

**FCC: 1985's
BROADCAST ISSUES**

Public TV transfers;
fairness doctrine decision;
beer and wine ad ban/47

**CANADA
SECTION**

Tv product
for export
overflowing/A-1

**McGAVREN
GUILD**

Radio rep
firm celebrates
35 years/B-1

Television/Radio Age

Including CableAge

April 15, 1985

\$5.00



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T DESMOND
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AUG 30 1985
D.M.

SYNDICATION'S DEMO CHAMP GOT BIGGER!

The February ratings are in, and "Love Connection" continues its upward trend!

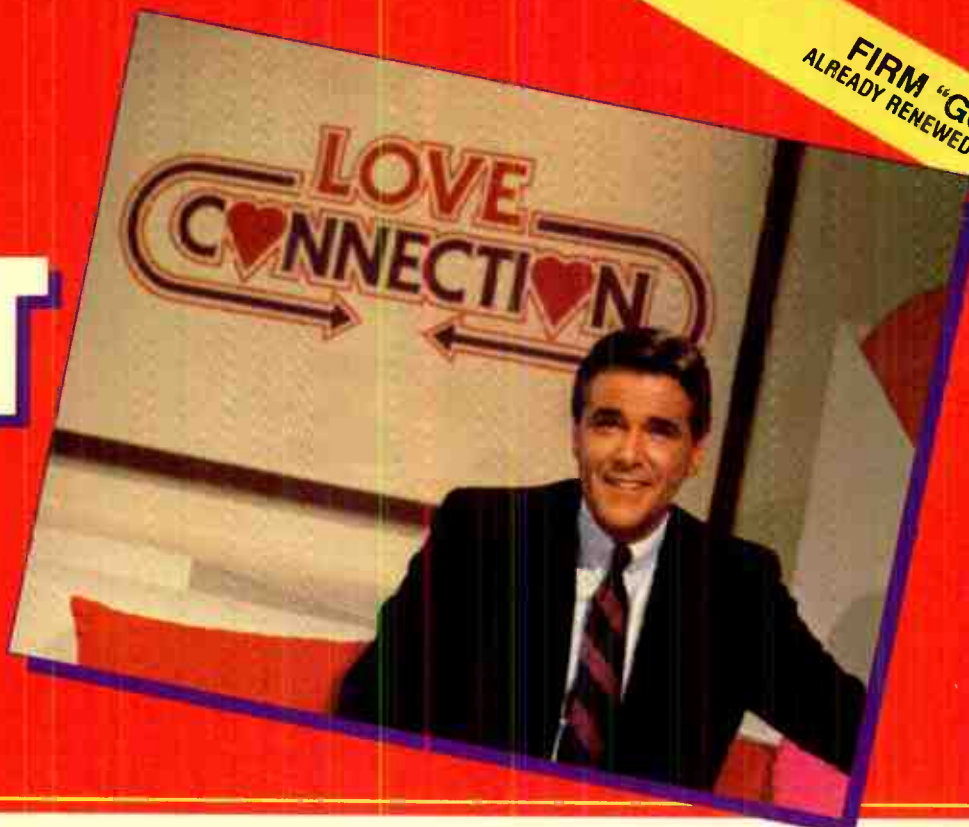
In large, medium and small markets, the message is plain – "Love" is still growing, boosting its time period share and demos over previous programming and even over its own past numbers.

"Love Connection" – Let "Love" grow for you in '85- '86!

		FEB 1984		FEB 1985		INCREASE
NEW YORK WNBC 4:00PM	H.H. SHARE	LOVE CONNECTION	19	LOVE CONNECTION	20	+ 5%
	ADULTS 18-49 (000's)	LOVE CONNECTION	204	LOVE CONNECTION	231	+ 13%
CHICAGO WMAQ 3:00PM	H.H. SHARE	EIGHT IS ENOUGH	11	LOVE CONNECTION	13	+ 18%
	ADULTS 18-49 (000's)	EIGHT IS ENOUGH	67	LOVE CONNECTION	85	+ 27%
DALLAS-FT. WORTH KXAS 11:30PM	H.H. SHARE	MORE REAL PEOPLE	13	LOVE CONNECTION	24	+ 85%
	ADULTS 18-49 (000's)	MORE REAL PEOPLE	25	LOVE CONNECTION	90	+ 260%
MINNEAPOLIS-ST. PAUL KMSP 1:00PM	H.H. SHARE	LOVE CONNECTION	15	LOVE CONNECTION	20	+ 33%
	ADULTS 18-49 (000's)	LOVE CONNECTION	23	LOVE CONNECTION	30	+ 30%
SACRAMENTO KXTV 6:30PM	H.H. SHARE	NEWS	11	LOVE CONNECTION	19	+ 73%
	ADULTS 18-49 (000's)	NEWS	25	LOVE CONNECTION	51	+ 104%
PROVIDENCE WLNE 7:30PM	H.H. SHARE	MUPPETS	9	LOVE CONNECTION	13	+ 44%
	ADULTS 18-49 (000's)	MUPPETS	26	LOVE CONNECTION	81	+ 212%
RICHMOND WTVR 4:30PM	H.H. SHARE	WALTONS	16	LOVE CONNECTION	25	+ 56%
	ADULTS 18-49 (000's)	WALTONS	12	LOVE CONNECTION	24	+ 100%
FRESNO KJEO 4:00PM	H.H. SHARE	HOOR MAGAZINE	10	LOVE CONNECTION	22	+ 120%
	ADULTS 18-49 (000's)	HOOR MAGAZINE	6	LOVE CONNECTION	15	+ 150%
AUSTIN KTVV 4:30PM	H.H. SHARE	LOVE BOAT	12	LOVE CONNECTION	14	+ 17%
	ADULTS 18-49 (000's)	LOVE BOAT	11	LOVE CONNECTION	18	+ 64%

"Love Connection" is an Eric Lieber Production in association with Telepictures.

JUST



FIRM "GO" FALL '85!
ALREADY RENEWED IN OVER 80 MARKETS!

		FEB 1984		FEB 1985		INCREASE
LOS ANGELES KHJ** 3:00PM	H.H. SHARE	KOJAK/ NEWLYWED	7	LOVE CONNECTION	13	+ 86%
	ADULTS 18-49 (000's)	KOJAK/ NEWLYWED	40	LOVE CONNECTION	156	+ 290%
PHILADELPHIA WCAU* 7:30PM	H.H. SHARE	FAMILY FEUD	11	LOVE CONNECTION	12	+ 9%
	ADULTS 18-49 (000's)	FAMILY FEUD	95	LOVE CONNECTION	167	+ 76%
HOUSTON KPRC* 3:00PM	H.H. SHARE	WALTONS	12	LOVE CONNECTION	18	+ 50%
	ADULTS 18-49 (000's)	WALTONS	21	LOVE CONNECTION	36	+ 71%
ATLANTA WAGA** 10:00AM	H.H. SHARE	ONE DAY AT A TIME	15	LOVE CONNECTION	22	+ 47%
	ADULTS 18-49 (000's)	ONE DAY AT A TIME	22	LOVE CONNECTION	39	+ 77%
ORLANDO WESH** 9:30AM	H.H. SHARE	MORK & MINDY	12	LOVE CONNECTION	19	+ 58%
	ADULTS 18-49 (000's)	MORK & MINDY	10	LOVE CONNECTION	19	+ 90%
MEMPHIS WMC* 11:30PM	H.H. SHARE	LETTERMAN	18	LOVE CONNECTION	28	+ 56%
	ADULTS 18-49 (000's)	LETTERMAN	15	LOVE CONNECTION	29	+ 93%
MOBILE WEAR** 4:30PM	H.H. SHARE	EIGHT IS ENOUGH	16	LOVE CONNECTION	17	+ 6%
	ADULTS 18-49 (000's)	EIGHT IS ENOUGH	21	LOVE CONNECTION	24	+ 14%
DECATUR WAND** 9:00AM	H.H. SHARE	LOVE CONNECTION	11	LOVE CONNECTION	19	+ 73%
	ADULTS 18-49 (000's)	LOVE CONNECTION	4	LOVE CONNECTION	13	+ 225%
SPRINGFIELD, MO. KOLR** 3:30PM	H.H. SHARE	LOVE CONNECTION	26	LOVE CONNECTION	32	+ 23%
	ADULTS 18-49 (000's)	LOVE CONNECTION	11	LOVE CONNECTION	13	+ 18%

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Volume XXXII, No. 20
April 15, 1985

Television/Radio Age

FCC: 1985'S BROADCAST ISSUES

Public TV spectrum transfers, final decision on fairness doctrine among major issues

Less oversight expected 47

Even Senator Tribble doesn't consider his S-584 to be a matter of priority legislation

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Broadcasters have some damaged fences to mend with subcommittee after struggles of past

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Thirteen staffers most influential 55

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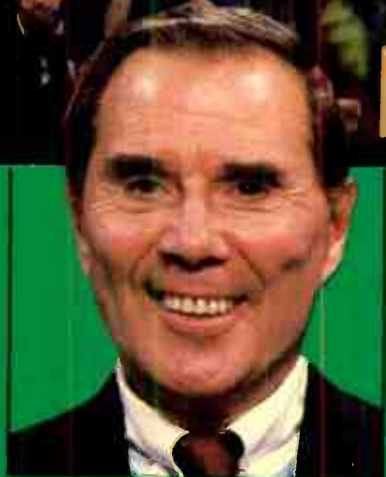
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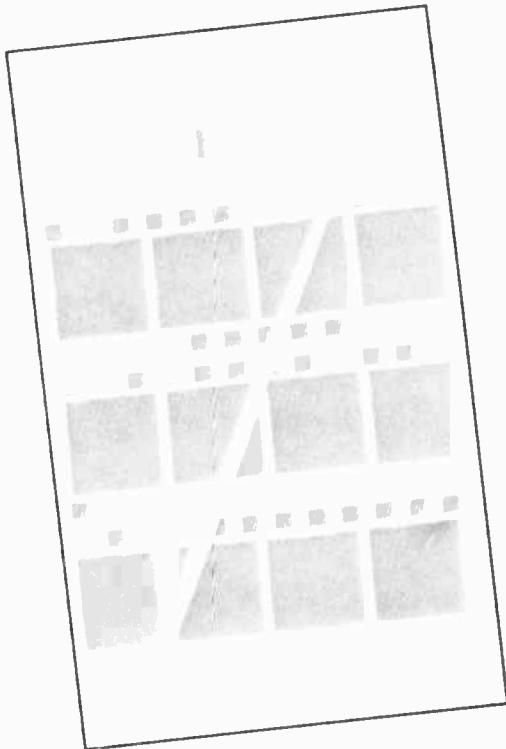
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The Jeffersons were taken to the cleaners.
And Happy Days weren't here again.**

Here's what women like.



WOMEN 18-34

Hill Street Blues	16
Knots Landing	16
A Team	13
Knight Rider	13
Remington Steele	13
Simon & Simon	13
St. Elsewhere	13
Cagney & Lacey	12
Magnum, P.I.	12
Scarecrow & King	11
Fall Guy	10
Matt Houston	7

WOMEN 18-49

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WOMEN 25-54

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Magnum, P.I.	14
Remington Steele	14
Scarecrow & King	13
St. Elsewhere	13
Knight Rider	12
Fall Guy	11
Matt Houston	9

“Hill Street Blues,” in its 5th prime-time season, is the favorite of young adults across the board.

And young adults are the prized audience for which advertisers pay premium rates.

HILL

Here's what men like.



MEN 18-34

Hill Street Blues	17
A Team	13
Knight Rider	11
Magnum, P.I.	11
Remington Steele	11
Simon & Simon	11
Fall Guy	10
St. Elsewhere	10
Cagney & Lacey	7
Knots Landing	7
Scarecrow & King	6
Matt Houston	5

MEN 18-49

Hill Street Blues	17
A Team	14
Simon & Simon	12
Knight Rider	11
Magnum, P.I.	11
Remington Steele	11
Fall Guy	10
St. Elsewhere	10
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Simon & Simon	13
Remington Steele	12
Fall Guy	11
Knight Rider	11
St. Elsewhere	10
Cagney & Lacey	8
Scarecrow & King	8
Knots Landing	7
Matt Houston	7

Don't settle for a series that's strong with only one sex or a few age groups if you can still get the unanimous young adult choice.

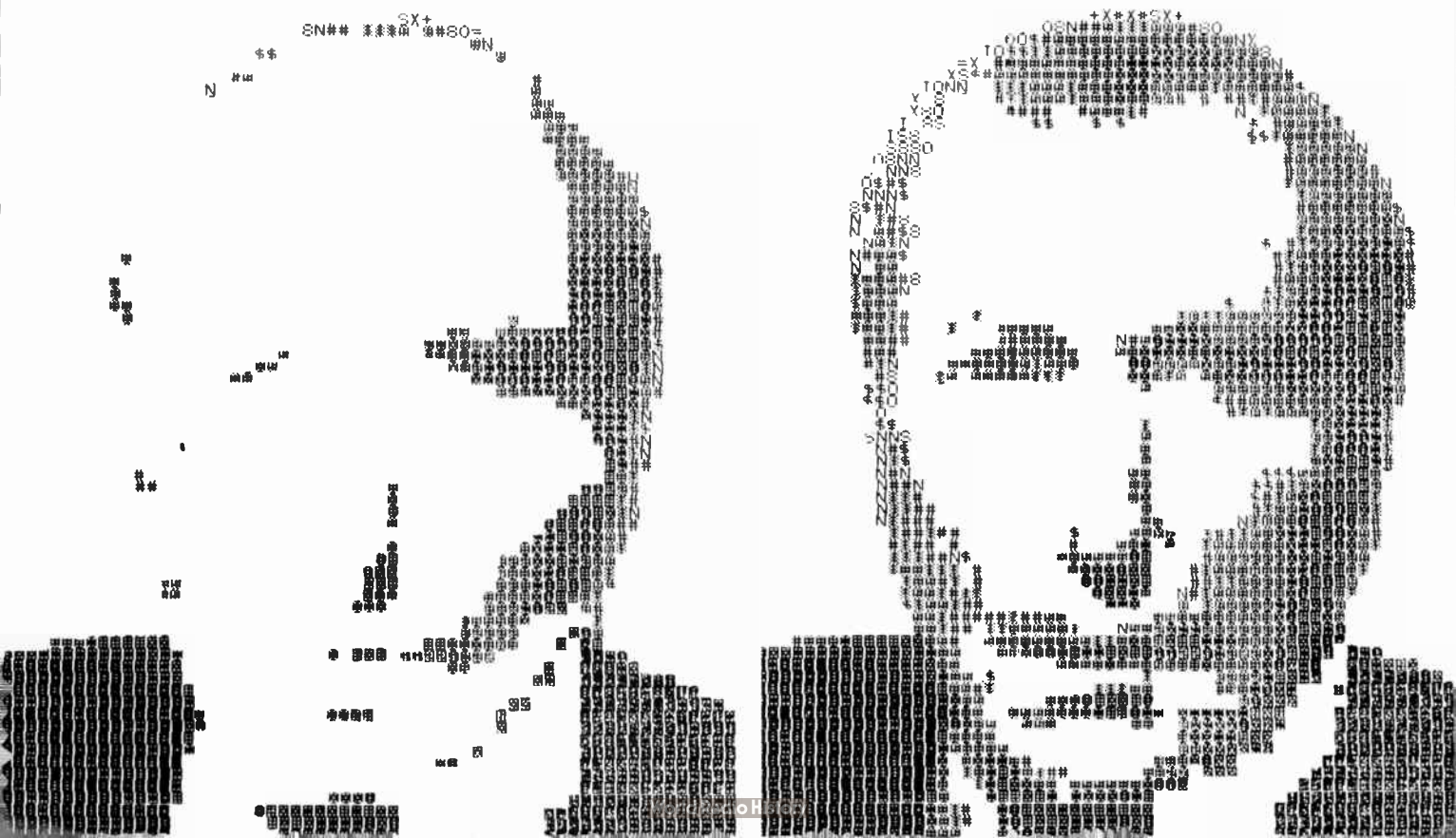
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Publisher's Letter

Worldwide surge in television taking place in sets, programming

Seventeen years ago, *Television/Radio Age International* started reporting the world TV set count annually. This was done on the basis of reports from individual countries and with the cooperation of UNESCO. The *Television/Radio Age International* figures are widely accepted throughout the world.

In 1967 the first year we undertook the project, the total worldwide set count was estimated at 189,467,000—a little better than one-third, 51 million TV sets, were in the United States. The 1984 estimate is 511,616,000 TV sets worldwide. And most of this increase abroad has taken place in the past few years.

For example, when I was in China three years ago with a group of broadcasters, there were only a handful of sets and very few transmitting stations. Today, according to the Chinese government, there are 45 million sets in China. Over 1 billion sets are expected to be in use by the end of the century. The Chinese, a nation with a 1 billion population, now regard television as the major means of communication.

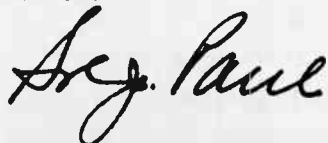
Boom all over. This surge worldwide explains in part why the international television business is booming not only in China, but in all parts of the world. As Charles D. McGregor, president of Warner Bros. Television Distribution Worldwide, said, "We expect this year to be one of the most active years internationally in the history of our company." Other major distributors are similarly optimistic.

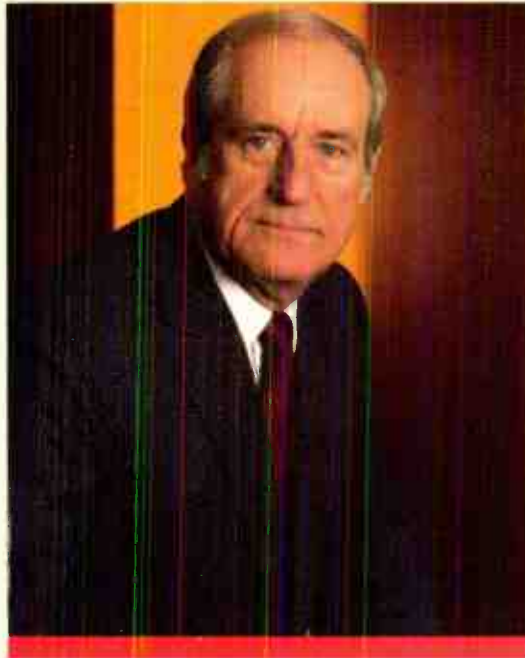
Hollywood, once again, is entertaining the world. It is providing, for the television screens around the world, series, features, documentaries, magazine and cartoon shows. The economics are basic—a program that cost \$800,000 to \$1 million to produce is sold abroad for a fraction of its original cost. While cable is progressing slowly in the United Kingdom and Western Europe, it is becoming another source of prospective buyers for American programming.

Television/Radio Age International estimates that the American producers and distributors sold approximately \$600 million of product abroad in 1984. As the English speaking and Western European countries become more adroit in their production output, this product will find its way on the American television screens as well as increase competition for the Americans abroad. Canada is a good example of a nation with production know-how and excellent facilities that is attracting increasing attention in the U.S. as well as worldwide (see page A-1).

NAB not interested. The National Association of Broadcasters, holding its annual convention in Las Vegas, has paid scant attention to the international scene. Arch Madsen, president, Bonneville International, as chairman of the NAB International Committee, has attempted to convince the industry that NAB's interest and participation in international broadcast affairs is a valid cause for the U.S. from a political and economic perspective, and that broadcasters have an obligation to be part of the international activity. However, he has received very little support and his committee is little noticed by the NAB board.

Next week, we will publish the largest international issue of the past 24 years. At the same time, we are pleased to announce the expansion of our London offices with the appointment of Irv Margolis as managing director. Margolis, a veteran newsman, was formerly head of NBC News, Europe, based out of London. He was also formerly head of news for the NBC owned stations.





WE OWE YOU.

For 50 years our radio station clients have made Blair the leader in national radio sales. You are the foundation on which we built our company.

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Our plan is to put in place an all-star lineup to manage Blair's radio rep companies. Charlie Colombo and Barbara Crooks are already on board. You know them. Their experience. Their leadership capability. They are committed to making Blair #1 in every important way you measure a rep's performance.

Jim Hilliard, John Boden and I are unequivocal in supporting this commitment. We owe you that. We will deliver.

Our thanks go to you, Blair's many friends in the radio business, for your support. We know that our strength is yours. Together, we'll keep on winning for another 50 years . . . and more.

A handwritten signature in black ink, appearing to read "Jack Fritz". The signature is stylized and cursive.

Jack Fritz
President
John Blair & Company



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49 Markets

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Letters

Indie spot shares

This is in answer to Walter Flynn's (vice president, general manager, ABC-TV Spot Sales) letter regarding the validity of INTV reported BAR independent shares (*Spot TV expenditures*, March 18). Let's review each of Walter's conclusions:

1. "The 'special 15-market tabulation' is a weak core from which INTV projected Independent national dollars."

To estimate independent shares, 15 markets were selected out of BAR's 75-market universe. They are: New York, Chicago, Los Angeles, Philadelphia, San Francisco, Washington, D.C., Dallas, Tampa, St. Louis, Denver, Indianapolis, Nashville, New Orleans, Norfolk and Albuquerque. *These markets are representative of BAR's markets where independents compete with affiliates.* To check the validity of the 15 markets selected, INTV back in August, 1984, completed a special correlation of the 15-market BAR shares for 27 product categories against the shares reported by BAR

for the 75-market universe; and for the 60-market independent universe. The coefficient of correlation between the two distributions was .96.

What this means is that there is a very close association between the 15-market sample and the larger BAR universe. In fact, the 15-market share (via regression) can be utilized to predict shares with a high degree of accuracy.

2. "The 'special 15-market tabulation' is weighted heavily toward independents, causing projection from this base to be extremely biased and inaccurate."

As clearly stated in each of our press releases, the INTV share estimates are *representative* of independent markets in the 75-market BAR universe, not the total U.S. Independent stations are located in 98 markets out of 200-plus TV markets and cover 82 per cent of U.S. TV homes. What INTV is reporting is how independents perform when they are in *direct competition* with affiliates for advertiser spot TV budgets. Share, therefore, not dollar projections, are our primary interest in a competitive environment.

This competitive comparison in a common universe is equivalent in concept to the Nielsen Multi Network

Reports of the '60s. When ABC had less than national coverage this report was used to compare ABC Nielsen ratings with those of NBC and CBS in a common 50-market universe.

The primary purpose of this INTV analysis is to identify targets and track shares in a common universe, and this we will continue to report to the trade.

3. "Syndicator-sold spots account for a substantial portion of the dollars independents claim national advertisers are directing to them."

BAR unit cost estimates were used for all spot activity. The average independent share of spot TV revenue may be inflated because cost estimates do not distinguish between unpaid and paid spot activity. This is stated in our press release. But even this fact is a plus for independents because advertisers recognize that much of the barter coverage involves independent stations. The reason barter syndication is such a fast growing arena is that advertisers appreciate the values and programming made available by the expansion of independent stations throughout the country. INTV believes the development of the BAR independent shares to be a valid estimate and we will continue to use it in our sales activity.

HOWARD KAMIN
Vice president, marketing,
Association of Independent
Television Stations,
New York

Radio rankings

I am writing regarding an inaccuracy in your March 18, 1985, publication.

The marketplace of concern is Spokane, Washington, and as the general manager of the top rated station, I must take exception with the listing indicated on page A-13.

According to Arbitron, fall 1984, page 6, the 12+ rank is as follows:

KZZU	12.2
KDRK	11.8
KXLY-FM	11.1
KEZE	9.7
KKPL	8.5

As you can see, KGA with a 7.8 and KHQ-FM with a 5.9 do not qualify as top five stations.

GARY TAYLOR
Vice president & general manager,
KLHT/KZZU-FM
Spokane

Ed. note: Due to a composing room error, rankings by women and men for the midday daypart appeared for some markets instead of total week, 6 a.m.-midnight rankings for all persons 12+

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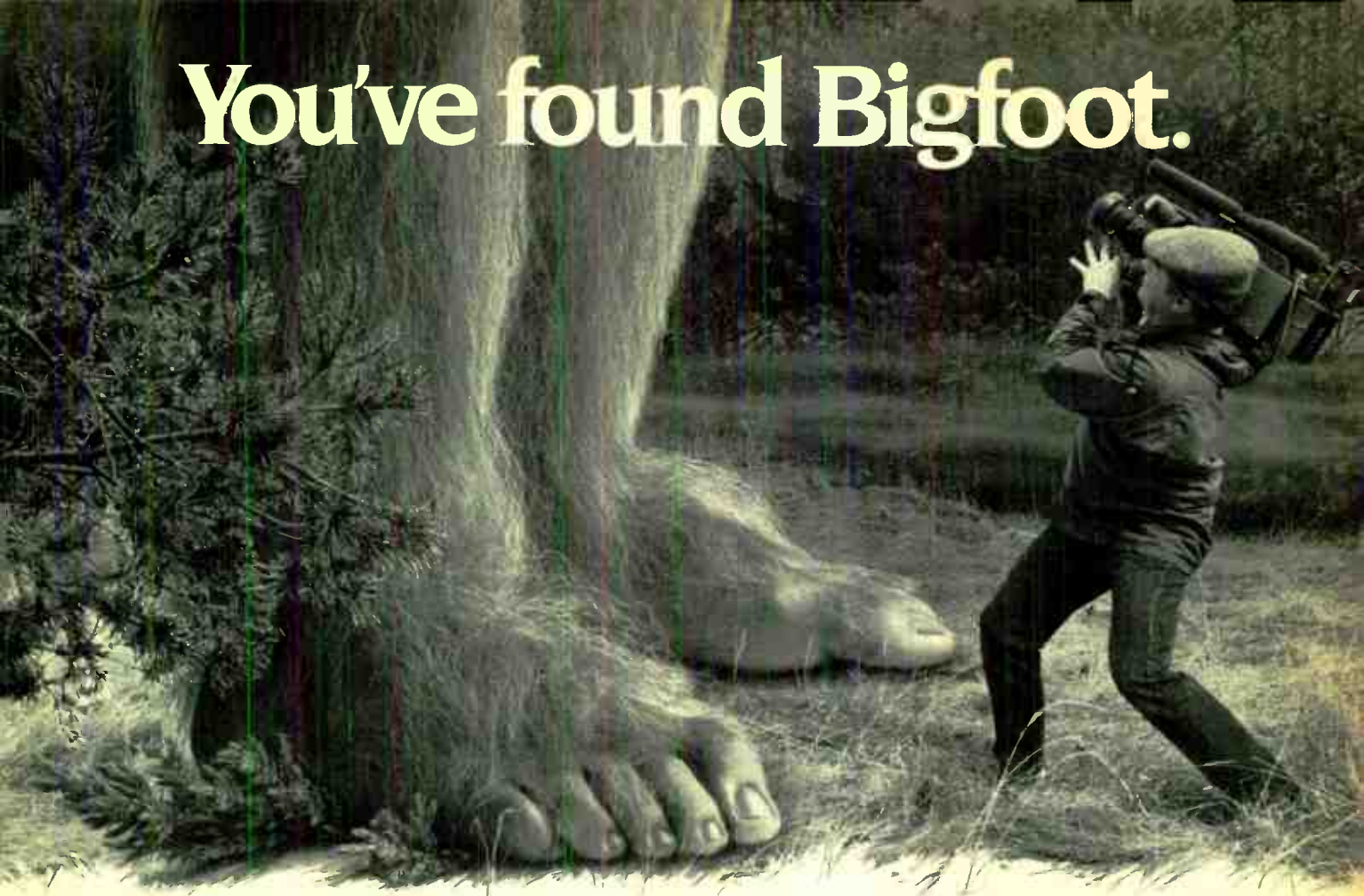
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As more news stations turn to Dalsat's SNG-25, a nationwide network is forming. Soon, this system will enable Dalsat users to economically gather local interest stories from all over the U.S. One such statewide network, the Florida News Network, incorporates 4 stations: WJXT, Jacksonville; WTSP, Tampa/St. Petersburg; WFTV, Orlando and WPLG, Miami. Now, one station can cover local news from distant parts of the state, using a closer affiliate's SNG-25.

For literature, write: Dalsat, Inc., 1205 Summit Ave. P.O. Box 1960, Plano, TX 75074. Or phone: (214) 578-7561.

NAB Show April 14-17, Las Vegas. Booth #1136.

World Radio History

5th SEASON! 18 SWEEPS!
AND HOUR MAGAZINE SCORES ITS

BEST RATINGS EVER!

7 Rating / 24 Share
Unweighted Feb. 1985 NSI

**HOUR
MAGAZINE**

Host Gary Collins with Bonnie Strauss

BETTER THAN A YEAR AGO IN MARKET AFTER MARKET!

Los Angeles / KTLA

1PM Hour Rating **+50% BETTER**

Washington / WDVM

4PM Hour Rating **+40% BETTER**

Dallas / WFAA-TV

9AM Hour Rating **+80% BETTER**

Cleveland / WJKW-TV

9AM Hour Rating **+50% BETTER**

Pittsburgh / KDKA-TV

4PM Hour Rating **+10% BETTER**

Tampa-St. Petersburg / WTVT

4PM Hour Rating **+ 9% BETTER**

St. Louis / KSDK

3PM Hour Rating **+17% BETTER**

Denver / KUSA-TV

9AM Hour Rating **+25% BETTER**

Baltimore / WJZ-TV

10AM Hour Rating **+17% BETTER**

Indianapolis / WISH-TV

5PM Hour Rating **+20% BETTER**

Milwaukee / WISN-TV

3PM Hour Rating **+17% BETTER**

Orlando / WCPX-TV

10AM Hour Rating **+50% BETTER**

Raleigh-Durham / WRAL-TV

9AM Hour Rating **+33% BETTER**

Harrisburg-Lancaster / WGAL-TV

10AM Hour Rating **+40% BETTER**

Norfolk-Portsmouth / WTKR-TV

10AM Hour Rating **+17% BETTER**

Charleston-Huntington / WCHS-TV

4PM Hour Rating **+11% BETTER**

Greensboro-High Point-

Winston-Salem / WFMY

9AM Hour Rating **+33% BETTER**

Shreveport / KTBS-TV

3PM Hour Rating **+71% BETTER**

Syracuse / WTVH

9AM Hour Rating **+33% BETTER**

Richmond / WXEX-TV

9AM Hour Rating **+25% BETTER**

Flint / WNEM-TV

11AM Hour Rating **+33% BETTER**

Wichita / KSNW-TV

9AM Hour Rating **+75% BETTER**

Mobile / WKRG-TV

3PM Hour Rating **+125% BETTER**

West Palm Beach / WPTV

10AM Hour Rating **+25% BETTER**

Jacksonville / WJXT

10AM Hour Rating **+60% BETTER**

Des Moines / KCCI-TV

4PM Hour Rating **+22% BETTER**

Roanoke-Lynchburg / WDBJ-TV

9AM Hour Rating **+14% BETTER**

Rochester / WHEC-TV

5PM Hour Rating **+30% BETTER**

Omaha / WOWT

4PM Hour Rating **+10% BETTER**

Chattanooga / WTVC

9AM Hour Rating **+20% BETTER**

Jackson / WJTV

8AM Hour Rating **+29% BETTER**

Tucson / KOLD-TV

3PM Hour Rating **+20% BETTER**

Evansville / WEHT-TV

4PM Hour Rating **+ 8% BETTER**

Burlington-Plattsburgh / WCAX-TV

9AM Hour Rating **+50% BETTER**

Peoria / WMBD-TV

3PM Hour Rating **+43% BETTER**

Monterey-Salinas / KNTV

3PM Hour Rating **+33% BETTER**

Fort Myers / WINK-TV

9AM Hour Rating **+14% BETTER**

Amarillo / KVII

9AM Hour Rating **+27% BETTER**

Terre Haute / WTHI-TV

9AM Hour Rating **+67% BETTER**

Reno / KCRL-TV

4:30PM Hour Rating **+100% BETTER**

Wausau-Rhineland / WAOW-TV

9AM Hour Rating **+20% BETTER**

Boise / KBCI-TV

4PM Hour Rating **+50% BETTER**

Sioux City / KTVI

4PM Hour Rating **+36% BETTER**

Bakersfield / KBAK-TV

9AM Hour Rating **+33% BETTER**

Topeka / KSNT

9AM Hour Rating **+33% BETTER**

Quincy / WGEM-TV

4PM Hour Rating **+33% BETTER**

Abilene-Sweetwater / KRBC

3:30PM Hour Rating **+ 8% BETTER**

Medford / KTVL

12N Hour Rating **+40% BETTER**

Idaho Falls / KIDK-TV

2PM Hour Rating **+33% BETTER**

Billings / KULR-TV

4PM Hour Rating **+40% BETTER**

Lima / WLIO

5PM Hour Rating **+ 6% BETTER**

San Angelo / KACB-TV

3:30PM Hour Rating **+33% BETTER**

North Platte / KNOP-TV

4:30PM Hour Rating **+ 8% BETTER**

Source: NSI Feb. 1985, Feb. 1984



Imitators come and go but-
HOUR MAGAZINE keeps getting BETTER AND BETTER!

Sidelights

Top NAB honor

Heading a company whose name well describes its interests, Wilson C. Wearn, at age 65, is poised to receive the broadcast industry's top honor. At the National Association of Broadcasters convention in Las Vegas, the chairman of Multimedia Broadcasting Inc., Greenville, S.C., will receive the 1985 Distinguished Service Award. (*Stories on other convention awardees follow*).

Wearn heads a company with interests in broadcast, cable television, newspapers and television production and syndication. It was also managing partner in Sports Time, a regional pay cable sports service (with Anheuser-Busch and Tele-Communications Inc.). The service recently ceased operations.

The award that Wearn will receive, established in 1953, is presented to a broadcaster who has made "a significant and lasting contribution to the Ameri-

Wearn undoubtedly has some special insights into the regulatory aspects of the industry, having at one time been with the FCC's Broadcast Bureau.



Wilson C. Wearn

can system of broadcasting by virtue of a singular achievement or continuing service for or on behalf of the industry." The selection was made by NAB's 1985 Convention Committee during the association's semianual board of directors' meeting.

Wearn was named to his present position in 1981 after serving as president of the parent company since 1977 and chief executive officer from 1978—a post he recently vacated. He helped to organize the firm's predecessor in 1953 and was named president of Multimedia

Broadcasting in 1966.

Wearn undoubtedly has some special insights into the regulatory aspects of the industry, having at one time been with the Federal Communications Commission's Broadcast Bureau. He was also a co-founder and partner of a consulting electronics firm in Washington.

In terms of industrywide activities, Wearn is a former chairman of NAB's joint board of directors and was chairman and vice chairman of the Television Board. He also served on a number of NAB committees.

He is now on the boards of several organizations including Broadcast Music Inc., the Newspaper Advertising Bureau and textile company J. P. Stevens. He is past president of the Greater Greenville Chamber of Commerce, the United Way campaign and the Broadcast Rating Council (now the Electronic Media Rating Council). He is also past president of the South Carolina Broadcasters Association and the Greenville Symphony Association.

He holds a B.E.E. degree from Clemson University, Clemson, S.C.

Antenna award

Carl E. Smith has lost count of the broadcast antennas he's designed and sold. He says it's in the "hundreds." Whatever the number, he qualifies as one of the top antenna designers in the U.S., if not the world, and for that, among other things, he'll receive the NAB's 1985 Engineering Award tomorrow (April 16).

Smith, who's president of Smith Electronics, Cleveland, a consulting firm which also does turnkey installations, is still active at 78. At present he's working with a large civil engineering firm on a \$175 million installation for the U.S. Information Agency in Tangier. This includes four 500 kw shortwave transmitters.

He's done a considerable amount of work for the USIA. He recently designed 30 high-power AM transmitters (100 kw daytime, 50 kw nighttime) for the agency in the Caribbean. Back in 1960, he finished designing one of the largest, if not *the* largest, shortwave installations for the USIA—the Edward R. Murrow Facility in Greenville, N.C., which consists of 94 antenna systems covering 6,000 acres.

Smith grew up on a farm in Eldon, Ia., where the "American Gothic" house, painted by Grant Wood, is located, a painting which is probably as well known as the "Mona Lisa." In fact, Smith owns the house, his father having bought it for his uncle many years ago as a place to live. Smith circulates a postcard photo of himself (with pitchfork)

and Wood's sister, Nan Wood Graham, standing in front of the house in 1980, 50 years after the painting was done.

As might be expected, Smith falls in the tradition of youths fascinated by crystal sets, in his case while in his teens. He made one in 1922, which picked up WOC Davenport, which is still around under those call letters. When his father



Engineering award winner Carl Smith, president, Smith Electronics, Cleveland, standing between Thomas Keller, l., sr. v.p. for science and technology, NAB, and E. William Henry, chr., Advanced Television Systems Committee.

asked him if he wanted to be farmer, there was no doubt what his answer would be.

He went to Iowa State College for his electrical engineering degree and to Ohio State University for his masters and professional degree in electronic engineering.

He got out in 1932 in the depths of the depression. His thesis on how antennas can increase the service area of an AM station set a record of some kind for length, the pages adding up to a pile two inches high. He received further training at RCA in Camden, N.J., and at the University of Pennsylvania across the river in Philadelphia.

In 1934 Smith founded what later became the Cleveland Institute of Electronics, but was named the Smith Practical Radio Institute at its debut. It offered a correspondence course in advanced engineering, the bulk of which was written by Smith. The Institute started off with 16 students. Today, it has about 25,000. Smith no longer owns it, however, having sold out after he brought in other investors and acquired another school.

In the mid-'30s, Smith went to work for the *Cleveland Plain Dealer* and its WHK, now owned by Malrite. He remained there 20 years.

Smith's company contributed importantly to the development of circularly polarized antennas, now widely used by FM stations and to some extent



Changing your station's format? BMI makes any move easier.

Without BMI's tremendous variety of music, any format change would be a lot more difficult.

That's because BMI has always licensed and encouraged all forms of music. Even when others didn't.



And no matter how many times a format changes, one thing will never change. You'll always have plenty of BMI music to play.

Wherever there's music, there's BMI.

Sidelights

by TV outlets. "I never made a nickel out of it," he said recently, "probably because it came out too soon." He holds patents on the spiral slot antenna, three-slot cylindrical antenna, elliptical polarization electromagnetic energy radiation system, electromechanical antenna calculator and low loss antenna system.

Man of action

Richard D. Dudley, chairman and chief executive officer of Forward Communications Corp. in Wausau, Wisc., is a natural for the NAB's Grover C. Cobb Memorial Award, in the opinion of one of his employees, William F. Turner, president and general manager of KCAU-TV Sioux City.

"Under Dick's leadership," says Turner, "Forward over the last four years has been the largest contributor among station groups to TARPAC." TARPAC, which stands for Television and Radio Political Action Committee, sponsors the Cobb Award, which is given each year in memory of the former NAB senior vice president for government relations.

It is presented to a broadcaster or public servant who "demonstrates unusual dedication to improving broadcasting's relationship with the federal government."

Forward, says Turner, is the only station group in which "every member of the board of directors contributes to TARPAC."

This, he says, reflects Dudley's belief in "the overall effectiveness of broadcast lobbying."

Dudley began his broadcast career in 1947 as a salesman for WSAU Wausau. He subsequently became general manager of the radio station and in 1954 became assistant general manager and sales manager of the newly-formed Wisconsin Valley Television Corp. (the forerunner to Forward). He became general manager in 1957, shortly after that adding the title of president. He has been chairman and chief executive officer since 1981.

The Forward CEO serves on several industry committees and is a director of the Television Information Office and the Broadcast Pioneers. He is also a member of the Television Audience Measurement Council and executive trustee for the National Committee for the Support of Free Broadcasting. He is a former chairman of the NAB Radio Board and president of the Wisconsin Broadcasters Association and the Wisconsin Network.

Among other awards he has received are: Honorary Doctorate of Humane Letters degree from Wheeling College in Wheeling, West Va.; and the Jaycees "Outstanding Citizen of the Year" award.

The Grover Cobb Award will be presented to Dudley by Shane O'Neill, president of RKO General, Inc., which will also give a \$5,000 grant, to be contributed to the charity of his choice.

Spirit of '85

William B. Quarton, veteran broadcaster and chairman of the board of KWMT, Inc., Fort Dodge, Iowa, is the man selected to be honored with this year's Spirit of Broadcasting Award

In 1973, William Quarton and his wife offered to donate some \$250,000 to help underwrite research and teaching in the broadcasting field.



William B. Quarton

presented by the National Association of Broadcasters. This is only the second time around for this particular honor. Last year, NAB's first Spirit of Broadcasting honoree was Stanley E. Hubbard, chairman of Hubbard Broadcasting, Inc.

Quarton was tapped for the 1985 honor following a lifetime of service to broadcasting and to his community. Quarton's first broadcasting job was with KWCR Cedar Rapids in 1931, from which he worked his way up, first to commercial manager and later to general manager.

He was executive vice president, American Broadcasting Stations, Inc., and president, WMT-TV and board chairman of Cable Communications of Iowa from 1959 to 1968.

Quarton was the first president of the Iowa Broadcasters Association and in 1973 he and his wife offered to donate some \$250,000 from their private foun-

ation to a new public charitable association at the rate of \$2 for every dollar matched by the IBA. The purpose of the new organization was to underwrite research and teaching in the broadcasting field.

Honoring Bolger

One of the strongest links between education and the broadcast industry is Thomas E. Bolger, president of Forward Communications Corp.

As an example, Bolger was president of the Broadcast Education Association from 1976 to 1977 and then vice chairman of the NAB television board from 1977 to 1978. He became chairman of the TV board in 1978 and then chairman of the NAB joint board in 1979 and re-elected in 1980.

Last Saturday (April 13) Bolger was scheduled to receive the BEA's 1985 Distinguished Educator Service Award during the association's 30th annual meeting, held in Las Vegas and preceding the NAB convention. Thus, he is another Forward executive getting an award in Las Vegas (see previous story on Richard Dudley).

The DES award is presented every year to a "broadcaster or broadcast educator who has made a significant and lasting contribution to the American system of broadcast education by virtue of singular achievement or continuing service for or in behalf of broadcast education."

Hall of Fame

The NAB's Hall of Fame Awards are given to individuals who have made significant contributions to the radio industry. Few will quarrel with the choice of this year's awards: Casey Kasem and Fred Palmer.

The former has one of the most familiar voices in TV and radio by virtue of his voice-over work.

He originated and now hosts *American Top 40 with Casey Kasem*, a weekly show aired via the ABC Contemporary radio web and carried on about 550 U.S. stations.

In addition, it is carried by about 200 stations in nearly three dozen countries abroad. The program, which started in 1970 with seven stations, is estimated to have an audience of more than 100 million.

Palmer, whose broadcast experience covers about 70 years, is owner and president of WATH/WXTQ(FM) Athens, Ohio.

He is best known for his broadcast sales training expertise and it has been described as the first sales consultant to the broadcast industry.



Whenever your audience is watching you, they're listening to us.

No matter what time of day your audience tunes in, they hear music.

In every kind of program, from sitcoms and movies to daytime dramas and game shows to news and public affairs, music adds appeal that video alone can't communicate.

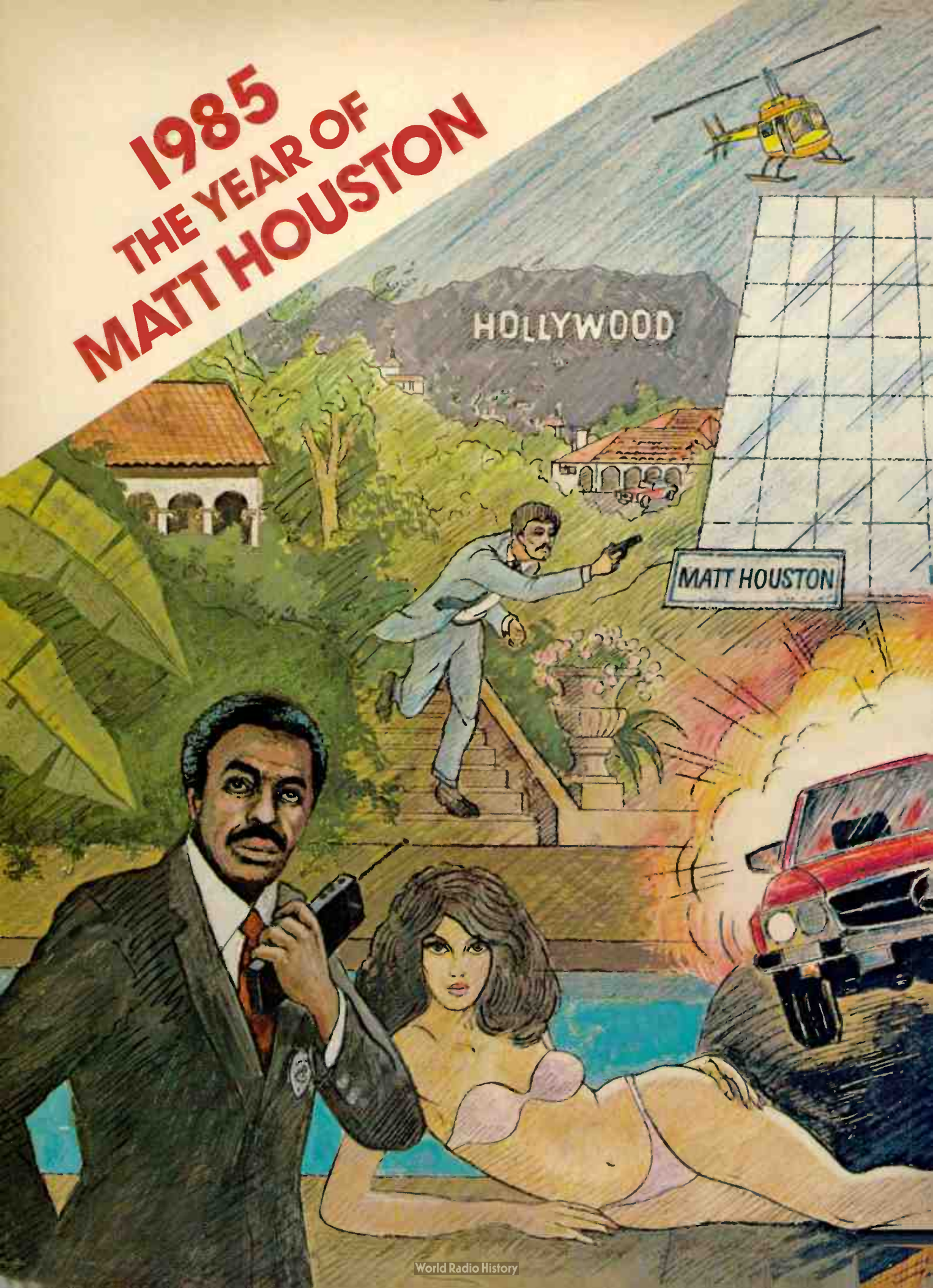
As the world's largest music licensing organization, BMI makes it easy for you to use this music, hundreds of times every broadcast day.



It's the music your audience loves to watch.

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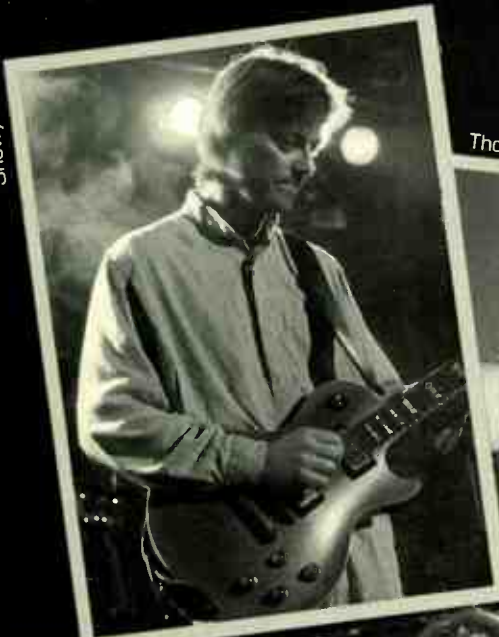
World Radio History

Warner Bros. Television Distribution
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How to get th

Snowy White



Thor



H2O



Rock Goddess



John Martyn



'Live from London is the new rock programme from the UK that is going to get the kids home. New bands via Satellite from the heart of the heart of the world's home of pop. London has a long tradition of producing some of the world's finest bands – now Trilion Pictures brings the USA the bands as they emerge live from some of London's best known venues. This series of over 50 concerts will have real appeal in the difficult to get to 15 to 25 year old sector, so if you want to get home to the kids, get hold of Trilion.

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- Time Bandits • King Kurt • Dianno • The Cry
- Lords of the New Church • Thor
- Carlene Carter • Sledgehammer • Chameleons
- Belle Stars • Girlschool • Twelfth Night
- Snowy White • Haircut 100 • H2O • Freur
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Tele-scope

Amex, Sears lead financial ad surge on TV, up 25%

The financial services category vaulted out of 1984 with an expenditure of \$687.2 million, up a strong 24 per cent overall over 1983, and scoring substantial hikes in all individual categories, save stockbrokers and consumer finance, according to a report from TvB based on BAR data.

A variety of reasons could have accounted for the precipitous rise, including a possible switch of some print billing, a relatively strong economy, and a notable gap between the cost of money, (at roughly 8 per cent) and the interest charges (around 20 per cent) that left the moneylenders substantial room to plow back profits into advertising.

The fastest growing television advertising financial services categories were commercials for more than one service, or multiple services, which soared 194 per cent, for a total of \$36,129,400 last year, up from the \$12,303,000 invested in 1983, and credit cards and traveler's checks which were up 55 per cent, to \$100,381,300 from 1983's \$64,921,100.

Banks, s&Ls up. The largest category within financial services, TvB reports, was banks and savings & loans which increased 19 per cent from \$171,051,900 to \$203,656,600.

The top television advertiser in the financial services category last year was American Express which spent \$77,980,000. The 112 per cent rise was reflected most dramatically in network advertising, which went from \$22,596,100 in 1983 to \$55,727,700 last year. Amex didn't stint in spot television either, up from \$14.1 million in '83 to \$22.2 million in '84.

The magnitude of the Amex investment is reflected in the expenditure of its closest competitor, Sears, Roebuck & Co. which spent a total of \$46,479,200, up 13 per cent from last year, but substantially lower than Amex's total.

Amex's investment includes that of its subsidiaries, Shearson Lehman Brothers, up 119 per cent to \$15,141,200, with a 60/40 spot-network split of funds; its credit card, up 68 per cent, with a three to one spending network/spot ratio for a \$44,660,200 total, and IDS/American Express, spending 985 per cent more for a \$13,229,500 total, with network television enjoying roughly a 10 (\$11,351,400) to one (\$1,878,000) preponderance over spot.

Financial services. Leading television advertiser in the financial services category was First Interstate Bank, which increased its advertising by 55 per cent from \$6,326,400 in 1983 to \$9,775,800 in 1984. Spot television was used on a 60/40 frequency over network television. H. F. Ahmanson maintained its leadership in savings and loan institutions, up 54 per cent to \$9.1 million, but Glendale Federal upped its television investment 126 per cent, to \$3,591,000. Both savings and loans institutions put all of their

money in spot television, as did the majority of the banks.

In the insurance category, Allstate was top spender with slightly more than a \$25-million commitment. Their investment was up 11 per cent, the bulk of it in network television. Prudential, which spent 11 per cent less on television last year, was runner up in the category, with a \$15,142,700 investment, almost 94 per cent of it in network television. The advertisers increasing their investment most markedly in this category were Trans America, up 462 per cent, to vault into fourth place with \$11,895,400, while Blue Cross/Blue Shield took third with an increase of 58 per cent for a total of \$11,937,600. Blue Cross/Blue Shield spent more heavily in spot television, by a three to one ratio, Trans America, put virtually all of its money, \$11,642,600, into network television.

Brokers active. In the stock and bond division, aside from the strong rise of Shearson Lehman, the renewed activity of Charles Schwab, up 49 per cent to \$2.9 million, most of it in spot, and Dreyfus, up 56 per cent, to \$1.2 million, all of it in spot, were most noteworthy.

The credit card classification was where the real investment donnybrooks took place. American Express outspent Mastercard almost two to one (\$44.6 million to \$23.9). Both of them invested most of their funds in network television, but Amex outspent Mastercard by three to one in spot television.

Other big spenders in the credit card category were Citicorp, up 97 per cent to \$13.8 million, \$10 million in spot, and AT&T, up 802 per cent with a \$1.5-million investment, virtually all of it in spot.

The real estate category continues to make substantially heavier investment in television. The entire category was up 29 per cent, with an investment of \$60,156,900, with \$41,652,400 in spot, and \$18,504,500 in network. As can be expected, the biggest advertiser in the category was Century 21, spending \$16,302,100 for a 25 per cent increase, with a four to one network to spot TV ratio. As mentioned earlier, the consumer finance category was down 15 per cent to \$31,129,300. The biggest advertiser in the category, GMAC Financing, decreased its spending by 23 per cent, for a total of \$8,083,900, virtually all of it on network.

Taking everything into consideration, the heavy spending in the category, according to authoritative observers, reflected the strength, not only of the dollar, but of the economy.

RCA bird for syndicators

Although no contracts have yet been signed, several major TV distributors of syndicated programming are showing "healthy interest" in getting on the new distribution system being offered by RCA American Communications, via its Satcom KU-band satellite, for early next year. The new system allows TV syndicators to access commercial TV stations.

FOR AFFILIATES

DALLAS IS NO.1

WITH YOUNG WOMEN!

MARKET	STATION	M-F	RTG	SH	W 18-49	W 25-54
Dallas	WFAA/A	3:00pm	12	33	1	1
Denver	KMGH/C	3:00pm	5	22	1	1
Phoenix	KPNX/N	3:00pm	6	25	1	1
Nashville	WKRN/A	4:00pm	11	23	1	1
San Antonio	KENS/C	11:00pm	6	27	1	1
Tulsa	KOTV/C	3:00pm	7	25	1	1
Richmond	WXEX/A	4:00pm	7	21	1	1
Wichita- Hutchinson	KAKE/A	3:00pm	7	29	1	1
Flint	WJRT/A	4:00pm	9	22	1	1
Des Moines	WOI/A	3:00pm	6	22	1	1
Paducah	WPSD/N	3:30pm	8	22	1	1
Jackson, Ms	WLBT/N	2:30pm	15	41	1	1
Baton-Rouge	WBRZ/A	9:00am	10	35	1	1
Ft. Wayne	WPTA/A	4:00pm	8	20	1	1
El Paso	KDBC/C	2:00pm	6	24	1	1
Peoria	WRAU/A	3:00pm	8	27	1	1

MARKET	STATION	M-F	RTG	SH	W 18-49	W 25-54
Colo Sprgs	KKTV/C	2:00pm	5	21	1	1
Chlstn., SC	WCSC/C	4:00pm	18	42	1	1
Madison	WMTV/N	3:00pm	5	23	1	1
Savannah	WTOC/C	9:00am	10	40	1	1
Amarillo	KFDA/C	3:00pm	7	24	1	1
McAllen- Brownsville	KRGV/A	3:00pm	10	33	1	1
Beaumont	KFDM/C	3:00pm	17	51	1	1
Wheeling	WTRF/A	4:00pm	9	22	1	1
Wichita Falls	KAUZ/C	3:00pm	8	30	1	1
Wausau	WSAW/C	10:30pm	8	27	1	1
Topeka	WIBW/C	3:30pm	9	30	1	1
Ft. Smith	KHBS/A	3:00pm	6	23	1	1
Missoula- Butte	KECI/N	12:00n	7	44	1	1
Tyler	KLTV/A	3:00pm	8	30	1	1
Meridian	WTOK/A	3:30pm	15	42	1	1

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Tele-scope (continued)

Scheduled for shuttle launch in December, RCA's Satcom K-2 satellite will utilize two 45-watt transponders as part of the system. To implement the system, RCA American is providing a KU-band antenna/receiver package to commercial TV stations. The package is designed so that each TV station can receive high-quality syndication signals from each of the two transponders used. Delivery of the packages will start this summer.

Tartikoff contract renewed

There's nothing like having a successful ratings season to give assurance of some longevity to the person in charge. And by winding up in the second slot in terms of primetime network ranking, that's apparently what happened to NBC's "wunderkind," Brandon Tartikoff, who just signed a new multi-year agreement to continue as president of NBC Entertainment. In announcing Tartikoff's continued stay at the network, Grant Tinker, chairman of the board, NBC, hailed Tartikoff as "the best in one of the most difficult jobs in the industry. I am delighted has has agreed to continue as our quarterback, and I hope he stays with NBC forever."

Tartikoff, who is 36, was, at 31, the youngest division president in NBC history when he was appointed president of NBC Entertainment. Since Tartikoff became president in January, 1980, NBC has won more Emmy awards than any other network. NBC's strength this season is reflected by the fact that, when the network shows its fall programming in New York on May 2, it will represent the fewest hours of changes in programs by the network in many years. Affiliates will get a preview May 12-14 in Los Angeles.

Magazine revenues up

The Publishers Information Bureau reports that magazine advertising revenues for February increased 14.3 per cent over the same month last year, for a total of \$374,236,496, and revenues for the first two months of 1985 were up 10.7 per cent for a total of \$658,087,599.

Monthly pages for February were up only 1.4 per cent, to 11,851.78, over February of '74, and pages through the first two months, according to PIB were "up slightly," to a total of 21,141.54.

'A.D.' makes NBC No. 1

NBC-TV copped a rare first place in primetime during the week ending April 7 by virtue of its *A.D.* miniseries, the last four parts of which fell into the

top 20 program rankings with strong, but not sensational, ratings. The miniseries also carried *The A Team* into first place for the week with a 24.0/37.

NBC ended the week with a 16.0/26.0, followed by CBS-TV with 15.4/25.1 and ABC-TV with 15.2/24.7, giving the networks a combined 76 share. CBS was helped by the NCAA basketball championship, though obviously viewers didn't expect to see the sensational upset of Georgetown by Villanova. But the game kept its audience, of course, and ended up ranking second, with a 23.3/33.

The four *A.D.* episodes ranked as follows: part III, in fourth place, received a 20.9/34; part II, ranking ninth, got a 19.2/28; part IV, ranking 16th got 17.7/29, while the concluding part V was tied for 19th with a 16.4/26. The four episodes ran on consecutive days, Monday through Thursday, the first three being two hours each and the conclusion running three hours.

Not helped. NBC's *A Team* preceded part III. Its season-to-date numbers are 21.9/33. However, two other NBC shows which preceded *A.D.* episodes were not helped much, if at all. *Highway to Heaven* got an 18.6/29, compared to a season-to-date 17.7/27. *TV Bloopers and Practical Jokes* pulled down a 17.8/26 vs. a season-to-date of 17.7/27.

CBS' *Dallas* didn't run during the week; its replacement, the movie, *Stormin' Home*, could only manage a 13.1/23 during a generally lacklustre Friday night. ABC's *Dynasty* ranked third with a 23.1/35.

The network pointed out that only 0.6 of a rating point separated the three webs in the "second season" averages to date—January 7–April 7. The figures were: CBS, 16.8; NBC, 16.5; ABC, 16.2.

CNN renews BrightStar

The Cable News Network has signed another one-year pact with BrightStar, transatlantic satellite carrier of television programming. BrightStar has also expanded its broadcasting capability throughout Europe.

The transatlantic carrier beams transmissions of news and sports broadcasts from Europe via Great Britain to the United States. BrightStar's European expansion involves a new agreement with the European Broadcasters Union that will enable broadcasters in every European country to receive transmissions from the U.S. at 20 per cent less than current rates, according to Bill Page, North American sales director for the carrier.

Page cites BrightStar's European expansion and its new transatlantic satellite link for Japan's six major networks as examples of the company's worldwide clientele. In addition to CNN, BrightStar handles transatlantic broadcasts for NBC, Thames Television, Turner Broadcasting, and World Communications. Two recent transmissions were the Academy Awards for the BBC, and the Master's Golf Tournament (April 13 and 14) for London's Channel 4. BrightStar is a joint venture of Western Union and Visnews, Ltd.

FOR INDEPENDENTS

DALLAS DELIVERS

MORE YOUNG WOMEN THAN EVER BEFORE!

MARKET	STATION	M-F	% INCREASE		MARKET	STATION	M-F	% INCREASE	
			W 18-49	W 25-54				W 18-49	W 25-54
New York	WOR	7:00pm	+ 54	+ 25	Oklahoma City	KAUT	6:00pm	+ 117	+ 157
Los Angeles	KHJ	7:00pm	+ 53	+ 34	Louisville	WDRB	7:00pm	+ 17	+ 14
San Francisco	KTZO	7:00pm	+ 70	+ 44	Albuquerque	KGSW	7:00pm	+ 400	+ 300
Boston	WQTV	7:00pm	+ 240	+ 67	Paducah	WCEE	6:00pm	+ 150	+ 100
Houston	KTXH	7:00pm	+ 86	+ 68	Spokane	KSKN	7:00pm	NC	+ 100
Tampa	WTOG	12:00n	+ 6	+ 7	Tucson	KZAZ	7:00pm	+ 50	NC
San Diego	XETV	7:00pm	+ 76	+ 62	Rockford	WQRF	7:00pm	+ 200	+ 100
Milwaukee	WCGV	10:00am	+ 200	+ 100	Alexandria	KLAX	9:00pm	+ 100	NC

LORIMAR®

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James Quello
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Mimi W. Dawson
1981-



Henry Rivera
1981-



Dennis Patrick
1984-



Stephen A. Sharp
1982-1983



Anne P. Jones
1979-1983



Joseph P. Fogarty
1976-1983



Abbott Washburn
1974-1982



Charles D. Ferris
1977-1981



Robert Emmett Lee
1953-1981



Byron Brown
1977-1981



Margita White
1976-1979



Richard E. Wiley
1972-1977



Benjamin L. Hooks
1973-1977



Glen D. Robinson
1974-1976



Charlotte T. Reid
1971-1976



*Dean Burch
1969-1974



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1968-1973



Nicholas Johnson
1966-1973



Robert Taylor Bartley
1952-1972



Robert Weiss
1969-1971



Thomas J. Houser
1970-1971



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1963-1970



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Lee Loevinger
1963-1968



*E. William Henry
1962-1966



*Frederick W. Ford
1957-1964



*Newton N. Minow
1961-1963



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1937-1944-1956-1963



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1958-1967**



Charles Henry King
1960-1961



*John C. Doerfer
1953-1960



Richard A. Mack
1955-1958**



*George C. McConaughy
1954-1957**



Edward Mount Webster
1947-1956**



Frieda Barkin Hennock
1948-1955**



George Edward Sterling
1948-1954



*Paul Atlee Walker
1934-1953**



Eugene H. Merrill
1957-1953



Robert Franklin Jones
1947-1952**



*Albert Wayne Coy
1947-1952**



Clifford J. Dull
1941-1948**



Ray C. Wakefield
1941-1947**



*Ewell K. Jett
1944-1947**



*Charles R. Denny Jr.
1945-1947



*Paul A. Porter
1944-1946**



William H. Wills
1945-1946**



*James Lawrence Fly
1939-1944**



Norman S. Case
1934-1945**



George H. Payne
1934-1943**



Frederick I. Thompson
1939-1941**



Thad H. Brown
1934-1940**



Eugene O. Sykes
1934-1939**



*Frank R. McNinch
1937-1939**



Irvin Stewart
1934-1937



*Anning S. Prall
1935-1937**



Hampson Gary
1934**

*Served as Chairman **Deceased

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KNOTS LANDING

**THE NEW RECORD BREAKER
FOR YOUNG WOMEN!**



SOLD IN OVER 40 MARKETS

LORIMAR®

THE "DEAL" SWEETER!

MARKET	STATION	TIME PERIOD	HH SHARE		INCREASE
			NOV 84	FEB 85	
BOSTON	WNEV	4:00 PM	16	18	+ 13%
WASHINGTON, DC	WJLA	10:00 AM	17	19	+ 12%
MINNEAPOLIS	WTCN	11:00 AM	15	24	+ 60%
SEATTLE	KIRO	3:30 PM	14	17	+ 21%
DENVER	KCNC	11:30 AM	16	22	+ 38%
BALTIMORE	WBAL	10:30 AM	30	31	+ 3%
PHOENIX	KTSP	4:00 PM	17	19	+ 12%
INDIANAPOLIS	WRTV	9:00 AM	22	27	+ 23%
ORLANDO	WFTV	5:00 PM	20	28	+ 40%
OKLAHOMA CITY	KWTV	4:00 PM	16	21	+ 31%
DAYTON	WDTN	10:30 AM	13	15	+ 15%
CHARLESTON-HUNT.	WSAZ	9:30 AM	20	29	+ 45%
TULSA	KOTV	4:30 PM	16	23	+ 44%
RICHMOND	WTVR	9:30 AM	19	24	+ 26%
LITTLE ROCK	KARK	11:30 AM	25	31	+ 24%
CHATTANOOGA	WRCB	9:00 AM	21	28	+ 33%
SOUTH BEND	WSJV	5:00 PM	17	20	+ 18%

THE ALL NEW **LET'S MAKE A DEAL**

GETS

FIRM "GO" FALL '85!
ALREADY RENEWED IN OVER 75 MARKETS!

This fall, "Deal" returned to syndication to regain its title as the ratings king and demo champ of audience participation programs.

Debuting on over 110 stations, "Deal" made a fast start out of the blocks, taking time periods across the country and turning in major increases over previous programming.

Now, "Deal" has even bettered its own performance, growing from sweep to sweep in market after market.
And the trend is just beginning!

MARKET	STATION	TIME PERIOD	HH SHARE		INCREASE
			NOV 84	FEB 85	
HUNTSVILLE	WAFF**	8:00 AM	15	24	+ 60%
YOUNGSTOWN	WFMJ**	9:30 AM	12	19	+ 58%
FT. WAYNE	WANE	10:30 AM	24	38	+ 58%
LAS VEGAS	KTNV	4:00 PM	19	23	+ 21%
COLORADO SPRINGS	KOAA**	6:00 PM	36	38	+ 6%
MADISON	WISC	8:30 AM	22	26	+ 18%
WHEELING	WTRF**	5:30 PM	18	23	+ 28%
COLUMBUS, GA.	WRBL	9:00 AM	22	31	+ 41%
LA CROSSE	WKBT	4:00 PM	20	24	+ 20%
BOISE	KIVI**	3:00 PM	13	17	+ 31%
COLUMBUS-TUPELO	WCBI**	5:00 PM	14	22	+ 57%
ROCHESTER, MN.	KTTC	4:00 PM	13	20	+ 54%
BANGOR	WVII	10:00 AM	6	16	+167%
MEDFORD	KTVL	3:00 PM	16	19	+ 19%
CLARKSBURG	WBOY**	7:30 PM	18	23	+ 28%
ADA-ARDMORE	KTEN	3:00 PM	14	23	+ 64%
HARRISONBURG	WHSV	10:30 AM	23	42	+ 83%

Source: *Arbitron **NSI/Cassandra

"The All New Let's Make A Deal" is a Hatos/Hall Production in association with Telepictures.

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World Radio History

TV Business Barometer

Spot in February rose only slightly

Spot TV billings in February revived a little as compared with January, but showed little of the liveliness that apparently took place a month later, i.e., this past March.

The spot rise in February was a piddling 4.1 per cent, but at least it looked better than the minus 0.1 per cent which was reported by the *Barometer* sample in January; as previously noted, however, (*TV Business Barometer*, March 18), January, 1984, was a five-week Standard Broadcast Month vs. four-weeks this year.

Spot TV volume in February came to \$295.3 million, just a smidgin less in dollars than the January figure, which was \$296.4 million.

Together, the two months added up to \$591.7 million, compared with \$580.4 million in

'84, which represents an overall increase of 1.9 per cent. This compares with an increase of about 10 per cent for the first two months of '84 over '83.

The smaller stations seem to have felt the spot doldrums most, according to the February figures, with an actual decline in spot business vs. the year before. This repeated the situation in January, though the February decline was not as marked. The performance of the smaller stations vis-a-vis spot is not unusual, since that kind of pattern—i.e., smaller stations doing worse than the others—commonly obtains when spot TV slows down.

Meanwhile an interesting analysis of new food products—one of the most important sources of new spot business—was published in the February issue of Dancer Fitzgerald Sample's *New Product News* newsletter.

The analysis was conducted by Martin Friedman, editor of the

newsletter, who counted new products introduced by food manufacturers during the past five years. For purposes of the analysis Friedman included line extensions and new flavors or varieties, either tested or introduced nationally.

The "winner" was the Campbell Soup Co., which introduced no fewer than 334 new products, including 92 last year. Four others introduced more than 200 products: Nestle, 293; General Foods, 279; Beatrice 234, and Dart & Kraft, 206. The top 20 companies introduced a total of 3,342, an average of 167.1 each. The 20th-ranking company, Pepsi Cola, introduced 49, but only one last year.

New in February

Meanwhile, the monthly tally by the *News* showed a total of 176 new food and drug store products (not including line extensions) in February, up from 150 in February, 1984. The latest February figure also compared with 126 in January.

National spot +4.1%

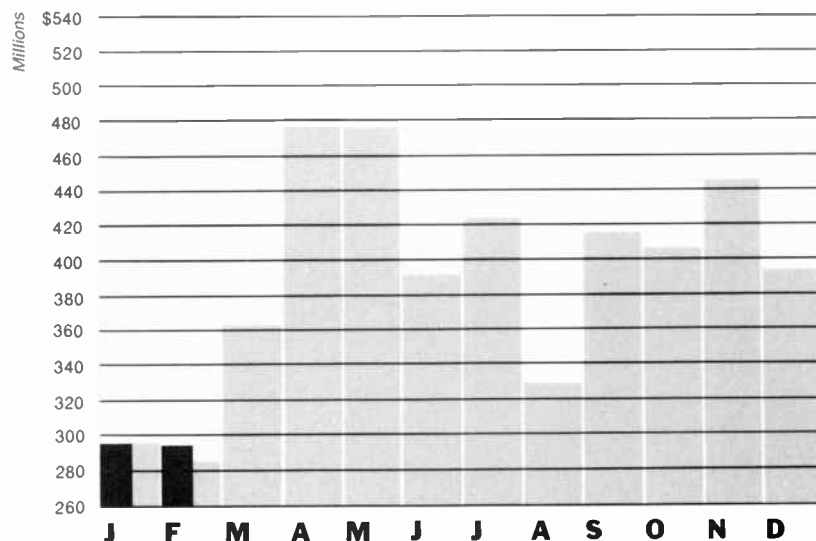
(millions)

1984: \$283.7

1985: \$295.3

Changes by annual station revenue	
Under \$7 million	-6.6%
\$7-15 million	+9.0%
\$15 million up	+2.7%

February



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Talking about winning doesn't make it happen. You've got to go out and do it. At Blair, we have to run that extra mile just to maintain our pace. We were the first to set up a rep operation exclusively for TV. And we're the rep firm rated #1 among ad agencies. Only Blair talks to media buyers on their own terms. Because we have network, independent and regional experts where it counts. Our people know their stations and their markets. Blair-repped stations have been with us an average of 12 years! And 30 more stations chose Blair to sell for them in the last three years. Our record is their record. Together, we'll keep breaking it.

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Over a period of two decades
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a dominant position in the international broadcast
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- 1. The largest documented circulation of any publication in the field.**
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- 3. The only publication with full staffed offices in London, New York and Hollywood, as well as active correspondents in major capitals throughout the world.**
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Alfred J. Jaffe, VP & Editor
Sanford Josephson, Ed. Director

Hollywood

1607 El Centro, Suite 25
Hollywood CA 90028
213-464-3552

Paul Blakemore, VP

Radio Report

Spot advertiser spending up 20% in '84, says RAB

Advertising investments in all spot radio categories rose 20 per cent, from \$1.108 billion in 1983 to \$1.33 billion last year, according to Radio Expenditures Reports figures compiled for the Radio Advertising Bureau. Food products, including restaurant and supermarket advertising, was the single biggest spending category, placing \$234.3 million in spot radio last year, or 28.7 per cent more than in 1983.

The beer/ale/wine category was next, putting \$177.8 million in spot radio, and automotive and accessories and consumer services—mostly financial—almost tied for third place, with the automotive group, with a 1984 spot radio investment of \$126.5 million, just nosing out the \$125.7 million put up by consumer services.

Government up. In terms of percentage increases, in the presidential election year of 1984, the government category headed the list with a 160 per cent jump to \$24.6 million. This category also includes such components as advertising for Amtrak and recruitment advertising for the armed services.

Other significant percentage increases were registered for amusements, up 59.1 per cent to \$25.6 million; gas and oil, up 52.5 per cent to \$43.7 million, and apparel with a 49.1 per cent increase to \$44.9 million in spot radio last year. The drug category raised its ante 37.6 per cent to \$19.5 million, and the agriculture/lawn and garden group was up 26 per cent to \$28.1 million.

Package goods. In a second analysis of RER-reported spot radio investments by package goods alone, Ken Costa, vice president, marketing information at RAB, reports a 1984 total of \$374,796,000 placed in spot radio by packaged goods. But with restaurant and supermarket advertising subtracted from the food category, the big spender in this packaged goods group is beer and ale, whose \$158 million topped the \$116.7 million invested in spot radio last year by packaged food products. However, the food expenditure represented a 29.8 per cent increase over 1983, while the beer and ale advertising increased only 15 per cent.

Percentage increase for total packaged goods was 20.6 per cent and the biggest percentage jump, 98.7 per cent, was recorded for the \$8.2 million placed by confections manufacturers. Second largest percentage gain was registered by paper products, whose \$2.4 million was a 45.1 per cent increase over 1983. Third was the 37.6 per cent increase by the drug group, which placed \$19.5 million in spot radio last year. Larger spending packaged goods categories in 1984 were soft drinks, accounting for \$31.9 million,

and cosmetics and toiletries, which invested \$29.1 million last year.

Retail chains. Costa also broke out investments by retail chains and appliance manufacturers and finds that radio investments by all appliance companies and home furnishing firms grew from \$12.339 million in 1983 to \$16.245 million last year, for an increase of 31.6 per cent. Major percentage increases were posted for Panasonic (Matsushita) and Bryant Air Conditioners. Panasonic raised its investment in spot radio last year 289.3 per cent to \$1.8 million and Bryant's increase was 261.8 per cent to \$1.01 million. Carrier Corp. raised its spot radio expenditure 70.6 per cent last year to \$812,000.

Among retail chains, Tandy Corp.'s Radio Shack increased its spot outlay 78.7 per cent to \$3.1 million and Levitz Furniture spent 93.4 per cent more, or close to \$2.5 million, according to RER. Costa also reports that both categories, retail chains and appliance manufacturers, have been assigning radio an increasingly important role in their national sweepstakes promotions.

Coca Cola bows insert format

The Coca Cola Co., via McCann Erickson, is launching what is billed "programming within programming," a new radio advertising format for the brand, aimed at the 12-to-24 age group.

The advertiser's head count is 50 million teens and young adults and according to a corporate spokesman, the soft drink manufacturer and its agency came up with the format as an innovative way to reach this "highly desirable audience through this contemporary presentation."

The inserts are 60 and 90 seconds. The company has come up with three "WCOKE-Coke Radio" stereotypical disc jockeys named Nick Velvet, purported to be the most animated; Rocko, the fastest talking, and Kay Passa, a phonetic lift of Que pasa, literally translated from the Spanish as "What's happening?"

Made available to bottlers this February in their markets throughout the country, the 60- to 90-second inserts are reported to be "doing quite well." There is no time closeout on the campaign. The typical 60-second "WCOKE-Coke Radio" spot begins with a musical call-letter identification, followed by brief DJ dialog. Then comes either a song, announcement, mini-movie review, humorous anecdote or a bit of trivia. More DJ dialog is followed by a musical call-letter ID.

Single spans the world

"We Are the World," the title of a single released to aid the starving people of Africa, was aired by 6,000-8,000 radio stations worldwide, according to Keith Carson, director of creative services at WRFM(FM) New York, and a coordinator of the



"We had to get the architect in after we hired Selcom as a Rep."

What every station manager desires is a sales line that can literally raise the roof. A soaring sales line indicates growth. But, in a market that becomes more competitive every day, it's hard enough just to maintain the status quo.

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Like most effective reps we're hard working and persistent. But, for us, hard work and persistence are just good places to start. We go further.

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It's why we've been able to move our member stations off the status quo, increase their billings and send their sales figures straight through the roof.

If you're suffering from sedentary sales, let us put some excitement in your conference room. Call Vincent A. Gardino at Selcom Radio.

Selcom radio You'll appreciate the difference.

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Selcom Representation. The advantages will be obvious.

Radio Report *(continued)*

campaign in New York. The record whose proceeds from its sales will go to the USA for Africa, was aired simultaneously on stations at 10:50 a.m. (EST) on April 4, Good Friday. In New York, according to Carson, a dozen and a half outlets participated.

WROM Rome, Ga., and KZAN(FM) Ogden, Utah, were the creators of the event, notes Carson. The single, which spawned an album of the same name, is the Number 1 selling record on music trade publications charts. The first airing of the single as an event actually took place March 21, the first day of spring, but attracted only some 200 stations in the U.S.

WINS marks its 20th

WINS New York is marking its 20th year as an all-news radio station with a look at several noteworthy events of the past, and with a format virtually unchanged throughout. According to Frank Sciortino, executive editor at the station, the only changes made were in the tightening of writing, improvements in two-way communications, designed for more live inserts, and in switching weather and traffic reports from one reporter to the other.

As to the retrospective, highlights include coverage of the blackout of 1965, man landing on the moon, Watergate, the amazing Mets of 1969, and past and present politicians and policy makers. The anniversary series began weekdays last week and will continue this week, with repeats, in specific time periods. In addition, the retrospective will get a repeat on the weekend of April 20 and 21. On April 20, the first 10 parts will be aired again; on April 21, the final 10 parts will be repeated.

Radio p.r. by satellite

Publicity distribution by satellite is now available through J-Nex, Inc. and Washington Broadcast News, which have joined forces to offer ad agencies and public relations firms instant satellite access to 3,400 U.S. radio stations. WBN distributes public relations material nationally via three satellite radio networks: Associated Press, United Press International, and the Mutual Broadcasting System, and says the 3,400 radio stations served have a cumulative listening audience of over 17 million.

J-Nex specializes in satellite-delivery of video public relations and public service material to television stations and cable systems. Now, J-Nex will be offering corporate and entertainment clients exposure through WBN's stand-alone, two-minute features, *Voices in the News*, produced with soundbites from spokespeople for company or celebrity clients. And J-Nex's entertainment clients will be highlighted in WBN's daily five-minute national news program, *Newswatch* under the

umbrella heading, *Hollywoodwatch*. *Newswatch* inserts typically run slightly under one minute and can be produced from press releases with or without actuality bites.

Radio's seasonal stability

Radio listening levels are fairly consistent throughout the year and do not suffer from the seasonal reach patterns that afflict other media, says Bob Galen, senior vice president for research at the Radio Advertising Bureau. This intelligence is based on Galen's analysis of Arbitron cumulative audience and average quarter hour figures from 12 markets measured four times a year.

It should be of particular interest, he says, to marketing strategists "seeking out light television viewers and light newspaper readers." He says they'll find that radio "not only reaches desirable market segments, but does so without variation, 365 days each year, at home, at work, on the road, at the beach or on the way to make a purchase."

Selected samples from the Arbitron analysis show, for example, "virtually no variation by season during morning drive time (6 to 10 a.m.) among either persons 12-plus, men 18-plus, or women 18-plus, using either cume or average quarter hour figures." For women 18-plus, for instance, the widest spread between average quarter hour ratings is between the 25.5 reported for summer 1984 and the 27.4 reported for spring '84 listening by this demographic.

During the midday, 10 a.m. to 3 p.m. daypart, the only appreciable variation by season is that substantially more teenagers tune in during the summer at this time of day. Also showing little or no seasonal variations are afternoon drive time (3 p.m. to 7 p.m.), total week data (Monday-Sunday, 6 a.m. to midnight), and weekend listening.

RAB pours 13 PSAs

The Radio Advertising Bureau continues its campaign against alcohol abuse, furnishing its 3,800 member stations with 13 more 30 second announcements, according to president and chief executive officer William L. Stakelin.

The spots feature a variety of approaches to the issue of alcohol abuse, voiced by such diverse public leaders as Governor John Volpe, professional football player Drew Pearson, actors Marriette Hartley and Martin Sheen.

Organizations participating in this project are: the National Football League, the Distilled Spirits Council, the Licensed Beverage Information Council, the National Committee Against Drunk Driving, the Mothers Against Drunk Driving, the National Highway Traffic Safety Administration, the National Institute on Alcohol Abuse and Alcoholism, the National Safety Council, the Will Rogers Institute and the American College of Emergency Physicians.

BLUE CHIP RADIO.

The Quality of our Product reflects the Quality of our Audience.

FM 100 and WAIT, the Great Adult Music Stations in Chicago, consistently deliver the greatest number of Adults 25-54. And the makeup of our audience does more than cut across

the decision making, professional and business people of Chicago...it embraces and delivers them. The FM 100/WAIT COMBO is and has been Chicago's best media investment.



Immediate Returns

#1* among Adults and Women 25-54.
All Chicago Stations. Mon-Fri — 8am-8pm.

*MSA, ¼ Hr., Arbitron Spring '84

Long Term Dividends

For the past 10 years. Consistently one of the top two Chicago stations in reaching Adults*.

*MSA, ¼ Hr., Arbitron 1974-1984

**Consistently Successful...
A Service of Century Broadcasting Corporation.**



Radio Business Barometer

Web billings rose 6.8% in February

Network radio billings for February hit \$20,126,280, 6.8 per cent ahead of the \$18,846,936 reported by 10 radio network companies to Ernst & Whinney last February.

The Radio Network Association adds the February increase to the 12.7 per cent gain reported for January to point to a 9.5 per cent increase for the 10 re-reporting networks for the first two months of 1985. Dollar totals for January plus February came to \$37,754,205, against \$34,483,934 for the first two months of 1984.

Richard Brescia, senior vice president, CBS Radio Networks, puts this good start for 1985 into perspective by recalling that network billings were up significantly in fourth quarter '84, and that February marks the fifth consecutive month "of solid sales increases for the radio network

industry."

Tom Dawson, acting director of the RNA while the association's search committee interviews candidates to replace the ailing Jack Thayer, points out that the Ernst & Whinney figures are now based on reporting by 10 network companies, against the six formerly included in RNA's network totals.

Brescia also expects good growth for March, which he figures could bring first quarter revenues for the industry approximately 8 per cent ahead of last year. And this, he notes, "is certainly a lot better than 1984's first quarter, which was down 1.9 per cent." But while growth this year has continued good, Brescia also points out that these gains "have not been dramatic enough to make a case that it's been from money coming out of television budgets."

Warren Schultz, director of eastern sales for the NBC Radio Networks, agrees that, "It's been a

strong marketplace for the radio networks," and reports that first quarter billings for the NBC Radio Network, The Source and TalkNet combined should probably wind up about 15 per cent ahead of last year's.

Sees strong March

Ed McLaughlin, president, ABC Radio Networks, reports "a very good first quarter," with March looking like it should finish even stronger than February. Not counting 1984's Olympic dollars, first quarter '85 for the ABC Networks should be about 11 per cent ahead of last year.

McLaughlin says bookings at presstime were 12 per cent ahead for second quarter, with the biggest demand showing up for ABC's adult networks.

Steven Youlios, director of sales for the CBS Radio Networks, observes that though there have been a number of new advertisers on the networks this year, "We think that even more important are the many returning advertisers who are back with increased radio



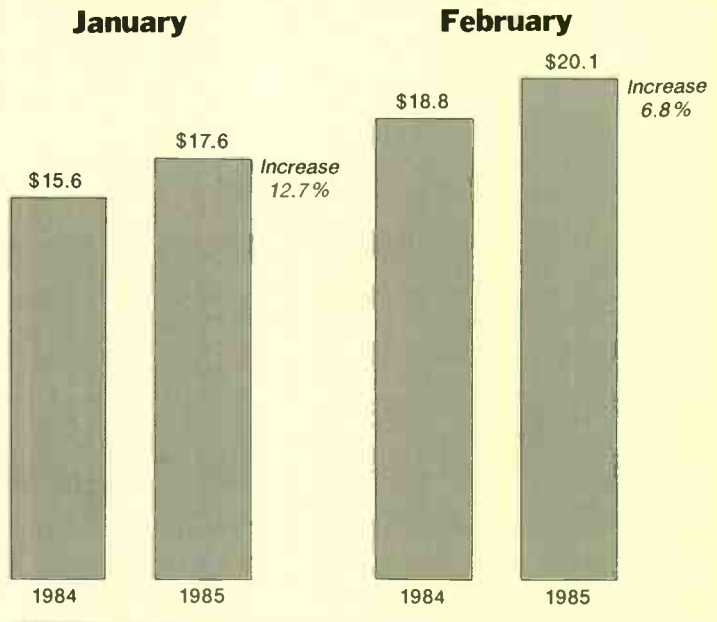
budgets this year.”

Network clients

Among the business services advertising on the radio networks this year have been communications, represented by both Executone and by AT&T. The latter is using radio for many different divisions and services, from its “Reach out and touch someone” campaign to repair services, the “Buy your own telephone” message, and its telephone systems for small businesses.

Office copiers on the networks include Toshiba, Mita and Canon. And IBM plans a major campaign for its computers, scheduled to run during second quarter. American Express continues to advertise its travelers’ checks, and stock brokerage houses such as Dean Witter Reynolds and Prudential Bache have been on the radio networks reminding listeners to sign up for their IRAs and Keough Plans quickly, before the IRS drops the curtain April 15th.

Network (millions \$)



Source: Radio Network Association

FINALLY!

TARGETED HEAVY USER RADIO NETWORKS.

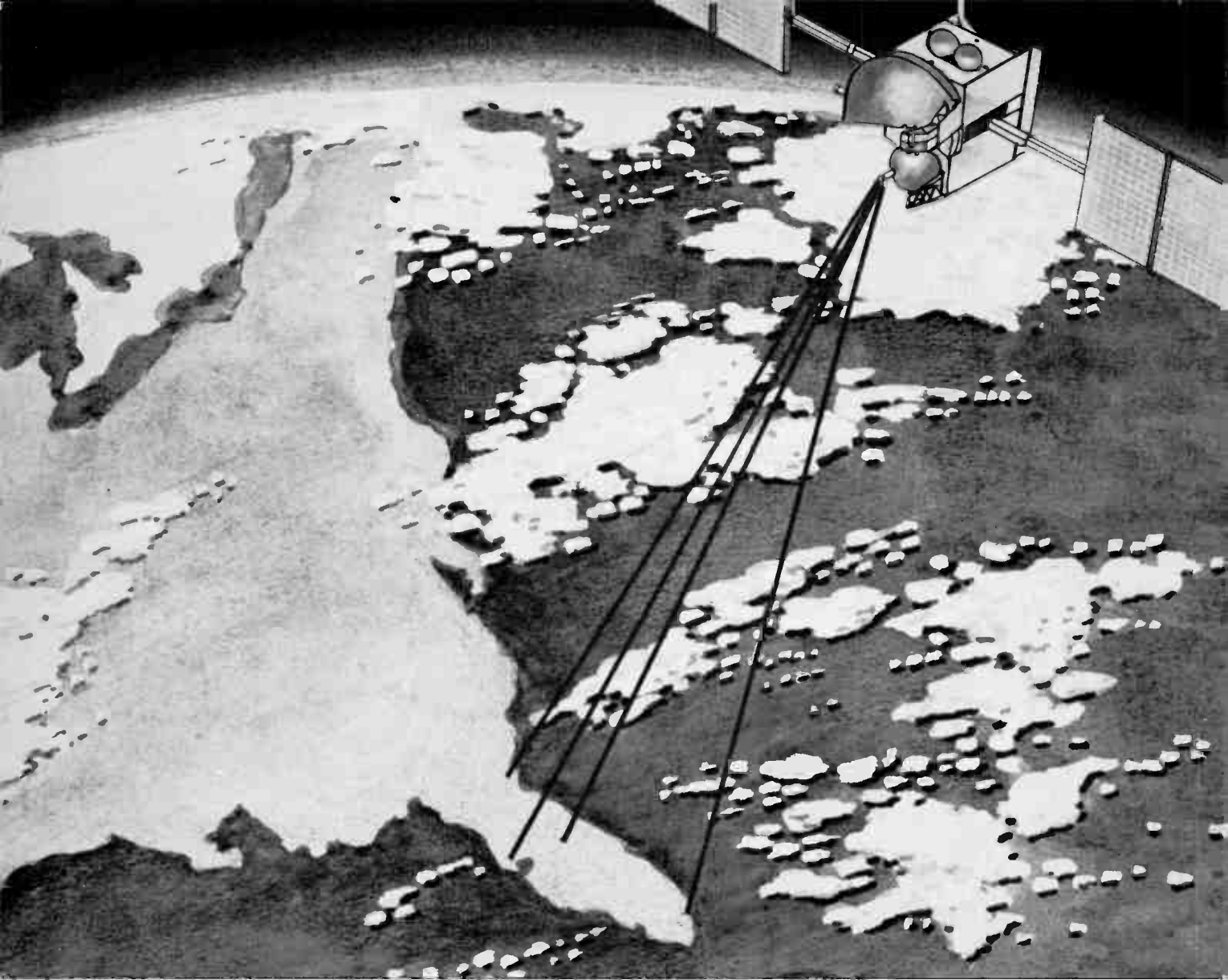
- Delivering Heavy Users of Products & Services on Up to 1,000 Radio Stations.
- Your Own Individual Demographic/Product & Service/Lifestyle Radio Networks.

- Specific Targeting of Heavy Users, to Provide a Concentrated Base for National Radio Campaigns:

- Flexibility in planning.
- Customized flight dates.
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- Variable weights in scheduling.
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When we selected our SNG equipment, we chose Dalsat's KU-band portable uplink technology. Each of our custom-designed units is equipped with a 4.5 meter dish, 3/4" editing decks, superior IFB and phone capabilities and is self-contained for total control over system



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We created the Florida News Network because Florida's our home. And anything that happens in our state can affect us all. Now, our viewers get exclusive statewide and national news coverage...like Hurricane Diana, Super Bowl XIX, Daytona 500, the raging brush fires near Naples and the Venice tornado. Florida...where the Space Shuttle and America's premier high-tech industries make their home. No wonder our news technology is way ahead of its time, too. The Florida News Network. Another first for Florida.



Miami/Ft. Lauderdale



St. Petersburg/Tampa

WFTV9

Orlando



Jacksonville

Public station transfers, fairness doctrine among the major issues

Television/Radio Age

April 15, 1985

Stations can expect less oversight from commission

BY HOWARD FIELDS

Except for the mundane business of license transfers and applications, the Federal Communications Commission is, by design, becoming an increasingly less significant factor in the operation of a broadcasting station. But some major matters remains to be resolved this year at the agency, and they could have a long-range impact on the industry.

Nearly all officials at the agency agree that it must take steps to put itself in a "neutral" position vis a vis the question of broadcast property takeovers. It faces a final decision on the limits of its ability to change the fairness doctrine—probably concluding that it cannot do much—and it faces a potential confrontation with Congress in deciding whether to allow public and commercial TV stations to swap spectrum assignments. And the FCC, under pressure from the Reagan administration, is choosing to bow out of the major-regulation field by charging broadcasters and others it regulates a fee for the cost of regulation that remains.

In an interview, Chairman Mark Fowler says this "probably will be an

underbrush year. I don't see that many issues, frankly. We are still dedicated to enlarging the sphere of freedom for broadcasters and providing more choices to consumers. And I think we're showing, as the economy continues to rebound, that we are at the foothills of a golden age of prosperity. Broadcasters, I am confident, will be the prime beneficiaries.

"And we've also shown that we didn't need to have Uncle Sam mucking around in program content decisions and sending in a flying wedge of inspectors with blue uniforms on and a silver badge that said 'FCC,' and terrorizing communities, with broadcasters frantically calling each the other to warn that vigilante posse was in town."

Red tape decline

The agency also has shown, Fowler adds, "that the world spins quite well, with 84 per cent of the paperwork done and the red tape that is left with a dimmer redness, the blue uniforms gone, the silver badge gone, needless rules and regulations gone, rules that go through an edifice we call regulation torn down. Everyone is better off. Obviously, having

The 1985 Federal Communications Commission



Nearly all officials on the commission agree on a "neutral" position toward the new question of broadcast property takeovers.

“... we've also shown that we didn't need to have Uncle Sam mucking around in program content decisions and sending in a flying wedge of inspectors with blue uniforms on and a silver badge that said 'FCC' ...”



Mark Fowler
Chairman
Federal Communications Commission

cut that much, it is progressively harder to cut much more. But I'm proud to be in that position.”

He then estimates that there is only about 2 or 3 per cent more paperwork that is possible to eliminate. Going beyond that would require elimination of “the requirements that they tell us who they are, what their name is and give us their signature. But we won't do that.”

That also means, according to Fowler, that what will not be brought up this year is the question of must-carry for TV stereo. In fact, he doesn't intend to address any type of must-carry issue. Also ruled out is consideration of the issue of quality programming for children, a return to the financial interest-syndication issue or any initiative by the FCC to apply to broadcasting the same equal employment opportunity rules it is now applying to the cable industry as a result of a cable policy act passed by Congress last year. Fowler, no friend of EEO rules, says, in effect, cable made that bed with Congress and now must lie in it, alone.

Although the quality programming issue will not be visited, the commission is faced with what could become a major issue involving children's TV. It involves a new wrinkle in the practice of bartering, wherein a local station receives a portion of the profit on the sale of the toys advertised on a syndicated program.

Jim McKinney, chief of the Mass Media Bureau, says, “We've never had a case like this, where a show was sold on the basis of profits made on the sale of the item.” Commercials that are bartered based on sales have become commonplace, but not programming.

Although the commission has a long-standing policy of extricating itself from content regulation, it would be getting into that area in the program-bartering issue. McKinney explains, “We have always treated children differently than we treat the adult population.” The FCC

may have opted out of the quality programming issue, an action recently upheld by a U.S. Appeals Court, but McKinney adds, “we said that broadcasters still, after all is said and done and after all the deregulation is done, have a special responsibility to the child portion of the audience and to see that the needs of the child portion of the audience are met.”

Peggy Charren, who lost the Appeals court case as president of Action for Children's Television, petitioned the commission to act on the barter issue, citing the program, *Thundercats*. Her contention is that barter incentives could lead broadcasters to make programming judgments based on how much money they could make off the sale of toys rather than what is best for their community.

The commission also is looking into “program-linked commercials” such as those for the Smurfs and Strawberry Shortcake, which critics claim are commercials for byproducts and are not programs. Both items are expected to be resolved soon.

Some other, smaller issues will be faced by the FCC this year, McKinney says. “A few more ownership” items need to be worked out, such as a reconsideration of the attribution of ownership rulemaking that the commission voted on earlier this year. Problems cropped up in the manner in which alien partners are counted and the system has to be squared with the decision to expand the number of stations an entity can own.

Later this year, the commission also expects to resolve questions surrounding the assignment of channel 6 and radio clear channel stations along the two U.S. borders.

No fights expected

Congress indicates it is in agreement with the FCC and its proposal to assess fees against users of the spectrum, and it is anticipated that the agency will not claim, as it has suggested, that the fairness doctrine may not have been codified by legislation. Thus no fights are expected on those issues.

But a major fight is looming over the question of “swaps.” The commissioners appear to favor the idea, claiming it as a way to save public broadcasting, but Congress already has begun to question the wisdom of allowing public stations to give up their position on the VHF spectrum. Whether there is a fight depends on how far the FCC goes. That will take a while since, as McKinney says, “I want to be sure to get plenty of comment on that item.”

Commissioner James Quello headed the Temporary Commission on Alternative Financing for Public Telecommunications (TCAF), which found there were few funding alternatives available to public broadcasting beyond federal aid. Still, the Reagan administration has cut its budget for those funds and successfully vetoed spending bills that went beyond its recommendation. TCAF also

“If broadcasters are in violation of the law, they should go to jail and be fined like any other business . . . Only broadcasting is threatened with complete loss of business for violation of FCC rules.”



James Quello
Commissioner

“We have great needs for spectrum, and we must make sure we are utilizing every piece of spectrum that we can to the fullest extent possible for all services.”



Mimi Weyforth Dawson
Commissioner

recommended limited advertising on individual public stations, but Congress has never codified those recommendations.

A few funding wrinkles appeared on the horizon late last year when Hubbard Broadcasting, owner of UHF channel 44, an independent station in Tampa-St. Petersburg, Fla., suggested to the local public broadcasting station, VHF channel 3, that they trade places for an estimated \$25 million. (Fowler revealed at a recent Senate hearing that a Chicago-area public station had rejected a \$100 million offer for a similar swap.)

Quello, who is “very well acquainted with the problems of public broadcasting,” believes the swaps could be a boon to that service. “There are 121 educational or public VFs out there. I happen to know from my close associations with public broadcasting that they have some very desirable VFs in most of the major markets. We could be talking money to several billions.”

The choice often is simple to the public station, he says. Now they must conduct “annual begathons,” seek subscriber and underwriter money, see a reduction in federal funding, all at a time when “someone offering a substantial or a big figure for a swap could give that public station a programming endowment fund for life.”

Although he already appears convinced on the issue, Quello says the commission must determine the answers to at least two questions: “Will the amount of money that the station gets to apply to programming result in more quality programming, better service to the people?” and “is a station losing its reach to the point where it will not be as attractive to local or national underwriters?”

In the Tampa-St. Petersburg case, he says, the public station will actually obtain a larger contour with the UHF signal than it presently has with a VHF.

McKinney, an engineer by training, says that is highly unusual, that in most cases a UHF signal, regardless of the power behind it, will never be able to match the reach of a VHF signal.

Judged on merits

In any case, Quello says, a public station would not have to make the swap, at least not under the notice of proposed rulemaking (NPRM) adopted earlier this year. And each swap would be judged on its own merits, he adds. Quello and other commissioners suggest, too, that the issue is a short-lived one. The VHF position on the dial is losing its value over a UHF spot each time a new cable build comes on line.

But in considering the item, the FCC is in the position of considering two major policy questions: the effect on public TV and the effect on the UHF spectrum that the FCC has had a policy of fostering for the past 30 years.

Fowler says that “judging from their public statements, I think [the other commissioners] are very supportive of” the swaps NPRM begun by Quello. “I

think all of us see this as providing simply an option to educational broadcasters, which they may or may not choose to exercise. But in the event that they do choose to exercise this, we would look to a specific rulemaking with the possibility of permitting that swap in that market.”

Fowler adds, “We would give heavy weight to the views of the educational broadcaster, to the differences, if any, of any significance in the service areas of the two stations on a comparative basis, and perhaps other factors. I don’t see this as opening the flood gates, though. I see this as permitting on a discreet basis transpositions which arguably find both parties better off and the public either served as well or better served.”

He says, “There is obviously one really important public interest benefit, and that is there are many educational stations today which are literally on the ropes financially. It can’t be in the public interest for these stations to continue to subsist or to operate so marginally that they give very little effective service to the community.”

By switching spectrums for a price, he says, “the public broadcast station may be in a position to offer far greater service and better programming and more programming on a local basis to the community, and the best of that programming could be funneled to the national network, PBS, and provide literally hundreds of hours of new, high-quality educational programming on the national net so that all of the people in the country could benefit.”

On the UHF issue, Fowler told a recent Senate Communications Subcommittee hearing, the UHF goal laid down by the commission in the 1950s “has in no way been changed by this proceeding.”

Restrained support

The other three commissioners, Mimi Weyforth Dawson, Henry Rivera, and

“There has been a great insensitivity, in my view, to the needs of the minority community. The commission has merely been paying lip service to this need.”



Henry Rivera
Commissioner

Rivera's departure won't be a quiet one

Henry Rivera apparently does not plan a quiet departure. Rivera has made no secret that he does not plan to seek renomination when his Federal Communications Commission term expires in 1987. He may even leave the job early.

Until he does leave, however, Rivera has some harsh words to say about the tone of the current commission as its policies relate to the well-being of minorities and their ability to acquire broadcast properties. Rivera's plans to leave the agency despite his fears that minorities will suffer even more if he is not there to defend their interests. "I think they're in a lot of trouble," Rivera says.

"The chairman and I have reached certain accommodations and understandings that are personal to me and him," he explains. "Those accommodations and understandings would not necessarily accrue to my successor, whoever that may be." But, he adds, "Whoever replaces me, I think the chairman will assure that individual that he would not stand in his way with regard to his efforts to implement his philosophy with regard to affirmative action." Rivera considers his seat on the commission a seat that rightfully belongs to minorities. He, as a Hispanic, is the third minority to serve on the commission, behind Benjamin Hooks and Tyrone Brown.

But he cautions that the seat is not necessarily "dedicated to a minority, and it could be that a minority might not be appointed to replace me." Even if a minority is appointed to replace him, Rivera advises, "I would think that the chairman would look for a minority that was more philosophically in tune with him."

In the minority seat, Rivera says, "I think the minority community looks to me to look out for its interests. And being a minority, I don't have any problem taking that role."

Asked to comment on rumors he may be leaving the commission as early as this spring, Rivera says, "I'm looking around, but I haven't decided when I'm going to leave, by any stretch of the imagination." A spring exit is a possibility, he says, but "I haven't made any definite plans. I'm just really beginning to examine what prospects are out there for me."

Dennis Patrick, make similar arguments, but are a bit more restrained in their support of the idea.

Rivera acknowledges that the idea troubles him. "To the extent that these activities will jeopardize the public funding of public television, that does concern me," he says. "To the extent that we do not come up with some specific criteria with which to judge these swap applications, that will concern me. To the extent that we do not specify that any moneys that change hands in these swaps is not earmarked and set aside for the improvement of public television, that would concern me. . . . I'm also concerned about what this says about UHF television in terms of our efforts to encourage its growth."

Dawson adds, "There are some very serious questions and some very important opportunities," but she refuses to tip her hand. She notes, however, many of the same questions raised by Rivera: "The allocation procedures, what are you doing to public broadcasting, the consequences for public broadcasting, dislocation of investment that's already been made, potential competition, independent broadcast competition in major commercial markets, and the revenue stream that will be available for quality programming for PBS."

Patrick says he is skeptical of the arguments that have been made that swaps would be harmful to public broadcasting in the long run. "I assume that a particular public broadcaster in a particular market who is facing particular circumstances with respect to financial problems or whatnot is in a much better position to evaluate whether or not the trading of their noncommercial V for a U would be in the best interests of their public broadcasting audience in a particular community." He adds that he hasn't "made up my mind absolutely."

But Patrick says he would oppose any commission proposal that would create a "generic rule" that would encourage public broadcasters to make a swap. And, he says, he is concerned about another question, the legal concern of "releasing a V to commercial broadcasting without opening it up to competing applicants." The agency's legal experts tell him, however, that handling each swap proposal on an individual rulemaking basis would not violate the law or commission rules.

Aside from commission considerations, there are the sentiments within Congress that must be considered. As some on Capitol Hill have suggested, the FCC already has been overturned on major issues lately and can be over-

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Patrick nod pends

Even though he has served as a commissioner on the Federal Communications Commission for the past year, Dennis Patrick still must undergo another FBI background check and a Senate committee hearing and approval.

President Reagan has decided to appoint Patrick to a full, seven-year term on the commission. Patrick was appointed last year to take over the term of Anne Jones, whose term had one year left in it.

The actual nomination of Patrick to the full term, however, was held up because of the obligatory background check. Patrick's nomination was not expected to encounter any problems before the Senate Commerce Committee or in the full Senate. His nomination last year sailed through without difficulty.

"Technology is blurring all these distinctions, and it is no longer easy to distinguish broadcasting from common carriage. Therefore, it is no longer easy to determine how we are going to regulate these particular services."



Dennis Patrick
Commissioner

Variety of broadcast matters pending, but they're generally seen as ho-hum

Beer, wine ad ban only heady issue facing Senate unit

As an indication of the way it is going to be this year in Washington, two senators recently introduced a bill to take care of what the National Association of Broadcasters calls its Number 2 priority issue this year, and everyone, including the sponsors, yawned.

The NAB's weekly newsletter, *Highlights*, called introduction of the bill "good news for television broadcasters" but devoted only three inches to the issue and offered no other comment, NAB state association leaders rarely mention it to members of Congress they are lobbying at the same time, NAB President John Summers barely mentions the subject in an interview, the chief sponsor inserted into the Congressional Record a perfunctory speech in support of the bill, and the opposition says in effect, "So what?"

To be sure, the bill, S-584, introduced by Sens. Paul Trible (R-Va.) and Slade Gorton (R-Wash.) on March 5 wasn't what the broadcasters were looking for, but the reaction did underscore the perception that not only is the fight to bar legislation that would ban commercials for beer and wine products the no. 1 priority among broadcasters this year—it's their only priority.

Trible's bill would merely codify into law what already is the 20-year policy of the Federal Communications Commission (concerning must-carry, altered only slightly in last year's cable bill. As he said upon introducing S-584, which

is identical to the bill he introduced last year, "I wish to note that this legislation does not seek a change in FCC policy." A Senate source says that even Trible doesn't consider it priority legislation. There isn't even sentiment for such legislation among the Republicans on the House Telecommunications Subcommittee, usually considered friendly territory for broadcasters.

Consensus needed

One reason is that codification of existing FCC rules and anything more, just about all parties agree, depends almost entirely upon the parties involved reaching a consensus on legislation and helping Congress to work out legislation. The NAB and National Cable Television Association already are talking about getting together to hammer out a consensus, but that effort has barely begun. NAB president John Summers says the effort has not "proceeded very far because we are in the process of compiling some data right now in an attempt to determine what is a saturated system."

About the Trible bill, he says, "That would be our druthers, obviously. That's what we would like to see enacted, but I think everybody realizes that the cable people would strongly oppose any real movement on that bill." He says much depends on companies that own both cable and broadcast properties. They have "a very strong desire," Summers

says, "to put this whole issue of must-carry behind us and resolve it in the form of legislation. I think those people could be the catalyst for something happening here."

Summers hints that although neither the NAB nor the NCTA want the must-carry question tied to copyright issues—as was attempted unsuccessfully two years ago—the NAB might be willing to join the NCTA in support of some changes in the way the Copyright Royalty Tribunal does business. The NCTA still wants to overturn the CRT's heavy assessment of copyright royalties against cable systems, and broadcasters remain steadfastly opposed to any dilution of the royalties they receive. But Summers adds, "I think there are certainly things that we would agree to as part of the package, but there are other things that I'm sure we wouldn't agree to. That's sort of a mixed bag. . . . Parts of it we could certainly go along with in terms of restructuring" the CRT.

Although both groups want to keep the matters separate, a Senate insider suggests that body would be reluctant to consider them as two different issues. Not only has no legislation been introduced to deal with the NCTA's CRT problems, little other legislation of importance to broadcasters had been introduced as the broadcasters headed for Las Vegas and their annual convention.

Beer and wine issue

On the beer and wine issue, the silence on Capitol Hill has been deafening. As predicted at the outset of the year, when efforts by an outfit called Stop Merchandising Alcohol on Radio and Television (SMART) and the Parent-Teachers Association gained headlines, members of Congress were not anxious to become embroiled in the issue.

The only interest shown has been on the part of the two Mormon representatives from Utah, a state dominated by alcohol-shunning Mormons. Sen. Orrin Hatch (R-Utah), chairman of the Senate

Barry M. Goldwater
(R-Ariz.)
Chairman



Ernest F. Hollings
(D-S.C.) Ranking
minority member



Slade Gorton
(R-Wash.)



Robert Packwood
(R-Ore.)



Larry Pressler
(R-S.D.)





Ted Stevens
(R-Alaska)



Wendell Ford
(D-Ky.)



Albert Gore
(D-Tenn.)



Daniel K. Inouye
(D-Hawaii)



John Danforth
(R-Mo.)
Ex-officio

Labor and Resources Committee, whose Alcoholism and Drug Abuse Subcommittee he sits on, held a hearing Feb. 7 in an attempt to air all sides of the issue but reached no conclusions and scheduled no further hearings. The House Telecommunications Subcommittee plans hearings on the issue after the NAB convention is over.

The only legislative proposal to emerge since the new Congress took its seats came from another Utah Republican, this time on the House side. He is Howard Nielson, a new member of the telecommunications panel.

Nielson's bill, HR-824, was introduced on Jan. 30. He said at the time, "There is a growing feeling in the country today that there is a direct relationship between alcohol abuse and beer and wine ads on television and radio." His bill, however, would not ban the ads. It would call instead of a "comprehensive study of the problem" by the Bureau of Alcohol, Tobacco, and Firearms, with a report due to Congress next year. Noting the movement for a ban or equal time for counter-ads, Nielson said, "Before taking either of these drastic steps, let us take a close look at the problem."

Broadcasters should be relieved, and indeed, Summers says, "There have been a lot of studies done already, and we're not so sure that another is necessary. But generally it has to be regarded as an unemotional approach, and from our standpoint that is a positive thing. Our biggest problem in this whole area is emotion."

It matters little, however, whether legislation for a ban is actually introduced. The FCC authorization bill and any other legislation that has a broadcast, advertising, or alcohol interest could become a vehicle for an amendment for such a ban. The problem that Summers and others knowledgeable about Hill procedures see is that although members of Congress would rather not vote on such an emotional issue, they would be hard-pressed to vote against a ban supported by PTAs and others if they were forced to vote.

The NAB's state association leaders heard the same thing when they were in town to lobby their delegations to resist a beer and wine advertising ban.

However, Summers attempts to discount predictions that broadcasters will be in trouble if the issue is voted on: "I don't really go along with the people who say if it comes up for a vote on the floor that we will lose. It might be close, but I think we would have a very good chance. If we ever did lose a vote on the floor, it wouldn't be because we didn't work our rears off, because we would."

Others closer to the Senate disagree with Summers. One says, "I see a lot of members being reluctant to have to take sides. It's clearly an emotional issue, and I think a lot of members think that if a ban or some other mandatory counter-advertising does actually come to a vote, that given the PTAs, the emotional appeal, it will be a tough thing to vote against." Another agrees a ban would be difficult for senators to vote against if they are faced with a vote.

A House insider says, "It's a very difficult thing to stand up and say, I'm for beer and wine ads when you have some very mainstream groups such as the PTA—no fringe organization—that is making this the no. 1 legislative issue."

On Summers' side, however, is a new influential player. He is Sen. John Danforth (R-Mo.), the new chairman of the full Senate Commerce Committee. He was happy to let Hatch hold the hearing on the issue and plans none of his own. In fact, he has said he would support more vigorous enforcement of drunk driving laws and related issues than a ban on advertising, which he views as an ineffectual way to address the problem. He lauds the broadcasters for their work in raising public awareness of the dangers of drunk driving.

Danforth's background

Danforth is a relatively new face on broadcast issues. He became chairman of the full committee by virtue of his

longevity on the committee, but never served on the Communications Subcommittee that handles broadcast issues. His contributions to those issues have been minimal, except for telecommunications as they affect international trade, his main interest. At the subcommittee's opening hearing this year, an oversight look at FCC issues and its budget request, Danforth made only a token appearance and asked questions relating only to trade issues.

Although he may not have much interest in broadcast issues—and even subcommittee staffers aren't sure what there is beyond an interest in doing something about what he sees as negativism in political advertising—his move to replace Sen. Robert Packwood (R-Ore.) as chairman when Packwood chose to move over as head of the Finance Committee, did help to strengthen the subcommittee.

Packwood asked for and got a seat on the subcommittee, from which he could continue to lead the fight for First Amendment right for broadcasters. (As chairman he served as ex-officio member of all subcommittees.) To balance him on the Democratic side, the committee gave Sen. Albert Gore (D-Tenn.) his choice of a seat on the panel. Gore was active in broadcast issues as a member of the House Telecommunications Subcommittee before he moved to the Senate. The subcommittee thus was enlarged from seven members to nine. Otherwise, the makeup of the panel remains the same as the last Congress.

Along with Danforth's lack of overriding interest in broadcast issues, one who has been heavily involved in those interests in the past is likely to have his attention diverted elsewhere during the two years of the current Congress. He is Sen. Barry Goldwater (R-Ariz.), who remains as subcommittee chairman but has taken on new duties as chairman of the full Armed Services Committee during a time of renewed emphasis on defense issues and a fight over the defense budget.

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Broadcasters face fence-mending chore, fewer industrywide issues

Partisan politics seen as influence in House committee

Partisanship has always been an overriding component of the operations of the House Telecommunications Subcommittee chaired by Rep. Tim Wirth (D-Colo.), and this year already is threatening to be one of the most partisan-oriented periods on the panel. Broadcasters also have some damaged fences to mend with the sub-

committee after their unsuccessful struggles of the past two years.

Add to all that the fact that the subcommittee has nearly doubled in size—more than half the members of the full committee now serve on the subcommittee—from last term, when the partisan quarreling often became embarrassing, and there are the makings for a

series of donnybrooks.

So when Rep. John Dingell (D-Mich.) chairman of the full Energy and Commerce Committee, announced at the beginning of this session of Congress that he didn't intend to spend much of the committee's time on broadcast issues this year, there were no lamentations from the broadcast industry.

But that doesn't mean that the Wirth subcommittee won't get into broadcast issues. Several pieces of legislation already have been introduced on the House side, and Republicans who form the minority party in the House have let it be known that they don't intend to accept any more of a back-seat role this term than they did last time.

The general belief is that the fewer broadcast matters the subcommittee gets into, the better off broadcasters will be. But the subcommittee may have no choice. The panel that broadcasters generally regard as unfriendly to their interests may face decisions on three



*Timothy E. Wirth
(D-Colo.)
Chairman*



*Matthew J. Rinaldo
(R-N.J.) Ranking
minority member*



*Jim Bates
(D-Calif.)*



*John Bryant
(D-Texas)*



*Cardiss Collins
(D-Ill.)*



*Wayne Dowdy
(D-Miss.)*



*Mickey Leland
(D-Texas)*



*Thomas A. Luken
(D-Ohio)*



*Edward J. Markey
(D-Mass.)*



*James H. Scheuer
(D-N.Y.)*



*Jim Slattery
(D-Kansas)*



*Al Swift
(D-Wash.)*



*Mike Synar
(D-Okla.)*



*W. J. "Billy" Tauzin
(D-La.)*



*Henry A. Waxman
(D-Calif.)*



Thomas J. Bliley, Jr.
(R-Va.)



Dan Coats
(R-Ind.)



Jack Fields
(R-Tex.)



Carlos J. Moorhead
(R-Calif.)



Howard C. Nielson
(R-Utah)



Michael G. Oxley
(R-Ohio)



Don Ritter
(R-Pa.)



Thomas J. Tauke
(R-Iowa)



John D. Dingell
Ex-officio
(D-Mich.)



James T. Broyhill
Ex-officio
(R-N.C.)

product advertising bans or restrictions instead of just the beer-and-wine issue, whether to join the Senate in adopting a regulatory fee schedule for all industries regulated by the Federal Communications Commission, renewed efforts to force the industry to pay greater attention to minorities, and, especially in light of a recent Supreme Court ruling, action on children's programming.

Knowing all that, the industry is seeking little legislation from Congress this year. What it is seeking, in a luke-warm manner, is some clarification of the must-carry issue. House operatives have made it clear the industry stands little chance on that major issue.

One subcommittee insider notes the statement early in the year by Dingell when he said he didn't see any need to spend time on major broadcast legislation this year. The insider adds, "I think the broadcast industry has to do a very big job rebuilding its bridges to the committee if members are going to be favorably inclined to deal with that issue, particularly given the fact that it is essentially the broadcasters coming back and saying, 'Hey, here's some regulation we want.'"

Partisan politics

Early efforts to pack the Wirth and other subcommittees with more Democratic members met strong GOP resistance, capped by a boycott of panel hearings. Wirth was one of the last subcommittee chairmen to cave in and allow the Republicans to name another

member to the panel. Last year's 14 subcommittee members—10 Democrats and four Republicans—now form the senior rank on this year's 25-member panel, composed of 14 Democrats and 9 Republicans. In addition, the full committee chairman and ranking minority member serve as ex-officio members of all subcommittees, making the official ratio 15-10, compared with 25-17 for the full committee.

And there are no freshmen among the new members of the subcommittee. Among those added were Howard Nielson (R-Utah), who is the only member to introduce a bill dealing with the beer-and-wine advertising issue that the broadcasters fear the most. New member W. J. "Billy" Tauzin (D-La.) joined with veteran Tom Tauke (R-Iowa) last year in proposing a TV deregulation compromise, and Mike Synar (D-Okla.) also a new subcommittee member, sponsored cable legislation last year. Each will have more influence in the telecommunications area as a member of the subcommittee.

The full name of the subcommittee is Telecommunications, Consumer Protection, and Finance, meaning it not only is charged with overseeing telecommunications issues, including broadcasting, it also has oversight over securities and financial issues. In that capacity it already has held hearings looking into the current spate of mergers and takeovers of large businesses.

Thus, the panel was in position early to react when one of the hottest issues of the year's first quarter in broadcast-

ing—network takeovers—began occurring. As a result, when the FCC does in dealing with mergers and takeovers will be closely scrutinized.

After watching the announcements concerning the takeover of the ABC network by Capital Cities Communications, a key staffer says, "If the ownership rules are followed in terms of what is divested, I wouldn't see any public policy hurdles to the thing."

Also to be closely monitored, he says, will be the FCC's reaction to the merger business, specifically its handling of its charge to make a public interest finding, the extent to which its policies help drag out the takeover process "in a way that would make a takeover impossible," or its ability to make a public interest finding without that type of delay, resulting in "the ultimate shark repellent in terms of somebody being able to take over a company."

The staffer, who reflects Wirth's thinking, notes an irony in the current situation facing broadcasters. He says broadcasters have been pleading for deregulation for years, but some may now be in a position of hiding behind regulation in an effort to avoid takeovers. That would mean, he says, "that marketplace forces are not yet strong enough to allow the type of deregulation that the FCC has put into effect." If that deregulation occurred, he adds, "are you really left in the position of having no meaningful forces at work to assure that the public interest is best served?"

There are no immediate plans for the
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Commissioners applaud contributions of oldtimers and some newer faces

Thirteen staffers identified as major influences at FCC

They are often described by what has become a pejorative term, "bureaucrat," or suffer the demeaning phrase "public servant," but without them the wheels of government, for good or ill, would not turn. That is true in all three branches of government.

It is equally true within the independent agencies, including the Federal Communications Commission, where government employees number 1,818. Some work harder than others, some are much brighter than others, some use the commission as a revolving door to better jobs, and some, it often seems, actually run the agency.

Ask the five commissioners to name the people at the commission whose opinion they most respect and who wields the most influence with them on broadcast issues, and several names will



Jim McKinney, who heads the Mass Media Bureau, is a self-described "video freak," watching about 30 hours of television a week and acquiring the latest electronic equipment for his home.

be included on each list.

Thirteen stand out, and it should not be surprising that they occupy the highest non-commissioner offices at the agency, since the FCC, like any agency, army or business, has its pecking order much in the manner of John Collins Bossidy's 1910 description of Boston as a place "where the Lowells talk only to the Cabots and the Cabots talk only to God."

At the FCC the highest rank is commissioner, then come bureau chief and then the division chiefs of each bureau. Except for their own office staff, commissioners rarely talk directly with anyone below the rank of division chief.

Thus, their recommendations for the most influential staffers include people who either hold those ranks or work in the commission chairman's office. One has been at the agency only since last October; others have been at the agency for more than 20 years. Some earn the top federal bureaucrat salary of around \$60,000 a year.

Each new FCC chairman wants to start off with his own bureau chiefs, usually someone who has worked in the same presidential campaign as the chairman. In the case of Chairman Mark Fowler, however, most of those chiefs who were political appointees have left the agency and in their place are career FCC personnel who bring much more expertise to the job.

His third bureau

One name pops up on every list, for he heads the Mass Media Bureau that deals with all the major broadcast matters. He is Jim McKinney, a self-described "video freak" who worked his way up through the ranks, serving as chief of two other bureaus before taking over Mass Media.

In an interview once, McKinney proclaimed, "I do know how this agency works and I know how to work this agency." According to some of the commissioner comments, McKinney tells the truth. Commissioner James Quello says McKinney is "pretty solid,

highly regarded." Dennis Patrick says he has great respect for his good-sense judgment and the perspective McKinney brings to his job with his experience at the agency.

McKinney, an engineer by training, was chief of the Field Operations Bureau in 1980 and 1981 and served as chief of the Private Radio Bureau from 1981 to 1983, when he was tapped to fill the shoes of Larry Harris, who went back to the business world from whence he had come when Fowler became chairman.

McKinney is a native of West Virginia and often uses West Virginia analogies to make his points. His "video freak" appellation comes from his habit of watching about 30 hours of television a week and putting all the latest electronic equipment in six rooms of his suburban Virginia house, ranging from a 6½-foot projection system to a battery-operated TV for his deck.

Mass Media Bureau

On an organizational chart, Bill Johnson would be shown to have taken a demotion in 1982 when the Mass Media Bureau was formed. In fact, he considers his change in jobs then as a promotion, albeit it from chief of one bureau to heading up policy as deputy chief in another.

Actually Johnson, in effect, presided for one year over a bureau that the commission already had decided would not have much to do at the time it was



Bill Johnson, who is in charge of policy considerations for the Mass Media Bureau, coordinates future goals of the bureau with what he perceives to be the desires of the commissioners.



Roy Stewart, who heads the Video Division of the Mass Media Bureau, is in charge of the ever-increasing number of video services, including low-power TV and programming for DBS.

formed—the Cable Bureau. As the agency cut back the regulations that applied to cable, so was the staff of the bureau cut back.

In his brief term as cable chief, Johnson enforced his philosophy of eliminating paperwork. In an interview at the time, he revealed the real motivation of many bureaucrats in eliminating paperwork: "Usually, it is more a problem for us than it is for the industry."

Basically, Johnson returned to his old job, but in a higher position, when his Cable Bureau was merged with the Broadcast Bureau in 1982. He had been doing policy work in the equivalent of Office of Plans and Policy before becoming cable chief.

In his current position, he is in charge of policy considerations at MMB, coordinating the future goals of the bureau with what he perceives to be the desires of the commissioners.

'Professor on sabbatical'

Although McKinney gets the highest marks from the commissioners, they probably see more of John Kamp, an affable anomaly at the commission. He is a lawyer, but refers to himself as a professor on sabbatical, or, tongue in cheek, the "head gofer" in the bureau.

His title is "legal assistant," but his chief function is to handle the biweekly agenda for commission meetings. As such he has a hand in on all the MMB items that the commissioners consider. He meets often with the commissioners and their assistants on the items that are

coming up in order to explain the items to them and to coordinate their suggestions for changes in working out the final item presented for a vote.

Kamp is in the unusual position of being able to "put his money where his mouth is." As an assistant professor of print and broadcast journalism at the University of Tulsa, he often lectured on the desire to streamline regulation, which he felt often was burdensome and unnecessary. Now he is at the forefront of dealing with those regulations.

In addition to his Ph.D. in mass communications from the University of Iowa, Kamp holds a law degree from the University of Tulsa. He joined the commission in 1980 as an attorney in the Policy and Rules Division of the old Broadcast Bureau.

Video Division

Roy Stewart has been at the commission longer than any of the commissioners. He joined the FCC in 1965, in the only permanent job he has ever held. A lawyer by training (Cornell-1963), Stewart heads the Video Division of MMB.

Stewart is the one staffer whom Quello, the senior commissioner (1974), has worked with most consistently over the years. He calls Stewart "an old pro," adding, "what he recommends and what he says would have quite a bit of influence with me." Of him and McKinney, Quello says, "I have the highest regard



Peter Pitsch, chief of the Office of Plans and Policies, describes it as a bureau that provides "economic and engineering support" for the commissioners. This includes spectrum management.



Jack Smith, general counsel, believes he should not initiate policy but should instead provide sound legal advice to the commission and make sure agenda items are legally sound.

for those guys."

As head of the Video Division, Stewart is in charge of all the ever-increasing number of video services, from low-power TV to the entertainment programming portions of direct broadcast satellite and the more conventional services. His office is the one first dealt with by a broadcaster who wants a license transferred, a construction permit granted or any other TV question answered.

He also rose through the FCC staff ranks, beginning as a staff attorney in what in 1965 was called the Television Application Branch of the Broadcast Bureau. In 1974 he became chief of the Transfer Branch, and in 1979 chief of the Renewal and Transfer Division. After MMB was reorganized he was named head of Video Services Division.

Audio services division

Stewart's counterpart in MMB is Larry Eads, chief of the Audio Services Division. He handles for audio services what Stewart handles for video. Eads is an economist by training and joined the agency just three years after Stewart, in the Research Branch of the Broadcast Bureau, moving later to become an operations research analyst for the bureau chief. Still later, he headed the Policy Analysis Branch of the Policy and Rules Division.

In 1979, Eads was named assistant chief of Policy and Rules and a year later acting chief of the Broadcast Facilities

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