

CBS-AT&T-ABC-ESPN et al □ Fowler's goodbye to Big Brother □ 'At Large' with NBC's Grant Tinker

# Broadcasting Sep 28

The News Magazine of the Fifth Estate □ Vol. 101 No. 13

50th Year □ 1981

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The John Davidson Show is exploding with new excitement this Fall.

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The First  
**50**  
Years Of  
Broadcasting

1980

PAGE 55





**To keep up with thi**



Storer has been in the broadcasting business for more than fifty years. And we've seen a lot of changes in that time.

In fact, we've been deeply involved in many of them. From our early days of radio in 1927 to pioneering in television in 1948, to making a long-term investment in cable television.

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# TV FOR THE MIND SET.

It's for the mind set but not for people with a mindset. Not even necessarily for people with a TV set. For Channels isn't the ordinary TV magazine. It's the one for business people, academic people, financial people and just plain people who view TV as it relates to the world.

The one that reports how television fine tunes society. The one that helps you understand the changes that occur as TV evolves into TC (telecommunications).

No wonder, then, it's the one magazine insiders, and those who'd like to be, are starting to turn to. Regularly.

Take a look at the Table of Contents. It's full of something rare in TV magazines.

Content.

Instead of hype, there's an article on publishing in the electronic age. Instead of listings, there's an analysis of why so many British shows appear in our listings.

Instead of celebrity fluff, there are penetrating profiles of such media matinee idols as Mobil's Herb Schmertz.

And if the articles don't seem like the usual TV fare, they're not written by the usual TV writers.

They're written instead by Pulitzer Prize winners like Robert Coles, William Henry III and Ron Powers. And by such outstanding writers as Nicholas von Hoffman, John Simon, Mimi Sheraton, Ann Crittenden, Lewis Lapham, David Lachenbruch, Michael Arlen, Frances FitzGerald, Thomas Whiteside and James Chace.

With writers like these it's understandable how Les Brown (former TV editor of the New York Times and noted author) can produce what Larry King, talk show host, calls "the most important magazine of the 80's."

So if you're looking for a magazine that gives you brightness for just \$2540 a black and white page, if you're looking for a TV buy that gives you perspective not just reach and frequency, reach for the phone and call Scott Haberman at (212) 398-1300.

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**CHANNELS**  
 OF COMMUNICATIONS

# The Week in Brief

TOP OF THE WEEK

**FOWLER'S THINKING** □ In speech that brings down house at IRTS, FCC chairman spells out ideology that underlies his marketplace approach to unregulation. He includes rebuke for those who stepped back from fight for First Amendment rights. **PAGE 19.**

**MORE MATINGS OF MAJORS** □ ABC's deal with Getty's ESPN and possible CBS pact with AT&T are latest joint efforts involving big companies attracted to developing media. **PAGE 21.**

**AFFILIATE BACKLASH** □ Stations of all three commercial TV networks voice alarm about NBC's plan for hour-long evening newscasts, claim viewers want more local news, not more national. **PAGE 22.**

**RIDING HERD ON AT&T** □ GAO report to House subcommittee's joint hearing claims FCC has not adequately regulated telephone industry and says commission will have to delay implementation of decision to allow AT&T to compete in nonregulated services. **PAGE 23.**

**RADIO FREE CUBA** □ Administration plans station to broadcast "truth" to island nation. It creates uneasiness among U.S. officials preparing to enter hemispheric spectrum negotiations. **PAGE 23.**

**BOTTOM LINES FROM WASHINGTON** □ Delegates to Broadcast Financial Management Association convention are briefed on Reaganomics, hear some regulatory dialogue and get reports on outlook for communications media from industry leaders. **PAGE 24.**

AT LARGE

**EASY DOES IT AT NBC** □ Grant Tinker doesn't dwell on the fact that he was bequeathed a third-place network. Instead, NBC's new chairman is happy about his inheritance of good people with great potential. In a low-key discussion Tinker candidly tells BROADCASTING editors how he assesses the competition and his method for redesign. **PAGE 29.**

LAW & REGULATION

**DIVERSITY OF INFORMATION** □ In prologue to writing of new communications legislation, Wirth committee is told marketplace forces do not guarantee wide choice and that there are dangers in private bottlenecks by those who control facilities. **PAGE 38.**

**EXCLUDED** □ Parren Mitchell criticizes limited role of minorities and small businesses in cable as his subcommittee holds hearings on that issue. **PAGE 39.**

**LESS PUBLICIZED PROPOSALS** □ Not receiving as much attention in FCC's legislative package are series of suggested reforms in agency's housekeeping. **PAGE 41.**

JOURNALISM

**BRINKLEY TO ABC** □ He will anchor *This Week* and do special assignments. Veteran newsman says he had no place to go at NBC after 38 years and that he tired of Washington-New York shuttling. **PAGE 45.**

PROGRAMMING

**LEVIN'S WARNING** □ Time Inc. executive tells cable to fight censorship, takes particular aim at Morality in Media. **PAGE 50.**

**INADEQUATE CHILDREN'S FARE** □ That is finding of ACT survey filed with FCC, accompanied by Charren blast against broadcasters and charge that commission is shirking its duty. **PAGE 52.**

1980

**THE 'BROADCASTING' YEARS** □ Jimmy Carter's administration started to file out of Washington. Lionel Van Deerlin, who never realized his Communications Act rewrite, was also swept from office. CBS-TV snatched back the prime-time ratings crown. And the Justice Department grounded the satellite pay-cable plans of a combine headed by Getty Oil. **PAGE 55.**

PROFILE

**PUTTING HIS BRAND ON DL&A** □ William Sims has come a long way since he was a barefoot boy in Texas. But since 1948, he has been in one place, Dow, Lohnes & Albertson, contributing to the growth of that prestigious Washington communications firm. **PAGE 79.**

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*Broadcasting* (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$1.75 except special issues \$2.50. Subscriptions, U.S. and possessions: one year \$50, two years \$95, three years \$135. Canadian and other international subscribers add \$12 per year. U.S. and possessions add \$155 yearly for special delivery, \$90 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* \$60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year (27.50)).

**Index to advertisers** ■ Blackburn & Co. 46 □ Broadcast Electronics 15 □ Broadcast Personnel 75 □ Channels of Communications 4 □ Continental Electronics 49 □ R.C. Crisler 47 □ Sandy Frank 28 □ Gold Key 35, 42-43 □ Group W Productions Front Cover □ Hillier, Newmark, Weschler Inside Back Cover □ Lorimar 12-13 □ Lotus Reps 9 □ Lutheran Laymen's League 27 □ MCA-TV 6 □ Media People 77 □ Metro Weather 8 □ Microprobe 61 □ Mutual Broadcasting System 11 □ NAMSCO 54 □ NEC Back Cover □ RCA 31 □ Storer Inside Front Cover/Page 3 □ William B. Tanner 76 □ 20th Century-Fox TV 32-33 □ WPMI 16 □ WRGB 18 □ World Wide Bingo 49 □



# LOVERS!



# GRABBERS!



# JOKERS!



# KILLERS!



Movies that you'll simply love, such as *Same Time, Next Year* with Alan Alda and Ellen Burstyn, *Yanks* and *The Greek Tycoon*.

Movies that will grab the big shares, such as *The Coal Miner's Daughter*, starring Academy Award-winner Sissy Spacek, *The Seduction of Joe Tynan*, *Resurrection* and *Off the Minnesota Strip*.

Movies that will bring a smile to your ratings, such as *National Lampoon's Animal House*, *Slap Shot*, Peter Sellers as *The Prisoner of Zenda*, *More American Graffiti* and *The Brink's Job*.

Movies that will knock 'em dead, such as *Jaws*, James Michener's *Caravans*, *Dracula* and *Samurai*.

## THE HIT LIST

36 hit movies from

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# Closed Circuit®

Insider report: behind the scene, before the fact

## Compromise?

Knowledgeable followers of network-affiliate relations are betting that NBC-TV's plan to expand *Nightly News* to hour (see page 22) will gain acceptance, but that network will format hour version so that holdout affiliates can take only half-hour. They reason that NBC needs clearances, especially in markets where some of primary opposition seems to be developing. Thus they expect NBC to put most of its own commercials in first half-hour, leaving most of affiliates' inventory for second. That would induce needed clearances for first half-hour and still let NBC get most of its money back, at same time providing inducements for holdouts to add second half-hour later on.

## Washburned up?

When Commissioner Abbott W. Washburn on Sept. 17 voted against asking Congress to repeal Section 315 and its fairness doctrine as major step in deregulation process, he diminished his chances for reappointment when his term expires next June 30. Washburn was only Republican of four on agency who voted with Joseph Fogarty, Democrat, against that section of Chairman Mark Fowler's omnibus proposal to update Communications Act of 1934 (BROADCASTING, Sept. 21). In GOP quarters, it was said Fowler's project was in keeping with Reagan mandate and that administration could not tolerate disregard of its policies where reappointments are involved.

## Now, now

As smoke signals rising from camps of all three television network affiliates hint of war against hour-long evening news (see page 22), indications are that ABC will take pre-emptive action to head off affiliate rebellion against its proliferating ventures in cable news and sports pay television (see page 21). Word is that network plans closed-circuit feed this week or next to assure affiliates its heart remains in broadcasting and explain sorties into cable and pay as fully separated business deals.

## Skeptics

Not all in Washington are as impressed with just-released General Accounting Office report on FCC as are members of House Telecommunications and Oversight and Investigations Subcommittees who at hearing last week (see page 23) called document "devastating," well-

documented and one of strongest ever to come from congressional watchdog agency.

Senate Commerce Committee is said to have received report, which casts questionable light on FCC's ability to administer committee-passed common carrier legislation (S. 898), with less enthusiasm. Senate committee is waiting for expert evaluation of report, to be completed this week by National Telecommunications and Information Administration, which is expected to be critical of report.

## Shifting scenes

National Association of Broadcasters is attempting to move its 1984 convention from planned location in Atlanta. New convention facilities under construction there will not be completed in time for 1984 meeting, set for April 18-21, and NAB is trying to arrange dates in Las Vegas instead. Following year's convention, set for April 14-17 in Las Vegas, is also likely to be moved, to Dallas, Atlanta or Chicago.

NAB has held no convention in Chicago since 1976 when union problems frustrated exhibitors. NAB is consulting with other associations that have held large meetings there recently to determine whether union problems continue.

## Box-office radio

Is commercial-free, pay radio on horizon? Maybe. Burkhart/Abrams/Michaels/Douglas & Associates, prominent radio programing consultant, has conducted market study to find out whether listeners would pay to hear their favorite station without commercials—and how much. According to Kent Burkhart, consulting firm's president, focus-group members interviewed liked idea and said they would pay up to \$15 per month. Burkhart would not reveal where or for whom study was conducted.

## Subduing piracy

Pay cable programers are beginning to crack down on satellite master antenna system (SMATV) operators who have been downlinking pay programing at hotels, motels, apartment buildings and mobile home parks without permission. Warner Amex Satellite Entertainment Corp. (The Movie Channel), Home Box Office and Showtime have all sent warnings to pirating SMATV operators. (WASEC and Showtime will sell their programing to SMATV operators, but HBO steadfastly refuses to deal with

anybody but cable or MDS operators.) One landlord in Lansing, Mich., who has been distributing satellite programing to his tenants, has become focus of test case. WASEC, HBO and Showtime and several motion picture companies have hired Detroit law firm to take landlord to court if he doesn't stop pirating. Landlord has hired Washington attorney, Rick Brown, head of SPACE, association representing SMATV and backyard earth station users, and latest word is matter will be settled before it gets to court.

Cable systems, which lose potential customers every time SMATV system turns on, are also getting into act. Air Capital Cablevision, serving Wichita, Kan., has sued local earth station distributor and operator of SMATV system at mobile home park.

## PBS pay cable

In year since announcement by President Larry Grossman that Public Broadcasting Service was exploring pay cable as viable means of establishing legal profit center, more than dozen prospective joint venturers have surfaced—among existing MSO's as well as new entities. There's speculation that preliminary understanding may be reached with one or combination of parties within next few weeks—certainly before year is out.

Search, to underwrite extended cultural counterpart of PBS, is being conducted with seed money from Carnegie Corp. and Mobil Oil, aggregating \$500,000. PBS has four transponders, plus two in offing, for satellite transmission to existing PBS stations. Pay cable project presumably would entail commitment of \$50-\$75 million.

## Still in saddle

Committee of broadcasters who're also members of United Church of Christ and at odds with some policies of UCC's Office of Communication—particularly on radio deregulation—met earlier this month with office's directorate, but committee leaders say they still aren't sure what luck they had. After meeting, office's board issued statement reaffirming policy of public advocacy in broadcasting but also pledging to take "under serious advisement" broadcaster committee's criticisms and suggestions.

Members say they're uncertain what that means. They did not, in fact, receive copy of statement, though they did get letter thanking them for opening broader base of communications. There's been no external evidence that Rev. Everett C. Parker, director of church's Office of Communication, has been unhorsed.



# Business Briefly

TV ONLY

**Tom Thumb** □ Grocery/drug store chain. Begins Oct. 12 for fourth quarter in Dallas and Austin, Tex. All dayparts. Agency: KCEN, Inc., Dallas. Target: women, 25-54.

**South Carolina Electric & Gas** □ Energy information. Begins Oct. 12 for 12 weeks in three Carolina markets. All dayparts. Agency: Wray/Ward Advertising, Inc., Charlotte, N.C. Target: total adults.

**Swift** □ Soup starter. Begins Oct. 11 for 10 weeks in over 10 markets. Agency: Foote, Cone & Belding, Chicago. Target: women, 25-54.

**Flav-O-Rich** □ Rich-N-Creamy ice-cream. Begins Nov. 16 for six weeks in over 10 markets. Day, fringe and prime times. Agency: D'Arcy-MacManus & Masius, Inc., Atlanta. Target: women, 18-49; men, 18-49.

**U.S. Games** □ Electronic toys. Begins Oct. 4 for six weeks in 13 markets. Day and fringe times. Agency: George Alban Company, San Jose, Calif. Target: children, 6-11; teen-agers, 12-17.

**Bell Telephone of Pennsylvania** □ Yellow Pages. Begins Nov. 9 for six weeks in Pittsburgh. Agency: Lewis & Gilman, Inc., Philadelphia. Target: total adults.

**Kiwi Polish Company** □ Begins Oct. 19 for five weeks in 26 markets. Day, prime and prime access times. Agency: Lewis & Gilman, Inc., Philadelphia. Target: women, 25-49.

**Wells Lamont** □ Work gloves. Begins Nov. 23 for five weeks in 12 markets. Early fringe, late fringe and sports times. Agency: Kenyon & Eckhardt Advertising, Inc., Chicago. Target: adults, 25-54.

**Goody's** □ Headache powder. Begins Oct. 19 for four weeks in 21 markets. Early

fringe times. Agency: Tucker Wayne & Co., Atlanta. Target: adults, 25-54.

**Quaker Oats** □ Chewy granola bars. Begins Oct. 26 for four weeks in about 100 markets. Fringe, day and prime times. Agency: Adcom, Inc., Chicago. Target: women, 25-54.

**Lowes Companies** □ Tidy Cat (litter). Begins today for four weeks in Albany-Schenectady-Troy and Kansas City, Mo. Agency: CPM, Inc., Chicago. Target: women, 18-49.

**Choice Gourmet Pizza** □ Begins today for four weeks in eight markets. Agency: Media Communications, New York. Target: total adults.

**John E. Cain** □ Mayonnaise. Begins Oct. 26 for three-to-four weeks in six markets. Day, early fringe, prime, weekends and specials. Agency: Harold Cabot & Co., Boston. Target: women, 25-49.

**Sunnyland Foods** □ Meat products. Begins Oct. 26 for three weeks in three Southern markets. Day, early fringe, prime and late fringe times. Agency: Burton Campbell, Inc., Atlanta. Target: women, 25-49.

**Upjohn** □ Cortef medication. Begins Oct. 5 for three weeks in Oklahoma City. Agency: CPM Inc., Chicago. Target: women, 18-49.

**Endicott Johnson** □ Pigskin shoes. Begins today for two weeks in 12 markets. Agency: Fahlgren & Ferris, Inc., Parkersburg, W. Va. Target: total adults.

**Orkin Exterminating Co.** □ Termite and pest control. Begins today for two weeks in about 95 markets. News, prime access and prime times. Agency: J. Walter Thompson USA, Inc., Atlanta. Target: adults, 25-54.

## Rep Report

**KBLE(FM)** Seattle: To RKO Radio Sales (no previous rep).

**KSLQ(FM)** St. Louis: To RKO Radio Sales from Eastman Radio.

**WEZO-AM-FM** Syracuse, N.Y.: To Eastman Radio from Christal.

**KOAM-TV** Joplin, Mo.-Pittsburg, Kan.: To Blair Television from Katz Television.

**WJTM-TV** Winston-Salem, N.C.: To Adam Young Inc. from Seltel.

**KKJO(AM)-KSFT(FM)** St. Joseph, Mo.: To Torbet Radio from Pro Radio Sales.

**KREO(FM)** Healdsburg, Calif.: To Torbet Radio from Jack Masla.

**Insta-Foam** □ Great Stuff (spray insulation). Begins Oct. 19 for one week in three markets. Agency: William B. Tanner Co., Memphis. Target: adults, 25-49.

RADIO ONLY

**Royal Insurance** □ Begins today for nine weeks in 65 markets. Agency: Doremus & Co., New York. Target: men, 25-54.

**Taco Charlie** □ Fast food franchise. Begins today for six weeks in 10 markets. Agency: Space & Time, Kansas City, Mo. Target: adults, 18-44.

**John Deere** □ Snowmobiles. Begins Oct. 26 for five weeks in over 25 markets. Morning drive, middays and afternoon drive times. Agency: N W Ayer. Chicago. Target: men, 25-54.

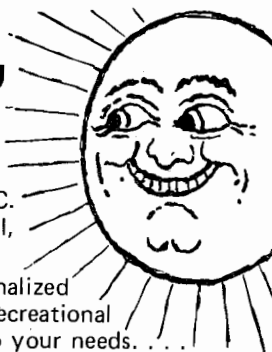
**Orelia** □ Soft drink. Begins Oct. 19 for four weeks in various California markets. Agency: Mediasmith, San Francisco. Target: adults, 25-49.

**Piedmont Airlines** □ Begins Oct. 26 for three weeks in over five markets. Morning drive, middays and afternoon drive times. Agency: McKinney, Silver & Rockett, Inc., Raleigh, N.C. Target: total adults.

**Basic Four Corp.** □ Computers. Begins Oct. 12 for two-to-three weeks in 36 markets. Agency: Marsteller, Inc., Los Angeles. Target: men, 25-54.

**Heublein** □ Beaulieu wines. Begins in late September for varying flights in three markets. Agency: Marschalk Co., Inc., New York. Target: adults, 25-54.

## Summer was hot, but Metro Weather was hotter!



METRO WEATHER SERVICE expanded to twelve new markets this summer, including WCBS-ALL NEWS/N.Y.C. . . . WIBR/Batrou Rouge, La. . . . CFGM, Richmond Hill, Ontario. . . . to name a few.

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## Advantage



**Sweet smell** ... Avon Products Inc., New York, is introducing Toccara, said to be first renewable perfume, with television and print advertising campaign totaling about \$1.4 million. Thirty-second commercial, which began last week on daytime and prime time network series, stresses that "hours after you apply it, release Toccara's mystery again; just by your touch." Prime-time programs carrying the commercial include ABC-TV's *Laverne & Shirley*, *Hart to Hart*, *Fantasy Island*, and *Benson*; CBS-TV's *Nurse*, *Magnum PI*, *All I Need is Time* and *Alice*, and NBC-TV's *Little House on the Prairie*, *Facts of Life*, *Mandrell Sisters* and *Family Reunion*. Agency for Avon is N W Ayer Inc., New York.

**From trade to consumer.** Starting in October, Entertainment and Sports Programming Network makes its first concentrated effort to reach consumer cable viewers with fourth-quarter budget of \$1.6 million. After two years of placing emphasis on cable system operators and national advertising community, ESPN is placing ad dollars in newspapers in 63 major markets, weekly magazines and on superstation WTBS(TV), Atlanta and Cable News Network. With \$5-million ad budget planned for next year, ESPN campaigns in anticipation of network's "imminent penetration into 15% of U.S. television homes and subsequent metered measurement by the A.C. Nielsen Co. early in 1982."

**High on cable.** J. Walter Thompson U.S.A. Inc. New York, is exhibiting at NCTA/CTAM Software Symposium and Exposition in New Orleans this week, reportedly only advertising agency to do so. Thompson will display cable TV programming to be sponsored by its clients, including first mini-series, *Kidnapped* (Kraft), and *The Cable Shop*, interactive cable programming to be produced in conjunction with Adams-Russell cable system, Peabody, Mass. Thompson also will show prototype commercials it has developed for cable.

**Syndication sells.** Group W. Productions is boasting record fourth-quarter sales for national advertising on two strip shows: *The John Davidson Show* and *Hour Magazine*. Firm sees this as indication of "increased acceptance by buyers of syndicated product in general and our properties specifically." Advertisers for shows include: American Home Products (through John F. Murray), Warner-Lambert (J. Walter Thompson), Block Drug (Grey Advertising), General Mills (Needham, Harper & Steers), and Quaker Oats (BBDO).

**Taking it to the streets.** Starting this month, Home Box Office will supply free billboard materials for next six months to affiliates, allowing them "to pinpoint the advertising to their local markets." Ads feature color clip from movie on HBO plus name of cable company and phone number "at no extra cost"

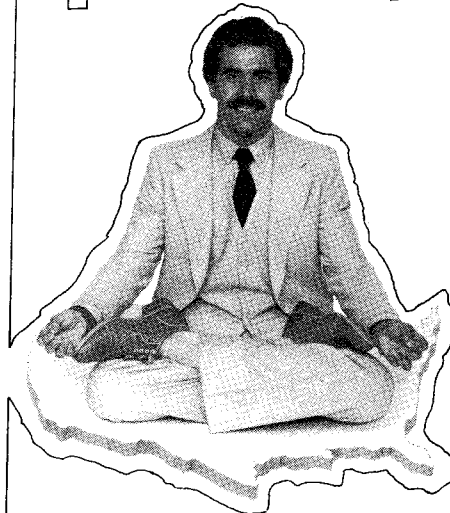
**TVB's of issue advertising.** Total number of television stations now accepting issue or advocacy advertising stands at 426, according to Television Bureau of Advertising. In September 1980, survey of TV commercial stations by bureau produced information that 355 stations would take issue advertising. New survey by TVB released last week puts total at 426. Thomas B. Cookerly, chairman of TVB board of directors and president of Allbritton Communications Co., Washington, said TVB "will be working closely with advertisers to help them use television to meet their issue-oriented corporate advertising goals."

**Exxon: culture on cable.** Exxon Corp., New York, has ordered full sponsorship of 11-part series *Bernstein/Beethoven*, to be carried on CBS Cable, starting on Oct. 16 (8:30-10 p.m.) and continuing into December. Program will be re-broadcast on Sundays, starting at 9 p.m. Bernstein conducts Vienna Philharmonic in all nine Beethoven symphonies plus two other musical pieces. Steven Stamas vice president, public affairs, Exxon, said Beethoven program represents company's "commitment to quality programming" and is extension of its underwriting of public television, which continues.

**Interest in Omni.** Actor Peter Ustinov will host-narrate *Omni: The New Frontier* airing in fall on 63 stations nationally, including five ABC O&O's and two NBC O&O's., Mag-Net, distributor of barter series has announced three sponsors: U.S. Navy through Ted Bates and Co.; Canon USA through Dentsu and Chrysler Corp. through Kenyon & Eckhardt.

**TV client roster.** New edition of register of advertisers and agencies included in Industry Standard Commercial Identification System has been issued by David W. Dole, who compiles it on behalf of major industry associations and TV networks. Register, used in computerized trafficking of TV commercials, lists 2,530 advertisers and 930 agencies with assigned ISCI designations. Price: \$35. David W. Dole, 110 Stratford Road, Des Plaines, Ill. 60016.

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# Monday Memo®

A broadcast advertising commentary from Mike Mohamad, VP/creative director, Shapiro/Budrow & Associates, New York

## Optical firm finds broadcast ads out of sight

When Dr. Eli Shapiro opened his first NuVision Optical Center in Flint, Mich., in 1949, the small shop was based on a big idea. Why not have a doctor of optometry on duty to provide customers with medical eye examinations at the same place they come to select their new glasses? This original concept proved sound, and for more than 30 years NuVision Optical Centers continued a steady growth pattern in Michigan.

By 1979, there were 40 NuVision Centers throughout the state, but competition began eating away at established customers, and expansion plans took a back seat to survival tactics.

Realizing that something had gone wrong with the public's perception of its services, Dr. Shapiro and company vice president, Len Metusak, began to investigate methods of re-establishing NuVision in a changing marketplace.

In the winter of 1979, when Shapiro/Budrow & Associates, New York, was awarded the account, our first move was to prepare a focus group study to determine the cause of NuVision's stagnation. The results were, pun intended, eye-opening. NuVision's major identity problem was an almost total lack of image. Although a Michigan-based agency had been placing print, TV and radio advertising for the chain for nearly a dozen years, the ads had failed to create an understanding of the company and its services.

Among those consumers who were aware of NuVision, feelings often had negative connotations. While many agreed that NuVision was a fine place to select a pair of glasses, the idea of placing entire responsibility for eye care (check-ups, prescriptions, etc.), in the hands of a chain of 40-odd stores simply did not sit well.

Our job was to change this impression and give people a positive feeling about NuVision optometrists examining their eyes and fitting them for contact lenses as well as glasses. Not an easy task. Historically the challenge of changing buying habits in medical or semi-medical areas has always presented very special problems to advertisers. To build this credibility, our copywriters, Geraldine Richelson and Rich Kahn, developed a strong theme: "You can trust your eyes to NuVision."

The idea was to concentrate on the positive elements. NuVision provided a special service: optometrists on staff. By stressing



Mike Mohamad is VP/creative director at Shapiro/Budrow & Associates, one of New York's newest advertising agencies. A 12-year veteran of NBC-TV, where he served as VP of advertising and design, Mohamad's primary function was to create tune-in advertising for the network. In that capacity, he was responsible for NBC Entertainment, News, Sports, Owned and Operated Stations and radio network division advertising. At Shapiro/Budrow, Mohamad's clients include: "10" Jeans, NuVision Optical Centers, Morrison's Restaurants and WNBC-TV, New York.

this and by concentrating on NuVision's dependable, professional, 30-year history, we began turning consumers in NuVision's direction.

In all our advertising, TV, radio and print, we tried to cover the full spectrum of eye care services. Tests for glaucoma and other diseases were handled with respect. Lighter aspects of optometry, such as the variety of fashionable frames currently available, were handled with humor. The concept of trust, however, was paramount in our game plan, and our "Trust your eyes to NuVision" copy line figured in virtually every ad.

Radio was an area which we felt had been seriously overlooked by NuVision's previous advertising, and we made substantial local buys, concentrating on the drive time audience to bring our message to as wide a market as possible. While radio does not have the "glamour" often associated with television commercials, this "nuts and bolts" medium provided us with a substantial number of gross rating points.

On some levels, our NuVision client provided us with a "textbook" situation in creative marketing. In addition to the challenge of educating the public to a full appreciation of the NuVision services, the chain also offered a number of innovative eye-care items that remained on the shelf because no one knew they were available. My partner, Rubin Shapiro, spent considerable time examining these various products, selecting those that had the greatest potential for special commercial attention.

Of these special promotions, one of the most successful to date has been for a product known as Spring Action frames. Everyone who wears glasses is familiar with the annoyance of loose frames slipping down the bridge of the nose and with the inherent problems of wearing glasses in any sort of high-action situation such as sailing, horesback riding, etc.

Although Spring Action frames had been available exclusively through NuVision Centers for some time, nothing whatsoever had been done to make the public aware of their existence. It was decided to introduce Spring Action as though it were a brand new product. In hunting for a memorable method of showcasing the frames, we found a most unusual spokesman in world-champion gymnast Kurt Thomas.

Handsome, articulate, well-known, but not associated with any other product, Thomas has maintained an extremely cautious attitude towards commercial endorsements. When we approached him with the concept of performing a series of exercises on the trampoline, parallel bars and "horse" while wearing "the frames that stay in place," he quite literally, jumped at the chance.

Here was an almost perfect marriage of spokesman and product. The 30-second TV commercial we created is as believable as it is straightforward. The combination of a strong initial concept, superior product and imaginative choice of spokesman produced a spot that resulted not only in considerable sales for Spring Action frames, but in further expanding the "trust" concept that we introduced to NuVision advertising almost two years ago.

The bottom line to any success story is the bottom line, and here we can let the figures do the talking. Within 18 months after the inauguration of the "Trust your eyes to NuVision" campaign Dr. Eli Shapiro added 38 links to his original 40-store chain. The firm is branching out into neighboring states and has enjoyed a remarkable 67% increase in sales.



# MUTUAL BROADCASTING SPORTSWORKS

Mutual Radio has engineered the biggest line-up of football play-by-plays in the business. This, with all the other sports, makes Mutual the high-performance sports broadcaster.

Mutual's gridiron coverage includes broadcasts of 16 NFL Sunday afternoon games, all Notre Dame and major college contests, and five bowls.

Mutual plays to regional loyalties with coverage of the Falcons, Cowboys, Chiefs, and Steelers. Also, live broadcasts of all 63 Southwest Conference college games.

Mutual sportscasters are sideliners and insiders. They put fans on the gridiron, the court, or the green.

This season's expansive line-up includes professional and college basketball; British Open, PGA, LPGA, U.S. Open, and other major golf tournaments; center court reports from Wimbledon and the U.S. Open; and major auto races from around the world.

Mutual satisfies the sports cravings of America by feeding affiliates five sports updates daily; 37 on weekends.

At Mutual, we're the radio experts, committed to bringing you the best sports programming. That's why the sports works.

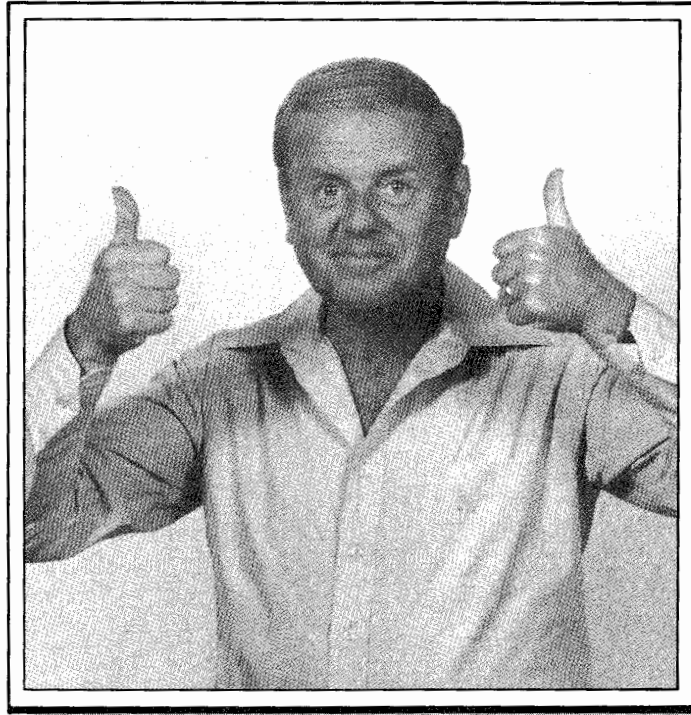
 **MUTUAL BROADCASTING SYSTEM**  
Radio is our only business.



# Eight Is Enough







*your*  
**Our**  
**Shining**  
**Hour**

EIGHT IS ENOUGH is the perfect choice for syndication success. Of the upcoming shows currently being offered in syndication for 1982 and beyond, EIGHT IS ENOUGH is the only program to finish in the top four in reaching women 18-49, teens and kids. So get the Bradfords on your side and prove that EIGHT IS ENOUGH can be your shining hour.

**LORIMAR**

Los Angeles  New York  Chicago  Atlanta  Dallas



# Datebook

■ indicates new or revised listing

## This week

**Sept. 27-29**—*Minnesota Broadcasters Association* fall convention. Guests will include Richard Wiley, former FCC chairman, now with Washington law firm of Kirkland & Ellis, and Jim Popham, VP-congressional liaison, National Association of Broadcasters, Washington. Holiday Inn Downtown, Rochester, Minn.

**Sept. 27-29**—*Nevada Broadcasters Association* annual convention. Stockmen's Motor Hotel, Elko, Nev.

**Sept. 28-30**—*Texas Association of Broadcasters* engineering-management conference. Loew's Anatole hotel, Dallas.

**Sept. 28-30**—Conference on rural telecommunications, its feasibility, value and future, sponsored by *University of Wisconsin* campuses of Stout, Eau

Claire, La Crosse and River Falls. Speakers include Louis Bransford, vice president, planning and development, Public Service Satellite Consortium, Midway Motor Lodge, Eau Claire, Wis.

**Sept. 29-30**—*Arbitron Radio* workshop. Copley Plaza, Boston.

**Sept. 29-30**—*Louisiana Association of Broadcasters* license renewal-EEO seminars. One will be held at Travelodge North In Lafayette, La., on Sept. 29, and another at Holiday Inn in Natchitoches, La., on Sept. 30.

**Sept. 29**—*Radio Advertising Bureau* sales clinic. Hilton Inn Airport, Pittsburgh.

**Sept. 30**—*Iowa Cable Television Association* annual state convention. Marriott hotel, Des Moines, Iowa.

**Sept. 30**—Deadline for entries in Ohio State Awards honoring excellence in educational, informational and public affairs broadcasting, sponsored by *Institute for*

*Education by Radio-Television*. Information: Ohio State Awards, c/o WOSU Stations, 2400 Olentangy River Road, Columbus, Ohio, 43210.

**Sept. 30-Oct. 2**—*Mid-America Cable TV Association* 24th annual meeting and show. Exhibition Hall, Municipal Auditorium, Kansas City, Mo. Information: Rob Marshall, Mid-America Cable TV, Route 1, Lecompton, Kan., 66050, (913) 887-6119.

**Sept. 30-Oct. 2**—*Indiana Association of Broadcasters* fall conference. Downtown Holiday Inn, Fort Wayne, Ind.

**Oct. 1**—*Federal Communications Bar Association* luncheon. Speaker: FCC Chairman Mark Fowler. Touchdown Club, Washington.

**Oct. 1**—*Radio Advertising Bureau* sales clinic. Hilton Airport Inn, Detroit.

**Oct. 1-2**—*University of Illinois* sixth scholar-educator conference, "Education, Media for the Millions, and Government Policy in the 1980's." University of Illinois, Champaign-Urbana, Ill.

**Oct. 1-4**—*Music Personnel Conference* annual meeting of public radio music directors and producers. Radisson hotel, St. Louis. Information: Mary Edwards, (314) 553-5968.

**Oct. 2-3**—*Florida Association of Broadcasters* fall conference. Opryland, Nashville.

**Oct. 2-4**—*American Women in Radio and Television* west central area conference. Regency West, Omaha.

**Oct. 3-4**—*New Jersey Associated Press Broadcasters Association's* annual fall meeting. Harrah's Marina casino hotel, Atlantic City.

## Also in October

**Oct. 4-6**—Cable Software Symposium and Exposition, co-sponsored by *National Cable Television Association* and *Cable Television Administration and Marketing Society*. Hyatt Regency hotel, New Orleans.

**Oct. 4-6**—*Kentucky CATV Association* convention. Executive Inn, Owensboro.

**Oct. 4-6**—*New Jersey Broadcasters Association* 35th annual convention. Speaker: FCC Commissioner James H. Quello. Golden Nugget casino hotel, Atlantic City, N.J.

**Oct. 4-6**—*Pennsylvania Association of Broadcasters* fall convention. Seven Springs Mountain Resort, Champion, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101.

**Oct. 5-7**—International Electrical, Electronics Conference and Exposition, sponsored by *Canadian Region of Institute of Electrical and Electronics Engineers*. Exhibition Place, Toronto.

**Oct. 5-9**—*Hughes Microwave Communications Products* technical seminar on its AML local distribution microwave equipment. Hughes facility, Torrance, Calif.

**Oct. 5-10**—23d National Radio and Television Week, "Sixty Years of Broadcasting in Mexico," sponsored by *Camera Nacional de la Industria de Radio y Television*. Guests will include Vincent Wasilewski, president, National Association of Broadcasters. Fiesta Palace hotel, Mexico City.

■ **Oct. 6**—*Radio Advertising Bureau* sales clinic. Seattle Airport Hilton, Seattle.

■ **Oct. 7**—*Radio Advertising Bureau* sales clinic. Hyatt Regency, San Francisco.

**Oct. 7**—*International Radio and Television Society* newsmaker luncheon. Speaker: CBS Inc. President Thomas H. Wyman. Waldorf-Astoria, New York.

**Oct. 7-8**—*National Association of Broadcasters* engineering department's 14th AM directional seminar. Marriott Inn/Airport, Cleveland.

**Oct. 7-8**—*Society of Broadcast Engineers* tri-state convention. Indiana Convention Center, Indianapolis.

## Major Meetings

**Oct. 9-13**—*Vidcom '81*, international market for videocommunications programs. Palais des Festivals, Cannes, France. Information: Commissariat General, 179, Avenue Victor Hugo, 5116 Paris.

**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 Beach.

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

**Dec. 2-4**—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

**Jan. 23-27, 1982**—*Association of Independent Television Stations* (INTV) ninth annual convention. Sheraton Washington, Washington. Future convention: Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

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

**March 11-16, 1982**—*National Association of Television Program Executives* 19th annual conference, Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

**April 4-7, 1982**—*National Association of Broadcasters* 60th annual convention, Dallas. Future conventions: 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, and Las Vegas, April 10-13, 1988.

**April 17-22, 1982**—*National Public Radio* annual conference. Hyatt Regency, Washington.

**April 23-29, 1982**—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France. Future meeting: Oct. 15-20, 1982,

19th MIP-TV in conjunction with VIDCOM (International Videocommunication Exchange).

**May 2-5, 1982**—*National Cable Television Association* annual convention. Las Vegas. Future conventions: 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 4-5, 1982**—*CBS-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 4-8, 1982**—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto, Ontario; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loew's Anatole, Dallas.

**May 10-13, 1982**—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

**May 16-18, 1982**—*NBC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

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

**July 22-24, 1982**—Southern Cable Television Association Eastern show. Georgia World Congress Center, Atlanta. Future Eastern shows: Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985, all at Georgia World Congress Center.

**Aug. 29-Sept. 1, 1982**—*National Association of Broadcasters* Radio Programming Conference. New Orleans Hyatt.

**Sept. 12-15, 1982**—*National Radio Broadcasters Association* annual convention, Reno. Future conventions: Oct. 2-5, 1983, New Orleans, and Sept. 23-26, 1984, Kansas City, Mo.

■ **Sept. 12-15, 1982**—*Broadcast Financial Management Association* 22d annual conference. Riviera hotel, Las Vegas. Future conference: Sept. 25-28, 1983, Hyatt hotel, Orlando, Fla.

**Sept. 30-Oct. 2, 1982**—*Radio-Television News Directors Association* international conference. Caesars Palace, Las Vegas. Future conferences: Sept. 22-24, 1983, Las Vegas, and Dec. 3-5, 1984, San Antonio, Tex.



Information: (317) 264-7992.

**Oct. 7-8—Kentucky Broadcasters Association** fall convention. Speaker: FCC Chairman Mark Fowler. Hyatt Regency hotel, Lexington, Ky.

**Oct. 7-9—Tennessee Association of Broadcasters** convention. Peabody hotel, Memphis.

**Oct. 8—Radio Advertising Bureau** sales clinic. Anaheim Marriott hotel, Los Angeles.

**Oct. 8-11—National Black Media Coalition** annual conference. Speaker: FCC Chairman Mark Fowler. Mayflower hotel, Washington.

**Oct. 9-11—American Women in Radio and Television** Mideast area conference. New Marriott, Harrisburg, Pa.

**Oct. 9-13—Vidcom '81**, international market for videocommunications programs. Palais des Festivals, Cannes, France. Information: Commissariat General, 179, Avenue Victor Hugo, 75116 Paris.

**Oct. 10—UPI Broadcasters of Louisiana** one-day reporters' workshop, co-sponsored by *UPI Newspapers of Louisiana*. Louisiana College, Pineville, La.

**Oct. 11-13—National Association of MDS Service Companies** annual convention. Atlanta Hilton, Atlanta. Convention information: Diane Hinte, Standard Communications Corp., P.O. Box 92151, Los Angeles 90009. Exhibition information: Richard Greene, Trade Associates Inc., 4701 Willard Avenue, suite 105, Washington 20015.

**Oct. 12—Louisiana Association of Broadcasters** sales seminar. Sheraton Inn, Alexandria, La.

**Oct. 13—Louisiana Association of Broadcasters** sales seminar. Travelodge North, Lafayette, La.

■ **Oct. 13—Radio Advertising Bureau** sales clinic. Hilton Inn West, Orlando, Fla.

**Oct. 13-15—Western Educational Society for Telecommunications** 11th annual conference. Harrah's, Reno. Information: Dr. Donel Price, Media Production Services, California State University, Los Angeles, 90032, (213) 224-3396.

**Oct. 13-15—Broadcasters Clinic** sponsored by *University of Wisconsin-Extension*. Sheraton Inn, Madison, Wis. Information: Don Borchert, UW-Extension, Vilas Communication Hall, Madison, Wis., 53706, (608) 263-2157.

**Oct. 13-16—Southern Educational Communications Association** fall planning conference. Bahamar hotel, Fort Lauderdale, Fla.

**Oct. 14—Louisiana Association of Broadcasters** sales seminar. Gateway hotel, Metairie, La.

**Oct. 14—Chicago Collegiate Broadcasting Day**, sponsored by *Illinois Broadcasters Association* and *Loyola University of Chicago's* department of communication. Marquette Center, Loyola University of Chicago.

■ **Oct. 14—FCC** open en banc meeting. FCC, Washington.

**Oct. 14-15—Maryland/Delaware Cable Television Association** annual fall meeting. Hyatt Regency, Baltimore.

■ **Oct. 14-15—Arbitron** radio workshop. Clayton Inn, St. Louis.

**Oct. 14-18—Women in Communications** 49th national professional conference. Speakers include David Hartman, ABC-TV's *Good Morning America*; Lee Thornton, CBS News correspondent, and Ellen Goodman, syndicated columnist. Stouffer's, Cincinnati.

**Oct. 15—Fund-raising dinner honoring Sol Tushoff** on 50th anniversary of *Broadcasting magazine*, for benefit of Broadcast Pioneers Foundation and Broadcast Pioneers Library. Co-chairmen: Reid Chapman, president of Broadcast Pioneers, and Vince Wasilewski, president, National Association of Broadcasters. Washington Hilton.

**Oct. 15—American Council for Better Broadcasts** 28th annual conference. Theme: "Telecommunications in Our Everyday Lives—The New Challenge Toward a Media Wise Society." Capitol Holiday Inn, Washington. Information: ACBB, 120 East Wilson Street, Madison, Wis., 53703, (608) 257-7712.

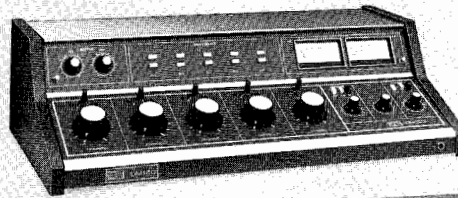
**Oct. 15—Connecticut Broadcasters Association** annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

## The New Look in Audio Consoles

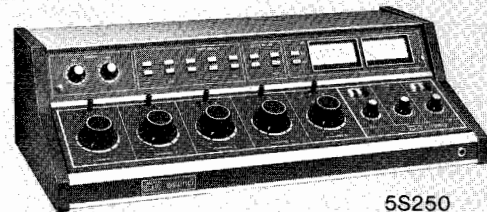
The new look in audio consoles is elegance! Freshly styled, with durable front panel graphics, fashioned control knobs, hardwood end panels, brushed stainless covers and superb audio from field proven modular electronics.

Audio performance? Exceptional! For both 150 and 250 series: Distortion .05% IM and THD from 30 Hz to 20 kHz at +18 dBm output with  $\pm 0.5$  dB frequency response. Each mixer in every model has a preamp selectable for either microphone or high level plus a full complement of line, monitor, cue and headphone amplifiers...all plug-in. Choose from 10 different models, mono or stereo.

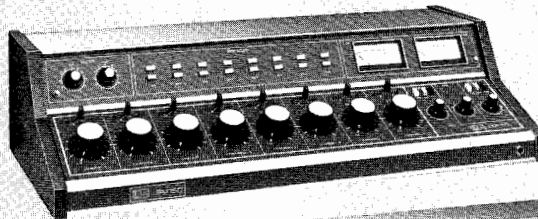
For more information, contact your local Broadcast Electronics distributor, or write for our new brochure.



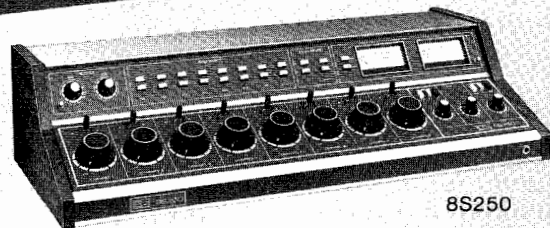
5M150



5S250

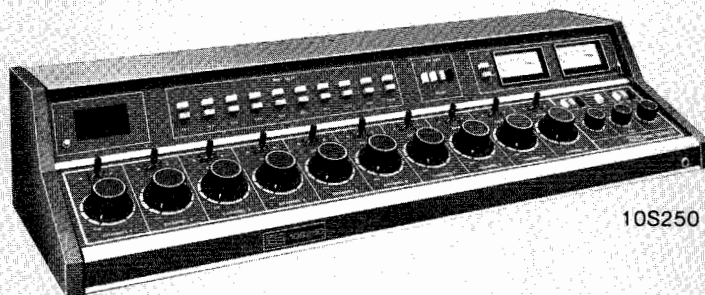


8M150



8S250

### And Now a New Ten Mixer Console, Mono or Stereo



10S250

a **FILMWAY** company



**BROADCAST ELECTRONICS INC.**

4100 N. 24th STREET, P.O. BOX 3606, QUINCY, IL 62305, (217) 224-9600, TELEX: 25-0142



**Oct. 15**—"Video Production for Filmmakers" seminar, sponsored by Advanced Technology Seminars. Barizon Plaza, New York. Information: ATS, Suite 610, 1600 Broadway, New York, 10019, (212) 582-6055.

■ **Oct. 15**—*Radio Advertising Bureau* sales clinic. Holiday Inn North, Charlotte, N.C.

**Oct. 15-16**—*Pittsburgh chapter, Society of Broadcast Engineers* eighth regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

**Oct. 15-17**—*American Women in Radio and Television* Southwest area conference. Hilton LBJ, Dallas.

**Oct. 15-17**—*Arkansas Broadcasters Association* annual meeting. Sheraton hotel, Fort Smith, Ark.

**Oct. 15-18**—*American Women in Radio and Television* Northeast area conference. Regency Hyatt Cambridge, Boston.

**Oct. 15-18**—*American Women in Radio and Television* Southern area conference. Mills House, Charleston, S.C.

**Oct. 15-18**—*Women in Communications* national conference. Cincinnati. Information: (512) 345-8922.

**Oct. 16**—*Black Journalists Association of Southern California's* first scholarship awards dinner. Speaker: Dwight Ellis, vice president, National Association of Broadcasters. Sheraton Plaza LeReina hotel, Los Angeles.

**Oct. 16**—*Colorado State University/Colorado Broadcasters Association* 10th annual CSU Broadcast Day. Speaker: Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee. Colorado State University, Fort Collins. Information: Dr. Robert MacLaughlin, (303) 491-6140.

**Oct. 16-17**—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

**Oct. 16-17**—*Broadcasters Promotion Association/Broadcast Designers Association* board of directors meeting. St. Francis hotel, San Francisco.

**Oct. 16-18**—*North Carolina AP Broadcasters* annual meeting. Holiday Inn-Coliseum North, Winston-

Salem, N.C.

**Oct. 19-20**—*American Women in Radio and Television* Northeast area conference. Boston.

**Oct. 19-21**—*Electronic Industries Association* 57th annual conference. Fairmont hotel, San Francisco.

■ **Oct. 20**—*Radio Advertising Bureau* sales clinic. Regency hotel, Denver.

**Oct. 21-22**—*Ohio Association of Broadcasters* fall convention. Columbus Hyatt Regency, Columbus, Ohio.

**Oct. 21-23**—*National Association of Telecommunications Officers and Advisers*, affiliate of National League of Cities, conference, "The Role of the Local Telecommunications Officer," focusing on cable television franchise administration and regulation and municipal uses of cable. Hilton Harvest House hotel, Boulder, Colo.

**Oct. 22**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **Oct. 22**—*Radio Advertising Bureau* sales clinic. Holiday Inn O'Hare, Chicago.

■ **Oct. 22-23**—*Alabama Cable Television Association*, fall meeting. Gulf State Park Resort, Gulf Shores, Ala.

**Oct. 25-27**—*New Jersey Cable TV Association* annual convention. Meadowlands Hilton, Secaucus, N.J. Information: (609) 392-3223.

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

**Oct. 29-30**—National Conference on Media sponsored by *Pro & Con Screening Board*. Theme: "Future of Women and Minorities in Mass Communications, With or Without EEOC." Blackstone hotel, Chicago.

**Oct. 29-Nov. 1**—*Missouri Broadcasters Association* fall meeting. Hilton Plaza Inn, Kansas City, Mo.

■ **Oct. 29-Nov. 1**—*Information Film Producers of America* national conference and Cindy awards banquet. Sheraton Universal hotel, Los Angeles.

**Oct. 30-Nov. 1**—12th annual Loyola National Radio

Conference sponsored by *Loyola University of Chicago*, department of communications. Hyatt Regency, Chicago. Information: LNRC, 820 N. Michigan Avenue, Chicago, 60611, (312) 670-3116.

**Oct. 30-Nov. 3**—*Society of Telecommunications Consultants* fall conference, "Integrated Communications for the '80's." Sheraton Palace hotel, San Francisco.

■ **Oct. 31-Nov. 3**—*ABC radio affiliates* board meeting. Lake Buena Vista Conference Center, Orlando, Fla.

## November

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

**Nov. 3-6**—*Pennsylvania Cable Television Association* annual convention. Hershey Pocono Resort, Whitehall, Pa. Information: (717) 234-2190.

**Nov. 4-6**—*Electronic Industries Association* management seminar for Boston. Holiday Inn of Waltham, Waltham, Mass. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington 20036, (202) 457-4996.

**Nov. 5-7**—*National Translator Association* annual low-power television and translator convention. Hilton Inn, Albuquerque, N.M. Information: NTA headquarters, 36 South State Street, Salt Lake City, Utah, 84111, (801) 237-2623.

**Nov. 5-7**—*Broadcast Education Association* seminar on telecommunications policy and regulation. National Association of Broadcasters headquarters, Washington.

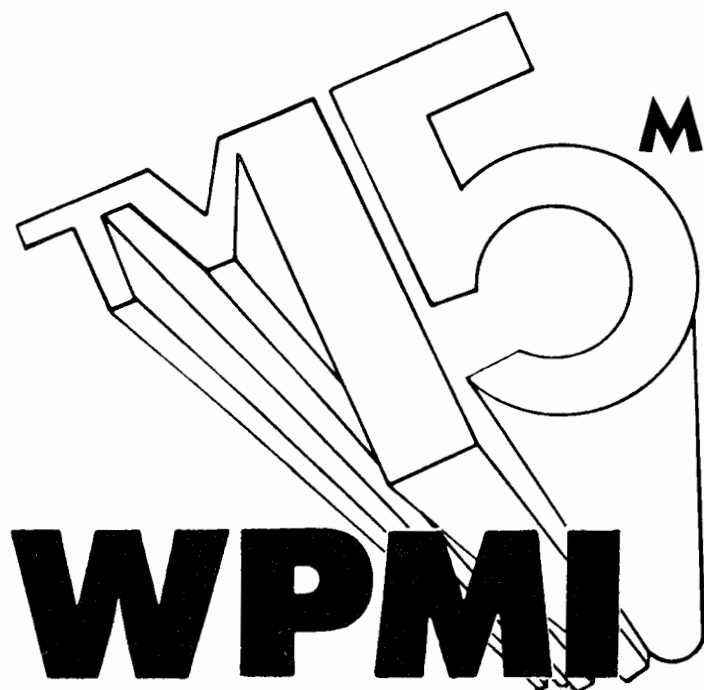
**Nov. 6**—Chicago Communications seventh annual luncheon and communications seminar, sponsored by *29 Chicago associations*. Seminar topic: "Who's Watching Our Watchdogs? Ethics, Privacy, Credibility and Accountability in the 80's." Keynote speaker: Pierre Salinger, ABC News Paris bureau chief. Palmer House, Chicago.

**Nov. 8-10**—Arts/Cable Exchange sponsored by *University Community Video*. Minneapolis Auditorium, Minneapolis.

# Independent TV Comes To The Mobile/Pensacola Market

**5 MILLION WATTS  
FROM THE TALLEST TOWER  
ON THE GULF COAST**

The Muppets, Gunsmoke, Independent Network News, Merv Griffin, Lawrence Welk, Bonanza, I Love Lucy, Another Life-CBN, and over 800 feature movies under contract.



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MILT DeREYNA, PRESIDENT  
HESS BROADCASTING CORP.  
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DAPHNE, AL 36526  
(205) 626-5762



**Nov. 8-11**—*Association of National Advertisers* annual meeting. Fairmont hotel, San Francisco.

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

**Nov. 9-11**—*Subscription Television Association* second annual conference. Hyatt hotel at Los Angeles International Airport. Information: Valerie Backlund, (213) 827-4400.

**Nov. 11-13**—*Oregon Association of Broadcasters* 41st fall conference. Valley River Inn, Eugene, Ore.

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

**Nov. 11-14**—*Unda-USA* 10th general assembly, titled "Taking a Stand: Strategies for the Decade" Roosevelt hotel, New York. Information: Ann DeZell, Unda-USA General Assembly, Box 588, Winona, Minn., 55987, (507) 454-4643.

**Nov. 12**—16th annual Gabriel Awards presentation

banquet, sponsored by *Unda-USA*. Waldorf-Astoria hotel, New York.

**Nov. 18**—*National Commission on Working Women's* third annual "Women at Work" broadcast awards. Capital Hilton, Washington.

**Nov. 19-20**—*Arizona Broadcasters Association* fall convention and annual meeting, in conjunction with convention and technical exhibit of *Arizona Society of Broadcast Engineers*. Sheraton Inn, Scottsdale, Ariz.

■ **Nov. 19-20**—*Arbitron* radio workshop. Omni International, Miami.

■ **Nov. 20**—*Society of Broadcast Engineers'* Northwest regional convention. Red Lion Inn/Sea-Tac Motor Inn, Seattle.

■ **Nov. 20-22**—*Satellite Television Technology International's* Satellite Video Show. Anaheim Marriott, Anaheim, Calif.

**Nov. 24**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

## Open Mike®

### More on 'seven'

EDITOR: Arthur Scheiner's accurate reference to himself ("Open Mike," Sept. 14) as the "chief FCC staff architect of the multiple ownership rule of seven" calls to mind another informative bit of FCC lore involving BROADCASTING's own use of that same figure of speech on another occasion during that period. That came following the commission's issuance on April 14, 1952, of its "Sixth Report and Order" establishing the current nationwide table of TV assignments. Following which BROADCASTING referred in a story to Arthur Scheiner and the late Paul Dobin as the "architects of the TV allocations plan." I was at that time legal assistant to commissioner Frieda B. Hennock who had participated extensively in the Sixth Report and Order on particular behalf of educational TV and UHF development. Following BROADCASTING's article and use of the "architect" term, this was the bit of prophetic doggerel I sent to Arthur and Paul:

"To call one the 'Architect of the TV Allocations Plan' pins on a dangerous label; Because if we're all not quite careful, he'll be known as the man Who constructed the Tower of Babel."—

*Arthur Stambler, Lovett, Ford, Hennessey, Stambler & Siebert, Washington.*

### Calculations

EDITOR: May I end the Cohn-Scheiner fray about the "rule of seven" asking: Why not recognize that it makes just as much (or just as little) sense to consider the origin to be 1% of 700 stations, no percent of anything, or 100% of the number of commissioners. With a free market, who needs logic to determine any limit?

Yours for more of these stimulating and profound debates in BROADCASTING's columns.—*Benedict P. Cottone, Sarasota, Fla.*

### Alive and well

EDITOR: BROADCASTING's Aug. 31 issue quoted Dr. Daniel Bell of Harvard as saying: "And public access uses of cable are 'a delusion' that 'will attract relatively few persons.'" To put it bluntly, Dr. Bell either had little or no contact with public access operations in this country. There are many active access organizations in all 50 states and Canada. There is a national organization, the National Federation of Local Cable Programers, that is working to promote access. The NFLCP had 818 members and 90 organizational members in 1980, and the number continues to grow.

I am the chairman of the Anoka County Communications Workshop, an access organization in Fridley, Minn. Fridley is a community of 10,500 households, just north of Minneapolis. Our workshop has over 150 members and many nonmembers producing access programming. Over the last year we have averaged 26 hours of programming a week.

Now, these figures may not impress Dr. Bell. But public access is growing, getting stronger and in the future will be a major force in cable television.—*Mark Scott, Everyone's Television Channel 12, Fridley, Minn.*

### T'aint funny

EDITOR: I am offended by the editorial cartoon in the Sept. 14 issue. It is bad enough to know from working in broadcasting that cameras are used for such a purpose. But to condone the activity in a trade publication is tactless at best and outrageous at worst.

I can hardly imagine your printing a cartoon which sanctions racism. Why this one which is so obviously sexist?—*Toby A. Smith, assistant professor, broadcast journalism, Boston University.*

**Editor's note.** BROADCASTING confesses to, and regrets, a lapse of judgment.

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The News Magazine of the Fifth Estate  
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## TELEVISION® AND Cablecasting®

Broadcasting-Teletesting Building  
1735 DeSales Street, N.W., Washington 20036.  
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TOP OF THE WEEK

## Fowler out to slay Big Brother

**In speech that brings the house down at IRTS newsmaker, new FCC chairman lays out ideological basis for his marketplace approach to unregulation; in final analysis, First Amendment must be the guide, he says: 'I am not your shepherd'**

FCC Chairman Mark S. Fowler last week continued his campaign for broadcaster support of the FCC's proposals to free them from the restraints of the content regulation imposed on them by law. And, as at his speech to a National Radio Broadcasters Association convention luncheon in Miami Beach (BROADCASTING, Sept. 21), two weeks ago, the applause greeting his remarks at the International Radio and Television Society luncheon at the Waldorf-Astoria hotel, in New York last Wednesday, was enthusiastic.

The theme of his speech was his belief in a marketplace approach to broadcast regulation rather than in the trusteeship principle under which broadcasters have always operated. Indeed, he expressed the view that "we are at the end of regulating broadcasting under the trusteeship model." And, five paragraphs into his speech, he knew the audience was his when he added, "Whether you call it 'paternalism' or 'nannyism,' it is 'big brother,' and it must cease," and his listeners erupted in applause.

Nor is his marketplace approach concerned only with program-content regulation. Fowler indicated he would push for liberalization, if not abandonment, of many of the commission's multiple ownership rules, as well as for easing the transfer rules. In both areas, he suggested, the rules have distorted and restricted service to the public.

The commission has proposed legislation calling for reliance on "relevant marketplace forces" in determining the availability of telecommunications services to the public, as well as for the repeal of such basic political broadcasting laws as those requiring broadcasters to afford candidates equal opportunities and to treat all controversial issues in a balanced manner.

But, Fowler stressed last week, broadcasters must take their First Amendment rights "seriously"—they must carry their share of the burden in persuading Congress to adopt the proposals. He indicated their past performance offered little encouragement that they would. Too often, he said, broadcasters have traded away

First Amendment rights for license stability.

Where were they, he asked rhetorically, when the FCC first banned broadcast editorializing, then approved it while adopting the fairness doctrine? And where were they when Congress imposed the equal-time and reasonable-access requirements? "Was your license so valuable, your fear so great, that you would abide by violations of your First Amendment rights, so long as no one would touch your license?" he asked.

But with the commission's proposals pending before Congress, he said, broadcasters have another chance to establish



Fowler

"their right to full First Amendment protection." Indeed, he suggested that, in view of the new technological revolution in telecommunications, it would be in newspapers' self-interest to support broadcasters in that effort. "For if the fairness doctrine is retained for broadcasting," he said, "how long before it seeps into electronic newspapers and teletext?"

Fowler's own unscientific poll of broadcasters at the luncheon was not a source of encouragement for him. "From talks I've had today," he said, in an ad libbed remark during the speech, "there are broadcasters who don't care about winning their full First Amendment rights."

However, at least a measure of support was expressed in a carefully worded statement issued in the name of NBC Chairman Grant Tinker. "In challenging broadcasters to participate in the new com-

munications marketplace, Chairman Fowler presented a thoughtful, clearly defined proposal for fundamental changes in broadcast regulation," the statement said. "We welcome his plans to remove strictures which now inhibit the service which broadcasters can provide to the American public."

Fowler discussed possible changes in multiple ownership and transfer rules in stating, as he has on other occasions, the need for the commission to search out and eliminate those regulations that interfere with competitive forces.

For instance, some of the multiple ownership rules have "probably restricted program service in the name of preserving a most peculiar type of ownership diversity," Fowler said. He noted that a 1% investment interest in a licensee "can trigger the same treatment as 100% ownership," and added: That "ignores actual concentration of control and arbitrarily limits ownership." He wondered whether the duopoly rules—which prevent the ownership of more than one station in the same service in the same market—have any appreciable effect on diversity "in the largest markets." And, he said, the rule limiting ownership to seven AM's, seven FM's and seven television stations "makes little sense" when ownership of seven stations in any service in the top 10 markets is compared with owning seven stations in the same service in markets 125 to 150.

As for the FCC's transfer rules, he likened them to a "marriage ceremony . . . in which all parties must consent." Such an approach, he said, "depresses prices of properties and distorts their market." He said he would like to consider ways to allow the transfers of broadcast properties to parallel as closely as possible the transfer of other business properties. The commission staff is drafting a proposed amendment to the Communications Act that would permit parties to a sale to close without having applied to the commission. However, the commission would be empowered to veto the sale within a prescribed time period.

But for the most part, Fowler's speech constituted a treatise in support of repeal of the trusteeship principle embedded in the Communications Act—one nourished, he said, by regulator and regulated alike.

"In exchange for the right to operate exclusively on their frequencies," Fowler said, broadcasters were expected to demonstrate a sort of super citizenship. Duties were owed to the communities served irrespective of normal business considera-

tions. Broadcasters sought protection from new competitors, usually couched in terms of insuring their ability to provide program service. This trusteeship model was viewed by some as a fair tradeoff; few broadcasters, and fewer regulators, complained about the arrangement."

But Fowler sees the trusteeship model on the way out, to be replaced by the marketplace as regulator. The change, he said, "has become a social imperative, a commercial imperative, and a Constitutional imperative. Any regulator, myself included, must remember to leave the marketplace alone as far as possible."

Not only are Washington bureaucrats "ill suited" for the role of "federal program director," he said, but the spectrum scarcity argument originally used to justify the trusteeship model is not valid in a day when, in New York City, for instance, residents have a choice of nine television signals off the air, 50 radio stations and only three newspapers. "Even in the most rural areas, the number of broadcast voices exceeds the number of newspapers."

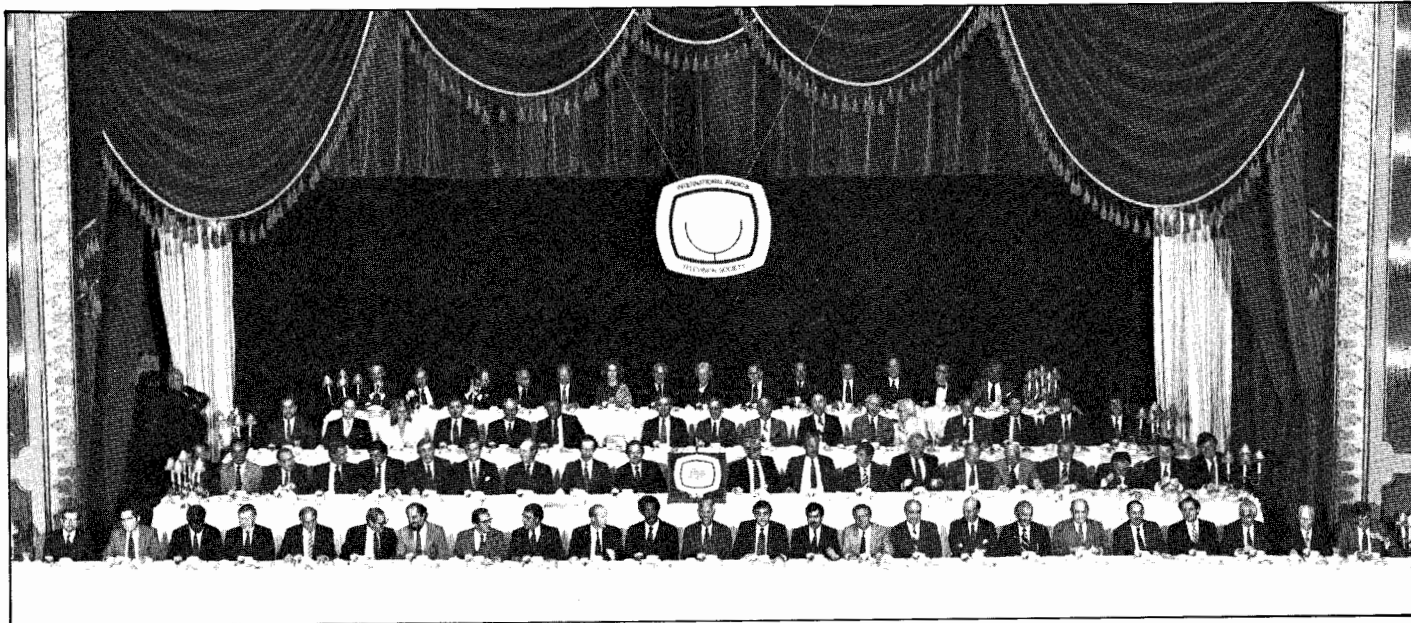
But, he said, "the most compelling reason to dissolve the trusteeship approach" is found in the First Amendment:

**Slow go on PTAR.** A question regarding the fate of the FCC's prime-time access rule was raised during the question and answer period following FCC Chairman Mark Fowler's speech at the International Radio and Television Society luncheon in New York last week, but the answer was not definitive. Fowler said he thought the rule was wrong but that its elimination is not a matter of top priority. Asked what would happen to writers, producers and syndicators of access programming if PTAR were eliminated, Fowler said he did not know but that that was a question for the market to answer. He indicated he was sanguine about the continued life of Westinghouse Broadcasting's franchised *PM Magazine*, even in the absence of PTAR, which he called "an intrusion into the marketplace."

"Congress shall make no law . . . abridging freedom of speech, or of the press." The FCC, he said, "too often has violated the spirit if not the letter" of that amendment.

Fowler said he views "the dissolution of the trusteeship approach as part of an evolution." It developed "at a time when government's mission in society was expanding" and when the technology available was, by present standards, "primitive." But society's view of government's proper role has changed, "as has the communications technology we regulate," Fowler said, adding that the FCC must recognize the many competitors in radio and television. "We need a regulatory philosophy that acknowledges their presence and their expertise. A reliance on market forces, not on dubious value judgments by insulated regulators, is the next right step," he said.

Fowler put the same thought more graphically in a few sentences that evoked appreciative applause. "I confess there was a romance bordering on chivalry when a chairman might declare television to be a wasteland." But, such pronouncements are not his to make, he said. "You are not my flock, and I am not your shepherd."



**The "in" crowd.** Movers and shakers of broadcasting, cable, advertising and programming gathered in New York last Wednesday to hear FCC Chairman Mark Fowler open the International Radio and Television Society's 1981-82 newsmaker luncheon series. The crowd of more than 1,000 was the largest ever for an IRTS opener. On the dais (l to r):

First tier: Bill Baker, Group W Television; Richard Cox, CBS Cable; Dean Ronald Davenport, Sheridan Broadcasting; Chuck Dolan, Cablevision; George Duncan, Metromedia; Robert L. Glaser, RKO General Television; Larry Grossman, Public Broadcasting Service; Dick Harris, Group W Radio; David E. Henderson, Outlet Broadcasting; Stanley S. Hubbard, Hubbard Broadcasting and U.S. Satellite Broadcasting Co.; Eugene D. Jackson, National Black Network; Wallace J. Jorgenson, Jefferson-Pilot Broadcasting; Philip J. Lombardo, Corinthian Broadcasting; Gerald M. Levin, Time Inc.; Charles S. Mechem Jr., Taft Broadcasting; Arch L. Madsen, Bonneville International; Thomas S. Murphy, Capital Cities Communications; Allen K. Neuharth, Gannett Co.; Roy H. Park, Park Broadcasting; Donald A. Pels, LIN Broadcasting; Martin Rubenstein, Mutual Broadcasting System; William A. Schwartz, Cox Broadcasting; E.R. Vadeboncoeur, Newhouse Broadcasting; Bob Williamson, RKO Radio.

Second tier: Dick Salant, NBC; John Severino, ABC Television; Irwin Segelstein, NBC; John A. Schneider, Warner Amex Satellite Entertainment Co.; James H. Rosenfield, CBS-TV; Robert Mulholland, NBC; Gene F. Jankowski, CBS/Broadcast Group; Leonard H. Goldenson, ABC Inc.; FCC Chairman Fowler; Ave Butensky, Ed Libov Associates and president of IRTS; Grant Tinker, NBC; Thomas H. Wyman,

CBS; Elton H. Rule, ABC Inc.; Vincent T. Wasilewski, National Association of Broadcasters; John W. Kluge, Metromedia; Ralph M. Baruch, Viacom International; Everett H. Erlick, ABC Inc.; Charles Z. Wick, International Communication Agency; Thomas F. Leahy, CBS/Broadcast Group; Ray Timothy, NBC-TV.

Third tier: David S. Allen, Petry Television; Frank Boyle, Eastman Communications Group; Cathy Lee Crosby, NBC's "Get High on Yourself" project; Neil E. Derrough, CBS Television Stations; Jack W. Fritz, John Blair & Co.; James L. Greenwald, Katz Agency; Ben Hoberman, ABC Radio; Robert Hosking, CBS Radio; M.S. Kellner, Station Representatives Association; Alfred Masini, TeleRep; Richard A. O'Leary, ABC International and ABC Owned TV Stations; Marion Stephenson, NBC Radio; Sherril W. Taylor, Bonneville International; Robert Walsh, NBC Television Stations; Jay Walters, Harrington, Righter & Parsons; Richard Verne, NBC Radio.

Fourth tier: Peter Allport, Association of National Advertisers; Bob Alter, Cable-television Advertising Bureau; John Cannon, National Academy of Television Arts and Sciences; Giraud Chester, Goodson-Todman Productions; Roy Danish, Television Information Office; Peggi Drum, New York City chapter, American Women in Radio and Television; Norman R. Glenn, Decisions Publications; Elizabeth Forsling Harris, New York State Office of Motion Picture and Television Development; Herman Land, Association of Independent Television Stations; Robert E. Lee, former FCC chairman, now on board of U.S. Satellite Broadcasting Co.; Leonard Matthews, American Association of Advertising Agencies; Tom E. Paro, Association of Maximum Service Telecasters; Sol J. Paul, *Television/Radio Age*; Lawrence B. Taishoff, BROADCASTING, magazine; Albert Warren, *Television Digest*.



## New video's new bedfellows

**Possible CBS pact with AT&T, ABC's deal with Getty's ESPN latest in surge of joint ventures attracting major companies to developing media**

The crazy-quilt of partnerships that's becoming the pattern of electronic communications gained two more swatches last week as ABC teamed up with ESPN to offer pay sports programming and word leaked out that CBS and AT&T are considering a joint test of videotext.

These new ventures would join some illustrious company—Warner Communications and American Express in cable system ownership and programming; Comsat, IBM and Aetna in Satellite Business Systems; Taft Broadcasting and Telecommunications Inc. in programming—not to mention the three previous alliances that ABC, through its Video Enterprises division, has forged in cable programming with Warner Amex Satellite Entertainment, Hearst Corp. and Westinghouse Broadcasting.

While all this may mean that a program is needed to identify the players, those kinds of shared associations make a great deal of sense to the financial community. "Few companies," said Smith Barney Harris Upham's Ed Atorino, "have under one roof the capital, the hardware and the programming" that are needed to play in the high-cost world of new media exploration.

As Joe Fuchs of Kidder Peabody noted, joint venturing is a way of doing business that embodies both "risk aversion and the bringing together of strengths." With regard to the two ventures that came to light last week, in particular their broadcast partners, Fuchs said each displays "a very sensible approach to the business" of the new technologies. And he's glad to see that "these guys are much more actively involved in redeploying their cash flows to businesses where they have some expertise, where there's great potential for future growth," and where they're likely to benefit from the effects of deregulation.

According to Harry Smith, CBS's vice president for technology, the CBS-AT&T test would be envisioned as a videotext extension of the teletext market testing CBS has been conducting in the Los Angeles area (with videotext understood to mean a two-way data-retrieval system by wire and teletext the one-way transmission of information via a broadcast signal).

CBS's interest is largely in assaying the market potential for the data bases of its publishing and broadcasting operations. Smith indicated that the two companies have not yet reached agreement on the specifics of the test, but he said: "I look on videotext as a major communications medium, one that may eventually be seen to be as significant as the telephone was in its time and the radio in its time."

Technologically, there is nothing extraordinary about the AT&T-CBS plan. Several firms such as CompuServe and

The Source have established computer data banks that are accessible by telephone with any of a variety of smaller, inexpensive home computers.

CBS and AT&T have become increasingly friendly since early this year when they began working together on a universally compatible videotext standard. Their efforts resulted in the issuance of the Presentation Level Protocol at a trade show in Toronto last May. The PLP—or North American Standard, as its proponents call it—is a catch-all, incorporating elements of the French Antiope and Canadian Telidon systems and possessing several levels of graphic capability. Although the PLP's full capability goes beyond that of the existing French and Canadian systems, a PLP decoder would be able to decipher and display Antiope and Telidon transmission on a screen.

The videotext system used by CBS and AT&T for their test probably will not employ all the bells and whistles of the PLP, but it will be PLP compatible. Although the sophistication of the system's graphics has not yet been determined, Smith said he personally favored alphamosaic graphics (the heart of the Antiope system) enhanced by dynamically redefinable character sets. Whether alphamosaic graphics or more elaborate alphasometric graphics (used by the Telidon system) are employed, Smith said, "is an absolutely moot issue in terms of the research we're doing. Both are adequate."

CBS plans to put a keyboard into every home, giving the consumer great flexibility in summoning up information and conducting financial transactions. What hasn't been decided is what to use for a display device—the home television screen or a dedicated computer terminal. Smith said the decision is not an important one since the focus of the test is to monitor what is called up out of the computer, not the device on which it is displayed.

Reports circulated earlier this year that AT&T and CBS were working on a hybrid teletext system whereby the data is called up over a conventional telephone line, but broadcast to the home by a television station. Smith said although hybrid teletext is not part of the upcoming test, CBS has great interest in it. Since it reduces the cost of the downstream (computer-to-home) transmission, Smith said, hybrid teletext does have some economical benefits, but, he added, hybrid teletext is "very complicated."

AT&T has, of course, been conducting or trying to conduct similar experiments around the country. It has been involved with Knight-Ridder in an ongoing Coral Gables, Fla., videotext test, and was prepared to test "electronic yellow pages" in Austin, Tex., until it encountered serious opposition from publishers.

The CBS-AT&T joint venture, if it becomes a fact, is certain to be examined for compliance with the antitrust laws. A

Justice Department spokesman said that, just as any "significant merger is looked at by the Antitrust Division or by the Federal Trade Commission for anticompetitive aspects," so any joint venture like that contemplated by CBS and AT&T "would get that same scrutiny," but, the spokesman said, not until the venture is an accomplished fact. There was speculation last week that the initial word that AT&T and CBS were talking was leaked by AT&T as a signal to regulators that it was sticking to its basic business.

Perhaps of more immediate significance to broadcasters and their viewers is ABC's latest cable venture. It is a three-part package: a joint venture of ABC Video Enterprises and Getty Oil-owned ESPN that would offer "a major sports presentation each month on a pay subscription basis" starting in the spring of 1982; a separate provision that would allow ESPN to present "some supplementary coverage" of ABC Sports events, where ABC holds the cable rights, and an option for ABC to buy a minority interest in ESPN at some future point.

The pay service, as presently intended, would be carried within the existing ESPN basic-cable package, but blacked-out to cable subscribers who didn't pay for the added features. According to both Herb Granath, ABC Video Enterprises's chief, and ESPN President Chet Simmons, many of the specifics of how the pay service will be delivered and marketed will be determined on the basis of a marketing study that might run as long as 60 days. Included in that is the question of whether ads might be accepted within the pay programs.

Simmons and Granath each used "major fights" to describe the kind of event they're looking at for the pay service, and the sort of "supplementary coverage" they have in mind was illustrated with the example of a hypothetical four-day event for which ABC had secured full rights, but from which it might select only 45 minutes of highlights for *Wide World of Sports*. Subject to further determinations, the new partners imagine ESPN might then be able to carry all four days of the event.

ABC's announcement of the deal quoted ABC News and Sports President Roone Arledge as saying: "This venture provides us with yet another forum to expand the programs we're able to offer to an increasingly demanding public."

At the same time, according to Granath, this entry of ABC into pay programming, and pay sports, comes against a background in which it's "increasingly difficult for the commercial networks to compete for major sporting events..." Speaking of the "clear and present danger" embodied in that situation, Granath said "if ABC is to remain a leader in televised sports, we have to take aggressive action to maintain control." That's not to suggest, he insisted, that anything going onto the pay service would come from ABC's current commercial offerings.

The structure of the deal is such that



each side will put up "equal value," according to Granath, which means that they'll compute values of ESPN's transponder time, its marketing staff, and the value of the sports rights ABC is bringing along. Simmons and Arledge, he said, are "going through the events one by one" as part of that process. It's also understood ABC is kicking in cash, estimated to be about \$10 million or \$15 million. Both companies will share operating costs of the joint venture, which will function through two representatives of each company.

The CBS-AT&T and the ABC-ESPN developments were both favorably received on Wall Street, with the broadcaster in each case seen bringing valuable programming expertise and material to the mix, and the respective partners bringing established transmission capabilities.

Howard Turetsky, of Bache Halsey Stuart Shields, is somewhat more enthusiastic about ABC's venture, calling it part of a larger picture in which that company has been "putting in the pieces of a cable network" spread across various program areas.

Herb Granath suggested that picture of ABC's intended cable involvement is "pretty well fleshed out" for the time being and that future ABC Video Enterprises activity is most likely to occur in other spheres.

## Affiliate backlash to hour-long news

**Stations of all three networks alarmed by NBC plan to expand; they say viewers want more local news, not more national**

A revolt among group station owners was building last week against network TV evening news expansion, but the likelihood of its success was unclear.

The opposition was directed first at the announced plan for expansion of *NBC Nightly News* to one hour (BROADCASTING, Sept. 21), but some owners with CBS and ABC affiliates—including at least one with no NBC affiliates—also were agitating against the plan. Their theory, shared privately by CBS and ABC officials, was that the other networks would follow suit if NBC succeeded.

The plan appeared to be drawing a high level of support from NBC affiliates, particularly impressed by the compensation package NBC was offering: ten 30-second spots a day for the stations to sell within the expanded newscast, without payment of a co-op fee, plus a 72-second break for local sale at the end.

Affiliates and officials of the other networks seemed impressed by the size of this package. "They're giving away the store," a rival network official said. There was considerable speculation among stations as to whether, if NBC gave this much inventory for local sale, other networks could get away with offering less.

Fred Paxton of WPSD-TV Paducah, Ky., NBC-TV affiliate chairman, said Friday that it was "too early" for any results from affiliate polling that had been going on during the week. Earlier in the week, the word from some affiliates was that polling percentages were about 80% for and 20% against. Paxton would say only that "it's not running at that rate."

Representatives of group owners such as Storer, Cox, Taft and Westinghouse were reported to have met in New York last Wednesday in opposition to the NBC plan—and also to criticize what they said was failure of the NBC affiliates board of governors to poll them before endorsing the plan.

Ken Bagwell, president of the Storer Television Stations division, said that "we've heard no public outcry for additional [network news] time. The only ones who want it are the network news departments." If the networks lengthen their evening news, Bagwell said, his inclination would be to clear it at 7:30-8:30 p.m. NYT, thus moving into a half-hour of network prime time.

Under the NBC plan, which the network would hope to put into effect in September 1982, there would be two feeds, one at 6-7 p.m. NYT and the other at 7-8 p.m. NYT. Stations would also be given the option of delaying the 6-7 feed to 6:30-7:30, which would enable them to retain the 7:30-8 p.m. local-access period if they wished. But, as numerous critics pointed out, they would be giving up a half-hour of local time in any event.

Jack Harris of KPRC-TV Houston, a former chairman and long-time leader of NBC affiliates, also didn't like the idea of giving up another half hour of local time, but said, "I also feel we need longer news."

Harris, who has long advocated 45-minute rather than one-hour network newscasts, said that if the NBC plan goes into effect, he'll accept it and adjust to it. "I'm neither screaming and kicking nor applauding," he said. "But a station doesn't have much choice but to carry network news—you can't do national and international news on your own."

He said some stations may seek alternative news sources or undertake to develop their own but that "you can't build a network-type news organization in a few months."

"Completely and totally in support" of the board recommendation was Ancil Payne, president of KING-TV Seattle and another former NBC affiliates chairman. "It is the best possible economic package," he said. The commercial time NBC offered for local sale is "50% more time than we were asking for six years ago" in expanded-news discussions, Payne said.

Payne added that the "stations that are disturbed by [the proposal] are generally those in the syndication business."

Joel Chaseman, president of the Post-Newsweek Stations, which include an NBC affiliate, WDIV(TV) Detroit, called the

board action "wrong and shortsighted." He claimed that "the most important asset a station will have is its local and regional identity" and said "we don't think there's any price worth giving that up."

Taft Broadcasting expressed opposition to the waiver of the FCC's prime-time access rule that NBC had said it would request if stations accepted the longer news. Taft Broadcasting's Charles S. Mechem Jr., chairman, and R.D. Grignon, executive vice president-television, said that "the proposal is counter to Taft Broadcasting Co.'s commitment to the expansion of local news and programming." Eliminating prime-time access, they added, "will have a negative long-term impact on our pledge to serve our local communities."

Phil Lombardo, president of Corinthian Broadcasting, which owns five CBS-affiliated stations and one ABC affiliate, said he had discussed the NBC plan with a number of affiliates and that those he had talked with seemed unanimously against the proposal.

"This is not an economic issue," Lombardo insisted. "There is no outcry from viewers that there is a need or demand for more national and international news. Viewers are clamoring for more local news and that's the direction Corinthian is headed. That's where our obligation as licensees lies."

Others also were moving into the controversy.

M.S. Kellner, managing director of the Station Representatives Association, said SRA has asked its member firms to poll their NBC-affiliated stations to ascertain their views. Kellner said he personally had heard considerable opposition to the plan from NBC affiliates but had decided upon a poll to get a more accurate picture.

Steve Currie of KOIN-TV Portland, Ore., president of the National Association of Television Program Executives, the trade association that has thrived on the marketplace for prime-time access programming, sent telegrams to NBC affiliates urging them "to study any network offer carefully and completely for both the short and long-term impact on your station, the public interest and PTAR."

The association questioned, "How long can any network be expected to provide you with most of the commercial availabilities in any program, especially as expensive to produce as the news?" It warned that "our industry has a history of failing to look beyond the immediate bottom-line impact."

Members of the NBC affiliates board, which as a body was said to have "strongly" supported the plan, are, in addition to Chairman Paxton, Jon Ruby, KVOA-TV Tucson, Ariz.; James Lynagh, Multimedia TV; Francis Martin, KRON-TV San Francisco; Ray Karpowicz, KSD-TV St. Louis; William Dilday, WLBT-TV Jackson, Miss.; George Andrick, WSAZ-TV Huntington-Charleston, W. Va.; William Faber, WFLA-TV Tampa, Fla.; Dave Oakley, WGEM-TV Quincy, Ill., and Donald Powers, WCSH-TV Portland, Me.



For their part, the other networks were watching developments without much comment. ABC News President Boone Arledge, asked about the NBC plan at a news conference, was more explicit. He called it "a very positive step" and said, "I

hope it works." He said that "we'd love to go to an hour news" and that perhaps NBC's action would break the "log jam." "I'm sure when it happens," he added, "it will happen to all three [networks]" and "I don't care who's first."

ary. But many of the details of its operation remain to be settled by a presidential commission still to be established.

However, senior officials who briefed reporters on the project last week said the station will operate under a structure similar to that of Radio Free Europe and Radio Liberty, which broadcast news of Eastern Europe and the Soviet Union, respectively, into those areas. They said Congress will be asked to enact the necessary legislation as well as to approve the use of \$10 million of State Department funds to finance the first year's operation of Radio Marti.

The officials said the station, which will broadcast in Spanish, would operate under a normal FCC license, but they could not identify the frequency to be used, or the power, or the location, or even whether there would be one or two transmitters. Indications are, however, that Radio Marti would start small—a virtual necessity since the commission that will plan and organize its operation is not scheduled to submit its recommendations and final report until Oct. 1, 1982. One of the senior officials said Radio Marti might initially buy time on existing stations.

Richard V. Allen, President Reagan's national security adviser, said in a statement that the purpose of Radio Marti is to break the monopoly on news in Cuba the government has had since Fidel Castro assumed power more than 20 years ago: "This radio service will tell the truth to the Cuban people about their government's domestic mismanagement and its promotion of subversion and international terrorism in this hemisphere and elsewhere."

Announcement of the administration's plans for Radio Marti caused some uneasiness among U.S. officials preparing for the six-week conference of western hemisphere nations on AM broadcasting, to begin in Rio de Janeiro on Nov. 9. A major cause of concern has been Cuban plans for 180 new stations, many of very high power. U.S. officials have been hopeful they could persuade the Cubans to modify their plans in a manner that would assure the island of service without causing serious interference to U.S. stations. "Radio Marti won't help us in our problems with Cuba," said one official.

The administration was aware of those problems, but appears to have concluded there would be no point in letting consideration of them alter its plans for Radio Marti. One of the officials who briefed reporters noted that the Cubans in 1977 announced plans for two 500 kw transmitters, whose operation would violate an agreement with the U.S.

"We are not at all certain what will influence the Cuban government's attitude," the official said. It could use Radio Marti "as a scapegoat" to explain its position. "We note only that at a time when we were trying very much to improve relations with Cuba, in 1977, it announced plans for the two large stations."

An FCC official, who said the commission was not aware of those plans until last year, said neither station is yet on the air.

## GAO says FCC's not up to regulating AT&T

The FCC has failed to adequately regulate the telephone industry and is far from prepared to implement its Computer II decision, the General Accounting Office has concluded in a 219-page report to Congress. Released last Thursday (Sept. 24) at the opening of a joint hearing by the House Telecommunications and Oversight and Investigations Subcommittees, the report said the FCC will probably have to delay allowing AT&T's entry into competition in unregulated services, as set forth in Computer II, for perhaps two years.

A 15-year effort at the FCC has failed to produce a uniform system of accounts for monitoring AT&T's costs of operation, said the report, and thus, the FCC is not prepared to protect the public's interest by preventing AT&T from unfairly subsidizing its nonregulated services with revenues from its basic, regulated telephone services. Although Computer II is scheduled to go into effect on March 1, 1982, the FCC has allocated almost no staff or resources toward implementing that program, the report said.

FCC Chairman Mark Fowler, who testified at the hearing, called the report "visionary" in that it depicts an ideal regulatory scheme in which "we can do more than is practical within our means." Gary Epstein, FCC Common Carrier Bureau chief, said the FCC will decide at its Oct. 7 meeting how to time implementation of Computer II, whether there is need for more structural separation between AT&T and its unregulated subsidiary, how AT&T will transfer capital to launch its subsidiary, how much equipment and supplies will be transferred to the subsidiary and what kind of task force is needed at the FCC to implement Computer II. "There's been a lapse of about nine or 10 months in the implementation of Computer II," said Commissioner Joseph Fogarty, who said he believes further delay is inevitable.

Representative James Broyhill (R-N.C.) said legislation pending in the Senate (S. 898) answers many of GAO's concerns about inadequate separation between AT&T and its subsidiary. GAO's Henry Eschwege said there are additional concerns not covered by S. 898 that the FCC should address on its own, but he did not elaborate, saying GAO was not ready to comment on the legislation at that time.

Fowler told the subcommittee he believes the FCC has sufficient resources to adequately police the changing telecommunications industry but that he would know more after the Oct. 7 meeting.

The Office of Management and Budget

had informally notified the FCC prior to last week that it faces an additional 12% cut to its 1982 budget, said Fowler, and in anticipation of that, the FCC has begun an evaluation of all its programs to see where it might better allocate its resources and whether it will still be capable of carrying out Computer II and other programs. FCC Commissioner Anne Jones is directing that program evaluation (see story, page 38).

Representative Albert Gore (D-Tenn.) said there appears to be an "air of unreality at the FCC about what you are doing." There are "significant changes in the role of communications in our economy and changes in AT&T's role in that industry," he said. "The kind of oversight you've done in the past was more relaxed than the kind you should be prepared to exercise if you're going to protect the public interest." Fowler replied that the FCC "fully appreciates the magnitude of its responsibilities," but that, he believes, the FCC might not have to do all the tasks GAO recommends for implementing Computer II.

Members of both subcommittees had viewed tapes of the FCC's proceedings leading to its decision to grant AT&T a 16% increase in its rate of return earlier this year. Several members, including Gore, commented that the FCC appeared to base its decision in that case on too many assumptions and too few facts.

The GAO report is not likely to have a major impact on the common carrier legislation the Telecommunications Subcommittee plans to begin drafting soon, said the panel's chief counsel, David Aylward. The report, he said, answered some questions the subcommittee had and will provide some guidance for the drafting of parts of the bill.

## Radio Free Cuba

**U.S. government plans AM station to broadcast 'truth' into Castro's home territory; effect on western hemisphere spectrum negotiations feared**

The Reagan administration has decided to combat what it calls the Cuban government's "lies" to its people by establishing an AM station to broadcast news and commentary on Cuba into the island nation. "Radio Marti"—named after a hero of the Cuban war for independence from Spain in 1900—is to begin broadcasting in Janu-

## Capital conference

**BFM's convention of broadcast financial leaders draws 1,000; opening address, on Reaganomics, by Treasury Under Secretary Ture**

"There's no quick fix" to curing the economy's ills, said Norman Ture, under secretary of the treasury for tax and economic affairs last Monday. Ture, who addressed the opening session of the Broadcast Financial Management Association's 21st annual conference at the Sheraton Washington hotel in Washington, told broadcasters not to expect the effects of the Reagan administration's economic program to really take hold in the economy until next year.

The Reagan program represents a "dramatic shift in the perspective of what government's role should be, especially in relation to the economy," said Ture. Past policy was based on the belief that the private sector "could do nothing right and if left to its own devices, would be highly unstable, fluctuating between inflation and recession," he said. The Reagan administration, on the other hand, believes the marketplace is "marvelously efficient" and that "the economy should be given back to the people."

The administration is trying to slow the rate of government spending, reduce regulations on business, reduce tax barriers to business development and put the monetary system on a noninflationary track. The first three tactics won't work, however, said Ture, unless the fourth is accomplished.

Reagan's program is the same today as it was when proposed eight months ago, said Ture, but it has come under attack recently. "Getting the program to where it is now has involved some sore political wounds," he said, "and that is where the attack is coming from."

"Interest rates cannot be brought down by a failure of nerve at the Federal Reserve," Ture continued. "They will only go down when the market perceives that the Reagan program is working."

"Since the beginning of the 1960's," said Ture, "monetary policy has been on an upward course and has been very erratic." Only a statistical record that the upward course is now mild and on a steady course will convince the marketplace that inflation is under control and the Reagan program is working, he said.

Leaders in Congress perceive a threat to the program emanating from Wall Street, said Ture, but they are merely looking for a place to lay the blame for ongoing high interest rates. "Wall Street is only doing what it can to minimize losses and make money," said Ture, and it mustn't carry the blame for today's interest rates.

Asked why credit controls haven't been instituted to put a cap on interest rates, Ture said: "Price controls and credit controls have never worked. They only mask the problems and bottle up forces at work in the marketplace but do not alter the basic phenomena at work in inflation."



**FCC's Jones predicts end to commission's annual financial reporting form; in speech to BFM, she says dereg is likely to mean more work for broadcasters**

The annual financial reporting form 324 "is, I believe, on the way out," FCC Commissioner Anne Jones said in a luncheon address last Tuesday during the BFM conference. Jones described that annual reporting requirement as "primarily a statistical artifact."

Last year, the commission initiated a proceeding concerning possible revisions in form 324, with options ranging from making more specific the reporting requirements to eliminating the form altogether. In comments received last November, broadcasters generally favored the latter.

Jones said facts collected from 324 submissions "serve no direct policy purpose and have little to do with station licensing." She asserted that the National Association of Broadcasters "does a more complete job of annually reporting radio and television statistics in a fashion more useful to you—by market and station size." The broadcasting industry, she said, does not need "two parallel sets of financial data."

Jones did note the existence of "one cloud on the horizon"—a bill frequently introduced by Representative Ronald Motl (D-Ohio) that would not only codify the commission's existing financial reporting requirements, but would also "make the results public, right down to individual station financial data." Such a bill, if passed, Jones said, would override any commission initiative to loosen or eliminate the reporting requirements.

Jones also pointed out that elimination of the formal reporting requirement, as is true with previous commission deregulatory actions, would not necessarily relieve stations of the burden of collecting such data. "You certainly need to develop much of this information for tax purposes anyway," she said, "and perhaps for inter-

nal record keeping for the station owner." Nevertheless, it is her hope that the "specific form 324 reporting requirement can be done away with."

Deregulation in general, said Jones, "may in some cases mean more work for you." She said managing a radio station is "likely to be more complex because deregulation often removes familiar guidelines by which you have operated and made decisions." Deregulation, she added, "calls into play managerial skills and plain common sense as marketplace forces take the place of regulation."

As an example of that concept, Jones cited the petitions for partial reconsideration the commission received concerning its radio deregulation action last January. Both NAB and citizen groups, she said, pleaded for continuation of some "government control or guidance" which licensees and the public could look to in determining whether a station is adequately serving the public. "The real marketplace option," she said, "with no set answers and a good deal of ambiguity, appears to scare many people." And on reconsideration last July, said Jones, "we stood fast on this point."

The essential purpose and accomplishment of the programing log and ascertainment aspects of radio deregulation, Jones said, was not to relieve the broadcaster of any basic responsibilities, but to provide greater freedom in deciding how to carry out those responsibilities. "You still need to do it," she said, "but now you can pick the method."

As to how much public affairs programing will survive the commission's January radio deregulation order, Jones said, "I feel strongly that this is a matter for marketplace decisionmaking—letting management assess the desires of listeners without fear of second guessing by the FCC."

Jones also noted that there is a concerted effort by the commission to reduce paperwork burdens placed on broadcasters. She cited the recently adopted "postcard" renewal form and the ongoing proceeding concerning form 324 as two examples. She also expressed the hope that the current requirement to file an annual EEO form (395) might, at "the very least," be changed to an every-two-or-three-year requirement, "or at license renewal time." "Annual changes," she said, are not significant enough to warrant "the expense of filling in, filing and compiling results from all this paper." Jones has long been a proponent of getting the FCC out of the business of EEO regulation, which she has said belongs more properly with the Equal Employment Opportunities Commission.

Jones also said the commission should consider reducing the number of items a station is required to place in its public file. "Keeping all the letters you receive from listeners seems a waste of space and of little real use," she said.

As to the possibility of eliminating many of the regulations currently imposed



on the networks, Jones was optimistic. "I have great hopes," she said, "that in the next several months the commission will begin to attack . . . rules in this area which may have outlived their usefulness—if they ever had any." The latest special network inquiry staff report, completed last fall, "takes the commission to task for some fuzzy thinking," said Jones, and "a number of FCC aims have actually been thwarted by the very rules adopted to promote them.

"I think a number of things should come from this study," she said, including proceedings to eliminate those rules that attempt to regulate network/affiliate relationships, which she said the network study found to be "largely counterproductive to increasing diversity." One "possible exception," she said, is the prime-time access rule. She said that on the question of that rule's continuing validity, "I am open minded . . . having heard some good arguments on both sides." In the coming months, she said, that rule will be debated "from top to bottom," with an eye toward "reviewing the status of the 1970's rule in the light of 1980's reality."

#### Let the cable buyer beware is lesson learned in BFM session moderated by Storer's Mueller

To buy or not to buy cable systems. That was the question posed at one session of the BFM's annual conference held last week in Washington.

"That depends," was how Martin Smith, president of Cable Communications Consultants, Fairfax, Va., answered the question. Smith, along with Rick Michaels, president of Communications Equity Associates, Tampa, Fla., made up the panel that discussed what prospective buyers ought to consider when looking for cable systems. Arno Mueller, president of Storer Broadcasting's cable division, moderated the session.

"Prospective cable buyers looking for immediate earnings," said Smith, will be "disappointed" because investments in cable systems generally dilute earnings.

Current multiples for cable systems, Smith said, are substantial—up to \$1,000 per subscriber—and mostly attributable to "satellites and pay cable." He said the business will continue to be capital gains oriented and not geared toward a return on investment.

Smith said major broadcasters that also have significant cable holdings, such as Storer, General Electric, Cox and Newhouse, have invested in cable to provide a "hedge" against their "present business declining."

At one point during the session, Smith asked rhetorically, "Why the excitement [about cable]?" He cited four reasons: the predictability of cable; the "semi-monopoly" factor in cable, given the franchising process; the potential for revenue rate increases, given the ability to add subscribers and increase rates, and

new cable services that are evolving.

Elaborating on the dramatic increase in recent years in per-subscriber valuation of cable systems, Smith said for many years (roughly from 1950 through 1970), systems were valued at "\$300 per head." Subscribers were charged \$5 per month or \$60 per year and "for some reason someone decided 10 times cash flow was a good multiple to place on a cable system." With operating expenses per subscriber accounting for half of the annual \$60 fee charged, cash flow worked out to \$30 and \$300 per subscriber became "the shorthand valuation" for cable systems.

"Nowadays," said Smith, "we're talking about subs that generate perhaps \$250 per year in revenues and bring down 40% cash flow with 60% operating expenses." The customer unit therefore generates typically \$100 per year cash flow and, with no escalation in the multiple (10), the per subscriber value equals \$1,000. He emphasized that this is a "shorthand method" for determining the value of a system.

Smith suggested many entrepreneurs and public companies are "much more interested in sheltering taxes—using tax money to pay out their debt requirements and building new plants than they are of showing a return on investment." He said Tele-Communications Inc. was a good example. TCI President John Malone, said Smith, travels around the country and frequently "brags" that the company is a "huge tax shelter." Smith said TCI will try to structure subsidiaries that can "use Uncle Sam's money to make acquisitions and pay off long term debt." Eventually, said Smith, that method will result in a "tremendous ROI (return on investment) proposition."

Smith described a "hypothetical" \$10-million cable acquisition structure (60% debt and 40% equity) whereby a new owner could expect to derive no income

for the first three years and only after seven years could he expect to get a "reasonable rate of return by any management criteria." However, "the debt is retired in seven years, partially using depreciation, which we assume can be justified up to 70% of the purchase price of the assets," said Smith. That's why an accurate appraisal of a system's assets is critical to obtain, he said, "so you can shelter revenues and rapidly repay debt."

Smith indicated the cable franchising process is not what it used to be. If buying, he said, "be sure there is enough time left" on the life of the franchise to justify the investment. The reputation of the system and its relationship with the local governing body should also be investigated, said Smith.

Michaels said the cable acquisition market has recently been a "sellers' market" due to the expansion of major multiple system operators such as Storer, TCI and Telecable and the interest of other large companies in getting into the business such as Knight-Ridder, Hearst and Dow Jones. Now, however, prices for public stock are declining, Michaels said. TCI stock is selling at around \$19 per share, he said, noting that is about "\$450 per sub." Larger companies are now "holding off," said Michaels, and sellers believe prices have peaked. He said the cable market during the next couple of months could prove to be a buyers' cable market.

Michaels said "rules of thumb," such as cash flow multiples, are unrealistic." He indicated one of the problems with the cash flow multiple is that cable has no "standardized accounting methods." There are "all kinds of cash flow" values, said Michaels, such as "annualized cash flow and "reconstituted cash flow." It takes a "very sharp-eyed accountant" to determine exactly what a cable system's true cash flow value is, he said.



To buy or not. L-r: Michaels, Mueller, Smith.

## Regulatory dialogue

**BFM panel finds congressmen wary of too much marketplace control, while broadcasting attorneys are all for it**

If the positions taken by Representatives Al Swift (D-Wash.) and Carlos J. Moorhead (R-Calif.) at last Wednesday's BFM conference panel session on regulating the communications industry are any indication, the most controversial provisions of the FCC's package of legislative proposals recently sent to Capitol Hill do not stand a chance of being enacted into law.

Both congressmen expressed concerns about the concept of letting the marketplace regulate the broadcasting industry.

After the legislators had their say, several attorneys representing various industry groups were given a chance to speak out on the burning regulatory issues of the day. They included Erwin Krasnow, general counsel of the National Association of Broadcasters; Brenda Fox, general counsel of the National Cable Television Association; Thomas Schattenfield, attorney for the National Radio Broadcasters Association; Donald Ward, partner in the Washington law firm of Ward & Mendelson and counsel to Robert Wold Co., and James Greeley, attorney for BFM.

"Why not let the free enterprise system regulate the business" of broadcasting, asked one participant attending the session. Replied Moorhead: "The airwaves [belong to] the public domain [where] licenses are granted and restricted from others." Therefore, said Moorhead, there is "more of an obligation on the [broadcasting] industry" to meet the needs of the public than on an industry "where no government approval is needed" to commence business.

Swift's reply was no less direct. "Because it's not that simple," he said. For example, he noted that to unconditionally deregulate the telephone industry would result in the total dominance of one company—AT&T. Earlier in the discussion he submitted that "marketplace competition becomes more complex in the smaller [broadcasting] market."

Swift suggested that total deregulation in the broadcasting industry was an open invitation to the "juke box operator." In that type of environment, he said, a group owner could automate all of his operations and "make a profit running dead last in every market [he] was in."

Moorhead asserted that total deregulation would result in "chaos." Although regulation may be necessary, he said, there also ought to be some mechanism for insuring that independent agencies don't run roughshod over the industries they are regulating. To that end, Moorhead said that he will propose an amendment to a regulatory reform bill he has co-sponsored with Representative George Danielson (D-Calif.) that would give it "veto power

over the actions of independent agencies that have to respond really to no one at the present time." That bill (H.R. 746) is pending in the Judiciary Committee and has a companion measure pending in the Senate (BROADCASTING, Sept. 7).

As to Sections 315 and 312, Moorhead said he did not want to see "any of these absolutely taken away. We have to protect several points of view," especially in the television industry where there is "far less competition." Modifications in those rules may be called for, he said, citing the unreasonableness of the equal-time clause in Section 315 that could require a broadcast station to give time to "30 or 40 candidates."

Krasnow submitted that the commission has "an important role to play in the fostering of new technology." Its record in that area of late, he said was "dismal," citing AM stereo and FM quad as two examples. He suggested that CBS's joint venture with AT&T to develop a videotext service (see "Top of the Week") was a direct result of the commission's failure to act on existing teletext proceedings.

Krasnow also said that the commission should not "hold back" broadcasters from getting involved with the new technologies such as cable and MDS.

He described Swift's proposed bill, which would quantify broadcasters' obligations in the areas of news and local programming, as "simplistic and superficial." He also said that it is time for the FCC to disband its "morals and vice squad."

Fox suggested that "government regulation is necessary to insure the operation of competitive markets." Regulation should be "structural rather than behavioral," and should "minimize entrance barriers."

Fox noted that the commission's network inquiry staff concluded that the cable industry was "substantially decentralized." She said the industry comprised "800 cable MSO's," and the average subscriber count per system was around 11,000.

## What's ahead in communications

**Broadcasting's Taishoff tells BFM that broadcasting will continue to flourish with evolving technologies**

What's ahead in the field of communications? Sol Taishoff, editor of BROADCASTING magazine, went to several sources to find the answer to that question in preparation for a speech he gave at the final luncheon of the 1981 BFM conference last week in Washington.

J. Leonard Reinsch, former chairman of Cox Broadcasting, was one of Taishoff's sources. Reinsch told him that "we are at an interesting juncture of history—the transition from the transportation age to the age of communications." Reinsch

said that "at the heart of the revolution in communications will be two-way interactive cable—satellites and computers—all interlocked to provide an entirely new pattern of living for all of us—a change that will have a greater impact on our lifestyle than the impact of the automobile on the living habits of your ancestors."

The new communications age, Reinsch said, "will decentralize our work locations and living locations," with the resulting alteration in our "life patterns."

"Change will be resisted by our generation and possibly the next generation," said Reinsch, "but the generation in grammar school is already using a cable-connected computer to learn new ways."

On the recently announced joint venture between AT&T and CBS (see "Top of the Week"), Taishoff commented, "while it has never flatly said it would seek to invade the news and information [AT&T] has handled that whole topic rather gingerly." A venture with CBS, he said, "might provide AT&T a viable solution for this world's largest common carrier. Keep in mind that AT&T already has the nation wired."

"Fundamentally," Taishoff said, "there will be a public policy question for AT&T. The battleground could be larger than American Newspaper Publishers Association's campaign against the 'electronic yellow pages.'"

Another source tapped by Taishoff, was his magazine's editorial staff, which he indicated has been "beating the reportorial bushes for months" in a effort to determine what lies ahead for the broadcasting industry and the new technologies.

"An amazing consensus is emerging from that research," said Taishoff, "or perhaps not so amazing . . . when you think about it. It is that, despite all the talk of the 'new technologies,' the basic electronic communications medium of 2001 . . . may well be something that's been around since the turn of the century: 'wireless.'"

"The growth of the wired nation will continue," said Taishoff, "[and will] serve purposes whose diversity will increase as its reach lengthens." But broadcasting itself, he said, will be enveloped in a "new technological explosion . . . in fact, two of them."

The first to be ignited is "likely to be low-power television," Taishoff said. He noted that 5,000 LPTV applications have already been submitted to the FCC, and "a few hundred of those will be granted and go on the air within the very next few years."

The second will be direct broadcast satellites, which Taishoff said will provide "hundreds of DBS channels . . . by 2001. That is to say, hundreds of broadcasting stations in the sky."

Taishoff described the broadcasting medium as "magic," unlike any other communications medium. "It flies through the air with the greatest of ease," he said, adding that "it follows you everywhere: the connection is never broken."



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NBC Chairman Grant A. Tinker

*If Fred Silverman was the man with the golden gut, Grant Tinker is the man with the golden everything else. The new chairman of NBC is a person who wears well and—his new colleagues fervently hope—long. In this first formal interview since taking on his new responsibilities, Tinker demonstrates the candor and the comfort with which he approaches the formidable job of restoring that company to its accustomed prominence.*

## Easy does it at NBC

### **Is your team in place now?**

Yes, I think that is a fair statement. I think it's marvelous that NBC could be such a bad third and have such good people still under the roof. I think that's a great inheritance, as far as I'm concerned.

### **Is it possible that you haven't discovered certain weaknesses that may still exist?**

It's possible, but I've pretty well made the swing around through the functionaries you're talking about. I'm not saying we don't have weaknesses, but I'm talking about personnel.

There are problems in the program area, for sure, and we're going to address them. In fact, I hope I'll be part of that because if I know anything, I'm supposed to know something about programs. But [NBC Entertainment President] Brandon Tartikoff is obviously the guy at the top of that area, and I think he has first-rate, really good people. They are better than their counterparts elsewhere. And I would rather have this group, the group I have inherited, than any other group I have seen, and I've worked with all of them.

### **Why? What are the strengths here?**

I just think their instincts are a little better, their judgments, their

energy. And I could find other words for it, but those three will do for the moment. I think they're just good, solid people.

**Then how will you use them differently, to get different results?**

Let me simply say that the way I worked at MTM, which turned out OK, was to try to get the best creative people I could get my hands on and then not to try to do their jobs for them. And that worked very well. I'm talking about people like Gene Reynolds [*M\*A\*S\*H*, *Lou Grant*], and Allan Burns [*Mary Tyler Moore*, *Lou Grant*], and Jim Brooks [*Mary Tyler Moore*, *Lou Grant*, *Taxi* and *Best of the West*], who did Mary's show, and Steve Bochco and Michael Kozol [*Hill Street Blues*], people who really don't want a lot of interference or supervision. Delegating is one word for that. It worked very well there, and I would hope it would work the same way for me here.

If I'm right, that these people are good people, then they're just sitting there waiting to be delegated to, and that's exactly what I intend to do. That relates a little to the New York-California thing, because as a guy who will reside in California, and who wants to moonlight a little over into the program area, not in terms of doing Brandon Tartikoff's job but in terms of being available to him and supportive, and maybe even once in a while, helpful, I've got to physically be there: That is where our basic business happens and that is the production of shows. And in order to do that, there are any number of things that have to go on happening here that will fall to [NBC President] Bob Mulholland, [NBC Vice Chairman] Irwin Segelstein and others.

**What role will each of you play?**

I think of Bob as the doer and Irwin as the thinker. Bob has a day-in and day-out operating responsibility; Irwin's functions are not so much day-in/day-out, they are more planning and tomorrow. That's not entirely true; he also has today functions, but they are not operating functions. I see them as very separate and individually contributive, and yet we've also talked about sharing just about everything important that occurs around here so that we all know the same things at the same time.

**Do the three of you have offices in proximity to each other?**

We do. All on this floor, in fact, and we were talking about a little physical rearrangement that will make that even more so.

**Do you have a regular schedule of meetings?**

Well, so far we don't—we do have some regular meetings, but not for that purpose—but we do talk a lot. But as I become more comfortable with my job and a little more second nature about it, automatic about it, I think that I will have more time to spend with them. I very much want to do that.

**Do you have a shorthand for yourself? Parallel to doer and thinker?**

I don't know—decider? We operate as three equals, although I am a little more equal than they are. I have to say that; the buck does have to stop somewhere.

But on any given day—and it could be any given day because, as I say, I'm frequently high over Chicago in the aeronautical sense of the word—I think either one of them is up to making the necessary decisions or taking the necessary actions. They are, to some extent, interchangeable.

**Would you resist "catalyst" as a word for your role?**

Yes, I think I would resist it for the time being, except as the new boy is a catalyst because he asks questions that nobody has asked lately. They're almost too simple for the seasoned folks to ask.

**What kind of questions have you been asking?**

Well, why does the daytime lineup look like this? What is the magic of all these game shows in the morning and these serials in the afternoon? Just simple, basic questions that cause people to stop and think and give me the answers.

**And has anything happened yet as a consequence of that process?**

No, nothing substantial has happened except that maybe we are going around again and thinking about some things. But I would expect that things better happen because we could stand considerable improvement in virtually all of the dayparts. And if we were sitting here a year from now and we haven't seen some improvement—and I don't want to give you a forecast here because I've been warned that's not a good idea, to name dates and tell you by what time we will have improved our lot—but I would hope that if we were sitting here a year from now, and you asked me, had I seen improvements, I'd be able to say: "yes, I see things happening for the better."

**Is the job so far what you expected? What's it like being on the other side?**

It's more corporate than I expected, and I really should have known, but never stopped to think. It all happened rather quickly. [RCA Chairman] Thornton Bradshaw asked me to have lunch and then three or four weeks later we had another lunch. That was last May. And then suddenly we agreed that I would do this job, and I really thought that I could just get in my car and drive over to Burbank and do the job from there. And maybe, to some extent, Brad did, too.

As it turns out, a lot of it must be done here. All those departments that you know about—like news and sales and the owned stations—are essentially based here. And RCA is here and so on. There are meetings to go to, whether they're board meetings or meetings with Bradshaw—there are reasons to be here. And so my answer is that I had not realized how much nonprogram activity I would get involved in.

But it is not the fun of the business. The fun for me is trying to get Jim Brooks and Allan Burns to come and do a comedy for NBC or then even having the greater fun of hearing them work out what it is they want to do, or maybe talk about the actors we would hire. It's the business of programing.

**What did you and Bradshaw talk about during your discussions?**

The first lunch was at Perinos' and it was obviously a getting-acquainted lunch because we had never met before. We just talked about the business, not NBC particularly, but just networking and where it is today as opposed to yesterday and maybe a little of what might happen tomorrow. And so I wouldn't say it was like an interview, exactly, but there was a lot of questioning and answering, and it was just a very pleasant couple of hours.

The second time was more specific. The second time, he said that he had to make a change and asked me whether I would want to come with NBC. At first I thought he was talking about the Burbank situation, let's call it the program situation, because that is my experience, and he said, "No, I'm not talking about that, I'm talking about your coming to be chairman." And I said: "Well, I couldn't do that because I want to live in California." And he said: "Well, you can live in California. Of course, it would necessitate a lot of your time in New York, but you could actually reside in California." Which is what I'm doing. I'm not there a lot, but it is my residence.

**Do you think he sold you?**

Well, I don't know whether you've met him, but he's a terrific guy in a low key, almost old-fashioned sense. He's just a very solid and—without seeming to try—persuasive gentleman. And now that I'm here, I have the sort of ongoing feeling about him that he's the kind of guy you would not want to fail for. He is a good part of my motivation as far as my ambitions for NBC are concerned; I really would like to get the job done for him.

**Well, you may have worked for people in your checkered past, but most recently you've been working for yourself, very successfully. And to give that up—the joys of owning your own candy store—for a giant corporate situation, suggests that you are motivated by some other ambitions. I wonder what those are.**

On the first part of that, you're right, but those joys are not all joys. There's good and bad in doing that, and one of the bad



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things in that once you've done one thing for quite a while, sometimes you feel the need for a change. And this is really a substantial change, obviously.

And so, on the personal side, I think I had done that long enough. Mr. Bradshaw's invitation to join NBC seemed to me to coincide with a kind of dozing off that was occurring at my office. I just wasn't challenged any more—I had done it.

The thing is, there is a cycle—a seasonal cycle—and you find yourself doing the same thing next year that you did last year, which is to get together a collection of people to make a television show and take it over to sell to a Brandon Tartikoff or somebody. And you can do that, I think, for too long.

Then there is the attraction—having been rebuffed a few times by people at networks when you brought them these goodies that they turned down—there is an attraction in looking at the buying side of the process, which is something that I hadn't done before. I really thought: "Hey, wouldn't it be better if I were the guy doing the turning down for a change?"

So there was a little of everything in there.

**What is it in Bradshaw that makes you think there is a possibility of your trying to do something different than has been done before in network television, or is being done elsewhere?**

Well, to begin with, the networks are not the money machines that they once were, and thus there is a challenge to do something more than just come in and start hustling out and selling the time and buying the shows and collecting the money. I think that the business used to be easier in the sense that you could not fail at it in those days, and I think we can fail now. Couple that with the NBC situation in which all the dayparts need improvement, and that's undeniably attractive—the thought of having a part in effecting that improvement. There is a lot of opportunity here.

**But isn't there an even greater difference? Thornton Bradshaw seems to be a different type of corporate executive, and he says things about television that you don't expect to hear in these executive suites. When you put that together with your comments, it sounds as if you have a different kind of alliance, and that you're out to achieve something beyond the bottom line.**

I see now where you're going with that line of questioning, and I'll tell you how I feel.

I think that the word "service" has largely disappeared from broadcasting. That word used to be used frequently, and then in the white hot competition that has been created—particularly in the entertainment area in recent years, and to some extent in the news areas, too—the word became lower case, at most. And we all just went pell mell for the numbers.

Other things being equal—and I have to put that right in front because you know the circumstances that NBC is in—but to the extent that we can afford it and where the option is available, I would love to go in the direction of service as opposed to just simply another prime-time soap opera, and I think there will be opportunities like that. Frequently, that would be in the area of news or news-related reality things, offering viewers real alternatives. The news magazine against *The Dukes of Hazzard* on Friday would be an example of that. Those two shows attract potentially very different audiences, and to put it right opposite *The Dukes of Hazzard*, tough competition although that is, to give the viewer a real option.

And that's a service to the viewer, I think. Perhaps a rather minor example of the service, but in the same way that *The Today Show* is a service.

**Isn't that also a recognition that the news magazine isn't going to draw strong numbers anyway, so why put a show with potential strong numbers against one like *The Dukes*, which, chances are, would wipe it out anyway?**

Well, you could argue that—and we do discuss those things at length. But I think it is more of a service to the viewer to put it opposite *Dukes of Hazzard* than to put it opposite *60 Minutes*.

And maybe Bradshaw thinks along those lines. We've never

really had too much opportunity to sit and just chat about the medium in philosophical terms, but I'd like to see it be a little less sizzle and a little more substance than it has been recently.

**Do you have a fantasy or an idea of how you're going to make NBC into a successful first-place network?**

Well, the fantasy would be simply to improve the fortunes of the company. Obviously, that includes a lot of things—the stations and radio and what not. But the television network is the most visible thing. The fantasy is to do it better, to be seen by more viewers, to make more dollars, and all of those very obvious things.

But—and I don't know how to say this other than to use MTM as a kind of a microcosm of what I'm talking about—the kinds of shows that we were interested in doing—like *Hill Street* or *Lou Grant* or *Mary Tyler Moore* or *Bob Newhart*—those are four that I think you could stack up against any other four television shows. And if we could have a schedule populated by more shows like those—they can be situation comedies, they can be hour dramatic shows, they can be movies of the week or whatever—that's my idea of a network schedule we could be proud of.

**Do you have those in your back pocket?**

No. That's the trick. The trick is to get Gene Reynolds or the other gentlemen who make shows like that to come over and do things like that for NBC. We have some of them now, and we hope to get more of them. They're not done by me or Tartikoff, they're done by those creative people that I hope we can attract.

**I thought perhaps you had a backlog left over from MTM that hadn't been sold.**

No. I'm afraid we don't. But that will be the trick we have to master as quickly as possible, to somehow set up a climate or ambience or whatever—a receptivity that is apparent to the creative community—that would cause them to get into their Mercedes and drive over to Burbank and bring us those things that we covet, those programs. Not that they will automatically succeed. In fact, that kind of programing—*Hill Street* being our current, very good example, *Lou Grant* being yesterday's example—is harder to get going, to get it up to speed, to have it stick to the walls. It's a rare experience, but very satisfying when it occurs.

**Talking about prime time for a second, how do you feel about the schedule coming up shortly—that you, in effect, inherited? What is your prognosis for 1981-82?**

Oh, I feel that it's got a chance—and a good chance, I guess. But it's kind of academic because it *is* the schedule. If I felt it was a bad schedule, I would probably be sitting here trying to figure out, at the very least, how to substantially rearrange it, and at the most, how to get rid of some of it and substitute other things. But I don't feel that way about it.

You know, as you go through it night by night and show by show, there are some programs with potential. I have no crystal ball, any better than yours or anybody else's, about whether this will work or that will work. I think that in some of those tried and true "stars"—Arness and Garner and others in our schedule—we probably have as good a shot as you can take. I would guess all those people will get sampled, and if we're doing reasonably good work, maybe people will come back and watch those shows.

**In light of the cable competition—news, sports, movies—where do you see prime time, over-the-air commercial television?**

How far away?

**Let's talk five years.**

I see it about where it is now. I would think five years from now it won't be substantially different. I would say the share will be down a bit, but since the universe will be greater, then in absolute terms we may be about where we are now. The problem will be in the money available.

Now that I'm wearing my other hat, I've quickly jumped the fence in the matter of what programs cost and what networks pay



“WHAT  
HAPPENED  
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for them. In truth, we are at the end of the line in terms of the constant escalation that's been going on in program costs, which in turn are just the collection of all the individual costs within the show—the writing, directing, the actors and everything else. That thing on the graph has got to stop going up. There being no more audience out there for the kind of television we do, I don't see the support for additional costs.

We've certainly not done it to date. We've just gone through two strikes that cost everybody a lot, and out of which came big increases in cost. This is the traditional management/labor matter of trying to persuade the people out there that the golden goose, if not dead, is not healthy, either.

We've got to stop it. Maybe I could be helpful in that regard; at least I come from that side of the fence. Maybe I have some credibility in the creative community, so that what I say won't just appear to be coming from a guy who's worked at a network all his life in New York and who's coming out to Hollywood to make a speech about costs. Maybe I can infiltrate, work behind the lines, to get that message across in a believable way.

**Did you believe it when you were on the other side?**

Probably not—but it wasn't my job to believe it then. But what I meant was that since I believe it now, maybe I can sell it. There are some very bright people out there. You take Sid Sheinberg aside at Universal; I mean, he is in the real world. Although actually, it isn't persuading Sid Sheinberg, it's probably persuading the Screen Actors Guild and the Writers Guild of America and everybody else that there is a limit.

Anyway, I think that the business five years from now won't be that different. But as for 10 years, I couldn't answer that question.

**This may be a Catch-22 question. But if shares are going to decrease, which everybody assumes they will, that would seem to put more pressure on the networks to hold on to as much of the mass audience as they can. Which would seem to limit experimentation more than anything else.**

I don't know. What *is* suggested by this failure to deal with the ever increasing cost factor—particularly in the storytelling kind of show that Hollywood turns out—is that it inevitably drives you to experiment with other forms in your desperate effort to come up with something that is affordable. So whether you call it “need” or “opportunity” or “challenge” or whatever, I see it as a necessity. Either we've got to get those costs under control—so that if our audience becomes flat, so will the costs, and the business will remain viable—or we find other things to do.

**Does that point to information programing?**

I think so—to some extent. I don't want to say you could do that across the board, and again, as I said before, other things being equal. I mean, we can't be doing inexpensive information shows that get an 8 share, because we wouldn't be competitive.

**Would you go to NBC News for that or would you go to the creative community at large and invite them to get in on more reality and information programing?**

I would say both, in that order. I think, sure, if we could do things in-house, I think that would be great—to the extent that we're allowed to and able to. But I don't think we should rule out the outside world.

Because what I'm talking about isn't *that* pure. It's something so far undefined. But I'm just saying, if to get a bunch of people together on a sound stage to turn out an hour dramatic show has become prohibitively expensive, then we've got to figure out how to do something that isn't.

**Well, among the problems on your desk, is the question of unaffordability number one? Does that rank ahead of creative design?**

I would be denying my own background if I said yes to that. But we happen to be in the part of the year in which we're doing business plans, and I'm seeing a lot of graphs and charts that relate to where we are. And on every one, when we're talking about dol-

lars, what is glaring is the upward rush of program costs. So that even if your sales are up, you wind up with a net loss because it's cost you too much to buy the programs. So, you know, you could almost say yes, that is probably at the top of the list of things that need addressing.

**I wouldn't think that would be a fun thing to address.**

And not very easy, either. I'm not saying I know how to turn that juggernaut around. I just know that some invention is necessary.

**Do you want more time on the air? Do you want prime-time access back?**

As you know, we have two hundred and some partners, who really haven't been formally canvassed about it. Some of them have been vocal already. But there is one school of thought that that would be something that would be good for the network. But I'd only be giving you a personal answer if I told you that. I've already said that, as a viewer, if I turned on my set at home at night and found an hour of network news, I wouldn't turn it off; I would find that attractive. If we do get the access half hour back, there would only be one way to use it that would be appropriate.\*



Tinker with BROADCASTING editors

**Where are we all—from your point of view—headed in television? Is the problem one of fixing what's wrong with today's television, or is it a matter of redesigning television? I'm thinking specifically of the problems that are faced by the three networks and the conventional network-affiliated stations?**

I think there will be a lot of evolution in the answer to that question—the shaking down will occur both during and beyond the five years I claim I can look forward. Things will be tried and will fail and go away and there will be a sort of survival of the fittest. I think there's going to be some intermixture—a happy coexistence of things we do, the things that other people will be doing within the new technologies. I don't have any problems seeing those coexisting to some extent. It may be that our appetite will be a little diminished, our ability to just go out there and spread gold around Hollywood will be somewhat diminished. And that's about as far as I can see.

As to the programs, I've found it very easy to be critical of a lot of television, because I do find a lot of it forgettable, and I just judge it on the basis of would I rush home to see it, and mostly I wouldn't. And I haven't hesitated to say that.

\***Editor's Note.** Two days after this interview was recorded, NBC announced it was planning to expand its evening news to one hour beginning in September 1982, giving its affiliates two feeds—6 to 7 p.m. and 7 to 8 p.m., with the option of broadcasting from 6:30 to 7:30 p.m. and retaining the 7:30-8 p.m. access half hour. NBC, which had petitioned the FCC to withdraw the prime-time access rule, said it would instead petition for a waiver to accommodate network news.



Now, obviously, I've got to be more careful, because I find that scheduling seven nights a week or seven days is not as easy as having a three-or-four-show appetite in a production company where you can afford to be very selective. And I think it's obvious that if 40% or 50% of the audience wants to watch *Dallas*, it would be extremely arrogant of anyone to suggest they shouldn't be allowed to do that. But I wouldn't mind if all of nighttime television wasn't *Dallas*.

But the networks are not dead at all. I think that maybe they've fallen into slothful habits that must be changed, or they *will* be dead. And I think that's part of why I'm happy to be here, simply to see whether I can participate in answering some of those challenges.

**Do you have a big ambition for direct broadcast satellites?**

No. I'm not even going to look at that. What I'd like to do is put up blinders and not think about DBS or think about any of the new technologies except as they may come up in larger conversations that I might be privy to around here. For now, I think the plateful that NBC represents in the various dayparts I've mentioned is more than enough to preoccupy me and my immediate colleagues. We have, as the world knows, a great deal of work to do. We're not competitive at this point, except in a few places. So, no, I'm not getting into other delivery systems right now.

**How long will you stay in that chair?**

Well, the five years we've talked about just happens to be about as far as I can look. You know, the MTM experience was about 11, and that seemed like a pretty long time as I concluded it. I'm 55, and five years will get me to a magic number. I don't mean that I will crawl off and die at that point—I certainly hope I won't—but if I could give a solid five years of work here and contribute something, that for the moment would be an ambition that's sufficient. And then we can sit here five years from now and maybe you could ask me that again.

**Let us ask you a few more specifics about your plans for Hollywood operations. Is that just you or are you going to move other people out there?**

No, it's just me. We've talked about that, and it just seems very inefficient to think of uprooting people and removing them to Burbank simply because I want to spend some time there, or because I feel that's the place that I can make a contribution of my own. I think I'll be the commuter.

But as to departments and important functions—those that are here will stay here. What I'd like to be able to do, going back to the prior discussion, is to have Bob and Irwin particularly doing enough of those things that I might be doing were I here, so that I can spend some time out there, trying to make the contribution in that one area that I'm supposed to know something about.

**What does this net down to in number of days?**

So far, it's about four-to-one. I'm here four days and one day there. And that one day is a Friday or a Monday.

**What about the news division as such? Do you feel this is an area with which you're going to be particularly involved?**

No. I'm intensely interested, but I bring no experience to it except as we are all experts about it, just as viewers. And so I would guess that I would just be a very interested observer, and an occasional suggester. That area, as you know, which is in Bill Small's hands, reports to Mulholland, and I think those two are extremely experienced and really don't need a lot of help from me.

I'm not much of a danger. I don't hesitate to make an occasional suggestion but my feelings don't get terribly bruised if it isn't taken. But it is not particularly my style—or ability. I guess that's maybe it; maybe I just don't have the smarts to do it. I am more a colleague than a boss. I'm not too comfortable telling people what to do; it just hasn't been my history, nor has it had to be because—particularly in recent years, at MTM—I just had terrific people who, were they to be legislated, would just pack up and leave. That's the kind of people I would like to have here.

**Where are your MTM holdings right now?**

They're in a blind trust and they will be disposed of. And that's all I'm allowed to know about that. I'm going to take a bath—it's as simple as that. My interest at MTM ended the day I left—and this is nothing I've thought out particularly at all, and I hope I wouldn't have moved any differently—but take a show like *WKRP*. If that show goes on for a couple of years or more beyond this, on a per negative basis, that's a lot of dollars—you know what some of those successful shows get in syndication—and I have no part of that. So that's a price I paid for jumping the fence. But maybe that is all the more reason to want to do this well.

**What did Fred Silverman do wrong?**

I don't know. That's for others to say, I think. I do believe that Fred Silverman did have about as long and complete a run of bad luck as you could possibly have. I mean, starting with the Olympics and everything else, just everything went wrong—month after month after month.

So I guess what he did wrong was he just ran out of good luck. And some of the things that he tried here that apparently worked elsewhere, didn't work. But I think I would really love to duck an intellectual analysis of my opinion, at least of what he might have done wrong.

One thing he didn't do wrong was vacation and goof off. From what I saw while I was dealing with NBC and what I've learned since I've been here, the man practically worked himself to death trying to fix things.

I would be less than candid if I said I hadn't thought about it. Of course I have, and I do have some opinions and I don't think I would have done exactly the same things Fred did, and exactly the same ways he did them. I just meant I think it's questionable ground for us to be going over.

**What do you think of the other two networks, ABC and CBS? And how do you want NBC to be different from them?**

How do I feel about the other two networks? I feel very competitive about them, and with them, and I think they are there for the taking. That's the way I feel about them—very feisty and aggressive.

**There for the taking or ripe for the taking?**

Both. I think that part of the opportunity in this job is that maybe they are not impregnable.

As to character, that's a little harder. I think I would just simply fall back on what I said before about not wanting to be locked forever to the mix of any network as we know it. At this point, they are largely the same.

Creatively, we've all been out to lunch for a few years. There's been very little new, with the exception of the news area, where I think all the networks have acquitted themselves handsomely. But I think as far as the entertainment side goes, that all three networks can be faulted for a lot of copycatism and a lot of chasing dollars only with no regard for service. As I mentioned, and to the extent that we can make NBC a little more responsible, if that separates us from the others, that will be OK with me. That I would consider a more positive separation than the one we currently enjoy.

**When you were on the outside looking in, you were quoted as saying a number of things were wrong with the network structure. Now that you're on the inside looking in, do you better understand the problem or is the problem different than you thought it was?**

No; I think it's pretty much the same, I think what's changed is that I can no longer simply sit out there being critical. Now I've really got to do something about some of those things about which I have been critical—and that is indeed my intention, without naming names or setting deadlines. I'm obviously not here simply to preside over the status quo. I really would like to accomplish some things and to improve the lot of NBC—and that is my firm intention. ■



## Marketplace won't insure diversity, say Hill witnesses

**Cities ask for cable controls; AT&T-ANPA fight is refought; Lear deplores network prominence; Geller's for law to codify FCC broadcast ownership rules; two broadcasters are in minority**

Will marketplace forces insure a diversity of information sources on the emerging media? A resounding "no" was the answer of most who testified last Wednesday (Sept. 23) before the House Telecommunications Subcommittee.

At the second of what the subcommittee considers its most important hearings prior to drafting new communications legislation, members heard testimony from TV producer Norman Lear as well as from two panels of witnesses. The first panel addressed the potential problem of "private bottlenecks" in information sources and the second addressed media ownership regulation.

"The history of network television teaches that the concentration of most of the resources of broadcasting in three companies results in the kind of fierce competition which invites the kind of homogeneous broadcasting that allows for too little diversity and retards the development of new and competing technologies," said Lear. "With the explosion of new technologies, this history must not be repeated."

Asked how to prevent such concentration among future media, Lear said he would prefer "marketplace forces to government regulation, with the caveat that structural regulation to guard against monopoly or near monopoly, including oligopoly is a legitimate, if not necessary, crutch to insure that there be a marketplace." It might be wise, said Lear, "to limit the number of stations, transponders and channels that may be controlled by any single entity."

Lear said he was disappointed by the FCC's vote to ask for repeal of the fairness doctrine and equal-time rule, but cheered by the fact that the vote was hotly contested. "We can't talk about diversity at the same time we eliminate something that promotes it," he said.

In an opening statement, Subcommittee Chairman Timothy Wirth (D-Colo.) defined "private bottlenecks" as "private entities which own and control the facilities used for electronic communication, whether they be telephone companies, cable systems, satellite operators

or other means of information distribution." Because the U.S. is entering an age when the vast majority of information is transmitted and received electronically, said Wirth, "We must insure that the role played by these 'private bottlenecks' with respect to the control of content, does not develop in such a way that they are in a position to impede the development of diverse information sources, thereby threatening our First Amendment values."

One-time FCC Chairman Newton Minow, who testified on behalf of AT&T, told the subcommittee that over the years, the Supreme Court has dealt with the need for diversity of information by ruling in a series of cases that "the more voices, the merrier." Congress has addressed this need, he said, by imposing "certain common carrier regulations on broadcasters, including the fairness doctrine and equal-time rules.

"If one is a common carrier," said Minow, "one cannot choose who will have access to one's lines and it is our view that the common carrier principle is the key to diversity of information." AT&T agrees, said Minow, that the party that controls the means of transmission must make its facilities available to all, but as long as this is so, there should be no restriction "prohibiting AT&T from originating information that others could create and transmit over the network." Such a restriction, said Minow, "would be contrary to the First Amendment and to the interest in diverse information."

The newspaper industry, in arguing against AT&T's entry into electronic information services, has "managed to cloak a protectionist argument in the First Amendment," said Minow. There has been "confusion at the FCC and in the courts over what the obligations of a common carrier are," he said. "We need Congress to address this."

Robert Marbut, president of Harte-Hanks Communications and spokesman for the American Newspaper Publishers Association, said AT&T's entry into information services would "chill others' desire to enter the market" by giving AT&T "a level of vertical integration that could not be equalled by any other provider."

Wirth noted that the issue is "not whether AT&T would hook up a new service," but that the company "has a history of discouraging those who would hook into it." The question of how to prevent AT&T from continuing such activity in the information field did not start "as a protectionist argument by ANPA," said Wirth, who recalled his amendment to H.R. 6121, a bill advanced last Congress in the Communications Subcommittee. That amendment would have prohibited AT&T from controlling the content of any infor-

mation flowing through its lines, said Wirth, and existed "before ANPA knew we were rewriting the Communications Act."

The cable industry's argument that it should control all of its channels "is simplistic and self-serving . . . and denigrates the First Amendment rights of those other than the cable operator," said Charles Royer, mayor of Seattle and spokesman for the National League of Cities, at last week's hearing. The existing regulatory framework "has been working satisfactorily in most cities," he said, but because the cable industry has been working to overthrow that framework, "we may need a federal law . . . establishing the right of states and local governments to require the allocation of some of a cable system's channels for broad access purposes and to require access to the system on a nondiscriminatory basis for all programmers and service providers."

Cities do not want to regulate the content of programming and services, said Royer, but they do want "clear federal policy" enabling them to continue applying structural regulation.

Congress should also consider applying additional ownership restrictions on cable operators, said Royer. "The vertical integration of multiple system operators is increasing as they develop program production capacity," he said. "By 1979, 78.6% of all cable systems were owned by corporations with other media interests."

The FCC has limited the number of stations broadcasters may own, but has not limited the number of cable systems an operator may own, Royer argued. It has also failed to limit vertical integration by MSO's or ownership of cable systems by newspapers. "This inconsistent policy clearly needs re-examination in light of the tremendous communications capacity of cable," he said.

Cable systems are not capable of being bottlenecks, said Robert Ross, senior vice president, government relations, for the National Cable Television Association, who noted that antitrust law defines a "strategic bottleneck" as something necessary to production and something that would be impractical for a competitor to duplicate. Cable TV, he said, is not considered an essential service, as is the telephone, and services provided by cable are duplicated by other media.

"Government intervention should be limited to true bottleneck situations" in the information industry, said Ross, and structural rather than content regulation is bound to be more effective if regulation is found to be necessary.

According to Charles Firestone, director of the UCLA Communications Law Program, the media provide "an electronic analog to our streets and parks for free



speech and news dissemination." Diversity of information can be achieved, he said, by "requiring some form of access from each kind of media."

Government licensing of broadcasters has favored the development of few speakers, and this has been rationalized by the public interest standard, said Firestone, who suggested "unbundling broadcast TV by charging full spectrum fees and allowing broadcasters to deduct from fees the value of programming done in the public interest."

In the cable industry, "it is important to separate content from conduit or at least to require public and leased access channels," he said, and this same rule should apply to the telephone industry.

Asked to comment on the FCC's request for repeal of the fairness doctrine and equal-time rule, Minow said he feels broadcasters "should be giving free time to political candidates," and that it is "not proper for candidates to have to spend the kind of money they do to get on TV." Marbut said he would go in the direction the FCC is pursuing, but at a slower pace, bearing in mind that "there's a lot more opportunity now for candidates to be heard."

Firestone said the fairness doctrine is "not perfect" and that perhaps the FCC should be looking at alternatives to it, such as a system of access, but that it is "premature to propose abolishing it." Ross said the premise of scarcity, on which the fairness doctrine was based, "was questionable" when the doctrine was created and is "intolerable now."

The FCC's crossownership and multiple ownership rules for broadcasters and other media should be maintained and in some cases expanded, said Henry Geller, former director of the National Telecommunications and Information Administration and now director of the Washington Center for Public Policy Research. These rules have held up in the courts, said Geller, and ordinarily wouldn't require codification by law, but the new FCC has been indicating a desire to eliminate or loosen them, and to protect the public's interest, Congress should now give them statutory backing.

Present crossownership bans on local TV station-cable system and TV station-newspaper combinations should be extended to local newspaper-cable system combinations, Geller said. Vertical integration of cable systems is "a matter of concern," said Geller, but the FCC has found that remedial action is not now needed. Geller recommended that Congress require periodic reports from the FCC and/or the Justice Department on the trend toward ownership/programming concentration. "Above all," he said, "steps should be taken to insure substantial and effective leased channel capacity." The Swift bill before the subcommittee would codify existing FCC crossownership rules and would preclude the FCC from media crossownership or on-site management as a factor in whether to renew the license of a broadcaster. Geller suggested "going further" with the second half of this bill be eliminating the comparative

renewal system altogether.

Francis Martin, president, Chronicle Broadcasting Co. and spokesman for the Newspaper-Broadcaster Committee, said the FCC created its crossownership rules "on the basis of a perceived harm which the information then available and experience to date have not borne out." Although the FCC has found that "newspaper-broadcast crossowners as a group had established a long record of service," its crossownership rules have created an uncertainty that has resulted in a decline in the number of newspapers with a broadcast ownership affiliation in the same community.

Legislation the subcommittee reports should make "performance, not unrelated factors, the criterion for deciding whether to renew a broadcast license," said Martin.

Also arguing against ownership restrictions was Sis Kaplan, chief executive officer of Sis Radio Inc. and president of the National Radio Broadcasters Association. "There has never been any proof that limiting a broadcaster to seven AM, seven FM and seven TV stations serves any useful purpose, or that the public is somehow deprived when there is crossownership of broadcast facilities and newspapers in any one community," she said. "The multiple and crossownership rules should be examined very carefully to determine whether such blanket prior restraint is necessary, or whether such restrictions actually represent a broad, machete-like regulatory approach to a problem for which a more finely honed, surgical, case-by-case approach is far better suited."

Kaplan also argued that the fairness doctrine resulted in broadcasters' generally avoiding controversial issues and that the number of stations operating today negates the argument that scarcity exists as the basis for such a regulation.

Pluria Marshall, chairman of the National Black Media Coalition, said all the talk about diversity of information sources "makes me shudder when I think of the situation in black America." Most of what blacks own in broadcasting are "used-up frequencies sold at inflated prices," he said.

The FCC's ownership rules should be maintained, Marshall argued, and Congress should provide for financial help in the form of grants and loans to black entrepreneurs wanting to become involved in the media. Also needed are "enforceable equal employment opportunity and affirmative action programs," he said.

Earle Moore, a spokesman for the United Church of Christ, said he agreed with Geller's testimony on the codification and expansion of existing media ownership restrictions. He did not, however, believe comparative renewals should be abolished or that crossownership and on-site management should be stricken from the FCC's criteria for license renewal. "The explosion of new technology" holds a promise of greater discussion of national issues by the electronic media, but not for greater discussion of local issues, he said.

Also arguing for continued content

regulation as well as ownership restrictions was Dave Mitchell of the United Auto Workers. "When left to their own devices in broadcasting, 'marketplace forces' only serve to shut out competition and new services, undermine diversity and place the right of the public to communicate and listen second to the profit-making motives of the industry," he said. "Congress must continue to rely on regulations to increase the number and variety of participants in broadcasting and to insure that broadcasters provide fair, balanced and diverse information to American viewers and listeners."

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## House hearings examine how small business can get into the big business of cable

**Testimony offers explanations for scarcity of minorities and small firms in the bidding for franchises; financing, other alternatives offered as solutions**

The House Subcommittee on Minority Enterprise and General Small Business Problems received four nonstop hours of testimony last Wednesday morning on ways of cutting small businesses, particularly those owned by minorities, in on the future of cable.

By the time the last of nine scheduled witnesses had made his appearance, Subcommittee Chairman Parren Mitchell (D-Md.) admitted his frustration at hearing so much conflicting testimony, but concluded that "it is not too late" for minorities and small businesses to become significantly involved in cable. "And I'm inclined to think," he said, "the federal government does have some role to play."

Although one of the purposes of the hearing was to measure the extent of small and minority business in cable, Mitchell seemed to have it pegged before the first witness spoke. In his opening statement, Mitchell said "the smallness, the 'Mom and Pop' aspect of the cable industry, seems to have disappeared."

Various economic factors have also worked against minorities acquiring any significant interest in the industry, Mitchell said "The smallness, the 'mom and pop' aspect of the cable industry, seems to have disappeared."

According to the latest FCC figures, Mitchell said, no more than 15 cable franchises are held by nonwhite Americans.

Most of the testimony centered on cable television in the big cities and suburban areas and two principal reasons were put forth for the poor representation of minorities and small businesses in these areas: lack of money and lack of expertise.

Richard L. Brown, a Washington attorney and counsel to Maclean Hunter Ltd., a large Canadian MSO with mounting U.S. interests, said independent operators just don't have the "financial ability" to muster the \$50 million to \$100 million it takes to build a modern urban system. "The expenditures involved in the bidding process for big-city franchises often run into the hundreds of thousands of dollars," Brown added, "creating a large up-front risk for a small business just to have the option of entering the sweepstakes." Brown also said the wait for a return on an urban system is too long for small companies.

According to Herbert P. Wilkins, treasurer of the American Association of Minority Enterprise Small Business Investment Companies (MESBIC's), it is hard for most minority-owned companies to secure long-term debt. "Most banks and other lending institutions view the financing of a new cable build by a small or minority company as an unsecured and hence risky loan." They require a debt-to-equity ratio of not more than two to one, he said. The most a small or minority firm can expect to raise is \$10 million, he said.

Cable consultant Michael Botein did not dispute the difficulty of raising tens of millions of dollars, but he said many 50,000-home suburbs can be wired for between \$3 million and \$5 million. "The real problem for most small businesses in bidding for cable television franchises seems to lie in their lack of expertise in planning, engineering and packaging their applica-

tions," he said.

Botein, who has studied many an application for municipalities, said part of the problem is there are few persons or firms capable of doing the research necessary to prepare an application and they are usually employed by the major multiple system operators.

Wilkins agreed that many minority firms lacked expertise, but he suggested that the expertise can be bought. Turn-key contractors can be hired to handle the technical aspects, he said, and management can be obtained through a management contract with a major MSO or through other specialized firms.

Robert C. Wright, president of Cox Cable Communications Inc., said most small businessmen also lack the business skills needed to deal with lawyers, bankers and analysts in packaging financing. The best way to acquire such skill is through "exposure," Wright said. "I don't know if there is a legislative scheme" to foster that.

While there were plenty of explanations for the lack of minority business involvement in the urban areas, Wright was the only witness to offer a reason for its poor showing in the rural areas. Since most small towns are white, he said, "the demographics of the situation did not encourage minority ownership or employment."

To remedy the dearth of small and minority businessmen within the ranks of cable entrepreneurs, most of the witnesses were suggesting that cities break up large

city franchises into smaller, more manageable franchises that small firms could handle.

If the franchise were still too big or if the city were unwilling to break up the franchise, some proposed that the tax code could be rewritten to encourage legitimate partnerships between MSO's and the small businessmen.

Percy Sutton, a broadcaster who was able to come up with \$300-million worth of financing to make a bid to wire 744,000 homes of the New York borough of Queens, advocated both approaches. The fragmented city franchise fosters competition within the city, Sutton said, while giving the smaller companies a chance to procure a franchise and own an entire system. It would have been much easier to come up with one-third of the money, he said, had the monstrous Queens franchise been divided into three smaller ones.

As a former politician sensitive to the power of the media, Sutton thought of another advantage to multiple franchises: "I would hate to deliver my political future into the hands of a single cable operator."

Sutton said the major MSO's have been successful in creating the illusion that a single franchise "is somehow superior to the existence of competing, but compatible franchises." Sutton said the multiple franchises could be interconnected so that local productions on one system could be shared with the others.

Wilkins asserted that small and minority companies' chances of cashing in on cable's future are poor unless more cities choose the multiple-franchise option. "The degree of difficulty of minority and small companies in obtaining large amounts of financing required to build a system will increase in direct proportion to the size of the franchise territory."

Multiple franchises are "far better than a single franchise by far," said Seattle Mayor and National League of Cities representative Charles Royer. Seattle awarded two franchises several years ago, Royer said. When the third franchise was recently opened for bids, the two original companies, which had both bid for it, did their best to impress the city council and cable service throughout the city improved, he said.

Although generally favoring the concept of multiple franchises, Cox's Wright cautioned against breaking a single franchise into too many parts. Economics dictates that the smaller a franchise, the less sophisticated a cable system serving the franchise can be. When a city breaks up a franchise, it should lower its expectation and that is not easy, he said. "Nobody wants less than the state of the art."

The other principal alternative for small businessmen wanting in the cable door are joint ventures with the large MSO's that have the wherewithall to bid, win and build the major cities. Wilkins and Sutton both endorsed the concept, but distinguish between bona fide joint ventures and "rent-a-citizen arrangements."

Most joint ventures have been 80/20 arrangements with the MSO holding 80% of the system and the small or minority firm

## Washington Watch

**Court troubles.** Solomon Weiss, assistant treasurer of Warner Communications Inc., has been indicted on same federal fraud charges to which former WCI president's office member, Jay Emmett, pleaded guilty earlier this year. Weiss intends to plead innocent to charges, will retain his post pending trial. Indictment stems from continuing probe of Westchester Premier Theater case.

**Beg to disagree.** Office of Communication of Church of Christ and Consumer Federation of America jointly filed petition for reconsideration of FCC order denying their request to start rulemaking proceeding on mandatory origination of local programming on cable systems. Petitioners take FCC to task for reversing itself on long-standing policy of fostering greater diversification of programming. Claim is that decision is not simple denial but "major shift in commissior policy." Also, petitioners argue, action was taken without proper adherence to Administrative Procedure Act notice and comment procedures. The FCC "has made no effort to invite the sort of full public participation that a notice of proposed rulemaking or a notice of inquiry would invite and secure."

**Gearing up.** Members of new National Radio Broadcasters Association committees on small and medium market radio and daytime broadcasting (BROADCASTING, Sept. 21), have not yet been chosen, but leaders of committees, who will appoint other members, have been designated. Heading small and medium market committees are Murray Green, WNYR(AM)-WEZQ(FM) Rochester, N.Y.; Larry Keene, WWOC(FM) Avalon, N.J.; Gary Worth, Wold Communications; Tom Worden, KRBS(FM) Roseburg, Ore., and John Bayliss, Charter Broadcasting. Leading daytimer group are Lew Latto, WAKX-AM-FM Duluth, Minn.; Ray Livesay, WLBH-AM-FM Mattoon, Ill., and Thomas Schattenfeld, counsel to NRBA.

**Brown on board.** Former FCC Commissioner Tyrone Brown was appointed last week to board of directors of Broadcast Capital Fund Inc., minority enterprise small business investment corporation founded by National Association of Broadcasters. Since departing FCC in Jan. 1981, Brown has been general partner in Washington law firm of Steptoe & Johnson.



the remaining 20%, Wilkins said. In most cases, he said, the local partner was selected by the MSO for his "political pull to insure the winning of the franchise." After the award, the 20%-owner has little involvement in the operation of the system, he said.

Wilkins said he believes joint ventures where the local minority or small investors own 50% or more of the system are possible. "We encourage these relationships but only to the extent they are honest relationships and the local company is truly an active, operating partner." Such arrangements are the small and minority companies' best chance to survive the current urban franchise battles.

The Small Business Administration could encourage such ownership by allowing MESBIC's and regular small business investment corporations to waive the 30% and 20% lending limits for cable financing. The SBA should also allow MESBIC's to finance cable systems where the minority group owns less than 51%, he said.

Sutton said he knows of no instance where a "rented citizen" has gained more than a 5% or 10% interest in a system. And none has ever had an impact on the operation of the system, he said. "Down the road there will be a number of embarrassed 'rented citizens' as they discover how unimportant they are in the power of the company."

"What I am proposing by a joint venture is a meaningful, equitable relationship between our company and any other company and local citizens in which both partners participate in the operation of the system," he said.

Brown felt that the backlash against "sweat equity"—that is, the equity earned by the holder working to win the franchise—is unwarranted. If local partners are required to come up with one dollar for every dollar of equity they desire, cable ownership becomes restricted to "the very rich," Brown said. "The natural consequence of the anti-rent-a-citizen sentiment will be to further disenfranchise small businesses and in particular minority enterprises from the cable process in large cities."

Brown took the position that all small and minority ownerships in cable systems should be encouraged by changes in the federal tax laws. The tax code should be revised to allow cable operators to consolidate income and losses of subsidiaries or joint ventures that hold more than 20% interest, and to allow local cable investors to sell stock back to the MSO after a suitable holding period at reduced capital gains taxes. Capital gains taxes should also be reduced for private investors in MESBIC's and SBIC's that fund local cable partners, he said.

There was also some discussion during the course of the testimony about small business's participation in cable programming. Wright felt there were wonderful opportunities. The independent production people in New York and Los Angeles are excited about filling up the cable channels. The producers, he said, will be able to sell directly to cable operators or to cable net-

works. Programming is talent-intensive as opposed to cable operation which is capital intensive, he said.

Others were not quite as enthusiastic as Wright. Botein said the cable provisions of cable bill S. 898 pending in the Senate would do away with the requirement for leased access channels threatens to foreclose a significant market to small producers. Wilkins pointed out that establishment of national cable networks will be tough since the price of transponders has now soared to \$15 million.

Alan Pearce, an independent telecommunications consultant, and Royers also expressed concern about the concentration of ownership in the cable industry and concentration of the media in general. In 1970, the 25 largest cable operators, Royers said, served only 46.7% of all cable homes. By 1980, he said, that percentage had risen to 68%. By 1979, 78.6% of all cable systems were owned by corporations with other media interests—32.8% were owned by corporations with broadcasting interests and 17.6% were owned by corporations with interests in programming. "The federal government has yet to give adequate attention to these concentration and crossownership problems. Development of policy in this area should be an integral part of any congressional review of the existing regulatory framework for cable."

In response to a question from Mitchell, Pearce said he would favor some kind of FCC crossownership and multiownership regulation of cable, but said he didn't believe such proposals would be well received at the FCC. "The trend in the city and country is going in the opposite direction," he said. "[FCC Chairman] Mark Fowler is talking about lifting the broadcasting restrictions."

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## More to FCC proposals than meets the eye

**Included in list of changes are plans requiring sponsors of events to reimburse FCC for services of commissioners; allow reorganization of commission staff and delete requirement that FCC OK programs exported for broadcast to U.S.**

What may prove to be a significant story regarding the FCC's package of legislative proposals seems to have been obscured by the excitement caused two weeks ago by the commission's call for the repeal of such basic statutory provisions as those dealing with political broadcasting—equal opportunities, the fairness doctrine and reasonable access—and the substitution of market forces for administrative regulation (BROADCASTING, Sept. 21). Those commanded headlines, but whether they are do-able in the current Congress is another

story. What may be do-able and what could have an impact are a long list of so-called "routine" proposals contained in what the commission describes as "Track I," as opposed to "Track II" and its big-ticket items.

Track I, for instance, contains proposals to "require" sponsors of meetings and conventions to reimburse the government for the expenses of commissioners and commission staffers who participate in them, to provide for reorganization of bureaus and offices, to define "willful" and "repeated" (as in "willful or repeated" violations of commission rules), and to delete a requirement that the commission authorize the export of programming that is to be broadcast back into the United States. Nothing major, perhaps. But if enacted, they would make a difference in the operations of some broadcasters some of the time.

One other item on the list strikes some observers as rising above the level of "routine." It would permit parties adversely affected by commission decisions in cases involving licensing to appeal to the appeals court in the district where the party is located, rather than in the D.C. circuit, as is now required.

The proposal to "require" sponsors of events, such as the National Association of Broadcasters convention, to reimburse the government for expenses of those officials who participate, goes counter to existing commission practice. Commission attorneys say the practice is not prohibited by law but that the commission's authority to require reimbursement is not clear. If enacted, the proposal would save an agency that, like all others in government, is strapped for cash, tens of thousands of dollars annually. But another provision of the proposal would eat up some of that savings; it would permit each of the seven commissioners to employ three professional assistants, instead of two, as at present. The chairman would be authorized to appoint, "without regard to the civil service laws," an administrative assistant.

The reorganization proposal would enable the commission to organize the staff into (1) integrated bureaus to function on the basis of the commission's principal workload and (2) "such other divisional organizations as the commission may deem necessary." The purpose, according to the explanation offered, is to permit the commission to adapt its resources to the "nature and distribution of the agency's regulatory responsibilities."

The question of the definition of "willful" and "repeated" as used in the forfeiture section of the Communications Act has long been a matter of dispute. The proposal would incorporate the commission's definitions into the Communications Act, thus strengthening the government's hand when it goes to court to collect forfeitures from broadcasters who refuse to pay on the ground their alleged transgressions are neither "willful" nor "repeated."—And those refusals are likely to increase if the limit on individual forfeitures from \$2,000 to \$100,000 is enacted.

"Willful," according to the commission,



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means "the conscious and deliberate commission or omission of an act, irrespective of any intent to violate a statute or regulation." And "repeated" means "more than one time and, where continuous, more than one day."

A related provision in Track II would authorize the commission to send its own lawyers into U.S. district court to seek an enforceable order against balking broadcasters in a trial de novo—that is, starting from scratch, rather than rely on U.S. attorneys to represent the agency, as is now required by law. The commission says the present process is "cumbersome" and has resulted in "a backlog of uncollectable forfeitures."

The proposal to repeal the section of the Communications Act requiring a commission permit to export programing destined to be heard in the United States (Section 325[b]) is based, in part, the commission says, on the ground that it "raises serious First Amendment concerns." The section was written into the law in 1934 because of the broadcast of programs considered objectionable from Mexican stations and electronic interference from the same source. The section was invoked in recent years by San Diego broadcasters—then represented by Mark S. Fowler, the current FCC chairman—in an effort to shut off the physical delivery of audio tapes across the border to two Tijuana stations then competing for audience in the San Diego area. (The commission held that the law did not apply to physical delivery.) However, the commission says the problems giving rise to the section in 1934 "are no longer of serious concern" and, to the extent they exist, can be dealt with under treaties with Mexico, Canada and other countries.

The proposal to permit appeals in cases involving licenses to be brought in the circuit where the complaining party is located—as is now possible in all other cases involving commission actions—caused surprise among private attorneys. They see the proposal, if enacted, as giving the appealing party an edge; it could pick either the home circuit or the D.C. circuit, whichever seemed to offer the greater chance of success. And the D.C. circuit is generally regarded as being a liberal court.

However, Steve Sharp, the FCC's general counsel, does not feel the commission would be placed at a disadvantage. "The experience in other circuits with other appeals" doesn't bear out that concern, he said. Neither did he think the "expertise" the D.C. court is said to have gained in licensing matters is of any special importance. The commission, in explaining the proposal, however, said it "would reduce the importance of the role" of the D.C. circuit in interpreting communications law. Sharp said the principal reason was to provide for consistency—to allow parties a choice of circuits in all cases arising under the Communications Act.

There is yet another proposal that, while not affecting those the commission regulates, is likely to run into opposition in Congress. It would amend the law prohibiting commissioners and agency

employees from having financial interest in companies subject to commission regulation. The proposal would amend the law to make clear it is concerned only with companies whose "primary enterprise . . . is communications or manufacturing subject to commission regulation." The commission says the purpose is to "relax overly strict prohibitions on commissioners' and commission employees' financial interests in companies with communications related interests." However, Congress has, on several occasions in the past, refused commission requests to approve similar amendments.

The total legislative package was still being digested on Capitol Hill last week. But indications there and among broadcast lobbyists were that the major items—repeal of Section 315 and the fairness doctrine, for instance—were in for heavy going. The chances for others were brighter.

The Senate Commerce Committee's feeling regarding the issues is reflected in the approach being taken. The items are being segregated into two or three groups according to the degree of controversy they represent. "We'll act on those we can act on early," said a committee aide. "Others will take time."

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## House looks for answers on DBS

### Information subcommittee hearing wants to know if FCC is going to regulate programing

Should the FCC impose content guidelines on programing to be transmitted by direct broadcast satellites? Some members of the House Subcommittee on Government Information and Individual Rights think this would be wise, despite protests from FCC Chairman Mark Fowler and other commissioners that such guidelines would violate the First Amendment.

At its second FCC oversight hearing, the Information Subcommittee spent most of its time asking the commissioners, all of whom were present, how they plan to implement DBS. Also discussed was the FCC's authority to regulate international telecommunications services.

"Citizens can have input on the programing of local broadcasters," said Subcommittee Chairman Glenn English (D-Okla.), "but how do you have community input on a national system?" English and Representative Thomas Kindness (R-Ohio), one of two other subcommittee members attending the hearing, expressed concern that local citizens would have no opportunity to protest against obscenity aired on direct-to-home channels.

Fowler said obscenity is "usually defined at the local level" and that although the Communications Act has an obscenity clause, the FCC has asked Congress to repeal it because the FCC has rarely, if ever, used it. The criminal code makes it illegal to send out indecent

material over the airwaves, said FCC Commissioner Abbott Washburn, so local courts generally address such cases.

Washburn also said the adult channels now operating are transmitted by satellite-delivered cable services and the FCC's "jurisdiction is uncertain there."

In spite of the FCC's reluctance, English said he'd "rather see us pass a law in anticipation of [obscenity problems on DBS] than to try to do so in reaction to them."

Asked if DBS will work to the economic detriment of local broadcast stations, Fowler said: "The burden of proof is on those who would say DBS will destroy local service. One has to be careful to distinguish between an argument for localism and one for protectionism."

Washburn said localism "is a consideration the FCC will have to look at very carefully," but "I have not seen anything proposed so far that gives me real concern that local stations will be hurt."

The question of how to license DBS services, whether as common carriers or as broadcasters, has not yet been decided, said Commissioner Anne Jones, who also noted a "growing concern that we may have decided to displace services in the 12 ghz band" that are valuable. The FCC, said Jones, "is receiving lots of good comment on these services," and "we should consider where to put them," if they are to be displaced by DBS.

To keep up with international telecommunications issues, Fowler said the FCC is monitoring the activities of the International Telecommunication Union, UNESCO, the International Telecommunications Satellite Organization and the International Maritime Satellite Organization. Fowler appointed a special assistant for international communications, he said, in part because of English's attempts to create an executive-level task force to oversee and coordinate U.S. international communications policy. "The commission is gaining a firmer grasp of its proper role in international communications," he said.

The FCC supports a bill English introduced in July that would authorize the FCC to employ reciprocity when regulating the entry of foreign telecommunications carriers into U.S. markets. The bill (H.R. 4177) could be improved, said Fowler, by also allowing reciprocity in the FCC's type-approval of telecommunications equipment being licensed in the U.S. by foreign manufacturers.

Asked if the FCC has sufficient resources to carry out its programs, Fowler said the FCC, like other government agencies, faces budget cuts in the coming fiscal years, but that it is "committed to doing more with less." Jones is undertaking a review of all FCC programs, said Fowler, to determine which can be eliminated.

"One problem we do have is with regulations on our positions as civil servants," said Fowler. "There are people who don't care about their jobs, and if we could eliminate them, we could do our jobs better." The FCC has found it difficult or impossible to eliminate unproductive workers, he said.



## Brinkley to ABC

**He says there was no place left to go at NBC after 38 years; will anchor 'This Week' and do politics and specials**

David Brinkley, a 38-year veteran of NBC News, has joined rival ABC News where he will anchor the upcoming *This Week* hour on Sundays, have a major role in political coverage, and handle special projects.

Although Brinkley's departure from NBC had surprised the news business when it was announced earlier this month, word on his move to ABC was no secret prior to last week's press conference (BROADCASTING, Sept. 21).

"As NBC has evolved," Brinkley explained, "there wasn't anything left I wanted to do." Brinkley said that the Tom Brokaw/Roger Mudd team would be handling political coverage "as it should be" and that he no longer wanted to work on *NBC Magazine*.

Furthermore he said he tired of shuttling between Washington (his home) and New York (where *NBC Magazine* is produced) and spending three or four nights a week in hotel rooms.

At ABC, Brinkley said he will be able to do "what I think I do best"—politics, government and public affairs—and be based in Washington. The press conference was the first time Brinkley publicly explained his reasons for leaving NBC.

With Brinkley was ABC News President Roone Arledge, who said he was "overjoyed" at signing "someone of David Brinkley's stature ... one of the two or three gigantic figures in the history of broadcast journalism." Arledge credited Richard Wald, ABC News senior vice president, with bringing Brinkley over.

Brinkley said that he and Wald "didn't talk about this until NBC announced I was leaving." He explained that there was "no haggle" and "no negotiation. ... They said, 'We'll do this and this.' I said, 'Fine.'" Of the salary for his new four-year contract, Brinkley, 61, said it is "not a helluva lot more than I was making at NBC." (At NBC, Brinkley's salary was believed to be about \$600,000-per-year.)

Given the top-level management changes at NBC, Brinkley explained that giving notice was no easy matter. NBC Chairman and Chief Executive Officer Grant Tinker eventually took Brinkley's resignation, Brinkley explained, quoting Tinker as saying, "For a while there was no one here for you to resign to."

Brinkley said he first called Thornton Bradshaw when the latter took over as



Brinkley answering questions.

RCA chairman and saw him in early July. Brinkley said he was told he had to speak to Tinker, who also is new to NBC, and "nothing happened." When Robert Mulholland was appointed president of NBC, Brinkley went to him, then saw Tinker, who released him from his contract.

Brinkley said his departure from NBC had "next to nothing" to do with his relationship with NBC News President William Small. "I had no serious problems" with Small, Brinkley said, adding that they "had a minor disagreement about the editorial content of the magazine" but that it was "nothing significant."

He again stressed that the move to ABC allows him reporting options that were unavailable to him at NBC.

Claiming that "it's not good taste" to list those companies he spoke to before signing with ABC, Brinkley was vague on that matter. However he did mention that he "talked to a great many people" including "some newspapers" and the Public Broadcasting Service. He would not comment when asked if there were discussions with CBS.

Arledge specifically cited Brinkley's ability and draw in political coverage. He said ABC had been surprised when CBS "didn't run away" with the last election, being Walter Cronkite's last at the helm of the news, and that "the reason was David."

As for a Brinkley anchor role on *World News Tonight*, Arledge said that "anything is possible but I don't think David is interested." But Arledge added that Brinkley is "the original 800-pound gorilla. He can do whatever he wants to." Similarly, Arledge and Brinkley said there was no discussion or plans now for Brinkley to become involved in ABC News's cable venture with Westinghouse Broadcasting but Arledge said that in the long run his options were open.

## CBS's Tucker hospitalized after incident at union rally

**Reporter says he was 'slam dunked' by guard; union says he was trying to go where he didn't belong; injuries include broken ribs, blood clot, bruised lung**

CBS News's Lem Tucker was resting more or less comfortably in George Washington Hospital, in Washington, last week, the clear loser in a confrontation with a guard at the AFL-CIO Solidarity Day rally he had been covering. He wasn't sure how much longer he would be in the hospital—that depends on the blood clot on his spleen. But he is determined to do something about protecting reporters in the future against the kind of punishment he took.

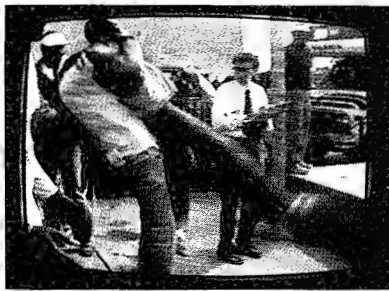
The incident—captured on tape and shown on the *CBS Evening News* following the rally—involved a question of where Tucker and his camera crew could enter with their press credentials. He wanted to do some cutaways in an area on the Washington Monument grounds behind the platform used by the entertainers. But a guard described by Tucker as "burly" and wearing an American Federation of State, County and Municipal Employees tee shirt stopped him from continuing.

Tucker, an aggressive type whom union people would call pushy, argued that he had been given permission earlier for a session behind the platform. At that point, he said, he saw the union official who had given him that permission, and started to move toward him to ask him to clear the way. That was the last step he took.

Tucker, who is 43 years old, 5 feet 10 and 147 pounds, tells what happened next: "He [the guard] grabs me, squeezes me, and raises me up and slam dunks me. I would have made a great basketball." Not really; he didn't bounce. He was left with three broken ribs, a bruised lung and the blood clot on the spleen, which may require surgery.

An AFL-CIO spokesman, Rex Hardesty, offers a different version, based on reports he received. He said Tucker on two earlier occasions had gone to the head of the line of reporters and camera crews and entered the area without waiting his turn. "We all know him," Hardesty said by way of explanation of the tolerance he said the





Tucker gets slam dunked.

guards showed Tucker. "He's CBS."

But the third time, Hardesty recounted, the guard told Tucker he'd already had two turns and some people were waiting for their first. Hardesty said Tucker at that point engaged in some "digital communication," and said, "Screw you, I'm going in."

Tucker brushes off Hardesty's account as unverified hearsay. "Hardesty was nowhere in sight," he said. Besides, Tucker said, "if the guy thought he was 100% right in stopping me, did he have to go beyond stopping me?"

The guard said to have been involved in the incident is Mose B. Ray, a 38-year-old resident of Oxon Hill, Md., an employe of Washington's Department of Sanitation, and a member of AFSCME Local 2091. He was arraigned in D.C. Superior Court on Thursday on a charge of simple assault. The charge could be changed by the U.S. attorney's office after a review of the re-

port filed on the incident by the Park Police.

The incident may not end with a criminal prosecution. Tucker said reporters frequently are subjected to "heat" in situations involving crowds. "You never have trouble with the officialdom, but when you deal with the type who keep order, no one knows what causes they push." Then he said, "One way or the other, that guy [Ray] will be prosecuted."

Tucker has retained a lawyer "to protect my rights." And the lawyer, Myron Mintz, while insisting that the primary area of concern is Tucker's health, noted that they have "a variety of legal options" open to them. One, he said is a damage suit against the AFL-CIO. CBS attorneys are also looking into the matter. But a spokesman for CBS News said the network had not yet made a decision on what action, if any, it would take.

## Changing Hands

PROPOSED

**WDAU-TV Scranton, Pa.** ■ Sold by Scranton Broadcasters Inc. to Robert Dudley, A. Richard Benedek and Charles Woods for \$12 million. **Seller** is owned by heirs of Frank Megargee who own co-located WGBI-AM-FM. **Buyer** Dudley is executive vice president of Avery Knodel, New York-based station representative. He owns 14.8% each of WNBPA(AM) Newburyport, Mass., and WSME-AM-FM Sanford, Me., and 24.5% of WTXS-TV Sweetwater and KLBK-TV Lubbock, both Texas. Benedek is president and 82.5% owner of WTAP-TV Parkersburg, W. Va., and 1.25% owner of publicly traded Gray Communications, Albany, Ga.-based

licensee of three TV's. Woods owns WTVY-AM-FM Dothan, Ala., and 80% of general partner and 100% of limited partner in WTW(TV) Evansville, Ind. WDAU-TV is CBS affiliate on channel 22 with 750 kw visual, 137 kw aural and antenna 1,560 feet above average terrain.

**WJDX(AM)-WZZQ(FM) Jackson, Miss.** Sold by WJDX Inc. to Keymarket Communications of Mississippi for \$4,437,000. **Seller** is closely held group of more than 50 stockholders 44.12% owned by Clint W. Murchison family. He owns 60% of KLTE(FM) Oklahoma City and his liquidating partner is Murchison Brothers partnership, 83% owner of Dallas Cowboys. Marshall Magee is executive vice president and general manager. **Buyer** is owned by Paul H. Rothfus and Kerby E. Confer (50% each). They own 35% each of WKRT(AM)-WNOZ(FM) Cortland, N.Y., and 25% each of KSSN(FM) Little Rock, Ark. Earlier this year they sold WLYC(AM)-WILQ(FM) Williamsport, Pa., for \$2.3 million (BROADCASTING, May 11) and WHUM(AM) Reading, Pa., in which each owns 39%, for \$1.9 million (BROADCASTING, Aug. 17). Also they each bought 45% of WGXL(FM) Laurens, S.C., for \$2.5 million (BROADCASTING, Aug. 10). WJDX is on 620 khz with 5 kw day and 1 kw night. WZZQ is on 102.9 mhz with 100 kw and antenna 1,800 feet above average terrain.

**WRNL(AM)-WRXL(FM) Richmond, Va.** □ Sold by Rust Communications Group Inc. to Capitol Broadcasting Co. of Virginia Inc. for \$4 million. **Seller** is Leesburg, Va.-based group of six AM's and six FM's owned by William F. Rust, president, and family. **Buyer** is subsidiary of Capitol Broadcasting Co., closely held Raleigh, N.C.-based group of two AM's, three FM's and one TV principally owned by A.J. Fletcher family. WRNL is on 910 khz with 5 kw full time. WRXL is on 102.1 mhz with 140 kw and antenna 320 feet above average terrain.

**WYDE(AM) Birmingham, Ala.** □ Sold by Columbia Pictures Radio Inc. to Alande Inc. for \$1.5 million. **Seller** is subsidiary of New York-based Columbia Pictures Industries which owns KPCX-AM-FM Salt Lake City and WWVA(AM)-WCPI(FM) Wheeling, W. Va. Edward R. Boyd is presi-

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dent of radio group for Columbia Pictures Communications. Columbia Pictures has agreed to acquire Providence, R.I.-based Outlet Co., group owner of two AM's, five FM's and five TV's, for \$160 million (BROADCASTING, July 13). **Buyer** is owned by Frank Spain (70%), Ronald E. Hale (27.8%) and Mrs. Garnett S. Wilbourn (2.2%). They own WHTV(TV) Meridian and hold CP for WLHT-TV Hattiesburg, both Mississippi. Spain owns 35% of WTVA-TV Tupelo, Miss., and 35% of WTVX-TV Fort Pierce, Fla. Hale owns WJFL(AM)-WQMV(FM) Vicksburg, Miss. WYDE is on 850 khz with 50 kw day and 1 kw night. **Brokers:** Milton Q. Ford & Associates and Dan Hayslett & Associates.

**WJNC(AM)-WRCM(FM) Jacksonville, N.C.** □ Sold by Beasley Broadcast Group of Jacksonville Inc. to Winfas Inc. for \$1,150,000. **Seller** is owned by George S. Beasley, who owns WKBX(AM)-WSGF(FM) Savannah, Ga.; WWMO(AM) Reidsville, N.C.; 96.02% of WDMT(FM) Cleveland; 95% of WFMC(AM) Goldsboro, N.C.; 95% of WVHI(FM) Evansville, Ind.; 90% of WOKN(FM) Goldsboro, N.C.; 85% of WGAC(AM) Augusta, Ga.; 67.5% of WMOO(AM)-WBLX(FM) Mobile, Ala., and 60% of WFAI(AM) Fayetteville, N.C. **Buyer** is owned by W.S. Foster Jr. (41.4%), Larry W. Nichols (31.1%), Robert P. Ashley (10.3%) and Roger R. Ingram and Andrew T. Walker (8.6% each). Foster is Burlington, N.C., textile manufacturer. Nichols is High Point, N.C., automobile dealer. Ashley is Burlington insurance executive. Ingram is general manager of WGLD(AM)-WOKX(FM) High Point. Walker is program director at WPTF(AM) Raleigh. They have no other broadcast interests. WJNC is on 1240 khz with 1 kw day and 250 w night. WRCM is on 92.1 mhz with 3 kw and antenna 270 feet above average terrain.

**KCCO(AM)-KRLG(FM) Lawton, Okla.** □ Sold by Progressive Broadcasting Inc. to Ross Chapman, Robert Cole and Michael P. Russell for \$950,000. **Sellers** are Louise H. Downing as executrix for estate of husband, Gerald G. Downing (51.67%), and in own name (16.67%), Ross B. Baker Jr. (20%) and Russell G. Jones (11.67%), who have no other broadcast interests. **Buyers** Chapman and Cole are Houston investors. Russell owns KIKS(AM)-KIOL(FM) Iola, Kan. KCCO is 250 w daytimer on 1050 khz. KRLG is on 98.1 mhz with 100 kw and antenna 202 feet above average terrain. **Broker:** Norman Fisher & Associates Inc.

**WFKE-AM-FM Wilmington, Ohio** □ Sold by Clinton County Radio Inc. to Mid-Florida Television Corp. for \$500,000 plus \$250,000 for noncompete agreement. **Seller** is owned by William W. Jefferay (50.85%) and Richard H. Jones (49.15%). Jefferay owns 79.12% of WCBT(AM) Roanoke Rapids, N.C. **Buyer** is owned by Joseph L. Brechner, president (51.63%), Harris H. Thompson (14.33%), Brechner's wife, Marion B. (11.95%) and 10 others. Brechners are Orlando, Fla., real estate investors. Thompson owns 79% of KEZY-AM-FM Anaheim, Calif. Mid-

Florida Television Corp. also owns 28.3% of WFTV(TV) Orlando, Fla. WFKE is 1 kw daytimer on 1090 khz. WFKE-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain.

**WPUL(AM) Bartow, Fla.** □ Sold by David R. Hill, receiver, to John Locke for \$310,000. **Seller** is closely held group of more than 25 stockholders principally owned by Randolph and Robert Marsh, brothers, who sold WKKX(AM) Deland, Fla. for \$285,000 (BROADCASTING, Oct. 5, 1980). **Buyer** is general manager of KUDO(FM) Las Vegas and 25% owner of KVOV(AM) Henderson, Nev., latter sold subject to FCC approval (BROADCASTING, Aug. 10). WPUL is 1 kw daytimer on 1130 khz.

□ Other proposed station sales include: KOLI(AM) Coalinga, Calif.; WLAB(AM) St. Pauls, N.C.; WTND(AM) Orangeburg, S.C.; KNOW(AM) Austin and KCSW(FM) San Marcos, both Texas (BROADCASTING, Aug. 31); WYPR(AM) Danville, Va. (BROADCASTING, Aug. 17); WEER-AM-FM Warrenton, Va. (BROADCASTING, Sept. 14) (see "For the Record," page 62).

APPROVED

**WJIT(AM)-WKTU(FM) New York and WYSP(FM) Philadelphia** □ Sold by Gulf United Corp. to Infinity Broadcasting Corp. for \$32 million. Sale is spin-off from Gulf United-San Juan Racing (SJR) merger. **Seller** is publicly traded, Dallas-based insurance conglomerate. It owns

WVOJ(AM) Jacksonville and WTSP-TV Largo, both Florida; WNDE(AM)-WFBQ(FM) Indianapolis; WKAP(AM) Allentown, Pa.; WWNR(AM) Beckley, W. Va.; WGHP-TV High Point, N.C., and KTXQ(FM) Fort Worth. SJR stations that will be retained by Gulf include: WKLS-AM-FM Atlanta; WQAL(FM) Cleveland; KRLY(FM) Houston, and WJMD(FM) Bethesda, Md. Remaining SJR property, WUST(AM) Washington, has been spun off to separate buyer (see below). Alan Henry is president of Gulf broadcast division. **Buyer** is owned by Richard Ullman (30%), Gerrald Carrus and Michael Weiner (23.3% each) and others. They own WBCN(FM) Boston; WIVY-FM Jacksonville, Fla., and KOME(FM) San Jose, Calif. WJIT is on 1480 khz with 5 kw full time. WKTU is on 92.3 mhz with 4 kw horizontal, 3.8 kw vertical and antenna 1,220 feet above average terrain. WYSP is on 94.1 mhz with 16 kw and antenna 900 feet above average terrain.

**WUST(AM) Washington** □ Sold by Gulf United Corp. to District Group Communications Inc. for \$1.5 million in spin-off from Gulf United-San Juan Racing merger. **Seller** has also spun off WJIT(AM)-WKTU(FM) New York and WYSP(FM) Philadelphia (see above). **Buyer** is owned by James McQueen, executive with Department of Transportation in Washington. He has no other broadcast interests. WUST is 1 kw daytimer on 1120 khz.

**KFAR(AM) Fairbanks, Alaska** □ Sold by Midnight Sun Broadcasters to Borealis

## Allbritton Communication, Inc.

has purchased KCKN, AM-FM  
Kansas City, Missouri from

## Kaye-Smith Enterprises

for \$2,750,000

The undersigned represented both  
parties in this transaction

## R. C. CRISLER & CO., INC.

Cincinnati, Ohio



# Stock Index

Exchange and Company	Closing Wed. Sep 23	Closing Wed. Sep 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	30	28 3/4	+1 1/4	+ 4.34	6	840
N Capital Cities	68 1/2	68 3/8	+ 1/8	+ .18	12	901
N CBS	49 1/2	50 3/8	- 7/8	- 1.73	7	1,379
N Cox	60 1/4	65 3/4	-5 1/2	- 8.36	17	814
A Gross Telecasting	24 3/4	25 3/4	-1	- 3.88	7	19
O LIN	30 1/4	31 3/4	-1 1/2	- 4.72	10	167
N Metromedia	128 1/2	140 3/4	-12 1/4	- 8.70	11	575
O Mooney	6 1/4	6	+ 1/4	+ 4.16		2
O Scripps-Howard	74	74			12	191
N Storer	27 1/2	28 3/4	-1 1/4	- 4.34	17	361
N Taft	26 3/8	29 5/8	-3 1/4	-10.97	10	258
O United Television	7 1/8	6 1/2	+ 5/8	+ 9.61		85

Exchange and Company	Closing Wed. Sep 23	Closing Wed. Sep 16	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	19 3/8	19 3/4	- 3/8	- 1.89	18	64
A Affiliated Pubs.	28 1/8	28 1/8			10	144
N American Family	7 1/4	7 3/8	- 1/8	- 1.69	6	89
N John Blair	20 1/2	21 3/8	- 7/8	- 4.09	7	76
N Charter Co.	7 5/8	8 1/4	- 5/8	- 7.57		208
N Chris-Craft	29 5/8	31 1/4	-1 5/8	- 5.20	10	93
N Coca-Cola	31 5/8	32	- 3/8	- 1.17	9	3,909
N Cowles	25 3/4	26 3/4	-1	- 3.73	16	102
N Dun & Bradstreet	55 1/8	58 1/4	-3 1/8	- 5.36	15	1,537
N Fairchild Ind.	14 3/8	17 1/4	-2 7/8	-16.66	4	164
N Gannett Co.	35 3/4	35 7/8	- 1/8	- .34	12	1,933
N General Tire	24 1/8	25	- 7/8	- 3.50	8	581
O Gray Commun.	42	42 1/2	- 1/2	- 1.17	9	20
N Harte-Hanks	29 1/2	31 1/4	-1 3/4	- 5.60	12	281
O Heritage Commun.	10	11 7/8	-1 7/8	-15.78	29	54
N Insilco Corp.	16	17 1/8	-1 1/8	- 6.56	7	172
N Jefferson-Pilot	23 1/2	23 5/8	- 1/8	- .52	6	515
O Marvin Josephson	13 1/4	13 1/4			6	31
N Knight-Ridder	30 1/4	31 3/4	-1 1/2	- 4.72	10	979
N Lee Enterprises	23 1/4	24 3/4	-1 1/2	- 6.06	10	165
N Liberty	13	13 1/4	- 1/4	- 1.88	6	165
N McGraw-Hill	44 3/8	46 1/4	-1 7/8	- 4.05	12	1,102
A Media General	33 1/2	33 5/8	- 1/8	- .37	9	242
N Meredith	54 1/2	54 3/8	+ 1/8	+ .22	7	171
O Multimedia	31 3/4	33 1/2	-1 3/4	- 5.22	14	319
A New York Times Co.	28 1/8	28 7/8	- 3/4	- 2.59	8	337
N Outlet Co.	31 1/2	33 1/2	-2	- 5.97	14	79
A Post Corp.	23 1/4	23 1/2	- 1/4	- 1.06	16	42
N Rollins	15 3/8	16 3/4	-1 3/8	- 8.20	10	419
N San Juan Racing	18 1/2	19	- 1/2	- 2.63	23	46
N Schering-Plough	29	29 7/8	- 7/8	- 2.92	6	1,539
O Stauffer Commun*	45	45			11	45
A Tech Operations	10 7/8	12 1/4	-1 3/8	-11.22	5	11
N Times Mirror Co.	46 3/4	48 1/8	-1 3/8	- 2.85	11	1,594
O Turner Bcstg.	11 1/2	11	+ 1/2	+ 4.54		230
A Washington Post	27 3/4	27 1/2	+ 1/4	+ .90	12	389
N Wometco	15 5/8	16 7/8	-1 1/4	- 7.40	9	207

Exchange and Company	Closing Wed. Sep 23	Closing Wed. Sep 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>CABLE</b>						
A Acton Corp.	10 7/8	11 5/8	- 3/4	- 6.45	9	33
N American Express	40	42 5/8	-2 5/8	- 6.15	8	2,851
O Burnup & Sims	12 1/4	12 3/4	- 1/2	- 3.92	13	109
O Comcast	21 1/4	23 1/2	-2 1/4	- 9.57	26	81
N General Instrument	32 3/4	32 3/4			4	832
O Rogers Cablesystems	5 7/8	6 7/8	-1	-14.54	11	111
O Tele-Communications	17 5/8	20 7/8	-3 1/4	-15.56	45	419
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	66 1/2	68	-1 1/2	- 2.20	14	1,871
O Tocom	10	11 1/2	-1 1/2	-13.04		32
O UA-Columbia Cable	85	84 3/4	+ 1/4	+ .29	31	285
O United Cable TV	19 1/2	20 3/8	- 7/8	- 4.29	23	191
N Viacom	24	24 1/2	- 1/2	- 2.04	5	214

Exchange and Company	Closing Wed. Sep 23	Closing Wed. Sep 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Chuck Barris Prods...	2 3/8	2 1/2	- 1/8	- 5.00	2	7
N Columbia Pictures	33 1/4	34 3/8	-1 1/8	- 3.27	7	337
N Disney	46 1/4	48 5/8	-2 3/8	- 4.88	12	1,505
O Enterprise Radio	5/8	3/4	- 1/8	-16.66		1
N Filmways	4	4 1/4	- 1/4	- 5.88		25
O Four Star	1 3/8	1 3/8				14
N Getty Oil Corp.	57 7/8	59	-1 1/8	- 1.90	7	4,754
N Gulf + Western	15 3/8	16 1/4	- 7/8	- 5.38	4	1,147
N MCA	42 1/4	43 3/4	-1 1/2	- 3.42	235	993
O Medcom	8 1/2	9 3/4	-1 1/4	-12.82	20	14
N MGM Film	6 7/8	7	- 1/8	- 1.78	13	223
O Reeves Commun.	23	24	-1	- 4.16	14	125
O Telepictures	5 7/8	6 5/8	- 3/4	-11.32	27	14
N Transamerica	21 7/8	21 1/8	+ 3/4	+ 3.55	6	1,429
O Video Corp. of Amer.	7 3/4	9 1/2	-1 3/4	-18.52	13	7
N Warner	44 1/2	41 1/2	+3	+ 7.22	17	2,615
A Wrather	19 1/4	20	- 3/4	- 3.75		44

Exchange and Company	Closing Wed. Sep 23	Closing Wed. Sep 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>SERVICE</b>						
O BBDO Inc.	36 3/4	36 1/4	+ 1/2	+ 1.37	7	92
O Compact Video	14	16 3/4	-2 3/4	-16.41	11	41
N Comsat	45 1/4	47 1/2	-2 1/4	- 4.73	10	362
O Doyle Dane Bernbach	15 1/4	15	+ 1/4	+ 1.66	9	18
N Foote Cone & Belding	29	28 1/2	+ 1/2	+ 1.75	7	79
O Grey Advertising	60 1/2	60 1/2			6	37
N Interpublic Group	30 1/2	30 1/4	+ 1/4	+ .82	7	136
N JWT Group	29 1/8	31	-1 7/8	- 6.04	6	89
O MCI Communications	21 1/4	24 1/8	-2 7/8	-11.91	118	777
A Movielab	4 1/8	4 1/4	- 1/8	- 2.94	5	6
A MPO Videotronics	4 5/8	5	- 3/8	- 7.50	15	2
O A.C. Nielsen	36 5/8	36 5/8			15	411
O Ogilvy & Mather	27 1/2	27 3/4	- 1/4	- .90	8	113
O Telemation	2 1/4	2 1/2	- 1/4	-10.00	13	2
O TPC Communications	3 1/4	3 1/2	- 1/4	- 7.14		2
N Western Union	23 3/4	25	-1 1/4	- 5.00	13	360

Exchange and Company	Closing Wed. Sep 23	Closing Wed. Sep 16	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
O AEL	11 3/4	12 3/4	-1	- 7.84	12	22
N Arvin Industries	12 3/4	13 1/2	- 3/4	- 5.55	11	99
A Cetec	4	4 1/4	- 1/4	- 5.88	6	8
O Chyron	13	15	-2	-13.33	21	16
A Cohu	6	6 3/4	- 3/4	-11.11	7	10
N Conrac	21 7/8	22 3/4	- 7/8	- 3.84	16	46
N Eastman Kodak	63 3/8	63 3/8			8	10,228
O Elec Missile & Comm.	10	11 1/4	-1 1/4	-11.11	48	27
N General Electric	53 1/4	53 3/4	- 1/2	- .93	8	12,069
N Harris Corp.	40 3/8	40	+ 3/8	+ .93	14	1,242
O Microdyne	14 1/4	15 1/4	-1	- 6.55	17	37
N M/A Com. Inc.	22 3/8	23 3/8	-1	- 4.27	24	746
N 3M	49 5/8	49 1/2	+ 1/8	+ .25	9	5,779
N Motorola	62 5/8	62	+ 5/8	+ 1.00	10	1,787
O Nippon Electric	78 3/4	78 3/4	+2	+ 2.60	34	2,586
N N. American Philips	36 3/4	41	-4 1/4	-10.36	7	442
N Oak Industries	26 1/2	28	-1 1/2	- 5.35	14	288
A Orrox Corp.	10	10 3/4	- 3/4	- 6.97	36	16
N RCA	18 7/8	19 1/8	- 1/4	- 1.30	6	1,415
N Rockwell Intl.	27 7/8	33 1/4	-5 3/8	-16.16	8	2,090
A RSC Industries	4 1/2	4 3/4	- 1/4	- 5.26	32	10
N Scientific-Atlanta	26 3/4	25 3/8	+1 3/8	+ 5.41	33	566
N Sony Corp.	17	17 1/2	- 1/2	- 2.85	12	3,665
N Tektronix	46 1/4	47	- 3/4	- 1.59	10	844
A Texscan	13	13 3/4	- 3/4	- 5.45	22	38
N Varian Associates	24 7/8	25 1/2	- 5/8	- 2.45	12	191
N Westinghouse	25	27 1/4	-2 1/4	- 8.25	5	2,123
N Zenith	11 1/2	12 3/4	-1 1/4	- 9.80	8	216

Standard & Poor's 400 Industrial Average 128.25 133.10 - 4.85

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.

Broadcasting for \$675,000. Seller is licensee of KINY-TV Juneau, Alaska, and has sold, subject to FCC approval, KINY(AM) Juneau for \$500,000 and KTKN(AM) Ketchikan, Alaska, for \$350,000 (BROADCASTING, Aug. 17). Alvin O. Bramstedt is president. FCC granted approval for it to sell KENI-TV Anchorage and KFAR-TV Fairbanks for \$4.6 million (BROADCASTING, March 30) and KENI(AM) Anchorage for \$712,000. (BROADCASTING, July 13). Buyer is owned by Louis F. Delong, Edward Mercedes and

Bill Walley (one-third each). Delong is investor and Mercedes is attorney, both of Fairbanks. Walley is general manager of KFAR-AM-TV Fairbanks. They have no other broadcast interests. KFAR is on 660 khz with 10 kw full time.

□ Other approved station sales include: KWNA(AM) Winnemucca, Nev.; WQIQ(AM) Chester, Pa.; WPKZ(AM) Pickens, S.C.; WJZA(AM) Harriman, Tenn., and KCLW(AM) Hamilton, Tex. (see "For the Record," page 62).



**Media switch-hitter.** The newsroom of Lou Grant's *Los Angeles Tribune* is not the only newspaper office on television these days. The *Des Moines (Iowa) Register and Tribune* last Monday began regular one-minute newscasts from their newsroom to the 41,500 subscribers of Heritage Communications in the Des Moines metropolitan area.

The *Iowa Update*, one-minute of hard local and regional news gathered by the two newspapers, is tucked away between two 30-second advertising slots in the two minutes of local advertising time the Cable News Network makes available to local affiliates. The *Update* flanked by the spots is "aired" each hour from dawn to midnight. It begins four minutes before the hour and is followed by a two-minute national news update by CNN. The newspaper and cable companies have worked out a deal to split the advertising revenue, but neither party would tell what the split was. Richard Gibson, director of corporate development, Register and Tribune Co., said: "We're both satisfied and we both intend to make money."

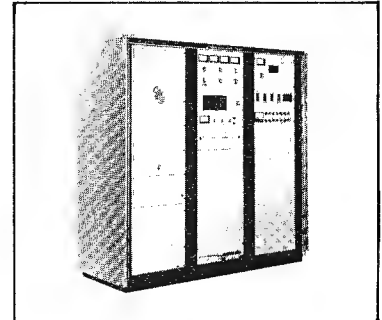
The *Update*, according to Gibson, is the culmination of a year of research into various electronic media by the newspapers. The move into cable, he said, marks the transformation of the Register and Tribune Co. from a newspaper company to an information company. "We are processing and delivering information in more than one way." Nile McDonald, general manager of the cable system, sees the venture as a perfect marriage. "They're the news gathering organization and we provide the delivery system." A cable viewer can now tune in to CNN at four minutes before the hour and get a complete run-down of the news—local and regional from the newspapers and national from CNN, he said. Heritage's Rich Gilman, a former radio ad salesman now selling cable television time, said the cost of one of the 30-second spots can cost anywhere from \$35 to \$20 depending on the frequency and he expects an average income of about \$25 for each spot. If the venture was to sell all its time at that average rate, the *Update* would generate \$350,000 annually. But Gilman admits they are a long way from selling out. It will be 18 months to two years before the time is 90% to 95% sold out, he said.

According to Gibson, the Register and Tribune Co. has spent less than \$100,000 to get into the television news business. The newsroom-studio includes one small Sony camera, a switcher, three-quarter inch videocassette recorder, monitors and microwave gear for sending the *Update* to the cable headend. Each *Update* is produced by one reporter or editor who acts as writer, producer, cameraman and technician. The job is shared by 15 persons on a rotating basis (Jerry Szumski is shown above). The telecasts are almost live. Gibson said the program is taped and fed to the headend several minutes before it is cablecast so that the cable system can insert it more neatly into the CNN feed.

*Update* has the ability to go live anytime of the day when the news dictates. The ability was demonstrated last Thursday morning when a military plane crashed and burst into flames on the runway of the Des Moines municipal airport. The accident happened five or 10 minutes after 11 a.m., Gibson said, and at 11:15 a.m. *Update* pre-empted CNN to carry a 20-second bulletin on the mishap.

Gibson said that "it is a small matter" to expand the newspapers' production capability. With a second camera they could produce newsroom talk shows that could be telecast on the cable or on one of the company's three television stations. "We do have a very good professional news operation and we want to use that the best way we can."

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## Cable is told to fight censors

**Time's Levin warns of growing activity of Moral Majority-type groups working for legislation to ban 'indecent' programing**

The promise of cable—"a revolution of alternatives in American cultural life"—is being clouded by a "determined minority" seeking government censorship of cable programing, Gerald M. Levin, group vice president-video, Time Inc., said at a Washington Cable Club luncheon last week. "The forces of censorship—not content with great influence on over-the-air broadcasting—now want to control what comes through the cable."

Levin, who oversees Home Box Office, the pre-eminent cable programer, and Time's other forays into the electronic media, warned that cable is "at the beginning of a prolonged, difficult and dangerous assault against diversity and free expression in [its] programing." And, he noted, the first waves of the assault have already been launched. Four bills were introduced in state legislatures and city councils around the country this year that would have limited or prohibited R-rated, X-rated or, in one case, "indecent" cable

programing. Fortunately, Levin said, the bills were never enacted, and a Utah bill banning "indecent" material that was passed has not been enforced thanks to a temporary restraining order issued by a federal court.

Although the forces of censorship failed this year with their "poorly drafted" legislation, Levin warned that they will be back and that "they'll be tougher to defeat next time."

The "best evidence" of the campaign to censor cable are the recent efforts of Morality in Media, Levin said. The organization, headed by Rev. Jerry Falwell, has announced a 43-city tour to rally support for cable censorship and will have sent out 700,000 letters by the end of the year seeking funds for the effort. The fund-raising letters contain postcards advocating cable censorship and instructions directing the recipient to forward the card to the local mayor, Levin said. The organization is also checking the renewal dates of cable franchises and has already circulated model legislation to state and local governments, he added.

"You don't need a crystal ball to foresee hundreds of censorship battles around the country. These would pit single-minded local activists, backed by large, well-funded national organizations, against cable operators whose business futures depend on renewal or granting of a government franchise," he said.

At one point, Levin twitted cable's adversaries, suggesting that some of them fit H.L. Mencken's definition of puritanism: "the haunting fear that someone, somewhere may be happy."

"But while we can poke fun," he added, "we should never underestimate their strength, their determination and their growing sophistication."

Nothing would be safe from the censors once they established themselves, Levin said. "When the censorship activists single out cable, they don't simply go after sleazy Times Square movies," he said. "They go after anything that offends their personal and collective standards that ultimately are arbitrary and inconsistent."

If the court had not stepped in, the Utah law would have made it a criminal offense to carry such movies as "Kramer vs. Kramer," "Escape from Alcatraz," and "One Flew Over the Cuckoo's Nest." "The history of censorship is littered with suppressed works that now enrich our literary and cultural life," Levin said.

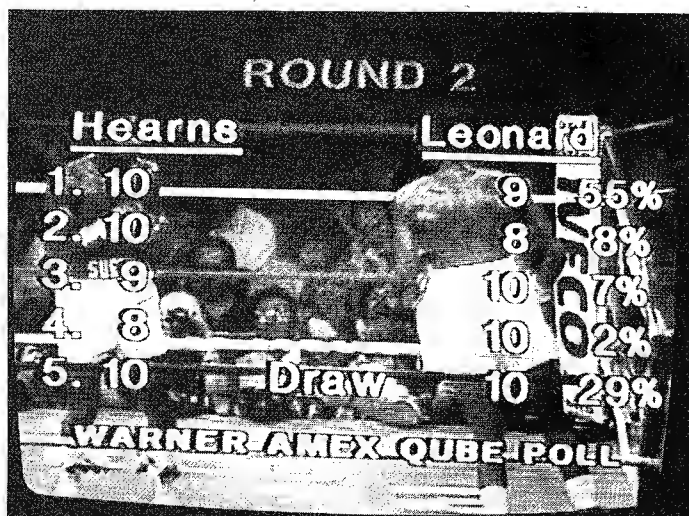
And the bounds of censorship are not restricted to movies, Levin said. The entire range of future cable programing—plays, made-for-TV movies, documentaries, original series, opera, variety shows and rock concerts—would be affected. "If given a chance, [the censors] will shut out the new, the provocative and the unconventional from cable," he said.

The question of censorship takes on



**Boxing bonanza.** Expectations of the gross from Sept. 16 Sugar Ray Leonard-Thomas Hearns welterweight fight were running about \$40 million, with perhaps 250 million people watching the bout worldwide. U.S. pay TV was a substantial contributor to what is considered a record take.

At a pay-per-view price of \$15, for example, Oak Industries' five over-the-air subscription TV stations offered the fight. Of about 550,000 homes able to unscramble the signals of KBCS-TV Los Angeles, WSNB-TV Chicago, KXNV-TV Phoenix, WKID-TV Fort Lauderdale, Fla., and KTXA-TV Fort Worth, Oak's early estimate was that at least half opted for the fight.



The price was \$12 for the 7,000 homes that took the fight from Warner Amex Cable Communications, interactive Qube system in Columbus, Ohio. And Warner Amex claimed eight to nine viewers per home on average. Qube two-way technology was used to survey the audience.

For those who didn't opt for the pay-per-view from Oak, Qube and elsewhere there will be other viewing opportunities. Pay programer Home Box Office secured rights to the bout and carried the first cablecast of the event over the weekend, and has scheduled it on two more dates, Sept. 30 and Oct. 1. And ABC is believed to have lined up the fight for *Wide World of Sports* but not for about a month.

## Monitor

**'Daisy' under fire.** Rev. Donald Wildmon, head of Coalition for Better Television, says that organization is concerned about NBC-TV's decision to make mini-series out of "Princess Daisy," book with its share of explicit sex. Wildmon, in press release to which was attached excerpts of some of graphic passages in book, said NBC's decision "probably makes a confrontation inevitable." NBC spokesman Alan Baker said Wildmon's expression of concern is premature, at best. "We just bought the rights to the book," he said. "We don't even have an outline for a script."

**Signing on.** CBS Cable's program roster continues to grow as basic cable cultural network gets set to debut Oct. 12. Among movie presentations will be 13 foreign films including works by directors Bertolucci, Fellini, Herzog and Chagrol. Touted as new to American television, films are to be weekly "main attractions." Described as simple and direct with "unusual focus," half-hour interview series, *Signature*, employs off-camera interviewer with one guest each week. From Thames Television International, CBS Cable has acquired The Royal Shakespeare Company's two-and-one-half-hour production of *MacBeth* with 1981 Tony Award winner Ian McKellan. And first in series of one-hour dance programs will be production of Robert Schumann's *Davidbundlertanze* produced by George Balanchine with principal dancers from New York City Ballet.

**Changes made.** Beginning Oct. 12, syndicated *Mike Douglas Show* will change its name to *The Mike Douglas Entertainment Hour* and shift emphasis to music, performance and variety entertainment. Talk segments of program, distributed to more than 100 markets by Syndicast Services Inc., are being dropped.

**New co-star.** Sharon Gless has been chosen by CBS to succeed actress Lynn Redgrave as co-star with Wayne Rogers on comedy series, *House Calls*, this season. Redgrave recently left program in dispute with CBS leading to her lawsuit against network and Universal Television, show's producer. Gless will be introduced in series early in 1982.

**Going cable.** TV program distributor Worldvision Enterprises has formed Worldvision Home Video subsidiary to offer its product to cable and home video markets. Executive VP in charge is Albert G. Hertigan, formerly Worldvision's senior VP, special projects. Sales manager is Martin Weinstein who had been Worldvision's director, pay cable programing. Worldvision is owned by Taft Broadcasting.

**In the marketplace.** *American Pie*, new magazine formatted program produced by Kelly Brothers Television, is ready for sale by Multimedia Program Producers. Show, co-hosted by Squire Fridell and Jo Ann Pflug, consists of five segments filmed in "virtually every state" and depicting "American life in upbeat, positive and affirmative manner." Ed Libov Associates will continue to clear stations for Baron Productions' 30-second children's fare, *From Me To You*. Series of 65 "micro-programs" is running in New York, Los Angeles, Washington, Dallas and Baltimore. Animated version of "Huckleberry Finn" will be one of eight made-for-TV movies produced in joint venture between Westchester Films, Inc., New York and 3-B Productions, Inc., Hollywood, now in post production. LBS Video confirmed umbrella agreement with HBO and Cinemax for half-hour children's specials: *The Christmas Messenger*, *The Happy Prince*, *Selfish Giant*, *The Remarkable Rocket* and *The Little Mermaid*.

new dimensions, Levin said, when videotext (written information sent by cable) is considered. "If magazine fiction or novels become available over cable," Levin asked, "would Morality in Media ban four-letter words or descriptions of sex from them?"

Levin offered the would-be censors an alternative. Instead of imposing their standards on the industry, Levin said they should follow the lead of Christian Broadcasting Network and produce and distribute their own programing to cable. "That's how ideas take hold in this country—through the marketplace of many media."

Even though cable is still in its infancy, Levin said, the industry should strive to distinguish itself from broadcasting and resist any effort to be put in the "same censorship box that television and radio broadcasters occupy."

Cable is a medium in which consumers

have a wide choice of what to buy or exclude and know beforehand the content of the programing. "If that doesn't deserve the protection of the First Amendment," Levin maintained, "I don't know what does."

While cable is fighting the censors, it should also adopt a responsible attitude toward programing, Levin said. At the very least, he suggested, cable operators should select programing carefully and forewarn viewers of potentially objectionable programing with advisories and "sneak previews." Home Box Office, Levin said, has also advocated the use of "lock boxes" which prevent children from tuning into programing that parents don't want them to see.

"We should act responsibly as a voluntary corporate policy," Levin said. "But when it comes to mandatory government regulation we should stand firmly against censorship of cable programing."

## Grade picked to head Tandem/T.A.T.

**London Weekend Television executive tapped to take charge of programing**

One of Hollywood's most successful independent production companies is expanding personnel and development activities as it moves into broader programing areas and markets.

Last Monday (Sept. 21) it was announced that Michael Grade, the director of programing for London Weekend Television, had been named to the newly created position of president, Tandem Productions/T.A.T. Communications Television. Grade will take charge of all programing activities, current and development, according to Alan Horn, Tandem/T.A.T. Communications Co. president and chief executive officer, who made the announcement.

Although Grade doesn't officially move into his new position until Jan. 4, 1982, a spokesman said that until then he will be in close contact with the company's creative activities.

Horn told reporters he no longer had sufficient time to monitor the firm's creative endeavors as closely as he has in the past. Horn has been in charge of both the business and creative side of the company, which produces the CBS series, *One Day At A Time* and *The Jeffersons*, as well as specials, theatrical films, mini-series and children's programing.

Grade's father is the late Leslie Grade, a well-known talent agent. His uncles are Lord Lew Grade and Lord Bernard Delfont. He began his career as a sports writer and went on to become a founding partner of London Management, where he was a theatrical producer and talent agent. With London Weekend Television since 1973, he has been in his present post for five years.

"Tandem and T.A.T. have a worldwide reputation for top quality and innovative programing," said Grade, who will be headquartered in Tandem's Metromedia Square offices in Hollywood. "My goal will be to not only maintain that fine tradition, but to also add some new dimensions and a diverse background to meet the companies' needs in the rapidly changing television industry."

Horn, who will still be involved in overseeing Tandem/T.A.T.'s creative activities, will relocate to the companies' Los Angeles complex in Century City.

Meanwhile, Tandem/T.A.T.'s executive vice president for creative affairs, Al Burton, told BROADCASTING he expects to announce a development agreement "before the year is out" with one or more pay cable networks.



Grade



# Weekday programs for children: ACT study keeps record

**Results of study, commissioned by Boston-based group, released at Washington press conference; Charren attacks broadcasters, networks, FCC for shirking duty**

Individual broadcasters, the TV networks and the FCC all came in for blasts from Action for Children's Television last week—the broadcasters for not carrying enough children's programming, the networks for "backsliding" in that program category and the FCC for looking to the marketplace rather than to regulation to see that children are served.

ACT President Peggy Charren leveled these charges at a Washington press conference called to release a study commissioned by the Boston-based activist group to determine the amount of children's programming aired between 6 a.m. and 6 p.m. weekdays on commercial stations. ACT also filed the report with the FCC as additional comments in Docket 19142 (the FCC's inquiry on children's television). Conducted by Dr. F. Earle Barcus of the Boston University School of Public Communication, the report was compiled from FCC license renewal applications filed be-

tween 1975 and 80 by 588 commercial TV stations.

Charren was particularly critical of the networks. "This study is particularly important now because it demonstrates a lack of children's programming at a time when commercial broadcasters and networks are busy cutting back their services to children even further. The reduction of CBS's *Captain Kangaroo* by half an hour is only one example of massive backsliding by broadcasters," she said.

According to the study, Charren said, *Captain Kangaroo* represented 48% of all network-affiliated programming hours listed by stations. "But these findings reflect an hour-long *Captain Kangaroo* show. Now that the program is being cut back to a half-hour, the scarcity of regularly scheduled children's programming is truly appalling," she noted.

Charren did not limit her criticism to CBS. ABC News, she said, has announced plans to replace its Sunday morning children's show, *Animals, Animals, Animals*, with an adult news program. And she noted that NBC's plans to extend the *Today Show* to weekend mornings will further erode children's weekend programming.

NBC's failure to fill the vacancy left by the resignation of its vice president for children's programs, Mary A. Dwyer (BROADCASTING, July 13), is still another example of network "backsliding," Charren claimed. She charged broadcasters

with "thumbing their noses at the most vulnerable members of the public" and she asked the FCC to "remind TV stations that the public interest standard in the Communications Act includes an obligation to children." Although Charren noted that "it's a tough time to ask the FCC to do anything," she said it was time "for commercial broadcasters and the FCC to live up to their responsibilities to the child audience."

Charren was also critical of the FCC for leaving the fate of children's programming in the hands of the "marketplace." "Industry self-regulation does not meet the needs of young audiences," she said. "The commission and many members of Congress are eager to let market forces determine television services to the public. But children are a very special public, with no money and no political clout. Market forces will not see to it that children are served," Charren said.

When asked about the future of children's programming on cable, Charren expressed the hope that the cable franchising process would work in favor of children. "Cable agreements could demand services for children," she said. However, she was not optimistic, and said that "you can hardly tell the difference any more between cable executives and broadcast executives."

Barcus's research found there were 2,478 weekday hours of regularly scheduled children's programming. The average was 4.21 hours per week per station—approximately 50 minutes per weekday. And the study showed that 29% of the 588 stations reported no regularly scheduled programs for children between 6 a.m. and 6 p.m. weekdays. And 62% of the stations reported no regularly scheduled after-school programs for children between 2 p.m. and 6 p.m.

Charren pointed out that the Barcus data could not have been obtained if it were not for the programming information provided in longer FCC licensee renewal forms, and warned that the new postcard-size forms won't be as useful.

Some of the Barcus study's major conclusions on weekday programming:

- Approximately 30% of all regularly scheduled programming was network-originated, the remainder being recorded, syndicated or locally originated.

- 45% of the stations reported no regularly scheduled children's programs between 6 a.m. and 2 p.m.

- 60% of the stations die not provide regularly scheduled after school children's programs.

- Approximately 70% of network-affiliated stations reported no regularly scheduled children's programs between 2 p.m. and 6 p.m.

- Independent stations (representing 13% of the total) provided 32% of all regularly scheduled children's program hours reported.

- ABC-affiliated stations broadcast an average of 14 specials per year; NBC-affiliated stations, an average of nine, and CBS-affiliated stations, an average of eight.

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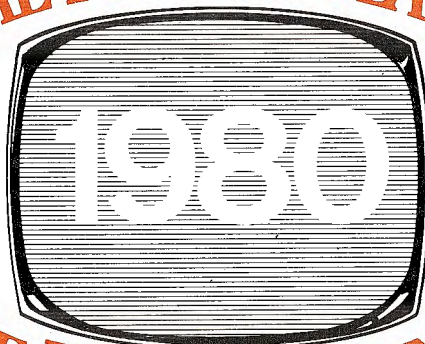
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# THE FIRST 50 YEARS



## OF BROADCASTING

The dawn of the '80's brought a year of sunsets. The defeat of Jimmy Carter in November was the signal for packing day throughout the administration. Swept out in the elections was Representative Lionel Van Deerlin (D-Calif.) with his dreams of a Communications Act rewrite. The reign of ABC-TV as king of the prime-time ratings ended. And CBS's Walter Cronkite prepared to turn over his scepter to Dan Rather.

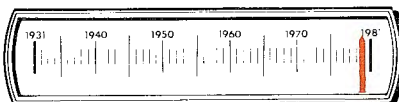
It also was a year in which cable was heartened by deregulatory gains, but filled with mixed emotions about the promised emergence of Premiere, a major-studio joint venture, as a dominant payable programmer.

In January 1980, the FCC sent waves of concern through the industry when, on a 4-to-3 vote, it directed its staff to prepare an order that would strip RKO General of three TV stations up for license renewal. They were WOR-TV New York, KHJ-TV Los Angeles and WNAC-TV Boston. The FCC adopted its January order in June on an identical 4-to-3 vote. The commission felt RKO General shared in the conduct of its parent, General Tire & Rubber, that drew the attention of the Securities and Exchange Commission. GT&R itself had documented misconduct in a report to the Securities & Exchange on bribery of officials of foreign governments and illegal political contributions. Parent GT&R had settled with the SEC by signing a consent decree.

To protect its 13 other broadcast licenses, RKO General informally asked the FCC for permission to spin-off those other holdings into a separate broadcast company that would be held by shareholders of GT&R, but which would not be subject to control or influence by GTR or RKO boards. The FCC rejected the idea in October and set the other 13 license renewals for hearing. Further FCC action was held in abeyance, however, pending a decision by the courts on an appeal of the initial FCC decision. Observers saw final resolution of the case as being years away.

ABC-TV came up with a brass ring in the 1980 winter Olympics, but NBC-TV came up with a handful of nothing for the summer games.

ABC-TV paid \$15.5 million for the TV rights to the February events at Lake Placid, N.Y. The network won victories in



*American hostages remained in captivity in Teheran throughout the year. An attempt by a secret U.S. military mission to rescue them was aborted April 24 due to equipment failure. In the pullout from Iran, eight Americans lost their lives and five were injured.*

*On March 10, Dr. Herman Tarnower, prominent physician and author of best-seller, "The Complete Scarsdale Medical Diet," was shot and killed by Jean Harris, a long-time friend and headmistress of a Virginia school. On May 18, dormant volcano Mount St. Helens in Washington state erupted for the first time, taking at least 26 lives. After months of skirmishing, Iraq and Iran entered into open warfare on Oct. 22. In November, America decided it wanted Ronald Reagan in the White House. And in*

BROADCASTING ...

the Arbitron and Nielsen rating sweeps that month, carrying it well to the front of the prime-time competition and providing a powerful lead for the end-of-the-season race in March and April.

ABC-TV estimated its prime-time Olympic coverage averaged 18,080,000 households per minute for an average audience of approximately 38 million. ABC-TV devoted 34 3/4 hours of prime time in the 13 days of Olympic coverage (Feb. 12-24).

NBC-TV's dreams of even greater returns from the summer games in Moscow began to fade early in the year when the U.S. government denounced the Soviet invasion of Afghanistan and called for sanctions against the ag-

gressor. The sanctions eventually included America's boycott of the summer games where NBC-TV had planned more than 150 hours of coverage. The TV rights payment was to have been \$87 million.

President Carter gave NBC a graceful out in April when he ordered a halt to the export of all U.S. goods and technology, including broadcasting equipment, to Russia and prohibited NBC from making further payments on its contract. The order meant that \$26 million of the \$87 million rights payment was to remain in the NBC treasury. In the RCA financial report for the second quarter, released in July, it was indicated that, despite insurance coverage, NBC-TV incurred out-of-pocket expenses of between \$25 and \$30 million.

The winter Olympic games, however, did not guarantee total ratings victory to ABC-TV.

CBS-TV, in an upset as startling as when ABC-TV seized prime-time leadership four years before, retook the ratings crown for the 1979-80 season with a win in the final week in April. Victory was by one-tenth of a point, according to Nielsen. The final standing: CBS 19.6, ABC 19.5 and NBC-TV 17.4.

BROADCASTING summarized the close prime-time race: "It has been a costly contest. All three networks ... have spent freely on program development to attract audiences. The spending has been reflected in declining profit margins for all three, and for NBC, which made gains but not as big as management wanted, the price was especially high. The true winner was, as it almost always is, the American television au-



dience.”

A week later, CBS-TV announced its fall line-up would include five newcomers. They were *Magnum, P.I.*, the story of a private investigator with Tom Selleck in the title role; *Ladies' Man* with Lawrence Pressman portraying the sole male on the staff of a women's magazine; *Enos*, a spin-off from the *Dukes of Hazzard* with the popular corn-fed deputy, played by Sonny Shroyer, going to Los Angeles to team up with “a tough, ghetto-bred black cop named Turk”; *Freebie and the Bean*, starring Tom Mason and Hector Elizondo as two street-wise San Francisco police sergeants, and *Secrets of Midland Heights*, with a variety of plots about life in a college town, still largely controlled by its founding family.

Simultaneously, ABC-TV announced its new offering would include *Those Amazing Animals*, “astonishing happenings” in the animal kingdom, with Burgess Meredith, Priscilla Presley and Jim Stafford as hosts; *Too Close for Comfort*, with Ted Knight playing the overly protective father of two girls; *Bosom Buddies*, about two advertising men who disguise themselves as women to find a place to live in an all-female residence hotel; *But I'm a Big Girl Now*, about a meddling father

(Danny Thomas) and his divorced daughter (Diana Canova); *Breaking Away*, a comedy drama based on the Oscar-nominated movie of that name with Shaun Cassidy, Barbara Barrie and Vincent Gardenia in the lead roles, and *It's a Living*, about the lives of five cocktail waitresses.

The following week NBC-TV announced five new shows for the fall—all hour-long. They were *Hill Street Blues*, a mixture of drama and comedy at a police station in an urban slum; *Flamingo Road*, a soap opera about people with “the lustiest secrets to hide”; *Harper Valley PTA*, based on a movie that was based on a song, with Barbara Eden as the widowed mother battling hypocrisy and double standards in a small town; *Speak Up America*, a forum for the “mad-as-hell” generation to speak its mind, and *Thursday Games*, a “celebration of the common man's participation in sports.”

The fall season got off to a late and staggered start, however, after the Screen Actors Guild and the American Federation of Television and Radio Artists struck July 22. The main obstacle to new contracts was disagreement about the scale of residuals to be paid for use of performances in the newer technologies such as

pay TV, videodisks and cassettes. Tentative agreement with the program production companies was reached Sept. 25, and ratified by the unions in late October.

CBS-TV survived best in the new season. By Christmas time, it had an average prime-time rating of 18.6; NBC-TV had an 18.2, and ABC-TV 18.0.

NBC and its parent RCA provided the big head-rolling news in mid-1980. First was the quick deposition of RCA President Maurice R. Valente. Less than six months in office, the one-time ITT executive resigned in face of the RCA board's verdict that he had not performed up to expectations. Valente's post of president and chief operating officer was eliminated and its functions assumed by an office headed by RCA Chairman and Chief Executive Officer Edgar H. Griffiths and including five other RCA executives.

Those June shockwaves had just begun to abate when Rockefeller Center experienced another major ouster: NBC President Fred Silverman in July fired NBC Chairman Jane Pfeiffer in a public display of corporate infighting. Pfeiffer, who played an integral role in getting Silverman to leave ABC for NBC, said the NBC president sought her removal to preserve his own job and quoted him as saying, “he would probably follow me out the door in six months.” In the end, they settled their differences and Pfeiffer resigned, taking with her Silverman's profession of good wishes.

Before the settlement, the public bloodletting was so garish that it raised questions about the job security of not only Silverman but also of Chairman Griffiths of the parent RCA Corp.

On a more harmonious note, CBS announced in February that Walter Cronkite would step down as anchorman and managing editor of *CBS Evening News*, the dominant early-evening news show among the TV networks. CBS News correspondent Dan Rather was named as his successor in early 1981, when Cronkite would undertake other special assignments with CBS News including the hosting of a new *Universe* series.

The choice of Rather over CBS correspondent Roger Mudd for *CBS Evening News* was prologue to the latter's departure for NBC. NBC announced acquisition of the newsman in June, but since Mudd was under contract to CBS until the end of the year, it meant he was destined to have less exposure during the national conventions and campaign.

Closed captioning for the benefit of the hearing-impaired was started on ABC-TV and NBC-TV on March 16. Public Broadcasting Service, which already was offering some closed-captioned broadcasts, simultaneously planned to expand the service to seven regular series. By year-end, the National Captioning Institute was captioning an average of five hours of ABC and NBC television per week (in prime time) and more than 10 hours of PBS. It also was captioning two-and-one-half hours per week of syndicated programming



Final formula for the distribution of \$14.6 million paid in royalties in 1978 by cable companies was issued in September 1980 by the Copyright Royalty Tribunal. Under the formula, U.S. and Canadian broadcasters were to receive 3.25% of the pie; program syndicators 75%; sports claimants 12%; Public Broadcasting Service, 5.25%, and music performing rights societies, 4.5%. Distribution was ordered held up until appeals were resolved. Members of the CRT (seated l-r): Mary Lou Burg, then chairman, worked in both radio and TV, including terms as general manager and sales manager of WYLO(AM) Jackson, Wis., before serving as vice chairman and deputy chairman of the Democratic National Committee in 1970-77; Clarence James, an attorney, was director of law/deputy mayor of Cleveland, 1968-71, special counsel to the Ohio attorney general, 1972-77, and on the staff of the Carter presidential campaign in 1976; (standing l-r): Thomas Brennan, first chairman of the tribunal, was chief counsel of the Senate Subcommittee on Patents, Trademarks and Copyrights, which was responsible for the present copyright law; Frances Garcia, chairman of the tribunal's budget committee, was audit and office manager of Austin office of Arthur Andersen & Co., an international accounting firm and Douglas Coulter, a freelance writer who worked in both the Carter and McGovern presidential campaigns. Tribunal members ordinarily serve seven-year terms, although Garcia and James were serving five-year terms. All five commissioners rotate the chairmanship every year, receiving pay comparable to a GS-18 civil-servant rating, then in excess of \$50,000.

Broadcasting, Aug. 4



and the commercials of 25 major advertisers.

CBS, which had declined to join in the three-network captioning project, announced in November that it would begin close-captioning of CBS programs over its KNXT(TV) Los Angeles as part of CBS's test of the French Antiope teletext system. [Teletext, it was explained, is a means of broadcasting textual information in a repeating series of "pages." The information is digitized and transmitted during the vertical blanking interval of a television signal and does not affect normal television programming. A decoder attached to or built into the television set receives and demodulates the information, transforms it into alphanumeric or graphics and displays it on the television screen.]

Earlier in 1980, CBS had broken ranks with the Electronics Industries Association subcommittee that was attempting to work out industrywide teletext standards. CBS in August petitioned the FCC to institute a rulemaking to establish standards. The petition also contained CBS's recommendation for standards, based on the French Antiope system and CBS's own teletext standards. Most comments filed at the FCC in response to the CBS petition supported the idea of a teletext proceeding, but there was sentiment that any immediate action would be premature.

The CBS Los Angeles teletext test also included noncommercial KCET(TV) Los Angeles.

The antitrust battle that the Justice Department touched off in 1972 with ABC, CBS and NBC came to an end in 1980. The government had sought to curb the networks' power in dealing with program suppliers. NBC made an out-of-court settlement with Justice in 1976 (approved in 1977) and CBS followed suit in May 1980. ABC came to terms in August. As in the other consent decrees, it imposed a number of restrictions on program ownership that would be effective for all the networks when the agreement with ABC is approved by the judge.

The world of cable and subsequently the Justice Department was shaken with the April 24 announcement of Premiere, a joint venture of Getty Oil Co. and four major Hollywood motion picture companies. Premiere was to compete with Home Box Office, Showtime, The Movie Channel and other established services for pay-cable dollars.

The major studios with Getty in the satellite venture were Columbia Pictures Industries, MCA, Paramount Pictures Corp. and 20th Century-Fox Film Corp. Under terms of the agreement, motion pictures of those four companies were not to be exhibited on any other satellite pay network programming service during a nine-month period following their availability to Premiere.

To the relief of those who saw restraint of trade in the proposed operation, the Justice Department in August filed an antitrust suit against Premiere and sought an injunction to block its start-up.



On June 1, Samuel D. Ewing (r), director of the Federal Home Loan Bank Board's Federal Savings and Loan Corp., took over as president and chief executive officer of the National Association of Broadcasters' Minority Fund. The fund was formed to aid the entry of minorities into broadcasting. Above, Federated Media's John Dille Jr., chairman of the fund's board of directors, congratulates Ewing on his appointment.

*Broadcasting, May 12*

Nevertheless, Premiere went ahead with its plans for a Jan. 2, 1981, start that was not to be. On Dec. 31, Judge Gerard Goettel granted the Justice Department's request for an injunction to bar the launch of the new pay-TV network. By that time roughly \$15 million had been invested in the venture.

In his ruling, Goettel brushed aside the defendant's contention that a preliminary injunction would end their efforts to get into the pay-TV market and said: "Their claim that they cannot enter the market at any later time seems to ignore the tremendous potential for growth in the pay television industry."

Turning to "the public's interest in the enforcement of antitrust laws and in the preservation of competition," Goettel said Premiere has "a high potential for the ultimate raising of prices. The defendants have embarked on this venture largely out of dissatisfaction with the revenues they

have been obtaining from the network program services for their films."

"Those higher prices will be passed on to the consumers," Goettel concluded. "Much of this harm, including the irreparable alteration of the marketplace, will likely occur long before the trial on the merits could be completed."

Premiere's chairman, Burt Harris, and its president, Chris Dittrock, indicated they would appeal the ruling. But the die had been cast, and Premiere was never to be.

Good news for all in cable came July 24 when the FCC repealed its rules on syndicated exclusivity and distant signal importation—the last regulations that the cable industry regarded as restrictive. It meant removal of the protection formerly afforded local TV stations against duplication of the syndicated programming to which local broadcasters held exhibition rights. It also removed all limits on the number of broadcast signals a cable system could carry. Malrite Broadcasting, backed by a large contingent of broadcasters, went to the U.S. Court of Appeals in New York to block the FCC action. The NAB filed a petition to intervene and asked the FCC for a stay order. The commission denied the latter request, but the appeals court did grant a stay pending its decision in appeal. The case was unresolved at yearend.

The proposed \$480-million merger of Cox Broadcasting Co. into General Electric fell apart in the spring of 1980. In April, Cox notified the FCC, whose approval had been sought for transfer of various broadcast properties involved, that it wanted out. Cox felt that the value of its properties—particularly its cable holdings—had increased to such an extent that the price on which the original contract was based was too low. GE's offer to increase the price by what some sources said was \$130 million was also rejected by Cox as inadequate.

But the superlatives for the shelved GE-Cox deal were brought out again in October when it was announced that Westinghouse Electric Corp. would buy Teleprompter Corp. for \$646 million. Not only was Teleprompter generally considered the largest cable system owner with a subscriber total in the neighborhood of 1.25 million, but in its joint ven-



CBS Inc. got a new president June 2, following the May 8 resignation of John Backe, who was being reassessed and who failed in his demand for a vote of confidence. He was succeeded by Thomas Hunt Wyman (l), vice chairman of the Pillsbury Co. Wyman is shown with CBS Chairman William Paley.

*Broadcasting, May 26*





The new Cable News Network provided some solace and a vehicle of expression for John Anderson, the independent candidate who was not invited to participate in the Oct. 28 Carter-Reagan debate CNN inserted remarks by Anderson into a delayed tape of the debate, making Anderson a participant in the proceedings, at least for CNN viewers.

*Broadcasting, Dec. 1*

ture with Viacom it held 50% of the pay programming firm, Showtime, and owned the production company, Filmmation, and the recorded music supplier, Muzak, Westinghouse Electric, through its Westinghouse Broadcasting, held seven AM, four FM and six TV stations, owned by Group W Productions, and had interests in a number of cable TV systems.

The usual debate over "Great Debates" came in the wake of the summer national political conventions. This time the main controversy was over whether independent John Anderson should be a participant with Democrat Jimmy Carter and Republican Ronald Reagan. The Democrats opposed Anderson's inclusion. "We obviously think our best interests are served by a one-on-one meeting," said Robert Strauss, Carter's campaign manager. The Reagan forces insisted on the independent's participation as a matter of "fairness." The initial result was that Carter boycotted a first debate, in Baltimore on Sept. 21, that featured Reagan and Anderson. NBC-TV and CBS-TV carried the event live, but ABC-TV stayed with its regular Sunday night programming. Accord-

ing to ABC researchers, the Reagan-Anderson debate attracted 50 to 55 million viewers, as compared with the 90-plus million that watched the first debate between Carter and Gerald Ford in 1976.

The question of Anderson's participation stymied subsequent debate plans. But the League of Women Voters salvaged a single debate, on Oct. 28 in Cleveland, to which Anderson was not invited.

Some 120 million Americans tuned to that confrontation, carried by all the networks. Most of the polls after the debate indicated that Reagan had fared better than Carter.

The nation's voters were much more decisive on Nov. 4 when Reagan scored his sweeping victory at the polls. And the major networks, which had spent two years and \$20 million in preparation for election night, found its main event was in doubt for no more than an hour or two.

NBC News projected Reagan as a winner at 8:15 p.m., NYT, and drew flak from its rivals. ABC News projected the Reagan victory at 9:52 p.m., NYT, moments after President Carter conceded his defeat (ABC later blamed its delay at least par-

tially on a computer breakdown). CBS News officially called it at 10:42 p.m., NYT, almost 40 minutes after Carter conceded.

Both CBS and ABC were critical of NBC's early call, not only of Reagan's national victory but of the outcome of the presidential race in many states. NBC, they contended, relied essentially on the results of its exit polls, without waiting for enough actual returns. CBS claimed that in 19 states, NBC projected victory within two minutes after the polls had closed.

NBC itself said it was the first to project Reagan victories in 30 states. These included Connecticut at 8 p.m., when the polls closed; Ohio at 7:31, a minute after the polls closed, and Florida at 7:02, when by some accounts some polls were still open.

An NBC spokesman also said NBC made no projections for any state until at least some of the state's polls had closed—and he charged that ABC, too, despite its claim to the contrary, had also made some projections in states where voting was still in progress.

But NBC officials contended they did not rely on exit polls alone in making their calls, but took voting returns in key precincts into account as well. The trend toward Reagan was "unmistakable," an NBC spokesman said. "We felt it was news, and we don't withhold news."

The 1980 elections brought defeat for Representative Van Deerlin, ending his mission, since 1976, to overhaul the Communications Act. His first rewrite attempt in mid-1978 contained conflicts and anomalies that Van Deerlin tried to resolve in his second rewrite attempt in 1979.

But by the beginning of 1980 it had been reduced to amendments to the common carrier provisions of the Communications Act and stalled in committee.

What momentum there was in 1980 for restructuring the Communications Act was generated on the Senate side. In June, Senator Ernest Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, introduced a bill that followed six months of meetings by Democrats and Republicans. Co-sponsors of the legislation were Senators Howard Cannon (D-Nev.), Bob Packwood (R-Ore.) and Harrison Schmitt (R-N.M.). It focused extensively on common carrier matters, but contained some broadcast and cable provisions. Absent was a spectrum fee, though the bill would instruct the FCC to study the idea of license fees and report back to Congress.

The bill envisioned FCC authority to regulate the retransmission of distant signals for cable when a broadcaster could demonstrate the need for restrictions to protect the public interest. This would put the burden of proof on the broadcaster.

The bill also would extend the license terms of radio and television stations from three to five years, and would authorize the FCC to use a random selection system, such as a lottery, to decide among



Prime-time newscasts for independent TV stations became a reality June 9 when 27 members of the new Independent Network News began airing a half-hour that originated Monday through Friday from WPIX(TV) New York. With it, local anchors (above, l-r) Pat Harper, Steve Bosh and Bill Jergenson went national. John Corporan, WPIX vice president and INN executive producer, said most of the independents were offering the new broadcast at 10 p.m. NYT.

*Broadcasting, Dec. 1*

qualified competing applicants for broadcast licenses. It would bar the FCC from decisions involving radio program formats and do away with ascertainment policies requiring procedural formalities. Other provisions of the bill were intended to foster deregulation and amend Section 315 of the Communications Act to exempt presidential and vice presidential debates from the equal-time rule if the debates were not arranged by a broadcaster.

In cable, the FCC would be empowered to limit multiple system ownerships and crossownerships with other media; AT&T would be prohibited from providing cable service, except perhaps in sparsely populated areas, and co-located telephone company crossownership with cable would be prohibited except where it could be demonstrated that additional media diversity would occur. There were lesser provisions that defined the role of government and state in supervising cable.

The Senate bill stalled in committee. One controversial point was whether legislation affecting telephone-cable crossownership could be addressed before the Justice Department's suit against AT&T was resolved.

After years of bickering, Congress clipped the wings of the Federal Trade Commission by approving authorizing legislation for the FTC which subjected FTC rules to a two-house congressional veto and limited the agency's public participation funding. The FTC's children's television advertising inquiry was allowed to proceed, but with certain specifications: The complete text of any proposed new

rule would have to be published in advance and the inquiry would have to be based on deceptive and false advertising, rather than on unfair advertising as in the past.

The FTC directed its staff to make recommendations of possible courses of action, including a text of a proposed rule, by Feb. 15, 1980.

Behind all this FTC action was the on-again, off-again status in the children's advertising inquiry of the agency's chairman, Michael Pertschuk. In November 1978, Pertschuk had been disqualified from participation in such a rulemaking by U.S. District Judge Gerhard Gesell. That decision stemmed from a suit brought by a group of advertisers who claimed that Pertschuk, in a speech to an Action for Children's Television conference, showed he had prejudged the issue and could not be impartial. Gesell agreed and ordered Pertschuk to remove himself from the inquiry.

However, a little more than a year later, the U.S. Court of Appeals overturned that disqualification. The majority held that simply because Pertschuk had explored certain issues, he was not bound to them forever. Several days later, in January 1980, Pertschuk voluntarily withdrew from the proceedings. He said he was concerned that his prior statements on the issue would give opponents of the proceeding "a diversionary issue" and that controversy over his participation would inhibit the progress of the inquiry. Wary that Pertschuk might change his mind, advertiser groups in April asked the Supreme

Court to review the appellate reversal. In June, the Supreme Court let the Pertschuk decision stand.

In December, Comsat's Satellite Television Corp. unveiled plans for the largest single venture in the history of TV. It asked the FCC to approve a plan for a direct broadcast satellite system that would cost nearly \$700 million to start up and see through its first year of operation. The DBS service would be operational by 1985 or 1986. It would offer three channels of pay television to subscribers equipped with small, low-cost earth stations for a fee of about \$25 a month. Service would be phased in with the first stage to include just one operational satellite serving the Eastern time zone. When fully operational, the system would comprise four satellites, serving all of the country.

The FCC already had begun taking a broad look at DBS in two separate dockets. In October, it accepted comments from industry on an inquiry aimed at formulating the U.S. position for the 1983 Regional Administrative Radio Conference which will focus on DBS. Among those comments was a proposal by CBS that DBS be used as a catalyst for the development of high-resolution television. The FCC also in the fall initiated an inquiry into formulating domestic regulatory policy on DBS.

Among other significant developments in 1980:

■ In April, the FCC attempted to hasten the emergence of AM stereo by tentatively adopting a Magnavox system. But by August, the commission concluded



Veterans day came early in 1980, during the April reunion of the Broadcast Pioneers at the NAB convention in Las Vegas. Past presidents were among those with the incumbent during a breakfast. Seated (l-r): Sol Taishoff, BROADCASTING; incumbent Jerry Lee, WDVR(FM) Philadelphia; Roy Danish, Television Information Office; Ward Quaall, consultant and formerly WGN Continental; Leonard Patricelli, WTIC(AM) Hartford, Conn.; Gordon Gray, consultant and formerly WKTU(TV) Utica, N.Y.; Carl Haverlin,

retired president, Broadcast Music Inc. Standing; Charles Tower, Corinthian Broadcasting; Norman E. (Pete) Cash, Television Bureau of Advertising; Joseph E. Baudino, retired Washington vice president, Westinghouse Broadcasting; Bert Parks, entertainer and recipient of Pioneers award for 48 years of "distinguished service to broadcasting"; Don Mercer, NBC, and Carl Lee, Fetzer Stations.

*Broadcasting, April 21*



a final decision could be shot down on appeal on the basis of the existing record. Accordingly, it issued a notice of further rulemaking to strengthen the record. At that time, the Motorola system appeared to have gained the most favor. Other systems were being proposed by Belar, Harris and Kahn. Deadline on the notice was Jan. 9, 1981, with Harris at yearend seeking a further extension.

■ Cable News Network was born June 1 in Atlanta, initially providing 24-hour news service to subscribers of 172 cable systems. CNN was founded by Ted Turner, the flamboyant Atlanta broadcaster and entrepreneur, with Reese Schonfield as CNN president.

■ In June, the Cabletelevision Advertising Bureau was formed under the aegis of the Cable Television Administration and Marketing Society. Lucille Larkin, CTAM executive director, at the time said that more than half of the \$250,000 needed for the start-up of the bureau had already been pledged.

■ In July, Capital Cities Communications took a big plunge into cable with an agreement in principle to buy RKO

General's Cablecom-General for \$139 million. In the acquisition, Capcities, a group broadcaster and publisher, acquired 43 cable systems in a dozen states and a chain of about 100 motion-picture theaters.

In dollar volume, 1980 was to be the second largest year of station sales in broadcasting history. A BROADCASTING analysis found that the value of station trading came to \$876 million, exceeded only by the 1979 total of \$1.1 billion. The \$82-million package sale of five TV outlets by Newhouse Broadcasting Co. to the Times Mirror Corp. was the largest transfer in 1980. The average price of a TV station in that year was \$15,261,428, more than double the 1979 average of \$6,757,042. For radio stations, the average was \$801,023 in 1980, an increase of 30.3% over the 1979 average of \$614,646.

Going into 1981, BROADCASTING reviewed the progress of television, radio, cable and the newer technologies and editorialized: "We find it difficult to contain our enthusiasm . . . All our instincts tell us that from under all the controversies still ahead on the media horizon—the

tugs of war about copyright payments and direct broadcast satellites and low-power TV and expansion of the radio spectrum—will emerge proof to demonstrate, in the hindsight of five or 10 years down the road, that the past was but prologue."

## Stay Tuned

1. Name the three members of the FCC who left?
2. Name the Reagan appointees to the FCC?
3. What VHF commanded a record sales price in July?
4. What happened to the FCC's stance on 9 khz?
5. How was the top echelon at NBC reorganized?

The answers next week  
in "1981."

# For the Record

As compiled by BROADCASTING Sept. 14 through Sept. 18 and based on filings, authorizations and other FCC actions.

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

## New Stations

### AM applications

■ Childersburg, Ala.—Coosa Valley Broadcasting Service Inc. seeks 1140 khz, 500 w-D. Address: Highway 280 and Highway 231, Childersburg 35044. Estimated construction costs: \$63,500; first-year operating cost: \$40,000; first-year revenue: \$45,000. Format: CW 40%. Principals: John H. Haynes, Paul D. Wesson and William B. Campbell (one-third each). Haynes owns Childersburg motor hotel. Wesson is pharmacist. Campbell is automotive technician. They have no other broadcast interests. Filed Sept. 10.

■ Austin, Tex.—Alpha Radio Inc. seeks 760 khz, 5 kw-D, 1 w-N. Address: 10202 West Washington Boule-

vard, Culver City, Calif. 90230. Estimated construction costs: \$261,000; first-year operating cost: \$62,000; first-year revenue: \$400,000. Format: Contemporary. Principals: Loletha E. Falana, Mark Moreno (26% each), Irwin A. Molasky, Mervyn L. Adelson (24% each). Falana is Las Vegas producer. Moreno is Las Vegas attorney. Molasky is Las Vegas-based developer. Adelson is chairman of Culver City-based film and television production company. They also are applicants for new AM's at Wichita, Kan., Madison, Wis. and San Jose, Calif.

■ Brownsville, Tex.—Inter-America Communications of Brownsville Inc. seeks 840 khz, 2.5 kw-U. Address: 844 Central Blvd., No. 1000, Brownsville 78520. Estimated construction costs: \$259,000; first-quarter operating cost: \$67,000; first-quarter revenue: \$23,000. Principals: Group of 12 stockholders at 8.3% each. They are Brownsville-area professionals and none have other broadcast interests. Joseph A. Zavaletta is president. Filed Sept. 4.

■ Chilton, Wis.—Maszka Broadcast Enterprises seeks 1530 khz, 250 w-D. Address: 475 North Wall Street, Denmark, Wis. 54208. Estimated construction costs: \$22,400; first-quarter operating cost: \$27,000. Principal: Steven G. Maszka (100%), who is operator with WLRE(TV) Green Bay, Wis., and has no other broadcast interests. Filed Sept. 10.

### FM applications

■ West Memphis, Ark.—Class A Broadcasting Co. seeks 107.1 mhz, 1.9 kw, HAAT: 371 ft. Address: P.O. Box 31235, Jackson, Miss. 39206. Estimated construction costs: \$12,850; first-quarter operating cost: \$17,300; first-year revenue: \$175,000. Format: Black. Principals: Carl Haynes (75%) and brother Robert Haynes Jr. (25%). Carl Haynes is station manager at WJMI(AM) Jackson, Miss., and applicant for new FM's at Neederland, Tex., and Le Claire, Iowa. Robert Haynes is mail handler with Postal Service in Denver, Colo. Filed Sept. 4.

■ Osceola, Iowa—J.B. Broadcast Inc. seeks 107.1 mhz, 3 kw, HAAT: 300 ft. Address: Rural Route No. 1,

Box 22, New Virginia, Iowa 50210. Estimated construction costs: \$167,800; first-year operating cost: \$48,000; revenue: \$210,000. Principal: M.W. Beaman (100%), former director of Iowa Department of Public Safety, has no other broadcast interests. Filed Sept. 8.

■ Wichita, Kan.—WDOD of Chattanooga Inc. seeks 105.3 mhz, 100 kw, HAAT: 695.7 ft. Address: Baylor School Road, Chattanooga 37405. Principal: Cy N. Bahakel (100%), who is Charlotte, N.C.-based group owner of 6 AM's, 4 FM's, and 6 TV's. Filed Sept. 4.

■ \* Angola, La.—Angola Educational Foundation Inc. seeks 91.7 mhz, 10 w, HAAT: 100 ft. Address: Louisiana State Penitentiary c/o Warden Blackburn, Angola 70712. Format: Educational. Principal: Applicant is nonstock, nonprofit corporation. James L. Stovall is executive director. Filed Sept. 14.

■ Bath, N.Y.—Mark S. Manafos seeks 103.1 mhz, 3 kw, HAAT: 300 ft. Address: 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction costs: \$85,500; first-quarter operating cost: \$19,000; first-year revenue: \$30,000. Format: Contemporary. Principal: Applicant is Knoxville, Tenn., consultant and also applicant for new FM's at Elkins, W. Va. (BROADCASTING, June 15), and Grifton, N.C. (see below) and Hilton Head, S.C. (see below). Filed Sept. 3.

■ Grifton, N.C.—Mark S. Manafos seeks 99.3 mhz, 3 kw, HAAT: 266 ft. Address: 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction costs: \$78,500; first-quarter operating cost: \$30,000; first-quarter revenue: \$30,000. Format: Contemporary. Principal: Mark S. Manafos (100%) who is applicant for new FM d/b/a Elkins Broadcasting Co. for Elkins, W. Va. (BROADCASTING, June 15), and applicant for new FM's at Bath, N.Y. (see above) and Hilton Head, S.C. (see below). Filed Sept. 3.

■ \* Eufaula, Okla.—Oklahoma Educational Television Authority seeks 89.9 mhz, 100 kw, HAAT: 1185 ft. Address: 7403 North Kelley Ave., P.O. Box 14190 Oklahoma City. Estimated construction costs: \$120,000; first-year operating cost: \$228,000. Principal: Applicant is licensee of four TV's. Robert L. Allen is executive director. Filed Sept. 15.

■ The Dalles, Ore.—Larson-Wynn Inc. seeks 97.7 mhz, 3 kw, HAAT -650 ft. Address: KODL Building, Scenic Drive, The Dalles 97058. Estimated construction costs: \$13,500; first-year operating cost: \$2,500; first-year revenue: \$75,000. Principals: Elwyn T. Wynn (90%) and Rodger L. Nichols (10%) who also own KODL(AM) The Dalles. Filed Sept. 14.

■ Hilton Head, S.C.—Mark Anthony Broadcasting seeks 105.5 mhz, 3 kw, HAAT: 273 ft. Address: 531 Gay Street, Knoxville, Tenn. 37902. Estimated construction costs: \$85,500; first-quarter operating cost: \$19,000; first-year revenue: \$30,000. Format: Contemporary. Principals: Mark S. Manafa and James A. Thomas (50% each). Manafa is applicant for new FM's at Elkins, W. Va. (BROADCASTING, June 15); Grifton, N.C. (see above); and Bath, N.Y. (see above) Thomas is Knoxville, Tenn., consultant and has no other broadcast interests. Filed Sept. 3.

■ Killeen, Tex.—Millard V. Oakley seeks 105.5 mhz, 3 kw, HAAT: 279 ft. Address: P.O. Box 520, Livingston, Tenn. 38570. Estimated construction costs: \$73,100; first-quarter operating cost: \$40,000; first-year revenue: \$60,000. Format: Contemporary/CW. Principal: Applicant is principal in four AM's, two FM's and cable system serving Crossville, Tenn., and has filed 16 low power TV applications for 13 states plus District of Columbia. Also, Oakley owns 50% of applicant for new AM at Lebanon, Tenn. Filed Sept. 8.

■ Pearsall, Tex.—Pearsall Broadcasters Inc. seeks 95.3 mhz, 3 kw, HAAT: 235 ft. Address: P.O. Box K, Oil Field Road, Pearsall, Tex. 78061. Estimated construction costs: \$30,000; first-quarter operating cost: \$7,000; first-year revenue: \$10,000. Principals: Walter H. Herbert Jr. (70%), Jesus R. Sifuentes and wife, Elizabeth M. (15% each). They own KVWG(AM) Pearsall. Also, Herbert owns KBEN(AM) Carrizo Springs, Tex. Filed Sept. 11.

■ Westover, W. Va.—Falkenstine Broadcasting Inc. seeks 100.9 mhz, 3 kw, HAAT: 265 ft. Address: 539 Louise Ave., Morgantown, W. Va. 20505. Estimated construction costs: \$14,500; first-quarter operating cost: \$48,200; first year revenue: \$217,000. Principals: Craig L. Falkenstine (60%), mother Clarice K. (20%), Guy H. Stewart and wife, Patricia A. (10% each). Craig Falkenstine is Clarksburg, W. Va., social service director. Mother is retired. Guy Stewart is dean of West Virginia University School of Journalism, wife is real estate broker. They have no other broadcast interests. Filed Sept. 11.

■ Casper, Wyo.—Edward M. Johnson seeks 106.9 mhz, 100 kw, HAAT: 183 ft. Address: 531 Gay Street, Knoxville, Tenn. 38902. Estimated construction costs: \$50,600; first-year operating cost: \$50,000; first-year revenue: \$70,000. Format: Contemporary. Principal: Applicant is Knoxville-based consulting engineer and applicant for new TV's at Maryville, Tenn., and Nederland, Tex. (BROADCASTING, Sept. 21). Filed Sept. 3.

#### TV applications

■ Huntsville, Ala.—C. Michael Norton seeks ch. 54; ERP: 186 kw vis., 18.6 kw aur., HAAT: 217 ft.; ant. height above ground: 290 ft. Address: 1027 Boxwood Drive, Franklin, Tenn. 37064. Estimated construction cost: \$188,500; first-quarter operating cost: \$51,000; first-year revenue: \$125,000. Consulting engineer: Edward M. Johnson & Associates. Principal: Applicant is Nashville, Tenn., attorney and owns approximately 6% of WWVQ(AM)-WPFM(FM) Panama City, Fla. Filed Sept. 8.

■ \* Cotati, Calif.—Black Television Workshop seeks ch. 22; ERP: 2790 kw vis., 34.5 kw aur., HAAT: 2019 ft.; ant. height above ground: 212 ft. Address: 390 Hayes Street, San Francisco 94102. Estimated construction cost: \$2,031,000; first-year operating cost: \$1,400,000. Legal counsel: B.T. Wade, Washington. Consulting engineer: Robert Purcell, Washington. Principal: Applicant is noncommercial corporation with five directors: Louis Corrin, Dianne Millner, Gary Cordell, Rosa Ware and Vermuta Morris. Millner, Cordell and Ware are principals in applications for translator and/or low power facilities in California, Washington and Arizona. Filed Sept. 3.

■ Sikeston, Mo.—O.L. Turner seeks ch. 45; ERP: 380 kw vis., 38 kw aur., HAAT: 303 ft.; ant. height above ground: 295.5 ft. Address: Radio Station WEBQ, Route 45 South, Harrisburg, Ill. 62946. Estimated construction cost: \$600,000; first-year operating cost: \$75,000. Legal counsel: John L. Tierney, Washington. Consulting engineer: Raymond E. Rohrer, Silver Spring, Md. Principal: Applicant is president and 70% owner of WEBQ-AM-FM Harrisburg, Ill. Filed Sept. 8.

■ Bozeman, Mont.—Bee Broadcasting Inc. seeks ch. 7; ERP: 180 kw vis., 18 kw aur., HAAT: 809 ft.; ant.

height above ground: 496 ft. Address: P.O. Box 1400, Whitefish, Mont. 59937. Estimated construction cost: \$1,204,500; first-quarter operating cost: \$100,000; first-year revenue: \$500,000. Legal counsel: Tepper, Edmundson & Stoer, Washington. Consulting engineer: Hatfield & Dawson, Washington. Principal: Benny Bee (100%), who owns KJJR(AM) Whitefish, Mont. Filed Sept. 8.

■ Bozeman, Mont.—Tri-Broadcasting Inc. seeks ch. 7; ERP: 185.271 kw vis., 37 kw aur., HAAT: 892 ft.; ant. height above ground: 378 ft. Address: 216 North Main Street, Plentywood, Mont. 59254. Estimated construction cost: \$983,000; first-quarter operating cost: \$72,500; first-year revenue: \$650,000. Legal counsel: Daly, Joyce & Borsari, Washington. Consulting engineer: Ralph J. Bitzer. Principals: J.B. Chandler (80%), son, J.B. Chandler Jr. and Bill E. Stallard (10% each). Elder Chandler is beer distributor. Younger Chandler is Plentywood, Mont., dentist. Stallard is manager and 6% owner of KATQ-AM-FM Plentywood, Mont. Filed Sept. 4.

■ Lexington, N.C.—Hubbard Broadcasting Inc. seeks ch. 20; ERP: 5000 kw vis., 500 kw aur., HAAT: 1872 ft.; ant. height above ground: 1945 ft. Address: 3415 University Avenue, St. Paul, Minn. 55114. Estimated construction cost: \$6,400,000; first-quarter operating cost: \$233,700; first-year revenue: \$1,000,000. Legal counsel: Fletcher, Heald & Hildreth, Washington. Consulting engineer: Lohnes & Culver, Washington. Principals: Applicant is St. Paul, Minn.-based group owner of two AM's, two FM's and two TV's principally owned by Stanley E. Hubbard. Filed Sept. 3.

#### AM action

■ Derry, N.H.—Spacetown Communications Corp. granted 1320 khz, 500 w-D. Address: RFD Box 115-A Hudson, N.H. 03041. Estimated construction costs \$165,800; first-quarter operating cost: \$31,700; revenue: \$100,000. Format: Easy listening. Principals: Albert P. Gureckis (32.61%), and brothers Adam C., and Peter V. (10.87% each), Bertrand E. Peabody, Margaret M. DiMarzio, Frances S. Mannarini, and Joseph V. Stanick (10.87% each) and one other (2.17%). Albert Gureckis owns Nashua, N.H. apartment building. Adam Gureckis is employee at Nashua paper converting company. Peabody is 51% owner Derry funeral home. DiMarzio is Derry real estate agent. Mannarini is Derry legal secretary. Stanick is Derry attorney. Peter Gureckis is Potomac, Md. radio consultant. Action Aug. 31.

#### FM actions

■ Sheridan, Ark.—Cliff A. Packer granted 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(AM) Sheridan. Action Sept. 2.

■ \* Northampton, Mass.—Trustees of Smith College granted 91.9 mhz, 100 w, HAAT: 114 ft. Address: College Hall, Smith College, Northampton 01063. Estimated construction costs: \$10,000; first-year operating cost: \$3,500. Format: Educational. Principal: noncommercial corporation. Jill K. Conway is president. It has no other broadcast interests. Action Aug. 3.

■ Iron Mountain, Mich.—Iron Mountain-Kingsford Broadcasting granted 93.1 mhz, 100 kw, HAAT: 635 ft. Address: 105 E. Kent St., Iron Mountain 49801. Estimated construction cost: \$115,300; first-quarter operating cost: \$50,000. Format: MOR. Principal: Charles Henry and James Klugness (40% each) and William C. Johnson (20%). Henry and Klugness are Iron Mountain business partners. Johnson is vice president of WMIQ(AM) Iron Mountain which is owned by applicant. Action Aug. 5.

■ St. James, Minn.—Watowan County Broadcasters Co. granted 104.9 mhz, 3 kw, HAAT: 279 ft. Address: 1012 Marie Court, North Mankato, Minn. Estimated construction costs: \$93,200; first-quarter operating cost: \$9,500; first-quarter revenue: \$60,000. Format: Modern country/MOR. Principals: Richard T. Rogers (55%) and wife, Lorraine T. (20%) and Bruce A. Braun (25%). Richard Rogers is sales associate with Calhoun Realty, Mankato, Minn. Braun is announcer/farm director of KRBI(AM) St. Peter, Minn. They have no other broadcast interests. Action Sept. 2.

■ Elko, Nev.—Elko Broadcasting Co. granted 93.5 mhz, 3.5 kw, HAAT: 317 ft. Address: 1800 Idaho St. Elko 89801. Estimated construction cost: \$35,000; first quarter operating cost: \$7,800; revenue: \$18,000. Format: Contemporary. Principal: D. Ray Gardner, who owns KELK(AM) Elko and sold KWNA(AM) Winnemucca, Nev. (see page 62).

#### TV actions

■ Greensboro, N.C.—Consolidated Broadcasting Corp. granted ch. 61; ERP: 6.62 kw vis., 1.32 kw aur., HAAT: 559 ft.; ant. height above ground: 759 ft. Address: 200 Northwood Building, Greensboro 27401. Estimated construction cost: \$275,000; first-quarter operating cost: \$26,000. Legal counsel: Gary S. Smithwick. Consulting engineer: Serge Bergen. Principals: Johnston Properties Inc. (85%), Harrell Powell Jr. and Gary S. Smithwick (7.5% each). Johnston Properties Inc. is closely held group of 12 stockholders principally owned by W. Eugene Johnston III. Johnston is U.S. Congressman. Powell is president and 34% owner of WSMX(AM) Winston-Salem, N.C. Smithwick is Winston-Salem attorney. Action July 28.

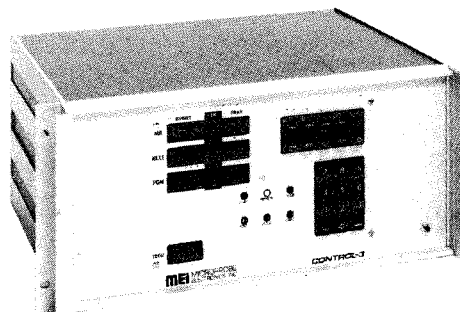
■ Pembina, N.D.—Satellite Television Service Inc. granted ch. 12; ERP 316 kw vis., 31.6 kw aur., HAAT: 825 ft.; ant. height above ground: 857 ft. Address: 4001 13th Ave., South Fargo, N.D. 58103. Estimated construction cost: \$565,000. First-year operating cost: \$602,000; revenue: \$600,000. Legal counsel: Wilkinson, Cragan & Barker, Wash., D.C. Consulting engineer: Lloyd Erickson. Principals: John Boler (80%); J.L. Wood and Robert Alphonso (10% each) Boler is Fargo realtor and first low power TV grantee (BROADCASTING, Mar. 18). Alphonso is Grand Forks, N.D. attorney and Wood is U.S. Customs broker based in Pembina. They have no other broadcast interests. Action July 30.

## Ownership Changes

#### Applications

■ KOLI(AM) Coalinga, Calif. (khz, 500 w-D)—Seeks assignment of license from Coalinga Radio Inc. to Coalinga Broadcasting Inc. for \$100,000. Seller: Robert T. McVay (100%) who has no other broadcast interests. Buyer: William L. Zawila (65%) and five

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others. Zawila is Garden Grove, Calif., attorney. None have other broadcast interests. Filed Sept. 8.

■ **WPUL(AM)** Bartow, Fla. (1130 khz, 1 kw-D)—Seeks assignment of license from David R. Hill, receiver to John Locke for \$310,000. Seller: closely held group of more than 25 stockholders principally owned by Randolph and Robert Marsh, brothers, who last year sold WKKX(AM) Deland, Fla., for \$285,000 (BROADCASTING, Oct. 5, 1980). Buyer is general manager of KUDOFM Las Vegas and 25% owner of KVOV(AM) Henderson, Nev., latter which has been sold subject to FCC approval (BROADCASTING, Aug. 10). Filed Sept. 4.

■ **KOOO(AM)-KESY(FM)** Omaha, Neb. (AM: 1420 khz, 1 kw-D; FM: 104.5 mhz, 31 kw, ant. 285 ft.)—Seeks transfer of control of Centennial Communications Inc. from Bruce C. Mayer (100% before; none after) to Marshall R. Hambric and others (none before; 100% after). Consideration: \$150,000. Principals: Seller owns 50% of stock in transferor. Other principals are Marshall R. Hambric (40%) and George M. Vovelei (10%). Buyer is owned by Hambric (22.5%), Vovelei (6.8%) and 37 others. None have other broadcast interests. Filed Sept. 14.

■ **WJL(AM)** Niagara Falls, N.Y. (1440 khz, 1 kw-D)—Seeks transfer of control of Niagara Frontier Broadcasting Corp. from Norma C. Talbot, executrix (100% before; none after) to Norma C. Talbot (none before; 100% after). Consideration: settlement. Principals: Assignor as executrix for estate of Thomas W. Talbot which holds 71.98% of stock. Assignor seeks to transfer control into own name. Remaining 28.2% will continue to be owned by John K. Price. Filed Sept. 3.

■ **WJNC(AM)-WRCM(FM)** Jacksonville, N.C. (AM: 1240 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw, ant. 270 ft.)—Seeks assignment of license from Beasley Broadcast Group at Jacksonville Inc. to Winfas Inc. for \$1,150,000. Seller: George S. Beasley (100%), who owns WKBX(AM)-WSGF(FM) Savannah, Ga.; WMO(AM) Reidsville, N.C.; 96.02% of WDMT(FM) Cleveland, Ohio; 95% of WFMC(AM) Goldsboro, N.C.; 95% of WVHI(FM) Evansville, Ind.; 90% of WOKN(FM) Goldsboro, N.C.; 85% of WGAC(AM) August, Ga.; 67.5% of WMOO(AM)-WBXL(FM) Mobile, Ala., and 60% of WFAI(AM) Fayetteville, N.C. Buyer: W. S. Foster Jr. (41.4%), Larry W. Nichols (31.1%), Robert P. Ashley (10.3%), Roger R. Ingram and Andrew T. Walker (8.6% each). Foster is Burlington, N.C., textile manufacturer. Nichols is High Point, N.C., automobile dealer. Ashley is Burlington insurance executive. Ingram is general manager of WGLD(AM)-WIKX(FM) High Point. Walker is program director at WPTF(AM) Raleigh, N.C. They have no other broadcast interests. Filed Sept. 14.

■ **WLAB(AM)** St. Pauls, N.C. (1060 khz, 250 w-D)—Seeks assignment of license from St. Pauls Broadcasting Inc. to United States Broadcasting Corp. for \$150,000. Seller: Richard D. Books (100%) who has no other broadcast interests. Buyer: Joseph J. Snyder, Phoebe Walker and Rose Boritzer (one-third each). Snyder is Lexington, Mass., sales engineer. Walker is Manhasset, N.Y., real estate broker. Boritzer is director of Bronx, N.Y. nursing home. They have no other broadcast interests. Filed Sept. 9.

■ **WKFI-AM-FM** Wilmington, Ohio (AM: 1090 khz, 1 kw-D; FM: 102.3 mhz, 3 kw, ant. 300ft.)—Seeks assignment of license from Clinton County Radio Inc. to Mid-Florida Television Corp. for \$500,000 plus \$250,000 for covenant not to compete. Seller: William W. Jefferay (50.85%) and Richard H. Jones (49.15%). Jefferay owns 79.12% of WCBT(AM) Roanoke Rapids, N.C. Buyer: Joseph L. Brechner, president (51.63%), Harris H. Thomson (14.33%), Brechner's wife, Marion B. (11.95%) and ten others. Brechners are Orlando, Fla., real estate investors. Thomson owns 79% of KEZY(AM)-KEZR(FM) Anaheim, Calif. Mid-Florida Television Corp. also owns 28.3% of WFTV(TV) Orlando, Fla. Filed Sept. 14.

■ **WTND(AM)** Orangeburg, S.C. (920 khz, 1 kw-D)—Seeks assignment of license from WTND Inc. to First Orangeburg Investment Corp. for \$180,000. Seller: Estate of J. I. Sims who has no other broadcast interests. Buyer: Michael H. Johnson and R. Lamier Jones (50% each). They own Columbia, S.C., advertising agency and have no other broadcast interests. Filed Sept. 11.

■ **KNOW(AM)** Austin and KCSW(FM) San Marcos, Texas (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 103.7 mhz, 100 kw, ant. 580 ft.)—Seeks assignment of license from Pioneer Broadcasting Co. to KNOW Radio Inc. for \$3,000,000 (BROADCASTING, Aug. 31). Seller is principally owned by Wendell Mayes Jr.,

who owns 77.5% of KCRS(AM)-WWMJ(FM) Midland, 86% of KVIC(AM)-KCWM(FM) Victoria and 32.5% of KSNY-AM-FM Snyder, all Texas. Buyer is Dallas-based group of two AM's and two FM's principally owned by R. Steven Hicks and Thomas O. Hicks, brothers. They also bought, subject to FCC approval, KMMM(FM) Muskogee, Okla., for \$1,225,000 (BROADCASTING, Aug. 31). Filed Sept. 9.

■ **WRNL(AM)-WRXL(FM)** Richmond, Va. (AM: 910 khz, 5 kw-U; FM: 102.1 mhz, 140 kw, ant. 320 ft.)—Seeks assignment of license from Rust Communications Group Inc. to Capitol Broadcasting Co. of Virginia Inc. for \$4,000,000. Seller: Leesburg, Va.-based group of six AM's and six FM's owned by William F. Rust, president, and family. Buyer: subsidiary of Capitol Broadcasting Co., closely held Raleigh, N.C.-based group of two AM's and three FM's and one TV principally owned by A.J. Fletcher family. Filed Sept. 11.

■ **WYPR(AM)** Danville, Va. (970 khz, 1 kw-D)—Seeks assignment of license from WYPR Radio Inc. to Dan River Broadcasting Inc. for \$275,000 (BROADCASTING, Aug. 17). Seller is principally owned by Harry L. Reiner, who is also principal in WLBE(AM) Leesburg, Fla., and 10% owner of WYAM(AM) Bessemer, Ala. Buyer: Ronald H. Livengood, Michael H. and Don O. McDougald, brothers (one-third each). Livengood owns 40% of WKEA(AM) Scottsboro, Ala., and bought, subject to FCC approval, 40% of WENA(FM) Scottsboro (BROADCASTING, Aug. 10). Michael McDougald owns WRGA(AM)-WQTV(FM) Rome, Ga. Don McDougald has also bought, subject to FCC approval, one-third of WXLX(AM) Milledgeville, Ga. (BROADCASTING, Aug. 3). Filed Sept. 9.

■ **WEER-AM-FM** Warrenton, Va. (AM: 1250 khz, 1 kw-D; FM: 107.7 mhz, 3.8 kw, ant. 800 ft.)—Seeks assignment of license from Elektra Broadcasting Corp. of Virginia to Northern Virginia Broadcasting for \$400,000 (BROADCASTING, Sept. 14). Seller is owned by George Gillespie and Daniel J. Kirby who have no other broadcast interests. Buyer is owned by Robert L. Purcell and Bruce Houston. Purcell is Washington-based consulting engineer. Houston is Falls Church, Va., media broker. Purcell owns 50% of WBZY(AM) Newcastle, Pa., and bought, subject to FCC approval, WDMV(AM) Pocomoke City, Md. (BROADCASTING, July 20). Filed Sept. 9.

#### Actions

■ **KFAR(AM)** Fairbanks, Alaska (660 khz, 10 kw)—Granted assignment of license from Midnight Sun Broadcasters to Borealis Broadcasting for \$675,000. Seller is licensee of KINY-AM-TV Juneau and KTKN(AM) Ketchikan, both Alaska. Alvin O. Bramstedt is president. FCC granted approval for it to sell KENI-TV Anchorage-KFAR-TV Fairbanks for \$4.6 million (BROADCASTING, March 30) and KENI(AM) Anchorage for \$712,000 (BROADCASTING, July 13). Buyer: Louis F. Delong, Edward Meredes and Bill Walley (one-third each). Delong is investor and Meredes is attorney, both Fairbanks. Walley is general manager of KFAR-AM-TV Fairbanks. They have no other broadcast interests. Action Sept. 8.

■ **WUST(AM)** Washington, D.C. (1120 khz, 1 kw-D)—Sold by Gulf United Corp. to District Group Communications Inc. for \$1.5 million. Seller is publicly traded, Dallas-based insurance conglomerate. It has also sold WJIT(AM)-WKTU(FM) New York and WYSP(FM) Philadelphia (see below). Buyer is owned by James McQueen, executive with Department of Transportation in Washington. He has no other broadcast interests. Action Sept. 15.

■ **KWNA(AM)** Winnemucca, Nev. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from D. Ray Gardner to Sheen Broadcasting Co. for \$200,000. Seller: D. Ray Gardner (100%), who also owns KELK(AM) Elko, Nev., and has been granted CP for new FM at Elko (see page 61). Buyer: Torrey L. Sheen (president) and wife, Joyce, and Torrey's parents, Byrul L. and Gertrude I. Sheen (25% each). Torrey Sheen and Joyce Sheen have been station manager and traffic manager, respectively, of KWNA. No other broadcast interests. Action Sept. 2.

■ **WJIT(AM)-WKTU(FM)** New York and WYSP(FM) Philadelphia (WJIT: 1480 khz, 5 kw-U; WKTU: 92.3 mhz, 4 kw (H), 3.8 kw (V), ant. 1,220 ft.; WYSP: 94.1 mhz, 16 kw, ant. 900 ft.)—Sold by Gulf United Corp. to Infinity Broadcasting Corp. for \$32 million. Sale is spin-off from Gulf United-San Juan Racing (SJR) merger. Seller is publicly traded, Dallas-based insurance conglomerate. It owns WVOJ(AM)

Jacksonville and WTSP-TV Largo, both Florida; WNDE(AM)-WFBQ(FM) Indianapolis; WKAP(AM) Allentown, Pa.; WNNR(AM) Beckley, W. Va.; WGHP-TV High Point, N.C., and KTXQ(FM) Fort Worth. SJR stations that will be retained by Gulf are: WKLS-AM-FM Atlanta; WQAL(FM) Cleveland; KRLY(FM) Houston, and WJMD(FM) Bethesda, Md. Remaining SJR property, WUST(AM) Washington, has been sold to separate buyer (see above). Alan Henry is president of Gulf broadcast division. Buyer is owned by Richard Ullman (30%), Gerald Carrus and Michael Weiner (23.3% each) and others. They own WBCN(FM) Boston; WIVY-FM Jacksonville, Fla., and KOME(FM) San Jose, Calif. Action Sept. 15.

■ **WQIQ(AM)** Chester, Pa. (1590 khz, 1 kw-U)—Granted assignment of license from Upland Broadcasting Corp. to Robe Communications Inc. for \$300,000. Seller: John H. Haggard Sr., who has no other broadcast interests. Buyer: Robert M. Altman (51%) and wife, Beverly R. (49%). Robert Altman is general manager of WNAR(AM) Norristown, Pa., and has no other broadcast interests. Action Sept. 2.

■ **WPKZ(AM)** Pickens, S.C. (1540 khz, 10 kw-D)—Granted assignment of license from Mark Media Inc. to WPKZ Inc. for \$300,000. Seller J. Ardell Sink (70.77%) and wife, Remelle K. Sink (29.23%), who also own WKYK(AM) Burnsville, N.C. Buyer: Glenn Turner (100%), accountant for Chicago commercial printer, who has no other broadcast interests. Action Sept. 3.

■ **WJZA(AM)** Harriman, Tenn. (1600 khz, 5 kw-D)—Granted transfer of control of Folkways Broadcasting Inc. from C. Phillip Beal (100% before, none after) to Donald H. and Margaret V. Beck (none before; 100% after). Consideration: \$295,000. Principals: C. Phillip Beal (100%), who owns 60% of WRGS(AM) Rogersville, Tenn. Buyers are husband and wife; Donald is sales engineer and Margaret is retail manager, both for Nashville business, and have no other broadcast interests. Action Sept. 2.

■ **KCLW(AM)** Hamilton, Tex. (900 khz, 250 w-D)—Granted assignment of license from McClarin Broadcasting Co. to Hamilton Broadcasting Inc. for \$225,000. Seller: George McClarin (100%), who has no other broadcast interests. Buyer: Robert D. Hanna (100%), Dallas-based media broker who owns 49% of KELS(FM) Ardmore, Okla.; 33.33% of KROX(AM) Crookstown, Minn.; 13.9% of KERV(AM)-KPFM(AM) Kerrville, Tex.; and 29% of applicant for new FM at Crookstown. Action Sept. 3.

## Facilities Changes

### AM application

■ **WMSO(AM)** Collierville, Tenn.—Seeks CP to change frequency to 640 khz; change hours of operation to U by adding 1 kw-N, DA-N; increase D power to 1 kw. Ann. Sept. 17.

### FM applications

■ **WMLS-FM** Sylacauga, Ala.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 2.7 kw (H&V); increase HAAT to 314 ft. (H&V) and change TPO. Ann. Sept. 18.

■ **KFMM(FM)** Thatcher, Ariz.—Seeks modification of CP (BPH-790328AB) to relocate SL & RC; decrease HAAT to 2279.2 ft. (H&V). Request waiver of section 73.1125 of rules. Ann. Sept. 15.

■ **WXXQ(FM)** Freeport, Ill.—Seeks CP to change type ant. (H&V); decrease ERP to 5.67 kw (H&V) and change TPO. Ann. Sept. 15.

■ **KKAT(FM)** Lyons, Kan.—Seeks CP to increase HAAT to 267 ft. (H). Ann. Sept. 15.

■ **KOEZ(FM)** Newton, Kan.—Seeks CP to make changes in ant. sys.; change TL; change type trans.; change type ant.; (H&V); increase HAAT to 638 ft. (H&V) and change TPO. Ann. Sept. 15.

■ **WRBJ-FM** St. Johns, Mich.—Seeks CP to change TL; increase HAAT to 300 ft. (H&V). Ann. Sept. 15.

■ **WPAT-FM** Patterson, N.J.—Seeks modification of CP (BPH-10.802 as mod.) to change type trans.; change type ant.; increase ERP to 5.37 kw (H&V); increase HAAT to 1418 ft. (H&V) and change TPO. Ann. Sept. 15.

■ **\*WBFO(FM)** Buffalo, N.Y.—Seeks CP to change TL; decrease ERP to 20 kw; increase HAAT to 253 ft. Ann. Sept. 15.

- WPDH-FM Poughkeepsie, N.Y.—Seeks CP to make changes in ant. sys.; change TL; change type ant.; decrease ERP to 3 kw (H&V); increase HAAT to 1540 ft. (H&V) and change TPO. Ann. Sept. 15.
- WBAZ(FM) Southold, N.Y.—Seeks modification of CP (BPH-10,070, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant. (H&V); increase ERP to 2.06 kw (H&V); increase HAAT to 362 ft. (H&V) and change TPO. Ann. Sept. 15.
- WAEL-FM Maricao, PR.—Seeks CP to decrease ERP to 9.9 kw (H&V) and increase HAAT to 2011 ft. (H&V). Ann. Sept. 15.
- KSXT(FM) Walla Walla, Wash.—Seeks CP to make changes in ant. sys.; change TL; change SL and RC; change type trans.; change type ant. increase ERP to 100 kw (H&V); increase HAAT to 1360 ft. (H&V) and change TPO. Ann. Sept. 15.
- \*WBCR-FM Beloit, Wis.—Seeks CP to change frequency to 90.3 mhz; change ERP to 100 w (H&V); change HAAT to 44.5 ft. (H&V); change type trans. and make changes in ant. sys. Ann. Sept. 17.

## FM actions

- KSHA(FM) Redding, Calif.—Granted modification of CP (BPH-10275) to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease HAAT to 1555 ft. (H&V) and change TPO. Action July 10.
- \*WECS(FM) Willimantic, Conn.—Granted modification of CP (BPED-781030AK) to change TL; decrease ERP to 42.6 w (H&V); increase HAAT to 380 ft. (H&V) and make changes in ant. sys. Action Sept. 1.
- WLS-FM Chicago—Granted modification of CP (BPH-800107AM) to increase ERP for main and aux. to 9 kw (H&V) and change TPO. Granted Aug. 31.
- \*WHSN(FM) Bangor, Me.—Granted CP to increase ERP to 124.68 w; HAAT to 68.6 ft. Action Sept. 3.
- KRES(FM) Moberly, Mo.—Granted CP to change TL; increase HAAT to 1024.5 ft. (H&V); change transmitter and make changes in ant. sys. Granted Sept. 3.
- KAAK(FM) Great Falls, Mont.—Granted CP to change SL/RC; increase ERP to 100 kw (H&V); decrease HAAT to 488 ft. (H&V); change type transmitter and make changes in ant. sys. Action Sept. 3.
- \*WBGO(FM) Newark, N.J.—Granted CP to make changes in ant. sys.; change TL; change type trans.; change type ant. (H&V); decrease ERP to 4.5 kw (H&V); increase HAAT to 434.1 ft. and change TPO. Action Sept. 2.
- WXNC(FM) Henderson, N.C.—Granted CP to change TL; increase ERP to 50 kw (H&V) HAAT to 564 ft. (H&V) and make changes in ant. sys. Action Sept. 1.
- \*WSIF(FM) Wilkesboro, N.C.—Granted CP to change frequency to 94.7 mhz; increase ERP to 14.7 w; HAAT to 2000 ft. Action Sept. 2.
- \*WDPS(FM) Dayton, Ohio—Granted CP to change frequency to 89.3 mhz; increase ERP to 200 w; HAAT to 198 ft.; change TL; change TPO 150 w and make changes in ant. sys. Action Sept. 2.

## In Contest

### FCC decisions

- ALJ Walter C. Miller granted application of Spacetown Communications Corp. for new AM to operate on 1320 khz at Derry, N.H. In previous ruling, Judge Miller dismissed competing application of Tully-Warwick Corp. after applicants reached settlement agreement. Spacetown's application was not granted at that time, however, because it had not proven it was financially able to operate proposed station. In summary decision Judge Miller noted Spacetown has since secured bank loan which will enable it to meet its initial operating costs and outstanding financial obligations, therefore allowing its application to be granted. Action Aug. 21.
- FCC upheld staff decision denying in part Freedom of Information Act request by Central Florida Enterprises Inc., to inspect records in Cowles Broadcast-

ing Inc. comparative renewal case. Central had requested numerous documents and videotapes of two closed FCC meetings at which the Cowles case was discussed. In June, FCC renewed Cowles' WESH-TV Daytona Beach, Fla., and denied Central's competing application for new station. FCC's Office of Opinions and Review released only four of items it identified as being within scope of Central's request. It said rest were exempted from disclosure by deliberative process privilege of FOIA. Index of items withheld was attached to ruling. Central appealed that ruling, contending Office of Opinions and Review has improperly applied governing law in determining items to be exempt from disclosure and that index of withheld items was inadequate. FCC concluded that staff's index may have been inadequate and consequently revised it. It also determined that limited number of documents did contain non-exempt segregable factual material and therefore is releasing those portions of documents. Action Sept. 2.

- FCC denied petition by National Public Radio for reconsideration of FCC's decision eliminating Jan. 1, 1980 deadline established for Class D. noncommercial FM's to file applications for power increases. To promote more efficient use of reserved portion of FM band by reducing preclusive effect of lower power Class D FM's, the FCC on June 7, 1978, adopted procedures by which Class D stations could either remain at lower power and move to nonreserved portion in commercial bank or increase power to at least 100 w (Class A status). To facilitate efficient processing, FCC set January 1, 1980, as the cut-off date for such applications. In denying reconsideration, FCC noted that deadline was set as administrative tool and was eliminated when no longer appropriate or necessary. As matter of fairness to these licensees, most of which are educational institutions with long-range funding plans, FCC said it was wise public policy to eliminate deadline and added that NPR's claim of detrimental effect on any party lacked both legal and substantive basis. Action Sept. 9.

- ALJ Frederic J. Coufal declined to revoke license of Blue Ribbon Broadcasting Inc., for WBLU(AM) (now WUEZ) Salem, Va. He also found that Blue Ribbon was not liable for fine. In June 1977, FCC directed Blue Ribbon to show cause why its license for WBLU should not be revoked. Issues specified included determination of (a) whether Blue Ribbon exercised control over station before it became licensee; (b) whether WBLU license was transferred or assigned prior to FCC approval; (c) whether Blue Ribbon violated FCC rules as alleged in official violation notice dated July 13, 1976 and whether Blue Ribbon exercised degree of responsibility required of FCC licensee; and (d) whether Blue Ribbon was qualified to remain licensee of WBLU. Designation order included notice of apparent liability. Judge Coufal stated that while conduct specified in issues in case did occur, it did not mean that Blue Ribbon is not qualified to remain licensee. He noted that information includes, with respect to each issue, mitigating matters. This material is persuasive, he said. With respect to FCC's directive that imposition of forfeiture be considered if revocation is unwarranted, Judge Coufal noted that all of rule violations occurred on or before FCC inspection took place on June 29, 1976, and bill of particulars was served on July 8, 1977. Because of lapse of one year's time from violations until issuance of that bill, no forfeiture may be issued. Ann. Sept. 15.

## Allocations

### Petitions

- Camden, Ala.—In response to petition by Harry A. Taylor: proposed assigning 102.3 mhz to Camden as its first FM; comments due Nov. 16, reply comments, Dec. 8 (BC Doc. 81-631). Action Sept. 3.
- Downs, Kan.—In response to petition by Ernest McRae and Jerry T. Venable: proposed assigning 94.1 mhz to Downs as its first FM; comments due Nov. 16, reply comments Dec. 8 (BC Doc. 81-629). Action Sept. 3.
- Augusta and Gardiner, both Maine—In response to petition by Sterling Broadcasting Corp.: proposed substituting 92.3 mhz for 92.1 mhz at Augusta and reassigning 104.3 mhz from Augusta to Gardiner; comments due Nov. 16, reply comments Dec. 8 (BC Doc. 81-627). Action Sept. 3.
- Mountain View, Mo.—In response to petition by R.C. Trieman: proposed assigning 96.7 mhz to Mountain View as its first FM; comments due Nov. 16, reply

comments Dec. 8 (BC Doc. 81-628). Action Sept. 3.

- Billings, Mont.—In response to petition by Northern Sun Corp.: proposed assigning 103.7 mhz to Billings as its fifth commercial FM; comments due Nov. 16, reply comments Dec. 8 (BC Doc. 81-630). Action Sept. 3.

### Assignments

- Anchorage and Eagle River, both Arkansas—Assigned 107.5 mhz to Anchorage as its eighth FM; effective Nov. 16 (BC Doc. 81-250). Action Sept. 3.
- Ogallala, Neb.—Substituted 106.5 mhz for 105.1 mhz at Ogallala and modified license of station KMCX(FM) to specify operation on ch. 106.5 mhz instead of 105.1 mhz in order to correct earlier assignment by FCC which inadvertently resulted in short-spacing between 105.1 mhz and 105.3 mhz at McCook, Neb.; (BC Doc. 80-429). Action Sept. 4.
- Hertford, N.C.—Reconsidered assignment of 104.9 mhz to Hertford, adding further site restrictions, effective Nov. 16. (BC Doc. 80-246). Action Sept. 3.
- West Tulsa, Sand Springs, and Pawhuska, all Oklahoma—Assigned 102.3 mhz to Sand Springs and substituted 104.9 mhz for 102.3 mhz at Pawhuska, Okla.; effective Nov. 16 (BC Doc. 80-329). Action Sept. 3.

## Cable

- FCC reported following cable service registrations:
  - Television Access Inc. for Bexar, Tex. (TX0784) new signal.
  - New England Cablevision Inc. for New England, N.D. (ND0091) new signal.
  - Midwest Corp. d/b/a Bettervision Systems for Wylieville, Smithfield, Jacksonburg and Hastings, all West Virginia (WV0688, 689, 690) new signal.
  - Midwest Corp. d/b/a Point View Cable TV for Gallia, Ohio (OH0899) new signal.
  - Individeo Inc. for Shonto, Ariz. (AZ0120) new signal.
  - Relate Inc. d/b/a New Coney-Splendor Cable TV for Woodbranch, Roman Forest, Patton, Splendor and Montgomery, all Texas (TX0792, 793, 794, 795, 796) new signal.
  - Essex Nineteen Eighty-Two Operating for Central Lake, Wexford, Manton, all Michigan (MI0512, 513, 514) new signal.
  - American Cablevision Corp. for Sealy and Hampstead, both Texas (TX0790, 791) new signal.
  - Nor-Com Video Inc. for Almono, Coloma, Hancock, Lohrville, Neshboro, Plainfield, Redgranite, Westfield, and Wild Rose, all Texas (WI0267, WI0269, 272, 273, 275, 277, 278, 282, 283) new signal.
  - Warner Amex Cable Communications Inc. for Silver Lake, Ohio (OH0898) new signal.
  - Wometco Cable TV for Fulton County Inc. for Hapeville, Ga. (GA0356) new signal.
  - Muskegon Cable TV Co. for Dalton, Mich. (MI0511) new signal.
  - Times Morro Cable Television of Haverhill Inc. for Georgetown, Mass. (MA0133).
  - Nor-Com Video Inc. for Colby, Dorchester, Edgar, Loyal, Pittsville, Spencer, Stratford, Unity, and Adams, all Wisconsin (WI0268, 270, 271, 274, 276, 279, 280, 281, 266) new signal.
  - West Allis Cablevision for West Allis, Wis. (WI0275) new signal.
  - Muskegon Cable TV for Fremont, Mich. (MI0510) new signal.
  - Alpine Cablevision Inc. for Linville Ridge, N.C. (NC0264) new signal.
  - Lakeway Cablevision Inc. for Lake Brownwood, Tex. (TX0800) new signal.
  - Teleprompter Corp. for Tuxedo Park and Hillburn, both New York (NY0939, 938) new signal.
  - Parsen Electric Co. for Orleans, Okoboji, Arnolds Park and West Okoboji, all Iowa (IA0163, 164, 165, 166) new signal.
  - Southern Communications & Service Inc. for Tyn-dall AFB, Fla. (FL0531) new signal.
  - Seneb Cable Services Inc. for Wilber, Neb. (NE0099) new signal.



- Community Cable Service Inc. for Fall, Ohio (OH0900) new signal.
- Warner Amex Cable Communications Inc. for Poquoson, Va. (VA0269) new signal.
- Total TV Inc. d/b/a Total TV of Burlington for Burlington and Manitowoc, both Wisconsin (WI0285, 286) new signal.
- Batterview Cablevision of Oregon Inc. for Canyonville, Ore. (OR0254) new signal.
- First Rural Cable TV for Blue Mound, Ill. (IL0481) new signal.
- Vista Cable Inc. for Reynolds, Ind. (IN0258) new signal.
- Garden State Cable Television Corp. for Newfield, N.J. (NJ0475) new signal.
- Teleprompter Corp. for Lyon, Nev. (NV0051) new signal.
- Metrovision of Wisconsin Inc. for Lannon, Wis. (WI0284) new signal.
- UA-Columbia Cablevision of Massachusetts Inc. for North Attleboro, Mass. (MA0135) new signal.
- Fort Bend Cable Television Inc. for Richmond, Tex. (TX0797) new signal.
- Fort Bend Cable Television Inc. for Fort Bend, Tex. (TX0798) new signal.
- United Cable Television for Tye, Tex. (TX0799) new signal.
- David Traiser d/b/a Sawyer CATV for New England, N.D. (ND0093) new signal.

## Earth Stations

### Applications

- Waynoka Community TV for Waynoka, Okla. (5m; Anixter-Mark; E3600).
- United Cable Television Corp. for Morrison, Colo. (9m; Harris; E3601).
- Mid-Continent Telecasting Inc. for Pittsburg, Pa. (7m; S-A; E3602).
- T and W Cable Co. for DeBary, Fla. (7m; Microdyne; E3604).
- Teleprompter Corp. for Clarksburg, W. Va. (4.5m; Andrews; E3605), Ballwin, Mo. (4.5m; Andrews; E3607), Hamilton, N.Y. (4.5m; Andrews; E3608), Bridgeton, Mo. (4.5m; Andrews; E3609), Port Allen, La. (4.5m; Andrews; E3609), Riviera Beach, Fla. (6.1m; Harris; E3611) and Jupiter, Fla. (6m; Harris; E3612).
- American Satellite Co. for Colorado Springs (10m; S-A; E3615), Tulsa, Okla. (10m; Andrews; E3616), San Diego, Calif. (5m; S-A; E3617).
- Century Carolina Corp. for Dillon, S.C. (5m; S-A; E3618).
- Hi-Net Communications Inc. for Gulf Shores and Birmingham, both Alabama (4.6m; S-A; E3619, E3620).
- Cylix Communications Network Inc. for Denver

- (4.6m; S-A; E3621), Philadelphia (E3622).
- Albany, N.Y. (E3623), Orlando, Fla. (E3624) and Hartford, Conn. (E3625).
- American Satellite Co. for Oak Ridge, Tenn. (5m; S-A; E3627).
- Nor-Com Video Inc. for Wautoma, Wis. (5m; S-A; E3627).
- T.A.T. for Flora, Miss. (5m; S-A; E2628).
- Magic Window Cable Television Inc. for Harrah, Okla. (5m; S-A; E3629).
- Lester Sumrall Evangelistic Association Inc. for South Bend, Ore. (5m; Weather scan; E3630).
- Lesea Broadcasting Corp. for Noblesville, Ind. (5m; Weather scan; E3631).
- The Western Co. for Rogue River, Ore. (5m; AFC; KY40).

### Grants

- Satellite Business Systems for Wichita, Kan. (E2745).
- Glenville Cablesystems Corp. for Glenville, N.Y. (E3169).
- Continental Cablevision of Oakland County Inc. for Madison Heights, Mich. (E3188).
- Equatorial Communication Services for Sunnyvale, Calif. (E3240).
- Lexington Cable Co. for Lexington, Va. (E3292).
- Booth American Co. d/b/a Peninsula Cablevision for Madeira Beach, Fla. (E3405).
- Eureka Financial for San Carlos, Calif. (E3495).
- Hi-Net Communications Inc. for Elizabeth City and Goldsboro, both North Carolina (E3497, E3498) and Harrisonburg, Va. (E3500).
- Community Television of Utah Inc. for West Valley City, Utah (E3501).
- Community Tele-Communications Inc. for Thermopolis, Wyo. (E3502).
- La Junta Associates for La Junta, Colo. (KG99).
- Nor Cal Cablevision Inc. for Oronville, Calif. (KJ65).
- Canton Cablevision Inc. for Canton, Miss. (WF59).
- Applegate Cable for Applegate, Ore. (E3392).
- Casey Cablevision Co. for Casey, Ill. (E3393).
- Tenneco Oil Co. for Eugene Island area, West Cameron area, East Cameron area, Ship Shoal area, South Marsh Island, Vermilion area, all Gulf of Mexico (E3394, 95, 96, 97, 98, 99, 400, 401).
- Cable Systems Inc. for Las Animas, Colo. (E3402).
- American Totalisator Co. Inc. for New Haven, Conn. (E3406).
- Cable Systems Inc. for Holcomb, Kan. (E3407).
- Hurst Cable Communications Corp. for Hurst, Tex. (E3412).
- Austin & Associates Inc. for Midlothian, Tex. (E3413).
- Family Television Corp. for Durham, N.C. (E3415).
- Armstrong Communications Inc. for Oxford, Pa. (E3416).

- Multimedia Cablevision of Oak Forest Inc. for Oak Forest, Ill. (E3417).
- Morengo Communications Inc. for Marengo, Ill. (E3420).
- Western Illinois Cablevision for Farmington, Ill. (E3420).
- Eastern Iowa Cablevision for Manchester, Iowa (E3421), Anamosa, Iowa (E3422).
- Hi-Net Communications Inc. for Athens, Tex. (E3423), Plymouth, Minn. (E3424) and New Britain, Conn. (E3425).
- George Mason University for Fairfax, Va. (E3431).
- American Satellite Co. for Garland, Tex. (E3432).
- Tele-Media Co. of Lake County for Chardon township, Ohio (E3436).

## Other

- Granted to limited extent request by Association of Maximum Service Telecasters Inc. and extended through Oct. 13 and Nov. 1 time for filing comments and reply comments, respectively, in matter of inquiry into future role of TV translators and low-power TV broadcasting in National Telecommunications System (BC Doc. 78-253). Action Sept. 4.
- First of series of open en banc FCC meetings to be held under recently reinstated FCC policy has been changed to Oct. 14, beginning at 9 a.m. and continuing until 12 noon, in room 856, 1919 M St., N.W., Washington.
- Licensees of commercial TV's with license expiration dates on June 1 and thereafter during calendar year 1982, which are randomly selected to file renewal audit form (FCC Form 303-C), will use following dates in answering Question Nos. 4, 8, 11 and 12 of Section III, Form 303-C. Sunday, Aug. 9, 1981; Monday, April 6, 1981; Tuesday, June 30, 1981; Wednesday, Jan. 28, 1981; Thursday, Sept. 10, 1981; Friday, Feb. 20, 1981; Saturday, May 16, 1981.

## Call Letters

### Applications

Call	Sought by
	<b>New FM's</b>
KKON-FM	Kona Coast Broadcasting Co., Kealahou, Hawaii
WENU	Premier Broadcasting Corp., Hudson Falls, N.Y.
	<b>New TV</b>
KGPC	Great Plains Country Television Broadcasting Corp., Lawton, Okla.
	<b>Existing AM's</b>
WSWI	WIKY Evansville, Ind.
WCSY	WJOR South Haven, Mich.
KFAV	KOOO Omaha, Neb.
	<b>Existing AM</b>
KAJA	WOAI-FM San Antonio, Tex.
	<b>Existing TV</b>
KTXH	KEON Houston

### Grants

Call	Assigned to
	<b>New AM</b>
KBMV	Jack G. Hunt, Birch Tree, Mo.
	<b>New FM's</b>
KEME	Prime Time of Alaska Inc., Fairbanks, Alaska
WIAK	Broadcast Management of Albany Ltd., Clifton Park, N.Y.
	<b>New TV</b>
WFBT-TV	Channel 29 Television Inc., Minneapolis
	<b>Existing AM</b>
KNSI	KCLD St. Cloud, Minn.
	<b>Existing FM's</b>
WZVN	WLCL-FM Lowell, Ind.
KCLD	KCLD-FM St. Cloud, Minn.
WKMZ	WESM Martinsburg, W. Va.
	<b>Existing TV</b>
WNYT	WAST Albany, N.Y.

## Summary of Broadcasting

### FCC tabulations as of Aug. 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,617	3	0	4,620	130	4,750
Commercial FM	3,328	2	0	3,330	185	3,515
Educational FM	1,110	0	0	1,110	65	1,175
Total Radio	9,055	5	0	9,060	380	9,440
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	108	6	113
UHF	156	2	4	162	17	179
Total TV	1,024	4	7	1,036	141	1,176
FM Translators	401	0	0	401	210	611
TV Translators						
UHF	2,655	0	0	2,655	182	2,837
VHF	1,470	0	0	1,470	428	1,898

\*Special temporary authorization

\*\*Includes off-air licenses

# Classified Advertising

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

## RADIO

### HELP WANTED MANAGEMENT

**Station Manager**—Strong sales background. Class A FM in rural Michigan. Salary, volume bonus, and profit participation. Box J-31.

**Group of Gospel stations** in Montana has need of experienced professionals at all levels. Positions are stable with a first rate company. Salaries consistent with abilities. Send complete resume references, and current earnings to Bruce Erickson, The Enterprise Network, 100 North 24th Street West, Billings, MT. 59102. Inquiries held in strictest confidence. Equal Opportunity Employer.

**California P-2/Chr.** on-air PD. needed now. Strong leader, promo wiz and detailed research & music systems understanding. Background, philosophies, etc. to Mark Driscoll, Group PD: PO. Box 220, Arroyo Grande, CA 93420.

**Sales Manager.** Outstanding opportunity, Southeast Historic AM Country. Will be consultant trained. Box K-15.

**Sales Manager,** who is top producer of agency business and can motivate large sales staff. Salary plus override. This is a tremendous opportunity for dynamic individual that wants a great future with group. Send resume and salary requirements to: Box K-24. E.O.E.

**Florida AM** contemporary. Growth market needs "take charge" sales manager. Good salary & benefits; great potential for heavyweight producer. Box K-25 EOE.

**Sales oriented manager** for station near Twin Cities. Outstanding income opportunity. Must have sales/leadership ability. Reply Box K-30. EOE.

**Station Manager.** Public radio serving northern New Mexico; university licensee; NPR member. Requires aggressive leadership ability with desire to build a community/service-oriented, university-based facility with tie to academic program. B.A. in broadcasting or related field; 5 yrs broadcast station exp. with 2 yrs. in a supervisory role. Salary: \$16,016 to \$20,020 annually. Send resume and materials to: University of New Mexico, Personnel Dept., 1717 Roma N.E., Albuquerque, NM 87131. Mention this ad on your application and make reference to requisition No. 616-A.

**Beautiful Central** Oregon contemporary Christian radio—KSBC-FM 92—looking for qualified sales manager. Call Jack Rainey 6 pm-8 pm evenings 503 389-5482.

**Experienced Manager** wanted for new FM station in small West Texas town. Could lead to General Manager AM/FM. Send resume to PO. Box 12469, Dallas, Texas, 75225.

### HELP WANTED SALES

**Billing 10K?** On your way to 20K and management? You've got the desire we need — We've got the opportunity you need. Southeast. Sell me by mail. E.O.E. Box I-17.

**This is your opportunity** to succeed in sales in Northeastern Pennsylvania. Retirement of our leading sales representative will allow a bright, experienced, professional sales representative to move up to our station. Tell us why you're right for our growing chain. Attractive compensation and benefit package. M/F EOE. Box J-10.

**Salesman With Track** record desiring relocation non-metropolitan Southern California. As little as 9,000 billing could earn more than \$25,000 annually. Must be competitor. Box J-57.

**Salesperson needed** for WAYS-AM in Charlotte, N.C. Must have radio sales experience, be aggressive and self-motivated. Salary and commission. Send resume to Dale Anthony, WAYS, 400 Radio Road, Charlotte, N.C. 28216. EOE.

**Sunny Florida** station seeks hardworking, experienced salesperson. Rapidly-growing station, only one in Florida's second fastest growing county. WWJB, Box 1507, Brooksville, FL 33512 EOE-M/F.

**Immediate Opening!** Central Nebraska farm station seeking aggressive salesperson with 2-3 years broadcast sales experience. Strong track record a must! Background in announcing and continuity very desirable. Excellent benefits and commission structure. If you're willing to work and want to grow ... Rush resume to: Howard Medinger, Sales Manager, KMMJ Radio, Box 1847, Grand Island, NE 68802. E.O.E. M/F

**Radio Sales** ... top station in coastal Florida market. Potential 40,000+. If your current employer would hate to lose you, send resume including salary history and industry references, plus 5 reasons why we should hire you. No room for "order takers". Box K-31.

**Professional Salesperson** to take over established account list. Upstate New York small market Box K-33.

**General Sales Manager,** WSAC/WWKK Fort Knox, Ky. AC/AOR stations needs dynamic organized and disciplined professional to motivate agency and retail sales staff ... qualified with track record. Account list—guarantee salary Commission and bonus override EOE. Send resume to Station Manager, Box 70, Fort Knox, Ky 40121.

**Experienced, mature** account executive. Honest, hard worker, Knowledgeable of RAB, Fishman trained. Able to organize and motivate others. Must have a proven track record and know all aspects of sales. All details and resume to WINU, Box 303, Highland, IL 62249.

**We need** a salesperson who can maintain and improve an excellent account list. Salary and commissions currently top 22K, and growing. We enjoy a very low employee turnover, and are looking for someone who would enjoy selling successful, professional radio in a small market. Contact: Tom Andrews Manager: WLKI Radio, North Wayne Plaza, Angola, Indiana 46703 219 665-9554.

### HELP WANTED ANNOUNCERS

**Morning Entertainer** for 50,000 watt AM/100,000 FM simulcast sunbelt, top 50 market. Excellent opportunity for the right person. EOE. Resumes with track record and references to: Box J-83.

**Announcer/News Combo** person wanted by Southern West Virginia AM station. Must have experience in automation systems, production and news gathering. Must have a good voice and conversational delivery. This is not an entry level position. Send tapes and resume to General Manager, Personality Stations, Inc., PO. Box AB, Beckley, WV 25801.

**Experienced Announcer.** Good production/News. Should know Modern Country. Send air check and resume to Joe Beall, WPED/WCMZ(FM), PO. Box 8, Crozet, Va. 22932. EOE.

**Opening** for drive time announcer. Excellent salary and fringe benefits. EOE. Send tape and resume to: WLBR/WUFM Box 1270 Lebanon, Pa. 17042.

**Zia Broadcasting** is now accepting applications for combination air and production talent at its stations in Eastern New Mexico and West Texas. Top 40 and country formats. Applicants should have at least one years experience. Send tape and resume first reply to: Zia Broadcasting, PO. Box 1907, Clovis, NM 88101. E.O.E.

**We're Still Looking** for the right person to fill our morning opening. You'll co-anchor our number one, two voice morning show, with other board duties and production. Knowledge of automation helpful, but not required. A great career-oriented position. Send tape, resume, references, and salary expectations in first reply to Bob Belcher, Program Director, KTRR Radio, PO. Box 727, Rolla, MO. 65401. An Equal Opportunity Employer.

**The Voice Of America,** English Division, is seeking announcers for international radio broadcasting. Position requires ability to voice a variety of programming. Voice and diction must be suitable for shortwave broadcasting. Starting salary: GS-7 (\$15,193) with potential to GS-12 (\$26,951 to \$35,033). Duty station is Washington, D.C. Interested persons should submit the Standard Federal application form, SF-171 to: International Communication Agency, MGT/PDX (code ICA-1-EA-O1C), 1776 Penn. Ave., N.W., Washington, D.C. 20547. Applications must be received by October 28, 1981. Equal Opportunity Employer.

**Pacific Northwest** Opportunity! Strong, mature air voice. Good production a must. Sales, play by play possible. Resume, tape, salary requirements to Robert Wynne, KFLS, Box 1450, Klamath Falls, OR 97601.

**Morning Personality,** sales and promotion oriented, production with pizzazz for hit FM Radio KSTO, Box 20249, Guam 96921.

**Traffic Reporters/Announcer.** For position in America's No. 1 market. Shadow Traffic is interested in experienced, personable, and hard working announcers to join our fifty station network. Good salary and benefits. Send tape and resume to: General Manager, Shadow Network, Inc. 1600 Route 22, Union, New Jersey 07083.

**50 Kw AM** seeking communicator with humor and originality for personality/information station. Call Kemp Miller 205 933-9274. An Equal Opportunity Employer.

**Immediate Opening** for sports director upper mid-west, heavy play by play. Emphasis on local sports both college and high school. Call 604-996-1490.

**61/WGIR,** Manchester's No. 1 station has an immediate opening for a warm, mature, A/C personality. Applicants should have a minimum of three years experience. Send air check and resume to Ed Brouder, Program Director, 61/WGIR, PO Box 610, Manchester, N.H. 03105. EOE. A Knight Quality Group Station.

**Need experienced** professional announcer/production for 7 to Midnight shift. Good people, good pay and benefits. E.O.E. M/F Tape and resume (no calls) to: Program Director, WNFL, PO. Box 520, Green Bay, WI 54305.

**Versatile Talk** Show Host needed immediately for AM station. Become host of popular local call-in talk show that has been on the air for two decades. Some experience helpful. News background useful. This is a group owned operation with excellent opportunity for the right person to develop. Subject matter of show and guests is unlimited. Excellent facilities. Call for more info. Tom Day, G.M., WSTV/WRKY, Steubenville, Ohio 43952. 614-283-4747. WSTV/WRKY is an equal opportunity employer.

**Drive time** announcer needed for top country station in Central Virginia. We need a pro who is experienced in production as well as music. If you fit the bill, send resume and air check to Bob Rich, Operations Manager, WPVA Radio, PO. Box 87, Petersburg, VA 23804. WPVA is an E.O.E.

**Top-rated,** adult-contemporary FM-96 needs tapes of creative personalities and newsmen. Write Greg Stewart, CJFM, 1411 Fort Street, Montreal, Quebec, Canada H3H 2R1. 514-989-2577.

### HELP WANTED TECHNICAL

**Knowledgeable,** well organized Chief Engineer. Must have experience in Directionals, FM Stereo automation for 5KW AM and 30,000W FM. Competitive salary plus benefits. Call Manager, Gal-Broadcasting Co., Gallup, N.M. 505-863-4444. EOE.

**Chief Engineer** FM/AM combination in S.E. Wisconsin. FM is 50 KW top 40, with new studios. AM is 500w, partially automated with Harris 90 System. Contact John Fischler, Corporate Engineer, 8686 Michael Lane, Fairfield, OH, 45014. Call 513-874-5000. E.O.E.



## HELP WANTED TECHNICAL CONTINUED

**On-Spec Engineering, Inc.** an electronics service organization, located in the suburban Washington, D.C. area has needs for the following . . . Broadcast Engineer who is experienced with AM/FM transmitter's to do preventative maintenance and on call service for various facilities. Send resume and salary history, references to Stuart Jagoda, President On-Spec Engineering Inc. 6597 Sweet Fern Columbia MD. 21045. EOE/M/F.

**State Of The Art** ability required to maintain newly built FM. Seeking engineer who demands the best signal in town from his equipment and gets it. This young growing AOR broadcasting group has plenty of opportunity for the engineer who can follow through quickly on all projects. Applicant must have ability and desire to advance to technical director. Box J-51.

**Chief Engineer** needed for S.E. Wis. AM/FM. AM-1kw D/1 kw DA Nights. Class A automated FM. Nearly all new equipment in excellent condition. Need someone to keep stations in good condition. Person needs thorough knowledge of DA's, audio, remote control, rules & regs., proofs, etc. Announcing ability would be nice, but not necessary. Send resume, references & salary requirements to Box J-61. EOE.

**Engineer Wanted** Major market. East Coast. Write Box J-46.

**ABC Owned** and Operated FM Rocker seeks talented, dedicated Assistant Chief. The successful applicant will have at least three years technical experience, an FCC First class license, and a willingness to maintain this department's "Can-Do" reputation. Experience with audio processing, digital electronics, and equipment installation very helpful. Reply by mail with references and salary requirements to Larry Paulausky, KSRR Radio, 1201 Fannin Bank Building, Houston, TX 77030. An Equal Opportunity Employer.

**Chief Engineer/announcer** for Country non-directional AM and Class A-FM. Excellent equipment. Send resume and air check to Joe Beail, WPED/WCMZ(FM), PO. Box 8, Crozet, Va. 22932. EOE.

**Top-Rated** East Texas AM-FM combination is seeking applicants for the position of chief engineer. 100-Thousand watt FM and full-time AM in the center of hottest growth area in U.S. Regarded as one of America's most outstanding broadcast facilities. Send resume and photograph to: Dudley Waller, PO. Box 1648, Jacksonville, TX 75766. E.O.E.

**Transmitter Engineers.** Broadcast group needs chief engineer and several assistant engineers. Must be able to run the transmitter and trouble shoot technical problems. Chief must have 1st. class license. Willing to consider applicants working towards 1st. as assistants. Send resume and salary requirements to Box K-8.

**Engineering Trouble Shooter** Broadcast group seeks versatile radio engineer who is willing to perform international travel as a trouble shooter on short term to one year assignments. Must be able to set-up new stations and rebuild existing stations in order to meet government regulations. Send resume and salary requirements to Box K-9.

**Madison, Wisconsin,** group-owned, 5kw AM, 50kw FM needs chief engineer with strong management, communication, planning skills in addition to top-notch technical ability. Will plan, execute rebuilding of aging AM technical plant, maintain solid FM plant, supervise 4 full-time technicians. Excellent salary, benefits. Letters with resumes only to: James Worthington, President, General Manager, WIBA/WIBA-FM, PO. Box 99, Madison, Wisconsin 53701. E.O.E.

**Radio-TV Engineer.** Search Re-Opened. Humanities Division, \$1,145 per month, to begin on/about October 23, 1981. Chief engineer, non-commercial 250-Watt FM radio station, and for cable TV station. Responsible for technical operations, and maintenance. Repair A-V equipment. Appropriate post-secondary related technical studies required; general operator's permit or equivalent required; two years experience preferred in operating and maintaining audio and closed-circuit color TV equipment. Request job description and application form by writing Box A, Wayne State College, Wayne, NE 68787, or phone, Director of Logistics, 402-375-2200. Application deadline October 9, 1981. EEO/AA Employer.

**Assistant Chief Engineer.** WKBW Radio, a Capital Cities station, has an opening for Assistant Chief Engineer. Must have hands-on broadcast maintenance experience. Send resume to Mr. Tom Atkins, Chief Engineer, WKBW Radio, 695 Delaware Avenue, Buffalo, NY, 14209. An Equal Opportunity Employer.

## HELP WANTED NEWS

**Newsperson with Personality** and pizzazz wanted for major market station. We want a person with an unusual style and knowledge to back it up. Excellent salary and benefits. E.O.E. Send resume. Box J-52.

**Great opportunity** for beginning reporter at news-talk station. Nights & weekends. 40-hour week, \$650 a month, open October. Contact News Director, WTTB, PO. Box 3467, Vero Beach, FL 32960.

**Anchors/Reporters** Honolulu, Washington, D.C., Detroit, Miami, Portland. Expanding traffic reporting company accepting cassettes/resumes in confidence. Excellent salary plus benefits with good advancement. Creative Broadcast Services, 6290 Sunset Blvd., Hollywood, CA 90028 213-467-8151.

**News Director** for full service public radio: Direct local news operation, produce and host news and public affairs programs; supervise student reporters; teach one class per semester. BA required, MA preferred. 3 years experience in broadcast journalism; teaching experience; skill in writing, production, editing, student relations. Deadline: October 15, 1981. Send resume, tape and references to Karen Holp, General Manager, KRWG-FM, Box 3J, New Mexico State University, Las Cruces, NM 88003. Equal Opportunity/Affirmative Action Employer.

**News Desk Personnel** Major market all news radio station is looking for experienced assistant editors, writers, and editors. Part time and full time. Send resume and writing samples to Personnel, WTOP Radio, 4646, 40th St., N.W., Washington, D.C. 20016. No phone calls will be accepted. EOE/M/F.

**Anchors/Reporters** LA, Dallas, Houston, Cleveland, Miami. Expanding traffic reporting company accepting cassettes/resumes in confidence. Excellent salary plus benefits with good advancement. Creative Broadcast Services, 6290 Sunset Blvd. Hollywood, CA 90028 213-467-8151.

**Feel You're** ready to head an expanding news department? Call me right now and I'll give you all the details. R.S. Tucker, PD, KRKK, Rock Springs, WY 307-362-3793. EOE.

**Opening Available** in immediate future for news director for small town AM/FM stations. Must have at least 3 years prior news experience and capable of directing other reporters and stringers. Must be willing to devote time necessary for developing and expanding news department. If you are looking for a challenging position, reply to Box K-36. An Equal Opportunity Employer.

**Eighty miles** from New York City. Gather, write, air local news. Commercial station experience required. Salary Open. H. Borwick, WVOS 914-794-6543. EOE.

**News-Reporter/Sports** entry level position for recent college grad expanding award winning local news department tape and resume to station manager, WAGE Box 1290, Leesburg, VA 22075. EOE.

**WAYS Radio** has an immediate opening in the news department for a full-time reporter, writing, broadcast experience beneficial. Newspaper experience helpful. Send tape and resume to John Kilgo, 400 Radio Road, Charlotte, N.C. 28216. EOE.

**Gulf Coast** news-talk station needs strong afternoon-drive anchor. Three years minimum experience. May include some talk-show responsibilities. Female and minority applicants urged to apply. Rush tape and resume to: Joe McKay, WKRG AM/FM, PO. Box 160587, Mobile, AL 36616. Phone: 205-479-5555. EOE. Salary in excess of \$10-thousand.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Radio Traffic** Manager, minimum \$12,028, deadline October 21, for Ohio University, Athens Ohio AM/FM stations, Call Bob Mathews, 614-594-5662.

**WOW/Omaha** seeks Operations Manager. Experience in administration, programming and promotion necessary. Excellent salary and benefits. Resume to Jim Eddens, VP & GM, WOW Radio, 11128 John Galt Blvd., Omaha, NE 68137. EOE/MF.

**Producer/Director-Radio** Bachelor's degree in communications-related area. One year of radio broadcast production experience. Application deadline: October 30, 1981. Contact: Personnel Services, G-1 Parker Hall, University of Missouri-Rolla, Rolla, MO 65401. UMR is an AA/EOE.

**Copy Writer** needed for Southern West Virginia AM-FM stations. Seeking a highly creative individual with excellent writing skills. This is not an entry level position. Send writing samples and resume to General Manager, Personality Stations, Inc., PO. Box AB, Beckley, WV 25801.

**Radio Producer/Director.** Responsible for radio program production, manage production staff, establish and maintain working relationships with associates and public. Qualifications: Knowledge of radio broadcasting practices, print and broadcast journalism. Skill in writing, editing, interviewing, production and personnel management. Education sufficient to perform responsibilities and to have acquired necessary knowledge and skills. Minimum annual salary \$27,456. Applications must be postmarked by September 30, 1981 to Michael Berndt; KUAC-FM; 208 Theatre Bldg.; 312 Tanana Drive; Fairbanks, AK 99701 907-479-7491. The University of Alaska is an EO/AA Employer and Educational Institution. Your application for employment may be subject to public disclosure if you are selected as a finalist.

**Top-Rated** East Texas AM-FM combination is seeking applicants for positions in news, announcing, and sales. Major market quality is a must. All are challenging, rewarding opportunities for aggressive, talented people with proven background. We're a 100-thousand watt FM and full-time AM in center of hottest growth area in U.S. Regarded as one of America's outstanding radio operations. Please send appropriate credentials such as resume, aircheck, writing samples, to: Dudley Waller, PO. Box 1648, Jacksonville, TX 75766. E.O.E.

**Good Opportunity** for energetic individual with programming experience. Small town AM/FM facility is looking for an operations manager capable of handling daily programming supervision. Must be experienced in all phases of programming and able to manage people. Reply to Box K-35. An Equal Opportunity Employer.

**P.D.-Oper.** Mgr. wanted for fast growing suburban DC station air shift and super production talents needed beautiful area tape and resume to Station Manager, WAGE Box 1290, Leesburg, VA 22075. EOE.

**Production Director:** for MOR station. Call Ron 316-524-7626 from 10 AM to 3 PM. CDT. Wichita, KS.

**Operations, Programming,** announcing . . . We will design the job around your abilities and interests. We pay above average. You must be above average. A chance for meaningful management experience at Adult Contemporary with heavy promotion and news emphasis. WTGN, Box 1085, Staunton, Virginia 24401.

## SITUATIONS WANTED MANAGEMENT

**Program/Operations Manager,** who works closely with P & L, looking for move up. Documented performance in billing/ratings. Box I-12.

**Co-Op Retail Sales** Consultant. Desires Group Management opportunity. Highly regarded consultant and sales trainer. Available to Group that wants big co-op bucks. Proven expertise. Box J-30.

**General Manager** who delivers exactly what's expected of him looking for better opportunity! Non Floater with 18 years industry experience. Outstanding track record! As proficient in programming as in sales! Box J-88.

**Major Market** combo man, engineering, programming seeking O.M. or PD. position in small or medium market. Box J-68.



## SITUATIONS WANTED MANAGEMENT CONTINUED

**Meet your new G.M.** 25, a successful salesman, sensitive & productive sales manager, and now ready for G.M. Aggressive, enthusiastic, determined, with the energy, commitment and experience you want. If you're looking, you've found him. Box J-93.

**Results Oriented** gen. mgr. with 27 yrs. experience managing AM & FM who knows the challenge and benefits of success. It takes innovation, creative energies to meet sales goals. Expertise includes leadership, motivation promotion, and basic management skills. Dedicated professional that's done it all. If you want one of the best check it out. Excellent credentials. J-98.

**Operations Manager** with proven ratings/increased billing record in adult AM/FM Country Radio. Billboard, Gavin Award winner. Excellent administrative, motivational abilities. Works well with sales, promotion, engineering, accounting. Bottom line oriented. Seek Group PD or Operations Manager for Country or AC group. Totally dedicated to excellence. Will re-locate. Reply Box J-43.

**Currently employed** G.M. seeks relocation and hard work. Box K-14.

**Manager**, 19 years extensive experience, management, sales, programming. Medium-large markets. Mr. Dee 1200 102nd Avenue, North, Suite 106, St. Petersburg, Fla., 33702.

## SITUATIONS WANTED SALES

**Need Heavy** experienced sales manager? Sportscaster, excellent references. Guarantee results with cooperation from both employer/employee. No chain operation. Prefer midwest. Presently employed. Available October. R. Johnson 317-898-8875 after 1:00 PM.

**Experienced Salesman** seeks stable sales/copy-writing position in small or medium market California station. Preferably San Jose area but will consider all offers. Box K-17.

**South Florida** street fighter seeks quality broadcaster where effort and ethics equal dollars. Nancy 305-465-4122. 611 Wisteria, Ft. Pierce, FL 33450.

## SITUATIONS WANTED ANNOUNCERS

**Talk Host/Interviewer:** a professional whose style varies with subjects and guests; spontaneous but prepared, direct but sensitive. Audience and advertisers are pleased. Now in major market and looking for top 20. Info at 503-774-0323 9-1 PDT.

**Wanted: Unwanted Air** shifts. Hard worker can't wait to get started. Will relocate anywhere! Walt Hunter Jr 215-472-3481.

**D.J.—News** announcer. Top 40's, AOR. I'm bright, eager, and very dependable. Call Dale Whitworth 312-335-4542. Try me!

**Disc JOckey** with excellent voice and speech seeking position, able to work all shifts. Good Production, Sales welcomed. Arthur Ostermann, 212-447-3768.

**Experienced Female** needs a job. Call Randi at 212-379-7746 anytime and let's talk!

**Experienced and dedicated.** Looking for a community involved station where I can build a strong future. Let's get together. Box K-16.

**Give Yourself** a break attention small market well trained DJ/newscaster, light experience, good character, solid references. Call Steve 212-345-3027.

**It's time** for a new approach. Aspiring young broadcaster looking for small station in need of new voice to brighten its outlook. Carmen LoCasio 215-468-4595.

**For Immediate** hire, mature, articulate black newscaster—D.J. Seeking first radio job. Karl Gayle 212-325-8360.

**Announcer**—gospel engineer seeks (midday) airshift, jazz format. Former Big Band Musician-entertainer. Well versed. Buck\$! (South), 305-781-3235.

**Creative, Enthusiastic** person looking for work as DJ/Engineer. College radio experience. All music styles and comedy. 3rd class license. Will relocate. Call Jeff collect 516-938-7715; 935-3363.

**Good voice**, excellent reader, mature attitude. Ambitious, will relocate. Dan Cronce, 414-353-4985. Noon to Five CDT.

## SITUATIONS WANTED TECHNICAL

**Available Short-Term** Employment. 20 year pro. New installations, rebuilds, troubleshooting, proofs, maintenance programs. Shoupe 717-249-6584.

**Great Opportunity** for small/medium southern station to "go with a pro". Experienced chief engineer-30 years AM-DA, FM, Stereo, some automation.

**Chief Engineer**, tired of babysitting. Want to build things again. Experience in AM, FM, rules, proofs, building things and fixing them. Box K-22.

**Competent, hands-on** Chief now available. Supervisory experience. AM/FM/TV. DA's., automation, proofs, Etc. Box K-28.

## SITUATIONS WANTED NEWS

**Versatile Newswoman** with 5 years' experience air-work & reporting, planning to return to the U.S. mainland. Available after October 1981. Seeking employment with a solid organization. Interested in locating in an area conducive to settling, with room to grow. If you need a professional, reliable, authoritative addition to your news team, contact me. Please allow 2 weeks for reply, due to mail service. Box J-1.

**Washington Correspondent** experienced, offers daily commentary up to 5 mins. Exclusively for your station's market. Reasonably priced for large, medium or small markets. Call 202-544-4221.

**Newscaster, Georgia:** all markets. Award-winner. 404-636-3829.

**Female Reporter**—Experienced College Grad. Seeking position with solid news operation. Will relocate Call Jacquie Caveny 618-836-5904.

**Ambitious male** looking for a news/sports position. College station and some commercial experience in news and sports reporting, PBP and production. Contact Dan at 312-255-3795, before 3 p.m. CST.

**Doing all-news** in Maine. Looking to move further down the east coast. Money not as important as location. Rich 207-442-7045 mornings.

**Sportscaster** or news reporter available immediately. Energetic, creative, and versatile reporter seeks medium market with good company. Six years radio experience and top 20 TV internship. Have covered all sports at all levels with feature-oriented news capabilities. Good voice. Conversational style. Will relocate. Erik Iverson 317-384-5657 or 317-384-4360.

## SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**Public/Community** relations specialist at No. 1 station in No. 1 market seeks change of scenery beyond New York City. No geographical restrictions. All honors college graduate with full internship and extensive media experience. Resume and placement file available upon request. Box K-13.

**TV/Movie** reviews. Syndicated critic. Lively and informative reviews. Free demo cassette. Brian Rose Productions, 99 State Street, Brooklyn, N.Y. 11201.

**Celebrity Voice productions.** Unique creative radio spots written, voiced and produced. Over 80 quality celebrity and character voices. Call and see. 717-291-2122. 29 E. King St., 3-D, Lancaster, PA 17602.

# TELEVISION

## HELP WANTED MANAGEMENT

**Station Manager** for satellite TV station in upper midwest. Management experience essential. Salary open, good benefits. EEO Employer. Send resume to President's Office, Meyer Broadcasting Company, P.O. Box 1738, Bismarck, ND 58502.

**Established**, growing broadcast group seeking aggressive, professional individuals to fill executive marketing positions in radio and TV divisions. Experience necessary. Write Box J-48.

**Retail Marketing** specialist: Southeastern VHF station seeking individual with television sales experience and retail knowledge. Must be creative, very organized, self-motivated. Will coordinate vendor support programs, sales development ideas and methods, and make group presentations to retail executives and manufacturers. Send resume to Box J-102. EOE.

**General Sales Manager.** A top market NBC affiliate is seeking a general sales manager to supervise the sales operation which includes traffic department and local retail production. We need a sales manager with experience in local and national sales and local new business development. A creative self-starter who will take charge and produce. Salary and bonus commensurate with experience. Reply Box K38. EO/AEE.

**Local Sales** Manager for large market independent station. Experience required in all phases of television sales with emphasis on sales training. Reply Box K4. An Equal Opportunity Employer.

**Production Manager:** 74th ADI, midwest CBS affiliate, seeking professional individual with management experience in all aspects of production. Must be a self-starter, a leader, teacher and motivator of people. Send resume and salary requirements to Program Manager, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63701.

## HELP WANTED SALES

**Television Account Executive**—Team-oriented person with a proven record of excellence in Television Sales (transferable skills considered). Successful applicant should be persuasive verbally and in writing, have a working knowledge of advertising, marketing, and have the ability to work with pure and applied research. This is not a beginning position. Reply in writing to: Local Sales Manager, Box J-69. EOE.

**Account Executive**—NBC network affiliate in major sunbelt market needs an aggressive, experienced local account executive to hit the streets with established agency/client list. Track record in retail/co-op development beneficial. Send resume with salary requirements to Box J-72. An Equal Opportunity Employer.

**Account Executive**—CBS affiliate seeks individual with Media Sales background. A ground floor situation and upward mobility is very possible. Excellent compensation package. Call Pat Moose, WXVT-Box 5815, Greenville, MS 38701, 601-334-1500. EOE.

**Account Executive Sales** Two (2) years plus exp. in TV Sales. Experience in agency selling and developing new business. College degree preferred. Good Salary. Contact Local Sales Manager, WPCQ-TV, Charlotte, NC.

**Group owned** Northeast VHF affiliate seeks an aggressive, self-starting sales and marketing expert to handle a local-regional account list. Solid entry level position. E.O.E. Send resume to: Box K32.

**TV Account Executive.** ... Affiliated station in the Northeast is seeking an experienced media salesperson with a minimum of 2 years experience, preferably in television. A strong marketing & research background would be extremely helpful. Write: P.O. Box 1986, Pittsburgh, PA 15230. An Equal Opportunity Employer. M/F.

**Local Account Exec** needed for aggressive ABC affiliate in Midwest market. Write Frank Jones, Gen Sls Mgr, WLUK-TV, Box 7711, Green Bay, WI 54303. Equal opportunity employer.

## HELP WANTED TECHNICAL

**TV & Video Engineers Needed.** Chief Engineer, Assistant Chief Engineer, Studio Supervisor, Maintenance Engineer. Top Salaries—Excellent Location. Phone Alan Kornish at 717-287-9635 and/or send your resume to Key Systems, New Bridge Center, Kingston, Penna. 18704.

**Chief Engineer** for growing U.H.F. independent in South Louisiana. Submit resume and salary history to: Director of Engineering, KADN-TV, 1500 Eraste Landry Road, Lafayette, La. 70506. An equal opportunity employer. Phone: 318 237-1500.



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**HELP WANTED TECHNICAL  
CONTINUED**

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**Assistant Director** of Engineering to direct day-to-day technical functions of the complete television on-air broadcast operation. Knowledgeable of state-of-the-art in solid state devices, integrated circuits and digital technology. Minimum of 5 years supervisory experience. First Class Radio Telephone License. An equal opportunity employer. Send resume to Buffalo Broadcasting Company, Inc. 2077 Elmwood Ave., Buffalo, N.Y. 14207. Attn: Ralph Thompson.

**TV Maintenance Supervisor:** Outstanding PTV station in upstate N.Y. seeks experienced individual to supervise and perform maintenance on electronic equipment. Must have hands-on experience with 1" equipment and portable cameras. Requirements include: 5 yrs. in maintenance of TV equipment, 1 yr. supervisory experience, and FCC First Class Radio Telephone License. Excellent benefits, competitive salary. Send resume to: Personnel Department, WXXI TV-FM, P.O. Box 21, Rochester, N.Y. 14601. E.O.E.

**Maintenance Engineer:** First Class FCC License and experience required. Not entry level position. Top Union Salary. Major market Network UHF in the Northeast. E.E.O. Reply Box J-36.

**Tired** of freezing Northern winters or broiling, humid Southern summers? Here's your chance! Join me where the weather's comfortable, the city is beautiful, cosmopolitan, (university town) and the country is three minutes away. I need a maintenance engineer to keep our studio and ENG equipment running. 1st not required, but maintenance ability and 3/4" VCR experience necessary. Send resume to: Sid Shumate, Chief Engineer, WVIR-TV, P.O. Box 751, Charlottesville, VA 22902, or call 804-977-7082. Equal Opportunity Employer.

**Television broadcast** maintenance engineer—Experienced only; familiar with cameras, 3/4", 1", 2" video tape recorders, ENG/EFP Equipment. Send detailed resume to Chief Engineer, WKRC-TV, 1906 Highland Ave., Cincinnati, OH. 45219.

**Broadcast Maintenance Technician.** Maintains, sets up, operates, and repairs audio and video color equipment for public TV broadcast and production facility at West Virginia University. Need experienced applicants with solid electronic background including digital circuits. Prefer applicant with at least 2 years full-time experience in TV. Full benefits available—retirement—medical insurance—credit union—sick leave—vacation—full-time staff use of university facilities—plus other university benefits. Send letter or resume to: Keith Massie, Associate Director of Operations, Station WVUU-TV, P.O. Box TV-24, Morgantown, WV 26507-0897, or Telephone 304-293-6511. West Virginia University is an Equal Opportunity/Affirmative Action Employer. M/F.

**Engineer:** FCC First-Class License. Experienced in all phases of TV maintenance required. Send resume and salary requirements to Chief Engineer, KSFY TV, 300 No. Dakota Ave., Sioux Falls, S.D. 57102.

**Television Maintenance Engineer.** Must know electronic troubleshooting. Will assist in maintaining all television equipment at station. Brand new RCA transmitter installation. Brand new production facilities. Contact: Bill Brister, Chief Engineer, WGNO-TV, No. 2 Canal Street, New Orleans, LA 70130, 504-581-2600. E.O.E.

**Engineer** - Production/Maintenance. Video production engineering/camera set-up and maintenance. Experience with studio & ENG cameras required. Contact Barrett Giorgis, 415-495-8646 or send resume to 2055 Folsom St., San Francisco, CA, 94110.

**Videographer/Editor** with strong technical background. New progressive production house is expanding state of the art equipment including 1". Looking for individual who does first class work, disciplined, quick and able to guide less experienced videographers. Send resume/tape to Gayle Demary, Production Manager, 16 Ridgwood Terrace, Springfield, Massachusetts 01105.

**TV Operations Engineer,** experienced in VTR, audio and transmitter operations; camera registration and color balancing. Send resume, list of references and salary requirements to: WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418, Attn: D. Hunter. EEO M/F.

**Operations Crew Chief,** Studio Engineering: Associate degree in electronics or equivalent, 5 years of technical experience preferably with TV broadcasting studio equipment, with at least one year of a supervisory nature. First Class FCC license preferred. Salary range: \$13,790-\$21,340, D.O.E. Send resume by October 16, 1981, to Director of Engineering, New Hampshire Public Television, Box Z, Durham, NH 03824. AA/EEO.

**Maintenance Engineer:** Training and experience in electronic systems maintenance, both analogue and digital. Previous television experience preferred, first class or general license required. Salary to \$32,000, depending on qualifications. Apply by letter only, to Engineering Office, WDCA-TV, 5202 River Road, Bethesda, MD 20816. An Equal Opportunity Employer.

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**HELP WANTED NEWS**

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**Number One Meteorologist**—Top 40 market. Must have degree, two years minimum broadcasting experience. Send resume and salary requirements to Box I-28. EOE/M/F.

**Anchor-Producer** needed for innovative news format. Candidate must be creative and exciting. This is an excellent opportunity for the right person to join this rising star group. Send resume plus salary requirements to Box J-22. E.O.F.

**Farm Director:** Number 1 medium market station is developing Farm department. We need ambitious self starter to do early morning, noon and farm reporting in major agricultural area. Box J-53.

**Weathercaster/Reporter:** Top 50 Eastern net affil looking for qualified reporter/weathercaster. Must be able to do primary weathercasts and report all types of news stories. We encourage people from Markets 100-214 to apply. EOE. Send resume to Box J-56.

**Sports Director/Reporter:** Top 50 Eastern net Affil looking for top-notch sports anchor-reporter. Must be able to do local sports and public participation feature stories. We encourage people from markets 100-214 to apply. EOE. Send resume and story ideas to Box J-55.

**Anchor**—for 11 pm news in medium mid-Atlantic market. Must have production skills. Will consider present weekend anchor or strong reporter ready to move up. An EOE employer. Resume and salary requirements to Box J-60.

**A Great Weather** market ... in Florida where the sun shines nearly all the time ... Recreational forecasting a must ... Need a weathercaster personality ... Who can also do environmental reporting ... For both six and ten PM news. E.E.O. Send resume and salary requirements. Box J-32.

**Anchor**—for 11 pm news in medium mid-Atlantic market. Must have production skills. Will consider present weekend anchor or strong reporter ready to move up. An EOE employer. Resume and salary requirements to Box J-60.

**News Director/co-anchor** for aggressive news operation. Send resume and air check to Ray Moser, G.M., KEVN TV, P.O. Box 677, Rapid City, S.D. 57709 or call 605-394-7777 E.O.E.

**Chief Photographer/News**—minimum 3 years TV news photo experience, good technical background along with strong creative abilities. Supervise 14 person NABET photo staff, assist with budget preparation and administration, oversee care and maintenance of equipment. All ENG. Tapes and resume to Tom Kirby, WTNH-TV, P.O. Box 1859, New Haven, CT 06508. Include stamped return envelope for tapes. Equal Opportunity Employer.

**TV News Director.** Need a seasoned manager. ABC affiliate Top 75 market. Small aggressive staff. Resume please to: The News, Box 4075, Portland, ME. 04101. Equal Opportunity Employer.

**Immediate Openings** for night-beat and bureau reporters. Must have strong reporting skills with at least one year commercial television experience in Live and tape ENG. In-studio reporting/anchoring experience desired. Salary mid-to-upper teens. No beginners, please! EOE Tape and resume Asap to: Pat Dennis, News Director, WBRE-TV 28, 62 S. Franklin St., Wilkes-Barre, PA 18773, 717-823-3101.

**Noon Anchor** needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone who can communicate well with our viewers. Equal Opportunity Employer. Send resume and resume tape immediately to: News Director, WOWK-TV, 625-4th Avenue, Huntington, WV. 25701.

**Anchor/Producer.** A dynamic person needed to fill out large newsroom staff will be responsible for innovative late night news cast. If news and professional growth excites you then, rush resume to Box K-41. E.O.E.

**Weather Communicator** for top-50's affiliate in Northeast. Must be able to work with meteorologists putting their information into understandable terms. News-style approach to weather most important. Resume and salary history to Box K-42.

**News Producer**—Sun Belt station, highly competitive market, needs strong, people-oriented producer. Must be take-charge person, good writer, visually oriented with strong grasp of state of the art TV news tools, no beginners. Must be willing to work any schedule, including weekends, nights, early mornings. Include resume and salary requirements along with news philosophy and writing samples in first letter to Box K11. EOE.

**Weekend Co-Anchor/Reporter.** West coast medium market network affiliate with strong commitment to news is seeking experienced anchor with superior field reporting and strong writing skills. Send resume to Box K19. EOE/M-F.

**Weekend Anchor/General Assignment Reporter.** Top 50 TV market in the Midwest. Three days on the street, two days on the air ... Two years TV News experience necessary. Apply to box number K34. EEO. M/F.

**Aggressive, innovative,** group-owned, VHF affiliate in top 40 market, with strong news commitment, is looking for a News Director with same characteristics and dedication. Present News Director is moving to top-20 market. If you have good ideas, experience both in news and administrative functions and can lead a top-notch news staff, send complete details to Box K7. EEO station.

**Street Reporter** with Anchoring potential wanted immediately for station in 37th market. Excellent benefits. Person should have solid journalistic background, communication abilities, creative background, college degree, two years broadcasting experience. Salary negotiable. Send resume, VTR cassette, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI 49501. EOE/M/F.

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**HELP WANTED PROGRAMING,  
PRODUCTION & OTHERS**

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**TV Director**—Main responsibility 6 PM & 10 PM News ... Must do own video switching on new CDL-480 switcher ... Excellent Salary, SW Oklahoma ... Call Bill Baldwin, 405-355-7000.

**Film Director** for new TV station needed. Experience necessary. Perfect move up for dedicated second banana. Box 4050, Albany, GA 31706. EOE.

**Are you Better** talent than Simmons and Donahue? Breakthrough morning TV show needs talent to demonstrate information of interest to women. Send tape to Hillier/Lansky, 2658 Bridgeway, Sausalito, CA. 94965.

**Promotion Manager**—Medium market southeast ABC affiliate seeking aggressive TV promotion professional. Strong in on-air, print, radio, and overall station image promotion. News promotion experience a must. Applicants should send confidential resume and salary requirements to Box J-89. Equal Opportunity Employer.

**Producer:** Major market. Looking for daily local show producer. Program concept and production a plus. News, documentary and/or magazine production experience necessary. Box J-82.

**TV/Radio Promotion Director:** Midwest TV/Radio medium market operation needs first-class Promotion Director. Must have creative skills in print and broadcast, plus ability to supervise 2-person department for program schedules, as well as audience, sales, and program promotion. Send resume and salary objectives to Box K37. EOE.

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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

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**Producer/Director** sought for unconventional VHF public TV station near Denver. Resumes to: Bob Bows; Box 6060; Boulder, CO 80306. Equal Opportunity Employer.

**Production Manager.** Indiana's only VHF PTV station seeks energetic professional with experience in all areas of production. Production Marketing skills highly desired. Ability to supervise and train staff for both in-studio and remote productions essential. Directing and editing experience required. Salary plus incentive plan. Send resume including salary history and VT work sample to Director of Programming, WNIN-TV, 9201 Petersburg Road, Evansville, Indiana 47711. E.O.E.

**Creative Producer** Aggressive promotion department seeking producer with strong concept, production, and editing skills. Minimum of 2 years TV production experience a must. Quality-minded applicants send resume and tape to: J. Timmerman, WRAL-TV, 2619 Western Blvd., Raleigh, NC 27605. EOE.

**Promotion Manager**—Need experienced person to handle promotion for TV station. Knowledge of production and writing skills essential. Send resume to Marliive Lee, KRIS-TV, PO. Box 840, Corpus Christi, TX. 78403. EOE.

**TV Staff Announcer/Weathercaster**—responsible for on-camera commercials, live announcing shift and preparation/delivery of weekday weathercasts. Send resume and videotape to Production Manager, WSAZ-TV, Box 2115, Huntington, WV 25701. Equal Opportunity Employer.

**PM Magazine** Videographer/editor — looking for experienced person who is serious about quality work with a lively point of view. Send 3/4 in. tape, resume and salary requirements (no phone calls, please) to: Robert Shaw, WCMH-TV, PO. Box 4, Columbus, OH, 43216. EOE.

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## SITUATIONS WANTED MANAGEMENT

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**General Manager/Station Manager** Experienced GM with exceptional performance record in major and medium market. Excellent administrator with proven qualifications for successful station management. Box J-67.

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## SITUATIONS WANTED TECHNICAL

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**Cmx Teacher** available weekends at your facility. Experience includes numerous network specials, ongoing software consulting with CMX, 4 years in Los Angeles facilities. Call Terry Climer at 615-385-2820 for particulars.

**S.B.E. Certified** Senior Broadcast Engineer, 16 years' experience all phases TV and Radio engineering, installation design and construction, management, production, programming. Desires ground-up construction or re-building or engineering/operations combo with organization wanting the best cost-effective engineering and willing to reward it. Prefer medium/small market. Box J-86.

**Broadcast Engineer** 15 yrs exp. Audio, video, camera video tape. Heavy sports experience, 7 yrs network, 5 yrs production & post-production including film-to-tape color collection. 3 yrs. freelance including basketball and hockey audio & camera. Looking for key position in TV station or tape facility in Southern California. Box J-64.

**Videographer/Editor:** Three years experience producing quality programs. CMX-340 editing. A videographer with well developed lighting skills and a good eye; an editor with the technical know how and the artistic ability to bring it all together. Write: Box 59226, 3401 W. Devon, Chicago, Ill. 60659.

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## SITUATIONS WANTED NEWS

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**TV Meteorologist,** good appearance, communicates weather in interesting and easy to understand manner. Currently part-time medium market desires full-time position. Box I-27.

**No. 1 Award-winning** anchor-reporter in 100+ market seeks new challenge. Strong writing skills, Mid 30s, stable. Box J-16.

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**Sports** ... a creative, intelligent approach. Seven years experience, radio and TV, including p-b-p. Available now. John 317-448-1359.

**Make your kicker** count as much as your lead. Features a specialty. Female, 26, three years television news experience. Box J-62.

**News Director.** Small market wanted by energetic, creative journalist. Familiar with all phases of news production. Have master's degree. Box J-94.

**News Director.** Former TV reporter, anchor, photographer wants small market position. Currently teach TV production. Have Master's Degree. Box J-95.

**Cable News** and others. If you're expanding, need an experienced weathercaster, currently employed. Reply in confidence. Box J-87.

**Looking for a dynamic** reporter with anchor potential? Experienced Reporter/Anchor, excellent writer, seeks larger market. Box J-84.

**Ambitious, aggressive** newsman seeks anchor and/or reporter position in small or medium market. 3 years radio and television experience. Prefer mid-west—will consider all offers. Terry Kelley 712-276-8583.

**Reporter-Anchor.** Solid sports background, also available as news reporter. Strong ENG photography and editing. Two years TV, five years radio. Degree. Phone 309-691-2927.

**FSU Meteorology/Communications** graduate desires meteorology position. Will train/relocate. 1 year radio experience. Available immediately. For resume contact Gordon Hepburn 404-477-7348.

**I'M Not a meteorologist,** but I am funny! My dry wit has made me a sought-after announcer on the radio side, but I want to put it to work on your TV station, as a weatherman! Interested? Good! Box K27.

**Big stories** mean big ratings. I'm the investigative reporter who can bring you both. Top 20 markets only. Box K21.

**Sports Director** in small market wants to learn more as Asst. S.D. or Reporter in medium or major market. PBP, ENG, Anchor. You name it, I've done it. Box K18.

**If You Are** interested in experience, top ratings, youthful maturity with range of anchor to news director contact Box K29.

**Sportscaster** whose professional approach and high level of enthusiasm can produce the winning edge. Solid anchoring/reporting skills, timely commentary, impressive "involvement" packages. Tape shows versatility. Box K6.

**News Pro,** Mature, experienced, effective. Happy to write your news. Would produce or anchor too. Box K1.

**Female 26,** B.S. Mathematics Graduate Journalism, 3 yrs. Major market radio news reporter; seeks full-time TV news reporting position. 301-444-6585.

**Talented News** Reporter seeks dependable news operation, aggressive local reporting, excellent delivery, writing, 6 years experience, ready immediately, any market, call Jim 614-436-6133.

**Anchorman, 30,** Great track record in anchoring and reporting in 60's market. Will consider all markets, 612-432-8455.

**Mature, energetic** woman, some ENG experience, seeks TV news reporter/anchor position. Can write news. 8 yrs. NY TV experience related field. Wish to relocate. Leave message for Sue Brown 212-724-2800 for tape and resume.

**Talented sports** reporter with six years experience wants solid sports position—could combine with news, aggressive local reporting, sportstalk, major college PBP ready immediately, any market. Call Jim 614-436-6133. You'll get the sports you're looking for.

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## SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

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**Experienced Newscast** Director, seeking position. Experience in news directing, PWS commercial/promo production and general directing. Proficient in every area of news and master control operations. Degree, plus 1st phone. Can relocate. Box K23.

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**Promotion Manager** currently hold position with medium market radio group. Ideas that sell and are community oriented. Box I-12.

**Going my way?** This under 30 producer/writer literally gets her hands dirty. She directs, shoots, edits, sets up, tolerates (whew)! She needs a new location! Box K3.

**Creative, Enthusiastic** person looking for work as cameraperson, switcher, lighting, etc. Interning experience. Will relocate. Call Jeff collect. 516-938-7715, 935-3363.

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# ALLIED FIELDS

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## HELP WANTED MANAGEMENT

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**Media Analysts** and Consultants.—Market Opinion Research, one of the largest U.S. media research and consulting companies, needs competent personnel for middle and senior positions with the Media Consulting and Research Division. Applicants must have the following or equivalent: MBA, Master's in Communications or PhD; • Ability in survey research design; • Excellent background in statistics; • Demonstrated aptitude in writing and analysis; • Ability and desire to communicate with top management; • Interest and experience in newspaper marketing, television, radio, and magazines. Send resume and salary history to Dolores Allor, Personnel Manager, Market Opinion Research, 550 Washington Blvd., Detroit, Michigan 48226 or phone 313-963-2414.

**CATV General Manager**—Group-owned cable TV system. Marketing background and previous cable experience preferred. Equal Opportunity Employer. Send resume and salary history to Box K-2.

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## HELP WANTED INSTRUCTION

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**Assistant Professor** to teach Intro to Mass Communications, Mass Media and Society; courses in broadcasting Ph.D. desirable, professional experience a must; evidence of successful teaching in needed areas. Deadline: December 1, 1981. Send letter of application, resume and three reference letters to Dr. El Dean Bennett, Chairman, Arizona State University, Journalism/Telecommunication, Tempe, AZ 85287.

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## HELP WANTED PROGRAMING

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**Group-owned** broadcasting company is seeking a skilled professional to develop and implement a human resource department. The person should be skilled in MBO programs, quality circles, wage progressions, personnel evaluations and wage and benefit packages. Salary open. Good benefits. EEO Employer. Send resume to President's Office, Meyer Broadcasting Company, PO. Box 1738, Bismarck, ND 58502.

**Public Information** coordinator, Broadcasting Services, University of Northern Iowa. Position is responsible for management of promotional activities to two public radio stations, KHKE and KUNI, operated by the University of Northern Iowa. Duties include: publicity, advertising, editing monthly program guide and other publications, on-air promotion, a-v materials, station tours/listener correspondence, and supervision of editorial assistant. Reports to the station manager. Required: BA in journalism/broadcasting/advertising/related field. Helpful: familiarity with audio-visual, photography, design, graphics. \$14,000 - \$16,000. Apply to Personnel Services, 225 Latham Hall, UNI, Cedar Falls, Iowa 50614. Members of protected classes may feel free to identify themselves for purposes of Affirmative Action.

**Cable Coordinator,** Minimum \$13,832, Deadline October 21 to coordinate all operational and program activities of Ohio University, Athens, Ohio dedicated cable channel: call Marvin Bowman, 614-594-5244.

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## HELP WANTED TECHNICAL

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**Chief Technician** for Central California CATV operations. Must be well versed in all aspects cable construction, maintenance, television broadcasting theory. Other radio/TV positions available also. Submit resume, salary history, references to E. Doren, Director of Engineering, Donrey Media Group, PO. Box 550, Las Vegas, NV. 89101. Telephone 702-452-2061. An Equal Opportunity Employer.



## SITUATIONS WANTED MANAGEMENT

**New York, Connecticut, New Jersey:** 10 years large system experience—all phases. Background also includes Film/Tape production for top corporations. Box J-79.

## WANTED TO BUY EQUIPMENT

**Wanted**—used cart machines, record and playback preferred. Mono or stereo. Description and price to R. Friedman, P.O. Box 686, Bridgeton, MO 63044.

**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.

**Want to Buy Used Equipment** For Class A and Class C CP's Need everything; transmitters, towers, antenna's, marti remotes, etc. Call John 612—222-5555.

**Instant Cash For Broadcast Equipment:** Urgently need UHF Transmitters, microwaves, Towers, Weather Radar, Color Studio Equipment, AM & FM Transmitters. Call Bill Kitchen, Quality Media. 800—241-7878. In GA call 404—324-1271.

**Reward for UHF Transmitters.** Quality Media will pay a \$500 reward for information which leads to our purchase of any UHF television transmitter. One reward per transmitter. Call Bill Kitchen 800—241-7878. In GA call 404—324-1271.

## FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

**Broadcast Systems Inc.** supplies over 100 lines of quality television broadcasting equipment to meet your television systems needs. Call Les Hunt, 703—494-4998; Carroll Ogle, 919—544-1484; Byron Fincher, 205—525-5467; Marvin Bussey, 214—867-8775; Bill Martin, 417—876-6254; Al Crocker, 805—929-4476; and, Jim Spears, Chuck Balding, Cary Fitch, or Don Forbes at 800—531-5232. We specialize in quality television equipment.

**10KW AM RCA BTA 10U-1** (1965), many spares, proof, on air. M. Cooper 215—379-6585.

**10KW FM Harris 10H3** (1976) w/TE-3, stereo, sca and many spares, excellent condition. M. Cooper 215—379-6585.

**RCA TP 66**—16mm film chain projectors. Excellent condition! Call now 305—756-0699 at International Cinema Eq. Co., 6750 NE 4th Ct., Miami, FL 33138.

**10KW FM RCA 10D-1** w/Moseley S.S. exciter, stereo, spares, excellent condition. M. Cooper 215—379-6585.

**25 KW FM McMartin** w/exciter, stereo, SCA. 2 yrs. old On-air. M. Cooper 215—379-6585.

**10KW AM RCA BTA 10F** many spares, exc. proof, on air. M. Cooper 215—379-6585.

**5 KW AM Gates BC5P** w/10KW mod. transformer. Good condition. M. Cooper 215—379-6585.

**Used Equipment Bargains:** RCA TT-10AL 11 KW VHF Transmitter \$5,000; Complete GE Film Island \$18,000; RCA TR-70 VTR, Cavac & D.O.C., \$17,000; Ampex 1200B VTR, D.O.C., Velcomp, Editor, \$16,000; Norelco PC-70 Color Cameras \$8,000; GE PE-400 Color Cameras \$3,000; CBS 504B TBC, \$5,000; Vital Vix-100-4 Switcher, Studio & Master Control, \$12,000; Envirozone Air Filters, \$500; Hundreds of other items. 30 Brands new equipment. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800—241-7878. In GA call 404—324-1271.

**Remote Production Cruiser:** Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (5) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$130,000 takes it all. Call Bill Kitchen, or Jim Herring, Quality Media Corporation, 800—241-7878. In GA call 404—324-1271.

**Used ENG Equipment:** Sony DXC 1600 Cameras, 4 avail. \$800 ea.; Sony RM-400 Editor \$400; Convergence ESC-1 Joystick Editor \$1,500; Sony VO3800 3/4" VTR \$1,500. Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800—241-7878. In GA call 404—324-1271.

**ENG—Production Van:** Like new with (2) Hitachi SK-70 Cameras, JVC 3/4" Editing Package, Portable VCR, CBS504B TBC. with Noise Reduction, 3M1114 Switcher, Character Generator, Elaborate Audio, Patching, and Monitoring, Custom Ford Truck with Camera Platform and Generator. Cost over \$200,000 new plus labor. Everything you need to go to work today. \$100,000 or make offer! Call Bill Kitchen or Jim Herring, Quality Media Corporation, 800—241-7878. In GA call 404—324-1271.

**Helicopter** - Eye in the Sky at 1/2 the cost! 1981 Hughes 300C ENG Helicopter with LIVE Microwave capability, plus extras. Available immediately. Sale or Lease. NI-CAD, INC. South Bend, IN 219—287-5905.

**Three BCC-1** Ampex Cameras complete with lens and cable. 1—405—443-5050 or 1—406—443-4797.

**GE PJ 500** Color TV large screen projector, new light valve and updates. \$37,000. Write or phone International Cinema Equipment Co., 6750 N.E. 4th Ct., Miami, FL 33138 305—756-0699.

**Two AVR** 2 VTRs. Call Tel-Fax, Inc. 215—865-3110.

**Inventory Clearance**—Reduced for Quick Sale 4 Wheel Drive Custom ENG vehicle for highway and off road use. New 1981 AMC Eagle with ENG roof rack and tailgate assembly complete with 26' mast, heavy duty suspension, 24V DC electrical subsystem and much much more. Price 28K. As an added bonus we will supply with this news vehicle a Microwave Associates Communications 12 watt Mini Mac transmitter and antenna system of your choice at a special discount!!! Call 617—272-3100, ext. 1872 for details.

**Sportmaster Stereo** 10 and 5 spot machines, excellent condition. Larry, 412—545-9952; 548-4300.

**1 KW AM** Collins 820 D1 (1968) Spares, remote, M. Cooper 215—379-6585.

**5 KW FM RCA BTF-5D** (1965) w/solid state BTE 15A exciter and stereo. M. Cooper 215—379-6585.

**CHYRON 111** Titling System - 8K Memory - 4 Fonts - Disc Drive with Library and Message Discs. CHYRON font Compose System for making Logo's etc., for above listed unit with G.B.C. TV Camera, Lens and easel. Complete system. Both systems being offered together \$21,500.00. TV Graphics, 201—444-2911.

**IVC 9000** 2" Helical VTR. All options including bridge with tektronix color monitor. \$40K. Call Mike Ritter at Global Television, 1950 Cotner Ave., L.A., CA 90025. 213—479-8081.

**3/4" Panasonic** Editing System—9200/9500/9500 good condition, new heads. Also two Sony 1600's, and Sonny video projection system (VPP 2000). \$5,000. Call Irwin, 212—989-8001 x39.

**Automation System**—Cetec System 7000 - Basic 6 source 2 carousels AMC - 3 ITC-750 Playback reel to reel - all stereo - Beehive B-100 terminal - racks Daily full time use, only 3 years old - taken out by new owner to go "live" Call Bill Cloutier, KJY Radio, Ankeny, Iowa 515—289-2444.

**4 GE** 400 color studio cameras, complete with late model encoders and Thomson image enhancers. Also studio pedestals and heads included. 1 PE 350 equipped as above also for sale. Contact, Ron Fries, KCOP-TV, Los Angeles, CA. 213—851-1000 Ext. 212.

## COMEDY

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

## MISCELLANEOUS

**LPTV "How To"** Manual \$25.00. Channels already applied for, printout \$15.00, magazine \$50 yearly. Crash Course November 7-8, Albuquerque. Lo-Power Community Television, 7432 E. Diamond, Scottsdale, AZ 85257 602—945-6746.

**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—595-9588.

**Radio Promotion**—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$200 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Call Eli Jenkins collect at 813—526-6706. Drawer 84, St. Petersburg, FL 33731.

**Easy-selling** Holiday Shows—The Original Halloween, Thanksgiving & Christmas Shows of the 30's, 40's & 50's. Jack Benny, Fibber, Fred Allen, Bergen, Amos & Andy, Suspense, Gunsmoke, Miracle on 34th, plus 52 others. Special deals for Educational & Small Markets. Giant 20% discount for prepaid orders before 10/20. Call Victor Hall 415—851-3322 or write INFOMAX, 52 Skylonda, Woodside, CA 94062.

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programing. No barter or trade... better! For fantastic deal write or phone: Television & Radio Features Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, IL 60610. 312—944-3700.

**Radio and TV bingo.** Oldest promotion in the industry. World Wide Bing,® Copyright 1962. P.O. Box 2311, Littleton, CO 80160. 303—795-3288.

## INSTRUCTION

**New York City Pros** train you as announcer, D.J., newscaster-sportscaster. Free booklets-placement assistance-FCC 1st Class License Prep. A.T.S. 152 West 42nd St., New York City, 10036. 212—221-3700.

**Cassette recorded** preparation for FCC General Radiotelephone Operators license plus one week seminar in Boston, Detroit, Philadelphia or Washington. Bob Johnson RLT, 1201 Ninth, Manhattan Beach, CA 90266 213—379-4461.

## CONSULTANTS

**MJO News Associates.** The broadcast news specialists. Box 11043, St. Louis, MO 63135. 314—522-6325.

**Job Seekers:** Our new approach can get you that important job. Send \$2.00 postage and handling for catalog from Broadcast Careers, Inc., PO Box 88864, Atlanta, Ga. 30338. Free Bonus w/orders.

## RADIO Help Wanted Sales

### \$25,000 Guarantee

Experienced heavyweight needed. Qualified candidate must have 3 years radio sales experience, with stable background, be a hard results oriented worker, want to make \$35,000 out of it and want a good life in Florida growth market. Send resume and letter stating why you are the one I need to Jim Lord Chaplin, WOVV-FM, PO Box 3192, Ft. Pierce Florida 33454. Were a 100,000 watt contemporary station with new owner. Equal Opportunity Employer.

### GENERAL SALES MANAGER:

WNOR-AM/FM, Norfolk, Virginia top album rock station needs dynamic, organized and disciplined professional to motivate agency and retail sales staff. Successful applicant should be tenacious and have the ability to move rates upward. We are high profile and well respected and these are qualities you should also possess. No background calls till we clear it with you. Please reply to: Lorraine Golden, Director of Sales, Marvin Josephson Associates, Broadcasting Division, 15001 Michigan Avenue, Dearborn, Michigan 48126. Group owned and E.O.E.

## Help Wanted Sales Continued

### CLIENT SERVICE REPRESENTATIVE

#### NEW YORK OFFICE

Arbitron, one of the nation's leading radio and television audience measurement firms, has an entry-level position available which requires a college degree or equivalent work experience. Rep, network or a-ency experience would be helpful, as well as sales aptitude. Duties will include extensive telephone contact and correspondence with clients plus work on analytical projects. If you are qualified, and have the initiative to work your way up, send a resume with salary requirements to:

PERSONNEL DIRECTOR  
THE ARBITRON CO.

1350 Avenue of the America  
New York, NY 10019

An Affirmative Action Employer

## Help Wanted Programing, Production, Others

### Brand New Stations Paying Top Dollar

WYO Media, Licensee of Wyoming's two great new radio stations, KTRS-FM, Casper; KTAG-FM, Cody, is now taking applications for positions in Programing, Announcing, Production, News, Sales, Traffic & Book-keeping, both manual and computer. If you are experienced in these fields and would like a career in two of the most mechanically advanced stations in the country, please send tapes, resumes, track records and salary requirements in first letter to Bill C. Hart, 3841 E. 15th Street, No. 630, Casper, Wyoming 82601. Wyo-Media is an Affirmative Action & Equal Opportunity Employer.

## Situations Wanted Management

### General Manager

Just 33 and group station manager for 7 years. Heavy sales, promotion, personnel development, regulations and renewals. I can motivate and coordinate goals and objectives. Can turn around any property. Aggressive, moral family man with PD, OD, and sales management experience. Seeking future with pleasant growth oriented organization. Unusual reasons for leaving present profitable situation. I'm worth the dime to talk. Box K-10.

### General Manager

Radio pro now NYC AE seeks 1st GM-ship Hard worker with excellent credentials Over 12 years experience in all areas First phone, BA, law degree and more. All ready to make us more money now. Reply in confidence to Box J-65

## Situations Wanted Announcers

### OWN YOUR MORNING MARKET

AM Drive Communicator ... Relevant and enjoyable approach incorporating basic ... phones ... humor geared to your market ... community involvement ... Major market success in AM drive and programing ... Currently employed and succeeding. Call (609) 397-8318.

### Network Sportscaster

With heavy background in radio-TV, play-by-play and sports talk seeking major or medium market opportunity. Salary negotiable. 203-651-9181. Two week availability.

## Situations Wanted Programing, Production, Others

### Thinking Talk?

Program Director with 12 years major market experience in talk radio. Proven track record. Knows what it takes to get top ratings. Currently employed and now available for right opportunity!

Box J-45

## TELEVISION

### Help Wanted Sales

### SALES DEVELOPMENT MANAGER FLORIDA SUNCOAST

CBS Affiliate seeks experienced person with heavy background in sales, research, and new account development. Will work with existing local sales staff in the development of new business and existing retail accounts. Sales management experience preferred with good supervisory skills. Contact General Sales Manager, WTVT, P.O. Box 22013, Tampa, Florida 33522 (813) 876-1313. Equal Opportunity Employer.

## Help Wanted Management

### PRESIDENT/GENERAL MANAGER

Responsible for overall management of KERA-TV/FM, the public broadcasting stations, Dallas/Fort Worth. Successful administrative and management experience, preferably in public or commercial broadcasting. Experience in fund-raising, development and implementation of revenue-producing new ventures and community involvement crucial. Send inquiries/resumes marked Confidential to:

Mr. Ralph B. Rogers

Chairman Search Committee  
Public Communication Foundation for North  
Texas

8100 Carpenter Freeway

Dallas, Texas 75247

Equal Opportunity Employer

## Help Wanted News

### WEATHERCASTER

Meteorologist preferred. Weekend and environmental reporting. Two years experience. Send tape and resume to:

Richard W. Roberts

Corporate Personnel Director

WFLA Inc., P.O. Box 1410

Tampa, Florida 33601

Equal opportunity employer M/F

### We like aggressive,

hard-nosed, experienced reporters, dedicated journalists who love news. If you like professionalism, a station with a commitment to news ... and an award winning staff ... then we need to talk. Write Box J-38. An Equal Opportunity Employer.

## Help Wanted News Continued

### METEOROLOGIST/ ENVIRONMENTAL REPORTER

Top 30 market station searching for Meteorologist/Environmental Reporter who can communicate. An AMS seal is preferred. Our commitment includes Color Radar, NAFAX, UNIFAX II, ACCU-WEATHER, several microwave mobile units and live helicopter. Please send resume to Box J-9. E.O.E. M/F

## Help Wanted Programing, Production, Others

### COMMERCIAL PRODUCER

Creative and energetic individual needed for successful commercial production department at medium market TV station. Must have experience in all stages of production including scripting, shooting and editing. Working knowledge of 1" video tape and Forox animation helpful. Send tapes and resume to: Ron Martzolf, Program Manager WKBW-TV, 7 Broadcast Pl., Buffalo, NY 14202. An E.O.E.

## TALENT

Top 25 CBS/TV Affiliate seeks mature, credible host/hostess for daily program aimed at women. Innovative new format with future syndication potential will start in January. Ideal candidate will have solid on-air experience, be skilled interviewer, and have good production sense. Send resume to Box J-29.

### ART DIRECTOR

Experienced hands-on Art Director with TV background, contemporary style and management skills. Experience on Forox slide/animation camera a must. Send resume and samples to: Kathlene McGarry, Promotion Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No telephone contact please. An E.O.E.

## Situations Wanted Programing, Production, Others

### Interviewer/Producer

I may not be nationally famous like Barbara Walters, but in my hometown, I have an excellent reputation as a gifted interviewer. Now doing a nightly program, I'd like to try my hand in a larger market. If you have a program that needs a confident professional, call or write me. David Marshall, 19157 Helen Ave., South Bend, Ind. 46637. 219-277-4290 or 277-2347.

## ALLIED FIELDS Employment Service

### RADIO OPENINGS

Need your first radio job? Need a new radio job? 100 to 200 Nationwide jobs. Open every week—Disk Jockeys—News—Programming—Top 40—Country—AOR—All Formats—All Market Sizes—This National computer list is available weekly for six dollars.

**Special Discount**—receive nationwide mailed to you for 4 consecutive weeks only \$12.50. You save \$11.50. If you don't need a job now, cut and save this ad. **American Radio Job Market, 6215 Don Gaspar, Las Vegas, Nevada 89108.**



## Help Wanted Technical

# DIGITAL BROADCAST ENGINEER

The Broadcast Equipment Division of NEC America Inc. an international leader in the electronics industry has unique opportunities for Digital Broadcast Engineers in its Chicago location. These positions require background experience in professional television broadcast or production. Knowledge of digital circuitry a must.

We offer a competitive wage with a company-paid benefits package. To explore these opportunities please send resume including salary history or call for appointment **(800) 323-6656**.

## NEC AMERICA INC.

Broadcast Equipment Division  
130 Martin Lane  
Elk Grove Village, Illinois 60007

An Equal Opportunity Employer M/F

**NEC**  
NEC AMERICA

## Radio Programing

THE SALES EVENT OF 1981!

**OPUS 81** FREE DEMO  
Top 100 Special of the Year

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4255 LBJ, Dallas, TX 75234 Toll Free (800) 527-5335



## LUM and ABNER

5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Program Distributors**

410 South Main  
Jonesboro, Arkansas 72401  
Phone: 501-972-5884

## Public Notice

### Amended Notice of Request For Proposals (Revising Dates Advertised Originally)

NOTICE IS HEREBY GIVEN TO WHOM IT MAY CONCERN that on Tuesday, October 20, 1981, at 10:00 A.M. at the Plantation Key Government Center, Monroe County, Florida, the Board of County Commissioners of Monroe County, Florida, will consider sealed proposals for the following:

Use by lease of the five (5) sites located in Monroe County, Florida, for the purpose of establishing thereon translator towers and related equipment; that in addition to the building of the towers and related equipment, the proposal should contain an offer to construct the same at offeror's cost; the rights to commercial use of said towers, exclusive of the use of County services; to provide for maintenance; and the lease is to be for a time certain not to exceed thirty (30) years.

Proposals will be received until 5:00 P.M. on October, 19, 1981.

Plans, specifications and all other proposal information are on file with the Monroe County Translator Committee, 310 Fleming Street, Key West, Florida 33040.

All proposals must be accompanied by a proposal guarantee in the term of a certified check in the amount of five thousand dollars (\$5,000), and shall be submitted in sealed envelopes marked on the outside "PROPOSAL FOR FIVE TRANSLATOR TOWER SITES." Each proposal shall remain firm and binding for at least 60 days to allow time for the Owner's evaluation of proposals.

All proposals must be delivered to the Clerk of the Board of County Commissioners of Monroe County, Florida, at the Monroe County Courthouse at Key West, Florida, no later than 5:00 P.M. on October 19, 1981.

The organization submitting the successful proposal shall be required to post a performance bond guaranteeing completion of the work under the proposal accepted.

The Commission reserves the right to reject any and all proposals, to waive irregularities and informalities in any and all proposals, or to readvertise for proposals. An award, if made, will be to the most responsive and qualified Bidder as the Commission deems to be in the best interest of the county. DATED at Key West, Florida this 14th day of August, A.D. 1981. RALPH W. WHITE, Clerk of the Board of County Commissioners of Monroe County, Florida.

## Consultants

### INCREASE YOUR PROFITS IMMEDIATELY!

ONE RADIO INDEX Rating Report can pay for itself MANY times over!

INDEX Overnights and Newspaper Studies start as low as \$350.

BONUS: we give you ALL raw data FREE!

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**(800) 528-6082**

**radio  
index**

**Todd Wallace**  
associates

## Miscellaneous

### FOR SALE

Full day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements, takeover, among the topics. Find out how to buy your next or first station through my personal experience. Robin B. Martin, President, Deer River Broadcasting Group, Suite 1001, 141 East 44th Street, N.Y., N.Y. 10017. 212-599-3303.

### JP ASSOCIATES INC.

The industry leader in LPTV and medium power television turnkeys.

### VHF UHF ITFS OFS MDS

JP ASSOCIATES INC., 3115 Kashiwa Street, Torrance, CA 90505, (213) 539-8533.

## Wanted To Buy Stations

### WOULD BUY—FLA. RADIO

(less than major powerhouses)  
principal from principal  
Publisher: Drawer 50108  
Lighthouse Point, FL 33064  
or T.V.C.P., if no construction.

## For Sale Stations

### APPRAISALS

Over twenty years of service to Broadcasting  
Appraisals • Brokerage • Analysis  
Westgate Mall, Bethlehem, PA 18017  
215-865-3775

### THE HOLT CORPORATION

- AM/FM. N.E. MO. \$590,000.
- AM/FM. S.C. MO. \$360,000.
- Powerful Daytimer in Cent. GA. \$560,000.
- AM/FM in W. Ohio. \$1.1 million. Good buy.
- Daytimer. Big city area. MN. \$360,000.
- Daytimer. City in Colorado. \$280,000.
- Daytimer. New Mexico. \$200,000.
- FM. S.W. Ark. \$350,000.
- Daytimer. E. Ark. \$150,000. Terms.
- AM/FM, E. Ky. Good billing. \$600,000. Terms.
- FM with strong signal in city in South. Extra good terms. \$800,000.
- Daytimer North Central NC. Good buy. \$160,000. Terms.
- Foreign speaking AM in Cleveland metro area. \$490,000.
- Tenn.—AM—day. Near Nashville. \$290,000.
- FM Ark.—Miss. \$380,000.
- Good facility covering Charlotte, N.C. \$600,000. No down payment.
- FM in central Illinois city. \$1,000,000. Terms.
- AM/FM. S.E. Tenn. Only AM/FM in county. \$640,000. Terms.
- AM/FM within 70 miles of St. Louis. Good cash flow. \$2.3 million. Terms.
- AM/FM in good single station market in W. Tenn. \$800,000. Terms.
- Powerful daytimer covering large Central Fla. city. \$1.2 million.
- AM/FM S.W. Tenn. FM covers big town, \$540,000.
- FM in Big Town in W. Okla. \$460,000.
- Daytimer. S.W. Mich City. Real estate. \$460,000.
- Fulltime N.W. Ala. City. \$520,000.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- Daytimer. S.E. Ky. \$300,000.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Fort Worth powerhouse.
- Daytimer. N.C. Missouri. \$380,000.
- Daytimer. Good dial position. Central Florida. \$280,000.
- Atlanta area. 5,000 watts. \$470,000.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

Let us list your station. Confidential!  
**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

## For Sale Stations Continued

### FIRST CLASS LOW DIAL AM/FM CLASS B

Quality operation dominant in midwest market with excellent earnings and growth record. Priced at less than 5 times cash flow. 2 M/ Cash. Original owner. Box K-39.

### SOUTH

For Immediate Sale—Small market combo with FM Class C that can be made to serve an excellent 60,000 pop. market and regional area. Asking \$840,000K... but will sell at some reasonable price to the right buyer. If you can financially handle this development, this can be a leading FM and be very secure. John Mitchell & Assoc. 318/868-5409.

### Midwest

Top 100 market. Underdeveloped suburban FM. \$650,000 terms.  
Box K-26.

### AM/FM COMBO

in midwest resort area, good growth market, Excellent facilities. Owner will carry, good terms. Box K-20.

### North Carolina AM

Low dial position fulltime with protected market area. Priced at 2.5 times gross.  
Box J-54

### SUBURBAN CHICAGO CLASS A FM

All new equipment, plenty of growth potential in growth market. \$1,300,000. One third down or will accept less with cash or cash and tax certificate.

Box K-5

### FOR SALE BY OWNER

Missouri Daytimer. Owner Retiring. \$380,000.00. Terms to qualified principals only. Box 1651. Columbia, MO 65205.

### Fulltime AM

South Texas growth market. \$575,000—excellent terms. Valuable real estate included.  
Box J-107.

## 901/767-7980

**MILTON Q. FORD & ASSOCIATES**  
**MEDIA BROKERS—APPRAISERS**  
"Specializing In Sunbelt Broadcast Properties"

5050 Poplar Ave • Suite 816 • Memphis, TN. 38157  
700 New Hampshire Ave., N.W. • Watergate South  
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**CHAPMAN ASSOCIATES®**

media brokerage service

### STATION

STATION	CONTACT
FL Small Fulltime \$125K \$40K	Bill Cate (904) 893-6471
MW Small AM \$225K 29%	Ernie Pearce (615) 373-8315
FL Small AM \$250K \$50K	Bill Cate (904) 893-6471
W Small FM \$550K Terms	Greg Merrill (801) 753-8090
MW Medium FM \$395K \$60K	Peter Stromquist (612) 831-3672
W Medium AM/FM \$2,250K \$652K	Bill Whitley (214) 387-2303
MW Metro Fulltime \$1,400K Terms	Peter Stromquist (612) 831-3672
E Major Fulltime \$1,250K Terms	Jim Mackin (207) 623-1874

Appraisals, Feasibility Studies, Financing, or to Sell, Contact John Emery, Mktg. Mgr., Chapman Co., 1835 Savoy Dr., Atlanta, Ga 30341



**For Sale Stations Continued**

**North American** MEDIA BROKERS

**OFFERS:**

Fla. large mkt. AM daytimer, excellent potential, absentee owned, \$475,000 - terms.

Southeast small mkt., fulltime AM, needs owner-operator \$285,000 with \$65,000 down.

Midwest AM-FM, only stations in county, \$340,000 gross, \$750,000 with terms.

**FREE IN-HOUSE LEGAL SERVICES AVAILABLE FOR BUYER & SELLER.**

**ONE FINANCIAL PLAZA SUITE 2100 FT. LAUDERDALE, FL 33394.**

**(305) 525-2500 OWNERS CALL COLLECT**

**Florida**

Medium Market. Fulltimer. Growing area. \$1.4 million with liberal terms.  
Box K-12.

**THE KEITH W. HORTON COMPANY, INC.**  
For prompt service contact

Home Office: P.O. Box 948  
Elmira, N.Y. 14902  
24 hr Phone: (607)733-7138

Bob Kimel's office:  
P.O. Box 270,  
St. Albans, VT 05478  
24 hr Phone: (802)524-5963

*Brokers and Consultants*



**RALPH E. MEADOR**  
Media Broker  
AM - FM - TV - Appraisals  
P.O. Box 36  
Lexington, Mo. 64067  
Phone 816-259-2544

**MEDIA BROKERS - APPRAISERS**  
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE

**RICHARD A. SHAHEEN, INC.**  
435 NORTH MICHIGAN AVE. - CHICAGO 60611

**312/467-0040**



**Stan Raymond & Associates**  
Broadcast Consultants & Brokers

Has stations available in Ga., Fla., N.C., & S.C.  
Call or write now

**404-351-0555** 1819 Peachtree Road, N.E.  
Atlanta Georgia 30309

**Dan Hayslett**  
& associates, inc.  
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11311 N. Central Expressway • Dallas, Texas

**WALKER MEDIA & MANAGEMENT, INC.**  
William L. Walker  
President  
Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
(202) 223-1553  
Brokers-Consultants-Appraisers

**R.A. MARSHALL & COMPANY**  
MEDIA INVESTMENT ANALYSIS & BROKERAGE  
Executive Suite 200 Professional Building  
HILTON HEAD ISLAND, SOUTH CAROLINA  
29928  
(803) 842-5251

10,000 watt DA-D. Fantastic Mkt., potential \$470,000;  
Daytimer w/Fulltime Grant-Positive Cash Flow \$443,000;  
Daytimer w/Suburban Location. Potential. Terms \$320,000.

**EDEN BROADCAST SERVICES**  
P.O. Box 647, Eden, N.C. 27288  
919/623-3000

**H.B. La Rue, Media Broker**  
RADIO - TV - CATV - APPRAISALS

West Coast:  
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750

East Coast:  
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

**BROADCASTING'S CLASSIFIED RATES**

**Payable in advance.** Check or money order only. (Billing charge to stations and firms: \$2.00.)

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. Blind Box numbers: \$2.00 per issue

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

**Effective with the Nov. 16, 1981 issue of BROADCASTING**

Classified Advertising rates will be increased to the following:

Rates: Classified listings (non-display) Help Wanted: 85c per word. \$15.00 weekly minimum. Situations Wanted: (personal ads) 50c per word. \$7.50 weekly minimum. All other classifications: 95c per word. \$15.00 weekly minimum. Blind box Numbers: \$3.00 per issue.

Rates: Classified Display: Situations Wanted: (personal ads) \$40.00 per inch. All other classifications: \$70.00 per inch. For Sale Stations, Wanted To Buy Stations, and Public Notice Advertising require display space. Agency commission only on display space.

Situations Wanted, For Sale Stations, Wanted to Buy Stations, Employment Services, Business Opportunities, Radio Programming, Miscellaneous, Consultants, For Sale Equipment and Wanted to Buy Equipment advertising requires payment in advance.

# Fates & Fortunes®

## Media

**Michael Kievman**, VP-broadcast operations, Cox Broadcasting, Atlanta, named to newly created post of executive VP-television for broadcasting division.



Kievman



Gordon

**Robert Gordon**, VP-general manager, WCPO-TV Cincinnati, joins Western Broadcasting, Missoula, Mont.-based group owner, as president and chief operating officer. **Earl Morgenroth**, Western boardmember, named vice chairman and member of executive committee. Western owns three AM's, two FM's and four TV stations.

**William Lilley III**, VP, CBS, Washington, named VP of corporate affairs, succeeding E. Kidder Meade, who retires (see "In Brief," Sept. 21). Lilley will divide his time between Washington and New York until new Washington manager is chosen.

**Chet Redpath**, VP-general manager, WCLR(FM) Chicago, named president-general manager.

**Monty Grau**, station manager, KOMO(AM) Seattle, named VP-general manager.

**E. Berry Smith**, president-general manager, WTUV(TV) Evansville, Ind., joins WSBT-AM-TV and co-owned WWJY(FM) South Bend, Ind., in same capacity.

**Al Seethaler**, VP of sales, KUTV(TV) Salt Lake City, named station manager.

**Mike McVay**, VP-operations, WWWE(AM) Cleveland, joins WAAB-AM-FM Mobile, Ala., as general manager.

**James Morley**, VP-station manager, Park City Communication's WEZN(FM) Bridgeport, Conn., named VP-general manager. **Jerdan Bullard**, general manager, Park's WZZK(FM) Birmingham, Ala., named VP. **Michael Weinstein**, controller, Park City Communications, based in Bridgeport, Conn., named VP of finance.

**Edward Martin**, president of JMR Communications, licensee of WIQR(AM) (formerly WPXC) Prattville, Ala. (see "For the Record," Feb. 9), assumes additional duties as general manager and news director. **Dick Salter**, program director, WABT(AM) Montgomery, Ala., joins WIQR as operations director.

**Steven Fisher**, program director, WDTN(TV) Dayton, Ohio, named station manager.

**Mike Ludlum**, director of writing and research department of ABC-TV's *Good Morning*

*America*, joins WCBS(AM) New York as managing director of broadcasting.

**Joe Dempsey**, director of administration, KVEO(TV) McAllen, Tex., named VP of facilities and operations.

**Donald Nutting**, operations manager, WWSH(FM) Philadelphia, joins WJIB(FM) Boston in same capacity.

**Sandra Tarcov**, manager of promotion operations, WCAU-TV Philadelphia, named media coordinator.

**Jerry Adam**, program director, KFDD(AM) Wichita, Kan., named operations director for KFDD and co-owned KFDD-FM.

**Larry England**, internal operations manager, WNGC(FM) Athens, Ga., assumes additional duties as operations manager for co-owned WGAU(AM) there.

**Walter Sheppard**, VP of broadcasting, non-commercial WITF-FM-TV Hershey, Pa., joins non-commercial WGUC(FM) Cincinnati as executive director and general manager.

**Carol Rubins**, administrative assistant to VP of university relations and development, University of Michigan, Ann Arbor, named development director for university's noncommercial WVGR(FM) Grand Rapids, Mich., and co-owned WUDM(FM) Ann Arbor.

**Barbara Goldfarb**, general counsel, Shamrock Broadcasting, Los Angeles, joins KTLA(TV) there as director of business affairs and legal counsel for station and for television division of parent, Golden West Broadcasters.

**David Johnson**, staff accountant from Wolf & Co., CPA firm in Denver, joins KMGH-TV there as accounting manager, succeeding **Harriet Tollefson**, who resigns after 26 years.

**James Sirmons**, VP, industrial relations, CBS, New York, named senior VP of industrial relations.

**Roy Langbord**, attorney with Paul, Weiss, Rifkind, Wharton & Garrison, New York, joins Viacom International there as attorney.

**Lynn Underwood**, director of affirmative action, ABC, New York, assumes additional duties as director of human resources planning.

**Michael Glass**, general counsel, International Communication Agency, Washington, joins National Public Radio there as general counsel and assistant corporate secretary.

**Jane Hartley**, senior executive director for new markets development, Teleprompter, New York, named VP of new markets development.

**Edward Carter**, VP of field operations-Europe, Avon, based in New York, joins Warner Amex Cable Communications there as VP of sales and marketing.

**Jim Behling**, general manager of Storer Cable's north-central area, based in Minneapolis, named VP.

**Jeffrey Wayne**, regional manager of opera-

tions, Colony Productions, Boston, named national sales manager for parent, Colony Communications, Providence, R.I.-based cable operator.

## Advertising

**Mary Jo Clayton**, VP and creative supervisor, Benton & Bowles, New York, named senior VP and creative group head.

**Lucien Kapuscinski**, executive VP and director of creative services, Liller Neal Weltin, Atlanta, named president of firm, succeeding **W. Lawrence Weltin**, resigned. **James Geina**, executive VP, Liller Neal Weltin, named board vice chairman. **Charles Bazemore**, senior VP, Liller Neal Weltin, succeeds Bazemore.

**Sam Sotiriou**, assistant media research director, Dancer Fitzgerald Sample, New York, named VP-media research director. **Patricia Price**, account supervisor, DFS, New York, named VP.

**Walter Guarino** and **Henry Rissmeyer**, VP's and group account executives with Brouillard Communications, corporate advertising division of J. Walter Thompson, New York, named senior VP's.



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**Jean Muchmore**, producer, Geers Gross Advertising, New York, named VP and director of radio and television production for agency's U.S. operations.

**Laura Arthurs**, graduate, University of Maryland, College Park, Md., joins Henry J. Kaufman & Associates, Washington advertising firm, as associate producer.

**Peter Serchuk**, copy supervisor, J. Walter Thompson, Detroit, joins D'Arcy-MacManus & Masius, St. Louis, as copywriter.

**Bob Brooks**, general sales manager, WAYS(AM)-WROQ(FM) Charlotte, N.C., joins CBS-FM National Sales, Dallas, as sales manager for new office there.

**Anthony Faselino**, account executive, NBC-TV, New York, joins Torbet Radio there as New York sales manager.

**David Tolbert**, sales representative, H-R/Stone, Dallas, named manager of Dallas office.

**William Alford**, agri-sales director, Orion Broadcasting Group, Louisville, Ky., joins Blair Radio in new post of agri-business director, based in Cedar Rapids, Iowa.

Appointments, Seltel: **Carol Charren**, from producer, WXYZ(TV) Detroit, to manager of Detroit office; **Carl Dietze**, from account executive, Seltel, New York, to New York sales manager for red sales division; **Diane Lynn Barrie**, from Tatham-Laird & Kudner, Chicago, to account executive for Gemini sales team there, and **Audrey Lynn Cohen**, from media buyer, Grey-North, Chicago, to account executive for Apollo sales division there.

**John Kramer**, VP-director of sales, NBC

Radio's *The Source*, New York, joins Cable Networks there as VP-director of sales. Cable Networks is advertising representative for cable operators.

**Donald Olson**, general manager, WAPI-AM-FM Birmingham, Ala., joins Colony Communications, Providence, R.I., as director of broadcast sales, responsible for advertising time sales for all 50 Colony cable operations.

**Dick Williams**, director of sales, KTVI(TV) St. Louis, joins KDNL-TV there in same capacity.

**Jay Jordan**, national sales manager, WBBM(AM) Chicago, named general sales manager.

**Ira Lovitch**, account executive, KSRF(FM) Santa Monica, Calif., named sales manager.

**Judy Hundley**, from WNIS(AM) Portsmouth, Va., joins WNOR-AM-FM Norfolk, Va., as general sales manager.

**James Freeman**, local and regional sales manager, WSBT-AM-TV and co-owned WWJY(FM) South Bend, Ind., named general sales manager.

**Michael Jack**, from ABC Spot Sales, Chicago, joins KGO-TV San Francisco as national sales manager.

**John Wassel**, account executive, WTAE-TV Pittsburgh, named local sales manager.

**Bob Tobey**, local sales representative, KGUN-TV Tucson, Ariz., named local sales manager.

**Mike Crushman**, sales manager WCII(AM)-WKJJ(FM) Louisville, Ky., joins WHAS-TV there as national sales manager, succeeding **Tom Bornhauser**, named local sales manager.

**Sandra Fuller**, sales representative, WCOV(AM)-WREZ(FM) Montgomery, Ala., joins WIQR(AM) Prattville, Ala., as marketing director.

**Meg Turner**, account executive, WFYR(FM) Chicago, named sales co-op director.

**Brenda Scott**, former co-op director, WRBQ(FM) Tampa, Fla., joins KLIF(AM)-KPLX(FM) Dallas, in same capacity.

**Bill Goddard**, account executive, WTOL-TV Toledo, Ohio, joins KMGH-TV Denver in same capacity.

**Tom Olson**, local sales manager, WBT(AM) Charlotte, N.C., joins WFYR(FM) Chicago as account executive.

**Janice Carter**, program manager, Cluster Television Productions, Baltimore, joins WMMR(FM) Philadelphia as account executive.

**Chuck Albrecht**, from KXON-TV Mitchell, S.D., joins KCAU-TV Sioux City, Iowa, as account executive.

## Programing

**George Moynihan**, VP-programing, Group W Television Group, New York, assumes additional duties as senior VP.



Moynihan



Engel

**Charles Engel**, executive VP, Universal Television, Los Angeles, named president of MCA Pay Television New Programing, MCA's new pay-TV programing division there.

**Lewis Rachmill**, VP-executive production manager of motion picture division, Metro-Goldwyn-Mayer Film Co., Los Angeles, resigned. Neither Rachmill's successor nor future plans have been announced.

**Ruth Vitals**, VP-director of account services and syndication, McCann-Erickson Inc.-Media Investment Service, New York, joins Hearst/ABC Video Services there as manager, sales operations. **Kenneth Marks**, associate publisher-advertising, *Food & Wine* magazine, New York, and **Susan Thayer**, director of marketing for Metropolitan Transit Authority, New York, join Hearst/ABC Video Services as account managers.

**Ron Nickell**, from Klein/Mednick, cable TV program, production firm, based in Los Angeles, joins NKR Productions there as creative director.

**Marti Jones**, coordinator, artist relations, West Coast, ABC Entertainment, Los Angeles, and **Janet Murphy**, coordinator, artist relations, East Coast, ABC Entertainment, New York, named managers of same departments.

**Joan Rickett**, marketing representative, Southern Satellite Systems, Tulsa, Okla., joins United Video there as national accounts marketing manager.

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Berry



Lieberman

**Rosemary Berry**, account supervisor, March Five Inc., New York public relations firm, joins National Association of Television Program Executives International there as administrative director effective Oct. 1, succeeding **Linda Lieberman**, named to newly created post of director of marketing. Berry will oversee NATPE headquarters office. Lieberman will initiate marketing concepts for association in *P. D. Cue* magazine. Both report to George Back, executive director.

**Eileen Opatut**, coordinator for research and entertainment projects, Marvel Entertainment Group, New York, joins Warner Amex Satellite Entertainment Co. there as manager of acquisitions for *Nickelodeon*. **Linda Davis**, VP of sales and marketing for Davis Systems, Atlanta word and data processing company, joins WASEC as manager of affiliate relations for Southeastern region, based in Atlanta. **Larry Kaufman**, manager of program research, WASEC, New York, named manager of marketing research. **Patricia Stokes**, manager of audience analysis, WASEC, New York, named manager of its Music Television research.

**Sonia Jones**, music director, WABC(AM) New York, named music research director for ABC Radio Enterprises there.

**Edwin Lahti**, budget and cost administrator, 20th Century-Fox Television, Los Angeles, assumes additional duties as assistant to executive assistant for production, Richard Glassman.

**James Casey**, from Witt Industries, diversified manufacturer, Cincinnati, joins Buford Television's STV operation at WBTI(TV), Cincinnati as VP-general manager. **Lanny Pogue**, general manager of co-owned KTRE-TV Lufkin, Tex., joins WBTI as VP-general manager of marketing. **Paul Beckelheimer**, controller, Witt Industries, joins WBTI in same capacity.

**Don Davis**, operations manager, WOW(AM) Omaha, joins WWDC-AM-FM Washington as VP of programming and operations.

**Alan Sneed**, from WKLS-FM Atlanta, joins KSRR(FM) Houston as program director.

**Teresa Saylor**, producer-director, KSBW-TV Salinas, Calif., named assistant to director of programming and operations.

**Dennis Day**, from WGCL(FM) Cleveland, joins WPKX(AM)-WVKX(FM) Alexandria, Va., as program director.

**Don Paul Pirwitz**, program director, KTTS-AM-FM Springfield, Mo., named corporate program director for co-owned KFDI-AM-FM Wichita, Kan.

**Scott Robbins**, promotion manager, WCKX(FM) Clearwater, Fla., assumes additional duties as program director-operations manager.

**Dean Matela**, from WYSL(AM) Buffalo, N.Y.,

joins WZIR-FM Niagara Falls, N.Y., as program director.

**Joe Moore**, air personality, WPEX(AM) Hampton, Va., named program director.

**Dain Schult**, head of Radioactivity, Atlanta-based radio consulting firm, joins WSRZ(FM) Sarasota, Fla., as program director.

**Dave Hass**, program director, KAZY(FM) Denver, joins KGON(FM) Portland, Ore., in same capacity. **Gloria Johnson**, music director, KGON, named assistant program director.

**Roger Donovan**, music director, WABT(AM) Montgomery, Ala., joins WQOR(AM) Prattville, Ala., in same capacity.

**Wayne Larson**, with WJAG(AM) Norfolk, Neb., named farm director for station.

**John Crumpler**, sales director, Video Sports Network, Columbus, Ga., joins American Educational Television Network, Irvine, Calif., as Southeastern regional sales representative, based in Atlanta.

**Derren Taylor**, reporter-weathercaster, WISH-TV Indianapolis, named *PM Magazine* co-host.

## News and Public Affairs

**Joseph Dembo**, executive editor, CBS News, radio, New York, named to newly created post of news director and executive editor. **Tenold (Rob) Sunde**, assistant director of news operations for CBS's WCBS(AM) New York, named director of news operations and programs.

**Richard Glover**, news director, Group W's KDKA-TV Pittsburgh, named to new post of director, news and program planning, Group W Satellite Communications.

**Rick Wallace**, reporter-anchor, KMPC(AM) Los Angeles, named news director.

**John Butte**, news director, WLOS-TV Asheville, N.C., joins WMAR-TV Baltimore in same capacity.

Appointments, news department, KSWO-TV Lawton, Okla.: **Vanessa Finan**, from assistant news director and co-anchor to news director; **Jan Stratton**, reporter and public affairs director, assumes additional duties as 10 p.m. news co-anchor, and **J. Johnson**, reporter, assumes additional duties as morning update anchor.

**Valerie Norman**, co-host and executive producer of public affairs programming, *Good Morning Youngstown*, WYTV(TV) Youngstown, Ohio, joins WBBM-TV Chicago as producer of *Common Ground*, public affairs program.

**Jeff Kreiner**, associate director, *World News Tonight*, ABC News, New York, joins *CBS Evening News With Dan Rather* there in same capacity.

**Jan Rasmussen**, news co-anchor for Chronicle Broadcasting's WQWT(TV) Omaha, joins Chronicle's KRON-TV San Francisco in same capacity for station's midday newscasts and for local news headlines.

**Eric Steven Pool**, weekend sports anchor-reporter, KOMO-TV Seattle, named weekend news anchor. **Anthony Ventrella**, sports director, WANE-TV Fort Wayne, Ind., joins KOMO-TV as sports reporter and weekend sports anchor.

**Carol Williams**, weekend co-anchor, WGAL-TV Lancaster, Pa., named weekday co-anchor. **Kim Lemon**, *PM Magazine* co-host, WGAL-TV,



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assumes additional duties as Williams's successor.

**Jim Paymar**, weekend anchor-reporter, KOMO-TV Seattle, joins WABC-TV New York as correspondent. **Bob Blanchard**, consumer reporter, WPRI-TV Providence, R.I., joins WABC-TV in same capacity.

**Lee Nolan**, from WFBC-TV Greenville, S.C., joins WCYB-TV Bristol, Va., as sports director.

**Debi Segura**, sports reporter, Cable News Network, New York, named sports anchor for CNN's Atlanta bureau. **Lee Zeidman**, sports anchor, CNN, New York, named sports reporter for Atlanta bureau.

**Don Criqui**, sports director, RKO's WOR(AM) New York, named weekday sports anchor for RKO's RKO Two there.

**Carolyn Burns**, reporter-weekend sports anchor, KHOU-TV Houston, joins KRON-TV San Francisco as sports reporter-producer.

**Lisa Burkhardt**, sports reporter, WFAA-TV Dallas, joins WTVC(TV) Chattanooga as weekend sports reporter-anchor. **Caren Connelly**, reporter-assignment editor, WEAR-TV Pensacola, Fla., joins WTVC as reporter.

**Pia Lindstrom**, co-host, *Prime of Your Life*, WNBC-TV New York, named feature reporter for 6 and 11 p.m. newscasts and for station's *Live at Five*.

**John Fager**, freelance producer for ABC News's 20/20, New York, joins ABC's WABC-TV there as writer for station's investigative unit, Target 7.

**Brent Powell**, consumer reporter, WVUE-TV New Orleans, joins KHOU-TV Houston as news reporter.

## Technology

**Ronald Abelmann**, VP of sales and marketing, Instron Corp., Canton, Mass., manufacturer of international instrumentation, joins Conrac Division, Covina, Calif., manufacturer of television monitors, as president. **Robert Carlson**, manager of engineering administration, Conrac, Covina, named manager of marketing services.

**Rita Terdman**, senior consultant with Peat, Marwick, Mitchell, New York management consultant group, joins Warner Amex Cable Communications, New York, as director, advanced technology.

**Delbert Smith**, senior VP, corporate affairs, Communications Satellite Corp., Washington, resigned. **Robert Bernier**, division director, corporate promotion, assumes Smith's duties on temporary basis.

**Harold Jones**, national sales manager, ADDA Corp., Campbell, Calif., manufacturer of digital broadcast equipment, joins Ampex Corp.'s magnetic tape division, Redwood City, Calif., in same capacity.

**Robert Leach**, manager of transmitter products, Philips Broadcasting Equipment, Mahwah, N.J., joins WOR-TV New York as manager of engineering-transmitter division.

**Larry Paulausky**, assistant chief engineer, KSRR(FM) Houston, named chief engineer.

**Ronald Mayne**, from WOWO(AM) Fort Wayne, Ind., joins WIOQ(FM) Philadelphia as chief engineer.

**Chairman.** Indiana University and former FCC Commissioner Robert E. Lee are creating the "Robert E. Lee chair for the study of telecommunications." The chair will honor Lee and offer the opportunity for continued discussion and teaching of telecommunications issues, according to a university announcement. The university's Department of Communications will create a standing committee of persons in telecommunications to assist in raising \$1 million to fund the chair. The money would be used to finance campus visits by distinguished industry representatives, government leaders and researchers; support travel by faculty and others associated with the telecommunications department to conferences, and aid minorities and persons from developing countries to study telecommunications.

## Promotion and PR

**Erwin Okun**, director of communications, DiscoVision Associates, joint videodisk venture of IBM and MCA, based in Costa Mesa, Calif., joins Walt Disney Productions, Burbank, Calif., as VP-public relations.

**Barry Kluger**, senior account executive, March Five Inc., New York, joins USA Cable Network, Glen Rock, N.J., as director of communications.

**Susan Raisch**, Eastern regional publicist, Home Box Office, New York, joins Warner Amex Satellite Entertainment Co. there as manager of affiliate public relations. **Roy Trakin**, manager of editorial services, Polygram Records, New York, joins WASEC as copywriter for press relations.

**Beverly Molander**, from department of public information, Atlanta rapid transit system, joins Storer Cable Communications, Miami, as community relations director.

**Linda Pinstein**, creative services director, WIOD(AM) Miami, joins WEEI(AM) Boston as manager, network sports relations, responsible for liaison between WEEI and New England Patriots Radio Network.

**Elizabeth Mills**, communications director for Multimedia's WLWT(TV) Cincinnati, named director of promotion, publicity and advertising for co-owned Multimedia Program Productions there.

**Harriet Dobin Woolf**, communications director, Greater Hartford (Conn.) Jewish Federation, joins wvtt(TV) New Britain, Conn., in same capacity.

**Joe Ellsworth**, community affairs director, WFIE-TV Evansville, Ind., named promotion director.

**Susan Westfall**, continuity director, WMRN-AM-FM Marion, Ohio, joins noncommercial WEKU(FM) Richmond, Ky., as promotion and development coordinator.

**Elizabeth Styron**, assistant director of resource center, Focus on Women, Santa Fe Community College, Gainesville, Fla., joins

noncommercial WUFT(TV) there as development and community relations director.

**Gail Freedman**, press representative for 60 Minutes, CBS News, New York, joins ABC News there as publicist for 20/20.

**Ben Schutz**, VP-associate promotion director, Benton & Bowles, New York, named director of promotion department.

**Richard Scott Gray**, assistant account executive, Burson-Marsteller, Chicago, joins Harshbarger & Druck, there as account executive.

## Allied Fields

**James Hedlund**, minority staff director for House of Representatives Budget Committee, Washington, joins National Cable Television Association there as VP of government relations.

**Norman Blumenthal**, acting associate general counsel, FCC, named to FCC Review Board (see "Closed Circuit," Sept. 14).

**Michael D. Berg**, attorney, Covington & Burling, Washington communications law firm, joins National Association of Broadcasters law department there.

**Gloria Messinger**, director, office of president, American Society of Composers, Authors and Publishers, New York, named managing director and chief operating officer, succeeding Paul Marks, who died Sept. 15 (BROADCASTING, Sept. 21).

**Don Hagen**, music consultant, TM Programming, Dallas-based radio programming firm, joins Station Research Systems, computer-based call-out research firm there as VP-general manager.

## Deaths

**Matthew Thomas**, 55, announcer with WQXR-AM-FM New York, died Sept. 17 of brain aneurysm at St. Lukes-Roosevelt Hospital Center in New York. He had also been with WNBC(AM) New York. Thomas is survived by his wife, Mary Ellen, two daughters and two sons.

**James Cokes**, 41, retired management analyst in FCC broadcast bureau, Washington, died Sept. 22 of brain tumor at his home in Woodbridge, Va. He had been with FCC since 1977. Cokes is survived by his wife, Marilyn, their son and daughter and son from former marriage.

**J. deRoulhac Hamilton Jr.**, 71, former radio correspondent, based in Washington, died Sept. 11 of cardiac arrest and intestinal bleeding at National Orthopedic and Rehabilitation Hospital, Arlington, Va. Hamilton had been longtime Capital Hill correspondent for many newspapers and radio stations, and was member of Congressional Radio and Television Correspondents Association. During 1950's and '60's he worked for WBNS(AM) Columbus, Ohio, KSWO(AM) Lawton, Okla., and WLW(AM) Cincinnati, through news service he formed with Henrietta Means-Walton, Hamilton-Means Associates. He is survived by his wife, Lillian, and a daughter by former marriage.

**Hal McClain**, 41, air personality, KENR(AM) Dallas, died Sept. 19 in crash of stunt plane he was flying at Kerrville, Tex. air show. He had been with station since 1974. He is survived by his wife, Elaine, and two sons.

## William Sims: more than just a lawyer

Probably as much as any member of the Washington communications bar, William P. Sims personifies the Fifth Estate lawyer. At 57, he is the managing partner and chairman of the executive committee of Dow, Lohnes & Albertson, a Washington firm associated through the years with many of the blue-chip companies of the communications business. And it's a matter of pride with him that he has helped many of them grow—an act of service that has helped the firm grow, too, and has made him prosperous.

Yet, Sims, tall, affable and with a marvelously shining pate, retains some of the characteristics he acquired growing up in Fluvanna, Tex., a community of about 250 citizens scattered over some 100 square miles of the western part of the state. It was a place where young boys cut cotton for \$1.25 a day in the Texas summer sun, fished the streams, hunted jackrabbits in the woods and swam in cow tanks (gullies dammed up to collect water for the cattle). A boy who was lucky and had reasonably prosperous parents, as Sims did (they were country school teachers and ran the country store), had indoor plumbing and enjoyed the benefits of electricity in the home.

Sims has traveled a long way since he was barefoot boy with cheek. Ambition, a willingness to do what was expected of him and what one fellow member of the communications bar describes as a "first-class mind—he's as brilliant a lawyer as I know"—have propelled him into a position where he has served as counselor (not only in legal matters but financial and corporate as well) to companies like Cox Broadcasting, Newhouse Broadcasting, Cosmos Broadcasting, Sammons Communications and Multimedia.

Sims is of that breed of senior communications attorneys whose abilities and interests have taken them far beyond the role of FCC specialist, a function he performed in his early years with DL&A (as those in the firm refer to it), in the late 1940's and early 1950's. He was always interested in the financial side of the practice. So, in time, he was not only preparing applications for transfers and assignments, he was advising clients on the financial implications of the acquisitions, participating in the negotiations and drafting the contracts. In time, advice on tax and other corporate matters also fell into his province.

Nor is that all. Again, like other senior communications attorneys, Sims has advised clients on business matters. And in a field with a rapidly changing technology,



William Pierce Sims—managing partner and chairman of executive committee, Dow, Lohnes & Albertson, Washington; b. Dec. 23, 1923, Fluvanna, Tex.; BA in political science, Texas Technical College (now Texas Technological University), Lubbock, Tex., 1943; U.S. Air Force, 1943-46; LLB, Georgetown University Law School, 1948; associate, Dow, Lohnes & Albertson, 1948; partner, 1952; present position since about 1974; m. Doris Hannigan, Aug. 21, 1948; children—Karen, 30; Rebecca 27, and Jennifer Ann Davidson, 23.

he has been one of those urging clients with the resources and interests to move with the tide. In the early years, that meant suggesting to radio broadcasters that they get into television. Later, he was advising television licensees to consider acquiring cable television systems. Now, he is talking to clients about the use of satellites for program delivery, as well as about using teletext.

It's all been a matter of enormous satisfaction to Sims, that forward march and expansion of clients' business. "I feel a lot of accomplishment in seeing a client succeed." For Sims, it's part of the American way, a legitimate public service in which the client is involved. "The people who can deliver a quality product and service, and challenge and motivate people, and become successful, and pay the taxes that keep the country going, and make things hum within some degree of responsibility over an enduring basis—that's an important public function," he says.

Sims looks at the law firm in somewhat the same way. For as clients grow, so does the firm, which now includes 73 attorneys, 35 of whom are partners. Sims has provided the leadership in diversifying the services the firm offers its clients, as well as in building the firm's communications practice to what is believed to be the largest in Washington, in terms of clients

and the number of lawyers practicing before the FCC. Yet, he says, the FCC practice "is somewhat less than half of our practice."

The firm, which was established shortly after World War I by Fayette Dow, a specialist in energy matters, employed fewer than 10 attorneys when Sims joined it, in 1948, fresh out of Georgetown law school. The number shot up to about 40 in the next several years but then fell and was about half that, 10 or 15 years ago, when it began rising again. For the last six or seven years—"it's an evolving thing," as he puts it—Sims has been managing partner.

As managing partner, overseeing an office of between 150 and 200 persons, including lawyers, support staff and secretarial help, and working on client development, Sims has had less time than in the past for client services. So some of his duties have been transferred to others. Indeed, Sims is looking ahead, in a couple of years, to giving up his role as chief operating officer, while retaining his functions as chief executive. "I'd like to be active, but with less time committed," he says.

Over the years, Sims has paid his dues. And he began early on. Horace Lohnes, who along with Fred Albertson joined the firm in the early 1930's, made his farm in Vienna, Va., available every year for an outing sponsored by the Federal Communications Bar Association. To young associates like Sims fell the tasks of helping to park cars and arrange for transportation home of guests in no condition to drive. And while Sims at one time was working on a master's degree in law, he gave it up because of Lohnes's frequent requests that, as a respectable bridge player, he fill in when members of the partner's bridge group failed to show for the regular game. "I thought it was more important to play bridge with my senior partner than to get my masters in law," Sims says. "You do what needs to be done, and when you're a young lawyer with a firm, that includes a lot of things other than being a legal practitioner."

Sims expresses no regrets about the abandoned masters degree. Indeed, the last 33 years have been rewarding, both in terms of dealing with clients, many of whom have become close friends, and in meeting the challenge of building a law firm. "You have diversions, but you get wrapped up in your profession . . . It takes most of your waking hours. But that's fun; it's not work."

But the fun pays. Sims, who lives in the Maryland suburbs, has a second home on the resort island of Hilton Head, in South Carolina, and holds memberships in three top-of-the-wire country clubs. Sims hasn't had to swim in a cow tank in years.



Resistance of **Supreme Court Justice Warren E. Burger** and court itself to cameras in building softened last week under pressure of intense interest in swearing-in of first woman Supreme Court justice, **Sandra Day O'Connor**, on Friday. Burger rejected networks' pleas for permission to cover public ceremony in Supreme Court chamber; that was covered graphically by 15 sketch artists. But, during photo opportunity later, in courtyard that is enclosed in Supreme Court building, **NBC transmitted live pictures of Justice O'Connor, her family and Burger.** Signal was bounced off microwave dish atop Supreme Court building for relay back to NBC control room in Washington. From there, signal was sent to AT&T distribution center for pickup by other networks and stations. Sid Davis, NBC bureau chief, expressed regret at being turned down on request for coverage of ceremony in chambers, but said opportunity for live pictures from building was at least "small step forward" in court's attitude toward television. Earlier, another precedent was set when White House photographer was permitted to take still pictures of private oath-taking, in justices' conference room, before public one.

National Aeronautics and Space Administration launched second of **Satellite Business Systems'** three satellites into space aboard 3910 Delta rocket last Thursday (Sept. 24 at 7:09 p.m. NYT). According to NASA spokesman, two-stage Delta and third-stage payload assist module, which had caused delay of launch, all functioned perfectly. As of last Friday morning, 10-transponder satellite was in "super shape," hurtling through space in elliptical transfer orbit. Plans were to insert spacecraft into permanent geostationary orbit 22,300 miles above equator on Saturday morning. Change of orbit is effected by solid fuel apogee kick motor built into satellite. Misfiring of kick motor is faulted for loss of Satcom III in December 1979. SBS-2 is insured for \$55 million.

**Restrictions on programing or ownership** of emerging media or continued regulation of broadcast media **would thwart goal of assuring diverse information sources**, said NBC in written statement submitted to House Telecommunications Subcommittee last week. Intended to supplement data gathered at hearings on diversity of information (see story page 38), statement argues that time devoted to news and public affairs is increasing on TV, cable and radio and that "increasing number of media sources will provide the public with a concomitant increase in viewpoint diversity, lessening the importance, if any, of individual access." Restrictions on ownership and crossownership were based on "vague theories" rather than fact, said NBC, and should be abolished. Structural regulation should not be allowed "to retard the development of new and expanded news services by constraining those with the necessary resources and expertise to commit to such services," said NBC, and "codification of present ownership rules is unnecessary as the antitrust laws adequately protect the public against undue concentration of economic control and abuse of marketplace power."

**National advertisers** should pull 5% out of their network prime-time budgets and reinvest it on **Ted Turner's WTBS(TV)** Atlanta. That's word from Ted Bates ad agency, and advice it's been giving its clients since February. Going public with theory last week, Bates said shift is way to compensate for impact on network shares of viewing patterns in cable and pay cable homes. Basic to Bates's conclusion is evidence it finds in Nielsen NTI data that in pay-cable homes, while network viewing hours decrease, total viewing time increases, with independent stations, particularly WTBS, significant gainers along with pay services. National scope of advertiser-supported WTBS permits advertisers to reach pay homes even though pay services don't take advertising, says Bates.



CBS News beginning today (Sept. 28) takes another hour of network time daily with debut of half-hour **"Up to the Minute"** series (4-4:30 p.m.) and expansion of now retitled weekday **"Morning with Charles Kuralt and Diane Sawyer"** from 60 to 90 minutes. Described as exploring "important contemporary issues . . . with discussions involving experts, celebrities and people from all walks of life," *Up to the Minute* uses *60 Minutes* anchors on weekly rotation. It replaces reruns of *One Day at a Time* situation comedy. According to CBS, 140 affiliates now are taking new show—89 live and 51 delayed for total 80% clearance. Launch of *Up to the Minute* was celebrated last Wednesday (Sept. 23) by, among others, (l-r) Roger Colloff, VP and director of public affairs broadcasts; anchors Ed Bradley and Mike Wallace; producer Grace Diekhous; contributor Bob Keeshan; anchor Morley Safer, and Bill Leonard, CBS News president. In early-morning time, CBS's former state department correspondent, Diane Sawyer, has joined Charles Kuralt as *Morning* series expands from previous 7-8 a.m. slot. Sawyer isn't only new addition. Other newcomers to show include Eric Severeid "who will have conversations with Charles Kuralt;" Bill Moyers who rejoins CBS for reporting and news analysis in November; Diana McLellan (reporting on "people"); Ron Powers (media criticism except TV which is Jeff Greenfield's area); Patricia O'Brien (social and political matters); Martin Kaplan ("World of Ideas"), and Lem Tucker (labor and other domestic issues). *Morning* is carried by 176 affiliates.

**Federal Trade Commission** upheld administrative law judge's ruling that **ads for Anacin are misleading**, says parent American Home Products cannot say medicine "contains the pain reliever most recommended by doctors" unless it discloses pain reliever is aspirin. FTC also said claims that Anacin could relieve tension and everyday stress were false. AHP said it would appeal.

**AT&T satellite television tariff**—found to be unlawful two weeks ago because it would have required part-time users to lease AT&T-provided earth stations—was revised last week by AT&T and took effect as of midnight Friday (Sept. 25). Customers may use either AT&T-provided earth stations or install their own. NBC will be first customer, and will begin acceptance testing on Oct. 1. Richard W. Sonnenfeldt, executive vice president, operations and technical service, NBC Television Network, said, "We regard NBC's order with AT&T as a major first move toward the possible interconnection of the full network by satellites in the future." Initially service will include four earth stations in New York, Burbank, Calif., Chicago and Houston, with program originating from NBC studios in New York and Burbank. AT&T will also provide transportable earth station for coverage of news and sporting events. AT&T has also promised service to CBS, ABC, World Communications and National Entertainment Television.

National Association of Broadcasters came up **\$116,000 short in earnings from 1981 convention**, according to annual treasurer's report released last week to NAB executive committee.



NAB had projected earnings after costs at \$1,530,000 and although total revenues were up over previous years, costs were up more, leaving final intake at \$1,413,000. One reason for higher costs: bigger entertainment bill for this year's event, which featured performances by comedians Bob Hope and Rich Little. Other NAB expenses remain within budget overall, according to report, although some departments have overshot travel and entertainment allotments. NAB board saved \$40,000 by canceling September meeting.

Satellite Syndicated Systems Inc., Tulsa, Okla., filed **\$30-million-plus suit against Western Union** last week in connection with Western Union's transponder assignment plans. Suit was filed in Tulsa federal court. SSS alleges that when it plunked down \$75,000 deposit for purchase of transponder on yet-to-be-launched Westar V last January, Western Union promised it would "aggregate" Satellite Program Network, SSS's cable programming service on Westar III, and all other cable programming services on Westar V once it was in orbit. According to SSS President Edward Taylor, Western Union subsequently "refused to aggregate our Westar transponders" and forced SSS to make arrangements for additional transponders with Southern Pacific Communications on its Spacenet system. Suit seeks to recover deposit, \$15 million in real damages and \$15 million in punitive damages.

**Media interests suffered setback in House** last week when it voted, 354-to-56, to approve measure barring publication of identities of U.S. intelligence agents, even if information was obtained from nonclassified sources, and regardless of intent to harm U.S. interests. Key vote came on amendment by Representative John M. Ashbrook (R-Ohio) to eliminate requirement in bill approved by House Intelligence Committee that government prove "intent to impair or impede the foreign intelligence activities of the United States . . ." in order to secure convictions for disclosure. Bill, which carries penalties of up to 10 years in prison and \$50,000 fine for past or present government officials with access to classified information and \$15,000 fine for journalists and other outsiders, is similar to measure now awaiting mark-up by Senate Judiciary Committee. Society of Professional Journalists, Sigma Delta Chi, expresses regret at House action, in statement by SDJ President Howard Graves. He said bill, as passed, is "almost certainly . . . unconstitutional," and added, "The vote displays a disturbing insensitivity to First Amendment values."

**Enterprise Radio Inc.**, Avon, Conn.-based satellite sports radio network, **ceased broadcast operations** last Thursday (Sept. 24) but said it is continuing to seek new sources of capital. Enterprise, which went on air last Jan. 1, announced in August it was experiencing "severe" cash flow difficulties and was holding discussions with other companies to obtain financing ("In Brief," Aug. 10). Enterprise said it had not been able to conclude agreements for outside funding and decided to trim staff and stop broadcasting while attempting to raise capital. Enterprise had 64 affiliates.

Under terms of new tariff filed at FCC last week, **RCA Americom will begin Tuesday (Sept. 29) receiving bids for auction of transponders on Satcom IV, RCA's designated Cable Net II** ("Closed Circuit," Aug. 31). Deadline for bids is Oct. 17 and each bid for single transponder must be accompanied by \$100,000 deposit on which RCA will pay no interest. Highest bidder gets satellite transponder for life of satellite; losers get their deposits back. Winning bidder must pay full amount of bid to RCA within 10 days of effective date of tariff, Jan. 15, 1982. Plan for auction was rejected by FCC last June, but new plan is more detailed and, it is hoped, more palatable. Just in case FCC rejects auction again, RCA submitted back-up tariff two weeks ago that would award transponders on first-come, first-served

basis. Satcom IV is scheduled for launch Jan. 12, 1982.

FCC Chairman **Mark Fowler** challenged members of financial community to help promote cause of **minority ownership** of telecommunications properties last week in speech to National Association of Black-Owned Broadcasters in Washington. "I am challenging America's financial community to throw open the door of the telecommunications marketplace to the minority entrepreneur," he said. "Let all the players play." He went on to announce that he has asked commission "to approve the creation of a blue-ribbon advisory committee" to explore means of financing increased minority ownership. Panel will be headed by Commissioner Henry Rivera, FCC's first Hispanic.

**Viacom International announced purchase of two Galaxy satellite transponders** from Hughes Communications. Transponders are earmarked for "planned expansion of our programming services" for cable, may be made available to half-owned Showtime, according to Viacom's Ken Gorman. Purchase boosts to 14 number of Galaxy transponders spoken for, out of 18 Hughes planned to sell. Bird has 24 total.

Stations of **Buckley Radio Sales**, New York, are being acquired for representation by **McGavren-Guild Radio and Hillier/Newmark/Wechsler**, New York, firm recently formed by MG and owned by HNW employes and McGavren. Stations in 60 markets are affected and transfer becomes effective on Thursday (Oct. 1). Rick Buckley, president of BRS, said he plans to devote himself completely to supervision and development of his owned radio properties in Los Angeles, San Francisco, Monterey, Calif., Syracuse, N.Y., and Hartford, Conn.

Ted Turner and **Warner Amex Satellite Entertainment** are expected to announce at news conference today (Sept. 28), **Turner's leasing of Satcom I transponder** from WASEC for CNN 2, plus plan for WASEC to assume marketing of CNN services through its Music Channel staff.

**A.J. Aurichio**, executive VP and general manager of Arbitron Television, named to additional post as head of Arbitron Radio, making him apparent first in line behind Arbitron President Theodore F. Shaker. **Michael Membrado**, who has been VP and general manager of Arbitron Radio, becomes VP for station management relations for both TV and radio.

## Upcoming

**On Capitol Hill:** Republican Congressional Committee will announce \$2.3-million campaign to promote party in 1982 elections at press conference in Rayburn room of Capitol at 10 a.m., today (Monday). **At the FCC:** Open commission meeting Wednesday will consider amending rules to implement extended license periods for radio (to seven years) and television (to five years); adoption of further notice of proposed rulemaking concerning possible elimination of financial form 324; start of another phase in ongoing proceeding to evaluate subscription TV rules. Closed FCC meeting Thursday will consider 1982 budget allocations. Open commission meeting Thursday will consider possible reduction in orbital separation of fixed satellites; petitions for reconsideration concerning low-power TV proceeding, and possible elimination of requirement that licensees retain letters received from public in public file. **Also in Washington:** FCC Chairman Mark Fowler will address Federal Communications Bar Association luncheon at Touchdown Club Thursday. **In New Orleans:** Cable Software Symposium, sponsored by National Cable Television Association and Cable Television Administration and Marketing Society, begins at Hyatt Regency Sunday (Oct. 4).



# Editorials

## Start of something big

The legislative proposals adopted two weeks ago by the FCC mark out a whole new way of life for communications media regulated by the federal government. The very first proposal, for a revision in the first section of the Communications Act, sets the tone: "The Congress hereby declares that it is the telecommunications policy of the United States that the public interest is served by . . . relying upon competitive marketplace forces rather than administrative regulations . . . and limiting the use of administrative regulations to those necessary for the protection of the public interest and the efficient functioning of the marketplace."

Never since radio regulation was adopted in 1927 has as radical a liberalization of regulation been seriously proposed by a responsible segment of government. The towering ambition of the FCC's legislative package, described in last week's issue and elsewhere in this one, may put some people off. Congress prefers piecemeal legislation to sweeping reform. But a 6-to-1 majority of the FCC favored the above amendment to the introductory part of the Communications Act, and at least that large a majority of broadcasters and others regulated by the agency ought to go to its support.

In his address to the International Radio and Television Society in New York last week, FCC Chairman Mark Fowler had some embarrassing questions to ask about previous actions of broadcasters: "When the government imposed a ban on station editorializing, where were you? When the fairness doctrine crept into view, where were you? When Congress imposed equal time and reasonable access requirements, where were you? Was your license so valuable, your fear so great, that you would abide by violations of your First Amendment rights, so long as no one would touch your license?"

What a pity if he could ask, when the FCC proposals formally go to the Hill: Where are the broadcasters?

## Linkage

The strains that occasionally test the relationship of networks and affiliates in television broadcasting were on display last week in two locations: in Washington where affiliates were imploring the FCC to retain its prime-time access rule and in New York where NBC was getting word of an uprising of major-market affiliates against the planned expansion of the network's half-hour evening news to an hour. Money, of course, was at the root of the dispute in both places.

The 7:30-8 p.m. access half-hour has proved highly lucrative for affiliates since the FCC in 1975 adopted its third and final version of the prime-time access rule. Especially in the bigger markets, revenues and profits would decline if stations were to drop their present programming, mostly syndicated or hybrids like *PM Magazine*, for the extended network news at 7-8 p.m. Revenues could also suffer if stations elected to play the NBC news at 6:30-7:30 p.m., an option offered by the network. That scheduling would mean eliminating the local 6:30-7 p.m. news, a profit center at most stations.

There is nothing in the prime-time access rule to prevent the network from offering or the affiliates from accepting an hour of news at 6:30-7:30 p.m. A waiver granted from the outset of PTAR exempted network news in the first half-hour of prime time, 7-11 p.m., from the restrictions to three hours of network programming, provided the network news followed an hour of local news. The network has said it would recall its petition to the FCC for repeal

of PTAR and ask for a news waiver from 7 to 8 p.m., if affiliates go for its news extension.

From the start, this publication argued that the prime-time access rule is, as FCC Chairman Mark Fowler called it last week, "wrong" as a matter of regulatory principle. The adoption of the rule was an unwarranted government intrusion in the programming process, and it led to a court decision that did as much as any other to invite deeper federal penetration into territory from which, in other media, the courts have held the government to be excluded.

Undeniably, however, PTAR has made money for station operators who remain undismayed by the sacrifice of constitutional rights for the benefit of the P&L statement. The question here is whether affiliates can credibly argue for PTAR to protect them from network pressures in their business relationship while arguing for liberation from other government controls.

There will be no forecast here as to how things will turn out, in Washington or New York. The mood at the FCC is deregulatory, but whether it extends to the undoing of a rule that is wanted by the regulated remains to be seen. As for NBC's longer news, it includes economic compensation and scheduling flexibility that its affiliate board accepted, even if other, mostly bigger, affiliates now protest. The only dependable prediction that can be made is that if NBC prevails, ABC and CBS will lengthen their news to compete.

Forgetting Washington and PTAR, it can be said that the decision about the clearance of NBC news is being made where it should be made: in the marketplace.

## Who's on first?

Those who grew up in the simple days of radio and television broadcasting, complicated only by the arrival of cable TV, are facing a world turned upside down.

Last week it was ABC joining Getty Oil in a pay-television sports network. ABC? The one that vowed to fight pay TV to the death?

It was also CBS throwing in with AT&T for who knows what floods of computerized data flowing to and from the American home. CBS? The one that everybody thought was talking about high-definition television broadcasting from satellites?

Not to mention Ted Turner offering Cable News Network 2 to television affiliates that may be disgruntled with their broadcasting networks, or Westinghouse and ABC in a joint venture to compete with Turner's CNN 1.

A world turned upside down and inside out.



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Pictured:  
Fisher Broadcasting's Director of Engineering Bob Plummer.

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