

Prospectus on the Reagan FCC □ The coming wave of videodisks □ Good news from the high court

Broadcasting Feb 2

The News Magazine of the Fifth Estate □ Vol. 100 No. 5

Our 50th Year □ 1981



Wave of the future!

SEE PAGES 2 AND 3

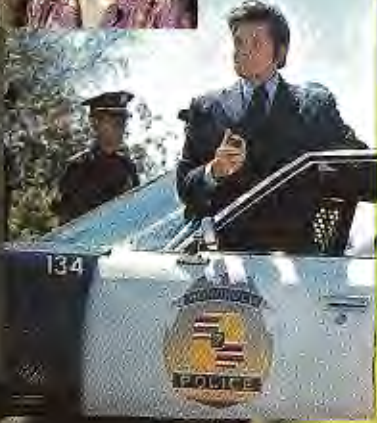
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The First

Years Of
Broadcasting

1946

PAGE 77



Stronger by far!

"Hawaii Five-O," sold in 30 markets, enters syndication as the strongest hour available for the 1981-82 season.

Stronger Than Network Competition

Over an unsurpassed 12 prime-time years on CBS, "Hawaii Five-O's" average 34% share topped the two other networks by 17% and 36%. Opposing shows included ABC and NBC Movies, "Rockford Files," "Sanford and Son," "Love Boat," "Barney Miller" and "Three's Company."

Stronger Than Prime-Time Benchmarks

"Hawaii Five-O's" average 21 rating stands 3 points higher than the average performance for all prime-time hours and all mystery-suspense programs. And 2 points higher than the average for all prime-time programs.

Stronger Than Lead-In Programs

Impressive lead-ins including "M.A.S.H.," "The Waltons," "Maude," "Medical Center" and "Green Acres" produced an average 33% share, which "Hawaii Five-O" topped with its 12-year 34% share.

Stronger in Re-runs

A key measure of syndication viability! "Hawaii Five-O" re-runs in prime-time dipped only one share point below original runs. Compared with re-run dropoffs of 2 to 6 points for all other available hours such as "Incredible Hulk," "Barnaby Jones," "C.H.I.P.S.," "Charlie's Angels" and "Little House on the Prairie."

Stronger in Second Half Hour

Forget the "no gain" myth. "Hawaii Five-O's" long format not only held, but gained, audience during the 60 minutes, picking up a full rating point in its second half hour.

Stronger in Syndication

T.A.P.E., the programming consultants, list 9 criteria for gauging a series' syndication potential. Among all currently available hours, "Hawaii Five-O" is the only one to meet all 9 standards for a successful future on local stations.

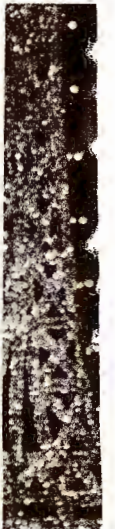
Thirty markets—including 7 of the Top 10—are locked up now. Let's talk about yours while there's still time. 200 episodes are available for Fall 1981.

Source: NTI AA 1968-80.
All regularly scheduled programs.
Network competition, lead-in programs,
second half-hour—September 26, 1968
to April 5, 1980, each individual
telecast of Hawaii Five-O and its
competition and lead-ins. Prime-Time
benchmarks, Nov/Feb/May 1971-1979.
Reruns: Nov/ Feb assumed originals,
May assumed reruns, from programs
first season through 1979-80 season.

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Hawaii Five-O





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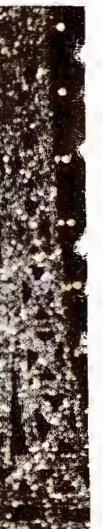
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May assumed reruns, from programs
first season through 1979-80 season.

Hawaii Five-O





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The Week in Brief

TOP OF THE WEEK

EMERGING SHAPE OF FCC □ Nothing's official yet and Ferris is still there, but recast commission will be more accommodating to regulated industries than its predecessor. Still missing is minority member. **PAGE 23.** The Ferris plan for pension at 48. **PAGE 24.**

WESTINGHOUSE WAIVER □ FCC grants temporary bypass of crossownership rules. It permits WBC's 28% purchase of Teleprompter. **PAGE 25.**

BUSH ASKS HELP □ Vice President uses TVB satellite hook-up to 40 cities to solicit businesses' help in administration's effort to straighten out U.S. economy. **PAGE 26.**

HIGH COST OF DEFENSE □ NAB board, meeting in Scottsdale, Ariz., discusses expected budget deficit caused by fight against spectrum expansion. It also approves reimbursement for chairman, comes out of closet against 9 khz expansion, and hears ANPA's plea for help against AT&T. **PAGE 27.**

GETTING ITS ACT TOGETHER □ House Energy and Commerce Committee organizes its unit. Dingell chairs full committee; Wirth heads new Subcommittee on Telecommunications, Consumer Affairs and Finance. **PAGE 29.**

SPECIAL REPORT

YEAR OF VIDEODISK □ That's how 1981 may be remembered as new developments come up in home video revolution. Analysts believe innovations will dramatically increase communications-entertainment-information explosion and have important effect on other segments of U.S. television system. **PAGE 34.**

LAW & REGULATION

WINS FOR BROADCASTERS □ Supreme Court rules in Chandler v. Florida case that Constitution doesn't ban cameras from courts. **PAGE 43.** Highest court also refuses to review appeals court *60 Minutes* decision. **PAGE 50.**

JOURNALISM

WEISBADEN TO WASHINGTON □ Broadcast media follow

former hostages' story from West Germany to celebration in nation's capital. **PAGE 52.**

MEDIA

ABC OPTS FOR LOW POWER □ Applications are filed for 100-watt TV stations in five markets in which network already has VHF's. Outlets would offer pay and special-interest programming. **PAGE 60.**

PULPITS AND POLITICS □ It wasn't on official agenda of joint convention of National Religious Broadcasters and National Association of Evangelicals last week, but mixture is alternately urged and deplored by participants. **PAGE 61.** FCC's Brown minces no words as he tells his fears about "us and them" philosophies of groups such as Moral Majority. **PAGE 62.**

TECHNOLOGY

BY THE NUMBERS □ SMPTE's annual TV conference will again examine digital television system in quest for compatible worldwide standard. **PAGE 66.**

BUSINESS

MAN FROM ARCO □ Here's further look at Thornton Bradshaw, RCA's new chairman, and what his appointment may bring. **PAGE 68.**

PROGRAMMING

AUDIENCE FACELIFT □ Harvard conference participants see program specialization as key to TV's future. They also expect DBS and cable to give networks run for money. **PAGE 72.**

1946

THE 'BROADCASTING' YEARS □ In America's first postwar year, FM and TV proponents redoubled efforts to secure places among media. Setting itself up as judge of programming, FCC issued its Blue Book of guidelines. And Jimmy Petrillo was still highly visible, pressing more demands for his American Federation of Musicians. **PAGE 77.**

PROFILE

NAME OF HIS GAME: SPORTS □ Chet Simmons has fond boyhood memories of Grantland Rice era of sport glories. That's why he's happy that his career has continued in that vein and brought him to presidency of Entertainment and Sports Programming Network. **PAGE 105.**

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**KOAT Ratings & Shares
(November Arbitron)**

Daypart		HH Rtg.	Mkt Share
5:30PM	M-F	20	38
6PM	M-F	23	37
6:30-7PM	M-F	20	34
7-10PM	M-Su	21	37
10PM	M-F	24	47
9AM-Mid	M-Su	12	36

*November Arbitron; equal facility markets; top 100 ADIs

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Insider report: behind the scene, before the fact

FCC to face renewals?

Senate Commerce Committee and House Communications Subcommittee have legislation in works that would change FCC authorization from permanent to renewable, possibly every three years. Legislators are also said to be considering instituting veto power over rulemakings, such as they have over Federal Trade Commission. Senate bill is expected this week.

When logs don't roll

Anticipating elimination of commercial logging requirements by FCC in radio deregulation, officials of affected trade associations will meet in New York Wednesday (Feb. 4) for preliminary talk on how to satisfy advertisers' needs for record of their commercial placements. It's agreed some kind of standardization will be needed. Representing broadcasting will be John Summers, executive vice president-general manager, National Association of Broadcasters, and Miles David, president, Radio Advertising Bureau.

Fifth in sight

President Reagan, who will have four FCC seats to fill in first six months, is expected to have fifth by June 30, 1982. Commissioner Abbott Washburn's term expires then, and he says now he has no plans to seek reappointment. Washburn, who will be 66 in March, will have had eight years on commission.

Autumn harvest

Cable News Network's prospects of survival appear to be improving. Subscriber total is nearing five million, and officials expect to reach operational break-even point—something over eight million subs—by October this year. Current hookup rate is 16,000 homes daily.

Moreover, often-voiced concern that chief executive officer Ted Turner may have overreached himself financially isn't impressing his associates. They point out that Turner has no desire to be "cash rich," plows back revenues into expanded products ("If he gets some extra money he doesn't buy a Mercedes, he opens a new news bureau," says one close to him), but he does believe in net worth. If for some reason he were forced to liquidate, total assets, including WTBS(TV) Atlanta super-station, are believed to have current market value between \$250 million and \$300 million.

Salvage

Although Premiere, beleaguered pay TV venture, claims to have spent \$15 million for start-up, failure to win appeal of temporary injunction that threatens to put it out of business, may not be as financially damaging as it appears. Reason is Satcom I transponder it purchased from Satellite Syndicated Systems last year for \$5 million. Fearing worst, Premiere has been negotiating sale of transponder, and bidding among several well-heeled cable programmers has reportedly reached \$10-million level.

Home Theater Network, which already has long-term contract for heart of the East Coast prime-time hours on transponder and is now backed by its new Westinghouse Broadcasting partner, would seem to have inside track. But ABC, CBS Cable and Rockefeller Center Television may also be in on bidding. They could program around HTN by using its transponder for West Coast feeds.

No waiting

Lee-Jones house-hunting committee that will report to FCC Thursday (Feb. 5) on possible sites of agency relocation won't offer recommendations, but will convey sense of urgency. Option of going to Rosslyn, Va.—controversial plan developed by outgoing chairman, Charles Ferris—may in long run turn out to have been least expensive, and that space won't be available much longer. What it boils down to, in opinion of those close to project, is whether Congress—which suggested move in first place—will accept solution other than least expensive. Staying within District of Columbia, which many—including National Planning Commission—prefer, will probably cost more.

In any event, decision probably can't wait until a "new" FCC is in place, presumably under chairmanship of Mark Fowler (see page 23). Five active members now aboard probably will have to seize this nettle.

News media interaction

American Newspaper Publishers Association, which moved headquarters from New York to Reston, Va. (near Dulles airport) eight years ago, may be having second thoughts about remoteness from Washington. Research, development, statistical and publishing functions will stay put, but policy, public affairs and lobbying may move to central city in Connecticut Avenue area.

Idea is to put key officials closer to other trade associations with common interests,

for instance, National Association of Broadcasters, National Cable Television Association, and, of course, FCC and Congress, as expanding technology involves all.

Norway bound?

Mark Evans Austad, Metromedia vice-president for public affairs and former ambassador to Finland, may be next ambassador to Norway. Ardent Republican and special adviser to Reagan inaugural, Evans learned Norwegian language as Mormon missionary there.

The more things change . . .

Henry Geller, who with change of administrations resigned as head of National Telecommunications and Information Administration, is still doing business at same old stand. He is consultant to NTIA on short-term basis, completing work on projects he had begun. He is being paid at rate of about \$50,000 annually.

For long term, Geller has applied to Markle Foundation for grant to support work he would do at Duke University Institute of Policy, in Washington. As in days before he joined Carter administration, Geller would study telecommunications issues, file comments in FCC proceedings, participate in court suits and possibly initiate some.

Silent exit

Frank M. Smith Jr., long-time CBS-TV executive, has quietly left there to pursue other interests. Smith, now 53, headed CBS-TV sales for 11 years, was put in charge of CBS Sports when that division ran into trouble with its "winner take all" tennis promotion and needed a "Mr. Clean" to restore its image. Last summer he was replaced in sports and made senior vice president of CBS/Broadcast Group.

Early starters

Mark Smith, KLAS-TV Las Vegas, is candidate for National Association of Broadcasters television board chairmanship in elections to be held next June. He is said to be unopposed. He would succeed Robert King, Capcities, whose term ends. Candidate for TV board vice chairmanship is Gert Schmidt, Harte-Hanks, with possible opponent, Kathryn Broman, of Springfield Television. For radio board chairmanship it's Cullie Tarleton, WBT(AM)-WBCY(FM) Charlotte, N.C., said to be unopposed. There are three radio vice chairmanship candidates (see photo caption, page 27).

Business Briefly

TV ONLY

Gulf Oil Super unleaded gasoline. Begins Feb. 23 for first quarter in 40 markets. Agency: Young & Rubicam, New York. Target: total adults.

U.S. Postal Service Express Mail. Begins Feb. 16 for first quarter in 24 markets. Agency: Young & Rubicam, New York. Target: total adults.

Columbia 3000 Bowling balls. Begins March 7 for eight weeks in three markets. Sports programming. Agency: Anderson Advertising, San Antonio, Tex. Target: total women.

Getty Oil Corporate. Begins March 2 for four weeks in five markets. News, prime, prime access, sports times and specials. Agency: Davis, Johnson, Mogul & Colombatto Inc., Los Angeles. Target: men, 25-54.

Catalina Sportswear. Begins March/April for at least four weeks in about 17 markets. Fringe, news, weekend and prime times. Agency: Keye/Donna/Pearlstein, Beverly Hills, Calif. Target:

adults, 25-54.

General Mills Red Lobster Inns. Begins March 9 for 14 weeks in New York markets. Prime and fringe times. Agency: D'Arcy MacManus & Masius, St. Louis. Target: adults, 25-54.

General Foods Maxwell House coffee. Begins March 2 for four weeks in over 40 markets. Day and fringe times. Agency: Ogilvy & Mather, New York. Target: women, 25-54.

Johnson Reels Fishing reels. Begins March 23 for three weeks in 25 markets. Day, fringe, news and sports times. Agency: Walter L. Baxter Advertising, Minneapolis. Target: men, 25-54.

Sambo's Fast food restaurants. Begins Feb. 16 for six weeks in about 50 markets. Fringe and prime time. Agency: Bozell & Jacobs Inc., New York. Target: adults, 25-54.

Francis A. Bonanno Inc. Zonan wines. Begins late March, early April for four to six weeks in four markets. All day parts. Agency: Kircher, Helton & Collett,

Rep Report

WKEF(TV) Dayton, Ohio: To Katz American Television from HR Television.

WLLH(AM)-WSSH(FM) Boston: To Buckley Radio Sales from Selcom.

KTVZ(TV) Bend, Ore.: To Avery-Knodel Television, from HR Television.

WVII-TV Bangor, Me.: To Avery-Knodel Television, from the Meeker Company.

WTVW(TV) Evansville, Ind.: To Avery-Knodel Television, from HR Television.

WGTU(TV)-WGTQ(TV) Traverse City-Sault Ste. Marie, Mich: To Avery-Knodel Television (no previous rep).

WTVI(TV) Dothan, Ala.: To Avery-Knodel Television, from Sel-Tel/Meeker TV Inc.

Dayton, Ohio. Target: adults, 25-49.

Dubuque Packing Co. Various meat products. Begins March 2 for four weeks in 13 markets concentrating on Midwest. Day and early fringe times. Agency: Campbell-Mithun, Chicago. Target: total women.

Monterey House Restaurants. Begins this week for four weeks in 10 markets. All day parts. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston. Target: adults, 18-49.

Car-X Service Systems Mufflers. Begins February-March for varying flights in 12 markets. News times. Agency: CPM Inc., Chicago. Target: men, 18-49.

Scheffling & Co. Blue Nun wine. Begins this week for three weeks in 33 markets. Prime, late fringe, fringe, news and sports times. Agency: Cunningham & Walsh, New York. Target: women, 25-54.

Circle K Food Stores Coffee mug promotion. Begins this week for three weeks in 20 markets. Agency: Bozell & Jacobs/Jennings & Thompson, Phoenix. Target: total adults.

Herr's Potato chips. Begins in mid-February for two weeks in Scranton-Wilkes Barre, Pa., and Pittsburgh. All day parts. Agency: Elkman Advertising, Bala Cynwyd, Pa. Target: adults, 18-49.

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New from Neufeld are: **Angel On My Shoulder**, a two-hour television movie that premiered on ABC. This modern remake of the famous Paul Muni classic stars Peter Strauss, Richard Kiley and Barbara Hershey under John Berry’s direction. **East of Eden**, an eight-hour mini-series for ABC. Timothy Bottoms, Jane Seymour and Bruce Boxleitner star and Harvey Hart directs the television adaptation of John Steinbeck’s epic saga. **American Dream**, a ninety-minute movie that chronicles the move of a suburban Chicago family to the inner city. Stephen Macht and Karen Carlson star and Mel Damski directs. A series based on the movie is being produced by Blinn-Thorpe Productions for Viacom Productions in association with Mace Neufeld Productions.

These productions are distributed worldwide by Viacom.

*Jane Seymour and Bruce Boxleitner
in “East of Eden,” an 8-hour mini-series
for the ABC Television Network.*



Richardson-Merrell □ Tiger's Milk. Begins March 16 for two weeks in under 10 markets. Fringe times. Agency: LaMarca Group, New York. Target: women 18-49.

RADIO ONLY

General Motors Corp. □ Saginaw steering gear division. Begins March 2 for four weeks in 13 markets. Agency: Leo Burnett, Southfield, Mich. Target: adults, 25-34; adults, 25-49.

Ford Motor Co. □ Tractors. Begins in March for two weeks in about six markets. Agency: Meldrum & Fewsmith Inc., Southfield, Mich. Target: men, 35-64.

Milnot □ Canned milk. Begins in March for four weeks in Peoria, Ill.; Springfield, Mo.; Columbia-Jefferson City, Mo., and Ardmore-Ada, Okla. Agency: Batz-Hodgson-Neuwoehner Inc., St. Louis. Target: women, 25-54.

AAA □ Automobile club. Begins Feb. 9 for three-to-four weeks in six markets. Agency: Della Femina Travisano, New York. Target: adults, 25-49.

Velsicol Chemical Corp. □ Agricultural products. Begins March 15 for 10 months in 27 markets. Farm programing. Agency: Kenrick Advertising Inc., St. Louis. Target: women, 25-54.

Michigan Apple Commission □ Begins in Feb./Mar. for two weeks in 12

markets. Agency: Baker, Abbs, Cunningham & Klepinger Inc., Birmingham, Mich. Target: women, 25-54.

Republic Auto Parts □ Auto part franchise. Begins March 23 for 12 weeks through Sept. in Seattle-Tacoma; Spokane, Wash.; Denver; Portland, Ore.; Los Angeles; Anchorage, Alaska; Albany-Schenectady-Troy, N.Y.; Hartford, Conn., and various Michigan markets. Agency: Starr Advertising Inc., Northville, Mich. Target: men, 18-49.

Jolly Rancher □ Hard candies. Begins March 16 for 10 weeks in 22 markets. Agency: Sam Lusk & Associates, Denver. Target: total children; women, 18-49.

Tennessee Donuts. □ Begins Feb. 23 for four weeks in St. Louis and Memphis. Morning drive, middays and afternoon drive times. Agency: Les Hart Agency Inc., Nashville. Target: adults, 25-49.

Illinois State Lottery □ Begins Feb. 7 for four weeks in various Illinois markets. Morning drive, middays and afternoon drive times. Agency: Lee King & Partners, Chicago. Target: adults, 18-49.

New West Corp. □ Condominium conversions. Begins in February for various flights in Portland, Ore., Dallas and Phoenix. Agency: Sam Lusk & Associates, Denver. Target: adults, 25-54.

Mountain Bell Telephone □ Customer guide. Begins this week for two weeks in under five markets. Morning drive times. Agency: Tracy-Locke Advertising, Denver. Target: adults, 18 and over.

Whitman □ Chocolates. Begins Feb. 11 for three days in under 12 markets. Morning drive, middays and afternoon drive times. Agency: The Haworth Group, Minneapolis. Target: adults, 18-54.

AdVantage

Radio demographics. Blair Radio analysis shows that in 1980, 25-54 age group was single most requested demographic, representing 22.8% of availabilities. It was followed by 18-34 category, amounting to 15.5%, and 18-49, accounting for 14.2% of 1980 opportunities. Blair said it has considered request as opportunity regardless of duration of campaign, but in 1981, it plans to include in report number of weeks campaign is to run.

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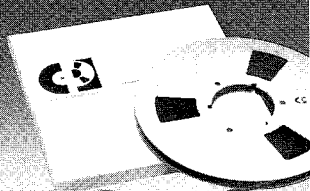
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	October		
	1979	1980	% chg.
Daytime	\$174,758,700	\$178,796,500	+2.3
Mon.-Fri.	107,400,400	107,683,000	+0.3
Sat.-Sun.	67,358,300	71,113,500	+5.6
Nighttime	353,194,600	343,319,200	-2.8
Total	\$527,953,300	\$522,115,700	-11.1
	November		
Daytime	\$179,799,800	\$193,045,200	+ 7.4
Mon.-Fri.	116,268,100	110,477,800	- 5.0
Sat.-Sun.	63,531,700	82,567,400	+30.0
Nighttime	346,148,200	346,682,600	+ 0.2
Total	\$525,948,000	\$539,727,800	+ 2.6
	January-November		
Daytime	\$1,442,119,000	\$1,609,148,000	+11.6
Mon.-Fri.	950,110,000	1,073,412,300	+13.0
Sat.-Sun.	492,009,000	535,735,700	+ 8.9
Nighttime	2,809,229,600	3,080,789,800	+ 9.7
Total	\$4,251,348,600	\$4,689,937,800	+10.3

**WDOK
Cleveland
plays our
music
beautifully!**

Beautiful music tapes from Churchill Productions can help your station increase its audience and its advertising revenues.

You can hear more about the Churchill beautiful music format by contacting Tom Moran or Tom Churchill in Phoenix at (602) 264-3331.

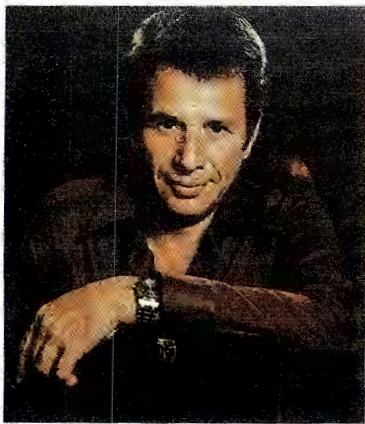


**Churchill
Productions**

1130 E. Missouri, Suite #800, Phoenix, Arizona 85014

“When I have creative people sweating blood to produce great entertainment, I am determined to get the widest possible exposure for their work. Viacom’s aggressive marketing strategies appeal to me.”

MACE NEUFELD



Meet Mace Neufeld. Yale graduate, photographer, professional songwriter, connoisseur and collector of primitive art. Co-founder of BNB Associates personal management company and head of Mace Neufeld Productions. As a television/motion picture producer, his first movie, “The Omen,” grossed more than \$50 million in film rentals.

New from Neufeld are: **Angel On My Shoulder**, a two-hour television movie that premiered on ABC. This modern remake of the famous Paul Muni classic stars Peter Strauss, Richard Kiley and Barbara Hershey under John Berry’s direction. **East of Eden**, an eight-hour mini-series for ABC. Timothy Bottoms, Jane Seymour and Bruce Boxleitner star and Harvey Hart directs the television adaptation of John Steinbeck’s epic saga. **American Dream**, a ninety-minute movie that chronicles the move of a suburban Chicago family to the inner city. Stephen Macht and Karen Carlson star and Mel Damski directs. A series based on the movie is being produced by Blinn-Thorpe Productions for Viacom Productions in association with Mace Neufeld Productions.

These productions are distributed worldwide by Viacom.

*Jane Seymour and Bruce Boxleitner
in “East of Eden,” an 8-hour mini-series
for the ABC Television Network.*



Richardson-Merrell □ Tiger's Milk. Begins March 16 for two weeks in under 10 markets. Fringe times. Agency: LaMarca Group, New York. Target: women 18-49.

RADIO ONLY

General Motors Corp. □ Saginaw steering gear division. Begins March 2 for four weeks in 13 markets. Agency: Leo Burnett, Southfield, Mich. Target: adults, 25-34; adults, 25-49.

Ford Motor Co. □ Tractors. Begins in March for two weeks in about six markets. Agency: Meldrum & Fewsmith Inc., Southfield, Mich. Target: men, 35-64.

Milnot □ Canned milk. Begins in March for four weeks in Peoria, Ill.; Springfield, Mo.; Columbia-Jefferson City, Mo., and Ardmore-Ada, Okla. Agency: Batz-Hodgson-Neuwoehner Inc., St. Louis. Target: women, 25-54.

AAA □ Automobile club. Begins Feb. 9 for three-to-four weeks in six markets. Agency: Della Femina Travisano, New York. Target: adults, 25-49.

Velsicol Chemical Corp. □ Agricultural products. Begins March 15 for 10 months in 27 markets. Farm programing. Agency: Kenrick Advertising Inc., St. Louis. Target: women, 25-54.

Michigan Apple Commission □ Begins in Feb./Mar. for two weeks in 12

markets. Agency: Baker, Abbs, Cunningham & Klepinger Inc., Birmingham, Mich. Target: women, 25-54.

Republic Auto Parts □ Auto part franchise. Begins March 23 for 12 weeks through Sept. in Seattle-Tacoma; Spokane, Wash.; Denver; Portland, Ore.; Los Angeles; Anchorage, Alaska; Albany-Schenectady-Troy, N.Y.; Hartford, Conn., and various Michigan markets. Agency: Starr Advertising Inc., Northville, Mich. Target: men, 18-49.

Jolly Rancher □ Hard candies. Begins March 16 for 10 weeks in 22 markets. Agency: Sam Lusk & Associates, Denver. Target: total children; women, 18-49.

Tennessee Donuts. □ Begins Feb. 23 for four weeks in St. Louis and Memphis. Morning drive, middays and afternoon drive times. Agency: Les Hart Agency Inc., Nashville. Target: adults, 25-49.

Illinois State Lottery □ Begins Feb. 7 for four weeks in various Illinois markets. Morning drive, middays and afternoon drive times. Agency: Lee King & Partners, Chicago. Target: adults, 18-49.

New West Corp. □ Condominium conversions. Begins in February for various flights in Portland, Ore., Dallas and Phoenix. Agency: Sam Lusk & Associates, Denver. Target: adults, 25-54.

Mountain Bell Telephone □ Customer guide. Begins this week for two weeks in under five markets. Morning drive times. Agency: Tracy-Locke Advertising, Denver. Target: adults, 18 and over.

Whitman □ Chocolates. Begins Feb. 11 for three days in under 12 markets. Morning drive, middays and afternoon drive times. Agency: The Haworth Group, Minneapolis. Target: adults, 18-54.

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Monday Memo®

A broadcast advertising commentary from Ronald B. Kaatz, J. Walter Thompson/USA, Chicago

'Shogun' revisited: a new research approach

Research is quite a bit like romance. Timing is of the essence. If that perfect moment eludes capture, all may be lost forever. No one can be sure how the results will come out.

When we created a new J. Walter Thompson U.S. media resources and research unit last July, one of our aims was to put a little more romance back into research. Our goal has been to become a true problem solving operation—to lead in the development of new problem solving techniques and to answer some of those frequently asked questions that are too infrequently answered.

One way we would accomplish our goal was through original research—something agencies moved away from years ago when media research became more analysis and less research oriented.

Last September, two of our clients were major participants in *Shogun*. From a programming and advertising standpoint, the results were outstanding. But we were very concerned about why so many people watched this second highest rated mini-series of all time. Was it because they were really that interested in *Shogun*—or was it because the SAG/AFTRA strike so limited what was on the air that they had little else to choose from?

It was important to know the answer to this question since the bloom was felt to be off the mini-series rose and in recent months the form had been delivering poor performances. Was the success of *Shogun* pure luck or genuine strength? This could guide our audience forecasting for future mini-series.

To help answer this question, we conducted a national telephone survey among *Shogun* viewers. Here's what we learned:

- Over half (56%) of the viewers stated on an unaided basis that they watched *Shogun* because of the historical or educational aspects of the story. The advertising for the program was a factor for 43% of the viewers, while 44% said they were attracted by the actual storyline or plot.

- When given a forced choice of the main reason they watched *Shogun*, a majority of respondents (69%) said they watched because they were really interested in the show. Only 6% claimed to view because there was nothing else worth watching. The "strike impact" may not have been as great as was assumed.

- Of those respondents who watched three or more episodes, 39% had originally planned to watch on all or most nights, while 61% reported that they got hooked after the first or second episode and continued with the series.

- Fourteen percent of *Shogun* viewers



Ron Kaatz is senior VP-director of media resources and research for J. Walter Thompson Co./USA. Based in Chicago, Kaatz directs staffs in New York and Chicago. Responsibilities also include development of new research techniques for planning and executing media strategy in all JWT offices across the country. He joined JWT in 1967 as broadcast supervisor in Chicago.

read the book prior to watching the series. A whopping 38% indicated that, after watching the series, they intended to read the book.

- The advertising campaign behind *Shogun* was massive. Apparently, it did not fall on deaf ears as 87% of the viewers reported seeing it before the series went on the air and 78% indicated it increased their interest in viewing.

- Viewers were asked to rate *Shogun*, and 39% stated it was one of the best shows ever seen on TV. If we look at this rating as similar to a "Q" score, *Shogun* would rank among the top five regularly scheduled evening shows and compare with 46% for *Holocaust*, 50% for *60 Minutes* and 65% for *Roots*.

- When asked whether they would have watched the first episode of *Shogun* or "Who Shot J.R.?", one out of four of our viewers opted for the special episode of *Dallas*. Our survey, however, took place after the completion of *Shogun*. It is quite possible that the *Dallas* impact would have been far more severe to an audience that had not yet sampled *Shogun*.

- The final question dealt with commercial recall. *Shogun* viewers were read a list of 10 products—half of which were actually advertised on the show and half of which had neither network nor planned spot exposure. Chrysler Corp. (which

purchased the most air time) attained the highest level of recall (37%), while Kodak (with one commercial each night) scored a 33. Toyota and Coke (with neither network nor spot placement) scored 31 and 26. Viewers obviously perceived worldwide Coca Cola and Toyota as products that would logically be in the telecasts. They did not, interestingly enough, make the same mistake with Japan Airlines and *Shogun* sake (which NBC wanted to sign on as a sponsor). Both brought up the bottom of our recall ladder.

Summing it all up, this original research gave us insight into how and why *Shogun* worked that existing television research doesn't tell us. It told us that *Shogun* worked, not just by default, but because it was great television. In terms of future planning, it says that if the subject matter is strong enough, there is still plenty of life in the mini-series. We'll even gamble a guess based on this research that like *Shogun*, *Masada*, slotted by ABC this spring, will (with a bit of luck) also deliver whopping numbers because of the excellent manner in which it also treats an exciting historical topic.

GM's & PD's:

Watch your Sales and
Ratings Graduate with
TM Special Projects'
ALL NEW
May/June Promotional
Blockbuster,

"THE CLASS
OF '81" sm

Call Collect,
214-634-8511

TM Special Projects
1349 Regal Row
Dallas, Texas 75247

■ Indicates new or revised listing

This week

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

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

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

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

Feb. 3—*Cable Television Administration and Marketing Society* Southwest regional seminar. San Antonio (Tex.) Convention Center. Information: (202)

296-4218.

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

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

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

Feb. 6—Deadline for entries for annual *Corporation for Public Broadcasting* Program Awards for Radio. Information: CPB, Radio Program Awards, 1111 16th Street, N.W., Washington, D.C., 20036.

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

Feb. 6-10—*CBS Radio* affiliates board meeting. Royal Biscayne, Key Biscayne, Fla.

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

Also in February

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

Feb. 10—*West Virginia Broadcasters Association* sales seminar. Charleston House Holiday Inn, Charleston, W. Va.

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

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

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

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

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

Feb. 13—Deadline for entries for Broadcast Preceptor Award and Broadcast Media Award, to be presented during 30th annual Broadcast Industry Conference at *San Francisco State University* April 28-May 2.

Feb. 15—Deadline for Clarion Awards sponsored by *Women in Communications*. Address: Box 9561, Austin, Tex., 78766.

Feb. 15-20—*National Association of Broadcasters* engineering management development seminar. Purdue University, West Lafayette, Ind.

Feb. 17—*International Radio and Television Society* newsmaker luncheon. Speakers: B. Donald Grant, CBS Entertainment president; Brandon Tartikoff, NBC Entertainment president, and Anthony Thomopoulos, ABC Entertainment president. Waldorf-Astoria hotel, New York.

Feb. 17-18—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

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

Feb. 19—*Federal Communications Bar Association* luncheon. Speaker: Thomas Wheeler, president, National Cable Television Association. Touchdown Club, Washington.

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

■ **Feb. 20-21**—*UCLA Communications Law Symposium* on "The Regulation and Deregulation of the New Video Technologies." Speakers include: Anne Jones, FCC commissioner; Tyrone Brown, former FCC commissioner; Nina Cornell, FCC Plans and Policy Division; Richard Wiley, former FCC chairman, now with Washington law firm of Kirkland & Ellis; Thomas Wheeler, National Cable Television Association; Henry Geller, National Telecommunications and Information Administration; Robert Cahill, National Subscription Television, and Mel Harris, Paramount Pictures.

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

Feb. 20-22—"Journalism Opportunities for Minorities" conference, co-hosted by *California*

Major Meetings

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

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

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

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

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

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

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

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

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

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

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

June 6-10—*American Advertising Federation*

national convention. Hyatt Regency hotel, Washington.

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

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

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

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

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

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

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

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

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

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

Chicano News Media Association and Media Institute for Minorities. University of Southern California, Davidson Conference Center.

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

Feb. 24—American Women in Radio and Television congressional reception. Master of ceremonies, Willard Scott, NBC-TV's *Today* program. Cannon House Office Building, Caucus Room 345, 6-8 p.m., Washington.

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

Feb. 25—Association of National Advertisers television workshop. Luncheon speaker: Walter Cronkite, CBS News. Plaza hotel, New York.

Feb. 26—Association of National Advertisers media workshop. Luncheon speaker: Katharine Graham, chairman, *Washington Post*. Plaza hotel, New York.

Feb. 26—10th annual *Mass Communications Hall of Fame* presentation. Induction of Gordon B. McLendon during luncheon at Texas Tech University, Lubbock, Tex.

Feb. 27-28—"Law and Television of the 1980's," sponsored by the *New York University School of Law*, 25 West Fourth Street, New York, 10012. Panelists include Charles Ferris, FCC chairman; Henry Geller, head of National Telecommunications and Information Administration; Richard Wiley, partner, Kirkland & Ellis, Washington, and former FCC chairman, and Kenneth Cox, Attendance by invitation only.

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

March

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

March 2—Entry deadline for student competition in National Video Festival presented by American Film Institute and sponsored by *Sony Corp.* Information: National Video Festival, AFI, John F. Kennedy Center for the Performing Arts, Washington, 20566, (202) 828-4013.

March 2-3—*West Virginia Broadcasters Association* spring meeting (license renewal seminar). Charleston House Holiday Inn, Charleston, W. Va.

March 3—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Robert E. Lee. Harvard Club, 27 West 44th Street, New York.

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

March 3-4—*Cable Television Administration and Marketing Society* advertising conference. New York Hilton. Information: (202) 296-4218.

■ **March 4**—*Pennsylvania Association of Broadcasters* Congressional/Gold Medal reception and dinner. Rooms B-338, 339 and 340 of Rayburn House Office Building, Washington. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101, (717) 233-3511.

March 6-7—*Radio-Television News Directors Association* board meeting. New Orleans Marriott.

March 7—*Radio-Television News Directors Association* regional meeting. Trinity University, San Antonio, Tex. Information: Jay Solomon, KMOL-TV San Antonio, (512) 226-4251.

March 10-11—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

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

March 13—Deadline for 1981 *Radio-Television News Directors Association* International Radio and

TV Awards. Information: RTNDA, 1735 DeSales Street, N.W., Washington, 20036, (202) 737-8657.

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

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

■ **March 15-16**—*Kentucky CATV Association* spring convention. Hyatt Regency hotel, Lexington, Ky. Information: (502) 864-5352.

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

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

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

■ **March 16-17**—*New York State Cable Television Association* spring legislative meeting. Empire State Plaza, Albany, N.Y.

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

March 19-20—*Georgia Cable Television Association* annual meeting. Sheraton-Atlanta hotel, Atlanta.

March 21—*Radio-Television News Directors Association* regional meeting. Lamar University, Beaumont, Tex. Information: Dave Wilson, KJAC-TV Port Arthur, Tex., (713) 985-5557.

March 22-24—*International Broadcasters Idea Bank* annual convention. Sebel Town House, Kings Cross, Sydney, Australia.

■ **March 23-24**—*Public Service Satellite Consortium* workshop on "How to Teleconference Successfully." Denver.

March 22-29—*INPUT '81*, international public television screening conference, Venice, Italy. U.S. representative: Corporation for Public Broadcasting. For information: David Stewart, CPB, 1111 16th Street, N.W., Washington, D.C., (202) 293-6160.

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

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

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

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

March 26—*Religion In Media's* Angel Awards banquet. Palladium, Los Angeles.

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

March 27-April 5—11th annual *USA Film Festival* of independent and studio films. Loews Anatole hotel, Dallas. Information: USA Film Festival, P.O. Box 3105, Southern Methodist University, Dallas, Tex., 75275, (214) 692-2979.

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

April

April 1—Deadline for receipt of request for proposal bids for cable franchise in Miami.

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

April 6-8—Presentation of 28th annual Unity Awards in Media for excellence in broadcast and print journalism, sponsored by Department of Communications,

Lincoln University, Jefferson City, Mo.

April 6-10—*Community Antenna Television Association* technical seminar. Garland Holiday Inn, Dallas. Information: (305) 562-7847.

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

April 9—*Atlanta chapter, American Women in Radio and Television*, first annual Woman of Achievement Awards banquet. Egyptian Ballroom of Fox Theater, Atlanta.

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

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

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

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

April 20-21—Industrial Television Conference, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society. Moore Hall, Central Michigan University, Mount Pleasant, Mich.

April 23—Children's Television Conference, sponsored by *Alpha Epsilon Rho*, national honorary broadcasting society. Moore Hall, Central Michigan University, Mount Pleasant, Mich.

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

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

April 24-May 16—7th annual Video and Television Documentary Festival screenings. Sponsored by *Global Village*, 454 Broome Street, New York, N.Y., 10013, (212) 966-7526.

April 25—Fourth annual Great Lakes Radio Conference, sponsored by *Broadcast and Cinematic Arts Department* and *Alpha Epsilon Rho*, National Honorary Broadcasting Society, Central Michigan University, Mount Pleasant, Mich.

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

April 28-May 2—30th annual Broadcast Industry Conference and Awards, hosted by *San Francisco State University*. Theme: "Programming the 80's." San Francisco State University.

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

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

May

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

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

Errata

WKNY(AM) Kingston, N.Y., was sold to Saw Mill Broadcasters Inc. for \$550,000, not \$510,000, as reported in "Changing Hands" item, Jan. 26, page 60.

□ Charles Schwartz, VP-general manager, WCAU(AM) Philadelphia, named president-chief operating officer of radio division of Broadcast Enterprises National there, not of entire company as reported in "Fates & Fortunes," Jan. 19.

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

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

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

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

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

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

Open Mike

Brown background

EDITOR: Commissioner Tyrone Brown's lone dissenting vote to the FCC's recent radio deregulation action did not reflect the significant role he played in making radio deregulation a reality. When NAB petitioned the FCC for radio deregulation in 1978, it was Commissioner Brown who quickly endorsed our petition and undertook the leadership in spurring FCC action. Early attempts to scuttle the proposal via the device of a 10-year experiment met with his firm opposition.

Without Tyrone Brown, radio deregulation may never have gotten off the ground.—*John B. Summers, executive vice president and general manager, National Association of Broadcasters, Washington.*

Ralph Nimmons

EDITOR: I was saddened indeed to read of the death of Ralph Nimmons (BROADCASTING, Jan. 5). Ralph was one of the finest men I have known and a great citizen and pioneer of broadcasting. As you noted, he began his career (while still in college, I believe) at WRUF (not WRUF-FM), and worked as an announcer at WLW Cincinnati, before moving to Dallas, where he became program director of WFAA and, later, manager of WFAA-TV after that station was acquired by the Belo organization.

While at WLW, he was involved in one of those "turning point" incidents which lend spice to life. Those were Great Depression years, and no sale was turned down. An overzealous salesman sold a sportscast; the hitch was the station had none in its schedule. But that could be remedied if it could come up with a sportscaster. Two announcers were up for the assignment—and the accompanying talent fee. Ralph was one, and he and the other candidate went down to the corner speakeasy, ordered a drink and flipped a coin. Ralph lost. The other announcer was Red Barber.

The story may be apocryphal, but

Ralph's career was real and a credit to his profession. By the way, most of his old friends knew him as "Pappy," as I did.—*Jack McGrew, vice president/station manager, KPRC-TV Houston.*

Locally originated

EDITOR: Your coverage of current trends in news coverage [in the Dec. 1 issue] was excellent. I am happy that you noted local origination in cable is beginning to take advantage of how it can be a viable medium.

I am the manager for a local origination operation that started with 650 homes and one other employe, in a town of 5,000 people. In the year we have been in operation, we began a regular schedule of 12 local newscasts daily on the hour, and covered over 25 special events and sports events that the local radio station neglected. The LO is in the black; and through growth of the cable company we're now reaching over 2,500 homes in five communities. We've had over 125 advertisers, all local, use us, and our staff now includes a full-time production director, full-time news director, and three part-timers. Everything we put on the channel is local.

We have high hopes for 1981, since being in the black this year.

It all boils down to giving the local viewing audience what it wants—showing them the news, not just talking about it.—*Randy Miller, manager, KABL-TV Channel 6 Dablevision, Carlinville, Ill.*

First 50

EDITOR: Page 112 of the Jan. 19 issue [the 1944 chapter of "The First 50 Years of BROADCASTING"]: Senator Sam Jackson was from Indiana, not Illinois. Nit-pickingly yours.—*Ray Scherer, vice president, Washington, RCA.*

EDITOR: Your series, "The First 50 Years of Broadcasting," is destined to become a classic. I can hardly wait for it to appear in book form. It will be compulsory reading for all at BMI who deal with radio and television stations.—*Edward M. Cramer, president, Broadcast Music Inc., New York.*

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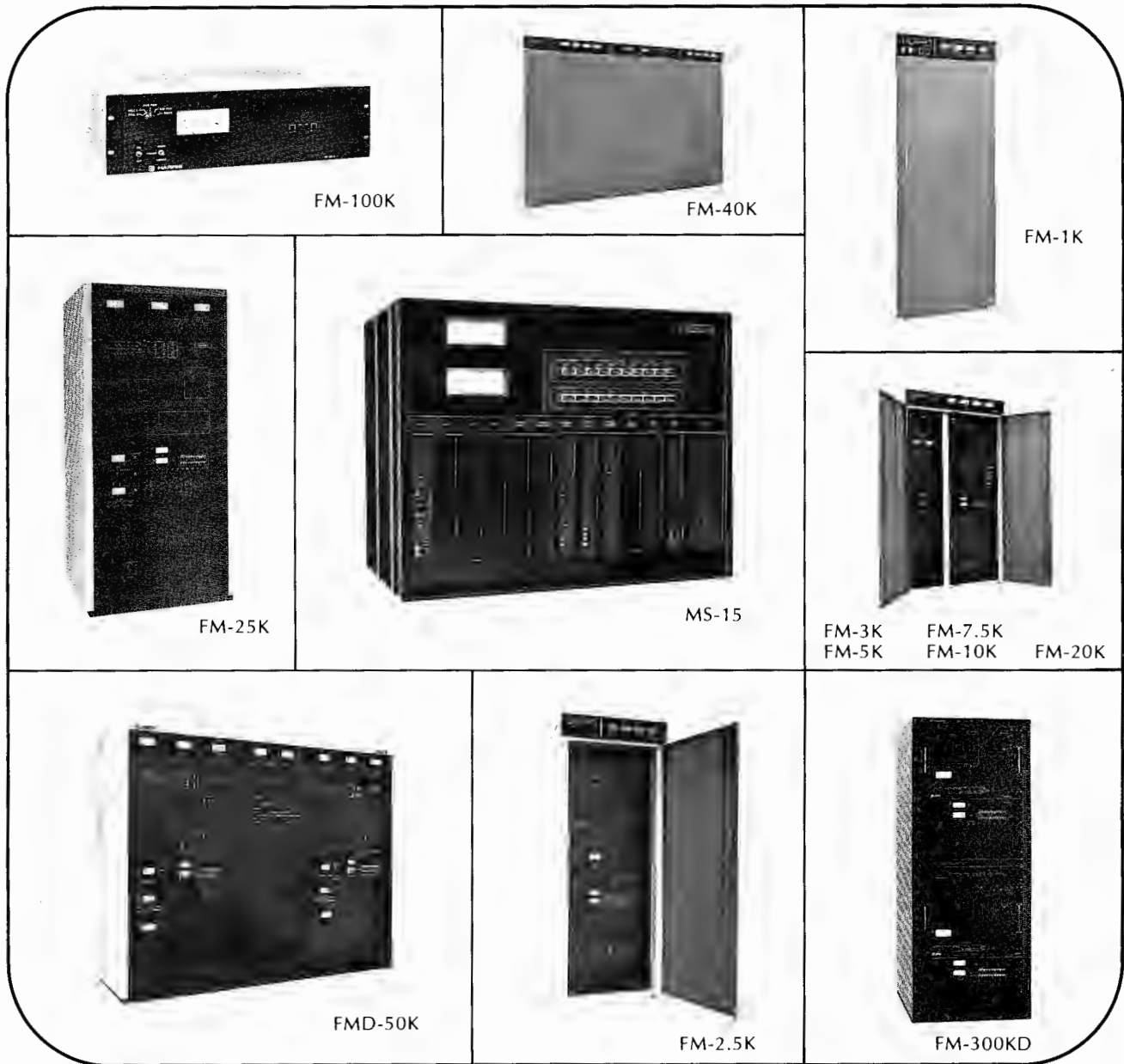
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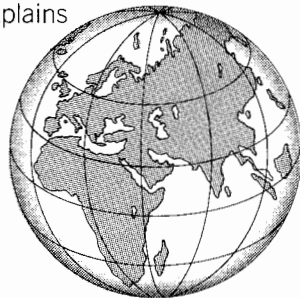
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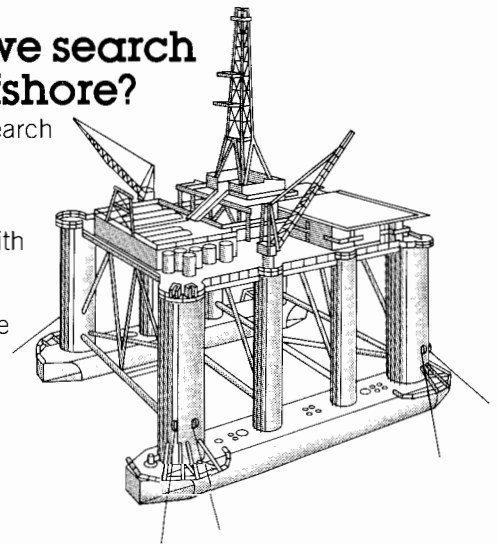
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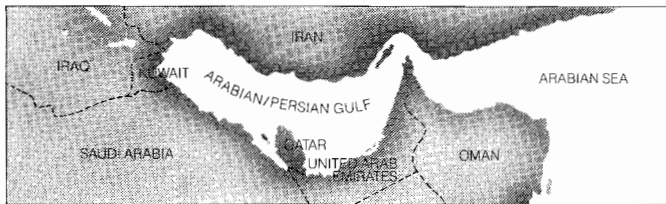
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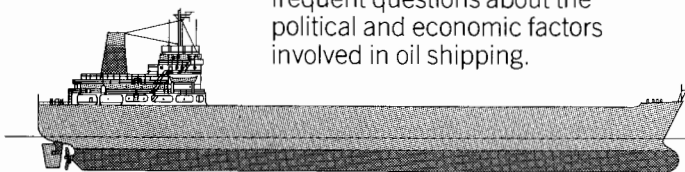
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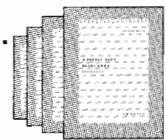
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TOP OF THE WEEK

Emerging shape of Reagan FCC comes in view

Although nothing's yet nailed down, and Ferris isn't even officially out the door, it's reasonable to anticipate that the new regulatory game in town will be far more accommodating to the regulated industries than its predecessor; missing link is minority, probably a Hispanic

The FCC, which for more than a year has been charging down the line like a locomotive scattering broadcasters in its path, is suddenly stalled and quiet. To all intents and purposes, it is without a chairman (see page 24). But signs of a new beginning are evident. And for broadcasters, at least, they portend a gentler time.

A deregulatory, pro-business atmosphere is being generated by the new President in the White House. And there is no reason to believe it will not extend to the FCC—particularly if the expected happens and Washington communications attorney Mark Fowler is Ronald Reagan's choice to serve as chairman.

Fowler, a 39-year-old partner in the law firm of Fowler & Meyers who served as communications counsel to Reagan's presidential campaigns in 1976 and 1980, is in the classic conservative mold. Indeed, whatever litmus test for conservatism is used by the Senate's prime conservative, Jesse Helms (R-N.C.), Fowler passed it; Helms is supporting him for the chairmanship. And Helms does not give his support lightly, as some Reagan appointees who have not received it will testify.

Those who know Fowler say he shares the President's negative view about government regulation and his positive one toward business. Thus, they say, broadcasters and others regulated by the agency would feel comfortable with him at the FCC.

The President's decision on Fowler—although not necessarily the announcement, which normally follows a Federal Bureau of Investigation background check—is expected soon.

But Fowler is not the only person Reagan will be able to appoint to the FCC in his first months in office, to see to it that the agency pursues his basic policies. He will have three other appointments to



Mark S. Fowler, 39, senior partner in Fowler & Meyers, a three-member firm that represents radio and television stations and private radio licensees. He is counsel to the Virginia Association of Broadcasters and was communications counsel to Citizens for Reagan (1975-76) and the Reagan for President and Reagan-Bush committees (1979-1980). During the 1980 campaign, besides providing legal counsel, he says he helped devise a plan that enabled Reagan-Bush to obtain 40% more radio and television time dollar-for-dollar than did the Carter-Mondale Committee. During the transition, he was co-director of the Legal and Administrative Agencies Group and senior member of the team examining the FCC. He is a native of Toronto, Canada, grew up in Orlando, Fla., became a U.S. citizen at 17, and graduated from the University of Florida (1966) and its law school (1969). During the 60's, Fowler worked in radio as an announcer, sales representative, program director and production manager at WHOO-AM-FM Orlando and WDVH(AM) Gainesville, both Florida; WKEE-AM-FM Huntington, W.Va., and WMEG(AM) Melbourne, Fla.



Mimi Weyforth Dawson, 36, chief of staff/administrative assistant to Senator Bob Packwood (R-Ore.). She is responsible for operation of the senator's personal staff and staffs of the Commerce and National Republican Senatorial Committees, both of which Packwood heads. She also initiates policy and issue development and, according to her resume, "is chiefly responsible for policy decisions." Dawson joined Packwood in 1973 as press secretary, later moved up in responsibility to jobs as legislative director, then as top aide on the senator's personal staff and on the staff of the Republican Senatorial Committee. She added duties with the Commerce Committee in 1978. Dawson graduated from Washington University, in St. Louis, near her home town of Webster Groves, in 1966, and began working on Capitol Hill in 1969, on the staff of Representative James Symington (D-Mo.). Later she worked briefly for Representatives Richard H. Ichord (D-Mo.) and William Clay (D-Mo.) before joining Packwood's staff. She met the senator through a neighbor, and, although a Democrat at the time, felt she and Packwood had "similar interests." She registered Republican in 1973.

make in the next six months, and on two of those choices, the betting as to who will be named is virtually closed.

Commissioner James H. Quello, a Democrat whose term expired on June 30, 1980, is regarded a certainty to win reappointment. The other appointment is expected to go to Mimi Weyforth Dawson, a top aide to Senator Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee. Her list of supporters reads like a who's who of the Senate (BROADCASTING, Jan. 26).

The fourth vacancy, which will be created when Ferris leaves in April, will be available for a Democratic appointee. Thus far, there is no indication the White House has narrowed the range of possible candidates to a manageable number. But sources in a position to know predict that the seat will go to a minority—to a Hispanic, however, not a black.

With the resignation last week of Tyrone Brown, blacks are without a representative on the commission for the first time since 1972, when Benjamin L. Hooks, now the

executive director of the National Association for the Advancement of Colored People, became the first minority member of the commission.

However, Hispanics for almost a decade have been pressuring successive White Houses to name one of their own to the FCC. And in the present administration they not only have a President and Vice President who hail from states heavily populated by Hispanics—California and Texas—but a team that received far more support at the polls from Hispanics than from blacks.

(Where all the new players would fit is not quite certain. But it is assumed Fowler would go into the so-called Quello term, which has six and a half years to run, while Quello would be named either to the Ferris term, which has three and a half years left, or to Brown's, which has five and a half years. Dawson is seeking to succeed Lee, whose term expires on June 30.)

What does the cast of present and prospective characters say about the future? It may be too much to believe—as do some broadcasters who complained about hostility toward them on the part of Ferris—that Reagan's inauguration signaled their deliverance as well as that of the 52 hostages. But a quick run-down indicates things look pretty good for broadcasters in the years ahead.

Take Quello, for instance. His chances of reappointment rest on the view that, in the words of one Reagan transition team official, he is a "friendly Democrat." He is regarded as sympathetic to broadcasters. So is Lee, who in his 28 years on the commission has made many friends among them. And Abbott Washburn was strongly recommended for the post of interim chairman by those who felt he had fought

well and hard for the minority—and anti-Ferris—point of view.

Commissioner Joseph Fogarty presents a different image. He has generally supported the deregulatory philosophy pursued by the commission under Ferris, but he is the only commissioner left on whom the label "liberal Democrat" (whatever that now means) can be hung. He is not likely to march to the same drummer as Fowler.

And Commissioner Anne Jones, a Republican, has demonstrated a brand of independence that could be described as cussed. She has also expressed a commitment to deregulation that knows almost no bounds. She would, for instance, deregulate television and avoid the need for future deregulation of domestic broadcast satellites by not regulating them in the first place (BROADCASTING, Jan. 26).

Dawson is not easy to read; she has not established any kind of record on which her views on the issues could be discerned. She is familiar with them through her work on the Commerce Committee, and those who know her say she has the ability to master them. But she can probably be perceived most clearly against the background of what she has achieved.

At 36, and after seven years of working for Packwood, she has become his principal assistant. She is his chief of staff and administrative assistant responsible for the operations of his personal staff and the staffs of the Commerce Committee and the National Republican Senatorial Committee, which Packwood also heads.

Thus, Dawson is of that breed of congressional aides who knows how to acquire power and wield it. Ferris, who had 14 years on Capitol Hill, most of it as a top aide to the Senate majority leader, is of the same breed. So Dawson should be

regarded as a member likely to be very much her own person.

Dawson's appetite for the commission assignment was whetted, at least in part, by the fact that four spots were opening up. But she also said she sees the problems and opportunities associated with communications today about where the problems and opportunities associated with energy were 10 years ago. "I can't think of a better place to avoid the mistakes in communications that were made in energy than at the FCC," she said.

Each individual commissioner then, to varying degrees, is a power center in his or her own right. But the key to the commission is the chairman.

The chairman sets the tone. The chairman manages the staff, controls the agenda and speaks for the agency. The chairman is not only first among equals; he or she is more equal than the others. And Fowler, the University of Florida College of Law graduate who once worked for radio stations in Florida in a variety of jobs and now represents broadcasters and private radio licensees, would appear to be broadcasting's kind of chairman.

It is an article of faith with him that those who are regulated should have "fair" access to the chairman and the agency. He feels the agency has much to learn from them, and cites the expertise of the industries involved.

Furthermore, he is deregulatory and pro-business in his approach. He seems to regard government as an intruder in business, even a dangerous one, for he believes that the societies that enjoy the most personal, political and social freedom are those with maximum economic freedom. And his unabashed sympathy for "business" is said to derive from his belief that the welfare and happiness of in-

FCC interregnum: waiting for Reagan

Ferris plan for retirement still needs White House OK

The Ferris chairmanship at the FCC is officially in eclipse. Chairman Charles D. Ferris was not present at the commission meeting on Thursday, and is not expected to be much in evidence for the next 11 weeks, as he accumulates the time needed to enable him to qualify immediately for retirement benefits. This would be in accordance with an arrangement he reached with the White House (BROADCASTING, Jan. 26).

Ferris last week said he had written to President Reagan on Jan. 21, submitting his resignation effective April 10. He said in his letter that he would refrain from acting in all new matters in order to free himself to negotiate employment with a law firm without creating a conflict of interest.

Commissioner Robert E. Lee, the senior member of the commission, will serve as acting chairman until Reagan's choice of a chairman—not yet an-

nounced—joins the commission.

The arrangement will enable Ferris, who will be 48 on retirement, to begin drawing a government pension immediately. Otherwise, he would be required to serve the remaining three and a half years of his term. The minimum age for early retirement is 55. Resigning as chairman—a post served at the pleasure of the President—or not being reappointed constitutes involuntary separation and can be used to qualify for immediate pension benefits.

If Ferris were simply to leave government, he would not begin to receive his pension until he is 62. And if he were to die before he reached that age, his wife would not receive the survivor's annuity of 55% of his pension.

Ferris, who now earns \$55,387, will be receiving a pension of about \$21,000 a year. That is about 14% less than the \$25,000 he would be entitled to if he were leaving government at age 55.

Ferris last week said the long lead time

he has obtained in his resignation is not unique. He cited the example of Harold M. Williams, chairman of the Securities and Exchange Commission, who told the White House he intends to resign on March 1. However, Williams's lead time does not tie in with a plan to gain a government pension.

While Ferris may be creating a precedent as far as FCC commissioners are concerned, the steps to accommodate his pension requirements are not without some precedent at the commission. In 1971, Henry Geller, who was being moved out of his job as general counsel following the Republican capture of the White House in 1969, needed more than a year of additional service to qualify for early retirement, so then-Chairman Dean Burch created a new job for him as special assistant. He served in that post for two years; it was abolished, and he went on pension at age 49. But whereas Ferris expects to be largely out of sight for the 11 weeks, Geller remained much in evidence.

dividuals depends on the ability of the business that employ them to grow and prosper.

Citizen groups, too, would probably find Fowler approachable. And he has supported the commission's efforts in equal employment opportunity matters. But those who know Fowler do not detect in him the same degree of sympathy for citizen groups that is evident when he speaks of the virtues and value of business.

The degree to which Fowler will continue on the pro-competitive course marked by the commission under Ferris remains to be seen. Certainly there is nothing about Fowler to recall the full-speed-ahead approach of Ferris. Those who have observed Fowler and are aware of the Reagan administration's priorities do not look for a reversal of the commission's pro-competition policy. But there also are those who predict the commission will adopt a more questioning attitude toward change—the kind that broadcasters have been urging on it. For one example, some transition team members expect the commission to take a harder look at the technical implications of the commission's proposal to drop in 140 VHF assignments at short spacing.

And Fowler's only known statement on what will probably be the single most important issue at the commission in the next few years—domestic broadcast satellites—is at least ambiguous. In a response he prepared for then-candidate Reagan to a series of questions posed by the National Association of Broadcasters last spring, Fowler/Reagan said: "The new and exciting technologies on the horizon [are not] necessarily incompatible with our present broadcast system," with its local service orientation. But he also wrote that the Communications Satellite Corp.'s proposal for satellite-to-home broadcasting—which had not then been introduced—should be evaluated by Congress as well as the commission. Furthermore, according to Fowler/Reagan, "in any evaluation, we would want to insure that the public is not deprived of quality programming obtained from over-the-air broadcast sources."

Then there is the controversial issue of the commission's championing of a move in the western hemisphere to reduce AM channel spacing from 10 khz to 9 khz. There is no reason to believe Fowler differs from most of the other members of the Federal Communications Bar Association who are critical of the proposal, which the commission has advanced as a means of increasing the number of AM stations and, thus, of creating new opportunities for minorities.

Fowler has been quoted as saying the plan needs more study. He is understood to believe it may be a less effective means of achieving the desired goal than are the efforts of the NAB to provide minorities with the financial assistance they need to acquire stations. That at least would be consistent with his general philosophy.

Speculating on how individuals named to the commission will perform is a risky

occupation. Speculating before they are even named is probably hazardous. But enough seems to be known about Fowler to believe that, if he is named chairman soon, broadcasters will feel they are experiencing an early spring.

First step in Westinghouse, Teleprompter deal passes FCC

Action leads busy agenda; Turner wins temporary transponder extension

The FCC last Thursday granted Westinghouse Broadcasting a temporary waiver of the FCC crossownership rules, allowing Westinghouse to buy approximately 28% of the stock of Teleprompter Corp.—the first step in its quest to acquire 100% of the major cable MSO at a cost of \$646 million.

With the waiver in hand, Westinghouse purchased on Friday 4,757,000 shares of stock from Teleprompter's major stockholders for approximately \$181 million (\$38 per share), as previously agreed (BROADCASTING, Oct. 20, 1980). Westinghouse plans to become sole owner of Teleprompter by purchasing "from time to time" stock on the open market.

The sellers of the stock include Jack Kent Cooke, chairman and chief executive of Teleprompter; the Wrather Corp.; Hughes Aircraft Co., and a number of members of the board of directors.

The waiver was needed before Westinghouse could procure the stock. Teleprompter operates 13 systems within the service areas of four Westinghouse Television stations: KDKA-TV Pittsburgh, KYW-TV Philadelphia, WBZ-TV Boston and KPIX(TV) San Francisco. FCC rules prohibit such cable-broadcast crossownership.

The waiver request was passed by a 5-0 vote (with the concurrence of Commissioner Abbott Washburn) on the recommendation of the staff. In presenting the item, Randy Nichols, chief of the Cable Bureau, said the waiver is effective only until the FCC makes its "full review" of the merger when it considers the transfer of microwave and CARS licenses. Depending on the outcome of that review, Nichols said, Westinghouse will be given a "reasonable amount" of time either to sell the 13 systems or the acquired stock and comply with the crossownership rules.

To win the waiver, Nichols said, Westinghouse has agreed to place the newly acquired interest into an "irrevocable trust" that will remain in the indirect control of the Teleprompter board until the deal wins final FCC approval.

Nichols suggested that Westinghouse would have been in a bind had the FCC denied the waiver request. He explained

that the sale of the stock was not conditioned on any approval by the FCC, but solely on the implicit approval of the Justice Department, which it granted by announcing that it would not take any action against the merger. Had the FCC denied the request, sellers of the Teleprompter stock could still have forced Westinghouse to close on the stock transaction and place it in violation of the FCC rules.

Nichols said he was not "very happy" with the arrangement of the deal and warned others not to count on "routine" grants of waivers.

A number of individuals and organizations have opposed the merger in filings to the FCC, Nichols said, on media concentration and antitrust grounds. They will be considered, he said, in the context of the FCC's review of the entire merger. He also discounted the contention of some that the granting of the waiver would prejudice the later proceeding.

Also last Thursday:

■ The FCC extended temporary authority to the Cable News Network to allow it to continue distributing its programming over Satcom I, RCA's primary cable satellite (Cable Net One), for four additional months, until Sept. 30, 1981. It denied CNN's request for a three-year extension, however.

CNN had authority to use the bird until May 31 by virtue of an extension, granted last November, of an original six-month authorization. The FCC has been unable to grant CNN permanent authority because of a suit pending in an Atlanta federal court that raises doubts as to whether CNN is entitled to a transponder on the primary cable satellite.

After CNN was bumped from Satcom III, the intended primary cable satellite that was lost in space, CNN filed the suit against RCA claiming that RCA breached

Parting. Tyrone Brown's career as an FCC commissioner came to an abrupt end during the FCC's open meeting last Thursday. He excused himself midway through the common carrier agenda saying that with just two days of his FCC tenure left (he announced his resignation four weeks ago [BROADCASTING, Jan. 12]), he was uncomfortable about voting on the important items remaining on the FCC's agenda.

Although surprised by Brown's action, the meeting's acting chairman, Robert E. Lee, praised Brown for the "great contributions" he had made to the work of the commission and to telecommunications. He added that he "is truly sorry to see him go" and hoped to see him back in government one day. (Brown has taken a job with the law firm of Steptoe & Johnson.)

Responding to the applause of the crowded meeting room, Brown said: "It has been a very challenging, very rewarding experience and I leave with nothing but good feelings."

a 1976 contract it had with Turner Broadcasting, CNN's owner, promising TBS the right of first refusal to lease the last two transponders on the satellite.

The latest FCC extension is essentially an insurance policy for CNN. If the court rules in its favor, CNN's transponder worries are over. But if the court rules against it, it will need time to set up a new distribution network by installing second earth stations at cable affiliates—at an estimated cost of \$11 million—and moving to another satellite, either Westar III or Comstar D-2. The extension buys four additional months.

Although the FCC was willing, by a 4-1 vote, to grant the four-month extension, it could find no more reason to grant CNN's request for a three-year extension than it did last November when it denied the same request.

Commissioner Anne Jones, concerned that in granting the extensions the FCC was discriminating against other satellite users that might like to lease a spot on Satcom I, voted against the extension. But Commissioner James Quello expressed the consensus: "I think it's a courageous and innovative service and we would like to give it full opportunity to bloom."

■ In a unanimous vote (Commissioner Joseph Fogarty concurred), the FCC suspended for five months the effective date of RCA Americom's new tariff proposing to award a second transponder to each of its customers on Comstar D-2, also called Cable Net Two, and ordered the staff to start an investigation of the tariff.

FCC staffer Pat Donovan said RCA proposed the tariff to encourage its Cable Net Two customers to start distributing programming over the transponders. With a few exceptions, he pointed out, the transponders are not being used.

Donovan said the investigation will determine whether the tariff is "unlawfully discriminatory." No current customer would be affected by a delay in the implementation of the tariff, he said, since the tariff isn't applicable until the Satcom III replacement satellite is launched next fall.

Fogarty's concurrence was precipitated by his belief that it is a "fallacy" to treat such domestic satellite carriers as RCA as nondominant carriers. He suggested the FCC should begin exercising greater regulatory control over the satellite carriers.

■ The proposal of Hazeltine Corp. and Kahn Communications, joint proponents of one of five AM stereo systems presently being considered by FCC, to consider the question of adopting all five systems—the so-called marketplace concept—prior to moving ahead on a rulemaking aimed at picking a single system, was summarily dismissed by the FCC. The proposal came in the form of an appeal of an order extending comment dates issued by the staff last December.

Kahn and Hazeltine argued that the marketplace question should be addressed first and separately. If the concept is adopted, they said, the difficult task of

picking one system based on the volumes of data the FCC has amassed would not have to be undertaken.

The FCC, apparently unwilling to shift the focus of its rulemaking adopted last July, rejected the appeal. The original comment has been extended twice. The due date for comments is now Feb. 9. Replies are due March 9.

■ Over the objections of Jewish and Italian community groups in New York, the FCC unanimously approved the transfer of WEVD(AM) New York from The Forward Association to Salem Media Corp. for \$1.1 million. The community groups objected to the transfer, fearing that Jewish programming and Italian-language programming would be axed by the new owners.

Assurances from Salem that the Jewish programming would be increased and the Italian-language just slightly decreased was enough to persuade the FCC to grant the sale. It was also noted that proceeds from the sale would support the *Jewish Daily Forward*, a Yiddish-language daily

newspaper.

■ FCC granted Oak Communications' request for a temporary waiver of the cable-broadcast crossownership rules to allow Oak to purchase a cable system within the coverage contour of KBSC-TV Corona-Los Angeles, Calif., of which it owns 50%. Oak promised to sell its interest in KBSC-TV. Part of the staff's rationale for recommending the waiver was Oak's promise to "improve and expand."

■ The FCC unanimously granted Field Communications experimental authority to conduct teletext experiments over its WFLD-TV Chicago and waived a rule to permit it to charge subscriber fees for the service. The staff said the waiver was justified since Field planned a "very limited" experiment involving only 100 subscribers. The subscriber fee is necessary, it said, so that Field can gauge the marketability of the service. The test would benefit the FCC, the staff said, since Field will file a report on its tests. It added that if Field wishes to expand the scope of the test it must return to the FCC.

Vice President on TVB's campaign trail

Bush asks businessmen to tell him what they need from Reagan administration; remarks via TV satellite to 4,000 in 40 major cities

Vice President George Bush called on the nation's advertising and business executives last week to help the administration in its efforts to turn around the economy.

Bush spoke from Washington via a satellite hookup to 40 major cities as part of a Television Bureau of Advertising program marking the public unveiling of TVB's new presentation. Bush made it clear at the outset of his talk that much as the administration needed the support of businessmen during the campaign, it needed their backing even more today "to deal with the enormous difficulties and complexities of our nation's economy."

He referred to budget deficits under former President Carter of \$60 billion in fiscal 1980 and of \$55 billion in fiscal 1981, and said President Reagan is "absolutely determined" to reduce "those outrageous federal deficits," and to cut the double digit rate of inflation and the highest interest rate in history.

He told his audience of businessmen that Reagan has taken steps to reduce the rules and regulations imposed by the federal government. He said Reagan has established the Presidential Task Force on Regulatory Reform and has asked Bush to serve as its chairman.

"In making the announcement," Bush added, "the President stated that the task force was to cut away the thicket of irrational and senseless

regulations that are imposing such an enormous burden on businesses."

The task force also will review existing regulations involving major policy issues, which Bush said "impose significant burdens upon the nation's economy." In a direct appeal to his audience, Bush said:

"You know better than I do the types of problems you face in this regard. I would appreciate your sending to me examples of needless regulations that stifle productivity, economic growth and creative genius of American enterprise. Send them to me at the Office of The Vice President, The White House, Washington, D.C."

Bush said he would also welcome suggestions from labor, environmental groups and members of Congress. He stated that federal regulation must be put into "proper balance" with the legitimate need to protect safety at work and to protect the environment.

After Bush concluded his talk, TVB showed its presentation, "A New Perspective on the Changing 80's," unveiled initially at the bureau's annual meeting last November (BROADCASTING, Nov. 24, 1980). The presentation explored the emergence of the new technologies and concluded that broadcast television need not fear the competition of the new media during the 1980's.

TVB's roadshowing of its presentation last Wednesday in 40 cities attracted about 4,000 business executives in the 13 major markets where the bureau conducted spot checks. The presentation also will be shown at meetings in 10 other markets over the next month, with Bush's remarks on videotape.



High costs of holding off spectrum expansion push NAB into budgetary red

Joint board approves \$50,000 additional reimbursement for chairman, insuring Fritts's candidacy; organization out of closet on 9 khz opposition; DBS and LPTV viewed with concern; ANPA seeks help against AT&T

Fiscal 1981, which ends April 1, is likely to be a deficit year for the National Association of Broadcasters, whose joint board of directors met last week in Scottsdale, Ariz. NAB probably will exceed its \$7.1 million budget by \$120,000 to \$150,000, due largely to extraordinary expenses incurred for research in fighting off FCC attempts to enlarge the radio spectrum.

The NAB is in no financial trouble, however, according to its directors, because it has substantial investments earning high returns, rental income from its Washington headquarters building and revenues estimated at \$1.5 million last year from exhibits held in conjunction with its annual convention.

As expected, the NAB directors adopted

a FY 1982 budget of \$7.8 million. That figure does not include additional outlays, including \$50,000 for increased reimbursement to the next joint board chairman, \$15,000 in additional funding for international activities and open-ended funding to extend the life of the Radio Allocations Task Force for another year.

By a vote of 29 to 11, with three abstentions and five absentees, the joint board at its opening session Monday approved a revised resolution authorizing increased reimbursement to the next joint board chairman. The sum is to be paid to the chairman's company and will supplement the full reimbursement already paid for expenses.

Passage of the controversial resolution paves the way for election of Edward O. Fritts, of Fritts Broadcasting, Indianola, Miss., the present radio board chairman, to the joint board chairmanship next June. It also maintains the board's practice of rotating radio and TV board chairmen in the joint board chairmanship.

Action on the resolution came after

more than two hours of discussion with virtually every board member participating. Although discussion was intense, it was not acrimonious, according to those participating in the executive session. Abstaining from the voting were NAB President Vincent Wasilewski, Fritts and Marion Stephenson, NBC Radio. Recorded as voting against it were Leslie Arries, WIVB-TV Buffalo; Thomas E. McKinney, Sheridan Broadcasting, Pittsburgh (the only radio director opposing the resolution); William R. Brazzil, WTVJ(TV) Miami; Reid Chapman, Indiana Broadcasting Corp., Fort Wayne, Ind.; W. Frank Harden, State Telecasting Co., Columbia, S.C.; Peter B. Kenney, NBC Washington; Robert King, Capital Cities Communications, Philadelphia (the incumbent TV board chairman who would have been in line for the joint board chairmanship had the resolution not been adopted and if Fritts subsequently withdrew his candidacy); Gert H.W. Schmidt, Harte-Hanks Communications, Jacksonville, Fla.; Mark Smith, Landmark Communications,



The NAB board, winter 1981. L to r: **(seated)** Don Thurston, Berkshire Broadcasting, North Adams, Mass.; Cullie Tarleton, WBT(AM)-FM Charlotte; Eddie Fritts, Fritts Broadcasting, Indianola, Miss., group owner; Robert King, Capital Cities Communications, Philadelphia; Tom Bolger, WMTV(TV) Madison, Wis.; Vincent T. Wasilewski, NAB President; Mark Smith, Landmark Communications, Las Vegas; **(second row)** Arnie Lerner, WLLH(AM) Lowell, Mass.*; Kitty Broman, WWLP-TV Springfield, Mass.; Gert Schmidt, Harte-Hanks Communications, Jacksonville, Fla.; Walter Rubens, KOBE(AM) Las Cruces, N.M.; Martin Beck, Beck-Ross Communications, Rockville Centre, N.Y.; Bob Hilker, WGGC(AM) Belmont, N.C.; Harry Barker, Barker Broadcasting, Redding, Calif.; Jack Lemme, KLTF(AM) Little Falls, Minn.*; Stan McKenzie, KWED(AM) Seguin, Tex.; Peter Kenney, NBC, Washington; William Grimes, CBS, New York; Roy Mapel, KIML(AM) Gillette, Wyo.; J.T. Whitlock, WLBN(AM)-WLSK(FM) Lebanon, Ky. (the last two announced their candidacy for the radio board vice chairmanship at Scottsdale meeting); **(third row)** Dick Painter, KSYM(AM) North

Mankato, Minn.; Reid Chapman, Indiana Broadcasting Corp., Fort Wayne, Ind.; Jerry Lee, WEAZ(FM) Philadelphia*; Marion Stephenson, NBC, New York; William Lilley, CBS, Washington; William Brazzil, WTVJ(TV) Miami*; William Stakelin, WHOO(AM) Orlando, Fla.; T. Frank Harden, State Telecasting Co., Columbia, S.C.; Les Arries, WIVB-TV Buffalo, N.Y.*; Don Curran, Field Communications, San Francisco; Bruce Johnson, Shamrock Broadcasting Co., Hollywood*; **(last row)** Charles Cooper, WKOR-AM-FM Starkville, Miss.; Cliff Gill, KWVE(FM) San Clemente, Calif.; Len Hensel, WSM(AM) Nashville; Ben Hoberman, ABC Radio, New York; Walt Windsor, WFTV(TV) Orlando, Fla.; Bob Pricer, WCLT Radio Inc., Newark, Ohio; Tom McKinney, Sheridan Broadcasting, Pittsburgh; Gene Bohi, WGHP-TV High Point, N.C.; Eugene Cowan, ABC, Washington; Thom Smith, WDEN(AM) Macon, Ga.; Charles Wright, WBYS-AM-FM Canton, Ill.*; Mike Lareau, WOOD-AM-FM Grand Rapids, Mich.; Ted Smith, KUMA-AM-FM Pendleton, Ore.* (Asterisks indicate retiring board members. Stakelin is reported to be third candidate for radio vice chairmanship.)



Between sessions. Tom Bolger, concluding his second year as joint board chairman, confers with NAB President Vincent Wasilewski, between meetings on the state of NAB affairs. Wasilewski had suffered a pinched nerve a fortnight ago, but the ailment didn't deter him from attending every meeting and associated functions.



Together again. These two Cornell University classmates (they graduated in 1938) found themselves on the NAB's board of directors. Martin F. Beck (l), president of Beck-Ross Communications Inc., group radio station owners, Rockville Centre, N.Y., and Gert H.W. Schmidt, vice president, Harte-Hanks TV group, Jacksonville, Fla.



Look-alikes. Edward O. Fritts (l), group radio station owner headquartered in Indianola, Miss., and Roy Mapel, manager and corporate officer, KIML (AM) Gillette, Wyo., found themselves often mistaken for each other at last week's NAB board meeting. Fritts is in line for the joint board chairmanship and Mapel is running for the radio board vice-chairmanship.

Las Vegas; Walter M. Windsor, WFTV (TV) Orlando, Fla., and Thomas Bolger, WMTV (TV) Madison, Wis., the present joint board chairman, who turned the gavel over to President Wasilewski so that he could speak against the resolution.

Commenting on why he voted against a resolution favored by most radio directors, McKinney said he had an affinity for "volunteerism."

In another action taken at Monday's joint meeting, the board voted to continue its program of sponsoring "town meetings" in which industry representatives meet with members of the public to establish a dialogue. The board scheduled a meeting for March 31 in Lexington, Ky., and voted to schedule another in the fall at a city to be selected later.

The joint board also approved an increase in benefits for the NAB staff, including a "thrift" plan meant to encourage personal saving by allowing NAB to match 25% of an individual's savings of up to 6% of his or her salary. For example, if an employe saves \$1,200 from a \$20,000 salary, NAB will contribute another \$400.

Also approved was a proposal by radio board member Jerry Lee, WEAZ (FM) Philadelphia, to urge cooperation by broadcasters with a campaign by the Advertising Council to promote increased productivity by American business. Broadcasters will be asked to participate by airing public service announcements and a committee will be named to implement the plan.

William Lilley III, CBS Washington vice president, presented his science and technology committee's report on new technologies (BROADCASTING, Jan. 26). Lilley emphasized that his committee's mission had not been to reach conclusions, but to provide a "mosaic" of new technologies.

Included in Monday's activities was a statement from Wasilewski, who reviewed NAB's activities in the past year and outlined objectives for the one ahead. According to Wasilewski, NAB will intensify its campaign against legislation establishing performers' royalty payments. It also will support rewriting of the Communications

Act and the refund of FCC license fees. It will work to defeat any proposed legislation to tax commercial broadcasting and will work toward restructuring of cable transmission rules to assure continuation of "a free localized broadcast service." NAB, concluded Wasilewski, will continue its other campaigns to safeguard the interest of all modes of over-the-air broadcasting.

Ken Shanzer, NAB vice president for government affairs, also addressed the board on Monday. He admonished broadcasters not to become complacent, now that there has been a change in administration in Washington. He urged vigilance in the maintenance of liaison at the hometown level between broadcasters and their elected representatives.

In another of Monday's actions, the joint board approved an increase in NAB's budget for international affairs, from its present \$10,000 to \$25,000 annually. This is in light of increased activities pertaining to radio allocations and work with the Inter-American Association of Broadcasters.

On Tuesday, the television board met. As expected (BROADCASTING, Jan. 26) the board adopted a position neither opposing nor supporting DBS, but pledging to "actively raise critical undetermined policy and technical questions which Congress and the FCC must evaluate fully before taking any decisional action on DBS."

In a second expected action the TV board voted not to oppose the development of low-power television service but to advocate eight changes in the FCC's proposal for its establishment. The changes would enlarge broadcasters' opportunities for participating in low-power television by eliminating comparative preferences for noncommercial, minority and "first in line" applicants; eliminating restriction on radio ownership of LPTV stations; preserving the STV "rule of four" requiring four free services in markets before pay LPTV stations may be authorized; establishing comparative preference for free translator service providing otherwise unavailable broadcast service; eliminating fairness and political

broadcasting obligations; placing the burden of showing noninterference to broadcast stations on LPTV licensees and requiring LPTV licensees to cease operating until noninterference is shown; strengthening technical operating requirements to insure against interference to broadcast stations, and grandfathering mandatory carriage rights for existing translators.

Robert Marbut, president and chief executive officer, Harte-Hanks Communications, and Prescott (Scott) Low, publisher of the *Patriot Ledger*, Quincy, Mass., represented the American Newspaper Publishers Association at a special session on Tuesday. They pointed out the commonality of interests among broadcasters and newspaper publishers in an age of digital transmission and other technological advances. Marbut, chairman of ANPA's telecommunications committee, and Low, chairman of its government affairs committee, attacked AT&T and its associated companies, saying the conglomerate has installed 81% of the nation's telephones and, with fiber optics, could soon complete its wiring of the entire country.

Marbut used a "magic mirror" display to demonstrate a futuristic home center, with a terminal serving as television and computer and performing numerous functions. The danger lying ahead for broadcasters and newspaper publishers, according to Marbut, is that AT&T could become an "all-inclusive" common carrier.

Both ANPA representatives urged a system of cooperative effort by the NAB and ANPA staffs to resist the expansion of telephone companies of all sizes beyond their common carrier function. They also urged support for legislation, such as that proposed during the last Congress by Representative Timothy Wirth (D-Colo.), to preclude AT&T from expanding new common carrier services.

On a motion by Jerome Lansner, director of NAB's code authority, the board adopted a liberalization of its standard for credits allowed on long-form programs.

On Wednesday, the radio board met,

and after more than three hours of discussion, adopted a resolution opposing U.S. proposals to reduce AM channel spacing from 10 to 9 khz. Until now, NAB has not opposed 9 khz proposals outright, but has been perceived by most observers as working strongly against them.

The radio board also reaffirmed its position, adopted in January 1979, to pursue a national radio allocations policy authorizing full-time service for all broadcast stations, present and future. NAB said it "urges the conversion of existing daytime stations into unlimited time facilities ... without significantly diminishing service by other classes of stations."

NAB's Radio Allocations Task Force, chaired by Arnold Lerner of WLLH Inc., Lowell, Mass., will implement studies to gather evidence against 9 khz proposals, the breaking down of clear channels, and proposals to allow for new, reduced coverage classes of AM and FM stations. Outside consultants have already advised the radio board that implementation of 9

ST, honoree. The Broadcast Pioneers, which periodically bestows its "Pioneering in Broadcasting Award" on individuals or organizations it feels have contributed to the industry in a significant way, announced last week that Sol Taishoff, chairman and editor of BROADCASTING magazine, would be the recipient of that honor on Oct. 15. Jerry Lee, of WEAZ(FM) Philadelphia, national president of the Pioneers, said the award would be presented at a dinner in the Washington Hilton hotel celebrating the magazine's 50th anniversary (the first issue of BROADCASTING was published Oct. 15, 1931).

khz separation could cost the radio industry from \$20 million to \$39 million. Non-technical costs could range from \$95,000 to \$225,000 per station, while some set owners would have to replace incompatible receivers—an estimated \$500,000 worth among the population at large.

The radio board also discussed its con-

cern with low-power television as a radio competitor and about direct broadcast satellites' possible effects on radio. Ben Hoberman, president of ABC Radio, and Beck-Ross Communications' Martin Beck urged studies of the ramifications of satellite transmission for radio. Mention was made of a satellite service that has introduced two TV and 17 radio services into a single German market.

Radio directors tabled a proposal to combine the Broadcast Pioneers Hall of Fame with the NAB Distinguished Service Award. They also discussed the possibility of inviting record manufacturing companies to participate in NAB's Radio Programming Conference, scheduled this year for Aug. 16-19 in Chicago. No action resulted from this discussion.

The radio board reaffirmed its opposition to a performers' royalty fee.

The joint board scheduled its 1982 winter meeting for Jan. 24-29 at Marco Island, Fla., and its 1983 winter session for Jan. 16-21 in Scottsdale.

House gets its act together on commerce units

Wirth will head newly named Telecommunications, Consumer Affairs and Finance Subcommittee

The House Energy and Commerce Committee organized last Wednesday and Thursday after a stormy disagreement resulted in the elimination of one subcommittee and expanded jurisdiction for the Communications Subcommittee. Representative John Dingell (D-Mich.), who chairs the full committee, defeated Representative James Scheuer (D-N.Y.) in a move against Dingell's plan to disband the Consumer and Finance Subcommittee in favor of creating a second Energy and Power Subcommittee.

The 24 Democratic members of the full committee caucused on Wednesday (Jan. 28) and elected Representative Timothy Wirth (D-Colo.) to be chairman of the new Subcommittee on Telecommunications, Consumer Affairs and Finance. Although Dingell's proposal to expand the

duties of the old Communications Subcommittee has been well known (BROADCASTING, Nov. 10, 1980), there was uncertainty until last week as to whether the subcommittee would absorb all or just some of the jurisdiction of the old Consumer and Finance Subcommittee.

Democrats joining Wirth on the subcommittee include Representative Cardiss Collins (Ill.), a fourth term Congresswoman who is believed to be the first black legislator ever to join a communications subcommittee. A list of other Democratic members follows, with asterisks denoting newcomers.

Ronald Mottl (Ohio), Scheuer* (who chaired the old Consumer and Finance Subcommittee), Edward Markey (Mass.), Thomas Luken (Ohio), Al Swift (Wash.), Henry Waxman (Calif.) and freshman member W. J. Tauzin* (La.). Dingell serves as ex-officio member of all six Commerce subcommittees.

Republicans joining the new subcom-

mittee are James Collins (Tex.), Matthew Rinaldo* (N.J.) (who had been ranking minority member of the Consumer and Finance Subcommittee), Carlos Moorhead (Calif.), Marc L. Marks (Pa.), Thomas Tauke* (Iowa) and freshman member Thomas Bliley* (Va.). As ranking Republican on the full committee, James Broyhill (N.C.), serves also as an ex-officio member.

Following his election as chairman of the subcommittee, Wirth announced three objectives. "It is my intention," he said, to "foster competition in the telecommunications industry, to deregulate where appropriate, and to provide a more technologically productive and free marketplace for consumers."

As part of those goals, Wirth said the subcommittee would work toward fostering continued U.S. prominence in electronics and removing institutional barriers to full participation by small businesses in telecommunications.

Lineup set for House Telcomsubcom



Wirth



Mottl



Scheuer



Markey



Luken



Swift



Waxman



Collins



Tauzin



Collins



Rinaldo



Moorhead



Marks



Tauke



Bliley

InBrief

Senior management **promotions at CBS News** announced last week don't spell out who will head division when president Bill Leonard's extended term is up, next year, but in meantime: **Robert Chandler**, VP and director, public affairs broadcasts, becomes senior VP, administration, with responsibility for planning, public information, policy administration, research and resources development. **Burton Benjamin**, VP, director of news, having "long expressed a desire to return to production," named senior executive producer, hard news broadcasts, responsible for Walter Cronkite specials as well. **Edward Fouhy**, VP, CBS News, Washington, succeeds Benjamin. **Roger Colloff**, VP and assistant to president, takes Chandler's current job. **Jack Smith**, bureau chief, CBS News, Chicago, moves into Fouhy's role. Smith's replacement has not yet been named. Chandler and Colloff assume new duties Feb. 16; Benjamin, Fouhy and Smith on or about April 1. Of this group, speculation is focused on Fouhy and Colloff as potential successors to President Leonard, whose extended term runs to April 1982.

Members of **White House press corps** last week proved they could, too, act like ladies and gentlemen at **presidential press conferences**. At request of White House news secretary James Brady, they eschewed their normal techniques of flagging the president's attention—jumping up and down and shouting—in favor of simply sitting quietly and raising their hand. Technique was intended "to restore confidence, dignity and decorum to this institution," Brady had said, to snickers of some in audience, before press conference began. And while some thought it took some drama out of session, others, like NBC's John Palmer, agreed it



had made for "a more dignified" session. Idea was one of several Commission on Presidential Press Conferences suggested in report to White House (see page 56). And White House, which liked way it worked, will try another suggestion at next formal session, which will be held within month. Reporter-interrogators will be chosen by lot. However, mechanism may be designed that would give major news organizations, including networks, better than even chance to be represented. Yet another idea is to be tried this Monday afternoon—informal news session, in which President will meet in Oval Office with five or six reporters, with no broadcasting equipment present.

Universal has broken ranks with three other movie companies involved in Premiere pay cable venture. All had agreed at formation of Premiere not to sell movies to other cable programmers, but last week Universal announced **it had struck deal with Warner Amex Satellite Communications**, distributor of The Movie Channel, for 17-film package. Universal's Gene Giaquinto said, "I don't think you can read anything into this." He said Universal isn't abandoning its appeal of Premiere injunction (BROADCASTING, Jan. 5). Bob Pittman, vice president of programming for Warner Amex, said his company negotiated "tough" but "fair" deal. Among titles in package: "The Jerk," "Last Married Couple in America," and "Little Miss Marker."

ABC and Hearst Corp. have formed joint venture, Hearst/ABC Video Service, "to produce and supply programming for specialized cable network services." First project, **Beta, will be advertiser-supported basic cable service aimed at women**. Initial plans call for four hours of programming five days per week. Hearst/ABC will be co-chaired by ABC Video Enterprises chief Herb Granath, and Hearst Cable Communications VP/general manager Ray Joslin. Search is underway for president.

Signs of pick up in network TV sales that began to appear few weeks ago ("Closed Circuit," Jan. 12) **have proved correct**. After

"tough" December and early January, "things are back to normal now," one network official said last week, with sales strong not only in prime time but in other dayparts as well. H. Weller Keever, ABC-TV sales chief, said first quarter there should approximate last year's, even though last year had Olympics to give it extra boost, and that more than 90% of second-quarter options have been picked up. Costs-per-thousand, he said, are higher than in up-front sales and higher than in scatter market at this time last year. Similarly, CBS and NBC officials reported business bouncing back, coming on strong, going good.

Multimedia Inc., Greenville, S.C., reported earnings for year ended Dec. 31 were **\$21,618,000, 16% more than 1979** earnings of \$18,676,000. Revenues in 1980 were \$163,625,000, 23% increase over \$133,487,000 in preceding years. Earnings per share were \$2.15 in 1980 as compared to \$1.87 in 1979. In 1980, **broadcasting operating revenues were \$83,205,000** (up 18%); revenues from newly formed cable division were \$8,950,000; newspaper operating revenues were \$71,370,000 (up 13%). Multimedia also announced Jan. 23 acquisition of 20% of Tar River Communications Inc., Rocky Mount, N.C., cable company and agreement to buy remaining 80% of stock in 20% increments over next four years.

Advance on **Arbitron Radio's fall rating book for New York** shows WKUT(FM) (contemporary) leader with 8.3 share (Metro 12-plus, Monday-Sunday, 6 a.m.-midnight), followed in top-five by WBLS(FM) (contemporary) with 7.1 share, WOR(AM) (talk) with 6.2, WINS(AM) (news) with 4.9 and WCBS(AM) (news) with 4.8.

ITC Entertainment last week was claiming "**highest gross on per episode basis**" for reruns with more than **\$100 million** in sales of 120 episodes of *The Muppet Show*. In last six months, ITC said, *Muppets* has been sold to more than 100 stations, including all top-50 markets.

Time Inc. expects to report **net income for 1980 down 2.1% from 1979**. News came in connection with Friday's offering of previously announced \$150 million in convertible preferred shares. Company estimated 1980 net income at **\$140 million**, \$5 per share; 1979 total was \$143 million, \$5.15 per share.

Senator Ernest F. Hollings (D-S.C.) ranking minority member, Senate Communications Subcommittee, addressed Georgia Association of Broadcasters last Thursday, Jan. 29, and **contrasted need for deregulation** and competition in telecommunications industry **with need to maintain public interest responsibility** traditional to broadcasting. "Let me caution that while I commend the commission for proposing these new departures," he said, "I am not poised to rush headlong into a new era of competition for competition's sake, regardless of the consequences."

Word out of Foratleza, Brazil, late Friday was that panel of experts meeting with **International Frequency Registration Board were reaching accommodation on which of two 9 khz channel spacing plans to compare with 10 khz**. Official of Canada's Department of Communications said group had decided to study both U.S. proposal, involving shift in frequency on part of stations of no more than 4 khz, and Canadian plan, requiring shift of up to 9 khz, "if there is time." State Department official said his information was that "at least some of both plans" would be studied. Results will be presented to second session of Region 2 (western hemisphere) conference on AM broadcasting, to be held in Rio de Janeiro, beginning in November.

Hal Miller, 56, is taking early retirement this month as executive VP in charge of media and network programming for SSC&B Inc., New York. He is being succeeded by **Lawrence Lamattina**, executive VP and director of media and programming at Grey Advertising, New York.

Survey among advertisers and agencies shows 65% awareness of Radio Advertising Bureau's "Radio It's Red Hot" multimedia campaign—highest for any advertising medium's campaign and well above newspapers (46.0%), magazines (45.0%) and TV (42.5%). That was among the information scheduled for release yesterday (Feb. 1) at RAB's first Managing Sales Conference this week at Amfac hotel in Dallas.

"I guarantee you'll like our Beautiful Music better than anyone's... or the deal is off."

Bur Franks
VP/GM, Noble Broadcast Consultants

Sure, I'm sticking my neck out with this unusual offer. But I know you'll get *immediate* response to NOBLE ONE's music; from listeners, sponsors and staff members. Read why I believe you'll keep it after a 30-day, no-risk trial.

Moments after our Beautiful Music is on your station, you'll hear for yourself why General Managers are making a profitable switch to NOBLE ONE. Listen longer and hear how we've balanced listenability with saleability — long-hour listening with easy selling.

It's not magic. It's the skill of VP/Program Manager Rich Wood. His 20 years of experience has increased the success of over 100 stations . . . and he's ready to work for you.

See why this could be just the service for which you've been looking. You'll get:

- Quality sound; so good, you'll hear the difference in 15 minutes. So will your listeners.
- A custom-blended category service that sounds like matched flow, but offers 2 to 3 times longer unattended operation.

- Hand-picked, custom recorded contemporary arrangements of many titles, not just the new hits.
- A non-duplicated library that's consistently updated to promote long-hour listening and cut fatigue.
- Quick installation by Rich Wood, requiring little or no modification of your automation hardware.
- Continuous consulting to prevent problems and keep your station on top.

In addition, I've seen the "attitude" of entire stations change as they've switched from other well-known programming services to NOBLE ONE. KNPT in Newport, OR; KUEZ in Yakima, WA; WVOY in Charlevoix, MI; WMUM in Marathon, FL; and KYFM in Bartlesville, OK.

1981 could be your station's best year with increased ratings *and* profits; a stronger, more promotable image and better listener response.

Pick up your phone, call me collect right now and find out how soon you can try NOBLE ONE Beautiful Music on your station, at *my* risk, for 30 days. If you're not completely satisfied, return our service. The deal is off; you'll owe nothing.

General Managers:
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for immediate results.
Call collect: (714) 236-0209



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The November numbers are in, and it's a fantastic Sweep for TV's most exciting musical variety series! SOLID GOLD is delivering solid gold audiences in 21 foreign countries plus over 160 U.S. markets covering more than 90% of the country.

In fact, it's a top-of-the-charts first for America's number one music hour, hosted by Dionne Warwick and featuring top superstars and their current hits.

SOLID GOLD—a first in everything!

FIRST

vs. Syndicated shows! SOLID GOLD tops all 15 reported shows including magazine, talk, music and comedy. Its ratings beat them all in Total Persons; Women 18-34, 18-49 and 25-54; Men 18-34, 18-49 and 25-54; Teens; and Kids!*

FIRST

vs. Network shows! SOLID GOLD even tops the network programs that also feature music acts and comedy – The Tonight Show, Saturday Night Live, American Bandstand, Fridays and Midnight Special – by reaching more Total Persons than any of them!**

FIRST

for improving its time-period! SOLID GOLD substantially increased audiences in every key category when compared to its time-period a year ago! Households are up 11%, Women 18-49 up 49%, Women 18-34 up 66%, Men 18-49 up 23%, Men 18-34 up 33%, and Teens up 77%. It's delivering the key demographics advertisers are looking for!***

FIRST

in popularity among all new syndicated shows! The Oct/Nov TVO's confirm audiences love SOLID GOLD! It ranks as their #1 favorite among new syndicated programs introduced this season – and in fact it's just behind The Muppets in all first-run syndicated programming.****

Source:

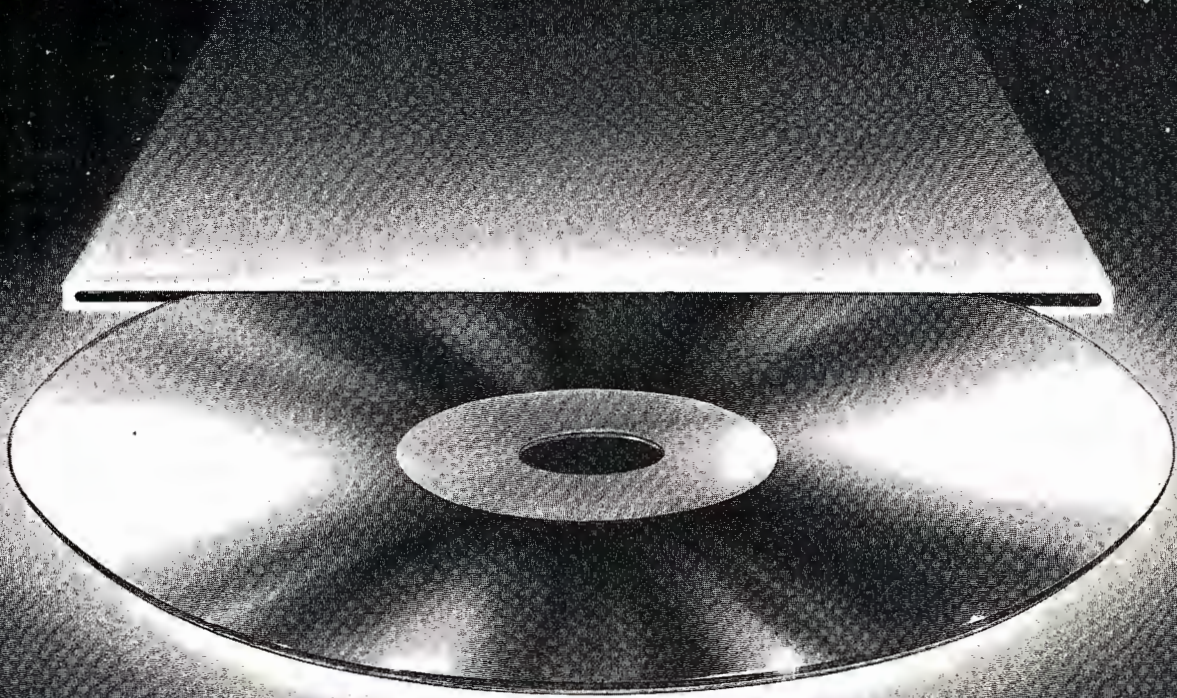
- * Nielsen SON Report, 9/30-10/26/80
- ** NTL 9/30-10/26/80
- *** NSI CASSANDRA: Nov. '79, '80
- **** TVO, 10/20-11/30/80



**Paramount Television
Domestic Syndication**

**Paramount salutes
Operation Prime Time
and the SOLID GOLD
stations for this
season's most
stunning success
story!**





VIDEO DISKS

Get ready for another bombardment in the home video revolution: Here come the videodisks. 1981 will see two new capacitance (needle) formats joining the laser models already introduced and—despite their incompatibility—analysts believe the resulting market will add up to more than the sum of their parts. It's still another factor to be reckoned with in the communications-entertainment-information explosion—and one that may amount to as much as \$8 billion annually by the end of the decade.

The Year of the Videodisk. That's how 1981 may be remembered if the hopes and predictions of several major participants in the communications field pan out. By the end of this year, three different formats of disk player should be available to consumers under about a dozen brand labels. Already, optical laser disk units are being sold by Magnavox and Pioneer. RCA is slated to roll out its capacitance disk player March 22. And JVC promises that by the end of this year, its version of a capacitance system, to be produced in a joint venture with General Electric, Matsushita and Thorn/EMI, will hit the stores.

It's no surprise to anyone familiar with the history of a similar product, videocassette recorders, that the three different systems are incompatible. Or that in each case, enormous sums of money (RCA alone has invested over \$150 million in development of its technology) are being hazarded in support of a system that just might bomb in the consumer market, being rejected in favor of one of the competitors. Or that the major factors behind each technology confidently point to their own studies to show why consumers will ultimately prefer their technology.

While the technologies may be incompatible, there is agreement on several significant points among the three schools of videodisk thought. First, all say that videodisks won't really be in competition with the videocassette recorders that have preceded them into the marketplace. The common logic is that VCR's are primarily a product for people wanting to "time shift" television programs broadcast when they're not at home or otherwise occupied, or to produce video "home movies," and that there is a separate market composed of people who just want the playback capability videodisk offers at lower cost for both machine and program material.

Another recurring theme among videodisk makers is that the marketing efforts of competitors will actually help sales of each of the different machines. What's being suggested is that, at this initial stage of the game, anything that builds consumer awareness of videodisks is good for the entire spectrum of product being offered in the field.

Finally, there's agreement that the key to any of the efforts to get videodisk players into American homes is going to be the availability and quality of software offered in conjunction with the machines. As one industry analyst, John Reidy of Drexel Burnham Lambert sees it, videodisks will have to be "the low-cost razor blades that will sell the razors."

While this may be the year marketing starts in earnest, it's not the year that will spell victory or defeat for any manufacturer—they're all in this for the long haul, and for a future market they think will take some time to develop.

A sense that the real market is some years in the future may well be one reason the companies behind the format already in the market can speak with enthusiasm about sales levels that some outside observers find disappointing. The optical players available from Pioneer at a list price of about \$750 since its June entry into the market have logged unit sales "in the low five figures" the company says, confirming reports that put the level at 20,000. That's been achieved through a distribution network expanded in stages to roughly 500 outlets in 50 markets. Pioneer promises to be into national distribution by midyear.

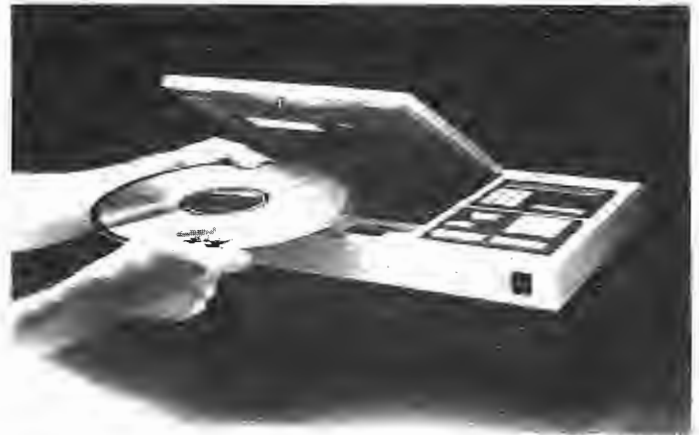
Consumer sales have varied from market to market, Pioneer admits. "L.A.'s hot, they can't get enough players," a spokesman says, while other markets are only "so-so." New York is mentioned as another market where the pre-Christmas season was good, with the company waiting for an update of recent sales. The "low five-figure" number itself is "excellent" in Pioneer's eyes, and sales to dealers are in excess of quota.

Magnavox has been selling machines far longer, since the end of 1978, but on a limited market basis that was slow to expand. Bob Eastwood, Magnavox director of marketing and sales for videodisk and videotape, says that by the end of 1980 Magnavox was distributing machines in some 32 markets that encompassed 60% of television households. While Eastwood won't put a number to Magnavox unit sales, reports are that they haven't been as brisk as those at Pioneer.

Eastwood will say he's projecting that there is an "extremely large" market potential out there, and cites a figure of 2.5 million unit sales as the level (for all formats) that could be hit by 1985.



Magnavox's Magnavision



Pioneer's Laser Disc



RCA's SelectaVision



JVC's VHD

That would surpass his estimate of annual VCR sales for that year—1 million to 1.2 million units.

One thing that Pioneer and Magnavox agree has been retarding sales of their units to date is the quality, both in terms of programming and manufacturing, and quantity of disks available for the laser players. To understand the linkages between player and disk manufacturers, a history of the laser system is in order.

MCA Inc. and N.V. Philips both worked on the development of what is now called the laservision optical disk technique. In it, a laser is used to scan a disk spinning at 1800 revolutions per minute on which has been recorded, in a reflective coating, the video signal. The disk is encased in a protective coating which is claimed to make the video signal impervious to surface dirt and scratches.

MCA is the parent of Universal Pictures and other communications companies, N.V. Philips the parent of North American Philips, of which Magnavox is a subsidiary. In 1977 MCA, through its MCA DiscoVision unit, formed a joint venture with Pioneer Electronic Corp., called Universal Pioneer Corp., which produced players in Japan that were targeted for the industrial market. (General Motors, for example, bought 11,000.)



VHD team. Gary Dartnall and John A. Sibley, president and chairman, respectively, of VHD Programs and VHD Manufacturing.

Then in 1979, MCA and IBM formed a separate partnership, charged with handling disk production and industrial marketing. (IBM also kicked in a set of patents on information storage.) This partnership is DiscoVision Associates, and it assumed the half interest in the Universal Pioneer venture that had been held by MCA DiscoVision.

(The association with the industrial market and the entry of IBM suggested to many observers that the real potential of optical disks lay [and perhaps was seen by the various partners as lying] in the industrial market, which could more readily absorb the higher cost of optical disks and players relative to other disk technologies, and which would also have a great interest in the extensive information storage capacity of videodisks.)

Making a laser disk is a much more complicated process than pressing an audio record or making a capacitance video disk. But according to all concerned, problems that had plagued initial pro-

duction of the disks from DiscoVision Associates have now been overcome. What's responsible for current accounts of defective disks, those that will fail to play properly on machines, for example, is that some of the older disks have been sitting in distribution warehouses and are only now slipping into the sales stream. Disco Vision Associates currently puts the rate of return for defective disks at 10%.

The prices of those disks, which are distributed by MCA DiscoVision, are currently \$24.95 and \$29.95 for feature films, \$19.95 for the few music titles that are available. Norman Glenn, who heads programming for MCA DiscoVision, describes the heavy concentration of feature films in the 125 or so titles now available as resulting from the necessity that "in the early days we had to go after broad market segments." "We have to wait and see what the consumer wants" he says, before other directions can be charted.

Aside from quality, there have also been complaints about the quantity of disks being turned out. That, in theory, will be remedied by midyear, at which time two plants in addition to the present DiscoVision Associates facility should be in operation. One is a Pioneer plant in Japan, another a facility being constructed by 3M in this country.

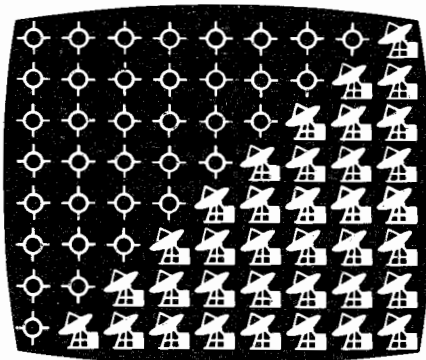
RCA, in its forthcoming introduction of its SelectaVision player, claims to be taking steps that will circumvent such difficulties. The RCA emphasis is on a full-scale, nationwide distribution "from day one," as it's been saying to dealers. But then, that's been a long time coming—RCA Chairman Edgar Griffiths promised the first-quarter 1981 introduction back in Dec. of 1979.

The plan calls for RCA to deliver to 5,000 dealers by March 2 a minimum of three machines each for sale starting on March 22. The company won't say how many machines in total it is sending out in anticipation of the introduction, stressing that there will be a "continuing flow" of players from its Bloomington, Ind., plant. Jack K. Sauter, vice president and general manager of the RCA Consumer Electronics Division, reiterates the 200,000 figure that RCA says it plans to market and sell this year, adding "it's fair to say our advertising is designed to develop an intent to buy that exceeds 200,000." Projecting, Sauter says, "we're saying 7% of the market can be motivated to buy a disk player in the first three years." That would be about four million households.

Sauter puts the emphasis in RCA's strategy on selling a machine "developed to appeal to the broadest market segment," people who are "not interested in being interrogated or challenged by a machine." RCA's disk player uses a stylus, guided by grooves in the disk surface, to decode information recorded as pits in the electrically conductive material of the disk. Those pits vary the capacitance of the surface points, hence a "capacitance" system. Since the operation requires mechanical contact between stylus and disk, there can be no protective surface on the disk, which spins at 450 RPM. Instead it's packaged in a sleeve that provides protection outside the machine and is removed only after insertion into the player. A manufacturing advantage offered by the system is that disks can be pressed much like current audio records. However, the player can't offer the range of features found on competitors' machines, such as the optical systems, ability to freeze single frames, random access to frames, and forward and reverse variable speeds. RCA's system does have a forward and reverse fast scan, but without variable speed, and a "rapid access feature" that can locate the beginning of a particular program segment.

Sauter insists that the technical options are not what the vast bulk of consumers want. Moreover, he maintains his market research has established that the \$500 price tag RCA has put on its player represents the upper limit of what consumers will be willing to spend for a disk player. That's disputed by the optical competition, one of whose marketers suggested: "The difference between \$500 and \$750 is not the same thing as the difference between \$0 and \$250."

Another suggestion, this one from Magnavox's Eastwood, is that there's a lot more room for eventual price reductions in the optical players. "We're at the top of the learning curve, just learning how to design the players. We see in the long run, maybe over four to five years, great opportunity for price reduction, as engineering design is modified, as the volume of manufacturing



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COMMUNICATIONS LAW

SYMPOSIUM

ON THE REGULATION AND DEREGULATION

OF THE NEW VIDEO TECHNOLOGIES

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- CABLE NETWORKS
—COMPETITION OR CONCENTRATION
- SUBSCRIPTION TV
—LEGAL PROTECTION OF SIGNALS
- LOW POWER TV—“START YOUR OWN”
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- PROSPECTS FOR LEGISLATION IN
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February 20, 21, 1981 Los Angeles Bonaventure Hotel

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Diskplay. RCA executive vice president, Herbert Schlosser, displays the latest selection of RCA's SelectaVision disks.

increases."

While Eastwood says "we are looking at various product designs," ones that might trim some features for a price reduction, the option isn't all that attractive because, with the features "almost an integral part" of the basic technology, any saving would be minor. He's convinced that for the time being "the market is mainly videophile" and that although "I can see more mass market types coming into the picture this year, the mass market won't fully develop for a year or two."

An indication of where Magnavox sees the present market can be found in the major magazine advertising campaign it has just launched. *Time*, *Newsweek*, *Playboy*, *The New Yorker*, *Home Video* and *Popular Electronics* are the publications the company feels potential disk buyers are reading.

The second thrust of the RCA effort is to have enough software available, both in quantity and variety, to make people want to buy the machines in the first place. Herb Schlosser, former NBC president, heads that effort, and says his unit, RCA SelectaVision VideoDiscs, will be able to meet an anticipated demand for 2 million disks in the first year after the launch. That's based on an assumption that each of the 200,000 purchasers of RCA machines will buy 10 disks over the course of the year.

RCA's catalogue at the time of the introduction will include 100 titles, roughly 50% of which will be feature films. At three points during the year, May, August and before Christmas, an additional 25 titles will be added. (That's a change from 1979 plans to have 300 titles available in the first year.)

Schlosser expects the average dealer to be stocking 25 titles, and the company is putting in place a "quick delivery service" that can get a customer any catalogue title not in stock "within days." The prices of titles in the SelectaVision catalogue will range between \$15 and \$25.

Schlosser says he's signed agreements with 70 companies for product, among them Paramount, which has licensed 85 films to RCA, and United Artists, which has licensed 100. Video music is also an area in which Schlosser expects a great deal of development, although it "won't happen overnight," maybe a year or two down the road. He's already got a video album from the rock group Blondie, an Elton John concert, and a Rolling Stones film under license.

RCA is trumpeting commitments from over half a dozen other brand names in the color television field to market video disk players based on RCA's technology. The first to come on board was Zenith, which signed a cross-licensing agreement on patents last March. J.C. Penny, Sears, Sanyo, Toshiba, Hitachi and Radio Shack have also agreed to sell machines under their own labels.

Additionally, CBS has "dedicated" a portion of its CBS Records plant in Georgia to the production of disks for the RCA format.

Consideration of the video music future brings up what some consider a serious deficiency in the RCA players to be introduced this year—they lack a stereo audio capability. Optical players as

well as those utilizing the JVC format will have stereo sound capability, and their manufacturers stress that as a selling point. The RCA technology would allow for stereo—but the electronics for a second audio channel won't be in the first players. Sauter downplays the point, saying "the average customer will play it on his TV set" with most available sets themselves lacking any stereo capability. Furthermore, he suggests, those who would route the player's audio through their stereo amplifiers would find the stereo sound distracting unless the speakers were positioned very close to the television. However, Sauter does note that RCA will be bringing out a stereo version of its player in 1982—which has prompted some to surmise that the desire to meet the \$500 initial price goal might be the prime motivation. Does Sauter think consumers interested in stereo might delay purchase of an RCA format machine until 1982? "I would not be surprised if some felt an inclination to wait," he admits.

The third system that's to reach the market this year, JVC's, will do so with as complex an interrelationship of companies as the two that precede it. JVC—the Victor Corp. of Japan—was once closely tied to RCA (RCA Victor). Now JVC is largely controlled by Matsushita Electric Industrial Co., which markets consumer products in this country under the Panasonic and Quasar labels. Matsushita had been developing its own videodisk technology, which it abandoned to adopt the system of its subsidiary. In October, these two companies announced the formation of a joint venture with General Electric, to be called VHD Electronics (after the name of the system—VHD or Video High Density) which would manufacture players in the VHD format. For the present, JVC and Matsushita will produce the players in Japan, for their own brands and for resale to GE.

At the same time the venture was formed its three partners also joined in two other joint ventures along with British-based Thorn EMI. These are VHD Programs and VHD Disc Manufacturing, with then president of EMI Videograms (a California company), Gary Dartnall, taking over as president of the new companies.

VHD, while a capacitance system using a contact stylus like RCA's, has two important differences that make it incompatible with RCA technology but at the same time permit a broader range of features. The disks do not have a groove to guide the stylus along the pitted recording tracks, instead using separate "tracking pits" laid between the main tracks to carry information used to position and guide the stylus. The disks spin at 900 RPM, twice as fast as those in the RCA system, which means each circuit of the disk carries the information for two video frames versus four in the RCA system.

Because it isn't locked into following a groove, the stylus is free to be directed laterally across the surface of the disk while the disk spins.

With that freedom, JVC claims, VHD will permit random access, still frames, and a variety of slow and fast speeds in forward and reverse. However, presently, a separate unit with special microprocessor circuitry is required to affect the random access feature in its various combinations.

JVC seems to be aiming for a marketing approach somewhere between those of the optical disk manufacturers and RCA. According to a JVC spokesman, the introduction at the end of this year will "be on a 20 major market rollout approach." The player price is to be "competitive" with RCA's system, as will be the similarly manufactured disks. JVC says it believes the market in this country will belong to its and RCA's systems, because of the pricing factor, but its spokesman stresses that VHD offers "the options and features consumers will demand," drawing a parallel between the VCR market where "VCR buyers have pushed the manufacturers toward greater options and a greater number of features."

Out at VHD Programs, Gary Dartnall is hustling to have a lineup of products in anticipation of the launch. The catalogue promised for the launch is to have 200 titles, with a concentration on films, but Dartnall is taking a different tack from RCA in lining them up. "I thought the studios would like to market their own product," so he's negotiating to custom press disks for them through VHD Disk Manufacturing. He admits that process will amount to a subsidizing by VHD of the pressing cost but calls

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that necessary to "create the marketplace."

Dartnall argues that once they've bought players, having been attracted by the availability of films, consumers will "want more than straightforward linear programming," creating a demand for the so-called "interactive" type of programming that random-access VHD would permit. Dartnall is also working on music programming, which is no surprise considering EMI's association with music. And he stresses VHD's stereo capability when discussing the subject. However, he's not prepared to name specific projects in either film or music. (The initial announcement of the joint venture did refer to negotiations with 20th Century-Fox, Warner Home Video, Columbia Pictures, Walt Disney Productions "and other major studios.")

In disk marketing, Dartnall says he's "inclined to believe" buyers would take four or five disks at the initial purchase, and maybe a half-dozen more over the next six to eight months.

GE, estimating 1982 industry-wide sales at under 350,000 units, calls VHD "the best system," one combining optical features at a cost competitive to RCA's. But it won't put a price on its unit.

Aside from the joint venture partners, Japanese hardware manufacturers Toshiba, NEC, Sharp and Yamaha have adopted VHD as the format for their videodisk efforts.

Of course, the participants in the disk field won't be limited to player manufacturers and their associated companies. One such outside concern is CBS Video Enterprises, the unit of CBS Records that's exploring the new video technologies. CVE has already been turning out cassette software, in a joint venture with MGM called MGM/CBS Video (CVE handles the distribution.)

CVE vice president of business and administration Micky Hyman explains the decision to make its initial disk projects in the RCA format as stemming from "our confidence that the RCA system will be successful." But he notes that "if other [systems] appear commercially viable, we'll be on them too, at the proper time." Hyman concurs with the general estimates of 10 pieces of

disk software annually per machine, but notes that figure may prove "conservative." And above all, he says, "people won't buy junk at any price."

The joint venture with MGM means access to that company's film library and new productions, and CVE is signing deals with independents as well, all of which will combine to give it "a strong film catalogue." At the same time, Hyman says, CVE is "heavily committed to music." But the company isn't betting on any particular division of consumer interest among film, music and other forms. CVE's music philosophy, say Hyman, is: "We want to be in a position to go where the market takes us."

Where the market might go and what it might do to existing video distribution are matters of concern to Drexel, Burnham Lambert's John Reidy. He feels a key factor for the development of videodisk in any format is whether and how fast the price of pre-recorded videocassettes might drop after the widespread introduction of disks. Should that happen (which he notes other observers tend to discount), Reidy does see the potential for disks "to lose their leverage against VCR's."

But at the same time, he sees a comfortable niche into which a full-blown disk distribution system could fit within the current patterns of marketing theatrical films without seriously disturbing existing operations like pay television, but instead generating additional revenues for producers. Slotted between theatrical distribution and pay television, either cable or STV, the availability of films on disk (or cassette) would not seriously impair their value to pay television, assuming, as Reidy does, that a typical film might be bought by 10% of player owners.—20 million in 1985.

Thus, producers needn't see any loss in pay television revenues from marketing their product on disk—they would be broadening their audience. Of course, Reidy says, that new distribution mode isn't going to provide any bonanza for producers—by the time it is in place, it's more likely to prove a necessary measure to offset future production costs increases.

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Supreme Court says Constitution does not ban cameras in courts

'Chandler vs. Florida' decision says televising of trials is not per se violation of defendants' right to fair trial

Broadcast journalism last week recorded what some were calling a major advance in broadcasters' ongoing effort to win the same freedom as print journalists in covering the news—and it was recorded in the Supreme Court, not always the friendliest of forums. The high court, in a 8-0 decision, held that the Constitution does not bar states from permitting radio and television coverage of criminal trials, even over the objection of the defendants.

The court, in the opinion written by Chief Justice Warren E. Burger, did not say the Constitution entitles broadcast journalists to use cameras and microphones in courtrooms, nor did it endorse the practice. But it said, "Absent a showing of prejudice of constitutional dimensions," there is no reason to bar such coverage.

It was, in a sense, a victory for states rights. "Dangers lurk in this, as in most experiments," Burger wrote, "but unless we were to conclude that television coverage under all conditions is prohibited by the Constitution, the states must be free to experiment." The Supreme Court, he said, has no supervisory jurisdiction over state courts.

At issue was the rule that the Florida court system adopted in 1979, in response to a petition by Post Newsweek Stations of Florida Inc., permitting cameras in the courtroom. Florida is one of 27 states permitting such coverage, either on an experimental or permanent basis. In 21 of the states, the permission extends to criminal trials. And of those, 10, including Florida, do not require the defendants' consent.

Thus, the decision is likely to give added impetus to the state-by-state drive to roll back the American Bar Association canon, adopted in 1937 to prohibit photographic and broadcast coverage of court proceedings. And the ABA, which refused in 1979 to change its position, is now expected to reconsider. However, there is no sign the movement will spread to the federal courts, which operate under the rules of the U.S. Judicial Conference.

The ruling was hailed as "an important legal advance for broadcasting" by Jack Landau, of the Reporters Committee for Freedom of the Press. "For the first time," he said, "the Supreme Court is saying that the electronic media may be treated as first-class citizens in the journalism community and that they may be given the same rights as the print media to use the tools of their profession—cameras and microphones—to cover criminal trials and, hopefully, all governmental affairs." And Jack Hogan, of WZZM-TV Grand Rapids, Mich., president of the Radio-Television News Directors Association, expressed delight at the ruling. He said it justifies the expenditures made by RTNDA and others to demonstrate that "full coverage" of a trial does not prejudice a defendants' rights.

NBC said that it was "gratified" by the decision.

The ABA ban was adopted in the wake of the sensational trial of Bruno Hauptmann, charged with the kidnapping and murder of the Charles Lindbergh baby, when the news media covering the proceedings made a mockery of court decorum. The ban was amended in 1952 to include television. And in 1964, the cause of cameras in the courtroom suffered a serious setback when the Supreme Court overturned the fraud conviction of Texas financier Billy Sol Estes, on the ground that television coverage had denied him a fair trial.

But that case, which was decided on a 5-4 vote and which generated six separate opinions, "is not to be read as announcing a constitutional rule barring still photographic, radio and television coverage in all cases and under all circumstances," Burger wrote. It does not constitute "an absolute ban" on state experimentation with a developing technology—a technology, Burger wrote, that was "in its relative infancy in 1964, and is, even now, in a state of continuing change." At another point, he noted that "many of the negative factors found in *Estes*—cumbersome equipment, cables, distracting lighting, numerous camera technicians—are less substantial factors today than they were at that time."

The Florida plan also contains strict guidelines for the use of broadcast equipment. No more than one television camera and only one technician are allowed. Existing court recording systems are used by broadcasters for audio pickup. If more than one news organization wants to cover a trial, a pool must be arranged. No artificial lighting is allowed, and equipment is kept in a fixed position.

The court's opinion last week involved the appeal of two former Miami Beach

policemen who had been convicted of breaking into and entering a Miami Beach restaurant. Each was sentenced to seven years in prison. Because they were policemen and because they were apprehended through sheer chance—an amateur radio operator had overheard and recorded conversations the policemen conducted over their walkie-talkies while burglarizing the restaurant—the case attracted considerable attention.

Their attorneys had filed motions to bar broadcast coverage of the trial, but they were denied. Eventually, only two minutes and 55 seconds of the material that was taped was broadcast—all of it dealing with the prosecution's side of the case.

The appeal was based chiefly on the *Estes* decision. Counsel for the ex-policemen—Noel Chandler and Robert Granger—argued that that decision articulated a per se rule that televising of criminal trials is inherently a denial of due process.

In rejecting that argument, Burger dealt at length with the concurring *Estes* opinion of Justice John Harlan, who provided

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the swing vote. Burger noted Harlan had limited his holding to that case. "What was done in this case," Harlan wrote, "infringed the fundamental right to a fair trial assured by the due process clause of the 14th Amendment." He also said that "the day may come" when television has become so "commonplace" as to eliminate all likelihood that its use in courtrooms "may disparage the judicial process."

The court last week also rejected the suggestion that it promulgate a per se rule of unconstitutionality. "An absolute constitutional ban on broadcast coverage of trials cannot be justified simply because of a danger that in some cases it might prejudice the views of jurors as to the guilt or innocence of a defendant," Burger wrote, adding: "The risk of juror prejudice

is present in any publication of a trial, but the appropriate safeguard against such prejudice is the defendant's right to demonstrate that the media's coverage of his case—be it printed or broadcast—compromised the ability of the particular jury that heard the case to adjudicate fairly."

And in the Florida case, Burger said, there was no evidence of prejudice. "The appellants have offered nothing to demonstrate that their trial was subtly tainted by broadcast coverage—let alone that all broadcast trials would be so tainted," Burger said. "Nothing of the 'Roman circus' or 'Yankee Stadium' atmosphere prevailed here," he said, nor was there a showing that the jurors—who were not sequestered—had been exposed to "sensational coverage."

An important element in the court's opinion upholding the Florida plan is the due process rights built into it. Burger noted that the accused's objections to such coverage must be considered on the record; he said that not only provides a record on which an appeal can be based but also enables the court to define the steps necessary to minimize or eliminate the risks of prejudice.

Furthermore, the court does not rule out the possibility it could one day be persuaded that broadcast coverage is indeed prejudicial. The data now available does not support that proposition, Burger said. But, he added, "further research may change the picture."

Although the court was unanimous in affirming the convictions of the two policemen, two justices disagreed with the majority's interpretation of the *Estes* decision. Potter Stewart and Byron White, who had written dissenting opinions in that case, said in separate concurring opinions that the convictions cannot be upheld unless the *Estes* decision is overruled—which they continue to feel it should be. They contend now, as they did in 1964, that *Estes* does declare a flat rule that broadcast coverage constitutes a violation of the 14th Amendment if the defendant objects.

The decision is the second out of the Supreme Court in less than a year that could cause journalists to rethink their antagonism toward the court and its chief justice. Last June, in a Burger opinion, the court held that the public and press have a right under the First Amendment to attend criminal trials (BROADCASTING, July 7, 1980).

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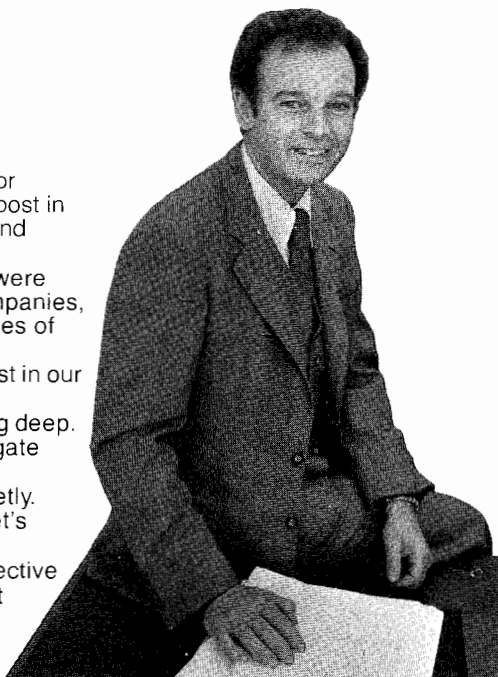
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Radio deregulation brought before new Congress

Two bills each introduced in Senate and House; Schmitt-sponsored underlines FCC's recent rulemaking

Legislation deregulating radio was introduced in both the Senate and House last Tuesday (Jan. 27).

Senator Harrison Schmitt (R-N.M.), ranking majority member of the Senate Communications Subcommittee, introduced S. 270, deregulating radio. Co-sponsoring S. 270 were Senators Bob Packwood (R-Ore.) and Howard Cannon (D-Nev.), chairman and ranking minority member, respectively, of the full Commerce Committee; Senator Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee, and Senators Larry Pressler (R-S.D.), Ted Stevens (R-Alaska) and Ernest Hollings (D-S.C.), the other two Republicans and the ranking minority member of the Communications Subcommittee.

Schmitt's bill affirms the FCC's recent

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Campaign leftovers. Broad cross-section of liberals and conservatives have joined in friend of court brief in support of FCC in Carter-Mondale Presidential Committee case that will be heard by Supreme Court. National Citizens Committee for Broadcasting, National Black Media Coalition, Americans for Democratic Action, United Food & Commercial Workers International Union, liberal activist Stewart Mott, National Unity Campaign for John Anderson, former Conservative Senator James L. Buckley of New York, National Education Association, Representative Albert Gore Jr. (D-Tenn.), Representative Bill Frenzel (R-Minn.) and Jerome Barron, professor of mass communications law, are represented in brief, which was filed by Media Access Project. It argues that "reasonable access law," invoked by Carter-Mondale committee in effort to obtain network time for then-President Carter, is constitutional device for assuring political candidates' access to public and that commission implemented law in proper and legal manner. Supreme Court will hear oral argument in case on March 3.

rulemaking deregulating radio (BROADCASTING, Jan. 19) in that it eliminates program log keeping requirements and commercial time limitations.

It also prohibits any FCC involvement in programing decisions, including requiring licensees to provide news, public affairs and locally produced programs and requiring licensees to adhere to a particular format. An FCC decision to refrain from regulating formats and an opposing appeal from citizen groups are awaiting a decision by the U.S. Supreme Court.

Although Schmitt's bill prohibits FCC involvement in programing decisions, it requires the FCC to promote program diversity. According to the fact sheet accompanying the bill: "Within three years of enactment of the Act, the FCC shall report to the Congress on the extent to which the FCC has promoted competitive, new and diverse sources of radio program-

ing."

Schmitt's bill also extends the FCC's elimination of formal ascertainment requirements by stating that licensees "are not required to ascertain the problems, needs and interests of their service areas."

In addition to underlining and extending the four points of the FCC's deregulation of radio, Schmitt's bill establishes indefinite license terms. It also replaces the FCC's requirement to hold comparative licensing hearings with permission "to use a system of random selection to choose among otherwise qualified applicants for newly available frequencies."

Because it eliminates license renewals, the Schmitt bill establishes a mechanism for license revocation. According to a fact sheet accompanying the bill: "Any party in interest may file with the FCC a petition to revoke a license, and upon a prima facie showing of grounds for revocation, a hear-

ing shall be held."

Finally, Schmitt's bill tightens the Commerce Committee's ultimate control over the FCC by stating that the commission "shall report annually to the Congress on its review of all other rules, regulations, and policies and its elimination of those that are not necessary."

In introducing his bill, Schmitt commented: "This bill is consistent with President Reagan's announced intention to reduce the size of the bureaucracy, and trim government spending. I have asked the FCC to report to me on the budgetary impact that my bill will have."

Continuing his introductory statements, Schmitt said: "I anticipate that this bill will be one of a series of telecommunications bills that will include television broadcasting (including comparative renewal and crossownership), political broadcasting (including the fairness doctrine and equal time), domestic and international common carrier, cable television and non-broadcast radio services."

The Commerce Committee has scheduled two days of hearings on S. 270 in late February.

In the House, it was Representative James Collins (R-Tex.), ranking Republican on the Communications Subcommittee during the 96th Congress, who introduced legislation in the new Congress last week.

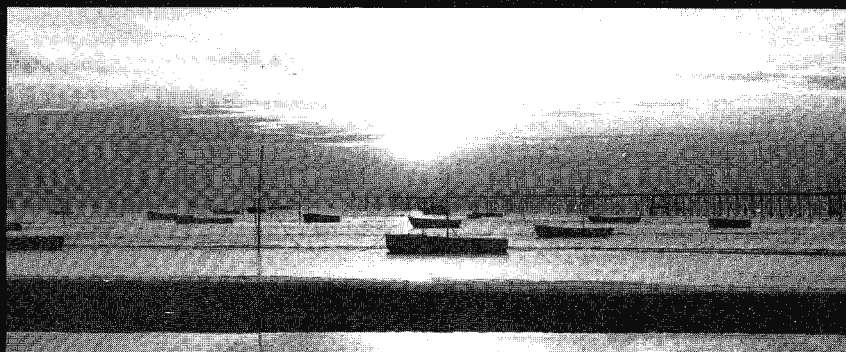
His bill deregulating radio, H.R. 1297, eliminates commercial time limitations and ascertainment and log-keeping requirements. It also prohibits the FCC from any involvement in a licensee's programing decisions, including abandoning a unique format.

Collins's second bill, H.R. 1298, extends the license terms of radio stations from three to 10 years and of TV stations from three to five years. It also limits the FCC's authority to regulate the renewal of and initial applications for broadcast licenses.

Concerning license renewals, the bill prohibits the FCC from taking into consideration an applicant's ownership of any other broadcast stations or communications media or the extent to which an applicant participates in day-to-day operations of the station involved.

In license renewal applications, the FCC may not consider the applications of any other parties for a license, until it has first determined that the renewal applicant has failed to provide program services that meet the needs and interests of its service area or has allowed other "serious defi-

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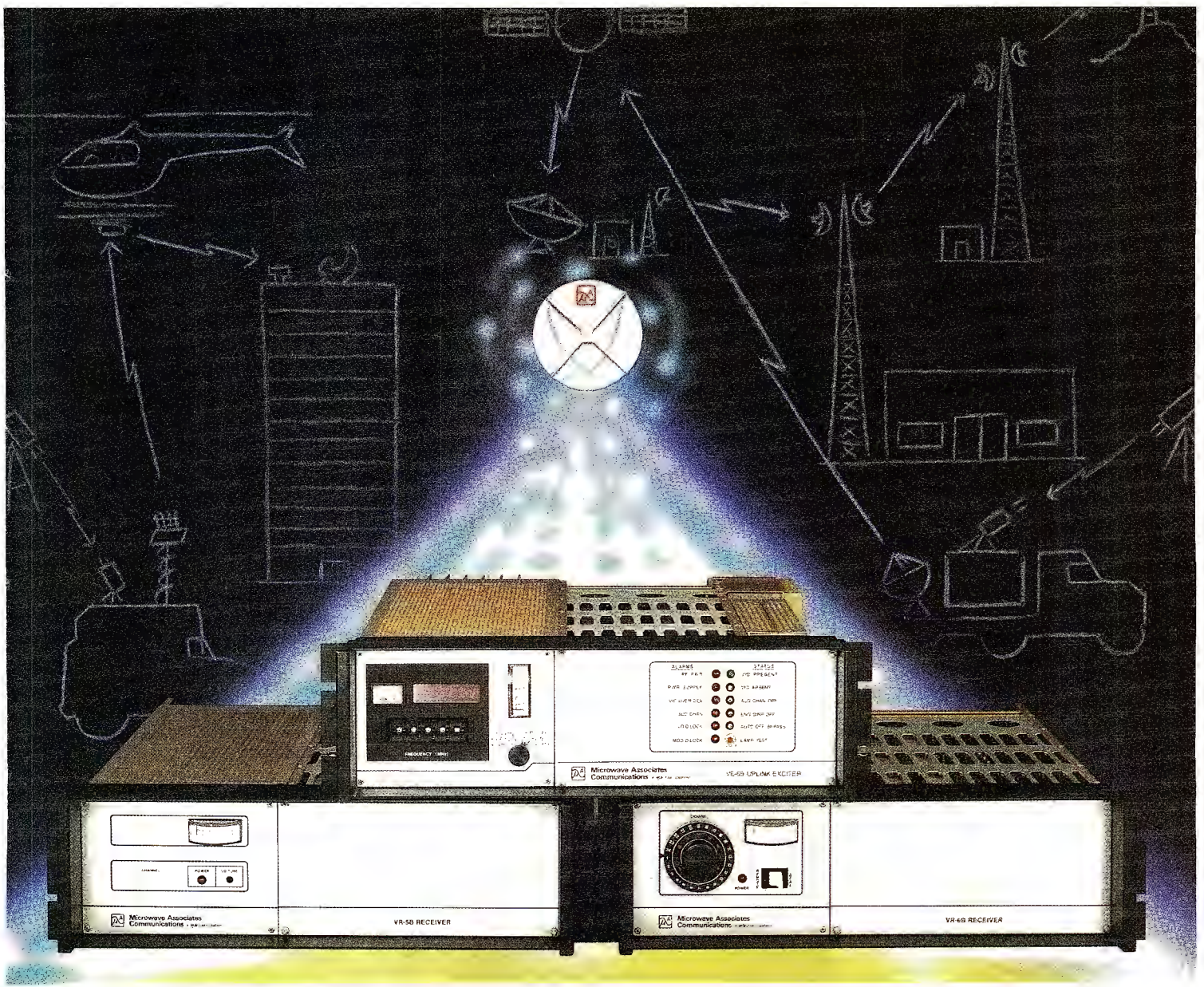
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Chairwoman for a day. Former broadcaster Senator Nancy Landon Kassebaum (R-Kan.) chaired the Senate for first time in her legislative career last Tuesday, Jan. 27. Senate rules allows President Pro Tempore, presently Senator Strom Thurmond (R-S.C.), to hand over gavel for day to any Senator. Kassebaum is daughter of Alf M. Landon, owner of Alf M. Landon Radio Stations, Topeka, Kan.



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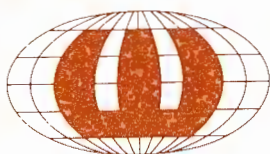
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ciencies" in the operation of its station.

Concerning the FCC's granting of initial applications for broadcast licenses, Collins's bill allows the FCC to use devices other than hearings to issue licenses, but prohibits it from using auctions.

Collins made no introductory remarks in submitting his bill to Congress early last week.

Reporters' notes, outtakes upheld as privileged by Supreme Court

High court refuses to review appeals court decision supporting CBS in refusal to turn over '60 Minutes' material not aired

The Supreme Court's decision in the cameras-in-the-courtroom case (see page 43) was not the only action by the court last week that broadcast journalists and lawyers considered a victory. A second, in a case involving CBS's *60 Minutes*, was the court's refusal to review an appeals court decision holding that journalists have a qualified "privilege" not to disclose unpublished material, including television outtakes, in their possession in criminal

cases. It is the same qualified privilege that applies to confidential sources.

Two of six men under indictment on a variety of fraud charges had appealed the ruling, by the U.S. Court of Appeals for the Third Circuit, in an effort to obtain a broad range of material accumulated by *60 Minutes* in preparing a 16-minute segment on the franchising of Wild Bill's Family Restaurants, which was broadcast on Dec. 3, 1978. The piece, "From Burgers to Bankruptcy," alleged that executives of the New Jersey chain attempted to defraud investors of millions of dollars. Gerald M. Cuthbertson and Paul L. Gorrin wanted the material to help prepare their defense.

The appeals court ruling (BROADCASTING, Aug. 4, 1980) was not a complete victory for CBS. It affirmed in part a trial court's contempt citation imposed after CBS refused to comply with an order by a trial court to turn over material for its inspection, in chambers. The material included film and either audio tapes or written transcripts of interviews with prospective witnesses and actual or potential Wild Bill's franchisees.

But the appeals court reduced the amount of material CBS would be required to surrender. It directed CBS to turn over to Judge Herbert Stern "all verbatim and substantially verbatim statements" of witnesses the government intends to call at the trial. The judge would then weigh the significance of the evidence against CBS's

First Amendment privilege. Material on interviews with persons who were not to be called as witnesses, the court said, need not be made available.

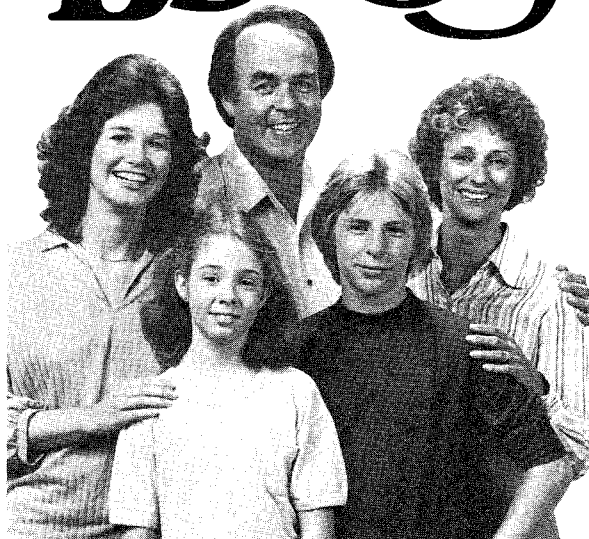
The element in the appeals court decision that CBS welcomed particularly and that helped persuade it not to seek Supreme Court review—and to oppose the request of Cuthbertson and Gorrin—was the language extending the qualified First Amendment protection courts have afforded materials from confidential sources.

Some of the witnesses had agreed to Justice Department requests to waive any claim to confidentiality; but CBS had maintained it had the right to determine whether or not to make the material public. And the appeals court tended to agree. It said that "the compelled production of a reporter's resource materials can constitute a significant intrusion into the newsgathering and editorial processes," adding, "Like the compelled disclosure of confidential sources, it may substantially undercut the public policy favoring the free flow of information to the public that is the foundation for the privilege."

Cuthbertson and Gorrin saw things differently in their request for Supreme Court review. They said that "recognition of any kind of journalistic privilege in a criminal case amounts to an unconstitutional burden on the right of defendants to a fair trial."

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Washington Watch

Pull 'em back. President Reagan has withdrawn number of nominations made by former President Carter and left unconfirmed when Congress adjourned. Two nominations—of Reuben Askanase and Melba Patillo Beals—had been made to 15-member board of Corporation for Public Broadcasting for terms expiring March 26, 1986. Nominees, both independents, would have succeeded Donald E. Santarelli, Republican, and Lucius Perry Gregg Jr., independent, whose terms have expired but who continue to serve. Carter had attempted to make recess appointments of Askanase and Gregg, but board said he lacked that authority, and Askanase said he did not want appointment. Other nominations withdrawn were those of John A. Gronouski, Democrat, for reappointment to Board for International Broadcasting, which he served as chairman, and Thomas R. Donahue to succeed late George Meany as member of board of Communications Satellite Corp.

Picking lame ducks. "National Association of Democratic Broadcasters" is nickname given NAB last week by Republicans on Capitol Hill, who wonder at NAB's recent hiring of three people from Carter administration. Dan Wexler, former assistant director, ACTION, and Carol Randles, former White House staff member, joined NAB government relations department; and Rory Wilcox, also from White House staff, joined NAB public affairs department.

Ferris on FCC. Before change in administrations, FCC Chairman Charles D. Ferris submitted to White House, at its request, list of agency's accomplishments: "I am very proud of our recent success in removing regulatory barriers to greater entrepreneurial initiative and wider consumer choice in communications," Ferris said, listing among other things: encouragement of new domestic services by satellites, elimination of extensive regulation of receive-only satellite earth stations, repeal of rule limiting subscription television stations to one per community, adoption of steps to increase number of AM and FM radio stations as well as television stations, and actions that helped double number of minority-owned broadcast stations over past two years.

Third try. Senator William Proxmire (D-Wis.) addressed Senate on Monday, Jan. 19 concerning S.22, "First Amendment Clarification Act," he introduced earlier this year (BROADCASTING, Jan. 12). In addition to repealing Section 315 of Communications Act, bill would remove FCC's authority to revoke license of broadcaster who fails or refuses to allow candidate for federal office to buy reasonable amounts of broadcast time. It would also loosen public broadcasting's mandate to provide programming "with strict adherence to objectivity and balance in all programs or series of a controversial nature." Proxmire has introduced similar bills in last three Congresses.

Grade B divestitures. National Association of Broadcasters has requested FCC not to require divestiture of television stations co-owned with cable systems located within their grade B contours—as commission proposed to do last summer. NAB said, "imposition of a divestiture requirement at a time when the underlying crossownership prohibition is subject to review would be grossly unfair, patently arbitrary and capricious." Marsh Media argued that all prohibitions on ownership of co-located television stations and cable systems should be repealed as unconstitutional (BROADCASTING, Dec. 22, 1980). Department of Justice, however, strongly supported commission's move in direction to insure vigorous competition between cable and broadcast industries. It said waivers should be granted only when television station and cable system involved do not actually serve same communities or when divestiture would not promote commission's goals of increased competition or diversity of viewpoints among media sources.

Final appeals. Supreme Court has closed off protection some corporations hoped courts would offer them in their battles with regulatory agencies. Court, in 8-0 ruling in case involving Federal Trade Commission, said only final agency actions can be appealed to courts. This is position that FCC, FTC and other agencies have consistently maintained and that, in case of FCC, is rarely challenged. At issue in case decided by Supreme Court was Standard Oil challenge of FTC decision in 1973 that agency had "reason to believe" eight companies had conspired to fix refinery prices and to harm smaller competitors. Standard Oil's appeal was based on charge reason-to-believe finding was politically motivated, and U.S. Court of Appeals for Ninth Circuit held that challenge could be heard. But Supreme Court said "reason-to-believe" finding is only preliminary action, that Administrative Procedure Act provides for appeal only of final agency action.

STV rules. FCC has ruled that mutually exclusive applications for subscription TV authorization (STV) (against either another STV applicant or standard commercial TV applicant) will be judged on basis of existing comparison standards for full-service commercial TV applicants: (1) diversification of media control; (2) integration of management and ownership, and (3) efficient use of spectrum. Commission said it will also consider revision of existing STV rules—including rule requiring STV decoders be leased to customers and rule limiting maximum permissible hours (28) of scrambled programming per week per station.

Telecommunications dereg planned for New York by Carey

Both telephone company and cable rules are slated for examination

Governor Hugh Carey of New York has indicated that his administration will press for relaxation of rules governing telecommunications, including cable television and telephone service.

Carey referred to the plans in a single sentence in his State of the State Message in which he said: "We shall undertake a comprehensive program of telecommunications deregulation."

The governor was not specific about his plans, but aides said he will seek a bill to allow the state's Public Service Commission to deregulate specific areas of the telephone industry as competition becomes feasible. Such a bill was defeated last year.

George A. Cincotta, executive director of the New York State Cable Commission, said he was not sure of the cable areas in which the Carey administration would be seeking deregulation. He acknowledged he has been asked to cooperate with Alfred Kahn, the former PSC chairman, who has been named by Carey to look into the issues that would be affected by cable television deregulation.

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From Weisbaden to Washington

Broadcast media follow hostage story through to welcome home celebration in nation's capital

Broadcast journalists kept up their coverage of the former hostages last week—breathing easier once Jan. 20 had passed (BROADCASTING, Jan. 26), but continuing to follow their return trip home that began when the hostage plane left Iran on Inauguration Day.

Within regularly scheduled news broadcasts and special reports, ABC, CBS, NBC, the Cable News Network and others covered the ground travelled by the former hostages, from Weisbaden to West Point to Washington and elsewhere.

NBC News on Sunday (Jan. 25), for example, televised reports on the former hostages' departure from Frankfurt and arrival in Shannon; arrival at Stewart Air Force base, and on to West Point, where coverage was restricted to insure privacy for family reunions, forcing reporters to rely on look-out points and telescopic lenses.

Coverage wasn't limited to hard news. On Sunday CBS-TV had a special re-

port, *Homeward Bound*, including coverage from Germany. But its *For Our Times* series, for example, took a softer slant as four clergymen examined the moral implications of Iran's actions.

And on radio, the Mutual Broadcasting System's *Larry King Show* featured an interview with former hostage Marine Sgt. John McKeel. The show, guest-hosted by Ben Baldwin of Mutual's Houston affiliate, KTRH(AM), included a call-in portion which, suggested Mutual, "allowed America to talk with a hostage on a one-to-one basis for the first time since their return." McKeel also disclosed on the program that he and the other Marine hostages had devised an escape plan communicated to others through codes and notes.

Of all the network specials, the one drawing the most attention was ABC's *America Held Hostage: The Secret Negotiations*, first aired in *20/20* and *Nightline* slots on Thursday (Jan. 22) and exploring the twists and turns that took place in the more than 14 months of negotiations. The program was rebroadcast in prime time last Wednesday (Jan. 28) with updates, including interviews with former Carter administration aides Hamilton Jordan and Jody Powell.

Anchored by ABC's Paris Bureau Chief Pierre Salinger, the special contained in-

terviews with almost a score of foreign intermediaries who worked at various points to obtain the hostages' release, as well as with former Iranian Foreign Minister Sadeq Ghotbzadeh. After the initial broadcast, some charges made were disputed but others were supported by officials involved.

Various news organizations claimed various beats. CNN, for example, said it was the only news network to have live coverage of the freed hostages visiting Shannon, and it later said it was first with a picture of the former hostages at the Thayer hotel on the grounds of West Point. ABC was another that claimed a journalistic coup as the story continued to unfold—this one as Barbara Walters interviewed Morehead Kennedy and his wife as he broke the news that one of the hostages had attempted suicide during captivity.

CBS News also was claiming exclusive interviews, such as those obtained by Liz Trotta and Morton Dean with former hostages Kathryn L. Koob, Elizabeth Ann Swift and Victor Tomseth in Germany.

From a bulletin on Saturday, (Jan. 17) through midnight Tuesday (Jan. 27), NBC News claims—in addition to its radio coverage—the TV network had more than 12 hours, 35 minutes of special programming on the hostages and their return. That ranged from a special, *Home Are the*



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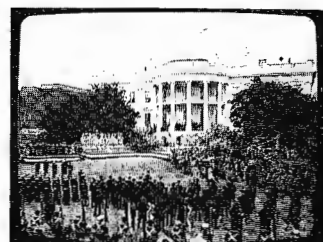
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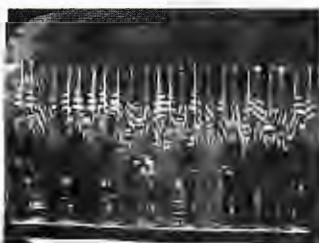
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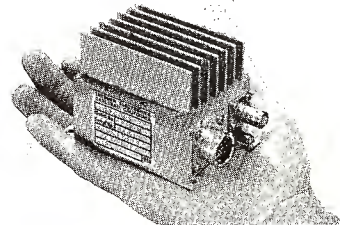


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Brave, and late-night specials to several-minute bulletins and the longer 90-minute special Tuesday afternoon coverage of the ceremonies at the White House for the former hostages. On Tuesday alone, ABC counts four hours of televised special events coverage. And from CNN, which programs news around the clock, there was the estimate that it had devoted triple the air time of any of the other networks.

CBS pre-empted 90 minutes of entertainment programming on Tuesday to carry a special on the hostages. The network had sold about 10 minutes of commercial time during that block, but aired only two minutes during the news report. More than \$1 million of commercial time was surrendered but, according to a CBS spokesman, some portion of that amount will be recovered through make-goods.

Anxious for interviews. The media coverage of the hostages' stay at Wiesbaden resulted in intense competition for interviews and brought with it attempts to bribe government officials and military personnel with access to the hospital. One public affairs spokesman with the State Department said, "You wouldn't believe it; public affairs officials are getting offered bribes left and right." He said the amounts were sometimes in excess of \$10,000. A representative from one network was seen handing over money to lower ranking military personnel at the hospital gates.

Presidential press conferences slated for change

Report recommends a number of ideas to eliminate circus atmosphere of reporters vying for attention; Reagan tries one out at first conference

The presidential press conference, an institution that has developed out of the peculiar nature and needs of the Presidency and the press, is in need of repair, in the view of a commission organized to study it. Its key recommendation for remedy—frequency. "The more often a president meets reporters, the greater the interchange, the less chance there is for communications to break down."

The Commission on Presidential Press Conferences, which was headed by former Virginia Governor Linwood Holton and Ray Scherer, RCA Washington vice president and former White House correspondent for NBC, calls for "a regular monthly press conference," available for television coverage and open to all reporters, and weekly informal meetings with reporters, in settings of the President's choice, "with or without radio and television equipment."

The report was submitted to the White

House a week before the inauguration of President Reagan, and last week White House press spokesman Larry Speakes, at a luncheon meeting of the national capital chapter of the Public Relations Society of America, said: "We welcomed it." And while he did not say the White House was endorsing it, he disclosed that Reagan—in his first formal press conference, which was to be held the following day, on Thursday—would follow one of the report's recommendations for taking some of the chaos out of televised press conferences. Normally, as the report says, they are "shouting contests among reporters for the President's eye." Speakes said Reagan would recognize only those reporters who raise their hand and, as Speakes put it, "keep their mouth shut."

"The manner in which presidential press conferences are presently conducted on live television ... is what so many viewers (and participants) find appalling," the report says. Besides suggesting that the President recognize only those reporters who raise their hand and sit quietly, the report says that questioners at televised press conferences could be chosen by lot. It notes that this system has worked well on presidential trips out of Washington. The reporters whose names are picked at random are listed in the order picked, and the President calls on the reporters in that order, and allows follow-up questions.

The commission was created by the Miller Center Project, an institution located at the University of Virginia and charged with the study of all aspects of the Presidency. The study was financed with a grant from the Markle Foundation. Its function was to review material collected in a preliminary stage of the study of presidential communication with the public, and to develop recommendations on the future of the presidential press conference.

In the commission's view, the process of communication by the presidential press conference has broken down in recent years. And it ascribes blame to all participants—to the Presidents in the Vietnam and Watergate years who appeared "devious and distrusted" in their relations with reporters, and to the reporters themselves whose numbers "have swelled to record proportions in recent years" and who have "on occasion demonstrated more an instinct for the jugular than for journalism." Thus, rather than providing understanding of the issues, the report says, "press conferences have conveyed only confusion."

The recommendations regarding frequent, regularly scheduled formal and informal press conferences are designed to serve what the commission regards as different needs. The formal monthly conference, it says, would permit the President to talk directly to the country and to the world. It would also serve the function of "displaying a President's continuing mental and physical vigor," as shown by his ability to handle a series of unrehearsed and probing questions with the nation as witness. The informal weekly conference, in which the President would go off the record, the report says, "provides an opportunity

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for more reflective, candid discussions of issues and events." It would enable the President "to educate the public indirectly" and provide reporters with the background information they need to "ask more informed questions."

Speakes said Reagan is considering a variety of informal press conference formats—the "curbside" kind, in which reporters buttonhole him on the street; "Oval Office press conferences," in which reporters and the President could engage in a relaxed exchange, and "out-of-town press conferences." He also said the President "might come down and brief reporters in the briefing room."

Besides Holton and Scherer, the commission includes members who served in the White House or in the press that covered it—James Rowe, a member of President Franklin D. Roosevelt's staff; Carroll Kilpatrick, who covered the White House, from Roosevelt to Ford, for the *Washington Post*; Douglass Cater, who was Washington editor for the now defunct *The Reporter* before joining the staff of President Johnson; Julius Duscha, former *Washington Post* correspondent who now heads the Washington Journalism Center; Robert Pierpoint, of CBS News, president of the White House Correspondents Association, and Felicia Warburg Rogan, who is active in journalism and community affairs in New York City and Charlottesville, Va.



Not so secret anymore. ABC last Wednesday (Jan. 28) devoted all of its prime time to an updated rebroadcast of *America Held Hostage: The Secret Negotiations*, originally aired on 20/20 and an expanded *Nightline* a week earlier. Anchored by ABC News Paris bureau chief Pierre Salinger, shown above (r) with Robert E. Frye, one of the show's executive producers, the updated version featured additional information from several Carter administration officials; documents previously unavailable, and claimed further substantiation of its description of actions by U.N. Secretary General Kurt Waldheim (who had disputed ABC's version after the first telecast).

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Public Broadcasting Plans a Liberal Critique of the Media

By Reed Irvine
and
Cliff Kincaid

Media Monitor has had a look at a secret outline of a new program that is being planned for airing by the Public Broadcasting Service. It will be called "Inside Story," and it will star Hodding Carter III, who until recently was serving as the official spokesman for the State Department. According to the outline, Mr. Carter and his associates plan to air a weekly program that will criticize the news media.

It explains that the news media are very powerful and that they are very good at criticizing others and very bad at criticizing themselves. The prospectus states that such criticism is very much needed. Mr. Carter and his associates are going to fill the gap. They have already succeeded in convincing the Corporation for Public Broadcasting that this is an excellent idea. The Corporation has agreed to put up a cool \$300,000 to help underwrite the program. The Corporation, it will be recalled, gets that money straight from the U.S. Treasury. Additional funds are being sought from other sources.

We at Accuracy in Media have been engaged in criticizing the media for over a decade. It never occurred to us that we could or should tap the U.S. Treasury to help fund our activities. Indeed, we would have rejected a federal subsidy had it ever been offered to us. We don't think the government ought to be in the business of subsidizing either the media or their critics. Accuracy in Media has always been supported by the private contributions of its members, who now number nearly 30,000.

Since the wholly taxpayer-funded Corporation for Public Broadcasting has decided that media criticism is deserving of a generous government subsidy, we have a few questions. We note that Mr. Carter and the people who are associated with him in this project have one thing in

common. They are all on the liberal-left side of the political spectrum. This is obvious from their backgrounds and their prospectus. Hodding Carter was publisher of a liberal newspaper before he joined the Carter Administration. Executive editor Ned Schnurman and executive producer Don Dixon both worked for National Educational Television during its liberal heyday. Chief editorial consultant David Rubin was senior editor of *More* magazine, the defunct leftwing journalism review.

Their prospectus gives what purports to be a history of media criticism without so much as mentioning the existence of Accuracy in Media or the Media Institute. These happen to be the two organizations devoted to media criticism that are not on the liberal-left side of the spectrum. Neither of these organizations is listed among the groups that will be called upon for advice.

Who will this group of liberal media critics criticize? Will it be liberal CBS, NBC, and ABC? Will it be the liberal New York Times and Washington Post? How vigorously will they criticize the liberal Public Broadcasting Service, upon whom they will depend for their transmission?

We wonder if the Corporation for Public Broadcasting considered these questions when it decided to give these gentlemen \$300,000 of your money.

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The man behind Reagan's debate performances

College professor Myles Martel helped devise debate strategy used by the President

When candidate Ronald Reagan punctuated his debate with President Jimmy Carter with, "There you go again," he was using a line of his own invention. But the tactic of distinguishing his views from the President's was an element of the strategy with which he entered the debate. And when he traversed the 90 minute encounter without engaging in a slashing attack, Reagan was heeding the advice of those around him who felt one of his objectives should be to counter the Democrats' picture of him as a "dangerous" man.

Reagan, then, was well prepared, not only for the debate with the President, in Cleveland, but for the earlier one with Representative John Anderson (R-Ill.), the independent candidate, in Baltimore. Reagan was shown clips of Carter's debates with then-President Ford in 1976. And he even engaged in dry runs in advance of his debates—with David Stockman (now his director of the Office of Management and Budget) standing in for Anderson and Carter. Stockman was particularly well suited for the Anderson role; he once served as the former congressman's administrative assistant.

Some of the debate preparations have become known over the past several months. But one aspect only now receiving attention is that the Reagan campaign retained a specialist in what might be called the art of political debates—a field not yet crowded with experts—to help advise the candidate. And last week, the expert discussed some of the work he did.

He was Myles Martel, 37, a PhD in speech communication, who teaches that subject as a full professor at West Chester State College, in the Philadelphia suburbs. More to the point, he directs a political campaign debate research project at the college and over the years has advised a number of state and local candidates on the tactics and strategy of political debate. Senator Arlen Specter (R-Pa.) and Pennsylvania's Republican Governor Richard L. Thornburgh were among his clients.

Political debating is not the only service Martel dispenses through his Martel & Associates in Bryn Mawr. He also counsels executives in a variety of subjects—public speaking, handling the media, testifying before governmental bodies and addressing stockholder meetings, among them. Political office holders and candidates have also sought his help in aiding their techniques of communications.

It was as a scholar that Martel found his way into the Reagan camp. While researching a book on political debates ("Debates in American Political Cam-



Martel

paigns," will be its title) Martel interviewed members of Reagan's debate task force—Bill Carruthers, who had been an aide to former Presidents Nixon and Ford, and Frank Ursomarso, who had advised Ford in his debates with Jimmy Carter in 1976. They passed him along to top Reagan strategists, Edwin Meese III, who is now the counselor to the President, and James Baker III, who is now White House chief of staff, and he was retained, in August, to aid the task force.

In discussing his role, Martel stresses that he was not alone in the development of tactics and strategy for Reagan in his debates. He notes that some major figures of the Reagan campaign were involved—among them, Meese and Baker; Richard Withlin, Reagan's pollster; David Gergen, now Baker's deputy in the White House; Martin Anderson, who now heads the White House Domestic Council; Richard Allen, who is Reagan's national security adviser, and William Casey, the campaign manager who now heads the Central Intelligence Agency.

But Martel did much of the staff work. For instance, he prepared analysis of the Ford-Carter debates of 1976 and the League of Women Voters-sponsored primary debates in which Reagan and Anderson participated—in Manchester, N.H., and Chicago. He also provided Reagan with a videotape debate profile of Carter ("Reagan was interested in watching those Carter-Ford clips," Martel said. "He asked questions." One purpose the profile served, Martel said, was that it showed Carter's "meanness.") And he conducted strategy and tactics briefing sessions with the candidate, and critiqued trial question-and-answer sessions (in which staff members sat in for reporters) and the mock sessions in which Stockman played Anderson and Carter.

A question troubling the debate task force in advance of both debates was whether and to what degree Reagan should go on the attack. In both cases, the staff ultimately counseled moderation, although in the discussions leading up to the Carter confrontation, some aides preferred a "slashing, no holds barred" onslaught, according to Martel.

"In the case of Anderson, we decided on a pass-through strategy," Martel said. That is, "Leave him alone unless he hits

Reagan in a vulnerable area. The focus would be on Carter's record."

Martel was one of the aides who had urged Reagan to debate Anderson. "I felt Anderson would be taught and cocksure, and I was sure Reagan could handle him well. Anderson had trouble projecting his humanity, whereas Governor Reagan is warm, avuncular and engaging. He could project that, and gain." That is what observers subsequently agreed happened.

As for those who counseled moderation in the Carter debate, the concern, according to Martel, was the "backlash factor." Democrats had been attempting throughout the campaign to paint Reagan as a "dangerous" man, with a "nuke-em" frame of mind, and Martel and others felt, Reagan on the attack would foster that perception. "He should do everything not to feed that image," Martel said.

The advisers did not simply caution Reagan to cool it. Martel and Baker, in separate memoranda, suggested a tactic for dealing with a particularly harsh attack by Carter: Project a mood of righteous indignation.

"He was especially adept at projecting that," Martel said, "and no clearer example of his ability to do that could we point—to than his seizing of the microphone in Nashua, and saying, 'I paid for this microphone.'" Reagan, in a high school gym in Nashua, N.H., a few days before the New Hampshire primary, was attempting to speak out against the refusal of the sponsor of a debate between him and George Bush to permit the four other candidates in the Republican primary to participate. The moderator on several occasions had called on the technician to cut off Reagan's microphone when Reagan, referring to the fact he had paid the costs of the debate, uttered the cry that brought down the house and helped him win the primary (BROADCASTING, March 3, 1980).

The "There you go again" line seemed to contain a note of righteous indignation. But it was aimed not only at responding to an attack. It was designed to draw a sharp line between the President's views and his own. And it was a tactic learned from Jimmy Carter. Martel said that the clips of the 1976 debates showed that Carter used the technique. Martel said, "He'd begin a response. 'With all due respect, what President Ford said was ridiculous.'"

In looking back on the Carter-Reagan debate, Martel feels those who described Carter's performance as "lackluster" have overlooked a couple of points that worked in Reagan's favor. One was that Reagan's participation in a series of debates—first with opponents for the Republican nomination and then with Anderson—had given the Reagan debate team "a chance to warm up and coalesce." The second was that Reagan was "underrated" on entering the debate. "The public thought he wouldn't be able to do as well as he did. That worked in our favor."

All told, Martel spent 22 days serving as a debate consultant to Reagan, seven or eight of those days with the candidate. And he came away impressed. "He was marvelous to work with. Terrific. He was a

wonderful listener. He never showed any discourtesy. His questions were penetrating. He seldom misunderstood anything."

Reagan reciprocated some of that. Among Martel's mementoes from the campaign is a letter from the candidate—dated the day after the election—expressing his gratitude for the assistance Martel offered. "Your insight on debate strategy and general coaching were invaluable," he said. "The debate with President Carter was in my view a critical element in our success in the election. You should feel proud of your contribution."

Challenge for cable news

CNN's Schonfeld says it will have to lure viewers away from 'cheap thrills' of free TV

"There's room for all of us," Cable News Network President Reese Schonfeld has assured New England telecasters. He sees cable turning entertainment back into a paid medium—with CNN as a low-rated national news magazine, two news-oriented VHF stations competing in big markets and local cable stations providing neighborhood news.

Schonfeld, who founded the Independent Television News Association before joining CNN, spoke live at WNAC-TV

MERV
#1
ORLANDO

Competing head to head with Davidson, The Merv Griffin Show is #1 in:

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

Source: NAB, Feb. 80, (310, 11pp)

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Boston and answered questions from audiences there and at Connecticut Public Television, Hartford, and noncommercial WSBE-TV Providence, R.I., in a teleconference sponsored by the Boston/New England chapter of the National Academy of Television Arts and Sciences.

CNN is now reaching 4.3 million households, but Schonfeld said the service seeks neither high ratings nor any particular demographics.

"Our greatest weakness is that we're more like a magazine," he said. "We can't cover local stories." Calling a two-share fine, Schonfeld said CNN is focusing on turning soap opera fans into news-watchers.

Networks are "strip miners of the mind," he charged. "They grab your attention and avoid your intelligence. If cable news is going to work, it will have to draw audiences away from the cheap thrills of commercial television."

And Schonfeld said CNN is trying to accomplish this with simply written, colorful coverage pitched just above the level of major-market network owned and operated stations and just below the level of network news. "We're not looking for any demographics," he said. "We don't want to go for the news freaks, but for the people who now don't watch television news."

Claiming "there doesn't have to be a feeling of tension" between his operation and commercial broadcasters, Schonfeld said: "The worst thing we may do is make more people watch more television" and

read less. He predicted good local stations will be much more news and public affairs oriented as pay TV acquires the best entertainment offerings.

In this scenario, Schonfeld sees room for at least two VHF's in each market—one aiming at high demographics and the other a tabloid of the air.

Cable is, however, making it harder for public broadcasting to find its own identity, he said. "PBS may be an idea whose time will never come," he stated. Schonfeld said public stations should focus more on local news and educational programming.

Schonfeld maintained that CNN has been gaining the thing it has worked hardest to get—professional respect. "You can gauge the degree of credibility we're gaining from the times we're quoted in other media," he said, citing a recent front-page *New York Times* article that relied on a CNN interview. He noted his operation was the only one to provide gavel-to-gavel coverage of the Alexander Haig hearings and is proud of CNN's handling of the hostages' release.

He predicted that two-way cable will be used by companies like Sears Roebuck to sell directly to customers and that pay TV's acquisition of top entertainment shows will "purify" existing stations' news programming.

"I wouldn't be surprised if the Olympics were on pay TV," he said. "That's America. That's society. That's the way it works. Nobody legislated that the Olympics should be on free."

Journalists ordered out of Poland

With world attention drawn to the release of the hostages, few people noticed that Poland has ejected almost all American correspondents in the country (BROADCASTING, Jan. 26).

All three networks were told Jan. 22 that their correspondents and camera crews must leave the country. No reason for the expulsion was given by authorities. Each of the networks was in the process of keeping some type of permanent representative in Warsaw, and ABC had announced that it was planning to open a full bureau in the capital.

William Milledyke, ABC manager for news coverage-Europe, said the Polish ban is the latest in "censoring the news by visa." He said that trying to cover important foreign news stories is becoming increasingly difficult, and thought that the UNESCO debate on press freedom had led some governments to inhibit news coverage through immigration controls.

American journalists are banned from a number of countries. The most important of these was the ban on almost all Western broadcasters in Iran, for most of the past year.

Many print journalists have been ordered out of Poland as well, including reporters from the *Associated Press*, the *Los Angeles Times* and *Time* magazine.

The Media

ABC goes after five major market low-power stations

Network files applications for 100 w stations in same five markets where it owns V's; plans to offer both pay and free special interest programs

ABC Inc. last week filed applications at the FCC to operate a low-power television station in each of the five markets where it currently owns a conventional VHF outlet. Special-interest programming would be offered on both a subscription and advertiser-supported basis.

ABC is the first of the three major commercial networks to join the low-power rush at the FCC which already has received at least 1,500 applications ("Closed Circuit," Jan. 26). CBS said it

has "no plans to do that now." And at NBC, a spokesman explained that its internal studies on low-power possibilities are not yet complete.

Requested by ABC were 100 w stations in New York (on ch. 19), Chicago (ch. 69), Detroit (ch. 44), Los Angeles (ch. 68) and San Francisco (ch. 30). Should higher power eventually be allowed, ABC also put in its bid for 1 kw level.

ABC asked the FCC to waive its translator station rules to allow pay services as well as commercially sponsored programming. Within its low-power pay/nonpay mix, ABC said programming could include feature films, sports, specialized news formats, business and stock market services and cultural and educational fare for both children and adults.

With its filing, ABC told the FCC that it "does not concede that either the originally proposed ownership restrictions or interim processing procedures are proper or lawful." ABC said it will deal with those issues "in other appropriate ABC comments or pleadings."

In announcing its FCC applications,

ABC also gave word that it is urging its TV network affiliates "to consider filing similar applications for low-power television stations in their own markets. This development, assuming FCC authorization of such facilities, could create potential for new program services."

ABC also stressed that the low-power proposals "are intended to complement its existing programming services" and that "advertiser-supported free broadcasting" is ABC's "primary business."

The proposed low-power stations, however, are only one step by ABC into new TV services. ABC already has an upcoming "Alpha" cultural service for cable in partnership with Warner Amex Cable Satellite Entertainment Corp. And this week, it announced plans for "Beta," a cable service with Hearst Corp. geared to women (see "Top of the Week").

Although ABC would not elaborate on its low-power intentions beyond its FCC filing and press release, there was speculation that ABC may have a satellite network in mind with ethnic programming a major programming element.

Pulpit politics gets mixed blessing at NRB-NAE meeting

Issue keeps resurfacing at Convocation '81 in Washington; FCC's radio deregulation praised

Forty years ago, religious broadcasting was mainly isolated radio programs that were further isolated in early morning and Sunday ghetto times.

Last week, more than 2,700 persons associated with—or selling to—religious broadcasting gathered in Washington, a living testimonial to the emergence of faith via the electronics media. In addition, another thousand-plus were on hand from the ranks of government, the media and secular fields, lending more credence to the respect for religious broadcasting's big numbers, increased affluence and growing political ambitions and/or power.

The occasion was Convocation '81, a joint session of the older National Association of Evangelicals and its offspring, the National Religious Broadcasters.

Once before, in 1976, the two organizations had joined for their national conventions. That year, one of the guests was President Ford. Last week, the former hostages' visitation to the nation's capital pre-empted Convocation '81 from President Reagan's already jammed schedule.

However, the hostages' return did not lessen the turnout for the Tuesday morning congressional breakfast when approx-

imately 70 senators and representatives showed up. Featured speaker was the Rev. Jerry Falwell, whose Moral Majority has been given varying degrees of credit for influencing the November elections. Those who anticipated a political speech from Falwell were disappointed. He did, however, urge evangelicals to be power-conscious, and added: "I am an optimist about America today. On Inauguration Day there was a mood of optimism sensed by many, a mood many told me they had not felt in a long time."

The focus came back to Falwell a few hours later at the FCC luncheon. That, too, attracted large numbers that included an almost full complement of commissioners, staff and three former chairmen.

This time, retiring Commissioner Tyrone Brown warned of Moral Majority provincialism that he felt could be more divisive than unifying in our society. He ruffled a few feathers, elicited some praise but did not appear to disconcert Falwell, who was present (see page 62).

Dr. George Sweeting, president of the Moody Bible Institute, had some stern words for those who "confuse the gospel" by mixing politics with it. He spoke at the opening plenary session Monday morning to urge that media complement, not undermine, world evangelization. He cited these dangers in "media

ministries": adding or subtracting from the gospel; substituting entertainment for the word of God, promoting bigness at the expense of individuality, and engaging in extravagant spending and excessive lifestyles.

The mixing in of politics, however, was advocated later Monday by the Rev. D. James Kennedy of Fort Lauderdale, Fla., who also serves on the Round Table, a group for religiously conservative activists. He maintained that the public had been brainwashed to believe that there were constitutional prohibitions against political activity by religious groups.

On matters more directly associated with the day-to-day operations such as deregulation of radio there was happy accord.

The FCC's radio deregulatory action last month drew praise from David Hofer of KRDU(AM) Dinuba, Calif., president of NRB.

"It frees stations from preparing unnecessary reports," he told a Monday morning plenary session. "Research by the FCC staff clearly proved that stations were willing to provide adequate programming without being required to fill out voluminous reports. This research was the basis for [the deregulation] docket." He did say that it will bring added competition that "will cut down on your outreach."

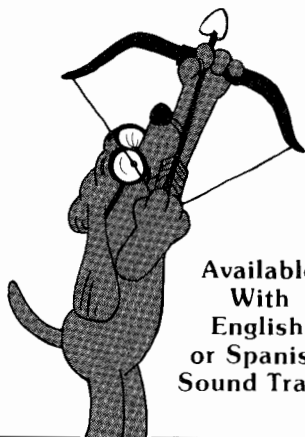
Hofer's sentiments were echoed Tues-

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81-1

day by NRB Executive Director Ben Armstrong, who called it a "breakthrough" that "surprisingly" was not viewed as such by some religious groups who feared it will eliminate sustaining time.

Earlier, Armstrong pointed out that paid programing now represents 92% of all religious broadcasting time.

He also reported that in addition to the present NRB monthly magazine, there will be a newsletter to permit quicker reports on current events to the membership. Armstrong drew a ripple of applause when he affirmed that NRB was dedicated to moving away from "religious showmanship."

Broadcast evangelist Billy Graham received the Religious Broadcasting Hall of Fame award, the highest honor bestowed by the NRB. Presentation was made Wednesday night at the closing banquet at which Graham was featured speaker. In his address, Graham put himself on the side of those with reservations about the new surge of political activism by fundamentalists. Graham also warned of the danger of lost perspectives while spreading the gospel by radio and television.

NRB also conferred Awards of Merit for excellence in station operations to WDAC(FM) Lancaster, Pa.; WFGW(AM) Black Mountain, N.C., and Trinity Network, a national network with headquarters in Tustin, Calif.

NRB Milestone Awards were given to HCJB(AM) Quito, Ecuador, which began on

Christmas Day, 1931; Charles Leaming, St. Petersburg, Fla., who last November celebrated the 50th anniversary of his *Faith Gospel Broadcast*; *The Lutheran Hour*, on the air since October 1930; *Bible Fellowship Hour*, Montrose, Calif., which started in June 1930 from Amarillo, Tex., and Howard W. Ferrin, member of the first NRB executive committee, who has been in religious radio for 54 years.

A record 315 exhibitors were included in the Church & Media Exposition with the largest exhibit being that of Panasonic. It used 1,000 square feet to show its newest in TV and audio gear. Toshiba had a similar exhibit. Other leading manufacturers included GE, Crown International, Ampex, Thomson CSE, Electro Voice, Otari, Bogner, Quality Media, Midwest, Fujinon and Compact Video Systems.

Religious programing organizations, book publishers, service companies, educational institutions, service companies, a music licensing organization (BMI) were among those at other spaces.

Registration for Convocation '81 by Wednesday totaled 2,714. Of that figure, NRB accounted for 1,600 and NAE 700. Media, students and others made up the balance. NRB, meeting by itself in January 1980, had a registration of more than 1,200.

In other NRB business matters:

NAE and NRB will revert to separate conventions next year, with the NRB meeting Feb. 7-10, 1982, at the Sheraton Washington, according to Executive Director Armstrong.

David L. Hofer was re-elected for a third one-year term as president. He heads a slate that includes Robert Ball of Inspirational Broadcasting Corp. as NRB first vice president; Jerry Rose of WCFC-TV Chicago, second vice president; Paul Ramseyer of

Northwestern College Radio, Roseville, Minn., treasurer, and Eugene R. Bertermann of Lutheran Bible Translators, Orange, Calif., secretary.

The building task force committee strongly recommended moving NRB national headquarters from Morristown, N.J., to the Washington area with a deadline of Jan. 1, 1984.

Parting words of an FCC commissioner

Tyrone Brown charges Moral Majority with 'them/us' racist attitudes in speech to religious broadcasters convention

Tyrone Brown used the occasion of his last formal appearance as a member of the FCC last week to warn the nation's religious broadcasters against what he said were the divisive preachings of the Moral Majority. He said the theme running through its "polemics . . . is the provincial notion that people are to be divided into 'them' and 'us', with minority Americans falling into the 'them' category."

Then he said, "I fear that unless this theme in the catechism of the Moral Majority is eliminated, that force could become another code word for racism in our society."

To Brown, the Moral Majority is a threat to continued advances by minorities toward equality, opportunity and toward a better life. He said it even counsels retreat

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Hardware and software everywhere. NAE President Bishop J. Floyd Williams wields the scissors and NRB President David Hofer steadies the ribbon at the ceremony Monday morning opening the 1981 Church & Media Exposition. It included more than \$30 million worth of radio, TV and cable equipment aside from programing and other services.

from the teaching of the brotherhood of man.

Brown delivered his speech at the FCC luncheon of the National Religious Broadcasters annual convention in Washington, standing at a podium only a few feet in front of the Rev. Jerry Falwell, the television minister who heads the Moral Majority. Falwell organized the political action group in June 1979 to support candidates who share the views of religious fundamentalists.

The audience gave Brown a standing ovation, but the speech startled many in attendance and angered some. "It was a cheap shot," said one religious broadcaster who had been on the dais but refused to rise from his seat to applaud. "I've carried Jerry Falwell on the station for years, and he's never said anything racist." Robert Hall, the NRB's first vice president, who presided at the luncheon, offered an immediate response following the speech, one that seemed designed to defend the religious broadcasters against charges of divisiveness: "We are one with Christ."

But before delivering the benediction, B. Sam Hart of the *Grand Old Gospel Hour*, who is black, offered a different perspective on what he called astonishing statements. "We as Christian broadcasters should open our eyes to the fact that he (Brown) is not alone. Thirty million think that way. We should do what we can to become sensitive to what they think."

And Brown received support, privately at least, from one of his colleagues who said: "It was a gutsy speech, and deserved to be made."

Falwell himself seemed completely undisturbed. He said he had heard criticism of the sort expressed by Brown many times. And, when asked for comment, offered the kind of response that has served him in the past. He expressed respect for Brown but said Brown didn't know the facts. "He didn't take the time to find out. We have thousands of blacks in our organization and hundreds of black ministers," Falwell said. "There is no basis for the charge the Moral Majority views the world in terms of 'them' and 'us'."

Brown, whose resignation was effective Saturday (Jan. 31), focused on the Moral Majority in expressing concern about the future of efforts to wipe out racial discrimination in the country. He was confident the FCC would continue to implement policies aimed at advancing the causes of minority employment and ownership in broadcasting after his departure. "The commitment is institutional and will continue," he said.

But he added that regardless of governmental policies aimed at overcoming "the impact of generations of discrimination against nonwhite minorities in this country, our objectives cannot be achieved unless they are embraced by the mass of the people." And the evidence, he feels, is that they are not. He sees the evidence in examples of discrimination in employment in the federal government itself, in broadcast programming and in "the comments of those who would too easily dis-

miss as unjustified the frustrated yearnings of blacks, Hispanics and other minorities for a place in the economic sun of our society."

And he sees it in the Moral Majority. Although it is identified in some quarters with "the profound religious revival under way in this country," Brown said, it is not the same. In the spiritual movement, he senses "a grass-roots effort to return to spiritual values," in the Moral Majority, "a theme that counsels retreat from our national commitment to equal opportunity, retreat from the goal of raising the living standards of the poorest among us who all too often are minorities, and retreat from the religious principle that all of us are brothers and equal in the sight of God."

The passages concerning the Moral Majority may not have been the only ones that unsettled some in his audience. Brown caused some uneasiness when he noted that, "unfortunately, some very few among you appear to be most interested in exploring the miracle of the electronic media to extract dollars from the overly gullible under the cloak of false piety. Every profession has its con men, and yours is not immune."

But that did lead to the only sentence in the speech that provoked applause: "In this connection, I would emphasize that any governmental involvement in religious broadcasting is largely unnecessary and must be kept at the barest minimum."

Brown was introduced by FCC Chairman Charles D. Ferris, himself a lame-duck, who was lengthy and effusive in his praise of the departing commissioner. He called Brown "our intellectual beacon" and "our ethical conscience."

Proposed IRS rulemaking criticized

New definition of grass-roots lobbying would include media editorials; threatens First Amendment, contradicts fairness doctrine, according to NAB

The Internal Revenue Service found itself flooded last Monday (Jan. 26) with comments filed on a proposed rulemaking that could significantly change the agency's definition and taxation of grass-roots lobbying. Among numerous organizations filing comments on deadline day was the National Association of Broadcasters (BROADCASTING, Jan. 26).

The rulemaking, published in the *Federal Register* on Nov. 25, 1980, would oblige organizations to account to their members the percentage of their activities involved in grass-roots lobbying. Those members would then be precluded from deducting from their income tax a corresponding percentage of membership dues paid to those organizations.

At present, the IRS taxes only dues paid to organizations involved in a "substantial" amount of grass-roots lobbying. Although the new tax cannot be expected to bring in significant amounts of tax revenues, it could impose a heavy new paperwork burden on organizations, which would have to begin accounting for sometimes insignificant amounts of grass-roots lobbying.

Of greater import to the NAB, according to its comments, is the IRS's new definition of grass-roots lobbying, which would include media editorials that could be perceived as intending to influence legislation before or expected to be proposed to Congress. Newspapers and radio and TV stations would be obliged to account separately the cost of producing such editorials, and to refrain from listing that cost as part of the cost of operations on corporate income tax returns.

This new definition, commented NAB, can be interpreted as contradictory to the fairness doctrine, "which obliges broadcasters to provide programming devoted to the discussion and consideration of public issues" and has been interpreted as requiring broadcasters to reflect "a view with respect to the desirability of legislation and to communicate it in a form . . . so as to reach individuals or members of the general public." According to NAB's comments, "the broadcaster would on the one hand be threatened with additional taxation if certain editorial views are ex-

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WOMEN 25-54

Source: NAB, Nov. 30, 1980

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pressed and on the other contemplate the possible loss of its license if such views are not editorially voiced."

In addition to commenting on behalf of its members, NAB commented as a non-profit, tax-exempt organization. It joined what will probably be a final total of more than 200 trade associations, local chambers of commerce and companies in condemning the proposed rulemaking because its wording is vague and because it threatens to inhibit a right guaranteed by the First Amendment.

"The NAB and similar organizations qualifying for tax-exempt status ... regularly share significant, specialized information with their colleagues in the same and related fields of endeavor," said NAB in its comments. Taxation of such activities would create "administrative and technical burdens that seem certain to result in a severe chill on any activity in any way suggested by the proposed rules."

NAB joined most other organizations commenting in urging the IRS to withdraw its proposed rulemaking or, at the very least, to hold a public hearing on it.

The American Advertising Federation also filed comments opposing the proposed rulemaking, concluding: "It is our view that the existing IRS regulations are overly restrictive and seriously hinder public debate on important policy issues. In our view they should be liberalized, not strengthened and made more burdensome."

Changing Hands

PROPOSED

■ **WTTR-AM-FM** Westminster, Md.: Sold by Carrol County Broadcasters Corp. to Shamrock Communications Inc. for \$1,742,510. Seller is principally owned by Russel Morgan and his wife, Kathryn. They have no other broadcast interests. Buyer is owned by William R., Edward J., and George V. Lynett, brothers; and Mrs. James J. Haggerty, their sister. They own **KDIZ(FM)** Orlando, Fla.; **WEJL(AM)-WEZX(FM)** Scranton, Pa., and **WQFM(FM)** Milwaukee. Lynett family also owns **Scranton (Pa.) Times** and **The Towanda (Pa.) Daily Review**. WTTR is 1 kw daytimer on 1470 khz. WTTR-FM is on 100.7 mhz with 50 kw and antenna 350 feet above average terrain. Broker: Blackburn & Co.

■ **KWCK(AM)-KSER(FM)** Searcy, Ark.: Sold by Michael Horne to Trend Communications for \$1 million. Horne also owns **KARV(AM)** Russellville, Ark. Buyer is owned by H.E. Rainbolt and Sharon Blevins. Rainbolt has bank and oil interests in Oklahoma. Blevins is former account executive at Snyder & Co.,

Oklahoma City. They have no other broadcast interests. KWCK is 1 kw daytimer on 1300 khz. KSER is on 93.3 mhz with 3 kw and antenna 170 feet above average terrain. Broker: George Moore Associates.

■ **WQZQ(FM)** Moyock, N.C.-Chesapeake, Va.: Sold by Chesapeake Communications to Suzanne Griffith (51%); her husband, Clyde (4%), and Loren Preheim (45%) for \$275,000. Seller is owned by James G. Meyers, Edward G. Kemmit and Kenneth F. Smith. Smith also owns **WVVO(FM)** Berryville, Va. Others have no other broadcast interests. Clyde Griffith is former program syndicator in Philadelphia. His wife and Preheim are hospitable administrators. They have no other broadcast interests. WQZQ is on 91.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

CABLE

■ Cable systems serving northern Mississippi and western Tennessee: Sold by Warner Amex Cable Communications to Essex Communications for estimated \$3.4 million. Seller is fifth largest MSO, joint venture of Warner Communications and American Express Co.; Gustave Hauser is president. It has also sold systems in Missouri and Nebraska (see below) as divestments that Warner Amex says are consistent with its major-acquisition policy. Buyer, owned by Dave Pardonner, and Paul Field, owns 13 systems serving 16,000 subscribers in Michigan, Maryland, West Virginia, Mississippi and Tennessee. Sold systems pass 8,400 homes and serve 5,500 subscribers. Broker: Daniels & Associates.

■ Cable systems serving Albia, Denison, Guthrie Center and Sac City, all Iowa; Tarkio, Rockport and Fairfax, all Missouri, and West Point, Neb.: Sold by Warner Amex Cable Communications to Heritage Communications for estimated \$3.1 million. Seller is major MSO (see above). Buyer is publicly traded, Des Moines, Iowa-based MSO headed by James M. Hoak, president. Heritage has 100 systems in 115 communities serving 170,000 subscribers. It also owns **KSIB(AM)-KITR(FM)** Creston, Iowa. Sold systems pass 8,500 homes and serve 5,000 subscribers. Broker: Daniels & Associates.

■ Cable systems serving Fort Sill, Okla.: Sold by International Satellite Services to Cardiff Communications for \$2.2 million, including assumption of \$800,000 in liabilities. Seller is owned by Gerald Proctor, applicant for new TV in Medford, Ore. Buyer is principally owned by Stanley Searle and Pat Pogue, also principals in **KDRF(FM)** Spearman, Tex., and cable systems in Kansas, Texas, Oklahoma and Missouri. Fort Sill system serves 3,480 subscribers.



We are pleased to announce that Jay Bowles has joined Blackburn & Company, Inc. as broker, effective February 1.

Formerly Deputy Director of Broadcast Services for The Associated Press, Jay brings over twenty years of valuable experience and contacts in broadcasting, print and networking to our firm. Jay will be in Washington through April and will then be headquartered in our Atlanta office, and he looks forward to serving his many friends in the industry.

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2/2/81

New technologies, new problems

Post-Newsweek's Chaseman fears deregulation invites police state; urges national plan to protect individual privacy and First Amendment

Government and business were urged last week by Joel Chaseman, president of Post-Newsweek Stations, to devise solutions to problems that are emerging with the rapid development of the new technologies.

He told a group gathered at the Town Hall of California in Los Angeles that the new technology is raising urgent and fundamental questions about individual privacy, mass communications, the First Amendment and the corporate state. And he contended government regulators are not capable of answering such important questions, thus jeopardizing traditional freedoms and foreclosing opportunities for the country.

"The fundamental issues are what basic principles will govern the structuring of our national and international systems, how they will be structured and who will own them," Chaseman asserted.

He said until the development of computers, optical fibers and satellites, it was easy to define the roles of editor, publisher and marketer, and people could distinguish between newspapers and the Yellow Pages, for example. He added that now various entities can say they are in the information business, including an insurance company, banks, Xerox, Exxon Oil, as well as the television networks, local stations and the *Washington Post*.

He said some of the new technologies will compete with one another for space in the spectrum. New program distribution modes, he said, should meet the test of whether or not they will be a legitimate public use of valuable spectrum.

"When the FCC chairman argues that 'marketplace forces offer the best mechanism available to allocate spectrum among competing uses,' he argues for a regulatory scheme at odds with the Communications Act he is charged with administering," he insisted.

Chaseman pointed out if past spectrum allocation decisions had been made on a demand basis, there would be no public television services and UHF would "never have gotten off the ground." He noted it was the FCC that insisted on planning ahead for educational stations and for eventual UHF development.

Chaseman raised a number of questions he said grew out of the technology common today to many companies. Some questions he posed: When radio and TV stations print news and information services, are they to be treated by the government as a traditional broadcaster, or what public policy should apply? If newspapers, magazines, the telephone company or IBM are delivering information and data on the phone lines into homes, what are

the First Amendment protections of each and which is to be regulated and which not?

Other questions he raised concerned copyright, program piracy and privacy. He speculated that the computers of a cable company and charge-card firms will have access to such information as what people watch, where they go, what they read and the size of their income.

"This is not simply a marketplace to be deregulated and left free to govern itself," Chaseman said. "This is an open invitation to corporate police state, free only to those who will monitor our homes and our business through the new information and communications systems on which we will increasingly depend . . . The subject is not so much deregulation as it is the development of a coherent national plan for the best public use of the conflicting new technologies."

Markey's warning: Keep cable franchising clean

House Democrat uses NECTA forum to comment on 'rent-a-citizen,' telco ownership issues

Congress may be forced to get involved in the cable television franchising issue if "rent-a-citizen and other dubious

schemes continue to surface," House Communications Subcommittee member Edward J. Markey said.

The Massachusetts Democrat told a New England Cable Television Association meeting that he and most of his congressional colleagues would prefer to stay out of the franchising area altogether and that he hoped the National Cable Television Association will continue cooperating with the National League of Cities on devising "reasonable" industry guidelines.

But Markey said Congress won't hesitate to intervene if what he called "the gold rush" to get cable franchises isn't undertaken legally and ethically.

Markey said he and some colleagues feel that the Communications Subcommittee should wait until the Justice Department's suit against AT&T is resolved before getting involved in the controversy over whether telephone companies can own and operate cable systems within their service areas in rural areas.

Markey suggested that the cable industry develop its own privacy guidelines for two-way systems, saying that he would not be surprised if bills on that subject are introduced this year.

He concluded with the hope that cable TV, which he said "stands on the verge of revolutionizing home life," will use its "amazing technological advances to offer subscribers the diversity of choice we hear of so often, yet so rarely receive."

January 14, 1981

Whatever's Fair, Inc.

has completed the sale of the assets of radio station

WQHI (FM)

Jeffersonville, IN. (Louisville, KY.)

to

The Other Corporation

a company associated with WEBN Cincinnati

The undersigned initiated this transaction and represented the seller in the negotiations.

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Technology

Digital is the word at SMPTE

The association's annual TV conference will examine different systems in its search for a compatible worldwide standard

Many of the broadcasters and equipment manufacturers assembling in San Francisco this week for the annual television conference of the Society of Motion Picture and Television Engineers will get a peek at what may be the future of television.

They will be privy to a test and demonstration of a digital television system, part of the SMPTE's ongoing effort to coordinate development of digital television technology around the world and, it is hoped, mold it into a single worldwide digital standard.

The conference, which runs for just two days starting Friday morning (Feb. 6) at the St. Francis hotel, will be a forum for discussion of innovative digital techniques under its theme of "Production and Post-Production in the 80's"; but the four-day test and demonstration, set up through the cooperation of four SMPTE subgroups at KPIX(TV) San Francisco, precedes it and may upstage it.

The first two days will be devoted to a test in which some 150 experts from around the world will be asked to make subjective comparisons of scores of television pictures produced by various proposed digital standards. To insure the veracity of the tests, the judges will not know what set of standards is producing the picture. Their responses will be compiled and will form a data base which SMPTE and foreign groups working on digital standards can draw upon.



Down and out. American *Bandstand* fans in Wilmington, N.C., found themselves dancing to an empty screen Saturday, Jan. 24—and they may have to wait until March to dance again. At 1:07 p.m., a National Guard fighter jet mowed down WWAJ(TV)'s transmitting tower, knocking the ch. 3 station off the air. And, according to George Diab, president of Clay Communications Inc., licensee of the station, it may take a month to get a 350-foot temporary tower in place which will be able to broadcast at two-thirds of the station's normal 100 kw.

The F-105 suffered damage to one of its wings, but the pilot landed safely at the U.S. Naval Air Base in Patuxent, Md. According to a U.S. Air Force spokesman, the fighter craft belonged to the 13th Tactical Wing of the District of Columbia National Guard. The spokesman said the incident was under investigation.

Diab said the station is planning to file a claim against the government and estimated that damages will be "in the millions."

Many of the judges, along with hundreds of others, will get a chance to take a look at the digital system and a demonstration of the effect of the various standards during the second two days. Fifteen companies have contributed gear to the project. The digital videotape recorder

used for the demonstration will be the experimental machine devised by Sony.

Another future television development emanates from the laboratories of NHK in Japan. At a Saturday morning conference session, NHK's Takashi Fujio will present a paper on high-definition television and demonstrate the 1,125-line television system developed by his company.

Based on preregistrations, attendance at the conference should be at least 800. But because of the influx of foreigners invited to participate in the digital demonstration, the total may end up higher than that, a spokesman said.

The technical papers, the mainstays of all SMPTE conferences, have been divided into four sessions. The Friday morning session will address digital video recording. At this session, William Connolly of CBS, chairman of the SMPTE study group on digital recording, will report on his group's survey of videotape recorder users. Friday afternoon will be devoted to new camera technology and related digital techniques.

The Saturday morning session will be dominated by the NHK presentation and

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other papers on high-definition television, but a representative from Tokyo Broadcasting System will lead off with a paper on multiplex television sound. The Saturday afternoon session on the all-digital studio will be highlighted by a panel with the organizers of the digital demonstration who will, in the words of the panel's moderator, consultant Frank Davidoff, "explain what it means, what we were trying to do and what significance it has for the future."

There will be an exhibition to supplement the sessions, but, as always, it has been restricted to companies that make products related to the conference's theme. The exhibitors: Adda, Amperex, Ampex, Amtron, Cinema Products, CMX, Colorado Video, Digital Video Systems, Dolby Labs, Fujinon Optical, Grass Valley Group, Grinnell Systems, Harris Video Systems, 3M Video Products, Merlin Engineering Works, MCI/

Quantel, NBC America, Sony Corp., Sound Genesis, Teletone, Thomson-CSF, Toshiba and Vital Industries.

Live or on tape, ENG is ENG

That's decision of NLRB judge in union dispute over minicams

A National Labor Relations Board judge has found that there is no real difference between covering an event live with a minicam or taping it for later broadcast. The conclusion is of more than academic interest. It resulted in a finding that the National Association of Broadcast Employees and Technicians violated the National Labor Relations Act in a dispute with members of a rival union, the Inter-

national Alliance of Theatrical Stage Employees and Moving Picture Operators, and Metromedia Inc., at Metromedia's KTTV(TV) Los Angeles.

The complainants alleged that NABET had failed to abide by a ruling issued by the NLRB in 1976, holding that IATSE members are entitled to operate minicams in newsgathering assignments. In that decision, the board did not specifically refer to live coverage.

NABET seized on that omission in opposing IATSE use of minicams to provide live coverage of election-night happenings in 1978. NABET filed grievances and then sued Metromedia in an effort to force it to submit the grievances to arbitration, with the object, according to the complaint, of forcing the company to assign minicam coverage of news events to NABET rather than IATSE-represented employees.

Such actions, NLRB Administrative Law Judge James S. Jenson concluded, are unfair labor practices, for they constitute a refusal to "honor or abide by the board's decision" in the earlier proceeding.

Jenson said that his review of the case convinces him "that there is no difference between the technical operation of the minicam when it is videotaping and when the picture it takes is transmitted live to viewers through a cable connected to a common carrier or by microwaving. The manner in which the common carrier transmitted the picture taken by the minicam has no bearing on the board's [earlier] decision."

In Sync

Dishing it out. Communications Technology Management, Springfield, Va., has purchased two 10-meter transmit-receive earth stations from Scientific-Atlanta for approximately \$500,000. Earth stations will be incorporated into three-dish facility in Springfield for use in development of informational cable services and sale of uplinking and downlinking services on shared-use basis through associated company, MetroSat. Third earth station, already in operation and on site, is being leased from Cable Satellite Public Affairs Network (C-SPAN) and has been upgraded to match capability of two new dishes. Each will be steerable and capable of transmitting simultaneously on four different channels. Site is also being leased from C-SPAN. As part of lease agreement, CTM will take over chore of uplinking C-SPAN programming. First of new earth stations should be operational within next couple weeks, according to CTM's operations manager, Dean Topps. Facility should be fully operational in 90 days. CTM is also setting up common carrier network, intended primarily to provide microwave links between city and suburban facility, but also capable of providing point-to-point services within city. MetroNet and MetroSat will be able to handle voice, data and video.

Transponder sale. First cable programmer to buy transponder on Western Union's Westar V is Satellite Syndicated Systems, which will pay \$14 million over next 10 years for one of 24 transponders on bird slated for late 1982 launch, according to SSS president, Ed Taylor. Down payment of \$3 million is due in 1981. Taylor said SSS could have bought transponder for \$8.2 million if it had come up with that amount in advance of launch. Transponder is unprotected; protected transponder would have cost \$11.2 million in advance, Taylor said. In effort to finance future satellite projects, Western Union has been selling portions of existing and proposed satellites. American Satellite Co. last year purchased 20% of Westar V and just two weeks ago Dow Jones & Co. announced its purchase of two transponders on satellite for estimated \$23 million.

Common denominator. Regardless of differences in new television media, all rely on same receivers. According to Electronic Industries Association, 10,162,276 color television sets were sold in 1980, 3.2% more than 1979, but slightly fewer than record 10,236,319 sold in 1978. Sales of black-and-white sets also increased slightly, from 6,254,601 in 1979 to 6,285,516 in 1980. Total television set sales—16,447,792—were highest since 1972. Videocassette recorder sales, according to EIA, soared in 1980, rising nearly 70% over previous year: 804,663 VCR's were sold in 1980 compared to 475,396 in 1979.

Buying back in. CSI Electronics Inc., manufacturer of line of AM and FM transmitters, has been purchased by its founder, Bernard Gelman, and Ken and Betsy Cameron for "around \$500,000" from International Technical Products, according to Gelman. Gelman founded CSI in 1975 and sold it year later to ITP, but stayed on as president. Cameron is former chief engineer for group broadcaster, Amature Group. He and his wife, who is communications attorney, also own Broadcast International, dealer in new and used broadcast equipment. Gelman said marketing structure of company is unaffected by deal with Electrex Company, Miami, handling Latin American market. CSI will move from Boynton Beach, Fla., to new facilities in Boca Raton, Fla., middle of this month.

Up and up. RCA Broadcast Systems has announced across-board increases averaging 8.1% on RCA-manufactured radio and television broadcast equipment. Increases are effective Feb. 9.

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METROMEDIA

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New hand for the helm at RCA

Bradshaw's first priority will be management succession; Silverman's future at NBC hangs on question of 'how long do you wait for results?'

Thornton F. Bradshaw, the designated successor to Edgar H. Griffiths as chairman and chief executive of RCA (BROADCASTING, Jan. 26), said last week that Fred Silverman's future in the presidency of NBC is tied to a question of "timing."

"Fred Silverman is hard-working, he has a 24-hour-a-day dedication, and he is extremely talented," Bradshaw told BROADCASTING. "But as you know, results are what count. The only question is timing: How long does a person get before the results are in?"

Bradshaw added that "he has no preconceived notions about timing." He also said, in answer to another question, that he did not expect that changes would be made in the NBC presidency before he arrives on the scene.

He is due to take over as chairman July 1, when Griffiths is to become chairman of the RCA board's finance committee and a consultant to the company.

The announcement that Griffiths had asked to be relieved as chairman and chief executive, effective July 1, and that Bradshaw, president of Atlantic Richfield Co. (ARCO) and a member of both the RCA and NBC boards, had been chosen to succeed him, was made prematurely, on Saturday (Jan. 24), because word had got out that Griffiths was being ousted. The announcement had been scheduled for last Monday, after Griffiths had notified top RCA executives and Bradshaw had had a chance to advise his own board of directors.

The official word did little to allay speculation, which generally divided into two schools. Bradshaw, RCA spokesmen and others said the changes were the upshot of Griffiths's having told members of the RCA board many months ago that he would like to retire when he reaches age 60 in June. The other theory was that Griffiths's stubborn, "loner" style of management had brought frequent run-ins with RCA board members to the point that he was either asked to stand aside or did so rather than continue in that kind of situation.

"Either way," one observer said, "you can figure that board members' dissatisfaction was at the root of it."



Bradshaw

Preoccupation with the bottom line, an autocratic management style, his hiring and much-publicized firing of Maurice Valente as president last year, failure to find a new president and heir apparent, and the controversial handling of the firing of Jane Cahill Pfeiffer as NBC chairman last summer all worked against him, in the opinion of many close observers.

His principal critics on the RCA board were said to include Donald B. Smiley, retired head of R.H. Macy & Co., and George H. Fuchs, RCA executive vice president for industrial relations. Smiley headed the RCA board's management organization and development committee, which worked out the changes in command with Griffiths and Bradshaw.

The changes are subject to approval by the full board at its next regular meeting, Feb. 4, but this approval is expected to be

virtually automatic since nine of RCA's 14 board members are on the committee that proposed it.

For Griffiths's successor, the committee turned to a man said to be in many ways "Griffiths's opposite." A former Harvard Business School professor and business consultant who has been president of ARCO since 1964, Bradshaw, now 63, was described as an executive with a strong sense of social as well as financial responsibility. A long-time associate on the RCA board put it this way: "Brad understands that a company like RCA has a public responsibility as well as a profit responsibility—and that the two responsibilities are inseparable. He has an outstanding record as a business executive and is universally admired as a human being."

For his part, Bradshaw told BROADCASTING that although July 1 is the date for the

Changing the guard, and the style, at RCA. "What I hope I bring to the party is a sense of organization—of *the* organization. I am a management man and a people man. I do bring a feeling for the care and feeding of executives."

Thornton Frederick Bradshaw is also a man with a sense of what is popularly called corporate responsibility. "A company," he says, "must be accepted in far broader terms than just delivering a profit. It has to make a place for itself in society. It has to be credible."

Where Bradshaw has been for much of his professional life, that may have been a larger problem than the one he'll find at RCA. Major oil companies, after all, haven't been the most popular of America's business institutions in recent years. But Atlantic Richfield (ARCO) has done better than most in avoiding the downside public relations risks that go with high profits—at the same time advancing its annual earnings from \$40 million in 1964, when Bradshaw and Robert Anderson, the ARCO chairman, began their management partnership, to \$1.650 billion today. That performance lends credibility to another of Bradshaw's axioms: "Obviously, No. 1 is the bottom line."

Although most of the attention since his surprise appointment as chairman-to-be of RCA has been on Bradshaw's skills as a people organizer—and hence as some sort of super personnel manager whose main job would be to find others to take over—Bradshaw is aware that as of July he will be the C.E.O. in his own right, and as such responsible to the board for ongoing performance as well as for management succession. He accepts that responsibility calmly and without an outsized sense of mission. He resists the suggestion that after so many years as No. 2 to Bob Anderson's No. 1 he was looking for his own chief executive officership to cap his career. "I could retire now and feel very good about having left my mark on this company [ARCO]," he told BROADCASTING last week. But he and Anderson had developed their successors and it was time to move on: "If they're ready to take over you only do damage by staying around," he said.

While he'll take over as No. 1 at RCA on July 1, RCA will only be taking over as No. 2 in Bradshaw's life. No. 1 there is his family; his wife of seven years, Patricia Salter, and their extended family of seven children (three by his first marriage, four by hers). Mrs. Bradshaw has a Ph.D. from Columbia in sociology, and was once an associate of Paul Lazarsfeld, who pioneered research into public attitudes toward broadcasting. She wrote a best-seller, "They Went to College," and in recent years has been responsible for double-crocs in the *New York Review of Books* as well as short stories and "one-and-a-half novels." The Bradshaws will make their home in New York (he now regrets having sold his River House apartment in 1972) and anticipate having more time to spend at a home on Cape Cod.

Bradshaw, born in Washington, Aug. 4, 1917, was educated at Phillips Exeter Academy, Harvard College and the Harvard Graduate School of Business Administration. He has three degrees from Harvard, BA, MBA and doctor of commercial science. During World War II he served in the Navy in the Pacific, emerging as a lieutenant (JG) with seven battle stars. He was an associate professor at Harvard Business School before and after the war and was also a partner in the management consulting firm of Cresap, McCormick & Paget. He joined ARCO in 1956 as assistant general manager and became president eight years later. He has been on the RCA board since 1972.

Among his proudest associations has been with *The Observer*, the prestigious London weekly newspaper that ARCO rescued from the brink of bankruptcy three years ago—a fate that now threatens *The Times* of London, with whose Sunday edition *The Observer* competes. But that post and the once-monthly trip to London that went with it will have to be surrendered when he takes over at RCA.

In the meantime he will be working several blocks away from RCA's Rockefeller Center tower, in the Corning Glass building at 717 Fifth Avenue—a vantage from which he should find it convenient to do the preliminary scouting, of people and problems, that will occupy his time, and others' speculation, for the next five months.

change and he is currently based in Los Angeles. "I will have ample opportunity to be in and out of New York and talk to a lot of people—which I need to do."

One of his main priorities, he said, is "to work with the management potential in the whole RCA structure and be sure that they're brought along so that there can be an orderly succession." This tended to support others' speculation that in filling vacancies or making changes he would look first to promote from the inside, rather than look outside the company.

He is two years away from the normal retirement age of 65 but said he didn't expect to step down then. "I have a five-year contract," he explained. Final arrangements concerning his compensation haven't been worked out, but it will equal or exceed his ARCO pay: \$375,000 base plus \$200,000 incentive compensation,

"and after that it gets complicated, depending on when stock options mature and other things." Griffiths's 1979 compensation totaled \$428,750 in salary and bonuses, plus \$135,303 in contingent and other awards. His base for 1980 was \$450,000, under a contract running to Nov. 30, 1982, and he will continue to be paid at that level as a consultant for five years following retirement.

Griffiths, with RCA since 1948, was elected to the board in 1972 and became president and chief executive in 1976, when it was disclosed that President Anthony Conrad had failed to file federal income tax returns. He was named chairman and chief executive on Jan. 1, 1980.

Bradshaw's search for management talent has several holes to fill. One of the first vacancies to be filled is the RCA presidency, vacated when Griffiths fired

Valente last June, less than six months after he hired him (BROADCASTING, June 23, 1980). The functions of president and chief operating officer have been handled since then by an Office of the Chairman, headed by Griffiths. Other members are five RCA executive vice presidents and board members: George Fuchs (industrial relations); William C. Hittinger (research and engineering); Julius Koppelman (RCA American and RCA Global Communications, distributor and special products, picture tube division and RCA Service Co.); Frank A. Olsen (Hertz Corp.) and Roy H. Pollack (consumer electronics, solid state, SelectaVision videodisk and government and commercial systems).

Unofficial sources said last week that there are at least two key NBC posts whose incumbents are to be evaluated and perhaps replaced, as well as one NBC vacancy to be filled.

The vacancy is the chairmanship, unfilled since the Pfeiffer firing last year. Though there is no chairman, there is a vice chairman, Richard S. Salant, who moved into that post when forced to retire as president of CBS News at age 65. There has been speculation that he might be moved up, but his word to a reporter last week was: "Disregard it. To the best of my knowledge, there are no changes involving me or NBC."

The biggest NBC post up for appraisal of course, is the presidency, where Bradshaw said the key question is "How long does a person get before the results are in?" Silverman, recruited for the job by Griffiths to get NBC-TV out of third place in the network ratings race, has been president since June 1978. NBC is still in third place in prime time, and third or under pressure in most other dayparts as well, though with the new schedule started since the first of the year there has been improvement in prime. Silverman's three-year contract was given an 18-month extension last year, ahead of time, but Silverman has been quoted as saying he will leave of his own accord if ratings don't get substantially better in the next two or three months. Griffiths has been his most vocal and most influential supporter.

If Silverman leaves or is ousted, the question is who would succeed him. There is no real agreement on the answer. Robert Mulholland, president of the NBC-TV network, is mentioned as one possibility. Herbert Schlosser, who was removed from the NBC presidency to make way for Silverman, and who since has been RCA executive vice president in charge of programming for the RCA SelectaVision videodisk project, has also been nominated in speculation. Some Wall Street analysts see RCA's Fuchs a possibility.

The second NBC post that observers believe will get close attention from Bradshaw and his associates is that of president of NBC Entertainment, now held by Brandon Tartikoff. Though Silverman was hired primarily for his programming skills and has devoted much of his time to that area, the Entertainment division president is nominally—though probably secondarily, with Silverman on



Griffiths

hand—responsible for the product on which ratings depend.

Many Wall Street analysts suggested that NBC was the prime concern behind the change in RCA leadership, but they did not fault Griffiths on the job he has done in building RCA sales and profits. Only days before plans for the change were announced, RCA reported 1980 net income reached a record high of \$315.3 million, up 11% above 1979 results on a 7% increase in sales. NBC's earnings were said to have declined but nevertheless the broadcast unit remained, with Hertz, one of the two biggest contributors to RCA profits. And NBC's earnings would have been up from 1979, the company added, except for the \$16.1-million after-tax loss of the Moscow Olympics.

The RCA board of directors also took pains to cite corporate accomplishments under Griffiths, who, its statement noted, "has served RCA for the past 33 years with total dedication."

Among the accomplishments: record profits each year; dividend increases in each of the last four years after remaining unchanged for nine years; the \$1.35-billion acquisition of CIT Financial Corp., "the second largest action of its kind in American business history"; bringing RCA into "a very strong position to achieve leadership in the emerging videodisk business"; record investments in research and development to build toward the future and a major restructuring including selling off some businesses in order to concentrate on four prime areas: broadcasting, finance, vehicle renting and communications, and electronics products and services.

"RCA and its shareholders," the board concluded, "owe Ed Griffiths a debt of gratitude for the effective manner in which he has positioned RCA to meet the challenges of the coming years."

Griffiths was reported last week to be "in Florida for a few days" and unavailable to reporters. But before he left, associates asserted, he let it be known that he

did not intend to be a lame-duck chairman between now and July 1. He made that clear, they said, at a Monday luncheon with 14 key RCA executives.

The luncheon meeting had been called as a forum at which he would announce his plan to step aside and be succeeded by Bradshaw, officials said, but the hurried announcement over the weekend blunted the surprise effect. "He made it very plain," one executive said, "that he will be running the company until July 1."

Bradshaw also said he expected Griffiths to keep an active hand in. Griffiths particularly wanted to stay on, he said, for the introduction next month of the RCA SelectaVision videodisk player, on which RCA is said to have spent more development money than for any other new product in its history, including color TV. "I think he was particularly anxious to stay [through that]," Bradshaw said, "because he has been very close to it and wants very much to be in on the big show."

"RCA is a bundle of opportunities and a fascinating challenge," Bradshaw said, adding with a laugh: "I think I'm glad to undertake it."

Broadcast, cable growth predicted in '81 by Commerce

'Industrial Outlook' sees revenue increases for electronic media, rise in broadcasting's share of ad expenditures, 33% growth in pay cable revenues

The television, radio and cable industries will grow by 13%, 11% and 17%, respectively, in 1981, according to an advance copy of the "U.S. Industrial Outlook," to be published next month. The "Outlook," an annual industrial forecast by the Department of Commerce, predicts that television broadcasting's net revenues, which amounted to \$8.9 billion in 1980,

should increase by 13% to \$10 billion in 1981; the forecast says radio revenues, which were \$3.3 billion in 1980, will increase 11% to \$3.7 billion in 1981.

The forecast predicts that the number of cable subscribers, which totaled 17.3 million at the end of 1980, should increase by 1.7 million in 1981. Subscriber revenues (\$1.7 billion in 1980) should increase 17% to \$2 billion in 1981, the forecast says.

Broadcasting's share of total advertising expenditures will also increase, the forecast says. Broadcasting, which received about 27.7% of the total advertising dollars spent in 1980, should increase its share to 28.3% in 1981. Television, which received an estimated 20.8% of the total advertising dollars spent in 1980, should increase its share to 21.4% in 1981, the forecast says. Radio should hold on to the 6.9% share it had in 1980.

The forecast also predicts that expenditures for broadcast advertising will continue to rise through 1985 to about \$28.6 billion, with television getting about \$22 billion of that. Television revenues should increase at a compound annual rate of 14% to \$16.9 billion; radio's revenues should increase over the same period to \$5.7 billion, reflecting a compound annual growth of 11.5%, the forecast says.

Though the economy may still be in the dumps, advertising revenues should increase because national brand-name advertisers, which provide 73% of television's revenues, "tend to maintain their television advertising budgets during economic recessions to preserve their market shares," the forecast says.

The forecast further noted that advertising expenditures for television, which reached \$11.5 billion in 1980, will increase 12.6% to \$13 billion in 1981. Television network advertising, which totaled an estimated \$5.2 billion in 1980, should increase 13% to nearly \$5.9 billion in 1981—yielding the networks the same 45% share of the television advertising market they had in 1980.

National and regional spot advertising, 28% of the total television advertising, reached \$3.2 billion in 1980; it is predicted to increase 12% in 1981 to \$3.6 billion. Local television advertising, 27% of the total TV advertising, accounted for \$3.1 billion in 1980; it is expected to increase 12% in 1981 to \$3.5 billion.

The forecast also says that ad expenditures for radio, which in 1980 were an estimated \$3.8 billion, should increase 11% to \$4.2 billion in 1981.

The forecast notes that the number of persons employed in radio—93,500—should increase by 1% in 1981. Average revenue per employee, which is estimated to have been \$35,400 in 1980, would rise to \$38,900 in 1981. Average revenue per station amounted to an estimated \$420,000 in 1980. No comparable estimates of employment in television broadcasting or cable were provided.

Also according to the forecast, local advertising, which currently provides about 74% of radio's revenue, will provide the

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same percentage in 1981. National and regional spot advertising, which currently furnishes about 20% of radio's revenues, and network advertising, which currently provides about 6% of those revenues, should retain that relationship through 1981, the forecast notes.

The forecast also predicts that the number of pay cable subscribers will increase 30% in 1981, to 8.5 million. It estimates that there were 6.5 million pay cable subscribers in 1980, for an "estimated penetration of 38% of all cable homes." Also, the forecast notes, pay-cable revenues, estimated at \$600 million in 1980, are expected to increase 33% to \$800 million in 1981. By 1985, the forecast says, the number of pay cable subscribers is expected to reach 16 million. That increase reflects a compound annual growth rate of 19.7%, the forecast says.

Westinghouse-Teleprompter merger questioned by New York City group

Petitions questioning the Westinghouse-Teleprompter merger proposal have been filed at both the municipal and state levels in New York by one of New York City's oldest "good government" groups—The City Club of New York. The Club is asking the city Board of Estimates and the state Commission on Cable Television to conduct inquiries and hold public hearings on the requests for transfer of Teleprompter's franchise in the city's borough of Manhattan that will have to be approved prior to any merger.

The petitions suggest a merger between

the two companies "may have grave impact on the city's interests in diverse, competitive and economical communications services," and ask that the government bodies examine "whether such an unprecedented large-scale merger of carrier, content and hardware interests will serve the public interest..." or instead create "captive consumer markets" for software and services and "captive cable system markets," presumably for Westinghouse hardware.

Describing the rationale for the petitions, the club says: "At the heart of the public interest is the yet unresolved question as to whether cable companies, which are the only television transmission services generally available to the public within their franchised areas, have the right to control all programs and services they choose to carry."

Programing

Specialization the key to TV's future

That's the message from Harvard conference; DBS and cable will give networks run for the money

Market segmentation and the mysteries of future audience demands were the main themes of a Harvard communications conference—with entertainment and news-oriented executives agreeing that the traditional mass audience simply doesn't exist any more.

"There's no such thing as a target audience," said Ed Bleier, executive vice president of Warner Bros. Television. "Smaller, more specialized interests in households mean a need for more specialized marketing."

Other than increasingly segmented markets, Bleier told his business school audience that he hasn't the "foggiest notion" of where television will emerge in coming decades. But he said he has a hunch that new information services will come into the home "on the back of the video game."

Also concerned with market fragmentation was Sy Yanoff, general manager of Westinghouse's WBZ-TV Boston. He predicted that the 1980's will bring a reaction to "monolithic institutions. If commercial television continues to try to appeal to a mass audience that never really existed, then commercial television is doomed to go the way of the *Saturday Evening Post*, *Life* and *Look*."

The alternative? "Localism," said Yanoff. He foresees more emphasis on planning—because he feels that no matter how many programs technology may bring

to peoples' sets, creative ability can't expand.

While Yanoff believes FCC regulations will foster more television "plurality" by diversifying ownership, ABC-TV vice president for administration, Leonard Maskin, complained that the FCC has been so "dazzled by the prospects of the new technology" that it has tilted toward cable television and therefore undermined the 1934 Communications Act's emphasis on public service.

Maskin asserted that the networks aren't just for the status quo, and don't oppose cable, but simply "ask that all the teams play by the same rules, and then let the marketplace determine the winner."

Maskin said his network's plans for cultural programming are simply an acknowledgement of audience segmentation—that commercial television can't appeal to all markets. But Tony Cox, senior vice president of Home Box Office, sees those plans as a "devil in disguise" whereby the networks will eventually move into more general cable programming.

Cox predicted that pay cable's nine million subscribers will grow to 16 million by 1985, with nine million of those taking a second level of pay service to make a 25-million market in four years.

"We've grossly underestimated the consumer's appetite," Cox said. "We don't know what the price ceilings are—people are easily paying \$25 a month."

Cox hopes HBO's ability to buy good product will convince film distributors not to cut it out of the market, because "we're vulnerable to the movie companies, which provide the guts of our business." He asserted that HBO helps, not hurts, interest in film-going because movies on the small screen will never replace the theater."

Satellite Television Corp.'s vice president for business development, George Billings, said the Comsat direct broadcast satellite subsidiary remains committed to develop a nationwide capability to take advantage of what he termed an "explosion" of the market for subscription TV service.

Billings called films "the locomotive of our train" but said Satellite Television would counterprogram on other channels with sports, culture and foreign language offerings.

Predicting that antennas to bring satellite offerings into homes will eventually cost \$200 to \$300, he sees cable operators installing DBS equipment more economically to supplement their distribution patterns.

Stating that "we're not so much in the satellite business as in the entertainment and information business," Billings said Comsat's application presents the FCC with a number of complex issues. He added that although the regulatory atmosphere is a vital part of his firm's prospects, the governmental climate is favorable.

Regulatory matters were also on Larry Wangberg's list of Qube challenges for the 1980's. The Warner Amex senior vice president is concerned about regulation on the federal, state and local level; high interest rates in a capital-intensive industry, and competition from satellites, videodisks and home videotape recorders.

Warner Amex is "at the beginning stage of finding out what tiering (different levels of offerings to subscribers) can mean to our industry," he said. The company's information retrieval service (BROADCASTING, Jan. 12), Wangberg said, is a mere scratch in the surface—a first step in bringing the library into the home.

Monitor

In the marketplace. Operation Prime Time's first series, *Solid Gold* music/variety hour, has been extended for 1981/82 season by OPT and Paramount Television. Plan is for 45 first-runs and seven repeats. Stations also are being offered four additional *Solid Gold* episodes this season (including one repeat) to run through Sept. 10 for flow into 1981/82 season. . . . Viacom Enterprises is distributing *The TV Star*, half-hour magazine-strip version of *Star* tabloid. Available for September from SJC Productions, regular features include "celebrity tidbits" from James Brady; "Dear Meg" with advice, and forecasts from Kabrina Kinkaid, "psychic to the stars" . . . *Escape*, prime-access half-hour with dramatic recreations, interviews, newsreel footage and still photos of actual participants, is being offered by Lexington Broadcast Services on barter basis for Bristol-Myers. Pilot, telling "real story of Billy Hayes's 'ride' on the Midnight Express" is available for broadcast between March 6 and 15; NBC-owned stations will air it. Bristol-Myers has two minutes nationally; local stations sell three-and-a-half minutes. . . . Returning with another first-run season is Goodson-Todman's *Match Game*, distributed by Victory Television. Among buyers are WOR-TV New York and KHJ-TV Los Angeles. . . . Michael Douglas, whose Big Stick firm already has film deal with Columbia Pictures, now has formed TV production company that also will work with Columbia. Ira Barmak, VP in charge of long-form television packaging for ICM, joins Douglas's TV company as executive VP. . . . Veteran of pay-per-view fights with two Leonard/Duran matches, Warner Amex Cable Communications' Qube system in Columbus will offer subscribers Ken Norton/Gerry Cooney fight along with three other bouts Feb. 23. Former heavyweight champ Floyd Patterson will analyze action. . . . First-run *Siegel* late-night strip with New York talk veteran Stanley Siegel and off-network *Sonny and Cher Comedy Hour* are being offered by Ted Bates advertising agency, with On the Air as distributor. It's time bank plan; stations get shows in exchange for commercial time for Bates clients.

Around the clock. Prism, regional pay cable network based in Philadelphia, is expanding service to 24 hours per day, seven days a week beginning March 1. Prism currently programs about 12 hours each weekday and all day on Saturdays and Sundays. (Fare is 30% movies and 70% sports events). According to President Jack Williams, Prism now serves 65 systems (185,000 subscribers) over microwave networks in eastern Pennsylvania, southern New Jersey and northern Delaware. It has rights to about 90 games of three Philadelphia professional sports teams: Phillies (baseball), Flyers (hockey) and Seventy-Sixers (basketball).

3-D comeback. Nearly one-third of current subscribers of SelecTV in Los Angeles tuned in for 3-D movie double-bill last month, according to spokesman for STV outlet. Almost 31% of system's 75,000 subscribers reportedly watched Dec. 19 telecast, compared to about 40% who paid to see Sugar Ray Leonard-Roberto Duran boxing match last November. SelecTV says it plans more 3-D screenings this month and will schedule more if subscriber response remains high.

Debbie goes Hawaiian. *Aloha Paradise*, Spelling-Cramer production starring Debbie Reynolds as manager of Hawaiian resort hotel, joins ABC-TV schedule in two-hour series premiere Wednesday, Feb. 18, at 8 p.m., running Wednesdays at 9-10 p.m. thereafter. That's slot now held by *Taxi*, which moves to Thursdays 9:30-10 p.m., effective Feb. 5, and *Soap*, going on "brief hiatus." *It's a Living* is bumped off schedule by *Taxi* move; network says its "future is to be determined."

Turner turns to syndication. Turner Broadcasting System, Atlanta, has formed Turner Program Sales Inc. to distribute to commercial and public TV stations programs produced by TBS and others acquired by company. As of today (Feb. 2), TBS will place into syndication three programs produced by superstation WTBS-TV Atlanta (*Up Close*, portraits of well-known figures; *Tush!*, a new comedy hour and *Masters Water Ski Championship*, highlights of international water ski competition). From Turner's Cable News Network comes *Freeman Reports*, interviews with newsmakers; *Moneyline*, daily review of financial, business and consumer news, and *Lee Leonard Show*, hour program of news, interviews and reviews from New York, Los Angeles and Washington. Tom Todd, Southern manager of Time-Life Television, named director of domestic syndication for TBS.

Irish on Sportschannel. Chicago-Sportschannel, regional network that is division of Chuck Dolan's Cablevision, Long Island, N.Y., has signed multiyear pact with Notre Dame for coverage of minimum 25 of school's sporting events per year. (Deal doesn't include school's football games.) Chicago-Sportschannel already has Chicago White Sox package. Cablevision's New York area Sportschannel operation also gets to carry Notre Dame games.

Anniversary. As Black Entertainment Television celebrates one year of operation, it is serving 544 cable affiliates reaching over 5.3 million homes. It has signed 15 major advertisers to support black-oriented programming, fed to systems each Friday night (11 p.m. to 2 a.m. NYT) over Satcom 1, transponder 9.

What's on tap at NATPE

Some 3,000 paid registrants (up from last year's 2,700) and 4,600 conventioners in all (last year: 3,900) are expected at the National Association of Television Program Executives annual conference March 13-18 in New York.

With preparations well under way, the Sheraton Center will be the site for panels ranging from technology (teletext, home video, subscription TV and other developments) to "Sex and Morality" on TV, moderated by critic Jeff Greenfield. Keynote speaker for the conference is Bob Bennett, president and general manager of WCVB-TV Boston. Space already had been requested across the street at the New York Hilton for exhibits by 260 firms so far, most operating out of the traditional hotel hospitality suites but 23 pioneering an exhibit-hall floor as NATPE begins its eventual transition to that marketplace form.

Cable and international participation is said to be up and Washington again will be represented in press-conference style. The traditional midnight meeting with government officials has been forsaken for a morning question-and-answer session when the conference begins Friday the 13th. Moderating the Washington briefing will be former FCC Chairman Richard Wiley and those who have accepted invitations to participate so far are Representa-

Law and the Television of the '80s

New York University's School of Law is sponsoring a free conference exploring the legal, social, political, and economic issues related to new developments in broadcast, cablecast, and satellite television.

The conference features workshops and panel discussions led by experts in the field. Topics examined include copyright laws and the new technology, public broadcast, and electronic journalism and the free press tradition.

The conference will be held on Friday evening and Saturday, **February 27-28**. Admission is limited. To register or for additional information, call (212) 473-2528.

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tive Al Swift (D-Wash.); former House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), and FCC Commissioners Abbott Washburn and Anne Jones.

It won't be all business, however. Among the entertainment planned will be the cast and orchestra of the Broadway hit, "Barnum," during a Monday morning session.

Heavy TV viewers likely to look down on science, says Annenberg study

The more commercial television Americans watch, the more distrustful they may become of science, according to a study by George Gerbner of the University of Pennsylvania's Annenberg School of Communications.

Especially "susceptible" to the "relatively negative" images of scientists presented are the young, the well-educated, the middle-aged and higher-income individuals—the very individuals the institution of science depends upon to fill its ranks in the future and fill its coffers in the present. And because of the "dubious imagery" of science presented by commercial television, "we may have a serious national problem standing in the way of better understanding and support of science," Gerbner says.

In his study, Gerbner analyzed 814 prime-time and 606 weekend-daytime dramatic network programs from 1969 to 1979.

From his content analysis, Gerbner found that:

- Science makes up 1% of all news items, but that science and technology themes appear consistently in about half of all dramatic network programs.
- Science, though not limited to any

particular genre, appears more frequently in serious and action dramas than comedies. "Consequently," the study says, "science is also more likely to be associated with violence."

- Scientists comprise less than 1% of prime-time working characters.
- Scientists tend to be shorter, older, colder and less attractive than others in the character population.
- On childrens' programs, scientists are

PlayBack

Crossing over. Recording artist Kenny Rogers enters radio syndication business with formation of N.K.R. Productions, based in Los Angeles. Heading company for Rogers is Ron Nickell, who recently left TM Special Projects, where he was vice president, general manager for two years. First project for N.K.R. will be preview show and simulcast of 1981 televised Grammy Awards, project similar to one Nickell coordinated last year for TM.

Getting together. Savalli & Schutz Inc., radio station representative, has bought Jack Zwaska Associates, consulting firm for radio music license fees. Zwaska Associates will operate as independent division under Jack Zwaska, president, with headquarters at 515 Madison Avenue, New York, 10022, where Savalli & Schutz is located.

Changing camps. Shamrock Broadcasting's www(FM) Detroit, rock station for last 10 years, changed format last week to country. Station has been competing with decreasing success against three other rock outlets: WABX(FM), WRIF(FM) and WLLZ(FM). It now will try "mainstream country" against Golden West Broadcasters' WCXI(FM), formerly WCAR(FM), which drove its only competition to another format 12 weeks after it switched to country in 1979.

Religious entertainment. *Faith Made Them Great*, 30-minute weekly religious program, is being offered by Bart McLendon Broadcasting, Dallas. Program began airing last November and is now heard on over 80 stations, including wxlo(FM) New York, KCBQ(AM) San Diego and woam(AM) Miami. Sponsored by Campus Crusade For Christ and distributed free, program features stories of famous people and their experience with faith. Bart McLendon, son of former broadcaster Gordon McLendon, also produces annual country music special, *Hickory Creek Reunion*.

Enter the "Juke-zine." Company called New Vinyl Times has introduced device called "Juke-zine" in three Los Angeles area record stores as response to what company says is radio station reluctance to introduce new kinds of music. Device is redesigned juke box which plays new records over store's sound system for 25 cents each. A free "magazine" tells potential buyers about the album. Spokesman says some area FM stations are interested in statistics on what's being played, and at least one syndicator is considering a *New Vinyl Times* top-10 radio show. About 150 units will be installed in major record chain (Peaches) later this year.

All-gay station next? Among "Top 20 Predictions" for 1981 made by broadcast consultant Paul Drew is that "at least one" station will launch all-gay format and "it will prove a success both with listeners and advertisers." Drew also sees songwriters toning down permissive lyrics as part of "the country's growing conservative mood" sets in. Other predictions include: flat profit picture for radio stations; growth of country, religious, and Spanish-language formats, and announcement of first all-satellite radio station. Drew Enterprises is based in Hollywood.

Country mecca. Country music artists Ronnie Milsap, Moe Bandy, Jerry Lee Lewis, Mickey Gilley and Johnny Lee will be among guests on Westwood One's new weekly radio series, *Live from Gilley's*. One-hour show made premiere Jan. 12 and 13 carried by 230 stations across country, including WJJD(AM)-WJEZ(FM) Chicago, KHJ(AM) Los Angeles, KNEW(AM) San Francisco, KLIF(AM) Dallas and KENR(AM) Houston. Concert series is produced by Westwood One in association with Gilley's Communications, Inc.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist*: (1) *The Tide Is High* by Blondie on Chrysalis; (2) *Starting Over* by John Lennon on Geffen; (3) *Celebration* by Kool and the Gang on De-Lite; (4) *I Love a Rainy Night* by Eddie Rabbitt on Elektra; (5) *Hey Nineteen* by Steely Dan on MCA. The top five in **country radio airplay**: (1) *I Feel Like Loving You Again* by T.G. Sheppard on Warner Brothers; (2) *Nine To Five* by Dolly Parton on RCA; (3) *Southern Rains* by Mel Tillis on Elektra; (4) *Who's Cheatin' Who* by Charly McClain on Epic; (5) *I'll Be There* by Gail Davies on Warner Brothers.

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Ratings Roundup

Despite Super Bowl XV on competitor NBC-TV, CBS-TV came through with another prime-time victory for the week ended Jan. 25. The game's 44.4 rating and 63 share bolstered NBC's average but only as far as a close second; "Super Sunday," in fact, was NBC's only winning night.

For the entire prime-time schedule, CBS won with a 20.2/31 to NBC's 19.9/30 and ABC-TV's 18.0/27.

The Oakland versus Philadelphia Super Bowl broke no rating records. It tied with Oakland's last time in the Super Bowl in 1977.

Super Bowl action wasn't the only programming to make Jan. 19-25 an unusual week. On Tuesday (Jan. 20), all three networks covered the return of the former hostages from 8 to 9:30 p.m. with ABC highest in the ratings at 22.3/31 to CBS's 21.2/30 and NBC's 18.1/25 (BROADCASTING, Jan. 26). Since both NBC's and ABC's coverage was sustaining (without commercial interruption), only CBS's score was counted in the averages.

Hostage coverage wasn't the only sustaining programming of the week. From 7 to 8 p.m., against the first prime-time hour of the Super Bowl, ABC sustained the animated special *Scooby Goes Hollywood*, in effect sparing its overall average from what likely would have been low numbers. By comparison, CBS went with its normal hit, *60 Minutes*, and managed to come up with only an 18.0/25.

Elsewhere, the hour ABC sold to the Inaugural Committee for the *All-Star Inaugural Gala* Monday night at 10 p.m. provided good one shot ratings: 22.3/37.

The First 20

1.	<i>Super Bowl XV</i>	NBC	44.4/63
2.	<i>Dallas</i>	CBS	36.4/58
3.	<i>Dukes of Hazzard</i>	CBS	29.1/45
4.	<i>M*A*S*H</i>	CBS	26.3/37
5.	<i>Trapper John, M.D.</i>	CBS	25.6/41
6.	<i>Super Bowl XV</i> (postgame special)	NBC	25.5/37
7.	<i>The Jeffersons</i>	CBS	24.8/36
8.	<i>Little House on the Prairie</i>	NBC	24.8/35
9.	<i>20/20-The Secret Negotiations</i>	ABC	24.6/40
10.	<i>Love Boat</i>	ABC	24.2/39
1.	<i>Three's Company</i>	ABC	24.0/34
2.	<i>House Calls</i>	CBS	23.4/34
3.	<i>All-Star Inaugural Gala</i>	ABC	22.3/37
4.	<i>The Waltons</i>	CBS	22.2/34
5.	<i>Real People</i>	NBC	22.2/32
16.	<i>Fantasy Island</i>	ABC	21.8/38
17.	<i>Hart To Hart</i>	ABC	21.8/32
18.	<i>CBS News Special Report</i> (Tues.)	CBS	21.2/30
19.	<i>Barney Miller</i>	ABC	21.0/31
20.	<i>Dynasty</i>	ABC	21.0/30

The Final Five

63.	<i>Flamingo Road</i>	NBC	13.7/22
64.	<i>Hill Street Blues</i> (Thurs.)	NBC	11.5/19
65.	<i>Oklahoma City Dolls</i> (made-for-TV movie)	ABC	11.5/18
66.	<i>Secrets of Midland Heights</i>	CBS	10.7/19
67.	<i>NBC Magazine</i>	NBC	9.5/15

portrayed to be less rational and stable "and much more violent" than other characters.

The study further notes that older and lower-income people are much less likely to have a favorable image of science, no matter how much television they watch. But light television viewers among the younger, middle-aged, better-educated and higher-income individuals had significantly more favorable images of science than heavy television viewers from similar backgrounds.

Premiere and pay-TV market: uneasy detente

HBO executive Fuchs, in light of court injunction, sees peaceful co-existence for a time

Heading off speculation that the joint venturers involved in the Premiere pay-TV network may want to withhold their motion picture product from Home Box Office and the pay-TV market, HBO programming senior vice president Michael Fuchs predicted "a period of normalcy" while Premiere's operations are stymied by a court injunction.

Fuchs told a meeting of the Television Critics Association in Hollywood: "We don't have a business without the movie companies, and I believe they need us. I cannot fault them from trying to seize the distribution and trying to take over the business. I think it's a damn good business, but I think the court has shown that's not the way to do it."

Instead, Fuchs emphasized, "we have to exist peacefully."

The HBO executive estimated pay TV companies will spend \$250 million this year on motion picture product, closing in on network feature acquisition budgets and making purchases by syndication TV "minuscule" in comparison. Fuchs hinted that if he were a movie producer he'd "want to see that pay TV money coming in from the product," even if he were involved in the Premiere venture. The four studios that joined Getty Oil Co. in backing Premiere are Columbia, MCA (Universal), Paramount and 20th-Century-Fox.

CBS claims most women TV viewers

CBS Television staked a claim last week as the leading network among young women viewers while continuing its dominance among all women viewers during prime-time television.

Basing its claim on the November 1980 Nielsen sweeps, CBS said for the first time in many years it had supplanted ABC among younger viewers. CBS said that among women 18-49, it showed a 22% increase to 7,810,000 per prime-time minute while ABC declined by 14% to

7,120,000 and NBC by 9% to 5,580,000. In the 18-34 women group, CBS's audience climbed by 24% to 4,662,000 while ABC's fell by 12% to 4,581,000 and NBC's fell by 15% to 3,244,000. Among women 25-54, the CBS prime-time audience grew by 16% to 7,060,000 viewers, as against an ABC dip of 10% to 6,210,000 and NBC loss of 8% to 5,150,000.

For total households, according to Nielsen figures in the November 1980 sweeps, CBS, with a 21.0 rating led ABC (19.0) and NBC (16.6). CBS said Arbitron measurements for total households were similar: CBS, 21.1; ABC, 19.2 and NBC, 16.5.

48-hour Nielsen

Nielsen Station Index has introduced a new report that provides a fast performance summary and competitive analysis of individual television markets.

Called *Advance Management Report*, the new service is customized to each station's specifications and can be delivered within 48 hours following the regular *NSI Viewer In Profile Reports* for the market. The report includes each station's programming by half-hour; DMA household rating and share and two client-selected demographics for each half-hour; ranking of all programs by DMA homes; an alphabetical listing of all programming in the market. The service is available to all NSI clients.

MERV #1

Competing head to head with Davidson, **The Merv Griffin Show is #1 in:**

- CLEVELAND** (3-6pm)
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- ORLANDO** (430-530pm)
- NORFOLK** (430-530pm)
- MADISON WISC.** (3-4pm)
- SAN ANGELO** (4-5pm)

Source: Nielsen Station Index

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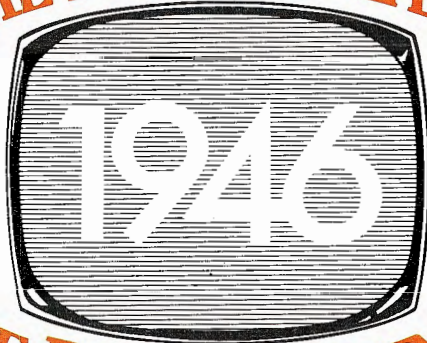
*Source: November 1980 Nielsen reports, sign-on to sign-off share of audience.
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THE FIRST 50 YEARS



OF BROADCASTING

The world was trying to put itself back together as 1946 began, and so was American broadcasting. That first year after World War II saw FM and TV proponents renew efforts to secure places among the media. There also came a jolting judgment by the FCC that it should assert itself more forcibly in programing. And the broadcasters' gadfly, Jimmy Petrillo, stepped up his demands for his American Federation of Musicians.

The FCC took a long step into programing in March after it had studied accumulated data on broadcast content and decided that the road to license renewal was littered with unkept promises. The commission's attempt to establish license renewal criteria based on broadcasters' performance was contained in a 139-

page report, "Public Service Responsibility of Broadcast Licenses." The color of its cover gave it its nickname, "The Blue Book." In the document, the FCC said that in the future it would look with "particular consideration" upon four public service categories: "the carrying of sustaining programs, including network sustaining programs; the carrying of local, live programs; the carrying of programs devoted to the discussion of public issues; [and,] the elimination of advertising excesses."

Irate broadcasters immediately fired back, accusing the FCC of censorship. National Association of Broadcasters President Justin Miller labeled the FCC's new policy unconstitutional, while the FCC continued to maintain that its procedure was necessary for an overcommercialized radio industry. Vitriolic arguments lasted all year as the FCC and broadcasters debated the Blue Book's premises and implications.

Broadcasters cited the Blue Book's sometimes inconsistent program analyses and charged that the work was a reflection of the views of Charles Siepmann, a former BBC program director and vocal supporter of the British system of broadcasting, who was active on the FCC staff that drafted the Blue Book.

Representative Richard F. Harless (D-Ariz.) voiced radio's concerns, saying: "It was certainly not the intention of Congress at the time the FCC was established to place within its



Lord Haw Haw (William Joyce), the English-American who broadcast for Germany during World War II, was hanged for treason in London Jan. 3. His was the first of many executions following war crimes trials around the world in 1946. At Nuremberg, Germany, 22 Nazi leaders were convicted on Sept. 30; 11 were sentenced to die. One, Hermann Goering, committed suicide by poison just two hours before his scheduled execution. On the other side of the world, Japanese Lieutenant General Homma, who ordered the Bataan death march, was shot near Manila; General Yamashita, Japanese commander in the Philippines, was hanged. The Philippines were given independence by the U.S. on July 4. In Argentina, Juan Peron was elected to his first term as president. In America, discharged service personnel returned to waiting lists for new cars and housing, amid various rail strikes and a nationwide coal strike. And in

BROADCASTING . . .

hands complete control of radio programs. The FCC has a definite function in administering the engineering mechanics of radio. To permit the government agency to dictate the types of programs that radio stations could provide would be contrary to the doctrine of freedom of the air. To have governmental review of radio programs would definitely be a violation of freedom of speech. We might as well have a review of the contents of newspapers."

Despite the charges on both sides, acting FCC Chairman Charles R. Denny, at the NAB convention in October, pointed out that of the 322 station applications pending for renewal at the time the Blue Book appeared, the FCC, by September, slated only seven AM's for hearings (WBAL Baltimore; KBIX Mus-

kogee, Okla.; KGFJ Los Angeles; KMAC and KONO San Antonio, Tex.; WIBG Philadelphia, and WTOL Toledo). By November the FCC had winnowed the list down to WTOL, KMAC and KONO. Despite the broadcasters' alarms the FCC never revoked a license based upon the program considerations codified by the Blue Book. Even WBAL Baltimore, which the FCC had made the horrible example of its report, received a license renewal, although columnists Drew Pearson and Robert Allen had petitioned for WBAL's facilities under the FCC's "comparative consideration" clause and the case was not resolved until December 1951.

AM clear channels came under fire in the postwar expansion. Charging radio service to rural areas was unsatisfactory, regional broadcasters and a number of farm groups requested in January that the FCC break down the clear channels. Arguing for the status quo and even higher power for his clients, Louis G. Caldwell, counsel for the Clear Channel Broadcasting Service, reasoned that "the only way in which the farmer's signal can be improved over large areas . . . so as to reduce the static which mars or destroys radio reception for him, is through stronger radio signals resulting from the use of higher power."

The FCC, partly in response to the flood of new station applications, altered technical specifications to allow more sta-

One of Our Boys Shoots the Moon

HE'S ONE of "our boys"—that young fellow, Jack DeWitt, who shot the moon by radar.

Lt. Col. John Hibbett DeWitt Jr., who was responsible for the first contact with the celestial body by radar, is well-known in radio as the chief engineer of WSM Nashville.

A radio "ham" since he was in knee pants, Jack has been in commercial broadcasting since 1922, when, as a lad of 16, he built Nashville's first station.

Announcement Friday of the scientific achievement which makes Jules Verne's wildest flights look amateurish, had radio folk groping for practical application of the 2.4 second radio roundtrip covering nearly half a million miles. It was generally agreed the discovery will have great military, strategic and scientific value. Ultimate results might be detailed topographical mapping of distant planets and—in warfare—detection of superstratospheric missiles which might grow out of the V-bomb technique developed by the Nazis during the last war. These, however, reached an altitude of only 60 miles. The distance to the moon which was

Office of the Chief Signal Officer. The War Department in Washington simultaneously released a state-



Col. DeWitt

ment. Col. DeWitt himself was interviewed in New York.

Jack DeWitt, a modest soft-

ment. A radar impulse was beamed straight at the moon on a standard radar frequency of 112 mc. It bounced back 2½ seconds later, and was detected on a specially-designed oscilloscope. Col. DeWitt had improvised a standard wartime Signal Corps radio transmitter known as SCR-271. It was of 3 kw but through a specially-designed antenna, it had a gain of 200 and had effectiveness of about 600 kw. The strength of the reflected signal was about 3 w.

Here are some of the salient facts released by Maj. Gen. Harry C. Ingles, Chief Signal Officer, in Washington:

The Signal Corps has been studying the problem of reaching other celestial bodies with radar for several years (Jack DeWitt himself had failed in an attempt in 1940).

Radar pulses, like radar waves, travel at the speed of light—186,000 miles per second. A transit time of about 2½ seconds was required for the pulse to surge from the earth to the moon and for echoes to travel back.

Scientists had never before been certain they could project radio

—Broadcasting, Jan. 28

tions to be shoehorned into the AM band. The result was a rush of applicants for new facilities.

When the FCC tackled the postwar pile of FM and AM applications, it encountered an industry on the verge of cloning itself in astounding numbers. In 1946 the number of standard stations increased by 50%, jumping from 1,004 at the beginning of the year to 1,520 at the end. While the number of commercial FM stations actually on the air rose only slightly, it portended a new aspect of American broadcasting.

There were still disputes about FM's placement in the spectrum. Zenith and General Electric reopened in January the controversy surrounding FM's "upstairs" move by challenging the testimony of Kenneth A. Norton, the radio propagation expert who had argued in 1945 hearings that FM in the 100 mhz band would provide greater rural coverage. Based upon tests, Zenith argued that "FM in the 50 mhz band has two and one-half times the area coverage that the 100 mhz band makes possible, which means that from metropolitan stations operating in the 100 mhz band, only residents of city areas will be able to hear FM programs, and the farmers, the residents of rural areas, and even residents of suburban areas will be deprived of this static-free service." Zenith and GE favored a two-band FM, while certain AM broadcasters favored a one band, high-frequency FM system. After only

two days of hearings, the FCC voted to keep FM in 88-108 mhz range.

The FCC, after sorting out service among the contenders, approved 375 conditional FM grants by April.

CBS, during the clear channel hearings and much to the distress of clear channel supporters, presented plans for a nationwide FM network of more than 200 local stations headed by five superpower AM stations that would provide nighttime coverage to remote areas. CBS estimated such a system would cost \$10.8 million for installation and \$4.8 million in annual operating expenses.

The FCC in June changed the designation for FM community stations to class A, and concomitantly raised their power from 250 to 1 kw. The FCC in July agreed to set aside for one year every fifth class B (high power) FM channel in order to permit those still in the military to apply for an FM grant. Questioning the legality of the FCC's move and counting it as lost time, most of the broadcasting industry opposed the plan.

Certain supporters of FM were vociferous in their arguments for its future, despite the setbacks of the war and the move "upstairs." According to FM inventor Edwin Armstrong, the war, "vested interests, habits, custom, [and] legislation" retarded the FM revolution that he had doggedly predicted. Not to mention the shortages of receivers and broadcasting materials.

None of this, however, dampened the ardor of FM supporters. When the seven-year-old FM Broadcasters Inc. was dissolved by parent NAB at the latter's October convention, a new independent FM association rose from those ashes. The NAB felt it could not promote one segment of broadcasting to the possible disadvantage of another. The new organization, under Judge Roy Hofheinz, Texas station owner, said its goal would be to "properly present FM to the public." And the set-buying public was showing signs of interest. RMA members in December estimated FM receivers to compose 20%-25% of all production for 1947.

When radio counted its receipts, 1946 came in as another in a string of record years. Net time sales were \$331,764,404, a 6.9% gain over 1945. When radio manufacturers counted production, 1946, despite material shortages, was a bountiful year. In 1945 only 500,000 home radio sets worth \$20 million were sold and virtually no auto sets were on the market. In 1946 14 million home sets worth \$700 million were sold and 150,000 auto sets worth \$9 million. At the end of 1946, 35 million home radios and 6 million auto radios were in use.

Television was in the early throes of a dispute over standards. CBS continued to advocate its color system which featured a color wheel and in September petitioned the FCC to adopt standards and authorize color operation of stations in the UHF fre-

quencies. CBS argued that its system could be a home reality in one year, while RCA, promoting its all-electronic color system, listed 1950 as the earliest date for home use. CBS, after successfully transmitting a color television program from New York to Washington and back, claimed to have proved that "today's coaxial cable system can carry TV programs in full and vivid color . . . that color nets can be formed as rapidly as black and white networks." RCA, claiming to have perfected electronic color, called its system the greatest advance in television since the development of the cathode-ray tube. "Comparing electronic color with mechanical color," stated RCA President David Sarnoff, "is like comparing a stratoliner with a horse and buggy." But Sarnoff still warned that color television comparable to black-and-white service remained five years away.

By July 1946 the FCC had authorized 23 new commercial stations, bringing the total to 30. This number would have been higher but for the color battles and for the prospect of unprofitable operation until an audience could be created.

NBC predicted that TV would lose \$8 million over the next four years. Faced with those figures, many applicants hesitated or withdrew. By June, 72 television applications, almost half of those filed since licensing had resumed in October 1945, had been withdrawn.

To offset the expense, some people, like E.F. McDonald Jr., president of Zenith Radio Corp., Chicago, which received one of the first commercial TV station grants, advocated pay TV. He claimed that advertising could never support a medium as expensive as television. "Radio has succeeded with its present commercial setup," McDonald argued, "because it is cheap, but there is no indication that television will be the same . . . If there were five or more stations in one city, the cost of providing each with hours of daily entertainment produced to motion picture standards would be \$2.7 billion per year. This is more than U.S. business spends on every form of advertising combined."

Other problems that marred TV development included relatively expensive receivers and equipment combined with a relatively small production of television sets and telecasting equipment due to parts and materials shortages. By October, television manufacturers promised 20,000 sets for Christmas, with prices ranging from \$169.95 for Viewtone's seven-inch table model to \$2,400 for DuMont's 20-inch console.

By the end of the year, station equipment manufacturers hoped to have some products available. DuMont offered a transmitter that included a control console, modulation monitor and frequency dissector for \$59,400 for use on channels 1-6, with 5 kw video and 2.5 kw audio output, and for \$64,350 for use on channels 7-13, with 3.5 kw output for both audio and video. GE offered for \$11,600 a new studio camera that weighed 75 pounds and

came complete with a hydraulic lift.

Even with shortages and expensive equipment, there were some television firsts in 1946. Besides the transmission of both black-and-white and color over long-distance coaxial cables, 1946 brought the telecasting of such events as the opening session of the UN Security Council at Hunter College, New York, and the Joe Louis-Billy Conn heavyweight title fight from Yankee Stadium in New York. Bristol-Myers, in October, pioneered as a network series advertiser by sponsoring a travel film series, *Geographically Speaking*, on WNBT New York and WPTZ Philadelphia via NBC-TV.

Television also was eyewitness on a limited scale to other history when RCA installed two TV cameras three miles from the Bikini atoll explosion site of the second postwar testing of the atomic bomb. It also placed TV receivers on four ships that carried officials and observers, as well as on two planes over the Pacific island. But that was the extent of the live TV network at Bikini. American television stations used film flown from the scene.

Radio was more immediate in its report from Bikini. David Dietz, science editor for Scripps-Howard newspapers, reported the facts for NBC radio. "The detonation was heralded by the expected flash of light

"ON THE BASIS OF LATE RETURNS . . ."



WORKING at speedy pace election night were network newsmen. In top photo, at CBS headquarters, are (l to r): George Herman, news-writer; Charles Collingwood, commentator; John Mosman, an assistant director; Bob Trout; Jess Zousmer, news writer, and Ned Calmer, commentator. Directing ABC news center (center photo) are: John Madigan, national news editor; Thomas Velotta, director of news and special events for the network; Robert E. Kintner, vice president, and Charles C. Barry, national program director. Three top MBS reporters (lower photo) together for first time since the war are: Arthur Gaeth, Don Bell and Leslie Nichols.

—Broadcasting, Nov. 11

Future of Color Video in Hands of FCC

CBS Faces United Opposition From Many Sources

By J. FRANK BEATTY

THE immediate future of color television in the upper frequencies—a future that CBS insists can be a bright one if the FCC permits early commercial operation—awaits Commission decision. Today (Monday) members of the FCC, along with staff experts, are viewing developments in the color art during an inspection of CBS and Du Mont laboratories in the New York area.

CBS faced the united opposition of many other television developers at FCC hearings last week on its application to start, immediately, commercial color in the 480-920 mc (uhf) band. The present split band (vhf) ranges between 44 and 216 mc.

Case In Detail

CBS has developed sequential (mechanical scanning) color as against RCA's simultaneous (all-electronic) method. The network, however, merely asks the Commis-



NEW CHAIRMAN of FCC presides at first hearing since appointment, as color video problem was aired last week. Front row (l to r): Comr. Paul A. Walker, Chairman Charles R. Denny, Comr. Ray C. Wakefield; back row, Comrs. Rosel H. Hyde, Clifford J. Durr and E. K. Jett.

The Challengers . . .



CBS COLOR BATTERY (l to r): Joseph H. Ream, vice president and secretary; Kenneth L. Yourd, senior attorney; Donald Horton, research; Julius Brauner, general attorney; Nathan L. Halpern, executive assistant; Adrian Murphy, vice president; Frank Stanton, president; William

B. Lodge, director of general engineering; Eari H. Gammons, Washington vice president; Lawrence L. Lowman, television vice president; Dr. Peter C. Goldmark, director of engineering research and development, and inventor of the present CBS color system.

. . . . The Defenders



THE RCA array (l to r): R. D. Kell, in charge of television system research, RCA Labs.; E. W. Engstrom, research vice president; C. B. Jolliffe, executive vice president in charge of RCA Labs.; O. B. Hanson,

NBC vice president and chief engineer; A. F. Van Dyck, assistant to Mr. Jolliffe; R. E. Shelby, in charge of development, NBC. In the rear: A. V. Bedford, G. H. Brown, RCA Labs.; G. L. Beers, RCA Victor.

—Broadcasting, Dec. 16

... From a charge of plutonium when the bomb undergoes nuclear fission a temperature of 100,000,000 degrees is generated ... Eight minutes after ... the atomic cloud had towered to a height of 23,100 feet. At this time, it was about 11,000 feet in diameter." William Lawrence of the *New York Times* reminded listeners: "We should be thinking of the bomb today as the greatest problem facing the world, and how to stop it from being used at all against cities, against men and women, against navies, against air forces."

When the war ended and the era of the atomic bomb and the cold war began, an interest in radio documentaries developed. CBS established a documentary unit under the direction of Robert Heller. One project, organized in 1946, was called *One World Flight*, named in honor of Wendell Willkie's "One World" slogan in the 1940 presidential campaign. To produce it, Norman Corwin visited 37 countries in four months. Edward Murrow collaborated with Fred Friendly to produce *I Can Hear It Now*, an album of recorded reminiscences that later became the documentary radio series, *Hear It Now*. Journalist Drew Pearson became noted for exposes, especially for his attacks upon the Ku Klux Klan and Eugene Talmadge, former governor of Georgia.

On the entertainment side of radio, more detective shows debuted. Phillips H. Lord, who created such successes as *G-Men*, *Gangbusters*, *Counterspy*, and *Mr. District Attorney*, presented *Policewoman* in 1946, the true story of events in the life of Sergeant Mary Sullivan of the New York City Police Department. The fictional Sam Spade and his faithful secretary, Effie Perrine, first appeared in CBS's *The Adventures of Sam Spade* on July 12.

Sky King debuted in 1946 on ABC and combined adventure with moderate suspense in a family-oriented setting. Swooping down in his plane, "The Songbird," Sky would fight trouble and rescue Penny and Clipper from as much evil as could be put into 15, and then later, 30 minutes.

The networks continued to excel in comedy shows. Jack Benny moved back into the number-one spot (up from fifth in 1945), and Fanny Brice provided the new name in the top 15 of popular programming.

Prewar radio favorites began to reappear. Merwyn Bogue, Kay Kyser's "Ish Kabibble" character, broadcast again. Red Skelton resurrected his "Junior" character on Tuesday nights for NBC. Eddy Duchin became the pianist-emcee on *Kraft Music Hall*, and Johnny Desmond sang on NBC's *New Follies*. Henry Morgan renewed his biting humor and jibes at sponsors on ABC broadcasts.

To complete the range of programs, the networks presented Helen Hayes in *First Lady of the Theater*, a Saturday night dramatic series on CBS; Dick Powell in *Rogues Gallery*, an adventure series on MBS; Perry Como on *The Supper Club Show*, a Monday-Friday song review for NBC, and Milton Berle in *The Court of*

Petty Grievances, a short-lived comedy series on CBS. To measure its audiences, radio relied on Hooper, Nielsen, and the Cooperative Analysis of Broadcasting, but CAB in July suspended service after 17 years.

Arch Oboler, a writer whose fame was established by radio, nipped at the medium that helped to feed him. He declared: "Humbug fills our free American air. From early morning until the last spot announcement ... an amazing assortment of evasions, half truths, and untruths activate the kilocycles ... Nostrums for every bodily function are jingled and jangled to rhythm and rhyme. Not an ache from head to toe is left unplowed by the big plow of advertising humbug. You may ask what this has to do with radio writing. Simply that some of us can't write honest radio under such circumstances ... We must clean house ... Those manufacturers, such as the soap and cigarette people, should profit from the general want for those commodities, not through outright untruths."

Humburg may have filled the air in Oboler's opinion, but godlessness did not. Three San Francisco AM stations (KQW, KPO and KFRC) denied air time to Robert Harold Scott to present atheistic views. The FCC, although denying Scott's petition for the revocation of these stations' licenses, warned that "if freedom of speech is to have meaning ... it must be extended as readily to ideas which we disapprove or abhor as to ideas which we approve." To the displeasure of 5,000 letter-writing listeners, Scott in November received time from KQW San Francisco.

To the displeasure of broadcasters, James Petrillo, head of the American Federation of Musicians, sought to impose new labor conditions on broadcasting. Petrillo saw networks as a cause of musician unemployment at the affiliated stations and wanted standby musicians hired. He wanted broadcasters to compensate for use of transcribed programs, limit transcribed shows and recordings, pay additional fees for rebroadcasts, ban music that originated outside the U.S., and refuse noncommercial educational programs, among other demands. Congress, in April, passed the Lea Act that made it unlawful to force hiring of unneeded personnel, to pay more than once for a service, or to pay for services not performed. In defiance of the Lea Act, Petrillo ordered AFM members not to play for combined AM-FM programs and not to play for TV unless paid at radio scale or above. Petrillo argued: "Television is not going to grow at the expense of the musicians. As television grows, the musician is going to grow with it or we are not going to assist in its development."

To test the Lea Act, Petrillo called a strike against WAAF(AM) Chicago when it refused to hire three unnecessary AFM musicians. The government charged the AFM with violating the Lea Act, the Sherman Antitrust Act, and other laws, but Federal District Court Judge Walter La

Buy, in December, ruled that the Lea Act was unconstitutional. Broadcasters took an appeal that they eventually won, but Petrillo struck deals with some adversaries. The AFM accepted the record manufacturers' offer of a 37 1/2% increase in musicians' pay, and the transcription firms accepted the AFM's demand for 50% more for musicians, or \$27 per man for 15-minute programs.

A long-standing insistence by the networks on live broadcasts fell by the wayside when Bing Crosby signed a new contract with ABC. Crosby signed at \$30,000 a week to transcribe his show for Philco to eliminate the necessity of rebroadcasting for a different time zone.

The history of 1946 also shows: ABC bought King-Trendle Broadcasting Corp. (WXYZ Detroit, WOOD Grand Rapids, Mich., and the Michigan Radio Network) for \$3.65 million. William Paley, back from service at SHAEF headquarters in Europe, moved up to the chairmanship in January, and named Frank Stanton to succeed him as president (Paul Kesten, who had been executive vice president, was named vice chairman, but—in ill health—resigned later that year). Donald Flamm, one-time owner of WMCA(AM) New York, who argued that he was forced to sell his station (see 1944), won a \$350,000 verdict against Edward J. Noble, ABC board chairman. Westinghouse, touting its Stratovision (see 1945) as ideal for TV, reported that usable signals, relayed by airplanes at altitudes of 25,000 feet, had been picked up 250 miles away. John H. DeWitt, chief engineer of WSM(AM) Nashville, reported that he had bounced a radar signal off the moon during his wartime service with the Signal Corps.

With black-and-white television gaining popularity, color ahead, and FM a slow but inevitable contender for markets, broadcasters looked to their ever-increasing domains and checked the FCC's Blue Book. In the meantime, Americans continued to listen to AM, wait for FM, and hope for less expensive and better programmed TV.

Stay Tuned

1. Which FCC commissioner was criticized by Senator Homer Capehart for a "brazen effort to sabotage the FBI in its efforts to uncover communists?"
2. Who was the comedian who insisted on heckling a network vice president in his broadcasts?
3. What was Phonevision?
4. How did the Supreme Court rule on the Lea Act that AFM's Petrillo defied?
5. How did the FCC react to the explosive growth in radio stations numbers?

The answers next week,
in "1947."

As compiled by BROADCASTING Jan. 19 through Jan. 23 and based on filings, authorizations and other FCC actions.

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

New Stations

AM application

■ Cobleskill, N.Y.—Schoharie Communications Corp. seeks 1190 khz, 500 w-D. Address: 30 Main St., Dundee, N.Y. 14837. Estimated construction cost: \$97,543; first-quarter operating cost: \$17,875; first-year revenue: \$85,000. Format: Pop. Principal: Donald L. Stork (45%); John C. Clancey (45%) and wife Deborah (5%); Sandra S. Poole (5%). J. Clancey is general manager and 49% owner of WFLR-AM-FM Dundee. He also owns 30% of WWJB(AM) Brooksville, Fla. Stork is president of New York insurance firm and 51% owner of WFLR-AM-FM. He also owns 35% of WWJB(AM). Poole is daughter of Stork and has no other broadcast interests. Ann. early Jan.

FM applications

■ Yreka, Calif.—Dalmation Enterprises Inc. seeks 97.7 mhz, 3 kw, HAAT: —603 ft. Address: 316 Lawrence Lane, Yreka 96097. Estimated construction cost: \$54,900; first-quarter operating cost: \$11,250. Format: Easy listening. Principal: Martin W. Hawke and brother Garry L. Hawke, one half each. They each own 25% of KMED(AM) Medford, Ore., and 50% each of KSYC(AM) Yreka. Both brothers have also been sales

managers for radio stations in the Los Angeles area. Ann. Jan. 23.

■ St. James, Minn.—Watwan County Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT: 279 ft. Address: 1012 Marie Court, N. Mankato, Minn. 56001. Estimated construction cost: \$93,200; first-quarter operating cost: \$9,573; first-quarter revenue: \$60,000. Format: MOR. Principal: Richard T. Rogers (55%), his wife Lorraine T. (20%); and Bruce A. Braun (25%). R.T. Rogers and Braun have been involved in radio programming, but at present have no other ownership interests. Ann. Jan. 23.

■ Cape May Courthouse, N.J.—WRLJ Inc. seeks 105.5 mhz, 2.46 kw, HAAT: 333 ft. Address: 2422 Woodbridge Ave., Edison, N.J. Estimated construction cost: \$61,600; first-quarter operating cost: \$21,000; revenue: \$85,000. Format: CW. Principal: Andrew Stamat (50%) and Michael R. Senkeleski (50%). Stamat has been a theater manager and Senkeleski a service manager for a repeater firm. Both principals have, on a limited basis, been involved with engineering and programing fund raising for WVRM (FM) Hazlet. They have no other broadcast interests. Ann. Jan. 23.

■ Hudson Falls, N.Y.—Premier Broadcasting Corp. seeks 101.7 mhz, 3 kw, HAAT: 248 ft. Address: 74 Oak St., Hudson Falls, 12839. Estimated construction cost: \$54,300; first-quarter operating cost: \$28,900. Format: Country/gospel. Principal: Carlton R. Reis, Robert G. Jennings, Lewis Roth, one third each. Reis is broadcast engineer, Jennings is program producer and Roth attorney in Glenn Falls and real estate broker. Premier is also CP applicant for new AM in South Glenn Falls, N.Y. They have no other broadcast interests. Ann. Jan. 23.

■ Seattle, Wash.—Hoffart Broadcasting seeks 99.9 mhz, 100 kw, HAAT: 1148 ft. Address: N. 1748 Lacey St., Spokane. Estimated construction cost: \$146,300; first-year operating cost: \$672,700; revenue: \$1,600,000. Format: Contemporary. Principal: Vincent L. Hoffart (100%). Hoffart is consulting engineer in the Seattle area. He has no other broadcast interests. Ann. Jan. 23.

TV applications

■ Tucson, Ariz.—Alden Communications Corp. seeks ch. 18; ERP: 3810 kw vis., 381 kw aur., HAAT: 2012 ft.; ant. height above ground: 122 ft. Address: c/o Pacific Theatres Corp. 120 N. Robertson Blvd., Los Angeles, 90048. Estimated construction cost: \$2,570,000; first-year operating cost: \$225,000; revenue:

\$750,000. Legal counsel: Jerome S. Boros; consulting engineer: Cohen & Dippell. Principals: Michael J. Forman (100%). Forman is applicant for commercial TV stations in Las Vegas; Tulsa, Okla.; Denver, Colo., and Galveston, Tex. Forman also solely owns Tavita Corp., applicant for TV station in Seattle and Portland. Ann. Jan. 5.

■ Tucson, Ariz.—National Group Telecommunications of Tucson Inc. seeks ch. 18; ERP: 692 kw vis., 69 kw aur., HAAT: 2001 ft.; ant. height above ground: 195 ft. Address: 701 Welch Road, Suite 1119, Palo Alto, Calif. Estimated construction cost: \$421,000; first-year operating cost: \$289,000; revenue: \$1,210,000. Principals: N. John Douglas (21.9%); John M. Rohrbach (14.6%); R. William Smith (15.6%); Mary J.K. Imparato (13.5%) and her husband (7.3%); Lee Wenger (15.6%); Louis J. Kearn (10.4%), and two others. Douglas owns 51-54% and Rohrbach 17-19% of KSTS(TV) San Jose. Douglas also owns 14%, Rohrbach 16%, Imparato's jointly 25%, Kearn 25% of UHF applicant for New Orleans. Wenger is ad agency owner and Smith is dentist; they have no other broadcast interests. Ann. Jan. 5.

■ Tucson, Ariz.—Diocese of Tucson seeks ch. 18; ERP: 1196 kw vis., 119 kw aur., HAAT: 3717 ft.; ant. height above ground: 309 ft. Address: 192 S. Stone Ave., Tucson 85701. Estimated construction cost: \$2,062,000 first-quarter operating cost: \$74,550; revenue: \$250,000. Legal counsel: Hogan & Hartson; consulting engineer: Alvin H. Andrus. Principals: Most Rev. Francis Green. Rev. Green is Bishop of Tucson, acting in the name of Catholic Community Services of Southern Arizona Inc. This is a wholly-owned subsidiary of the Diocese of Tucson, a non-profit charitable corporation serving the Tucson area. It has no other broadcast interests. Ann. Jan. 5.

■ Hollywood, Fla.—Golden East Broadcasters Inc. seeks ch. 69; ERP: 2670 kw vis., 534 kw aur., HAAT: 1016 ft.; ant. height above ground: 1034 ft. Address: 15 Shore Road Linwood, N.J. 08221. Estimated construction cost: \$885,000; first-quarter operating cost: \$250,000; first year revenue: \$400,000. Legal counsel: Cordon & Jacob. Principals: Howard L. Green (14.2%); Joseph J. Jackler (14%); Michale C. Steele (14.2%); Alfred C. Cordon (14.2%); John B. Jacob (14.2%); Donald M. Simmons (14.2%), and three others. Green is director and 50% owner WENY Inc.; 50% owner WOND(AM)-WMGM(FM), N.J., also holds interests in broadcast equipment leasing. Jackler is Syracuse, N.Y., accountant. Steele is general manager of WENY Inc., Elmira. Cordon and Jacob are Washington lawyers. Simmons owns 50% of WENY Inc. They have no other broadcast interests. Ann. Jan. 5.

■ Hollywood, Fla.—Christian Media of Florida Inc. seeks ch. 69; ERP: 5000 kw vis., 500 kw aur., HAAT: 978 ft. ant. height above ground: 1,038 ft. Address: 655 N.W. 125th St. Miami, Fla. 33168. Estimated construction cost: \$982,000; first-quarter operating cost: \$180,000; revenue: \$180,000. Legal counsel: B. Jay Baraff; consulting engineer: Serge Bergen. Arthur L. Shell, Jr., president; John Alessi, Sec/Treas. Shell is also president of Trinity Church of Miami Inc. Alessi is South Miami real estate developer and president of Grace Church of Kendall Inc. They have no other broadcast interests. Ann. Jan. 5.

■ *Moline, Ill.—Black Hawk College seeks ch. 24; ERP: 124 kw vis., 12 kw aur., HAAT: 319 ft., ant. height above ground: 332 ft. Estimated construction cost: \$330,600; first-quarter operating cost: \$74,000; revenue: \$310,400. Legal counsel: Robert W. Healy. Consulting engineer: Donald R. Markley. Principals: Applicant is controlled by Illinois Community College Board; Richard J. Puffer, president; Robert R. Fletcher, director. They have no other broadcast interests. Ann. Jan. 23.

■ Reno, Nev.—Family Stations Inc. seeks ch. 27; ERP: 95 kw vis., 19 kw aur., HAAT: 2300 ft.; ant.

Summary of broadcasting

FCC tabulations as of Nov. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,572	3	0	4,575	119	4,694
Commercial FM	3,267	2	3	3,272	137	3,409
Educational FM	1,085		1	1,086	72	1,158
Total Radio	8,824	5	4	8,833	328	9,261
Commercial TV						
VHF	517	1	0	519	10	528
UHF	233	0	0	233	92	325
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,006	4	9	1,019	123	1,122
FM Translators	344	0	0	344	179	523
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1,860

*Special temporary authorization

**Includes off-air licenses

height above ground: 227 ft. Address: 290 Hegenberger Road, Oakland, Calif. 94621. Estimated construction cost: \$226,550; first-quarter operating cost: \$54,901. Legal counsel: Dow, Lohnes & Albertson; consulting engineer: Marvin Clapp. Principals: Harold Camping, president; Scott L. Smith, vice pres.; Richard Van Dyke, secretary. Family Stations Inc. is a non-profit corporation holding licenses for six FM's and two AM's. Smith owns 50% of KEWQ(AM) Paradise, Calif. Ann. Jan. 5.

■ Burlington, N.C.—National Group Telecommunications seeks ch. 16; ERP: 4502 kw vis., 450 kw aur., HAAT: 520 ft.; ant. height above ground: 551 ft. Address: 701 Welch Rd., Suite 119, Palo Alto, Calif. Estimated construction cost: \$450,000; first-quarter operating cost: \$327,300; first-year revenue: \$1,410,000. Legal counsel: Mullin, Connor & Rhyne; consulting engineer: Fergis & Associates. Principals: N. John Douglas (21.9%); Nicholas J. Imparato (7.3%) and wife Mary Jo Kolenda (13.5%); John M. Rohrbach (14.6%); R. William Smith (15.6%); Lee Wenger (15.6%); Louis J. Kearn (10.4%), and two others. Principals Douglas and Rohrbach are shareholders in KSTS-TV San Jose. All principals are applicants for new UHF in Tucson, Ariz. (BROADCASTING, Jan. 26). All principals except Smith and Wenger are also applicant for new UHF in New Orleans. Ann. Jan. 23.

■ Oklahoma City, Okla.—Satellite Broadcasting Co. seeks ch. 52; ERP: 820 kw vis., 153 kw aur., HAAT: 340 ft.; ant. height above ground: 285 ft. Address: P.O. Box 26128, Oklahoma City, Okla. Estimated construction cost: \$114,500; first-quarter operating cost: \$31,600; revenue: \$300,000. Legal counsel: Baraff, Koerner & Olender; consulting engineer: Peter V. Gureckis. Principals: Don J. Locke (55%), wife Wanda (45%). Don and Wanda jointly own Oklahoma City wholesale supply business. Don is also director of Satellite Outreach Ministries Inc., Loveland, Colo.; They have no other broadcast interests. Ann. Jan. 5.

■ Victoria, Tex.—Community Broadcasters of Costal Bend Inc. seeks ch. 25; ERP 2140 kw vis., 214 kw aur., HAAT: 1020 ft.; ant. height above ground: 1045 ft. Address: 2710 Hospital Drive, Suite 106, Victoria. Estimated construction cost: \$2,486,000; first-quarter operating cost: \$138,200; first-year revenue: \$1,200,000. Legal counsel: Hamel, Park, McCabe & Saunders; consulting engineer: Cohen & Associates. Principals: George A. Constant, president (37.5%); wife Ruth (37.5%); son Anthony (12.5%), and Ron Sheldon (12.5%). G. Constant is physician; wife Ruth is management consultant; son Anthony is Corpus Christi attorney. Sheldon has been active in all phases of broadcasting. He owns solely Sheldon Enterprises, a film and videotape production firm. They have no other broadcast interests. Ann. Jan. 23.

■ Vancouver, Wash.—KLRK Broadcasting Corp. seeks ch. 49; ERP: 1000 kw vis., 200 kw aur., HAAT: 1,576 ft.; ant. height above ground: 965 ft. Address: P.O. Box 1155, Camas, Wash. 98607. Estimated construction cost: \$1,833,750; first-quarter operating cost: \$420,440; first-year revenue: \$2,000,000. Legal counsel: Ferrand, Malti, Spillane, Cooper, Carpenter; consulting engineer: McClanathan & Associates. Principals: Richard L. Schary, president (10%); Duane D. Wilson (10%); Albert C. Angelo Jr., treasurer (10%) and seven others. Principals are Vancouver area businessmen. They have no other broadcast interests. Ann. Jan. 21.

TV actions

■ *Jacksonville, N.C. University of North Carolina—CP granted for new noncommercial educational TV station on Ch. 19, ERP: 1393 kw vis., 266 kw aur., HAAT: 982 ft., ant. height above ground: 989 ft. Address: 910 Raleigh Rd., Chapel Hill, N.C. 27514. Estimated construction cost: \$1,281,000. First year operating cost: \$115,000. Revenue: state funded. Legal counsel: Schwartz, Woods & Miller, Wash., D.C. Consulting engineer: Alan B. MacIntyre. Action Jan. 7.

■ Memphis, Tenn. APW Enterprises Inc.—Application dismissed for CP for new commercial TV station. Action Dec. 19, 1980.

■ Memphis, Tenn. Levee Media Inc.—CP applications dismissed for new commercial TV station. Action Dec. 19, 1980.

■ Memphis, Tenn. Memphis Thirty Inc.—Application dismissed for CP for new commercial TV station. Action Dec. 19, 1980.

■ Memphis, Tenn. TV 30 Inc.—CP application dismissed for new commercial TV station. Action Dec. 19, 1980.

Ownership Changes

AM application

■ WKEM(AM) Immokalee, Fla. Seeks assignment of license from Gold Coast Broadcasting Corp. to Sandia Broadcasting Inc. for \$125,000. Seller: Samuel E. Friedman et al. Seller is also licensee of WLEQ(FM) Bonita Springs, Fla., and stockholder in WMMD(AM)-WDOY(FM) Fajardo, P.R. Buyer: David J. Dean, Frank J. Viggiano, Mary Arthur, each one third. Dean is attorney. Arthur owns radio syndication firm. Viggiano has entertainment interests in New York. Ann. Jan. 16.

■ KJPW(AM)-KYSP(FM) Waynesville, Mo. (AM: 1390 khz, 1 kw-D FM: 102.3 mhz, 1 kw)—Seeks transfer of control of Pulaski County Broadcasters Inc. from Leo N. King, James Dodds and wife (100% before; 0 after) to Clayton S. and Mildred C. Howlett (0% before; 100 after). Consideration: \$49,500. Principals: The Dodds have no other broadcast interests. Buyer: Howletts own one third of KJPW(AM)-KYSD(FM). Glay Howett has been general manager of the station since 1979. Ann. Jan. 16.

TV application

■ WRHP-TV Richmond, Va.—Seeks assignment of CP from Neighborhood Communications Corp. to Television Corporation of Virginia for \$96,658 (claimed expenses by seller). Seller: Morton Thalimer is majority principal. Buyer: Tim McDonald, president (10.1%); John A. Trinder, vice-president (10.1%); Aubrey E. Loving, Jr., secretary (10.1%); Joel Cooper, treasurer (10.1%); Richard J. Davis (10.1%); Harvey L. Hudson, Jr., (10.1%), and 11 others. Majority principals are also shareholders in WJTM-TV Winston-Salem and WTVZ-TV Norfolk. Loving owns 50% of Bay Cities Comm. Corp., licensee of WQRK(FM) Norfolk, and WTJZ(AM) Newport News. Ann. Jan. 21.

AM actions

■ KBIB(AM) Monette, Ark.—Dismissed application for transfer of control from Leon Buck to Collier-Swihart Trust No. 1, irrevocable trust. Action Jan. 16.

■ KBBB(AM)-KDKQ(FM) Borger, Tex.—Dismissed application for transfer of control from R. Smith Schuneman to John Cecil III, Hugh A. Wiegman, Errol and Elma Wuertz, Sr., and D-B Inc. Action Jan. 14.

■ KGAK(AM)-KQNM(FM) Gallup, N.M.—Dismissed application for transfer of control of licensee corporation from Jack B. Chapman to Jack B. Chapman and Betty M. Chapman, Husband and Wife. Action Jan. 16.

■ KREZ-TV Durango, KREX-TV Grand Junction, KREY-TV Montrose, all Colorado. Applications granted TC from First National Bank in Grand Junction (representing the estate of Rex. G. Howell) to Lucille Howell, Ruth G. Kendrick and Marlene J. Hoskin. Action Dec. 30, 1980.

Facilities Changes

FM applications

■ WFMR(FM) Milwaukee—Seeks CP to make changes in ant. sys.; change TL to .5 miles north of East Capitol Dr. on N. Humboldt Ave., Milwaukee; change type of ant.; decrease ERP to 20 kw; increase HAAT to 806 ft., and change TPO. Ann. Jan. 16.

■ KKGO(FM) Los Angeles—Seeks mod. of CP in ant. sys.; increase ERP to 18.5 kw; decrease HAAT to 2870 ft. Ann. Jan. 16.

■ WORX(FM) Savannah—Seeks subcarrier freq. of 67 khz. Ann. Jan. 16.

■ WPRT(FM) Prestonburg, Ky.—Seeks CP to make changes in ant. sys.; change type trans. and type ant. Ann. Jan. 16.

■ WKLOH(FM) Pipestone, Minn.—Seeks CP to change type of trans.; increase ERP to 100 kw and change TPO. Ann. Jan. 16.

■ WZXI(FM) Gastonia, N.C.—Seeks CP to change type of trans.; change type of ant.; increase ERP to 100 kw and change TPO. Ann. Jan. 16.

■ WWMO(FM) Reidsville, N.C.—Seeks mod. of CP to change type of trans.; change type of ant.; increase ERP to 100 kw; increase HAAT to 750 ft. and change TPO. Ann. Jan. 16.

■ WUSW(FM) Lebanon, Tenn.—Seeks mod. of CP to change type of trans.; change type of ant.; decrease HAAT to 712 ft. Ann. Jan. 16.

■ KVWC(FM) Vernon, Tex.—Seeks CP to change type of trans.; increase ERP to 3 kw; decrease HAAT to 138 ft. and change TPO. Ann. Jan. 16.

TV actions

■ KXII(FM) Ardmore, Okla.—Application granted to commercial TV broadcast station authority to operate trans. by RC from highway No. 75 North, Sherman, Tex. Action Dec. 23, 1980.

■ KGNS(TV) Laredo, Tex.—Application granted to commercial TV broadcast station authority to operate trans. by RC from 102 West Del Mar Blvd., Laredo. Action Dec. 23, 1980.

Allocations

Grants

■ Clinton and Bald Knob, Ark.—In response to petition by Weber-King Radio proposed assigning 92.1 mhz (class A ch. 221) to Clinton, as its first FM assignment, and directed the University of Central Arkansas to show cause why its license for KUCA(FM) (91.5 mhz, ch. 218C), Conway, Ark., should not be modified to specify 91.3 mhz, ch. 217C, if it is determined public interest would be served by adoption of proposed assignment to Clinton, comments due March 16, replies April 6 (BC Doc. 79-1). Action Jan. 13.

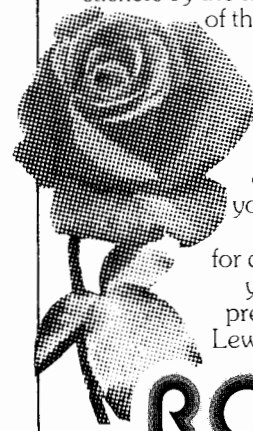
■ Columbia, Jamestown and Smiths Grove, Ky.—Denied petition by Charles M. Anderson and J. Barry Williams proposing assigning 93.5 mhz to Smith Grove, substituting 104.9 mhz for ch. 228A in Columbia, and substituting ch. 228A for ch. 285A in Jamestown, terminated the proceeding (BC Doc. 80-75). Action Jan. 13.

■ Mayfield and Wickliffe, Ky.; Blytheville, Ark.; and Henderson, Tenn.—Granted to a limited extent petition for reconsideration by Sudbury Services, Inc., licensee of KHLS(FM) (96.1 mhz, ch. 241),

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Blytheville, of a Jan. 9, 1980 order which assigned 95.9 mhz (ch. 240A) to Wickliffe and to Henderson, and substituted 96.3 mhz (ch. 242) for ch. 241 in Blytheville; ordered that KHLS(FM) shall not commence operation on ch. 242 without prior FCC authorization; and terminated the proceeding (Doc. 21504). Action Jan. 13.

Translators

Applications

■ Montgomery, Ala.—Ronald D. and Artelia G. Fleming seek CP for new UHF translator on ch. 61 (TPO: 100 w, HAAT: 30 ft.) to rebroadcast directly WRBV-TV Vineland, N.J. Ann. Jan. 23.

■ Fresno, Calif.—International Panoram TV Inc. seeks CP for new UHF translator on ch. 63 (TPO: 100 w, HAAT: 50 ft.) to rebroadcast the signal of KTBN-TV Fontana, Calif. Ann. Jan. 23.

■ Porterville, Calif.—International Panorama TV seeks CP for new VHF translator on ch. 57 (TPO: 100 w, HAAT: 40 ft.) to rebroadcast the signal of KBTN-TV Fontana, Ann. Jan. 23.

■ Portland, Ore.—Ronald D. and Artelia G. Fleming seek CP for new UHF translator on ch. 58 (TPO: 100 w, HAAT: 331 ft.) to rebroadcast the signal of KSTS-TV San Jose, Calif. Ann. Jan. 23.

■ Austin, Texas—Western Broadcasting Inc. seeks CP for new VHF translator on ch. 7 (TPO: 10 w, HAAT: 85 ft.) to rebroadcast signal of KBDI-TV Broomfield, Colo. Ann. Jan. 23.

■ Dallas and San Antonio, Tex.—Jeffrey D. Nightbyrd seeks CP for new VHF translator on ch. 2 (TPO: 10 w, HAAT: 30 ft.) to rebroadcast the signal of KBDI-TV Broomfield, Colo. Ann. Jan. 23.

■ Lubbock, Texas—Western Broadcasting Inc. seeks CP for new VHF translator on ch. 2 (TPO: 10 w,

HAAT: 45 ft.) to rebroadcast the signal of KBDI-TV Broomfield, Colo. Ann. Jan. 23.

Grants

■ Babbit, Minn.—Iron Range Broadcasting Inc. CP granted for new FM translator on 105.5 mhz to rebroadcast WEVE(FM) Eveleth, Minn. (Action Dec. 22, 1980).

■ Ely, Minn.—Iron Range Broadcasting Inc. CP granted for new FM translator on 105.5 mhz to rebroadcast the signal of WEVE(FM) Eveleth, Minn. Action Dec. 22, 1980.

Cable

■ The following cable registrations have been received:

■ Warner Amex Cable Communications Inc. for Win-ton, Minn. (MN0186) new system.

■ Catskill Mountain Video Inc. for Stamford, N.Y. (NY0071) new system.

■ Catskill Mountain Video Inc. for Harpersfield, N.Y. (NY0633) new system.

■ Communications Cable Co. et al for Southhaven, Miss. (MS0163) new system.

■ Communications Cable Co. et al for Horn Lake, Miss. (MS0164) new system.

■ Madison Cablevision Inc. for Marlboro, S.C. (SC0083) add signal.

■ Communications Cable Co. et al for Senatobia, Miss. (MS0165) new system.

■ Meramec Valley Communications for St. Clair, Mo. (MO0249) new system.

■ Meramec Valley Communications for St. James, Mo. (MO0250) new system.

■ Meramec Valley Communications for Steelville, Mo. (MO0251) new system.

Satellites

■ Based on FCC tabulations announced Sept. 2 there are 4,364 licensed earth stations. Approximately 3,800 are receive-only with remainder being transmit-receive. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

Actions

■ Wold Communications Inc. for Hollywood, Calif. (E2565).

■ Royal Las Vegas Casino for Las Vegas (E2687).

■ Hurst Cable Communications Inc. for Hurst, Tex. (E2689).

■ Scripps-Howard Broadcasting Co. for Parma, Ohio (E2691).

■ Television Cable Service Inc. for Toronto, Ohio (E2692).

■ Leo A. Schuerman for Redonda Mesa, Calif. (E2693).

■ Hi-Net Communications Inc. for Strongsville, Ohio (E2700).

■ Hi-Net Communications Inc. for McLean, Va. (E2701).

■ Hi-Net Communications Inc. for Rockville, Md. (E2702).

■ Hi-Net Communications Inc. for Richmond, Va. (E2703).

■ Hi-Net Communications Inc. for Rochester, N.Y. (E2704).

■ Austin and Associates Inc. for Midlothian, Tex. (E2705).

■ RCA American Communications Inc. for Voorhees, N.J. (E2715).

■ The Western Union Telegraph Co. for Charlotte Amalie, Virgin Islands (WW25).

Call Letters

Applications

Call	Sought by
	New AM's
KDRW	Longhorn Communications Inc., Silverton, Colo.
KFAM	General Broadcasting Inc., Bountiful, Utah.
	New FM's
KFCM	Cherokee Village Broadcasting Co., Cherokee, Ark.
WQBZ	Fox Valley Broadcasting Corp., Fort Valley, Ga.
WRPT	Anadarko Broadcasting Co. Inc., Anadarko, Okla.
	New TV
WTLW	American Christian Services Television Inc., Lima, Ohio.
	Existing AM's
KUUK	Shoblohm Broadcasting Inc., Wickenburg, Ariz.
WSOI	Jaco Broadcasting of Southwestern Ohio Inc., Cincinnati, Ohio
WVOI	Jaco Broadcasting of Toledo Inc., Toledo, Ohio.
	Existing FM's
KLPX	Arizona Lotus Corp., Tucson, Ariz.
KPYK	KPLV Inc., Pueblo, Colo.
WFJY	WFTL Broadcasting Co., Ft. Lauderdale, Fla.
KOXX	KDDC Radio Inc., Denton, Texas
WPSK	ClaytorLakeBroadcastingCorp., Pulaski, Va.
	Existing TV's
KICU	Ralph C. Wilson Industries Inc., San Jose, Calif.
WSAW	Forward Telecasting Inc., Wickenburg, Ariz.

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Religious Radio General Manager needed immediately for top twenty market in lower midwest, experience in local commercial sales. Managing sales force a must. We are the largest inspirational chain in the country. This is a once in a lifetime opportunity. Contact Dick Marsh, Vice-President Universal Broadcasting at 3844 East Foothills Boulevard, Pasadena, CA 91107 213-577-1224. I will be at the NRB convention. Universal is an Equal Opportunity Employer.

General Manager—Corporate promotion creates an opening at Northwest AM/FM group operation for sales oriented G.M. with prior track record. Excellent opportunity with a growing broadcast/entertainment company. No calls. Resume in confidence to: Cliff Hunter, SRO, P.O. Box 1723, Bellevue, WA 98009.

Station manager—small market AM/FM eastern North Carolina. Strong background sales. EOE. Send resume to Box A-169.

Small town station owner looking for manager to take over operation, pay owner modest salary, and share in bottom line. Reply Box B-12.

Sales Manager—Aggressive, well organized person to motivate 5 person staff, and carry a list. Adult contemporary 5 kw in growing midwestern market. Experienced pros only. Send resume; salary requirements; and references to Box B-15.

The Youngstown-Warren-Sharon market's two stations moving to the top have an incredible opportunity for a Jennings trained sales manager. We have a dynamic sales staff of six exciting people and we are continuing to search for an equally dynamic leader. This could be a long term profitable association or might be a one to two year breakthrough to Cleveland, Pittsburgh, or New York. Must know Jennings sales system, must have been a sales manager and must desire to earn \$35-40,000. Great base, good benefits, must be prepared to make your move and start soon. Submit resumes to Youngstown Sales Manager, 106 Red Hill Circle, Tiburon, CA 94920 or telephone 415-435-4120 and mention this position. An EOE employer.

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Manager: Midwest opening for an aggressive, experienced sales manager. We are a growing country music, high information and people oriented regional A.M. station. New leadership needed to realize sales potential. Strong farm department. Religious staff. Call Ed Moore 219-875-5166. Resume to WCMR, Box 307, Elkhart, IN 46515.

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Michigan resort area powerhouse needs three additional salespeople, each capable of billing over \$150,000 per year. Great opportunity to grow with established market leader. EOE Respond immediately to Box P-173.

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Strong medium market AM/FM combination seeks a creative, problem solving sales person on the way up. Good selling and writing skills a must. Recent college grad with commercial selling experience and/or one to two years small market experience desired. Write or call Sales Manager, WYFE/WKKN, 1901 Reid-farm Road, Rockford, IL 61111 EOE.

Growing Broadcast group looking for experienced sales people for east Tennessee fulltime AM/FM operation. Immediate openings due to facility expansion. Opportunity for advancement limited only by your ability to produce. Draw against commission/company benefits. EOE. Send complete qualifications, references, and salary requirements to Box A-119.

Experienced Radio Salesperson, good draw, expenses and Commission based on sales, in Charlottesville, Va. Resume to: General Sales Manager, P.O. Box 1230, Charlottesville, VA 22902. EOE.

Street Salesperson—Immediate opening for an experienced, aggressive person. 1000 Watt station in the beautiful Golden Isles of Georgia. Base plus commission. Please send resume to WMOG P.O. Box 100 Brunswick, GA 31521 or call William Powley 912-265-5980. EEO.

KROK (FM 94), Shreveport, LA is looking for two people to join our growing staff. Must be personable, ambitious, able to provide own transportation, and have minimum two years experience in radio sales. Mail resume to Gene Dickerson, General Manager, P.O. Box 31130, Shreveport, LA 71130. Equal opportunity employer.

Opening in sunny south Georgia for self starter. Valdosta's leading country station is looking to give established account list to salesperson with on air ability, too. Salary plus commission and fringes. Send tape and resume to: WJEM P.O. Box 368, Valdosta, GA 31601.

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If you've got at least three years experience in radio, with a proven track record, we need you. You'll be selling two different kinds of stations, an MOR, personality FM plus a news/talk station. Full benefits. Compensation is flexible. Send resume and sales figures to Bob Staley-KLYD/KNTB, P.O. Box 1499, Bakersfield, CA 93302. EOE.

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Immediate Opening for experienced salesperson, or announcer-sales combination. Excellent opportunity for individual with good overall skills in copy writing, production, face-to-face selling (and preferably, on-air capabilities for conversational-style talk show.) Mail tape and resume to Buddy Peeler, KPAN, Drawer 1757, Hereford, TX 79045. EEO Employer.

General Sales Manager, good pay, lovely New England, small market (county coverage) AM/FM, fast growing area. Experience a MUST. Send detailed resume to Box B-25.

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

Radio Times Sales—Beautiful central California town of Fresno. Warm climate, good family area—close to mountains, lakes, and ocean. \$1,000 draw against commission. Call KXEX Radio 209-233-8807 or send resume to P.O. Box 12223, Fresno, CA 93777.

WLNH AM & FM, Laconia, NH needs aggressive young Salespersons (2) established list, good guarantee, potential to \$20-22,000 excellent working conditions, life style; send resume to Scott McQueen, Parade Rd., Laconia, NH 03246.

WIBX-AM, Eastman OAO offers you an opportunity to join the sales staff of Central New York's top rated AM radio station as of March 1st. Previous radio sales experience required. This is a once in a lifetime opportunity to join this winner. A CBS affiliate news, talk and information format. 56 years in the market. Do yourself a favor, send in an application and resume today to W. J. Heiderich, WIBX, P.O. Box 950, Utica, N.Y. 13503. EOE, male or female.

We are Casey Radio in Clinton, Oklahoma with a coverage population of almost 200,000 and a primary service area of more than 50,000. Our format is adult contemporary and it is our goal to be the most successful AM-FM between Oklahoma City and Amarillo. We have a sales staff of 5 full time people and have recently experienced strong growth with a lot more to come! You are perhaps the individual we seek for the position of General Sales Manager, a position that should lead to General Manager within a year. You are probably a sales manager of a small station and we would be the interim stop on your way to a major market. You are an experienced street-fighter, skilled in organizing, administrating and training others. Preferably, you have been "Jennings trained", know the Jennings system, and have been successful with it. Compensation includes a base salary of \$20,000, liberal car allowance, and a generous bonus/commission program. Please submit your resume in complete confidence to KKCC Radio Sales Manager, 106 Redhill Circle, Tiburon, CA 94920. Finalists will be contacted within 10 days.

You are hard working, you ahere to goal, you're well educated and have a successful business appearance. Several of our clients need people like you. Positions available for top markets in Indiana, Michigan, Ohio, Florida and South Carolina. Send resume in confidence to Continental Broadcast Consultants, Inc., 31113 Manchester Lane, Bay Village, OH 44140.

Account Executive—Management Potential. We are looking for a creative self-motivated person with leadership qualities. Market is Central California-GROWING! Salary, car, commission, excellent benefits. Send resume, salary history, references to KCOK/KJUG ATTN: Larry Woods, 3205 S. Mooney Blvd., Visalia, CA 93277. 209-625-5255.

**HELP WANTED SALES
CONTINUED**

Sales Manager, established FM, explosive New England midsize market, excellent facilities/staff. Confidential, to owner, Box B-9.

Beautiful San Luis Obispo, California beckons the hungry sales pro looking for money and career with AM/FM group-owned stations. We're the No. 1 combo in the county with Contemporary Hits and Beautiful Music. This area prospers in spite of the economy and we're growing. Send resume to: Bob O'Brien, Sales Manager, KSLY/KUMA Radio, Box 1400, San Luis Obispo, CA 93406. No phone calls please. EOE.

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

Sunshine-all year. Southwest Florida's dominant contemporary FM, serving the Ft. Myers-Naples area is looking for an aggressive account executive to sell retailers in the nation's fastest growing market. Plenty of opportunities to call on. Liberal commission structure. Grow and learn with a top management team. Call or write Jan Kantor, WLEO Radio, 96 Super O Blvd., Rt. 22, Ft. Myers, FL 33908, 813-334-8135.

WIBQ-FM, Eastman OAO, Utica, N.Y., 25,000 watt stereo Beautiful Music Station, (Schulke) format, number one come rated by Arbitron, is adding to sales staff beginning March 1st. Radio sales experience is required. Send application and resume today to Dennis M. Ryan, WIBQ, P.O. Box 950, Utica, N.Y. 13503, EOE, male or female.

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

Immediate opening as full-time sales person, \$1,250 per month guaranteed plus 15% commission. Must have own car, be willing to pay your own expenses and become a part of a sales team with one of Eastern Iowa's top radio stations. KRNA is an affirmative action equal opportunity employer. Call 319-351-6426 and ask for the sales manager for an interview.

Immediate opening for experienced announcer. Good facilities and pleasant working conditions (West Texas town of 20,000 population.) (Or would consider announcer—sales combination: above-average compensation for person with good qualifications.) Mail tape and resume to Buddy Peeler, KPAN, Drawer 1757, Hereford, TX 79045. EEO Employer.

HELP WANTED ANNOUNCERS

Our midwest group needs top talent for immediate and future openings requiring experience in one or more of the following formats: adult contemporary, modern country and album rock. Send tape, detailed resume and a letter outlining your career and salary expectations to R. B. Rogoski, 710 Hackley Bank, Muskegon Mall, Muskegon, MI 49440. EOE.

Want To Play one-on-one with your audience? If you have a first and like one-to-one communications, I might have a job for you. We are a 24 hour MOR/pop country station in a growing community with a successful 23 year history. Good sound. Working conditions, equipment and staff and management. Need someone for a very important shift. Start at \$975 a month depending on ability, and experience. EOE. Butch Luth or Paul True 1-307-682-4747.

Anticipate an opening in our announcing staff. Minimum 3 years experience. Adult Personality. Medium market mid-Atlantic. Very involved station. Don't apply if you're afraid of hard work. Box A-127.

Experienced disc jockey needed for small market country music station. Production skills required. Send tape, resume and salary requirements to WAFB, Box 324, Milford, DE 19963. EOE.

KROK (FM 94) Shreveport, LA has an opening for an experienced air personality. We're looking for someone with good production skills, wants to work hard, willing to take direction, and can talk to today's adult audience. Minimum three years experience. We're a young, fast growing company, with the best broadcast facilities in the area. Send complete resume and an honest air check to Hal Harrison, Program Director, P.O. Box 31130, Shreveport, LA 71130. No calls. Equal Opportunity Employer.

Mature night announcer needed for one of the most reputable stations in Iowa. Shift is a/c music, heavy on sports. PBP helpful. Good benefits. Experience necessary. Tape and resume to KMA, Box 500, Sheandoah, IA 51603. No calls. EOE, M/F.

Morning drive personality—Immediate opening for morning announcer. MOR 1000 Wait station. Please send resume to WMOG P.O. Box 100 Brunswick, GA 31521 or call Mr. William Powley 912-265-5980. EEO.

50 KW Southern AM Country powerhouse has immediate opening for an all night host 6 days a week. If you are looking for your final move send air check, resume, references and salary requirements to Tom Williams, Program Director, KWKH, P.O. Box 31130, Shreveport, LA 71130 or call 318-688-1130 after 1 p.m. Apply now if you would like to join an organization committed to doing it right! Equal Opportunity Employer.

Religious middle-of-the-road music and information station has opening for professional, personable, all-night announcer seeking stable employment. WNWC is part of the nine station northwestern college radio network headquartered at KTIS, Minneapolis. WNWC is an Equal Opportunity Employer. Send resume, references, and tape to Carl Ramsey, WNWC, 3250 Gammon Road, Route No. 2, Madison, WI 53711.

Classical Announcer/Producer for public station near Los Angeles. Salary range \$908-\$1,107 mo. plus full benefits. One year full-time, paid, experience required with classical music background. Applications must be postmarked by February 14, 1981. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 So. Mount Vernon Ave., San Bernardino CA 92410. An equal opportunity affirmative action employer.

PD/morning D.J.!! I want the best! If it's you, send tape, resume and salary requirements. Bob Parks, KELD, 2525 North West, El Dorado, AR 71730 (EOE)

We have a immediate need for an experienced personality, must be bright and personable. We would like M.O.R. experience, however if your ready to make the move up to M.O.R. we welcome your resume and tape. Larry Crawford, KLYD P.O. Box 1499, Bakersfield, CA 93302. EOE.

Metromedia's top-rated adult contemporary FM seeks a polished performer to entertain the night-time audience in the Nation's Capital. We are looking for a well-rounded human being with a warm, friendly, intelligent presence on the air. Show us you can be creative within a format and document your success with adults 25-49. Deadline for tapes and resumes is February 20, 1981. Mail to: Bob Hughes, Program Director, WASH-FM, Washington, D.C. 20016. No calls, please. Metromedia is an Equal Opportunity Employer.

No. 1 rated AOR powerhouse seeks morning personality to work with outstanding staff of air people at WTUE, Dayton. Group owned operator provides great benefits and atmosphere, plus longevity with full promotional support. EEO M/F—be ready with tape and resume to Chuck Browning, Operations Mgr., WTUE, 11 South Wilkinson Street, Dayton, OH 45402 513-224-1501.

Afternoon Personality, 1st ticket, must do light technical engineering. Small market boom town with great potential, soon a powerhouse C&W. Tapes & Resumes to: Box 1210, Rifle, CO 81650.

50 kw Country needs PM drive personality, good production a must. Country radio background preferred; 3 years experience required. Current man is leaving March 21. Tapes and resumes to: Paul Michels, WFNC, PO Box 35297, Fayetteville, NC 28303. EOE.

Attractive Midwest smaller market needs combo 1st phone-jock, some news and talk, nights. Experienced. EOE. Resume to Box B-21.

I-95 FM—WRKI superstars AOR has immediate opening for morning drive personality. Creative energy a must. Send tape and resume to Bob Kocak—Program Director ... I-95FM, Box 95, Danbury, CT 06810, E.O.E., M/F.

WWQT AM, 5000 watts covering Clearwater, Florida market seeks mature talkative communicator to chat with 50+ audience. Some sales ability means higher salary. Send tape and resume to L. Paxson, 2633 Enterprise Road, Clearwater, FL 33515.

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

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

HELP WANTED TECHNICAL

If you are a take-charge, hands-on Chief Engineer, we'd like to talk to you. Don't call unless you can supply good references who can highly recommend you. You should be up on FCC regs, FM, automation, STL and AM directional systems. Good opportunity on his way up. Call Manager, KGAK, Gallup, NM An EOE employer.

Chief engineer needed for two New England A.M.'s located within 40 miles of each other. Must have knowledge of automation and be able to maintain good equipment. Send resume immediately to; WIKE Box 377, Newport, VT 05855 E.O.E.

Needed Immediate: 1st phone can work combo, eng/air or eng/sales, but must, must, know maintenance. All new Harris solid state equipment. Call me and let's talk \$\$\$ 703-935-2587.

Chief Engineer—1st class ticket needed. AM directional/FM automated. Suburban Atlantic City location. Call 609-399-1555 Jack Ryan. Send resume WSLT/WIBG, 957 Asbury Ave., Ocean City, NJ 08226.

Sunshine & Opportunity Chief Broadcast Engineer for Public Radio Station (KAWC). Salary based on education and experience; excellent fringe benefits. First class radio telephone operator's license required. Experience in operation, maintenance, repair of broadcast transmitting and production equipment and 4-GHz satellite system. Apply to Personnel Office, Arizona Western College, P.O. Box 929, Yuma, AZ 85364 or 602-726-1000, ext. 222. AA/EOE.

Indiana University Radio-TV services seeks a radio engineer for a 34 kw ERP stereo FM. Primary duty: audio production, secondary: maintenance of studio and transmitting equipment. First class license is required. Contact Sam Chapman 813-337-8979.

HELP WANTED NEWS

Assistant Radio News Director. University of Florida. Assistant Radio News Director needed for commercial AM-FM Station to supervise day-to-day operation of the largest radio news team in North Central Florida. Position requires good organizational and reporting skills and a desire to work with and train journalism students. Minimum qualifications: Master's Degree in Broadcasting or Journalism or similar related study and one year of radio news broadcasting experience; or a Bachelor's Degree in Broadcasting or Journalism or similar related study and two years of radio news broadcasting experience. Salary \$11,520 to \$14,500 commensurate with qualifications, plus excellent fringe benefits. Send complete resume and tape by February 12, 1981 to: Mr. George P. Bradley, Employment Manager, University of Florida, 337 Stadium, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

New England AM/FM automated station seeks experienced News Director to handle all phases of news, including a morning air shift and meetings. Send resume and tape to: Dawn P. Gaffka, Operations Manager, WSME, P.O. Box 1220, Sanford, ME 04073, 207-324-7271. Equal Opportunity Employer.

**HELP WANTED NEWS
CONTINUED**

No. 1 Medium Midwest News Dept. needs full-time Farm Director. Exp., NAFB affil. pref. Salary negot. Tape and resume to: Mike Waring, KWWL Radio, Box 1330, Waterloo, IA 50704. EOE.

News Reporter needed. Early morning shift. Some experience. AM/FM Station. Three man News Department. Good salary and fringe benefits. Send resume or call 319-263-2512. KWPC/KFMH, Box 116, Muscatine, IA 52761. Vince Beckey or Iris Hahn.

Radio News Reporter. Must be able to gather, process, write, and deliver local news. Journalism degree, minimum two years on-air experience, and good voice quality required. Mail resume to John Lee, News Director, P.O. Box 31130, Shreveport, LA 71130. Equal Opportunity Employer.

Wanted ... lifestyle-oriented newspeople for possible future openings. Send tape, resume to Mark Elliott, KEYN/KQAM, 2829 Salina, Wichita, KS 67204.

Heavy-hitting newsroom needs aggressive afternoon anchor/reporter. Work hard, exercise creativity, style and judgment. Grow with 13 station group. Local news makes our name, join us and make a name for yourself. 90 miles from Chicago. 85,000 metro, 175,000 TSA. Tape to Mark Belling, ND, WSJM-WIRX, Box 107, St. Joseph, MI 49085. 616-983-3991. EOE. M/F

News Director/Anchor—For 24 hour, AM-FM, CBS affiliate, 2 person department, Cynthia Georgina, WKNE, Keene, New Hampshire. 603-352-9230. EOE.

Coastal Maine—Excellent small town radio stations (MOR, CBS, sports) openings for announcer and news person. Send tape and resume. WDEA Radio, Ellsworth, ME 04605.

WUBE News, Cincinnati is looking for an experienced broadcast journalist to do general assignment reporting and anchor some newscasts. Send audition tape and resume to Doug Anthony, WUBE News, 225 East 6th Street, 45201. EOE/MF

Southern Oregon's fastest growing station expanding news department. If you're experienced, and take pride in your job send tape/resume to Box 3-18, Gold Hill, OR 97523. EOE/M-F.

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

Large Midwest Radio-TV News operation expanding its staff. Immediate need for radio news personalities, radio-TV sports personality. Send complete resume, work samples, air-check and salary requirements first letter, to Carl Dickens, News Director, WAKR, Box 1590, Akron, Ohio 44309. EOE m/f.

Central Virginia college town seeks experienced news director who is aggressive and imaginative, with good voice, to lead established news team. Send tape, resume and references to WXAM, PO Box 1294, Charlottesville, VA 22902. E.O.E.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Creative and enthusiastic copywriting, production person wanted for New England AM/FM automated station. Position includes air shift, serious applicants need only apply. Send resume and tape to: Dawn P Gaffka, Operations Manager, WSME, P.O. Box 1220, Sanford, ME 04073 207-324-7271. Equal Opportunity Employer.

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

PD Wanted, KKXL-FM Radio in Grand Forks, ND has opening for a PD. Looking for applicants with proven track record. Adult/Contemporary format. No. 1 in seven station market. A good challenge with a growing group. Tapes and resumes to Duane Cariveau, KKXL, Box 997, Grand Forks, ND, 58201. EOE M/F

Program Director for WKMS-FM, stereo radio station of Murray State University. M.A. preferred. Experienced program director desired for 100 kw station serving five-station region (station offers state of the art facilities and program schedule concentrating on fine arts, jazz, and news). Good voice and the ability to work in university environment required. Experience in management and writing grants desirable. Position begins July 1, 1981. Salary dependent upon qualifications and experience. Send resume, tape, and references by March 1, 1981 to: Bruce Smith, General Manager, WKMS-FM, Box 3227, University Station, Murray, Kentucky 42071. An Equal Opportunity/Affirmative Action Employer. (M/F).

Program Director for medium market in WARN southwest Texas. Need prior experience in adult contemporary format. Take charge type person. Send tape and resume to Gary Bradbury, KFNE Radio, Box 750, Big Spring, Texas 79720.

Programing consultant needed for in-person installation & training of new clients; written aircheck critiques. Must have success with automation and be good with people. Send photo, resume, salary history. Dave Scott, Century 21 Programming, 4340 Beltwood Parkway, Dallas, TX 75234.

Houston's leading contemporary station is looking for the ultimate—a Production Director who can write, produce and coordinate with fresh imagination and creativity. EOE/m/f. Box B-29.

Program Director ... religious format ... Portland, Maine ... call Fred Miller or Jane Graffam ... 207-883-9596 ... EOE/MF

SITUATIONS WANTED MANAGEMENT

General Manager available. Documented performance, demonstrated ability in major markets. Currently employed, and seeks change with total P and L responsibility. Experience in Country, AOR, Rock and MOR. Heavy experience in programming, local and national sales. Previous position, 50,000 country giant. Salary commensurate with responsibility. Available on short notice. Great references. Reply Box P-181.

Tune your station into your market. I offer the high-level programming expertise you may have thought was only available through the services of a consultant. My concept and methodology will work in any music format. My nationally-recognized name will strike fear in the hearts of your competitors. For ratings action, invest a call to Jack, 317-923-6710. Phone answered 24 hours.

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

25 year experienced General Manager willing to relocate in midwest or west. In 9 months I have increased present station gross from 270K to 400K plus. Present salary \$40,000, plus percent of net. Reason for leaving, station being sold. Box A-160.

Revenue production spoken here. Young broadcast professional with successful background in ownership, management, sales, and programming available, now. Also experienced in print and video. Mike Hassan 413-584-0934.

Aggressive and hungry—ready for major group. Let me take your challenge with respectable salary and incentives. I run a business operation with financial, administrative, and programming expertise. If you're looking for someone to shake up your market, you need to write. Box A-191.

It's a jungle! And it's not going to get any better. This experienced GM gives you a big competitive edge with strong programming experience in addition to provable superior sales management skills. Medium market preferred. Box B-36.

"Hands On" country operations organizer! Programming, promotions, music, copy air, sales. Seeking small/medium southern "home." Box B-8.

General Manager—Sales Manager. Twenty years experience in medium and major markets. Proven leader, motivator. Strong sales, sales training. Invite challenging opportunity. Prefer east coast market. Box B-14.

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

Seeking Number Two position in small/medium market. Offering leadership, motivation, teaching experience, successful small market management, first phone. Familiar all phases, strong sales and community involvement. Family man seeking long term relationship, prefer west. Currently with number one in major western market. Adequate notice required. Excellent references. Box B-31.

Twenty years marketing experience available. Leaving top 20 market position as GSM for new opportunity. Background in research, training, sales at all levels, co-op, PR, promotion and community relations. CRMC certified. Available as GM or GSM. Remuneration must be substantial but profits will be handsome for owners. Write Box 25483, Fort Lauderdale, FL 33320.

Team organizer, motivator, producer. Background sales, programming, engineering, FCC, accounting. Seeks equity GM position, top 100 east-southeast. Let's make your station a respected winner in the community. Box B-50.

General Manager available. Documented performance, demonstrated ability in major markets. Currently employed, and seeks change with total P and L responsibility. Experience in Country, AOR, Rock and MOR. Heavy experience in programming, local and national sales. Previous position, 50,000 country giant. Salary commensurate with responsibility. Available on short notice. Great references. Reply Box P-181.

SITUATIONS WANTED SALES

Successful account executive with five years small market experience seeks lucrative sales or sales management position with medium or large market station. I'm making good money, but I want more. Can you make a move worthwhile? Box B-42.

**SITUATIONS WANTED
ANNOUNCERS**

Black, male announcer excellent educational background 3rd good delivery will go anywhere 312-477-2318 Doni Reed, 558 West Aldine, Chicago, IL 60657.

Female 22 AOR. Dependable hard working, 3rd will locate immediately. Tape and resume available. Carrie Robin 312-376-5843. Hours 2pm-8pm Monday thru Friday, 4354 So. Kedvale Ave. Chicago, IL 60632.

To Northeast U.S. and Texas Gulf Area Stations: How 'bout a trade? Hard work, dedication and talent for decent pay and working conditions? Interested? Call 414-769-6966.

Experienced PBP Announcer looking for full time sports job. Trained and talented with third ticket. Wants to do more PBP and double on news. Has sold radio time. Any size market, willing to travel. Sal Genovese, 1505 Alta Vista Court, Seaside, CA 93955. Call 408-394-7635.

Honest, dependable, man seeks job as D.J., for tape and resume write: Fred Denton, 5756 S. Monitor Chicago, IL 60638 (or) call: 312-585-3542.

What happened? I have a superior tape, excellent training and you still haven't called. Remember! The last thing a fish sees is salt water. Don't overlook. Call Dwight 516-422-3599.

Twenty three year old experienced broadcaster can take heat, cold and extreme pressure. will work for PD who is a storm trooper that won't settle for mediocrity. Andy 516-781-6288.

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

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

Versatile Announcer Five years experience. Music, news, sports, talk, production. First phone southwest U.S. John Comforti 401-596-2992.

Experienced Top-40 and AOR disc-jockey looking for PT position in Dade or Broward County, FL. Call Fred at 305-620-2887 days, 305-653-4287 nights.

**SITUATIONS WANTED ANNOUNCERS
CONTINUED**

Dependable, hardworking, creative disc jockey ready for work—top 40! Afternoon and evening tape and resume available. Call (Crazy Bernie) at 312—421-4073 after 3 PM or at 2355 West Ohio St., Chicago, IL 60612.

Attention Small Markets. Broadcast Journalist—Newscaster D.J.—sales oriented. Will produce audience and sponsors. Light experience—professionally trained. For resume-tape call Roy 201—549-7333 eves.

Experienced announcer. First phone. Dependable and stable. Will relocate. Call Bernard Kaye 415—763-4747. Box B-44.

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

Dynamic Female radio-TV personality seeking position talk show hostess, western states, PO Box 49421, L.A., Calif. 90049 or DR. A. 213—722-6960.

No-nonsense newscaster. Trained in New York—Prefer small market that insists on keen productivity including weekends, holidays and graveyard shifts. Call Garry, 212—987-6891 mornings.

Late Night's Alright—Two years in small market drive and looking up. Heavy sports experience but prime interest is music research. Call Mike at 319—242-5237.

Creative EXP announcer seeks S. Calif. station to grow with. Quality production with wit. T and R available—Jim Wagoner, 320 W. Alameda No. 103, Burbank, CA 91506.

Graduate with First Phone seeks opening at a station in the West. Call Bob collect 415—626-8906 evenings.

Professional female "smile" personality. BA; 4 yrs. on air; 1 1/2 yrs. MD; NYC area; P/T, F/T; 212—336-7198, 9 to 10:30 AM. Box B-18.

5 year man seeks on air music or programing position small market (In; Oh; Pa; Ky; Mich; or WV.) Box B-32.

Anchor: Dominant, phenomenal numbers in highly competitive market. Masters Degree, 28, proven winner who demands perfection and excellence. Box B-33.

8 year pro looking for secure announcing job in top 100. Currently successfully programing country. Experience in MOR and contemp. Prefer midwest, south, southwest. Looking for environment in which wife and I can settle. Ready to go! Box B-2.

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

Certified Public looney. Experienced pro. Great musical knowledge excellent references. Top 40, oldies, aggressive adult contemp. Joe Bartosch, 4701 N. Ozanam, Norridge, IL 60656. 312—456-4219.

Female. College Graduate. Articulate, diligent, harmonious. Effective news and commercials. Trained by professional. Lynn Brown, 1643 N. Mayflower Court, Milwaukee, WI 53205. 414—562-1656.

1st Phone, creative with 5 years experience. Also extensive technical background; currently chief engineer. Will relocate for the right job. Dan Collins. 312—478-5305.

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

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

SITUATIONS WANTED TECHNICAL

Don't Hire a butterfly when you need a "hawk". EC.C. first phone, audio-visual experience, communications degree. Clean-cut worker (no funny cigarettes) excellent references. Call Andy Coleman after 6 p.m. 215—972-0149.

First Phone, have experience as farm director, staff announcer and engineer. Now located in Iowa but would relocate. Box B-43.

SITUATIONS WANTED NEWS

Award Winner on the legal beat, 5 yrs Radio/TV experience, and BA. Streetwise, dependable, aggressive. Will relocate. Doug Cummings, 1025 Hill Rd. Winnetka, IL 60093. Or try Topeka KS 913—272-5765.

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

Major mkt news director/anchor/will move medium mkt if situation right. awards; family; Net O&O anchor, experienced news director, major talk host, creative. Box B-27.

Professional play-by-play sportscaster. Heavyweight, 54. Free lance. Radio, television, large, small. For that special championship game or an entire season. Fritz Van, 1336 East Wisconsin, Appleton, WI 54911.

**SITUATIONS WANTED PROGRAMING
PRODUCTION, OTHERS**

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

Creative Music Director—Very experienced in Adult Contemporary, Soul and Top 40 formats. Multi-award winner. Mature and out-going on-the-air personality. Excellent Copywriter. Jerry "DJ" Strothers 814—269-3708.

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

Down 'N Dirty or intelligent and uptown ... Major market, sales-oriented, money-making News/Talk Program Director and Talk Host available for the "right" offer in the East. Now trapped as Program/News Director at a major southwestern station playing music. Only information oriented stations need reply. Please call 717—547-6289.

Serious minded, young black announcer with 7 years all around top 40/R&B experience. Now looking for my 1st chance to program a professional oriented facility. Currently on air. Excellent references. Serious inquiries only. Contact Ken in NY after 11 am at 716—873-3258 or 891-5980.

Major market pro with top flight management experience seeks programing position. Reply Box B-22.

Major experience wants security! Versatile full charge organizer seeks medium market to settle. (Country) Box B-9.

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

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

Operations-Program Director, extensive experience in contemporary programming. Dependable, hardworking, mature. Ability to get the job done. Impeccable references. Bill 803—226-1408.

TELEVISION

HELP WANTED MANAGEMENT

Account Executive—Excellent opportunity for experienced professional. Dominant CBS affiliate in upscale market. E.O.E. Resumes to T Brown, General Sales Manager, WHEC TV, 191 East Ave., Rochester, N.Y. 14004.

Account Executive, Top 20 Sun Belt Market. Established list offered for outstanding aggressive applicant who can work both with agencies and direct clients. E.O.E. Box B-17.

National Sales Manager—Group owned NBC affiliate seeking a professional sales person with minimum 2-3 years successful experience in local and/or national TV sales. Previous management experience is preferred. Please send resume to John Livoti, WIS-TV, Post Office Box 367, Columbia, SC, 29202. An Equal Opportunity Employer.

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

Host/Producer for new, daily, half-hour, community-oriented, entertainment program. Must be mature, have comfortable presence, be able to generate ideas, write, produce, and interview a wide range of people. Ability to think is more important than a handsome face. Send resume and videotape to: Executive Producer, WTVN-TV, P.O. Box 718, 1261 Dublin Rd., Columbus, OH 43216. EOE.

HELP WANTED TECHNICAL

Beautiful VHF station in Nevada has immediate openings for assistant chief engineer and qualified ENG maintenance man. Submit resume and references to: Director/Engineering, Donrey Media Group, P.O.B. 550, Las Vegas, NV 89101 or phone 702—383-0245. An equal opportunity employer.

Experienced Video Tape Operator with 1st class FCC license. EOE. Contact: Chief Engineer, P.O. Box 510, Palm Beach, FL 33480. Ph. 305—655-5455.

Exp. E.N.G. Maintenance Engineer to repair TK76 cameras, Sony BVU 50 recorders, BVE 500 editing equipment and operate news van. Must have 1st phone license and valid drivers license. Major market EEO employer. Send resume and references to: Chief Engineer, KXAS-TV, P.O. Box 1780, Ft. Worth, TX 76112.

Chief Engineer, Reno, Nevada. Would you like the opportunity to install a new UHF TV station from the ground up? If you believe you can handle this kind of challenge call Bill Kessel at 817—731-8637 or write: Business Communications Inc., Suite 910, Ridglea Bank Building, Fort Worth, TX 76116.

Progressive PTV in Hershey, PA needs broadcast engineers. Experienced technicians needed for transmitter, maintenance and video tape editor/maintenance engineering position. New equipment and ambitious work load! Salary at current NABET contract rate with full benefit package. Details available; resumes due February 1 to Personnel, WITF, Box Z, Hershey, PA 17033. An equal opportunity employer.

National Cable Network is seeking a television technical supervisor, with 3-5 years experience in video tape editing, master control operations, production, maintenance, microwave facilities, personnel supervision. Company benefits and chance to grow along with this rapidly expanding, exciting industry leader. Send resumes to: USA Network, 208 Harristown Road, Glen Rock, New Jersey—07452, to the attention of Mrs. E. Voehringer. No phone calls, please.

TV Engineer II WSRE TV: \$431.20 bi-weekly. Graduation from high school. Four years of full-time experience in the field of radio and television electronics. Successful completion of post high school formal training in electronics may be substituted for experience up to two years on a year for year basis. Possession of a current FCC license as a first class Radio Telephone Operator. Application deadline: February 16, 1981. Apply Personnel Department—Pensacola Junior College, 1000 College Blvd., Pensacola, FL 32504. PJC is an Equal Opportunity Institution.

Asst. Chief Engineer for Rochester, N.Y. Must have strong experience with RCA equipment, VT's, TCR-100 STL & XMTR. Must be good manager and have first phone. Contact Chief Engineer, WROC-TV 201 Humboldt Street, Rochester, N.Y. 14610 or call 716—288-8400.

**HELP WANTED TECHNICAL
CONTINUED**

Chief Maintenance Engineer, Assistant Chief Engineer, Truck Driver-Technician. Needed for new state-of-the-art, 45 ft. remote truck, finest truck available in the Eastern section of the country; three experienced versatile maintenance pros. All equipment top-line, moderate travel, competitive salary, growing youthful company. Will hire by mid-March. If you enjoy working with the best equipment available and understand that it must be taken care of properly, reply to: V.P. Production and Engineering, TCS Productions, 890 Constitution Boulevard, New Kensington, PA 15068.

TV Transmitter Supervisor—Growing PBS station seeks experienced transmitter supervisor. Contact Mike Neibauer, Chief Engineer, P.O. Box 416, Corpus Christi, Texas 78403. 512—855-2213.

Maintenance Engineer. Experience with all phases of technical equipment. 1st Class License required. Send resume to WOFL-TV 35, P.O. Box 5729, Orlando, FL 32855. EEO.

Television Maintenance Engineer. Immediate opening at STV Facility in South Florida. Applicant should have previous maintenance in studio and/or transmitter systems. Send resume & salary requirements to: Personnel Dept., WKID TV, P.O. Box 200, Hollywood, FL 33022, Equal Opportunity Employer, M/F/H.

Maintenance/Operation Engineer for major market Northwest PTV VHF station to work on state of the art TV broadcasting equipment. Must have two years full time experience/training in TV technician work. First Class FCC license required. Salary \$16,812—\$21,528 plus liberal benefits. To receive official Broadcast Technician II application forms, contact Henri McClenney, University of Washington Staff Employment Office, 1415 NE 45th, Seattle, WA 98105 206—543-2889. EEO/AA Women and minorities encouraged to apply.

Videotape Engineer. Immediate opening at STV Facility in South Florida. Applicant should have previous videotape, film, video experience. Send resume & salary requirements to: Personnel Dept., WKID TV, P.O. Box 200, Hollywood, FL 33022, Equal Opportunity Employer, M/F/H.

Engineering-Television Technician—A minimum of 2-5 years' experience preferred in studio broadcasting and an FCC 1st Class license is required. The ideal candidate should have a background in electronics as well as strength in maintenance. RKO offers a liberal compensation package. For prompt consideration, forward your resume, including salary requirements, to Personnel Department, WNAC-TV Boston, A CBS Affiliate, RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

HELP WANTED NEWS

Meteorologist for radio-tv station in medium market where weather is very important. Well equipped weather lab. Strong station commitment to providing the best weather information. AMS seal (or ability to obtain it) required. Box A-171.

Bureau Chief. We are a major market sunbelt station looking for an exceptional person. Must have

Weathercaster—Anchor two prime shows daily for Top 100 market station. Must be strong communicator with personable delivery and visual program. Broad knowledge of weather essential. Meteorologist preferred. Salary negotiable. EOE. Send resume immediately to Box A-144.

We need aggressive, self starting journalists who realize every story is an investigative story. No beginners, please. If you are interested in joining a station with a large staff, hour of local early news, live capabilities and much more, send resume to: Michael Bille, News Director, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265.

Co-Anchor/Reporter. Minimum 2 years commercial TV anchor experience. Resume and audition tape to Robert Allen, News Director, KOTV, P.O. Box 6, Tulsa OK 74101. No phone calls. E.O.E. M/F

Electronic News Gathering Shooter. Qualified candidates should have a thorough knowledge of ENG tape production and techniques along with considerable experience in a daily television news operation. Applicants should have experience in cinematography and be able to work well with producers and reporters. Must also be able to respond to spot news pressure and have the ability to work on highly produced specials for the news department. Applicants must have a working knowledge of all ENG equipment presently used in the news department, and must also be able to edit tape pieces. An EEO employer. M/F Letter and resumes to: Box A-150.

Anchor needed to join aggressive East Coast news team. Experienced broadcaster only need apply. Tape and resume to Bob Palmer, Box 2429, Savannah, GA 31402. EOE.

Sportscasters, are you listening? We have been unable to find exactly the right person to anchor our newscast. If you are no-nonsense, aggressive, enthusiastic, can report and read with equal ease, then you may be ready to abandon sports for news. It's a challenge, but the pay-off in satisfaction, exposure and salary could be enormous. Major-market sunbelt station. Box B-43. EOE.

Sports Director. Small market in Mountain West. 2 years minimum experience on air required. EOE. Box B-13.

General assignment reporter for WTRF-TV. Some studio work may be involved. Two (2) years TV experience required. Salary based on experience and qualifications. Send resume and tape to Steve Mazure, WTRF-TV, 96 16th St., Wheeling, W. Va. 26003 by February 9, 1981. An Equal Opportunity Employer.

Anchor for weeknight 6 & 10 p.m. newscasts at mid-west ABC affiliate. Competitive salary, growing news operation, great quality of life area. Send tape and resume to WXOW-TV, Box 128 LaCrosse, WI 54601. 507—895-4433.

11 O'Clock Anchor—if you have strong journalistic credentials and love news, we're the place to work. We are looking for an experienced anchor with a strong reporting background. Send tape and resume to news director, WDBJ television, call service 7, Roanoke, Virginia, 24022. No phone calls. EEO/MF.

Prominent middle market community PTV station seeks FT Producer/Reporter for production of local public affairs programming. One to two years experience and excellent research and writing skills a must. Resumes only: Joanne Magdalenski, WGBY, 44 Hampden Street, Springfield, MA 01103 EOE.

Serious about news? WILI has an immediate opening for a news person/reporter. Position involves anchoring drive time newscasts, plus reporting. Journalism background plus air experience required. Must also be familiar with broadcast equipment, and be able to cut up and produce audio. Small New England market, a nice place to live. Contact Richard Hoffman, News Director, WILI, 948 Main Street, Willimantic, Ct. 06226.

TV Reporter/Producer for nightly news and public affairs show. Strong writing skills, 2 years news exp., BA degree required. Resume to: WXXI TV, Personnel Dept., P.O. Box 21, Rochester, N.Y. 15601.

Managing Editor. To handle assignments and back up news director in expanding, people-oriented medium-market New England operation. \$17,000/yr. EOE. Send complete resume and tell us your philosophy on TV news and on organizing assignment desk. Box B-41.

Reporter. Aggressive, creative self-starter with journalism degree and two years television news experience. Send tape and resume to: Phil Thomas, WHO-TV, 1100 Walnut St., Des Moines, IA 50308. An Equal Opportunity Employer.

TV Weather person. AMS seal preferred, but not required. Weather is big news here. The person we are looking for should be professional, enthusiastic, aggressive, accurate and promotion minded. EOE—M/F. Box A-195.

**HELP WANTED PROGRAMING,
PRODUCTION & OTHERS**

Program Director: For Midwest ABC Affiliate. Responsible for budgets, Network and syndicated programming, personnel, production, buying and license requirements. Must have good ability to guide and motivate air talent. Strong personal commitment to producing excellent local shows. Salary commensurate with background and market size. Send resume and salary requirements to Geoffrey Pearce, General Manager, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. An Equal Opportunity Employer.

TV Program Director. Denver's PTV station seeking qualified person to manage TV programming and TV production. Need a seasoned professional with PTV experience. \$34,000-\$38,000 depending on experience. No phone calls, write a letter and resume to: Harold Stetler, Executive Director, Department of Personnel Services, 900 Grant Street, Denver, CO 80203.

TV Operations Manager—International firm seeks a full-time, top-notch manager for its team oriented television operation. He/she will be responsible for a staff of 30 professional writers, directors, and production assistants and an annual budget in excess of one million dollars. The successful candidate must have a proven track record of leadership and exceptional creativity, but need not have previous full-time managerial experience. Qualifications include: heavy experience in film and/or TV writing and high-level business training. The production facility utilizes a 1-inch recording system and Mach I computerized editing. Should be available soon but no later than August 1. Only qualified applicants should apply. We are an Equal Opportunity Employer. Send resume to Box A-189.

Production Manager wanted for television station and its sophisticated video production operation. Our studio and production facilities are outstanding, and we produce everything from live, in-studio and remote programs to national-quality commercials and post-production. This is an excellent opportunity for applicants with administrative and marketing credentials who are experienced in all facets of production. Send resume to: Operations Manager, KAKE-TV, Box 10, Wichita, KS 67201. KAKE is a division of The Chronicle Broadcasting Co. and an EOE.

Cameraperson and Editor: Two (2) positions; outstanding people wanted for variety of program production. Cameraperson must be able to handle all aspects of field lighting and fast-paced production. Editor must be familiar with DATATRON and able to utilize large amount of music. Heavy experience only. Send resumes only. E.O.E. Box A-193.

Television station needs experienced traffic manager. Applicant should be familiar with computer input system, preferably BIAS system. Send resume to Edie Brackeen, WPTV, P.O. Box 510, Palm Beach, FL 33480. Phone 305—655-5455, Ext. 38. EOE.

Manager. Program Business Affairs. PBS presently has an excellent opportunity in our office of program business affairs. Manager responsible for negotiations, review, preparation and subsequent supervision of contracts for all public broadcasting service's program purchases. Bachelors degree in TV production, business administration or related area required. A minimum of 5 years experience in TV production or similar field preferable with financial and/or budgetary responsibilities. Supervisory background a must. We offer a competitive starting salary with excellent non-contributory benefit's package. Interested applicants should send resume with letter of interest giving salary requirement and thenames of three professional references to: Public Broadcasting Service, Attn: Carole Dickert-Scherr 475 L'Enfant Plaza West, S.W., Washington, D.C. 20024. EEO/AA Employer.

Top 50 Market is looking for an experienced producer/director with a solid background in news and commercials. Applicant should have experience in eng, production, & editing. Person we select must be able to produce and direct a fast paced 6 PM. and 11 PM. newscast, and should have leadership skills coupled with plenty of enthusiasm. We are an E.O.E. Employer. Send complete resume and salary requirements to Box B-20.

Growing Southeastern station seeks creative, experienced sports director. People-oriented stories essential. Shooting and editing ability helpful. An EEO Employer. Box B-26.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

TV Director 3 years experience directing commercials and programs required. Send sample cassette and Resume to Herb Gold, WJKS-TV, Box 17000, Jacksonville, Florida 32216 A Ziff-Davis Station. An EEO Employer.

Sports Director. Corinthian-owned CBS affiliate in N.E. Indiana seeks true sports enthusiast who can report, produce and anchor in dynamic and personable style. If you're a weekend person in a larger market or the main anchor in a smaller market, let us hear from you. We promote from within and have five other affiliated stations in markets 12 to 56. Also affiliated with TVS Sports Network. Grow with a solid broadcast company. Send tape and resume to John Irvin, WANE-TV, 2915 W. State Blvd., Fort Wayne, Indiana 46808.

Brooklyn College of The City University of New York invites applications and nominations for the position of Director of its Television Center. Duties include the administration of a multi-studio complex which is planning to go open circuit within the near future. The Director will supervise all aspects of the operation and have responsibility for the effective functioning of the engineering, programming and development divisions. The successful candidate will have demonstrated ability to manage a large organization, the ability to relate to community issue-related programming and to generate fundraising activities. A Master's degree and 5 years management experience in communications or a related area required. This is an 11 month position. Excellent fringe benefits. Salary commensurate with qualifications and experience. Send applications and nominations by February 27, 1981 to Marilyn Harris, Director of Personnel, Brooklyn College, Bedford Avenue & Avenue H, Brooklyn, N.Y. 11210. An equal opportunity, affirmative action employer.

Pacific Northwest prime time magazine strip in the top 25 market seeks feature reporter with strong human interest reporting, writing and VTR editing background. Send audition cassettes and resumes to production manager, KATU, PO Box 8799, Portland, OR 97208. An Affirmative Action and Equal Opportunity Employer.

Writers, Producers for new nationally distributed kids' show. Please send resumes to Box B-49.

SITUATIONS WANTED ANNOUNCERS

TV/Hostess/Weather/reporter: presently employed as fashion reporter on television's PM Magazine in midwest, traffic and weather reporter radio, professional model. Seeking new challenge in TV. Any size market. 216-429-2888, messages 216-391-1260.

SITUATIONS WANTED SALES

Experienced Advertising salesman desires sales position, any market, any location, also have television production experience. Box B-11.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

FCC 1st Class Licensed Technician 27. Creative, versatile, artistic, experienced with maintenance of audio broadcast equipment, Audio-Visuals, TV receivers, TTL digital, programming & production, stage lighting, produced successful Rock & Roll Oldies program. Desires work in TV-Radio combo, relocate to warmer climate. Resume available. Charles Weisel, 232 Wayne Avenue, Springfield, PA 19064, 215-543-3848.

Xmtr Babysit. Full/Parttime. Rural area. Bob Bore. 25 9th St. Lebanon PA.

SITUATIONS WANTED NEWS

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

Sportscaster with major market on air experience seeking position with a stable news operation. Four years of television sports anchoring, reporting, and producing. Solid organizational skills. Tape available. 213-943-3017.

News Director currently managing a staff of 30 at a strong middle-market radio/television station. Good organizer and budget manager able to improve air product. Stable work record. Current employer best reference. Box B-47.

Network TV News Iran Researcher interested in producing investigative documentary or specials on the "Iran Hostage Crisis" for network, local station or theatrical market. Also available for radio news. Box B-3.

What a catch ... Attractive career-oriented radio news reporter seeks entry level TV position. First-rate interviewer, writer, and anchor. Tracy Bross, 937 A, Biloxi, Norman, OK 73071. 405-360-5708.

Reporter position in Top 30 Market desired. Currently working as reporter/weekend anchor in medium market. 3 years experience. Journalism degree. Before noon call 814-942-2252.

Sportscaster, Innovative, hard-working, polished. Interested? Three years in small market. Get me out of here and give me a challenge. Call Jeff, 914-864-2810.

Here's One! Time for this Evansville, Indiana sports reporter/anchor to relocate. Creative, super production, strong writing. Numbers prove it! Top 20 experience. Degree. NBA, Pro Hockey, baseball coverage. Let's talk. Bill 812-476-7901.

Reporter. 1 year producing, writing, and editing both news and sports segments as intern at Boston network affiliates. ENG editing experience, anchor potential. January '81 broadcast journalism degree from Boston University. Tireless worker, aggressive, poised under pressure, streetwise. Will relocate immediately for entry level reporting position in small-medium market. Tape, resume from Ken MacLeod 617-969-6414.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

Woman, 12 years on-air exp., DJ & News in NYC Market, produced Cable TV shows, seeks challenge, prefer NY metro area. 212-752-8067.

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

USC Broadcasting graduate, First phone, seeks production or engineering position. Bob 412-835-0545.

Director-News. Emmy winning professional. Creativity, strong leadership, high standards. Currently directing fast-paced top-rated newscast. Seeking medium to major market. Five years television experience. Box B-1.

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

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

CABLE

SITUATIONS WANTED MANAGEMENT

Cable Sales Manager on West Coast, experienced, in Sales, Video Systems, Production and Television sales. FCC First, Broadcast Background. Box B-4.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Mass Communication: Assistant Professor to teach courses in broadcast management and other areas of expertise. Terminal Degree, professional experience, and demonstrated teaching ability, at undergraduate and graduate levels. Interest in cable TV and corporate communication. Position begins August, 1981. Apply by February 15, 1981 to Chairman, Broadcast Search Committee, Department of Communication, P.O. Box 248127, University of Miami, Coral Gables, FL 33126. AA/EEO Employer.

Broadcast News Faculty Position: University of Illinois at Urbana-Champaign seeks experienced broadcast newscaster to teach courses in television news production and editing. Teaching experience and research interest Chairperson, Broadcast News Search Committee, 119 Gregory Hall, University of Illinois, Urbana, IL 61801. Phone 217-333-0709. For full consideration, applications must be received by March 1, 1981. The University of Illinois is an Affirmative Action/Equal Opportunity Employer.

Instructor or Assistant Professor of radio-TV to teach television news, production. Courses include video production, reporting, and broadcast news. Also will work with RTV students in producing a 30-minute newscast aired over local cablevision channel. Ph.D. preferred. Professional and teaching experience essential. Salary competitive. Position open beginning fall semester (August, 1981). Application deadline: Feb. 15, 1981. Send up-to-date resume, college transcripts, and three current references to: Chairman, Department of Journalism and Radio-TV, Box 2456, University Station, Murray State University, Murray, KY 42071. An Equal Opportunity/Affirmative Action Employer.

Growth Opportunity for experienced broadcast technicians with solid teaching experience. The Ohio School of Broadcast Technique has three immediate full time openings in the technical department of its Cleveland and Nashville schools. Requirements: 1st Class License and extensive broadcast background and experience. Responsibilities include design and maintenance for up to twelve radio broadcast studios and course development, as well as classroom and lab supervision for the nationally accredited electronics program. Apply to: Director of Education, Ohio School of Broadcast Technique, 3940 Euclid Avenue, Cleveland, OH 44115 or call 216-391-3322. EOE/MF.

Radio-Instructor. Minimum of Master's degree in communication. Teaching or commercial experience desirable. Supervise student FM station and teach courses in radio and communication. Credentials by Feb. 28, 1981 to: Dr. C.E. Peterson, Jr., Provost, Baker University, Baldwin City, KS 66006, an AA/EO Employer.

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

WANTED TO BUY EQUIPMENT

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

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

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

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

10 KW FM RCA 10D w/exc. & ster. gen., exc. condition, spares. M. Cooper 215-379-6585.

**FOR SALE EQUIPMENT
CONTINUED**

GE TT-25 UHF-TV Transmitter, 2 ea \$35,000.
RCA TT-10AL VHF Transmitter—\$5,000.
RCA TT-35CC VHF Transmitter—\$20,000.
RCA TT-50AH VHF Transmitter—\$12,000.
Complete film island—\$30,000.
Sharp XC-700 Color Cameras—\$11,950 (New).
IVC 500A Color Cameras—ea. \$7,500.
Panasonic AK920 Color Cameras—\$15,000.
GE PE-350 Color Camera—ea. \$4,000.
GE PE-240 Film Camera—\$8,000.
CVS 520 Time Base Corrector—\$8,500.
CVS 504B Time Base Corrector—\$5,500.
CDL VSE-741 Switcher—\$2,500.
RCA TK-27A Film Camera—\$12,000.
RCA TP-6 Projectors—\$1,000.
Ampex 1200 A VTR's—ea. \$22,000.
New Garrard Turntables, \$100.
New Edutron CCD-2H Time Base Corrector—\$5,800.
TR-22 RCA Hi-Band \$16,000.
BUP-100 Sony New-Call.
UHF Antennas—Various Models and Prices.
New 1000 foot TV Towers—best prices.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Frank Frolick or Bill Kitchen, Quality Media Corporation, Box 7008, Columbus, GA 31908.

1 KW AM CSI T1A, 1 1/2 yrs. old, mint condition. M. Cooper 215-379-6585.

5 KW AM RCA 5U-1, 11 yrs. old w/huge list of spares. Proof and guarantee. M. Cooper 215-379-6585.

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

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

SMC DP-1 Digital Programming Automation System, 7 carousels, 4 reel to reel, time announce, 2 single plays, switcher with remote control, cart record equipment with video display, EXTEL English text logger. Totally reconditioned in factory 2 years ago. In excellent condition. Call Jim at 414-324-4441.

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

Continental 5 kw A.M. & RCA 10 kw FM, solid-state exciter. Other 1 kw-5kw-10kw A.M. & FM's. All units in stock—ready for delivery. Besco International, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

Complete computer terminal for Groton program logging and bookkeeping system. Considerable savings. LaVern Garton 714-885-6555.

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

Fidelipac No. 300 Carts—All lengths—rewound with new tape and new pads. In stock. Guaranteed. 601-563-4664.

Ampex VR-2000 Videotape Recorders. Contact Jim Richards, ABC, 40 West, 66th Street, 3rd Floor, New York, NY 10023. 212-887-4906.

Equipment For Sale: 5 JVC 8500 LU, 3/4" Machines, 2 JVC RM 85 U Control Units. Total Price: \$22,500. Contact Tom Wise, WOWK-TV, PO. Box 13, Huntington, WV 25706. 304-525-7661.

COMEDY

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

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

Now! Weekly! Topical! "The Dongman Report"—Rita Jenrette dates Thom McCann; Nixon enters World of Amway; "Keelhauling" reinstated at Annapolis; Cantaloupe mating ritual revealed, Fanta Narbeth; radio-active pig farmer; U. Heep & I. Block Tax Specialists. Two Sample Issues, \$3.00, Sea Star Inc., Suite 323, Rt 1, Box 271C, Rehoboth Beach, DE 19971.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

FM Frequency Search, \$200. Larry D. Ellis, PE. Box 22835, Denver, CO 80222.

Want to have the competitive edge for your next ARB? Call us today 216-326-1488.

Professional voicing of your commercials. Details and sample, write: Bruce Kayser, 215 Apache Trail, Columbia, TN 38401. 615-381-0930.

RADIO PROGRAMING

"Photo Tips" radio feature. Five new 1 1/2 minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local sponsor Barter basis. Call 800-547-5995 ext. 181. Reynell Associates, Inc., Box 10250, Chicago, IL 60610.

Bill's Car Care, 260 2-minute shows of car repair on the air. Exclusive. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312-579-9578.

From Jerusalem to you—including live Q&A with news people at your station. One of Israel's most respected English-language radio journalists—proven track record in major markets such as Boston, Los Angeles and Washington, D.C. First come get the exclusive for market area. Rates and tape from The Israel Connection, Box A-92.

EMPLOYMENT SERVICES

Radio Jobs!!! Placement!!! "Anywhere in the U.S.A." Guarantee; Write: NYMO Consultants, Box 852, Saco, ME 04072.

PUBLICATIONS

Farm Broadcasters! Hundreds of stories about more than 1200 farm broadcasters and their unique contributions to their profession. Order your copy of *Farm Broadcasting: The First Sixty Years* today. Send \$17.95 plus \$1.00 per book for handling charges to Box 229, ISU Press, Ames, IA 50010.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. PO. Box 2808, Sarasota, FL 33578. 813-955-6922.

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

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

EQUIPMENT FOR SALES

Videocassettes-Top Quality single-pass ideal for auditions, production. 5-min tapes, \$5.50; 20-min tapes \$8.50. Postage and Handling \$2.00 per tape. Box B-40.

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

Chyron III, Pk, Titling system. Single Disc Drive. Ten discs, 18 different font style capability. (colorizer Keyer available). Font compose system for Chyron III. Keyboard, power supply, disc drive, camera & ESIL. Complete unit. Combined offer only. Price \$21,500. Television Graphics 201-444-2911.

Wanted: Used Equipment for FM., XMTR 92.1, tower antenna. Need everything. Must work and price important. 613 East Nopal, Walde, TX 78801.

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

Now! Weekly! Topical! "The Dongman Report"—Rita Jenrette dates Thom McCann; Nixon enters World of Amway; "Keelhauling" reinstated at Annapolis; Cantaloupe mating ritual revealed, Fanta Narbeth; radio-active pig farmer; U. Heep & I. Block Tax Specialists. Two Sample Issues, \$3.00, Sea Star Inc. Suite 323, Rt 1 Box 271C, Rehoboth Beach DE 19971.

Professional voicing of your commercials. Details and sample, write: Bruce Kayser, 215 Apache Trail, Columbia, TN 38401. 615-381-0930.

RADIO

Help Wanted Management

WVMR Public Radio for Pohohantas County, W.Va. needs the following professional personnel:

POSITION	SALARY
Community-Relations Director	\$10,400.00
Director of Volunteers and News	\$10,400.00
Director of Production, Music and Traffic	4,400.00
Director of Engineering	\$12,000.00

Deadline for applications and resumes: March 1, 1981. WVMR is an equal opportunity employer. Complete job description will be sent upon request. Send all inquiries to:

WVMR Radio
Dunmore, W.Va. 24934
Att: R.R. Brown

Help Wanted News

Ziff-Davis Broadcasting

of Tennessee seeks News Director. Supervisory and administrative skills essential. Degree in journalism preferred. Experience in presentation of modern television news required. Reply to WRCB-TV, 900 Whitehall Road, Chattanooga, Tennessee 37405. A Ziff-Davis Station. An Equal Opportunity Employer.

Help Wanted Announcers


TALKRADIO HOST

Informed, responsible, fluent, interesting, interested, creative. If this describes you and you have a background in two-way talk radio we might get together. Send resume and unedited air check to Bob Gifford, Program Director.

WHO Radio
1100 Walnut
Des Moines, Iowa 50308
515-288-6511
Equal Opportunity Employer M/F

**Situations Wanted Announcers
Continued**

alan berg
**will talk your station
to the top!**



- number 1 ratings -KHOW 6-10p.m.
- arbitron - april/may 1979
- women 18+ (11.5)
- men 18+ (9.0)
- denver's most popular radio personality
- channel-9 news poll
- denver's best known radio personality
- mediatrend - october 1980

for tapes and resumé
contact:
ev wren productions
2375 s. bannock st. ■ denver, colorado 80223
1-303-798-3907

Situations Wanted Management

GENERAL MANAGER

Excellent track record with successful powerhouse stations in top 10 very competitive markets is now available. Thoroughly conversant with all phases of station operations. Call in utmost confidence for more information and resume. Call 516-868-1339.

MAJOR MARKET MANAGER

No nonsense. Just more sales. It's amazing how that solves all problems. Box B-7 Broadcasting.

GENERAL MANAGER

Excellent track record with successful powerhouse stations in top 10 very competitive markets is now available. Thoroughly conversant with all phases of station operations. Call in utmost confidence for more information and resume. Call 516-868-1339.

N.D./Anchor/talk
Net O&O anchor; Contemporary;
Digger; respected newsman—
awards; family. Among the best. For-
mat change makes available soon.
Box B-51.

**Attention Major Radio Private
or Developing group owner**

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

Situations Wanted Technical

**DIRECTOR OF
ENGINEERING**

Presently D.O.E. for group in N.E. Audio expert with 18 years major market experience including: Budgeting, construction, signal improvement, facility upgrading, purchasing, planning, operations, and organization. Sunbelt preferred, but all replies considered. Box B-46.

Situations Wanted News

**SPORTS BROADCASTER/
DIRECTOR**

Award winning personality seeks sports position. Color, RB.P. (no problem). Strong reporting skills. Call FT. (714) 942-5045.

**Help Wanted Programing,
Production, Others**

Pro For Hire

College degree and five years experience as jock, News Director, Music Director, Copy writing and production, talk show host and sales. Looking for Program Director position in small or medium market. Contact Dan Linden, 5128 N. 15th St., Apt 113, Phoenix, AZ 85014, or phone 602-274-4950.

**TELEVISION
Help Wanted Technical**

WE WANT THE BEST

Maintenance Tech., Telecine Operator, Videotape Operator, New Facility With Top Of The Line. Equipment Needs Top Of The Line People. Join The Leader. Box B-5.

**TELEVISION
TECHNICIAN**

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.
Direct all inquiries to:
Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212
E.O.E. M/F

**Help Wanted Technical
Continued**


**Electronic
Maintenance
Engineers**

NBC presently has several opportunities for qualified Electronic Maintenance Engineers in our New York facility.

Interested individuals should have at least 3 years in-depth regular and preventive maintenance experience, preferably in a broadcast station or related activity. Candidates should also have good working knowledge of TCR-100, TR-70, VR-2000, CMX-340X, DPE-5000, GVG-1600, TK-44. Operation of mini computers and peripheral equipment required; digital experience preferred.

Individuals must be able to work overtime, some travel may be necessary. AAS or BS Degree in Electrical Technology highly desirable.

We offer an excellent benefits package and salary commensurate with experience. Please send resume and salary history in confidence to: Ms. V. Branker/EME, Staffing Specialist, NBC, 30 Rockefeller Plaza, 16th Floor, New York, NY 10112.



An equal opportunity employer m/f

Help Wanted News

METEOROLOGIST

38th market ... immediate opening. Degree and experience in broadcasting required. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI. 49501. EOE/MF.

TV News Director

Excellent opportunity with growing communications company. We're looking for a person with a good background in news, ability to deal effectively with people and a desire to grow with our company. Managerial ability and potential primary, on-air skills secondary. An equal opportunity employer. M/F Send resume to Box A-175.

Help Wanted Management

LOCAL SALES MANAGER

Dominant sunbelt group owned affiliate looking for experience, tough-minded, aggressive, action-idea oriented Local Sales Manager to lead team of 6. Successful candidate should have extensive local sales/management experience. Good history and personal profile in confidence. E.O.E. Box B-37.

**TELEVISION
NATIONAL SALES
REPRESENTATIVES**

TOP SALARY PLUS GENEROUS
COMMISSIONS
TO \$70K

NATIONAL TV REP FIRM SELLING
MAJOR MARKETS AND
NEW TV NETWORK FOR
EVANGELICAL GROUP OWNER

HAS IMMEDIATE OPENINGS FOR
OUTSTANDING
REPRESENTATIVES IN NEW YORK,
CHICAGO,
LOS ANGELES AND BOSTON

FOUR WORDS WILL
CHARACTERIZE QUALIFIED CNS
CANDIDATES:

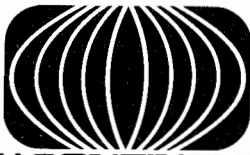
CREATIVE INTEGRITY
INNOVATIVE EXCELLENCE

TOP SALARY PLUS GENEROUS
COMMISSIONS
TO \$70K

NO PHONE CALLS.

SEND RESUME IN CONFIDENCE TO:

Charles F. Verell, V.P. & Gen. Mgr.
Continental National Sales
60 E. 42nd Street
New York, NY 10165



**CBN CONTINENTAL
NATIONAL SALES**

A DIVISION OF
CBN CONTINENTAL
BROADCASTING NETWORK, INC.
AN EQUAL OPPORTUNITY
EMPLOYER

**Help Wanted Programing,
Production, Others**

NOVA

Producer

NOVA, PBS' science documentary series, seeks an experienced Producer/Writer/Director for a six month project contract. Knowledge of state of the art electronic field production techniques and computerized 1" video editing an absolute must. Position will require working out of Boston office to research, write, produce, and direct one hour science documentary. Requires 2-5 years experience producing documentaries and a demonstrated interest in science and allied fields. Send resume and tape to: Personnel Department/(A-74), WGBH-TV, 125 Western Avenue, Boston, MA 02134. Deadline, February 2, 1981.



Help Wanted Sales

ACCOUNTING DIRECTOR

Major MSO with strong financial base and excellent growth potential is currently seeking an Accounting Director to establish accounting policies, design accounting systems, oversee consolidated financial reporting and assist in special projects. Will supervise staff of 15-20.

Ideal candidate will have BS degree in Accounting, combined with 5 years of progressive experience in similar positions. CPA and Public Accounting experience are highly desirable. Selected individual must possess excellent communication, organizational and supervisory skills and the ability to perform effectively in a fast-paced environment.

Company offers excellent compensation and benefits package. For confidential consideration, please send salary requirement and resume to Daryl Crawford, Employment Manager.



**AMERICAN TELEVISION &
COMMUNICATIONS CORPORATION**

160 INVERNESS DRIVE WEST
ENGLEWOOD, COLORADO 80112

An Equal Opportunity Employer M/F/H/V

Help Wanted Programing, Production, Others

ASSISTANT DIRECTOR CREATIVE SERVICES

**Are you ready for the
"New York
challenge"?**



WABC-TV 7

Here's an exceptional opportunity to take the experience you've acquired, promoting your local station and put it to good use at WABC-TV in New York.

If your responsibilities over the past two years have included establishing promotional goals, budgets, directing efforts of an advertising agency and working with on-air talent, we'd like to hear from you.

We offer an excellent salary commensurate with experience and a comprehensive benefits program. Send resume, in confidence, to:

Tom Humbar, Personnel Manager
American Broadcasting Companies, Inc.
40 West 66 Street
New York, New York 10023



American Broadcasting Companies, Inc.

Men and women of all races are encouraged to apply.

**Help Wanted Programing,
Production, Others
Continued**

COMPUTER VIDEO EDITOR

For state of the art production facility, requiring commercial; broadcast and industrial program experience. Sony or CMX computer, 1" VTR and Squeezezoom abilities desired. Contact Steven Wild, (313) 477-6066, at

MAGNETIC VIDEO CORPORATION
A TWENTIETH CENTURY FOX
COMPANY

ART DIRECTOR

STRONG ON AIR PRINT AND GRAPHIC EXPERIENCE. ON AIR PROMOTION AND PUBLIC AFFAIRS. PROJECTS IN ALL MEDIA.

(414) 248-1414 — Lake Geneva, WI or write RT 5, Box 954 Lake Geneva, WI 53147

ALLIED FIELDS

Employment Service

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A
L**

**BROADCASTER'S
ACTION LINE**

The Broadcasting Job you want
anywhere in the U.S.A.
1 Year Placement Service \$40.00
Call 812-889-2907
R3, Box 84, Lexington, Indiana 47138

Business Opportunity

LOW POWER TV!

Broadcast Engineer will prepare your FCC form 346 engineering for transiator and/or LPTV application. Fee: ONLY \$1,000. (707) 253-2220 try anytime or write: M. Gottesman, PO Box 4234, Napa, CA 94558.

Professional successful broadcaster seeks equity partner for new UHF TV market of 1.2 million homes. Box B-10.

**SUN BELT STATION
OWNERS**

Currently employed \$1,000,000+ major market network (&) local biller with impeccable track record and working habits is desirous of relocating and investing with a station or small group in need of a top flight sales professional and manager. I will bring to this partnership total dedication coupled with a superb sales record which encompasses all phases of local and national radio sales. If you own a property in a larger Sun Belt City and wish to increase your profits dramatically, please write in total confidence to: Box B-38

For Sale Stations

**BILL-DAVID
ASSOCIATES
BROKERS-CONSULTANTS**
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

- S.E. Missouri. 100,000 watts. \$780,000.
- Daytimer and weekly newspaper in greater Charlotte. N.C. area. \$580,000. Terms.
- E. Ky. 1000 watt daytimer. \$280,000.
- FM in Texas. \$250,000. Terms.
- Spanish speaking S.C. California. \$520,000.
- VHF-TV in Wyoming. \$740,000. Terms.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Sales oriented working partner to buy minority on terms in big town. FM in NW AL. \$50,000.
- S. Ala. 1000 watt fulltime. \$200,000. Terms
- 1000 watt daytimer. SE KY. \$300,000.
- 1000 fulltimer. Tenn. Chattanooga area. \$350,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
- Daytimer. Fort Worth powerhouse. \$1,000,000.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good dial position. Central Florida. \$280,000.
- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 3,000 watt FM. Southern Arkansas. \$380,000.
- AM/FM in NE Oklahoma. \$1,100,000.
- 250 watt daytimer. NE La. \$250,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms.
- AM/FM. N.E. Louisiana. \$25,000 down.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Major market Idaho. \$660,000 terms.
- Daytimer. NC. About 50 miles from coast. \$240,000. Terms.
- AM/FM in No. Mich. \$190,000.
- Eastern Kentucky AM/FM. Bargain. \$990,000. Terms.
- VA. Coastal. Attractive. \$800,000.
- Powerful daytimer in Northern Michigan. \$430,000. Terms.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Drop by our hospitality suite No. 811 at the NABOB, ClearWater Beach Hilton Inn

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615-756-7635 24 HOURS

FOR SALE BY OWNER

AM&FM Combo in Southeast. Good established market. Only station in the county. owner will finance—attractive terms. If you are interested in a good investment and financially responsible. Write Box B-45.

COLORADO FM'S

Mountain Areas
Write Box B-30

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar Ave • Suite 816 • Memphis, TN 38157
700 New Hampshire Ave., N.W. • Watergate South
Suite 1003 • Washington, D.C. 20037

FOR SALE BY OWNER

Underdeveloped full time AM, Growing, Southeastern Capital City. \$500,000. Terms to qualified principals only.

H.B. La Rue, Media Broker
RADIO TV CATV APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

N.Y. STATE DAYTIMER

Single station market. PSA. Excellent equipment. Good billing. Priced less than 2½ times gross with terms. Box B-48.

**GREAT LAKES
AM RADIO STATION AVAILABLE
STABLE MARKET
GROWTH STATION OPPORTUNITY**

- \$79,000 to near quarter million gross over past four years.
 - Only Country Station in 4 station market.
 - Respected News and Sports Image.
 - Valuable, Separate Studio/Office/Transmitter real estate.
 - Excellent Technical Facility.
 - 7% assumable contract or sizeable cash discount.
- Ideal purchase for young eager broadcaster, radio oriented family operation, or minority investor/operator.
- Minimum: 29% cash down on \$450,000-\$600,000 purchase price depending on buyers desire to acquire all or part of available real estate.
- Station is offered by Corporate Owner, no fees or commissions involved.

Box A-133

For Sale Stations Continued

**R.D.HANNA
COMPANY**

BROKERAGE • APPRAISAL • MANAGEMENT

Las Vegas, NV 89107 | 6257 Garwood St., 702•870•7106
Denver, CO 80237 | 8340 E. Princeton Ave., 303•771•7675
Dallas, TX 75225 | 5944 Luther Ln., Suite 505, 214•696•1022

E B S EDEN BROADCAST SERVICES MEDIA BROKERS

919-623-3000
P.O. BOX 647

628 WASHINGTON ST., EDEN N.C. 27288

WALKER MEDIA & MANAGEMENT, INC.

William L. Walker
President

Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
(202) 223-1553

Brokers-Consultants-Appraisers

1000 KW-AM, Daytime, Florida
\$360,000, 15% down, financing
assumable at 10%, 300M pop. in
Central Florida off I-4, center dial,
\$132 M gros, real est. included. Box
A-33.

Midwest AM & FM, \$484,000 cash
collections, 15% down, asking price
\$975,000.

Ojjo FM, asking price \$350,000,
29% down. 605-338-1180

Dan Hayslett

& associates, inc.

Media Brokers
RADIO, TV, and CATV
(214) 691-2076

11311 N. Central Expressway • Dallas, Texas

Lee Wilkins AND ASSOCIATES

MEDIA BROKERS

P.O. BOX 850 3500 S. PHILLIPS
ALBANY, GA. 31702 SIOUX FALLS, SD 57105
PHONE (912) 883-4917 PHONE (605) 338-1180

NC	Daytime AM	186K	Small
SC	Daytime AM	400K	Small
TX	AM & FM	750K	Small
NC	Daytime AM	405K	Medium
OH	Daytime AM	525K	Suburban
NY	FM	700K	Small
OH	FM	450K	Medium
AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
SC	AM—Down payment	\$25,000	
TN	AM—Down payment	\$30,000	

CHAPMAN ASSOCIATES®
media brokerage service

STATION				CONTACT	
S	Small	AM	\$185K	\$54K	J. T. Malone (404) 458-9226
MW	Small	Fulltime	\$350K	29%	Jim Mackin (312) 323-1545
S	Small	Fulltime	\$390K	\$113K	Bill Chapman (404) 458-9226
S	Small	AM/FM	\$800K	Terms	Bill Cate (904) 893-6471
W	Medium	FM	\$600K	\$200K	Ray Stanfield (213) 363-5764
W	Medium	AM/FM	\$600K	Cash	Ray Stanfield (213) 363-5764

To receive offerings of stations within the areas of your interest,
write Chapman Co., Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

**THE
KEITH W. HORTON
COMPANY, INC.**

For prompt service
contact

Home Office: P.O. Box 948
Elmira, N.Y. 14902
24 hr Phone: (607)733-7138

Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963

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MEDIA BROKERS • APPRAISERS
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

**RICHARD A.
Shaheen, INC.**
435 NORTH MICHIGAN AVE. • CHICAGO 60611

312/467-0040



**Help Wanted Sales
Continued**

**SALES REPRESENTATIVE
Professional Broadcast Audio
HAVE THE
FIRST SHOT AT OUR
NEW TERRITORY**

We're ADM Technology, Inc.—the systems,
consoles and components corporation whose
precision-engineering and innovative
manufacturing have made us the leader in our
field in just 14 years. In the last 6 years alone,
our sales to the television and radio industries
have quadrupled.

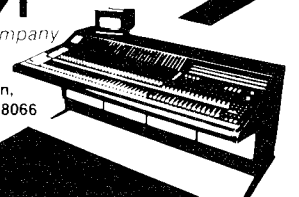
We're expanding our sales operations on the
West Coast and have mapped out a new terri-
tory that we know has wide-open potential.
We want to assign it immediately to a
dynamic, take-charge professional with solid
sales experience directly targeted to the
broadcast market. We're paying an excellent
starting salary plus commission. If you've been
seeking the kind of opportunity you know your
valuable sales capabilities and a product line
that's out in front can offer, contact us. We're
offering a career opportunity with a company
that's doing everything right. Send your
resume with salary history or call us collect at
(313) 778-8400.

ADM TECHNOLOGY, INC.

ADM

The Audio Company

16005 Sturgeon,
Roseville, MI 48066
An Equal Opportunity
Employer M.F.



Help Wanted Sales

SALES COORDINATOR

We are a high technology electronics
manufacturing systems and service
company with an opportunity available
for a highly motivated individual to
assume responsibility for bids and pro-
posals, and serve as liaison between our
regional sales staff and engineering.

This position clearly has personal and
professional growth opportunities within
our sales team.

The successful applicant will have ex-
perience with bids and proposals, and
video/telecommunication systems. Must
have good communication and
organizational skills.

We offer an attractive benefits and sal-
ary package. If your background
matches our requirements, please send
resume and salary history to:

PERSONNEL DEPARTMENT
P.O. Box 7760
Burbank, CA 91505



Modern Satellite Network is expanding staff in New York City and St. Petersburg

Manager of Marketing and Sales (New York)— Experience in broadcast and/or cable sales. Knowledge of TV syndication. Self-motivated individual. Represent MSN to advertisers; acquire product.

Manager, Operations (Florida)— Knowledge of computer systems. Analytical thinker, detail oriented; involvement in scheduling, programming, accounts payable and receivable, and affiliate support systems.

Inquiries by mail only to:

Jay Campbell
 MSN 45 Rockefeller Plaza, Suite 1460 New York, NY 10111

Include comprehensive salary history and resume



LUM and ABNER
 5 - 15 MINUTE
 PROGRAMS WEEKLY
Program Distributors
 410 South Main
 Jonesboro, Arkansas 72401
 Phone: 501 - 972-5884



PAUL FREES
 "The No. 1 Voice For
 The No. 1 Radio Station"
Charles H. Stern Agency, Inc.
 9220 Sunset Boulevard, Los Angeles,
 California 90069. Telephone: 273-6890

Wanted To Buy Stations

I have cash
 to invest in Mass. or N.H. radio station. Will be active. Send particulars to: James Knox 294 Water St., Newburyport, MA 01950

WILL BUY YOUR AM-FM CP's FOR CASH OR BUY CONTROL AND YOU REMAIN PARTNER.
 Box A-164.

For Fast Action Use BROADCASTING's Classified Advertising

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$2.00).
 Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).
 Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St. N.W., Washington, DC 20036.
Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue.
Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

REGIONAL SALES MANAGER

... With Arbitron's Eastern Television Division in New York ... We're looking for a hard-hitting Regional Sales Manager for our Advertiser/Agency Television Sales Division.

The person we're seeking must have at least 5 years plus experience in advertiser/agency media and/or broadcast sales and a proven sales management background. If you're a self starter and are highly motivated, this is an opportunity you should explore.

We offer an exceptional starting salary and incentives, generous and comprehensive fringe benefits, and an outstanding opportunity for advancement.

To explore this fine opportunity, send your resume, with salary history, in confidence to:

Personnel Director

THE ARBITRON COMPANY

 a research service of
CONTROL DATA CORPORATION
 1350 Avenue of the Americas, New York, New York 10019
 An Affirmative Action Employer M/F



Radio Surveys

100 CALLS \$395.00 TERMS
 500 CALLS \$995.00 TERMS



P.O. Box 2585, Augusta, Ga., 30903 (404) 733-0642. Dick Warner, President

Consultants

Solutions looking for problems.



RADIO PROGRAMMING & MANAGEMENT CONSULTANTS
 5944 Luther Lane • Suite 505 • Dallas, TX 75225

Fates & Fortunes[®]

Media

John Sawhill, VP-Midwest sales manager, RKO-TV Sales, Chicago, joins WJAR-TV Providence, R.I., as VP-general manager. Sawhill fills post formerly slated for **Lucie Salhany**, Taft Broadcasting's programing VP and president of National Association of Television Program Executives ("Closed Circuit," Jan. 12).

Brian Pussilano, manager, CBS Television Stations' national sales, Atlanta, named VP-general manager of CBS's WBBM-FM Chicago.

Donald H. Mitzner, president of Detweiler Corp., Westbury, N.Y., manufacturer of products for auto aftermarket, named VP and general manager of Teleprompter Manhattan Cable TV, New York, replacing **Christopher J. Conley**, who has been named VP, new markets development, Teleprompter Cable TV.

Stanley Landow, VP-finance, Metromedia Inc., based in Los Angeles, named senior VP of Metromedia there. **Stuart Subotnick**, VP-taxation, Metromedia headquarters, Secaucus, N.J., succeeds Landow but remains in Secaucus. **Robert Maresca**, controller, assumes additional duties as corporate VP, based in Secaucus.

Walter Kalb, director of business affairs and administrator for KTTV(TV) Los Angeles's broadcast engineering school, named VP of KTTV.

Virginia Westphal, sales manager, ABC's WPLJ(FM) New York, joins ABC FM Network there as director in charge of maintaining and acquiring affiliated stations.

Christopher Burns, VP-planning, Washington Post Co., Washington-based parent of group owner, Post-Newsweek Stations, licensee of four TV stations, joins *Minneapolis Star* and *Minneapolis Tribune*, as associate publisher, responsible for advertising, promotion, research and planning departments. Minneapolis Star & Tribune Co., newspapers' parent, is also licensee of two TV stations.

George Loar, acting general manager, KQTV(TV) St. Joseph, Mo., named VP-general manager.

Mike Crouch, business manager, WIBW-AM-FM-TV Topeka, Kan., joins co-owned KGBX(AM) Springfield, Mo., as general manager.

Dennis Mockler, sales manager, WDXI(AM) Jackson, Tenn., joins WLBX-AM-FM Bowling Green, Ky., as general manager.

Ken Stein, general manager, WPUT(AM) Brewster, N.Y., named station VP.

Don Robertson, station manager, KHOO(FM) Waco, Tex., joins KRZI(AM) there as general manager.

Frederic Hirsch, station manager, WVOX(AM) New Rochelle, N.Y., joins WDME(AM) Dover-Foxcroft, Me., as president-general manager.

Rich Dixon, sales manager, KHOT(AM)

KUUL(FM) Madera, Calif., named general manager of co-owned KQIQ-AM-FM Lemoore, Calif.

Jerry Hennen, general manager and co-owner, KQWI(FM) Clarinda, Iowa, joins KOKK(AM) Huron, S.D., as general manager.

William Crawford, sales consultant based in Atlanta for Photo Promotion Associates, New York, joins WSSA(AM) Morrow, Ga., as station manager.

Richard Kelpen, announcer, KTAM(AM) Bryan, Tex., joins noncommercial KSHU(FM) Huntsville, Tex., as station manager. **Carla Aisendor**, from KOGT(AM) Orange, Tex., joins KSHU as operations manager.

Joseph Conway, VP, WCYB-TV Bristol, Va., named executive VP of licensee, Appalachian Broadcasting Corp.

Todd Campbell, from WVOX(AM)-WRTN(FM) New Rochelle, N.Y., joins WNEB(AM) Worcester, Mass., as operations manager.

Charles Dana, account executive, WKYG(AM) Parkersburg, W.Va., joins WADC(AM)-WIBZ(FM) there as general manager of operations.

Carol Stephenson, financial analyst, CBS Stations Division, New York, joins CBS's WBBM-TV Chicago as manager of planning.

Bronwyn Harris, senior research analyst, Cox Broadcasting, Atlanta, named research director for Cox's WIIQ-TV Pittsburgh. **Elaine Horne**, controller, Cox, Atlanta, assumes additional duties as assistant treasurer of corporation.

Angelo Munoz, business manager, *Oakland Press*, Pontiac, Mich., joins KXAS-TV Fort Worth in same capacity.

Constance Seidl, business manager, WCFL(AM) Chicago, joins WAVY-TV Portsmouth, Va., in same capacity.

Stanley Kaufman, general counsel, NBC Radio Division, New York, and **Carl Trunk Jr.**, senior counsel, broadcast regulations, NBC, New York, named general attorneys for NBC law department there.

Stanley Wang, partner in Newark, N.J., law firm, Meyner & Landis, joins Comcast, Bala Cynwyd, Pa., as VP-general counsel.

Alvin Flanagan, president of Gannett Broadcasting Group, named 1980 Colorado Broadcaster of Year, by Colorado Association of Broadcasters. Flanagan, headquartered at Gannett's KBTU(TV) Denver, is responsible for operations of 12 radio stations, seven TV stations and Gateway Productions.

Advertising

Larry Stillman, senior VP-executive creative director, D'Arcy-MacManus & Masius, St. Louis, elected executive VP. **Joseph Donovan**, VP-director of operating services, and **Curtis Olson**, VP-creative director, DM&M, St. Louis, elected senior VP's.

John Andersen, manager of advertising and

merchandising services, General Electric, Louisville, Ky., joins McCann-Erickson USA there as senior VP-management representative.

Ken Yagoda, director of television production, Foote, Cone & Belding, New York, named senior VP of agency. named VP's, FC&B: **Edward Callahan** and **Kathryn Deyo**, associate research directors; **Ira Finkelstein**, director of print traffic and production, and **Paul Iffland**, account supervisor.

Louis Beres, senior VP-account services, Dawson Johns & Black, Chicago, joins Kenyon & Eckhardt there as senior VP-general manager of office.

Dorian Adams, director, media planning group, J. Walter Thompson/U.S.A., Washington, appointed VP.

ew VP's appointed, Ogilvy & Mather, New York: **Stephanie Becker** and **Steve Morvay**, account supervisors; **John Hunt**, associate director of media research, and **Patricia Braun** and **Linda Fidelman**, assistant media directors.

John Leonardi, creative supervisor, Grey Advertising, New York, named VP.

Frank Bernaducci, director of international



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media, Doyle Dane Bernbach, New York, named VP.

Art Wilen, senior VP, management service director and member of board of directors of Marschalk Co., New York, named media director, replacing **Joseph Murray**, who has resigned.

Mark Mullin, senior VP, national sales, Radio Advertising Bureau, New York, joins Chiat/Day there as executive VP-general manager of office.

Paul Synor, VP-creative director, McCann-Erickson, Chicago, joins Ehrlich-Manes & Associates, Washington, in same capacity.

Sheldon Jones, senior media planner, W.B. Doner, Detroit, named associate media director. **Debbie Cragin**, assistant director of advertising and public relations for Florists' Transworld Delivery, Detroit, joins W.B. Doner there as account executive. **Michael Mitaro**, market research analyst, Welch Foods Inc., Westfield, N.Y., joins W.B. Doner, Detroit, as research project director.

Pam Glaser, media buyer, Chuck Ruhr Advertising, Minneapolis, joins Carmichael-Lynch Advertising there in same capacity.

Philip O'Connell, media supervisor, D'Arcy-MacManus & Masius/de Garmo, New York, joins Nadler & Larimer there as associate media director.

Stephanie Levine, senior media buyer, Ally & Gargano, New York, joins NW Ayer ABH International, Los Angeles, as broadcast supervisor.

Gordon Smith, head of Gordon Smith Graphic Design, Charlotte, N.C., joins Abramson/Himelfarb, Washington, as art director.

Mark Plamondon, account executive, Ketchum, MacLeod, New York, joins Weightman Advertising, Philadelphia, in same

capacity.

Julie Martin, account executive, Tallant/Yates Advertising, Denver, joins Ensslin & Hall Advertising, Tampa, Fla., in same capacity.



Sulcer

Gordon Sulcer, VP-director of client development, Blair Television, New York, named senior VP-director of marketing and will assume sole responsibility for operations of Market Development Division. He had shared dual responsibility with

Richard Coveny, who has left division to head new John Blair & Co. unit to be announced later. **John Poor Jr.**, VP-director of marketing, RTVR, New York, joins Blair TV there as director of its sales strategy division. **John Alan Rohr**, director of sales research, RTVR, joins Blair's sales strategy division as research director-audience promotion. New account executives, Blair TV: **Frank Nolan**, account executive, RTVR, New York, joins CBS/red sales team there; **Thom Carroll**, from Ogilvy & Mather, New York, and **Lynell Alvas**, account executive, TeleRep, New York, join ABC/green sales team there; **Ellen Curran**, from WBCN(FM) Boston's sales department, joins Blair there; **Mark McKinney**, head of own real estate firm, Los Angeles, joins ACI sales team there, and **Bradd Lasch**, account executive, WOKR(TV) Rochester, N.Y., joins Chicago CBS sales team.

Robert Dudley, former president and chief executive officer, Meeker Television, New York, joins Avery-Knodel Television there as VP and board member. **Richard Hughes**, manager of Meeker Television's Atlanta office, joins Avery-Knodel there as VP-Southeastern sales manager.

James Burnette, account executive, ABC Sports Sales, New York, appointed director, new sales, ABC-TV Network.

Georgann Lavelle, account executive, Bernard Howard & Co., Atlanta, named branch manager. **Sandra Parnell-Smith**, account executive, KROQ(FM) Burbank, Calif., joins Bernard Howard & Co. there in same capacity.

Betty Fox, account executive, Metro TV Sales, New York, named manager of its new blue sales group. **Allen Scheuer**, account executive, Metro, and **Ellen Glantz**, account executive, Metro, assume same duties for blue group. **Mike Vernon**, account executive, TeleRep, New York, joins Metro TV Sales there in same capacity.

Walt Adler, account executive, KGO-TV San Francisco, joins KBHK-TV there as general sales manager.

Bruce Fleming, VP-general manager, WEYI-TV Saginaw, Mich., joins WANX-TV Atlanta as general sales manager.

Kyle Ermoian, account executive, KWST(FM) Los Angeles, named general sales manager.

Richard Marston, sales manager, WAYS(AM)-WROQ(FM) Charlotte, N.C., joins WGSO(AM) New Orleans as general sales manager.

Donald Gorski, account executive, CBS Radio Spot Sales, New York, named national sales manager of CBS's WCBS(AM) there. **Linda Snelham**, account executive, Blair, New York, joins WCBS as local sales manager.

Ray Gusky, general sales manager, WYJZ(AM)-WAMO(FM) Pittsburgh, named national sales manager there for parent, Sheridan Broadcasting. He will be responsible for sales and promotion of Sheridan's three radio stations.

Lou Supowitz, account executive, TeleRep, New York, joins WIIC-TV Pittsburgh as national sales manager.

Programming

Nathaniel Troy Kwit Jr., VP of video and special markets, United Artists Corp., named senior VP, replacing **Bart Farber**, who is remaining with company to work on projects in other areas.

Charles Hairston, VP-programming, Showtime, leaves after joining company in 1978 as head of film acquisitions, pre-buys, monthly program guide, and on-air promotion. Neither Hairston's future plans nor successor has been announced.

William Josey, director of business affairs, Columbia Pictures Television Distribution, Los Angeles, joins PolyGram Television there as VP responsible for legal activities and overall business affairs. **Seymour Berns**, former VP-production, Columbia Pictures Television International, Los Angeles, joins PolyGram TV as VP.

William Sackheim, motion picture producer, Los Angeles, joins Universal Television there as creative consultant on series concepts, movies for television and mini-series. **Chris Crowe**, supervising producer and co-creator of television series, *BJ and the Bear*, based in Los Angeles, joins Universal there as writer-producer for pilots, series and TV movies.

Bob Briner, former executive director of Association of Tennis Professionals, joins ProServ Television, Washington-based production-dis-



Promoted. Six members of executive committee of McGavren Guild Radio, employee-owned national representative firm, have been advanced from vice presidents to executive vice presidents. Front row (l-r): Les Goldberg, Western division manager; Ellen Hulleberg, marketing and communications director; Vincent Bellino, director of finance; standing (l to r): Anthony Dupratti, central division manager; Anthony Maisano, Southern division manager, and Richard Sharpe, Eastern division manager.

tribution company which markets exclusive rights to sporting events, as president.

Ron Sacks, general sales manager, Radio Arts, Los Angeles, named VP.

Named VP's at SIN National Spanish Television Network: **Tom Donahue**, Midwest sales manager, and **Rosemarie Guest** and **Don Parsons**, senior account executives.

Steve Stedman, producer-director, KPTV(TV) Portland, Ore., joins Entertainment and Sports Programming Network, Bristol, Conn., as remote producer-director. **Perry Cave**, senior financial planner, Jacobs Manufacturing Co., Bloomfield, Conn., joins ESPN as senior special projects analyst. **Chip Dean**, assistant studio producer, ESPN, named producer-director. **Mark Noon**, with ESPN's tape library, named affiliate marketing representative.

Katie McEnroe, marketing director, Colorado Outward Bound, Denver, joins Rainbow Programming there as affiliate relations manager for Central region. **Ann Simonsen**, former accounting supervisor, American Television & Communications, Denver, joins Rainbow there as assistant controller.

Mike McKown, producer, WTOG(TV) St. Petersburg, Fla., joins Southern Video Productions, Tampa, Fla., as director of program development.

David Mims, news anchor, WAVY TV Portsmouth, Va., joins Video Image Productions, Virginia Beach, as operations manager.

Terry Palmer, Northeast sales manager, TV syndication sales, Metromedia Producers Corp., New York, appointed account executive for Television Program Enterprises, New York, program arm of TeleRep Inc., TPE administers and sells various syndication program projects in which TeleRep is involved.

Cindy Walker, program director, WYTV(TV) Youngstown, Ohio, joins WBBM-TV Chicago in same capacity.

Ross Reagan, program director, KUDL-FM Kansas City, Kan., named national program director for radio division of parent, Shamrock Broadcasting, which includes, four AM's and four FM's.

Andy Beaubien, air personality, WCOZ(FM) Boston, named program director, succeeding **John Sebastian**, who leaves to form his own programming consulting firm.

News & Public Affairs

Mike Anthony, news director of Gannett Co.'s KSD(AM) St. Louis, named radio news director for Gannett News Service, based in Washington. He will be responsible for developing daily audio news reports for six AM's and seven FM's in Gannett Radio Division.

Mike Ferring, from Frank Magid Associates, Marion, Iowa, joins KRON-TV San Francisco as news director.

Peter Jacobus, VP-news advisory service, ABC-TV Network, New York, joins KYW-TV Philadelphia as news director, succeeding **Carolyn Wean**, who was named station manager of co-owned KDKA-TV Pittsburgh (BROADCASTING, Nov. 17).

Dick Stone, communications and administration consultant and journalism professor, Medill School of Journalism, Northwestern Universi-



Retirement bash. Los Angeles well-wishers help Bob Anderson (third from left) celebrate his recent retirement from NBC Spot Sales, San Francisco, after 24 years as manager there. Anderson's party was held at San Francisco restaurant, Trader Vic's. Some of his long-time broadcasting associates who attended were (l to r): Bud Carey, station manager KNBC(TV) Los Angeles; Jeff Gilbert, manager, KNBC Sales; Anderson; Tom Straszewski, VP-general manager, KNBC; Dick Askin, director, KNBC Sales; Clifford Ford, director NBC-TV Spot Sales, West Coast, and John Frey, account executive, KTTV(TV) Los Angeles.

ty, Chicago, joins WCFL(AM) there as news director.

Bruce Nichols, reporter, UPI, Houston, named manager of bureau there, succeeding **Steven Reed**, who was named to UPI's London bureau. **Joan Mower**, South Carolina state editor, Columbia, named Boston newscenter editor. **Stephen Hagey**, regional executive, Georgia and South Carolina, based in Atlanta, succeeds Mower. **James Wieck**, regional news editor for Kansas and Missouri, based in Kansas City, Kan., named Southwest division news editor, based in Dallas. He replaces **Bruce Bakke**, who was named Southwest division operations manager.

Lucky Severson, reporter-producer, KUTV(TV) Salt Lake City, named bureau chief of its new Washington bureau. **Tom Mitchell**, assistant news director for operations, KUTV, named assistant bureau chief, Washington. **Rod Decker**, reporter, columnist and editorial writer, *Desert News*, Salt Lake City, joins KUTV there as reporter. **Klaus Wagner**, sports director, WJZ(AM) Baltimore, joins KUTV as sports reporter-anchor.

Emery Kober, news director, WKRQ(FM) Cincinnati, joins WYYS-FM there in same capacity.

David Page, news director, KTOV(AM) Petaluma, Calif., joins KZST(FM) Santa Rosa,

Calif., as news and public affairs director.

Dale Gauding, news anchor and assignment-desk editor, WRVA(AM) Richmond, Va., joins WTAR(AM) Norfolk, Va., as news director.

Joanne Rosenzweig, independent consultant-producer, based in San Francisco, joins KFRC(AM) there as community affairs director.

Jim Childress, bureau chief, Kalamazoo, Mich., WOTV(TV) Grand Rapids, Mich., named consumer affairs director.

Richard Moore, assistant news director, WPLG(TV) Miami, joins WSB-TV Atlanta as executive news producer, succeeding **Dick Byrd**, who becomes senior news producer.

Graham Robertson, news editor and political reporter, KTAR(AM) Phoenix, joins KPHO-TV there as news producer-coordinator.

Don Lefler, news producer, WHNT-TV Huntsville, Ala., joins KOTV(TV) Tulsa, Okla., in same capacity. **Forrest Lowry**, anchor-reporter, KTVV(TV) Austin, Tex., joins KOTV as reporter.

Willie Monroe, NBC News correspondent, based in Houston, named to NBC's Northeast bureau, based in New York.

Chet Douglas, news anchor, KFWB(AM) Los Angeles, joins ABC Entertainment Network, New York, as news correspondent.

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Christine Craft, reporter-anchor, KEYT(TV) Santa Barbara, Calif., joins KMBC-TV Kansas City, Mo., as co-anchor.

Bill Lambdin, anchor, producer and reporter, WRGB-TV Chattanooga, joins WAST(TV) Albany, N.Y., as reporter-assignment editor.

Jimmy Young, sports talk-show host, WLYN-AM-FM Lynn, Mass., named sports director.

Ken Broo, sports director, KOTV(TV) Tulsa, Okla., joins WTSP-TV St. Petersburg, Fla., as assistant sports director.

Technology

Sandra Staehle, attorney, RCA Broadcast Systems, Camden, N.J., named attorney for RCA Broadcast Systems in Europe, Africa and Middle East. Staehle will be based in London.

Harry Spry, supervisor of design, development and test laboratory for fiber optics division of Deutsch Co., Banning, Calif., manufacturer of optical fiber and wire cable connectors, joins Valtec, communication fiberoptics division, West Boylston, Mass., as Western regional sales representative, based in Sunnyside, Calif.

Kin Jones, district radio sales manager, Harris Corp., Washington, joins McMartin Industries as operations manager. **Rick Marshall**, district sales manager for McMartin in Maine, Massachusetts, New Hampshire, Ohio, Rhode Island, Vermont, western Pennsylvania, and New York (excluding New York City and Long Island), based in Fairport, N.Y., named special projects representative there. **Steve McNamara**, head of own microprocessor design consulting service, Wallingford, Conn., succeeds Marshall but

remains in Wallingford.

Steven Westall, telecommunications manager, Aetna Life and Casualty, Hartford, Conn., joins Times Fiber Communications, Wallingford, Conn., as new business development manager.

William Malone, VP-Washington counsel, GTE, named VP-associate general counsel-regulation, GTE's corporate headquarters, Stamford, Conn.

D. Lee Erickson, chief engineer, New Trier Cable TV, Wilmette, Ill., joins Centel Communications's cable TV division, Chicago, as engineering administrator.

Fred Huwalt, electronic technician, Texas Instruments, Dallas, and **Andrew Skalyo**, from County Communications, Pittsburgh, join Group W Productions's television syndication center there as engineers.

John Merrill, engineering supervisor, NBC, New York, joins Entertainment and Sports Programming Network, Bristol, Conn., as systems engineer.

Dave Easton, from NBC technical operations, Los Angeles, joins Phoenix Video Center as director of engineering.

Robert Wehrman, VP-engineering, Cox Broadcasting, Atlanta, joins Cox's WJIC-TV Pittsburgh as VP-director of engineering.

Carl Dentremont, program director, WDME(AM) Dover-Foxcroft, Me., named chief engineer.

Orrin Sampson, from KHJ-TV Los Angeles, joins KNX(AM) there as technician.

Julian Dixon, acting deputy chief scientist for technology, FCC, Washington, retires after 40 years of service. Dixon joined commission in 1940 as radio inspector and later served as electronics officer and chief of technical research division, now called Research and Standards Division.

Promotion and PR

Noel Engler, director of advertising and on-air promotion, West Coast, NBC Entertainment, Los Angeles, named VP of on-air promotion for NBC-TV Network there.

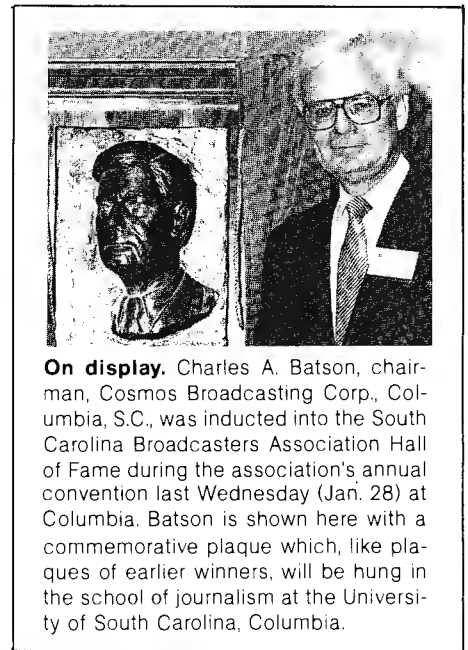
Catherine O'Neill, former director of editorial services and public affairs for Group W, Los Angeles, joins RCA, New York, as director of corporate affairs services.

Carmen Rohland, on-going program coordinator, SIN National Spanish Television Network, New York, joins GalaVision there as promotion coordinator.

Susan Burke, writer-producer for commercial projects, Spectrummedia Group, Mountain View, Calif.-based production company, assumes additional duties as director of its station promo department.

Ellen Manowitz, advertising and sales promotion manager, WIND(AM) Chicago, named to new post of director of creative services, Post-Newsweek Distribution, Los Angeles.

Catherine Saxton, from Rowland, New York public relations firm, joins Group W there as manager of information services. **Charles Furlong**, writer-editor, information services department, Group W, named supervisor of internal information services.



On display. Charles A. Batson, chairman, Cosmos Broadcasting Corp., Columbia, S.C., was inducted into the South Carolina Broadcasters Association Hall of Fame during the association's annual convention last Wednesday (Jan. 28) at Columbia. Batson is shown here with a commemorative plaque which, like plaques of earlier winners, will be hung in the school of journalism at the University of South Carolina, Columbia.

Allied Fields

Jay Bowles, deputy director, broadcast services, AP, New York, joins media brokers, Blackburn & Co., Washington, and will later move to company's Atlanta office.

Howard Liberman, from communications law firm of Cohn & Marks, Washington, opens own office there to practice communications and copyright law.

Directors, elected for two-year terms, Society of Cable Television Engineers, Washington: **Lawrence Dolan**, Wavetek Mid-State, Indianapolis, and **Richard Covell**, GTE Sylvania, El Paso, Tex., re-elected at-large directors; **Thomas Polis**, Comcast Corp., Bala Cynwyd, Pa. at-large director; **James Chiddix**, Oceanic Cablevision, Honolulu, named region one director serving Western portion of U.S.; **Henry Kallina**, Cable Communications of Iowa, region three director for Central region of U.S., and **Jay Levergood**, Scientific-Atlanta, Atlanta, region five director representing Southeast.

Muriel Humphrey, 68-year-old widow of former Vice President Hubert Humphrey, has announced plans to marry former Nebraska broadcaster **Max Brown**. He founded KRNV-AM-FM Lexington, Neb., in 1951 and was stations' first general manager. He still serves stations as consultant. Brown, a widower, has known Mrs. Humphrey since childhood in Huron, S.D. Private ceremony with immediate family is planned for next month.

Deaths

Edwin J. Fitzsimmons, 78, retired executive VP of now defunct Weed Radio & Television Corp., New York, died of cancer in New York Jan. 19. He was with Weed from 1943 until 1964. He is survived by his wife, Helen.

William A. Brendle, 58, associate director, press information, CBS Sports, died of heart attack Jan. 27 at his home in Closter, N.J. He joined CBS in 1963 after having served ABC in sports publicity posts for 10 years. He is survived by wife, Frances, and five children.

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Stock Index

Exchange and Company	Closing Wed. Jan. 28	Closing Wed. Jan. 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	27 3/4	27 3/8	+ 3/8	+ 1.36	5	777
N Capital Cities	60 5/8	57 1/4	+ 3 3/8	+ 5.89	12	798
N CBS	49 1/2	49 1/4	+ 1/4	+ .50	7	1,379
N Cox	57 7/8	60 5/8	- 2 3/4	- 4.53	9	781
A Gross Telecasting	26 1/2	26 1/4	+ 1/4	+ .95	7	21
O LIN	28	27 3/4	+ 1/4	+ .90	6	155
N Metromedia	91 1/2	95	- 3 1/2	- 3.68	10	409
O Mooney	7 1/2	7 3/4	- 1/4	- 3.22	10	3
O Scripps-Howard	46 1/2	46 1/2			7	120
N Storer	31 1/2	30 3/4	+ 3/4	+ 2.43	10	413
N Taft	27	28	- 1	- 3.57	8	264

Exchange and Company	Closing Wed. Jan. 28	Closing Wed. Jan. 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams-Russell	24 3/8	23	+ 1 3/8	+ 5.97	20	44
A Affiliated Pubs.	28 3/8	28 1/2	- 1/8	- .43	12	146
N American Family	8 1/8	8 1/8			4	85
N John Blair	17 1/2	18 3/4	- 1 1/4	- 6.66	6	65
N Charter Co.	17 1/2	18 3/8	- 7/8	- 4.76	1	478
N Chris-Craft	33 3/4	34 5/8	- 7/8	- 2.52	17	94
N Coca-Cola New York	9 1/4	9 1/4			21	163
N Cowles	28 5/8	29 7/8	- 1 1/4	- 4.18	19	113
N Dun & Bradstreet	58 7/8	59 3/8	- 1/2	- .84	18	1,642
N Fairchild Ind.	25 7/8	28 3/8	- 2 1/2	- 8.81	8	295
N Fuqua	13 3/8	13 3/4	- 3/8	- 2.72	3	170
N Gannett Co.	57 1/2	57 5/8	- 1/8	- .21	15	2,023
N General Tire	20 5/8	19 1/4	+ 1 3/8	+ 7.14	8	487
O Gray Commun.	52	58	- 6	- 10.34	11	25
N Harte-Hanks	32 3/8	32	+ 3/8	+ 1.17	15	305
O Heritage Commun.***	14 1/8	16 3/8	- 1 1/4	- 8.13	7	76
N Insilco Corp.	19 5/8	20	- 3/8	- 1.87	8	211
N Jefferson-Pilot	25 1/2	25 1/2			6	558
O Marvin Josephson	12 5/8	12 1/2	+ 1/8	+ 1.00	8	92
O Kansas State Net.	31 1/2	31 1/2			25	59
N Knight-Ridder	27 3/4	28 3/8	- 5/8	- 2.20	10	899
N Lee Enterprises	25 1/4	25 1/4			12	181
N Liberty	13	13 3/8	- 3/8	- 2.80	5	165
N McGraw-Hill	44	41	+ 3	+ 7.31	14	1,093
A Media General	30 3/4	29 5/8	+ 1 1/8	+ 3.79	8	222
N Meredith	48 1/4	49 3/8	- 1 1/8	- 2.27	7	151
O Multimedia	29 1/2	30 1/4	- 3/4	- 2.47	15	296
A New York Times Co.	30 5/8	31 1/8	- 1/2	- 1.60	9	367
N Outlet Co.	30 1/2	31 3/8	- 7/8	- 2.78	44	76
A Post Corp.	21 3/4	17 3/4	+ 4	+ 22.53	11	39
N Rollins	36 3/4	35 1/2	+ 1 1/4	+ 3.52	15	501
N San Juan Racing	18 1/2	18 1/4	+ 1/4	+ 1.36	21	46
N Schering-Plough	41	41 1/4	- 1/4	- .60	10	2,175
O Stauffer Commun.	46	44	+ 2	+ 4.54	11	46
A Tech Operations	16 1/2	15 5/8	+ 7/8	+ 5.60	18	23
N Times Mirror Co.	43 1/2	40 1/4	+ 3 1/4	+ 8.07	10	1,476
O Turner Bcstg.	15	14 1/2	+ 1/2	+ 3.44	8	150
A Washington Post	20	20 1/4	- 1/4	- 1.23	8	280
N Wometco	17 5/8	18	- 3/8	- 2.08	8	233

Exchange and Company	Closing Wed. Jan. 28	Closing Wed. Jan. 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
CABLE						
A Acton Corp.	17 1/4	18	- 3/4	- 4.16	12	52
N American Express	42 1/4	43	- 3/4	- 1.74	9	3,011
O Burnup & Sims	13	13 1/4	- 1/4	- 1.88	16	116
O Can. Cablesystems	9 7/8	11 7/8	- 2	- 16.84	19	187
O Comcast	26 1/2	28 1/2	- 2	- 7.01	30	68
O Entron*	5	5			5	4
N General Instrument	80 7/8	83 1/2	- 2 5/8	- 3.14	14	702
O Tele-Communications	25 3/4	27 3/4	- 2	- 7.20	25	613
N Teleprompter	33 3/8	32 1/2	+ 7/8	+ 2.69	28	568
N Time Inc.	58	57 1/4	+ 3/4	+ 1.31	11	1,630
O TOCOM	15 3/4	14 1/2	+ 1 1/4	+ 8.62	5	51
O UA-Columbia Cable	60 3/4	64	- 3 1/4	- 5.07	45	203
O United Cable TV	24 1/4	27 1/2	- 3 1/4	- 11.81	17	196
N Viacom	50 1/4	53	- 2 3/4	- 5.18	18	224

Exchange and Company	Closing Wed. Jan. 28	Closing Wed. Jan. 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMING						
O Chuck Barris Prods.	3 7/8	5 1/4	- 1 3/8	- 26.19	4	12
N Columbia Pictures	40 7/8	43 1/4	- 2 3/8	- 5.49	12	414
N Disney	51 3/4	49 3/4	+ 2	+ 4.02	13	1,682
N Filmways	5 5/8	5 7/8	- 1/4	- 4.25	16	35
O Four Star	1 5/8	1 5/8			16	
N Getty Oil Corp.	86 3/4	87 3/4	- 1	- 1.13	10	7,126
N Gulf + Western	15 1/8	15 3/8	- 1/4	- 1.62	4	847
N MCA	47 1/4	47 1/4			8	1,110
O Medcom	6 7/8	7	- 1/8	- 1.78	25	11
N MGM Film	8 5/8	9	- 3/8	- 4.16	6	280
O Reeves Commun.	35	33	+ 2	+ 6.06	25	126
O Telepictures	5 1/8	4 1/2	+ 5/8	+ 13.88	23	12
N Transamerica	18 1/4	18 1/4			5	1,192
N 20th Century-Fox	52 5/8	54 5/8	- 2	- 3.66	8	566
O Video Corp. of Amer.	14 1/2	14 3/8	+ 1/8	+ .86	30	14
N Warner	37 3/8	38	- 5/8	- 1.64	9	537
A Wrather	27 7/8	28 1/4	- 3/8	- 1.32	6	64

Exchange and Company	Closing Wed. Jan. 28	Closing Wed. Jan. 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
SERVICE						
O BBDO Inc.	43	42	+ 1	+ 2.38	9	108
O Compact Video	20	20 1/2	- 1/2	- 2.43	19	62
N Comsat	43 3/8	43 5/8	- 1/4	- .57	9	347
N Doyle Dane Bernbach	17 1/2	17 1/2			5	21
N Foote Cone & Belding	29 3/8	29	+ 3/8	+ 1.29	7	80
O Grey Advertising	58	59	- 1	- 1.69	6	35
N Interpublic Group	31 1/4	31 1/4			6	139
N JWT Group	36 1/4	36	+ 1/4	+ .69	8	110
O MCI Communications	11 1/2	12	- 1/2	- 4.16	58	414
A Movielab	6	5 7/8	+ 1/8	+ 2.12	5	9
A MPO Videotronics	5	4 7/8	+ 1/8	+ 2.56	14	2
O A. C. Nielsen	35 7/8	36 1/2	- 5/8	- 1.71	15	402
O Ogilvy & Mather	26 1/2	26 1/2			8	109
O Telemation	2	2			12	2
O TPC Communications	6 1/2	6 1/2			46	5
N Western Union	23 3/8	24 3/8	- 1	- 4.10	15	354

Exchange and Company	Closing Wed. Jan. 28	Closing Wed. Jan. 21	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
ELECTRONICS/MANUFACTURING						
O AEL Industries	13 3/8	14 1/8	- 3/4	- 5.30	16	22
N Ampex	33 3/4	33 3/4			7	392
N Arvin Industries	13 3/4	14	- 1/4	- 1.78	7	107
A Catec	7 1/2	7 5/8	- 1/8	- 1.63	9	15
O Chyron	15 1/4	16 1/8	- 7/8	- 5.42	25	19
A Cohu	9 1/4	9 1/4			13	15
N Conrac	19 3/8	18 3/4	+ 5/8	+ 3.33	8	41
N Eastman Kodak	69 3/4	69 1/2	+ 1/4	+ .35	11	11,256
O Elec Missile & Comm*	7	7			88	19
N General Electric	62 1/8	59 3/4	+ 2 3/8	+ 3.97	10	11,467
N Harris Corp.	47 5/8	50 1/8	- 2 1/2	- 4.98	18	1,449
O Intl. Video*	5/8	5/8			1	
O Microdyne	19 1/4	19 1/4			14	76
N M/A Com, Inc.	27 1/4	26 3/4	+ 1/2	+ 1.86	24	909
N 3M	58 3/4	59 3/8	- 5/8	- 1.05	10	6,842
N Motorola	67 1/2	64 7/8	+ 2 5/8	+ 4.04	13	1,926
O Nippon Electric	69 3/8	73 1/2	- 4 1/8	- 5.61	53	2,278
N N. American Philips	39 5/8	38 1/2	+ 1 1/8	+ 2.92	6	476
N Oak Industries	45	46 7/8	- 1 7/8	- 4.00	15	244
A Orrox Corp.	8 7/8	8	+ 7/8	+ 10.93	29	14
N RCA	28 1/4	28 1/2	- 1/4	- .87	7	2,115
N Rockwell Intl.	35 1/4	39 3/8	- 4 1/8	- 10.47	9	2,616
A RSC Industries	4 5/8	4 3/4	- 1/8	- 2.63	12	10
N Scientific-Atlanta	43 1/8	39 1/4	+ 3 7/8	+ 9.87	38	449
N Sony Corp.	15 1/4	16 3/8	- 1 1/8	- 6.87	25	3,288
N Tektronix	56 3/4	55 7/8	+ 7/8	+ 1.56	13	1,036
A Texscan	23	22 1/8	+ 7/8	+ 3.95	45	34
N Varian Associates	26	26 3/4	- 3/4	- 2.80	12	200
N Westinghouse	28 1/2	27 5/8	+ 7/8	+ 3.16	7	2,421
N Zenith	16 7/8	17 3/8	- 1/2	- 2.87	15	317








Standard & Poor's 400 Industrial Average 148.19 148.80 -0.61

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown), supplied by Shearson Loeb Rhoades, Washington) P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. Footnotes: *Stock did not trade on given day, price shown is last traded price ** No P/E ratio computed, company registered net loss. ***Heritage Communications stock split 3 for 2. + Stock traded at less than 12.5 cents.

Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (*) to appear during the next few months. Among the more prominent prospects:

- Feb 9  Special report on low-power TV, from A to Z. What it is. How to go about getting one of these mini-stations, how to finance and program. Who the major contenders are. And how it might change the television universe.
- Mar 2  BROADCASTING comes to bat again with its annual report on baseball rights at the local and national levels, who holds the contracts and how they intend to use them.
- Mar 9  **Pre-NATPE.**
- Mar 16  **NATPE** ... the year's largest program marketplace. This year, in New York, March 13-18. More than 4,000 delegates from all over the world—and a full contingent from BROADCASTING—will be there.
- Apr 6  **Pre-NAB.** Getting ready, getting set and ...
- Apr 13  **NAB** ... going on the National Association of Broadcasters 59th annual convention in Las Vegas.
- Apr 20  **Post-NAB.** Gavel-to-gavel report on the industry's yearly self-examination of where it's at within the radio and television media, and where those two continue to fit within the evolving context of telecommunications.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

You Belong in Broadcasting Every Week

** Publication dates are subject to change, dependent on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

Profile

ESPN's Simmons: a real sportsman

It's hard to imagine a more natural match of individual and occupation—a self-confessed “total sports fan” running the “Total Sports Network,” the Bristol, Conn.-based Entertainment and Sports Programming Network (ESPN).

To hear Chet Simmons tell his story, his love of sports goes back almost as far as he can remember. “As a kid, I used to cut sports articles out of newspapers and paste them in scrapbooks,”—scrapbooks he swears he'd still have if they hadn't been lost years ago when his parents moved.

That “kid” grew up to be someone for whom a good portion of “my basic fun and happiness is watching sports, as a viewer.” In fact, as he reminisces in the quiet of his comfortable office in ESPN's bustling headquarters complex, a monitor at the side of his desk keeps Simmons posted on the latest sports developments his network has to offer.

Saying Simmons is a man who has found his niche in life isn't to call him self-satisfied. Indeed, he admits to having had “some disappointments with ESPN, disappointments he ties to possibly having set his sights too high in regard to what the infant network could do.

One example he gives is “if we have three cameras at an event, I'd love to have five,” a situation that can be particularly frustrating for someone whose background is “20-odd years at networks with a lot of money.” It's taken some time, says Simmons, but he's learning to heed the advice of friends who want him to stop fretting about what's yet to be done and to “sit back and relish what we've accomplished.”

The essence of what he's accomplished at ESPN is to have built, in little over a year's time, the largest advertiser-supported cable network—a programming service available to more than 7.3 million homes, and a force that many observers of the industry credit with helping fuel the demand for cable, especially in urban areas.

This latest feat rests on a broad footing of other accomplishments in televised sports. Back in the mid-fifties, along with Edgar Scherick and Jack Lubell, Simmons was one of the three original staffers at Sports Programs Inc., the sports packager whose later assumption into ABC ignited that network's climb out of third place in the network race.

Calling Scherick “the guy who really started sports programming,” Simmons believes that “the history of sports on television in the United States was generated out of that little company.” It was



Chester Robert Simmons—president and chief executive officer, Entertainment and Sports Programming Network, Bristol, Conn.; b. July 11, 1928, New York; BA, University of Alabama, 1950; served in U.S. Coast Guard, 951-54; with Dancer, Fitzgerald, Sample, 956-57; one of three founders of Sports Programs Inc., New York, 1957-59; VP and general manager, ABC Sports, 1959-64; VP sports operations and director of sports, NBC, 1964-70; VP sports, NBC, 1970-77; president, NBC Sports, 1977-79; president and chief operating officer, ESPN, 1979-80; present position since May 1980; m. Harriet Krobalski, Dec. 23, 1956; children—Pam, 22; Jed 20; Peter, 11; Nicole, 8.

where Simmons says he “learned my business,” and picked up what he regards as his primary talents: “scheduling, programming and the involvement with the promoter to find the event I think will be best for the company.”

Another key ingredient Simmons remembers from Sports Programs, and one evident now at ESPN is something he praises Scherick for—“he was good at hiring people . . . he could recognize talent.” Simmons lists among people brought into the Sports Programs-ABC fold Chuck Howard and Jim McKay, director Chet Forte and Rooney Arledge.

Scherick, who left the sports field for film production when he merged Sports Programs into ABC in the early sixties, calls Simmons “a man of exceptional character . . . a solid administrator . . . who was deeply devoted to sports.”

What possessed someone who had headed the sports operations of two major networks, with all the clout and access to the sports world that implied, to chuck broadcasting and dive into the untested waters of cable networking? The very opportunity “to start from the ground up,”

according to Simmons. He speaks of “the ability to experiment, the opportunity to restructure and the challenge” that ESPN provided. It was, in his words “the ultimate challenge.”

As far along as ESPN has already progressed, Simmons recognizes a set of hurdles ahead. ESPN, Simmons theorizes, hasn't “got the events we need to take it into the next quantum leap, when you can start seriously challenging the networks.” Before that can happen, ESPN has to reach more homes, the 12 million or so that will mean 15% penetration of television homes, which is the threshold for Nielsen measurement. That measurement Simmons sees as the key to fuller access to advertiser dollars, which in turn will provide the funding to bid for events.

In the meantime, Simmons has been working to advance the cause of cable measurement, and ESPN's research efforts have proved encouraging to him. He's pleased with the performance of certain events, boxing, NCAA football and Canadian football among them.

Other approaches the network is likely to try are event programs during lunch hours; afternoon events, especially in winter months, to catch the housebound high-school crowd, and weekend morning programming geared to the younger set, like Little League baseball and Pop Warner football.

For the time being, “it doesn't cost a whole lot to do repeat programming.” But while first-run material will be more expensive, Simmons notes that ESPN's financial angel, Getty Oil (which bought 85% of the company from its founders, headed by now-chairman William Rasmussen) doesn't expect the sports network to turn a profit for several years. “Getty recognizes we're in a new industry that has to be nurtured and hand held.”

Simmons does have some complaints with some in the industry who, he feels, aren't helping nurture it. Simmons isn't pleased with cable operators taking superstations, ostensibly for their sports packages, if it is to the exclusion of his or other cable services. “Superstations aren't really cable,” he says, “that form of cable just is not designed for the industry.”

And Simmons, who believes ESPN is bringing a “quality programming sense” to cable, is most upset with operators who tier his service (intended as a basic service) then cherry-pick ESPN programming while wrapping other sports packages around it. “Sometimes they even cut us off right in the middle of a sentence.”

Looking toward the future of ESPN, Simmons admits, for the time being, that 24 hours of sports may be a little much. But remembering his network days, he quickly adds “It's a luxury I'll accept.”

A winner

In affirming the constitutionality of broadcast coverage of criminal trials, the Supreme Court last week repaired much of the damage that had been done in an earlier decision. Although it stopped short of reversing the 1964 court's findings in the Billie Sol Estes case, last week's majority decision by Chief Justice Warren Burger clearly set *Estes* aside as a barrier to courtroom entry.

Nobody expected this court to say that trial courts had no authority to prevent repetitions of the disruptions that broadcast people and paraphernalia caused in the early stages of the *Estes* trial in Tyler, Tex. The journalism organizations that interceded on behalf of broadcast coverage in this latest case hoped that the Burger court would recognize that broadcast equipment and techniques had been dramatically improved since the Earl Warren court of 1964 was upset by photos of disarray in the *Estes* courtroom. That hope was more than satisfied last week.

Chief Justice Burger's opinion took notice of the wide divisions of the Warren court in *Estes*. Although the 1964 decision was reached on a vote of 5 to 4, six members of the court felt compelled to write opinions. The late Earl Warren's went beyond usual judicial restraint to call television in Tyler a "desecration of the courtroom." Last week cooler heads prevailed. The Burger opinion restores perspective to the delicate job of balancing a defendant's Sixth Amendment right to a fair trial against the press's First Amendment immunity from governmental restraint.

That the First Amendment got an even shake last week must be traceable at least in part to the intervention in this case by a coalition of journalism organizations led by the Radio-Television News Directors Association. Surely it did not escape the Supreme Court's notice that the RTNDA brief, eloquently arguing the case for broadcast access, was supported by the American Society of Newspaper Editors, Associated Press Broadcasters, Associated Press Managing Editors, National Broadcast Editorial Association, National Newspaper Association, National Press Club, National Press Photographers Association, National Public Radio, Reporters Committee for Freedom of the Press, American Federation of Television and Radio Artists, and the Society of Professional Journalists, Sigma Delta Chi.

The decision of last week confirms the benefits that can be attained when all media of journalism join in causes that are both common and right.

Getting it in writing

In terms of public image, RCA hasn't had the best of luck with its principal executives since the departure of its virtual founder, chief architect and builder, the late Brigadier General David Sarnoff. Bob Sarnoff, his son, was unseated by his board of directors, and Anthony L. Conrad, Bob Sarnoff's successor, had to resign after acknowledging he had failed to file personal income tax returns.

Now, as reported by BROADCASTING a week ago and in more detail in this week's issue, another change is coming. Ed Griffiths, who succeeded Conrad, is giving up the posts of chairman and chief executive, effective July 1, to be succeeded by Thornton F. Bradshaw, president of Atlantic Richfield Co. No one has ever faulted Griffiths for the way he has made RCA perform financially, but he has had his share of messy headlines. His firing of Maurice Valente, six months after hiring him as RCA president, and the firing of Jane Cahill Pfeiffer as chairman of NBC won no awards for diplomacy, and there were persistent reports of

in-fighting between him and some of his board members.

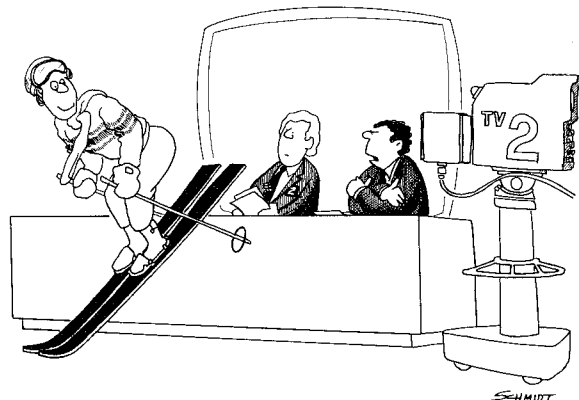
Bradshaw brings a reputation not only as a successful industrialist but also as one with deep social and civic concerns and a sense of corporate responsibility in those areas. His interests are wide, ranging, for example, from the Los Angeles Philharmonic Association to the Aspen Institute for Humanistic Studies and the Conference Board. He seems qualified for the communications world on another score as well: Coming from the oil business, he is used to being made the bullseye in target practice by vocal and persistent critics. If all else fails, he has a five-year contract—which, as we have suggested before, is becoming an imperative in the impermanent world of chiefs of major corporations related to broadcasting.

Mixing it up

President Reagan has started meeting the press on a promising note, intending, if his first formal press conference can be taken as a model, to subdue the clamor for recognition that made so many journalists look like boors during conferences held by his predecessor. The new rule is that reporters who leap to their feet and shout for attention will be ignored. If the rule was briefly broken when a Hispanic correspondent called out: "Por favor," his recognition by the President may be excused as a deviation for political purposes. Hispanics haven't had much attention in this White House yet.

Not entirely by coincidence, the principle of recognizing raised arms instead of raised voices was one of several recommendations submitted to the Reagan press staff by the Commission on Presidential Press Conferences. Several other recommendations seem also to have found favor among Reagan's aides. There are plans for variations in the ways Reagan will meet the press, including some informal gatherings with a few reporters and no microphones or cameras.

The last will draw objections from broadcast journalists, who want pictures, preferably live, to go with their reports. The suggestion here is that protests be deferred until Reagan has a chance to experiment. If the mixture that finally evolves contains a reasonable incidence of conferences available for broadcast, there can be no legitimate objection to informal conferences without broadcasting gear, as long as broadcasting reporters are invited. Occasionally journalistic purposes can be served by questioning a President who can go off the record.



Drawn for BROADCASTING by Jack Schmidt

"It really irks me when he hams up the ski report."

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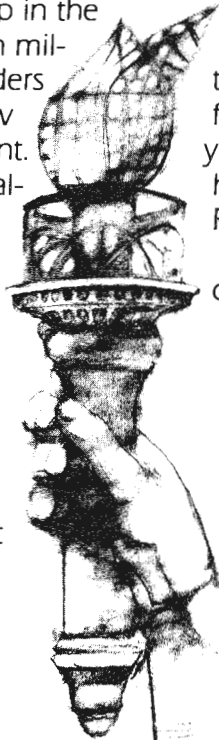
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