

Senate's turn at radio dereg  Baseball rights  
take quantum leap upward  Mixed fiscal reviews for 1980

# Broadcasting Mar 2

The News Magazine of the Fifth Estate  Vol. 100 No. 9

Our 50th Year  1981

## WTOG-TV SAILS AHEAD IN ACCESS!

Tampa Bay's PM Magazine on WTOG-TV delivers the highest share of women 18-49 in access of any station in the top 20 markets.

This new entry on WTOG-TV has breezed by every other PM Magazine program in the top 20 markets, delivering 49% share of women 18-49 and 47% share of men 18-49.

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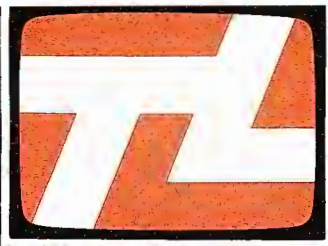
### WTOG 44

A Division of Hubbard Broadcasting, Inc.  
Source: Nov. '80 NSI,  
Cassandra Data  
Petry Performance Report  
Subject to normal ratings qualifications



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Years Of  
Broadcasting



TIME-LIFE TELEVISION  
presents

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## THE INCOMPARABLE Shirley Bassey Show

**6** sparkling new one-hour productions!

Wherever she goes—including the U.S., European capitals, Mexico, South America and Japan, the lady is an international superstar, with one of the most devoted followings ever to attend a singer.  
—The New York Times

**A BBC-TV Production**



## WILDLIFE SAFARI

**24** ADVENTUROUS HALF-HOURS  
HOST: DAVID ATTENBOROUGH

"Fascinating." —The Observer

"The photography was faultless." —Daily Express

**A BBC-TV Production**



## Not The Nine O'Clock News

**10** IRREVERENT HALF-HOURS

"The cleverest half-hour of television comedy since Monty Python." —Sunday Times

"Shocking and very, very funny." —Daily Mail

**A BBC-TV Production**

# series from BBC

## UP POMPEII!

13 OUTRAGEOUS HALF-HOURS

"The situations are scandalous and the girls are busting with enthusiasm."  
—Daily Sketch



A BBC-TV Production



74 AMAZING  
NEW HALF-HOURS

(NOW 172 "DOCTOR WHO"  
SPACE FANTASIES AVAILABLE)

"The best special effects of any television program. What makes it work above all is the way it fuses story, magic and high technology."

—The Guardian

A BBC-TV Production



## The Dick Emery Show

40 ZANY HALF-HOURS

"Riotous character impersonations, splendiferous character sketches, super guest stars and usually a marvelous comedy of errors to top it all off."

—Radio Times

A BBC-TV Production



N.Y.  
HILTON  
MARCH 14-18

ON THE  
EXHIBITION  
FLOOR



Although the British Broadcasting Corporation is well-known in this country for its accomplished television dramatizations, the films produced by the BBC (some of which have earned international awards) are less familiar. This selection of twelve films is a compact survey of films produced during the last two decades and suggests the broad range of themes and stylistic devices that distinguish the film production of this corporation which came into existence by royal charter in 1927.

Featured in the program are four cinematic portraits created in the sixties by the unconventional Ken Russell: of the composers Frederick Delius and Edward Elgar, the dancer Isadora Duncan; and the poet/painter Dante Gabriel Rossetti. British playwright David Hare is represented by a haunting, thoughtful drama he also directed: *Licking Hitler* takes place in the spring of 1941 and creates the claustrophobic atmosphere of the headquarters of a counter-intelligence team transmitting propaganda to Nazi Germany. Another name of interest is Stephen Fears, the director of *Gumshoe* and the recent *Bloody Kids*, who is represented here by *A Day Out*, a lyrical, gently funny sketch of a cycling club outing in 1911. Also featured in the retrospective are two remarkable, moving stories of the handicapped: *Joey*, produced and directed by Brian Gibson, reconstructs the life of Joey Deacon and is based on his memoirs, *Tongue Tied*. The title *On Giant's Shoulders* is taken from the poet George Herbert: "A

dwarf on a giant's shoulders sees the further of the two." The film, directed by Anthony Simmons, is the true story of Terry Wiles, a severely handicapped thalidomide victim. Two other films that make perceptive social comments are *The Spongers*, directed by Roland Joffe, and *Spend, Spend, Spend* by John Goldschmidt. *The Spongers* is a realistic description of a single-parent family reduced to "sponging" from the State for survival. Vivian Nicholson said she was going to "spend, spend, spend" when she and her coalminer husband won a small fortune in a lottery. *Shadows On Our Skin*, directed by Jim O'Brien, explores the harsh events in Northern Ireland through the sensitivity and emotional experiences of Joe Derry, an eleven-year-old schoolboy. Directed by Colin Bucksey, *A Hymn From Jim* is a shocking thriller set in the pop music world and written by Richard "Rocky Horror Show" O'Brien.

FILMS FROM THE BBC reminds us that there are many talented producers striving for high quality in films for television. They, and others, have produced films with literate scripts, believable acting, attention to details, and sensitivity to the social context.

The Department of Film would like to express its gratitude to Harvey Chertok of Time-Life Television for his close cooperation. We also wish to thank the BBC, Time-Life Films, Inc., and the National Film Archives of the British Film Institute for their participation.

—ADRIENNE MANCIA  
Curator, Department of Film



**THE MUSEUM OF MODERN ART**  
presents

A retrospective survey of twelve remarkable programs  
which suggest the broad range of themes  
and stylistic devices that distinguish films from the BBC.

**NEW YORK**  
**MARCH 16-24, 1981**



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# The Week in Brief

TOP OF THE WEEK

**NEW SCRIPT FOR FCC** □ White House understanding with Ferris put into question with Lee expected to be officially designated acting chairman. Wheels put in motion for clearance on Fowler for commission and chairmanship. **PAGE 31.**

**MORE EYES THAN NAYS** □ That is sentiment of witnesses testifying on radio deregulation before Goldwater subcommittee. Numerous suggestions offered for changes in bill's language dealing with award and revocation of licenses. **PAGE 32.**

**HIGH-DEFINITION TV** □ CBS's Washington demonstration documents progress made in HDTV. Showcased: Units in NHK's system, Sony digital recorders adapted to high resolution, and CBS's "bit reduction" process. **PAGE 34.**

**BOTTOM-LINE ROLLER COASTER** □ ABC's profit decline, following earlier CBS report of earnings slump, underscores perils of networking. But among major group owners, there are ups at Metromedia, Capcities, Cox and LIN, downs at Taft and Storer. **PAGE 36.**

**PRUNING OF PREMIERE** □ Movie companies in joint payable venture are either discussing or signing deals for films originally earmarked for Premiere. **PAGE 36.**

**CBS'S BEST FOOT** □ Wyman puts it forward at security analyst meeting in which stress is placed on company's new development surge and expansion in theatrical films. **PAGE 37.**

**WIRTH'S GOALS** □ He says House telecom committee will not be referee between competing technologies, spells out agenda for next three months. **PAGE 38.**

SPECIAL REPORT

**HIGH FLY FOR BASEBALL** □ BROADCASTING's annual report finds major-league broadcast rights will increase 12% to nearly \$90 million this season. Largest share of gain is due to Canadian brewers' desire to be associated with Montreal and Toronto teams. **PAGE 43.**

LAW & REGULATION

**TELECOM POLICY** □ At UCLA symposium, present and past shapers of communications' future evaluate

accomplishments of Congress and agencies. There's almost complete agreement that marketplace should determine future of new services. **PAGE 54.**

BUSINESS

**ADJUSTING TO CHANGE** □ Leading advertisers are urged to refocus on opportunities of emerging media. ANA workshops in New York also draw bead on perennial advertising problems. **PAGE 72.**

MEDIA

**IMPATIENT GAINERS** □ Stations in areas that picked up population in last census want preliminary data fed into TV market rankings now, and measurement services indicate they may adjust data. But those with declining numbers aren't as anxious. **PAGE 78.**

PROGRAMING

**FOX CHASE** □ Maverick oilman Marvin Davis offers \$703 million for 20th Century-Fox without its three TV stations. **PAGE 82.**

**THEY'RE PLAYING OUR COUNTRY SONG** □ Changing tastes and increased professionalism in country music have pushed stations with that format into the radio midstream. Here's how those involved in the trend assess country's still-growing appeal. **PAGE 86.** The CMA seminar in Nashville is set to roll next week. **PAGE 88.**

TECHNOLOGY

**AMST'S DRUTHERS** □ Association continues opposition to VHF drop-ins, urging FCC to focus on full-space UHF allotments. **PAGE 89.**

1950

**THE 'BROADCASTING' YEARS** □ More color TV battles, network talent raids and outbreak of hostilities in Korea helped to shape radio and television in 1950. Also adding shape to TV was Dagmar on NBC's pioneer late-night show, while deep-voiced Tallulah Bankhead tried to talk audiences back to network radio. **PAGE 93.**

PROFILE

**ADVERTISING'S DIPLOMAT** □ McCann-Erickson Chairman Eugene Kummel is regarded as the organization's ambassador-at-large. It's exactly those credentials that are serving him so well in the added duties of AAAA chairman. **PAGE 119.**

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# Introducing our newest Correspondent.

This week, Walter Cronkite completes 19 extraordinary years as anchorman and Managing Editor of The CBS Evening News. And begins an exciting new phase in his career with CBS News.

Later this month, Walter leaves for Moscow to report for an upcoming five-hour CBS News series on America's defenses. Mid-year, you'll see him as anchorman of his new science series "Universe." In addition, there will be special reports, documentaries and news assignments that will continue to utilize Walter's incomparable knowledge and experience.

We salute Walter Cronkite for a job well done. And, we look forward to having his unmistakable signature on CBS News coverage for years to come.

**CBS NEWS** 



## Kilberg vs. Dawson?

Mimi Weyforth Dawson, 36, chief aide to Senator Bob Packwood (R.-Ore.), until now appeared to have no opposition for appointment to FCC. But last Friday, Bobbie Greene Kilberg, attorney, now with Aspen Institute of Humanistic Studies, Washington, surfaced as avid candidate. Kilberg, also 36, Vassar, Columbia and Yale Law graduate, was co-chairman of Women's Policy Advisers Board in Reagan campaign and has been active in Jewish affairs. She was White House fellow, associate counsel to President Ford, and served stint with Washington law firm of Arnold & Porter. She is married and mother of four children.

## More from less

ABC-TV not only pulled in higher revenues than other networks in 1980 (see page 31) but did so on fewer commercials. ABC carried 38,297 minutes of commercial time, CBS 42,541 minutes and NBC 41,039 minutes according to Broadcast Advertisers Reports, which compiles time and dollar estimates. On that basis, going price for time averaged \$49,013 per minute on ABC, \$39,985 on CBS and \$38,239 on NBC. Three-network average: \$42,234.

## Move disputed

FCC has been called to testify before House Committee on District of Columbia on March 5, on commission's proposed move to Rosslyn, Va. District stands to lose substantial revenues if other federal agencies follow FCC lead and begin exodus from city. Government Services Administration and National Capital Planning Commission are expected to testify against move, former contesting commission's need for leasing authority in first place and latter decrying federal agency move into building that planning commission and Interior Department opposed on esthetic grounds.

## Oh, that

Problem overlooked by many applicants and FCC in proposed low-power television rules is potential interference between LPTV stations and land mobile users. As E.B. Kitchen, executive vice president of National Association of Business and Educational Radio, points out, many UHF channels between 14 and 20 in major metropolitan areas were assigned to land mobile nearly 10 years ago. Many LPTV applications flooding FCC have disregarded those assignments, Kitchen

said. If stations used those channels, co-channel and possibly adjacent-channel interference could disrupt both services.

## Reruns

White House is drawing on old hands from Nixon and Ford days to staff new Office of Communications. Office will be headed by Frank Ursomarso, advance man in Ford White House, who will report to White House chief of staff James Baker and his deputy, former Ford aide David Gergen. Office will include as television advisers Mark Goode and Bill Carruthers, both TV producers and directors from Los Angeles. They will work with President when he uses television and will represent White House in arrangements for television coverage of major events. Goode, who worked for Ford, is on job now as consultant, but will taper off full-time work in several weeks. At times Carruthers, who worked in both Nixon and Ford White House, will spell him.

## Protecting their turf

Association of Broadcast Engineering Standards, created in 1963 to curb deterioration of AM and FM allocation procedures, is experiencing unprecedented growth. Membership has increased from 82 to 128 station entities since Wallace E. Johnson became executive director after leaving FCC as chief of Broadcast Bureau 14 months ago.

Jump in membership became more pronounced in reaction to FCC campaign to reduce AM separations from 10 to 9 khz, regarded as departure from optimum engineering standards. Among entities that have joined Washington-based ABES are ABC, Westinghouse, Capital Cities Communications, and Metromedia, plus WIBC(AM) Indianapolis and WQHK(AM) Fort Wayne, Ind. CBS and NBC were charter members.

## Early start

Charles Z. Wick, probable appointee as director of International Communications Agency, got expert advice on his expected assignment from cadre of former ICA (and predecessor U.S. Information Agency) officials at private dinner hosted by RKO General's Frank Shakespeare in Washington hotel last Wednesday (Feb. 25). Wick appointment isn't expected to be announced until he's wound up unofficial duties in connection with "media blitz" for Reagan economic package, and until choice has been made for Voice of America director and ICA's associate director for cultural affairs.

Last week's guest list: former directors Leonard Marks (1965-68), Shakespeare (1969-73), Jim Keogh (1974-76) and John E. Reinhardt (1977-81), plus former VOA directors Kenneth Giddens and Henry Loomis. (Carl Rowan, USIA director in 1964-65, was invited but regretted.) Also present: FCC Commissioner Abbott Washburn, once deputy director of USIA, and Gilbert A. Robinson, New York public relations counsel and political operative who has preceded Wick to ICA as executive assistant to director.

## Short term

Reports persist, despite denials, that James R. Holland, former Miller Brewing and Ford White House press official who was hired for top NBC PR job last summer (BROADCASTING, Aug. 11, 1980), is looking for work elsewhere. He's executive vice president, corporate communications, in charge of press, public and corporate relations.

## Stanton for BIB?

Frank Stanton, retired vice chairman of CBS Inc., who has been shuttling to London almost monthly on policy direction of *The Observer*, British Sunday newspaper, may continue that participation even with sale of control last week by Atlantic Richfield Co. to Lonhro Ltd., British holding company. ARCO, of which Stanton is director, would wind up with 40% interest in new Lonhro unit which would hold five-year option to acquire that interest, too. Deal awaits British government approval.

Stanton, substantial stockholder in CBS, holds number of noncompetitive directorships. Stanton's interest in international communications persists to degree that, according to one confidant, he would relish chairmanship of Board of International Broadcasting, which, among other functions, oversees Radio Free Europe/Radio Liberty. John A. Gronouski has resigned as chairman, but continues as board member.

## Joining 'em

Although no organized movement among big advertisers is detected as counter to threat of boycott by Coalition for Better Television, campaigning against sex and violence, some are said to be enlisting affiliates in effort to tone down network shows. Association of National Advertisers deplored coalition's crusade at time it was announced (BROADCASTING, Feb. 9), but some ANA members think answer is to eliminate offending programs.

# Business Briefly

TV ONLY

**Pillsbury** □ Totino's frozen foods. Begins March 16 for three weeks in 11 to 17 markets. Agency: Paragon Companies, Minneapolis. Target: women, 18-49.

**Imperial Sugar** □ Begins March 23 for four weeks in 18 markets concentrating on Texas. Day and fringe times. Agency: Tracy-Locke Advertising, Dallas. Target: women, 25-49.

**General Cigar** □ Chattanooga Chew. Begins April 6 for about seven weeks in over 10 markets. News and sports times. Agency: Stuart Ford Inc., Richmond, Va. Target: men, 25-49.

**Scott's Chemicals** □ Begins April 13 for 15 weeks in 18 markets. Day, late fringe and weekends. Agency: Atkins & Associates, San Antonio, Tex. Target: adults, 25-54.

**Culligan** □ Water softener. Begins March 16 for six weeks in about 15 markets. Day, fringe and late fringe. Agency: SMY Inc., Chicago. Target: adults, 25-54.

**Munsingwear** □ Golf shirts. Begins March 16 for six weeks in about 15 markets. Sports programming. Agency: Campbell-Mithun, Minneapolis. Target: total men.

**E.I. duPont de Nemours** □ Silverstone cookingware. Begins June 1 for two weeks in 12 markets. Day times. Agency: NW Ayer ABH International, New York. Target: women, 18-49.

**William Underwood** □ Accent flavor enhancer. Begins April 2 for four weeks in about 40 markets. Day, fringe and weekends. Agency: Kenyon & Eckhardt, Boston. Target: women, 18-49.

**CRC Chemicals** □ Automotive chemicals. Begins in March for varying flights in 15 markets. News, late fringe, sports and weekend times. Agency: Gray & Rogers Inc., Philadelphia. Target: men, 25-49.

**Sunfield Foods** □ Various products. Begins this week for 15 weeks in about 20 markets. Day and fringe times.

## Rep Report

WGGR(FM) Duluth, Minn.: To Lotus Reps from Blair. □

WNVY(AM) Pensacola, Fla.: To Lotus Reps from HR/Stone. □

WQSN(AM) Charleston, S.C.: To Lotus Reps from Carpenter. □

WJDM(AM) Elizabeth, N.J., WJJZ(AM) Mt. Holly, N.J.: To Lotus Reps (no previous reps). □

WSOM(AM)-WQXK-FM Youngstown, Ohio: To Major Market Radio (no previous rep).

Agency: Tatham-Laird & Kudner, Chicago. Target: women, 25-49.

**Archway** □ Cookies. Begins March 30 for three weeks in about 20 markets concentrating on Indiana, Kentucky and Wisconsin. All day parts. Agency: Archway United Advertising, Chicago. Target: women, 25-64.

**Emerson Electric** □ Ceiling fan. Begins April 1 for four to six weeks in 14 major markets. Day, fringe, and weekends. Agency: Kelly, Scott & Madison, Chicago. Target: adults, 25-54.

**Brown Shoe Co.** □ Naturalizer shoes. Begins April 6 for three weeks in about 20 markets. Day and fringe times. Agency: D'Arcy-MacManus & Masius Inc., St. Louis. Target: women, 25-49.

**Standard Brands** □ Baby Ruth candy. Begins March 16 for varying flights in seven Midwestern markets. Early fringe and prime times. Agency: Lee King & Partners, Chicago. Target: total teenagers.

**Columbia Manufacturing** □ Bicycles. Begins March 30 for second quarter in over 20 markets. Early fringe, late fringe, news, weekend and sports times. Agency: Chase/Ehrenberg & Rosene, Chicago. Target: adults, 18-34.

**Merrill-Lynch** □ Realty. Begins in March for second quarter in Baltimore. Agency: Young & Rubicam, New York. Target: adults, 25-49.

**Agway** □ Green Lawn Plus. Begins March 30 for three weeks in 15 markets. Fringe and prime times. Agency: Northrup & Teel, Pittsford, N.Y. Target: men, 25-54.

**Rich's department stores** □ Silver

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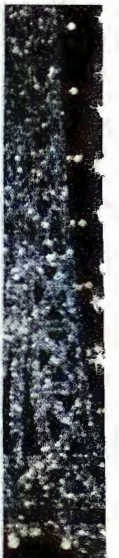
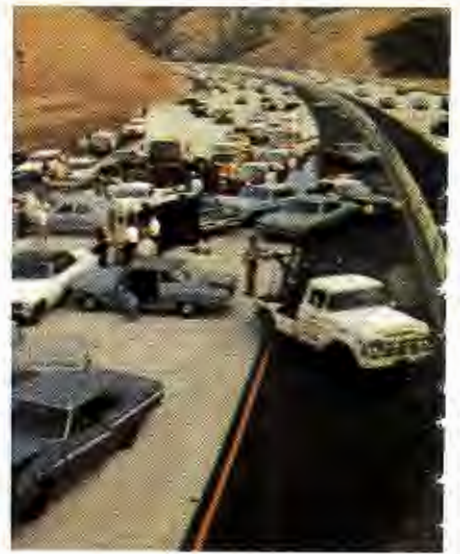
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DISASTER ON THE COASTLINER	PORTRAIT OF A STRIPPER
FLATBED ANNIE & SWEETIE PIE:	ROLLING THUNDER
LADY TRUCKERS	SMASHUP ON INTERSTATE 5
FORCE 10 FROM NAVARONE	SQUIRM
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flatware sale. Begins March 11 for one week in Birmingham, Ala., and Atlanta. All day parts. Agency: Liller Neal Weltin, Atlanta. Target: total women.

**State of West Virginia**  Tourism. Begins this week for two weeks in eight markets. Fringe and prime times. Agency: Fahlgren & Ferriss, Parkersburg, W. Va. Target: adults, 25-49.

**Jordache**  Party hose. Begins this quarter for two weeks in New York, Philadelphia, Hartford-New Haven, Conn., and Milwaukee. Agency: Ally & Gargano, New York. Target: women, 18-34.

**McCue Labs**  Clear mint facial mask. Begins April 6 for 12 weeks in seven Southern markets. Day, fringe and weekend times. Agency: Gail Dawson Advertising, Houston. Target: adults, 25 and over.

RADIO ONLY

**Radio Typewriters**  Business machines. Begins March 30 for 14 weeks in over 10 major markets. Morning and afternoon drive times. Agency: The Media Department, New York. Target: adults, 35-54.

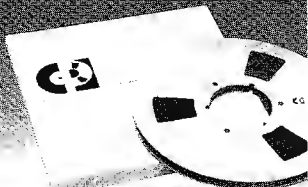
**Vick Chemical**  Topex complexion medicine. Begins this week for four weeks in about 24 markets. MIDDAYS and weekends. Agency: LaMarca Group, New York. Target: total teen-agers.

**English County Cheese Council**

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Begins May 11 for two weeks in San Francisco. MIDDAYS. Agency: The Mediators Inc., New York. Target: adults, 25-54.

**Nally's Fine Foods**  Salad dressing. Begins April 26 for eight weeks in about eight markets. Morning drive, MIDDAYS and afternoon drive times. Agency: Cole & Weber Inc., Seattle. Target: women, 35-54.

**Rand McNally**  Atlas. Begins in May for three weeks in under 10 markets. Agency: Hahn, Crane & Associates, Chicago. Target: adults, 25 and over.

**Wells Fargo & Co.**  Guard service. Begins in March for various flights through June in Dallas, Houston, Phoenix, Boston and Tampa, Fla. Morning and afternoon drive times. Agency: Keyes,

Martin & Co., Springfield, Ind. Target: men, 25-54.

**Opryland**  Amusement park. Begins March 16 for seven weeks in seven markets and March 23 for seven weeks in four markets. All dayparts. Agency: Eric Ericson & Associates, Nashville. Target: adults, 18-49; adults, 25-54.

**Mead Corp.**  Regency stationery. Begins April 1 for four weeks in eight West Coast markets. Day and prime times. Agency: American Media Consultants, Los Angeles. Target: children, 6-11; women, 18-49.

RADIO AND TV

**Gordon Jewelry**  Store promotion. TV and radio campaigns begin April 27 for eight weeks in 25 TV markets and 73 radio markets. Agency: Ketchum Houston. Target: adults, 18-34.

## AdVantage

**Changing attitudes.** In what might have seemed unorthodox approach at one time, St. Francis Hospital in San Francisco has placed bulk of its advertising dollars in radio to promote new Clinicare (walk-in clinic) service. Radio spots began in January, says Ann Fife, director of marketing for hospital, and are ending this week. Clinicare was developed in 1979, but hospital's board of directors took one year to approve broadcast spots. Fife notes that some critics claim advertising will increase cost to patient. But she says commercials "will bring more people to the clinic—we can handle 500 patients at one time—more volume may in fact lower the costs." Research is currently under way, to see how successful campaign has been, through telephone surveys and forms each new patient fills out. Spots are geared toward commuters and tourists unable to see their regular physicians.

**Double dose.** Beginning this month, Geer DuBois employs drive-time radio spots in New York to increase readership of *Wall Street Journal* ads for client, Atlantic Aviation Corp. Commercials spotlight company's \$3-million-plus Westwind business jet and are designed for chief executive officers who may arrange demonstration flights. Roger Ritchie, senior vice-president of marketing and communication at AAC, believes "this is the first time a corporate jet has been advertised via radio."

**Scouting commercials.** New subsidiary of The Media Associates, Dallas, will provide radio stations with recent videotapes of radio station TV commercials from major markets. Called Videoscout, service will distribute 50 TV commercials twice yearly, covering all major radio formats. Service is intended to supply new ideas to stations.

**Let's make a deal.** David Donnelly, president of Donnelly Productions, New York, takes new approach in sale of his six new half-hour television series: *Dr. Vet and Your Pet*, *The Sports Doctor*, *The Weekend Handyman*, *The Sports Scene*, *Careers* and *States of America*. Advertisers that sponsor syndicated series will attain percentage of proceeds, if series are sold to cable or videodisks. Also, advertiser that purchases 13-week run of any of series will be entitled to three-year commercial license to televise shows for four plays.

**Major production.** Amoco has just introduced five 30-second TV spots in 33 major markets to stress company's newest research techniques and experiments in search for new energy sources. Commercials are entitled: *Earth Science*, *Grains of Sand*, *Sonic Beam*, *Algae* and *Einstein*, and will run for eight weeks. Special effects, including use of electronic cameras, microscopic photography and computers, were employed in production.

**Developing.** Anheuser-Busch has signed short-term contract to sponsor programming on Enterprise Radio, all-sports network that went on air Jan. 1. As network's first sponsor, Anheuser-Busch will rotate 30- and 60-second spots on all programs.

**In Minneapolis.** McGavren Guild Radio has opened its 13th office at 625 2d Avenue South, Minneapolis 55402. (612) 333-8717. Fran Sharp, account executive for KEYE-AM-FM St. Paul, has been named head of sales operations for McGavren in Minneapolis.

**Katz goes to Washington.** Katz Television has opened its 20th sales office at 1025 Vermont Avenue, N.W., Suite 1115, Washington 20005. (202) 393-2510. Lavern Cole, account executive in Charlotte, N.C., has been named manager of new office. Sam Feinberg, sales manager for Katz division, Independent Television Sales, Philadelphia, takes on additional duties for ITVS in Washington.

# DAVE BELL DOES IT AGAIN AND AGAIN AND AGAIN

Mag-Net is proud to announce three new hour-long documentaries from Dave Bell Associates for the 1981 season. Produced in association with the ABC Owned Television Stations Division, they will air on the five ABC stations in New York, Detroit, Chicago, San Francisco and Los Angeles.

Starting with *Angel Death*, narrated by Paul Newman and Joanne Woodward, Dave Bell proved that documentaries about the tough issues of society can rate high with television audiences. He proved it again last season

with *Hard Time*, narrated by George Kennedy, *Combat In The Classroom*, narrated by Ed Asner, *Whatever Happened To Lori Jean Lloyd?*, narrated by Marsha Mason.

These were hard-hitting and starkly honest programs that pushed many stations to very big prime time ratings, even against some of the network hits.

Come to the Mag-Net suite at the NATPE convention, Rooms 4315-4316 in the New York Hilton, and talk to us about the new documentaries for 1981 from Dave Bell Associates.

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## This week

**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 Acting Chairman Robert E. Lee. Harvard Club, 27 West 44th Street, New York.

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

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

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

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

**March 6-8**—*Intercollegiate Broadcasting System* national convention. Shoreham hotel, Washington. Information: Rick Askoff, (607) 273-8777.

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

■ **March 7**—Management seminar sponsored by *Women in Cable*, "Managing Yourself and Others for Bottom Line Results." Key Bridge Marriott, Rosslyn, Va. Information: Connie Richards (703) 223-2345.

## Also in March

**March 8-10**—*Ohio Cable Television Association* annual convention. Sheraton Columbus hotel, Columbus.

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

**March 12**—*International Radio and Television Society* newsmaker luncheon. Speakers: Grant Tinker, Lee Rich, Mark Goodson and Alan Landsburg, producers. Waldorf-Astoria hotel, New York.

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

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

**March 13-14**—*Society of Professional Journalists, Sigma Delta Chi*, region three conference. Holiday Inn Downtown, Charleston, S.C.

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

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

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

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

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

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

**March 18**—Ohio State Awards for excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for Education by Radio-Television* under auspices of Ohio State University Telecommunications Center. National Press Club, Washington.

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

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

**March 20-22**—*Alabama UPI Broadcasters Association* annual convention and News Leader Awards presentation. Sheraton Downtown, Birmingham, Ala.

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

**March 21**—*UPI Broadcasters of Louisiana* annual meeting. Holiday Inn North, Lafayette, La.

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

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

**March 22-29**—*INPUT '81*, international public television screening conference, Venice, Italy. U.S. representative: Corporation for Public Broadcasting. For information: David Stewart, CPB, 1111 16th Street,

## Major Meetings

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

**April 8-11**—*American Association of Advertising Agencies* annual meeting. Boca Raton Hotel and Club, Boca Raton, Fla. Hotel reservations should be made by Feb. 20. Information: Jerry Granero, AAAA, 200 Park Avenue, New York, 10017, (212) 682-2500.

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

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

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

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

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

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

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

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

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

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

**June 6-10**—*American Advertising Federation*

national convention. Hyatt Regency hotel, Washington.

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

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

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

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

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

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

**Nov. 1-4**—*National Association of Educational Broadcasters* 57th annual convention. Hyatt Regency, New Orleans.

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

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

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

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

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

# GOOD NEWS FOR SMALL STATIONS.

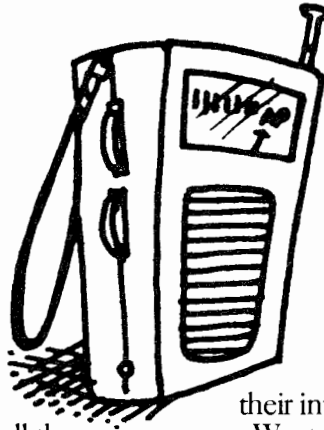
No matter how small your station or how remote your market area you can offer news and information programming equal to anyone, anywhere.

It's as simple as affiliating with AP Broadcast Services.

Our Radio Wire gives your station all the world's news, fully scripted and ready to air. In addition to National and International news you get regional and state coverage plus special events, sports, Wall Street, politics, Ag reports, the economy and much more.

AP Radio Wire features are produced on a regular schedule, so you can strip program. And, it's all highly saleable to scatter plan or participating advertisers. There are over 1,000 in-program spots and adjacencies each and every week.

Some station owners think their listeners aren't interested in news. They're wrong. An independent survey conducted for the AP by Frank



Magid Associates shows clearly that news programming is a very important, very listened-to feature of radio. And, that holds true for all formats — from Rock to Bach—a common thread of listeners of all formats is

their interest in news.

Want more information? Send in the coupon and one of our broadcast representatives will show you this important report and how your station can profit from affiliation. We think you'll agree—it's the best news ever for a small station.

**AP Broadcast Services**  
*INNOVATION for better news programming*

Associated Press Broadcast Services  
50 Rockefeller Plaza New York, N.Y. 10020

I want to know more about how radio audiences listen to news programming.

Name \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

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# THE ROCK YEARS

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PORTRAIT OF AN ERA

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**WESTWOOD ONE ANNOUNCES** It's available now, the most exciting radio special ever produced, The Rock Years: Portrait of an Era. And the immediate response has been phenomenal. Already, stations like KMET, WNEW-FM, WMET, KZEW and WCOZ-FM have obtained exclusive rights to this programming/sales/promotion package for their markets.

**THE CONCEPT** The Rock Years is an exciting 48-hour, year-by-year review of the most significant albums and cultural events of the past 16 years, 1965 to 1980. It's an AOR music special (up to 70% of each hour is music) with a new twist: The Rock Years is the most flexible special ever produced. Each year is covered in a self-contained, three-hour block. So the program can either be run as a continuous week-end spectacular, or stripped in any multiple of three-hour blocks.

**THE ARTISTS** The Rock Years features the most significant groups from the perspective of the past and today. The artists speak through both their music and their words in exclusive interviews: Mick Jagger, Graham Nash, John Entwistle, Gregg Allman, Grace Slick, Paul Kantner, Jerry Garcia, David Lee Roth, Dave Mason, Carlos Santana, Ted Nugent, Bob Seger, Jack Bruce, Stevie Nicks, David Bowie, Ann Wilson, and all the rest.

**THE MUSIC** The core of The Rock Years is music: the most important tracks from the most important albums of each year. The Rock Years is informative, but most important, it's entertaining: 48 hours of the greatest music of the past 16 years. And it sounds better than ever, through the use of original studio master tapes supplied by artists and record companies, special half-speed master discs and high-quality import pressings for greater dynamic range and decreased surface noise.

**THE ROCK CULTURE** The Rock Years deals with more than music. It's also the story of all the changes we've gone through: changing lifestyles, the drug revolution, the sexual revolution. And it's the story of the great events that shaped a new generation: Monterey Pop, Woodstock, Altamont, The War, Watergate. Each year, The Rock Years features an in-depth, produced, mini-study of one important issue; things like: Beatlemania, The Great Festivals, Flower Power, The Struggle For Women's Rights, and Pot Politics/The Battle Over Legalization.

**THE PEOPLE** The Rock Years is the product of one of the most impressive collaborations in the history of rock radio. It comes to you from Westwood One, the country's #1 producer of national radio programs and specials like: Off The Record with Mary Turner, The Great American Radio Show with Jeff Gold, Spaces & Places and Dr. Demento. The entire project has been created by Bert Kleinman (producer of The History of Rock and Roll, Album Greats/A History of Album Rock and Profiles in Rock) and consultant Jeff Pollack, widely recognized as one of the nation's leading programmers. Executive Producer is Norm Pattiz. The Rock Years is hosted by KMET veteran air personality David Perry. Production has been created by Ron Harris whose credits include: Album Greats, Profiles in Rock and national spot campaigns for such groups as Fleetwood Mac, Devo, Paul Simon and Rod Stewart.

**THE TOTAL PACKAGE** The Rock Years is more than a music special. It's designed as a programming/sales/promotion package *by* professionals, *for* professionals. Properly scheduled, The Rock Years can be the center of a major station promotion. Along with the show, you'll get a wide range of promotional tools: live promos, recorded promos, ad ideas, contest ideas, merchandising ideas and more. And The Rock Years, properly marketed, can produce a major increase in sales and profits, with 10 minutes per hour available for local sponsors.

**THE BOTTOM LINE** The Rock Years can be a major event for your station, an important tool to boost audience and sales. So to lock up exclusivity for your market, call Westwood One today at (213) 204-5000.

**WESTWOOD  
ONE**

9540 Washington Boulevard, Culver City, California 90230 • (213) 204-5000

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

■ **March 23-26**—*Louisiana Association of Broadcasters* sales seminars. Information: (504) 383-7486.

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

**March 24**—*Chicago Addy Awards*, co-sponsored by *Women's Advertising Club of Chicago* and *Chicago Advertising Club*. Chicago Marriott hotel.

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

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

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

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

**March 27-28**—*Society of Professional Journalists, Sigma Delta Chi*, region seven conference. Sheraton Royal hotel, Kansas City, Mo.

**March 27-28**—*Society of Professional Journalists, Sigma Delta Chi*, region 12 conference. Biloxi Holiday Inn, Biloxi, Miss.

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

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

■ **March 29-April 1**—Public Telecommunications Institute of the *National Association of Educational Broadcasters* third annual production managers workshop. Gait House, Louisville, Ky.

**March 30-April 1**—*California Cable Television Association* Congressional-FCC Conference. March 31, dinner honoring Lionel Van Deerlin, former California congressman and chairman of House Communications Subcommittee. Four Seasons hotel, Washington.

**March 31**—Broadcast town meeting held by members of radio and television code boards of *National Association of Broadcasters*. Louisville, Ky.

## April

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

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

**April 1-2**—*Kentucky Broadcasters Association* annual spring convention. Executive Inn Rivermont, Owensboro, Ky.

**April 2-3**—*Broadcasters Promotion Association* board meeting. Waldorf Astoria, New York.

**April 6-8**—Presentation of 28th annual Unity Awards in Media for excellence in broadcast and print journalism, sponsored by Department of Communications, *Lincoln University*, Jefferson City, Mo.

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

**April 7**—*Federal Communications Bar Association* luncheon. Speaker: William McGowan, chairman of board, MCI Communications Corp. Touchdown Club, Washington.

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

**April 8-11**—*American Association of Advertising Agencies* annual meeting. Boca Raton Hotel and Club,

Boca Raton, Fla. Hotel reservations should be made by Feb. 20. Information: Jerry Graniero, AAAA, 200 Park Avenue, New York, 10017, (212) 682-2500.

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

■ **April 10**—*Syracuse University's Black Communications Society* symposium entitled "Black Media Ownership: The Vehicle for Survival." Speakers include: Robert L. Johnson, president, Black Entertainment Television; Mutter Evans, president, general manager and owner of WAAA-AM Winston-Salem, N.C. Syracuse, N.Y.

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

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

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

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

**April 17-19**—Private satellite earth station and low-power seminar, fifth in series, sponsored by Bob Cooper Jr., director, *Satellite TV Technology Inc.*, Washington. Shoreham hotel, Washington. Information: Gail Barnes, (202) 887-0608.

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

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

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

■ **April 23-25**—*Memphis State University Department of Theater and Communication Arts and Memphis Broadcasters Association* conference entitled "Professors and Professionals in Communication: Looking Ahead." Speakers include NBC Entertainment President Brandon Tartikoff, FCC Commissioner Anne P. Jones, ABC News correspondent Lynn Sherr, Corporation of Public Broadcasting program fund director Lewis Freeman and Scripps-Howard Broadcasting President Don Perris. Memphis State University. Information: (901) 454-2465.

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

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

**April 25**—Fourth annual Great Lakes Radio Conference, sponsored by *Broadcast and Cinematic Arts Department* and *Alpha Epsilon Rho*, national honorary broadcasting society, Central Michigan University, Mount Pleasant, Mich.

**April 26-28**—*Virginia Cable Television Association* annual convention, Wintergreen, Va. Information: (804) 320-2180.

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

**April 28-May 2**—30th annual Broadcast Industry Conference and Awards, hosted by *San Francisco State University*. Theme: "Programming the 80's." San Francisco State University. Information: Janet Lee Miller or Darryl Compton, (415) 469-2184.

## Errata

Among markets scheduled for **Muffler King** radio advertising campaign are **Lancaster and Newark, both Ohio**, not Pennsylvania and New Jersey, as reported in "Business Briefly" item Feb. 16, page 10.

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

**April 29-30**—Two seminar programs, "Contracts and Copyrights" and "Film Programming Seminar" presented by *Public Telecommunications Institute of National Association of Educational Broadcasters*. To be held immediately following Southern Educational Communications Association conference in Norfolk, Va. Information: NAEB, 1346 Connecticut Ave., N.W., Washington, D.C., (202) 785-1100.

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

## May

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

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

**May 2-7**—*Pennsylvania Association of Broadcasters* spring convention. Ambassador Beach hotel, Nassau, Bahamas. Information: Robert Maurer, counsel and executive director, PAB, 407 N. Front Street, Harrisburg, Pa., 17101, (717) 233-3511.

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

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

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

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

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

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

■ **May 6-9**—*Concert Music Broadcasters Association* meeting. Pontchartrain hotel, Detroit.

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

**May 11-12**—*International Video Conference* sponsored by *The Economist* magazine. Topics of discussion will include cable, videodisks and cassettes, direct broadcasting satellites and video theaters. Information: Marion Bieber, *The Economist* conference unit, 25 St. James Street, London.

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

■ **May 12**—*New Hampshire Association of Broadcasters* annual spring sales seminar. Highway hotel, Concord.

**May 14-16**—*New Mexico Broadcasters Association* annual convention. Santa Fe Hilton Inn, Santa Fe.

■ **May 16**—*Oklahoma UPI Broadcasters Association* state convention. Holidome, Midwest City.

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

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

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

**May 26-28**—*Electronic Industries Association* Hyannis, Mass., conference: "Telecommunications—Trends and Directions." Sponsored by EIA's communications division, conference is primarily directed to financial community. Dunfeys hotel, Hyannis, Mass.

**May 27-30**—*International Television Association* annual conference. Peachtree Plaza hotel, Atlanta. Information: Dick Triche, Tricom inc., 10175 Harwin Drive, Suite 103, Houston, 77036, (713) 776-0725.

**May 28-29**—*Ohio Association of Broadcasters* spring convention. Marriott, I-71, North Royalton, Ohio.

## Defending the means

EDITOR: Your Feb. 9 editorial, "The vigilantes," smacked of the same self righteousness that you accuse members of the Coalition for Better TV of displaying.

Your charge that a boycott would constitute coercion and censorship frankly doesn't make sense. No one is being forced to boycott anything; that decision remains a private one. All that a group like the coalition can do is inform people of who sponsors what. Any action beyond that is strictly up to the individual. We don't hear this much fuss when organized labor calls for a boycott.

I found it interesting that ABC said a boycott was "a totally unacceptable means of trying to influence programing." However, we are never told what is an "acceptable" means. When Action for Children's Television and others sought government regulation, the networks cried "censorship," "intrusion," etc. Now that the Coalition for Better TV is attempting to use economics and the marketplace, we are hearing the same howls. Maybe the networks could make things easier for everyone by letting us know the secret of their "acceptable means" of influencing programing.—*Peter K. Brooks, manager, noncommercial WUNN(AM) Mason, Mich.*

EDITOR: If the Coalition for Better TV is wrong, our super powerful television industry will weather the storm. If it is right, we had better listen. Thinking people cannot deny that television has had a greater impact on our society than probably any other force. It's time we took an honest look at how we are using all of that power. All joking aside, the bottom line on Sodom and Gomorrah was not something to be desired. Let's hope the Wildmons and Falwells do not go the way of the forgotten reformers. We need them.—*Herbert R. Smith, station manager, WKJR-AM-FM Muskegon Heights, Mich.*

## Counterpoint

EDITOR: Regarding your story on ABC News anchor Max Robinson and discrimination at the network (Feb. 16), I feel that some facts deserve to be "aired."

As an employee of ABC from 1975 to 1980, I found your report somewhat distressing. From personal experience, I can attest to the fact that ABC has one of the strongest affirmative action programs in the industry. I never found that race or sex ever had a bearing on news assignments. Being based in New York, I believe that I was closer to these operations than Mr. Robinson, who operates out of Chicago.

Max cites not being assigned to cover the Reagan inauguration or the return of the American hostages as cases in point. I believe that he need only look back to this summer's political conventions for a possible answer. Let him compare his performance to that of Frank Reynolds, Ted Koppel, Barbara Walters or Sander Vanocur. Then perhaps he may find the answer.

To hide behind race, or even to raise the issue in a public forum, is an affront to all of us (black and white) who have toiled to bring ABC News to a respectable position in broadcast journalism—*S. Stogel, Department of Political Science, University of Alabama, Tuscaloosa, Ala.*

## Piggyback

EDITOR: Your editorial (Feb. 9), "Fourth commercial network," wrongly suggests that the planned Public Subscriber Network is getting a free ride on the back of a federally subsidized satellite interconnection system. The fact is that PSN is structured so as to pay its own way.—*Neil B. Mahrer, senior vice president, marketing and administration, Public Broadcasting Service, Washington.*

**Editor's note.** The PBS prospectus on which the editorial was based did not explain that PSN would pay tariffs for feeds supplied by the PBS satellite system.

## On and on

EDITOR: In March 1933, Sterchi's Furniture of Rome, Ga., did not renew the contract on WRGA Radio's 15-minute midday newscast. It was offered to the Rome Coca-Cola Bottling Co. and its acceptance began a seven-days-per-week sponsorship that continues to the present time, without interruption. We think this is American radio's longest continuously sponsored radio newscast.

Is it just a coincidence that the Rome Coca-Cola Bottling Co. has, for as long as anybody can remember, been awarded each year the "highest per capita consumption" award given worldwide by the Coca-Cola Co.?—*Michael H. McDougald, president and general manager, WRGA(AM)-WQTU(FM) Rome, Ga.*

## Where credit's due

EDITOR: The piece on low-power television service in the Feb. 23 issue is great. The only criticism I have is that the name of the author is missing. He should have been publicly recognized.—*Marcus Cohn, Cohn & Marks, Washington.*

**Editor's note.** The assignment was handled by Harry A. Jessell, assistant editor.

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# Monday Memo®

A broadcast advertising commentary from Dr. Philip D. Jursek, principal associate, Cedar Hill Associates, Worthington, Ohio

## Audience analysis in a fragment future

The next five to 10 years will be an extremely volatile period for audience analysts and media researchers.

This is due to two factors: (1) the proliferation of cable television, pay cable and other cable-based services; and (2) resulting fragmentation that is occurring as viewers' media consumption patterns are altered by the availability of new programming choices.

We are advising clients to expect changes in several major areas: data collection, data reporting and data analysis. We may also witness some major shifts in the balance of power held by the major firms that are now engaging in broadcast audience measurement.

First, in data collection, we project that the broadcast measurement diary is going to be placed under severe pressure as a prime instrument for capturing individual tuning behavior. This is because the diary is subject to recording error, to respondent fatigue and to a number of biases, all of which will be adversely affected by the expansion of available signals.

We have known, for example, that the diary biases against "minority" signals. However, in the case of WTBS(TV), Atlanta's "superstation," the degree of diary understatement versus the meter is 62%, clearly making the diary an unacceptable option for measuring the delivery of satellite-based station signals. Accordingly, Turner Broadcasting has commissioned Nielsen to develop meter-based audience delivery estimates for WTBS in the future.

The diary method will survive at the local level for some time because it is a highly efficient data collection method and is reasonably accurate for the levels and trends that are examined by analysts.

But, to ultimately survive, the diary will have to be vastly improved, reformatted and revalidated by comparing cable diary findings with telephone coincidental checks in heavily cabled areas. Such checks will establish the face validity of diary estimates or of some form of industry-approved calibration or adjustment method. A second area of volatility will revolve around the sort of measurement units that will be reported.

Presently, one school of thought (mostly cable people) favors more qualitative information and head counts that are rather like those provided in magazine subscriber studies and newspaper circulation figures.

But most agency people are seeking the more traditional program audience data, on a quarter-hour basis, to plug into existing audience analysis systems. Some sort



Dr. Philip D. Jursek is principal associate in media at Cedar Hill Associates, Worthington, Ohio-based management consulting firm. He has had extensive advertising agency background in both media and research, having served as media research analyst for Campbell-Ewald; media research director at D'Arcy-MacManus & Masius and vice president for media at Foster Advertising, Toronto.

of accommodation will be forged between these two divergent viewpoints.

Realistically, we project that services like the Entertainment and Sports Programming Network and the Cable News Network (which are not sold on a traditional program and spot announcement basis), will require broader estimates of daypart delivery, daypart cums and weekly cums as evaluative criteria.

At the same time, these networks and new programming systems (like CBS Cable) will require highly targeted measurements of the custom audience segments that their programming is intended to reach.

ESPN, CNN and CBS Cable are all designed to reach tightly defined audience interest groups. These groups—which are keenly interested in sports, news and cultural activities—have different life-style patterns than mass audiences and add up to substantial marketing value for corporate advertisers, manufacturers of leisure and male-oriented products, beverage producers and the like.

Audience measures must be adapted to these new, focused marketing opportunities.

Another challenge will be the handling of audience delivery from client-sponsored videodisks, or from delayed playback of programs taped on videocassette units. We may have to extend coverage figures to include estimates of "eventual reach" along with "initial reach" as replay opportunities extend the life of broadcast messages.

Certainly we look for much more complex reporting systems and for measurements that are more highly attuned to

representing the marketing value of specific media audiences.

It stands to reason that, as measurement units change, evaluative mechanisms will have to change as well. So, the third area of volatility we project concerns the analysis systems that advertisers and agencies use to analyze the anticipated delivery and performance of broadcast schedules.

Here, the changes will be hard won, because the current "rip and read" media mentality does not favor time spent worrying about media exceptions . . . and some of the new media represents perplexing exceptions for existing media models and planning systems.

How, for example, will planners handle a network like ESPN, which is designed to deliver a high number of impressions, against individuals with defined sports interest rather than gross rating point tonnage against people in individual ADI's? Demographic and geographic estimation procedures promise to break down as forces like ESPN establish viable audience franchises.

We are advising advertiser clients to stress the marketing value of programming and audience delivery opportunities. In the future, reach and frequency alone will not be adequate to gauge the value of advertising alternatives.

Regarding industry structure, it seems quite certain that the balance of power between the major information providers is shifting.

Although Arbitron scored a major coup with its massive New Electronic Media Study, Nielsen is gaining a vital edge as the main data supplier to WTBS, to satellite-based networks and, recently, to the ad hoc cable measurement committee.

Whether new factors will emerge to challenge Nielsen's growing presence in home video audience measurement is unclear. In Canada, BBM-Bureau of Measurement has developed a meter system that can accommodate audience composition data. This "electronic diary" is still awaiting market tests and its possible impact cannot be assessed until then.

There is no question that the future will belong to some form of electronic-based measurement. As cable expands we can expect to see the merging of on-line media and marketing data bases which will provide information of greater breadth and depth than has been available heretofore.

Data base management firms, like Telmar and IMS, will have to reassess their systems to meet changing user requirements.

For broadcasters and cablecasters sales opportunities will expand as the marketing value of new media alternatives is established.

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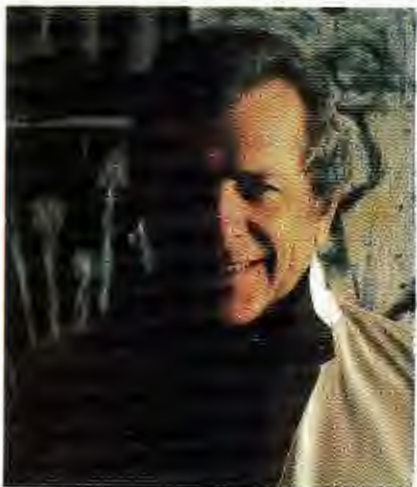
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*Sophia Loren, starring in "Sophia Loren, Her Own Story," a 1980 three-hour production for NBC.*



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# Broadcasting Mar 2

Vol. 100 No. 9

TOP OF THE WEEK

## Reagan starts moving on FCC

**Lee's acting chairmanship will get official stamp; Hill clearance begins on Fowler; Ferris's deal not affected**

President Reagan last week named Robert E. Lee "acting chairman" of the FCC—a post to which he had already been elected by his colleagues. The official stamp on Lee's status has no effect on Charles D. Ferris's standing as chairman.

The decision on Lee was said to be one of four regarding acting chairmen of regulatory agencies the White House disclosed to the Senate Commerce Committee and key senators on Wednesday. Another was said to be David Clanton as acting chairman of the Federal Trade Commission, replacing the Democratic incumbent, Michael Pertschuk.

Nor was that all—or even perhaps the most significant—activity involving movement on regulatory appointments. The White House reportedly began the clearance process on Washington communications attorney Mark Fowler as chairman of the FCC. Fowler has long been regarded a virtual certainty to be named to the post, but the clearance request by the White House should scotch rumors regarding allegedly fading White House interest in Fowler. That word had begun to circulate after weeks had gone by without a formal announcement.

Before last Friday, the White House had never formally acknowledged an understanding with Ferris, but he acted as though it had been accepted, and sources in a position to know regarded the understanding as an accepted fact. The understanding was designed to enable Ferris—a holdover from the Carter administration who will be 48 on April 9—to begin receiving a \$21,000 pension on his departure from the government on April 10, after 25 years of service. The minimum age for early retirement is 50, with 25 years of service.

However, Ferris's term has more than three years to run, and although he has indicated he has attractive offers from law firms to choose among, he has not foreclosed the possibility of remaining on the commission until 1984. Such a decision would deny the Reagan administration the opportunity to fill his seat with its own appointee.

Ferris could not be reached for comment. And all Lee knew was that the White House informed him that "the president signed an order designating me as acting chairman." He also said he was told there would be no formal announcement pending the designation "of a permanent chairman."

Chairman Ferris made some news of his own last week. In a speech to the new Washington Metropolitan Cable Club, on Tuesday, he criticized the administration for a proposed \$5.4 million cut in the FCC budget. He said the cut would impair the commission's ability to pursue the deregulatory course it had followed under his chairmanship and predicted the cut could lead to the agency's "recapture" by the industries it regulates.

Initially, word of the President's plan to designate Lee "acting chairman" created confusion, even among some Senate staffers. The implication of the President's action seemed to be that Ferris would be

removed as chairman. But a White House spokesperson, after checking, said the President's intention was simply to endorse the commissioners' action in electing Lee acting chairman; it was not intended to affect Ferris's status.

With the White House beginning to move on the Fowler appointment, Lee is not likely to serve as chairman for long. The routine background check by the Federal Bureau of Investigation and the confirmation hearings by the Senate Commerce Committee could be completed by mid-April.

It was not clear to which term Fowler would be appointed. Two are available. One was left vacant by the resignation of Tyrone Brown in January; it runs until June 30, 1986. The other is James H. Quello's. The term to which he was appointed ran out last June, but he can continue to serve until his successor is confirmed. He is expected to be reappointed to the term not given to Fowler.

## ABC the billings leader in 1980

CBS-TV had the best prime-time ratings in 1980, but ABC-TV had the most overall revenue, according to estimates compiled by Broadcast Advertisers Reports being released today (March 2) by the Television Bureau of Advertising.

The three-network total for the year—encompassing all dayparts—broke the \$5 billion mark for the first time, reaching \$5,147,345,600 ("Closed Circuit," Feb. 9). The BAR-TV estimates divide the revenues as follows: ABC-TV \$1,877,056,900; CBS \$1,701,002,200, and NBC \$1,569,286,500.

On that basis ABC had about 36.5% of the total, CBS about 33% and NBC about 30.5%. The three-network total was 9.6% more than in 1979.

	December			
	1979	1980	% chg.	
Daytime	\$154,571,100	\$154,521,700	0	
Mon.-Fri.	76,411,000	94,812,300	+24.1	
Sat.-Sun.	78,160,100	59,709,400	-23.6	
Nighttime	291,433,500	302,386,100	+ 3.9	
Total	\$446,004,600	\$457,407,800	+ 2.6	
January-December				
	1979	1980	% chg.	
Daytime	\$1,596,690,100	\$1,763,669,700	+10.5	
Mon.-Fri.	1,026,521,000	1,168,224,600	+13.8	
Sat.-Sun.	570,169,100	595,445,100	+ 4.4	
Nighttime	3,100,663,100	3,383,675,900	+ 9.1	
Total	\$4,697,353,200	\$5,147,345,600	+ 9.6	
By Network				
QUARTER	ABC	CBS	NBC	TOTAL
Jan.-Mar.	\$ 476,529,700	\$ 395,378,600	\$ 360,185,700	\$1,232,094,000
Apr.-Jun.	473,396,000	428,389,400	381,659,800	1,283,445,200
Jul.-Sep.	395,999,700	370,316,800	346,238,600	1,112,555,100
Oct.-Dec.	531,131,500	506,917,400	481,202,400	1,519,251,300
Jan.-Dec.	\$1,877,056,900	\$1,701,002,200	\$1,569,286,500	\$5,147,345,600

SOURCE: Television Bureau of Advertising, based on Broadcast Advertisers Reports (BAR) data.



Goldwater



Packwood



Heflin



Cannon



Schmitt

## More pros than cons on radio deregulation

### S. 270 looks like a winner, but with modifications to clarify revocation process and public interest standard

The Radio Deregulation Act of 1981 (S.270) underwent its initial test at hearings last Thursday and Friday (Feb. 26-27). The Senate Communications Subcommittee—chaired by Senator Barry Goldwater (R-Ariz.)—heard testimony from 16 witnesses, most of whom favored the bill.

Witnesses offered numerous suggestions to change its language, concerning the bill's provisions for the award and revocation of licenses.

First to testify was Acting FCC Chairman Robert E. Lee, who said that although the FCC supports the bill, Commissioners Joseph Fogarty and Abbott Washburn have reservations about it and will be filing separate statements. Saying he wasn't sure what Fogarty's objections are, Lee said Washburn "generally supports the bill, but has some reservations about indefinite license terms, and I do too."

Despite individual commissioners' reservations, the FCC supports indefinite license terms for radio, according to Lee, even though it has opposed them in the past. It does so because the "limited value" of a periodic review process is "far outweighed by the burden the process imposes upon licensees, the commission and in the end the public," said Lee.

Lee then recommended that television licenses be extended to five or 10 years. "A finite term is suggested here because the commission has not yet studied television to the same extent as radio," he said, but the FCC's history suggests that three-year terms are no more appropriate than five- or 10-year terms.

The FCC supports S. 270's provisions allowing for revocation of a station's license, but suggests that the bill give the FCC authority to dismiss petitions it determines to be frivolous. Joining the FCC in this request were several witnesses testifying on behalf of the industry, including Vincent Wasilewski, president of the National Association of Broadcasters, and Harriet Kaplan, president of the National Radio Broadcasters Association.

To further tighten the provision for license revocation, Lee said the FCC recommends that the bill (1) set a time

limit of three to five years on the age of allegations against a station; (2) allow the FCC to modify the 30-day limit on decisions in some cases, and (3) require that a hearing be held before a license is revoked, with the FCC bearing the burden of proof in such hearings.

The FCC applauds S. 270's provision allowing for random selection among qualified applicants for initial licenses, he said. Not only that, it urges the subcommittee to consider "eliminating requirements for comparative hearings in all commission license proceedings, including television, common carrier and private radio," said Lee.

Noting that the present system "has evolved into a monster," and that the future workload includes 3,000 low-power TV applications ("most of them mutually exclusive"), Lee said that "unless alternate procedures are devised, we will have a geometric increase in comparative hearings and many years' delay in the provision of service to the public."

Although S. 270 prohibits the FCC from imposing program requirements, the FCC requests that the restriction be extended to prohibit it from considering programming in awarding licenses. The bill must also make clear, Lee said, that it does not eliminate the FCC's enforcement of the fairness doctrine in its prohibition of program interference.

Senator Bob Packwood (R-Ore.), chairman of the full Commerce Committee, asked Lee how the FCC would implement random selection of competing license applicants. Lee replied that he didn't know, but that the FCC might require statutory authority to use a lottery.

Senator Howard Cannon (D-Nev.), ranking minority member of the Commerce Committee, asked Lee whether the bill would allow any changes in the FCC's collection of station financial reports and annual compilation of industry-wide financial data. Lee replied the FCC would have to consider that. He also noted that because "budget cuts are hitting us quite hard . . . we'll be coming to Congress soon telling them what we can no longer do."

Senator Howell Heflin (D-Ala.) questioned Lee about the FCC's application of different standards of proof in several cases in which stations' licenses were revoked or denied renewal in recent years. Recalling that he had opposed last year's

RKO General decision, but was unable to comment at length, Lee deferred to his counsel, Marjorie Reed, who said the FCC would "welcome legislative guidance."

Following Lee, Dale Hatfield, acting director of the National Telecommunications and Information Administration, expressed virtually unqualified support for S. 270. "Marketplace competition does not have to be perfect," he said. "It must simply work better than regulation to be the preferred option."

Hatfield's only reservation was that the bill is not deregulatory enough. "The bill does say that the FCC cannot regulate radio station program content," he said. "It retains, however, the traditional 'public interest' standard that, in the past, has been the basis for much regulatory intrusion into this very competitive business."

Broadcasters testifying at Thursday's hearing were Gary Edens, general manager, KOY(AM) Phoenix; Corydon Dunham, executive vice president and general counsel, NBC, and Ronald Sack, general manager, KOB(AM) Albuquerque. Dunham suggested several language changes for the bill, including one aimed at its provision that the FCC report to Congress within three years on how it has encouraged diversity and competition in radio services.

Because the bill prohibits the FCC from regulating programming, its only means of carrying out this provision is spectrum allocation. Dunham suggested that the bill allow the FCC to encourage diversity "where technologically feasible without causing significant technical interference or degradation to existing broadcast service."

Earlier in the day, Wasilewski had asked for congressional oversight of the FCC's and NTIA's activities concerning 9 khz proposals. Responding to Dunham, Goldwater said he'd been concerned about U.S. activities in this area, and was awaiting the results of an Office of Technology Assessment report, due in June, that will address the issue. "I don't like that 9 khz," said Goldwater. "AM is difficult to tune precisely and one khz can add to that difficulty."

Representing the public at Thursday's hearing were the Rev. Everett Parker, director of communication, United Church of Christ, and Sam Simon, executive director, National Citizens Committee for Broad-



casting. Parker also spoke on behalf of Action for Children's Television.

Both Parker and Simon argued against the bill, and suggested alternative means for assuring that the public is served by radio broadcasters. Parker recommended that radio licenses be reviewed at least once every 10 years and that formal ascertainment be replaced by a "broadcaster-initiated means for determining community, not market, needs." He also asked that specific financial commitments for local services, time standards for local public service announcements and clearly defined policies for carriage of local news be implemented in the Communications Act.

Simon pointed out that S.270's provision for indefinite license terms conflicts with Section 301 of the Communications Act, which provides that radio channels be used "for limited periods of time" and not owned. He also said the bill's provision for revocation of station licenses would lead to a massive increase in litigation, because citizens have no other recourse in influencing broadcasters to serve their needs.

Simon argued that scarcity is still valid in broadcasting, as evidenced by the overwhelming number of applicants for low-power television licenses. He suggested that because S.270 does away with the public trust concept it be replaced by spectrum fees, because the public owns the

airwaves, not broadcasters.

He also recommended that, in return for the loss of formal ascertainment and mandated public affairs programming, the public be guaranteed access to one hour of radio drive time each day for programming.

Friday's testimony was led off by Everett Erlick, senior vice president and general counsel, ABC. He expressed that network's concern with the bill's revocation procedure, because of the vagueness surrounding the public interest standard and the criteria for revocation. He said the provision, as it stands, "may have the practical effect of creating the functional equivalent of a day-to-day, rather than an indefinite-term, license."

The Rev. Donald Matthews—testifying in behalf of the United States Catholic Conference—strongly criticized the bill, saying that, especially in its indefinite license-term provision, it "will lead to private ownership of frequencies." He said random selection of equally qualified but mutually exclusive applicants would be "unwise," noting that the FCC had just decided the same thing in the Media, Pa., FM case (see page 71), contrary to Lee's testimony on Thursday supporting the random selection idea.

Sheldon Richman, director of research, Council for a Competitive Economy, provided an opposite position to Matthews's on license terms. He said that in the council's view, frequencies "should be held pri-

vately and be transferable. Licenses should be converted into titles of ownership to be sold at the discretion of the owners. The time-honored principle of homesteading should be applied to new frequencies."

Pluria Marshall, chairman of the National Black Media Coalition, said he had "serious problems" with any kind of radio deregulation before the "scarcity of frequencies is resolved." As it stands now, Marshall said, most black-oriented stations are owned by whites who program "just music and commercials."

Frank Mankiewicz, president, National Public Radio, gave his general support to the bill but, like others, expressed concern at the vagueness of the proposed revocation procedures: "Clear criteria [must] be established by the FCC by which license challenges will be judged."

Gene Mater, senior vice president, policy, CBS/Broadcast Group, also expressed concern with the vagueness of the revocation procedure and noted with "regret" that the bill did not encompass deregulation for television, or address the "constraints" imposed by the Communications Act.

Tanya Bickley, president, Classical Radio for Connecticut, testified that "S. 270 is not the will of the people." She said that based on reports, "over 90% of the comments submitted to FCC were not in favor of deregulation."



1



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3

**Witnesses.** Testifying for and against radio deregulation last week were (1) Acting FCC Chairman Robert E. Lee; (2) Dale Hatfield, acting director, National Telecommunications and Information Administration; (3) Vincent Wasilewski (at right), president, National Association of Broadcasters, seated next to Rev. Everett Parker, director of communication, United Church of Christ, and Andrew Schwartzman, executive director, Media Access Project; (4) Ronald Sack (at left), general manager, KOB(AM) Albuquerque, N.M., and president-elect, New Mexico Broadcasters Association, seated with Samuel Simon, executive director, National Citizens Committee for Broadcasting, and (5) Corydon Dunham (at right), executive vice president and general counsel, NBC, seated with Harriet (Sis) Kaplan, president, National Radio Broadcasters Association.



4



5



The view out the window at CBS's Washington headquarters

## HDTV: the look of tomorrow today

**CBS brings together the state of the art to show official Washington not only that high-definition TV can be done but that it's not all that far away; NHK system, Sony digital recorders, CBS bit reduction combine to produce dramatic picture quality with wide screen and stereo**

CBS demonstrated in Washington last week what it believes will be the future of television in the world: a system featuring high-definition (HDTV) pictures, wide screens, enhanced color and stereophonic sound. The television service CBS envisions, said Joseph Flaherty, vice president of engineering and development, "is not merely an improvement of the present system, but a new dimension, a new service for the American public."

The demonstration brought together a number of state of the art components essential to the implementation of a high-definition system. Two came courtesy of the Japanese Broadcasting Corp. (NHK), which leads the world in HDTV development: a high-resolution camera (Ikegami) that could capture the analog images in the first place and monitors and large-screen video projectors (both by Matsushita) on which the output could be displayed. In between, from Sony, were two digital tape recorders capable of handling the extremely wide band width of the HDTV signal, employed in tandem with a "bit reduction" process developed at CBS's own Technology Center in Stamford, Conn. "Together they make high-definition television possible," said William Lilley III, CBS's Washington vice president, in introducing the demonstration. Moreover, he said, such systems will be available to the world "in the near future in a broadcastable mode."

The purpose of the two days of demon-

strations, to which many federal regulators and legislators were invited, was to drum up support for CBS's proposal to reserve direct broadcast satellite frequencies for the introduction of a high-definition service by impressing upon the lawmakers the feasibility of such a system. "Our aim is to help them in their policymaking," Lilley said, "by showing them the future and showing them that the future is not very far away."

Flaherty predicted that by the end of this decade HDTV will be practical and will be distributed by cable, videodisks and videotapes. "The real question is whether it will be available to the general public," Flaherty said. The answer depends on engineers developing efficient means of broadcasting it and the federal regulators providing the spectrum over which it may be broadcast, he said.

As CBS has asserted in two FCC filings, Flaherty said the 12-ghz DBS frequencies, as virgin spectrum, are the best place to introduce a high-definition television service. Competing for the spectrum is Comsat's Satellite Television Corp., which proposes to use it to transmit conventional NTSC signals directly to the home. Flaherty warned that if DBS isn't used as the catalyst for the development of "broadcastable" high-resolution television, the United States could be stuck with the present NTSC system for the next 20 years. "We can't think of going into the next century with the world's lowest-quality television standard," Flaherty said.

High-resolution television is unsuitable for transmission in the present VHF and UHF bands because the standard channel band width (6 mhz) is far too narrow. CBS hopes that by convincing U.S. policymakers now, it will convince the Regional Administrative Radio Conference, when it meets in 1983, to specify DBS channels

broad enough to carry high-definition television.

The centerpiece of the CBS demonstration was the NHK camera-to-monitor system, first seen in the United States (after 12 years of development) at the Society of Motion Picture and Television Engineers Television conference in San Francisco four weeks ago (BROADCASTING, Feb. 16). In addition to the high resolution, derived from the 1,125 scanning lines (the NTSC system now in general use uses 525), the NHK system features enhanced color rendition and fidelity and a broader picture size (its width-to-height ratio is five-to-three as opposed to NTSC's four-to-three).

CBS's first demonstration was a simple side-by-side comparison of the NTSC picture and the NHK picture, being produced live by cameras in a nearby office. It was no contest. From a normal viewing distance, the NHK picture was better, but up close, a few feet or less, the NHK picture was dramatically better. Close-up, detail that was a blur in the NTSC picture was distinct in the NHK picture. And the detail colors, which were faded and smeared in the NTSC picture, were deep and sharply cut in the NHK picture.

According to Flaherty, since the earliest days of television there has been a desire among the viewing public for bigger and bigger screens. This demand has been met to some extent by the commercial manufacture and sale of projection television. The problem, as Flaherty noted, is that the bigger the picture "the more you see the weaknesses of the 525-line system."

Projections of the high-definition and NTSC systems were also shown side-by-side and again the high-definition picture was clearly and dramatically better. It was noted that the comparison was not exactly equal in that the NTSC picture was projected to a larger size than the NHK picture and the NTSC used a commercially available projection television system as opposed to the experimental Matsushita model.

An integral part of the future television system that CBS envisions is stereophonic sound. Emil Torick, CBS's director of audio system technology, said stereo is a natural development of television that has the ability to "involve the viewer in the scene." Torick ran a videotape of a portion of a CBS program that contained operatic singing and monologue, switching the sound repeatedly between stereo and monophonic tracks. The stereo sound was, as suggested, clearer and fuller.

The NHK system, consisting only of a camera, a camera-control unit and the monitors, is not by itself practical. Ways must be found to record and process the high-definition signal and to transmit it. The place CBS is looking is in the rapidly developing field of digital technology.

According to Bill Connolly, CBS's managing director for development and head of an SMPTE subcommittee on digital recording, the only way to solve the con-

undrum posed by high-definition's wide band width is digital technology, which will allow television engineers "to piggyback on all the technology that has been brought to bear in computer technology."

Even if CBS gets its wish and RARC assigns all the DBS frequencies for a high-definition service, the band width of the high-resolution signals will have to be compressed somewhat. The signals are just too wide in their raw form and in their modulated form to be practical in a broadcasting system, terrestrial or satellite.

By marrying the analog high-resolution technology with digital technology, the band width of the high-resolution signal can be squeezed "into a normal or nearly normal television channel," Flaherty said. The high-resolution signal is digitized and through a process known as bit reduction, redundancies in the signal are eliminated and less spectrum is needed for transmission.

CBS's technical contribution to the demonstration was a bit reduction system, developed at the CBS Technology Center. As demonstrated by John Rossi, the system reduced the number of megabits per second used in forming a high-resolution picture from 114 to 28. There appeared to be little difference between the original and "reduced" pictures.

At 28 megabits per second, CBS hand-out noted, a high-definition signal could be transmitted by microwave "through any channel capable of carrying at least a 15 mhz base band-width signal."

Rossi noted that the technology is still in its infancy and predicted that "with more complex circuits, higher bit rate reduction can be achieved." Flaherty went so far as to suggest bit reduction would one day permit the transmission of high-definition signals in the VHF and UHF bands with their 6 mhz channels, but, he added, "you're asking for a tremendous reduc-

**Mission accomplished?** The CBS HDTV demonstration was intended to impress the people who shape and influence communications policy with the state of HDTV technology and the speed with which it is evolving. Reaction from some of the 250-300 persons who attended the six sessions last Thursday and Friday indicate that CBS achieved its goal. "It showed that the technology is viable and moving forward at an incredible pace," said Larry Patrick of the National Association of Broadcasters. FCC Chief Scientist Stephen Lukasik said: "They certainly called some important technology to our attention in a very graphic and impressive way" Most of those who attended the demonstrations thought the sharp detail of the HDTV system was its best feature, but Lukasik thought HDTV's promise of improved color through an increase in chrominance bandwidth was its best quality, while David Leach of the House Communication Subcommittee cited its wide aspect ratio. ■ The demonstration apparently did little to quell the controversy between CBS, which thinks DBS can be used to deliver HDTV this decade, and Satellite Television Corp., which has other designs for DBS. After STC officials were given private demonstrations, STC President John Johnson, disagreeing with CBS officials, said an HDTV service over DBS "certainly will not be commercially feasible in this decade."

tion" and terrestrially broadcast high-definition television will lag some years behind the satellite-delivered service.

One of the inherent advantages of digital videotape recorders is their ability to produce many copies of a tape with, as Connolly said, "almost imperceptible signal degradation." This attribute, known as transparency, was demonstrated with the Sony VTR and contrasted with the transparency of an analog VTR.

Connolly first showed a 10th-generation tape produced by the analog machine and, as Connolly pointed out, there was a great deal of color smearing and distortion, particularly noticeable on a close-up of a bowl of fruit in which yellow bananas turned green. "This is the kind of degradation you suffer when you use analog techniques," Connolly said. "Five generations are the limit."

Connolly then showed a digitally recorded picture and then a 10th and 20th generation of it. To the untrained eye, there was no difference in the pictures. How many generations can be made

digitally? "Maybe 50. We don't know," Connolly said.

A related problem digital transmission can solve for broadcasters is that of degradation injected into signals as they pass through microwave relay stations. If the signal is digitized, Connolly said, "you'll lose very little signal as you make all the hops."

To illustrate how rapidly the digital technology is moving, Connolly pointed out that the packing density of digital recorders (the number of bits that can be recorded each second on a square-inch of tape) has been increased over the last seven years, from less than a million to 40 million. Flaherty said that represented a 50-to-one improvement and that engineers need only increase it three times more to record a high-resolution signal.

Emboldened by these accomplishments, Connolly predicted that an experimental digital recorder capable of recording high-resolution signals would be ready by early 1983. "The future is not very far away," he said.



**Highly resolved.** CBS went to Washington last week to convince federal regulators and lawmakers that high-definition television (HDTV) is a viable alternative for direct broadcast satellite service. Joseph Flaherty, CBS's vice president of engineering and development (left), orchestrated demonstration of prototypical HDTV equipment. Takasha



Fujio (middle) stands alongside camera of HDTV system he developed for the Japanese Broadcasting Corp. (NHK). Yoshitaka Hashimoto of Sony adjusts Sony's digital videotape recorder. Digital technology will be needed to manage the wide video band widths produced by HDTV systems like NHK's, CBS said.



## The perils of networking to 1980's bottom lines

### ABC latest to report earnings decline on increased revenues

ABC last week turned in earnings results for the year that suggested a general dicitum for broadcasters' 1980 performance: The more distance they could put between themselves and a TV network, the better their year.

Net income was down 8% at ABC, on a revenue gain of 11%—and that despite the favorable effect of a previously announced accounting change in logging program costs that added 32 cents per share. Still, the network was able to log the "second best year" that it had promised the financial community—the \$5.18 per share ABC reported for 1980 fell between 1979's high of \$5.67 per share and the previous "second best" of \$4.60 from continuing operations reported in 1978. Revenues for 1980 were \$2.28 billion in 1980, net income \$146.3 million.

The company blamed the profits decline on programing costs, particularly prime time and news, with Iran, election coverage and the development of *Nightline* singled out for special mention. Profits were down for owned stations and radio as well, with news and program development costs for television, and heightened competition and operating costs in radio, said to be the causes.

And ABC, while claiming record revenues at network and station television operations, said they were reached despite "progressively softening" network and "increasingly sluggish" national spot and local advertising markets. The actors strike, the company said, disrupted its programing and sales efforts, but helped moderate cost pressures by deferring some costs into 1981.

CBS, reporting its results two weeks earlier, had similarly attributed its 2% broadcasting profit decline on a 12% revenue gain to higher program costs, particularly election coverage, and the weak fourth-quarter network sales picture. For the corporation as a whole, net income was off 4% on a revenue gain of 9%. The company didn't mention at the time any benefit from the actor's strike cost deferrals, although the indication at last week's security analysts' meeting (see page 37) is that it was substantial.

Compared to the experience of those two network operators, Metromedia's broadcast division logged 22.8% operating income improvement during the year, on revenue growth of 20.6%. The company as a whole had net revenues of \$454 million in 1980, up 9%, and net income that rose 31% to \$54.8 million (which included \$5.7 million from dispositions), or \$12.36 per share. The company noted that its broadcasting results throughout the year reflected "strong advertising demand and station ratings for both television and radio." And industry analysts point out that Metromedia's experience in large

measure reflects the increasing market share of independent stations, particularly in major markets, often the expense of network affiliates.

Contrast that with the performance of Taft's broadcast unit. Operating on a fiscal year that starts in April, the company's broadcast group reported a 2.3% operating profit drop for the nine months ended December 1980, on a 12.6% revenue climb. The company pointed to the effect of a weak economy on advertising demand in spot and local, and higher programing and depreciation costs which were not offset by moderate advertising increases. Earlier in the year the company noted that the actors strike had been one cause of weakened advertising demand; five of Taft's seven television stations are network affiliates, suggesting that at least in 1980 affiliation wasn't the automatic boon to stations it had proved to be in the past—the strike, and the late start of the network season, proved a hindrance instead.

The performance of other major group broadcasters fell somewhere between, contributing to a pattern of mixed results. Capacities broadcast operations posted 10.3% revenue improvement in 1980, and 9.5% operating profit growth. (The company's cable operations took a \$5.4-million start-up loss). Capacities' net income rose 14.8% (excluding an extraordinary gain consolidated income was up 11%). Earnings per share pre-gain were \$5.38, post-gain, \$5.56. Revenues for the year advanced 14% to \$472.1 million. The company did point out that in broadcasting, as in publishing, a second-half 1980 slowdown in advertising demand was con-

tinuing into 1981.

For Cox, 1980 saw corporate revenues rise 24% (to \$309.2 million) and earnings grow by 29% (to \$56.4 million), \$4.17 per share. Broadcast revenues were up 16%, to \$155 million, and operating income up 12% to \$57.5 million. Cable earnings were flat for 1980, at \$21.8 million, on revenues that advanced 39%, to \$125.9 million.

(Cox's 1980 net income included a \$9 million gain from the sale of its publishing division.)

LIN Broadcasting's net income was ahead 18.8%, to \$16 million, \$2.87 per share, on a revenue improvement of 11.3%, to \$64 million. The vast bulk of the company's income derives from broadcasting, particularly its two NBC television affiliates and radio stations in Texas. The significant broadcast earnings improvement, second best among the group broadcasters, suggests the ability of the buoyant Texas economy to offset any drag from a network association during the past year.

Storer, which released its figures for the year last Thursday, experienced a minor decline (0.3%) in broadcast profit for the full year, to \$41.9 million. According to the company, a 10% profit improvement in the fourth quarter's broadcast operations failed to offset a "substantial" first-nine-months' decline. Broadcast revenues for the year were down 1% to \$128.7 million. Cable revenues were ahead 69.6% to \$68.3 million, but operating profit was down 32.7% to \$5.2 million. For the company, net income fell 18% in 1980, to \$24.8 million, \$1.88 per share, while revenues climbed 16% to \$197 million.

## The melting away of Premiere

### Pay cable venture down to skeleton staff, slender hopes

Portents for the Premiere pay cable venture appear to be anything but good. Although all concerned in the joint venture arrangement voice continuing support for the appeal of Judge Gerard Goettell's December ruling against it, even Premiere President Chris Derrick concedes that "there's not the best probability in the world" the appeal will succeed.

The hearing of the appeal itself has been rolled back from last week's scheduled start to the end of March, although that's said not to indicate anything about the eventual disposition. The movie company partners in Premiere are either discussing or signing deals to sell the films they earmarked for Premiere to the pay networks that were to have been the competition. Columbia Pictures, in fact, has signed contracts with all three operating pay networks, HBO, Showtime and The Movie

Channel, for Premiere "window" titles.

Still, Columbia's man in charge of pay television licensing, Tony Lynn, stresses the sales are due to the "perishability" of the film product involved, and not any lessening of support for Premiere. He indicated last week that Columbia's assumption is that should the appeal be won, Premiere would be going into business in 1982, and there would then be new product for it by then.

Meanwhile, Premiere's Los Angeles office is getting lonely. "It's pretty much Burt [Harris, Premiere's chairman], me, a secretary and a bookkeeper," according to Derrick. Those checking last week on the replacement at Showtime for its programing head Jules Haimovitz, who's moving to corporate parent Viacom, were told that Premiere's vice president of programing, Greg Nathanson, got the job.

Derrick insisted that even with a skeleton staff, Premiere could be in operation in two or three months following a

successful appeal: "All the work's been done." And discussing the rationale under which the movie companies banded together with Getty Oil to start Premiere, Derrick says: "From where I sit I don't see any change in their [the producers'] attitudes as to the marketplace."

But responding to the view of some industry observers that growth of The Movie Channel and Showtime pose the possibility of significantly altering the market (BROADCASTING, Jan. 12), Derrick, specifically noting the growth of The Movie Channel, concedes that if that expansion pattern continues "that's a change in the market structure consistent with what they [the movie companies] were trying to accomplish with Premiere."

## CBS on brink of new development surge, Wyman tells Wall St. analysts

**Company will spend \$40 million to \$50 million annually in breaking new media ground, and particularly in movies; bullish posture follows bearish profits**

CBS put its best foot forward last Thursday, in a session that brought President Thomas Wyman and other top company executives together with security analysts at the company's New York headquarters. (Notably absent was Broadcast Group President Gene Jankowski, who had been called away to attend his mother's funeral). Lest anyone overlook them, Wyman was careful to point out two items that he said he considered of major import to anyone interested in the company—he announced that CBS intends to spend in each of the next several years an annual sum of between \$40 million and \$50 million on development projects. And Wyman further told the analysts that a "very major thrust" of the company's development efforts will occur in the expansion of its nascent theatrical films production unit; the company has determined, he said, that this is the growth area that offers "the largest and quickest return."

Wyman also repeated last year's outlay on development efforts that included the new CBS Video Enterprises and CBS Cable operations and teletext experiments; \$14 million was spent in 1980, up from \$4 million in 1979.

Looking to the future, Wyman said he sees "good" earnings growth for CBS in 1981, that earnings per share will be up "modestly" by yearend although "the first half is surely not the key for this company." CBS, Wyman said, does not expect earnings gains in the first and second quarters of the year, thanks to a combination of a "soft network economy" that ran over into the beginning of this year, "substantial program costs" that last year's ac-

tor's strike pushed into the second quarter of 1981 and the addition of development expenses.

Reviewing the company's 1980 performance, with revenues up 9% and net income down 4% (BROADCASTING, Feb. 16), Wyman maintained that the CBS/Broadcast Group performed relatively well in the face of a "weak and unexpectedly soft network economy." The modest profit decline in network television offset "all-time record years" for the company's television stations and radio operations, with Wyman claiming too little attention has been paid to the good performance of the latter units. For 1981, he insisted "leverage is with the ratings" on the network side, and that CBS is "extremely well positioned" on the ratings front.

According to Wyman, the past five weeks have seen "considerable strength" in the network television market, both in demand and prices. In 1980, he said, industrywide network advertising expenditures advanced 11%, and CBS is projecting a 12% increase for 1981. The corresponding CBS estimates and projections for 1980 and 1981 in national spot are 13% and 12%, and in local advertising 11% and 10%. CBS-TV President James Rosenfield, during a subsequent question and answer session, said he expects CBS to exceed those network industry figures by 2% or 3%, and responding to a suggestion that that would require high upfront prices, said that if CBS maintains "the same kind of force" it's currently showing in the ratings, "you can look for very dramatic price improvement" upfront for CBS. (He did concede that the possibility of writers and directors strikes put "a cloud on the horizon.")

Looking over the company's balance sheet, Wyman stressed to the analysts that CBS has moved from negative cash flow of \$98 million in 1979 to a positive flow of \$20 million in 1980, even after subtracting \$50 million spent last year for acquisitions. He did admit, however, that the delayed start of the television season as a consequence of the strike last year "contributed significantly to that swing." The com-

pany's capital expenditures in 1980 were \$108 million, down from 1979's \$121 million, but 1981 capital expenditures will top the 1979 figure, Wyman said.

Expanding on the theatrical development plans, Wyman noted that the appeal the business has for CBS stems from the "completely different supply and demand" picture created by cable and home video. "What intrigues us," he said, is distribution of the company's own product, once the unit was up to the 10 to 12 yearly release level, something that wouldn't happen right away.

Alan Levin, vice president, business affairs, CBS Entertainment, called on by Wyman to talk about the company's plans in controlling program costs, indicated there may well be "less experimentation" in the future. And following the meeting, Rosenfield indicated that another program move from CBS would be the delay of the new season "a week or two," something tied to the carryover into this year's second quarter of substantial program costs due to the actors strike. Wyman, repeating an argument CBS has used before, that it improved its ratings position while increasing program costs at a rate lower than the competition, took that occasion to say he was "heartened" by the news that Thornton Bradshaw would assume the chairmanship of RCA, calling him a "man of style" who "knows you have to have a plan and stick with it."

A question about satellite transponders drew the joking response from Wyman that CBS had one transponder and "18 negotiations."

The president's answer to a final inquiry indicated he's had a change of heart since his first days with CBS. Saying Wyman had initially given the Wall Street community the impression he felt some parts of the company didn't quite fit in its overall business mix, one analyst asked if Wyman's Thursday comments about "the vitality of our present businesses" didn't suggest he's changed his mind. Wyman's straightforward reply, which may set a new standard for corporate candor: "Well, yeah."

**Juggling its schedule.** CBS-TV last week gave word of prime time programming changes on Tuesday, Thursday and Saturday, with three "limited series" joining the schedule—*Palmerstown*, which returns from last season; *Riker*, a new entry about "a free-wheeling undercover cop," and *Nurse*, based on a CBS made-for-TV movie.

■ On Tuesday, *Palmerstown* moves into the 8-9 p.m. (NYT) slot as of March 10, replacing *That's My Line* (whose future, CBS said, "will be announced"). Created by Alex Haley and developed by Norman Lear, *Palmerstown* is the story of small-town Southern life in the 1930's.

■ On Thursday, *Nurse*, with Michael Learned and Robert Reed, premieres April 2 from 10-11 p.m. *Knots Landing*, now in that time period, has its last original episode of the season March 26 but is to return in late May.

■ On Saturday, changes affect almost all CBS prime time except for *WKRP in Cincinnati*, 8-8:30 p.m. *The Tim Conway Show*, currently 8:30-9 p.m., leaves the schedule after March 7 but is said to be coming back this summer. *Flo* will continue, but a half hour earlier (at 8:30 p.m.) beginning March 14. *Ladies' Man*, 9:30-10 p.m., had its last play Feb. 21.

*Concrete Cowboys* drops out of the Saturday lineup after March 21. Until then, it moves up an hour, to 9 p.m. beginning Feb. 28, is preempted the following week and then has its final two episodes. *Riker*, from the David Gerber Co., premieres at 10 p.m. on March 14. But by Saturday, April 25, CBS plans to use the 9-11 p.m. block for *CBS Saturday Night Movies*, running through the end of the summer.

## Wirth's goal: how best to serve the laissez faire

### House telecom subcommittee will depart from role as arbiter between competing technologies

The House Telecommunications Subcommittee doesn't want to be a referee any more. That was the message last Tuesday (Feb. 24) from Representative Timothy Wirth (D-Colo.), who chairs the subcommittee, and seven of its members who announced their objectives in shaping policy during the 97th Congress.

"In the past, this subcommittee has acted as a referee between competing interests in communications," said Wirth. In the future, the subcommittee will ask three questions in drafting communications legislation:

(1) How can rapidly changing new technologies benefit the American people? (2) How can we make sure government regulations don't get in the way of companies' supplying new products and services to the public? (3) How can we foster more competition in communications to the extent that it serves the public interest?

As expected, Wirth announced the subcommittee's agenda for the next three months, which includes 10 hearings on

communications issues (BROADCASTING, Feb. 23). Asked about one of the agenda's high-priority items—public broadcasting—Wirth said he feels "very strongly that eliminating forward funding runs counter to the principle of insulating the system from government interference," but that it is appropriate for the subcommittee to look at CPB funding.

Representative James Collins (R-Tex.), ranking minority member of the subcommittee, said: "In my area, there's a lot of interest in cutting back funding," and Representative Allan Swift (D-Wash.) said: "I hope we know how to use a scalpel when approaching this issue, so we don't set a dangerous precedent for public broadcasting."

Concerning common carrier legislation and commenting on announcements that the Justice Department probably would not reach a settlement in its antitrust suit against AT&T, Collins said, "I'd assume we'll start with last year's bill," referring to H.R. 6121, a common carrier bill drafted after several efforts by the subcommittee to rewrite the Communications Act. "We could spend all our time on that bill," said Collins.

Asked whether it plans to investigate

local cable franchising, Wirth said "a lot of people have come from the local level asking us to learn about this." According to Swift, "everyone feels there is a need to do something. Hearings may serve as a clearinghouse to clarify where abuses are and how they can be overcome." And according to Collins: "We ought to have other priorities than cable franchising. Oversight too often leads to government interference."

Of subcommittee plans to look into equal employment opportunity, Representative Cardiss Collins (D-Ill.) said: "Blacks are not widely represented in radio or TV, and yet the industry wants EEO guidelines eliminated. I hope we'll look into this situation." Collins also said she is concerned about reports that the Reagan administration plans to fill ex-FCC Commissioner Tyrone Brown's seat with a non-black.

Finally, Swift said he hopes the subcommittee will look into a different approach to radio deregulation from that taken by the FCC. Swift said he will introduce legislation prefacing deregulation by establishing a "point system" based on community-oriented programming to evaluate licenses (see page 60).

## Trimmer look for the FCC

### Agency will cut \$5.4 million from its budget and 169 positions from its rolls, following orders of OMB; pro rata approach adopted

Responding to Office of Management and Budget (OMB) cuts in the FCC's budget totaling 8% through fiscal year 1982, the commission has decided to apply the knife to all offices and bureaus. In doing so it rejected—for the time being, anyway—the recommendation of its executive director's office to impose heavier cuts in some areas and lesser cuts in others (BROADCASTING, Feb. 23). The OMB-imposed cuts total \$5.4 million in funds and the elimination of 169 positions. The commission is scheduled to report its plan to OMB on March 10.

The commission, however, endorsed a proposal by executive director Don Lichtwardt to establish a committee to conduct a wide-ranging "program evaluation" of every office and bureau within the commission. He said the evaluation "is something we have wanted to do for a long time." The Government Accounting Office recommended that the commission allocate resources in its fiscal 1979 budget for that purpose, but, "at the time," Lichtwardt said, "OMB wouldn't approve it."

Although specific resources aren't available this time around either, the commission has directed Lichtwardt to create the committee and develop the strategy necessary to carry out its purpose within 30 days. The committee will consist of

three or four staff people from the executive director's office as well as representatives from the larger bureaus and a supervisory commissioner, yet to be named.

The commission's action last week, in effect, was a reprieve for two departments that the executive director's office recommended be eliminated: the Minority Enterprises Division of the Office of Public Affairs (three authorized positions) and the Review Board (11 authorized positions). Both will be left intact.

Several other departments will receive significantly fewer cuts under the pro rata plan than the cuts proposed for them by the executive director. The Office of Plans and Policy will lose four of 28 staff positions through fiscal 1982 instead of 13. The Office of Public Affairs will lose three positions instead of six, none taken from the Minority Enterprises Division.

The Cable Television Bureau, which stood to lose 11 staff positions, will now lose only six. The Private Radio Bureau will lose 22 positions, three fewer than the 25 recommended.

Some other components of the FCC were trimmed more sharply than had been recommended. The Broadcast and Common Carrier Bureaus will each lose 27 positions as opposed to the 11 cuts recommended. The Field Operations Bureau will lose 36 positions as opposed to the 27 recommended. Lichtwardt said the loss of those 36 positions will mean the closing of eight to 10 field offices.

The commissioners as a group will yield

three of 49 authorized positions while the Executive Director's Office itself will give up 27 of its 320 authorized jobs. The Office of Science and Technology will lose 10 of 137 positions, the General Counsel's Office will lose five of 55; the Office of Administrative Law Judges will be trimmed to 24 positions from the current 27, and the Office of Opinions and Review will be cut back to 17 positions from 19.

The Reagan OMB cuts have come just about a year after former President Carter slashed 151 positions from the commission's budget. At that time the commission had 2,251 authorized positions. The latest cuts call for the commission to eliminate 106 authorized positions by the end of this fiscal year followed by 63 more in fiscal 1982. That would bring the number of authorized positions down to 1,941. Thus, from March 1980 through October 1982 total FCC authorized personnel will have declined by 15.9%.

Sources say that at one point during the closed session there was a spirited discussion about the possibility of reducing the Cable Bureau to a division within either the Broadcast Bureau or the Common Carrier Bureau. However, a consensus emerged that that move would be perceived as downgrading the importance of cable regulation.

Prior to the closed session, Commissioner Joseph Fogarty circulated a memorandum to the other commissioners expressing his view that elimination of the Minority Enterprises Division would be "intolerable." That view was strongly endorsed by Commissioner Anne Jones at the meeting. Commissioner James Quello supported the motion as well.

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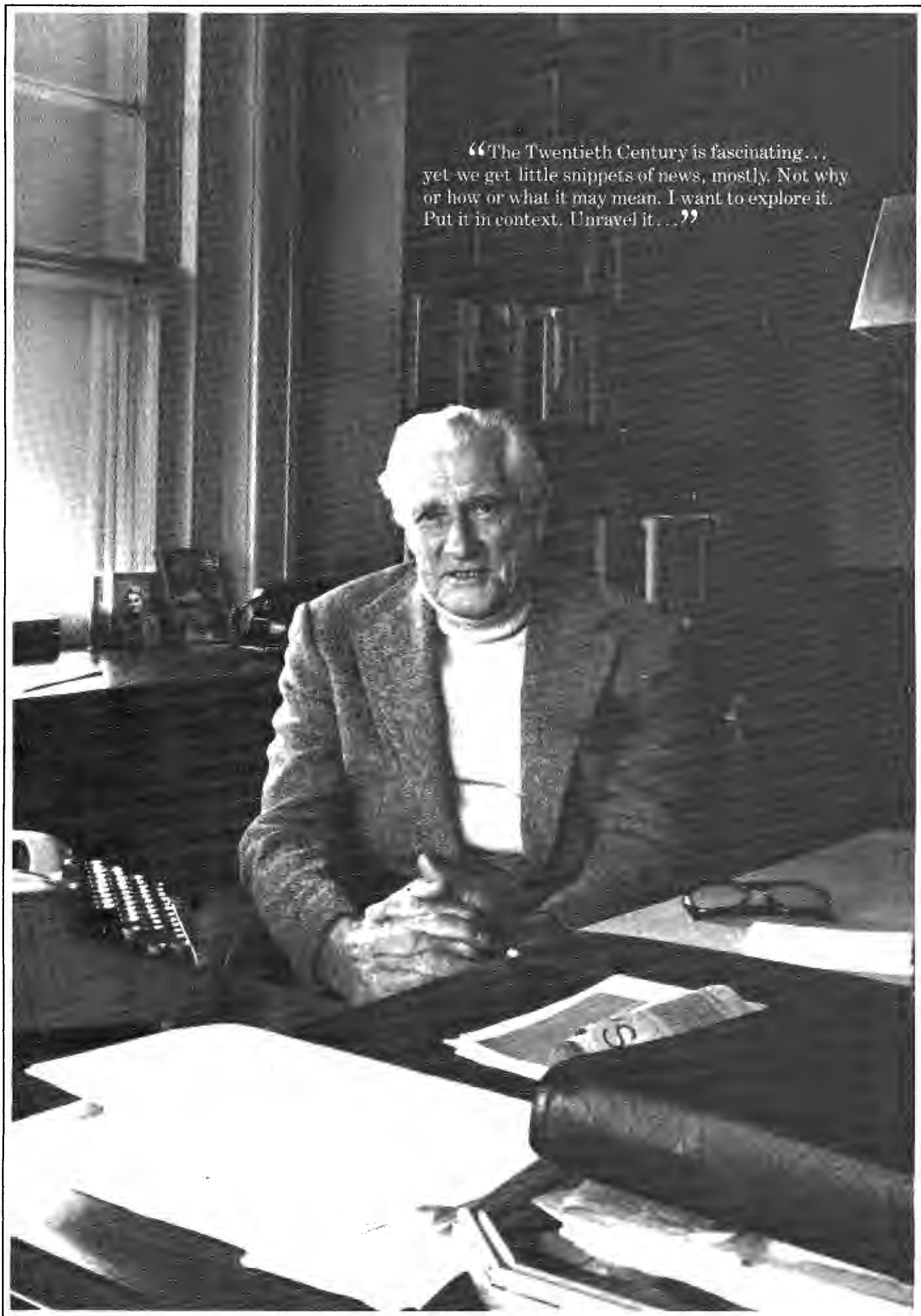
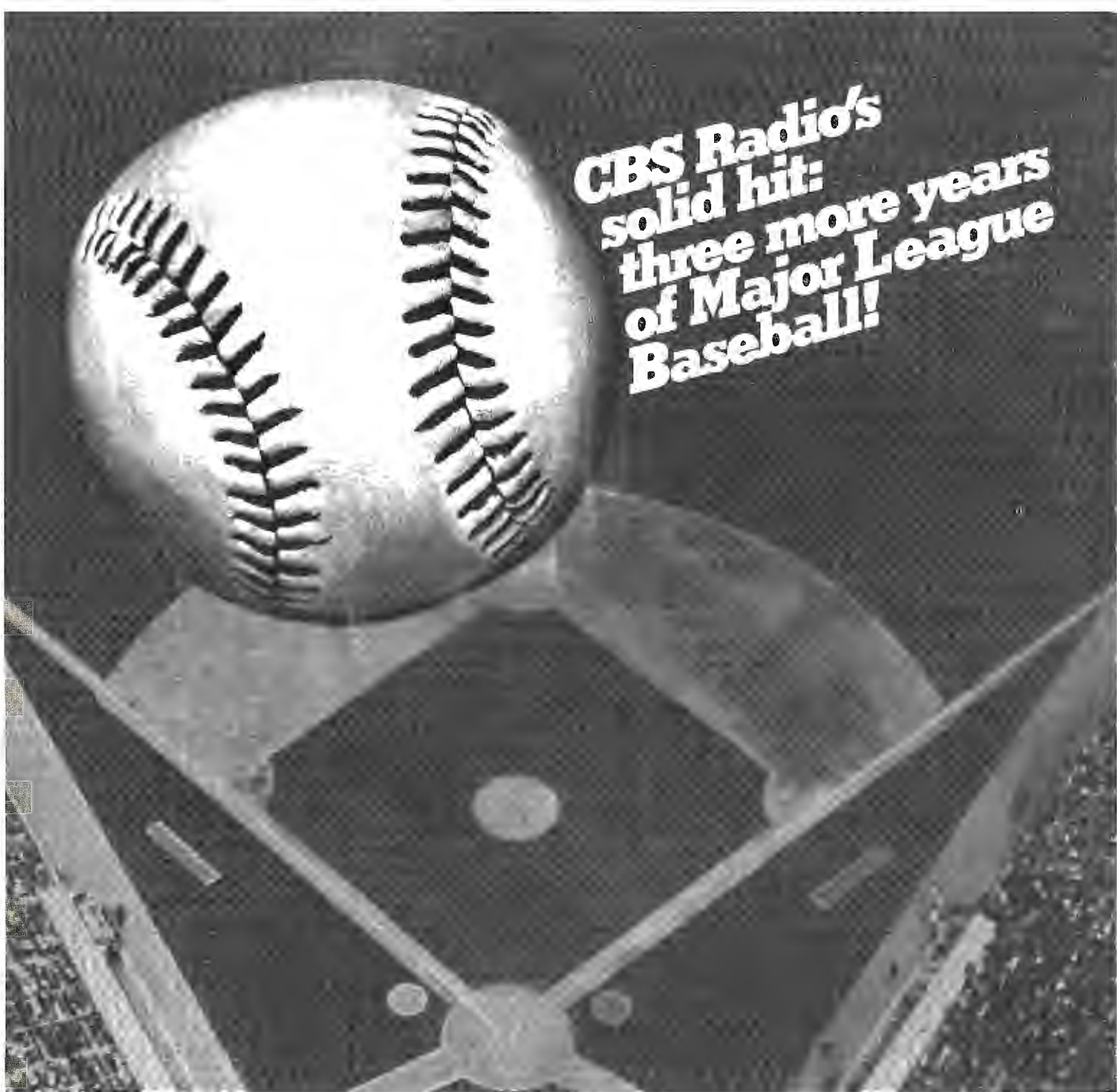


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**The American and National League Championship Series.**

**The World Series.** CBS Radio's coverage, which started with 41 million listeners in 1976, increased to a record 50 million in 1980.

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**CBS RADIO  
NETWORK**

The Competitive Edge

Source: Opinion Research Corporation—Caravan Surveys 1976-1980. Adult 18+ Cumulative Audience. These data are estimates which the CBS Radio Network will supply on request.



**Broadcast rights contracts push the \$90-million mark in 1981; Canadian teams among clubs that spur 12% increase over last year; ABC and NBC in middle of TV contracts while CBS renews radio rights**

The mention of player compensation makes a baseball magnate scowl. Mention radio and television compensation and a smile appears.

That's because the latter, in the upcoming season, will come to nearly \$90 million in rights payments—the amount broadcasters will pay to take cameras and microphones into major league baseball parks. And it's obvious that failure to settle the player compensation problem could bring a strike by May 29, disrupting, among other things, the best-laid plans of broadcasters and baseball men.

The total of \$89,975,000 for radio-TV rights in 1981 will be 12.1% more than the \$80,275,000 in 1980. What makes that increase so impressive is that virtually all of the gain is at the local and regional level; the networks and baseball are locked into multiyear contracts.

The major impetus for the increase comes from Canada. In a

“brewers’ war” there to gain association with the dominion’s baseball clubs, two major firms have thrown budgetary considerations out the window, to acquire TV rights.

Vying for the Montreal Expos, which barely missed the National League East title last fall, is Carling-O’Keefe, which was said last week to be completing final details on a five-year TV contract for about \$6 million annually. The other contender for Expos TV, CBC-TV, was rights holder last season. CBC-TV would continue to originate the games for 41 English-language stations and 18 French-language stations.

Similarly, Labatt Breweries of Canada in all likelihood will get TV rights of the Toronto Blue Jays, tail-enders in the American League East. It would be for an estimated \$3 million plus. Labatt is 45% owner of the Blue Jays. CBC-TV, rights holder in 1980, has been seeking renewal.

Local and regional broadcast rights this year will total \$48.4 million, up 25% from \$38.7 million in 1980.

At the network level, NBC-TV will be in the second year, and ABC-TV in the third, of contracts under which they will pay an estimated \$185 million for television rights through 1983. For ABC-TV, that means \$19 million this year; for NBC, \$22.5

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It's "MGM's That's Entertainment."



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million.

CBS Radio will pay in excess of \$75,000 this year under its multiyear contract that began in 1976. The current contract expires after this season, but has already been extended.

A look at network programming plans, rates charged and major sponsors:

ABC-TV has doubled the number of Monday-night games this year, scheduling 10 between June 1 and Aug. 10. In addition, there will again be eight Sunday-afternoon games, from Aug. 16 through Oct. 4. *Monday Night Baseball* is scheduled at 8:30 p.m. NYT. Starting times for the Sunday games have not been set; last year most started at 3 p.m.

Under the alternating arrangement followed in recent years, ABC-TV will have the World Series this year and NBC-TV the All Star game (July 14) and the American and National League championship series (starting Oct. 6).

ABC is selling its Monday night, Sunday and World Series games as a package; an advertiser cannot, for example, buy the World Series alone. Officials say availabilities are more than 50% sold at \$50,000 per 30-second announcement in the Monday night games (up from \$42,000 a year ago), \$16,000 per 30 in the Sunday afternoon games (down from about \$17,500 last year) and \$150,000 per 30 in the World Series (up from \$125,000 on NBC last year).

The World Series is due to open Oct. 13, a Tuesday. If it goes to seven games, ABC expects to have five in prime time, the others in weekend daytime.

Among major baseball sponsors already set by ABC are Chevrolet (through Campbell-Ewald), Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (BBDO), Goodyear (Campbell-Ewald), Firestone (BBDO) and Kentucky Fried Chicken (Young & Rubicam).

NBC-TV's *Game of the Week* will again number 26 telecasts, same as last year, but will include 29 games. The opener in the Saturday-afternoon series will be at 2:30 p.m. NYT April 11, Philadelphia at St. Louis. In addition to the regular Saturday afternoon single games, there'll be a doubleheader on May 30 and two prime-time games, one in August and one in September. Thirty-second prices are pegged at \$28,000, up from \$25,000 last year. Officials say games in the second quarter are about 70% sold; those in the third quarter, about 55%. Among the major sponsors are Ford (through J. Walter Thompson Co.), Miller beer (Backer & Spielvogel), Gillette (BBDO), Goodyear (Campbell-Ewald), American Cynamid (BBDO) and Kentucky Fried Chicken (Young & Rubicam).

The All Star game is set for July 14 at 8 p.m. and is 80% sold, officials say, at \$135,000 per 30-second announcement (up from \$110,000 on ABC last year). Major sponsors include Ford (JWT), Miller beer (Backer & Spielvogel), Gillette (BBDO), Goodyear (Campbell-Ewald), Polaroid (Doyle Dane Bernbach), Texaco (Benton & Bowles) and Auto Parts Systems (Bloom Advertising).

The league playoffs are scheduled Oct. 6 in prime time, Oct. 7 in afternoon and prime time, Oct. 8 in prime, Oct. 9 in afternoon and prime, and, if necessary, Oct. 10-11. The price tags on 30-second spots are \$95,000 in prime-time games (up from \$75,000 on ABC a year ago), \$65,000 in weekend day games (up from \$42,000) and \$37,500 in weekday games (up from \$22,000). Major sponsors include Ford (JWT), Miller beer (Backer & Spielvogel), Gillette (BBDO) and Polaroid (DDB). Officials say availabilities are about 60% sold.

CBS Radio will again provide play-by-play coverage of the All Star game, the league playoffs and the World Series—a package that could total 18 games if the playoffs go the limit. There'll also be five 14-minute reports from training camps between March 30 and April 3; coverage of the opening-day ceremonies at Cincinnati, scheduled April 8, plus highlights of that day's game; 24 four-minute reports on the pennant races between Sept. 28 and Oct. 2, and 20 four-minute reports on highlights of earlier baseball years on Oct. 3-4.

CBS Radio officials aren't saying, but

### Diamond prices keep rising

How the radio-TV rights paid to the major leagues rose in the last decade, as reported annually in BROADCASTING:

1972.....	\$41,185,000
1973.....	42,385,000
1974.....	43,245,000
1975.....	44,495,000
1976.....	50,820,000
1977.....	52,110,000
1978.....	52,510,000
1979.....	54,500,000
1980.....	80,275,000
1981.....	89,975,000

it's understood the prices are in the \$20,000 to \$25,000 range per minute for the World Series and All Star game (and a little less for the playoffs), as compared with \$7,000 to \$10,000 last year. Availabilities are said to be about one-third gone.

CBS Radio's rights contract with major league baseball runs through the current season but has already been extended for two more years, through 1983. It gives CBS Radio exclusive radio rights throughout the world except in Canada. There, an agreement for coverage of the same events in 1982 and 1983 has been signed with Telemedia Broadcast Services, which currently has rights to games of the Toronto and Montreal teams. Under the new contract, TBS will provide coverage in both English and French.

Officials declined to disclose financial terms of the CBS and TBS contracts, but baseball authorities said they would produce about 10 times as much revenue for baseball each year as the current CBS contract.

Enterprise Radio, the new network providing sports programming to radio stations

24 hours a day by satellite, plans what it says will be a comprehensive preseason package of training camp interviews and reports on issues ranging from salaries to pennant races.

At the local level around the American League:

■ Chicago—The White Sox has put on hold that earlier announced contract that would have made it the first American League club with a local cable contract. The Sox entered an agreement last December with Cablevision Systems Development Corp. to carry 80 games on systems in the Chicago area. But, after the sale of the White Sox last month to New York television executive Eddie Einhorn and Chicago real estate developer Jerry Reinsdorf, the new owners are insisting that the pact be renegotiated.

The new TV rights holder, WGN-TV there, will be in the unique position of doing games (more than 60) of the White Sox as well as games of the National League Cubs, for which it has been a long-time TV rights holder. WGN-TV reports baseball sales have picked up after a sluggish January. WBBM(AM) there says radio sales have been "going fine" with Chevrolet and Budweiser as prime sponsors.

■ New York—The Yankees' TV on WPIX-TV is not yet sold out, although there is excellent sponsor response with such signings as Citibank, Toyota, Chrysler, Budweiser and McDonald's. Yankee radio games on WABC(AM) there are sold out at prices 25% above last year. In addition, cable coverage of 40 games will be provided by Sportschannel.

■ Cleveland—WUAB(TV) says sales of Indians' games are ahead of last year and that nearly half of the availabilities were sold by mid-February to such major advertisers as Anheuser-Busch, Burger King and Toyota. Tom Wilson, sales manager of WWWE(AM), reports an estimated 20% increase in sales this year and a pick-up of stations formerly lined up for Cincinnati Reds games.

■ Boston—WSBK-TV General Sales Manager Stuart Tauber admits only a 30% sell-out by mid-February due to a decrease in domestic car sales and a hesitancy of some advertisers to commit themselves this early. Conversely, WITS(AM) says Red Sox radio is 85% sold out, although the sales are "a little behind last year."

■ Minneapolis-St. Paul—WCCO(AM) there again cites a strong line-up of returning sponsors such as Chevrolet, Pabst, Union Oil, Farmers Insurance and Midwest Federal Savings & Loan Association.

■ Toronto—Hewpex Sports Network, which holds radio rights for the Blue Jays, reports sales "excellent" and close to a sell-out with such sponsors as General Motors, Texaco, Coca-Cola, Goodyear, Labatt, Bank of Commerce, McDonald's and Panasonic.

■ Texas—Roy Parks, executive direc-

Text continues on page 52; for team-by-team breakouts of the local radio and television baseball story, see page 50.

**Out of all the series  
being offered today, the  
five CBS O&O's  
bought this  
one!**



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### **Light years ahead of all the others!**

The TV Star really takes full advantage of television's possibilities—combining the best of print news-magazines with the

visual lightning that makes TV special!

**Celebrity Interviews**—Stats reveal secrets about their lives, their experiences and their hidden thoughts.

**Star Talk**—James Brady, the nationally syndicated columnist, shares interesting tidbits about famous personalities and the superstars in the world of entertainment.

**Health and Beauty**—Startling new and useful information is revealed.

**Predictions**—Astounding forecasts of what's to come by "psychic to the stars", Kebrina Kinkade.

**"Dear Meg"**—Providing helpful personal advice to viewers.

**And More...**



Half-Hour Strip Available for September 1981



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## AMERICAN LEAGUE EAST

Team	1981 rights	1980 rights	TV originator and affiliates	Radio originator and affiliates	Rights holder
Baltimore Orioles	\$1,050,000	\$ 950,000	WMAR-TV 4	WFBR 57	WMAR-TV holds TV rights; WFBR holds radio rights.
Boston Red Sox	2,700,000	2,600,000	WSBK-TV 4	WITS 80	WSBK-TV holds TV rights; WITS holds radio rights.
Cleveland Indians	1,300,000	1,100,000	WUAB	WWWE 30	WUAB holds TV rights; WWWE holds radio rights.
Detroit Tigers	1,500,000	1,400,000	WDIV -6	WJR 60	WDIV holds TV rights; WJR holds radio rights.
Milwaukee Brewers	800,000	600,000	WVTV 6	WISN 52	WVTV holds TV rights; WISN holds radio rights.
New York Yankees	4,000,000	3,000,000	WPIX-TV 8-10	WABC 62	WPIX-TV holds TV rights in combination with Yankees; Yankees retain radio rights.
Toronto Blue Jays	4,000,000	3,000,000	(see text)	CKFH 30	LaBatt Breweries of Canada expected to acquire TV rights; Hewpex Sports Network holds radio rights.

## AMERICAN LEAGUE WEST

California Angels	\$1,000,000	\$1,000,000	KTLA	KMPC 17	Golden West Broadcasters (KTLA and KMPC), under common ownership with California Angels, holds broadcast rights.
Chicago White Sox	1,800,000	1,950,000	WGN-TV	WBBM	WGN-TV holds TV rights; WBBM holds radio rights.
Kansas City Royals	500,000	500,000	WDAF-TV 12	WIBW Topeka 115-120	WDAF-TV holds TV rights, WIBW holds radio rights.
Minnesota Twins	1,250,000	1,250,000	KMSP-TV 2	WCCO 22	Midwest Federal Savings & Loan Association holds TV and radio rights.
Oakland A's	1,200,000	1,000,000	KPIX San Francisco 2	KSFO San Francisco 9	KPIX holds TV rights; KSFO holds radio rights.
Seattle Mariners	900,000	800,000	KIQY (Spanish) KING-TV 4	KIQI (Spanish) KVI 12	Seattle Mariners retain radio and TV rights; KYI sells for radio.
Texas Rangers	750,000	750,000	KXAS-TV 15	WBAP 15	City of Arlington, Tex., holds TV and radio rights under 10-year contract with sales handled by Texas Rangers Baseball Network.

## NATIONAL LEAGUE EAST

Chicago Cubs	\$1,900,000	\$1,800,000	WGN-TV TBA	WGN TBA	WGN-TV holds TV rights; WGN holds radio rights
Montreal Expos	6,300,000	1,400,000	CBC-TV English 41 French 18	CFCF TBA CKAC 37	Carling-O'Keefe (brewer) expected to acquire TV rights; CFCF holds English language radio rights, CKAC holds French language radio rights.
New York Mets	1,500,000	1,500,000	WOR-TV	WMCA 20	WOR-TV has partnership arrangement with Mets, sharing TV costs and sales revenues; Nassau Sports Productions holds radio rights.
Philadelphia Phillies	4,000,000	3,500,000	WPHL-TV 3	KYW 34	WPHL-TV holds over-air TV rights; Phillies retain radio rights.
Pittsburgh Pirates	1,750,000	1,750,000	KDKA-TV 3	KDKA 44	Group W/Westinghouse (KDKA-AM-TV) is broadcast rights holder
St. Louis Cardinals	1,500,000	1,500,000	KSDK 17	KMOX 100	KSDK holds TV rights; KMOX holds radio rights.

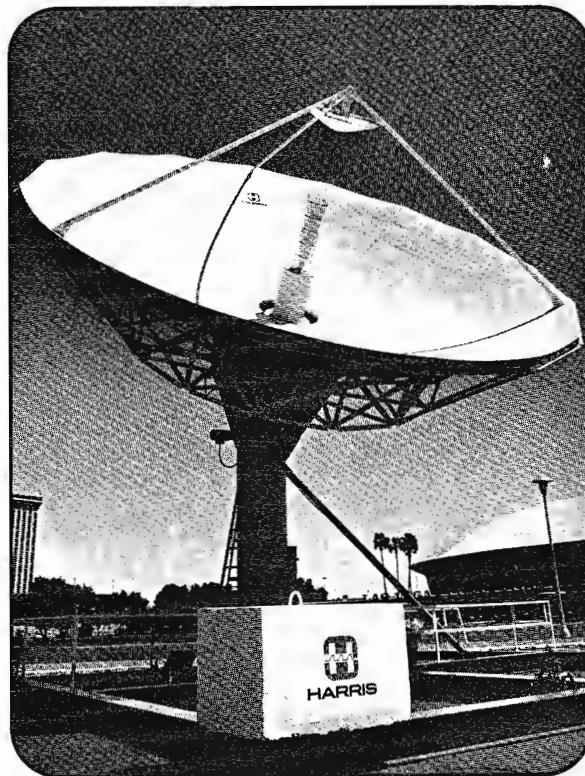
## NATIONAL LEAGUE WEST

Atlanta Braves	\$1,500,000	\$1,500,000	WTBS	WSB 60	WTBS is TV rights holder under arrangement with commonly owned Atlanta Braves. Braves retain radio rights and selling.
Cincinnati Reds	1,600,000	1,200,000	WLWT 11	WLW 117	WLWT holds TV rights. Cincinnati Reds retain radio rights.
Houston Astros	1,100,000	1,000,000	KRIV	KENR 36	KRIV holds local TV rights with Astros handling outer network rights. Astros retain radio rights.
Los Angeles Dodgers	2,400,000	1,800,000	KTTV	KABC 22 KTNQ (Spanish)	Los Angeles Dodgers retain TV and radio rights, selling through Dodgers Radio and TV Network.
San Diego Padres	1,100,000	1,000,000	KFMB-TV	KFMB 11 XEXX and 10 others (Spanish)	KFMB-TV holds TV rights; KFMB holds radio rights.
San Francisco Giants	1,000,000	850,000	KTVU 3	KNBR 9	KTVU holds TV rights; KNBR holds radio rights.

<b>AL total</b>	<b>\$22,750,000</b>	<b>\$19,900,000</b>
<b>NL total</b>	<b>\$25,650,000</b>	<b>\$18,800,000</b>
<b>Major total</b>	<b>\$48,400,000</b>	<b>\$38,700,000</b>

Not included in the table is ABC's payment for nationally televised games that will amount to \$19 million this year and NBC's payment for nationally televised games that will amount to \$22.5 million this year. ABC is under five-year contract that began in 1979 and NBC is in the second year of a four-year contract. In addition, CBS Radio is continuing under contract that began in 1976 and which is estimated to exceed \$75,000 annually.

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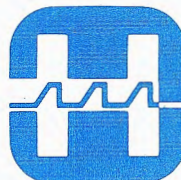
The Harris SSL system provides complete satellite receiving flexibility...from transponder to transponder, and from satellite to satellite. Type a keyboard entry and the system will reorient a precision satellite antenna to a preselected satellite/transponder, and provide you with a broadcast quality signal for retransmission. All within the time required for a commercial break (72

seconds maximum). The cost is much lower than individual antennas for each satellite, and the signal quality is superior!

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tor of the Rangers Baseball Network, said that his organization was cleaning up a few remaining accounts by the middle of last month. He said a high rate of returning sponsors contributed to the excellent sales picture. This season will be the last year of one of baseball's longest broadcast rights contracts. It is a 10-year deal for a total of \$7.5 million dollars, consummated by former Rangers owner Bob Short, who made the deal before selling the team. The entire amount, it has been pointed out, was paid "up front" and "in 1972 dollars."

In addition, there definitely will be pay television in the Rangers' future. As of now, however, contractual obligations to the TV originator, KXAS-TV, are the Rangers' first consideration. But a meeting March 16 is expected to establish a more precise timetable.

■ California—In addition to on-air TV games on KTLA(TV) there, 15 home games of the Angels will be telecast by ON-TV on KBSC-TV, local pay-TV outlet.

At the local level in the National League:

■ Philadelphia—The champion Phillies' on-air broadcast rights do not include a \$1 million pay-cable pact with Prism for 30 games. WPHL-TV will carry 85 games, 67 on the road. Games on KYW(AM) there and its 34-station network are said to be basically sold out with a long

list of clients that includes Budweiser, Chrysler, Coca-Cola, Gino's, Girard Bank, Lincoln-Mercury, MAB Paints, Culligan Water Conditioning and Tasty Cakes.

■ Atlanta—Wayne Long, director of advertising for the Braves, said that radio sales were "better than ever," a reflection of the team's good year on the field last season. On the TV side, WTBS said that satellite will put its games on 2,603 cable systems during the day and another 177 systems at night, a potential audience of 10.9 million homes.

■ Pittsburgh—Harry O'Toole, executive producer of Pirates broadcasts, said that in-game sales were "fantastic." So good, in fact, that an imminent sell-out might necessitate the pre-emption of some news updates within the games in order to accommodate other sponsors.

A schedule of Pirates home games will be carried on pay cable, beginning May 2. The Pittsburgh team and Action TV/TCS Sports, New Kensington, Pa., have just announced that the games will be offered regionally to approximately 250 cable companies in a tri-state area around Allegheny county (Pittsburgh). Jack Schrom, vice president of marketing for the Pirates, and Nelson L. Goldberg, president of Action TV/TCS Sports, said it was a "multi-year" contract but that schedule and terms are still to be finalized.

■ Chicago—The Cubs last week were still undecided on formation of radio and TV networks, although the signal of its WGN-TV is widely distributed by satellite to cable systems. A spokesman for WGN-AM-TV conceded that business in January for national spot and local was soft, but there was a considerable perk-up in sales activity in February. For baseball devotees, WGN-TV on Feb. 12 replayed a Cubs baseball game from last season. It got an overnight Nielsen rating of 8.4, three times larger than the original telecast.

■ Los Angeles—Aside from the Dodgers' telecasts on KTTV there, 15 games will be presented by ON-TV on KBSC-TV, local STV outlet.

■ Cincinnati—The Reds missed the brass ring on the field last year, but not this year in broadcasting. WLWT(TV)'s general sales manager, Joe Levin, reported a 70% sell-out by mid-February, a pace "ahead of last year." Top clients include Anheuser-Busch, Cincinnati Chevrolet Dealers and Frisch's restaurants. Jim Winters, an official of the Reds, said radio availabilities at WLW were 99% sold out in a "super year." Pepsi-Cola Bottlers of Cincinnati, Big Boy restaurants and First National Bank of Cincinnati are some of the top advertisers.

## Sauter hopes to put baseball in CBS-TV's sports constellation

"CBS wants to get involved in baseball", says Van Gordon Sauter, CBS Sports president. Whether it's a two-way or three-way agreement among the networks, CBS-TV plans to be in the bidding race when the next contract comes up for baseball, he adds. Current ABC-TV and NBC-TV contracts run through 1983.

CBS Sports, sometimes jokingly referred to as "tied for third place," plans to move ahead in other sports areas as well, with more emphasis placed on the "sports journalist." As Sauter puts it, "We need to develop a 'star system', the individual you'll see at all major broadcasts." He notes, "Already there is a significant change."

CBS's weekend anthology sportscasts, for instance, have been revamped and will reappear in late March with broadcasts originating live from the set. Brent Mussberger will anchor the show, and promotion will revolve around him.

Sauter acknowledges the competition from ABC and NBC. But, insofar as the various pay cable services specializing in sports programming, such as ESPN and USA Network, are concerned he doesn't see any threat, at least for the next four to five years.

The only real impact pay cable has had on CBS sports programming so far, he claims, has been that medium's proliferation of college and professional basketball coverage. For CBS, the availability of these games has been detrimental to the network's former exclusivity.



**Local loyalty triggers rule change.** Philadelphia fans love their world champion Phillies and the feeling evidently extends to their local sportscasters. That was demonstrated last fall when regular-season announcers from KYW(AM) there, as well as counterparts for WPHL-TV, were shut out of World Series coverage by network contracts with the major leagues. Excited fans created such a furor that it made local headlines and created national reverberations that reached the baseball commissioner's office. As a result, it was announced that hereafter, at least local radio announcers can cover series over flagship stations, provided network commercials are cleared. The announcers for KYW and WPHL-TV involved were (l to r) Andy Musser, Rich Ashburn, Harry Kalas and (not pictured) Tim McCarver.

# CHURCHILL AND THE GENERALS



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BUT TOGETHER, THEY WON THEIR WAR

A THREE-HOUR DRAMATIC TELEVISION PROGRAM  
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# Law & Regulation



Geller



Wiley

## UCLA's great debate: Taking sides on telecom policy

**Geller flunks Congress, gives FCC just passing grade; Wiley says deregulatory spirit is here to stay; Brown wants a tough chairman and a credible agency; Jones looks to the sky; all among long parade of opinions at communications law symposium**

National communications policymakers—and a few former policymakers—met at the Los Angeles Bonaventure hotel Feb. 20-21 to discuss whether the public interest is best served by a laissez-faire approach by government toward the video technology explosion. With few exceptions, discussants pronounced their faith in letting the economic marketplace determine the future development of cable, pay TV, DBS and other video services.

The tone of the conference was established Friday morning (Feb. 20), when former Assistant Secretary of Commerce Henry Geller and former FCC Chairman Richard Wiley (now with Kirkland & Ellis, Washington) both sounded strong deregulatory themes in a panel entitled "The Carter Legacy, the Reagan Challenge."

Geller, who headed the National Telecommunications and Information Administration under former President Carter, reviewed the 1979 NTIA report on deregulation of radio and his recently released proposal for support of public broadcasting through assessment of fees on commercial broadcasters. In grading the performance of Congress and the FCC on regulatory issues, Geller "flunked" lawmakers and "barely passed" commission members.

"Congress fails for not acting on a rewrite of the Communications Act," Geller explained, "The House tried valiantly... but the issue does not lend itself to consensus, thus the policymaking has been left to the courts as the FCC has been forced to muddle along with an antiquated act."

As for the FCC, Geller said "its record is better (on deregulation), but it has moved too slowly. On several matters I do not give the commission very much credit." Geller cited DBS and low power as examples of new technologies the FCC has handled well, but characterized renewal procedures as "still a mess" and political broadcast issues as "poorly handled." He suggested the commission simultaneously and formally review all three standards proposed for video teletext services, warning that to do otherwise could doom teletext to a fate similar to that of AM stereo.

"Multipoint distribution systems (MDS) are a competitive check on cable," Geller continued, and "support (by the FCC) is appropriate now." Pointing out that quantity does not necessarily guarantee diversity, Geller maintained the "radio marketplace fails in the commercial spectrum," fueling the need for an alternative, public service. In the same vein, he gave "generally good marks" to the Carter administration for its approach to public broadcasting, but added it "should have moved to insulate it more." One suggestion was to make CPB board appointees from a list of prospective members, similar to the manner in which appellate court judges are selected by the President.

Geller reserved his harshest criticism

for the manner in which the FCC has handled cable deregulation.

"We are engineering a very poor system," he contended, "and must focus on it right now... Cable began as an orphan and is still treated as one, even though it has become a multibillion-dollar enterprise." Geller named copyright payments, separate First Amendment considerations and exclusion of STV carriage as examples of ways in which "the government is skewing competition in favor of cable."

Professing his own allegiance to the deregulatory and pro-competitive strategies, former FCC Chairman Wiley, who also served as a transition team adviser to President Reagan on communications policy, observed: "It is impossible to turn back the clock. For the FCC to take a protective regulatory stance now would not be permitted by (the new) Congress. The strong public feeling about deregulation has come home to Washington. President Reagan will continue that spirit in his administration."

Wiley argued in favor of consolidating regulatory approaches to some of the new technologies, noting that some services are treated as broadcasting, some as common carrier, some as cable and some not at all, even though many compete for the same audiences in the same markets. "Traditional broadcasters have become something of an unfavored child in recent years," he said. "Meanwhile, the scarcity concept is really fading with the profusion of new video technologies."

Among the items Wiley included in his laundry list of topics he believes will be addressed by the new Congress were longer



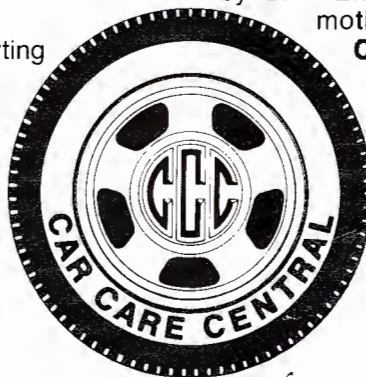
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license periods for broadcasters, comparative hearing relief, increased protection from First Amendment "intrusions" (elimination of the fairness doctrine and equal-time provisions) and elimination of cable-broadcaster crossownership rules. Wiley argued that the last rules are "no longer realistic, and may be both unnecessary and restrictive to broadcasters." He also questioned the utility of the maximum ownership rules for TV station operators. The question of fair copyright payments is also likely to be taken up by the new Congress, according to Wiley.

"The Reagan administration has an unprecedented opportunity to put its stamp on communications policy," he continued. "Besides a replacement for Henry Geller, the President will have the chance to name four new members to the FCC within the next several months. In the final analysis, the real challenge of the administration is to facilitate rapid implementation of the new video technologies. The FCC must recognize that."

In a keynote address just prior to the Wiley-Geller panel, former FCC Commissioner Tyrone Brown expressed pride in the FCC's role in the implementation of new technologies but warned "that the agency must be kept in a position to resist the pressure of established elements in the industry" if it is to act in the public interest.

"The FCC has come out of a period

when it didn't have a lot of credibility," said Brown, "a period when it was considered a captive of the industry it regulates. It has shed itself of that image and been blessed with a series of three chairmen who were strong and tough." He concluded there is no way the FCC can resist industry pressures in the future unless it has "a chairman who is very, very strong and very, very tough." Brown put deregulation of broadcast television at the top of the FCC's short-term agenda, predicting it will be "a Herculean task" for the commissioners to accomplish fair deregulation while subject to entrenched industry lobbyists.

On Saturday, FCC Commissioner Anne P. Jones, whose term doesn't expire until 1983, delivered a lunchtime overview of access questions relating to satellites.

"In the short-term, meaning the next year to year and a half, there will be an acute shortage of transponder space on communications satellites," Jones predicted, attributing much of this to the unexpected loss of Satcom 3 in 1979 combined with the unprecedented growth of new video services. "In the long-term, meaning the last half of the 1980's, there might even be a glut of transponders." Beyond 1990, according to Jones, the future use of satellites becomes more difficult to predict.

"The total number of transponders available for communications will proba-

bly double within the next two to four years," she said. "Those 160 transponders could double again within a few years after that. . . The question of access really hinges on how many transponders will be available. Right now it seems that 24 transponders are the maximum we can expect each satellite to hold."

Jones characterized the FCC's approach to satellite regulation thus far as decidedly pro-competitive, with "a clear trend toward open entry into the market. We feel that market can control (satellite use) rates better than the FCC."

Acknowledging that space will probably emerge as a problem again in the early 1990's, Jones outlined the possibility of reducing orbital spacing of satellites (requiring changes in earth station construction) and using less-desirable parts of the spectrum for transmission (presenting various technical problems). Other unresolved questions have to do with the competing demands of audio versus video users, broadcasters versus nonbroadcast users, priorities in granting access or ownership, possible use for low-power TV network programming, and how to handle DBS proposals.

"I believe the market approach [to satellite development] will be sufficient for the 1980's, as long as enough satellites are made available," concluded Jones. "It's now up to the marketplace to effectively use what's been made available."

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## Heavyweights in the new video ring

**In session on industry's future ownership, Premiere's Harris decries unsophisticated investors and Hearst's Joslin identifies publishers as 'sleeping giants,' while Warner and ABC executives detail new programming ventures**

"It's a big crap table," said Burt Harris, referring to the investment climate for new video technologies. "I'm surprised by the lack of sophistication displayed by those involved in investing in this business."

Harris, who heads the stymied Premiere pay cable TV network, told the symposium's audience that the industry's frontiers are rapidly being taken over by high rollers.

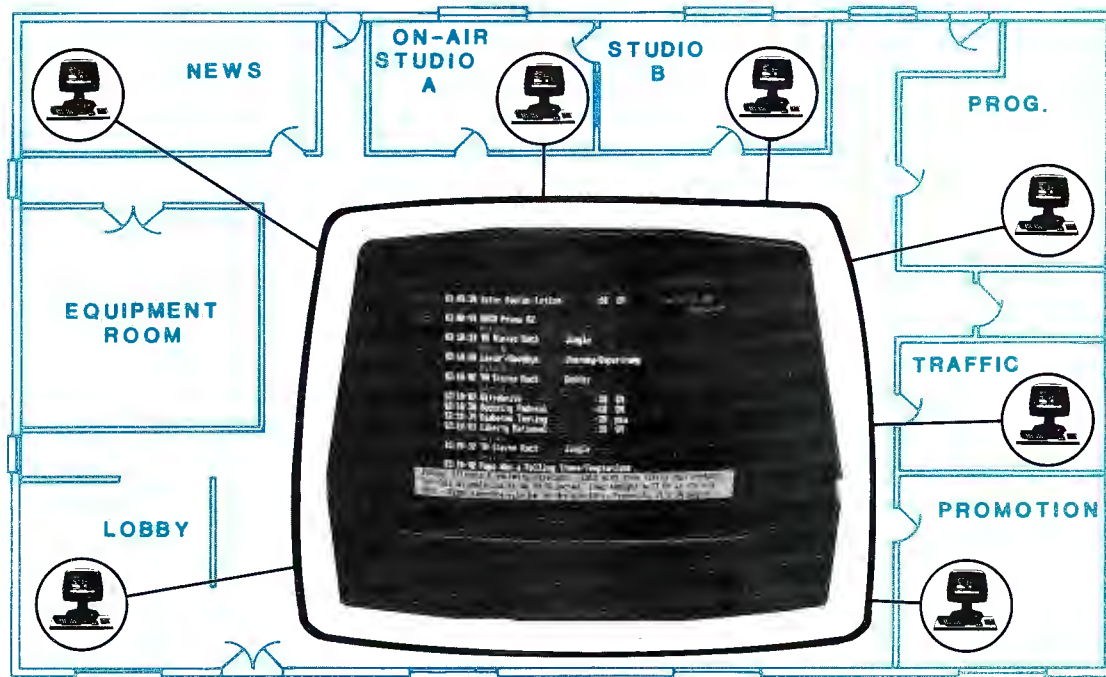
"Premiere is just one of the large companies expanding its opportunities in the communications industry," Harris explained. "Our plans will probably go forward in some form even if Premiere doesn't." Harris predicted a decision "some time in April" on the stillborn network's appeal of a federal restraining order that prevents it from operating.

Harris described the atmosphere as "fiercely competitive" in the new markets, noting that RCA has received some 150 requests for transponder use, with only about 40 transponders available. "Unlike MDS and radio, there are fewer



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Premiere's Harris



Hearst's Joslin



ABC's Schimmel

opportunities [now] for the small operator to get into ownership of a cable system. The trend is toward subscribership being concentrated in a few major companies."

Following Harris on the dais, the vice president for corporate affairs of Warner Communications, Roger Smith, disclosed his company's plans to introduce a 24-hour video music channel to be introduced within the next few months.

"This channel is an important first step to make practical and economic availability of new kinds of software. Record companies are tremendous potential producers of software for the music channel," he observed. Warner's Satellite Entertainment Corp., launched after an infusion of capital last year from American Express, already provides The Movie Channel and Nickelodeon via satellite to the nation's cable systems. Beginning in April it will also "piggyback" the new Alpha cultural programming channel produced by ABC.

"The cable industry is by necessity going to become more concentrated," said Smith. "There are probably only 10 to 12 companies capable of wiring the nation's metropolitan areas."

Another company involved in a joint cable venture, the Hearst Corp., was represented on the panel by recently appointed vice president and general manager of the company's communications division, Ray Joslin. (Hearst is cooperating with the ABC Video Enterprises on programming services).

"The publishing industry is the real sleeping giant here," Joslin contended. "We have established a reservoir of resources that puts us in the same kind of turning point as that faced by the railroad industry earlier in this century. If they had realized they were in the transportation industry they might be running buses and airlines today. If we realize that it's the communications business we're in, we'll be a big part of the new technologies."

Joslin cited as an example the association between Hearst and ABC in development of a new cable TV network that draws on Hearst's large data base. A channel oriented toward women's programming was announced earlier this year. "The heavies," as Joslin calls them, will make their presence known in the 1980's, with frequent consolidations and joint ventures the rule.

"By the end of the decade, small MSO's will cash in," he predicted. "The financial

requirements will be too great [for them]. The need for cash will force some companies to cash in on old industries in order to develop new ones."

That sentiment was echoed by S. Arthur Schimmel, the vice president and general manager of ABC Video Enterprises, who noted that for ABC, "cable has to be considered the prime place to expand." Schimmel said that ABC's new Alpha service for cable TV will debut April 12 on Warner's Satcom I Nickelodeon channel with two-and-a-half hours each night of fine arts and cultural programming. The service will be fed twice, to the East and West Coasts, beginning at 6 p.m. local time. The first year of programming includes 150 hours purchased from European sources in addition to approximately 40-50 hours of original programs produced by ABC. Cost will be amortized by seven to 10 replays of each show.

## Next from Swift: report cards for programming

### He's preparing bill to score broadcasters by point system for local nonentertainment

Representative Al Swift (D-Wash.) will introduce a bill establishing a point system of programming performance by which to measure broadcasters at license renewal.

The former broadcaster and member of the House Communications Subcommittee announced his legislative plan in a luncheon address (Feb. 20) at the UCLA Communications Law Symposium on the Regulation and Deregulation of New Video Technologies. Swift, who authored last year's bill to codify the FCC's multiple ownership rules but remove multimedia holdings as issues in comparative hearings, said:

"We do not have to resort to exclusive reliance on the vagaries of the marketplace to assure essential public interest programming."

The key to proper regulation of broadcasting, Swift said, is a "point system" enabling stations to meet their public responsibility by "community-oriented, informational or educational programming."

Swift's proposal, to be detailed in a bill he expects to introduce to the House later

this year, would reward stations for programs that are not only public-spirited, but well produced and aired in prime time. The system would grant each station flexibility in such programming according to staff, community talent and format differences. The congressman used an example of a station-sponsored art contest as one means of promoting positive community values.

"I will soon flesh out the idea and solicit comment from all quarters," said Swift, who anticipates difficulties. "The industry won't like the quantification—they like to have wiggle room. And the public interest groups won't like it because they still think you can coerce the few rotten broadcasters into doing a good job, even at enormous cost to good broadcasters."

Swift also conceded "the rush to mindless deregulation is on and there are efforts under way in the Senate and House that may get to the finish line before this [bill] is off the ground."

"The biggest problem is the perception that regulation hasn't worked in the past, so let's give up on it," Swift continued. "The chance to build and blend a system of diverse technologies that will serve the American people with optimum communications for entertainment, information and education will vanish, and I think soon, if we can't find a rational regulatory balance."

## Low-power debate: debacle or panacea

### Former FCC Commissioner Brown sounds positive note, likening LPTV to specialization in radio; others question both prospects and FCC handling of new service

Attitudes ranging from cautious optimism to steely cynicism were expressed at several symposium panels dealing with low-power television. The prevailing sentiment was that low-power TV remains "a technology in search of a market," and could as easily become a debacle as a dynamic new medium.

"We weren't in before and we're not going to be in now," observed Sharon Maeda, executive director of the Pacifica Foundation, licensee of five non-commercial FM stations with high

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minority-access profiles. "I don't see a hopeful future for people of color or women, and the country is going to suffer."

Maeda contended that low-power TV and other new technologies are largely being developed by those who already have considerable access to or control over the electronic media, and warned that "this country is headed toward a civil war because we don't have opportunities to present positive images. All of the people in this room are responsible."

Immediately after Maeda's remarks, former FCC Commissioner Tyrone Brown introduced a panel on "How to Start Your Own Low-Power TV Station" by noting that while "there has been a failure to acknowledge the aspirations of minorities and women, the processes are there to give us that day in the sun. A lot of that work has to be done by us."

Another speaker on the panel, Ron Siegel, legal counsel to the Subscription Television Association, noted that only a small percentage of the applications for low-power TV stations came from women and minorities.

"Those who are interested in the service must act quickly," he said, "or run the risk of being precluded forever."

Siegel labeled the FCC's handling of low-power TV "a procedural nightmare," castigating the agency for not adopting rules on the new service until after filing of initial applications. As a result, said Siegel, "we won't really see low power in use for another two to three years."

Siegel raised a question about the prospects of cable carriage for low-power.

"Cable is a real bottleneck. There is little good feeling about leaving it in the hands of cable operators to decide whether they will voluntarily carry low-power signals on their systems. Many see the lack of local carriage rules as a very serious obstacle to the visibility of low-power in some heavily penetrated areas," said Siegel, contending that few cable viewers have the incentive to unhook a cable attachment in order to receive a local, noncarried signal. He predicted the future of low power may ultimately rest on how the FCC decides to integrate the service with other standards and regulations.

Ron Brutoco, president of both Universal Subscription Television and the Subscription Television Association, told the audience that low-power amounts to "a lawyer's relief docket," hinting that filings and legal maneuverings will keep attorneys occupied for years.

"Many people are looking to STV as a way of paying the freight for low-power TV," said Brutoco. "I have a caution for them. There is no rule of thumb guaranteeing success—it depends on what the market is like. Those considering such a move should look carefully at what is involved."

Brutoco pointed out that billing mechanisms and other support services may make or break an STV operation, and that some markets may simply be too small to support STV. He agreed with Brown that radio will be the likely model

for low-power TV to follow. "We went through an era in which people thought radio could not compete with the new technologies," Brutoco recalled, "yet today the medium is more successful than ever."

In a wrap-up debate on "The Public Interest in the Video Market Structure," economist Nina Cornell of the Washington-based consulting firm of Owens & Cornell and former director of the FCC's Office of Plans and Policy, maintained that "in the past the FCC has tried to regulate behavior. I think that unequivocally those regulatory attempts were a total failure. Bad operators can always evade them."

Cornell called on policymakers to "rethink the handicaps already present that inhibit open entry into the marketplace of new video technologies. The real issue is whether or not competitive forces will be allowed to enter the market."

In disputing Cornell's argument, Tracy Westen, with the Bureau of Consumer Protection at the Federal Trade Commission, submitted that "the same mistakes that limited diversity on radio and television may be repeated unintentionally under present development of the new information technologies." Westen presented a series of steps policymakers might take in order to insure diversity, which he said will likely not occur without some form of intervention. "A safety valve, through guaranteed community access, must be maintained in a free society," he concluded.

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## Friends and foes zero in on FTC

**OMB director Stockman, decrying 'consumer' mask of agency, calls for its abolition; small business groups, however, cautiously line up behind embattled agency's Bureau of Competition**

Opinion on what the future should hold for the Federal Trade Commission varied sharply last week. While David Stockman, director of the Office of Management and Budget, was suggesting that the FTC be abolished, small business was rallying to the FTC's defense, arguing that the FTC's power to police anticompetitive practices should be left intact.

Stockman last week told the *Chicago Tribune* what he thought about the FTC—which, apparently, wasn't much. "If you eliminated the FTC, the world would never know the difference," Stockman was quoted as saying.

Moreover, Stockman said the FTC is not a consumer agency, but a "passel of ideologues who are hostile to the business system, to the free enterprise system and who sit down there and invent theories that justify more meddling and interference with the economy."

Stockman also said the FTC was built by "professional consumer activists" who are more interested in their theories about

how to run the economy than in protecting the consumer.

"They've created this whole facade of consumer protection in order to seize power in our society. I think part of the mission of this administration is to unmask and discredit that false ideology," Stockman said.

Meanwhile, both the National Federation of Independent Business and the National Small Business Association—the largest small business associations in the nation—mailed letters to OMB, protesting its proposal to eliminate funds for the FTC's Bureau of Competition over the next three years.

In its letter, the NSBA said that though it agreed that substantial budget cuts are necessary, the cuts should be made "across the board in an even-handed manner. It is our point of view that such substantial cuts may be achievable without total elimination of the Bureau of Competition, which seems to be the object of many major corporations under the guise of deregulation."

The NSBA also noted that while the small business community was opposed to overregulation, "minimum regulations" are necessary to insure the economic health of the marketplace. "Those anti-trust laws enacted over the years to promote and protect competition are not laws which provide small business with unfair advantages; rather, they are laws designed to prevent market practices which diminish competition."

NSBA said it didn't think the FTC had done a very good job of policing anticompetitive activity; "the answer, however, is not to do away with the program but to redirect the effort to assure that the mandate is carried out and competition is enhanced."

NSBA also said that though it would work with OMB to design cuts for FTC, it thought preserving "minimum regulations and enforcement capabilities [was] absolutely essential to a well-balanced economy."

It added that if NSBA's advice was ignored and the effort to aim the cuts solely at the Bureau of Competition continued, "it would be incumbent upon the small business community to mount a full-scale effort in opposition."

In its letter, the NFIB suggested that "less critical" FTC programs be cut instead. "Consumer protection rules have been proposed on flimsy records of support, sometimes at the unjust expense of the reputation of entire industries, often including small businesses. Clearly that function should not go unscathed by the budget knife," the NFIB said.

However, said NFIB, there has been no change in the antitrust law or policy which justifies such a "radical diminution of the FTC's authority in this area."

NFIB added: "NFIB does not believe the fiscal process should dictate major policy changes in the FTC's antitrust responsibilities. Pursuit in the budget of such a policy will detract from small business enthusiasm for the President's economic program."



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*—Judge Learned Hand*

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We believe the press should encourage a multitude of tongues, and never act as an instrument of silence.

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## FTC staff waves white flag on children's ad standards

**With consumer and industry groups opposing voluntary approach, staff decides to scrap idea; it will recommend to commission next course of action by March 31**

The latest chapter in the Federal Trade Commission's children's advertising rulemaking procedure has come to a close, with the FTC staff announcing it has abandoned attempts to negotiate voluntary standards for children's advertising after broadcasters, advertisers and consumer groups failed to accept the staff's proposals.

The staff's latest proposals, alternatives to further rulemaking proceedings, involved getting the industry voluntarily to agree to distribute "informational messages on dental health." But, as the staff noted in a report to the commission, consumer groups felt the proposals didn't go far enough, and broadcasters, advertisers and members of the food industry wouldn't accept them, so the staff saw "nothing to be gained by continuing to pursue support" for the alternatives.

The proceeding got its start in 1977 when the Center for Science in the Public Interest and Action for Children's Television filed a petition asking the FTC to outlaw commercials for sugary foods on programs watched predominately by children.

The FTC staff, however, went several steps further and, in February 1978, said that any advertising aimed at children who were too young to understand the intent of commercials is an unfair and deceptive marketing practice. The commission said it would consider an all-out ban on children's advertising.

But last year, responding to industry protests, Congress passed legislation that narrowed the FTC's authority and told the FTC it couldn't adopt a sweeping rule based on the theory that children's advertising is inherently unfair. However, Congress said the FTC could issue a rule banning deceptive ads aimed at children.

Since the new legislation was passed, the FTC staff has been examining voluntary solutions for the purported problem. It will complete an analysis of the rulemaking record and recommend a course for the commission to pursue by March 31.

The Center for Science in the Public Interest definitely didn't think the proposals went far enough and, like broadcasters, thought the staff should recommend that the proceeding be terminated.

Although CSPI congratulated the FTC staff for "preserving and trying to salvage something from its transmogrified investigation," it said the proposals could never amount to much. It noted that the idea of "pleading" with the industry to sponsor "positive" messages about sugar and tooth decay is "a pathetic remedy for the bombardment of children with unfair and deceptive ads." It also noted that because the proposals would depend upon voluntary compliance, there would be little incentive for industry to produce and air them; it said that even if the messages

were produced, the content would be controlled by industry and would "probably appear more like ads than warnings."

As a result, CSPI said, the FTC is "wasting taxpayers' money in the game. Instead of pursuing a chimerical solution, we urge the FTC to inform the American public that industry has won this round; that the broadcasting, breakfast cereal, sugar and other industries have killed, at least for now, any meaningful attempt to muzzle the electronic junk peddlers that are promoting tooth decay and other health problems in our children."

The National Association of Broadcasters, like the other broadcasters who commented, attacked the proposals, but for different reasons than consumer groups.

NAB said the commission lacked the statutory authority to "ban, restrict or otherwise regulate the advertising of lawful products where no false or misleading affirmative claims have been made." It noted, moreover, that the staff proposals went beyond the commission's statutory authority and unconstitutionally attempted to inject the government into decisions about broadcast content.

It also noted that NAB member stations "have and will continue to "provide dental health and nutritional information to children. "However," NAB said, "such editorial decisions are protected by the First Amendment and Section 326 of the Communications Act."

NBC noted that broadcasters have promoted awareness of dental health, but said the FTC should not use the "possibility of a final resolution in this rulemaking proceeding to pressure broadcasters into undertaking to disseminate information that furthers the agency's particular objectives. Such action opens the door for any other government agency to use similar indirect regulatory measures to compel broadcasters to disseminate information that emphasizes its particular goals."

CBS noted that while it recognized the commission's authority to "ferret out and prohibit" advertising that is false or deceptive, "we do not believe that all or any class of the television advertising that might be deemed 'directed at children' has been shown to be false or deceptive."

Moreover, CBS noted that the level of its programing and public service messages on dental health depends upon a set of editorial judgments about the relative importance of dental health versus other subjects. "We do not believe that those judgments should turn on the fact that we also broadcast advertising for particular food products or that they should be warped by a commitment given in exchange for a termination of the children's advertising proceeding."

ABC also recommended that the staff urge the commission to terminate the proceeding, saying that the FTC didn't have the statutory authority to attempt to increase the number of dental health messages.

ABC noted that children should be exposed to a "wide range" of institutional messages and information, but noted that

## Washington Watch

**Computer aid.** FCC is converting all AM directional antenna station patterns—designed originally by individual applicants' engineers—to standard patterns for computerization. Directional patterns have been calculated theoretically with "tolerance" added to give station room to adjust and operate. Tolerances have been designed graphically and are based solely on judgment of design engineer and thus reviewed graphically by commission engineers. Commission will now compute tolerances according to mathematical equations saving man hours in processing of applications for new directionalized AM station applications. Change will also aid in preparations for November Region II conference.

□

**100 w upgrade.** FCC has eliminated Jan. 1, 1980, deadline for class D 10 w FM's in reserved noncommercial band to apply for upgrade of facilities to at least 100 w. In 1978, commission—to insure more efficient use of reserved noncommercial FM channels (88.1 mhz-91.9 mhz)—adopted rule requiring all class D 10 w FM's in reserved band to upgrade facilities to minimum of 100 w "or switch to commercial band with secondary status. In setting deadline, commission did not anticipate—because of costs involved—that almost half of 600 stations affected would file to upgrade before deadline, with others filing late. Elimination of deadline leaves open option for remaining affected stations to upgrade or switch.

□

**Performer royalties proposed.** Representative George Danielson (D-Calif.) has introduced bill (H.R. 1805) to allow for assessment of royalties for use of recorded music according to radio stations' net advertising receipts after agency commissions. Public radio stations and commercial outlets with revenues under \$25,000 annually would be exempt. Bill would also allow assessment at TV stations, background music services, discos and other users of copyrighted music. Danielson introduced similar legislation during 96th Congress.

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We arrange our music ourselves. We do not use pick-ups or already existing arrangements.

To do our arranging, we



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We record our music ourselves. We do not pick up existing recordings.

To do our recording, we use the top recording studios in the world, the top conductors, the top musicians.

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psychological thrust.

Nobody—no radio station, no tape, no record—can duplicate everything we do.

Therefore, no one can get the results we do.

We get those results because we are more than music.

We are an environment. An environment that humanizes working situations, makes shopping, banking, eating pleasanter, hospital stays more bearable.

We hope we've convinced you that music by Muzak is unique.

That's why our name is registered.

And that's why we ask you not to use our name—unless you mean us.

And that's why, if you ask for music by Muzak, you should be sure you get it.

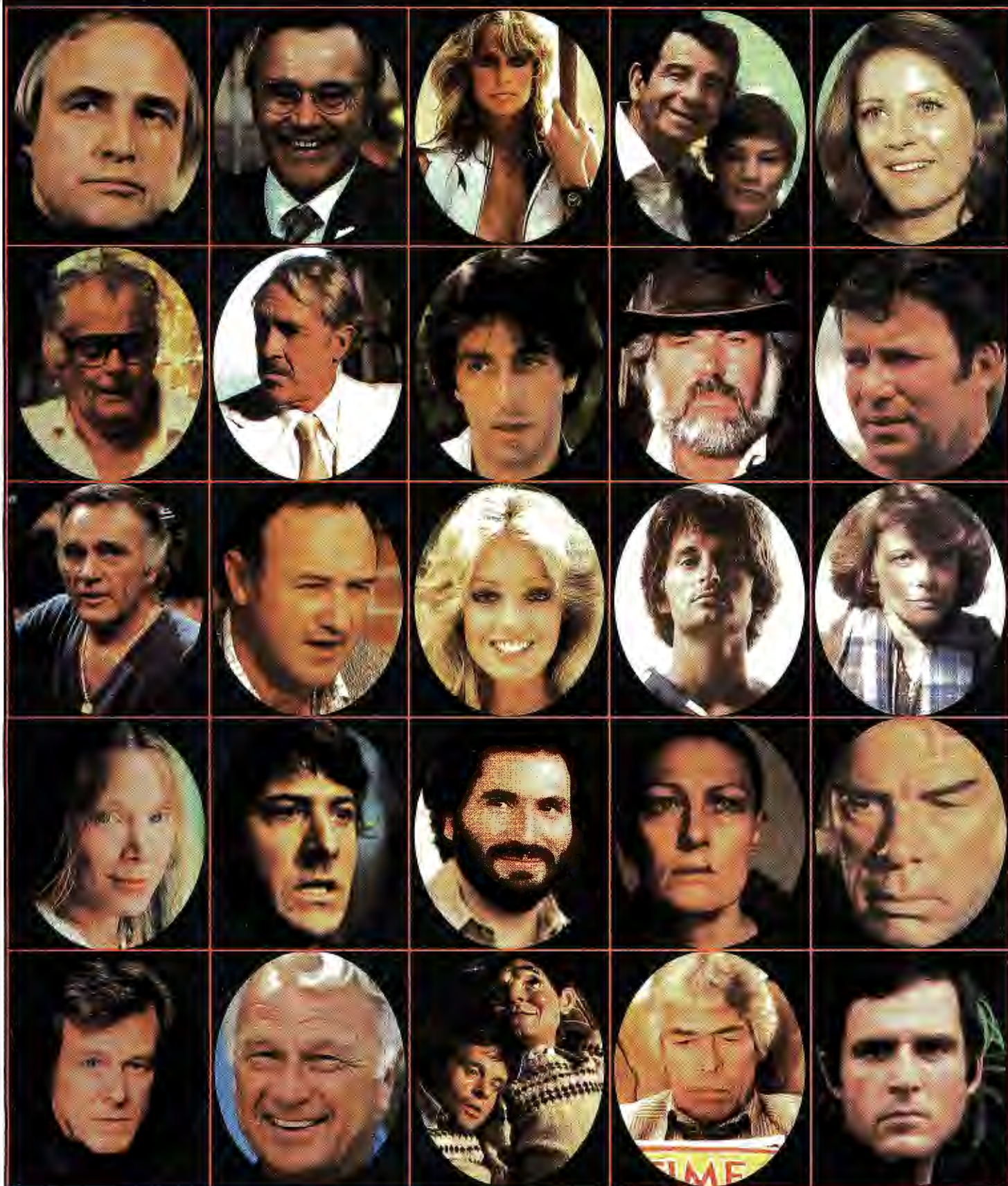
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there was only a limited amount of time to air such messages on television and said it thought that the "narrow issue" of dental health was receiving "appropriate treatment" as it is.

## FCC approves CP for Media, Pa. FM

**In comparative hearing case where commission once toyed with lottery idea, it grants station to Greater Media Radio over competing bidders**

The FCC has affirmed a decision by its Review Board granting the application of Greater Media Radio Co. for a new FM station in Media, Pa., thus quashing—for the time being anyway—a lottery proposal the commission initiated in 1979 to decide between Greater Media and a competing applicant, Alexander Klein Jr. The vote was 4-1 with Commissioner Anne Jones dissenting.

In June of 1979, the commission granted further review to determine if the Review Board was justified in awarding a grant to Greater Media because 5% of its stock is owned by a black woman who would serve as full-time business manager of the station (BROADCASTING, July 2, 1979). In August of that year, the commission asked for public comment on the possibility of deciding the case by lottery.

Industry reaction to the lottery proposal was negative. Some called the alternative a "cop out," others contended the commission would be abdicating its responsibility to issue grants upon "reasoned decision-making," while others suggested that applicants would be deprived of "any opportunity to evaluate the investment risks." However, the FCC's Broadcast Bureau and the National Telecommunications and Information Administration both contended a lottery would be a legitimate alternative for resolving comparative hearings when the applicants involved were otherwise equally qualified.

However, the loss of two pro-lottery votes on the commission since that time—Chairman Charles Ferris and former Commissioner Tyrone Brown—made the difference in last week's decision. Commissioner James Quello, who initially favored the lottery idea, concurred with the majority last week.

In dissenting, Jones said she was simply "ready to go along and try a lottery," which she contended made more sense than "searching desperately [for] minuscule differences" in applicants' comparative qualifications. She indicated that in cases where two or more applicants were found to be equally qualified, and a grant to either would be in the public interest, then a resolution by lottery would not detract from that public interest finding.

Greater Media is owned by Daniel M. Lerner, who also owns 25% of WLLH(AM)-WSSH-FM Lowell, Mass. Lerner said he would divest himself of those interests if granted the Media FM construction permit.

Alexander S. Klein Jr., former sales manager of WDAS-AM-FM Philadelphia, and a competing applicant with Greater Media, will—according to his attorney, Keith Putbresi—appeal the commission's latest decision in the case.

Putbresi contends that his client has a comparative edge over Greater Media in the diversification-of-media-control comparative criterion, and on that basis should be awarded the construction permit. Putbresi said it is "bad law" to ignore an applicant's other broadcast interests on his promise to divest if he receives a new grant. When interpreted that way, the criterion is rendered "meaningless," he said. He also said his client's broadcast "experience and background is superior from a qualitative standpoint," than is Lerner's.

A third applicant for the Media FM slot, Roberts Broadcasting Corp. (Suzanne Roberts, principal) has not yet decided whether or not it will appeal, according to its attorney, Fred Ford of Lovett, Ford & Hennessey, Washington. Ford was glad at least to see the commission made a decision on the merits of the case, even though his client lost out. The lottery idea, he said, "sounded like a good way to avoid making a decision. The greatest problem in Washington is ... deciding."

## AT&T petitions for changes in FCC Computer II decision

**Company claims service loss would result from implementation of proposed division by FCC**

AT&T has asked the FCC to modify a provision of its landmark Computer II decision that requires the company to divide customer equipment responsibility between the regulated part of the business and a completely independent subsidiary. AT&T says the split "simply will not work for the Bell System."

AT&T, in a further petition for reconsideration, said the order to "bifurcate" responsibility for customer service would

reduce the level of service provided customers, "cause irreparable harm to the Bell System," and would prevent it from continuing to offer customer-premises equipment "to a wide variety of customers."

Furthermore, AT&T said, the bifurcated approach "could prevent achievement of the commission's fundamental purposes"—enhanced competition. It asked the commission to deregulate all customer-premises equipment on March 1, 1982—the date the commission has set for the new Bell System subsidiary—or shortly thereafter.

The commission, in its May 2, 1980 decision in the proceeding, called for the deregulation of all enhanced network services and customer-premises equipment, and said the Bell System could offer them through one or more independent subsidiaries. But after reviewing various petitions for reconsideration, the commission said the customer-premises equipment would be supplied by the separated subsidiary beginning on March 1, 1982, while the equipment already in the hands of customers would continue to be maintained by existing Bell companies.

AT&T said it understood the commission's efforts to avoid "dislocations for customers and service providers." But, it added, the approach "would create even greater problems than it was intended to solve."

One possible problem it cited was that the existing Bell companies and the new subsidiary would share services costing between \$4.5 billion and \$5 billion for the first year of operations. That amount of shared costs, AT&T said, "could invite allegations of cross-subsidization that, however invalid, at the very least might delay implementation of the new regulatory regime for CPE [customer-premises equipment]."

AT&T also said that the "duplication of customer contact personnel and facilities and additional recordkeeping" that would be required by bifurcation would involve additional costs of "at a minimum, hundreds of millions of dollars." And those costs, AT&T said, would be incurred in providing customers with service "less desirable" than it enjoyed formerly.

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## Meeting of the advertising minds

### ANA workshop lures 500 agency executives for brainstorming on the new technologies

The nation's leading advertisers were urged last week to examine more carefully the opportunities that lie ahead in the new emerging media as the route to more efficient and effective advertising in a changing environment.

The call to advertisers to participate more fully in such media as cable television, videocassettes and videodisks was sounded at the Television Advertising and Media Workshop of the Association of National Advertisers at the Hotel Plaza in New York last Wednesday and Thursday (Feb. 25-26). Approximately 500 advertising officials attended, about 100 more than at similar workshops in the past, according to an ANA official.

Though discussions on the new technology dominated the sessions, other talks

focused on such perennial advertising issues as negotiating for television and radio time, the use of personalities in television commercials and the value of the in-house advertising agency.

The projected growth in cable television operations and the ensuing opportunities for advertising in this medium were discussed by Robert Turner, director, advertising services, Bristol-Myers Co.

Turner cited a number of factors as favorable to increasing advertising on cable, including the development of individualized and personal life styles; the FCC's apparent commitment to increase program options for viewers and the continual escalation in costs in traditional media.

Turner reeled off a list of statistics pointing to the growth in the number of cable systems and to cable networks over the next four years, but he offered this sobering observation:

"If cable is perceived by media minds as an alternative to broadcast TV, it will advance as an advertising vehicle very slowly indeed. Cable TV may look like broadcast TV, but its use as a media and market tool must be very different.

"In media terms cable TV schedules will consist of lower rated spots, low unit costs and heavy frequency with an emphasis on weekly and monthly cumes. Also, cable programs will afford the advertiser the selectivity and involvement of a well-defined target audience."

Turner voiced the belief that an advertiser can best use cable by developing and placing the program vehicle himself, offering programs tailor-made to suit specific media and marketing objectives. He felt such programs generally will be more informative and entertaining, and can be bought at reasonable costs and provide efficiency through repeats and adroit scheduling.

"For the foreseeable future, most cable networks will not be financially able to develop a full complement of programming through advertising sales alone," Turner stated. "Networks will seek the support of advertisers in sharing the risks and benefits of program development and ownership. And advertisers will seek out cable networks to extend advertising and merchandising efforts in ways not open to them before."

Michael Lepiner, president of Telcom Entertainment Inc., New York, subsidiary of Benton & Bowles Inc., stressed that advertisers today have the opportunity to participate in developing programming for the various new media, irrespective of the technology that eventually becomes dominant.

"From an advertiser's perspective, distribution is only a means to an end," Lepiner contended. "The end is the program reaching the viewer. The more pertinent question before us may not be what technology will emerge, but what programs audiences will seek and what kinds of programs to mesh with the new machinery, and most important what role the advertiser will play in the development of these programs."

One option is for advertisers to develop programming to reach highly fractionalized audiences, Lepiner said. He mentioned that a manufacturer of athletic equipment might acquire the broadcasting rights to "The Complete Book of Running" and present it to a limited but attentive audience via cable, cassette, disk or satellite. And an electronics firm might secure the broadcasting rights to various concerts or operas.

Lepiner pointed to a second area of opportunity for advertisers: interactive programming. He suggested a series of pro-

## Bottom Line

**Warner numbers.** Warner Communications announced full-year results showing 1980 revenues 24.9% ahead of 1979's, to \$2.06 billion from \$1.65 billion. Income (excluding Warner's 1979 gain on selling half its cable operations to American Express) advanced 25.7% to \$137 million, \$2.38 per share, from \$109 million, \$1.97 per share. (Including \$91.7 million, \$1.66-per-share cable sale gain, net income was down 31.7%.) Warner Chairman Steven J. Ross attributed earnings improvement to company's Atari Consumer Electronics and Toys division, whose revenues doubled to \$513 million, and income rose 10 times, to \$69.9 million. Filmed entertainment revenues and earnings were off, latter down 48% to \$60 million, with drop attributed to theatrical release schedule.

**Blair's year.** Earnings for 1980 at John Blair & Co. were off 4% from year earlier, down to \$11,642,000, \$3.13 per share, from \$12,157,000, \$3.27 per share. Earnings this year also included \$1.3-million pre-tax gain from insurance recoveries relating to damaged printing plant. Revenues for 1980 advanced 12%, to \$220,620,000. Company president Jack W. Fritz attributed earnings decline to owned stations division. Broadcast rep business earnings "increased notably," while graphics division had slight increase. Company directors declared regular quarterly dividend of 25 cents per share, payable March 20 to holders of record March 10.

**Dividends.** New York Times Co. declared 25 cents per share dividend payable on Class A and B common March 26 to holders of record March 6. Times also set regular quarterly dividend of \$1.375 on 5.5% preference issue, payable April 1 to holders of record March 6.

**Oak's strength.** Oak Industries has declared two-for-one stock distribution of its common shares and increased common share dividend of 20%. Distribution, which does not require shareholder approval, will be payable March 26 to shareholders of record March 4. New quarterly dividend rate will be 12 cents per share on shares before distribution, equal to 6 cents per share on shares after distribution. Previous dividend had been 10 cents a share.

**Dip.** Earnings dropped at Rogers Cablesystems (formerly Canadian Cablesystems) in first quarter ended Nov. 30, 1980, to \$112,000 or 6 cents per share, from \$6,836,000, \$4.17 per share, year earlier. Current quarter's results include operations of Premiere systems acquired last year, plus increased development costs in U.S. Revenues in quarter were up 72.5%, from \$13.4 million to \$23.1 million.



grams titled "How To Watch Sports Programming," utilizing personality profiles from various sports and exploring tactics and strategies through use of freeze-frame, slow motion and random-access features of those systems.

A number of predictions dealing with cable television were offered by Pierre (Pete) Megroz, vice president, television marketing, Arbitron, in a speech that traced the growth of the medium, particularly over the past five years.

Megroz prophesied that pay cable will not continue to be commercial-free because operators will have to turn to sources of revenue other than subscriber fees to flourish. He voiced the opinion that viewers will not react adversely to commercials on pay TV and cited an Arbitron study that subscribers would prefer commercials before and after a movie rather than pay additional fees.

He also predicted that the cable industry may be dominated by perhaps 10 or 12 companies. He said that at present more than 50% of cable systems are owned independently and the remainder by communication groups or multiple system operators.

Harold M. Spielman, president of the testing firm of McCollum/Spielman & Co., Great Neck, N.Y., discussed the use of celebrity presenters on television commercials. He said such talent often is highly effective, but he warned there are pitfalls.

He said his research organization had tested many star presenters over the years. Many have clicked, he agreed, but others have flopped. An important question to ask, he said is how well does the personality's image fit the product and selling idea.

Among the suggestions Spielman made about the use of stars on TV commercials: Involve the celebrity with the product by having him display, demonstrate and work with it; give the star a psychological reason for recommending the product, and beware of the idiosyncratic styles and personalities of comedians since they are not taken seriously by viewers.

The merits of the in-house agency were upheld by Robert Geller, president of Adforce, which has functioned in that capacity for Pfizer Inc. for 10 years and will allot between \$30 million and \$40 million this year to advertising. Approximately 85% of the Pfizer budget is in network TV.

He explained that Adforce operates in all areas except creative, which is handled by outside agencies, and spot broadcasting which is bought by media services. He added that Pfizer spot expenditures are "simply too small to make in-house buying feasible."

One of the advantages of an entity such as Adforce is it represents only one client, Pfizer, and can make an advantageous media arrangement that need not be disclosed to another client, as is the case of a conventional agency that represents other advertisers. Another plus, he said, is that Adforce can move quickly to execute a media plan if an opportunity is brought to the agency's attention.

Katharine Graham, chairman of the Washington Post Co., dampened some of the enthusiasm for the new electronic media by saying she does not expect cable television, videocassettes and other technology to have any appreciable effect on television, magazines and newspapers for

the decade of the 1980's.

She said she expects all the new media to grow but perhaps not at the rate projected by their advocates. She conceded there will be some audience fragmentation but said this "need not be viewed as terminal illness," citing radio.

## ARF conference forecasts the evolution of the advertisement

**Viewers will become more selective, and more difficult to measure; commercials will blend into programing**

Cable and the other new electronic media will have far-reaching effects on the advertising and programing people watch, how they watch it and the way their watching is measured.

That was the thrust of one of the highlight sessions of the Advertising Research Foundation's 27th annual conference, held last Tuesday and Wednesday in New York.

"Few issues in this new world enjoy a consensus support," said Eugene Secunda, senior vice president of N W Ayer ABH International, in a panel look at "The New Electronic Technology—And How To Measure It."

"But most people in the industry agree that advertising as we now know it on broadcast television is no more likely to endure than the nickel cigar. Highly fragmented scatter spots of 10- and 30-second duration which interrupt programing will not form the basis of commercial sponsorship in the future.

"Instead, advertising will be more subtle and more interesting, in many cases, such as with programing on special-interest cable channels and videodisks. It will be actually integrated with the show content in a nonintrusive way. This will become increasingly the rule in service or informational programing such as self-help guides relating to health, food, sports and home improvement.

"Advertisers," Secunda said, "are already looking at these new media opportunities differently. They are starting to create messages that will be integrated into the new electronic programing formats. The day of the head-on single-brand commercial may be numbered.

"Advertisers are beginning to deal with the more basic issue of credibility in the minds of consumers or special-interest groups who have been selectively targeted through narrowcasting. Enhancing the advertiser's overall reputation will increasingly be the focus of these commercial endeavors. I predict that the already fine line between public relations and advertising will become even finer as the new technologies become a resource through which complicated issues and ideas are presented in a factual and unforced way."

Secunda saw cable, disks and the other new media as giving advertisers their first chance to regain control of programing

since they relinquished it in the 1950's—an opportunity made possible, he said, because with fragmented and specialized audiences they will "no longer have to depend on the lowest-common-denominator appeal to the mass audience."

Ronald B. Kaatz, senior vice president of J. Walter Thompson USA, called for recognition that cable "is not just a lot of additional low-rated television channels, but an entirely new medium."

To those who believe cable is television that offers greater selectivity but lower audience numbers than network or spot TV, Kaatz said: "Not so, if you regard cable as a new and distinct media form which will offer high viewer involvement and be in many ways closer to direct mail, direct response and shopping newspapers than to television."

Measuring cable audiences will be difficult, Kaatz said, because the availability of so many channels will mean more flipping back and forth among them by viewers. But he was confident that "first-rate methods" would be developed.

Even without solid rating data now, Kaatz said he knew "an active, alert audience does exist for cable." He told of a Kraft Foods offer of a free recipe booklet on WTBS-TV Atlanta and the Cable News Network:

"The schedules were small and ran only three weeks. We had no solid rating data and didn't know if we'd pull 100, 500 or 1,000 requests. The main point of the test was to see if, lacking this solid audience data, there was anyone out there to jiggle the meter. To date, nearly 8,000 requests have come in. Considering that the offer was a modest one, and you had to be alert to catch it, we regard this response as outstanding."

William A. Cook of the marketing research division of E.I. duPont de Nemours also saw viewers becoming more active, more selective and changing channels more often in the future. He called upon the new technology to help provide a means of tracking changed TV viewing.

The measures, he said, should be "on a second-by-second basis; of people, not sets; integrated in such a way that momentary reactions can be readily related to overall viewing behavior [and] unobtrusive so that the act of measuring the viewer's behavior has minimal impact on it."

He suggested—and said he would ask the Association of National Advertisers to consider—a plan for a "Universal Telecast Code" (UTC), which by encoded signals "would identify to an in-home meter the

# Networks Spike Story On Clean Up TV Campaign

By Reed Irvine  
and  
Cliff Kincaid

"For years concerned citizens have urged, pleaded and even begged the networks to halt the trend toward increasing amounts of sex, violence and profanity . . . The concern of millions of Americans has fallen on deaf ears. Instead of reason, restraint and responsibility, the networks have rather displayed an arrogance and indifference rarely matched in the history of corporate America." So said the Rev. Don Wildmon of the National Federation for Decency as he announced the formation of a Coalition for Better Television to a packed press conference in Washington on February 2.

According to Wildmon, the indifference of the networks to public concerns has prompted the formation of the coalition. Uniting with Wildmon's group are nearly 200 others representing three to five million people. The coalition's aim is not to have the networks remove offensive programs from the air, but rather to have such programs cleaned up.

The coalition announced that it plans to monitor prime-time television during the months of March, April and May. During that time over 4000 trained monitors and literally hundreds of thousands of other concerned TV viewers will rate programs on the basis of how much sex, violence and profanity each contains. At the end of the monitoring period the coalition plans to select one or more advertisers who rank among the top sponsors of programs in these categories and ask for a one year boycott of all their products. At the same time, the coalition will choose several advertisers who sponsor what Wildmon referred to as "basically quality programs" and ask that their products be selected over those of competitors for the same one year period.

Wildmon predicted that the networks would react to the coalition's effort by crying censorship. He denied that, saying

that he believed the networks had the right to air offensive material, but that the people had the right to decide how to spend their money. He pointed out that groups like the National Organization of Women have been immune to media criticism when they have called for boycotts and that even the networks themselves have used economic coercion at times.

No sooner had the formation of the coalition been announced than the networks began to denounce the action as censorship. A spokesman for CBS charged that such economic boycotts designed to change program content "amount to censorship—a concept abhorrent to the American way of life." ABC denounced the threat of a boycott as "a totally unacceptable means of trying to influence programming." An NBC spokesman admitted that "everybody has the right to monitor television programming," but insisted that "boycotts and other pressure tactics raise entirely different questions."

Both Washington, D.C. newspapers and two local television stations reported on the press conference and the network reaction to it. But while the networks were accusing their critics of censorship, they were practicing censorship themselves. There was no mention of the campaign to clean up TV on any of the network evening news shows even though both CBS and NBC covered the press conference with camera crews.

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*MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 1341 G Street, N.W., Washington, D.C. 20005.*

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specific program, commercial, public-service announcement, etc. as well as the origin of the telecast." These commercial exposure measures, Cook said, could be used in conjunction with sales measurements developed through the Universal Product Code and thus provide "a most powerful measure of advertising effectiveness."

Herbert A. Granath, vice president of ABC Video Enterprises, gave some real-life examples of the way advertising is being scheduled on his unit's Alpha and Beta cable services, the former in conjunction with Warner Amex Satellite Entertainment (BROADCASTING, Dec. 7, 1980) and the latter with Hearst Corp. (BROADCASTING, Feb. 9).

He said that for Alpha, a performing and visual arts programming service, "we are looking for no more than seven underwriters" for the first year:

"Their messages, which would not interrupt the program selections, would initially take the form of 10- or 15-second billboard spots. These spots would feature either a corporate or product identification, somewhat similar to what you see now on network newsbreaks. After an initial break-in period, we would schedule 'informercials' nightly—those being long-form informational messages of anywhere from one minute to three minutes in length. The charter underwriters would not be identified with a particular program, but rather with the entire [Alpha] programming service."

For Beta, a service to be targeted to women, Granath said "advertising agencies and their clients will be sought to participate in the creation of programming." Advertising "may include commercial messages similar to what we see on commercial television [but] there also will be opportunities to create programs with commercial tie-ins—for example, a food processor company may produce a program on how to prepare easy-to-fix gourmet meals. We've already been approached . . . We want to avoid puffery, but we are open to entertaining informational commercials of extended length. Our present plans call for six minutes of advertising per hour on the Beta service."

The impact of new media—the video-disk in particular, and teletext and view-data later—on direct marketing was examined in another ARF session by Marilyn S. Watts, RCA staff vice president, marketing services. The impact, she said, will be "dramatic" in expanding the direct tools, which in the past have consisted basically of direct mail, catalogues and, to some extent, broadcasting.

"Videodisk," Watts said, "will make it possible to use all of the creative and selling capabilities of television and direct them to specific consumer segments. For example, a pattern manufacturer and a sewing-machine company along with a fabric house could together develop videodisks with home sewing instructions [that] could be either sold or given to consumers in conjunction with the sales of equipment, fabrics or patterns . . . The possibilities are virtually endless."

## Bets split on Knight-Ridder, Dow Jones takeover of UA-Columbia

**Though some shareholders have reacted positively, theater group opposes offer; board will consider issue at meeting this week**

While it appears the industry will have to wait until the March 4 meeting of UA-Columbia Cablevision's board of directors to learn what that company as a corporate entity thinks of the \$72-per-share cash offer Knight-Ridder and Dow Jones jointly advanced for the cable company, the word last week from inside UA-Columbia was that some of its shareholders have expressed positive interest in the deal. That's contrasted with the announcement Tuesday by United Artists Theater Circuit, holder of 28% of the cable operator's stock, that it was opposed to the offer, to the point of being willing to "vigorously resist" the proposal in court.

The adoption of that position by UATC wasn't new, nor was the linking of the UA-CC name with a story or rumor of a possible buyout (BROADCASTING, Aug. 11, 1980). UA-CC had, after all, announced back in August that it had secured Morgan-Stanley to evaluate the company's "future financial alternatives," an announcement widely read in the investment community as a signal that significant interests within the company were courting buyers. At the time, it was suggested, "nearly every big newspaper chain" was in the bidding, and that a price between \$75 and \$90 a share was being sought.

What isn't clear is whether the offer currently being made is contingent upon the new partners being able to secure all 3.3-million outstanding shares of UA-Columbia, which would give the deal a cash price of \$238 million, or whether they would be content to secure a major interest in the firm. All that either of the offering partners would say on that score was contained in a statement from Dow Jones Chairman Warren H. Phillips that the partners were aware of UATC's previously stated unwillingness to sell. The apparent suggestion would be that the partners are prepared to work around that shareholder, should the board and other shareholders of UA-CC accept such a proposition.

Aside from members of the UA-CC board who are associated with UATC, management and other directors hold about 22.5% of the company's shares. A number of those directors form the nucleus of company founders, and it's within that group that the interest in selling is believed to lie. The offer provides that the present management would be retained, with ownership vested in a new company the partners would establish.

The proposition being advanced by Knight-Ridder and Dow Jones would net them a cable operation with a subscriber base last publicly stated to be 380,000 but

estimated by industry sources at over 420,000. UA-CC also owns, in partnership with Madison Square Garden Cablevision, a half-interest in the satellite-delivered basic cable USA Network. UA-CC's half of that operation is generally valued at \$15 million. When the \$100 million in outstanding debt that a purchaser of UA-CC would have to assume is added to the cash price now being offered, the value of the deal, minus the USA Network's \$15 million, could be figured at \$323 million. That would then work out to about \$755 per current subscriber, not an outrageous sum these days for a cable operator. With industry analysts projecting 1981 operating profit for UA-CC in the \$25-million neighborhood, the multiple of cash flow calculation of this offer would be \$12.9.

In addition to publishing, both Knight-Ridder, owner of three TV stations, and Dow Jones have dabbled in the telecommunications field with viewdata experiments and a cable news service, respectively.

## Bates crosses fingers for '81 media forecast

**Agency expects rising prices but predicts escalation to be lower than CPI; increases range from 4% to 7% for radio and TV**

Some relief from media price increases in 1981 is anticipated by Ted Bates & Co., New York, in the advertising agency's annual analysis of media trends.

The agency's report concludes that "1981 media prices will still rise in spite of economic uncertainties, but hopefully at significantly lower rates than the Consumer Price Index. In total, we are forecasting a welcome relief for 1981—with virtually all media elements posting increases below the projected CPI [11%]."

Specifically, the report says that "we anticipate moderate cost-per-thousand increases in network TV: 4% for day and 7% for evening. Spot TV should also achieve a moderate increase of 5%, while network and spot radio should experience the same increases in C-P-M as 1980, 5% and 7%

respectively.

"Magazine and outdoor C-P-M's should still parallel the CPI with increases of 11% each, while newspapers and supplements should lag behind with an 8% and 9% C-P-M increase, respectively."

The analysis was prepared by the media information and analysis division of Bates's media-program department. It tracks trends in unit costs, audience and national expenditures, as well as C-P-M's, for nine media segments over the past 11 years (see page 76).

Between 1970 and 1980, the report calculates, unit costs rose 179% in daytime network TV, 200% in evening network TV, 79% in spot TV, 113% in spot radio, 95% in network radio, 56% in magazines, 126% in newspapers, 101% in newspaper supplements and 137% in outdoor.

During the same decade, Bates reports, audience growth amounted to 26% in daytime network TV, 28% in evening network TV, 25% in spot TV, 28% in spot radio, 51% in network radio, 1% in newspapers, 13% in supplements and 15% in outdoor, while magazine audience declined by 4%.

The rise in C-P-M's between 1970 and 1980 is put at 122% for daytime network TV, 132% for evening network TV, 44% for spot TV, 66% for spot radio, 29% for network radio, 62% for magazines, 124% for newspapers, 78% for supplements and 108% for outdoor.

The Consumer Price Index in the same 10-year span rose 114%.

In percentages, the biggest beneficiary in growth of national expenditures is network radio, up 188% since 1970, followed by network TV, up 177% and newspapers and newspaper supplements, together up 154%.

The Bates analysis concentrates first on what it calls "media's boom years," 1976-79, when, it says, the Consumer Price Index rose at an average annual rate of 8%—compared with 17% for daytime network TV, 14% for evening network TV, 10% for spot TV, 8% for network radio and also for spot radio, 7% for magazines, 8% for supplements, 9% for newspapers and 9% also for outdoor.

"This clearly indicates," the report asserts, "that the television medium increased costs at rates far exceeding the

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growth of inflation . . . , while all other media paralleled the CPI increase."

"Not only did media efficiencies [C-P-M's] increase during the years 1976-79," the analysis continues, "but advertising revenues also grew faster than the U.S. economy. The figures for the four-year boom period reflect an annual 15% increase in volume as compared to 12% for the Gross National Product. In 1980, however, both ad volume and the GNP had 11% increases over the previous year."

Turning to 1980, the Bates study finds another "fine growth year in terms of national advertising activity," reaching a total of \$15.26 billion, up 12% from 1979. Network TV's total was put at \$5.1 billion, representing 33.5% of the national total and 11% above 1979. Spot TV was put at \$3.26 billion, for 21.4% of the total and up 14%. Network radio at \$185 million represented 1.2% of the total and reflected an increase of 15%. Spot radio at \$750 million amounted to 4.9% of all national advertising and was up 14% from 1979. Magazines at \$3.225 billion had 21.1% of the pie and were up 10%, while newspapers and supplements at \$2.335 billion were 15.3% of the total and up 12%, and outdoor at \$400 million was 2.6% of all national advertising and up 13%.

The report's conclusion: "It appears that 1980 (compared to the boom years 1976-79) may be the beginning of a moderating trend in broadcast C-P-M increases, while all other media appear to be moving in the opposite direction."

## The year-by-year cost trending

### Cost-per-thousand trends

	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network radio	Outdoor	CPI
1970	100	100	100	100	100	100	100	100	100	100
1971	87	93	98	101	104	101	102	99	104	104
1972	84	99	92	100	107	103	108	89	111	100
1973	95	111	91	99	112	107	108	89	114	114
1974	105	120	93	103	130	116	109	89	123	127
1975	110	122	93	111	147	121	115	90	131	139
1976	137	133	116	113	161	125	129	99	140	147
1977	177	167	122	123	175	148	140	108	153	156
1978	191	182	122	135	190	150	148	116	169	168
1979	200	205	133	146	205	163	155	123	188	190
1980	222	232	141	152	224	178	166	129	208	214
1981 (est.)	231	249	151	179	243	194	178	135	228	238

### Unit Cost trends

	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100	100	100
1971	94	96	102	100	104	99	106	111	108
1972	98	109	95	97	107	102	112	117	119
1973	113	124	95	97	114	109	119	199	123
1974	121	137	100	102	130	121	124	117	134
1975	140	147	102	107	144	131	132	123	144
1976	163	160	130	110	159	135	151	129	156
1977	204	203	137	119	173	156	166	148	172
1978	227	228	140	130	190	168	179	159	191
1979	247	256	160	140	205	183	193	171	212
1980	279	300	179	156	226	201	213	195	237
1981 (est.)	296	324	192	173	248	221	231	207	263

### Audience trends

	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100	100	100
1971	107	103	104	99	100	98	104	112	104
1972	116	110	103	97	101	99	104	132	107
1973	119	111	105	98	102	102	111	134	108
1974	115	112	108	99	100	104	113	132	108
1975	127	120	110	97	98	108	114	136	110
1976	119	120	112	97	98	108	117	130	111
1977	116	121	112	96	99	106	119	136	112
1978	119	125	335	96	100	112	121	138	113
1979	123	125	121	96	100	112	124	139	113
1980	126	128	125	96	101	113	128	151	115
1981 (est.)	128	130	127	96	102	114	130	153	116

### National expenditure trends

	Network TV	Spot TV	Magazines	Newspapers/supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100
1971	96	93	106	111	106	112	112
1972	109	107	111	124	108	132	125
1973	119	112	112	125	108	121	130
1974	129	121	116	134	109	123	132
1975	139	132	113	137	118	148	143
1976	172	175	138	169	140	188	164
1977	209	179	167	188	147	245	188
1978	240	209	201	201	167	262	199
1979	277	233	227	254	178	288	231
1980	308	264	250	273	202	331	261

Tables report trends in index form, with 1970, the base year, indexed at 100. These estimates are based on unit costs of 30 seconds for TV and Network Radio, 60 seconds for Spot Radio, one page four-color for Magazines, milline black and white for Newspapers, one page black and white for Supplements and 100 showing for Outdoor. Audience levels and CPM's are based on women 18+ for Day Network; total persons 2+ for Evening Network; TV households for Spot TV; persons 12+ for Radio; circulation for Magazines, Newspapers and Supplements; and total population for Outdoor. Sources for audience information are: Network and Spot TV—A.C. Nielsen; Network Radio—"RADAR"; Spot Radio—Arbitron; Magazines—Magazine Publishers Association; Newspapers—Newspaper Advertising Bureau; Supplements—Standard Rate and Date; Outdoor—Outdoor Bureau and estimates. Figures for 1981 are Ted Bates' estimates.

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# Stock Index

Exchange and Company	Closing Wed. Feb. 25	Closing Wed. Feb. 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	28 1/2	29 3/8	- 7/8	- 2.97	5	798
N Capital Cities	83 1/2	80 1/4	+3 1/4	+ 5.39	13	836
N CBS	52 5/8	49 7/8	+2 3/4	+ 5.51	7	1,466
N Cox	56 1/2	55 5/8	+ 7/8	+ 1.57	9	763
A Gross Telecasting	26 3/8	27 1/8	- 3/4	- 2.76	7	21
O LIN	28 1/4	29	- 3/4	- 2.58	10	156
N Metromedia	96 1/4	94	+2 1/4	+ 2.39	10	480
O Mooney	8 1/4	7 1/2	+ 3/4	+10.00	11	3
O Scripps-Howard	47 1/2	47 1/2			7	122
N Storer	32 1/4	31 3/4	+ 1/2	+ 1.57	10	423
N Taft	25 3/4	28	-2 1/4	- 8.03	7	252

Exchange and Company	Closing Wed. Feb. 25	Closing Wed. Feb. 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	23	23 1/2	- 1/2	- 2.12	19	76
A Affiliated Pubs.	27 1/2	28	- 1/2	- 1.78	11	141
N American Family	8	7 7/8	+ 1/8	+ 1.58	4	84
N John Blair	19	16 1/2	+2 1/2	+15.15	6	70
N Charter Co.	13 1/4	16 1/4	-3	-18.46	1	362
N Chris-Craft	38 1/4	36 5/8	+1 5/8	+ 4.43	19	120
N Coca-Cola New York	9 5/8	9 3/8	+ 1/4	+ 2.66	22	169
N Cowles	30 1/8	31	- 7/8	- 2.82	20	119
N Dun & Bradstreet	59	56 3/4	+2 1/4	+ 3.96	18	1,845
N Fairchild Ind.	23 1/8	24 7/8	-1 3/4	- 7.03	7	263
N Fuqua	13 1/4	13 3/4	- 1/2	- 3.63	3	168
N Gannett Co.	58 1/2	59 1/8	- 5/8	- 1.05	15	2,058
N General Tire	22 3/8	22 1/2	- 1/8	- .55	9	529
O Gray Commun.	55	54 1/2	+ 1/2	+ .91	11	27
N Harte-Hanks	31 1/8	31 1/2	- 3/8	- 1.19	15	293
O Heritage Commun.	14 1/4	14 1/8	+ 1/8	+ .88	7	77
N Insilco Corp.	19 1/4	18 1/2	+ 3/4	+ 4.05	8	207
N Jefferson-Pilot	23 5/8	23 5/8			5	517
O Marvin Josephson	12 3/4	12 3/4			8	29
O Kansas State Net	32 1/2	33	- 1/2	- 1.51	26	61
N Knight-Ridder	27 1/8	28 1/4	-1 1/8	- 3.98	10	879
N Lee Enterprises	23 7/8	23 5/8	+ 1/4	+ 1.05	11	170
N Liberty	13 1/2	13 7/8	- 3/8	- 2.70	5	171
N McGraw-Hill	40	39 7/8	+ 1/8	+ .31	13	993
A Media General	32 1/2	32 1/8	+ 3/8	+ 1.16	9	234
N Meredith	49 3/8	49 1/2	- 1/8	- .25	7	155
O Multimedia	27	27 3/4	- 3/4	- 2.70	14	271
A New York Times Co.	29 1/2	29 1/4	+ 1/4	+ .85	9	353
N Outlet Co.	29 1/4	30 1/8	- 7/8	- 2.90	42	73
A Post Corp.	31 7/8	21 3/4	+10 1/8	+46.55	16	58
N Rollins	34 1/2	34 1/2			14	470
N San Juan Racing	18 7/8	19	- 1/8	- .65	21	47
N Schering-Plough	39	37	+2	+ 5.40	9	2,070
O Stauffer Commun.	46	46			11	46
A Tech Operations	15 3/4	16	- 1/4	- 1.56	17	16
N Times Mirror Co.	43 5/8	42 3/4	+ 7/8	+ 2.04	10	1,488
O Turner Bcstg	15 3/4	15 1/2	+ 1/4	+ 1.61		157
A Washington Post	22 1/2	22 1/4	+ 1/4	+ 1.12	9	315
N Wometco	17 1/2	16 3/4	+ 3/4	+ 4.47	8	232

Exchange and Company	Closing Wed. Feb. 25	Closing Wed. Feb. 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>CABLE</b>						
A Acton Corp.	15 1/4	16 1/2	- 1 1/4	- 7.57	11	46
N American Express	43 1/8	42 1/2	+ 5/8	+ 1.47	9	3,074
O Burnup & Sims	12 3/4	13 3/8	- 5/8	- 4.67	16	113
O Comcast	26 1/2	26 3/4	- 1/4	- .93	30	68
O Entron*	5	5			5	4
N General Instrument	77	76	+1	+ 1.31	13	678
O Rogers Cablesystems	9 1/4	9 3/4	- 1/2	- 5.12	18	175
O Tele-Communications	26 1/2	23 1/2	+3	+12.76	25	631
N Teleprompter	33 3/4	33	+ 3/4	+ 2.27	28	574
N Time Inc.	56 5/8	55 1/2	+ 1 1/8	+ 2.02	11	1,593
O Tocom	13 1/2	13 1/4	+ 1/4	+ 1.88		44
O UA-Columbia Cable	65	55 1/2	+9 1/2	+17.11	48	218
O United Cable TV	26	23 7/8	+2 1/8	+ 8.90	18	254
N Viacom	48	45 1/2	+2 1/2	+ 5.49	18	214

Exchange and Company	Closing Wed. Feb. 25	Closing Wed. Feb. 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Chuck Barris Prods.	3 3/8	3 3/8			3	10
N Columbia Pictures	40 1/8	38 3/4	+1 3/8	+ 3.67	12	406
N Disney	59 7/8	57 3/4	+2 1/8	+ 3.67	15	1,948
N Filmways	6 1/4	6 1/4				39
O Four Star	1 3/8	1 5/8	- 1/4	-15.38	14	
N Getty Oil Corp.	70 1/4	76	-5 3/4	- 7.56	8	5,771
N Gulf + Western	15 7/8	15 1/4	+ 5/8	+ 4.09	4	1,185
N MCA	47 7/8	44 1/2	+3 3/8	+ 7.58	8	1,125
O Medcom	6 7/8	7	- 1/8	- 1.78	25	11
N MGM Film	9	9			6	292
O Reeves Commun.	33	32	+1	+ 3.12	23	119
O Telepictures	5 3/4	5 3/8	+ 3/8	+ 6.97	26	13
N Transamerica	18 3/8	18	+ 3/8	+ 2.08	5	1,200
N 20th Century-Fox	62 3/8	53	+9 3/8	+17.68	10	671
O Video Corp. Of Amer.	14 1/8	13 5/8	+ 1/2	+ 3.66	29	13
N Warner	34 7/8	35	- 1/8	- .35	9	2,049
A Wrather	24 5/8	24	+ 5/8	+ 2.60		56

Exchange and Company	Closing Wed. Feb. 25	Closing Wed. Feb. 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>SERVICE</b>						
O BBDO Inc.	42 1/2	42 1/4	+ 1/4	+ .59	9	106
O Compact Video	19 5/8	20 3/8	- 3/4	- 3.68	18	61
N Comsat	42	42 7/8	- 7/8	- 2.04	9	336
O Doyle Dane Bernbach	18 1/2	18 1/4	+ 1/4	+ 1.36	5	22
N Foote Cone & Belding	29 1/8	29 1/4	- 1/8	- .42	7	79
O Grey Advertising	59 1/2	59 1/2			6	36
N Interpublic Group	31	30 7/8	+ 1/8	+ .40	6	138
N JWT Group	35 1/2	35 1/2			8	108
O MCI Communications	11 1/8	11 1/8			56	407
A Movielab	5	5 1/2	- 1/2	- 9.09	4	8
A MPO Videotronics	5 1/4	5	+ 1/4	+ 5.00	15	3
O A.C. Nielsen	35 1/4	35 3/8	- 1/8	- .35	15	395
O Ogilvy & Mather	26 1/2	26 1/2			8	109
O Telemation	2	2			12	2
O TPC Communications	6	6			43	5
N Western Union	20 1/4	21 1/8	- 7/8	- 4.14		307

Exchange and Company	Closing Wed. Feb. 25	Closing Wed. Feb. 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	13 3/8	13 5/8	- 1/4	- 1.83		22
N Ampex	33 3/4	33 3/4			16	392
N Arvin Industries	14 1/2	14 3/4	- 1/4	- 1.69	7	113
A Cetec	7 1/8	7 1/2	- 3/8	- 5.00	9	14
O Cytron	11 1/2	11 1/4	+ 1/4	+ 2.22	19	14
A Cohu	8 1/8	8 3/4	- 5/8	- 7.14	11	13
N Conrac	18 1/8	19	- 7/8	- 4.60	8	38
N Eastman Kodak	76	74 1/8	+1 7/8	+ 2.52	12	12,265
O Elec Missile & Comm*	5	5			63	13
N General Electric	67	62 3/4	+4 1/4	+ 6.77	11	15,186
N Harris Corp.	45	46	-1	- 2.17	17	1,384
O Intl. Video*	5/8	5/8				1
O Microdyne	18 1/2	18 1/4	+ 1/4	+ 1.36	14	49
N M/A Com. Inc.	23 1/2	24 7/8	-1 3/8	- 5.52	21	784
N 3M	61	58 3/4	+2 1/4	+ 3.82	11	7,104
N Motorola	60 1/8	65 1/8	-5	- 7.67	11	17,116
O Nippon Electric	66 3/8	65 3/8	+1	+ 1.62	51	2,179
N N. American Philips	40 1/8	37 1/8	+3	+ 8.08	6	482
N Oak Industries	50 5/8	47 3/8	+3 1/4	+ 6.86	17	275
A Orrox Corp.	8 5/8	10	-1 3/8	-13.75	28	14
N RCA	30 1/8	28 3/4	+1 3/8	+ 4.78	8	2,258
N Rockwell Intl.	40 1/8	37	+3 1/8	+ 8.44	10	3,009
A RSC Industries	4 5/8	4 1/2	+ 1/8	+ 2.77	12	10
N Scientific-Atlanta	42	42 3/4	- 3/4	- 1.75	37	444
N Sony Corp.	16 5/8	15 1/4	+1 3/8	+ 9.01	27	3,584
N Tektronix	52	53 1/2	-1 1/2	- 2.80	12	949
A Texscan	23 1/4	22 3/8	+ 7/8	+ 3.91	46	34
N Varian Associates	23 3/4	24 1/2	- 3/4	- 3.06	11	182
N Westinghouse	28 1/8	28 1/8			7	2,389
N Zenith	15 1/4	15 7/8	- 5/8	- 3.93	14	267

Standard & Poor's 400 Industrial Average 144.43 145.44 - 1.01

**Notes:** A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacific, O-over the counter (bid price shown, supplied by Shearson Loeb Rhoades, Washington). P/E ratios are based on earnings per share for previous 12 months as published by Standard & Poor's or as obtained by *Broadcasting's* own research.

Earnings figures are exclusive of extraordinary gain or loss. **Footnotes:** \* Stock did not trade on given day price shown is last traded price \*\* No P/E ratio computed, company registered net loss. \*\*\* Stock split. + Stock traded at less than 12.5 cents.

## Census gainers appear to win truce; market revisions probable

**WFTV Orlando takes the lead in urging Nielsen, Arbitron to start using new data, but others seen not so anxious**

The dispute over the 1980 census's effect on TV market rankings, simmering since last fall (BROADCASTING, Oct. 13, 1980, et seq.), appeared last week to be on the verge of cooling down: Both Arbitron and Nielsen, under pressure from stations, indicated they would try to revise their counts to reflect new census data in their May sweep reports.

Nielsen officials said they would "probably" do so—without delaying issuance of their May reports. Arbitron officials said they, too, hoped to have preliminary census figures on households in time to revise their market estimates—also without delaying the May books.

If they succeed, a problem that has been worrying a lot of stations—many of which have been agitating for just such a solution—would seem to be largely solved, at least for the moment.

The problem arose because complete data from the 1980 census won't be available before next fall at the earliest. Stations in some markets, where preliminary data show populations significantly higher than the Nielsen and Arbitron estimates, contended there was enough information available to revise those estimates now. Arrayed against them were those who argued that this could not be done realistically until at least some additional data became available.

Feelings were running so high that stations in some markets, where preliminary census figures were substantially higher than the Arbitron and Nielsen estimates, reportedly were considering suing the measurement services and Market Statistics Inc. (MSI), which provides the population data from which Nielsen and Arbitron develop their own TV data. These stations contended that by using old data when newer and higher figures were available, the services are costing them money, since agencies tend to allocate budgets according to market size and rank.

Walter Windsor, general manager of WFTV(TV) Orlando, Fla., and Harry Handley, the station's special projects director, have been leaders in the fight to get current estimates revised. Their latest move was to develop their own list of top 50 TV markets, using preliminary house-

holds data from the 1980 census. It shows considerable variation from Arbitron's current top 50 list, with several markets moving up or down in rank by one or two places, a half-dozen by four places, a few by five places and one—Phoenix—by 11 places (to 20th from 31st in Arbitron).

WFTV's Handley said the list was compiled not only to show the differences but also to show that, contrary to contentions by MSI, the revisions can and should be made now. "We could do it for the entire country in 10 days," he asserted.

MSI's President Ed Spar, however, dismissed the WFTV compilation as "simplistic." "If you want a quick and dirty look at where things might be," he said, "it may be OK," but not "for a demographer."

Spar criticized the WFTV approach for being based on preliminary figures on households and having no demographics. The minimum necessary demographics, he contended, won't be available from the Census Bureau until about April 10. These are expected to include population breakdowns by age and race.

Spar agreed some weeks ago, at Arbitron's request, to deliver updated figures, including the demographic material expected from the census in April, to Arbitron by June 12, for use in preparing the May sweep report. But Anthony J. Aurichio, executive vice president and general manager of Arbitron, said he would be reluctant to use that material, primarily because it would delay delivery of the May reports by four to six weeks.

There were reports last week that, to get around this problem, Arbitron was seeking to have MSI deliver bare-bones data—that is, market-by-market households figures from the new census, without demographics—in time to permit processing the May sweeps without significantly delaying the customary June delivery dates.

MSI, however, said it could not deliver, as Spar put it, "anything we deem worthy of delivering," before the June 12 date. Spar said estimates that accurately balance Spanish-speaking Americans and blacks, for instance, can't be prepared before then, because the census information itself won't be available until April.

With MSI seemingly out of the May-sweeps picture, Arbitron was reported to be looking elsewhere for the basic data—or preparing to do the job itself. Nielsen sources said that, if necessary, they could make the revisions "in-house," though they were not completely sure what approach they might take.

Some outside experts said they did not see how either Arbitron or Nielsen could possibly make all the necessary county-by-

county adjustments and still meet their customary delivery dates for the May books. They could not project how much delay might be needed, but some suggested that a long delay—such as the four to six weeks Arbitron envisioned if it awaited the June 12 delivery from MSI—might pose as much of a problem as delaying the changes until fall.

## Duffy on the watchtower

**Network president warns AAF awards audience of commercial TV's attackers, special interest groups and government regulators**

ABC-TV President James E. Duffy alerted advertisers and agencies last week to attacks being leveled against commercial television by two diverse groups—special interest organizations and governmental regulatory agencies.

Duffy made his remarks before the first annual "Good Sam" awards luncheon of the American Advertising Federation in



Duffy

New York where he prefaced his critique on assaults on television by citing the substantial public service advertising and programming contributions made by commercial television stations and networks. The AAF's new awards recognize public service advertising.

One thrust against television, he said, comes from organizations seeking to control the contents of television. He referred to the Coalition for Better Television as the current example. He noted the coalition intends to monitor TV programs and commercials for three months and then organize boycotts of products of advertisers whose commercials appear on programs the coalition dislikes.

"Make no mistake, what this group

seeks to do is to control the contents of television," Duffy warned. "It seeks to impose its views of morality, of what it thinks is right and proper, on all of us."

The other attack on television, Duffy said, comes from regulatory agencies that attempt to control advertising. He contended that television "is stringently regulated in almost everything it does, except actual program content."

The AAF presented 14 "Good Sam" awards in radio and television for excellence in public service advertising.

"Good Sam" stands for "Good Samaritan," but the AAF said it will change the name in 1982 to National Public Service Advertising Awards.

#### Television

- Bonneville Productions** □ Church of Jesus Christ of Latter-Day Saints.
- Denninberg Advertising** □ United Way of the National Capital Area (two awards).
- Grey Advertising Inc.** □ National Alliance of Business.
- Ketchum, MacLeod & Grove** □ National Cambodia Crisis Committee.
- Ketchum, MacLeod & Grove** □ Consumer Information Center.
- Rivers Smith Baldwin & Cariberg** □ The Lighthouse of Houston.
- Young & Rubicam** □ United Negro College Fund.

#### Radio

- Foote, Cone & Belding/Honig** □ U.S. Forest Service.
- Ketchum, MacLeod & Grove** □ Consumer Information Center.
- KFRC(AM) San Francisco** □ San Francisco Society for the Prevention of Cruelty to Animals.
- Mennonite Media Services** □ Mennonite Churches and Church of Brethren.

#### Multimedia

- Advertising Club of Denver** □ Colorado Association of Retarded Citizens.
- Dancer Fitzgerald Sample** □ Fresh Air Fund.

## CBS-TV president says coalition barks up the wrong tree

Members of the Coalition for Better Television and other pressure groups are moved by "deep underlying concerns" but are misdirecting their fire and making television "a scapegoat" when they call for boycotts of products advertised on programs they don't like.

That assessment was offered last Tuesday by James H. Rosenfield, president of CBS-TV, in a speech to the Durham, N.C., Chamber of Commerce.

Their concerns are real, he said, because the social changes behind them are real. "Family stability, societal violence, cultural values: These are overwhelming human concerns," Rosenfield said. "Yet how can these concerns be addressed by throttling freedom of expression, as some of our otherwise well-meaning censors would do?"

"Such efforts invariably bring with them larger threats to freedom of expression, much as attempts to inhibit movies, television and, yes, even comic books, were corollaries of the incredible climate of the repression America experienced during the McCarthy era in the 1950's."



**Full house.** American Women in Radio and Television went to Capitol Hill last week for its traditional congressional reception, and exceeded its grandest expectations in the process. A spread had been prepared for 650 guests; more than 1,000 turned out. Greeting one of them (above): the national president of AWRT, Martha Pell Stanville of wcco-tv Minneapolis (r), greets Representative Jim Coyne (R-Pa.). In the middle: Linda Cinciotta of Arent, Fox, Kintner, Plotkin & Kahn, president of the Washington chapter of AWRT.

## Intermedia

**High power to low power.** RKO General plans to jump aboard low-power television bandwagon. It announced last week intentions to apply for eight facilities in eight markets where it currently holds television and radio licenses: New York, Los Angeles, Boston, Chicago, San Francisco, Washington, Memphis and Fort Lauderdale, Fla. With applications, RKO will file requests for waiver of "one-to-a-market" rule that prohibits company from owning low-power station in any market in which it owns another broadcast station.

**Staffing up.** National Cable Television Association has named Linda Freeman director of congressional relations. She will act as liaison between state and regional cable associations and Congress. Background includes five years on Capitol Hill as aide to former Senators Mike Gravel (D-Alaska) and Stuart Symington (D-Mo.). NCTA also announced that Patricia Carroll, administrative assistant for congressional liaison at Carter White House, has joined government relations staff.

**NAEB to PTI?** If National Association of Educational Broadcasters president James Fellows has his way, NAEB will change its name to Public Telecommunications Institute. Fellows says he's pushing for change because "however meritorious the substance of the term 'educational broadcasters,' or even the term 'broadcasters,' they are not terms for the future." Fellow's proposal will go before the NAEB board at meeting March 10 in Washington.

# Changing Hands

PROPOSED

■ **KTVL(TV)** Medford, Ore.: Sold by Sierra Cascade Communications Inc. to Freedom Communications Inc. for \$12.5 million. Seller is owned by J. L. DeArmond, George R. Johnson and John R. Dellenback (one-third each). They also own **KTMT(FM)** Medford and 55% of **KTVZ(TV)** Bend, Ore. Buyer is owned by Freedom Newspapers Inc., Santa Ana, Calif.-based publisher of 31 daily and five weekly newspapers in nine states. It is owned by C. H. Hoiles, chairman, and family who have no other broadcast interests. **KTVL** is primary CBS affiliate (secondary NBC) on ch. 10 with 132 kw visual, 26.3 kw aural and antenna 3,310 feet above average terrain.

■ **KLIR(FM)** Denver, Colo.: Sold by **KLIR** Inc. to Duffy Broadcasting for \$5 million. Seller is principally owned by Roger P. Anderson and family. They also own **KRKS(AM)** Denver; **KCLO(AM)**-**KTRO(FM)** Leavenworth, Kan.; **KJRG(AM)**-**KOEZ(FM)** Newton, Kan., and **KFLA(AM)**-**KULL(FM)** Scott City, Kan. Buyer is owned by Robert J. Duffy (33.33%), First Capital Corp. (38%) and several private investment groups associated with First Capital. Duffy is president of Christal Co., New York, radio representative, which he is acquiring

over five-year period from Cox Broadcasting Corp. Duffy Broadcasting bought **KCNR-AM-FM** (formerly **KPAM-AM-FM**) Portland, Ore., last year (see "Changing Hands," Sept. 29, 1980). First Capital Corp. is Chicago investment company, subsidiary of First Chicago Corp., which is bank holding company. One of its major holdings is First National Bank of Chicago. John Doede is general manager of First Capital. **KLIR** is on 100.3 mhz with 100 kw and antenna 330 feet above average terrain. Broker: Cecil Richards.

■ **KATZ(AM)** St. Louis, Mo., and **WXEN(FM)** Alton, Ill.: Sold by Laclede Radio Inc. to Unity Broadcasting Network Inc., Missouri for \$2,695,000. Seller is owned by Arnold B. Hartley (23.13%); Laura M. Wolin (25.36%); Jack Steingart (15.73%); Douglas Eason (.15%), and 35.63% in estate of Allen E. Wolin. They have no other broadcast interests. Buyer is subsidiary of Unity Broadcasting Network Inc. which owns and operates National Black Network, black-oriented radio news and information network with 82 affiliates. It is principally owned by Eugene D. Jackson, president, and Sydney L. Small, executive vice president. They also own **WDAS-AM-FM** Philadelphia. **KATZ** is on 1600 khz with 5 kw full time. **WZEN** is on

100.3 mhz with 28 kw and antenna 490 feet above average terrain.

■ **KEXO(AM)** Grand Junction, Colo.: Sold by Century Broadcasting Co. to Donrey Media Group for \$1,518,000. Seller is owned by Greentree Group, which is owned principally by Charles D. Powers. Greentree is also licensee of **KESE(AM)** Monterey and **KVEC(AM)** San Luis Obispo, both California; **KTLC(AM)** Twin Falls, Idaho, and **WHPI(AM)** Herrin, Ill. Buyer is owned by Donald W. Reynolds (100%). He also owns chain of newspapers based in Fort Smith, Ark., as well as **KFSA(AM)** Fort Smith and **KBRS(AM)** Springdale, Ark.; **KORK-AM-FM** Las Vegas and **KOLO-AM-TV** Reno. Reynolds has purchased, subject to FCC approval, **KOCM(FM)** Newport Beach, Calif. ("Changing Hands," Nov. 24, 1980). **KEXO** is on 1230 kw with 1 kw day and 250 w night.

■ **WRDN-AM-FM** Durand, Wis.: Sold by **WRDN-AM-FM** Inc. to Marvette Hagevik for \$435,000. Seller is principally owned by Richard Darby who also owns 49% of **KOWO(AM)**-**KQDE(FM)** Waseca, Minn., and has sold, subject to FCC approval, **KDAN(AM)** South St. Paul, Minn. (see pg. 81). Buyer is Spring Lake Park high school physical education instructor and wife of Bruce Hagevik, newscaster at **WCCO(AM)** Minneapolis-St. Paul. They have no other broadcast interests. **WRDN** is 1 kw daytimer on 1430 khz. **WRDN-FM** is on 95.9 mhz with 930 w and antenna 500 feet above average terrain. Broker: Chapman Associates.

■ **KRIT(FM)** Clarion, Iowa: Sold by Wright County Radio Co. to Central Iowa Broadcasting Inc. for \$370,000. Seller is owned by Marvin Hull (47.9%); Bernard C. Bunn (11.75%); Gerald McLaughlin (11.56%); Roger K. Sumners (8.64%); Leslie Hartsock (6.93%); LaVone Isenberger (6.74%), and Russell Long (6.35%). They have no other broadcast interests. Buyer is owned by Miller and Ross Roskamp, brothers, and Don Rabbitt (one-third each). They also own **WFON(FM)** Fond du Lac, Wis. Roskamp brothers have nursing home interests in Illinois, land developments in Palm Springs, Calif., and mobile home parks in Iowa, Illinois and California. Rabbitt is president and general manager of **WFON**. **KRIT** is on 96.9 mhz with 93 kw and antenna 200 feet above average terrain. Broker: Richard A. Shaheen Inc.

■ **KEAM(AM)** Nederland, Texas: Sold by KE-Communications to AOC Broadcasting Co. for \$245,000 plus \$65,000 for non-compete agreement. Seller is owned by James H. Joynt who has no other broadcast interests. Buyer is owned by Richard Oppenheimer (president), Robert Clarke and D. Kent Anderson (30% each), and Michael R. Walker (10%). They are principals of **KIXL(AM)**-**KHFI-FM** Austin and **KBFM(FM)** Edinburg, both Texas, and **KYKN(FM)** Grants, N.M. Anderson and

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for  
**\$2,200,000**

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3/2/81



Clarke have sold interest in KIVA-TV Farmington, N.M. ("Changing Hands," Feb. 23). KEAM(AM) is daytimer on 1510 khz with 5 kw. Broker: Blackburn & Co.

■ **KTNC(AM)** and **CP** for **FM Falls City, Neb.:** Sold by Southeast Nebraska Broadcasting Inc. to C. R. Communications Inc. for \$270,000. Seller is owned by Edwin S. Towle III. He has no other broadcast interests. Buyer is owned by Charles A. Radatz (56%); Lawrence A. Lamont and wife, Carol (25% jointly), and Richard F. Morris (19%). Radatz is sales manager at WKTS(AM) Sheboygan, Wis. Lawrence Lamont is instructor at trade school in Fond du Lac, Wis. Morris is oral surgeon in Sheboygan. They have no other broadcast interests. KTNC is on 1230 khz with 500 w day and 250 w night. Broker: Richard A. Shaheen Inc.

■ **KDDR(AM)** **Oakes, N.D.:** Sold by Frontier Broadcasting Inc. to Kingsley Murphy Jr. for \$250,000. Seller is owned by Timothy Branson and Robert Norlund (50% each). They each own 15% of new FM applicant for Fergus Falls, Minn. Buyer owns KCHK(AM) New Prague, Minn.; WISS-AM-FM Berlin, Wis., and 50% of WHHL(AM) Pine Castle, Fla. Murphy also owns 4.22% of Minneapolis Star and Tribune Co., publisher of *Minneapolis Tribune* and *Star*. KDDR(AM) is on 1220 khz with 1 kw day. Broker: Chapman Associates.

■ **KDAN(AM)** **South St. Paul, Minn.:** Sold by KDAN Inc. to Soho Broadcasting for \$220,000. Seller is owned by Richard Darby who has sold, subject to FCC approval, WRDN-AM-FM Durand, Wis. (see above). Buyer is owned by Stanley Soho (49%) and his wife, Venita (51%). They have purchased, subject to FCC approval, KBWA(AM) Williams, Ariz. (see "For the Record," page 98). Stanley Soho is physician in Los Angeles. Venita Soho is housewife. KDAN(AM) is daytimer on 1370 khz with 500 w. Broker: Chapman Associates.

■ Other proposed ownership changes include: KRBB-AM-FM Sallisaw, Okla. (see "For the Record," page 98).

APPROVED

■ **WEMP(AM)-WNUW(FM)** **Milwaukee:** Sold by Consolidated Broadcasting to LIN Broadcasting Corp. for \$3.3 million. Seller is owned by Arthur M. Wirtz and family who have no other broadcast interests. Buyer is publicly traded New York-based group owner of four AM's, four FM's and four TV's. Donald Pels is chairman and president. WEMP is on 1250 khz with 5 kw full time. WNUW is on 99.1 mhz with 50 kw and antenna 450 feet above average terrain.

■ **KJET(AM)-KWIC(FM)** **Beaumont, Tex.:** Sold by Gibson Broadcasting Co. to Charles W. Pyle and associates for \$2 million. Seller is owned by R. Thomas Gibson who has no other broadcast interests. Buyer is owned by Pyle Communications Inc. (95%) and Richard Kelley (5%). Pyle Communications is owned by Charles W. Pyle and family (65%), Delwin R. Romero (20%) and Gerald A. Snyder (15%). Pyle is 30% owner of Beaumont real estate company.

Romero is 25% owner of Electrical Distributing Co. of Austin (Tex.). Snyder is general manager of Pyle Communications, licensee of KIKM-AM-FM Sherman, Tex. Kelley is sales manager of KIKM-AM-FM. Kelley has no other broadcast interests. KJET is 1 kw daytimer on 1830 khz. KWIC is on 107.7 mhz with 5 kw and antenna 250 feet above average terrain.

■ **WORO(FM)** **Corozal, P.R.:** Sold by Jose Arturo Fernandez to San Juan archdiocese of Roman Catholic Church for \$1 million. Fernandez has no other broadcast interests. San Juan archdiocese, headed by Archbishop Luis Cardinal Aponte Martinez, intends to continue commercial operation of station. It has no other broadcast interests. WORO is on 92.5 mhz with 50 kw and antenna 1,010 feet above average terrain.

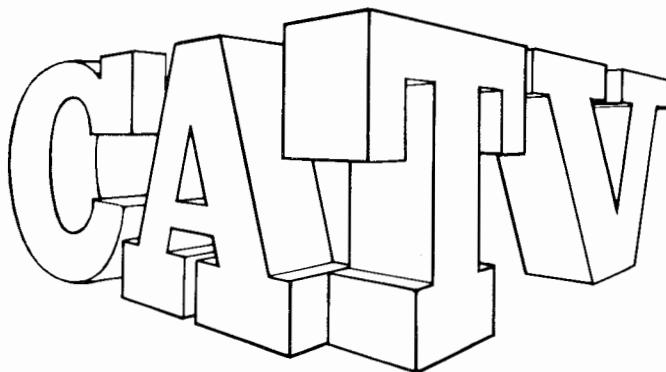
■ **WZLD(FM)** **Cayce, S.C.:** Sold by WZLD Inc. to Suncom Inc. for \$1 million. Seller is owned by William D. Hunt (51%) and wife; Agnes (49%). Agnes Hunt owns 20% of WYNN(AM) Florence, S.C. William Hunt has no other broadcast interests. Buyer is owned by Robert Liggett Jr. He is 63.49% owner of Megamedia Inc., licensee of WFMK(FM) East Lansing, Mich., and 19.19% owner of WL0L(FM) Minneapolis-St. Paul. Liggett, as individual, owns (37.99%) of WL0L and 55% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo, N.Y. He also owns Liggett Broadcast Group, Williamston, Mich.-based broadcast management consulting firm, and 10% of cable system serving Leslie,

Mich. Megamedia has also purchased WZZR-FM Grand Rapids, Mich., (BROADCASTING, Dec. 15, 1980) and WCAY(AM) Cayce from another seller (BROADCASTING, Jan. 5). WZLD is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other approved ownership changes include: WKKY(FM) Moss Point, Miss., and WCBX(AM) Eden, N.C. (see "For the Record," page 98).

CABLE

■ Cable system serving **Manistee, Mich.:** Sold by Megavision Corp. to Essex Communication Corp. for \$2.1 million. Seller is Detroit-based partnership owned by Joe Loving, Walter Bernard, Douglas Long and Tom Wells. Megavision owns four systems in Michigan, two in Tennessee, and one each in Florida, North Carolina, and Hawaii. Buyer is owned by Paul Field and David Pardonner (25% each) in joint venture with Oppenheimer & Co. (50%). Pardonner is former senior vice president of cable TV division of Teleprompter Co., N.Y.-based MSO. Field is former owner of broadcast and cable brokerage firm. Oppenheimer is privately held Wall Street investment banking firm. Essex Communications owns 13 systems serving 19,000 subscribers in Michigan, West Virginia, Maryland, Mississippi and Tennessee. It also has bought cable system serving northern Mississippi and western Tennessee (see "Changing Hands," Feb. 2). Manistee system passes 4,000 homes and serves 2,800 primary subscribers. Broker: Donald A. Perry & Associates.



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## Maverick oilman bids to buy Fox

**Denver's Marvin Davis makes \$703 million offer that could be answer to problems faced by production company**

It's a story that reads like an old movie script—20th Century-Fox, racked from within, pursued from without, the company that said it was considering a plan to go private, only to withdraw the proposal within weeks, now finds itself faced with a mammoth cash offer estimated at \$703 million from a wildcat oil driller who'd buy Fox lock, stock and barrel (but minus its three television stations). The proposal, which was scheduled to be considered at the Fox directors' meeting last Friday, is reportedly viewed by some insiders as a way of surmounting the troubles the company faces.

The man making the \$60-a-share bid is 55-year-old Denver millionaire Marvin Davis, whose colorful personality is shielded by a disdain for publicity. The shrewd business sense with which Davis built his fortune wasn't lacking in his structure of the current proposal for Fox—

he previously accrued the support of Chris-Craft Industries, the largest Fox shareholder, with 22% of the common stock. Fox has long charged Chris-Craft with attempting to engineer a takeover on its own, and took that company to court last year in an effort to force the sale of its Fox holdings. And it's reported the covenant with Chris-Craft further provides that should any higher bid than Davis's emerge, Chris-Craft will give Davis the opportunity to top it.

The offer also would require that Fox first distribute the stock of United Television, licensee of its stations, to current shareholders, which would remove the FCC as a regulatory obstacle to the Davis purchase. The value to shareholders of the television stock could be about \$7 per share.

According to Fox, Davis has indicated he would plan no changes in the company's management or structure. In addition to its entertainment division, which includes motion picture and television production and distribution and records and music publishing, the Enterprises division

of Fox holds investments in soft drink bottling, real estate (including Pebble Beach Corp.) and recreation, and the company also operates theaters abroad.

The Davis offer not only covers the 10.5 million outstanding shares of Fox common, but is based on conversion of preferred shares into common, and the assumption of stock options, pushing the number of fully diluted common equivalents to 11.7 million. That has elevated calculations of the deal's value from the \$630 million mentioned in initial reports.

Davis will have no trouble financing the acquisition if his bid is accepted. In January, Hiram Walker-Consumers Home Ltd. purchased certain oil properties of his Davis Oil Co. for \$600 million. The oilman not only retains other oil leases reportedly valued in the hundreds of millions, but also holds 80% of a leading Denver bank, and extensive real estate in the Denver area. On two occasions Davis has announced he concluded a deal to buy the Oakland A's for \$12 million, something which didn't come to pass because of hitches the A's current owner encountered. And last year he withdrew a bid he had made to purchase *The Denver Post* reportedly for \$75 million. It was later acquired by the Times-Mirror Co.

## San Francisco Broadcasters, Inc., a subsidiary of The Charter Company,

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## Sex bias charges filed against TV networks, motion picture studios

**Directors Guild takes claim to  
EEOC and California employment  
commission; cites statistics  
union gathered last year**

The Hollywood-based Directors Guild of America last week filed charges of sex discrimination in hiring against major motion picture studios, television networks and producers. In documents submitted to the federal Equal Employment Opportunity Commission and California's Fair Employment Practices Commission, the DGA claims there has been "wholesale discrimination in the entertainment industry" regarding top jobs, "although many female members of the DGA were qualified for such jobs."

A guild committee last year issued a report estimating that only 23 women have worked as directors in prime-time television since 1950, only 14 major feature films since 1950 have been directed by women, only 115 hours of prime-time television have been directed by women since 1949, and only 1.3% of major directing jobs were being given last year to the DGA's female members.

Besides the three commercial TV net-

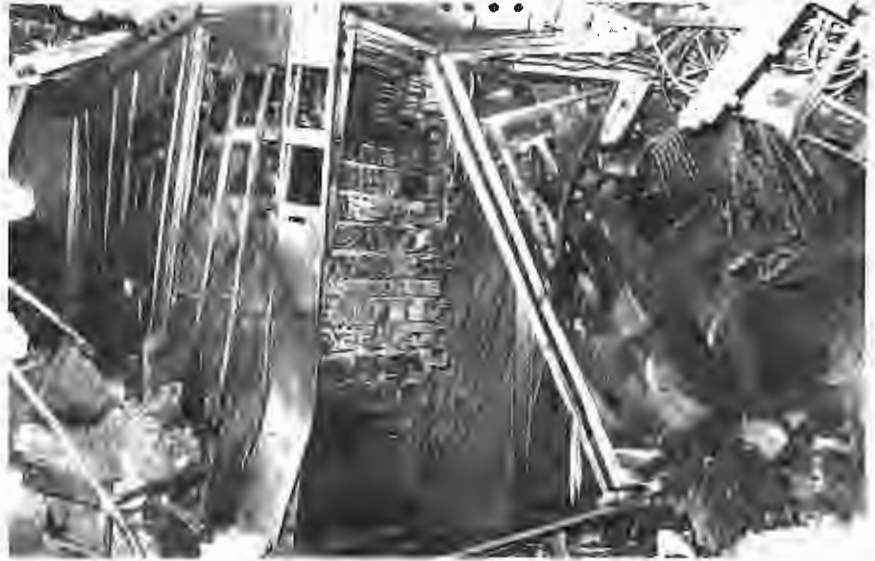
works, the complaints name Universal, Paramount, Columbia, Warner Brothers, 20th Century-Fox, MGM and Walt Disney Productions. Seventeen major independent production companies are also cited in the action, which could lead to a class-action suit on behalf of the DGA's 654 women members. There are 5,338 men in the union, which represents directors, production managers and stage managers in the entertainment industry.

Reaction to the DGA's action was mostly one of surprise. The president of TAT Communications, Alan Horn, said: "We have done everything in our powers consistent with our existing commitment to hire more women. We are trying, and I'm very surprised at the DGA's charges." Horn, whose company was among those singled out for criticism, said women directors had been hired this season for two of the four prime-time series that TAT produces for the networks. Grant Tinker, who heads MTM Enterprises, also named in the action, told the *Los Angeles Times* he believes "it's probably true that we're all slower on this than we should be. . . . These things always take time." He named episodes of two series this season for which MTM had hired women directors, and blamed the situation in part on the recent actors' strike: "I think this kind of reform or change occurs more quickly in good times."

At least one female executive was annoyed by the charges. Susan Harris, a partner with two men in Witt-Thomas-

Harris Productions, said her company has "a woman associate producer, women writers, a woman owner. This is not sexism on our part at all." A spokeswoman for the Directors Guild explained the formal action was taken when the DGA's national board decided a voluntary affirmative ac-

tion program was not working. She said the complaints were not based on the specific hiring records of any individual companies named, but "on the basis of volume of work." The logic, she explained, is those who do the most work collectively discriminate most.



**Bombed.** Concrete, dirt and frayed wire are all that remain of a portion of the Radio Free Europe broadcasting station in Munich, West Germany that was torn apart by a bomb explosion on Feb. 21. The blast injured eight employees and caused considerable damage to the building, which housed the Czechoslovak broadcasting department, and cars and other buildings in the vicinity. There was no indication who was responsible for the attack. Radio Free Europe broadcasts to countries behind the Iron Curtain and recently published reports that 50% of Eastern Europeans tuned in regularly.

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## Monitor

**In the marketplace.** *Quincy, M.E.*, NBC-TV hit now offered in syndication by MCA TV, has been bought by five CBS-owned TV's for airing in fall 1983. MCA TV also has sold theatrical movie, "Sgt. Pepper's Lonely Hearts Club Band," in almost 50 markets. Like distributor's "Deer Hunter," it's direct to local stations without prior network play... Twenty-six theatrical and made-for-TV films under Viacom Features VIII umbrella have been sold to six Metromedia TV stations. Films in Viacom Enterprises package include "Hopscotch" and *Kenny Rogers as the Gambler*. . . . *We're Movin'* is weekly half-hour feature series Group W Productions plans to introduce at upcoming National Association of Television Program Executives conference March 13-18. *For and About Young People*, series of features has Scott Baio (*Happy Days*) as host. . . . Gerber/Carter Communications is using same meeting to unveil two news insert shows, *Your Entertainment Editor* (with Don Stotter) and *Energy Line* (with John Bartholomew Tucker). . . . Fusco Entertainment has acquired rights to library of Official Films, wide variety of programming, including vintage series, *Biography*, *Robin Hood* and *Peter Gunn*, among others. . . . Syndicast Services, which syndicated *Country Countdown 1980*, has gone back to Bob Banner Associations for three more 90-minute country specials, for airing in second quarter this year. . . . For 1981/82 season, MG Films and Perin Enterprises have expanded *Winning Moment* shorts to include major league baseball. Series now includes 60 inserts: half World Series and All Star game "moments" and half Super Bowl and NFC/AFC championship.

**Boston boycott.** National Organization for Women's Boston chapter and four other women's groups are planning viewer "switch-off" of WNBC-TV there to protest alleged station discrimination in hiring, paying and promoting females. Station general manager Robert J. Williamson called NOW's charges of "deplorable treatment of women and minorities" totally inaccurate. He credits station with employing more minority on-air reporters than any other TV station in Boston and with pioneering concepts of female co-anchor and of in-depth reporting on minority news issues. Muriel B. Knight, president of New England Woman's Press Association, says February "switch-off" of WNBC-TV will "raise the consciousness" of station executives.

**Disney to CBS.** CBS Entertainment and Walt Disney Production have reached agreement whereby Disney-produced programs will be carried on CBS-TV, starting next fall. Specific programming will be announced later. Disney organization reported last December that *Disney's Wonderful World* would end its run on NBC-TV at season's end.

**Some more ABC changes.** Aside from *Charlie's Angels*, latest ABC-TV series to take "hiatus" is *Foul Play*, show that came on when the season's *Monday Night Football* ended. Coming back to take *Foul Play's* place at 10 p.m. as of March 9 is *Soap*, but now in hour form.

**Captioning continues.** National Captioning Institute, organization that closed-captions television programs for hearing-impaired, announced that Xerox Corp. has joined list of over 40 broadcast advertisers whose commercials are captioned. Xerox will also have NCI caption future television specials it sponsors.

**Production alliance.** MGM Television has entered into agreement with King-Hitzig Productions, New York, to develop TV series and movies.

## WHMM TV • Washington, D.C. HOWARD UNIVERSITY

# 32

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## Ratings Roundup

As the "sweeps" period continued, CBS-TV won the week ended Feb. 22, scoring a 19.9 rating and 31 share to ABC-TV's 18.3/29 and NBC TV's 17.4/27.

It was a prime-time victory CBS won on the basis of its regularly scheduled series—and veteran ones at that. *Dallas*, as usual, gave CBS the highest-rated performance of the week with a 34.8/58 and its lineup on Sunday, beginning with *60 Minutes* and ending with *Trapper John M.D.*, took the night on the whole (23.3/35), despite two hours of strong competition from ABC's Academy Award-winner, "Norma Rae" (22.6/33 in prime; 22.7/35 through 11:25 p.m.).

For the most part, the new series that have come on air in the past several weeks have done little to boost network standings. ABC, for example, bombed out on Monday with *Dynasty* (16.0/23) and *Foul Play* (11.8/19)—the latter already said to be going on "hiatus." CBS, too, hasn't had good numbers with Tuesday's *That's My Line* (15.1/22) or Saturday's *Concrete Cowboys* (12.7/23).

The new-show problem is worse at NBC which introduced the most. With the exception of Friday's *The Brady Girls Get Married* (23.1/38) and perhaps *Harper Valley* (16.8/28), NBC's rating problems extend to Tuesday's *Flamingo Road* (14.8/23), Friday's *Nero Wolfe* (13.8/22) and Saturday's *Gangster Chronicles* (14.1/23) and *Hill Street Blues* (14.0/25).

With the sweeps more than half completed through Feb. 22, CBS holds the lead in both Arbitron and Nielsen counts. For the Arbitron period, begun Feb. 5, the averages are CBS 20.1, ABC 19.4 and NBC 16.8. For Nielsen, begun a day earlier, it's CBS 20.4, ABC 19.4 and NBC 16.5.

### The First 20

1. <i>Dallas</i>	CBS	34.8/58
2. <i>60 Minutes</i>	CBS	28.0/44
3. <i>Little House on the Prairie</i>	NBC	26.8/38
4. <i>Dukes of Hazzard</i>	CBS	25.5/41
5. <i>M*A*S*H</i>	CBS	24.5/35
6. <i>Angel Dusted</i> (made-for-TV movie)	NBC	24.2/36
7. <i>Love Boat</i>	ABC	24.0/40
8. <i>Brady Girls Get Married</i>	NBC	23.1/38
9. <i>Happy Days</i>	ABC	22.8/34
10. "Norma Rae" (theatrical movie)	ABC	22.7/35
11. <i>The Jeffersons</i>	CBS	22.5/32
12. <i>Magnum, P.I.</i>	CBS	22.4/34
13. <i>Knots Landing</i>	CBS	22.3/37
14. <i>Three's Company</i>	ABC	22.2/33
15. <i>Diff'rent Strokes</i>	NBC	21.9/34
16. <i>Laverne &amp; Shirley</i>	ABC	21.8/32
16. <i>Alice</i>	CBS	21.8/31
18. <i>Archie Bunker's Place</i>	CBS	21.7/33
18. <i>Real People</i>	NBC	21.7/32
20. <i>One Day At A Time</i>	CBS	21.6/31

### The Final Five

65. <i>Concrete Cowboys</i>	CBS	12.7/23
66. <i>Ladies' Man</i>	CBS	12.3/20
67. <i>Foul Play</i>	ABC	11.8/19
68. <i>Goldie &amp; the Boxer Go to Hollywood</i> (made-for-TV movie)	NBC	10.4/16
69. <i>NBC Magazine</i>	NBC	7.4/12

**If and when on CBS.** Programming executives at CBS-TV Entertainment have given the green light to a wide range of drama and comedy pilots for the fall 1981 season. The current pilot roster includes:

*Simon and Simon*, a San Diego-based detective drama about two brothers who live on a houseboat and work as a team, produced by Universal Television.

*Murder Ink*, a dramatic series combining comedy and romance about a detective and his bookstore-owning wife, produced by Alan Sacks.

*Band on the Run*, variety series with country-western theme, produced by MTM Enterprises.

*Quarrel*, spy drama about a State Department courier, produced by Lorimar Productions.

*Big Bend Country*, a post-Civil War drama set in eastern Tennessee starring James Keach, Dorothy Fielding and Robert MacNaughton, and produced by Norman Rosemont.

*Moonlight*, drama with comedy elements about a delivery man who is recruited as a spy, produced by Universal Television.

*San Francisco Cop*, about a police officer who is also a single parent, produced by Universal Television.

*Two Brothers*, a drama/comedy about a detective, producer not disclosed.

*Jessie Novak*, drama about a female news reporter for a TV station, produced by 20th Century-Fox Television.

*Fog*, comedy series about a luxury liner captain who has been demoted to piloting a tramp steamer, produced by MGM Television and starring Richard O'Neill.

*Quick and Quiet*, comedy about two private detectives (one of whom is a ghost), starring William Windom, produced by Quinn Martin Productions.

*Mr. Merlin*, comedy about a magician who takes on a male teen-age apprentice, produced by Columbia Pictures Television.

*Mooney*, comedy about rural family moving in with a wealthy one, produced by Columbia Pictures Television.

*Rise and Shine*, comedy based on situations developing among students at an East Coast prep school, produced by 20th Century-Fox Television.

*Two for the Hard Way*, a comedy about the lives of an older and younger writer on a soap opera series who also live together, produced by Quinn Martin Productions.

*Comedy of Terros*, as the name implies, is a comedy set in a haunted beach-front hotel starring Walter Olkewicz, produced by MTM Enterprises.

*Pen and Inc.*, a comedy about a political cartoonist that incorporates animated segments, produced by Universal Television.

*Baker's Dozen*, comedy/adventure about plainclothes members of the New York police department, produced by Time-Life Television.

*The Wonderful World of Philip Malley*, comedy about a professor who is some times surprised by his scientific inventions, produced by David Gerber Productions and including special effects sequences.

The CBS-TV network also has at least one seven-hour mini-series scheduled for production, *Blue and Grey*, about conflicts arising among various characters during the Civil War, will be produced by Columbia Pictures Television. The official fall lineup is expected to be announced in mid-April.

## PlayBack

**What a difference a diary can make.** Arbitron Radio officials have said they were withdrawing and would re-issue their October-November 1980 radio report for Atlanta because of "editing error" involving one listener diary. Because of error, they said, WZGC(FM) Atlanta was ranked second in market when it should have been first, and WQXI-FM Atlanta (Smyrna) was ranked first in market when it should have been second. They estimated that WZGC, shown with 24,600 average audience in initial report, would have about 24,800 in re-issue while WQXI-FM would go from 24,900 to 24,700. Adam S. Polacek, WZGC vice president and general manager, had demanded report's withdrawal, charging that 241 quarter-hours of listening to his station had been erroneously credited elsewhere. Arbitron officials said only one diary was involved but that it could represent that many quarter-hours.

**Lotsa' listenin'.** CBS Radio Network says 8.7% of all adults in country tuned in to its broadcast of Super Bowl XV — 13 million listeners aged 18-plus. Network's vice president and general manager, Richard Brescia, who puts that figure at 1 million more than listened to two previous Super Bowls, says Trendex data show 9 million in audience were men 18-plus, and that 60% of audience caught some of broadcast "out-of-home."

**First fives.** The top five songs in **contemporary radio airplay**, as reported by BROADCASTING'S *Playlist*: (1) *Woman* by John Lennon on Geffen; (2) *Celebration* by Kool & The Gang on De-Lite; (3) *Nine To Five* by Dolly Parton on RCA; (4) *The Best Of Times* by Styx on A&M; (5) *Keep On Loving You* by REO Speedwagon on Epic. The top five in **country radio airplay**: (1) *Angel Flying Too Close* by Willie Nelson on Columbia; (2) *As Good As You Look* by Bellamy Bros. on Warner Bros.; (3) *Guitar Man* by Elvis Presley on RCA; (4) *Are You Happy Baby* by Dottie West on United Artists; (5) *Can I See You Tonight* by Tanya Tucker on MCA.

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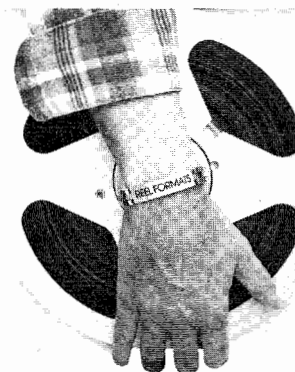
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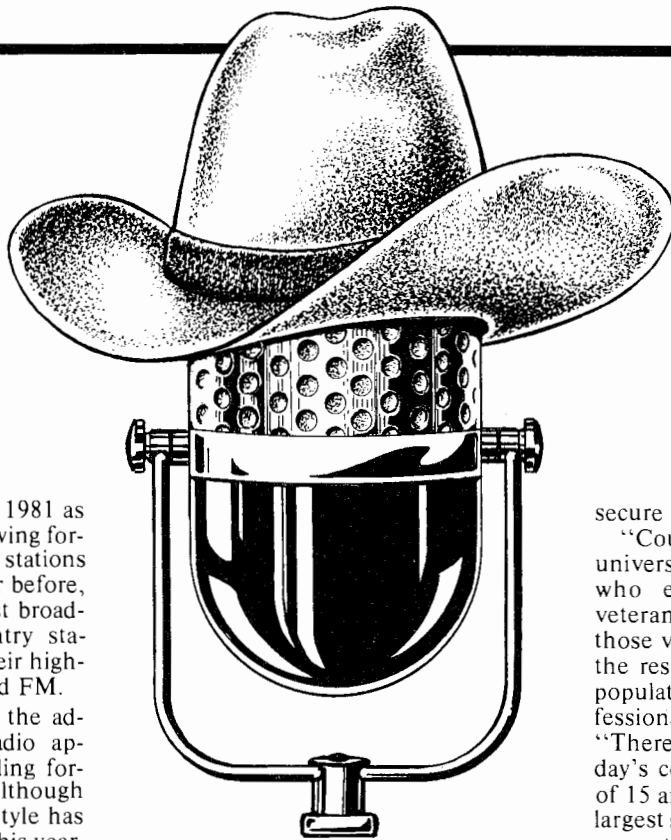
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## Country moves into the radio mainstream

**C**ountry radio has entered 1981 as the industry's fastest growing format. Not only are more stations programming country now than ever before, but many of the industry's biggest broadcast companies are buying country stations, or adopting the format at their higher-powered facilities, both AM and FM.

Once classified as "ethnic" by the advertising community, country radio appears to be vying with other leading formats as a favorite for ad dollars. Although fascination with the Western life style has put country radio in the limelight this year, broadcasters believe that when the fad diminishes, their format will remain what it has become today: "mass appeal."

Although the Country Music Association's latest tally of full-time country stations won't be completed for another few weeks, it is anticipating a more dramatic increase than that recorded in May 1980, when it counted 1,534 stations, up 8% over the 1,424 counted one year earlier.

Along with this overall growth, a number of major-market stations, most notably Shamrock Broadcasting's WWWW(FM) Detroit, RKO's KHJ(AM) Los Angeles, Storz's WQAM(AM) Miami, WNOE Inc.'s WNOE-FM New Orleans, LIN's KILT-FM Houston and Viacom's WKHK(FM) New York, adopted country formats in recent months. Al Greenfield, president of Viacom's radio division, said revenues at the company's country stations increased 40% between March 1980, when they were purchased, and the end of last year.

"We're hot on the format," said Greenfield, who noted that Viacom is looking for more stations to acquire and "will not hesitate to program country," if market conditions are suitable.

In radio syndication, country formats were among the hottest selling items in 1980. Lee Bayley, vice president, general manager, TM Programming, said sales for the company's "TM Country" format more than doubled in 1980. Of stations buying it, more than 90% were FM.

At Drake-Chenault, sale of its "Great American Country" format increased 38%, as compared to an average growth of 30% for other formats.

Demand for special programs spurred the creation of scores of new one-time and weekly features in 1980, including West-

secure as a full-service format.

"Country radio is a very cosmopolitan, universally popular format," said Blevins, who echoes the thoughts of many veterans of the country radio industry. To those veterans, the urban cowboy craze is the result of changing tastes in an aging population and 10 years of increasing professionalism in country music and radio. "There's enormous similarity between today's country music and the rock 'n' roll of 15 and 20 years ago," said Blevins. The largest segment of today's population grew up on that rock 'n' roll and are more comfortable with today's country music than with today's much harder rock, according to many in country radio.

Not only does the style of today's country music have its roots in rock 'n' roll, but many of its artists, according to Charlie Ochs, program director of KIKK-AM-FM Houston. Ronnie Milsap, Eddie Rabbitt, Jerry Lee Lewis, Roy Head, T. G. Shepard, Don Williams, Rodney Crowell, Don McLean, Emmylou Harris and the Bellamy Brothers are among today's top country singers who started out in rock.

While attracting new artists, the country music industry gradually became more professional in producing and promoting its product. "I can remember watching country music specials on TV five years ago and being embarrassed," said Ochs. Country artists today know how to react to TV. You don't get more professional than Barbara Mandrell's show."

But the coming of age of country music didn't happen spontaneously. According to Ed Salamon, program director, WHN(AM) New York, there was an "efficient relationship" between the growth of country music and country radio—one that began in the early 1970's.

Part of that growth, according to Salamon and a number of other program directors, began when a group of programmers began marketing country radio in major markets. "Traditional country radio involved long playlists, often in excess of 100 records, and air personalities who talked a lot in a down-home style," said Salamon.

In the early 1970's, major-market country programmers began using research to find out what kind of country music appealed to urban populations. Major market

wood One's *Live At Gillies*, D.I.R.'s *Silver Eagle*, carried by ABC's Contemporary Radio Network, and *Live From the Lone Star Cafe*, produced by the Lone Star Cafe in New York.

Mutual Broadcasting's *Country Music Countdown—1980* claimed clearance in a record 700 stations and reached an estimated 17,500,000 listeners.

During the last two years, the advertising industry has taken note of country radio's growth, and has begun compiling figures of its own. According to Bruce Blevins, vice president, station relations, Christal Co., 65%-70% of country radio listeners are between 25 and 54 years old, "a very prime demographic."

Not only is country radio reaching large numbers of the most important audience, said Blevins, it is the format with the most potential for growth. In 1980, 61% of country stations were on AM and 39% on FM. This trails the trend for the industry overall, where more than half of all stations (including educational) are now FM. Because of this, said Blevins, there is room for much growth in FM country radio, while AM country can remain

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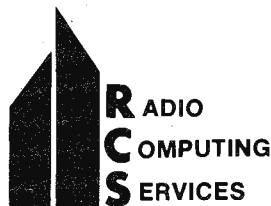
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## Figures on the country radio landscape



Allen



Greenfield



Bayley



Blevins

acceptance brought much more exposure for country music in other media, and that, according to Salamon, is a key factor in the music's growth.

Although country radio has been growing for almost 10 years, it has seen some of its most dramatic changes in the past two. According to Kim Pyle, general sales manager, WKIX(AM) Raleigh, N.C., country radio is much easier to sell now than it was two years ago.

"Clients who once said, 'I don't want your audience in my business,' are now buying country radio," she said. Airlines, banks and expensive car manufacturers are among major advertisers now buying country radio spots and, according to Ron Norwood, program director, KMPS-AM-FM Seattle, "there are few national accounts coming into Seattle that we don't get."

With increased prosperity came better promotions and more professional presentations. "Country stations used to make a big deal out of giving away two dinners at a local greasy spoon, or they'd gear all their promotions to truck owners and CB'ers," said TM's Bayley. "Now they're giving away trips to Bermuda and cars with more mass appeal."

At the same time, according to Bayley, country programmers are paying much more attention to the way their announcers relate to their audience. "Announcers talk much less now, and they never condescend to their audience," he said. "You rarely hear 'cousin' or 'darlin' on country radio now, unless it's appropriate."

The last two years, according to Bayley, have brought much greater variety to the sound of country radio. "Years ago, there were much fewer country musicians, and the leading ones sounded similar to one another," he said. "Country programmers were always having to look for variety."

"Today," he continued, "there is much more diversity in the styles of country performers, and producers are using violins, strings and subdued brass to vary the sound of their songs."

Despite these changes in country music, veteran programmers are noting a return to more traditional styles in recent years. According to Dan Halyburton, program director, WQAM(AM) Miami: "A few years ago, we'd sit in music meetings saying,

'Boy we've got to find a country record to add this week.' Now, we find ourselves hearing new records and saying, 'Wow! That's country!'"

After undergoing all these changes in recent years, country radio faces what may be its greatest challenge in 1981, that of dramatically increased competition. For example, there are now six country stations in Seattle-Everett-Tacoma, five in Portland, Ore., five in Dallas, four in Houston and three each in Detroit, Chicago and Washington.

This more than anything else, is on the minds of country radio broadcasters and is likely to be a dominating theme at the Country Radio Seminar, convening next week in Nashville.

## Ready to roll in Nashville

**Country Music Seminar boasts top entertainment and variety of panel sessions as music becomes hit with audiences, broadcasters**

Nearly 500 country radio broadcasters, many of them the leaders in their industry, are expected to gather at Nashville's Hyatt Regency hotel on March 13-14 for the 12th annual Country Radio Seminar. Created in 1970 by a group of Nashville talent promoters and radio broadcasters, the

**Behind the seminar.** Unlike other forms of American art, country music has its own home base, in Nashville, Tenn. For many country radio broadcasters, regular visits to Nashville are as necessary to their being part of the country music industry, as operating a transmitter.

Although the Country Music Association hosts a week-long celebration of country music there each year in October, some country radio broadcasters decided in 1970 that they needed something that would concentrate less on fun and more on the business of radio.

The first Country Radio Seminar, also held in Nashville, which drew 43 participants, resulted primarily from the efforts of Thomas McEntee, then publisher of a country music tip sheet, "The Country Music Survey." Assisting McEntee were Jerry Seebolt, United Artists/Liberty Records, and then-radio broadcasters Charlie Monk, Barbara Starling and Bif Collee.

Because the seminar lost money that first time around, its creators turned its operation over to two professors from Middle Tennessee State University who made a business of coordinating conventions. After three years, the seminar was making a profit, and its board of directors repurchased the right to operate it from the professors.

From there, the seminar's leadership grew to include a rotating group of 18 broadcasters who plan the agenda each year and a board of directors who meet four times a year to plan overall direction and make key decisions.

Proceeds from each Country Radio Seminar are given away in a series of scholarships awarded to students pursuing degrees in mass communications. The purpose of the seminar according to its president, Mac Allen, WQAM(AM) Miami, is to foster a greater degree of professionalism and profitability in country radio.

Members of the Country Radio Seminar's board of directors are Frank Mull, Mull-Ti-Hit Promotions, Nashville; Kim Pyle, WKIX(AM) Raleigh, N.C.; Roy Wunch and Joe Casey, CBS Records; Joseph Galante, RCA Records; Les Acree, WMC-AM-FM Memphis, Tenn.; McEntee (who now heads Aquarius Productions, Nashville); Don Boyles, WKHK(FM) New York; Erv Woolsey, MCA Records; Susan Roberts, Top Billing, Nashville; Ed Salamon, WHN(AM) New York; Charlie Monk, April/Blackwood Music Publishers, Nashville; Bif Collee, Winner Productions, Nashville; Seebolt, now with Capitol-EMI/Liberty Records; Terry Woods, WRVR(FM) (formerly WQUD(FM)), Memphis, Tenn.; Jeff Walker, Aristo, a public relations firm in Nashville, and Sandy Smith, Mull-Ti-Hit Promotions.



seminar has grown into what many in country radio regard as their most important annual meeting.

Preregistration for this year's seminar is slightly ahead of last year's, with 350 broadcasters committed as of last week. Last year's seminar drew just under 400 participants overall.

The title of this year's meeting, "Country Radio: Nobody Does It Better," reflects a new attitude in country radio, one of readiness to compete with any other format for the leading position in any market. The purpose of this year's seminar, according to its president, Mac Allen, WQAM(AM) Miami, is "to disseminate information and tools that broadcasters can put to work right away to make their stations more profitable."

Keynote speaker for the seminar this year is Arthur Godfrey, a pioneer in the radio and TV industries, who will address the seminar on Friday afternoon, March 13. As with several of the seminar's past keynote speakers, Godfrey was chosen not for any ties to country radio, but for his significance to radio's heritage.

A number of industry consultants including George Burns, Burns Media Consultants, Los Angeles; Ken Greenwood, Greenwood Development Corp., Tulsa, Okla., and John Parikhal, Joint Communications, Toronto, will also address the seminar. Their participation and an agenda with more emphasis on sales than in previous years, reflect a changing focus in country radio, according to seminar planners.

This year's agenda provides two full days of workshops on programing, sales, management and promotions. Titles of those workshops include, "Plain Talk About Computers," "How To Buy a Radio Station," "The FCC Has Made Its Move, Now What's Next?," "Programing for the 12-Week Book," "Positioning and Marketing Your Station," "Selling Country Radio From Another Point of View" and "Your Place in the Marketplace When the Music Disappears."

In addition to working sessions, this year's seminar begins and ends with entertainment. On Thursday, the seminar will open with an evening reception for seminar participants and some of country music's leading performers. Among those confirmed to attend are Dolly Parton, Bill Wence, Dottie West, Christy Lane, Keith Steagull, Alabama, Jim Owen, Freddie Hart, Jacky Ward, Gail Davies and T.G. Sheppard.

The seminar will end on Saturday night with its annual "New Faces Show." This year, the show will include performances by Roger Bowling (Mercury), Deborah Allen (Capitol), The Capitals (Ridgetop), Gary Morris (Warner Bros.), Orion (Sun), Sonny Curtis (Elektra), Sheila Andrews (Ovation), David Frizzell and Shelly West (Viva), Steve Wariner (RCA) and Terri Gibbs (MCA).

Charles Monk, April/Blackwood Music Publishers, and a member of the Country Radio Seminar's board of directors, coordinates the new faces show each year.

# Technology

## AMST prefers UHF allotments over VHF drop-ins

**Citing technical problems with FCC plan, organization says commission can realize its goals by using existing but unused channels in both frequencies and by modifying UHF assignment table**

The Association of Maximum Service Telecasters, one of the most vigorous opponents of the FCC proposal to drop in 140 VHF assignments at short spacing, is following the adage that you can't beat something with nothing. It has offered a counterproposal: Focus on adding full-spaced UHF allotments.

AMST, in a pleading filed with the FCC last week, said its proposal offers the possibility of at least five UHF or VHF allotments—enough for four commercial network affiliates and a public television station—in 148 of the top 150 markets, which include 95% of the country's television homes.

Thus, AMST said, the major reason for proposing the VHF drop-ins—providing the opportunity for the establishment of affiliates that would sustain additional networks—would be satisfied. There would be additional program and ownership diversity and greater competition, AMST said.

What's more, the additional service could be provided without the technical costs the VHF drop-in proposal would involve, according to AMST. It said the UHF service would be "full, not bobtailed" in order to provide "equivalent protection" to other stations, and, "unlike short-spaced VHF drop-ins, [they] would not interfere destructively with the public's existing service." Nor is that all. AMST said its proposal would not "impair UHF development," as it believes the VHF drop-in project would.

Thus, said AMST, which has consistently opposed short-spaced VHF drop-ins on the grounds that, "by definition," they cause interference, the commission's drop-in proposal should be abandoned.

The AMST proposal, which is based on an engineering study by A.D. Ring & Associates, a Washington consulting engineering firm, envisages the use of unaffiliated stations now on the air, available but unused UHF allotments and new full-spaced UHF allotments.

AMST said the existing table of allotments provides for five or more regular, full-spaced VHF and UHF allotments in 95 out of the top 100 markets and in 129 of the top 150. And if those are not enough to provide for a fourth network,

AMST said, the FCC could amend the table to add regular, full-spaced UHF allotments. AMST said that, all told, 148 of the top 150 markets with 95% of the television homes could accommodate at least five full-spaced allotments, while 146 of them, with 94.4% of the television homes, could accommodate six.

That result is not surprising, AMST said, for the commission "intentionally built flexibility into the UHF table of allotments in order to provide for future needs." In effect, AMST added, the commission "contemplated actions" like those described in its counterproposal, while at the same time "rejecting the concept of short-spaced VHF drop-ins."

To AMST, its proposal is the answer to providing for additional networks. It noted that the commission's network study staff, in its report, emphasized that new networks could survive only to the extent they covered a high proportion of the country's television homes. And "fourth and fifth commercial networks based on existing or new regular allotments would provide more coverage than needed to give them reasonable chances to be viable," AMST said. Indeed, it said such networks would have a better chance to succeed "than would one or more networks based on short-spaced VHF drop-ins with very substantially smaller coverage areas."

## Keeping the orbital options open

**Leading satellite operators call on U.S. to be flexible in slot planning for WARC '84; joint advisory committee requested**

Major communications satellite operators—including Southern Pacific Communications, AT&T, Satellite Business Systems and Comsat have told the FCC that any geostationary orbit allocations plan supported by the U.S. at the 1984 session of the World Administrative Radio Conference (dubbed "Space WARC") should be as flexible as possible to avoid wasting valuable spectrum space. The satellite operators also called on the commission to establish a government-industry advisory committee to develop overall strategy for Space WARC.

The satellite operators would prefer to keep the existing allocations process. But that process is likely to be altered to some

# InSync

**Low-power hotline.** Prospective noncommercial low-power television and translator applicants having difficulty putting applications together now have somewhere to turn: National Federation of Local Cable Programmers hotline. That group is providing free technical and legal advice and referrals. Hotline number: (202) 797-3660.

**Mini-TV.** Pocket-sized TV costing \$115 reportedly has been developed in Britain by midget TV pioneer, Clive Sinclair, and will be mass produced in Scotland by Timex watch company. Black and white set is said to have flat 4-by-2-inch screen and 6-by-4-by-1 overall.

**Converter development.** BBC has granted license to McMichael Ltd. of Britain to manufacture its recently developed digital standards converter. Converter, which operates in either direction between all 625 and 525 line standards, is first to store four separate fields. BBC claims converter provides superior quality to others previously developed. McMichael is subsidiary of Britain's GEC.

**MATV amp.** RCA has introduced two new MATV amplifiers, suitable for small to medium-size buildings. Model 10G501 handles only VHF and UHF signals. Model 10G502 passes conventional TV plus midband and superband channels, handy for MDS, satellite and other pay applications.

**Back on the air.** WWAY-TV Wilmington, N.C., out of operation after transmitter tower was leveled by National Guard fighter plane Jan. 24 (BROADCASTING, Feb. 2), returned to air Feb. 23 via 350-foot temporary tower. Station has filed initial claim with Air Force, which has begun investigation.

**The information providers.** WETA-TV Washington announced that its test of Telidon teletext next April will feature information supplied by *The Washington Post*, *The New York Daily News*, National Weather Service, Martin Luther King Library and local and federal government agencies. Fifty decoders will be scattered around city to receive teletext signal.

degree considering the harsh criticisms it received from many Third World nations—with some sympathy expressed by such Western European states as France, Britain and West Germany as well as Canada—at WARC '79.

As a result of those concerns, five alternative allocations plans are currently being evaluated by a working group of the ITU's International Radio Consultative Committee for consideration by the entire ITU membership at Space WARC.

Currently, the ITU grants geostationary orbital slots on an ad hoc basis.

The alternative plans vary in degree, from the highly structured Third World preference to a plan similar to the ad hoc process now in use.

They are:

- A detailed world or regional long-term (10-20 year) a priori allotment plan.

- A periodically revised (three to five year) world or regional detailed allotment plan.

- A world, regional or subregional allotment plan with guaranteed access.

- A guaranteed access plan by means of multilateral coordination.

- A coordination of procedures and technical factors plan which is revised periodically.

Southern Pacific—in opting for adoption of a plan most similar to the existing one—urged the commission to focus on strategy that would convince the other ITU members of the “irreversible, negative affects,” that would result from a highly structured allotment plan. It contended that there was no realistic way that each ITU member could predict its geostationary-orbital-slot needs now for the next 15 or 20 years: “To partition a limited resource such as orbital space and spectrum without knowing what a country's specific requirements will be is tragically wasteful.”

AT&T would also like to see an allocation plan similar to the one now used. However, if the consensus at Space WARC is “guaranteed equitable” access, it suggested that the U.S. put forth a proposal to seek a “fair trial of the a priori method [which] at the same time minimizes its potential for negative impact on orbit spectrum efficiency . . . Such a test program should be confined to no more than a single band pair, i.e., one up and one down.”

AT&T recommended the 3.4 ghz-3.7 ghz band for the space to earth transmissions and 6.5 ghz-6.825 ghz for earth to space transmissions, noting that pair's availability worldwide.

SBS seconded AT&T's one-slot allocation proposal, qualifying the endorsement with the proviso that assigned slots could be used by others until “the assignee actually intends to do so.”

Comsat suggested that continuing communications satellite technology will expand the “communications capacity of the orbital arc to meet all demand for orbital/spectral resources as it develops, so long as artificial constraints (such as an a priori allotment) do not limit deployment and use of such technology.”

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\*1977 Readership Survey showing 44 readers per copy.

# 1950

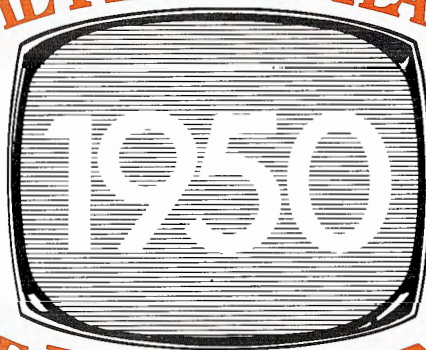
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# THE FIRST 50 YEARS



## OF BROADCASTING

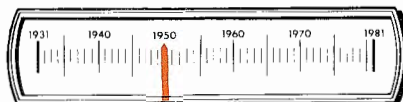
Color TV battles, talent raids, the Korean war and Communist purges shaped broadcasting in 1950.

RCA and CBS presented opposing color TV systems for FCC approval. RCA had developed an electronic dot system, totally compatible with existing black-and-white sets. CBS had devised a field sequential system that required an adapter on black-and-white sets. RCA wanted more time to perfect its system; CBS wanted immediate approval from the FCC. In addition, Communication Measurement Labs, DuMont, Paramount Television, Chromatic Television Labs, Don Lee Labs, Hazeltine Electronics and General

Electric all advocated their own components or systems for color broadcasting. CML had patents pending for an as yet unfinished ultra high frequency color system. DuMont received a patent in May for a three-color, direct-view television tube which, according to DuMont officials, provided "an all-electronic system of high definition, compatibility, and also large picture size." DuMont in March developed and began marketing a closed-circuit color television system designed for medical, industrial and merchandising use.

Paramount Television Productions Inc., in conjunction with Chromatic Television Labs, Inc. and Don Lee Broadcasting System, also announced development of tri-color, direct-view TV tubes. About the same time, Hazeltine Electronics Corp. presented its "dot-sequential" system, which company officials claimed was an improvement over the RCA system because of its "constant luminance sampling" method.

All of these played minor, if interesting, roles in the color war since most industry observers pointed to Color Television Inc. with its "line" system as the only real threat to RCA or CBS. Arthur S. Matthews, CTI president, referred to his company as "the small dark horse" that sought a "fair chance" without "domination over this industry." He called RCA and CBS "monopolistic" and their color systems "impractical and undesirable." For a time, GE, with its late (July) entry of what it called a radically different color method based upon "frequency interlace" stood as a fourth, "serious" competitor. Its system, GE claimed, had compatibility, economy and freedom from "twinkle, crawl, flicker and color shifting."



*Masked bandits robbed Brink's Boston office of more than \$2.7 million on Jan. 6. President Truman, on Jan. 31, authorized the Atomic Energy Commission to produce the hydrogen bomb. In November, Puerto Rican nationalists failed in an attempt to shoot their way into Truman's temporary Washington residence, the Blair House, and assassinate the President. The Supreme Court, on Dec. 11, ruled that under the Fifth Amendment no one could be forced to testify against himself. The Nobel prize for peace was awarded to America's Ralph Bunche. Hollywood film companies, worried about the inroads of TV and slumps at the box office, launched a national attendance-building drive with the slogan, "Movies Are Better Than Ever." It failed. And in BROADCASTING ...*

The Condon Committee, a board of eminent engineers designated by the Senate Interstate and Foreign Commerce Committee and headed by Dr. Edward U. Condon, director of the National Bureau of Standards, found the RCA dot, the CTI line and the CBS field system to be mutually exclusive. CBS appeared to have won.

In early September the FCC made an interim decision with some big ifs. The agency gave preliminary approval to the CBS system but put color set manufacturers on the spot. Although lacking licensing power over them, the FCC all but ordered them to incorporate "bracket standards" in future sets to accommodate

both the existing 525-line monochrome pictures and the 405-line color images proposed by CBS. If set makers agreed, the FCC announced, it would postpone a final color decision and instead "propose" to adopt the CBS field-sequential system, a move that would allow the consideration of other systems. If set manufacturers wouldn't or couldn't make bracketed sets, the FCC said, it would decide immediately for CBS. The FCC issued such conditional rulings to minimize the increase of black-and-white sets that might be made obsolete during further exploration of the color issue.

Both RCA and CTI remained publicly confident that their systems would be approved. CTI, in fact, announced a new compatible "dash sequential" system of color TV as the basis for requesting the FCC to reopen hearings.

That ploy didn't work. The only thing the FCC waited for was news from the manufacturers. When the set manufacturers almost unanimously replied that it would be impossible to meet the FCC proposed November deadline for production, the commission in October approved the CBS system.

CBS President Frank Stanton promised 20 hours weekly of color programming within two months, but Allen B. DuMont, president of DuMont Labs, and Ross D. Siragusa, president of Admiral Corp., said their companies would not build the CBS type of color set. Eugene F. McDonald Jr., president of Zenith Radio Corp., stated: "We have no intention of halting or slowing up the production of the present type of black-and-white receivers."

Anger, money and legal savvy motivated those replies. Set

# ABC TOP COMMAND

## Woods Named Vice Chairman; Kintner President

MARK WOODS, president of ABC since 1942, last Thursday was elected vice chairman of the network and Robert E. Kintner, executive vice president since 1946, became president.

Edward J. Noble, principal stockholder in the network, continues as chairman of the board.

The change was said to have been made to free Mr. Woods from administrative duties and enable him to make wider use of his persuasive abilities as a salesman.

The shift in top command at ABC last week was not unlike that which occurred at NBC a month ago when Niles Trammell, also celebrated as a salesman, was moved from president to chairman of the board, and Joseph H. McConnell, a crack administrator, was elected president.

Mr. Kintner, as executive vice president, has been assuming more and more top administrative assignments in the past year, to permit Mr. Woods to concentrate his energy on his sales duties.



Mr. KINTNER



Mr. NOBLE



Mr. WOODS

ing the door to a future sale was indicated, however, in the vigorous facilities expansion that the network has carried on for the past

any sale price.

Mr. Woods, a veteran broadcaster, entered radio in the early 1920's as a financial officer, assistant

tive vice president and administrative officer.

He became president of the Blue Network Inc. when it became a

—Broadcasting, Jan. 2

manufacturers expected legal action to halt any definitive ruling, and waiting meant conservation of capital and energy. Smaller firms, such as Webster-Chicago and Tele-Tone Radio, planned to quickly produce the necessary color converters and adaptors.

BROADCASTING's situation report was headlined "Battle Lines Form on Color." Senator Ed Johnson (D-Colo.), chairman of the Senate Commerce Committee, accused manufacturers of staging a "sit-down strike." James D. Shouse, vice president and director of Avco Manufacturing and chairman of the board of Crosley Broadcasting, accused the FCC of making the public "the goat," and said that "the commission is more interested in protecting future buyers who have refused to buy sets than present owners whose purchases made the television we now have possible." Pilot Radio Corp. sought a temporary injunction against implementation of the FCC's color order, filing in Brooklyn, N.Y. But it withdrew its filing to avoid a jurisdictional clash with RCA, which filed suit in federal district court in Chicago, labeling the FCC color decision as "contrary to public interest, convenience, and necessity; unsupported by substantial evidence, . . . arbitrary . . . capricious, and . . . an abuse of discretion; adopted before the FCC had discharged its statutory duty to inform itself adequately before issuing a final order" and asserting that the order deprived "plaintiffs of property without due process of law."

RCA in November won a temporary restraining order that stopped implementation of the color ruling until the court made a final decision. However, the FCC insisted that the court's action "in no way impairs any of the findings or determinations made by the commission . . . The

only thing the court has done is to postpone the date when regular operation can begin in accordance with the new color standards."

The Chicago federal court in late December upheld the FCC's approval of the CBS color system but prohibited the commercial introduction of that system until the U.S. Supreme Court could make a ruling on the RCA appeal that was expected.

Meanwhile, other matters were engaging the attention of broadcasting. Fighting in Korea increased news audiences, created news censorship and threatened set production. Since the Korean invasion occurred on a Sunday, a day without afternoon newspapers, radio gained a war news exclusive. And television, for the first time, played a significant war coverage role. John Steelman, special assistant to President Truman, acknowledging that the problems in 1950, "are somewhat different than they have been in the past because of the growing importance of television," called for the formation of a Broadcasters Defense Council to organize radio and television for instant availability to the government.

A special Hooper survey for July 5-11 showed a 63% increase in listeners for network radio news programs. This spurt encouraged increased sponsorship of news shows. In fact, the war eradicated the usual summer slump in radio ratings.

War news brought back war censorship. By mid-August the U.S. requested voluntary curbs on information "to make it more difficult for hostile intelligence . . . to find out what is going on." By mid-December General Douglas MacArthur asked correspondents to withhold war information about planned activities, moves in progress, boundaries and undefended

lines as well as other information on the United Nations, the enemy and America's allies. By late December, MacArthur imposed complete censorship on Korean front reporters and required all material be "screened and cleared."

War priorities produced a rationing of manufacturing materials. The National Production Authority on Dec. 1 imposed reductions of up to 30% on the use of copper, aluminum, nickel and cobalt, as well as on rubber and steel. These late-year rations did not significantly affect 1950's production except to create confusion and a scramble for substitute materials. In 1950, manufacturers produced more than 7 million television sets, 6.5 million AM radios and 875,000 FM receivers.

RCA Board Chairman David Sarnoff urged the U.S. to expand its international broadcast service by developing a \$200-million world network of shortwave and medium wave transmitter stations designed to counter the effects of Communist propaganda. To that end, President Truman requested and received \$62.6 million to spread "truth" through expansion of the Voice of America. In addition, a private group of broadcasters aided the American plan of attack by organizing Radio Free Europe in American-occupied Germany. (It was not until years later that Radio Free Europe was disclosed to be an activity of the Central Intelligence Agency.) AS BROADCASTING wrote, "The shooting war is now localized in Korea. In the psychological war, the battle-lines are global. Radio is a weapon. It is a war for the minds of men."

To fight Communist influence at home, self-appointed vigilantes of the airwaves set out to discredit people rumored to be Communistic. Loyalty oaths and blacklists proliferated. KFI-AM-FM-TV Los Angeles in

June required all employees to sign a loyalty pledge. In the words of its president, Earle C. Anthony, "We are in a business licensed by the government of the United States, with the privilege of entering thousands of private homes, and we owe it to the government, no less than to the citizens of these homes, to stand clear of any affiliation, either directly or indirectly, of the Communist party. . . . I must be placed in a position to now and at all times hereafter truthfully assert that in our entire organization, there is not a single adherent to the Communist Party or any subversive group."

Sponsor pressure invited such caution since stations, agencies and advertisers were the targets of complaints from "concerned citizens" about alleged Communists on or associated with shows. After such complaints about dancer Paul Draper, Ed Sullivan frequently utilized the services of *Counterattack* Publisher T. Kirkpatrick to check the background of a performer before a booking. Other producers responded in a similar manner to this national paranoia.

To provide more "protection," the people behind *Counterattack*, the American Business Consultants, published "Red Channels: The Report of Communist Influence in Radio and Television" in June. The editors designed this 250-page compendium of 151 names of broadcasting's "unfaithful" to alert the industry to Communist infiltration.

The artists and actors tagged by "Red Channels" ranked among the most prominent. The list included Leonard Bernstein, Abe Burrows, Lee J. Cobb, Aaron Copland, Jose Ferrer, Ruth Gordon, Ben Grauer, Lillian Hellman, Judy Holliday, Burl Ives, Gypsy Rose Lee, Arthur Miller, Henry Morgan, Zero Mostel, Dorothy Parker, Minerva Pious, Edward G. Robinson, William N. Robson, Pete Seeger, Artie Shaw, William L. Shirer, Louis Untermeyer and Orson Welles.

Jean Muir's name appeared on the list. General Foods, the sponsor of NBC's television debut of the *Aldrich Family*, insisted that Muir be dropped from the role of mother because GF had received protests from "a number of groups." The Joint Committee Against Communism, the group that claimed credit for Muir's dismissal, announced that its two million members had appointed a special committee to "cleanse the radio and television field of pro-Communist actors, writers, producers, and directors." Muir denied the allegation and declared, "It seems unbelievable that an actress can have such a setback to her livelihood and career based on nothing more than unsubstantiated accusations made over the telephone and by telegram. General Foods itself makes clear in its statement that they have not gone into the truth of the charges and in no way support them or believe them true."

Although GF canceled Muir's contract, it paid her the 18-week salary that she had signed for. The company explained: "One of the fundamental objectives of advertis-

ing is to create a favorable and receptive attitude toward its products among the largest possible number of consumers. The use of controversial personalities and the discussion of controversial subjects in our advertising may provoke unfavorable criticism and even antagonism among sizable groups of consumers."

There were elements in broadcasting that deplored the use of outside groups for political references. "What is desperately needed at once," editorialized *BROADCASTING*, "is machinery to sort the loyal from the disloyal in radio and television. This machinery must be built by broadcasters unless they wish to abdicate their basic responsibilities." Contending that the Muir firing boded ill for radio, the East Coast Division of the American Federation of Radio Artists deplored the abruptness of Muir's dismissal, arguing that if Americans "are . . . condemned without being given the opportunity to defend themselves, we are throwing due process of law to the winds and following the Stalinist pattern. . . . AFRA must not abdicate its own responsibilities to outside groups. Therefore be it resolved that AFRA invites representatives of the four major networks, sponsors, and advertising agencies to meet with the AFRA national board to explore methods of working out within the industry an intelligent solution to the problem proposed by the Muir case. . . ." That solution evolved into a committee appointed to find ways "to avoid enabling Communists . . . to control or influence . . . the processes of mass communication. . . . At the same time we believe that each case in which an individual's loyalty is questioned ought to be considered . . . in the light of all the information available. . . ."

Instead of abating, anti-Communist activity grew into a national frenzy. Congress

voted an Internal Security Act requiring all Communist or Communist front organizations to label the source of sponsorship for their radio and television programs. The measure was intended to force Communists and their sympathizers into the open.

By the end of the year CBS joined NBC in requiring employees to disclose any Communist affiliation. Since 1944 NBC had required all employees to answer the question: "Are you a member of the Communist party?" CBS now demanded that employees sign loyalty oaths similar to those required of government employees.

The concern about a Communist presence created some trying interpretations of Section 315, the political broadcasting law. Given the temper of the times, a station according equal opportunity to a Communist candidate faced community outrage and sponsor disapproval or FCC rebuke. While FCC Chairman Wayne Coy supported a strict interpretation of the anticensorship and equal-time provisions of the law, former FCC Chairman Paul Porter believed that denying a Communist candidate would be justified since "such a broadcast would incite the community and that even though state laws permitted Communists access to the ballot, the licensee could not thereby conclude that the candidate was a bona fide candidate, but was merely undertaking to exploit the Communications Act and the radio stations involved for purposes of confusion . . ."

On the ratings front it was business as usual for the radio networks. Long-term contracts were used to lure top performers. NBC signed Groucho Marx to an eight-year capital-gains contract and Bob Hope and Kate Smith to five-year contracts. ABC countered by signing Don McNeill, host of the *Breakfast Club*, to a 20-year



**THIS backstage group at the CBS Jack Benny program which originated in New York recently includes (l to r): Mr. Benny, Ben Duffy, president of BBDO, and Vincent Riggio, president of the American Tobacco Co., sponsor.**

—Broadcasting, Feb. 20

contract and by purchasing the *Screen Guild Players*.

In an attempt to offset television inroads on radio's audiences, NBC Radio aired *The Big Show*, a Sunday evening variety program with Tallulah Bankhead as host, Goodman Ace as chief writer, and Meredith Willson as musical director. Despite such talent and good ratings, the show died after two seasons, a victim of TV's growing supremacy in the home.

While 1.25-million more families listened to radio in 1950 than in 1949, television families more than tripled, bringing the total to over 7.5 million. While 1950 saw an increase in radio sales, television revenues tripled to nearly \$84 million in net time sales, and over \$90 million in gross time sales.

Television grew with new shows, new talent, new audience, but the old problems of cost and development persisted. Variety, quiz and comedy shows proliferated, NBC attempted to replicate its success with several new variety shows that were variations on the *Texaco Star Theater* theme. *The Four Star Revue* which premiered in October featured four guest hosts—Ed Wynn, Danny Thomas, Jack Carson and Jimmy Durante—in rotation. The *Colgate Comedy Hour*, which used Eddie Cantor, Dean Martin and Fred Allen as rotating hosts, was NBC's first successful counterprogramming against the CBS-TV *Ed Sullivan Show*. After the failed *Admiral Broadway Revue*, NBC showcased Sid Caesar and Imogene Coca, along with Carl Reiner, in the popular *Your Show of Shows*, a 90-minute pastiche of comedy sketches, songs and dances.

With *Broadway Open House* NBC presented the first network late-night entertainment, scheduled from 11 p.m. to midnight. The show's host, Jerry Lester, presented such regulars as Dagmar (Virginia Ruth Egnor) and Barbara Nichols. With the *Kate Smith Hour*, NBC aired the first daytime TV show to be shown coast-to-coast.

DuMont entered *The Jackie Gleason Show* as its hopeful in the variety stakes. When this 60 minutes of song, dance and sketches premiered on Jan. 7, Gleason presented regulars Art Carney, Pert Kelton, Audrey Meadows and the June Taylor Dancers, as well as several of Gleason's staple characters: Joe the bartender, playboy Reginald Van Gleason, and the hapless Poor Soul. ABC counted on Frank Sinatra in his own musical variety show to shore up its ratings.

Several enduring comedy shows were introduced in 1950, as well as some that failed. The real-life husband and wife team of Peter Lind Hayes and Mary Healy starred for one season in NBC's *The Peter and Mary Show*, a situation comedy in which the set was a replica of the couple's New Rochelle, N.Y., home, and the premise was that of talking to a famous dinner guest each week.

Ethel Waters, in the title role, complicated the lives of a Henderson family on ABC's *Beulah* which premiered in October. It also featured Butterfly McQueen as Oriole and Percy Harris as Bill Jackson, the boyfriend with the fix-it shop. George Burns and Gracie Allen first came to television in their own show in 1950. George watched Gracie's scatter-brained

antics as both off-stage narrator and on-stage participant on this CBS show. Hal March and Bea Benaderet played the supporting roles of Harry and Blanche. Jack Benny also debuted on CBS-TV with a variety-situation comedy show that included Mary Livingston and Eddie Anderson as Rochester, Benny's long-suffering valet.

Several long-running TV quiz shows premiered in 1950. CBS began *What's My Line?* with host John Daly and *Beat the Clock* with Bud Collier. On *What's My Line*, which became the longest running quiz show in nighttime network television, well-known panelists grilled guests to determine what they did for a living. The panelists were blindfolded if the guest were an identifiable celebrity. On *Beat the Clock*, studio contestants performed unusual stunts, for prizes or cash. NBC inaugurated two long-lived shows. One was *You Bet Your Life*, which moved from radio. In it, Groucho Marx, with his trademark wit and long cigar, poked fun at contestants who answered questions, hoping to utter a secret word for a special prize.

In February the FCC approved Zenith's request for a Chicago area test of Phonevision, Zenith's version of pay television, but RKO and 20th Century-Fox refused to rent Zenith the films necessary for its 90-day test. Because the fundamental question about Phonevision concerned, in the words of Commander E. F. McDonald, Zenith Radio Corp. president, "how much movie entertainment will people pay for in their homes," the Zenith invention drew hostility from the movie people, already worried about the effects of commercial television on their business.

"Because our first allegiance is to the thousands of theater men who built up this movie industry," stated Syros K. Skouras, president of 20th Century-Fox, "I regret very much to say that 20th Century-Fox will not supply motion picture film to Phonevision." Instead, Skouras touted "theater television," a system of national, big-screen television in the movie theaters that will create "a golden era for theaters unlike any they have ever known . . . It will provide undreamed of cultural and social advantages to the theater-going public; the finest productions with the greatest talent will be brought within the means of every citizen, denied now by time and distance costs; it will play to the greatest paying audience in history."

Skiatron Corp., New York, unveiled Subscriber-Vision, a method of pay television promoted as superior to Zenith's because the system eliminated the need for intervening telephone connections to unscramble the code (a special key inserted into the set would do), and the system eliminated "the menace of monopoly by Zenith's Phonevision." The menace had little time to develop because the successful boycott by the film industry forced Zenith to ask the FCC for more time to obtain a variety of film features needed to make Phonevision "truly representative."



**PROGRESS** report on strides made by Transit Radio Inc. in its two-year existence was delivered before 100 Washington retail and advertising agency executives who attended a sales meeting there Aug. 16. Principal speakers at the session were (l to r): Edgar Kobak, consultant, who discussed problems of new service; Ben Strouse, vice president and general manager, WWDC Washington and Washington Transit Radio Inc., who presided as chairman; and Hulbert Taft Jr., chairman of the TR board.



# RADIO (and TV)

## Are 'Audible Journalism' . . . Truman

PRESIDENT TRUMAN, just prior to his departure for his Pacific rendezvous with Gen. Douglas MacArthur, reiterated his faith in a free American radio, on equal footing with the press.

In a letter to BROADCASTING-TELECASTING on the occasion of the beginning of its 20th year of publication, the Chief Executive described both radio and television as the media that constitute "audible journalism." The letter, to Sol Taishoff, editor and publisher, urged the continued espousal of "free, competitive radio institutions in the established American tradition."

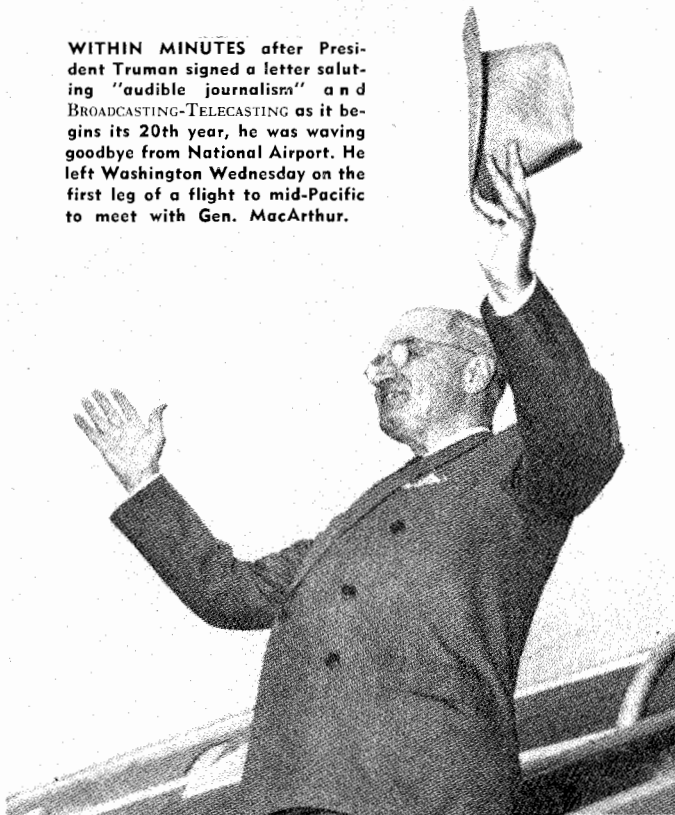
[Full text of letter is reproduced as the frontispiece of "Two Exciting Decades" special section of this issue which begins on page 59].

It was the second time since his assumption of the Presidency more than five years ago, that Mr. Truman paid tribute to radio. Like his radio-minded predecessor, Franklin D. Roosevelt, he underscored radio's importance to the national welfare and its indispensability to our free democratic institutions.

### Hoover Lauds Radio

Former President Herbert Hoover, the only living ex-Chief Executive, also commended radio for its progress as "a mighty entertainment and moral force" in a letter to BROADCASTING-TELECASTING commemorating the anniversary. He was President when BROADCASTING was founded in 1931, and he too recognized in those days that our American Plan "has

WITHIN MINUTES after President Truman signed a letter saluting "audible journalism" and BROADCASTING-TELECASTING as it begins its 20th year, he was waving goodbye from National Airport. He left Washington Wednesday on the first leg of a flight to mid-Pacific to meet with Gen. MacArthur.



on page 63].

From others in public life and in industry BROADCASTING-TELECASTING received letters ushering the magazine into its third decade

sents a running story, with contemporary art, of broadcasting events since 1931.

In his Oct. 11 letter, written just prior to

he had written BROADCASTING-TELECASTING, admonishing that radio, with the press, "must give inspired leadership and lend its facilities to making more intimate and workable the relationship between the people and government." Then he said those observations are "just as valid today as we resist the enemies of democracy and liberty."

The letter of July 3, 1945, was prompted by radio's 25th anniversary.

"American radio is in good hands," the Chief Executive then wrote. ". . . The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid governmental regulation of a medium that by its very nature must be maintained as free as the press."

### Roosevelt Cites Faith

On June 17, 1935—two years after he entered the White House to become the first Chief Executive to use radio as the means of bringing government to the people via the "Fireside Chat"—President Roosevelt pronounced his faith in American radio. In a letter to BROADCASTING preceding the 13th annual NAB convention, he said:

Radio continues to play an increasingly important role in our daily life. Radio broadcasting has contributed much to the cause of national recovery.

I have previously expressed my very great faith in the American system of broadcasting. Recent events have increased rather than diminished that faith. Censorship has not and cannot

—Broadcasting, Oct. 16

Besides the skirmishing over pay TV, broadcasters were exploring the uncharted television terrain of UHF. In January NBC opened an experimental UHF TV satellite station in Bridgeport, Conn., to rebroadcast WNBT(TV) New York programs in a 529-535 mc channel. By November RCA-NBC issued a report that cited voluminous problems with a UHF system. An RCA engineer commented: "Based on facts and not any loose conclusions, it will be most unfortunate if television expansion has to go into the UHF band." General Electric disagreed. It announced that it had developed a new, improved high-definition TV system that would be compatible with present receivers. DuMont Labs labeled NBC's report an "incomplete interpretation," containing errors that "present the darkest possible side of UHF as a television broadcasting medium."

The battle for current television dominance received FCC scrutiny. The FCC in October talked of rules designed to equalize the competition among TV networks by regulating the amount of network time that a sole station in a community could

utilize. The FCC claimed the "dominance" of CBS and NBC "tends to prevent competition and to deprive the public of program choice." DuMont and ABC, with less affiliate strength, obviously supported the proposal, while CBS and NBC vowed to fight.

FM still continued to have its problems in attaining circulation, and its proponents claimed receiver manufacturers for the most part tended to concentrate on making AM and TV sets. That in turn, they claimed, generated advertiser indifference to the medium. WTMJ-FM Milwaukee, the first FM station west of the Alleghenies, went off the air in March. WMIT-FM Milwaukee went off the air in April. Throughout 1950, some broadcasters forecast FM's imminent demise.

Divided on the issue of FM's viability, broadcasters hoped for resurgence in AM radio. With a war in Korea, uncertainty at home, and a demand for television, BROADCASTING in its Christmas 1950 editorial reminded the industry of radio's power: "Radio remains the last great voice of freedom in the world today. Its carol this Christmas season should be as always a

song of a free people. Its purpose, more surely taken in the disturbing days ahead: Sensitivity and courage and clarity in counseling and informing millions of Americans."

### Stay Tuned

1. What system for broadcasting did the FCC come up with in the interest of national defense?
2. A televised picture of what witness's hands was a high point of the Kefauver committee hearings on crime?
3. How did the Supreme Court rule on color TV in 1951?
4. How did the Supreme Court rule on transit FM?
5. Why did Pulitzer Prize winning playwright Elmer Rice resign from the Playwright Theater Group?

The answers next week, in "1951"

As compiled by **BROADCASTING** Feb. 16 through Feb. 20 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

### FM applications

■ **Sheridan, Ark.**—Cliff A. Packer seeks 102.3 mhz, 3 kw, HAAT: 300 ft. Address: Route 3, Box 891 Benton, Ark. 72015. Estimated construction cost: \$31,525; first year operating cost: \$7,300; revenue: \$25,000; Format: CW. Principal: Cliff A. Packer (100%). Packer owns Chevrolet dealership in Sheridan and is real estate broker in Benton, Ark. He is also permittee of KKDI Sheridan. Ann. Feb. 17.

■ **Waldron, Ark.**—Radio Waldron seeks 103.1 mhz, 3 kw, HAAT: 285 ft. Address: General delivery, Waldron Ark. 72958. Estimated construction cost: \$44,600; first year operating cost: \$65,700; revenue: \$56,400; Format: CW/Gospel. Principal: Haskell Jones and his wife, Verlaque (100% jointly). Haskells own KQDN-AM-FM Dequeen, Ark. They also own photography studio in Dequeen, and 8.5% of Sevier Oil & Gas, oil drilling company in Horatio, Ark. Ann. Feb. 17.

■ **\*Tampa, Fla.**—The Bishop of the Diocese of St. Petersburg seeks 90.5 mhz, 100 kw, HAAT: 959 ft. Address: 6363 Nineth Ave. North St. Petersburg 38710. Estimated construction cost: \$164,600; first year operating cost: \$85,000; Format: Educational/Cultural. Principal: Diocese of St. Petersburg, W. Thomas Larkin, Bishop. They have no other broadcast interests. Ann. Feb. 17.

■ **\*Cherry Hill, N.J.**—The Board of Education of the Township of Cherry Hill seeks 89.5 mhz, 100 kw, HAAT: 113 ft. Address: Markkress Road Cherry Hill 08003. Estimated construction cost: \$7,245; Format: Educational. Principal: The Board of Education of the Township of Cherry Hill. Leonard A. Wollack, president; Sylvia Misbin, vice president. Wallack is professor at Stockton State College, Pomona, N.J. Misbin is housewife in Cherry Hill. They also are licensee of WBEK(FM) Cherry Hill. Ann. Feb. 17.

■ **Franklin, N.H.**—Northeast Communications Corp. seeks 94.3 mhz, .95 kw, HAAT: 498 ft. Address: Babbit Road Franklin, N.H. 03235. Estimated construction cost: \$119,100; first quarter operating cost: \$17,700; revenue: \$25,000; Format: Top 40/Adult contemporary. Principal: Jerrey E. Fisher, pres. (39.2%); his brothers Philip (15.6%) and Christopher (13.1%), parents Alvin B. and Ruth F. (8.7% each), and Richard D. Walsh (14.7%). Jeffery Fisher is general manager at WSPR(AM) Springfield, Mass. Phillip Fisher is secretary/treasurer and shareholder of WABK-AM-FM Gardiner, Me. Christopher Fisher is professor at University of Saskatchewan, Canada. Alvin Fisher is retired advertising executive in Cleveland, Oh. Ruth is housewife. Walsh is vice president and general man-

ager at WABK-AM-FM. Ann. Feb. 20.

■ **South Burlington, Vt.**—Champlain Valley Broadcasting Corp. seeks 95.3 mhz, 3 kw, HAAT: 300 ft. Address: 298 South Winooski Ave., Unit 5-B Burlington 05401. Estimated construction cost: \$124,000; first-quarter operating cost: \$30,410; first-quarter revenue: \$25,920. Format: contemporary. Principal: John C. Nichols (95%); H. Lawrence McCrorey (5%). Nichols is account executive at WJOY(AM)-WQCR(FM) Burlington, and owns sound reinforcement and mobile entertainment company in Burlington. McCrorey is professor at University of Vermont Medical College, and chief administrator of Vermont Educational Television and chairman of the broadcast council. They have no other ownership interests.

■ **Waterbury, Vt.**—Masterpeace Communications Inc. seeks 103.1 mhz, 65w, HAAT: 1965 ft. Address: P.O. Box 1377 Claremont, N.H. 03743. Estimated construction cost: \$28,143; first quarter operating cost: \$10,870; first year revenue: \$16,650; Format: MOR/Religious. Principal: Jack Hundley, pres. (40%); Steve J. Planta vice pres. (24%); Brina Dodge (15%); Kim White, William Wittik, and Richard Tillotson (7% each). Hundley is pastor at Bethany Church, Wyckoff, N.J. Planta is sales manager at Vision Cable T.V. Dodge owns Upward Electronics, Westminster, Vt., consumer electronics firm, and owns one-third of WTU(FM) Bellows Falls, Vt. White is engineer at Sturm, Ruger Inc., Newport, N.H. Tillotson is assistant treasurer at Sugar River Savings Bank, Newport. Excluding Dodge, principals have no other broadcast interests. Ann. Feb. 17.

### TV applications

■ **San Francisco, Calif.**—West Coast United Broadcasting Co. seeks ch. 38; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,291 ft.; ant. height above ground: 180 ft. Address: 1515 Vallejo St. San Francisco, Calif. 94109. Estimated construction cost: \$2,385,000; first-year operating cost: \$297,700; revenue: \$1,000,000. Legal counsel: Schnader, Harrison, Segal & Lewis-Washington, D.C.; consulting engineer: Raymond E. Rohrer. Principals: Huntly Gordon (28.5%); Warren L. Chinn, Steven Yee Eng, Richard W. Lounsbury, Michael Parker, and David A. Dall (14% each). Gordon, former Washington State legislator and communications director, is present director of Tacoma Housing Authority, and partner in Seattle, Wash. real estate firm. He owns 9% of new VHF applicant for Anchorage, Alaska. Chinn and Eng are partners in Dynasties Restaurants, Tacoma. Lounsbury is broker with Shearson Loeb Rhoades Inc., San Francisco. Parker is mayor of Tacoma and applicant for new UHF in Tacoma and VHF in Anchorage. Dall is physician in Fremont, Calif. Ann. Feb. 17.

■ **San Francisco, Calif.**—Together Media Ministries seeks ch. 38; ERP: 891 kw vis., 89 kw aur., HAAT: 1310 ft.; ant. height above ground: 181 ft. Address: 4350 Hansen Ave. Fremont, Calif. Estimated construction cost: \$1,030,750; first-year operating cost: \$120,000; revenue: \$1,150,750. Legal counsel: Farand, Malti, Spillane-San Francisco; consulting engineer: Paul Lindner (chief operator). Principals: non-stock corporation. Robert D. Goree, pres.; Bob Harrison, v. pres., and Kathleen L. Clarke, secretary, and three others. Goree is pastor at First Assembly of God Church, Fremont. Harrison is minister with Bob Harrison Ministries Inc., Canoga Park, Calif., evangelistic organization. Clarke is media-consultant and independent producer in Bay area. Calif. and producer at KRON-TV San Francisco. Ann. Feb. 17.

■ **Reno, Nev.**—Channel 5 Public, Broadcasting Inc. seeks ch. 5; ERP: 5.02 kw vis., 1 kw aur., HAAT: 465 ft.; ant. height above ground: 99 ft. Address: Office of Communications & Broadcasting, University of Nevada, Reno 89557. Estimated construction cost: \$1,260,000; first-year operating cost: \$468,000; Legal counsel: Schwartz, Woods & Miller-Washington, D.C.; consulting engineer: Ronald H. Todd-Mountain View. Principals: non-profit Corp.; Daniel J. Tone, executive director & general manager, office of communications & broadcasting, University of Nevada. UNR is also permittee of new FM in Reno. Ann. Feb. 17.

■ **Derry, N.H.**—CTV of Derry, Inc. seeks ch. 50; ERP: 1430 kw vis., 914 kw aur., HAAT: 704 ft.; ant. height above ground: 496 ft. Address: P.O. Box 60 Sudbury, Mass. 01776. Estimated construction cost: \$1,885,000; first-quarter operating cost: \$230,375; first-quarter revenue: \$340,000. Legal counsel: Midden & Reddy-Washington, D.C.; consulting engineer: Smith & Powstenko-Washington, D.C. Principals: William H. Smith, pres. (50%); Neil A. Denenberg (13%), and 11 others. Smith is administrator of Sudbury Public Schools and former administrator of Boston Public Schools. Smith owns 2% of WFBN-TV Joliet, Ill.; 51% of Commonwealth Television Inc. (broadcast research firm) in Sudbury; 51% owner of CTV Translators Inc. (LPTV applicant); 51% of CTV of Connecticut Inc., and 25% owner of Moore-Smith Translators Inc. (LPTV applicant). He is also 5% owner of CP for new UHF applicant in Murfreesboro, Tenn. Denenberg owns Continental Services, insurance marketing firm in Sudbury, and 50% of International Video Corp., wide-screen manufacturer in Waltham, Mass. Ann. Feb. 17.

### AM action

■ **Poultney, Vt.**—Vermont-N.Y. Broadcasting Co. granted 1340 khz, 250w. Address: P.O. Box 196, Poultney 05764. Estimated construction costs \$36,370; first quarter operating cost \$15,085. Format: Variety. Principals: Norval K. Ramson; his son Richard N. Ramson, and son-in-law D.A. Prescott, all one-third. Norval is retired, Richard is director of public safety for state of Vermont in Montpelier and Prescott owns Prescott Tower Co., Rutland, Vt. None have other broadcast interests. Action Feb. 3.

### Licenses

■ **WWUS(FM)** Big Pine Key, Fla.—Granted license covering new station; ant. height 190 ft.; RC location Route 2, Box 75, Lot 10, block 2, Snug Harbor, Summer Land Key, Fla. (BLH-801002AF). Action Feb. 10.

■ **\*WKYU(FM)** Bowling Green, Ky.—Granted license to cover new station; remote control location Academic Complex, Western Kentucky University, Bowling Green, KY. (BLED-801119AL). Action Feb. 10.

## Ownership Changes

### Applications

■ **KBWA(AM)** Williams, Ariz. (AM: 1240 khz; 2 kw-D, 250 w-N)—Seeks assignment of license from Cognition Media Inc. to Soho Broadcasting for \$60,000. Seller: Eric Hauenstein and Dwight Tindle, who last year sold their interest in KNOT-AM-FM Prescott ("For the Record," Sept. 25, 1980). Hauenstein is broadcast division manager of Sandusky Newspapers Inc., Ohio-based group owner of 3 AM's and 4 FM's. Buyer: Stanley Soho (49%) and his wife, Venita (51%). They have also purchased, subject to FCC approval, KDAN(AM) South St. Paul, Minn. (see "Changing Hands," page 80).

■ **KCOK(AM)-KJUG(FM)** Tulare, Calif. (AM: 1270 khz, 5 kw-D, 1 kw-N; FM: 106.7 mhz, 870 w)—Seeks assignment of license from KCOK Inc. to Westcoast Broadcasters Inc. for \$856,000. Seller: Joel K. Munger, his wife, Harriet, and Maurice H. Green for the 1973 Joel K. Munger and Harriet E. Munger Trust (95%). They have no other broadcast interests. Larry Woods and his wife Penelope (5% jointly). Buyer: Larry W. Woods and his wife, Penelope (52.5% jointly); John E. Pucheu, Jr. and his brother William C. (23.75% each). Woods is vice president, general manager, and 5% owner of KCOK-KJUG. Pucheu brothers are farmers in Tranquility, Calif. They have no other broadcast interests. Ann. Feb. 20.

■ **KWYS(AM)** and **KXXL(AM)** West Yellowstone and Bozeman, Mont. (AM: 920 khz, 1 kw-D; AM: 1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Empire Broadcasting Corp. to Serendipity Broadcasting for \$1,000,000. Seller: Gary N. Petersen (52.9%); Robert C. Fletcher (20.3%); Ransie Lyson (8.3%); Gordon Gaub (5%), and Russell Newell

(4.5%). They also own KFLN(AM) Baker, Mont. Buyer: John Bronken, pres., and John A. Giaconia, vice pres. (50% each). Bronken and Giacoma each own wine and beer distributing firms in Bozeman and Butte, Mont., respectively. They have no other broadcast interests. Ann. Feb. 20.

■ **KRBB-AM-FM** Sallisaw, Okla. (AM: 1560 khz, 250 w-D.—Seeks transfer of control of Demaree Enterprises Inc. from Leroy Patrick Demaree (100% before; none after) to Anthony Leroy Demaree and Reita Diane (none before; 100 after). Consideration: \$48,000. Principals: Sellers owns 43.3% of KFAY(AM) Fayetteville, Ark.; 80% of KKEG(FM) Fayetteville, and 80% owner of applicant to purchase KPCG(FM) Joplin, Mo. Buyers are son and daughter of Leroy Patrick Demaree. A. L. Demaree is employed at KFAY-KKEG Fayetteville, and has been involved in announcing, sales, construction and technical areas with family stations. Diane Rhodes has also worked at family stations and is former operations manager at WMBH(AM) Joplin, Mo. Ann. Feb. 20.

### Actions

■ **WKKY(FM)** Moss Point, Miss. (FM: 104.9 mhz, 3 kw)—Granted assignment of license from Standard Broadcasting Inc. to Jackson County Broadcasting Inc. for \$185,000. Seller: M.R. Cole, Pres. (6.2%); Jerry L. Lee, pres. (12.4%); Fred C. Strother (12.4%), and Harold B. Scott, Jr. (6.2%). Coast Contract Services Inc. owns 36.5%. Principals are also licensee of WCIS(AM) Pascagoula/Moss Point. Buyer: Charles W. Dowdy, pres.; his sons, J. Morgan and C. Wayne (30% each); and his son-in-law, Richard J. Smith (10%). Charles Dowdy owns 85% of WROA(AM)-WXXK(FM) Gulfport, Miss.; 30% WMLT(AM)-WQZY(FM) Dublin, Ga., and 22.5% of new FM applicant for Harrison, Ark. Wayne Dowdy is attorney and owns 33% at WAKK McComb, Miss.; 25% of WMLT(AM)-WQZY(FM) Dublin, and 22.5% of new FM applicant in Harrison, Ark. He also has 33% interest in CP application pending for WIXO(FM) McComb, Miss. Morgan Dowdy owns 15% of WROA(AM)-WZKX(FM) Gulfport, Miss., and 25% WMLT-WQZY(FM) Dublin. Smith is assistant district attorney in Gulfport, and owns 10% WMLT(AM)-WQZY(FM) Dublin, Ga.

■ **WOKO(AM)** Albany, N.Y. (AM: 1460 khz, 5 kw-U)—Granted transfer of control of station from Anthony Mason (100% before; none after) to Citicomm Radio Corp. (none before; 100% after). Consideration: \$575,000. Seller: Mason has no other broadcast interests. Buyer: Robert T. Howard (30%) and Scott H. Robb, David L. Kuhns, Wake Warthen and Morton S. Robson (17.5% each). Howard is former president of NBC and is currently vice president special projects there. Robb and Kuhns are New York law firm partners. Warthen owns New York investment banking firm. Robson is New York attorney. Robb is 40% owner of applicant for new TV at New Bedford and 10% interest in applicant to purchase WKND(AM) Windsor, Conn. (BROADCASTING, Aug. 20, 1979). Action Feb. 9.

■ **WBTF(FM)** Attica, N.Y. (FM: 101.7 mhz, 1.25 kw)—Granted assignment of license from Batavia Broadcasting Corp. to Champion Broadcasting System of New York Inc. for \$182,500. Seller: William F. Brown and Harriet S. Gamble (50% each). They also own WBTA(AM) Batavia, N.Y. Buyer: Mathew B. Hoffman and sisters Carol and Barbara (one-third each). Mathew and Barbara are students. Carol is employee with WUNR(AM)-WBOS(FM) Brookline, Mass., which is owned by applicant principal's father, Herbert S. Hoffman. Buyers have no other broadcast interests. Action Jan. 30.

■ **WCBX(AM)** Eden, N.C. (AM: 1130 khz, 1 kw-D)—Granted transfer of control of Radio Eden Inc. from Ray A. Childers and Nora S. Webster (100% before; none after) to Stone Broadcasting Corp. (none before; 100% after). Consideration: \$300,000. Seller: Childers (55%) and Webster (45%) have no other broadcast interests. Buyer: Victor C. Stone (100%). Stone is head of payroll-traffic department and 11% owner of Martinsville, Va., trucking firm. He has no other broadcast interests. Action Feb. 10.

■ **WORO(FM)** Corozal, P.R. (FM: 92.5 mhz, 50 kw)—Granted assignment of license from Jose Arturo Fernandez to Catholic Apostolic & Roman Church, San Juan Archdiocese, for \$1 million. Seller: Fernandez has no other broadcast interests. Buyer: San Juan Archdiocese is governed by Archbishop Luis Car-

dinal Aponte Martinez. It has no other broadcast interests. Action Feb. 9.

■ **WZLD(FM)** Cayce, S.C. (FM: 96.7 mhz, 3 kw)—Granted assignment of license from WXLD Inc. to Suncom Inc. for \$1 million. Seller: William D. Hunt (51%) and wife Agnes (49%). She owns 20% of WYNN(AM) Florence, S.C. He has no other broadcast interests. Buyer: Robert Liggett Jr. He is 63.4% owner of Megamedia Inc.—licensee of WFMK(FM) East Lansing, Mich., and 19.19% owner of WLWL(FM) Minneapolis-St. Paul. Liggett, as individual, owns 37.99% of WLWL and 55% of both WHNN(FM) Bay City, Mich., and 19.19% owner of WLWL(FM) Minneapolis-St. Paul. Liggett, as individual, owns 37.99% of WLWL and 55% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo, N.Y. He also owns Liggett Broadcasting Group, Williamston, Mich.-based broadcast management consulting firm, and 10% of cable system serving Leslie, Mich. Megamedia has also purchased WZZR-FM Grand Rapids, Mich. (BROADCASTING, Dec. 15, 1980) and WCAV(AM) Cayce from separate seller. Action Feb. 9.

■ **WMRB(AM)** Greenville, S.C. (AM 1490 khz, 1 kw-D, 250 w-N; FM: 1490 khz)—Granted transfer of control of Paramont Broadcasting Co. from C. Frank Cope and Katherine Simpson (100% before; none after) to Telecastics Inc. (none before; 100% after). Consideration: \$380,000 plus assumption of liabilities. Cope (54.1%) has no other broadcast interests. Simpson (45.9%) also has minority interest in WMIT(FM) Clingman's Peak, N.C. Buyer: Alton L. Finley Jr. (51%) and Michael E. Reid (49%). Finley is former sales representative for Norelco and Sony Corp., in Greenville. Reid is graduate student and part time faculty member at Clemson University, Clemson, S.C. They have no other broadcast interests. Action Feb. 10.

■ **KJET(AM)-KWIC(FM)** Beaumont, Tex. (AM: 1380 khz, 1 kw-D; FM: 107.7 mhz, 5 kw-U)—Granted transfer of control of Gibson Broadcasting Co. from R. Thomas Gibson (100% before; none after) to Charles W. Pyle and Associates (none before; 100% after). Consideration: \$2 million. Seller: Gibson has no other broadcast interests. Buyer: Pyle Communications Inc. (95%) and Richard F. Kelley (5%). Pyle Communications Inc. is owned by Charles W. Pyle and family (65%), Delwin R. Romero (20%) and Gerald A. Snyder (15%). Pyle is 30% owner of Beaumont real estate company. Romero is 25% owner of Electrical Distributing Co. of Austin (Tex.). Snyder is general manager of Pyle Communications, licensee of KIKM-AM-FM Sherman, Tex. Kelley is sales manager of KIMM-AM-FM. Kelly has no other broadcast interests. Action Feb. 10.

■ **WEMP(AM)-WNUW(FM)** Milwaukee (AM: 1250 khz, 5 kw-U; FM: 99.1 mhz, 50 kw)—Granted assignment of license from Consolidated Broadcasting Corp. to LIN Broadcasting Corp for \$3.3 million. Seller: William Wirtz and family. They have no other broadcast interests. Buyer: New York-based publicly traded group owner of four AM's, four FM's and four TV's. Donald Pels is chairman and president. Action Feb. 9.

## Facilities Changes

### Applications

■ **KSTM(FM)** Apache Junction, Ariz.—CP to change TL, ERP, HAAT, and make changes in ant. sys. Ann. Feb. 20.

■ **WIQB(FM)** Ann Arbor, Mich.—CP to change TL; incr HAAT and make changes in ant. sys. Ann. Feb. 20.

■ **WNJC(FM)** Senatobia, Miss.—CP to change freq.; ERP; HAAT, change TPO and make changes in ant. sys. Ann. Feb. 20.

■ **WWRC(FM)** Lawrenceville, N.J.—CP to change freq., and increase ERP. Ann. Feb. 20.

■ **WMSC(FM)** Upper Montclair, N.J.—CP to change Freq.; change ERP and HAAT. Ann. Feb. 20.

■ **WECW(FM)** Elmira, N.Y.—CP to change Freq.; ERP, and HAAT. Ann. Feb. 20.

■ **WGFR(FM)** Glens Falls, N.Y.—CP to change freq.; increase ERP, and change HAAT. Ann. Feb. 20.

■ **WOSF(FM)** Ossining, N.Y.—CP to change freq.; ERP, and HAAT. Ann. Feb. 20.

■ **WPLT(FM)** Plattsburg, N.Y.—CP to change freq.; increase ERP, and change HAAT. Ann. Feb. 20.

■ **WQSM(FM)** Fayetteville, N.C.—CP to change TL; ERP; HAAT and make changes in ant. sys. Ann. Feb. 20.

■ **WYEP(FM)** Pittsburgh, Pa.—Mod. of CP to change TL; increase ERP and change HAAT and ant. sys. Ann. Feb. 20.

■ **KTPX-TV** Monahans, Tex.—CP to change ERP to vis. 316 kw, aur. 31.6 kw. Ann. Feb. 20.

■ **WKDE(FM)** Alta Vista, Va.—CP to increase HAAT. Ann. Feb. 20.

■ **KUPS(FM)** Tacoma, Wash.—CP to change freq.; increase ERP, and change HAAT. Ann. Feb. 20.

■ **WORT(FM)** Madison, Wis.—CP to change freq. and increase ERP. Ann. Feb. 20.

■ **KYDX(FM)** Cody, Wyo. CP to increase ERP; change HAAT, TPO and coordinates. Ann. Feb. 20.

### Actions

■ **\*KIDUR(FM)**, Durango, Colo.—Granted CP to increase ERP 225 W, ant. height —450 ft. (H&V); (BPED-791226CF). Action Feb. 4.

■ **HWFT(AM)** Miami, Fla.—CP granted to commercial TV broadcast station for changes in ERP vis., aur.; HAAT and type ant. Action Feb. 3.

■ **WVEU-TV** Atlanta, Ga.—CP granted to commercial TV broadcast station to change ERP to vis. 1700 kw, 2630 kw, aur. 170 kw; and HAAT 980 feet, expiring Feb. 19, 1982. Action Feb. 4.

■ **WBHA-TV** Joliet, IL—CP granted to commercial TV broadcast station to change ERP to vis. 5000 kw, aur. 500 kw; change TL to 875 N. Michigan Ave. Chicago, Illinois; change trans., change ant and HAAT. Action Feb. 5.

## Summary of broadcasting

### FCC tabulations as of Dec. 30, 1980

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

\*Special temporary authorization

\*\*Includes off-air licenses

■ \*KVFG(FM) Thibodaux, La.—Granted CP to change freq. to 91.3 mhz; change TL; increase ERP 3 kw, antenna height 286 ft., and make changes in ant. sys. (BPED-791221AL). Action Feb. 6.

■ \*WORW(FM) Port Huron, Mich.—Granted CP to increase ERP, antenna height 21 ft. (BPED-790827AZ). Action Feb. 6.

■ WJIC(AM) Salem, N.J.—Granted CP to replace expired permit to July 31, 1981 (BP-801211AL). Action Feb. 5.

■ WKLM(AM) Wilmington, N.C., Granted change of location to Leland, N.C.; change hours of operation to U; relocate TL; and make changes in ant. sys. (BP-791031AA). Action Feb. 2.

■ WPTD-TV Dayton, Ohio—CP granted to commercial TV broadcast station for a change in facilities; ERP vis. 2340 kw 3090 kw (M), aur. 234 kw; HAAT: 1040 ft.; TL: 3896 Guthrie Rd., Dayton; SL: 3440 Office Park Dr., Dayton; Trans.: CCA CTU-110B; ant.: RCA TFU-35G (BT), expiring after 82/07/01 is subj. to consent of Canada. Action Aug. 21, 1980.

■ \*KBHU(FM) Spearfish, S.D.—Granted CP to increase power, ERP 100 W, and make changes in ant. sys. (BPED-790723AI). Action Feb. 6.

■ WCPT-TV Crossville, Tenn.—CP granted to commercial TV broadcast station for major change in facilities; ERP vis., Aur.; HAAT and type ant. Action Feb. 2.

■ \*WUTM(FM) Martin, Tenn.—Granted CP to increase ERP 185 W; (BPED-791226CU). Action Feb. 4.

■ KXCL(FM) Corsicana, Tex., Granted CP to increase ERP to 100 kw, ant. height 520 ft. (BPH-800603AE). Action Feb. 4.

## In Contest

### Procedural Rulings

■ Tampa, Fla. **TV Proceeding** (Tampa Broadcasting Corporation, et al.) ALJ Byron E. Harrison granted requests by Family Television Corporation Inc., and Suncoast Telechoice Inc., and postponed hearing to Feb. 27 in light of pending joint request for approval of agreement; and granted joint petition by applicants and approved agreement calling for reimbursement of \$26,803.52 to Tampa Broadcasting by Suncoast and Family and dismissal of Tampa's application (BC Doc. 80-385-87). Action Feb. 9.

■ Rosenberg and Richmond, Tex. **TV Proceeding** (Pueblo Broadcasting Corporation, et al.) ALJ Edward Luton granted joint request by Pueblo and Trinity Broadcasting of Texas Inc., and approved settlement agreement, authorized reimbursement of \$71,555.85 to Trinity by Pueblo and dismissed Trinity's application with prejudice (BC Doc. 80-64-66). Action Feb. 9.

■ Yoakum, Tex. **FM Proceeding** (Jim T. Payne and Ritchey Communications Co.) ALJ James F. Tierney granted joint request by applicants and approved settlement agreement, authorized reimbursement of \$2,500.00 to Ritchey, dismissed with prejudice Ritchey's application, granted Yoakum's application and terminated proceeding (BC Doc. 80-423-24). Action Feb. 9.

## Allocations

### Actions

■ Fruita, Colo.—Assigned 99.9 mhz to Fruita as its first FM assignment, effective April 13 (BC Doc. 80-327). Action Feb. 10.

■ Geneva, Ohio—Assigned 104.9 mhz to Geneva as its first FM assignment, effective April 13 (BC Doc. 80-212). Action Feb. 10.

■ Owenton, Ky.—In response to petition by Charles N. Cutler proposed assigning 104.4 mhz to Owenton as its first FM assignment, comments due April 13, replies May 4 (BC Doc. 81-83). Action Feb. 10.

■ Athens and New Boston, Ohio, and Greenup and Vanceburg, Ky.—In response to a petition by Greenup County Broadcasting Inc. assigned 105.5 mhz to Greenup as its first FM assignment; denied the petition on New Boston Broadcasting Corporation to delete 104.9 mhz from Vanceburg and reassign it to New Boston, and substitute 100.1 mhz at Vanceburg, effective April 13 (BC Doc. 79-180). Action Feb. 11.

■ Virden, and Rushville, Ill.; Louisiana, Mo.—

Assigned 96.7 mhz to Virden and Rushville as their first FM assignment; and assigned 101.7 mhz to Louisiana, Mo. as its first FM assignment, effective April 13 (BC Doc. No. 80-541). Action Feb. 10.

■ Columbia, and Monroe City, Mo.—Assigned 101.7 mhz to Columbia as its third FM assignment; and substituted 106.3 mhz for ch. 269A at Monroe City, effective April 13 (BC Doc. 80-527). Action Feb. 10.

■ Crockett, Tex.—In response to petition by Amanda Kelton, proposed assigning 93.5 mhz to Crockett as its second FM assignment, comments due April 13, replies May 4 (BC Doc. 81-81). Action Feb. 10.

■ Sparks, Nev.—In response to petition by Pepper Schultz, proposed assigning 92.1 mhz to Sparks as its second FM assignment, comments due April 13, replies May 4 (BC Doc. 81-82). Action Feb. 10.

## Cable

### Applications

■ Silver Screen Inc. for The Bluff, Green, Hill, Gate, Chase, Blends and Woodlands, all apartment buildings in Dallas, Tex. (TX0729, 30, 31, 32, 33, 34, 656) new signal.

■ Tel-Star Cable Systems Inc. for Hebron and Glen Ullin, both North Dakota (ND0079, 80) add signal.

■ St. James Cable TV Inc. for Gramercy and Luther, La. (LA0203, 204) new signal.

■ G.S. Communications Inc. for Railroad, Pa. (PA0934) add signal.

■ Texas Community Antennas Inc. for Magness, Ark. (AR0200) new signal.

■ Texas Community Antennas Inc. for Caddo Valley, Ark. (AR0221) new signal.

■ Frederick Cablevision Inc. for Jefferson, Md. (MD0075) add signal.

■ Central Bucks Cable Associates for Chalfont, New Britain, Doylestown, all Pennsylvania (PA1945, 46, 47, 48) new signal.

■ Marmac Cable TV Inc. for Ash Flat, Ark. (AR0095) add signal.

■ McCullough Hayden for St. Robert, Mo. (MO0159) add signal.

■ Richard L. Whitmore for Athens, Ohio (OH0679) add signal.

■ Whitmore Cable TV of Oklahoma Inc. for Pryor Creek, Okla. (OK0057) add signal.

■ Alert Cable TV of Oklahoma Inc. for Pryor Creek, Okla. (OK0057) add signal.

■ Centrex Cablevision Corp. for Haskell, Rule, outside Haskell, all Texas (TX0035, 607, 685) add signal.

■ Paulding Cablevision Associates LTD for Dallas, Paulding, both Texas (GA0304, 305) new signal.

■ Storer Cable Communications Inc. for Nashville, Ga. (GA0038) add signal.

■ Warner Amex Cable Communications Inc. for Reston, Va. (VA0046) add signal.

■ Mount Cities TV Cable Inc. for Mount Pleasant, Tex. (TX0101) add signal.

■ Mount Cities TV Cable Inc. for Titus, Tex. (TX0428) add signal.

■ TCI Cablevision Inc. for Titusville and environs (FL0081, 243) add signal.

■ Central Cable Corporation for Schuyler, Neb. (NE0079) new signal.

■ Broadband Services Inc. for Corn, Okla. (OK0214) new signal.

■ Cable TV of Carolina Inc. for Dentsville, S.C. (SC0175) new signal.

■ Cable TV of Carolina Inc. for Irmo, S.C. (SC0176) new signal.

■ St. Anthony Cable TV Inc. for St. Anthony and Fremont, both Idaho (ID0103, 104) new signal.

■ James W. Gwinn for Bayview, Idaho (ID0102) new signal.

■ Futurevision Cable Enterprises Inc. for Borden-town, N.J. (NJ0461) new signal.

■ Rock Cablevision for Page and Kincaid, both W. Va. (WV0237) add signal.

■ Janney Cable TV Co. for Cirtsville, Sweeneysburg,

North Sand Branch, Clear Creek, and Maple Fork, all West Virginia (WV0512, 15, 16, 14, 17) add signal.

■ Warner Amex Cable Communications Inc. for Avenal, Calif. (CA0127) add signal.

■ Landmark Cablevision Associates for Brownfield and Littlefield, both Texas (TX0069, 707) add signal.

■ E Z Vision Inc. for Rusk, Tex. (TX0060) add signal.

■ Rockingham Hamlet Cablevision Inc. for Hamlet and Rockingham, N.C. (NC0025, 26) add signal.

■ American Cablevision of Carolina Inc. for Chad-bourn, Whiteville, Lumberton, all North Carolina (NC0017, 18, 13) add signal.

■ Fairfield Cable TV Inc. for Fairfield, Ill. (IL0024) add signal.

■ City TV Inc. for Columbia, Ky. (KY0119) add signal.

■ Sunbelt Cablevision of St. Charles Inc. for St. Charles Parish, La. (LA0191) add signal.

■ Continental Cablevision of Northeast Ohio Inc. for Bay Village, Fairborn, Bath, Eastlake, Mentor, all Ohio (OH0739, 295, 439, 699, 740) add signal.

■ Waterloo Cablevision Inc. for Waterloo, Iowa (IA0073) add signal.

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
WFLE	Fleming County Broadcasting Inc. for Flemingsburg, Ky.
	<b>New FM's</b>
WXAN	Harold L. Lawder, Ava, Ill.
WSCG	Jedco Broadcasting Corp., Corinth, N.Y.
	<b>Existing AM's</b>
KYKK	Noalmark Broadcasting Corp., Humble City, N.M.
KARR	Pattern Broadcasting-KARO Inc., Vancouver, Wash.
	<b>Existing FM's</b>
WJYO	CKK Broadcasting Inc., Mt. Dora, Fla.
WWJF	WFTL Broadcasting Co., Fort Lauderdale, Fla.
KMOB	Lotus Broadcasting Corp., Las Vegas, Nev.
KIPR	KSPIL Inc. Diboll, Tex.
KKLH	First Media of Washington Inc., Seattle, Wash.
	<b>Existing TV</b>
KUSI-TV	University Television Inc., San Diego, Calif.

### Grants

Call	Assigned to
	<b>New AM</b>
WANC	Aberdeen Broadcasters Inc., Aberdeen, N.C.
	<b>New FM's</b>
KAAT	California Sierra Corp., Oakhurst, Calif.
WNJK	Pennyrile Christian Community Inc., Hopkinsville, Ky.
KURU	San Antonio Community Radio Corp., San Antonio, Tex.
	<b>Existing AM's</b>
KWLO	Forward Broadcasting of Iowa Inc., Waterloo, Iowa
WYNZ	Eastport Broadcasting Corp., Portland, Me.
KRRK	KRAD Inc., East Grand Forks, Minn.
KDRM	West America Broadcasting Inc., Albuquerque, N.M.
	<b>Existing FM's</b>
KGTL-FM	Peninsula Communications Inc., Homer, Alaska
KJMB	Blythe Radio Inc., Blythe, Calif.
WAMU	The American University, Washington, D.C.
WFBN	Focus Broadcasting Co., Joliet, Ill.
WQMF	The Other Corporation Inc., Jeffersonville, Ind.
WIHT	Satellite Television Systems Inc., Ann Arbor, Mich.
KRRK-FM	KRAAD Inc., East Grand Forks, Minn.
WOLA-FM	International Broadcasting Corp., Carolina, PR.
WJYN	Sudbrink Broadcasting of Nashville Inc., Nashville, Tenn.

# Classified Advertising

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

## RADIO

### HELP WANTED MANAGEMENT

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

**Music Director** Duties: Serves as music programmer for station. Assists Program Director in establishing programming goals, policies, and schedules. Provides music listings, program notes for monthly program guide. Manages record library budget. Prepares annual record orders. Initiates program production concepts for local/network usage. Assists in audition, training, evaluation of station announcers. Assures that station music programming policies adhere to all Federal copyright laws. Qualifications: BA/BS in Communications or related field; Four years broadcast experience with preference of at least two years in Public Radio broadcasting; Knowledge of FCC and copyright of at least two years in Public Radio broadcasting; Knowledge of FCC and copyright regulations; Strong musical background with classical pronunciation expertise. Announcing and production background with classical pronunciation expertise. Announcing and production experience will be helpful. Salary: Negotiable; Minimum \$12,500. Deadline: February 27, 1981. Contact: Send resume and three letters of recommendation (required) to: Chairman, Search Committee, WUFT-FM, University of Florida, 2108 Journalism Bldg., Gainesville, Florida, 32611. (Short air-check tapes will be accepted but will not be returned).

**Take charge** religious radio manager. We have an outstanding general management position with excellent pay for a person who will take charge and assume responsibility for aggressive spot sales and marketing results in a large midwestern market. We are a growing commercial broadcasting company. Our three stations feature quality bible-centered programs and conservative religious music. The person we are looking for must have an exceptional spot sales track record and be ready to assume overall station responsibility. If you're an aggressive, bottom-line oriented self starter, this position offers you a challenging and rewarding opportunity with top pay and future growth potential. Send your confidential resume to: Richard Bott, Bott Broadcasting Company, 10841 East 28th St., Independence, MO 64052.

**New owners** of small-market station in Ohio taking applications for general manager. Must be sales oriented and have excellent references. Salary + incentives. Send resumes and salary history to Box C-17.

**Successful midwest** station in medium-small market looking for Station Manager with heavy background in sales. Must be a leader. A successful track record a must. Send resume to Box C-18.

**Account Executive** with medium or major market experience to take over a major account list with top rated station in 41st ADI market in Mid-Atlantic state. Good working conditions. Healthy market. Large chain station. All replies in strict confidence. Send complete resume with work history and income history first reply. Box C-19.

**General Manager** for absentee owned, separately programmed AM/FM near top fifty metro in northeast. Must be well organized and able to coordinate and communicate progressive plans with all departments. Energy, community involvement, total commitment, broad radio background and FCC knowledge are all musts. This growth position in an expanding company is available immediately. Reply to Box C-20. E.O.E.

**Aggressive, experienced** sales manager to manage small market AM, FM. Incentives. Send sales record references, Oil City Broadcasting, P.O. Box 1127, Oil City, PA 16301, E.O.E.

**Group Broadcaster** has AM-FM management opportunity because of acquisitions. 25,000 population town in Midwest. Excellent opportunity for someone looking for stability or sales manager seeking management position. We expect strong community involvement and sales leadership. Good resumes to Box: C-23.

**Group owner** is expanding again. Applicant must have strong management experience including successful ratings and profit performance records. Salary, benefits package, and career growth opportunities are among the best in the industry. Send resume in confidence to Box C-40. E.O.E.

**General Manager**—Major market N.E. Suburban AM—Full time AC Station needs experienced manager with sales background. Prefer RAB trained. Salary-percentage-car-insurance plan. Give background first letter. REply to Box No. C-41.

**Commercial Manager** with proven sales and administrative ability for station in large South Texas market. Box C-48.

**Station Manager**—Northern Florida FM, total emphasis on sales. If you have a proven record of direct client calls write Box C-50.

**Our Sales Manager** has accepted a position with KLIF, Dallas. We need a replacement who is Very good! Salary plus override. REsume to: Chuck Larsen, WHYL/WZUE, 1013 S. Hannover Street, Carlisle (Harrisburg), PA 17013. E.O.E.

**Manager—Radio Operations.** Ithaca College, School of Communications, seeks candidates for a position beginning July 1, 1981. MA/MS and professional experience essential, teaching experience desirable. Serve as general manager for 5,500-watt educational FM station and campus carrier current/FM cable station. Teach basic and advanced radio production. Salary competitive and contingent upon qualifications. Apply by March 16, 1981, to Thomas Wickenden, Acting Chairperson, Department of Television-Radio, School of Communications, Ithaca College, Ithaca, NY 14850. Ithaca College is an Equal Opportunity/Affirmative Action Employer.

**Sales Manager**—Rhode Island's fastest growing radio station. Lucrative opportunity in one of country's most glamorous resort cities. Must be a strong sales person. Must motivate sales staff. PERks and a Great future. Send confidential resume to Ron Hickman, WOTB-FM Box 450, Middletown.

**Pepperdine University, Malibu** needs Assistant or Associate Professor of Broadcasting to manage an active campus radio station and teach audio production and general broadcasting courses. Eleven-month, tenure-track appointment, beginning September 1, 1981. Must have professional radio experience and thorough understanding of station operations. Earned doctorate required; research and publishing desirable. (Base salary range \$22,500 to \$30,000.) Equal opportunity employer.

**Operation/Mgr** with sales orientation. Must be able to motivate administrative staff. Have some sales sensitivity, strong programming experience, be career minded as this position should lead to station mgr 1-3 years. Good salary, incentive. Box B-134.

**WFOG-AM**, Suffolk, Virginia. Station Manager. Only local station in city of 50,000. We will supply all the support you ask for if you know what support to ask for. Send resume showing how innovative, creative and sales oriented you are. This a strong opportunity to grow in experience and income. Write to Stu Cohen, WFOG, 330 W. Brambleton Avenue, Norfolk, VA 23510. E.O.E.

### HELP WANTED SALES

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

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

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

**Panama City** Florida's top rated pair, WPFM and 3WO have sales openings. Top guarantee, good fringe benefits, and paid expenses. Service existing accounts and live on the "worlds most beautiful beaches" call or write: Jim Broadus, Vice President/General, Manager, Mediasouth Inc. PO Box 1430, Panama City FL 32401. 904-234-8858. Jim Broadus.

**CALIFORNIA**—Monterey County Top Contemporary/Country Combo Looking for experienced Sales person to take over a large account list, and add to it. Call Harold Robinson at KDON 408-422-5363.

**Northern Illinois**—established AM/FM looking for bright, articulate self-starter to handle AM & FM sales. Some experience or education desired. Send resume to J. McCullough, WLPO/WAJK, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F

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

**Southwest Florida** needs you now! We've got the signal, we've got the ideas, we've got the listeners and the fastest growing market in the country. We've got it all but we don't have you. Excellent starting salary, liberal commission structure, management possibilities and more. Contact Steve Turner, Dwyer Broadcasting, The Rafters, 3858 College Parkway, Ft. Myers, FL 33907 813-481-0001.

**On the road** or phone selling broadcast features? Call me quick about a radio moneymaker for you. Confidential. Charles Fuller 312-579-9578.

**Sales Opportunity:** Growing young radio broadcast group wants salespeople. Proven track record. Great environment. Call 406-683-2800 or write KDBM/KLDN, P.O. Box 950, Dillon, Montana. Larry Chaffin.

**Account Executive** We are looking for a qualified Radio Sales Representative for the Dallas/Fort Worth Texas market with 2-5 years experience. You will be responsible for selling and servicing major radio advertising accounts. Excellent draw against high commissions. Major group broadcaster. Excellent benefits package. No phone calls please. Send resume to Mr. T. J. Donnelly, General Manager, Susquehanna Broadcasting Co., KLIF/KPLX Radio, 411 Ryan Plaza Drive, Arlington, TX 76011. Equal Opportunity Employer.

**Local Sales Manager.** Southern small market network affiliate has excellent opportunity for the right person. Seek proven television sales experience but will consider strong radio background. Send resume and salary requirements. Box C-44.

**Ready to move** into sales. Here's your chance. Establishing list and excellent commission plan available to aggressive individual who's ready to work hard. Nice university community in the beautiful Shenandoah Valley of Virginia. Send resume, references and other pertinent information to: Manager, WKCY, P.O. Box 1107, Harrisonburg, VA 22801. E.O.E.

## HELP WANTED SALES CONTINUED

**Minnesota** is a good place to sell radio. If you are familiar with "The Sales Impact Plan," "Consult and Sell" and would like to reach your full potential in Radio Sales. Contact Ron Wohlenhaus, KRWC Radio, Buffalo, MN 612-682-4444.

**Man with good sales** track record. Must be community minded and like to live in a small community. Excellent opportunity for right person. Immediate job in sales with guarantee and commission. Opportunity for general managership. Present manager planning retirement. Contact Coy Palmer, KRDF radio. Call 806-659-2529. P.O. Box 307 Spearman, TX 79081.

**WSUS, 24 hour FM** in heart of Great George Ski Country, Sussex County, New Jersey. New Jersey's fastest growing County. Join our sales department as we grow and expand. Resumes only to Jay Edwards, WSUS, PO Box 102, Franklin, NJ 07416. M/F EOE. Personal interview required of all applicants.

**WCHI Radio**, Chillicothe, Ohio, needs sales professionals. EArn \$150, \$600 a week. Resume and production record to: First Capital Communications 235 Hillcrest Hotel, Toledo, OH 43699. EOE.

**National radio time** sales organization is seeking a person to sell radio advertising to accounts throughout the country for various local radio stations that we represent. The individual should be able to be based in the Chicagoland area, and be capable of being away for 2-3 nights a week. Sales leads are provided, and the opportunity for advancement to management exists. Earning potential for the right "closer" is virtually unlimited. Call or write Ed Berk, Lourde's, 601 Skokie Blvd., Suite 502, Northbrook, IL 60062. 312-564-3903.

**Southwest Virginia** 10,000 Watt Country Music AM needs two experienced retail sales professionals. Immediate openings. RAB or some formal training preferred. Experience a must. Serious, settled pro's only. Draw against commission. Send resume to Mike Brown, WBDY Radio, P.O. Box 509, Bluefield, VA 24605.

**Sales Manager**—group owned AM-FM in upstate New York must be strong leader for sales staff of six, plus handle key local and regional agency accounts. Stable position with great growth potential in growing broadcast group. Experienced preferred, but we will consider all top billers looking for management position. Excellent salary, bonus and benefits package for the right person. Contact Larry Rosmilso, General Manager, WCOS WSRK, Oneonta, NY 607-432-1500. E.O.E.

## HELP WANTED ANNOUNCERS

**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 Krimmier, WWL, New Orleans, LA 70176.

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

**Part time and fill-in** announcers needed for sports phone. Requirements: flexibility, accessibility to our midtown Manhattan studios and solid sports or PBP background (College OK). Excellent break-in opportunity in New York market. Send resumes and tapes (no calls please) to: Mike Farrell, sports phone, 919 Third Avenue, New York, NY 10022.

**50,000 Watt Adult** contemporary station in the northeast looking for announcer with good voice and ability to read. Send tape and resume to Jim Connors-WCIB Falmouth-Cape Cod, MA 02536 EOE.

**WONE is now** accepting tapes and resumes for a possible future full-time opening with production duties. Send to Dean Taylor, Program Director c/o WONE Radio 11 S. Wilkinson Street, Dayton, OH 45402. E.O.E. no calls please. Thank you.

**Automated 100 kw FM** seeking afternoon and overnite experienced announcers. Production and possible Sports Director. Minimum pay \$175-200/week. Send tape and resume to Roger Utneher, WRLO, P.O. Box 509, Antigo, WI 54409.

**Adult, album oriented** station desires air/production person with appreciation of pop, folk, rock. Send tape and resume to WNCN-FM, P.O. Box 551, Montpelier, VT 05602 E.O.E.

**You gotta be good!** Super opportunity for experienced announcer News and sports experience helpful. Paid vacation and insurance. Five day work week. Prefer midwesterner. Tape and resume. George Wilburn, KWHW AM/FM Altus, OK 73521 EOE.

**WOKX** is looking for a talented morning drive announcer with good production skills. A great opportunity to join a dynamic chain. Send tape & resume to Greg Allen, Box 2808, High Point, N.C. 27261. EOE/MF

**10,000 Watt No. 1** Country station in western Pennsylvania seeks pro jocks who wish to fulfill possible future openings and contribute to a professional operation. Need great production. Tapes and resumes to Brian Cole, WJAC, Hickory Lane, Johnstown PA 15907. EOE.

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

**If you Rock,** I'll Roll. I am a young creative hard working A.O.R. jock. For tape and resume call Andy Fiducia at 815-399-3187 or write 1912 Greenfield Lane, Rockford ILL 61107.

## HELP WANTED TECHNICAL

**Sunbelt AM/FM**, part of growing employee oriented chain, seeks enthusiastic, quality conscious engineer. Good organizational skills, experience in DA, STL, Rmt. Ctl., and Automation required. Send resume to Tom Bohannon, WKIX, P.O. Box 12526, Raleigh, N.C. 27605, 919-851-2711.

**Experienced Chief Engineer** for 500W 3 tower directional AM, full power class B FM, fully automated. Excellent equipment. Good working conditions. An equal opportunity employer. Contact Lyle Richardson, Gen. Mgr. KUDE/KJFM, Oceanside, CA 92054. 714-757-1320. Don't wait, do it now!

**Number one FM** radio station, Houston, Texas needs Assistant Chief Engineer. Studio/Transmitter maintenance. Send resume with salary requirements to: KMJQ, P.O. Box 22900, Houston, TX 77027. 713-527-9549. EOE/MF

**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 812-337-8979.

**Chief for Chicago** area FM/AM. Requires 1st phone, strong background in studio and transmitter maintenance. Digital knowledge needed. Experience in radio a must. Should be self-starter, able to work without direct supervision. Contact James Maddox, General Manager, WBMX, 312-626-1030 or 408 South Oak Park Avenue, Oak Park, ILL 60302. An Equal Opportunity Employer.

**Chief Engineer** for AM & FM Louisiana. Thorough knowledge of automation and directional antenna. Good maintenance a must. Send resume to Box C-38. EOE.

**Engineer/announcer** Must know FM Stereo. Automation. Be able to do light production, etc. Contact, General Manager, KIOQ Radio, P.O. Box 1388 Bishop, Ca. 93514. Calls OK 714-873-5861. Salary DOE/EOE.

**Looking for a** responsible Chief Engineer. For the past two years we have tried the other kind. 5,000 watt AM/100,000 watt FM. Please call Gordon Stafford, KLMR, Lamar, CO 303-336-2206.

**Assistant Chief Engineer** open at WKBW Radio, a Capital Cities station. Must have first class FCC operator's license and hands-on broadcast maintenance experience. Send resume to Peter Burk, Chief Engineer, WKBW Radio, 695 Delaware Avenue, Buffalo, New York, 14209. An Equal Opportunity Employer.

**Technical Manager** of Broadcast Lab, Graduate School of Journalism, Columbia University. The Columbia University Graduate School of Journalism seeks a technical manager of its broadcasting facility, which is an in-house radio and television operation complemented by videotape field units for news and documentary coverage. The manager is the key person for the technical maintenance of the facility, assessing its needs, budgeting and purchasing equipment, managing part-time assistants, working well with faculty and students whose primary objective is news-editorial content as opposed to technical expertise. Good salary plus attractive benefits package. Send resume to Lilly Cleveland, Columbia University Personnel Office, 209 Dodge Bldg. Broadway & 116th Street, New York, N.Y. 10027. We take affirmative action toward equal opportunity.

**Chief Engineer** for Milwaukee AM-FM combo. Top pay and benefits for the right person. Preference will be given to applicants with a strong background in broadcast engineering. Send resume and salary requirements to Box C-54.

**Engineer (Chief)** for 5KW-AM Directional and Class C Automated FM. New Building and tower site now under construction. First Class ticket. Call Charles Tuma, Manager, KLIX-AM/KMTW-FM, Twin Falls, ID 83301. 208-733-1310.

**Chief Engineer** with announcing abilities. Familiar with automation. Blend of old and new equipment. Excellent position for someone interested in first chief's job. Write Jack Murphy, WMNS/WBZJ, 201 N. Union St., Olean, NY 14760.

**Ready to move up?** If you are a hard-working, take-charge, qualified engineer, this is the opportunity for you. We are a major Radio broadcast group and we need top-notch engineers. If you are ready for broader challenges, send your letter of application and resume to Box C-21. An Equal Opportunity Employer.

**Radio Engineer** needed: 1st class engineer to assist at growing AM-FM automated station in Twin Cities radio market. Send resume to WAYL AM-FM, 215 Old Hi-Way 8, New Brighton, MN 55112. Equal Opportunity Employer.

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

## HELP WANTED NEWS

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

**Sign on news** shift available. Strong voice a must. Minimum 2 years experience. Competitive medium market. Tape, resume, salary requirements. Tom Casey, POB 272 Altoona, Pa. 16603 AA/EEO.

**Award winning** all-news operation in Ohio looking for experienced anchorperson. Strong delivery, writing skills a must. Resume, air check, writing samples and salary requirements to Bill Jasso, News Director, WHLO, 2650 W. Market Street, Akron, OH 44313. EOE.

**WMEE-FM/WQHK-AM** News Director. Supervise five existing newspeople. Work with new facility in Indiana's second largest city. Salary is open. Contact Robert Elliott, General Manager/Vice President. 219-447-5511 or write P.O. Box 6000, Fort Wayne, IN 46896.

**News Director** wanted for Montana leader. Part of a 4-station news network. Good opportunity for young and aggressive type. Now's the time, winter is gone. Tape and Resume to Ed Coghlan Box 1331 Great Falls, Montana.

**Northern Minnesota** chain looking for aggressive reporter to join top rated news team. College required. T and R's to Rich Younger, WAKX, 419 W. Michigan Street, Duluth, MN. 55802. E.O.E.

**Coastal Miane**—Excellent small town radio stations (MOR, CBS, sports) opening for news person. Send tape and resume. WDEA Radio, Ellsworth, ME 04605.

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**HELP WANTED NEWS  
CONTINUED**

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**Anchor/Reporter** for morning drive. Our four person news team recent winner of Associated Press award for Wisconsin's Best Spot News Coverage. Metro market of 125,000 between Milwaukee and Chicago. Exceptionally successful station with strong commitment to local news. Top Arbitron ratings. Seeking college grad with minimum one or two years experience. Good conversational delivery. Writing and reporting skills essential. \$12,000. Good fringe. Please send air check of 3 newscasts, writing sample and resume to DEX CARD, GM, WLIP/WJZQ, PO. Box 659, Kenosha, WI 53141. EOE.

**Northern Minnesota's** Number One news chain is looking for a news reporter. College a must, experience a plus. Looking for a challenge? T&R to Rich Younger, WAKX/WEEV, 419 W. Michigan Street, Duluth, MN 55802. EOE.

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

**Oklahoma AM-FM** Community oriented station looking for experienced newperson to head news department. First phone helpful, but not required. Send resume and tape to Jerry Dietz, General Manager, KOKL, PO. Box 756, Okmulgee, OK 74447. Phone 918-756-3646.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Program/Sports Director** for automated 100 kw FM. Responsibilities include air-shifts, production and training. Minimum pay \$200/week. Send tape and resume to Roger Utneher, WRLO, PO. Box 509, Antigo, WI 54409.

**Program Director** afternoon drive personality. Exceptionally successful adult-contemporary. Metro market of 125,000 between Milwaukee and Chicago. Excellent staff and management. Solid number one in Arbitron. (We even show respectable numbers in Chicago book.) Present PD going to Milwaukee. Need person with creativity and initiative. Must be smooth on air personality with good voice and strong production ability. \$13,500. Good fringe. Please send one hour unedited air check and resume to: Dex Card, GM, WLIP, PO. Box 659, Kenosha, WI 53141. EOE.

**Executive Producer**, Cultural Affairs (Radio-TV Writer) Annual salary \$11,463.12 plus benefits. Plans & produces cultural affairs programs and announces as required. Assists in selection, training & supervision of classical music program announcers. Selects, acquires, organizes & maintains classical recorded music and tapes. Requires: BA degree in journalism, broadcasting or related field. Prefer degree in music and knowledge of all periods of classical music in addition to foreign language pronunciation skills. Send resume with references and nonreturnable audition tape to Florida State University, Personnel Relations, 216 Suwannee Arcade, Tallahassee, Florida 32306. An Equal Opportunity Employer, Application deadline: March 13, 1981.

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**SITUATIONS WANTED MANAGEMENT**

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

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

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

**Station owners/group owners.** Take note: General Manager totally armed with 18 years experience winning the battles of sales and profits in all size markets both AM & FM. Skills include heavy sales and sales promotions, strong leader and motivator. Looking for new battles to win. Best credentials. Box B-177.

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**Operations Manager/Program Director** Five plus years experience. On-Air, Production, Programming, Engineering, 1st Phone, Degree, and have worked in major market. Interested in sales. Career oriented opportunities in small or medium markets welcome. Box C-16.

**Experienced G.M.** with excellent record and references. Available after March 15th. All markets considered. Box C-55.

**Taft P.D.** seeks new challenge 13 years—full service background south or midwest—Vance Dillard 813-885-5775.

**Experienced manager** desires to trade turnaround ability for stock opportunity. Medium to major market background. Strong suits include Market positioning, sales & programming. Solid track record. Excellent recommendations. 713-832-8508.

**25 years experience**, small market radio TV, major market national TV. In Florida 2 years, want to stay. Consider any challenging management or senior sales opportunity. Box C-29.

**Successful GM** seeking similar position. Familiar all phases including regulations, renewals, EEO. Professional administrator, sales oriented. 12 years management, honest, creative family man. Promotional minded, cost conscious. Best credentials, references. Prefer south Atlantic small-Medium market. Box C-25.

**General Manager**—20 years experience all phases—management, sales, announcing, engineering. Presently Chief Engineer large market automated AM, powerful top rated stereo FM. Prefer medium market Southeast. Minimum salary \$35,000. No hurry but let's start talking now. Box C-51.

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**SITUATIONS WANTED SALES**

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**15-year pro** wants out of programming and back into sales. Successful track record in sales, news and programming. Looking for a future. South preferred. Box C-12.

**Sales Executive**—under 30—diverse background for all forms of syndicated programs sales. Related experience in cable, media, and some production. Widely traveled. Top recommendations. Box C-52.

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**SITUATIONS WANTED  
ANNOUNCER**

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

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

**Talented AOR** Jock with three years experience in medium market seeking relocation. Excellent production/tight board. Kevin Weber 219-662-0882 for tape/resume.

**Experienced announcer.** First phone. Master's Degree in English. Ready to relocate. Box B-179.

**Experienced, Versatile**, young female DJ, good voice. 3rd. Looking to relocate south or west. Management, Commercial and public radio experience. Tape and resume on request. Box C-46.

**I'm the man** you'd want around if you were gone for a month. Currently Alabama program director, small. Six years experience, 22. Box C-13.

**Experienced Sportscaster:** Football, basketball, baseball bpb. All aspects of sports journalism, talk show, writing. Dependable, enthusiastic, mature. Write Box C-11.

**Good attitude**, voice and reader. Trained by a professional announcer. Anywhere. Jim Laux 3815 S. Lenox St. Milwaukee, WI 53207 414-483-2982.

**Mark Monte**—Medium market radio—, well done. Seeking move to larger market. Six and one half years experience in modern country, top 40 MOR and disco. Fresh, vibrant approach, willing to relocate for right salary and company. 309-792-1992.

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**Disc Jockey**, available immediately, versable can work any format, desire contemporary. Will relocate anywhere. Phone 704-545-4630.

**DJ, music** and programming experience, 6 years, top 40, AC, AOR. Prefer 25,000+ market with MD or PD position in northeast states or Colorado. Will consider all. Frank Cavaliere, 513 N. 5th Street, Sterling, CO 80751. 303-522-9075.

**Family man with 10 years** experience with various formats, live board and automation seeks adult contemporary, beautiful music or MOR format. Call—Leo 312-336-4571 nights.

**Southeastern, Massachusetts** best known, most respected, weather forecaster available spring. Contractual agreement with former employer satisfied. Expert forecasts for southern New England including Providence market. Sales experience, billing potential unlimited. 617-823-8730 or write John E. Parisi, Box 2133, Taunton, MA 02780.

**Female TV sports caster** with major city CBS affiliate internship experience seeks work. Box C-42.

**Top notch** AOR announcing staff plus news directors. Highly talented and super professional, format change makes these people available now, spread the word WOKV-FM Cincinnati, 513-863-3600.

**Gimme A Break!** I'm a rookie looking for a spot on the team of your AOR, AM, or Adult Contemporary Station. Have four years NYC College radio experience, one year's AOR experience, and an excellent knowledge of music. Also have 3rd Class license. Willing to negotiate? Call Judy 913-986-3667.

**Cooking Top 40** Personality! Creative, Dependable, Hardworking. Afternoon or nights. Prefers Midwest or Sunbelt but will relocate anywhere immediately! Call now—Jon Conlon 312-381-2916. 264 Sharon Dr. Barrington, Ill. 60010.

**College grad** with experience, currently in radio, desires position in adult contemporary, Top 40 or similar format. Prefer southwest, other areas considered. Call Bruce, 512-992-4566.

**What can your** station and a bottle of fine wine have in common? The cork, Corky Hays. Top 40 nights or PM. Drive. Have talent will travel. EOR tape and resume call 312-668-7513 or write Corky Doherty 501 N. Westmore Villa Park, Ill 60181.

**Production Director/Copy Writer**—Mature and outgoing personality. Multi-RIAA Award Winner. I write the copy that makes the whole station sound great. Call Jerry "DJ" Strothers 814-269-3788.

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**SITUATIONS WANTED TECHNICAL**

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**EE DJ DR DA STL KW RE MW SS ML WM P1** ready to move Box C-10.

**Man with experience** as chief, looking for long term position, this area or mild climate stateside. R. P. Thayer, Box 305, Coamo, PR.

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**SITUATIONS WANTED NEWS**

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**Have Good Pipes** will travel, creative, dependable, determined loves radio, tape & resume available, Justin Shay 8140 S. Maryland Chgo., IL 60619 312-874-7111 after 6.

**Sportscaster**—dedicated, motivated, versatile, college graduate, professional experience; excellent voice, delivery, language skills and reportorial ability. Widespread knowledge, production background, totally committed. Seeking sports-minded station for complete coverage. Can combine with news, sales. Bob 516-741-1298.

**College grad sports** announcer wants to help your station. Young, enthusiastic, hard working. That's the bad news. For the good news please call Tommy 219-882-1934.

**Experienced Reporter-Anchor.** Good voice, BA Journalism. Prefer California or southwest. Call 213-769-9953 or write Box C-9.

**Assistant News Director**, editor, top-notch reporter, and talented organizer of a top all-news large market station seeks a dedicated major market news team in a management or reporting position. 8 years experience. Box C-14.

## SITUATIONS WANTED NEWS CONTINUED

**Experienced and polished** Anchor, Reporter; looking for successful major market operation with serious news commitment. Currently working top 30 market at the No. 1 station. Also, talk show host experience. 5 years in radio. Box C-15.

**33 year old** news director 15 years experience including sports, seeking news or other management position. Excellent delivery and track record. Prefer medium to large market in west. Box C-37.

**5 years experience**, would like medium market or better. Anchor, street, or both. Call before 1 p.m. Doug Cummings 312-446-1326 or 913-272-5765.

**Texas or western** Oklahoma: Twenty year pro, available in April. News director—anchor—talk show host looking for small-medium market to settle in. For great bucks and benefits I'll give you great community involvement. 405-226-4505.

**Experienced Sports Director**, top-notch PBP, color. Currently part-time—seeking full-time for station wishing to expand/improve sports programming. Doug VanDell, 8007-G Janes Avenue, Woodridge, IL 60517.

**Specialties** or General Assignment Reporting. This medwest small market news anchor/reporter/talk show host seeks bigger surroundings. Investigative and off-beat features. Creative writing. Great production. Authoritative delivery. Six years radio experience. College degree with top 20 TV reporting internship. Erik 317-981-2025 mornings.

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

**All purpose**, sports, PBP news, talk, prod. msuic, erd. Two years major college sports. Preferably northeast. For T and R call Steve, 609-877-2115.

**Talented award-winning** sports director looking for a station with a strong sports commitment. Excellent p-b-p, sports talk, production skills. BA. 5-1/2 years commercial experience. Box C-58.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**If you are looking** for a person with four years programming experience in license renewal, research, budgeting, ascertainment, FCC rules, promotion, production, and is still trainable, then I could be your man. My management skills are only four years old; but I've learned them well. Box C-8.

**Profet Oriented:** Programming specialist with documented performance in ratings/sales. Strong business background projecting fiscal/annual budgets in programming, personal, promotions. Aggressive market research countering competitors weaknesses and reflecting needs of TSA/MSA. Heavy operations responsibility with insentives a must. Group owners only. Box C-53.

**Give Your Station** the "network sound". Announcer with experience for CBS, plus 25 yrs on local stations, will do the trick. \$15.00 per spot. CD Productions, 207 Elliot Terrace, Brattleboro, VT 05301.

**No. 1 again. Program Director** with three no. 1 turnarounds including million market. 8 year PD experience. For information just call Kirk Sherwood. 1-207-862-3503.

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

**Experienced** Producer and on air talent. Seeks creative broadcast programing situation utilizing either or both skills. Mr. Hall 1065 Park Ave., Suite 19C NYC, 10028 (212-534-3971).

## TELEVISION

### HELP WANTED MANAGEMENT

**GM—Southwest.** Network affiliated station. Strong sales background a requisite. Send resume and salary requirements to Box C-24. Confidential—EOE.

**Local Sales Manager** Small Market Midwest Affiliate seeks experienced professional to take charge of Local Sales Staff, with additional duties as Station Manager. 2-3 years of Local Sales Management preferred. Excellent opportunity to grow with aggressive small station, and live in excellent surroundings. E.O.E. Box C-35.

**Assistant Controller:** Central New York network affiliate offers challenging opportunity for career minded individual with accounting degree and 2-3 years public and/or private experience. Knowledge and experience in the broadcasting industry a definite plus. Successful candidate must be a self starter with supervisory experience and good written and oral communication skills. Duties include preparation of monthly financial statements and reports to parent company and regulatory agencies, budget and forecast preparation and other general accounting functions. Position reports directly to Controller/Treasurer and interfaces with local and corporate management. Excellent salary/benefits package and working environment. All interested candidates should send resume and salary requirements to Box C-5. An Equal Opportunity Employer.

**Accounting Manager.** KTVY Television in Oklahoma City is seeking person with ability to supervise all aspects of Accounting Dept. Should have knowledge of broadcast invoicing, budgeting, credits and collections. Prefer college graduate with major in Accounting and at least five years' experience in broadcast accounting. Should have potential to assume Business Manager's position within four years. Salary: commensurate with experience and qualifications. Send resume and salary requirement to: Personnel Director, KTVY, Box 14068, Oklahoma City, OK 73113. Equal Opportunity Employer M/F.

**News Director—KMTV,** Omaha's NBC-TV affiliate. Applicants should have strong broadcast journalism credentials, ability to guide complete staff of professionals, thorough familiarity with latest technical tools and good administrative skills. Previous news management experience is preferred. Please send resume to Roger Ottenbach, KMTV, 10714 Mockingbird Drive, Omaha, NE 68127. An Equal Opportunity Employer.

**Sales and Management—San Diego—**I am looking for a broadcast oriented sales and marketing executive who will buy into my company. Must be willing to roll up sleeves, sell, and help get this thing going! Small, closed circuit, hotel in-room, tourist-oriented advertising network with first-class image. Good vital signs. Fantastic growth potential. Needs some horsepower and direction. If you're looking for a change in lifestyle without dumping your experience, contact me. Serious buyer/workers only please. Send resumes to John R. Long, Sunset Communications, 500 Hotel Circle North, San Diego, CA 92108.

### HELP WANTED SALES

**Promotion Director:** Central New York NBC Affiliate accepting applications for Promotion Director with experience and ambition. Strong creative ability a must. Working knowledge of television technical requirements necessary to insure continuing, strong on-air promotion campaigns. Budget, management skills, and broad background of promotion, including print layout and writing ability, important. Excellent opportunity for individual with ideas and enthusiasm. Send resume and salary requirements to Box C-6. An Equal Opportunity Employer.

**National Sales Manager:** Strong, sizzling VHF Independent seeking National Sales Manager. Previous management and/or national sales experience necessary for this position within an aggressive, growing organization in the top 20 markets. Send detailed resume of qualifications to Box C-3.

**Television National Sales Manager** for leading group station in Northeast. National sales experience required. Prefer additional station sales background. Thorough knowledge of research. Well organized and free to travel. Send resume to Box C-7. An Equal Opportunity Employer.

**Account Executive—**Dominant CBS Affiliate in Chattanooga-looking for an experienced professional. 27-28K: 1st yr. E.O.E. Send resume to Ben Cagle, Sales Manager—WDEF-TV—3300 South Broad Street, Chattanooga, TN 37408.

### HELP WANTED TECHNICAL

**Assistant Chief Engineer—**experience with 3/4" and 2" VTR's, RCA TT50 Transmitter, microwave and general studio equipment desirable. Good manager plus first class license. Contact Chris Burgbacher, WMBB-TV, Box 1340, Panama City, FL 32401 or call 904-769-2313. EOE. Box B-157.

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

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

**We're in the market** for a qualified maintenance engineer with aspirations to become assistant chief. Needs background in studio and transmitter. Offering good salary and benefits package and the Monterey Peninsula to live. Send resume to Ken Warren, Chief Engineer, KMST-TV, 46 Garden Court, PO. Box 1938, Monterey, California 93940. A Retlaw Broadcasting station. EOE.

**Chief Engineer** for Chicago U.H.F Experienced with administration, maintenance, and design background. E.O.E. Submit resume, references and salary history to: Personnel, WCFC-TV, Christian Communications, Inc., 20t North Wacker Drive, Chicago, IL 60606.

**Assistant Chief Engineer** with growth potential for established VHF in South Texas. Box C-49.

**Opportunity** for snow-birds to fly south! VHF in sunny Texas looking for qualified Chief Engineer. Box C-47.

**Maintenance Engineer,** \$11,600 minimum; available immediately, to repair Ampex quad VTRs, camera/VTR set ups, editing. Call Jerry Carmean, 614-594-5374, Ohio University, Athens, OH.

**Experienced E.N.G. Engineer** Maintenance of cameras, recorders, editing equipment and operate news van. Must have 1st phone license and valid drivers license. Major market E.O.E. employer. Submit resume and references to: Chief Engineer, KXAS-TV, PO. Box 1780, Ft. Worth, TX 76101.

**Prominent middle market** community PTV station seeks FT Director of Engineering. Applicant must have broad background in state of art equipment, including microwave and satellite distribution systems. Cable knowledge helpful. First Class FCC license 8nd management experience a must. Resumes: Personnel, WGBY, 44 Hampden Street, Springfield, MA 01103. EOE.

**Television Maintenance Engineer:** Prime Sunbelt location. First phone required with minimum of 5 years experience in studio maintenance. Maintain TCR-100, TK-46's ampex quad, one inch, and Harris transmitter. We appreciate our engineers. EOE. Contact Earle Connors, KBMT-TV, Beaumont, TX 713-833-7512.

**Our organization** seeks a senior video tape engineer. Qualified candidate will have a first class FCC license as well as five or more years broadcast experience with emphasis on maintenance. Person should be familiar with 3/4", 1", 2" VTR and editing systems. In addition to the above qualifications, candidate should have a commitment to the goal of promoting the Christian message on a worldwide scale. Send resume and salary requirements to Personnel Director, PTL Television Network, Charlotte, NC 28279.



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**HELP WANTED TECHNICAL  
CONTINUED**

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**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.

**Florida needs** a chief the only thing we shoveled this year was the gardener we're asking for a hands on maintenance knowledge of RCA package and Sony ENG. If you're a hard working chief or assistant ready to move to the sun and to a small but sound UHF affiliate in the capitol of Florida write or call, Jim Matthews, WECA Television, PO Box 13327, Tallahassee, FL 32303 904-893-3127.

**Chief Engineer** for Chicago U.H.F. Experienced with administration, maintenance, and design background. E.O.E. Submit resume, references, and salary history to: Personnel, WCFC-TV, Christian Communications, Inc., 20 North Wacker Drive, Chicago, IL 60606.

**Chief Engineer:** Must have 5 years as Chief. Production facility in Melbourne, Fla. needs someone that has a love for clean video. State of Art Equipment like: all Tektronix test gear, 1", Quad, 4 channel squeezezoom, 3 M/E switcher, Iki cams and lots of sunshine. Don't Call! Just send the facts to: Director of Engineering, TV-1, Inc., 1002 East New Haven Avenue, Melbourne, FL 32901.

**Associate Director,** Marketing and New Technology. Position requires college degree in marketing, business or equivalent experience. Strong writing ability and good communications skills essential. A minimum of two-four years work experience in public television, mass communications or new television technologies required. Responsibilities will include development of proposals to provide technical/new technology services to corporations, government agencies and non-profit organizations; writing funding proposals and overseeing revenue/expenses for various projects; assisting in the development of marketing materials including brochures, letters and reply devices. For consideration please submit resume and letter of interest stating salary requirements and the names of three professional references to: Carol Dickert-Scherer, Director of Personnel, Public Broadcasting Service, 475 L'Enfant Plaza West, S.W., Washington, DC 20024.

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**HELP WANTED NEWS**

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

**Weekend Sports Anchor.** We seek an energetic communicator with previous television experience to become number 2 man in our top rated sports department. Send tape, resume to Jack Thomsen, WOC-TV, 805 Brady, Davenport, Iowa 52808. An Equal Opportunity Employer.

**TV News Director** Expanding communications company seeking a person with a solid news background, plus the skills to deal effectively with people. Managerial ability, desire to grow and potential most important, on-air skills secondary. Equal opportunity employer. M/F. Send resume to Box C-43.

**News Director:** We're committed to Number One News. We have top anchor people, all ENG, Live Eye, Live helicopter, heavy promotion. Ownership with commitment makes you part of the management team. Fast growing market. Never snows—February 10th was 79°. Great place for a family. Box C-28.

**Dominant medium market** station in sunny south looking for a dedicated journalist. Must have strong ENG/Journalism background. No beginners please. You probably have 2 or 3 years experience with some newspaper background, are creative and hate being assigned a story. You dig out your own stories and fight for the lead in the newscast. If that sounds familiar, I may have a job for you. Write PO. Box C-31. EOE.

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**Weathercaster**—Firm knowledge of weather essential. Must be personable and have good strong visual program. Salary negotiable. EOE. Send resume, tape to: Jim Dunham, KSFY-TV, 300 N. Dakota, Suite 13, Sioux Falls, S.D. 57102.

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**Experienced Anchor** for top 100 market in beautiful south. Our current anchor is moving up to a management position. If you love to report as well as anchor, to get involved in the newscast... really care about news, we probably have a job for you. Please, experienced anchors only. Write Box C-32. EOE.

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**We require three years** of professional experience in commercial TV News, also a desire to uncover the news. Knowledge of New Mexico a plus. Please send resume, cassette to Arthur Alpert, News Director, KGGM-TV, P.O. Box 1294, Albuquerque, N.M. 87103. Equal Opportunity Employer.

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**We require a minimum** of one year on the desk at a commercial TV Station. Also a passion for the job. Knowledge of New Mexico a big plus. Write Arthur Alpert, News Director, KGGM-TV, P.O. Box 1294, Albuquerque, N.M. 87103. Equal Opportunity Employer.

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**Reporter/Anchor** Central California Network affiliate seeks reporter with at least 2 years experience. Must also have producing and anchoring capability. Send tape and resume to News Director, P.O. Box 5455, Fresno, CA 93755.

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**Innovative Producer** for evening news. Strong writer & organizer with at least 2 years television news producing experience. Send resume and tape to: Phil Thomas, WHO-TV, 1100 Walnut St., Des Moines, Iowa 50308.

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**ENG Editor/Coordinator.** Need person who is very fast, very organized. Must work well with people. Send tape & resume to Jim Cairo, WNGE TV, Nashville, TN. EOE.

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**Reporter/Photographer** Innovative, creative, quality SE Coastal News Department seeking a comparably-experienced Reporter/Photographer with anchor capability. Send tape & resume to Harry Bowman, WCIV-TV, PO Box 10866, Charleston, SC 29411. Equal Opportunity Employer.

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**Executive Producer**—News: Produce early newscast, M-F; establish line-up for late news, M-F; supervise and train late producer and weekend producer. Three years news experience and one year producing experience required, with vivid imagination and ability to teach. Send letters of application/resume to Gary Ricketts, Operations Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE/MF.

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**TV News Photographer.** Shoot and edit ENG for top rated station in sunny South Carolina. 1 year minimum experience. Send resume and recent tape to Gary Anderson, News Director, WIS-TV, Box 367, Columbia, S.C. 29202. EOE.

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**We are searching** for an enthusiastic, hard working reporter to do on-air field reporting work. Send resume and videocassette to: Gordon Manuel, WABI-TV, Bangor, ME. Past applicants need not apply. EOE/MF.

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**Anchor.** We are looking for someone who can communicate with enthusiasm, authority and a sense of concern about his community. Must be excellent reporter with proven track record as an anchor. Send resume and tape to Jim Cairo, WNGE TV 2, 441 Murfreesboro Rd., Nashville, TN., 37210. E.O.E.

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**Sports Reporter** wanted for major market, sports station. We're set with weekend and weekday anchor talent, but want someone who can go into the field to bring back quality in-depth sports reports. Also looking for weekend weatherperson. For application write to KIRO-TV, Personnel Dept., 3rd and Broad, Seattle, WA 98121. EOE.

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**Executive Producer**—Aggressive number one news operation looking to increase its dominance. Tape and resume to Steve Ridge, News Director, WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An E.O.E.

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**Reporter/Anchor**—Small market CBS affiliate on the coast of beautiful northern California seeks good reporter with anchor ability. On-air and ENG experience preferred but not required. Good education a must. Write KIEM-TV, P.O. Box 3E, Eureka, CA 95501.

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**Weekend anchor/reporter.** We are looking for someone we can groom into a Monday through Friday anchor. This person must be a superb reporter and a polished reader. If you do not have at least three years working on-air experience, don't waste time by applying. We are a major market, Sunbelt station. EOE. Box C-26.

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**News Director** for all-ENG station with staff of 12. Must be good on assignments and organization and have prior management experience. Contact John MacGregor, KAAL Television, Austin, MN 55912. 507-433-8836. EOE.

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**Weatherperson.** Deliver 5:30/10 p.m. weathercasts for upper Midwest ABC affiliate. \$9500. EOE. Box C-57.

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**HELP WANTED PROGRAMING,  
PRODUCTION & OTHERS**

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

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

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**PM Magazine host.** Co-host needed to work with personable female in TOP 10 MARKET. Must be energetic with positive personality and strong desire to be part of the team. Must have the ability to write and field produce. Experienced anchors and feature reports will also be considered. Please, no beginners. Send tape and resume to Don Fitzpatrick, 680 Beach St., No. 335, San Francisco, CA 94109. 415-441-0586. An Equal Opportunity Employer.

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**Wedding bells** will soon move out Traffic Manager from her desk. We are looking for a BIAS trained replacement ready and willing to supervise and work in harmony with other departments. Good salary and fringe benefits. Work in a modern office in pleasant community near mountains, sea and both New York and Philadelphia. Details to Terry Baltimore, WBRE-TV, Box 28, Wilkes-Barre, Pa. 18773.

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**Producer-Director.** Growing Southeastern market seeks take-charge person. Minimum 3 years ENG/EFP production and engineering experience required. Send resume and cassette to Craig Cartwright, Production Manager, WTVK, P.O. Box 1388, Knoxville, TN 37901. E.O.E.

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**Producer Host**—Duties: Produce a daily studio based community service magazine consisting of 2-3 segments per program dealing with a wide variety of topics of community interest. Series has been in production since October, 1980, and has an established stable of segment hosts. Position is responsible for coordinating the selection of program topics, scheduling production, handling the production budget, and serving as host for the overall series. Position will also contribute production of segments to a weekly public affairs magazine. Requires BA and 2-3 years experience with studio and EFP production. Resume to Personnel, WMFE-TV, 11510 East Colonial Dr., Orlando, FL 32817.

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**Executive Producer/multi-cultural** programming. KUAT-TV, University of Arizona is looking for an experienced producer, fluent in Spanish and English, able to work effectively with the Spanish speaking communities of Tucson and Southern Arizona. Must have extensive experience producing and directing cross-cultural programs in addition to carrying out producing and directing assignments in other fields. Responsibilities cover all phases of the production process, including program development, directing, editing, topic selection, supervision of talent, script preparation. Small format video is used. Experience: master's degree, plus five years producing experience. \$20,000 per year with excellent University benefits. Send resume by March 30 to Assistant General Manager, KUAT-TV, Modern Languages Building, University of Arizona, Tucson, AZ 85721. The University of Arizona is an equal opportunity/affirmative action employer.

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## HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

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**Director/Producer/TV Coordinator**—responsibilities—supervision campus TV services, Arts & Sciences college; familiar with all video formats; work with faculty developing video materials for classroom use; expected to pursue some production grants. Position also entails adjunct faculty assignments in television news film production. Qualifications—MS, Journalism/Mass Communications; experience in broadcast news desirable; ability to teach television news film production. Twelve month assignment beginning June 1, 1981; salary \$14,500+ depending on qualifications and experience. Contact—Bruce Hough, Director, Center for Instructional Technology, Creighton University, 2500 California St., Omaha, NE 68178. Application deadline—April 10.

**Sports Producer** Creative sports field producers familiar with all phases of post production techniques. Must have television field experience with emphasis on enterprise journalism, focused and pointed interviewing technique and packaging skills. This is NOT an on-air position. New York based national syndicator requires a pro who thinks beyond the box scores. Resume and current salary requested. Box C-39.

**TV Producer-Director.** Developing, producing, directing television programs for Public TV station. Position supervises and coordinates the work of crews and technicians. Requires graduation from high school and seven years experience in television production; or graduation from 4-year college with major course work in television production or programming and three years experience in television production work. Prefer strong directorial skills background. Salary: \$15,284.16. Resumes must be received by March 16. Send to: TV Producer-Director, Florida State University Personnel, 216 Suwanee Arcade, Tallahassee, FL 32306. Equal Opportunity Employer.

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### SITUATIONS WANTED MANAGEMENT

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**25 years experience,** small market radio TV, major market national TV. In Florida 2 years, want to stay. Consider any challenging management or senior sales opportunity. Box C-30.

**Local sales development** specialist with several years experience looking for local sales management position. I can develop your sales team to its full potential. Reply Box C-4.

**Seek challenging GSM** position. Extensive New York and Chicago group owned sales experience in local sales, national sales, rep management, and station sales management. Currently employed, with three years in present position. Age 35. Excellent references. Prefer top 50 sunbelt market. All replies in strict confidence. Please include compensation range. Box C-34.

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### SITUATIONS WANTED ANNOUNCERS

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**20 yrs. exper.,** NBC Affiliate, sports director, news anchor, weatherman. Excellent voice, delivery, appearance. 904-673-5215.

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### SITUATIONS WANTED TECHNICAL

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**1st Phone.** Some experience little theatre stage lighting, sound mixing. Interested in learning T.V./Radio operations. John Jarecki, 462 Talbert Ave., Simi, CA 93065. 805-526-8750.

**B.A. in Broadcasting,** First phone, seeking entry-level position in engineering or production. Will relocate. Bob 213-462-0605.

**TV-FM-AM-Field Engineering Service.** Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813-868-2989.

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

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### SITUATIONS WANTED NEWS

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**I will surprise you** with what I offer! Aggressive female anchor-producer-reporter... 5 year veteran... looking for that big break. Call me now! Top 50 markets only. Box B-188.

**Sports minded** Radio newsmen seeks to re-enter television market. Former TV sports intern in Indianapolis. Have covered Pro Hockey, Basketball, Baseball, and Major College sports. Great references. Well organized. Creative writing. Nice camera appeal. Erik 317-981-2025 mornings.

**ENG Photographer:** Major market shooter with extensive live shot and editing experience. I am looking for a station that has a strong commitment to news and wants people who will hustle for a story. Box C-22.

**Weathercaster** ... one year experience. Currently employed on prime time at small market ... only serious replies in confidence. Box C-2.

**Experienced and marketable** with 2 years of commercial radio news background encompassing local and nat'l hard core plus informative and light feature work. First phone. Dedicated in ENG with more than just a rip and read style. Available now. Box C-1.

**News Director.** 11 years news experience. 5 years medium market news director. 2 years leadership position in very large market. Effective budget manager, people motivator, and journalist. Currently employed in strong top 100 market news station. Looking for move up. Stable work record, excellent references. Box C-45.

**Business Specialist**—Wall Street Journal Radio Network anchor, and formerly N.Y. all-news radio reporter, seeks business and/or general assignment in top-25 market. TV experience. Robert Cohen, 212-377-6542. 1375 Ocean Ave., Brooklyn, N.Y. 11230.

**Meteorologist:** Currently medium market. Seeks solid news commitment and professional weathercasting. 617-632-3687.

**Sportscaster, Innovative,** hard-working, polished. Interested? Three years in small market. Get me out of here and give me a challenge. Call Jeff, 614-864-2810.

**Frequent Network contributor** seeks reporter's job in Top 40 market. Presently Assignment Editor/Reporter in medium market. 3 years experience. Journalism degree. After 4 pm, 814-942-2252.

**Reporter. 1 year writing,** editing both news and sports segments as intern at two Boston network affiliates. ENG editing experience, strong news gathering skills, professional attitude. January '81 broadcast journalism degree from Boston University. Aggressive, organized, poised under pressure, streetwise. Will relocate immediately for reporting position in medium market. Tape, resume from Ken MacLeod 617-969-6414 or 201-666-5219.

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### SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

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

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

**Writer/Producer/Director** I have written, directed and produced 3 theatrical features, all of which have been distributed, including Network. I am interested in Docudramas, Documentaries or dramatic short, long form here or abroad. Will travel. Michael de Gaetano, 602-947-7160 or Box C-33.

**Director, three years** experience, remote/studio production, EFP photographer, ready to move, 216-933-2527.

**Call Me First** Only if you want the right PR specialist for your station, company or agency. Write concise copy for news releases, press kits, house organs. Produce slide & video presentations for PR campaigns. Also profit-making promot material. MS comm. Boston Univ. Unhappy unless working 18 hr. day. 203-453-5719.

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### HELP WANTED SALES

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**Experiences sales manager.** Broadcast equipment. Philadelphia area. Please submit brief resume. Box B-191 or phone 215-539-5300.

**Business oriented, successful** salesperson with good credit and character. This is a straight commission opportunity involving substantial dollar amounts. We'll train in business brokerage. John Emery, Chapman Company Inc., 1835 Savoy Drive, Atlanta, GA 30341.

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## ALLIED FIELDS

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### HELP WANTED INSTRUCTION

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**Broadcasting Faculty:** Major state college seeks experienced professional to teach R/TV production, writing and technical courses for award-winning undergraduate curriculum. Duties also include internship supervision and program production for local cable channels. Tenure track position. MA/MS required. Position begins September 1981. Send letter of application, resume and names, addresses and telephone numbers of three references by March 31, 1981 to Dr. Ron Rabin, Chairman, Journalism, Broadcasting and Speech, Buffalo State College, 1300 Elmwood Avenue, Buffalo, NY 14222.

**Communications Chairperson:** To head department with 250 journalism and 450 broadcasting majors and 15 faculty Effective September 1981. Qualifications: significant professional experience in journalism or broadcasting; teaching and administrative experience; Ph.D. in journalism or broadcasting preferred but not required. Rank open; salary and fringe benefits competitive. Send application letter, complete resume, and names, addresses and phone numbers of three references by March 31, 1981 to William A. Donnelly, Search Committee Chairperson, Journalism, Broadcasting and Speech Department, Buffalo State College, 1300 Elmwood Avenue, Buffalo, NY 14222. An Equal Opportunity/Affirmative Action Employer.

**Northern Arizona University** announces two positions beginning August 15, 1981. Telecommunications (instructor/assistant professor, one-semester position); M.A. or M.F.A. and professional broadcast and teaching experience. Teach broadcast or radio news and/or radio-production management, and manage AM carrier current station and/or supervise broadcast news operation. Telecommunications (instructor/assistant professor, non-tenure track); Doctorate or work toward doctorate. Teach news writing, electronic news gather, instructional radio-TV. Background in film production and criticism desirable. Salaries competitive. Write no later than March 31, 1981, to Dr. Charles Aurdand, College of Creative Arts, Box 5755, Northern Arizona University, Flagstaff, AZ 86011. The University is an Affirmative Action/Equal Opportunity Employer.

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### HELP WANTED TECHNICAL

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**Video Engineer**—JCPenney Company's Corp. Communications Dept., in NYC, has opening for Engineer with equipment maintenance and repair experience and who can supervise and train. Equipment includes: IVC 2" Helical & Sony, JVC 3/4" VTR's, off-line editor, Grass Valley Switcher 1600-7G, Fernseh KCP40 Cameras and ASACA 2000. Good salary, excellent benefits + store discount. Write: Personnel Dept AS1 JCPENNEY Co., Inc., 10th Floor, 1301 Ave. of the Americas, New York, N.Y. 10019. An Equal opportunity employer.

**Field Engineer** Professionalism at its finest! Dynamic leader in manufacturing of video editing equipment now has openings for Field Engineers in the New York City area. Video systems and digital electronics background prerequisites. If you are one of the leaders in this industry, why not be associated with THE LEADER. Send resume to Convergence Corporation, 1641 McGaw, Irvine, CA 92714. Attention Field Engineering, or phone 714-549-3146 Ext. 45 to arrange for personal interview.

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### HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

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**Free-lance** field producers and technicians wanted for nationwide network. Must be creative, experienced, capable of highest quality. Will produce network, syndicated and cable program assignments in your local region. Send resume to: The Producer/Writer Network, 2127 Weybridge Common, Holland, PA 18966.

## HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

**Cinematographer** for film/video of major land-grant university. Produce, direct, shoot, and edit documentary/informational films and video features. Degree in film/TV or related area plus two years experience preferred. Salary range starts at \$13,420. Contact Maynard Quesenberry, Employee Relations, Virginia Tech, Blacksburg, VA 24061 by April 15, 1981. Equal Opportunity/Affirmative Action Employer.

## SITUATIONS WANTED MANAGEMENT

**Financial Executive.** Chief Financial officer of broadcasting and newspaper group seeks senior management position in communications industry. Broad management experience. MBA, CPA. Box C-36.

## CABLE

### HELP WANTED MANAGEMENT

### HELP WANTED INSTRUCTION

**Broadcasting/Station Management** combination, teach 5 courses per year in Radio Production, Broadcast Newswriting, Mass Media and Society, (et. al.) and manage FM station half-time. Master's Degree plus professional experience in public radio, control board operation, knowledge of FCC regulations. Application and resume by March 20 to Dean of Faculty, The Lindenwood Colleges, St. Charles, MO 63301. An Affirmative Action/Equal Opportunity Employer.

**Broadcasting.** Instructor or Assistant Professor, M.A. or M.S. in Broadcasting required, Ph.D. preferred, teaching experience in radio, three to five years in commercial or public radio with demonstrated skills in announcing and production. Teach courses in announcing, production, sales and management, 4-1-4 academic calendar, five courses per year plus operations manager of college radio station. Salary based on training and experience. Liberal fringe benefits and TIAA/CREF. Phone or write inquiries to Dr. Earl C. Lamme, Chairman, Department Speech and Theatre, 412-946-8761 ext. 334, Westminster College, New Wilmington, PA 16142. AA/EEO employer.

**Department Chairperson:** Trinity University seeks chair/professor for Journalism/Radio/TV. Outstanding professional program in liberal arts setting at heavily endowed private university. 3-0 majors in 3 sequences. Color TV studios, remote TV van, ENG, 16-track audio, FM, VDT editing. Applicant needs Ph.D. and/or distinguished media record, leadership qualities. Salary negotiable, \$33,000 for 9 months, \$4500 stipend for chair, including summer. Starts Summer 1981. Send resumes by April 1 to: Dr. Richard Gentry, Chair, JB&F Search Committee, Trinity University, 715 Stadium Dr., San Antonio, TX 78284. Affirmative Action/Equal Opportunity Employer.

**Assistant or Associate Professor.** The School of Journalism and Mass Communication at the University of Georgia is seeking a person to teach undergraduate and graduate courses in radio-television-film production and writing, introduction to mass media and broadcasting, and analysis of broadcast programming and audiences. Position begins September 1981. Ph.D. required; those near completion of the Ph.D. will be considered. Teaching and research experience preferred; professional experience desired. Salary commensurate with education and experience. Send resume to Dr. Roger Wimmer, Chairman-Radio-TV-Film Search Committee, School of Journalism and Mass Communication, University of Georgia, Athens, GA 30602. Application deadline is April 15, 1981. The University of Georgia is an Affirmative Action/Equal Opportunity Employer.

**Speech-Radio:** Fine Arts Division in midwestern liberal arts college seeks a fulltime faculty member for August, 1981. Nine-month contract in tenure track for teaching load of 12 hours per semester, including classes in Speech, Communication and Theory, Debate, Discussion, Radio Production, and advising 100 watt campus station where background in technical production, promotion, operations, and academics is needed. Future plans include development of Forensics Program. Rank and salary open and competitive. Application deadline April 1. Send vitae and credentials to W. J. McBride, V.P. for Academic Affairs, Findlay College, Findlay, OH 45840. Equal Opportunity Employer.

**Youngstown State University** seeks instructor to teach courses in telecommunications and speech communication including principles and practices of broadcasting, principles of broadcast operations and performance, and business and professional speech. Ph.D. in speech/telecommunications with commercial broadcast and teaching experience preferred; master's degree considered, salary dependent on qualifications. Send complete credentials, transcripts and three letters of recommendation to: Dr. Daniel J. O'Neill, Chairman, Department of Speech Communication and theatre, Youngstown State University, 410 Wick Avenue, Youngstown, Ohio 44555.

## 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.)

**Needed:** 10-watt FM exciter or transmitter, 4-bay antenna, tower, coaxial cable, and studio equipment for Religious Station. Donation tax Deductible. Contact Rev. Charles Sivley, Rt. 11, Box No. 381, Keavy, KY 40737, 606-528-4671.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**Satellite Television Equipment.** Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713-776-0542.

**10 KW FM RCA 10D w/exc. & ster. gen., exc. condition, spares.** M. Cooper 215-379-6585.

**GE TT 57 30 kw UHF Transmitter.** \$65,000.  
**GE TT-25 UHF-TV Transmitter,** 2 ea \$35,000.  
**RCA TT-10AL VHF Transmitter**—\$5,000.  
**RCA TT-35CC VHF Transmitter**—\$12,000.  
**RCA TT-50AH VHF Transmitter**—\$12,000.  
**Complete film island**—GE-Eastman—\$28,000.  
**TR-22 RCA Hi-Band VTR**—\$12,000.  
**IVC 500A Color Cameras**—ea. \$7,500.  
**GE PE-350 Color Cameras**—ea. \$4,000.  
**GE PE-240 Film Camera**—\$7,000.  
**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.  
**New Garrard Turntables,** \$100.  
**UHF Antennas**—Various Models and Prices.  
**New 1000 foot TV Towers**—best prices.  
**Leader Test Equipment**—Fast Delivery.

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. Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

**Remote Production Cruiser:** Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (3) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$145,000 takes it all. Call Bill Kitchen, Quality Media Corporation 800-241-7878 (in GA. call 404-324-1271) for further details.

**IVC 500 Camera,** CCU, encoder, cable, tripod, head, dolly, lense. Excellent condition \$5,800. 813-681-7755.

**2 MC Martin B-802** stereo consoles with 8 pots; one CCA FM20000DS with exciter and SGI stereo generator, just removed from service; one CCA FM 25000 with exciter, now in service. Reasonable price, terms available. Richard Miller, manager of Don Swartzbaugh, Chief Engineer, KADI. 314-721-2323.

**SMC automation system,** including one-year-old ESP-1 digital control, DT-4 Data Terminal, CRT Display, Xtel Printer, all tape. Source Units. Call 209-383-1580.

**RCA-5 10 kw** usable for parts. Easily accessible for truck shipment. Assumed to be 10-B circa 1948. Will accept reasonable offer. Call Broadcast Consultants Corp. 703-777-8660.

**Collins Stereo Generator** new 786-VI for only \$1,498.50. Was originally \$1,665.00. Call Art Reed at Broadcast Consultants Corp. 703-777-8660.

**Chron IIB** Used 1 year. Includes Font Compose, single disc drive, extended memory, clock generator, program/storage discs. \$18,000. Contact Steven Wild 313-477-6066.

**Microwave transmitters** and receivers, Lenkurt 76 pair on 7 and 13 Ghz for TV with audio. Call D. Zulli 213-466-5441.

**For Sale** 700' of rigid 6-1/8" transmission line. 19 1/2 foot sections. I need 5 sections of 20 foot RCA 50ohm universal line with marmon clamps. E. McClellan 419-684-9496.

**IGM-500-2** Scully 270, 3 Carousels, Time announce and extras. In three IGM ranks, good working condition. Only \$2975.00 Steve Dinkel 816-279-6346.

**IKEGAMI HL33,** Batteries, quick charger, AC, 2 multi-core cables, fine condition. \$8,500.00 AVR, Inc. 703-379-6644.

**Ampex VR1200's** (3). NTSC and PAL. VPR-2 and TBC-2. RCA TR-22 Hi Band. Friendly prices. Call and discuss your needs. John Streets, Merlin Engineering Works, 415-856-0900 or 800-227-1980.

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

**FM package,** now on air 92.7. Gates FM-1B 1 kw transmitter, exciter & stereo generator. Harris 2 bay CP FML2E antenna. Isocoupler. 275 ft Andrew HJ5-50 heliack & couplings. \$9525 cash. 208-743-2282.

**Continental 315-B** 5 kw AM, Collins 21-E 5 kw AM, Gates BC-5P-2 5 kw AM, Continental 316-C 10 kw AM, Collins 831-G1 20 kw FM. Other units from 1kw to 50 kw both AM and FM. All units in stock ready for delivery. BESSCO Internacional, 5946 Club Oaks Drive, Dallas, TX 75248. A/C 214-630-3600.

**SMC DP-1** Automation system. Includes 4 reel to reel, 7 courasels, time announce, switcher, remote control, digital encoder, English text Extel. Fully reconditioned two years ago at factory. Excellent condition. Price: \$24,995. Call Jim at 414-324-4441.

**Professional voicing** of your commercials. Details and Sample, write: Bruce Kayser, 215 Apache Trail, Columbia, TN 38401. 615-381-0930.

**Low Power Television**—Have a question? Free brochure. "Inside Reports—LPTV"; TRA, Inc., 2900 N. Dixie Highway, Fort Lauderdale, FL 33334.

**TV/movie reviews.** Syndicated critic. Informative and witty reviews. Great listener response. Free demo cassette. Brian Rose Productions, 99 State Street, Brooklyn, NY 11201.

**Fascinating Psychic News Feature.** Twelve 15, 5, and 3 minute interviews with investigators of paranormal phenomena. Not pop-psychic or religious. Currently airing Los Angeles. Demo available: Elizabeth McAdams, Ph.D., 268 South Arden, Los Angeles 90004. 213-857-5604.

**Elvis. "The Hollywood Years"** a complete 6-hour researched documentary including songs, interviews with Elvis and stars, plus future film number 34. Great promotional tool with the spring release of "This Is Elvis" film No. 34. Demos available upon request. We specialize in syndicated radio programs on Legends in the recording industry. For information: Leefoe Radio Productions, 412 Monroe Street (Dept. 78), Rockford, IL 61103. Terry L. DuFoe, Eves 815-962-1376; John R. Lee, Days 815-964-7538.

**Microwave transmitters** and receivers, Lenkurt 76 pair on 7 and 13 Ghz for TV with audio. Call D. Zulli 213-466-5441.

**For Sale** 700' of rigid 6-1/8" transmission line. 19 1/2 foot sections. I need 5 sections of 20 foot RCA 50 ohm universal line with marmon clamps. E. McClellan 419-684-9496.

**FOR SALE EQUIPMENT  
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**Ikegami HL33**, Batteries, quick charger, AC, 2 multicore cables, fine condition. \$8,500.00. AVR, Inc. 703-379-6644.

**Ampex VR1200's** (3). NTSC and PAL. VPR-2 and TBC-2. RCA TR-22 Hi Band. Friendly prices. Call and discuss your needs. John Streets, Merlin Engineering Works, 415-856-0900 or 800-227-1980.

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**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.

**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.

**Low power TV** and FM frequency searches from \$200. Larry D. Ellis, PE, Box 22835, Denver, CO 80222.

**Professional voicing** of your commercials. Details and Sample, write: Bruce Kayser, 215 Apache Trail, Columbia, Tenn. 38401. 615-381-0930.

**Low Power Television**—Have a question? Free brochure. Inside Reprints-LPTV, TRA, Inc., 2900 N. Dixie Highway, Fort Lauderdale, FL 33334.

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

**RADIO PROGRAMING**

**"Photo Tips"** radio feature. Five new 1½ 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.

**Attention tower owners**. We are seeking rental of tower space located within ten miles of concentrated population centers. Send details, price and terms for immediate response. Walter L. Larkin, III, Affiliated Communications Corp., 3200 Expressway Drive South, Central Islip, NY 11722. 516-582-6721.

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

**Fascinating%slchicNews Feature**. Twelve 15, 5, and 3 minute interviews with investigators of paranormal phenomena. Not pop-psychic or religious. Currently airing Los Angeles. Demo available: Elizabeth McAdams Ph.D., 268 South Arden, Los Angeles 90004. 213-857-5604.

**Elvis. "The Hollywood Years"** a complete 6-hour researched documentary including songs, interviews with Elvis and stars plus future film number 34 Great promotional tool with the spring release of "This is Elvis" film No. 34. Demos available upon request. We specialize in syndicated radio programs on Legends in the recording industry. For information Leefoe Radio Productions, 412 Monroe Street (Dept. 78), Rockford, Illinois 61103.

**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.

**RADIO PROGRAMING**

**UFO Monitor**—Thought provoking, audience creator, mind-boggling interviews in 15 minute UFO weekly tape. Four weeks free. Sample tape/data. Robert Barry, 47 N. Main St., Yoe, PA 17313. Phone 717-244-2231.

**RADIO**

**Help Wanted Management**

**General Manager**

Southern major market A.O.R. Outstanding class "C" signal, well programmed with excellent ratings in a highly competitive market. Tremendous opportunity for a serious hands-on professional who is highly sales oriented. The right candidate will be able to motivate, train, lead, and still be willing to learn and work within a group owned framework. We'd like to hear about your expertise in sales, both direct and agency; knowledge of program concepts and execution; marketing and research experience. Please put this in letter form together with a personal profile. We promise strict confidence and there will be no background calls placed until you're informed. E.O.E. Box C-59.

**Situations Wanted Announcers**

**BOXING ANNOUNCER**

Boxing color commentator (and possibly PBP) with extensive cable TV network & Chicago radio experience. I am a boxing journalist & author with top working knowledge of the sport. Can travel. Have demo tapes. Call (312) 674-1901.

**PLAY-BY-PLAY  
PROFESSIONAL**

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**Situations Wanted Management**

**GENERAL MANAGER**

Available immediately due to sale of station. Over the past 13 years I worked in radio management for a respected broadcast group with AM-FM-TV and newspapers. I personally developed and managed a winning local sales team and unique FM programming. The sales team made this station tops in billing and the programming captured Number 1 ratings in Arbitron, in this highly competitive 14 station market. Knowledge in all areas of radio station operation. Impeccable references from top broadcast executives. Reply in confidence Box C-60.

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OR  
ACQUISITION WANTED**

Broadcaster with 12 years experience in all areas plus law degree seeks new challenge. Reply Box C-79.

**Metromedia's WASH Radio  
Washington, D.C.**

is looking for a warm-sounding, creative newscaster/reporter; should have solid background of air work, writing and street work; send tape of newscast and features with resume to: Craig Windham, News Director, WASH Radio, 5151 Wisconsin Avenue, N.W., Washington, D.C. 20016; EOE.

**IS YOUR SPANISH LANGUAGE RADIO  
STATION IN TROUBLE?**

Or are you contemplating a switch to Spanish. Available immediately. General Manager, 18 years broadcast experience outside Continental U.S. in Million-Plus Market-Major Facility. Ready to "go home" or transfer to other foreign situation, not necessarily Spanish. Proven track record. Expertise includes modern management techniques in programming, engineering, automation, computerization plus full knowledge of FCC Regs. Write Box C-86.

## Situations Wanted Programing, Production, Others

**WAQY 50,000** watt top 40 station is looking for Program Director, young, innovative, experienced, with day by day promotions. This is a great opportunity to join a seven station chain. Contact Jim Rising—WDRZ-FM, Wilkes-Barre, Pa. 717—823-5000.

## TELEVISION Help Wanted Management

### BUSINESS MANAGER WUAB-TV Cleveland, Ohio

This position demands expertise for managing all phases and operations of the Business Dept. at a TV station. Send resume with qualifications and references to:

Robert R. Hartman  
Ass't. General Manager  
WUAB-TV  
8443 Day Drive  
Cleveland, Ohio 44129  
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## Help Wanted Announcers

### TOP NOTCH TV INTERVIEWER

Seeking bright, experienced interviewer for New York based Life Style Series. Strong on-camera presence. Wit and sense of Humor required for new daily series. Resume and tape to: Citron, 365 West End Avenue, New York City 10024.

## Help Wanted Sales

### LOCAL SALES MANAGER

Group-owned CBS affiliate. Top 20. Western growth market. Must be quality individual, with management experience, high standards of performance, and ability to take control. Excellent benefits. Unequaled quality of life. Please send resume to Box C-71.

## Help Wanted Technical

### 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, PO Box 200, Hollywood, FL 33022. Equal Opportunity Employer, M/F/H.

## 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 News

### KBTV DENVER

Has an immediate opportunity for on air weatherman, meteorologist preferred.

For complete information call or write News Director Roger Ogden (303) 825-5288.

### T.V. REPORTER DENVER STATION

Opening for first rate general assignment reporter. Only experienced, aggressive, creative self starters should apply. Box B-199.

### Assignment Editor

Excellent opportunity in top sunbelt market. Responsible for Reporter and Photographer assignments. Need aggressive, take charge person. Live ENG experience required. Send resume and salary requirements to Box B-200. An Equal Opportunity Employer

### POLICE BEAT REPORTER

Top 20 market station seeking experienced police beat reporter. Journalism degree preferred. Salary & fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. Please send resume to Box A-161, EEOE, M/F.

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

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## NEWS REPORTER

WDTN TV has an immediate opening for a News Reporter who can also anchor, with at least two years solid journalistic background, good communications skills and anchor experience. A degree in Journalism preferred. Qualified applicants should send resume & tape to: John A. Stoddard, P.O. Box 741, Dayton, Ohio 45401.

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## Help Wanted News Continued

### ASSIGNMENT EDITOR

Central Virginia's top rated news operation needs a creative, visually oriented person who is a strong copy editor and works well with others. Reporting and either production or editor experience required. CBS affiliate, all ENG, hour long local newscast, EOE. Resumes to Jay Moore, News Director, WTVR-TV, 3301 W. Broad Street, Richmond, VA 23230.

### News Anchor

Attractive, intelligent male talk show host/asst producer (employer) seeks opportunity as news anchor, or AM/PM magazine host. Tape available. Box C-70.

**Attractive co-host** for PM Show needed by WFMY-TV, Greensboro, N.C. Excellent staff, top-rated station in market, top-rated cosmopolitan city. Good compensation and benefits. On-Air Television experience requisite. Send resume and tape to David Baxter, P.O. Box TV 2, Greensboro 27420.

Top-rated CBS affiliate in Southeast is seeking experienced weather broadcaster. Excellent market, well-equipped facility, sound management, lovely city. Station offers good compensation and fringe benefits. Send complete resume and tape to Box B-194.

### NEWS TALK HOST

If you are informed, fluent, experienced, courteous, creative and have a sense of humor, you might be just the person we're looking for.

### NEWSPERSON

We're also looking for an experienced broadcast journalist who can dig-up, research, write, produce and air area news.

Letter, resume and unedited air-check to:



WERE Radio  
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## Help Wanted Programing, Production, Others

### DESIGNER/ARTIST WPLG-TV MIAMI—A POST- NEWSWEEK STATIONS

Position immediately available for an experienced creative person with a range of design production skills including on-air & print. Send portfolio samples and resume to Design Manager, WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137, 305—576-1010.

## Situations Wanted News

TV Sports Producer with major market experience seeks TV sports anchor/reporter position. I've produced material on the Boston Celtics, New England Patriots, Boston Marathon, and more. Currently doing on-air radio work at two Metro-Boston stations. Does your small or medium market sports segment need a new look? I'm your man! Will respond to all inquiries and relocate. (617) 584-0635.

### Network Correspondent Now Overseas—interested in U.S. Return

Past experience as local anchor, producer, news director, ENG magazine host-producer. IN U.S. in April for interviews. Box C-88.

### SPORTS DIRECTOR/PLAY-BY-PLAY/TALK

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

## Situations Wanted Programing, Production, Others

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**STUDIO CAMERA OPERATOR:** Operate TK-46 studio camera, studio and stage lighting, set construction. Hours include 6:00 a.m.-3:00 p.m. and/or 2:00 p.m.-11:00 p.m. shifts. Position does not include weekends. Broadcast degree and/or one year studio camera experience in a commercial broadcast station or commercial production studio. Lighting background preferred. Send letters of application and/or resume to Gary Ricketts, Operations Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101.

## CABLE Help Wanted Management

# Business Affairs Position

## FOR NATIONAL SATELLITE CABLE TELEVISION SERVICE

Small, but expanding pay television company seeks experienced individual for Business Affairs position. Responsibilities include the licensing and acquisition of feature films in domestic and international markets, negotiations and contractual duties with respect to original production, labor union matters, music rights, clearances, etc. Legal background preferred, but not essential. Salary commensurate with experience and background. Send resume to

**Box C-89**

an equal opportunity employer (M/F)

## Help Wanted Programing, Production, Others

# SENIOR PRODUCER

## FOR NATIONAL SATELLITE CABLE TELEVISION SERVICE

Seeking highly experienced individual to assume responsibility for & coordinate all elements of the overall creative product of growing special interest pay television service. Will supervise & assume full responsibility for quality "Look & Feel" of the service. Must have significant high level experience in television program production, development, & promotion; in short, top creative credentials. Compensation commensurate with experience & background. Send resume to:

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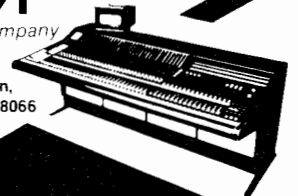
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## Public Notice

March 4, 1981 Public Broadcast Service Executive Committee at the Mayflower Hotel, Washington, D.C., begins at 9:00 a.m. on March 4. Reports on Task Force on Technology Applications; CPB-PTV long-range finance discussions; program services; financial status; human resources development. Discuss board organization re interconnection matters. Review board/committee calendar and nominal agenda.

## PUBLIC NOTICE

### RE; WDLW AM 1330 Radio Station Waltham MA

Notice is Hereby given by **Anthony R. Martin-Trigona of WHET Inc. D/ B/A WDLW AM 1330 Radio Station** that:

A. The authority and power of a purported trustee and related parties to deal with the license and assets of WHET Inc. is being challenged in the U.S. Bankruptcy Court for the District of Massachusetts and before the Federal Communications Commission, and may also be affected proceedings pending in the U.S. Bankruptcy Courts for the Southern District of New York or District of Connecticut.

B. Any attempts by the purported trustee and related parties to dispose of the license or any assets of WHET Inc. or to otherwise deal with WHET Inc., will be subject to legal challenge in any appropriate judicial or administrative forum.

### NOTICE TO BIDDERS CABLE COMMUNICATIONS FRANCHISE CITY OF BIRMINGHAM, MICHIGAN

The City of Birmingham, Michigan, in conjunction with the Villages of Beverly Hills, Franklin, and Bingham Farms, Michigan, seek applications for a non-exclusive franchise to provide cable communications services for a period up to 15 years. Official application forms (Request For Proposals) and the Birmingham Cable Communications Ordinance are available at the City Manager's Office, City of Birmingham, 151 Martin Street, P.O. Box 3001, Birmingham, Michigan 48012. Contact Steven Schwartz, Assistant to the City Manager, 644-1800 for further information.

## For Sale Equipment

### MAJOR MARKET NEWS SET

Complete. News, weather and sports studio set. Professionally built in 1978 by Dynametrics Inc. of Calif. Operated out of studio 40' x 45'. Plywood and formica construction. Risers and weather maps included. Rear screen and chroma key capabilities on background wall. Place for built in monitors in desktop. Pictures available upon request. Contact Roger Cotey, 1-414-355-6666.

## Help Wanted Instruction

### TELECOMMUNICATIONS TECHNOLOGY FACULTY

Telecommunications full-time faculty member needed for Fall 1981 for new 2 year degree program designed to prepare students to be radio, TV, cable TV technicians. West Windsor Campus houses State-of-the-Art Radio-TV-Cable TV facility. Your teaching will include satellite and microwave technology, broadcast and cable system design. Work with new public 3 kw FM station and college's cable TV network. Requires knowledge and experience with transmitters, maintenance and repair, FCC 1st. Opportunity to develop unique industry-endorsed program at major N.J. telecommunications facility. 150 students enrolled in present radio-TV production curriculum. Excellent benefits. Tenure track. Salary negotiable, depending on credentials and experience. Respond in writing with resume to: MERCER COUNTY COMMUNITY CO.—LEGE, Personnel Services, Dept. GS, PO Box B, Trenton, NY 08690.

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## Help Wanted Programing, Production, Others

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**LOW POWER TV!**

Broadcast engineer will assist you with engineering portion of FCC form 346, help you choose equipment, etc. Fee is only \$1,500—plus travel expenses (if required). Write: Meyer Gottesman, PO Box 4234, Napa, CA 94558. (707) 253-2220. Try anytime.

**Wanted To Buy Stations**

Network seeking radio stations. Must bill at least \$300,000 plus. Confidential. Principals only. Box C-56.

**Wanted To Buy Equipment**

**WANTED TV-CP**

All replies confidential—D. Wash c/o Mutual Communications Corp., 311 E. Ridge Rd., Rochester, NY 14621 (716) 544-7200.


**Business Opportunities**

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**For Sale Stations Continued**

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SW	Medium FM \$260K \$65K	Dan Rouser	(214) 387-2303
S	Metro Fulltime \$1100K Terms	Bill Chapman	(404) 458-9226
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- Class C in large Oklahoma town. \$3,400,000.
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- Daytimer. Fort Worth powerhouse. \$1,000,000.
- AM/FM Eastern Kentucky. \$360,000.
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- 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.
- VA. Coastal. Attractive. \$650,000.
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- Fulltimer. Dominant. Metro. TX. \$1,200,000.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
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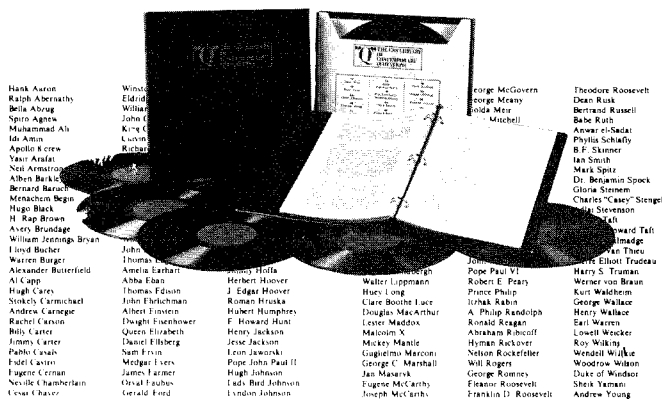
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# Fates & Fortunes

## Media



Temple

**Peter Temple**, director of planning and administration, WCBS-TV New York, named to newly created post of station manager.

**Jonathan Hayes**, VP-general manager, KDKA-TV Pittsburgh, named to head proposed new cable programming venture for station

licensee, Group W, with future details still pending. Hayes is son of veteran broadcaster **John S. Hayes**, (WTOP-AM-TV) and ex officio member of Board of International Broadcasters. **Thomas Goodgame**, VP-general manager, KTUL-TV Tulsa, Okla., succeeds Hayes.



Hayes



Goodgame

**Ralph Hansen**, VP-general manager, KTVI(TV) St. Louis, named area VP for licensee, Times Mirror Broadcasting, based in St. Louis. **Paul Wischmeyer**, corporate VP, Chronicle Broadcasting Co., San Francisco, and president-general manager of Chronicle's KRON-TV there succeeds Hansen.

**S. James Coppersmith**, VP-general sales manager, WNEW-TV New York, joins WTOG-TV St. Petersburg, Fla., as VP-general manager. He succeeds Jim Dowdle, president and chief executive officer of Tribune Company Broadcasting, Chicago (BROADCASTING, Nov. 10, 1980).

**William Snyder**, national sales manager, WQAD-TV Moline, Ill., named president-general manager of co-owned KHON-TV Honolulu.

**Sol Linowitz**, former personal representative for Middle East peace negotiations for President Carter, and **Thomas Watson Jr.**, former U.S. ambassador to USSR, join Time Inc., New York, as directors.

**Robert Wiegand**, general manager, WKRC-TV Cincinnati, joins WPEC(TV) West Palm Beach, Fla., in same capacity.

**Paul Kelly**, VP-general manager, WITS(AM) Boston, and VP of licensee, Mariner Communications, joins WHUE-AM-FM there in same capacity.

**Jim Thompson**, station manager, KMJ-TV Fresno, Calif., named general manager and

president of licensee, San Joaquin Communications Corp.

**Bill McRae**, manager, KVLV(FM) Edinburg-McAllen-Harlingen, Tex., named president-general manager of licensee, Tippie Communications.

**Downey Hewey**, regional manager and administrator, Peters Productions, San Diego-based radio-TV syndicator, joins KFXM(AM)-KDUO(FM) San Bernardino, Calif., as executive VP-general manager.

**Thomas Ptak**, general manager, WBLW(AM) Royston, Ga., joins WTWA(AM)-WTHO-FM Thomson, Ga., in same capacity.

**Stan Gold**, chief engineer, KJOI(FM) Los Angeles, named director of operations. **Marnie Tattersall**, VP-finance and administration, Source Records, Los Angeles, joins KJOI as controller.

**Arnold Blauweis**, VP and controller, LIN Broadcasting Corp., New York, named VP-finance. **Alan Chodosh**, director of accounting, named assistant controller.

**Thomas Eid**, from General Mills, Minneapolis, joins WCCO-TV there as business manager. **Lynn Kesitsky**, acting business manager, WCCO-TV, named business manager for co-owned WCCO-FM there.

**Joseph Marazzi**, administrator, affiliate planning, NBC-TV, Los Angeles, named regional director of affiliate relations.

**Norman Kellogg**, director of franchise planning and development, Warner Amex, New York, named VP, system development.

Elected officers, Arizona Cable TV Association: Jack Blanchard, Mogollon Cable TV, Payson, president, succeeding **Clay Blanco**, UA-Columbia Cablevision of Yuma; **John Ostermiller**, Cablecom-General, VP, and **John Fellet Jr.**, Storer Broadcasting, secretary-treasurer. Elected directors at-large, Arizona Cable TV Association: **Ed Thomson**, Warner Cable, Flagstaff; **Dixie Pruett**, American Cablevision Services, Rio Rico, and **G. Bryan Blow**, Ajo TV Service, Ajo.

## Advertising

**Peter Gridley**, management supervisor-director of client services, J. Walter Thompson, Washington, named senior VP. Named VP's, JWT: **Laura Graves**, administrative manager, Washington; **Robert Bishopric**, account supervisor, New York, and **Philip Forman**, creative supervisor, New York.

**Alex Morton**, VP-management supervisor, D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., named senior VP-management supervisor. **David Drew**, VP-account supervisor, DM&M, St. Louis, named VP-group supervisor. **Mark Polan**, account supervisor, J. Walter Thompson, Chicago, joins DM&M, St. Louis, as VP-account supervisor.

**Gil Rosoff**, VP-associate creative director,

D'Arcy-MacManus & Masius/deGarmo, named director of broadcast production in agency's New York office.

**Peter Falcone**, **Arie Kopelman** and **Robert Rees**, group senior VP's and account supervisors at Doyle Dane Bernbach, New York, named executive VP's.

**Yvonne Smith**, senior art director, and **Pam Den Hartog**, executive producer, Chait/Day, Los Angeles, named VP's.

**Richard Kale**, former president of Golden West Radio, Los Angeles ("Fates & Fortunes," Feb. 9), joins Radio Marketing Concepts Inc., as VP, and will head West Coast operations at 14609 Marquesas Way, Suite 201, Marina del Rey, Calif., 90291. Radio Marketing Concepts, of which Norm Goldsmith is president, is headquartered in Warrenton, Va.

**Daniel Hackett**, art director, W.B. Doner, Detroit, named VP-associate creative director.

**Robert Kahn** with Hecht/Dyer, Los Angeles, named VP.

**Michael Widener**, senior VP-director of media services for Chalek, Dreyer, Comerford & Lubalin, New York, joins AC&R Advertising there as VP-media director.



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**Jack Crumpler**, senior VP and account supervisor, Weekley & Penny, Houston, named account service director.

**Brian Bradley**, senior account executive, Bernstein, Rein & Boasberg Advertising, Spokane, assumes same post at firm's Denver office.

**Carl Ward**, who retired from CBS in 1979 after 35 years of service, including post of VP, director of affiliate relations, CBS-TV, joins MMT Sales Inc., as VP-station relations, operating from Scottsdale, Ariz., ("Closed Circuit," Feb. 23).

Named divisional VP's, Katz Continental Television: **John Hoffman**, sales manager of Detroit office; **Tom Olson**, sales manager of gold sales team, Chicago, and **John Aronson**, sales manager of Minneapolis office. **Marshal Lichstrahl**, sales manager, Katz American Television's Atlanta office, named divisional VP.

**George Otwell**, general broadcast executive, AP, Atlanta, joins TN Spot Sales, Raleigh, N.C., as VP-general manager.

Named account executives, Petry Television: **George Dennis**, from sales trainee to Eagles sales team in New York; **Richard Larcade**, from group research manager to Eagles sales team, New York, and **Richard Ferrante**, account executive, KSAN-FM San Francisco, to Petry office there.

**Donald Baxter**, assistant general sales manager, WBTW(TV) Charlotte, N.C., named general sales manager. **Jess Chalker**, national sales manager, WBTW, assumes Baxter's post in addition to his present duties.

**Claude Barnett**, account executive, KSBW-TV Salinas, Calif., joins KQIQ-AM-FM Lemoore, Calif., as general sales manager.

**David Schackmann**, local sales manager, WXIX-TV Cincinnati, named VP.

**Tom Brenneman**, account executive, WTAR-TV Norfolk, named sales manager.

**Christensen Pattison**, account executive, KVIQ-TV Eureka, Calif., named sales manager, **Kay Roland**, sales manager of HR Television, Los Angeles., joins KVIQ-TV as sales development manager.

**Peter Win Elliot**, account executive, WAGA(TV) Atlanta, named director of development services, responsible for accounts in marketing and co-op.

**Blaine Mitchell**, account executive, WGSO(AM) New Orleans, joins WVUE(TV) there as local sales manager.

**Eddie Bolling** and **Lovell Waugh**, account executives, WCSC-TV Charleston, S.C., named regional and local sales manager, respectively.

**Basil Storrs Jr.**, with WVEZ(FM) Louisville, Ky., named local sales manager.

**Cheryl Schafer Collins**, account executive, WIL(AM) St. Louis, joins KMOX-TV there in same capacity.

**Michelle Jones**, sales assistant, WTOP(AM) Washington, joins WMAL(AM) there as account executive.

**Karen Gamble**, traffic manager, WUSL(FM) Philadelphia, joins WCAU(AM) there as account executive.

**Cynthia Merritt**, media director, Phil Motta &

Associates, Phoenix advertising firm, joins KNXV-TV there as account executive.

**Jim Walker**, head of J. Walker Advertising, Denver, joins KDKO(AM) Littleton, Colo., as account executive.

**Kirk McCall**, air personality-program director, WPAR(AM) Parkersburg, W. Va., joins WADC(AM) there as account executive.

## Programming



Auerbach

**Norbert Auerbach**, president and chief operating officer, United Artists, New York, named chief executive officer, succeeding **Andy Albeck**, who retires. **Dean Stolber**, senior VP-business affairs, named to newly created post of executive VP.

**Al Rothstein**, VP-sales manager, Petry Television, New York, joins Paramount Television domestic syndication there as division manager for Southeast territory.

**Jan Engelbert**, secretary-traffic coordinator, Viacom Cablevision of Long Island (N.Y.), named program services coordinator.

**Benson Begun**, from Orion Pictures, New York, joins Warner Amex Satellite Entertainment there as VP-legal and business affairs.

**Al Trescony**, VP-talent administration, NBC, Los Angeles, retires after 12 years with network to open his own casting organization in Hollywood.

**Kathryn DeMerit**, director, syndication services, EUE Video Services, New York, named Northeast regional sales manager for Audio Plus Video International, Northvale, N.J.

**Garnet Rich**, manager and consultant for estate and financial matters, Packel & Associates, Tulsa, Okla., and **Mark Solow**, from KTUL-TV Tulsa, join Satellite Syndicated Systems, Tulsa, as sales representatives.

**Ann Lambert**, national programming coordinator, Century Broadcasting, Los Angeles, named administrative assistant of Westwood One, Los Angeles, national radio syndication firm.

**Ken Doyle**, account executive, Northeast area, Columbia Pictures Television, New York, named account executive, Midwest-South, based in Chicago.

**Morrie Trumble**, sports programming director, NBC Radio Network, New York, takes on additional duties as director of programs. **John McGhan**, production coordinator of NBC's young adult radio network, The Source, New York, named director of programs for network.

**Ellen Kaye**, manager of sales promotion, Buckley Radio Sales, New York, joins WNBC(AM) there as entertainment marketing administrator.

**Leonard Harris**, arts editor and critic for CBS-owned New York stations, and network TV morning news, joins Bravo, cultural pay-cable programming service, New York, as on-air anchor for *Bravo Newsupdate*, culture-oriented weekly newscast.

**Richard Evans**, contributing editor and chief

feature writer, *Tennis Week*, based in London, joins Enterprise Radio, Avon, Conn., as correspondent covering tennis events.

**William Figshu**, national program director, Viacom Radio, New York, named VP-programming.

**Bill Brown**, air personality, WCBS-FM New York, named program manager.

**Louis Gattozzi**, executive producer, WKYC-TV Cleveland, joins WKW-TV there as program director.

**John Wetherbee**, music director, WFYR(FM) Chicago, named program director.

**Denise Donovan**, assistant bank loan coordinator at Boston College financial aid office, joins WEEI(AM) Boston as broadcast standards administrator.

**Tom Jeffries**, program director, WZZP(AM) Cleveland, joins KTAC(AM) Tacoma, Wash., in same capacity.

**Dr. T. Cleve Callison**, from noncommercial WLRH(FM) Huntsville, Ala., joins noncommercial WSVH(FM) Savannah as program director.

**John Friskillo**, program director, WCCL(AM) Jackson, Miss., joins WKKE(AM) Pearl, Miss., in same capacity. **Steve Jeffries**, program director, WCCL(AM), joins WKKE as production manager.

**Scott Leiser**, producer-director, WISN-TV Milwaukee, joins WDIV(TV) Detroit in same capacity.

**Mitch Jacobs**, producer of *Sonya Friedman* talk show on WXYZ(AM) Detroit, joins WDIV as coordinating producer.

**Brian Clark**, production assistant for noncommercial WSWP-TV Grandview, W. Va., named producer.

**Bill Berg**, air personality, WWVA(AM) Wheeling, W. Va., named music director. **Dan McGrath**, air personality, co-owned WCPI(FM) there named music director.

**Bruce Wayne Allen**, air personality, WDLG(AM) Port Jervis, N.Y., named music director.

**Rhonda Glenn**, sports reporter-anchor, KXAS-TV Fort Worth, Tex., joins Entertainment and Sports Programming Network, Bristol, Conn., as reporter.

**Dan Carlisle**, air personality, KSAN-FM San Francisco, joins KLOS(FM) Los Angeles in same capacity.

**Vern Robinson**, air personality, KEX(AM) Portland, Ore., joins recently started KWIP(AM) Dallas, Ore., in same capacity.

**Dan Walker**, production director and air personality, WEFM(FM) Chicago, joins WLS-FM there as air personality.

**Peter Roberts**, air personality, WOR(AM) New York, joins KDQQ(AM) Albuquerque, N.M., in same capacity.

## News and Public Affairs

**Gary Cummings**, director of editorials and station services, WBBM-TV Chicago, named to same post at WCBS-TV New York (both are CBS-owned stations). He succeeds **Peter Kohler**, named VP and assistant to president of CBS-TV Network.

**Keith Kay**, manager of CBS News's Paris bureau, named producer for its Dallas bureau. **James Clevenger III**, associate producer of

*CBS Evening News With Walter Cronkite*, succeeds Kay. **John Harris**, manager of CBS's Tokyo bureau, named manager of Latin American bureau, based in Miami. **Robert Anderson**, associate producer, Chicago, succeeds Harris. **Doug Sefton**, correspondent, CBS News, Cairo, assumes same responsibilities in Bonn. **Mitchell Krauss**, with CBS News in New York, succeeds Sefton.

**Ken Middleton**, assistant news director, WFSB-TV Hartford, Conn., joins WJLA-TV Washington as assistant news director-programs.

**Peggy Cerniglia**, news and public affairs programmer for Public Broadcasting Service, Washington, joins noncommercial WTVS(TV) Detroit as news director.

**Ann Tapie**, assignment editor, KVIQ-TV Eureka, Calif., named news director.

**Pat Chappell**, public relations director, WTHR-TV Indianapolis, named public affairs director.

**Keith Nichols**, with KMTV(TV) Omaha, named acting news director.

**Adel Hauck**, public affairs producer, noncommercial KCPQ-TV Tacoma, Wash., named acting news director.

**Randy Joyce**, evening news producer, WHP-TV Harrisburg, Pa., named assistant news director. **Susan Verdelli**, reporter, WHP-TV, named noon anchor. **Jim Moyer**, news announcer for co-owned WHP-AM-FM there assumes additional duties as news coordinator.

**Steve Waller**, news anchor, WKBT(TV) La Crosse, Wis., named news director. **Todd Steffen**, reporter, WKBT, named anchor for 10 p.m. news.

**Dave McLean**, assistant news director, KRON-TV San Francisco, named editorial director. **Carl Twentier**, assignment manager, KRON-TV, succeeds McLean.

**Bob Friedman**, weekend anchor, WTAJ-TV Altoona, Pa., named assignment editor. **Barbara Allen**, reporter, WTAJ-TV, succeeds Friedman. **Roger Wyland**, air personality, WFBG(AM), Altoona, joins WTAJ-TV as weekend sports anchor. **Dave Hurst**, news director, WJAC(AM) Johnstown, Pa., joins WTAJ-TV as Johnstown bureau reporter.

**Pat Teague**, manager of UPI's Lubbock, Tex., bureau, named manager of UPI's Albuquerque, N.M., bureau and New Mexico state editor.

**Ron Barr**, weekend sports anchor-reporter, KRON-TV San Francisco, joins KSFO(AM) there as sports director.

**Baxter Ward**, former Los Angeles county supervisor, joins KABC-TV there as news commentator.

**Chet Coppock**, sports anchor-reporter, WISH-TV Indianapolis, joins WMAQ-TV Chicago, in same capacity.

**Bill Clarke**, news producer, WXYZ-TV Detroit, joins KIRO-TV Seattle as producer of station's *Closeup* program.

**Larry Lyle**, news producer, WISH-TV Indianapolis, joins WTSP-TV St. Petersburg, Fla., in same capacity.

**Christine Allen**, executive producer, WGR-TV Buffalo, N.Y., joins WNAC-TV Boston as news editor-writer. **Holly Blondel-Parent**, news production assistant, WNAC-TV, named news assignment editor.

**Reggie Harris**, reporter, WNBC-TV New York, named New Jersey correspondent based in Newark.

**Fred Roggin**, sports anchor, KPNX-TV Phoenix, joins KNBC(TV) Los Angeles, as sports reporter and weekend anchor.

**Rod Daniels**, co-anchor, WISN-TV Milwaukee, named to same post at co-owned WTAE-TV Pittsburgh.

New members named to UPI broadcast advisory board: **Lou Adler**, director of news operations and programs, WCBS(AM) New York; **Terrence J. Connelly**, VP-television news, Taft Broadcasting Co., Cincinnati; **Paul Davis**, news director, WGN-AM-TV Chicago; **Ron Grisham**, general manager, KFXD-AM-FM Nampa, Idaho, and **Marty Haag**, executive news director, WFAA-TV Dallas.

**Janet Danforth**, graduate, University of Missouri in Columbia, joins KTSB(TV) Topeka, Kan., as general assignment reporter.

## Technology

**Joseph Colgrove**, VP-general manager, picture tube division, RCA, Lancaster, Pa., named VP for commercial and business planning. **John Rittenhouse**, division VP-general manager, RCA government systems division, Moorestown, N.J., succeeds Colgrove. **Paul Wright**, division VP-general manager of RCA's Astro-Electronics, replaces Rittenhouse. **Charles Schmidt**, manager of integrated radio room programs for government communications systems, business unit of government systems division, succeeds Wright. **Gail Lieberman**, director of performance reporting and forecasting, RCA finance division, Cherry Hill, N.J., named staff VP for financial reporting and capital planning.

**Donald Richardson**, general manager, Sintronic, Lionville, Pa., named executive VP-general manager for Singer Broadcast Products, ("In Sync," BROADCASTING, Feb. 23), Cherry Hill, N.J.

**Timothy Hulick**, president and chief engineer, Electronic Research Corp. of Virginia, Virginia Beach, joins Harris Corp., Quincy, Ill., as FM section manager for its broadcast products division.

**William Park**, operations manager, Sony broadcast division, San Jose, Calif., named national sales manager.

**Harry Hensman**, VP of consumer tape manufacturing, Memorex, Santa Clara, Calif., joins Corporex Technology, Los Angeles, as head of firm which offers videotape technology services worldwide.

**R. Roger Watson**, national sales manager, audio video systems division of Ampex Corp., based in Redwood City, Calif., joins Microtime, Bloomfield, Conn., as director of marketing.

**Michael Fierman**, VP in charge of production for Hill/Eubanks Group, Los Angeles, joins Golden West Broadcasters there as executive in charge of production for Golden West Videotape.

**Jim Giffen**, assistant chief engineer, KXTV(TV) Sacramento, Calif., named chief engineer for co-owned WANE-TV Fort Wayne, Ind.

**Joseph Ewansky**, Northeast sales manager, RF Technology, Westport, Conn., joins Nurad Inc., Baltimore, as systems sales engineer.

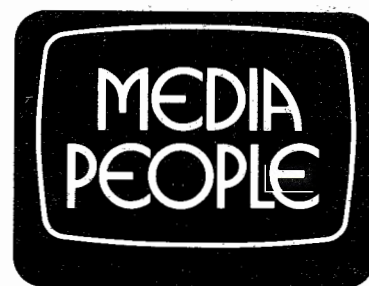
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## Promotion and PR

**Joan Voukides**, manager, advertising and promotion, NBC Radio, New York, named director of department.

**Kenneth Tyler**, manager of community relations, WNBC-TV New York, named manager of New Jersey operations, acting as liaison between station, civic and community leaders and agencies. He will also head station's Newark office.

**Debra Moffitt**, personnel coordinator in office of VP-personnel, CBS/Broadcast Group, New York, named community affairs manager for CBS's KMOX-TV St. Louis.

**Jim Nikodemski**, from Video One, Detroit, joins WJXT(TV) Jacksonville, Fla., as on-air promotion producer.

**Mary Jane Beckman**, graduate of St. Mary's College, Notre Dame, Ind., joins noncommercial WCAE(TV) St. John, Ind., as director of community relations.

**Charlie Warren**, air personality, WWSW(AM) Pittsburgh, joins WJZZ(AM) McKeesport, Pa., as director of on-air promotion.

**Ben Elder**, from A&M Associates, Phoenix, in-house advertising firm for U-Haul International, joins KPNX-TV there as promotion assistant.

**Cindy DiMattia**, from KOTV(TV) Tulsa, Okla., joins Satellite Program Network, Satellite Syndicated Systems' subsidiary there, as sales promotion manager.

**Deborah Weingrad**, senior publicist and editor of monthly guide for Connecticut Educa-



**Prime interest.** FCC Commissioner Anne Jones plans to marry in June. Jones announced to her colleagues last week she will marry William Sprague, executive with First Federal Savings and Loan of Broward county, Fla., at what they are planning as a small family-only wedding, in her home town of Boston. Date has yet to be set, but June 20 given as "probable." Jones, who has never been married, said marriage will not interrupt or change her career or Sprague's. Sprague, whom Jones has known for number of years, attended her swearing-in as commissioner, at Boston College, on April 2, 1979.

tional Telecommunications Corp., Hartford, named public information manager.

**Karolyn Kell**, director of public information, Lexington-Fayette (Ky.) urban county government, joins Kentucky Educational Television, Lexington, as director of promotion.

**Dr. Charles Graves**, president of Gilbert A. Robinson Inc., New York public relations firm, joins Haas Group there as board chairman, succeeding **Eleanor Haas**, who continues as president.

**L. Michael Dowling**, president of Brown/Dowling Communications Consultants, based in Washington, and **H. Michael Heffner**, senior VP-creative director, Creamer Dickson Basford, New York public relations firm, join Ogilvy & Mather Public Relations as VP's, based in Washington and New York, respectively.

## International

**Paul Robinson**, general manager of Frimley Unit of Marconi Space and Defense Systems, Stanmore, England, named managing director of Marconi Communications Systems in Chelmsford, England.

**Julian Dinsell**, director, London-based production company, Cygnet-Guild, joins news syndication service, Visnews, there as production services general manager.

## Allied Fields

**Robert Bock**, research director for statistical methodology, A.C. Nielsen's marketing research group USA, Northbrook, Ill., named VP for statistical methods. **James Bloom-**

**quist**, research director, statistical research department, marketing research group USA, named VP for statistical operations.

**David Brugger**, general manager, noncommercial WUFT-FM-TV Gainesville, Fla., joins Corporation for Public Broadcasting, Washington, as director of broadcast services.

**Sandi Barclay**, editor of National Association of Broadcasters's monthly publication, *Radio-Active*, named to newly created position of director of member communications, new department in broadcasting division.

**David Orphan**, production manager for East Coast operations, National Captioning Institute, Falls Church, Va., named director of operations, East. **Linda Randall** and **Joe Corrigan**, section supervisors, NCI, Falls Church and Los Angeles, respectively, named production managers.

**Peter Lechman**, from A.D. Ring & Associates, Washington engineering consultants, and **Frank Colligan**, from Kear & Kennedy, Washington engineering consultants, form own telecommunications consulting firm there Lechman, Colligan & Associates.

**Salvatore De Bunda**, VP-secretary and general counsel of American Electronic Labs, Lansdale, Pa., joins Cooper Associates, Marlton, N.J., consultants, as VP for legal affairs.

## Deaths



Small

**Burrell Small**, 62, chairman and president of Mid America Media, station group, cable TV operator and newspaper publisher, based in Kankakee, Ill., died of heart attack Feb. 22 there. Small, who was also former publisher of *Kankakee Daily Journal*, part of Small Newspapers Inc., purchased first station,

WKAN(AM) Kankakee, in 1947. Today, Mid America is licensee of six AM's and five FM's including KBEZ(FM) Tulsa, Okla., WXTZ(FM) Indianapolis, and WTRX(AM) Flint, Mich., and operates cable systems in Kankakee and Hilton Head Island, S.C. He is survived by his wife, Reva, two sons, daughter and mother, Grace.

**Robert S. Allen**, 80, one-time co-author with late Drew Pearson of "Washington Merry-Go-Round" newspaper column and co-applicant with Pearson for facility of Hearst's WBAL(AM) Baltimore in benchmark FCC case, found dead, apparent suicide, in his Washington home Feb. 23. He had cancer. Allen and Pearson applied for WBAL frequency on grounds station had violated standards set out in FCC's "Blue Book" of 1946. After extensive proceeding, Hearst license was renewed.

**Joseph**, 54, and **Daniel**, 46, **Ninowski**, former president and VP, respectively of Trinity Broadcasting's WBFG(FM) Detroit, died Feb. 19 in plane crash at Pontiac-Oakland, Mich., airport while returning from business trip. Ninowski brothers sold WBFG in July 1980 for \$8.25 million to Doubleday Broadcasting, but were re-entering broadcasting field with TV application. Joseph is survived by wife, Linda, two sons and two daughters. Daniel is survived by wife, Mildred, and two sons.

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## Kummel: double-duty chairman of McCann-Erickson and 4 A's

More than 40 years ago, Eugene Kummel's father, a physician, had a heart-to-heart talk about career choices with his son, who was completing his freshman year at Yale.

"He told me how hard a physician had to work and the long hours he had to put in," he recalls. "And he was certain that in a few years there would be socialized medicine.

"I had thought about becoming a physician—I think all physicians' children do. But after that chat, I started to think more and more about advertising."

Gene Kummel smiles warmly at the memory of that conversation: "I'm happy I chose to go into advertising though the hours are long and the work often hard."

Kummel's schedule has been particularly arduous during this past year. He has been shouldering double duty as chairman of McCann-Erickson Worldwide and chairman of the American Association of Advertising Agencies.

His advertising involvement stretches back to 1940 and 1941 when he served as a trainee with Young & Rubicam in New York during summer vacations from college. He remembers Y&R offering him a job at \$75 per week—a princely sum for a young man at the time—following his scheduled graduation from Yale in 1943, but he was called up for officer's training in the fall of 1942 by the U.S. Navy.

Kummel served almost four years in the Navy, primarily in the South Pacific, aboard a destroyer escort. He left in June 1946 as a full lieutenant.

He decided he could use some seasoning on the advertiser side and spent two years as a brand manager for Warner-Lambert. In 1948 he became an account executive with the William Weintraub Co. and in 1954, along with Norman B. Norman and others, bought Weintraub and changed its name to Norman, Craig & Kummel.

NC&K was heavily into packaged-goods advertising with such clients as Revlon, Hertz and Chesebrough-Pond's, and Kummel was exposed as early as the late 1940's to the selling prowess of television.

"Walter Craig was a great radio-TV executive and I was Walter's cheerleader," he chuckles. "He worked to convince me of the power of television, and he did. Television was just coming in as an advertising medium as I was getting into the field. And we grew together."

In the summer of 1964, Kummel decided to leave NC&K to spread his wings to a larger agency and to fulfill a long-held ambition to attend the Harvard



Eugene Herbert Kummel—chairman of McCann-Erickson Worldwide, New York, and chairman of American Association of Advertising Agencies; b. Aug. 22, 1922, Newark, N.J.; BS in economics, Yale University, 1943; U.S. Navy, 1942-46; brand manager, Warner-Lambert Co., Morris Plains, N.J., 1946-48; account executive, William Weintraub Co., New York, 1948-54; partner and executive VP, Norman, Craig & Kummel, New York, 1954-64; studied at Harvard Business School's Advanced Management Program, 1964-65; VP, Interpublic Group of Companies, 1965-66; VP and account supervisor, McCann-Erickson, 1966-67; president, McCann-Erickson International, 1967-73; chairman and chief executive officer, McCann-Erickson Worldwide, 1973-80; chairman of McCann-Erickson Worldwide since January 1981; m. Barbara Wiener, 1955; children—Charles, 23; Andrew, 22; William, 18.

Business School's Advanced Management Program. Before he set out for Cambridge, he was hired by the legendary Marion Harper, then chairman of the Interpublic Group of Companies, to join Interpublic in January 1965.

The four-month course at Harvard was "a wonderful experience," Kummel says, but he looked forward to his new job at Interpublic. He was named a vice president of that company and remembers that he and a number of other executives brought in by Harper served as assistants and trouble-shooters.

"I think Harper had us at Interpublic to groom us for responsible jobs at one of the Interpublic agencies," Kummel conjectures. "Later that year, I was moved over to McCann-Erickson as a vice president."

In 1967 he was elevated to president of McCann-Erickson International. In 1973, he was advanced again, to chairman and chief executive officer of McCann-Erickson Worldwide, which includes both the domestic and international operations of McCann, embracing 86 agencies, of which nine are in the U.S. Total billings in 1980 were almost \$2 billion.

Last January, in a move aimed at planning for the future, Willard C. Mackey Jr. was named president and chief executive officer of McCann Worldwide. Kummel remains as chairman and still highly active at the agency complex. "I put in six full days a week of work," Kummel points out. "Just in the past few weeks I've been to Amsterdam and Honolulu on business."

Colleagues say Kummel's forte is international business, client contact and administration. Around the office he is known as McCann's ambassador-at-large because of his extensive travel schedule and his skill at working with people.

His penchant for diplomacy stands him in good stead in his role as chairman of the AAAA. It's Kummel's task to see that the program of the organization, composed of about 535 agencies, keeps humming. The Four A's principal mission is to keep member agencies abreast of developments in advertising via seminars and periodicals; advance the image of advertising to the public and to government, and to upgrade standards in advertising.

"Fortunately we have a very professional paid staff at the Four A's including Len Matthews, our president, and Chuck Adams, our executive vice president and director of the Washington office," Kummel explains. "And we're lucky, too, that so many of the industry leaders get involved in one or more of the 35 committees of our organization."

Kummel believes the advertising community has proved self-regulation of advertising works. He cites the accomplishments of the National Advertising Division of the Association of Better Business Bureaus and of the National Advertising Review Board in bringing modifications to questionable TV and radio commercials or print advertisements. "Not a single case has gone to court," he says approvingly.

Kummel is optimistic that the new administration in Washington will provide a more congenial environment for the advertising industry. He says, "The President has told us, in effect, 'We are going to take the government off your backs.'"

"Now we have to prove that we can run it," he points out. "As to what is the proper amount of commercial time on radio, we must listen to the consumers and come up with the proper formula. I'm sure we can do it."

During the past year, Kummel says, the Four A's has been involved in an "interesting" project in which agencies demonstrate to Federal Trade Commission officials the various processes involved in advertising. He believes these all-morning sessions are "valuable" in promoting better understanding with a federal agency that has been one of advertising's sharpest critics.

**FCC's radio deregulation order** was published in Federal Register on Feb. 24 and becomes effective on April 3.

**CBS Evening News without Walter Cronkite** (as of March 9) is competitive opportunity **ABC and NBC long have awaited.** And ABC, for one, is mounting heavy **promotion campaign to encourage dial switching.** In addition to ABC News promotion on its own air, network has prepared about 18 different radio spots and five print ads, including full-page space reserved in some major newspapers. Key ABC slogan is that "now more than ever" it's time to take look at ABC News. NBC also will have print ads and on-air promos, featuring anchor John Chancellor and correspondents. With Dan Rather taking over for Cronkite, **CBS too will go with on-air promotion and print** but effort isn't being characterized as major campaign. Strength of CBS News overall is what network will be trying to promote.

**Senate Communications Subcommittee** staff continued to work last week **on two bills**, one changing FCC authorization from standing to renewable and implementing license fees and another extending television license terms from three to five years. Television bill also provides for random selection in initial licensing, similar to that in radio deregulation bill and forbids FCC from considering competing applications in renewal procedures for stations substantially proving they have met technical and legal and public interest standards set forth in section 309 of Communications Act. Senator Barry Goldwater (R-Ariz.) is expected to introduce bill on Tuesday.

**Senate Commerce Committee's budget** emerged relatively unscathed from general trimming session by **Rules Committee** last week. Commerce is one of three committees that did not reduce budget requests for this year, but is also only committee that has not increased budget in last three years. Its request for \$3.2 million was reduced by \$50,000. Staff director William Dieffenderfer said this means he'll be able to hire one rather than three more staff professionals later in year. Budget request still has to pass budget committee and full Senate.

**Marjorie S. Reed, 37,** FCC Acting Chairman Robert E. Lee's legal assistant since 1975, last week was named FCC's acting general counsel. She is first woman to serve in that position in 54-year history of FCC and its predecessor, Federal Radio Commission. Reed, who graduated from Smith College and Georgetown University Law Center, joined commission from Washington law firm of Fletcher, Heald & Hildreth. Earlier she had served on staff of National Cable Television Association. Replacing her as Lee's legal assistant is **Francis L. Young, 39,** on Common Carrier Bureau staff since 1976. He joined FCC in 1975 on Review Board staff.



**Competition among and between Hispanics and blacks for FCC seat** is getting hot. National Association of Black Owned Broadcasters last week wrote President Reagan, urging appointment of black commissioner. And **NABOB** offered two **recommendations—J. Clay Smith**, now commissioner with Equal Employment Opportunity Commission and former FCC associate general counsel, and **Clarence McKee**, communications counsel and former assistant to former Commissioner Benjamin L. Hooks. **National Association of Spanish Broadcasters** also wrote president with seven suggestions for FCC seat. They are **Jay Rodriguez**, vice president, corporate information, NBC; **Raul Rodriguez**, director of office of compliance, ACTION; **Er-**

**nest Sanchez**, general counsel of National Public Radio; **Edmund H. Cardona**, chief of FCC's Industrial Equal Employment Opportunity Office and Minority Enterprise Division; **Jorge Reina Schement**, associate professor, Radio/TV/Film Department-Mexican American Studies Center, University of Texas, Austin; **Felix Frank Guiterrez**, associate professor of journalism, University of Southern California, and **Roland Anthony Ulloa**, assistant general counsel, Golden West Broadcasters Inc. One of those mentioned, Sanchez, has been seeking support of Senator Harrison Schmitt, Republican of his home state of New Mexico, and was in Riadoso, N.M., last week, appealing for support of members of the New Mexico Broadcasters Association attending seminar on engineering and broadcast management. Fred Sena, of KVSF(AM) Santa Fe, N.M., president of association, said reaction to Sanchez was "excellent" but that lack of quorum prevented association from voting on endorsement. However, Sanchez's principal opponent among Hispanics received important support last week. Senators Schmitt, Bob Packwood (R-Ore.) and Barry Goldwater (R-Ariz.), in one letter, and Representative James Collins (R-Tex.), in another, urged White House to appoint Henry M. Rivera, Albuquerque, N.M., lawyer.

**Representative Frank Guarini** (D-N.J.) introduced bill on Wednesday (Feb. 25) to provide that **not less than one VHF commercial broadcast television station be located in each state.** Co-sponsored by 14 members of New Jersey delegation and Representative Thomas Evans (R-Del.), H.R. 2128 is identical to bill introduced last year by Representative Andrew Maguire (D-N.J.) who was not re-elected. On Thursday (Feb. 26), **Representative William Dannemeyer** (R-Calif.) introduced **H.R. 2203** to permit FCC to employ voluntary services to monitor violations of law by amateur and citizens' band radio service station operators and to prepare and administer examinations for certain amateur station operator licenses.

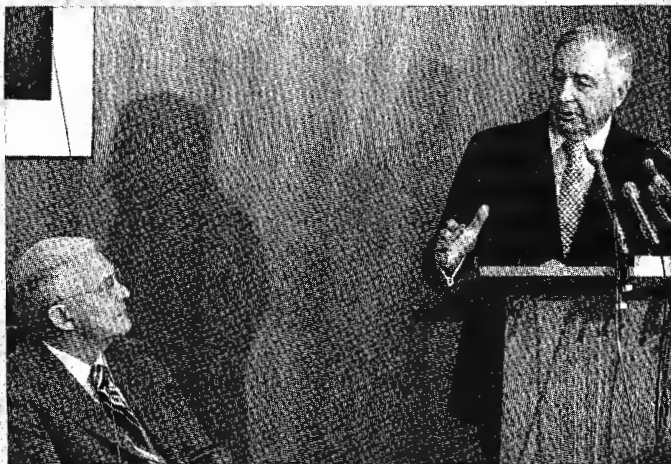
**Trial is expected to begin** Wednesday (March 4) in six-year-old **Justice-AT&T antitrust case.** U.S. Judge Harold Greene had given lawyers for respective parties until March 2 to reach settlement, but negotiations hit snag and deadline was not expected to be met.

**Westinghouse Broadcasting Co.'s operating profit** in 1980 reached \$64.4 million, representing 13.5% of Westinghouse Electric Co.'s operating profits, on sales of \$266.5 million, 3.1% of parent company's total, according to annual report out Friday. **Broadcasting sales were up 21.7%** from 1979 and **operating profits gained 12%.** Broadcasting assets were put at \$204.5 million, up from \$135.4 million in 1979. Parent company's 1980 sales were \$8,514,300,000, up 14.4%, and net income was \$402.9 million, compared with loss of \$73.9 million in 1979.

Call for "**cable industry** to consider the **development of codes** and standards of ethics and excellence" has been made by **Daniel L. Ritchie**, president and chief executive officer of Westinghouse Broadcasting Co., who told Denver Cable Club last week that codes for franchisees "would clearly establish the industry as fulfilling its public interest obligations." Rather than go for "short-term revenues on smut and X-rated programs," Ritchie encouraged cable operators to build revenues and reputation on "compelling and original programing." Group W, already involved in cable, is proposed purchaser of Teleprompter, nation's largest multiple-system operator.

**Home Box Office** pay cable network **wants to advertise on over-air network TV.** HBO spent \$150,000 to produce commercial for network use, although at least one network (ABC-TV) has reportedly rejected it. Both CBS and NBC are said to be considering airing spot, part of \$10-million national advertising campaign being kicked off by HBO's national office in March.





There hadn't been much news to cheer **Robben Fleming** (l), president of Corporation for Public Broadcasting, in recent weeks—until last Thursday. That's when **Walter Annenberg** of Triangle Publications (*TV Guide*), decided he would make that \$150-million contribution to CPB after all. Thus this news conference in Washington, at which it was announced that the Annenberg Schools of Communications at the University of Pennsylvania and University of Southern California would make 15-year series of grants to support production of college courses for distribution through television, radio and developing telecommunications systems. Annenberg, (r) noted that "there was a slight hesitancy in completing the contract," because he'd heard that the Reagan administration transition team had recommended abolishing CPB. But, said Annenberg, a personal friend of President Reagan (who has appointed Lenore Annenberg, ambassador's wife, to be chief of protocol), he had "communicated" with administration officials and was assured that although CPB would be cut back, it would continue to exist, so he decided to go ahead with deal.

Public Broadcasting Service President **Lawrence Grossman** told staff last week that although he thought Corporation for Public Broadcasting's budget would be cut eventually, and there was possibility of hard times ahead, their **jobs were not in immediate jeopardy**. Grossman also denied rumor that he was thinking of resigning and said if PBS executive committee approves proposed Public Subscriber Network, he would restructure his priorities to spend more time developing PSN.

**National Association of Public Television Stations**, the lobbying arm for public television, **took its argument against proposed cuts for public broadcasting directly to President Reagan** last week. In letter dated Feb. 24, NAPTS pointed out that cuts, which it said would amount to "as much as \$88 million, which is more than 12% of the current resources of our entire noncommercial television and radio industry," would be seen in programs already in production or committed for 1981-1982 schedule year. NAPTS said it was "distressed over the retroactive nature of the recisions proposed" and said it was "very concerned over the long-term debilitating effects" the cuts would have on the system.

American Association of Advertising Agencies has issued guidelines to its members to help resolve payment problems in cases of **discrepancies between broadcast station invoices and agency records**. Guidelines suggest agencies attempt initially to resolve problem verbally with station or rep; if unsuccessful, agency should direct question to rep or station, writing no later than three weeks after receipt of station invoice and including such details as date of discrepancy notice, call letters, invoice number and description of actual discrepancy; rep or station

should reply in writing to agency within two weeks of receiving agency's notice. Guidelines were developed by Station Representatives Association and Broadcast Credit Association in conjunction with AAAA's Subcommittee on Broadcast Standardization.

Entertainment industry leaders are sponsoring three-day strategy session beginning May 8 to discuss **countertactics to deal with "proliferation of pressure groups,"** presumed to include Moral Majority and National Federation for Decency. Session will be jointly sponsored by Academy of Television Arts and Sciences and Caucus of Writers, Producers and Directors in Ojai, Calif., north of Los Angeles. Producer David Wolper will coordinate event.

Inner City Broadcasting Corp.'s **WLIB(AM) New York** last week switched Monday and Friday programming to what it believes to be first **all-news and information format geared to blacks**. Station continues to offer Caribbean music on weekends, format it previously had all week.

**Andrew Langston**, chairman and general manager of **WDXX(FM) Rochester, N.Y.**, has been **elected president of National Association of Black Owned Broadcasters (NABOB)**, at group's third annual winter conference held in Clearwater, Fla., Feb. 20-21. At conference it formed political action committee, also to be chaired by Langston, which will strive to "increase the amount of participation black broadcasters receive from the general business community through an organized program of communications."

**James T. Shaw**, former ABC-TV sales VP, named VP in charge of marketing for ABC Video Enterprises, in charge of sales, advertising, promotion and merchandising.

**George Heinemann**, VP and general program executive, NBC Entertainment, New York, **takes early retirement but will continue to work with network and maintain office there as independent consultant** to programming department.

**Ron Tindiglia**, VP-news, CBS Television Stations Division, named VP-station manager, CBS-owned **KNXT(TV) Los Angeles**.

**Jules Haimovitz**, senior VP of programming and operations for Showtime Entertainment, New York, has been named VP of parent company, **Viacom International**. Haimovitz will study possibilities of expanding company's interests in videodisks, videocassettes, satellite utilization, interactive cable television and TV and radio programming. In addition, he will work with VP of corporate development on acquisitions and development of new business opportunities.

## Up Coming

**In New York:** Gold Medal award will be presented to retiring CBS Radio President Sam Cooke Digges during anniversary banquet of International Radio and Television Society at Waldorf-Astoria tonight. □ **Acting FCC Chairman Robert E. Lee** is to speak at Federal Communications Bar Association luncheon at Harvard Club tomorrow (Tuesday). **On Capitol Hill:** Pennsylvania Association of Broadcasters will hold Congressional/Gold Medal reception and dinner in Rayburn House Office building Wednesday. **Also in Washington:** Public Broadcasting Service executive committee and National Association of Public Television Stations board of trustees will meet in joint session at the Mayflower hotel Wednesday morning. Chief topics will be PBS's proposed Public Subscriber Network and NAPTS's legislative wish list. □ Intercollegiate Broadcasting System opens three-day national convention at Shoreham hotel Friday.

## Bigger and better

The difference between the high-definition television that CBS demonstrated in Washington last week and the television now in service is not quite in the league with Mark Twain's comparison of lightning and the lightning bug. It is, however, significant enough to warrant consideration in any planning for this country's television future.

Certainly it ought to be one of the possibilities entertained in the formulation of U.S. policy on direct-to-home broadcasting from satellites. As was no doubt their purpose, the CBS demonstrations emphasized the foolishness of Comsat's proposal for the immediate authorization of DBS service on three old-fashioned channels in the new gigahertz band. There is less reason than ever to rush into just another subscription service before deciding what else might be more usefully accommodated in the spectrum's new frontier.

CBS faces a political handicap in urging a reservation of DBS space for high-definition service. It is asking the government to set aside frequencies that may not be used for years. As CBS officials have frankly stated, there are difficulties to overcome in developing the digital techniques that will be needed to transmit high-definition signals within reasonable bandwidths.

Still the CBS proposal is entitled to be heard—along with all others that may come from responsible sources. At the session on DBS that the FCC has scheduled for April 21, it ought to tell Comsat that its three-channel subscription plan will be considered with CBS's high-definition proposal and whatever other suggestions or claims it receives in a general inquiry into uses of the frequencies that the World Administrative Conference of 1979 agreed could be used for DBS. It is possible that services other than DBS will turn out to have stronger claims to that portion of the spectrum.

The only way to find out is in an orderly inquiry.

## The bustling marketplace

With the selection of Bob Alter to head the Cable Television Advertising Bureau (BROADCASTING, Feb. 23), cable is ready to get seriously down to the business of building itself as an advertising medium.

Its current advertising revenues are minuscule by broadcasting standards, but so, by present standards, were radio revenues when the Radio Advertising Bureau was started as an independent organization in 1950, and television's when the Television Bureau of Advertising was formed in 1954. And though the cable dollars are small, the advertisers investing them are not; the list is sizable and impressive, as a special report in this magazine recently demonstrated (BROADCASTING, Feb. 16).

The churning interest of advertisers and agencies in learning more about cable and its advertising possibilities is seldom out of sight. The subject occupied big blocks of two major meetings last week, described elsewhere in these pages, and will be the whole show at a two-day seminar of the Cable Television Advertising and Marketing Society in New York this week.

It is as understandable as it is inevitable that advertisers will want to know what possibilities any new medium may hold for them. If they discern values—and if the new medium delivers values—they will use it. We have no doubt that cable advertising will grow. We have no doubt, either, that the broadcasting media will remain dominant in proportion to their wider reach. The extent to which each succeeds or fails will depend, ultimately, on how well each serves its public, and that is as it should be.

## Toe in the water

Chances are that ABC-TV will this week announce an intention to admit issue advertising to its late-night air ("Closed Circuit," Feb. 23). Why the network is thinking of keeping issues out of sight until kiddies are in bed must be left to explanation in the announcement. Presumably it reflects the general inclination to treat issue advertising gingerly if at all.

If ABC goes through with this, it will be the first television network to accept advertising that deals in controversial subjects. It may also be the first to encounter problems with the fairness doctrine and the FCC to which there will be inevitable appeals when someone disagrees with a position taken in an ABC commercial.

It is of course a sad commentary on broadcast regulation that ABC's admission of issue advertising would be so tentative and come so late in television history. The fairness doctrine's chilling effect has been demonstrated every time an advertiser excluded from television has bought newspaper space to speak his mind.

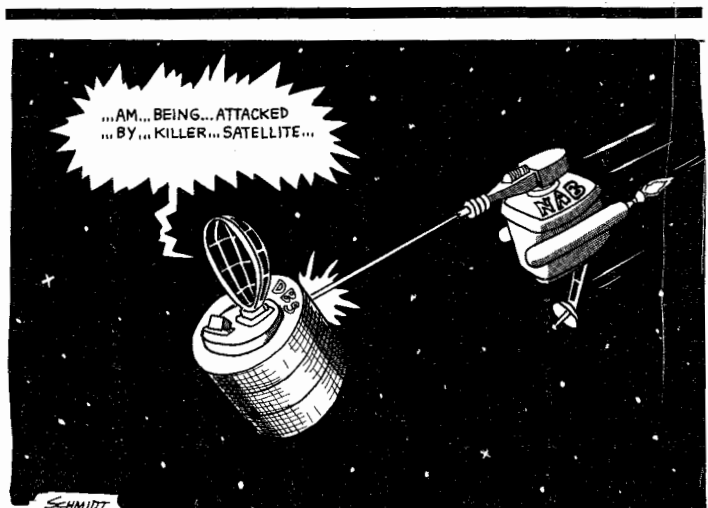
Perhaps ABC will find a way to accommodate opposing views on controversial issues and thus avoid clashes with the FCC. However ABC arranges things, the fairness doctrine and the rest of Section 315 where it reposes remain as impingements on all broadcasters' First Amendment rights. Indeed, the First Amendment is the issue in any issue advertising.

## Get out the broom

The Federal Trade Commission's latest venture in its obsessive search for ways to punish television for carrying advertising directed to the young has, fortunately, been rebuffed. Its staff has confessed failure in its campaign to force broadcasters to air programs and messages fitting FTC specifications.

That doesn't mean that the FTC's obsession has been cured. The staff has promised to invent new initiatives in the children's television proceeding by March 31.

An agency that could even consider as overt an act of coercion as the FTC staff attempted to pull off is in urgent need of the reforms that the Reagan administration is reportedly considering. At the very least the FTC must be freed from the control of regulators who are fundamentally hostile to the business community.

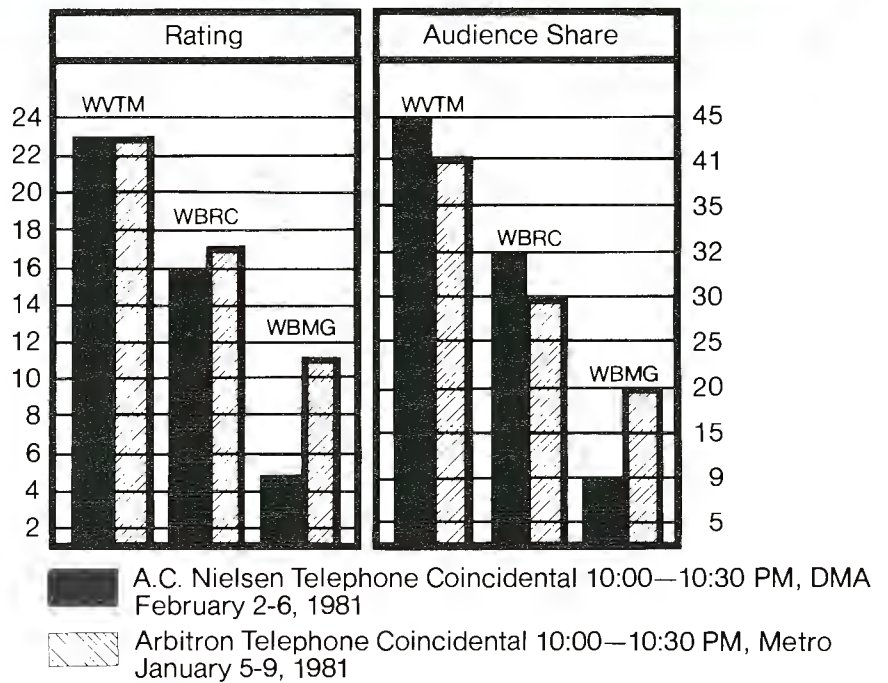


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The Birmingham television market will never be the same! It started last November with WVTM-TV's new tower, the tallest in Birmingham, topped off with a new circular-polarized antenna. In January, we introduced a new anchor team, including the top news and sports anchors in the market, combined with an impressive new look in news presentation. The results have been lightning fast and dramatic. Both Arbitron and Nielsen telephone coincidental surveys taken in recent weeks agree that, in Birmingham, WVTM is now the new News leader.



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### Two star-filled 4-hour Country Holiday Specials.

Featuring exclusive interviews with Barbara Mandrell, Charlie Daniels, Anne Murray, Larry Hagman and over 50 Country stars.

"An American Country Christmas" is a warm blend of Christmas memories and music.

"An American Country New Year" looks back at the year's stars and music – and forward to what's ahead – while dancing your listeners into the New Year.

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