportedly backed by more than \$23 million from various investors. Las Vegas-based Video Enterprises Inc. has reportedly made final arrangements for Comstar-2 transponder time via Satellite Communications Network. Backers say they expect two million subscribers for new service by end of first year and five million by 1983. SCN will build earth station in Las Vegas for new network, which plans sports shows and entertainment specials in addition to those highlighting Las Vegas stage shows.

Golden West shifts focus. Responding to industry rumors that company might be pulling out of subscription television, executives at Golden West Broadcasting say they're just changing emphasis. Golden West Entertainment, GWE's parent, recently sold multi-point distribution services it had acquired in Memphis and Omaha during 1980. Spokeswoman says GWE will retain its STV operations in Oklahoma and Texas, while emphasizing development of software for STV systems, including production of original programming from its Hollywood studios.

Programming show. Additional details on what is now called Cable Programming and Services: The National Cable Software Symposium and Exhibition have been settled by organizing committee at Denver meeting. Show, scheduled for Oct. 4-6 at Hyatt Regency in New Orleans, is being co-sponsored by National Cable Television Association and Cable Television Administration and Marketing Society. Since expenses of attending and exhibiting at show were not generally figured into annual budgets of cable operators and programmers, chief concern at organizational meeting was to keep costs at minimum. That could mean restrictions on size of exhibit space and entertainment programmers can provide for attendees. Registrations fees are also being kept down: NCTA and CTAM members, \$200; nonmembers, \$250. Although exhibits may be held to 300 square feet, hotel suites are available to programmers. Total of 15,000 square feet of exhibit space is available and organizers hope to attract at least 80 programmers. Official attendance goal is 1,000, but some organizers wouldn't be surprised if show draws 1,500.

Here's Blondie. Total of 28 "Blondie" theatrical features, based on cartoon character of same name, have been sold in 61 markets, including 20 of top 25, according to Gold Key Entertainment President Robert Muller, package's distributor.

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LORIMAR

ABC fall pilots and 'what if' plans unveiled

Threat of strike by Hollywood writers and directors prompts network to create contingency

Increasingly, the talk in Hollywood is not "if" production will be suspended by a major strike but "when." That was the mood prevailing in the executive suites of ABC Entertainment last week, as contingency plans were outlined by the new heads of prime-time series programing for a possible writers and directors walk-out.

According to Tom Werner, appointed senior vice president of prime-time series for ABC last December, the network is taking the following steps to insure original programing availability for the fall season: ordering additional scripts for most of its new shows, considering holding back some scheduled episodes for airing next season, and discussing the possibility of producing programs in England, Canada and Australia. Werner said a strike by members of the Writers Guild and Directors Guild of America could conceivably delay the start of the fall season in the same way strikes by the Screen Actors Guild and American Federation of Musicians held up last year's premieres.

"God help us if there's a strike" said Werner, "it will hurt our entire industry." Although no definite agreements have been made, he explained that the discussions regarding overseas production were serious.

"The cost of shooting in England is quite a bit lower than in the U.S.," Werner continued. "As our prices go up, we will continue to consider that possibility." Later Werner indicated such a move would probably not take place unless there is a strike, in part because ABC would have to face charges of runaway production. The same issue surfaced in the recently ended musicians' strike and during last year's animators' strike, but was not completely resolved.

Werner said there is growing fear that some advertisers may balk at paying higher rates to underwrite escalating cost of production. He estimated costs of production have risen as high as \$750,000 for some episodes and that "advertising rate increases have fallen behind those increases. In the future, advertisers might not be able to bear those costs."

Other contingencies cited by Werner during his briefing with reporters included

shorter shooting schedules, increased use of videotape, and possible introduction of a game show during prime time.

Jonathan Axelrod, who took over Werner's former position as vice president and senior executive for prime-time development, unveiled ABC's roster of ordered pilots for the fall season and announced that four new shows are already in production with no premiere dates set. The series now in production could be introduced as early as next month, according to Axelrod, depending on what happens after the Feb. 28 expiration of the current WGA contract. Those programs are: *Greatest American Hero*, *Best of the West*, *Aloha Paradise* and *American Dream*.

ABC has set April 15 as its target date for announcing the network's fall lineup, and expects to have a total of about 35 pilots under development. Axelrod detailed 20 prime-time projects scheduled for production, including eight dramas, seven comedies and five variety shows:

■ *The Fall Guys*, an action/comedy starring Lee Majors and produced by Glen Larson Productions/20th Century Fox Television.

■ *Fly Away Home*, a drama about the Vietnam War, both at home and in Southeast Asia, produced by Stirling Silliphant/Warner Bros.

■ *Pumper One*, an action series focusing on a family of firefighters, produced by Irwin Allen Productions/Columbia Pictures Television.

■ *Scruples*, a spin-off from the successful CBS mini-series and based on the novel about lives of the super rich, produced by Warner Bros.

■ *High School Confidential*, drama about the lives of contemporary teenagers, produced by Lorimar Productions.

■ *Travis McGee*, based on the popular John MacDonal literary hero and starring Sam Elliott in the title role, produced by Warner Bros.

■ *True Life Stories*, described as "once-in-a-lifetime moments in ordinary Americans' lives" dramatized by guest stars, produced by ABC Circle Films.

■ *Mr. and Mrs. Dracula*, new pilot of a show introduced last fall about a Transylvanian family living in American suburbia, starring Dick Shawn and Paula Prentiss in the title roles, produced by Marble Arch.

■ *Homeroom*, comedy about teen-age twins with different personalities, produced by Paramount.

■ *Open All Night*, a comedy about the owner of an all-night convenience market in a "rotten neighborhood," produced by Tiny Hibbard Productions.

■ *Harry's Battles*, a comedy based on

the successful English series ("Sharp Intake of Breath") about a middle class family fighting various kinds of bureaucracies, produced by Marble Arch.

■ *Bulba*, comedy based in a tropical paradise where U.S. diplomats work on spy missions under laconic conditions, produced by Ten-Four Productions.

■ *Byrd's Nest*, new pilot of comedy series derived from British "Robin's Nest" series centered on a love/hate triangle, produced by Ross-West/Taffner/Stolff.

■ *In Trouble*, a teen-age female comedy in the spirit of *Laverne and Shirley*, produced by Kukoff-Harris Productions.

■ *I Love Her Anyway*, a latter-day version of the Burns & Allen comedy duo featuring Diane Stillwell as the confused female. George Burns will act as executive producer but will not appear in the series, produced by Viacom.

■ *Show Business*, a weekly "magazine" focusing on behind-the-scenes looks at celebrities and their work, produced by the Brillstein Company in association with Eric Liever Productions. Hosts will be David Frost and Sandy Hill with occasional appearances by Garry Marshall. Pilot will air in April prior to the Academy Awards telecast.

■ *Not the Network News*, a news satire created by former staff writers at *The National Lampoon*, produced in New York by Lorimar Productions.

■ *Nashville Palace*, a contemporary country music/comedy show produced in Nashville by Yongestreet Productions. Pilot features Roy Clark with Barbara Mandrell, Andy Griffith, Mickey Gilley, The Oak Ridge Boys and others.

■ *Relations*, a "nonfiction television drama" in which lives of real life characters are portrayed dealing with contemporary American life styles and occupations, produced by Tomorrow Entertainment and the Medcom Company.

■ *Unnamed pilot*, a fast-paced comedy/variety/music program that will "break new ground" and revolve around the lives of teen-agers, produced by George Schlatter Productions.

Axelrod provided a list of a dozen other producers whose projects "are under active development for ABC's fall season," but declined to go into specifics on them. Among those listed were Erma Bombeck (a regular on ABC's *Good Morning America*), Jerry Weintraub, Marcy Carsey, Alan Landsburg, Aaron Spelling and Leonard Goldberg. He said he expects an additional half-dozen pilot commitments to be announced within the next few weeks.

Asked about the current season, ABC's

It's 7 PM.

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LEXINGTON
WKYT-TV

FORT MYERS
WINK-TV

NORFOLK
WTAR-TV

SPOKANE
KHQ-TV

LAS VEGAS
KLAS-TV



NATPE EXHIBITION AREA

SOURCE: ARB & NSI NOV. 1980

Audience figures are estimates subject to limitations of the techniques and procedures used by the service noted.

carry CNN temporarily on three separate occasions. In granting the third extension last month, until Sept. 30, the FCC made clear that the extension was the last CNN would get and was intended to give CNN a chance to find an alternative means of distributing its programming should it lose in Atlanta.

Despite the Atlanta victory, the campaign is not over for CNN. In granting a second extension last November, the FCC said its authorization of permanent service for CNN would be contingent on CNN's winning the Atlanta suit and the result of the FCC's investigation of the legality of a contract RCA and Turner agreed to in 1976.

In its order authorizing the second extension, the FCC asked for comments on two questions: Was an agreement to provide a customer with the right of first refusal to the last two transponders on Satcom I lawful under the Communications Act? Would execution of the RCA-Turner contract, resulting in permanent assignment of a transponder to CNN, violate the

Communications Act?

In the first round of comments received early this month, Spanish International Network and Eastern Microwave, which have both claimed that RCA has been discriminating against them in the assignment of transponders, contended that the RCA-Turner contract was unlawful and that the FCC is prohibited by the Communications Act from giving RCA permission to carry CNN based on it.

Turner's and CNN's transponder problem began in December 1979 when Satcom III, the satellite that was to replace Satcom I as the primary cable satellite was lost in space. The loss displaced CNN and three other programmers that had been promised transponders on Satcom III. The other companies, which were to have moved from Satcom I to Satcom III, simply remained on Satcom I.

A transponder is coveted by cable programmers since only a small percentage of cable systems have earth stations capable of receiving programming from satellites other than Satcom I.

FTC tells Sterling to prove ad claims

ALJ says company must stop advertising superiority of Bayer, Vanquish, Cope and Midol unless it provides documentation; he orders aspirin content in all disclosed

A Federal Trade Commission administrative law judge has ordered Sterling Drug Inc. to refrain from making claims about its nonprescription drug products' efficacy or superiority unless those claims are based on "competent and reliable scientific evidence." Sterling is the maker of Bayer aspirin, Bayer children's aspirin, Vanquish, Cope and Midol.

The judge, Montgomery Hyun, said advertising claims must be based on such evidence or "consumers will be hopelessly confused and misled by claims of differences which are, in reality, illusory or meaningless." If a standard for blocking such claims weren't required, he added, the "result would not only be unfair to consumers but also to other competitors who do not make drug quality claims" without sufficient evidence.

In his order, Hyun said Sterling must back the claims it makes about both the "pharmaceutical" and "therapeutic" qualities of its products, and he set forth separate criteria for backing each.

Although Hyun said that Sterling did not have sufficient evidence for substantiating advertising claims it had made that its products were superior to similar analgesics in the past, he denied an FTC staff request to require Sterling to provide corrective advertising, noting that there wasn't sufficient proof that the advertisements "played a significant role in creating or reinforcing a mistaken product image."

Hyun also ordered that future Sterling ads disclose when aspirin is an ingredient in a nonprescription drug and ordered that aspirin and caffeine be referred to by

their common names. Hyun noted that many consumers don't know that Vanquish, Cope and Midol contain aspirin. That fact, Hyun said, should be disclosed in advertising because many people can't tolerate aspirin.

The judge also ordered Sterling to refrain from making unqualified claims of comparative effectiveness or statements asserting that its products had no side effects unless they have been proved by two or more clinical studies.

The order also bars Sterling from making claims that an ingredient or combination of ingredients is special or exclusive when it is actually available in other non-prescription analgesics.

A spokesman for Sterling, however, said the company has "historically documented the qualitative superiority of Bayer aspirin and Bayer children's aspirin and feels that Sterling's advertising has appropriately and accurately reflected the scientific data," adding that clinical tests to supplement its data would be "scientifically unnecessary and wasteful of research resources."

The spokesman also said Sterling plans to appeal the order to the commission. If the order isn't appealed within 30 days, it becomes the final commission order.

The decision is the result of a complaint filed by the FTC in 1973 about claims for analgesic products by Sterling, Bristol-Myers and American Home Products. Decisions made earlier against the two other companies have already been appealed to the commission.

Lois Holland Callaway Inc., the advertising agency for Vanquish, is also subject to the conditions of the order.

FTC charges against the ad agency that handled the other four Sterling products, Dancer Fitzgerald Sample Inc., were settled by a consent agreement last year.

It's 6 PM.

Do you know where your wife is?



How do you find women 18-49 between 4 and 8 p.m.? With EIGHT IS ENOUGH. Of the upcoming 15 shows currently being offered in syndication, EIGHT IS ENOUGH ranks #3 with women 18-49 — and finished 24% higher than ABC-TV's average prime time rating in 1979-80. The way women take to EIGHT IS ENOUGH, better to have the Bradfords working for you in early fringe. Not against you.

NOW SOLD IN 50 MARKETS

Our Shining Hour
EIGHT IS ENOUGH

LORIMAR

and adequacy of ABC's procedures for complying with the fairness doctrine and the personal attack rule."

The 20/20 segment in question—aired on April 3, 1980—was entitled "Hot Wire," and was carried by all of ABC's owned and operated stations, "and by virtually all ABC affiliates," according to Kaiser.

Kaiser cited references from the "Hot Wire" script which it said showed "beyond dispute," that the program "constituted an attack 'upon the honesty, character, integrity, or like personal qualities' of Kaiser."

For example, Kaiser said that, "ABC's spokesman, Geraldo Rivera ... charged that Kaiser 'admittedly influenced' the approval of residential aluminum wiring in the National Electric Code and that it did so out of concern for 'company profits' rather than product safety. This was followed by a suggestion that the aluminum industry 'was less than honest with the American public.'"

That being the case, Kaiser said, ABC was obligated to inform it of the fact that the program had been aired within seven days and also give Kaiser "reasonable opportunity to respond," as required by the commission's personal attack rule.

Kaiser did note that ABC had asked the company to "submit" to an interview to be included in the "Hot Wire" segment. Kaiser rejected that offer, contending to the commission that, "'a reasonable opportunity to respond' is not satisfied by inviting the object of the attack to submit to interrogation by his attackers."

Kaiser said the fairness doctrine was violated because the "Hot Wire" segment, "gave virtually no exposure to viewpoints opposing the dominant theme of the program."

The issues discussed on the program were, according to Kaiser, "by any test, controversial issues of public importance. Indeed, ABC stressed the public importance and the controversiality of those issues throughout the program."

In negotiating for response time with ABC, Kaiser indicated that it went in asking for at least 10 minutes on a subsequent edition of 20/20. ABC, it claimed, held out for a maximum four-minute reply to be aired on a future 20/20 show. Kaiser said it finally accepted the four-minute offer which it described as "not really adequate ... but better than nothing."

Late last year, however, after Kaiser presented ABC with its four-minute taped response to the "Hot Wire" segment, ABC came back with still a further counter-proposal—that the response be aired on ABC's *Nightline* which airs at 11:30 p.m. This was unacceptable to Kaiser because it said the audience for that program is much smaller than 20/20's.

It characterized ABC's repudiation of its agreement to air the four-minute response as "cynical, irresponsible and dishonorable. ABC has made a mockery of the commission's policy that complainants and licensees should attempt to work out their differences in good faith before going to the commission."

Washington Watch

Dereg effects. FCC has told Senate Commerce Committee that radio deregulation as adopted by commission would result in reduction of "five to eight work years over course of one year for approximately 40-50 employees and savings of \$250,000." This translates, according to FCC executive operations director, Thomas Campbell, into no reductions in staff or budget and probably no reduction in amount of time it takes to process license applications. It would, he said, allow distribution of staff from program and ascertainment review to technical staff, so backlog there could be reduced. FCC is now analyzing impact of S.270, deregulation bill introduced in the Senate Jan. 27. Acting Chairman Robert E. Lee will include that report in testimony at Senate hearings on bill, Feb. 26-27.

Telecomsubcom plans. Newly organized House Telecommunications Subcommittee plans to hold "baseline review sessions" of recent developments in communications industry before setting agenda for 97th Congress. Most popular format suggested for sessions was briefings on evenings or weekends from staff, lobbyists and agencies. Subcommittee completed 75-page budget proposal for next two years, including request for total budget of \$652,000 and staff of 18. Staff Director David Aylward plans to hire three senior counsel, specializing in communications, consumer affairs and finance, respectively, to direct activities of staff.

OPP replacement. Kalmann Schaefer has been appointed acting chief of FCC's Office of Plans and Policy ("Closed Circuit," Feb. 9) replacing Nina Cornell who left last Friday (Feb. 13) to form economic consulting firm with Bruce Owen, former director of economic policy office in Department of Justice (BROADCASTING, Feb. 9). Schaefer, who joined commission in 1977 as adviser on international telecommunications matters, later became chief, international staff, Office of Science and Technology. He chaired FCC Steering Committee that coordinated preparation for WARC '79 and served as vice chairman of U.S. delegation to that conference. Before joining commission he was senior staff member for international telecommunications in Office of Telecommunications Policy.

End of the line? Justice Department has told Supreme Court it should let CBS's 11-year-old antitrust suit for "per-use" music licenses lie where it is—dismissed by lower courts. Supreme Court had asked for Justice's views (BROADCASTING, Nov. 10, 1980) on whether to hear CBS appeal from dismissal of suit, filed in 1969 against ASCAP and BMI. Justice expressed reservations but concluded Supreme Court review is "unwarranted." Some lawyers speculated this marked end of line for case, but CBS sources said they "haven't given up."

Cautious words. Officials of states interested in opening courts to cameras and microphones received no encouragement from American Bar Association president William Reese Smith Jr., of Tampa, Fla., at ABA midwinter meeting in Houston. He said that despite Supreme Court ruling that states are within constitutional rights in opening courts to television and radio coverage (BROADCASTING, Feb. 2), he favors "go slow" approach in permitting such coverage. "I have grave reservations the public gets much useful information from 15 seconds on the evening news," he told reporters. Smith also said he has no plans to have ABA change its policy against broadcast of trials.

Mandatory carriage. Representative Samuel Stratton (D-N.Y.) has introduced bill to amend Federal Election Campaign Act of 1971 by providing free radio and TV time to candidates for election to federal office. Representative Joseph Addabbo (D-N.Y.) has introduced H.R. 1555, bill requiring that all new radio receivers be capable of receiving both AM and FM signals.

CNN wins fight with RCA over transponder

Federal court judge orders RCA to seek FCC OK to provide Turner service permanent home

Turner Broadcasting has won another battle in its year-long campaign to get and keep its Cable News Network on RCA Americom's primary cable satellite, Satcom I.

Judge Ernest Tidwell ruled in Atlanta federal court last Monday that RCA breached a 1976 contract by denying

Turner the right of first refusal to the last two transponders allocated on Satcom I and ordered RCA to seek FCC authorization to provide service on a permanent basis to CNN. The lawsuit alleging breach of contract was filed by Turner in February 1980.

CNN has been transmitting its all-news programing to hundreds of cable systems on a temporary basis since its start-up last June. The temporary service was the result of a consent decree, by which RCA promised to provide temporary service in exchange for Turner's promise to drop a request for \$35 million in damages, sought in the original suit.

The FCC has gone along with the consent decree, granting RCA permission to

It's 5 PM.

Do you know where your teens are?



If your target is teens between 4 and 8 p.m., put EIGHT IS ENOUGH on your side. Of the upcoming 15 shows currently being offered in syndication, EIGHT IS ENOUGH ranks #2 with teens — and finished 42% higher than ABC-TV's prime time average for 1979-80. For reaching teens in early fringe, there's no better choice. EIGHT IS ENOUGH is more than enough.

NOW SOLD IN 50 MARKETS

Our Shining Hour
EIGHT IS ENOUGH

LORIMAR

FCC wants Hill to make changes in laws on political broadcasting

Report, requested by Goldwater, says revisions are needed, especially on how 315 applies to debates and interview shows; cable's status should be reviewed

The 1980 elections gave rise to 45 formal rulings at the FCC concerning political broadcasting laws. Those were double the number issued during the 1972 and 1976 general elections combined.

In a report to Senator Barry Goldwater (R-Ariz.), who chairs the Communications Subcommittee, the FCC recommended last week that Congress consider revising certain sections of the Communications Act regarding political broadcasting. It also recommended a major overhaul in those laws as they apply to cable television.

The FCC's report came in response to a request from Goldwater last September that the commission report to him on its experience with the operation and application of political broadcasting laws during the 1980 elections. In submitting the report, FCC Acting Chairman Robert E. Lee concluded in a cover letter that the document "generally demonstrates that the existing political broadcasting laws are workable and serve an important function in the political arena."

Goldwater is expected to call for comments on the report this week from interested parties and later to schedule hearings on the issue. Initial reaction from a member of the Senate Commerce Committee staff who serves the Communications Subcommittee was that the report demonstrates more problems with the laws than Lee concluded need attention.

In the report, the FCC outlined major areas of controversy that emerged over political broadcasting laws during the 1980 election campaign. The first of these, reasonable access described in the act's Section 312(a), resulted in 10 rulings, the most notable of which stated that the three major networks violated the law by refusing to sell the Carter/Mondale Presidential Committee 30-minute spots.

Because a final decision in that case awaits Supreme Court action, the FCC deferred recommending a change in that provision. Based on its other experience with the provision, however, the FCC concluded it was "able to administer the law's requirements without serious difficulty."

A second center of controversy was Section 315—equal time laws as they relate to news exemptions, debates, sponsorship by independent political committees and censorship. The FCC asked for statutory changes in each of the first three areas.

The FCC asked Congress to consider establishing "more objective criteria determining the scope of the news interview exemption which would eliminate the need for the commission to scrutinize program content." News formats are changing, and the FCC wants to avoid having to judge subjectively which shows should be exempt. Its past decisions in those areas, it says, have resulted in shows receiving an "immutable stamp of approval" that "carries forward, even where the format or program may have changed."

Concerning debates, the FCC asked for change in only one of the provisions governing their exemption from equal time laws as bona fide news events. The requirement that debates be located outside a broadcaster's facility, said the FCC, may be stifling "the dissemination of ideas so important to the political process" in many communities.

Concluding its remarks on news exemptions including debates, the FCC recommended that Congress "consider the option of recasting or eliminating the existing exemptions and limiting Section 315's applicability to 'paid programing' produced by a candidate."

Two laws governing federal election campaigns enacted in the 1970's and a Supreme Court decision interpreting them affected the FCC's application of laws governing programs and announcements sponsored by independent political committees during the 1980 elections.

Those laws permit unlimited expenditures for broadcast time and other campaign activities by groups or persons independent of any candidate. "As a consequence, numerous independent expenditure committees were formed before the last general election," said the FCC, and "for the first time, the commission was faced with the implications of large broadcast purchases by entities outside the control and authorization of any candidate."

The proliferation of these groups raised new questions about the provisions governing reasonable access and the use of a candidate's voice or picture in announcements. These questions, concluded the FCC, deserve review by the commission itself or Congress.

Regarding the no-censorship clause of Section 315, the FCC recommended that "any exception to the no-censorship provision would be extremely difficult to administer." It concluded that no congressional action is necessary on provisions governing sponsorship identification of

political announcements, and deferred recommendation on provisions governing the right of a candidate to buy run-of-schedule spots.

The FCC recommended industry self-regulation as an answer to complaints concerning network polls and early predictions of election results. "If a remedy is deemed necessary, then it must come through appropriate legislation and a judgment in that area is one to be made by Congress," said the FCC, which added that it believes "any legislation in this area which might directly limit the presentation of information or news to the public would be contrary to the First Amendment."

The FCC ended its report by summarizing another report compiled for Goldwater on cable TV and political broadcasting laws. Although the FCC received "only a handful of complaints or inquiries" about cable TV during the 1980 campaign, those complaints "illustrate that there are some areas where cable television will have to be treated differently from broadcasting and that many difficulties in applying these laws to cable television are likely to develop in the future."

Kaiser petitions FCC to give it time on '20/20'

Latest step in company's effort to rebut ABC story on aluminum wiring is to ask for time under personal attack provision

Kaiser Aluminum & Chemical Corp. has asked the FCC to order ABC Inc. to provide 10 minutes of free time on its TV network's prime-time news documentary program, *20/20*, to respond to a segment aired on that program about residential aluminum wiring. Kaiser said ABC's airing of the segment violated the commission's personal attack rule and the fairness doctrine provision of the Communications Act, in view of the fact that Kaiser has not been provided time on a subsequent *20/20* segment to present its side of the story.

Kaiser also claimed that ABC reneged on a promise to air a four-minute taped Kaiser response on a subsequent *20/20* program (BROADCASTING, Feb. 9). In view of Kaiser's good-faith efforts to negotiate a settlement and ABC's unwillingness to do so, Kaiser said that ABC's licenses should be designated for hearing or it should be fined or the commission should institute "an investigation of the reasonableness

It's 4PM.

Do you know where your children are?



If you want to reach children between 4 and 8 p.m., reach for EIGHT IS ENOUGH. Of the upcoming 15 shows currently being offered in syndication, EIGHT IS ENOUGH ranks #2 with kids — and finished 101% higher than ABC-TV's average prime time rating for 1979-80. For your early fringe choice, turn to EIGHT IS ENOUGH. The show kids turn to.

NOW SOLD IN 50 MARKETS

Our Shining Hour
EIGHT IS ENOUGH
LORIMAR

"cable TV is eroding the audience of over-the-air TV. It's whittling away at the basic source of supply—it's reducing the broadcast audience."

Cole agrees there are still risks involved but they should be taken as cable offers the program alternatives that clients hunger for. Ogilvy & Mather's list of active cable advertisers includes Hershey Foods, American Express, Pepperidge Farms and TWA.

Pointing out some of the benefits of cable advertising, C.J. Kettler, vice president, programming research, McCann-Erickson, New York, believes it provides "a perfect opportunity to return to the 'Golden Age' of television where clients provide some of the programming." She adds: "That's the beauty of cable, it can offer more than just a 30-second smattering for a major advertiser. It can allow identification of a particular program with a specific sponsor."

Kettler recommends the medium for some of the larger clients that can make long-term commitments (she estimated two to five years), since buying early gives the option to continue at a less expensive rate.

Some of McCann-Erickson's major cable advertisers include Coca-Cola,

Mobil on cable. Chalk up one more company that's into cable advertising in a big way. Mobil Oil, already active in a broad range of media, last week signed a "multiyear, multimillion-dollar" contract with USA Network. USA says the pact will give Mobil "a major presence" on its sports broadcasts, making the oil company one of its principal advertisers. Mobil, which had run a limited campaign during ESPN coverage of NCAA basketball, looks on this USA deal as its first major cable buy. Agency for Mobil is Doyle, Dane, Bernbach.

L'Oreal, Buick and Hilton. The last two accounts have proved to be successful almost immediately on cable. Hilton has advertised on ESPN, using an 800 phone number in the commercials with consistently good results, she says. And local Buick dealers in the New York and San Francisco areas have placed spots on cable services claiming similar successes.

Mike Trager, executive vice president of the corporate broadcast group at D'Arcy-McManus & Masius sees a great deal more confidence in cable on the part of advertisers. This can be attributed to the increased penetration—more homes are wired. Trager also notes, "It doesn't hurt that both CBS and ABC are jumping into programming for cable. We have an educational program on cable at the agency, and we give a full cable presentation on everything from basic cable information to the latest technical developments, for all our clients," Trager says.

Unlike some of his contemporaries in

The method is the message. The Ad Hoc Cable Measurement Committee, comprising representatives of the advertising and cable industries, has decided on methodologies to be researched in its study of cable audience measurement. The A.C. Nielsen Co. was awarded the contract to conduct the research last December. By testing various methodologies, the committee hopes "to isolate the most viable and reliable methods for obtaining programming and advertising viewing data."

The tests, which will be conducted at two large cable systems later this year, will evaluate the effectiveness of eight different methodologies—variations of telephone and diary surveys. Each methodology tested will be validated by telephone coincidental.

The co-chairmen of the committee are Gabe Samuels, J. Walter Thompson, and Bill Ryan, Palmer Communications. The National Cable Television Association, represented by Kathryn Creech, senior vice president of industry affairs, is charged with raising money to pay for the research. All contributors will share the results of the research.

the advertising field, Trager doesn't see the audience for broadcast television diminishing as a result of cable. He feels that there is room for both media to exist comfortably.

As for the future of advertiser-supported cable, Trager envisions a recycling of programming reminiscent of the 1950's. Costs are reasonable enough for an advertiser to be identified with a program, he maintains.

Anheuser-Busch, which recently signed a long-term contract with ESPN, is D'Arcy's leading advertiser on cable.

Less optimistic on cable as a new medium for advertisers is Jack Hanrahan, vice president and director of media research for Leo Burnett Co., Chicago. Advertiser-supported cable "gets more attention than it deserves," says Hanrahan, who points to the "myth of the select audience." "TBS [Turner Broadcasting System] doesn't have any more of a select audience than CBS," he maintains.

On the positive side, Hanrahan finds potential in local interconnect systems now operating in Buffalo and Syracuse both New York; Seattle; San Jose, Calif., and other choice markets. The idea of local cable companies pooling efforts in advertising and programming is a concept that interests him.

Leo Burnett Co. includes Kellogg, Nestle and RCA among the agency's top cable advertisers. All of the pro's and con's of each cable opportunity are evaluated by Hanrahan's group. He considers his agency's stand on cable aggressive in the sense that it "stays on top of things," and wishes to "give the clients as much exposure as possible."

"The idea of getting in on the ground floor is blown way out of proportion," Hanrahan continued. "The medium must be looked at realistically; at this point there

are still problems to be worked out such as the need for audience information and the proof of performance."

Claiming to be a leader in the cable advertising field, Young & Rubicam began its experience with the medium back in 1969 in a joint venture with Cox Communications set up to develop local origination programming at a system in Warner Robins, Ga. This successful partnership provoked an interest that eventually led to Y&R's current aggressive stand on the subject. Some of Y&R's major cable advertisers are General Foods, Merrill Lynch, Holiday Inns and Johnson & Johnson.

Ira Tumpowsky, vice president of communications services at Young & Rubicam, enumerated five major issues facing the cable industry. They are: (1) wiring the top 25 markets; (2) programming; (3) channel capacity; (4) validation of subscription, and (5) audience research.

Of those five concerns, Tumpowsky highlights the issue of subscription validation. He compares subscription television to publishing, but stresses that, unlike magazines, for example, cable television isn't audited in regard to subscriber information. According to Tumpowsky, Y&R is working with the industry to establish such an auditing procedure that should be available by the end of this year.

In a similar vein, Tumpowsky noted that cable television can be further likened to publishing in the sense that both rely on three partners: the network, the subscriber and the advertiser. Young & Rubicam calls this "video publishing." Research at the agency leads it to the conclusion that this is the path cable will continue to take, cable with two sources of revenue. As a result, cable services will find it increasingly affordable to provide programming to a select audience, Tumpowsky says.



O&M's Cole



DM&M's Trager



Burnett's Hanrahan



Y&R's Tumpowsky

Every 400 People Millionaire!



YOUR BASIC
do-it-yourself
MILLIONAIRE
KIT

This Lively Half-Hour Weekly Series is
Hosted by Paula Nelson, a Vivacious
Economy Expert!

AVAILABLE FALL '81

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The American Dream:
It's All True and It Could Happen to You!
We'll Show You How to Get Ahead of the
Jones' and Stay There.

an affluent part of the New York market."

The long-range potential of the cable advertising sector has prompted both ABC and CBS to set up video entities to supply programming to cable. ABC preferred not to discuss its plans for advertising sales at this early stage since its operation is not scheduled to begin until April.

CBS was less reticent. Vincent Benedict Jr., vice president for sales of CBS Cable, said he and his staff have been calling on advertisers and agencies, "trying to get a feel of the market." CBS Cable has set midsummer as the target date for the debut of its service, which will provide cinema, dance, drama, music and variety programming 12 hours per day.



USA's Lawenda

BET's Johnson

"We have several handshake agreements with advertisers and hope to sign contracts soon," Benedict said. "Agencies are extremely interested in finding out what we're going to do. They reason that if it's CBS it will be done professionally."

Rates will be in the area of \$12,000 per hour, according to Benedict. There will be a maximum of seven commercial minutes per hour, five of which will be inside the program and inserted at "natural breaks,"

Benedict says. He points out that the cultural offerings are a "fine showcase" for one-minute or two-minute commercials to reach an upscale audience. CBS Cable already has more than 1.5 million subscribers under contract and expects that figure to grow substantially by mid-summer.

To date, BBDO estimates its cable billings at \$3.5 million and expects to add another \$1.5 million by year-end, according to the agency's network supervisor, Paul Green.

An organizer of the cable and new technology task force at BBDO, Green says that "I've become a welcome mat to the cable companies," in addition to being a consultant for the advertisers.

In recommending cable for a client, Green stresses the desire for "editorial identification." For example, one account, Pepsi, is placed in sports programming; General Electric may want an identification with hard news, and a "how-to" program would be suitable for Black & Decker. "We are looking for a hook for our advertisers," says Green, in order to best project the client's image and present it to a particular target audience.

On the other side of the coin, Green notes that today, cable is not a true national medium. It doesn't reach as many people as network TV; and right now syndication is more effective for national reach.

A supporter of cable advertising, Larry Cole, senior vice president of media services at Ogilvy & Mather, New York, insists "we've been believers and have given the benefit of the doubt to most of the cable proposals we've gotten."

Elaborating on this claim, Cole says,

True sign. Indicative of the growing interest in cable advertising is the first national conference on the subject being planned by the Cable Television Administration and Marketing Society. The two-day conference at the New York Hilton opens Tuesday, March 3.

A conference centerpiece is to be the round-up of advertising-supported cable networks on Tuesday afternoon. Fourteen networks will present five-minute videotapes describing their programming and advertising opportunities. Following the videotapes, the network representatives will go to different rooms to make longer, more detailed presentations. Participating in the round-up will be superstation WRBS-TV Atlanta, Entertainment and Sports Programming Network, USA Network, Black Entertainment Television, Cable News Network, Modern Satellite Network, A.R.T.S., CBS Cable, Spanish International Television Network, Satellite Program Network, Las Vegas Live, Warner Amex Satellite Entertainment Co., American Educational Television Network and Cinemerica.

Scheduled luncheon speakers are Ted Turner, chairman and president of Turner Broadcasting System, and Michael Roarty, vice president of marketing, beer division, Anheuser-Busch, a heavy cable advertiser. Other speakers are Ernie Olson, president of CTAM and a vice president of MetroVision; Tom Wheeler, president, National Cable Television Association; William Donnelly, vice president and director of resource management, Young & Rubicam, and Irving Kahn, chairman and president of Broadband Communications Inc.

The yet unnamed president of the Cable Television Advertising Bureau will make his debut before the cable industry with a speech on Tuesday morning Feb. 17 (see box, page 40).

Tuesday panel sessions: "Cable 101 to Cable '81;" "Targeting the Cable Audience for the Advertiser;" and "TV and Cable Trades Talk About Cable Advertising." Wednesday panel sessions: "Local Origination and Ad Sales"; "Mini-Webs—Regional Cable Interconnects"; "Cable Reps—The Missing Link between System and Agency"; "Ancillary Ad Opportunities;" and "New Methods of Spot Delivery." There will also be a round-table discussion of advertising agency representatives on Wednesday afternoon.

Graham Moore, director of corporate marketing services, Tele-Communications Inc., is conference chairman. Katherine Connolly, president of Media Facts, is vice chairman.

2M
MAGAZINE

No. 1
In RATING

FIRST TIME OUT!

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RALEIGH
WRAL-TV

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WIS-TV

MONTGOMERY
WSFA-TV

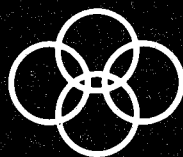
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*Dr. Robert Balon, Ph. D Broadcasting/Statistics MSA, Dr. Roger Blackwell, Ph. D. Marketing Ohio State University,
Jhan Hiber, RADIO & RECORDS-Hiber & Hart, Dr. George Litwin, Ph. D Psychology FORUM,
Dr. Len Lodish, Professor of Marketing Wharton School of Business, Dr. Richard Lutz, RADIO & RECORDS-
Hiber & Hart, Frank Masten, AMA, Dan Nimer, DNA Group, Dr. Richard Rosenbloom,
David Sarnoff Professor of Business Administration Harvard Business School and Curt Symonds, AMA*



M^cGAVREN GUILD RADIO

THANKS TO A TELEVISION STATION IN OHIO, SOMEBODY RECOGNIZED THIS CHILD.



Recognition. It's the one thing this child and thousands like him were lacking. They're the mentally retarded children who live in Ohio.

That's why our NBC Flagship Station in Cleveland got involved.

Their special report, "Forgotten Children," took viewers behind the locked doors of institutions for the mentally retarded. What they saw were conditions so deplorable, they could only be likened to the dark ages.

The broadcast had a dramatic impact on the entire state. Public reaction was

swift and the results were immediate. Among the most encouraging, several Cleveland neighborhoods opposed to the establishment of small group homes for mentally retarded children, have agreed to let them move in. All because of a television station's efforts on behalf of a group of kids powerless to help themselves.

Each of our NBC Flagship Stations has a commitment to respond to the needs of the community it serves. It's a good feeling when the result is greater human understanding.

THE FLAGSHIP STATIONS OF NBC

WKYC-TV
CLEVELAND

WNBC-TV
NEW YORK

KNBC-TV
LOS ANGELES

WMAQ-TV
CHICAGO

WRC-TV
WASHINGTON, D.C.



specialty magazines.

"Even over the next five years cable will be just a pimple, compared to television," he says.

Jeff Lawenda, vice president, advertising sales and commercial programs, USA Network, Glen Rock, N.J., looks upon 1981 as a banner year for both the cable advertising business in general and USA Network in particular. He keys USA's growth in 1981 to an expansion in its inventory, now 12 hours a day; an increase in rates, and stronger acceptance by advertisers.

A goodly portion of USA's programming is sports, both professional and amateur. In addition, it offers Calliope, a service for children (no advertising) and the English Channel, consisting of documentaries, music, drama and entertainment offerings.

According to Lawenda, USA programs are carried on about 1,200 systems reaching more than 6.3 million cable homes. He anticipates a circulation of about 10 million homes by the end of 1981.

Lawenda concedes that some advertisers are still wary of cable—unsure of what the medium actually delivers. But he points to a long list of clients, including American Express, Anheuser-Busch, AT&T, Champion spark plugs, Eastern Airlines, Exxon, Fuji, General Electric, Holiday Inns, Johnson & Johnson, Levi Strauss, Pepsi-Cola, RCA, Sylvania, Toyota, Trans World Airways and Warner-Lambert.

Lack of measurement of cable systems appears to be a major drawback to some advertisers. Joel Fisher, vice president and director of media research, Compton Advertising, New York, says: "We are less enthusiastic about cable than some agencies are since we don't know how good it is. Where appropriate, we have used it for some of our clients, including Procter & Gamble, Showtime and Johnson & Johnson. But we feel accountable to our clients, and our position is that there are few national advertising opportunities on cable."

Fisher's stance is challenged by George Babick, vice president in charge of sales for the Cable News Network, based in New York. It's Babick's contention that many advertisers and agencies have shied away from using cable because they have

CTVB executive update. Progress is being logged in the search for a president for the fledgling Cable Television Advertising Bureau—a field of 18 candidates has been narrowed to six (with a "couple of standouts" said to be among them). The final decision of the CTVB search committee—composed of William Ryan of Palmer Communications, Andrew Goldman of Teleprompter, J. Leonard Reinsch of Warner Amex and Kay Koplovitz of USA Network—was expected to be made Saturday Feb. 14 after the search committee and three other CTVB executive committee members interview the half-dozen finalists. That day of interviews and decisions had originally been scheduled for the week of Feb. 2.

One goal of the CTVB board is to introduce the new president to the industry at the March 3 advertising seminar to be held in New York by the Cable Television Administration and Marketing Society. The likely background of the eventual winner is suggested by the fact that an early favorite for the post was Norman E. (Pete) Cash, former president of the Television Bureau of Advertising. Cash, however, accepted another position, executive vice president of In-Person Communications Inc., in the interim. Another name that's apparently under consideration is Robert Alter, executive vice president of the Radio Advertising Bureau.

One thing that may make the new president's task of assembling a staff easier: The search committee already has a pile of resumes submitted by persons interested in jobs other than the top slot.

our service," he claims. "For others, they're not ready to change traditional habits. Fortunately, there are enough advertising people around who have cable, many in their offices as well as at home."

The mission of the cable industry, he says, is to convince more and more advertisers and agency officials to watch cable.

It's no secret that CNN has been operating heavily in the red since it went on the air last June, but Babick says considerable progress has been made in both advertising revenues and homes reached. He said that as of Jan. 31, CNN was reaching 4,691,000 homes.

He declined to discuss advertising revenues—except to say they have increased substantially—because of a proposed stock offering of CNN shares.

CNN allots 12 minutes per hour to advertising. Two minutes are returned to the cable operator for local sales and 10 minutes are sold to national advertisers. (The amount devoted to advertising varies with the network, ranging from six to 12 per hour of programming.)

Babick points to a long list of CNN advertisers—about 85 this year—and reports that major clients include Sears, Roebuck & Co., General Foods, American Express, Bristol-Myers, Campbell Soup, Shell Oil, Atlantic Richfield, General Mills, Oster Appliances, Procter & Gamble, Quaker Oats and Wrigley.

Though CNN's selling proposition is that it can zero in on an upscale audience, two other services, SIN, the Spanish Television Network, and Black Entertainment Television, are promoting another demographic gambit—America's large Spanish-speaking and black populations. Cable's potential to reach these huge audiences is cited by SIN and BET.

At present, both organizations are relatively small. SIN owns and operates nine TV stations and six translator stations and its programming is picked up by 85 cable systems reaching about 250,000 Spanish-surnamed households.

Bill Stiles, executive vice president of SIN, says this extra circulation has helped attract advertising. SIN's immediate goal is

to add systems to raise the numbers.

"Our feeling is that if a community is only 2% to 3% Spanish-speaking, it should have a Spanish channel, considering there are anywhere from 35 to 55 channels," Stiles contends. "By the way, we're not selling cable versus TV; we're selling the Spanish market."

Black Entertainment Television's foray into cable TV is a modest venture at present, but Robert L. Johnson, its president, has high hopes. BET's programming is carried one night a week (Friday) from 11 p.m. to 1 a.m. to more than five million homes, 10% of which Johnson estimates are black.

BET programming consists of black college sports and feature films in which blacks star or have leading roles, Johnson says. A major goal of BET is to expand the number of hours of programming to attract additional advertisers.

Johnson says BET has signed 14 national advertisers, including Sears, Roebuck & Co., Anheuser-Busch, Kellogg, Pepsico, Time Inc. and the U.S. Army.

Johnson thinks big. In five years, he projects that BET will be a 24-hour-a-day service attracting a host of advertisers. "Cable must grow in the urban markets," he insists, "and almost 50% of the blacks live in those markets."

Tom Sassos is vice president and general manager of Cable Network Inc., New York, which represents systems in the metropolitan New York area. CNI has been in business since last August; represents seven cable systems serving more than 800,000 homes, and is projecting advertising billings of \$1 million by September.

Sassos acknowledges that the lack of research is an impediment to cable advertising growth. But he says there is a skimpy economic base to finance research at present.

"In a small way, we've provided some research," Sassos volunteers. "Mainly profiles of the New York market in terms of education, income and life styles, similar to magazine research. We feel cable is



ESPN's Presbrey

Eastman's Weinstein

not watched the medium on a continuous basis.

"We have found that agency and client officials who are watchers of CNN, for example, become very enthusiastic about

Westar satellites now broadcast 174 hours of programming every 24 hours.

We've grown a lot since 1974 when we put the nation's first domestic communications satellite in the sky.

In fact, we've grown so much that Westar® satellites now beam more than 63,400 hours of programming a year. That's why more households receive programs carried by Westar than any other satellite service.

Why are so many broadcasters turning to Westar?

One reason is economics. As a rule of thumb, it's five if by land, one if by satellite. For example, the terrestrial distribution of a one-hour, prime-time show from Los Angeles to New York would typically cost \$1,832. That same distribution by satellite, \$390.

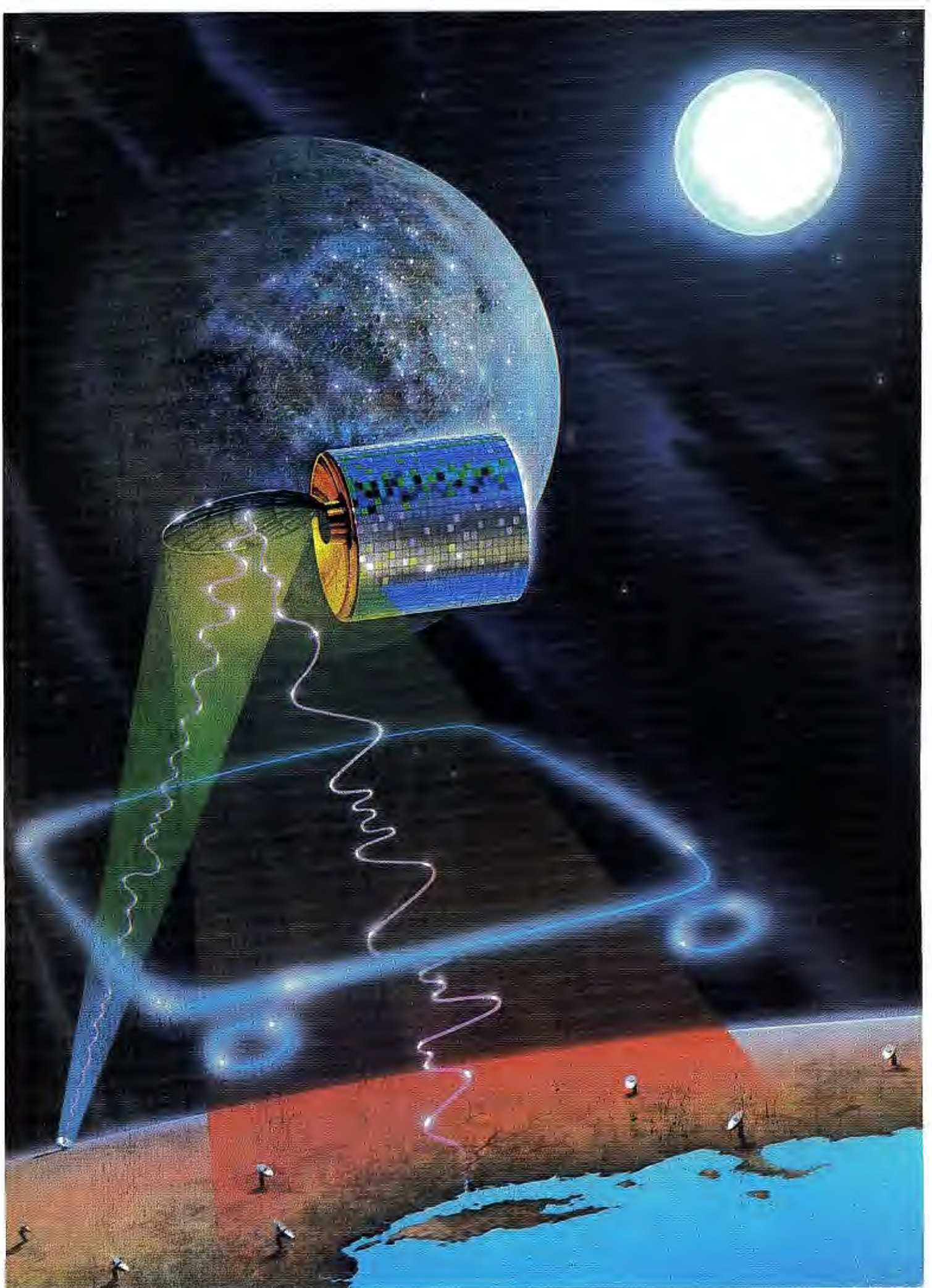
Another reason for Westar's growth is uniform quality. Westar allows broadcasters to transmit programs instantaneously from one point to another or to many points. Even if those locations are across the continent. And reception is consistently high quality at all points.

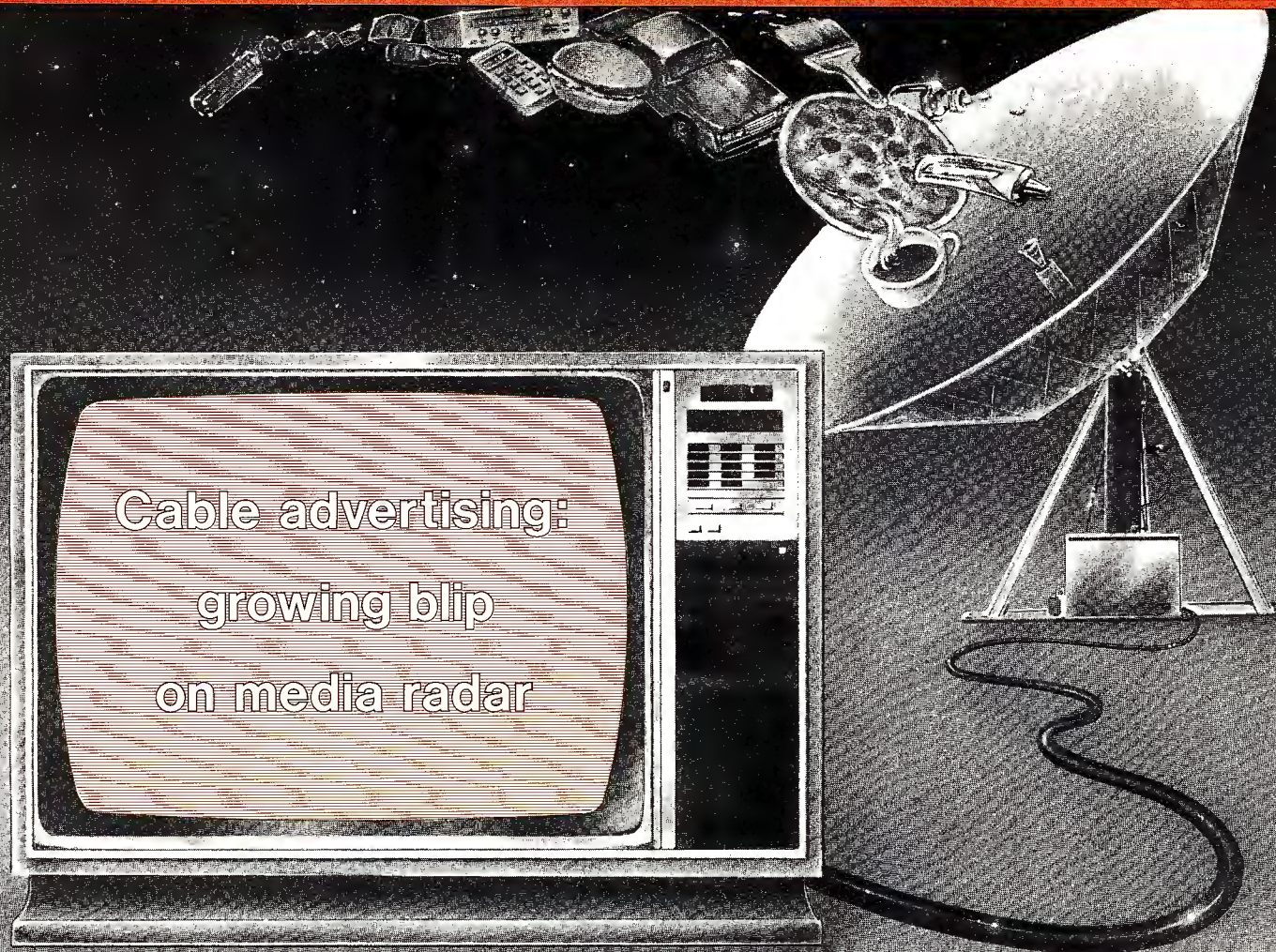
With reasons like these, it's no wonder that the major networks are using more satellites. Or that the Public Broadcasting Service now has 270 stations receiving programming via Westar. Other program distributors, too, have realized the impact of satellite communications.

It all adds up to a brave new world for video and audio broadcasting, 22,300 miles above the earth.

A world brought to you by Western Union.







Cable advertising:
growing blip
on media radar

There's no longer a question of whether new technique will take hold, but only of when and to how great a degree

Cable television advertising, still in its infancy, holds the promise of growing into a robust medium. Not right away, of course. The most knowledgeable estimates from sales executives in the field are that cable advertising in 1980 attracted expenditures of \$35 million. And projections are that in 1981 advertising should double to \$70 million, and rise to about \$350 million by 1985.

By conventional media standards, even \$350 million is less than a staggering sum. Its most loyal adherents concede that cable will cause hardly a dent in broadcast television advertising, even in the next decade.

But they are equally convinced that in the segmented environment blueprinted for the 1980's, cable advertising will play an ever-increasing role as advertisers seek specific, targeted audiences.

It was the emergence of the satellite that nudged cable into the national advertising spectrum, and cable has been growing ever since. Michael Presbrey, vice president of ESPN, the Entertainment and Sports Programming Network, notes that in its first year of operation, ESPN had only 12 national advertisers.

"True, we were on the air only a few months in 1979," Presbrey remarks, "but by the end of 1980 we had 82 national advertisers. By Jan. 26 of this year we had more billings on the books than we had for all of 1980."

ESPN calls itself the nation's largest advertiser-supported cable TV network, with 7.3 million subscribers on 1,298 cable systems.

Among accounts it numbers are Panasonic, General Telephone & Electronics, Fuji, Subaru, Exxon, Mobil, Getty and numerous publications, including *Panorama*, *Sports Illustrated*, *The Wall Street Journal* and *Barron's*.

What's keeping some advertisers off cable, according to Presbrey, is their perception that "our universe is too small" and the lack of measurement ("they don't know exactly what they are buying"). Presbrey estimates that the prime time C-P-M on ESPN is \$4-\$5.

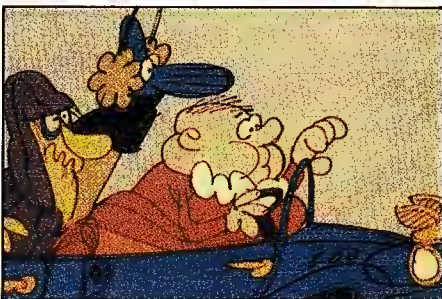
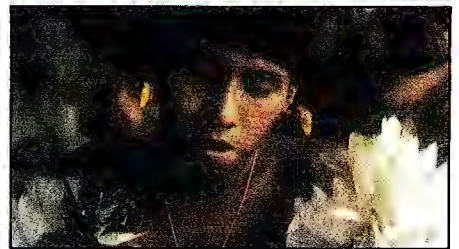
One way to build bigger numbers is by using interconnections linking various contiguous systems. Carl Weinstein, president of Eastman Cable Rep, New York, probably the largest rep firm in the field, says his firm has made strong progress in this area.

By persuading some of his clients in San Diego and San Jose, Calif., Buffalo and Syracuse, N.Y., and New London, Conn., to arrange interconnects, Eastman Cable can now talk to advertisers and agencies about a potential audience of well over a million, instead of a fraction of that figure.

In the 10 months Eastman Cable has been functioning, it has persuaded about 80 advertisers to try cable TV. Represented in its client roster are Hertz, Mercedes, Budweiser, Taylor wines, Toyota, Coors beer and Datsun.

Weinstein believes that advertisers eventually will create a special budget for cable when they want to reach specifically tailored audiences. He speculates that cable may take a very small part of budgets that might have been allocated to spot TV or

ALL NETWORKS ARE NOT CREATED EQUAL



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USA carries more than 375 prime-time events to nearly 6 million cable households in 48 states. In fact, no other network offers more live, professional sports than USA.

And this season, we're producing a new show...Sports Probe. A hard-hitting half-hour of sports figures in the "hot seat," facing the sports press and hosted by nationally syndicated columnist Larry Merchant.

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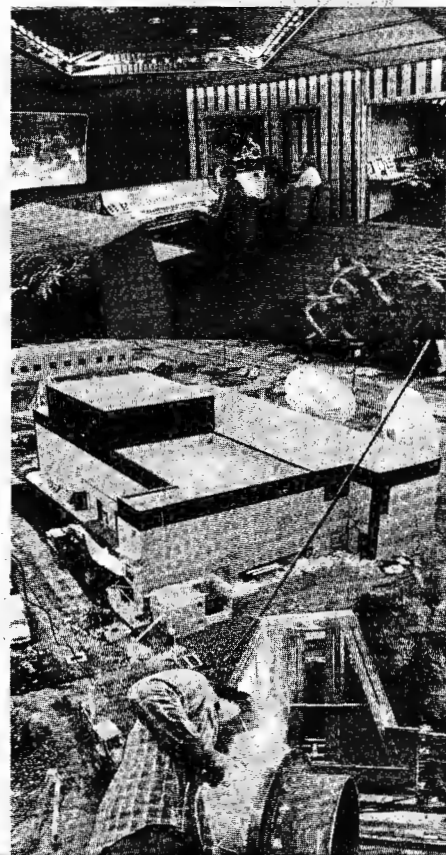
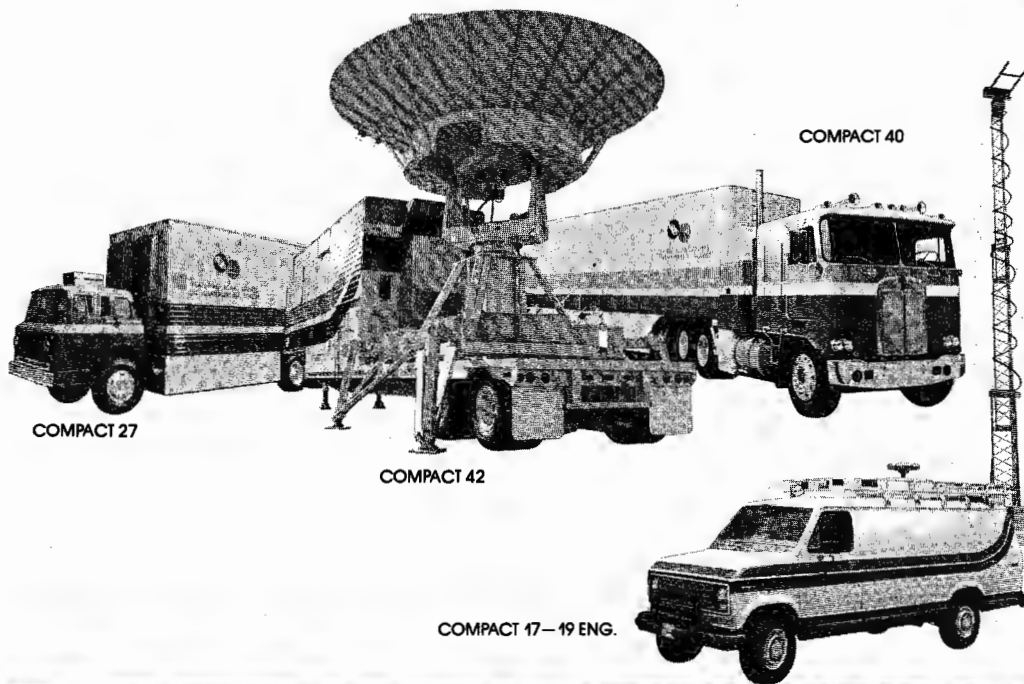
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Whether you're considering a broadcast or satellite transmission center, a television complex, editing or audio facilities, or just a simple screening room, *Call on Compact Video today.* We make state-of-the-art technology practical.



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If and when on NBC. NBC Entertainment has announced what it labels a "mostly upbeat" roster of drama projects in development for the fall 1981 season, including a dozen pilots, two series and several "long form" features that might evolve into series. An attempt to mix "humor within the drama" is the characterization used by Stuart Sheslow, vice president for drama development, in releasing the list last week. A few of the programs had been discussed last month by NBC Entertainment President Brandon Tartikoff during Los Angeles press briefings, but more details were released by Sheslow.

Father Murphy is the title of a definite series to be produced by Michael Landon and starring Merlin Olsen as the "father" to 50 orphans in the old West. Patty Duke Astin, originally named as a co-star, has not been confirmed as a cast member. The only other series confirmed for next fall is *Maverick*, produced by Warner Brothers and starring James Garner.

Longer features, some of which aired this season on NBC, are being reviewed as possible fall series. These include *Skyward*, directed by Ron Howard and produced by Anson Williams of *Happy Days* fame; *Joe Dancer*, from Filmways, and *The Coach*, produced by A. Shane Company and featuring Robert Conrad.

The list of committed pilots for NBC does not include possible comedy series, which were announced last month. The latest entries are: *Fame*, drama with music based on motion picture of same name, produced by MGM Television and Jozak Productions; *untitled pilot*, a drama with music starring singer Hoyt Axton, produced by Warner Bros.; *The Chicago Story*, anthology about lawyers, doctors, and police officers, produced by MGM Television; *Iron Cowboys*, drama

about two undercover agents who travel a lot and refuse to carry guns, produced by MTM Enterprises; *Judgement Day*, courtroom-based drama in which jury decides if person on "trial" goes to heaven or hell, produced by Ed Friendly Productions and starring Victor Boone, Roddy McDowell and Barry Sullivan; *Norma Rae*, spin-off from movie which starred Sally Field (in this pilot featuring Cassie Yates), produced by Saracen Productions with Rose & Asseyev Productions, and 20th Century-Fox TV; *The Second Family Tree*, drama about couple and their stepchildren adjusting to new marriage, produced by Saracen Productions; *O'Mally*, starring Mickey Rooney as a private detective taking on unusual cases, produced by Columbia Pictures Television; *The Posse*, featuring four retired persons who investigate neighborhood crimes, produced by David Gerber Co.; *The Archer*, science-fiction drama based in Middle Earth, produced by Universal Television; *The Seal*, action/adventure series in updated western mode and starring Ron Ely, produced by Universal Television; *Starr Knight*, about a teen-ager who is unaware he has supernatural powers, produced by Paramount Pictures TV.

Other programming-related announcements from NBC last week included: completion of production on a comedy project starring the Rev. Gary Nutt (of *Hee Haw*) as *Reverend Grady*; production start-up on half-hour action/comedy called *The Stockers* (starring football quarterback Terry Bradshaw and singer Mel Tillis), and contract with Kurtz & Friends animation house for special animated material for *Project Peacock* series. The network also announced the addition of *The Gangster Chronicles*, a new series about organized crime, to its prime-time schedule. Official debut is Feb. 21 at 9 p.m. Saturday.

basic principles underlying the rulemaking are sound, indeed compelling. They should and will make their way into case-by-case law enforcement."

Pertschuk also noted that if advertising of nonprescription drugs were "totally unrestrained," there would be "considerable potential for abuse and real consumer injury." And he added: "Any attempts by advertisers to make drug claims for purposes not approved in final FDA rulings should meet with very strict commission scrutiny."

Although Pertschuk has denied that the vote was affected by politics, representatives of consumer groups that testified for the adoption of a rule find that hard to buy. Bruce Terris, an attorney who argued for the adoption of the rule in representing the consumer affairs committee of Americans for Democratic Action, described the vote as "obviously an enormous retreat for the FTC." Terris also thought the commission's vote could be seen in its political context. He suggested that foremost in the commission's mind is the narrowing of authority effected by Congress last year. "Fact is the FTC is turning tail because it's afraid of what's going on in Congress," he said.

"Deeply gratified" by the outcome were the chief opponents of the proposed rule: the Proprietary Association and the American Association of Advertising Agencies. The AAAA had argued that the rule would infringe upon advertisers' First Amendment rights; the Proprietary Association, whose members manufacture more than 90% of all nonprescription medicines sold in the United States, had argued that the rule would stifle communications between producers and consumers on matters of self-medication, curtail competition and violate constitutional rights by banning the use of truthful and nondeceptive language in advertising.

Consumer groups supporting the rule had argued it was necessary to keep advertisers from making false claims about over-the-counter drugs.

FTC's antitrust powers threatened

White House proposes cutting funds for Competition Bureau, effectively curtailing its activities in competition and monopoly cases with some powers going to Justice Dept.

The Reagan administration has recommended removing antitrust enforcement from the Federal Trade Commission's domain by phasing out funding for the agen-

cy's Bureau of Competition over the next three years.

The bureau, which has a budget of about \$15 million for fiscal 1981, is the agency arm that enforces antitrust laws, litigates matters arising under the Clayton Antitrust and the Robinson-Patman Acts—the key statutes the agency uses to fight monopolies and regulate competition and merger agreements—and administers the Export Trade Act.

In a budget directive to the FTC Thursday (Feb. 12), the Office of Management and Budget announced its recommendation, laying out a timetable for cutbacks. The OMB proposal calls for reducing FTC's current budget of \$73 million to \$67.7 million. For fiscal 1982, the budget would be cut to \$59.4 million and by fiscal 1985 the budget would be down to \$41 million.

According to a commission source, the directive says the cutback "assumes phase-out of the maintaining competition missions [antitrust actions] over the next 36 months."

Another source said the proposal assumes that the commission would turn over its antitrust cases to the Justice Department.

Although it ultimately would be up to Congress to set the level for FTC funding, one high-level commission source noted that he wasn't sure "how many friends we have left there."

The commission met in closed session Friday afternoon to work out an appeal from the OMB recommendations. The deadline for filing such an appeal was Saturday evening (Feb. 14). Whether any appeal will affect the OMB recommendation is doubtful, said a White House official. But FTC personnel were working feverishly Friday in an effort to get their response ready before the Saturday deadline fell.

In Brief

Viacom sews up San Francisco cable franchise until 2005 ■ SMPTE and EBU agree on set of standards they'll back in effort to establish worldwide digital TV format ■ Tests of TV in Senate end up in mini-controversy over NBC News "scoop" ■ AT&T thinks that someone's getting the wrong idea about its ambitions in telecommunications, will put its side of the story before the NAB executive committee this week ■

And more on ...

Pages 128-129.

to the proposals. "CPB support goes to 387 noncommercial radio and television stations. These will probably object to a reduction in CPB funding since their non-federal support is barely keeping up with inflation. In addition, public broadcasting has millions of viewers, many of whom are articulate and politically active," the report says.

One such viewer is Robben Fleming, president of CPB, who told BROADCASTING that the corporation wouldn't take the cutbacks lying down—not just because of the money involved but also as a matter of principle. According to Fleming—and other prominent members of the public broadcasting community—the crucial issue raised by the proposed cuts is that they would destroy the concept of public broadcasting's supposed "insulation" from government intervention.

Fleming pointed out that Congress, in 1975, passed legislation intended to insulate public broadcasting from political intervention by authorizing and appropriating funds for CPB in advance. Under the legislation, for example, CPB's funds for 1982 were appropriated in fiscal 1980. If CPB's funds are cut back in 1982, said Fleming, the insulating mechanism public broadcasters "fought hard for" wouldn't seem to amount to much.

Frank Mankiewicz, president of National Public Radio, echoed Fleming, noting, however, that "if they're going to start cutting Medicaid, who are we to say: don't cut public broadcasting?"

But Mankiewicz, too, thought it important to fight the cuts for 1982 and 1983 because of the principle involved. If the integrity of the advanced-funding mechanism isn't left intact, he said, "it's not public broadcasting; it's government broadcasting."

Commercials may be answer to public broadcasting cuts, says KCET's Loper

Speaking for L.A. station and for New York's WNET, he feels alternative financing rather than appealing to Congress is answer to new fiscal dilemma

Given the Reagan administration's drive to reduce federal funding for public broadcasting, at least two leading public-television stations now have beefed up their investigation of possible new sources of revenue—including some methods of selling commercial time.

According to James Loper, president of KCET(TV) Los Angeles, both his station and WNET(TV) New York (Newark, N.J.) are analyzing what "trade-offs" could be proposed to the government should funding through tax dollars be decreased.

Among the possibilities being considered is the sale of time for commercials

that would be "institutional in nature," Loper said, adding that "I would never want to see product advertising" on public television. Loper said advertising agencies have been contacted for their reactions.

Being explored as well, Loper said, are possible changes in investment tax credit laws to allow private investors to participate in public television program financing, and perhaps an income-tax provision that would allow contributions to public stations to be counted even if a standard deduction is taken. Loper said he and others are "looking at a whole package" of ideas.

At the Public Broadcasting Service, the possibility of noncommercial stations selling commercial time is seen as off-base. "We are on record as thinking that commercials on public broadcasting are inappropriate," said PBS President Lawrence Grossman. He added that PBS has asked the FCC for permission to run corporate logos to give credit to underwriters—but not commercials.

Loper also has his eye on PBS, specifically whether station benefits from the organization are worth the current financial support. KCET dues to the organization now are running between \$112,000 and \$113,000 a year—a figure that Loper says reached about \$150,000 when other PBS-related projects are included. While that may only amount to less than 1% of KCET's annual budget (which Loper puts at about \$18 million), he questioned whether it still is too much and whether PBS itself should be trimmed. He added that the Corporation for Public Broadcasting structure also should be re-evaluated.

As for the suggestion that PBS should cut back, Grossman said the organization's budget will be reviewed and KCET will "have an opportunity to comment, as all stations will."

Loper claimed that the Reagan administration's proposed budget cuts are a sign to stations to move "to independent self-help status . . . The administration is urging us to take a good look at our house." And he said stations have to take the initiative to find new money sources because it likely would "do no good to go crying to Congress" for the financial status quo.

NAB convention plans unscathed by fire in Las Vegas Hilton

A fire that killed eight people and injured 200 at the Hilton hotel in Las Vegas last Tuesday (Feb. 10) is not expected to significantly affect the National Association of Broadcasters' annual convention scheduled for April 12-15 at that city's convention center. The 2,700-room hotel, which usually serves as radio headquarters for NAB's convention, is expected to reopen this week with at least 2,000 of its rooms in service.

The hotel suffered "no structural damage" from the fire, according to

Harold Niven, NAB vice president for planning and development, who expects the hotel to be fully operational in time for the April convention. According to Mark Smith, vice president-general manager of KLAS-TV Las Vegas and vice chairman of the NAB television board, most of the damage done by the fire occurred in the area of the elevators in the hotel's east wing. Smoke damage to many of the rooms in that wing is reportedly being repaired in an intensive wall-papering and painting blitz to be completed this week.

This is the second hotel fire in three months to threaten NAB's convention planning. On Nov. 21, 1980, fire destroyed much of the MGM Grand hotel in Las Vegas, where NAB had planned to house its television headquarters. Space has since been found in three other hotels, the Dunes, Caesars Palace and the Alladin hotels, for reservations lost at the MGM Grand, which is not expected to reopen before July.

FTC abandons plan to mandate label language in ads for over-counter drugs

Victory for Proprietary Assn. and AAAA's is defeat for consumerists, one of whom thinks agency has 'turned tail' after Hill setbacks

After more than five years of study, the Federal Trade Commission voted unanimously last week to kill a proposal to regulate the advertising of nonprescription drugs.

However, although the five-member commission agreed to end that regulatory effort, it also noted it would continue to scrutinize drug advertisement claims on a case-by-case basis.

The proposed rule would have required claims in ads about over-the-counter drugs to use language approved for labels by the Food and Drug Administration. But apparently the rest of the commission agreed with Commissioner Robert Pitofsky that no such rule should be adopted. "I am not convinced that FDA determinations with regard to labeling claims are always or even usually appropriate for drug advertising," Pitofsky said. "There is a danger that a rigid approach which ties advertising to government-approved words could restrict the dissemination of truthful and useful information," he added.

Chairman Michael Pertschuk said another difficulty for the commission in adopting the rule was that the FDA had not completed its studies of the drugs. "This means that we are unable to assess reliably the degree to which advertising claims will conform to FDA's final labeling strictures without our involvement," he said.

Nonetheless, Pertschuk said, "some



International visionaries. Four men deeply involved in the past development and future application of high-resolution television gathered for the demonstration of the NHK system at the SMPTE television conference in San Francisco. L to r: Joseph Flaherty, vice president for development and engineering at CBS-TV, the network that has proposed reserving direct broadcasting satellites for high-resolution television; Francis Ford Coppola, the noted producer-director ("The Godfather," "Apocalypse Now") who envisions making movies with high-resolution videotape instead of film; Joseph Polonsky, technical director at France's Thomson-CSF and an early contributor to the technology, and Takashi Fujio, chief developer of Japan's NHK system.

Public radio, TV threatened with 25% budget cuts

Reagan administration draft would pare funds by some \$43 million next year, trim back to \$100 million by 1985; CPB and others say move would strip medium of insulation from government

If budget cuts proposed by the White House Office of Management and Budget are made, public broadcasters may have to tighten their belts a number of notches in coming years. The OMB has proposed hacking the Corporation for Public Broadcasting budget—the chief source of federal funds for public broadcasters—25% for fiscal 1982 and even more after that.

According to the proposal, CPB funds would be cut from \$172 million to \$129 million for fiscal 1982 (Oct. 1, 1981-Sept. 30, 1982). Further cuts would bring CPB to a plateau of \$100 million in 1985.

Adding to public broadcasters' reasons for gloom is that OMB has also called for cutting back the budgets of other programs that supply public broadcasting with federal funds. For example, the National Endowments for the Arts and the Humanities, which between them will provide the public broadcasting system with about \$16.5 million in fiscal 1981, have been slated for 50% cuts for fiscal 1982.

Although public broadcasters are concerned about the proposed cuts, they are quick to point out that the proposals have not been announced officially. The proposals appear in the working papers OMB is using to prepare President Reagan's revised budget for fiscal 1982, which Reagan is scheduled to present to Congress on Feb. 18. The papers, known as the "black book," had been made available to a select group of congressional Republicans and were made public by the U.S. House of Representative's Democratic Study Group last week.

The OMB papers note that 60% of CPB's current appropriation of \$162 million is sent out in "block grants" to local stations while 24% goes to national program production. Although the report says it should be up to CPB to decide how to accommodate the proposed cut, it suggests that if "a 25% reduction in fiscal year 1982 was directed primarily at administrative costs and national program production, support to local stations could be held relatively constant."

The report adds: "Given the necessity for funding restraint and the need to cut out low priority items in the budget, a 25% cut is reasonable for 1982. Additional reductions would be made in 1983 and 1984 so that the funding for CPB would level out at \$100 million in 1985."

Besides furnishing a rationale for the cuts, the report also speculates on reaction

ment, explained, digital technology is "absolutely essential for developing high-resolution television." It's the only way that the wide bandwidth of a high resolution signal can be recorded, edited and processed, he said.

Once the high-resolution signal is digitally run through the mill, all that remains is to find some way of distributing it. The wide bandwidth needed to transmit it makes over-the-air broadcasting in any country impossible. The alternatives are cable, fiber optics, videodisks, videotape and direct broadcast satellites.

The Japanese intend to use direct broadcast satellites. NHK has already conducted experiments in transmitting high-resolution signals via DBS. In November 1978, NHK successfully transmitted signals from the same system that it demonstrated through Japan's experimental BSE satellite to 2.4-meter earth stations. Because of the extraordinarily wide bandwidth (80 mhz for the luminance signal and 25 mhz for the chrominance signals) needed to transmit the frequency-modulated high-resolution signal, NHK used two transponders, one for the luminance and one for the chrominance.

The DBS experiments were conducted using a 12-ghz satellite. Unfortunately, the World Administrative Radio Conference's plan for DBS service in Asia and Europe has foreclosed the possibility of the Japanese using 12-ghz DBS for high-resolution by limiting the bandwidth of each satellite channel. As Fujio pointed out, the Japanese must now await the development of the next generation of DBS, which would use the 22-ghz band.

Recent interest in high-resolution television, much of it sparked by CBS's








proposal to reserve direct broadcast satellite frequencies for high-resolution service (BROADCASTING, Feb. 9), has rekindled SMPTE's interest in it. At its annual meeting last November, SMPTE reactivated its high-resolution study group which was set up in 1977 but had been dormant since October 1979.

The rejuvenated study group met for the second time during the San Francisco conference to discuss the work of Fujio and others in the field and the possibility of a worldwide standard. Donald Fink, chairman of the group, was absent from the meeting.

"Electronic cinema." Movie maker Francis Ford Coppola has developed "a process which will ultimately revolutionize the way in which movies will be made." Essentially, the technique being used in Coppola's upcoming feature film, "One from the Heart," involves the simultaneous use of film and video recording units, video editing facilities, display monitors and sound mixing systems. The set-up allows the director to constantly re-work material as it is being shot and monitored on display screens and playback units. Allowing him to continually "preview" the film as it is made will, according to Coppola, lead to "a tightening of the script and elimination of unnecessary scenes and sets, further cutting the cost of the movie." Thomas Brown, formerly with the special effects team of Lucasfilm, is supervising the dual film/video production and editing activities for Zoetrope Studios, Coppola's production company.

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:

- Feb 23  Special report on low-power TV, from A to Z. What it is. How to go about getting one of these mini-stations, how to finance and program. Who the major contenders are. And how it might change the television universe.
- Mar 2  BROADCASTING comes to bat again with its annual report on baseball rights at the local and national levels; who holds the contracts and how they intend to use them.
- Mar 9  **Pre-NATPE.**
- Mar 16  **NATPE** . . . 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.
- Apr 6  **Pre-NAB.** Getting ready, getting set and . . .
- Apr 13  **NAB** . . . going on the National Association of Broadcasters 59th annual convention in Las Vegas.
- Apr 20  **Post-NAB.** Gavel-to-gavel report on the industry's yearly self-examination of where it's at within the radio and television media, and where those two continue to fit within the evolving context of telecommunications.

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.*



NHK's high-definition TV demonstration to the SMPTE. Photo by Donna Foster-Roizen.

Clear advantages to high resolution

Demonstration of Japanese 1,125-line system at SMPTE brings raves over picture quality

High-resolution television has made its American debut. The Japanese Broadcasting Corp. (NHK), which has been working on the technology since 1968, demonstrated its 1,125-line system for the 800 engineers attending the Society of Motion Picture and Television Engineers annual conference in San Francisco, Feb. 6-7.

By using twice the number of scanning lines and six times the video bandwidth of conventional television, the NHK system produced a picture that went a long way toward bridging the gap between video and film. The system consisted of a studio camera, camera control equipment, three oversized monitors and a 55-inch projection television set.

"It was just outstanding," said Lew Wetzel, vice president of engineering of the National Association of Broadcasters. "You could stand three feet in front of the monitor and not see any lines at all."

The shading was "beautiful," Wetzel said, and the colors were "very, very true." Although there was nothing in any of the images displayed to allow him to judge critically minute detail, Wetzel said scanning lines moved from "red to green to black with no ringing of colors and the edges were very sharply cut."

Warren Pritchard, chief engineer at KREM-AM-FM-TV Spokane, Wash., was also "very impressed" by what he saw. "The extreme quality on the monitors was exceptional, and I was quite pleased with what was showing up on the projection screen."

An observer seeing only the projection TV "would accept the colors of it as quite good," Pritchard said. Only when he com-

pared the colors to those of the monitors did the projected colors look faded, he said.

Upon close inspection, Pritchard also observed that there was "visible fine noise" in the scanning lines, but it became invisible at anything approaching normal viewing distance and "was not of the disturbing type."

It was not just engineers who came away from the demonstration impressed by it all. Movie director Francis Ford Coppola, who has applied video extensively in producing his current movie (see page 32) and would like to apply it exclusively in future projects, dropped by the demonstration to take a look. His reaction: "I would like to borrow the camera from NHK and show everybody what you can do with it."

Coppola said he is going to make a movie using videotape with resolution even higher than that demonstrated by NHK. Reminded that the production equipment doesn't yet exist to attempt such a move, Coppola said work being done by Sony, Bosch-Fernseh and others on digital equipment—"They are all pioneers"—would culminate in such equipment.

Coppola plans to deliver a paper on his plans for high-resolution video at the Montreux International Television Symposium next spring, where, he said, much of the work on high-resolution video being done around the world will converge. Coppola's desire to work with videotape is based on his belief that it will allow him to make movies more quickly, more efficiently and more creatively. "We will be able to make use of all the wonderful digital effects." For the motion picture industry to flourish, he said, "the old ways must die away and give way to new life,

new technology and new talent."

The demonstration followed a short paper delivered by Takasha Fujio, the NHK engineer chiefly responsible for its development. Fujio pointed out that the various parameters incorporated into the demonstrated system were provisional and subject to change or enhancement as the technology develops.

The increased resolution derives primarily from the doubling of the scanning lines, from 525 in the conventional NTSC system used in the U.S. to 1,125 in the high-resolution system. Those additional lines as well as improved horizontal resolution are accommodated by a wider video bandwidth of 30 mhz. The bandwidth of an NTSC signal is just 4.2 mhz (carried in the conventional 6 mhz television channel).

The optimal viewing distance for the picture is half that for NTSC—three times the picture height as opposed to six times, and the optimum viewing arc is much broader, 28.3 degrees rather than 10.7 degrees.

At a distance of just three times height the eye can make out far more detail and, thanks to the wider bandwidth and numerous scanning lines of the NHK system, the detail is there to see. Fujio noted that the system's ability to display fine detail makes it an excellent medium for text services.

According to Fujio's presentation, NHK has also developed a laser-beam telecine system, capable of transferring 70 mm film—at variable speeds—to video. The telecine machine was not part of the demonstration.

The NHK system is an analog system, but it may take a little digital technology to make it viable. As Joseph Flaherty, CBS's vice president of engineering and develop-

arrangements with Studley and CSC were proper, and questions raised in the hearings were not aired last week. However, it was learned that the commission last fall, after the Baucus hearing, took over from Studley the task of completing a contract with Twin Towers owner.

When asked how the commission would justify its sole source procurement of the Rosslyn space, Campbell said that "cost and timing" were the two critical factors. He said Rosslyn would provide a "minimum \$250,000" savings per year in rent and would also allow the commission to best coordinate the move in conjunction with the expiration dates of leases for buildings in which the commission staff is currently housed downtown.

The space now under construction in Rosslyn consists of two office buildings known as the Twin Towers, under the management of Westfield Realty, Rosslyn. Eleven floors are available in Tower I at a price of \$16 per square foot (\$3.5 million annually) if the commission signs a lease now, moving in next fall. The first to move would be approximately 700 staff persons working out of four buildings located within five blocks of the commission's current main building at 1919 M Street, N.W., Washington, as well as some staff people located in the main building itself.

The commission could then rent the remaining space it needs—estimates range from six to nine additional floors—in Tower II for \$19.50 per square foot (\$2.3-\$3.5 million annually). At these rates a 20-year lease could be negotiated for between \$5.8 million and \$7 million per year (depending on how many floors are needed in Tower II) for the first 10 years with adjustments made for the second 10 years. The Tower II space would be available in the spring of 1983.

That option was presumed dead when the commission deferred action on the move last December. But Westfield has rented only two of the 13 Tower I floors reserved for the commission at that time, and the option has remained largely intact. The cost for deferring action until now amounts to only \$140,000—an extra \$3.50 per square foot for two floors that the commission will now have to rent in Tower II instead of Tower I.

Regarding other Washington locations, the commission discussed two proposals that came in response to an ad placed by Lee in the *Washington Post* soliciting office space: one at Fifth and E Streets N.W. (Judiciary Plaza) and the other at Fourth and C Streets S.W. The building at Fourth and C—for which the Government Services Administration also is negotiating—would be available in June 1983, eight months after the FCC's current lease expires, at a price in the \$18-\$19 per-square-foot range (approximately \$8.1 million). The Judiciary Plaza building would become available in June 1982 at a price slightly higher than the Rosslyn option—in the \$17-a-square-foot range (\$7.2 million). Lee said the figures on the two viable Washington locations were

"preliminary . . . two birds in a bush," whereas the figures for Rosslyn were "firm . . . it's complete."

One source close to the negotiations said the building at Fourth and C Streets "offers no amenities for the commission employes . . . there's nothing down there" (BROADCASTING, Feb. 9). The same source said the Judiciary Plaza building was "not as bad, but the Rosslyn Towers are nearest to the Metro [subway], drug store, shops and restaurants and are the most economical."

Until last week's vote, the commission was also considering the option of consolidating at 1919 M Street, but, as one source put it, "there's no way to do it. Not even Reagan will cut the commission's budget that drastically." (Anticipated personnel cuts by the Reagan administration are expected to be in the 10%-12% range, which would mean a loss of no more than 250 commission staffers.) It was also noted that remaining at 1919 M would cost twice as much as the FCC now pays. Under a lease that was first negotiated in 1963, the rent is currently \$11.50 per square foot. The total yearly rent cost for space in Washington is \$5 million.

In a dissenting statement, Washburn said he voted against Rosslyn because "I do not believe the commission is yet in the best position to act on this important decision which affects directly hundreds of organizations in [Washington] that have regular business with the commission."

Broyhill joins FCC reauthorization push

Growing movement to put agency under three-year renewal cycle subject of House bill; Senate bill, by Goldwater, expected this week; broadcast license fees proposal may be resurrected

Representative James Broyhill (R-N.C.) has introduced a bill to change the FCC's authorization from standing to renewable on a three-year schedule. A similar bill being written for the Senate Commerce Committee is expected to be introduced by Senator Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee, some time this week.

Broyhill's bill, H.R. 1801, provides that funds be authorized for FCC operations for fiscal years 1982, 1983 and 1984: Under current procedures, the House and Senate Appropriations Committees set budgets for the FCC each year. Under Broyhill's plan for reauthorization, the House and Senate Commerce Committees would determine annual budget ceilings every three years. The Appropriations Committees could not then exceed ceilings set by the Commerce Committees.

Introducing his bill, Broyhill said: "At present, the Energy and Commerce Committee and its Subcommittee on Telecommunications, Consumer Protection and Finance have direct oversight respon-

He also felt that more staff work was needed to "flesh out" several options for remaining in Washington. Failure to do so, he said, would contribute "to the already-present set of risks involved in proceeding with a sole source lease contract—one that was negotiated without the knowledge of the five present commission members."

To that end, Washburn offered a resolution for an additional two week deferral which Quello supported but was defeated 3 to 2. When that failed, Quello sided with the majority in the final 4 to 1 decision.

The Media Access Project (MAP)—a Washington-based public interest law firm—was not pleased with the commission's action. MAP attorney Heidi Sanchez said that group feels it's a "bad decision" because it will make the commission's facilities less accessible to groups like MAP which are more dependent on them than is the private bar. She noted, however, that MAP "appreciated the commission's predicament"—the need for consolidation at the lowest possible cost—but wished there could be "another alternative."

Linda Cincinnati, president of the Federal Communications Bar Association, said she assumes the commission "thoroughly explored" all other alternatives. She called on the commission to "maintain an office in the downtown Washington business district" where the public could submit filings, pick up releases and use its reference room.

sibility for the FCC; however, our committee lacks one of the most fundamental oversight tools—a regular authorization process for the commission.

"With the requirement for a periodic reauthorization for the FCC added to the law, I believe that we can and will through FCC reauthorization moves in House and Senate perform more effective oversight of the commission's activities."

On the Senate side, staff counsel to the Commerce Committee worked last week on a reauthorization bill of their own. Introduction of that bill may be delayed a few days while a new element is being considered, that of establishing license fees.

As with Broyhill's bill, the Senate bill is expected to place the FCC on a three-year authorization schedule. It also will establish budget ceilings for FCC appropriations for fiscal years 1982, 1983 and 1984.

The FCC is operating on a 1981 FY budget of \$71 million. It requested \$91 million for 1982. The Office of Management and Budget under the Carter administration recommended a budget of \$82 million and the Reagan transition team recommended \$74 million. Although OMB has not yet recommended a budget ceiling for the FCC in fiscal 1982, general federal budget cutbacks are expected to create the need for new sources of funding for the FCC.

dropped it off in Lee's office. "Dear Chairman Lee," it said (no "acting" for that employe), "You always appeared to be a class guy. This is a class memo. Good Luck."

Of course, Lee cannot speak for whoever succeeds him. But he feels that, as "a caretaker," he should not make changes. He will offer only recommendations to the commission to fill posts that open up—as he did when he suggested the appointments, on an acting basis, of Kalman Schaefer at OPP, replacing the departing Nina Cornell, and Joseph Marino as chief of the Common Carrier Bureau, succeeding Philip Verveer, who resigned. "The new chairman," Lee said, "will be free to make his own choices."

Not only does Lee intend to leave the personnel picture as unmarked as possible, he is not likely to create waves on policy matters. He noted last week, with what seemed a trace of relief, that the commission has already disposed of a number of "big ticket items," including radio deregulation and a number of controversial ones in the common carrier and cable television fields. And he does not foresee any new ones of major significance ready for action soon. One key staffer said he does not expect Lee to bring up controversial items that could be handled later, when the commission is in "a more stable" condition. (The FCC is not only without a permanent chairman; it is, effectively, short two members.)

Two items being prepared by the Broadcast Bureau (where the pace last week, incidentally, was much slower than it has been) could cause at least a stir, however. And both involve requests by CBS—its petition for a declaratory ruling clarifying the commission's financial interest rule, and its petition for a rulemaking setting standards for teletext. The staff will propose a notice in the latter case, but officials say it will not be limited to the CBS request; the staff had been at work on a teletext rulemaking before the petition was received. The bureau also will complete work soon on an order adopting postcard renewal forms for radio and television.

And Lee himself is not completely without ideas for policy initiatives. "I'll start talking about television deregulation," he said last week. But he has no firm views. "I don't know exactly. I'll talk to the bureau chiefs, and see about it. Some may think it premature."

Who knows, however? Serving as chairman, even if only in an acting capacity, may cause a transformation. Lee has been getting an increased amount of attention in the form of a large number of speaking invitations, all of which he has turned down because of the cutback in travel funds. (He said he was "embarrassed" by his trip to Texas, which included a stopover in Fort Worth, where he picked up the Southern Baptist Radio and Television Commission's Distinguished Communications Medal [see page 128].) He finds that he likes running meetings, and he moves them along at brisk pace. And,

after 28 years, he "realizes more than ever the substantial difference in power between the chairman and other commissioners." The juices last week were flowing.

There was, however, a lingering disappointment. He wanted some acknowledgment from the White House. A letter naming him interim chairman? A letter taking note of his election by his colleagues as acting chairman? Anything, said Lee, who is known for his wit. "Even if it said, 'Merry Christmas,' just so long as it was signed by the President."

Another chapter in FCC's moving saga: The nod goes to Rosslyn

But no one's packing any bags just yet; Lee expects Congress and others to get their licks in before final deed is done; Washburn remains minority of one

The FCC last week voted 4-to-1 (Abbott Washburn dissenting) to move to Rosslyn, Va., in accordance with an initiative started last April by Chairman Charles Ferris to consolidate the commission's facilities and personnel, now spread among five northwest Washington office buildings. Ferris did not participate in last week's vote.

Assistant executive director Thomas P. Campbell said he expects the commission to sign a lease for the Rosslyn space by the end of February, subject to approval of the congressional public works committees.

In a press conference held in his office, Acting Chairman Robert E. Lee, immediately said it was the "position of the majority" (Lee and Commissioners Joseph Fogarty, James Quello and Anne Jones) that "we have spent enough time on this," and, given the critical space situation, "further delay would moot the possibility of taking care of our people."

Lee said he hoped that last week's decision would "spell the end of the controversy, but I doubt that it will." Along those lines, he discussed the ongoing "struggle on the Hill" between the appropriations and public works committees. The FCC has secured authority from the appropriations committees to negotiate its own lease for office space within two miles of the District of Columbia, including Rosslyn. The Senate Public Works Committee has expressed its dissatisfaction with the commission—or any other federal agency other than the Government Services Administration—having such leasing authority.

Indications from Capitol Hill are that Lee's concerns are accurate: The fight isn't yet over. An aide to Public Works Committee member, Senator Daniel P. Moynihan (D-N.Y.), said that not only is that committee unhappy about the com-

mission's leasing authority in general, but also the way in which it went about negotiating for space in Rosslyn. The commission "ignored federal law," the aide said, by securing the Rosslyn space through a "sole source," as opposed to accepting bids from various realty firms. Federal procurement regulations mandate open bidding by federal agencies in the letting of contracts unless there is substantial justification for doing otherwise.

The aide did acknowledge that sole source procurement was allowable when justified, but that it was "one of those abused things" upon which agencies tend to rely. He also said he "found it hard to believe that there is only one building under construction in the area to house the FCC."

An aide for another Public Works Committee member—Senator Max S. Baucus (D-Mont.)—said Baucus would "want to have some kind of a role in preventing it [the move to Rosslyn]." What form that role would take the aide could not say.

The question of the validity of the commission's sole source contract troubled some commission lawyers, too, according to some present at the closed meeting. Norman Blumenthal, an assistant general counsel who aided in the search for alternative housing, is said to have warned that the commission contract could be challenged in court by owners of property whose proposals were rejected by the commission.

The contract was a source of concern to Senator Baucus in hearings last fall, and not simply because it was not subject to competitive bidding. He saw a possible conflict of interest in the fact that the Washington real estate firm that served as the broker—Julian J. Studley Inc.—had been retained by the commission to locate office space. The company was paid \$83,000 over a period of time for services to the FCC in locating space in Washington for its hearing examiners and in Gettysburg, Pa., for elements of its Private Radio Bureau (BROADCASTING, Oct. 13, 1980). However, Campbell has said that the company will earn its broker's fee in connection with the FCC contract from the owner of the Twin Towers. He also said last week Studley had offered information on other buildings as a possible new home for the FCC headquarters.

There were other factors that had also disturbed Baucus. The Studley official who represented the commission and the Twin Towers owner is Barbara Pryor, who is married to an employe of a firm hired to design the Twin Towers space for the commission, Computer Sciences Corp., which is based in Nevada. That firm also was hired without competitive bidding. And, according to a report the FCC submitted to Baucus, the initial suggestion that the commission retain the Studley firm was made by a commission employe who was personally acquainted with the Pryors and who had worked under the husband at CSC. Baucus said it looked like "a cozy, sweet arrangement."

Commission officials maintained their

Broadcasting Feb 16

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TOP OF THE WEEK

'Acting' or not, Lee's in charge

Veteran commissioner finds he knows his way around in the chairmanship, too; he's already filled the vacuum created by Ferris's disappearance, and he's enjoying every minute

On Wednesday morning, he presided over a contentious closed meeting on the FCC's proposed move out of Washington to nearby Rosslyn, Va., then held a press conference to explain the results. And in the afternoon, he left town for speaking engagements in Texas and a meeting in New Orleans this week with representatives of 16 European countries on planning telecommunications facilities to link North America and Europe. So while being merely "acting chairman" of the FCC may not have been what Robert E. Lee had in mind for himself in the final months of a 28-year career on the commission, it is, as he says, "exhilarating . . . It gets the juices flowing."

Indeed, it seems that even though Lee looked forward to a relatively quiet time as chairman—he does not fancy himself an activist—the exigencies of regulatory life will occasionally dictate otherwise. Not only does the controversy over the relocation of the FCC promise to go on, but the commission, along with all other elements of government under the Reagan administration faces a sharp budget cutback.

Commission officials have been alerted by the Office of Management and Budget to expect a cut of 8% in permanent positions—5% in the current fiscal year and 3% in the 1982 budget now being considered in Congress—for a total of 160. That amount could be accommodated by attrition. And while the budget cutters do not have any programs in mind for abandonment, Lee says the effect of a substantial personnel loss could mean an elimination of some programs. (The deregulation of radio should help the commission economize, Lee said. "It will mean less paper for the staff to read.")

Lee faces such problems as acting chairman courtesy of his colleagues, who named him to that post two weeks ago, after Chairman Charles D. Ferris said he would remove himself from further participation in commission affairs and simply sit out the next two months until he qualifies for his government pension. Following the Reagan election victory, Lee, as the senior Republican on the com-



mission—and a member who had no ambition to serve beyond his present term (which ends June 30), expected to be named "interim" chairman by the new President. But that would have required Ferris's removal as chairman, and the balance of politics involved so far appears to favor Ferris's staying on until April.

Lee, who is continuing to operate out of the corner office on the eighth floor that he has occupied in the 14 years since the commission has occupied its present quarters, at 1919 M Street, is taking on additional staff to aid him in his new role. Frank Young, a lawyer from the Common Carrier Bureau, and Gary Stanford, an engineer from the Broadcast Bureau, have been detailed to him on a temporary basis. (His only permanent aide had been his legal assistant, Peggy Reed.) Kalman Schaefer, the FCC's special adviser on international affairs who has long been close to Lee and whom the commission two weeks ago—on Lee's recommendations—appointed acting chief of the Office of Plans and Policy, is also expected to be a resource on whom the acting chairman will draw.

There does not seem to be much difference in whether Lee operates as acting chairman or chairman. His is the office to which the buck gravitates. A number of commission employes have already called on him with complaints or with pleas for pay raises, but they get little more than a friendly hearing. "I tell them I'm a believer in the chain of command, and tell them to see their boss," Lee says. And in confronting issues, Lee is a firm believer

in the "collegial approach." "I don't believe in blowing my nose without checking with other commissioners," he says.

That is not the only quality that sets him apart from his predecessor.

Lee does not seem interested in shaking things up in his tour as chairman, at least if it does not run more than a couple of months. And Reagan's choice of chairman is expected to be in place by then. "After 60 to 90 days," Lee said, "I'd try to do something." If Lee has his way, there will be little boat rocking by the commission.

One of Lee's first actions as acting chairman was the kind of thing his friends would expect of him. He distributed a memorandum to all employes advising them not to worry about the effect of the presidential transition on their job security. Headed "Nobody on the street," it says: "I am taking this opportunity to assure the commission's loyal employes that there will be no purge." It even expresses the hope that "no one leaves because he or she feels that the change in administration means there is no room for his or her skills."

(The only suggestions that any sacrifice will be required is in a passage noting that the budget "will be a real challenge"—that the commission will feel a pinch in new hires, purchasing supplies and, "in particular," travel. In that connection, he said, "I know the commissioners will set a spartan example.")

One commission employe scribbled on a copy of the memo a sentiment probably shared by many of his colleagues, and

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Monday Memo®

A broadcast advertising commentary from Frank DeVito, senior VP/group creative director, Young & Rubicam, New York

The 'Peppering' up of TV commercials

In the 11 years since Dr Pepper first signed with Young & Rubicam, the soft drink, once virtually unknown outside the Southwest, has become a national favorite right up there with Coca-Cola, Pepsi and 7-Up. In fact, the highly successful Dr Pepper campaign could well serve as a textbook example of how to establish a distinctive image for a product and promote it so that it becomes a part of contemporary American culture.

In phase one of our campaign, Y&R introduced Dr Pepper in a controversial, audacious manner that philosophically was counter to the norm: "America's most misunderstood soft drink." In general, clients are reluctant to admit to confusion regarding their product and prefer to take a more positive route. The fact was most people outside the Southwest hadn't heard of Dr Pepper, or if they had, it was thought of as a strange, even medicinal concoction. With a dash of bravura, then, Y&R decided to tackle the problem head-on. We employed a catchy jingle ("Dr Pepper, so misunderstood...") to convey the idea that Dr Pepper *was different* from other soft drinks. In less than two years, this message was clearly established and we were ready for phase two. Once people knew what Dr Pepper *wasn't* ("It's not a cola, it's not a root beer, it's something much, much more..."), it was time to launch our "Most Original" campaign, positioning it as a soft drink in a class by itself. A distinctive product calls for a distinctive commercial—one with a look far different from the "kids on the beach" spots employed by Pepper's competitors. And so we developed a series of large-scale, Busby Berkeley-type production numbers complete with elaborate song and dance routines. This multiaward-winning campaign enjoyed a run of nearly four years.

By late 1975, when I joined the account as creative supervisor, the time had come to position Dr Pepper in the mainstream of the American life style. Instead of identifying Dr Pepper as the change of pace soft drink for special people, we wanted it to become the popular beverage for *every* occasion. Working closely with copywriter Eric Weber, we entered a third phase of our campaign, introducing David Naughton as "The Pepper," a Pied Piper-like character who dances coast-to-coast and city-to-city leading a joyous populace in a groundswell of support for this universally enjoyed soft drink.

Initially, the "Be a Pepper" production numbers were designed to appeal to an audience younger than that which our com-



Frank DeVito, senior VP/group creative director, Young & Rubicam, New York, has been with Y&R for 13 years. As assistant art director and later as creative director, DeVito worked closely on such blue chip accounts as Eastern Airlines, General Foods, Gulf Oil and Johnson & Johnson. He has been involved with the Dr Pepper account since 1975.

petitors attracted. The spots were less sophisticated, more youth-oriented, and incorporated a simpler storyline and theme song. However, as Naughton's Pepper character became increasingly recognizable to viewers, we broadened our target audience and introduced celebrities and animated personalities familiar to all age groups. Soon, identifiable figures such as Ron Guidry, Charlie Rich, Popeye and Fred Flintstone were joining Naughton in the ever expanding Pepper fold.

Now that Dr Pepper has been firmly established as an increasingly popular soft drink, the latest development in phase three of our campaign has been to convert the remaining holdouts, those who either haven't heard of Dr Pepper or who haven't yet tried it. Naughton continues to be featured, with each new spot emphasizing a fanciful facet of his persona.

In a 30-second commercial entitled "Sign," for example, he magically produces a rainbow that swirls across the screen to become a glittering Dr Pepper sign. In "Whistling," a 60-second spot, Naughton is teamed with Mickey Rooney in a unique production number with nothing on the soundtrack but music and a

whistle: Because the Pepper jingle has become familiar to almost everyone, viewers become participants rather than simply observers. Most commercial advertising campaigns (literally) change their tunes on a regular basis and no other soft drink, therefore, has such a strong recognition factor.

A major reason for the success of the Dr Pepper campaign is that the three phases seemed to evolve organically: When a particular idea had run its course, we maintained momentum by following it up with something fresh and original.

Another reason is that we had talented people like Y&R copywriter George Miller, producer Erin Ragan and outside sources like Susan Hamilton of HEA Music Productions and Melvin Sokolsky of Sunlight Pictures Corp. working with us.

Sokolsky, who directed our initial "Be a Pepper" commercials with David Naughton, was brought back to film our new package of fantasy spots. Disciplined and highly creative, Sokolsky's magic is his ability to take an idea and bring it to life. His work appears spontaneous, yet rich in detail ("Sign" and "Whistling" are good examples), qualities that have always been imperative to Dr Pepper advertising since our budget is considerably lower than those of our big three competitors.

Working with Sokolsky is a pleasure because he understands the parameters of the project and knows how to take full advantage of the creative opportunities available to him. In fact, the success of any advertising campaign I've ever worked on has always depended on the input, collaboration and sympathetic understanding of product representatives, producers, copywriters... all of the people involved. If one is flexible and open to suggestions, magic can happen.

A key image in "Sign," for example, came out of a late-night recording session. We were adding voices to the music when one of the kids in the chorus heard a harp ripple and said, "It sounds like a rainbow!" It was a good idea and we included it in the spot. Most times, the "magic" is thought out in advance; other times, it's spontaneous.

Now that we've completed the third phase of the Dr Pepper campaign, I'm not sure where we go from here. As always, we're looking to break new ground. Eleven years ago, we surprised people with our "most misunderstood" commercials and we continued to meet the challenge with the introduction of The Pepper, pop cartoon characters and celebrities. The key to great advertising is surprise. I think when you start delivering the expected, it's time for a change.

Thomas Hunt, Central Michigan University, noncommercial WCMU-FM Mount Pleasant, Mich., 48859, (517) 774-3105.

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

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

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

May 5-9—*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 10-13—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

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

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

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

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

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

May 26-28—*Electronic Industries Association* Hyannis, Mass., conference: "Telecommunications—Trends and Directions." Sponsored by EIA's communications division, conference is primarily directed to financial community. Dunfeys hotel, Hyannis, Mass.

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

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

May 29-June 1—*National Cable Television Association* annual convention. Los Angeles Convention Center.

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

June

June 1-5—*Community Antenna Television Association* technical seminar. George Washington Motor Lodge, Philadelphia. Information: (305) 562-7847.

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

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

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

June 10-12—*Oregon Association of Broadcasters* spring meeting. Agate Beach Hilton, Newport, Ore.

June 10-12—*Iowa Broadcasters Association* annual convention. Sioux City.

June 10-14—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York.

June 11-12—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Riviera hotel, Las Vegas.

Open Mike®

Hall of Fame overhaul

EDITOR: The Radio Hall of Fame was one of the proposals I put forth while a member of the NAB board, and I later was involved in its creation while serving on a special committee for a year after leaving the board.

I was absolutely amazed that our President, Ronald Reagan, was elected to the Hall of Fame. I happen to be involved in politics as well as the radio business and am a Republican office holder. Plus, I worked on getting President Reagan elected. However, I find it inconceivable that he was elected to the Radio Hall of Fame. There had to be some sort of organized campaign.

President Reagan's contribution to radio as a short-time sports announcer could not match those made by Red Barber, Bill Stern, Curt Gowdy, Mel Allen and others. His contributions to radio could not match the likes of Martin Block (the first really big DJ), Harry Von Zell, Ben Grauer, Gabriel Heatter, Walter Winchell, Don McNeil, etc., etc.

I think it is time to change the manner

in which inductees are selected, and also maybe change the rules as to who votes. At any rate, with the election of Ronald Reagan, who doesn't deserve to be in the Radio Hall of Fame; the honor has been relegated to the "bottom drawer" of the radio treasure chest.

Maybe the Broadcast Pioneers should be asked to submit a list of 10 names each year covering newsmen, actors, disk jockeys, radio personalities, etc. And then send out ballots to the membership with only those getting 50% being elected. But a change is needed.—*Philip Spencer, president, WCSS(AM) Amsterdam, N.Y.*

First 50

EDITOR: I greatly enjoyed "The First 50 Years of Broadcasting" take-out in the Jan. 26 issue. What a vivid slice of history. And I was particularly moved by your "My Friends" editorial. It is good to be reminded of broadcasting's heroic role in those critical times.—*E. K. Meade Jr., vice president, corporate affairs, CBS Inc., New York.*

PM
MAGAZINE

No. 1
In RATING

AGAIN!

BOSTON
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PITTSBURGH
KDKA-TV

BALTIMORE
WJZ-TV

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SCRANTON
WNEP-TV

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PORTLAND,
ORE.
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SAN DIEGO
KFMB-TV

SYRACUSE
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NATPE EXHIBITION AREA

March

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 2—Entry deadline for student competition in National Video Festival presented by American Film Institute and sponsored by *Sony Corp.* Information: National Video Festival, AFI, John F. Kennedy Center for the Performing Arts, Washington, 20566, (202) 828-4013.

March 2—Comments due on FCC low-power television proceeding. (BC Doc. 78-253).

March 2-3—*West Virginia Broadcasters Association* spring meeting (license renewal seminar). Charleston House Holiday Inn. Charleston, W. Va.

March 3—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Robert E. Lee. Harvard Club, 27 West 44th Street, New York.

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

March 3-4—*Cable Television Administration and Marketing Society* advertising conference. New York Hilton. Information: (202) 296-4218.

March 4—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal reception and dinner. Rooms B-338, 339 and 340 of Rayburn House Office Building, Washington. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101, (717) 233-3511.

March 6-7—*Radio-Television News Directors Association* board meeting. New Orleans Marriott.

March 6-8—*Intercollegiate Broadcasting System* national convention. Shoreham hotel, Washington. Information: Rick Askoff, (607) 273-8777.

March 7—*Radio-Television News Directors Association* regional meeting. Trinity University, San Antonio, Tex. Information: Jay Solomon, KMOL-TV San Antonio, (512) 226-4251.

March 8-10—*Ohio Cable Television Association* annual convention. Sheraton Columbus hotel, Columbus.

March 10-11—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

March 12—*International Radio and Television Society* newsmaker luncheon. Speakers: Grant Tinker, Lee Rich, Mark Goodson and Alan Landsburg, producers. 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 Center.

March 15-16—*Kentucky CATV Association* spring convention. Hyatt Regency hotel, Lexington, Ky. Information: (502) 864-5352.

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

March 16—Seventh annual Video and Television Documentary Festival, sponsored by *Global Village*, 454 Broome Street, New York, 10013, (212) 966-7526.

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

March 16-17—*New York State Cable Television Association* spring legislative meeting. Empire State Plaza, Albany, N.Y.

March 18—Ohio State Awards for excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television* under auspices of Ohio State University Telecommunications Center. National Press Club, Washington.

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

March 19-20—*Georgia Cable Television Association* annual meeting. Sheraton-Atlanta hotel, Atlanta.

■ **March 20-22**—*Alabama UPI Broadcasters Association* annual convention and News Leader Awards presentation. Sheraton Downtown, Birmingham, Ala.

March 21—*Radio-Television News Directors Association* regional meeting. Lamar University, Beaumont, Tex. Information: Dave Wilson, KJAC-TV Port Arthur, Tex., (713) 985-5557.

March 21—*UPI Broadcasters of Louisiana* annual meeting. Holiday Inn North, Lafayette, La.

March 22-24—*International Broadcasters Idea Bank* annual convention. Sebel Town House, Kings Cross, Sydney, Australia.

March 23-24—*Public Service Satellite Consortium* workshop on "How to Teleconference Successfully." 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, (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**—*Chicago Addy Awards*, co-sponsored by *Women's Advertising Club of Chicago* and *Chicago Advertising Club*. Chicago Marriott hotel.

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 Center, New York.

March 26—*Religion In Media's* Angel Awards banquet. Palladium, Los Angeles.

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

March 27-April 5—11th annual *USA Film Festival* of independent and studio films. Loews Anatole hotel, Dallas. Information: USA Film Festival, P.O. Box 3105, Southern Methodist University, Dallas, Tex., 75275, (214) 692-2979.

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

■ **March 31**—Broadcast town meeting held by members of radio and television code boards of *National Association of Broadcasters*. Louisville, Ky.

April

April 1—Deadline for receipt of bids for cable franchise in Miami.

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 Schools of Communications of University of Pennsylvania and University of Southern California. Funding by Philip Morris Inc. Philip Morris Operations Center, Richmond, Va.

■ **April 1-2**—*Kentucky Broadcasters Association* annual spring convention. Executive Inn Rivermont, Owensboro, Ky.

April 6-8—Presentation of 28th annual Unity Awards in Media for excellence in broadcast and print journalism, sponsored by Department of Communications, *Lincoln University*, Jefferson City, Mo.

April 6-10—*Community Antenna Television Association* technical seminar. Garland Holiday Inn, Dallas. Information: (305) 562-7847.

April 7—*Federal Communications Bar Association* luncheon. Speaker: William McGowan, chairman of board, MCI Communications Corp. Touchdown Club, Washington.

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

■ **April 8-11**—*American Association of Advertising Agencies* annual meeting. Boca Raton Hotel and Club, Boca Raton, Fla. Hotel reservations should be made by Feb. 20. Information: Jerry Granerio, AAAA, 200 Park Avenue, New York, 10017, (212) 682-2500.

April 9—*Atlanta chapter, American Women in Radio and Television*, first annual Woman of Achievement Awards banquet. Egyptian Ballroom of Fox Theater, Atlanta.

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 17-19**—Private satellite earth station and low-power seminar, fifth in series, sponsored by Bob Cooper Jr., director, *Satellite TV Technology Inc.*, Washington. Shoreham hotel, Washington. Information: Gail Barnes, (202) 887-0608.

April 20-21—Industrial Television Conference, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society. Moore Hall, Central Michigan University, Mount Pleasant, Mich.

April 23—Children's Television Conference, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society. Moore Hall, Central Michigan University, Mount Pleasant, Mich.

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

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

April 24-May 16—7th annual Video and Television Documentary Festival screenings. Sponsored by *Global Village*, 454 Broome Street, New York, N.Y., 10013, (212) 966-7526.

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

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

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

April 28-May 2—30th annual Broadcast Industry Conference and Awards, hosted by *San Francisco State University*. Theme: "Programming the 80's." San Francisco State University.

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

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

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

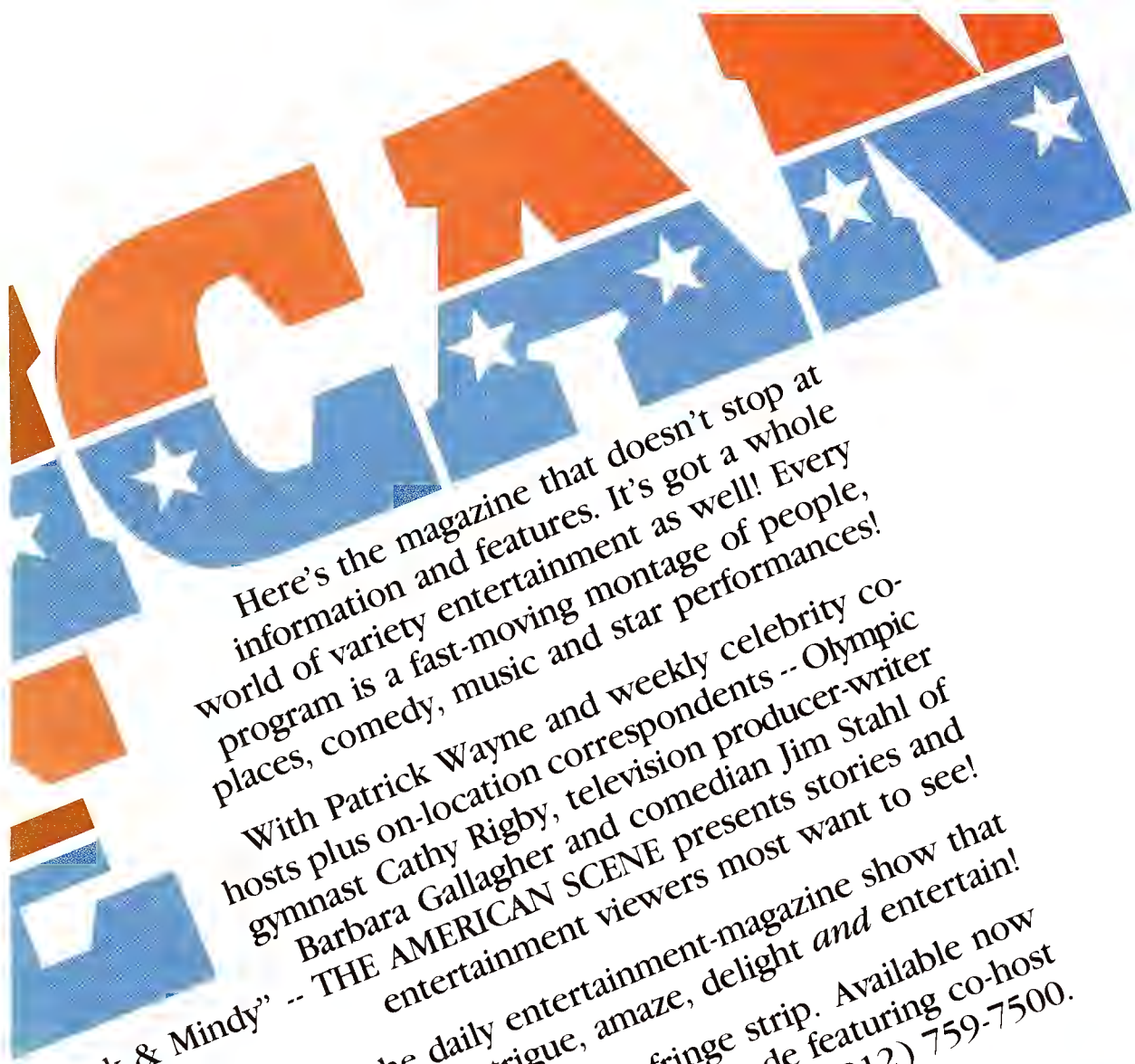
May

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

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

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

May 3—*Public Radio in Mid-America* board of directors and membership meeting. Phoenix. Information:



Here's the magazine that doesn't stop at information and features. It's got a whole world of variety entertainment as well! Every program is a fast-moving montage of people, places, comedy, music and star performances!

With Patrick Wayne and weekly celebrity co-hosts plus on-location correspondents -- Olympic gymnast Cathy Rigby, television producer-writer Barbara Gallagher and comedian Jim Stahl of "Mork & Mindy" -- THE AMERICAN SCENE presents stories and entertainment viewers most want to see!

THE AMERICAN SCENE -- the daily entertainment-magazine show that will intrigue, amaze, delight *and* entertain! The perfect early news lead-in or early fringe strip. Available now for Fall 1981! For a screening of the pilot episode featuring co-host Cheryl Ladd, call Shelly Schwab or Jack Allen at (212) 759-7500.



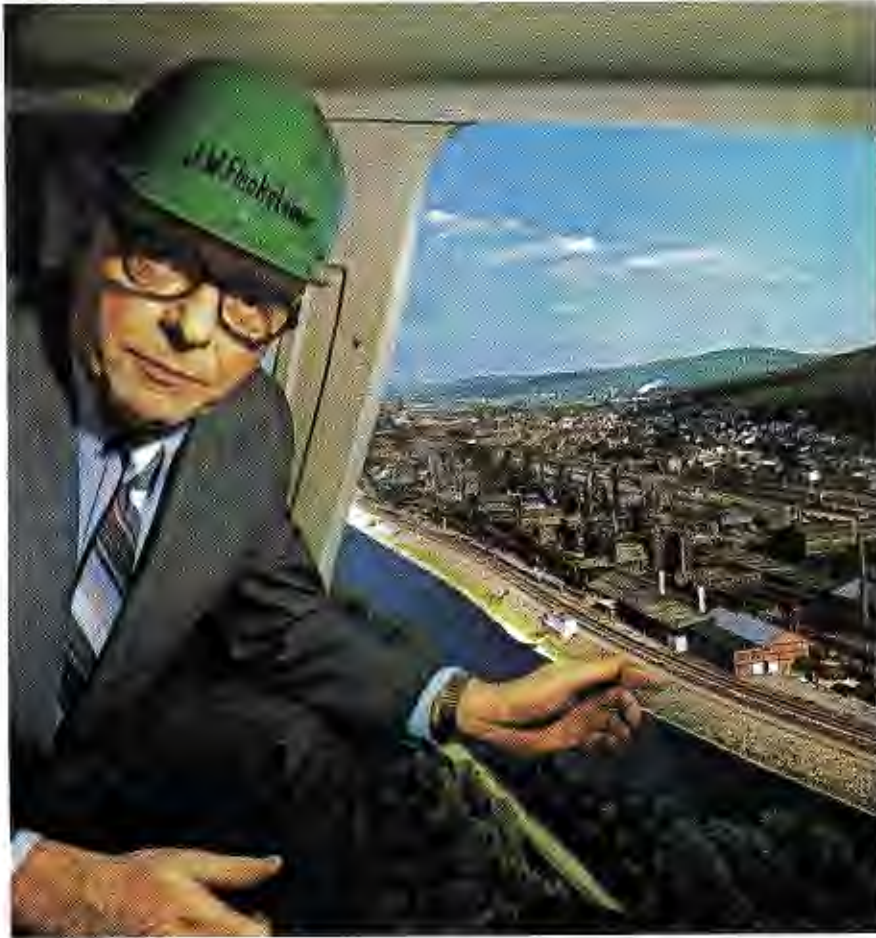
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MCATV

THE NEW 5 SO LE A M

**THE NEW DAILY HOUR
THAT SAYS
"LET US ENTERTAIN YOU"**

"The air over our Bethlehem, Pa., steel plant is a lot cleaner now than it was in 1953."



John Flecksteiner, Superintendent of the Environmental Control Division, went up in a helicopter with a photographer to get the "how it looks now" photo of our Bethlehem, Pa., steel plant. John is proud of the part he's played in helping to make this plant, which is located right in the City of Bethlehem, a "good neighbor."



Bethlehem Plant 1953.

"Back in the fifties, smoking stacks meant progress—prosperity, jobs, an improvement in our standard of living.

"But today, little or no smoke means progress—a concern for our quality of life, for our environment.

"Here at Bethlehem Steel we share that concern. And we're doing something about it at all of our plants, mines, quarries and shipyards. We're making great strides in cleaning up the air, as you can see from these before-and-after photos of our Bethlehem, Pa., steel plant. And we're doing just as well at cleaning up the water.

"It takes time, a lot of expensive hardware, and a lot of hard work to solve pollution problems. At this plant alone, we've spent more than \$100 million for air and water quality controls."

**Bethlehem's commitment:
To do what is necessary
to protect public health**

We've made substantial progress and are now controlling more than 95% of our major air and water pollutants. In our view, before new and tighter environmental regulations are implemented or proposed, our nation should stop...carefully assess the situation...review our accomplishments...and ask how much additional clean-up is necessary, practical and affordable.

Our position is clearly explained in our booklet, *Steelmaking and the Environment*, which includes a copy of our *Statement on Environmental Quality Control*. Write: Rm. 476MT, Public Affairs Dept., Bethlehem Steel Corp., Bethlehem, PA 18016.

Bethlehem 

Datebook

- Indicates new or revised listing

This week

Feb. 15-20—*National Association of Broadcasters* engineering management development seminar. Purdue University, West Lafayette, Ind.

Feb. 17—*International Radio and Television Society* newsmaker luncheon. Speakers: B. Donald Grant, CBS Entertainment president; Brandon Tartikoff, NBC Entertainment president, and Anthony Thomopoulos, ABC Entertainment president. Waldorf-Astoria hotel, New York.

Feb. 17-18—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

■ **Feb. 17-18**—Eastern region of *Electronic Industries Association's Distributor Products Division* workshops on "Sales Techniques for Inside Sales Personnel" and "The Psychology of Multiple Selling." Meadowlands Hilton hotel, Secaucus, N.J. Information: (202) 457-4930.

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. 18**—*American News Women's Club* reception for new members of Senate. Senate Caucus Room of Russell Building. Reservations required. Call Jean Lavinder, (202) 332-6770.

Feb. 19—*Federal Communications Bar Association* luncheon. Speaker: Thomas Wheeler, president, National Cable Television Association. Touchdown Club, Washington.

Feb. 19—*Alfred I. duPont-Columbia University*

Awards in broadcast journalism, presented by Walter Cronkite, Hugh Downs, Jim Lehrer, George Plimpton and Jessica Savitch. Rotunda of Low Memorial Library, Columbia University, New York.

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

Feb. 20-21—*UCLA Communications Law Symposium* on "The Regulation and Deregulation of the New Video Technologies." Speakers include: Anne Jones, FCC commissioner; Tyrone Brown, former FCC commissioner; Nina Cornell, former chief, FCC Plans and Policy Division; Richard Wiley, former FCC chairman, now with Washington law firm of Kirkland & Ellis; Thomas Wheeler, National Cable Television Association; Henry Geller, former head of National Telecommunications and Information Administration; Robert Cahill, National Subscription Television, and Mel Harris, Paramount Pictures.

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. 20-22—"Journalism Opportunities for Minorities" conference, co-hosted by *California Chicano News Media Association and Media Institute for Minorities*. University of Southern California, Davidson Conference Center.

Also in February

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

Feb. 24—*American Women in Radio and Television* congressional reception. Master of ceremonies,

Willard Scott, NBC-TV's *Today* program. Cannon House Office Building, Caucus Room 345, 6-8 p.m., Washington.

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. Luncheon speaker: Walter Cronkite, CBS News. Plaza hotel, New York.

Feb. 26—*Association of National Advertisers* media workshop. Luncheon speaker: Katharine Graham, chairman, Washington Post Co. Plaza hotel, New York.

Feb. 26—10th annual *Mass Communications Hall of Fame* presentation. Induction of Gordon B. McLendon during luncheon at Texas Tech University, Lubbock, Tex.

■ **Feb. 27**—*National Radio Broadcasters Association* board of directors meeting. Diplomat hotel, Hollywood-by-the-Sea, Fla.

Feb. 27-28—"Law and Television of the 1980's" sponsored by the *New York University School of Law*, 25 West Fourth Street, New York, 10012. Panelists include Charles Ferris, FCC chairman; Henry Geller, former head of National Telecommunications and Information Administration; Richard Wiley, partner, Kirkland & Ellis, Washington, and former FCC chairman, and Kenneth Cox, former FCC commissioner now with MCI. Attendance by invitation only.

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 Programmers* and partially funded by Federal Trade Commission. Kennedy Center, Washington.

Major Meetings

March 13-18—*National Association of Television Program Executives* 18th annual conference. New York Hilton and Sheraton Center. 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 8-11**—*American Association of Advertising Agencies* annual meeting. Boca Raton Hotel and Club, Boca Raton, Fla. Hotel reservations should be made by Feb. 20. Information: Jerry Graniero, AAAA, 200 Park Avenue, New York, 10017, (212) 682-2500.

April 12-15—*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—17th annual *MIP-TV* international TV program market. Palais Des Festivals, Cannes, France.

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

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

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

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

May 17-19—*NBC-TV affiliates* annual meeting.

Century Plaza, Los Angeles.

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

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

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

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

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

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

Sept. 10-12—*Radio-Television News Directors Association* international conference. Marriott, New Orleans. Future conventions: Sept. 30-Oct. 2, 1982, Caesars Palace, Las Vegas; Sept. 21-23,

1983, Orlando, Fla., and Dec. 3-5, 1984, San Antonio, Tex.

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

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

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

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

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

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

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

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

Stronger by far!

"Hawaii Five-O," sold in 30 markets, enters syndication as the strongest hour available for the 1981-82 season.

Stronger Than Network Competition

Over an unsurpassed 12 prime-time years on CBS, "Hawaii Five-O's" average 34% share topped the two other networks by 17% and 36%. Opposing shows included ABC and NBC Movies, "Rockford Files," "Sanford and Son," "Love Boat," "Barney Miller" and "Three's Company."

Stronger Than Prime-Time Benchmarks

"Hawaii Five-O's" average 21 rating stands 3 points higher than the average performance for all prime-time hours and all mystery-suspense programs. And 2 points higher than the average for all prime-time programs.

Stronger Than Lead-In Programs

Impressive lead-ins including "M.A.S.H.," "The Waltons," "Maude," "Medical Center" and "Green Acres" produced an average 33% share, which "Hawaii Five-O" topped with its 12-year 34% share.

Stronger in Re-runs

A key measure of syndication viability! "Hawaii Five-O" re-runs in prime-time dipped only one share point below original runs. Compared with re-run dropoffs of 2 to 6 points for all other available hours such as "Incredible Hulk," "Barnaby Jones," "C.H.I.P.S.," "Charlie's Angels" and "Little House on the Prairie."

Stronger in Second Half Hour

Forget the "no gain" myth. "Hawaii Five-O's" long format not only held, but gained, audience during the 60 minutes, picking up a full rating point in its second half hour.

Stronger in Syndication

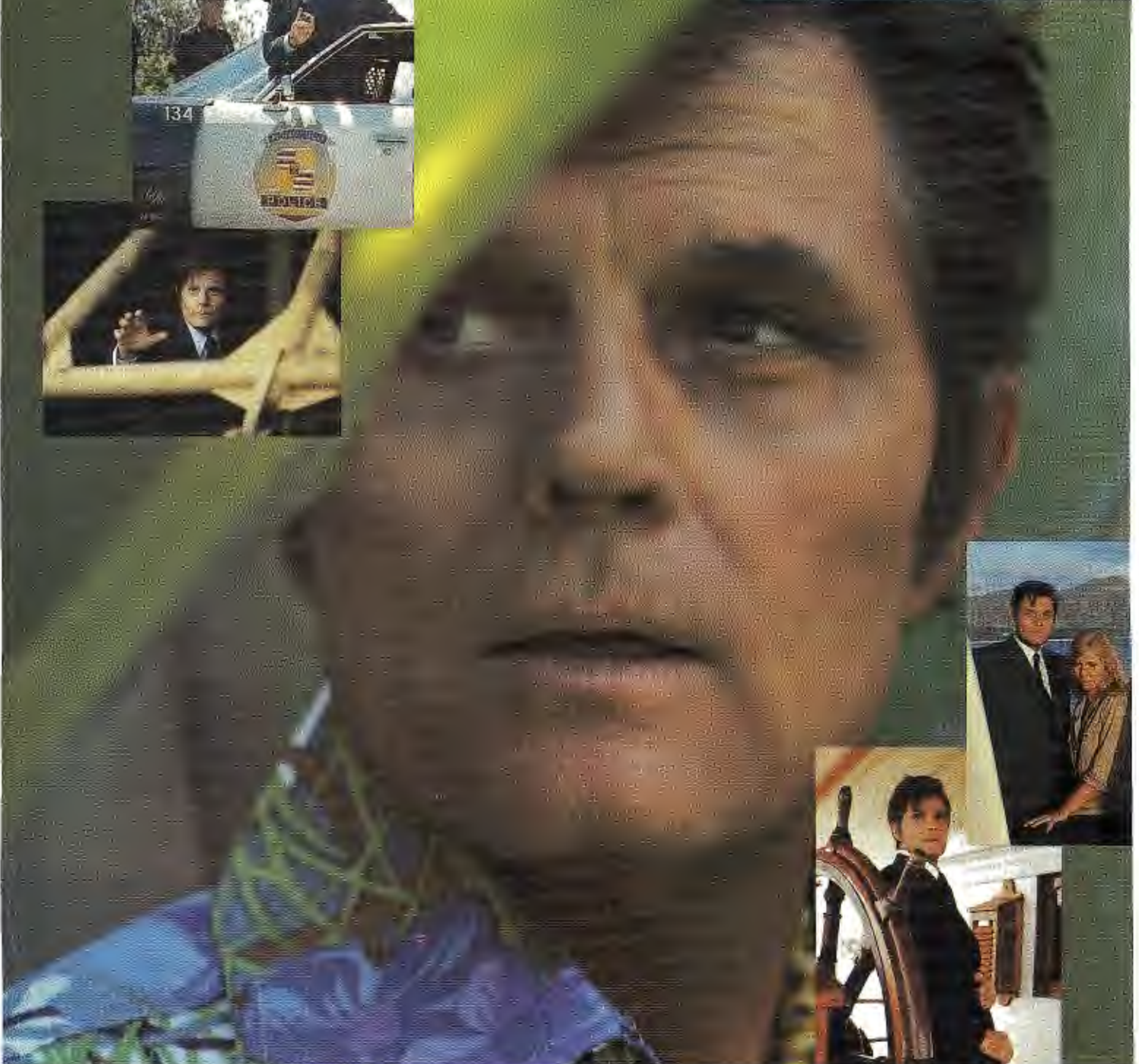
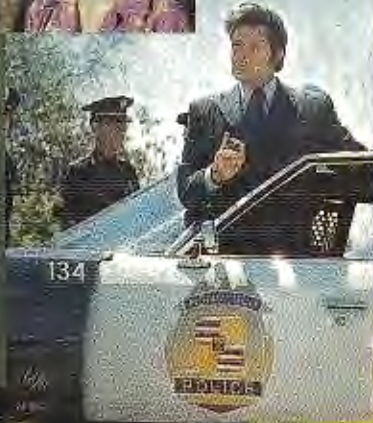
T.A.P.E., the programming consultants, list 9 criteria for gauging a series' syndication potential. Among all currently available hours, "Hawaii Five-O" is the only one to meet all 9 standards for a successful future on local stations.

Thirty markets—including 7 of the Top 10—are locked up now. Let's talk about yours while there's still time. 200 episodes are available for Fall 1981.

Source: NTI AA 1968-80.
All regularly scheduled programs.
Network competition, lead-in programs,
second half-hour—September 26, 1968
to April 5, 1980, each individual
telecast of Hawaii Five-O and its
competition and lead-ins. Prime-Time
benchmarks, Nov/Feb/May 1971-1979.
Reruns: Nov/Feb assumed originals,
May assumed reruns, from programs
first season through 1979-80 season.

Hawaii Five-O







Our recreation depends on lead.

Most of the power boats and auxiliary-powered sailboats that cruise our waters are started by lead-acid batteries.

On land, golfers ride in battery-powered carts and just about everybody gets to the ballpark, tennis courts, fishing, hunting, or other sports areas in a car, bus or small plane that's started by a lead-acid battery.

In fact, we depend upon lead every day of our lives. Tractors and other farm equipment needed to produce our food and the trucks that carry it to us get started by lead-acid batteries. Ambulances, fire engines, police cars, construction and materials handling equipment all need battery power to get rolling. If you would like to

know more about lead's essential contribution to our lives today and in the future, write for our free booklets.

ST. JOE

LEAD COMPANY

Division of St. Joe Minerals Corporation

7733 Forsyth Blvd., Clayton, Mo. 63105

AdVantage

Blair goes video. John Blair & Co., New York, has formed Blair Video Enterprises as new division to develop advertising opportunities in new video technologies as well as in commercial TV. Jack W. Fritz, president of Blair, said new unit will develop marketing applications for new programming that will meet demands of commercial broadcasting and new media, including cable, videocassettes and videodisks. Richard C. Coveny, who has been vice president of Blair Television's Market Development Division, has been named president of new division. He has been with Blair since 1963.

Oracle commercials. Commercial television in Britain is preparing to sell advertising on network's teletext system, Oracle. System is expected to generate ad revenue of \$12 million annually by 1984. Management is awaiting government decision on how much advertising will be permitted. It is seeking 15% share of total pages to be used for ads, both in full-page format, and short mentions at bottom of editorial pages. Oracle has been on air since 1974, but has carried no paid advertising.

Selling autos via TV. Six awards were made in fifth annual Television Bureau of Advertising-National Automobile Association Commercials Competition. Winners are Pohanka Oldsmobile-GMC Inc., Marlow Heights, Md.; Charles Orsinger Buick Co., San Antonio, Tex.; Miber Motors, Miami, Okla.; Honda Dealers of Central Ohio; Ford Dealers Advertising Fund, Jacksonville, Fla., and Missoula (Mont.) Auto Dealers Association. More than 250 entries were judged on basis of creativity, production excellence, sales appeal and time utilization.

RADIO AND TV

Superior Fast Freight □ Begins this quarter in Los Angeles for TV and Seattle; Spokane, Wash.; Portland and Eugene, both Oregon; Phoenix; Los Angeles, and Dallas-Fort Worth for radio. Morning drive, midday, afternoon drive and evening.

Agency: Spectrum Advertising, Seattle. Target: men, 25-54.

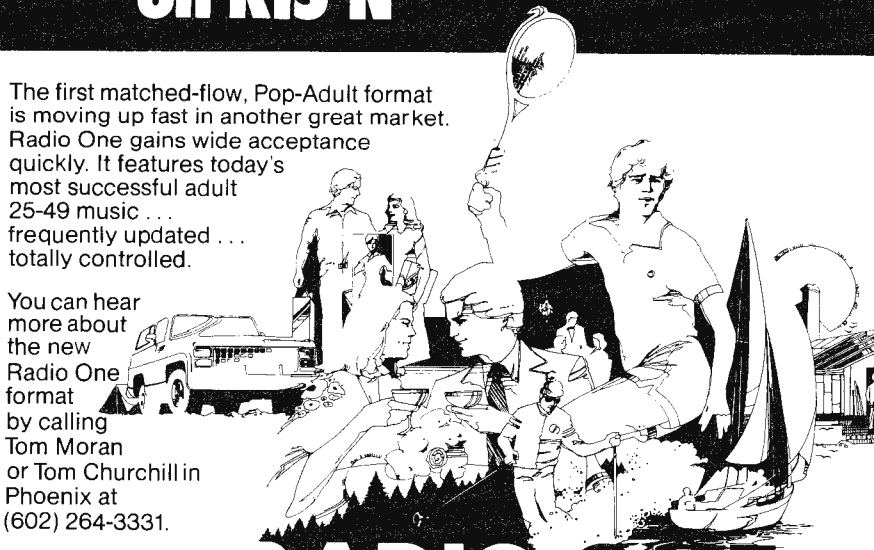
Ground Round Restaurants □ Seafood promotion. Campaign begins this week for two weeks in eight radio markets and two TV markets. Agency: Harold Cabot & Associates, Boston. Target: adults, 25-49.

RADIO ONESM

A sensation in Salt Lake City on KIS'N

The first matched-flow, Pop-Adult format is moving up fast in another great market. Radio One gains wide acceptance quickly. It features today's most successful adult 25-49 music . . . frequently updated . . . totally controlled.

You can hear more about the new Radio One format by calling Tom Moran or Tom Churchill in Phoenix at (602) 264-3331.



RADIO ONESM

Churchill Productions

1130 E. Missouri, Suite 800, Phoenix, Arizona 85014 ■ (602) 264-3331
RADIO ONE is a service mark of Churchill Productions.

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Sol Taishoff, *chairman*.
Lawrence B. Taishoff, *president*.
Edwin H. James, *vice president*.
Irving C. Miller, *secretary-treasurer*.

Broadcasting⁴

The News Magazine of the Fifth Estate

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Phone: 202-638-1022.

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Leonard Zeidenberg, *chief correspondent* (Washington).
Mark K. Miller, *senior news editor*.
Kira Greene, *assistant to the managing editor*.
Frederick M. Fitzgerald, *senior editor*.
Harry A. Jessell, *assistant editor*.
Kathy Haley, Stephen T. McClellan, Matt Stump, *staff writers*.
Candace H. Stapen, *contributing editor*. (50th anniversary series).
Kim McAvoy, *editorial assistant*.
Pat Vance, *secretary to the editor*.

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Tim Thometz, *Western sales manager* (Hollywood).
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Vanida Subpamong, Patricia Waldron.

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Don Gallo, *production assistant*.

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Robin Smithers, *secretary to the publisher*.

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Jay Rubin, *senior correspondent—asst. bureau chief*.
Rocco Famighetti, *senior editor*.
Anthony Herring, *assistant editor*.
Karen Parhas, *editorial assistant*.
Marie Leonard, Mona Gartner, *advertising assistants*.
Hollywood: 1680 North Vine Street, 90028.
Phone: 213-463-3148.
Richard Mahler, *correspondent*.
Tim Thometz, *Western sales manager*.
Sandra Klausner, *editorial-advertising assistant*.
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William J. Sposato, *correspondent*.



Founded in 1931 as *Broadcasting**—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising** was acquired in 1932. *Broadcast Reporter** in 1933. *Telecast** in 1953 and *Television** in 1961. *Broadcasting—Telecasting* was introduced in 1946. □ *Reg.* U.S. Patent Office. □ Copyright 1981 by Broadcasting Publications Inc.

“People have noticed my penchant for meticulous detail in creating contemporary classics. I want the same attention and creative input from the marketing team. Viacom is perfectly positioned to give my productions maximum worldwide exposure and to follow through with service. That’s why I signed on.”

NORMAN ROSEMONT



Meet Norman Rosemont. A man who recognizes quality and pursues it with a perfectionist’s zeal. Literary classics such as “Little Lord Fauntleroy,” “A Tale of Two Cities” and “All Quiet on the Western Front” are good stories with strong plots about characters for whom people care. Interpreting these stories for modern mass audiences is a Rosemont hallmark.

Initial production in the Rosemont-Viacom association is: **Little Lord Fauntleroy**, a two-hour adaptation of Frances Hodgson Burnett’s rags-to-riches romance of a New York ghetto boy who inherits an English baronial title and a cantankerous grandfather. Ricky Schroder and Sir Alec Guinness star. Earlier, **Captains Courageous**, a two-hour adaptation of Rudyard Kipling’s seafaring adventure tale starring Karl Malden, Ricardo Montalban and Fritz Weaver, drew strong ratings and reviews. Next, Rosemont promises an original post-Civil War story written by Blanche Hanalis.

These and future Norman Rosemont productions will be distributed worldwide by Viacom.

*Ricky Schroder and Sir Alec Guinness
in “Little Lord Fauntleroy,” a 1980
two-hour production for CBS.*

