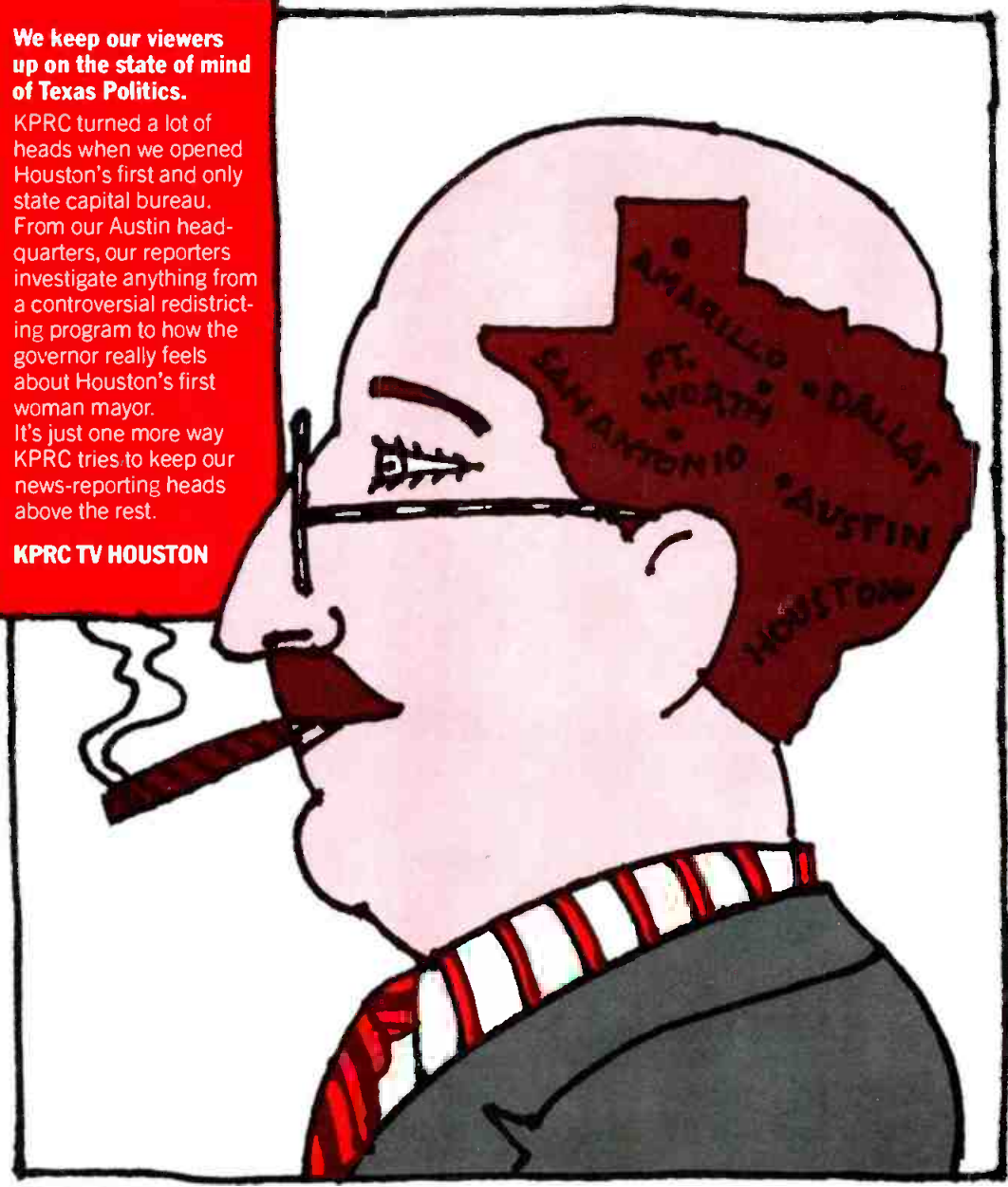


Broadcasting Apr 12

We keep our viewers up on the state of mind of Texas Politics.

KPRC turned a lot of heads when we opened Houston's first and only state capital bureau. From our Austin headquarters, our reporters investigate anything from a controversial redistricting program to how the governor really feels about Houston's first woman mayor. It's just one more way KPRC tries to keep our news-reporting heads above the rest.

KPRC TV HOUSTON



Petry Television, Inc., National Representatives, NBC Affiliate.

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AM Stereo

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AM
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The AM music audience has been diminishing for years. That's why so many stations are searching for a productive, new format.

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Its all news format and unique on-air presence reflect Turner's belief that "the future of AM radio is in a dynamic delivery of news and information."

CNN Radio is a complete news network... a nonstop, world-wide news-gathering operation that updates the leading national and international stories in fast-paced 30 minute cycles... covering an average of 40 stories every half-hour in as many as 20 voices... reporting the hard news at satellite speed whenever it breaks from wherever it breaks.

A 3-Dimensional Sound

CNN Radio is radio taken to its ultimate dimension... delivering the news with vivid visual impressions... leaving the listener with distinct images of each event and the detailed descriptions of the finest live reporting.

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ARE
CNN.*

”

—Ted Turner

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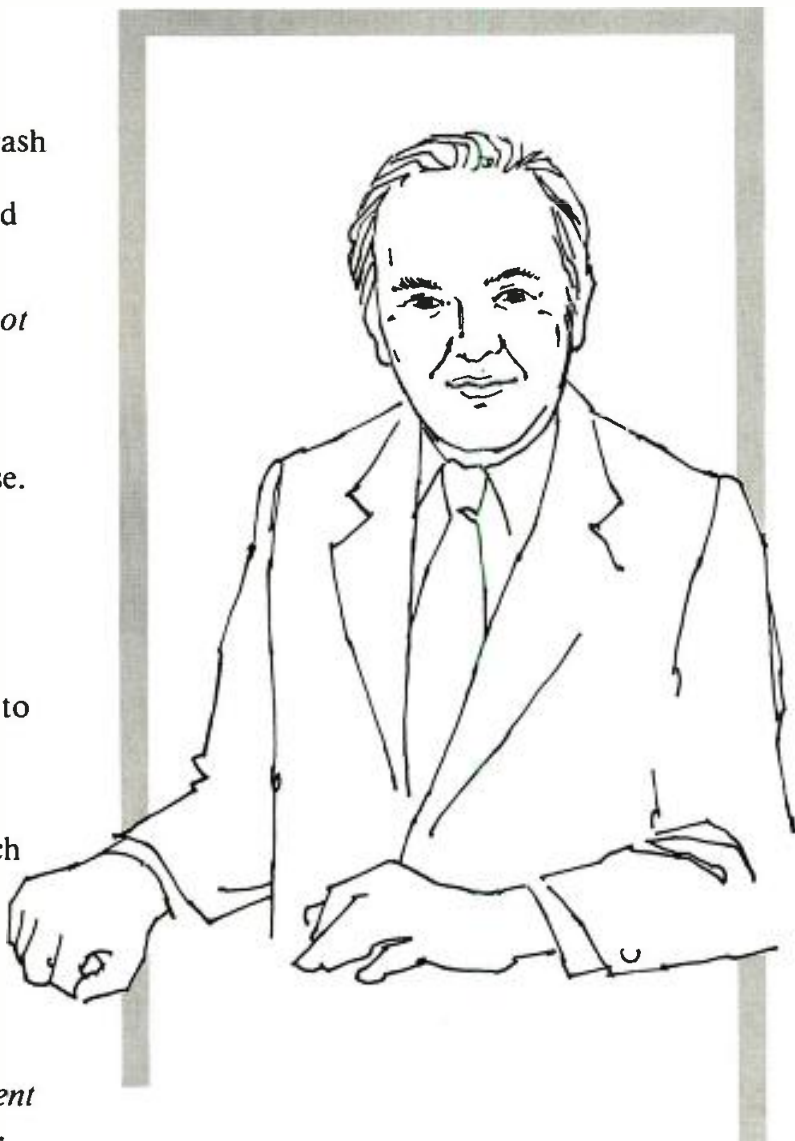
“NOW, I’m a BELIEVER”

“I used to think research was kind of a hogwash . . . somewhat a waste of money. Then, last year, some of the people here at Affiliated and broker Bob Maulman suggested I give it a chance in our new Jacksonville, Florida acquisition, WAIV . . . a station which was *not* doing well at all.

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The results *really* made a believer of me. We went through the roof in both Arbitron and Birch. From a 2.3 (mostly kids) in Spring ’81 to a 10.2 — mostly 25 to 49 — in the Fall ’81 Arbitron.* So I have to admit it — at least there’s *one* research company that’s anything but hogwash. Now we’ve tied up The Research Group exclusively wherever we could.”

* (Arbitron M-S 6A-Mid 12 + Metro)



*JAY Q. BERKSON: President
Affiliated Broadcasting, Inc.*

In almost every field there is a company that has earned a reputation as the leader.

The Research Group

Radio's Strategic Research Team

Broadcasting **Apr 12**

First Amendment in NAB spotlight □ No luck yet on AM stereo □ CBS 'me, too' on extra prime time spots □ And then there were three for RCA transponders

FIRST COMES FIRST IN DALLAS □ First Amendment parity is message pounded home at NAB convention where record numbers turn out to assess industry in transition. That includes speculation about Wasilewski successor. **PAGE 29.**

PACKWOOD GOES FOR BROKE □ Senator tells NAB delegates that amending Constitution is only sure protection against government intervention. **PAGE 30.**

SUPPORT FROM REAGAN □ President backs First Amendment rights for broadcasters. **PAGE 31.**

CRONKITE'S WARNING □ DSA winner hears echoes of Spiro T. Agnew in Washington. **PAGE 31.**

WASILEWSKI'S CALL □ NAB president keynotes opening session by urging stepped-up fight for First Amendment protection. **PAGE 33.**

FOWLER STRESSES MOTIVE □ FCC chairman exhorts broadcasters to support change, not for economic gain but for opportunity to program freely in future. **PAGE 34.**

AM STEREO REMAINS PUZZLE □ Dallas delegates get much background, but no firm answers. **PAGE 35.**

HUBBARD AGAINST FIELD □ He challenges HDTV panelists Flaherty, Ebel and Schmidt from audience and says proposed service should be abandoned. **PAGE 40.**

TELETEXT BACKERS □ NAB panelists are bullish in pushing new technology. **PAGE 48.**

VIEW OF FCC FROM INSIDE □ Commissioners, absent Fowler, discuss agency and their views. **PAGE 54.** Harris reaffirms intent to leave Broadcast Bureau in two years. **PAGE 56.**

LOTTERY LEGISLATION □ Congressional panel in Dallas says clarifying bill likely this month. **PAGE 64.**

DAYTIMERS TAKEN TO TASK □ At NAB meeting, operators told they must work harder to get longer hours. **PAGE 67.**

RADIO IN SATELLITE ERA □ Delegates get update on networks' plans for bird. **PAGE 72.**

HOW-TO SESSIONS □ Black broadcasters discuss specialized news needs, other problems. **PAGE 75.** Harvard's Marshall offers marketing advice. **PAGE 76.**

AT&T COUNTERATTACKS □ Stockholders, under company prodding, sound off on Capitol Hill. Harris survey shows public support for Justice agreement. **PAGE 87.**

LONGER NEWS BITES DUST □ CBS-TV calls off planned expansion in face of greater-than-expected negative reaction from affiliates. **PAGE 90.**

THREE TAKERS FOR SATCOM IV □ Only HBO, Warner Amex and NBC plunk down \$13 million each for "prepaid lease" on transponders. **PAGE 94.**

CBS-MGM DEAL OFF □ New firm, MGM/UA Entertainment is formed after network's and film company's home video negotiations fall through. **PAGE 96.**

SATELLITE NEEDS □ Glenn calls for greater commitment for research and development at Dallas sessions of IASU. **PAGE 101.** Disagreement about DBS and debate over orbital spacing erupt at other sessions. **PAGE 102.**

MORE SPOTS ON CBS-TV □ Network increases prime-time commercial slots in wake of ABC-TV's earlier move. NBC-TV says it's standing pat. **PAGE 104.**

LYRICIST/NEGOTIATOR □ Already honored for his award-winning songs, Hal David is earning even more acclaim for his diplomacy and flexibility as president of ASCAP. **PAGE 129.**

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Name : _____

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Your favorite three
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Closed Circuit

Wrist newspaper

Device that could revolutionize delivery of hard-copy information to individual homes through blanking interval of television signals—or on subcarriers generated by radio stations—is under development by ABC. Invention has proceeded beyond breadboard stage to actual prototype. Incredibly small (approximately two by three inches in size, perhaps one-quarter inch thick), printing device could produce news summaries, stock market quotations, advertising coupons, theater tickets, other applications almost beyond imagining—and in color. Raw stock would be supplied to set owners by cartridge. Not only is device miniature, so is price. ABC officials say it could be produced for \$20-\$30 each. Manufacturer is unidentified.

Project is still hush-hush. BROADCASTING reporters have seen it but were not able to fathom technology that makes it work. Key element of some applications will be addressability, technology ABC also is working on and about which its executives are both optimistic and enthusiastic.

Succession

Three names are mentioned most frequently as successors to Vincent T. Wasilewski as president of National Association of Broadcasters, John Summers, Don Thurston and Dick Wiley (see page 29), but list of others in contention grows daily. At or near head of it is Robert Wells, FCC commissioner in 1969-71, now head of Harris radio group, based in Garden City, Kan., and chairman of Broadcast Music Inc. Wells is high in Kansas Republican politics, close friend of Senator Robert Dole, likes life in Washington.

If Wiley could be inveigled into taking Wasilewski job, could there be swap involved? Wasilewski wants to practice law, is Illinois native, graduate of University of Illinois law school and close friend of Russell Eagan, senior lawyer under Wiley in Washington office of Chicago-based law firm of Kirkland & Ellis. It's thousand-to-one shot but not impossible.

One go, all go

Now that CBS TV has joined ABC-TV in planned expansion of commercial positions in prime time for fall (see page 104), don't expect NBC-TV to stand idly by. Despite public statements that NBC intends to stand pat, top network executives are understood to have agreed privately that they will probably make it unanimous on expansion bandwagon.

CBS-TV called special meeting of its affiliates board during NAB convention to

announce addition of 30's in prime time—but didn't drop that tidbit until announcing decision to give up, at least for now, on longer evening news that affiliates have resisted (see page 90).

Bell's birds

AT&T already has long list of buyers for new satellite video service to be offered starting late 1983, after it has launched first of three owned-and-operated satellites. At closed breakfast briefing for network and cable TV executives in Dallas last Monday (April 5), Carl Savatele, AT&T national account executive, said company plans to have three satellites operational by late 1984, with first dedicated primarily to TV and second to TV and cable services.

AT&T, which sells "services" rather than selling or leasing transponders as other carriers do, will permit "swapping" of transponders among video users, said Savatele, with those unable to go on satellite by time first bird is launched to swap transponders with user who is ready, but had secured service on satellite to be launched later. AT&T will offer service only to full-time, 24-hour-a-day users.

Earth-station relations

Agreement between NEC America and Alcoa to pursue DBS earth-station market still seems imminent. Marriage was symbolized by NEC's use of 4.5-meter Alcoa dish to demonstrate its electronics at NAB show last week. NEC also had three-quarter-meter DBS earth station on exhibit floor, but kept it in closet.

Meanwhile, conflicting rumors have been heard involving Scientific-Atlanta and Alcoa. One, which S-A denies, is that S-A rejected buy-out offer from Alcoa. Other is that S-A had been aspiring partner of Alcoa, but that it dropped planned courtship when Alcoa's relationship with NEC came to light.

Early starts

Republican and Democratic campaign committees are beginning to focus on work to be done next fall. Republicans—through "marketing group," which comprises national as well as congressional and senate committees—has budget of \$10 million for advertising to boost party generally, rather than individual candidates. Money will be spent mostly on television commercials, to be placed on networks and spot. Republican Congressional Campaign Committee can also save money for Republicans seeking to hold or gain office in House: it has facilities to produce commercials.

Democrats hope to match Republicans' media center with one of their own by

June. Among consultants to Democratic group is Charles Ferris, former FCC chairman.

Hands crossed?

If anybody goofed on failure of President Reagan—only broadcaster to be elected to nation's highest office—to participate in last week's NAB convention, either in person or by remote control, no claimant came forward. Failure to read message from White House (story page 31) was attributed to faulty staff liaison.

Reagan trip to Dallas—scene of President Kennedy's assassination in 1963—was discouraged by Secret Service, super-sensitive after last year's assassination attempt. But videotape was believed practically automatic. In act, at behest of NAB top echelon, was Ward L. Quaal, veteran broadcaster and long-time Reagan personal friend. With personal appearance out, NAB brass reportedly felt videotape inadequate substitute and preferred to take chance on Reagan personal appearance in Las Vegas next year.

Barriers to entries

Compared to previous years, TV syndication marketplace for first-run entries is moving at slower pace. Verdicts generally still are out on which new shows will reach airwaves this fall. Rep sources explain that many stations don't feel compelled to buy now, with some waiting for results of May rating books. Reasons: Fewer time periods are up for grabs, particularly given lack of new access programming; plenty of off-network shows are available, and, for most part, new shows haven't been attractive.

Troop movements

There was talk in Dallas at NAB convention last week of size of contingents accompanying Senate Commerce Committee Chairman Bob Packwood (R-Ore.) and seven FCC commissioners. Packwood, who proposed constitutional amendment to guarantee free speech to all media in speech to TV luncheon on Monday (see page 30), was traveling with six staffers. Committee, which picked up tab for most of group, sent only two staffers to 1981 convention, but sent more this year, according to spokesman, because Packwood felt his speech was of major importance. Half of group spent one or two nights in Dallas, while other half flew in and flew out with Packwood on Monday. FCC, picking up its own tab of "about \$8,000," according to managing director's office, sent out 16 representatives. FCC sent eight to 1981 convention.

Business Briefly

TV ONLY

Uniden International □ Begins in April for second quarter in New York, Washington, Cleveland, Minneapolis, Portland, Ore., and Seattle. Agency: Young & Rubicam, Los Angeles. Target: adults, 25-54.

New York Telephone □ Local usage. Begins this month for second quarter in various New York markets. Agency: Young & Rubicam, New York. Target: total adults.

Slush Puppies Corp. □ Flavored ice-drink. Begins May 29 for 10 weeks in about 100 markets. Children's programming. Agency: Press Galvin Advertising, Cincinnati. Target: children, 6-11.

Murray Ohio Manufacturing Co. □ Bicycles. Begins this week for seven weeks in 32 markets. Fringe and weekend times. Agency: Sive & Associates, Cincinnati. Target: teen-agers, 12-17; adults, 18-34.

Sunnyland Refining Corp. □ Superman peanut butter. Begins this week for five weeks in about four markets. Day, early fringe, late fringe, sports times and weekends. Agency: Kaiser, Kuhn, Bennet & Sharp, Atlanta. Target: children, 6-11; women, 18-34.

Western Company □ Oil services. Begins June 20 for three weeks in various Texas markets. Sports programming. Agency: William F. Finn & Associates, Inc., Tyler, Tex. Target: total men.

Arma Hardware □ Begins June 30 for varying flights in 11 markets. All dayparts. Agency: Pringle Dixon Pringle, Atlanta. Target: adults, 25-54.

Tom Thumb □ Meats and produce. Begins June 28 for third and fourth quarters in Dallas and Austin, Tex. All dayparts. Agency: Arnold Harwell McClain & Associates, Dallas. Target: women 25-54.

Resorts International □ Begins May 3

for six weeks in four markets. Prime, news, prime access, fringe and sports times. Agency: Elkman Advertising Co., Bala Cynwyd, Pa. Target: men, 25-54.

Schoenling Brewing Co. □ Little King's Cream Ale. Begins in second quarter for about 10 weeks in approximately 17 markets. All dayparts. Agency: Fahlgren & Ferris, Cincinnati. Target: women, 18-34; men, 18-24.

Shell Oil □ Environmental campaign. Begins April 26 for 18 weeks in Baton Rouge, La.; Parkersburg, W.Va.; Yakima, Wash., and Bakersfield, Calif. Fringe times. Agency: Ogilvy & Mather, Houston. Target: total adults.

New Zealand Apple Marketing Board □ Begins May 30 for varying flights in over



Budget-cut protest. The American Nurses Association has launched an advertising campaign attacking the administration's proposed health care budget cuts for fiscal 1983. The ANA is sponsoring two 30-second spots nationwide that criticize the proposed cuts. An initial trial run appeared last week on several Washington stations. CBS-TV refused to sell time to the ANA, stating that they do not air advocacy advertising. In a letter to the association, CBS said: "We regret that CBS sells time for the promotion of goods only, not for the promotion of ideas or the discussion of current events or public issues." NBC's response was along the same lines, but it did say if ANA deleted certain parts it would show the spot. But ANA officials charged that the deletions would "take out the meaning of the ads." ABC-TV said it would sell the time only in late-night after *Nightline*, which ANA found unacceptable. Stations that are not network-owned have agreed, however, to air the spots. Each spot makes an appeal: "Help the American Nurses' Association fight the budget cuts." The ads will run until the budget process is over.



To all Broadcasters:
Shamrock reserved this space to share with you our pride in the continuing achievements of the TM Companies.

Stanley P. Gold
President
Shamrock Broadcasting
Co., Inc.

Television's Most Distinguished Programming Award



WNAC-TV Boston is proud to be the recipient of the esteemed 1982 Iris Award. Competing among America's top ten markets, Channel 7 captured first place for its Emmy Award-winning monthly news magazine. MORE.

WNAC TV BOSTON



A CBS Affiliate



15 markets. Agency: Scroggin & Fischer Advertising, San Francisco. Target: women, 18 and over.

RADIO ONLY

Xerox □ Retail stores. Begins in May for second quarter in Hartford, Conn. and Minneapolis-St. Paul. Agency: Young & Rubicam, New York. Target: women, 25-54.

Bavarian Motor Works □ Automobiles. Begins in April for second quarter in 40 markets. Morning and afternoon drive times, plus weekends. Agency: Ammirati & Puris, New York. Target: men, 25-54.

Greater Des Moines Chamber of Commerce □ Begins May 3 for six weeks in Sioux City, Burlington, Cedar Rapids-Waterloo, all Iowa, Kansas City, Mo., and

AdVantage

Professional push. Professional personal service advertising on television climbed by 24% in 1981 to more than \$104.1 million, according to Television Bureau of Advertising, using figures compiled by Broadcast Advertisers Reports. Heading various sub-categories were stockbrokers, up 42% to \$32.2 million, followed by real estate agents, down 6% to \$31.4 million; medical/dental services, up 68% to \$13.4 million; tax services, up 6% to \$7.4 million; legal services, up 21% to \$6.2 million and travel agents, up 24% to \$4.5 million. Individual leaders in the various sub-groups were Merrill Lynch Pierce Fenner & Smith (stock brokers), \$10.1 million; Century 21 (real estate), \$15.3 million; H&R Block Inc. (tax service), \$5.2 million; Schick Inc. (health services), \$4.7 million; Jacoby & Meyers (legal services), \$1.9 million and Club Med Travel Agency (travel agents), \$600,000.

TMC's co-op offer. Warner Amex Satellite Entertainment Co. is offering affiliates carrying The Movie Channel co-op marketing plan for 1982, in which affiliates of one year or longer may participate. They are eligible for 1% of their gross annual billings in form of "credits" against licensing fees. Affiliates may apply up to \$100 per year of credits toward premiums. TMC is carried on 1,800 systems serving 1.75 million subscribers.

Conventioneers. RKO Radio Networks unveiled new advertising theme, "Setting the Pace for Network Radio," at NAB convention last week in Dallas. In keeping with theme, Chevrolet, sponsor of *The Hot Ones* and *Captured Live* on RKO Radioshows, gave away \$10,000 Camaro Z-28 "The pace car of the Indianapolis 500" at convention, to Cal Coleman, president-general manager, KHUB-AM-FM Fremont, Neb.

Child support. Kraft Inc., through agency J. Walter Thompson, Chicago, will sponsor three upcoming children's programs: Two on CBS Cable's Kraft Music Hall: *The Ring of the Feticines* and *Carmen*. Other is on Christian Broadcasting Network: *The Lion, The Witch and the Wardrobe*.

Racy advertising. BBI Communications' syndicated, *The Boston Marathon Special*, scheduled to run on over 70 TV stations April 19, has sold out its six national spots for show. National advertisers on two-hour program are: General Foods with Maxwell House coffee and Post Raisin Grape Nuts cereal; Budweiser Light. Campbell soup with V-8 juice; Kodak and Dodge cars and trucks. Among stations contributing to show's 66% coverage of country are: WNEW-TV New York, WTTG-TV Washington, WTAF-TV Philadelphia, KRON-TV San Francisco, KXTX-TV Dallas and WCVB-TV Boston.

Cable forecast. D'Arcy-MacManus & Masius/Atlanta has won new cable account—the Weather Channel ready to sign on air May 2. John Coleman, former meteorologist for ABC-TV's *Good Morning America*, heads new 24-hour cable network weather service and plans to debut with "over three million subscribers."

RepReport

WJMD(FM) Washington: To Hillier, Newmark & Wechsler from Christal.

KTLC(AM)-KWIC(FM) Beaumont Tex.: To Roslin Radio Sales from Pro Radio.

KMTR-TV Eugene, Ore.: To Seltel (new station going on air Oct. 1).

Omaha. Morning drive, middays and afternoon drive times. Agency: Lord, Sullivan & Yoder, Des Moines, Iowa. Target: adults, 18-34.

Allied Van Lines □ Begins May 3 for four weeks in over 150 markets. Agency: D'Arcy-MacManus & Masius, Chicago. Target: adults, 25-49.

Taylor Wine □ Taylor Cellars Light. Begins April 19 for four weeks in 20 markets. All dayparts. Agency: Kenyon & Eckhardt Advertising, New York. Target: adults, 25-54.

Russtogs □ Women's clothing. Begins this week for four weeks in Detroit, New Orleans, Minneapolis and St. Louis. Agency: KSL Media, New York. Target: women, 18-49.

Wang Laboratories □ Seminars. Begins April 21 for two weeks in Philadelphia and New York. Agency: Hill Holliday, Connors, Cosmopolos, Boston. Target: men, 25-54.

Clairel □ Final Net conditioner. Begins April 29 for various flights in over 50 markets. Agency: Foote, Cone & Belding, New York. Target: women, 18-49.

Basco □ Catalog showroom. Begins April 26 for one week in two markets. Agency: Smith & Co., Somers Point, N.J. Target: total adults.

Holiday Universal Health Spa □ Begins April 20 for three days in Washington, Philadelphia and Baltimore. Agency: Eisner & Associates, Baltimore. Target: women, 18-54.

RADIO AND TV

Carter Wallace □ Sea and Ski tanning products. TV and radio campaign begins May 10 for eight weeks in five TV and 28 radio markets. Agency: Ted Bates & Co., New York. Target: girls, 12-17; women, 18-24.

General Motors Corp. □ Trucks. TV and radio campaign begins April 12 for varying flights in 30 markets. Agency: McCahn-Erickson/Detroit, Troy, Mich. Target: men, 25-54.



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WHCN-FM
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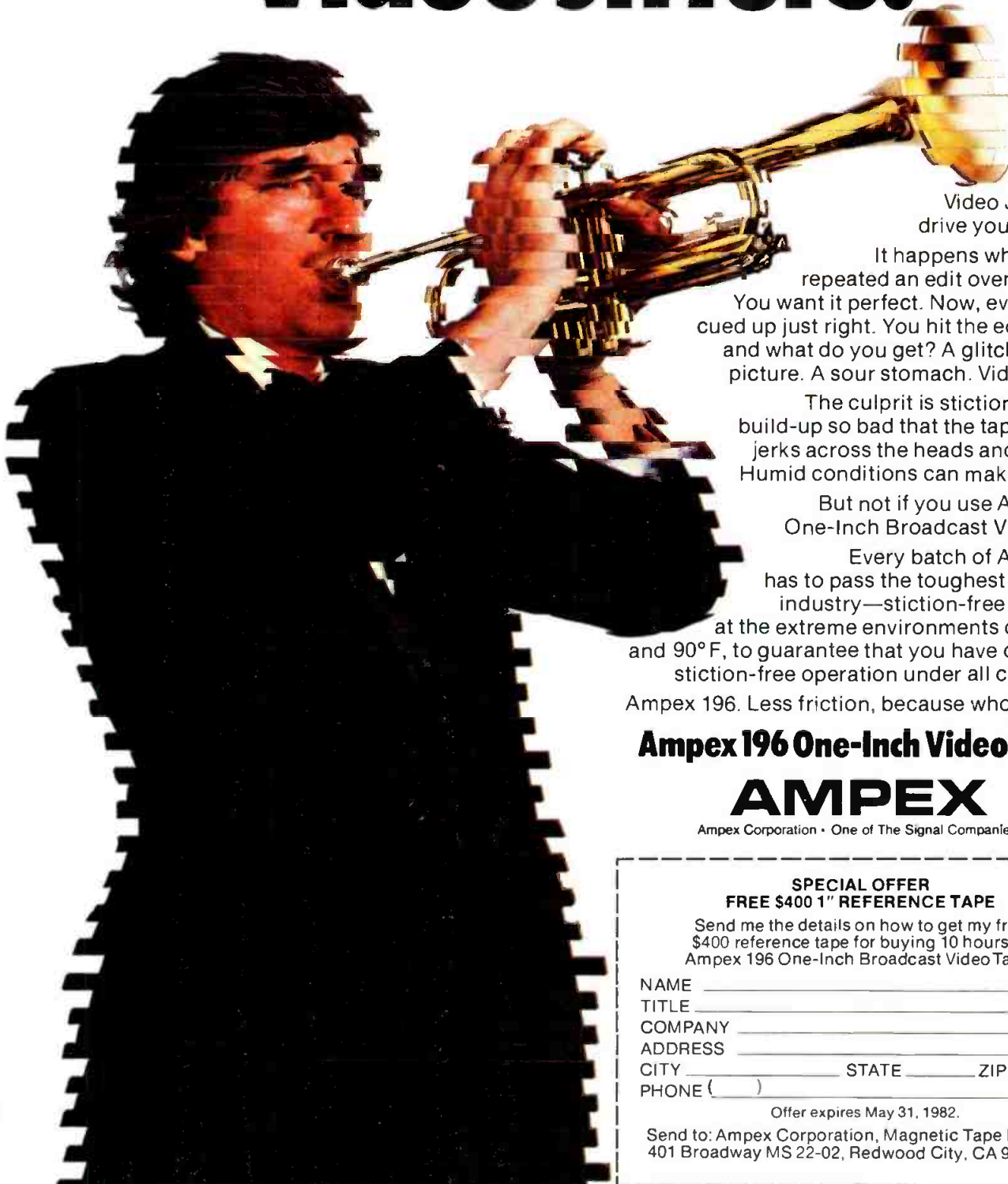
WKTZ-FM
JACKSONVILLE, FLA.

WKMF-AM
FLINT, MICHIGAN

WGMZ-FM
FLINT, MICHIGAN

WKTZ-AM
JACKSONVILLE, FLA.

Ampex Announces the Practical End of Video Jitters.



Video Jitters can drive you up a wall.

It happens when you've repeated an edit over and over. You want it perfect. Now, everything's cued up just right. You hit the edit button, and what do you get? A glitch. A shaky picture. A sour stomach. Video Jitters.

The culprit is stiction—friction build-up so bad that the tape actually jerks across the heads and scanner. Humid conditions can make it worse.


But not if you use Ampex 196 One-Inch Broadcast Video Tape.

Every batch of Ampex 196 has to pass the toughest test in the industry—stiction-free operation at the extreme environments of 90% RH and 90° F, to guarantee that you have consistent stiction-free operation under all conditions.

Ampex 196. Less friction, because who needs it?

Ampex 196 One-Inch Video Tape.

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SPECIAL OFFER FREE \$400 1" REFERENCE TAPE

Send me the details on how to get my free \$400 reference tape for buying 10 hours of Ampex 196 One-Inch Broadcast Video Tape.

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TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE (____) _____

Offer expires May 31, 1982.

Send to: Ampex Corporation, Magnetic Tape Division,
401 Broadway MS 22-02, Redwood City, CA 94063

B.

THE RIGHT MEN FOR THE JOB!



JOB APPLICATION

NAME: BARNEY MILLER

ADDRESS: 12th Precinct

POSITION APPLYING FOR: #1

EDUCATION: Network TV;
132 local mar

WHERE HAVE YOU WORKED?

In every size market...

CITY	STATION	TIME	RATING	SHARE
New York	WPIX	8:30 pm	9	16
Los Angeles	KNXT	4:00 pm	8	19
Bend, Ore.	KTVZ	5:00 pm	10	24
Hakersfield	KERO	8:30 pm Saturday	9	26

LIST YOUR SPECIAL ATTRIBUTES

Will work days, nights or weekends

CITY	STATION	TIME	RATING	SHARE
Columbus	WBNS	5:00 pm	12	39
Charleston	WSAZ	5:00 pm	12	29
Madison	WISC	11:00 pm	8	40
Green Bay	WBAY	10:30 pm	10	3
Chicago	WGN	6:00 pm Saturdays	14	2
Santa Barbara	KEYT	7:30 pm Saturdays	7	

Good leader. Can improve time period

TIME	SPOKANE, KXLY	RATING
7 pm lead-in	ALL IN THE FAMILY	7
7:30 pm	BARNEY MILLER	12
	MILWAUKEE, WVTV	
5 pm lead-in	WONDER WOMAN	5
5:30 pm	BARNEY MILLER	9

**Work well with others.
Holds M*A*S*H lead-in.**

TIME	STATION	RATING	SHARE
4:00 pm lead-in	PORTLAND, KOIN		
4:30 pm	M*A*S*H	7	28
	BARNEY MILLER	7	22
	HARRISBURG, WHTM		
7:00 pm lead-in	M*A*S*H	9	18
7:30 pm	BARNEY MILLER	9	17

**Willing to travel. Have worked in
every area of country.**

CITY	STATION	TIME	RATING	SHARE
South				
Charleston	WCSC	6:30 pm	16	36
Atlanta	WAGA	11:30 pm	8	28
Southwest				
Dallas-Ft. Worth	KDFW	4:30 pm	7	26
Austin	KVUE	5:30 pm	10	23
Midwest				
Chicago	WGN	6:00 pm	14	26
St. Louis	KTVI	4:30 pm	11	32
East				
Hartford	WFBS	5:00 pm	10	28
Buffalo	WIVB	5:30 pm	14	34
West				
Salt Lake City	KSL	4:30 pm	8	26
San Francisco	KTVU	7:30 pm	13	23

REFERENCES

CITY	STATION	TIME	RATING	SHARE
Independents				
Sacramento	KTXL	7:30 pm	13	23
Boston	WSBK	7:30 pm	9	16
Affiliates				
Detroit	WDIV (NBC)	6:00 pm	12	32
Bakersfield	KERO (NBC)	6:30 pm	8	19
Baltimore	WBAL (CBS)	5:00 pm	13	34
Louisville	WHAS (CBS)	6:00 pm	10	29
San Diego	KGTV (ABC)	6:30 pm	15	29
Fort Wayne	WPTA (ABC)	7:30 pm	17	32

SPECIAL ACHIEVEMENTS

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This week

April 12—*Academy of Television Arts and Sciences* luncheon. Speaker: Thornton Bradshaw, RCA chairman. Century Plaza hotel, Los Angeles.

April 12—*New York chapter of Women in Communications* luncheon. Speaker: Tom Brokaw, NBC-TV. Waldorf-Astoria, New York.

April 13—*Southern California Cable Club* luncheon meeting. Airport Hyatt, Los Angeles.

April 13—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Arthur Taylor, chairman, Entertainment Channel. Copacabana, New York.

April 14—*International Radio and Television Society* newsmaker luncheon. Speaker: Daniel Ritchie, president and chief executive officer, Westinghouse Broadcasting. Waldorf-Astoria, New York.

■ **April 14**—*Federal Communications Bar Association* luncheon. Speaker: Kalmann Schaefer, special assistant to FCC Chairman Mark Fowler for international affairs. Touchdown Club, Washington.

April 14-19—*Pennsylvania Association of Broadcasters* spring convention. Loew's Bermuda Beach hotel, St. George's, Bermuda.

April 15—Deadline for entries in *International Radio Festival* of New York for achievement in radio programming, advertising and promotion. Information: International Radio Festival, 251 West 57th Street, New York, 10019.

■ indicates new or revised listing

April 15—*Women in Cable* panel discussion, "AT&T Uncaged." University Club, George Washington University, Washington.

April 15-17—*New Mexico Broadcasters Association* annual convention. Speaker: FCC Commissioner Henry Rivera. Sheraton Old Town Inn, Albuquerque, N.M.

April 16—*UPI-New York State* Broadcast Awards banquet. Windows on the World, New York.

April 16—*Northeastern University*, journalism department, conference on telecommunications and First Amendment. Eli Student Center, Northeastern University, Boston. Information: Bill Kirtz, (617) 437-3236.

April 16—*New Jersey Broadcasters Association* 36th annual spring managers' conference. Rutgers University, New Brunswick, N.J.

April 16-18—*National Federation of Local Cable Programmers* Midwest regional workshop. Abbey hotel, Coralville, Iowa, and Iowa City Public Library.

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

Also in April

April 19—*Florida Association of Broadcasters* "Broadcasting Day" University of Florida, Gainesville, Fla.

■ **April 19-20**—*West Virginia Broadcasters Association* spring meeting. Canaan Valley State Park Lodge, Davis, W. Va.

April 19-20—*New York State Cable Television Asso-*

ciation management conference. Albany Hilton, Albany, N.Y.

■ **April 20**—*Academy of Television Arts & Sciences* reception. Hosts: Herb Granath, ABC Video Entertainment; James Rosenfield, CBS Inc.; Grant Tinker, NBC and Ethel Winant, ATAS. Plaza hotel, New York.

April 20-21—*New York State Broadcasters Association* 28th annual meeting. Hilton hotel, Albany, N.Y.

April 20-22—*Advertising Research Foundation* fourth annual business advertising research conference and fair. New York Hilton.

■ **April 21**—*New York Women in Communications Inc.* luncheon. Speaker: Karen Gerard, deputy mayor for economic policy and development. Lexington hotel, New York.

April 21—*Southern California Broadcasters Association* 10th annual Radio and Television Career Awareness Day for Minorities and Women. California Museum of Science and Industry, Exposition Park, Los Angeles.

April 21—Fifth annual copyright law conference sponsored by *Copyright Law Committee of Federal Bar Association*, Hotel Washington, Washington.

April 21-22—*Advertising Research Foundation's* fourth annual business advertising research conference. New York Hilton.

April 21-23—*Indiana Broadcasters Association* spring conference. Speaker: Richard Wiley, Kirkland & Ellis, Washington. Vincennes Executive Inn, Vincennes, Ind.

■ **April 22**—*Philadelphia Cable Club* luncheon. Topic of discussion: Cable interconnects. Ovations Club, Spectrum, Philadelphia.

■ **April 23**—*National Citizens Committee for Broadcasting* seminar on "Copyright and Home Recording: The Betamax Case and Beyond." Westpark hotel, Rosslyn, Va. Information: (202) 462-2520.

April 23—*Audio Independents* seminar for producers "Inside Commercial Radio." New School for Social Research, New York.

April 23-25—*Alabama AP Broadcasters Association* annual meeting and awards banquet. Lake Point, Lake Eufaula, Ala.

April 23-29—18th annual *MIP-TV* international TV program market. Palais des Festivals, Cannes, France.

■ **April 24**—*UPI* awards luncheon and annual meeting of *Montana UPI Broadcasters*. Jorgenson's restaurant, Helena, Mont.

April 24—*Radio-Television News Directors Association* region one meeting. Red Lion Inn, Jantzen Beach, Ore.

April 24—*Radio-Television News Directors Association* region 14 meeting. Reitz Union Building, University of Florida, Gainesville, Fla.

April 24—Fifth annual *Great Lakes Radio Conference*. Moore Hall, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3852.

April 24—*White House Correspondents Association* annual dinner. Washington Hilton hotel.

April 24—"Cable Television Programming: The Future Is Now," presented by *UCLA Extension*, Department of Business and Management. Bonaventure hotel, Los Angeles.

April 24—*New York State AP Broadcasters Association* joint seminar with AP newspaper members. Sheraton-Airport Inn, Albany, N.Y.

April 25-27—*Minnesota Association of Broadcasters* spring meeting. Thunderbird motel, Bloomington, Minn.

April 26—Deadline for applications for *Society of Broadcast Engineers's* certification examinations. Information: SBE, P.O. Box 50844, Indianapolis, 46250.

April 26-May 1—Radio-TV Week at Southern Illinois

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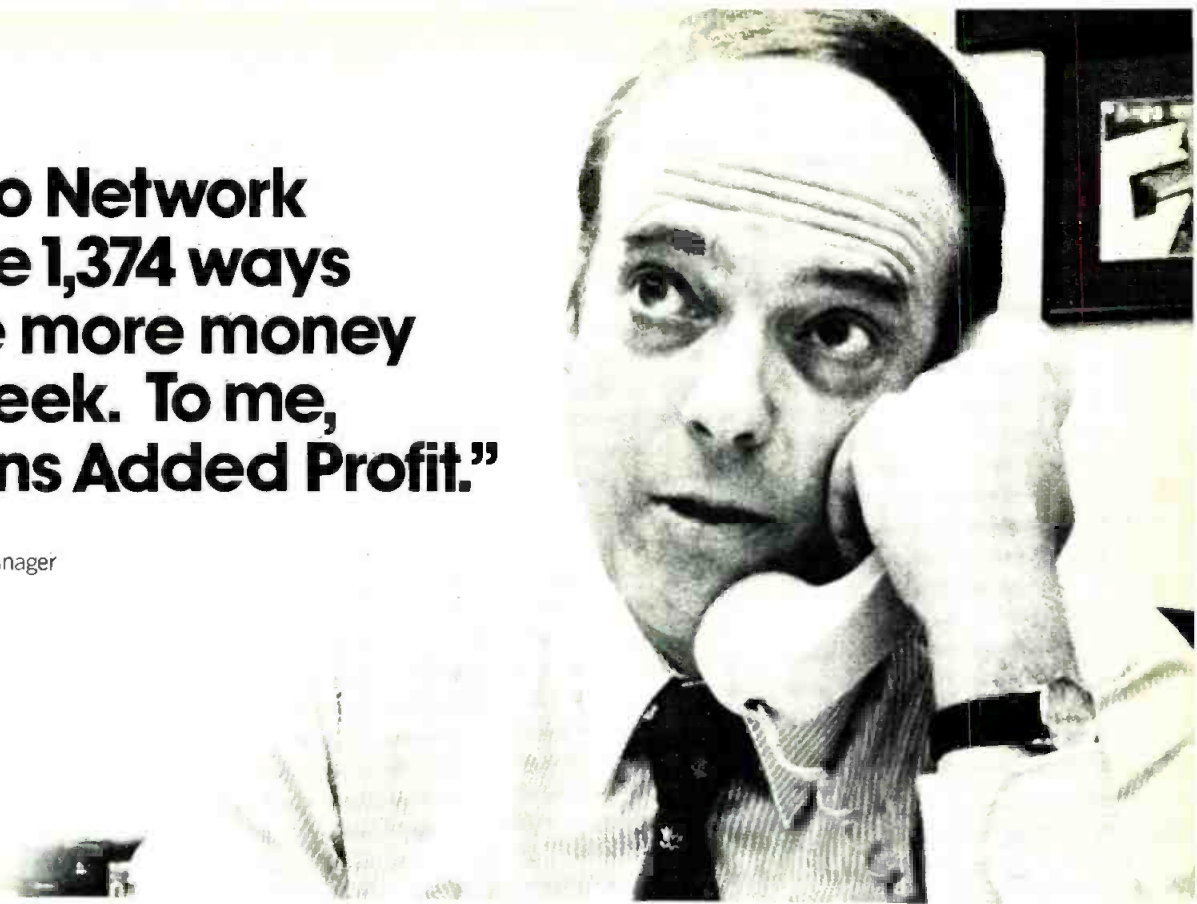
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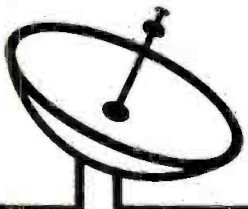
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We'll plan your media. Customize TV commercials for your station. And most important, pay for the space and TV time you need to become a major voice in your market.*

Superadio's total program provides you with bigger and better on-air promotion, as well as the best musical sound in radio. And everything Superadio does for you will be customized to reinforce your station's local identity.

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University, sponsored by *Illinois Broadcasters Association* and *Illinois News Broadcasters Association*. SIU, Carbondale, Ill.

■ **April 28**—*Television, Radio and Advertising Club of Philadelphia* seminar on "Buying and Selling Radio and TV Using Reach and Frequency." Holiday Inn, Philadelphia.

April 29—*American Women in Radio and Television, Kansas City Chapter*, fifth annual broadcast awards luncheon. Alameda Plaza hotel, Kansas City, Mo.

April 29—*Women in Cable*, New England chapter meeting, Newton Marriott hotel, Newton, Mass.

April 30—*New Jersey Broadcasters Association* program and news seminars. Cherry Hill Inn, Cherry Hill, N.J.

April 30-May 1—*Society of Professional Journalists, Sigma Delta Chi* region two conference, featuring Distinguished Service Award. Keynote speaker: William Small, former president of NBC News. Williamsburg, Va.

April 30-May 2—*Illinois News Broadcasters Association* spring convention. University Inn, Champaign, Ill.

April 30-May 2—"MDS—For the 80's and Beyond" seminar sponsored by Dorason Corp., company involved in creative financing and leasing for telecommunications ventures. (Seminar concurrent with National Cable Television Association convention.) Aladdin hotel, Las Vegas.

May

May 1—*Georgia AP Broadcasters Association* annual meeting and awards banquet. Omni International, Atlanta.

May 2-5—*National Cable Television Association* annual convention. Convention Center, Las Vegas.

May 3—Deadline for entries in fifth annual Communications Excellence to Black Audiences (CEBA) Awards, sponsored by *World Institute of Black Communications*. Information: Terrie Williams, WIBC, 10 Columbus Circle, New York, N.Y., 10019.

May 3-7—*Community Antenna Television Association* advanced CATV technical training seminar. Best Western Thruway House, Albany, N.Y.

May 4-7—*American Women in Radio and Television* 31st annual convention. Speakers include Mimi Weyforth Dawson, FCC commissioner. Hyatt Embarcadero, San Francisco.

May 5—George Foster Peabody Awards luncheon, sponsored by *Broadcast Pioneers*. Pierre hotel, New York.

May 6—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Inn and Conference Center, Madison, Wis.

May 6-8—*California Public Broadcasting Commission* conference, "Taking a Lead in the New Frontier: Minorities and Telecommunications in California." Davidson Conference Center, University of Southern California, Los Angeles.

May 7-8—*Florida AP Broadcasters* annual convention. Hilton, Tallahassee, Fla.

May 7-9—*Texas AP Broadcasters* annual convention. Hyatt Regency, Austin, Tex.

May 8—*Radio-Television News Directors Association* Region 13 meeting, with Virginia AP Broadcasters Association. Fort Magruder hotel, Williamsburg, Va.

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

May 11—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn Charlotte North, Charlotte, N.C.

May 11—*Southern California Cable Club* luncheon meeting. Speaker: Tom Wheeler, president, National Cable Television Association. Holiday Inn, Long Beach, Calif.

May 12-15—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

May 14—*American Psychological Association/American Psychological Foundation* National Media Awards for reporting that increases public knowledge of psychology. Information: Public Information Office, APA, 1200 17th Street, N.W., Washington, D.C. 20036.

May 14—*Foundation for Accounting Education* Entertainment and Sports Industries Conference. Topics include accounting for motion picture companies, broadcasting, cable television records and music and sports. Sheraton Center, New York.

May 14-16—*Pennsylvania Associated Press Broadcasters Association* annual convention. White Beauty View Resort, Lake Wallenpaupack, Pa.

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

May 16-18—*University of Wisconsin-Extension* workshop, "Municipal Administration of Cable TV." Wisconsin Center, 702 Langdon Street, Madison, Wis. Information: Barry Orton, (608)262-2394 or (608)262-8953.

May 19—*Information Industry Association* workshops on "Opportunities—and Risks—in Today's Explosive Information Industry." Grand Hyatt hotel, New York.

May 20-21—Conference on "The Implications of the AT&T Settlement," sponsored by *TeleStrategies*, telecommunications consulting firm based in McLean, Va. Speakers include Tom Wheeler, National Cable Television Association; Richard Wiley, Kirkland & Ellis; Philip Verveer, Pierson, Ball & Dowd, and Richard Neustadt, Kirkland & Ellis. Washington Hilton, Washington.

May 20-22—*First Amendment Congress*, comprising news media organizations, seminar on First Amendment values in changing information system. Steve Nevas, First Amendment counsel, National Association of Broadcasters, and Jean Otto, op ed page editor, *Milwaukee Journal*, are co-chairmen. Xerox International Center, Leesburg, Va.

May 21-23—*Carolinas UPI Broadcasters Association* spring meeting. St. John's Inn, North Myrtle Beach, S.C.

May 23-26—*CBS-TV affiliates* annual meeting. Nob Hill Complex, San Francisco.

May 24-25—Conference on "Future Directions in Information Policy," sponsored by National Telecommunications and Information Administration. Bernard Wunder, NTIA, will host conference. Commerce Department, Washington.

May 24-25—*Energy Bureau* conference "Satellite Communications Systems." Stouffer's National Center, Arlington, Va.

May 25—*International Radio and Television Society* annual meeting with Broadcaster of the Year award. Waldorf-Astoria, New York.

May 25-27—*Ohio Association of Broadcasters* spring convention. Kings Island, Cincinnati.

May 26-27—*Federal Bar Association's* fifth annual telecommunications law conference. Shoreham hotel, Washington.

May 27-30—*Satellite Services Bureau* Northeastern Satellite-TV Exhibition. Howard Johnson's Conference Center, Windsor Locks, Conn.

May 31-June 3—*Canadian Cable Television Association* annual convention. Sheraton Center, Toronto.

June

June 1—Deadline for entries in Armstrong Awards for excellence and originality in radio broadcasting, sponsored by *Armstrong Memorial Research Foundation* in cooperation with *National Radio Broadcasters Association*. Information: Armstrong Foundation, 101 University Hall, Columbia University, New York 10027.

June 1-3—Seminar on "Telecommunications Trends and Directions," sponsored by *Communications Division of Electronic Industries Association*. Dunfey's Hy-

Major Meetings

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

April 23-29—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—*National Cable Television Association* annual convention. Convention Center, 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 4-8—*American Women in Radio and Television* 31st annual convention. Hyatt Embarcadero, San Francisco. Future meetings: May 3-7, 1983, Royal York, Toronto; May 1-5, 1984, Renaissance Center-Westin, Detroit; May 7-11, 1985, New York Hilton, New York, and May 27-31, 1986, Loews Anatole, Dallas.

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

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

May 23-26—*CBS-TV affiliates* annual meeting. Nob Hill Conference Complex, San Francisco.

June 6-9—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* fifth annual seminar. St. Francis hotel, San Francisco. Future seminars: June 22-26, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas, and 1985, Chicago.

June 24-27—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Crystal City Hyatt, Arlington, Va.

July 19-21—*Cable Television Administration and Marketing Society* annual meeting. Hyatt Regency, Chicago.

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

Sept. 9-11—*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.

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

Sept. 18-21—*Ninth International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 30-Oct. 2—*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.

Nov. 7-12—*Society of Motion Picture and Television Engineers* 124th technical conference and equipment exhibit. New York Hilton, New York.

Nov. 17-19—*Western Cable Show*. Anaheim Convention Center, Anaheim, Calif.

Nov. 17-19—*Television Bureau of Advertising* 28th annual meeting. Hyatt Regency, San Francisco.

Jan. 30-Feb. 2, 1983—*National Religious Broadcasters* 40th annual convention. Sheraton Washington, Washington.

Feb. 6-9, 1983—*Association of Independent Television Stations (INTV)* 10th annual convention. Galleria Plaza hotel, Houston.

March 17-22, 1983—*National Association of Television Program Executives* 20th annual conference. Las Vegas Hilton. Future conferences: Feb. 12-16, 1984, San Francisco Hilton and Moscone Center, San Francisco.

■ **April 10-13, 1983**—*National Association of Broadcasters* 62nd annual convention. Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 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.

annis hotel and conference center. Hyannis, Mass.

June 3—Advertising Research Foundation conference on "Key Issues Workshop on the New Media and Research Technology" Marriott's Essex House, New York.

June 3-4—Northeast Cable Television eighth technical seminar and exhibition. Empire State Plaza Convention Center, Albany, N.Y. Information: Bob Levy, (518) 474-1324.

June 5—Radio-Television News Directors Association region seven meeting. Medill School of Journalism, Northwestern University, Evanston, Ill.

June 6-9—National Indian Media Conference sponsored by Native American Public Broadcasting Consortium and American Film Institute. Old Town Sheraton hotel, Albuquerque, N.M.

June 7-9—Great Lakes Conference and Exposition, sponsored by Illinois-Indiana Cable Television Association. Indiana Convention Center, Indianapolis.

June 7-July 9—Rochester Institute of Technology's School of Photographic Arts and Sciences motion picture workshop. RIT, Rochester, N.Y.

June 6-9—Broadcasters Promotion Association 26th annual seminar and Broadcast Designers Association fifth annual seminar. St. Francis hotel, San Francisco.

June 10-12—Montana Cable Television Association annual meeting. Sheraton hotel, Great Falls, Mont.

June 10-13—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

June 11-18—Radio-Television News Directors Association of Canada annual meeting. Mount Royal hotel, Montreal.

June 12—UCLA Extension program, "The Video Revolution: Opportunities and Prospects for Pay TV, Videocassettes and Videodisks." Coordinated by James Jimarro, president, Walt Disney Telecommunications. Beverly Hilton hotel, Los Angeles. Information: (213) 825-7031.

June 12-16—American Advertising Federation annual conference. Omni International, Atlanta.

June 13-14—Radio-Television News Directors Association board meeting. Mount Royal hotel, Montreal.

June 13-16—Kansas Association of Broadcasters 32d annual meeting. Halidome, Hutchinson, Kan.

June 16-18—Oregon Association of Broadcasters spring conference. Red Lion at Bowmans, Welches, Ore.

June 16-19—Maryland-District of Columbia-Delaware Broadcasters Association convention. Sheraton Fontainebleau Inn, Ocean City, Md.

June 17-18—Broadcast Financial Management/Broadcast Credit Association board of directors meeting. Washington Plaza, Seattle.

June 20-23—National Association of Broadcasters' Children's Television Conference. Capitol Hill Hyatt Regency, Washington.

June 22-25—National Broadcast Editorial Association national convention. International hotel, Washington.

June 23-26—Florida Association of Broadcasters annual convention. Innisbrook Resort, near Tarpon Springs, Fla.

June 24-27—Public Broadcasting Service annual meeting. Crystal City Hyatt, Arlington, Va.

June 25-27—West Virginia AP Broadcasters annual convention. Cacapon State Park, Cacapon, W. Va.

June 27-30—Virginia Association of Broadcasters summer meeting. Wintergreen Resort, Wintergreen, Va.

June 28-30—Videotex '82 conference on videotext and teletext, sponsored by Online Conference Ltd. Hilton hotel, New York. Information: (212) 599-6924.

Errata

In story on ABC-TV seeking affiliation in Columbia, Mo. (BROADCASTING, April 5), KOMU-TV should have been listed as being affiliated with University of Missouri School of Journalism, which is in Columbia.

□

Beasley Broadcasting Group is not spinning off WTSB(AM) Lumberton, N.C., as reported in "Changing Hands," March 29. Beasley is seeking waiver of regional concentration rule to acquire WTSB(AM)-WGSS(FM) Lumberton, N.C., If waiver is denied, however, Beasley will then spin off unspecified AM.

July

July 9-13—Television Programming Conference, "New Rules and Regulations for Programming." Radisson hotel, Charlotte, N.C. Information: Clem Candelaria, KTUT(TV), PO. Box 2495, Fort Worth, Tex. 76113.

July 11-14—New York State Broadcasters Association 21st executive conference. Grossinger's Conference Center, Grossinger, N.Y.

July 12-Aug. 13—Rochester Institute of Technology's School of Photographic Arts and Sciences motion picture workshop. RIT, Rochester, N.Y.

July 14-16—Arbitron Television Advisory Council meeting. Silverado, Napa, Calif.

July 14-17—Colorado Broadcasters Association summer convention. Manor Vail, Vail, Colo.

July 19-21—Cable Television Administration and Marketing Society annual meeting. Hyatt Regency, Chicago.

July 19-24—National Federation of Community Broadcasters annual conference. MacAlister College campus, St. Paul.

July 18-22—World Future Society's fourth general assembly Theme: "Communications and the Future." Presentation Sheraton Washington, Washington. Send

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THE Saint

Starring **ROGER MOORE**



#1 IN SEATTLE

In Average Rating And Share In Its Time Period For January, 1982

Telecast By The CBS Network!



Source: ARBITRON January 7-28, 1982

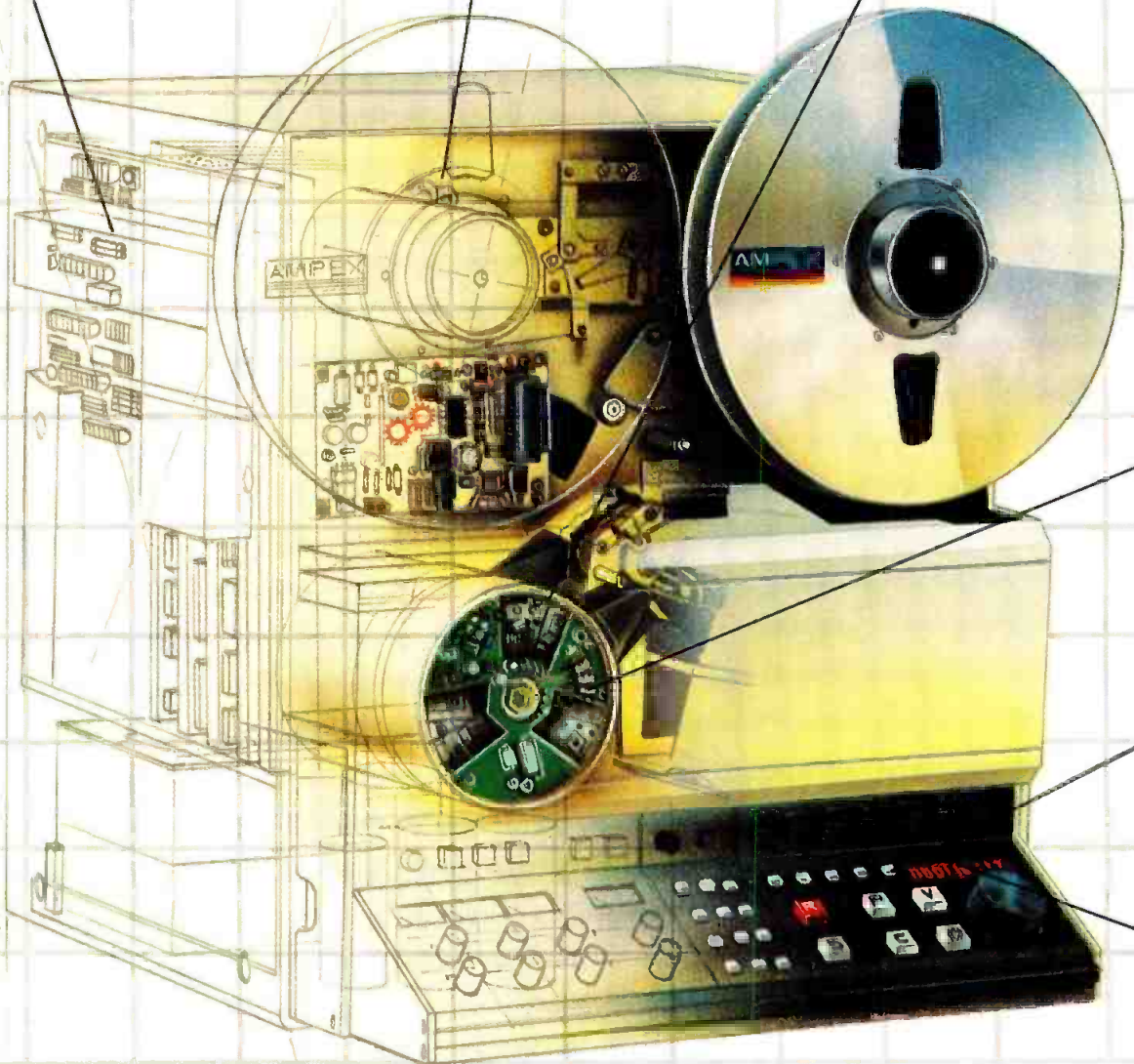
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Excellent picture quality and low cost. That's what you get with the VPR-80, the new professional video recorder from Ampex. Whether you're adding to your present facility, or moving into the professional video market, you'll find the VPR-80 to be a totally new concept. Yet, it incorporates the most demanded features of the world's most popular one-inch Type "C" VTR, the VPR-2, plus several new and advanced capabilities.

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papers and proposals to: 1982 Assembly Committee, World Future Society, 4916 St. Elmo Avenue, Bethesda, Md., 20814.

July 20-22—WOSU-AM-FM-TV Columbus, Ohio. Broadcast Engineering Conference. Fawcett Center for Tomorrow, Ohio State University, Columbus, Ohio.

August

Aug. 18-21—Michigan Association of Broadcasters annual convention. Hidden Valley Resort, Gaylord, Mich.

Aug. 19-22—West Virginia Broadcasters Association annual fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 20—Kansas Association of Broadcasters seventh annual sports seminar. Royals Stadium, Kansas City, Mo.

September

Sept. 1—Deadline for entries in 17th annual Gabriel Awards competition, presented by *Unda-USA* for television and radio programs that creatively treat issues concerning human values. Information: Charles Schisla, (317) 635-3586.

Sept. 9-11—Southern Cable Television Association's Eastern Cable Trade Show and Convention. Georgia World Congress Center, Atlanta.

Sept. 12-15—National Radio Broadcasters Association annual convention. Reno.

Sept. 13-17—London MultiMedia Market. Tower hotel, London.

Sept. 15—Deadline for entries in 14th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Information: SBRTC, 6350 West Freeway, Fort Worth, 76150.

Sept. 15-17—Advertising Research Foundation eighth annual mid-year conference and research fair. Chicago Hyatt Regency, Chicago.

Sept. 18-21—Ninth International Broadcasting Convention. Metropole Conference and Exhibition Center, Brighton, England.

Sept. 19-20—CBS Radio network affiliates board meeting. Arizona Biltmore, Phoenix.

Sept. 19-23—Sixth International Conference on Digital Satellite Communications. Phoenix Hyatt Regency, Phoenix.

Sept. 20-22—National Association of Telecommunications Officers and Advisors second annual conference and convention, "Telecommunications: Managing in the Public Interest." Park Hilton, Seattle.

Sept. 21-24—CBS Radio network affiliates convention. Arizona Biltmore, Phoenix.

Sept. 26-28—Minnesota Broadcasters Association fall meeting. Radisson Duluth, Duluth, Minn.

Sept. 30—Deadline for entries in Piero Fanti International Prize, international competition for contributions to satellite communications sponsored by *Telespazio* and *Intelsat*. Information: Gavin Trevitt, Intelsat, 490 L'Enfant Plaza, S.W., Washington 20024.

Sept. 30-Oct. 2—Radio-Television News Directors Association international conference. Caesars Palace, Las Vegas.

October

■ **Oct. 1-3**—LPTV East, conference and exhibition on low-power television sponsored by *Conference Management Corp.* and *Global Village*. Shoreham hotel, Washington.

Oct. 3-5—Tennessee Association of Broadcasters convention. Sheraton hotel, Gatlinburg, Tenn.

Oct. 6-7—Ohio Association of Broadcasters fall convention. New Marriott North, Columbus, Ohio.

Oct. 7-10—Missouri Broadcasters Association fall meeting. Holiday Inn, Cape Girardeau, Mo.

Oct. 8-12—Texas Association of Broadcasters management and engineering conference. Hyatt Regency, Houston.

Oct. 14-17—Federal Communications Bar Association annual fall seminar. Castle Harbour hotel, Bermuda.

Oct. 15-17—American Women in Radio and Television Southern area conference. Peabody hotel, Memphis.

Oct. 15-20—Vidcom/MIP-TV fall international video marketplace. Palais des Festivals, Cannes, France.

Oct. 22-23—Friends of Old Time Radio annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261, or (203) 248-2887.

Oct. 22-24—National Association of MDS Service Companies second annual convention. Sheraton Washington, Washington. Information: Diane Hinte, (213) 532-5300, or Mark Edelman, (509) 328-0833.

Oct. 26-28—Atlantic Cable Show, co-sponsored by cable television associations of New York, New Jersey, Pennsylvania, Delaware and Maryland, Bally Park Place, Del Webb's Claridge and Brighton hotels, Atlantic City, N.J. Information: (609) 394-7477.

Oct. 31-Nov. 4—National Translator Association's Low-Power Television Convention. Aladdin hotel, Las Vegas.

November

Nov. 1-3—Satellite Communications Symposium, sponsored by *Scientific-Atlanta*. Marriott hotel, Atlanta.

Nov. 1-15—China Comm '82, U.S. telecommunications exhibition and seminars program, jointly sponsored by *Electronic Industries Association* and *National Council for U.S.-China Trade*. Beijing (Peking) Exhibition Center, Beijing, People Republic of China.

Nov. 5—17th annual Gabriel Awards banquet, presented by *Unda-USA*. Palmer House, Chicago.

Nov. 6-8—National Broadcasting Society, Alpha Epsilon Rho, Southern Illinois University chapter, Mid-East regional convention. SIU Student Center, Carbondale, Ill.

Nov. 7-10—Association of National Advertisers annual meeting. The Breakers, Palm Beach, Fla.

Nov. 7-12—Society of Motion Picture and Television Engineers 124th technical conference and equipment exhibit. New York Hilton, New York.

Nov. 8-10—Subscription Television Association's Over-the-Air Pay Television Conference and Exposition. Hyatt hotel, Los Angeles Airport, Los Angeles.

Nov. 13-15—National Cable Television Association's second annual programming symposium, to precede Western Cable Show, featuring Awards for Cablecasting Excellence presentation. Biltmore hotel, Los Angeles.

Nov. 17-19—Western Cable Show. Anaheim Convention Center, Anaheim, Calif.

Nov. 17-19—Television Bureau of Advertising 28th annual meeting. Hyatt Regency, San Francisco.

January, 1983

■ **Jan. 24-26, 1983**—LPTV West, conference and exhibition on low-power television sponsored by *Conference Management Corp.* and *Global Village*. Disneyland hotel, Anaheim, Calif.

Jan. 30-Feb. 2, 1983—National Religious Broadcasters 40th annual convention. Sheraton Washington, Washington.

February 1983

Feb. 6-9—Association of Independent Television Stations (INTV), 10th annual convention. Galleria Plaza hotel, Houston.

March 1983

March 17-22—National Association of Television Program Executives 20th annual conference. Las Vegas Hilton.

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Even with major entertainment competition, the North Carolina-Georgetown thriller delivered the second highest rating ever for this game. CBS Sports' coverage of the NCAA Basketball Tournament gave fans a complete picture of



the action, featuring more games, timely highlights and updates than ever before.

In the initial season of NCAA Basketball, CBS Sports set out to give maximum exposure to one of America's most exciting sports spectacles. Judging by the numbers of fans who tuned in, we succeeded.



This fall, the "complete picture of the action" continues when NCAA Football premieres on CBS Sports. CBS Sports ... covering the best in sports, the best way.

Source: Audience estimates based on NTL/SIA Reports, AA Household preliminary estimates and household ratings, Nielsen National Television Ratings report 1960 to present. Subject to qualifications upon request.

CBS SPORTS

NFL Football/NBA Basketball/NCAA Football/U.S. Open Tennis/NCAA Basketball/The Masters®
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World Series of Golf/Cotton Bowl/French Open Tennis

Monday Memo

A cable advertising commentary from Walter Flynn, VP-general manager, ABC Television Spot Sales, New York

A broadcaster's view of cable research

There is an enormous difference between a roundup and a stampede. A successful roundup demands hard and careful work: a well-researched route, an understanding of critters, the use of traditional, time-proven methods and the occasional introduction of tested, new techniques. A stampede is usually the result of carelessness and laxity and threatens the well-being of everybody and everything in the way.

There is a new fad in the broadcasting industry that some advertisers and agencies are caught up in. It is being perpetrated upon us in such a way that it could be likened to a stampede. It is advertising on cable-originated program services.

There has always been a restlessness in our business that is probably the result of our facing constant change in the electronics that deliver our programs and messages. With each new electronic development, we become particularly excited about new media themselves and tend to blue-sky about advertising possibilities before a medium is practical. There isn't a week that passes that another announcement of a new cable buy by a national advertiser appears in the trade press. Advertisers constantly hear, "Our latest research study has revealed that advertising in cable will increase the effectiveness of our media campaign."

How sound is this research that redirects millions of advertising dollars into a basically unknown and constantly changing medium? Is it accurate or are we being bushwacked? The ABC Spot Sales television research department investigated the validity of the primary cable research being used by advertisers and agencies. The findings are quite alarming. So alarming that after you review them I am confident you will conclude: cable research is still unfounded. It is in its infancy stage at its very best.

Many methodological approaches are now being used to measure cable viewing. Not one of the standard measurement techniques has been labeled as the procedure to be used to measure cable viewing by Nielsen or Arbitron. I find that very interesting. Each method has its own inherent problems. Subsequently, each research survey concept presents a limitation to advertisers who use the research study's findings as a media planning tool.

■ **Meters**—The current meter sample doesn't have the capability to ascertain the viewing audiences of the two largest cable originating program services, the Entertainment and Sports Programming Network



Walter K. Flynn was named vice president and general manager, ABC Television Spot Sales, in October 1978. Flynn, who joined ABC 14 years ago, had been sales manager of ABC Television Spot Sales in Los Angeles. Upon joining ABC in 1964, Flynn was salesman in the San Francisco spot sales office. Series of promotions followed, to the spot sales offices in Chicago and New York and then to the position of sales manager of KABC-TV, the ABC-owned station in Los Angeles from October 1969, through May 1974.

and the Cable News Network. Meter survey data is further restricted as it provides information on a household basis and not demographics.

■ **Diary**—The diary technique has the following obstacles to overcome before it can measure cable viewing information precisely. 1. Eliminate respondent confusion due to their inability to properly identify cable program sources. 2. Cable franchises' geographic areas do not always align into DMA and ADI definitions.

The diary reporting method was recently criticized by the Cabletelevision Advertising Bureau's research standard committee. This committee has requested a moratorium on the release of any information relating to specific viewing by channel or program. CAB is of the opinion that the diary's inherent weaknesses could provide information that is misleading.

■ **Phone coincidentals**—These do not give the advertiser ability to compile reach and frequency analysis. They are also cost prohibitive to be used as a daily planning tool.

■ **Personal interview**—Requires too much time to gather and compute field results to be used by media planners in their daily marketing assessments.

■ **Telephone retrieval method**—This technique is the most recent approach taken to measure cable audiences. This procedure collects cable viewing information on the day following the broadcast.

The respondent is assisted by the interviewer with brief descriptions of the name of the program services and types of program each service offers. Traditionally, aided telephone recall overstates viewing.

The major rating services are conducting methodological studies on cable viewing. Arbitron has a major study planned for May 1982 utilizing a two-way cable system. The analysis will compare the electronic viewing results to the audience levels recorded in three different date collection sources: standard TV diary, a super diary and an aided telephone retrieval. No matter how you address the present predicament of cable research, the conclusion is that more time is needed by the research companies to develop planning tools that advertisers so desperately need.

I don't wish to appear cynical or over-cautious, but I must point out these facts: The source of your decision to buy into cable advertising has its limitations to such a degree, that the broadcasting industry still has not even established what the true cable penetration figure is. Nielsen and Arbitron both estimate the cable penetration figure to be different. The figures are not even close to one another.

The latest NTI cable report indicates that cable originated program services have less than a one average quarter hour household rating, Monday-Sunday for a 24-hour day.

The actual audience delivery is only .4% for the total day and .9% for prime time. Cable originated program services ratings are so small because they exclude the audience viewings of HBO and other services that do not carry advertising.

Recently, Arbitron adopted a new policy to report pay cable and cable services in their local market reports for those systems that meet the minimum reporting standards. Of the 211 ADI's measured in the November 1981 sweep period, cable systems qualified for reporting in only 10 markets. Only one of these ADI's—San Diego—ranked in the top 50 markets. Eight of the other markets ranked below 150. The only pay cable originated program service reported was HBO, with the exception of CNN in San Angelo. No other pay cable originated program service or cable system has met Arbitron's minimum report standards.

I strongly urge all advertisers to hold your horses. Wait. Do not stampede and tie up advertising dollars on long term cable advertising commitments. Remember the gold rush. The people who did best were those who sold the pans and picks. Your advertising goals may be better served by investing those additional dollars to improve the quality of your cable research. ■

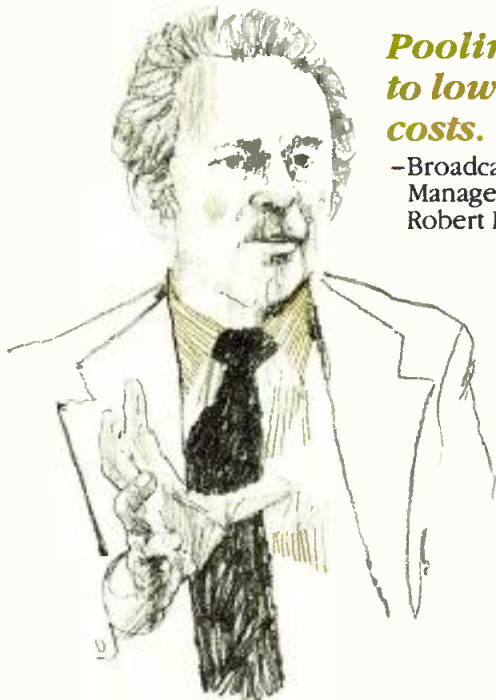
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In Business Insurance

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The phenomenal growth of the broadcasting industry has led to the emergence of more than 30 different broadcasters' organizations—each related to a specialized area of TV and radio operations.

"We focus specifically on the needs of the stations' financial and business affairs people," says Robert McAuliffe, Executive Director of the Broadcast Financial Management Association (BFM). "One of this group's primary concerns is insurance protection, particularly as it affects bottom-line performance."



Pooling risks to lower costs.

—Broadcast Financial
Management Association's
Robert McAuliffe

For this reason, the BFM began participating almost ten years ago in an insurance "safety group" organized by MarketDyne, an INA subsidiary. By pooling their risks, the 900-plus BFM members are able to obtain comprehensive insurance coverage at attractive group rates.

"Among the coverages available through MarketDyne are property, business liability and workers' compensation insurance," explains McAuliffe. "We can also give our members protection against slander suits—an increasingly common peril for broadcasters."

Besides saving up-front money on premiums, participating members benefit from INA's risk management and loss control services. Through broadcast magazine articles and industry seminars, INA regularly advises financial personnel on ways to reduce losses and control insurance costs.

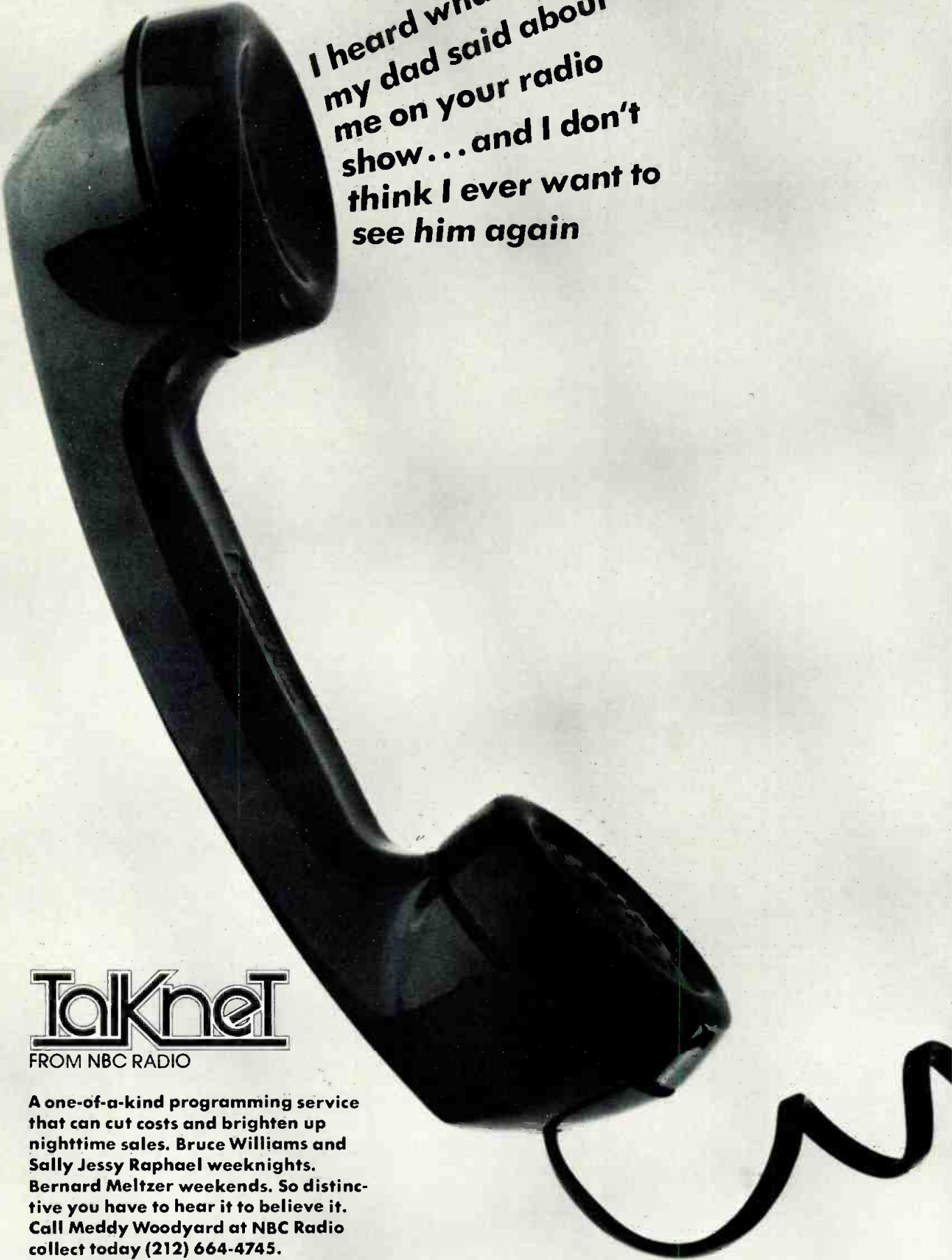
"These efforts can really pay off," comments McAuliffe, "since our members receive dividends against their premiums for years in which the group's overall loss experience is favorable. Our safety record has consistently been good, and that's meant an average annual dividend of approximately 20%."

Decision-making in business insurance has never been more complex. And the financial implications have never been greater. Today, devising cost-effective insurance programs requires knowledge, experience, capacity—and a complete range of products and services. Flexibility and the willingness to innovate are also essential.

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my dad said about
me on your radio
show...and I don't
think I ever want to
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Talknet
FROM NBC RADIO

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Broadcasting Apr 12

Vol. 102 No. 15

TOP OF THE WEEK

The First came first in Dallas

THE MESSAGE WAS CLEAR. For reasons both societal and economic, the time has come for broadcasters to fight as never before for full First Amendment rights. Whether that message—transmitted over and over again last week at the National Association of Broadcasters' 60th annual convention in Dallas—impressed enough of the industry to launch a national campaign remains to be seen.

What also remains to be seen is how broadcasters will adapt to changes—brought about ever more rapidly by new technology—that are transforming their industry into a media mix much broader and potentially far more competitive than it presently is. Those changes, pointed up repeatedly at last week's convention in Dallas, appear still to be taking place primarily in the industry's vanguard. The mainstream, it seems, is being urged to catch up.

Along with flux in the industry is a transition, now considered to be inevitable by many, at the NAB itself. Although NAB President Vincent T. Wasilewski never mentioned publicly that he may leave the association by the end of this year, talk of his departure and of possible successors was everywhere last week.

Preliminary estimates put the total attendance in Dallas at 28,000, roughly the same as last year's convention in Las Vegas. About 6,500 were broadcasters who registered full time. They were far outnumbered by some 12,800 representatives of exhibitors. Rounding out the total were about 500 reporters.

The call for a First Amendment campaign began at the convention's outset on Sunday (April 4), when keynoter Wasilewski told broadcasters the key to their future is the ability to compete on an equal basis with other electronic media. "If this is to be the threshold decade of the communications age," he said, "broadcasters must have the freedom to seek out and report information without governmental oversight, which could easily become government censure." (Story page 33.)

Continuing the theme the next day was Senate Commerce Committee Chairman Bob Packwood (R-Ore.), who said in a speech before 1,400 television broadcasters that the public's First Amendment rights may not survive today's information revolution unless the Constitution is amended to guarantee those rights without question to all electronic media. Packwood said he announced his plan to try to amend the Constitution at the NAB convention because he "couldn't think of an audience that could be more urgently interested in assuring their future First Amendment rights." (Story page 30.)

FCC Chairman Mark S. Fowler, who has made repeal of the fairness doctrine, equal-time law and other political broadcasting rules a standard of his chairmanship, climaxed the rallying call in a speech that closed the convention. This is "a year of decision" for broadcasters, said Fowler, who urged the industry to support pending legislation to repeal content regulations, not for the economic gain that might bring, but for the opportunity it would give broadcasters to program freely in the future. (Story page 34.)

The convention's other theme—the technological change over-

taking the industry—was in evidence in many of the workshops, general sessions, clinics and forums that crowded the three-day event. Disagreements among radio broadcasters about the future of networking and satellite programing balanced equally vigorous debate among television broadcasters about the future of high-definition TV and direct broadcast satellites.

Confusion reigned in a marathon session on AM stereo at which system proponents, receiver manufacturers and anxious AM broadcasters appeared to come to the dismal conclusion that a technology that could better secure the place of AM stations in the communications revolution is not much nearer reality than it has been for years. About the only consensus emerging from the session's approximately 1,000 participants was that the FCC erred seriously when it decided recently to let the marketplace choose among five proposed standards for the new technology. (Story page 35.)

While broadcasters compared notes on how to get involved in such new opportunities as cable programing, teletext and data transfer, they also bemoaned the grinding recession in the general economy. ABC News correspondent Dan Cordtz told an annual meeting of his network's affiliates that most economists now agree that President Reagan's plan for economic recovery is "inconsistent," with a tax cut too large, defense spending overblown and nondefense cuts in Social Security and other entitlements too small.

Another sign of the times was brisk activity in the hospitality suites of brokers. "Business is unusually good for all of us," said a Florida-based broker who said prospective AM sales were far outnumbering FM proposals and that many broadcasters wanting to sell were proposing to "carry their own paper"—that is, to offer

their own creative financing rather than demand cash."

While the public debate ran to First Amendment rights and an industry in turmoil, private conversations turned often to the question of a new leader for the NAB if Wasilewski announces his departure. There appeared to be growing acceptance among NAB members that they'll soon have to find a new leader and at least one plan for finding that individual has been informally proposed.

NAB director Eugene Bohi, president of WGHP-TV High Point, N.C., suggested that NAB consider the executive directors of the state broadcast associations—"NAB's in microcosm"—to determine if any are interested and/or qualified for the job. He mentioned two possible candidates: Thomas Sawyer, executive director of the Ohio Association of Broadcasters, and Wade Hargrove, executive director and general counsel to the North Carolina Association of Broadcasters.

Other candidates mentioned in the early-on speculation—notably NAB Executive Vice President John Summers, former Joint Board Chairman Donald Thurston and former FCC Chairman Richard E. Wiley—were keeping their counsel in Dallas last week; the throne, after all, was still occupied. But for the NAB itself, as well as for the electronic media it serves, the remaining months of 1982 were sure to be eventful. □



NAB CONVENTION: FIRST AMENDMENT

The Packwood amendment: going for broke

He feels changing Constitution is the only way to protect present and emerging technologies from government intervention

"What is important, what is indeed essential, is that our freedom to communicate be protected not by government, for that . . . is not protection at all, but by the people themselves through their Constitution."

With that, Senate Commerce Committee Chairman Bob Packwood (R-Ore.) proposed that the United States amend its Constitution to guarantee the right of free speech to all media. At a television luncheon of the NAB convention last Monday, Packwood told more than 1,400 broadcasters that throughout history, governments have encroached on the liberties of the people they represent. Only the Constitution, with its guaranteed rights, can adequately protect the emerging electronic media from an expansion of the government controls now imposed on broadcast news, said Packwood.

"Bear in mind that the law today does not extend to electronic communication the same First Amendment protections extended to print communication," he said. That it does so on the basis of scarcity is "ironic," he said, "considering that the First Amendment was added to our Constitution at a time when there were only eight newspapers" in the country.

The Constitution was drafted 200 years ago, following a military revolution, said Packwood. "Today, we are experiencing another revolution—a technological one in communications."

Americans have three choices when faced with the question this revolution will raise regarding their rights, he said. "We may elect to do nothing—to follow the path we are on . . . and let events and the FCC and Congress and the courts work their will until we can know—by actual experience—whether freedom of expression and all that hangs upon its fate will survive," he said.

"Or we may decide that this new revolution is too frightening, that conditions have changed too much to retain our cherished First Amendment freedoms and 'let the government step in to regulate all our methods of communication—old and new.'"

Or, said Packwood, "we may conclude that our freedom of expression is so precious and basic a freedom that it can continue to be entrusted only to the people themselves through our Constitution and the amendments."

If the fairness doctrine, equal-time rules and other political rules were lifted, some broadcasters would abuse their new



Packwood

freedom, said Packwood, "just as surely as do print journalists," but forced to choose between "government regulation and the free actions of free men and women, I choose the latter."

"Abuse may come at the hands of either," said Packwood, "but the owners of newspapers and radio and TV stations and cable systems and direct broadcast satellites don't have guns and tanks and jails to carry out their interpretation of their rights," said Packwood. "The government does."

Even the best civil libertarians can be "swept off their feet" by tumultuous changes in their way of life, said Packwood. "Too often we think that the Alien and Sedition Acts or the jailing of Americans of Japanese ancestry, were isolated events of history that cannot be—or will not be—repeated," he said. "Unfortunately, without vigilance, they will."

"Today, the far right rides high," said Packwood. "Tomorrow it may be the far left," and the "ultimate irony is that both the far left and the far right seek redress . . . through government action."

"The far right finds the media licentious or unpatriotic or untrustworthy, the far left wants government ownership of the media at the extreme or government direction of the media, at a minimum," he said.

"Both the right and left seek government intervention to solve the problems they believe confront our society and they both feel that the media is to be used at the direction of the government to help solve those problems."

"We must take the regulation of freedom of expression away from the government," said Packwood.

"Our challenge today is to write into our most precious document of freedom—our Constitution—language that continues to guarantee those freedoms," he said. "It is our obligation to preserve, protect and expand the traditional liberties of our country and to present them to our children

more secure than we received them from our parents."

At a press conference following his address, Packwood said he has not yet drafted his amendment to the Constitution and does not know when he will propose it to Congress. He said he expects a "fairly long gestation period," with advice from constitutional scholars and experts in technology.

The amendment will do more than merely prohibit content controls, he said. "I'd like to see as little control on content and also licensing as is possible."

"I think we're close to the place where there will be more allocations available than applicants who are financially qualified," he said. "I can envision a time when allocation of the spectrum won't be a problem anymore."

Packwood admitted there's "always a risk" in opening the Constitution to amendment. That's all the more reason to proceed carefully with drafting the change, he said.

"I'm reluctant to do anything that alters the present decision about freedom of speech," said Packwood. He admitted, however, that he did not consult any constitutional scholars—to determine if his proposed amendment might risk watering down or losing the First Amendment altogether—before deciding to propose his amendment. "I've found after years in the legislature," he said, "that if you know what you want to achieve, you can find a way to do it."

Passage of the amendment will require support from the newspaper industry, the academic community and many other groups, said Packwood, who could not predict how long passage would take.

Although he does not believe legislative repeal of the fairness doctrine and other political broadcasting rules would protect the electronic media from expanded content regulation, Packwood said he would support such legislation in the interim. □

Reagan supports First Amendment rights for broadcasters

In message sent to NAB, President says it's necessary to extend rights enjoyed by newspapers to Fifth Estate

Broadcasters who assembled in convention in Dallas last week, in what the National Association of Broadcasters is calling the "Year of the First Amendment," received the kind of message from President Reagan that offered reason for hope that full First Amendment freedom for them is not beyond reach. Indeed, the President said in his letter to the convention that they are entitled to the same press freedom as the print media enjoy.

"The Constitution," he said, "is quite clear" on the subject. "Congress, it says, shall make no law abridging the freedom of speech or of the press." And today, he noted, "radio and television comprise an important part of the American press and provide much of the news and information received by the American people."

Then he added: "It is essential to extend to electronic journalism the same rights that newspapers and magazines enjoy. Were the founding fathers here today, they would recognize the critical importance of a free flow of information both at home and from abroad to the preservation of our democratic way of life."

Reagan said he does not always agree with what is said on the air. But as a former

broadcaster—he was a sports announcer in the 1930's and a syndicated political commentator in the 1970's—he said, he is "acutely aware of the great value of journalistic freedom of speech and of the press that are the great bulwarks of our nation's future liberty and independence."

The letter—although it reflected sentiments Reagan has expressed earlier in his presidency—was particularly welcome in the wake of an interview he had given *TV Guide* last month. At that time, he indicated he favored retention of the fairness doctrine (BROADCASTING, March 22), which broadcasters and their attorneys generally regard as a violation of their First Amendment rights.

Although the letter did fit in with the theme of the convention, it did not, surprisingly, receive wide exposure. Enlarged copies were placed on easels distributed throughout the convention hall, but it was not read from the stage at any of the major functions during the convention, as presidential messages often are. □

Cronkite warns of growing trend of censorship

DSA winner is worried over increasing government action in newsgathering process

Walter Cronkite is hearing "echoes" of Spiro T. Agnew in Washington these days, and he is worried.

Accepting the NAB's Distinguished Service Award last Wednesday, Cronkite said a "pattern of restriction" is becoming detectable in today's Washington.

The administration's proposed tightening of the Freedom of Information Act is an example, he said. In many of the changes, he said, the language appears to be far too broad than it needs to be to protect the government from harmful disclosures.

The administration is also considering an executive order to end the automatic declassification of historical information on foreign affairs after specified lapses of time. The CIA has proposed that all research scientists clear with intelligence agencies any projects that might "some day" be useful to foreign governments, said Cronkite, and that he characterized as a "ghastly description of academic freedom."

"The President has said in an interview in *TV Guide* that he sees nothing wrong with the fairness doctrine," Cronkite noted.

"None of these proposals may seem all that serious a matter in itself, but, taken together, they form a pattern that we should be worrying about. It is a pattern of restriction. It is the solution of those who feel America has become too open a society and needs to be closed off some."

(FCC Chairman Mark Fowler, addressing the NAB convention after Cronkite

appeared, noted that the President, in a letter written to the NAB after publication of the *TV Guide* interview, had come out for full First Amendment freedoms for broadcasters [see Reagan letter, this page].)

Cronkite also took note of a recent speech by retired Army General William Westmoreland who said: "Without censorship, things can get terribly confused in the public mind." Westmoreland was sug-



Cronkite

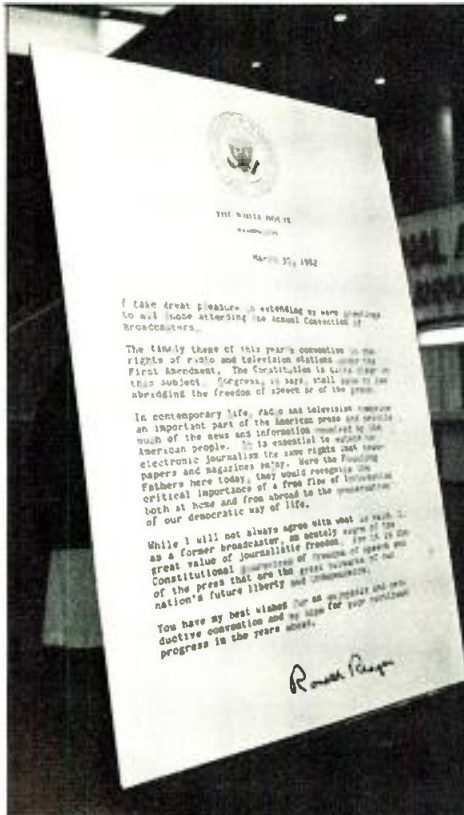
gesting that censorship would be necessary in a future war.

"We generally think of wartime censorship as an effort to keep useful information from the enemy," Cronkite said. "But of course, it has other purposes, as Westmoreland pointed out. He said the military must have the support of the American people in any future war, and that isn't possible, he said, unless news is controlled. He said uncensored news media were responsible for the erosion of public support in Vietnam."

Cronkite noted that Westmoreland, in a recent *CBS Reports* piece on the Vietnam war, defended his estimates of enemy strength, low, according to some critics, on the grounds that "the people in Washington were not sophisticated enough to understand and evaluate this thing, and neither was the media."

The Tet offensive, which turned up larger enemy forces than had been estimated, shocked the American public, said Cronkite. "It was there that the great fissures began which were to rend American society as it had not been rent since the Civil War. It was not bad news from the front that tore public support from that war. It was bad news clashing with happy lies."

Cronkite wondered whether "we may be in for more of the same" in El Salvador. "We are already hearing echoes of that earlier battle between press and officialdom. The reporters are 'naive,' 'romantic,' 'leftist,' 'subversive.' 'They don't or won't get on the team.' 'Why the hell



Reagan letter on display

can't they get on the team?" Yes, we have been down this road before."

But it isn't just El Salvador, Cronkite said. "It is all the 'ifs' and 'buts' so many people want to place between their own interests and the freedom of the press, all the exceptions being suggested in First Amendment application, all the little restrictions and constrictions enacted and proposed on the people's right to know."

The question is, said Cronkite: Do Americans really have faith in their kind of democracy?

"If we vote for democracy," he said, "then we have to defend at every quarter the *sine qua non* of popular rule, the free and independent flow of public information, free and vigorously active news media and their access to information a democratic public needs to know."

"That remains democracy's only fail-safe system against both the dangers of its own excesses and the approach of tyranny." □

Tug-of-war over First Amendment for Fifth Estate

The fairness doctrine and other controls on broadcast news should not be eliminated unless broadcasters give up their exclusive right to broadcast on a particular frequency. That's how the chips fall, according to consumer activist Ralph Nader, who joined leaders of the broadcast industry in an informal debate on the issue last Wednesday (April 7) at the NAB convention.

Broadcasters aren't like other journalists said Nader, because they receive government licenses to use the public airwaves on an exclusive basis. "The public does not have free electronic speech," he said, and unless broadcasters yield a portion of their broadcast day to programming gener-

ated by outsiders, it would be unfair to release them from their responsibility to air all sides of an issue.

Other countries, including England, divide the time on each frequency to let different groups control program content, said Nader. "As long as you have exclusive licenses you've got to recognize that people's First Amendment rights are the measure of your accountability."

William Leonard, who recently retired as president of CBS News, said Nader advocates a view that broadcasters are "slightly inferior" and "less responsible" than other journalists. "We should restrict all of the press or have it open to all," he said.

Changing technology is bringing the different media together so fast that old arguments advocating control of broadcast news "are disappearing," he said. The print press is using satellites and the spectrum to transmit information and broadcasters, through media like teletext, are communicating in print, said Leonard. "We're all in the same business and the law should reflect that."

Nonetheless, the Supreme Court has upheld the fairness doctrine, said Nader, by finding that the public's right to know is more important than broadcasters' right to have total control over their programming.

If the fairness doctrine were eliminated, the public would see an end to broadcast coverage of local ballot issues, and news and public affairs programs would become "as slanted and biased as broadcasters wanted them to be," said Nader. Even worse, corporations would drive up the cost of advertising on radio and TV by buying lots of issue advertising that the public could never afford to counter with their own, he said. Station owners would dictate how the news should be presented, and "journalists would have to choose between integrity and their jobs."

Disagreeing with Nader, former FCC Chairman Richard E. Wiley said the fair-

ness doctrine and other political broadcasting rules are depriving the public of diverse programming. "The best coverage occurs on programs exempt from the law," he said, while "the most sterile programs are those where the law applies."

The public interest shouldn't be equated with restrictions on the news, said Wiley, who is now a managing partner in the communications law firm of Kirkland & Ellis. Debate is likely to be more vigorous if broadcasters are "active participants" in it and not just "passive conduits," he said.

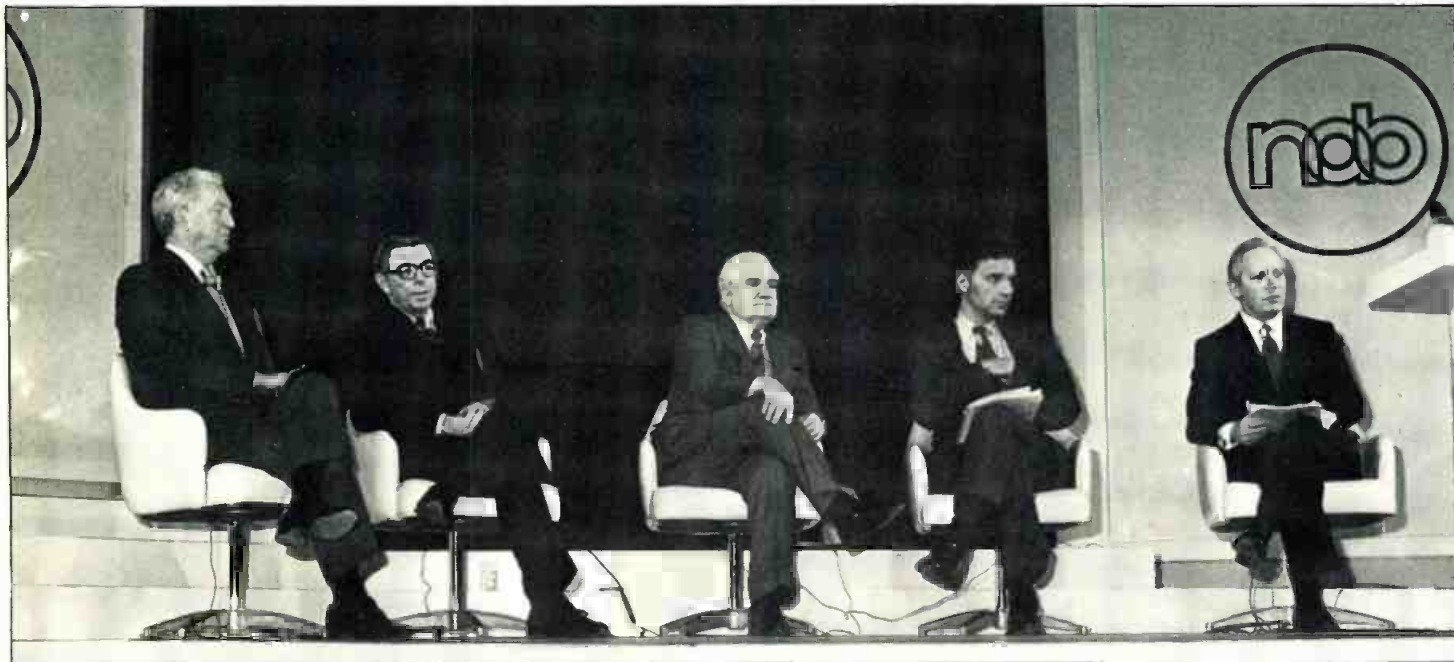
Nader accused the three major networks of rarely airing news about the laws that affect them or about changes in their industry, although he noted they've "gotten better" in the last few years about doing so. Leonard recalled a *60 Minutes* segment about growth in the cable TV industry and Frank Reynolds, an anchor on ABC's *World News Tonight*, said ABC aired a report about a program it had broadcast that had given rise to complaints from viewers. Some ABC executives had refused to talk to ABC reporters doing the story, said Reynolds, but they did not prevent the news department from airing the report.

Journalists are working on behalf of the public, said Leonard. "Anyone who would deny broadcasters their First Amendment rights is not a consumer advocate."

Nader disagreed. "The Constitution would have banned exclusive ownership of the airwaves," he said. "You are asking for a direct attack on your exclusive franchise to the airwaves."

Julian Goodman, former president and chairman of NBC, said that Nader's reference to "exclusive licenses" and the "public airways" were other ways of saying that broadcasting facilities were scarce. "The scarcity argument no longer applies," said Goodman. Wiley noted that 10,000 radio stations are on the air and that video channels are proliferating.

Wiley said after the session that broadcasters are not likely to be threatened with



Goodman, Wiley, Leonard, Nader, Reynolds

mandated access if they pursue elimination of political broadcasting laws. "That may have been true at one time," he said, but now there are so many other sources of information available that a court or government agency would not likely find such a mandate justified. □

Wasilewski urges stepped-up fight for protection of First Amendment

NAB president's keynoter stresses importance of pressing for removal of fairness, 315

"Broadcasters are the banks of the electronic age," said NAB President Vincent Wasilewski. "We are where the knowledge is." In his keynote address at the opening session of last week's convention, Wasilewski told broadcasters they must fight to eliminate cumbersome government regulations that threaten to shut them out of the competition in the emerging information industries.

Communications technologies have started to blend and have "signaled the dawn of an information age," said Wasilewski. "The 1980's will be remembered as the time when Americans fully recognized the fact that our most powerful product is not goods, not manufactured things but information."

Broadcasters have the "expertise" and the "solid track record of public trust" enabling them to foster and develop technological advancements in communications, he said, and to "maintain the standard the public has come to expect" in communications media.

In the past year, broadcasters have won significant relief from government regulation, said Wasilewski, who cited as examples the longer license terms approved by Congress and the FCC's deregulation of radio, its rejection of a proposal to reduce AM channel spacing to 9 khz, its elimination of financial reporting requirements (form 324) and its switch to postcard renewal forms. In spite of such progress, however, there are still regulations that must be eliminated, said Wasilewski, and chief among these are restrictions on broadcast journalism.

"If this is to be the threshold decade of the communications age," he said, "broadcasters must have the freedom to seek out and report information without governmental oversight, which could easily become government censure.

"Polls demonstrate that over-the-air broadcasting is this nation's most trusted medium," said Wasilewski. "Over 50% said radio is their first source of news for the day . . . 64% of those polled said that they receive most of their news from television . . . and four-fifths of all people interviewed felt that broadcast news and information programs presented a bal-

Packwood vs. White House: the plot thickens

The conflict between Senator Bob Packwood (R-Ore.) and the White House over the selection of the next FCC commissioner broke into the open last week at the NAB convention. Packwood, at a press conference following his speech proposing a constitutional amendment to assure all media protection from government interference, was asked about BROADCASTING's "Closed Circuit" report (April 5) that the committee would refuse to hold confirmation hearings if President Reagan nominates FCC General Counsel Steve Sharp, who is understood to be the administration's choice. Without hesitation or equivocation, Packwood said, "That is correct."

Where that leaves the nomination process was unclear last week. There was no sign the White House is backing down on Sharp, who is known to be highly regarded by those working on the selection process. One development that surfaced last week might offer both sides a graceful exit: Representative Timothy Wirth's (D-Colo.) idea to reduce the size of the commission from seven to five.

The Packwood-White House confrontation grows out of an understanding Packwood has had since early in the Reagan administration with Senator Ted Stevens (R-Alaska), a member of the committee.

Stevens is involved because of a determination to secure the nomination for a fellow Alaskan, Marvin Weatherly, a member of the state's public utilities commission (who was seen at last week's NAB convention). According to accounts circulating in Washington and never challenged, Stevens had urged Packwood to support Weatherly for the first Republican vacancy following the appointment of Mark S. Fowler as chairman. But Packwood had his own nominee, his top aide, Mimi Weyforth Dawson. Stevens was promised that Weatherly would receive Packwood's backing for the next Republican vacancy. That occurs when Abbott Washburn's term expires on June 30. Stevens is said to be asking that the commitment be kept, and Packwood left no doubt he intended to.

Stevens, he said, "is pushing a very qualified candidate." And Packwood added that he and Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, have agreed that "there will be no hearing if there is no Weatherly." Three other Republican members of the Commerce Committee—Nancy Landon Kassebaum of Kansas, Larry Pressler of South Dakota and Slade Gorton of Washington—joined Stevens, Packwood, Goldwater and Alaska's other Republican senator, Frank Murkowski, in endorsing Weatherly in a letter sent to the White House. Packwood said he had told the White House of his plans.

White House officials, while refusing to get deeply into a discussion of the Packwood matter—or even to confirm publicly that Sharp is the White House choice—indicated the nomination remains on track. An official in the Office of White House personnel, Tad Tharp, noted that "the President is the fellow who nominates members of the FCC. That's the final word." He also said an announcement regarding the nomination "shouldn't be too long" in coming. A Federal Bureau of Investigation background check of Sharp was reported last month to have been completed ("Closed Circuit," March 29).

One factor that could work against Packwood in the committee's effort to force the nomination of Weatherly is that the committee's wishes regarding nominees have been respected twice already. In addition to Dawson, the committee backed the appointment of Democrat Henry Rivera, of Albuquerque, N.M. He had been recruited by Communications Subcommittee member Harrison Schmitt (R-N.M.), who can point to the nomination in his campaign for re-election in the fall in heavily Hispanic New Mexico.

Wirth's interest in legislation to reduce the size of the FCC is not tied to the tug of war over the next appointment. The chairman of the House Telecommunications Subcommittee is said to be intrigued by the idea—which has been around for a number of years—as a means of economizing. "It's a place to reduce costs without reducing service," one subcommittee aide said. "The money saved could be spent on strengthening the Common Carrier Bureau, for instance."

At this point, the idea has not gone beyond the discussion stage. But if Wirth decides to proceed, the proposal is likely to be drafted and introduced later this month. The bill—if one is drafted—would be attached to one or another of the packages of FCC's legislative proposals: Track I (supposedly noncontroversial matters) and Track II, the concededly controversial ones.

Should Wirth proceed with his plan to reduce the FCC to five members, it could offer Packwood a way to resolve the dispute through a fait accompli. He could stall on the Sharp appointment, leaving Washburn in place (commissioners serve until their successors are qualified). Then, when Joseph Fogarty's term expires in June 1983, the FCC, in effect, already would have been shrunk to the five-person size Wirth's legislation contemplates, with three Republican and two Democratic members. □

anced view of what's happening.

"With that measure of credibility, we as broadcasters cannot allow ourselves to remain under the government censure of fairness doctrine and political broadcasting rules," he said.

FCC Chairman Mark Fowler has called on Congress to eliminate the strictures on broadcast journalism and has "challenged broadcasters to join him in battle," said Wasilewski, and although broadcasters "accept his challenge," the fight to eliminate the restrictions will go beyond radio and TV, to all the new technologies. The FCC is "encouraging broadcasters to reach out to all electronic media in an effort to repeal government censure," he said. "All media must join this fight."

To the surprise of some, Wasilewski did not mention during his keynote address that he might be leaving NAB by the end of this year. Although his departure is now said to be inevitable, the president has not yet informed NAB leaders, according to Joint Board Chairman Edward O. Fritts, that he is definitely leaving. □



Wasilewski

'A year of decision'—Fowler

Chairman exhorts broadcasters to take advantage of new technologies, fight for full journalistic protection under the Constitution and promises continuation of unregulation

FCC Chairman Mark S. Fowler, with the commission well along in the policy of "unregulation" he is pushing, is calling on broadcasters in what he is calling a "year of decision" to seize the opportunities and face up to the risks of competition he says the policy creates. Broadcasters, he says, can decide whether they want to remain broadcasters only or enter the new fields of communication that technology is opening up. More than that, Fowler is urging broadcasters to create their own opportunity in the field of free expression by fighting for full First Amendment rights.

The exhortations were contained in his speech, last week, to the National Association of Broadcasters convention, the first he has attended as FCC chairman. And, with its invocation of marketplace principles—"I believe in the marketplace approach because I believe in the marketplace. What people choose to watch or listen to should be as free as possible from the heavy hand of regulators"—it was warmly received. The broadcasters, who filled the convention hall arena on Wednesday for what was a box lunch of suspicious origin—interrupted the speech with applause 11 times.

Indeed, Fowler said the commission is substituting marketplace approach for the "so-called trusteeship approach" to regulation, under which "the commission made the rules to tell the broadcaster how to serve his community." (Fowler has detailed his views on the change in basic policy in an article to be published in the spring issue of *Texas Law Review*.) He

said content regulation can no longer be justified by the spectrum-scarcity theory. And, despite court decisions to the contrary, he argued that the First Amendment prohibits government interference in programming matters.

"Tying renewal of a broadcast license to this percentage of news or that percentage of public affairs, enforcing a doctrine that allows the government to dictate what is reasonable in balancing controversial issues, treating political speech in one medium altogether differently from another—these regulations, whether benign in enforcement or earnest in intent, are at odds with the First Amendment," Fowler said.

He also said that in the nine months of his chairmanship, the commission has completed or has plans for undertaking a host of deregulatory actions. Paperwork burdens have been reduced, and the commission is considering eliminating the anti-trafficking rules. A low-power television service has been created, Congress has been asked to repeal political broadcasting rules and, in the next six months, he said, the commission will consider deregulating television and repealing or modifying multiple- and cross-ownership rules. It will also review recommendations for returning program distribution to the marketplace.

But if the past nine months has been a time of decision for the commission, he said, the coming year is "a year of decision" for broadcasters.

First, he said, they must decide whether they will take "the initiative" in the new environment. Freed of the paperwork generated by the trusteeship concept of regulation, he said, broadcasters have the time to "get to know" their community, "not for our sake in Washington, but for the sake of the community in which you

live and work, and for the sake of your bottom line." And he warned that increased activity in that regard would be a particularly good idea for those in television, given the "expanded competition for programming from other video sources."

In fact, Fowler said, the next 12 months will be a time for broadcasters to decide on their identity in the business world. "From cable and MDS to direct broadcast satellite," he said, "the media business is changing, and rapidly." Too often, he said, broadcasters have felt they needed protection from new services from which they were excluded. Broadcasters, he said, should stop trying to prevent the emergence of competition. But, the government, too, he said, should quit excluding broadcasters from participation in the new video industries. "The coming year will ask you to decide who you are, and who you want to become, in the new media environment."

He also took the occasion to advise broadcasters not to take liberties with the rules still on the books. "Some broadcasters believe that all bets are off when it comes to matters of fraudulent representation to the commission," he said. "They couldn't be more wrong." Indeed, he said, deregulation requires the commission more than every to depend on honest reporting. Those who lie, he said, will "face the severest consequences."

But Fowler's principal effort was to urge broadcasters to make 1982 "a year of decision for [them] and the First Amendment." Some, he said, "are involved on the cutting edge of controversial speech. All... are involved in the industry of communicating ideas and expression. The freedom to call it the way you see it, to carry programs that you choose, not because government tells you, is a fundamental right."

Fowler made two principal points.

He urged broadcasters to support the legislative proposals of Representative James Broyhill (R-N.C.)—(H.R. 5584, 5585)—which eliminate content controls the government now maintains over broadcasting, including the fairness



Fowler

doctrine and the political broadcasting rules. "Jim Broyhill's efforts deserve the support of this association and everyone of its members," Fowler said.

What's more, Fowler said broadcasters should become part of a media-wide effort to guard against efforts to knock down the First Amendment's protection of press freedom anywhere. "When a judge illegally excludes a reporter from a hearing,

when vigilantes team up with a city council to run a controversial film out town, when a newspaper is denied access to the mayor's office because it editorializes against its policies—when these actions occur, the First Amendment is in trouble," he said. "Freedom means standing up for the freedom to express the unpopular, the controversial."

"The strongest, the most enduring

asset for your future is your freedom to program the way you see fit. This means full First Amendment freedom," Fowler said, adding: "I propose to you to leave Dallas with a different agenda, one that measures what you do as conveyors of ideas and expressions ... one that puts money where microphones are ... one that says, yes, I'll stand up for my First Amendment rights." □

NAB CONVENTION: TECHNOLOGY

AM stereo: the solution still eludes

No one choice emerged above the others at NAB convention, although Magnavox has steam up among receiver manufacturers and Harris looks active among transmitter makers; broadcasters warned of antitrust trouble if they try to reach decision in collective manner; in the end, decision could be made in Japan

Broadcasters who attended the NAB convention looking for guidance on AM stereo were sorely disappointed. The bandwagon never showed up.

The convention organizers did the best they could, bringing together some 1,000 broadcasters with representatives of the five AM stereo systems and some of the major receiver manufacturers on Tuesday afternoon. But the open forum failed to bring order to the open and now chaotic marketplace.

The broadcasters learned that they were prohibited by the federal antitrust laws from sitting down and picking a system. With the exception of Belar Electronics, which remains passive and neutral, the stereo system proponents were shills for their own product. And for the most part only Pioneer among the receiver manufacturers was willing to state a preference. It settled on Magnavox.

The NAB convention was the first act of what will surely be a continuing drama conceived by the FCC on March 4. Contrary to the wishes of most receiver manufacturers and broadcasters, the FCC decided not to decide which of the five proposed systems should be the national standard. Instead, it determined that all five were minimally acceptable and ruled that broadcasters could begin stereo broadcasts using any system they desired. One system, the FCC said, would ultimately emerge from the marketplace jungle through the process of natural selection.

It is still unclear precisely who will make this marketplace decision. Some believe it will be the receiver manufacturers, and if that's the case the Magnavox system is the best bet to win, Motorola to place and Belar to show. If, as others believe, the broadcasters are dominants in picking the standard, it's simply a two-system race between Harris and Kahn Communications. Broadcaster sympathy is sharply divided

between the two equipment makers.

Because the receiver manufacturers are dominated by the Japanese, it is more likely that they will determine the ultimate system. The Japanese, who were out in force at the NAB convention, could go home, sit down and simply decide which system they would all make with total immunity from U.S. antitrust laws.

It's not nearly so easy for the broadcasters. Herbert Forrest, a Washington attorney who was hired by NAB to be at the session and answer antitrust questions, said it is illegal for two or more broadcasters to get together and decide to use a particular system. "It must be an individual, independent decision of each broadcaster," he said. "If you escape the feds," he warned, "you still face the threat of a triple-damages suit from an aggrieved manufacturer."

NAB staff engineer and session moderator Chris Payne, who with a light touch managed to keep a tight rein on a session that could easily have run wild,

saw the irony in the broadcasters' predicament. One part of government says it won't decide, he said, while another part says "we are going to make it difficult for you to decide."

Asked by a member of the Oregon Association of Broadcasters whether that body could survey broadcasters in search of a consensus with impunity, Forrest said it would depend on whether the survey was intended to collect information or to "create a bandwagon" effect. He said the latter could be illegal.

Another broadcaster said NAB has set plenty of standards in the past and demanded to know why it couldn't do so now. "I'll be damned if I know," replied Payne. Forrest made no comment.

Although many AM broadcasters see FM stereo as a means of improving overall quality of the AM service and recovering ground lost to FM over the last decade, the receiver manufacturers seem even more eager to inaugurate the service. One executive said they "have a lot of idle production lines. They want to get something moving. They need the work." A



Showdown. AM stereo system proponents met receiver manufacturers and some 1,000 broadcasters at a panel session at the NAB convention, moderated by NAB staff engineer Chris Payne (above, at podium). The system proponents (above, l-r): Arno Meyer, Belar Electronics; David Hershberger, Harris Corp.; Leonard Kahn, Kahn Communications; Robert McCarthy, Magnavox, and Frank Hilbert, Motorola. The receiver manufacturers (below, l-r): Jon Strom, Sony; Bart Locathi, Pioneer; Almon Clegg, Panasonic; Dan Shockey, National Semiconductor, and Robert McMillin, Delco Electronics. Marshall Brown, Craig Corp. (not shown) also appeared briefly on the panel.

Panasonic employe put it more bluntly: "We have hit the greed button."

According to Dan Shockey, a session panelist from National Semiconductor, a leading maker of integrated circuits, "AM stereo will stimulate sales for the receiver industry when they are badly needed." He added that if the market doesn't reach a decision within six months, AM stereo may be doomed. "If we get into a drawn-out battle between systems on the air and in the stores, the chances for AM stereo success are not high."

Shockey's comment was echoed by other manufacturers. Bart Locathi of Pioneer said that unless some "cohesive force leads to a selection of a system soon, we think the whole thing is going to go away and die."

If the Japanese receiver manufacturers take the lead, broadcasters will probably end up with the Magnavox system. First of all, Magnavox is a subsidiary of North American Philips, a diversified, multi-national corporation that is, according to National Semiconductor, the second largest maker of audio equipment in the world with sales of \$1.5 billion in that line in 1980. As Robert McCarthy, Magnavox's representative on the panel said, once the corporate decision is made, Magnavox can begin making, distributing and marketing receivers without having to talk to anybody else.

Magnavox also has the support of a number of other manufacturers. Pioneer issued a press release at the convention stating its preference for Magnavox, and urging its adoption as the industry-wide standard. In it, Jack Doyle, president of Pioneer, said: "After extensive research on the proposed system of implementing AM stereo, Pioneer has determined the Magnavox format to be one of the best and most effective."

None of the other four manufacturers that appeared at the session—Sony, Panasonic, Delco Electronics or Craig—would publicly endorse a preference, but various sources indicated that Panasonic (whose parent, Matsushita Electric, is the largest receiver manufacturer in the world), Ford, Chrysler and Toshiba are leaning toward Magnavox at this time.

For the record, Panasonic's Almon Clegg indicated that Panasonic favors the Magnavox, Motorola or Belar systems since it is cheaper to make receivers for them. The Harris or Kahn systems, he said, are the most expensive to implement, and one of them—he would not say which—is out of the running because it would add more than 10% to the retail cost of the typical receiver, too much for the consumer market to bear.

Magnavox's position in the marketplace was enhanced greatly when it was tentatively picked as the national standard by the FCC in March 1980. Although the FCC reneged on the selection three months later, several receiver and integrated circuit manufacturers had already developed chips and receivers for that format. National Semiconductor went ahead with the development of a decoding chip and, Shockey said, now has the only AM

stereo decoder chip available, the LM1980. (Shockey brought 500 with him to help make his point.) The chip is "optimized" for the Magnavox system, he said, although it also can be used in Motorola and Belar receivers.

The receiver manufacturers, Shockey said, do not have any other system "that is a complete system including pilot decoder anywhere near a volume production level... we know of no production-ready receivers for any other system other than Magnavox."

Magnavox had the most elaborate display of stereo equipment in its booth, and significantly, it included radio sets (principally auto radios, but also including one table model and one portable) built by Pioneer, Ford, North American Philips, Chrysler, Panasonic and Delco. (Delco is a division of General Motors and its radio was wedged into the console of a shiny new Corvette.)

Magnavox's big problem is that broad-

AM stereo oddments. First AM stereo broadcasts are still few months away. FCC's order authorizing stereo broadcasts becomes effective April 26, but stations must wait for type acceptance of stereo transmission equipment...Manufacturers at show estimated they could sell between 10 million and 13 million AM stereo receivers per year if standard emerges quickly...Magnavox and Harris (after two-year gratis period) would expect to receive 25 cents per unit in royalties for use of their patents...Chris Payne told broadcasters that ex parte rules on FCC's AM stereo proceeding were no longer in effect. That's wrong, according to general counsel's office. Rules apply for 60 days after release of report and order, which occurred March 18...Malcontents may have up to 30 days from release date to file petitions for reconsideration, 60 days from date to appeal to courts.

casters generally don't like the system. After it was picked by the FCC in 1980, broadcasters, egged on to some extent by Kahn and Harris, protested long and loud against that selection and caused the FCC to open a further notice of rulemaking that wound up taking nearly two years to complete. Magnavox's lack of favor with the broadcasters was illustrated by its poor showing on the exhibit floor. Continental Electronics, which is manufacturing the exciter for the Magnavox system, reportedly took few orders at the show.

Although Motorola and Belar are just as attractive to the cost-conscious receiver manufacturers as is the Magnavox system, neither seems to have anywhere near the support. Motorola's best chance appears to be with Delco, which is reportedly giving it a lot of consideration. Robert McMillin said at the session that the firm is in the process of conducting a "comparative evaluation of the five systems" and that a decision should be made by the end of July and the first fruit

of that decision should be on the market within a year after that.

Belar has been taking a passive role in the marketplace fight but President Arno Meyer said after the session that he felt he was "still in the running," noting that chips developed by Sanyo, Toshiba and National will work with either the Magnavox or Belar systems. There is only a "capacitor's worth of difference" between the two, he said.

While Magnavox and Motorola are courting the receiver manufacturers, Kahn and Harris have been working the broadcaster side of the marketplace. Harris made a much better showing on the exhibit floor, demonstrating its exciter and monitor and broadcasting a stereo signal a few feet into a retrofitted Sansui tuner, which could be monitored through any of a score or more sets of stereo headphones.

Harris held a press conference Monday afternoon to announce a leasing program for its stereo equipment that is designed to take some of the risk out of installing the costly gear in the uncertain market. It also said Harris Semiconductor has been set to the task of developing a decoder chip and that the first should be available shortly.

David Hershberger, the principal designer of the Harris system, said during his talk at the session that Harris had 87 firm and 71 contingent orders for the Harris exciter/receiver package. Some of those contingent orders are likely to remain that way. Myron Jones, of WJET(AM) Erie, Pa., had a down payment for the \$9,000 Harris package in his pocket on Tuesday afternoon but said he would probably keep it there unless something "drastic happened" and Harris began looking like a clear winner. Nothing did.

Unlike Harris, Kahn chose not to demonstrate its system live on the floor. Tape recorders and placards stood in place of the exciters, monitors and receivers that some had expected. Nevertheless, Kahn's president, Leonard Kahn, was optimistic that if the broadcasters listened to his system in the field and compared it with the others, the marketplace battle would be over quickly and the Kahn system would triumph. "The differences in the systems are so extreme," he said at the session, "that you will come up with a decision in a few hours. You know the business. You are the toughest sons of bitches in the world as customers." Back in his Long Island, N.Y., office last week, Kahn said that he took orders for 10 exciters at the show, bringing the number of stations that have already installed or plan to install Kahn equipment to about 80.

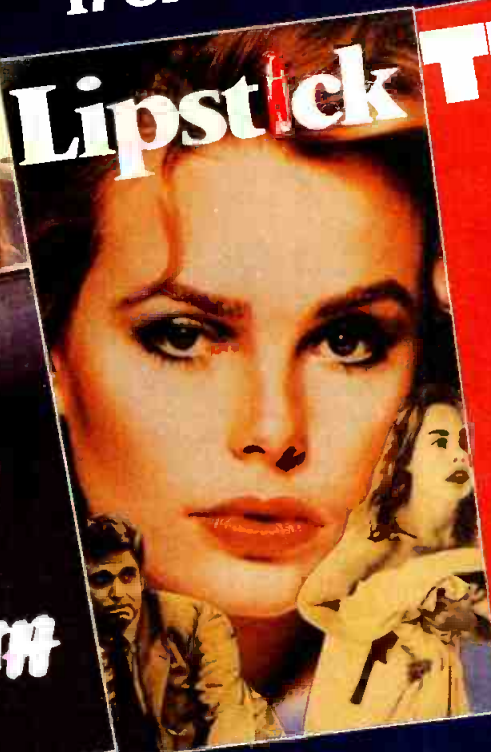
While Kahn and Harris are appealing primarily to the broadcasters, they are not ignoring the receiver manufacturers. Kahn announced at the session that three companies—Radio Shack, Mura Inc. and McKay-Dymek—are negotiating with him to build his receivers. As Harris announced a week before the convention, Hershberger and Roger Burns made a whirlwind tour of Japan visiting seven major receiver manufacturers there, including Kenwood, Pioneer, Sony, Matsushita, Clarion, JVC and Sansui. □

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"Most honestly funny thing I've seen in syndication in a long time, because it's properly executed." —Phil Oldham, VP Programming
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Paramount Television Domestic Distribution

Trying to bring HDTV down to earth

Problem of securing 12 ghz frequencies for terrestrial high-definition transmissions occupies NAB panel; Flaherty, Ebel, Schmidt testify for the affirmative, Hubbard rises to urge whole idea be scotched

It was Stanley S. Hubbard against the field last week at an NAB session on high-definition television, and particularly on potential use of the 12 ghz band for terrestrial transmissions of that proposed service. The sentiments of the three official panelists and the moderator were clearly pro. Hubbard, whose Hubbard Broadcasting is an applicant for direct broadcast satellite service using standard 525-line TV pictures, was just as clearly con.

"I would like to see the FCC and broadcasters turn their backs on HDTV," Hubbard declared from the audience, saying that the present NTSC system in which the public has invested so many millions should not be rendered obsolete. Moreover, he warned that if broadcasters promote high definition "we may be promoting a service in which we won't participate. I can't think of any way 12 ghz could be used to cover our existing Grade B area."

The proponents of trying to secure 12 ghz frequencies for that purpose were Joseph Flaherty, CBS-TV vice president for engineering and development; A. James Ebel, president and general manager of KOLN-TV Lincoln, Neb., and Gregory M. Schmidt of Covington & Burling, counsel for the Association of Maximum Service Telecasters, along with Valerie G. Schulte of the NAB's legal department, who served as moderator. All four subscribed to the point of view articulated by Flaherty that if HDTV technology evolves, broadcasters should not allow themselves to be excluded from it by passing up the one remaining spectrum area in which they could transmit that service terrestrially. "If you lose 12 ghz you've got an all-or-nothing crapshoot," Flaherty said, "gambling that HDTV will never work. Shooting crap against technology is not a good gamble. Jimmy the Greek would give you something like 40-to-1 odds."

The problem, said Schmidt, is to find spectrum for dual operation during a transition to total HDTV coverage. He likened the situation to that in Great Britain, which ordered dual operations on the former 405-line standard and the present 625-line standard for two decades while old sets were phased out. There are three possibilities, Schmidt said: the UHF band, which still has a good deal of unused spectrum, but may not once low-power applicants go after it; instructional fixed television service frequencies in the 2 ghz band, and the 12 ghz band. CBS is conducting experiments in San Francisco to determine whether the last of those three might be viable.

In Ebel's opinion 12 ghz is the only op-

tion that appears feasible. And if broadcasters think their technological difficulties would be bad in that area (broadcast signals become increasingly directional as frequencies grow higher), it would be even worse at 22 ghz, which would be the next spectrum area to open up, sometime in the 1990's.

Hubbard was not persuaded. He rose to offer "not a question but a speech," and said that while he respected both CBS and Flaherty, "I personally think HDTV is a valley full of quicksand into which broadcasters shouldn't go. It could destroy the free, over-the-air television system in this country." Responding to comments by Ebel that HDTV would advance in popularity with the television audience as did high fidelity in radio, Hubbard disagreed, saying HDTV "is not like hi-fi but like quadrasonic sound."

Schmidt stated AMST's position as being "extremely concerned with staying competitive" and said it was possible that even low-power TV applicants might band together to secure enough terrestrial bandwidth for HDTV transmissions. "We want to make sure that if you're wrong," he said to Hubbard, "we're not out of it."

Flaherty, who had just returned from Japan, said that country is accelerating its

own plans for HDTV in a direct broadcast satellite mode. What had been planned as "Phase Three" of Japan's utilization of the 22 ghz band has been moved up from 1992 to 1988, he said, while launch of the "Phase Two" 12 ghz satellite has been moved up to 1984. Twelve Japanese equipment manufacturers, of both receiving and production equipment, are now dedicated to seeing that Japan retains leadership in HDTV technology, Flaherty said.

If the U.S. is to acquire 12 ghz frequencies for terrestrial use it must be accomplished within 14 months, Flaherty said—in advance of the 1983 World Administrative Radio Conference. At the moment the U.S. is without a policy, the panelists agreed, and Schmidt said that an even greater problem than getting the FCC on track was in seeing that the State Department was made interested. And Ebel called for the establishment of an NTSC III to investigate all the possibilities of improving the TV picture. "It's too bad that we have to depend on another country," he said.

In closing, Ebel remarked that, "as a manager, I'd rather not spend the money [for high-definition TV]. But I remember saying that *Gunsmoke* wouldn't be any better in color than it was in black and white—and maybe it wasn't. But other things were, and color took over. If Omaha starts pumping HDTV into Lincoln I've got to get into it or get out of business." □



Different strokes. The panelists were silenced, at least periodically, by a voice from the audience last week when Stanley S. Hubbard of Hubbard Broadcasting (not pictured) launched a major challenge to the views being expressed by (l to r) Joe Flaherty of CBS-

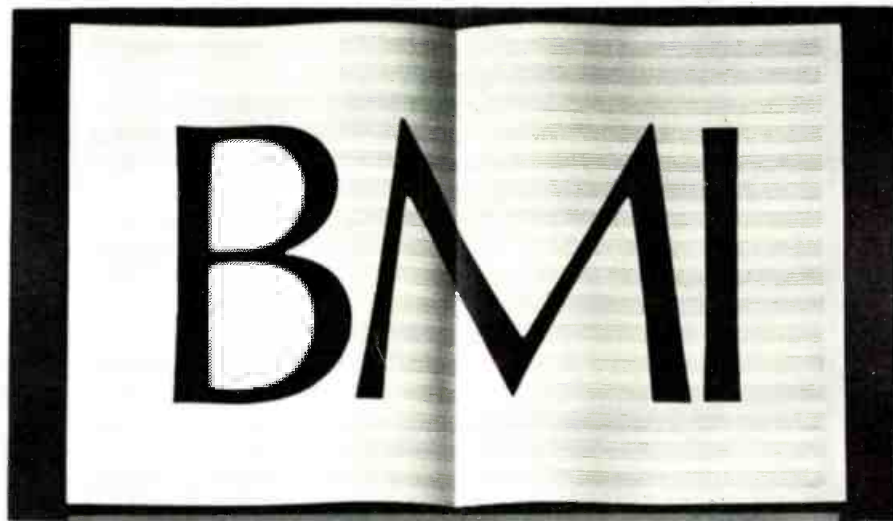


Flaherty

TV, A. James Ebel of KOLN-TV Lincoln, Neb., and Greg Schmidt of the law firm of Covington & Burling (representing AMST).

Flaherty, while describing CBS's current San Francisco test of 12 ghz frequencies, surprised the audience by pulling out from under the table a production-model 12 ghz receiver and decoder (inset) he had picked up in Japan the week before. The two units together retail for \$140; several thousand are said to be operational in that country to fill in NHK coverage areas. The receiver is 40 cm (approximately 16 inches) in diameter. ■ Hubbard asserted that the present NTSC picture is good enough, and that the promotion of HDTV may create a technology in which broadcasters can't participate.

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Industrywide committee to set new standards urged by Gunn

Hartford Gunn, senior vice president of noncommercial KCET(TV) Los Angeles, urged the broadcasting industry to form a high-level committee of network and local broadcasters and equipment manufacturers "to design and help implement a television broadcast system for the future."

The resulting system, he told broadcast engineers at their annual luncheon last

Tuesday during the NAB convention, should take "full advantage of all the new technologies." It could incorporate, he suggested, high-definition television (HDTV), teletext, multi-channel sound and digital signal processing.

Gunn seemed particularly enthused about HDTV. How many of you have seen the NHK-HDTV system demonstrated by CBS? he asked. It has the potential of

being a "new and fresh medium" that could change the style and content of programming, he said.

Such new media as cable, videodisks, videotape and direct broadcast satellites are not "instant replacements" for local television and radio stations. But their existence should remind broadcasters that their "future is not assured. We cannot afford to be complacent," he said.

The complacency of AM broadcasters led to that medium's decline during the 1970's, Gunn said. "History has a way of repeating itself," he said. "If we're not careful, all of broadcasting could repeat the history of AM radio."

The goal of broadcasters should be to "make television as near the state of the art video and audio as possible" and that includes finding ways of improving off-the-air reception.

Anybody who participates in such an effort would not have to fear the antitrust laws, he said. "If a plan endorsed by industry were put to Congress," he said, that body would certainly provide the necessary protections.

Gunn also said that broadcasters need to take the lead in setting broadcast standards. Citing recent FCC decisions on AM stereo and teletext, Gunn said it is a job that the FCC is either unwilling or unable to do. "The FCC has misplaced the marketplace concept in the area of technical standards," he said. "If we can't persuade the FCC to set standards," he said, broadcasters should. □



Distinguished company. Julius Barnathan, president of ABC Broadcast Operations and Engineering, (seated, right) who received this year's NAB Engineering Achievement Award at the engineering luncheon of the association's annual convention last week, posed with four past winners of the award. Standing are (l to r) John DeWitt, former president of WSM Inc. (1964); Robert W. Flanders, vice president and director of engineering, McGraw-Hill Broadcasting (1979); Daniel H. Smith, former senior vice president and now consultant to Capital Cities (1977). Seated at left is Wallace E. Johnson, executive director of the Association of Broadcast Engineering Standards (1981). In accepting his award, Barnathan said technology must know its place. "I don't care if you have 10,000 lines (of resolution)," he said. "The quality of the picture is not going to be more important than the quality of the programming." The future belongs to that medium that serves its audience best, he said. "That's what made broadcasting a smashing success and that is what will keep it at the top."

The newsroom's newest tool

Workshop examines the benefits of computerized news operations

First came microwave, then the minicam, and most recently the helicopter, as tools that were considered revolutionary in the business of broadcast news. Now the computer, although a less promotable piece of hardware, is on the scene and quickly changing the way broadcast newsrooms operate.

"You will be buying a computer soon," predicted Phil Keirstead, a professor at Florida A&M University in Tallahassee, who was one of the panelists at an NAB television workshop. His role in the session was to act as the "conscience" for the other two panelists: Paul Davis, news director of WGN-AM-TV Chicago and former president of the Radio-Television News Directors Association, who described the "problem" facing newsrooms, and George Pupala of Station Business Systems, Greenwich, Conn., who offered the "solution."

With the competition from cable and other technologies, television news operations must become more efficient, Davis said. Since news is available at any time on the cable news networks, broadcasters will have to give viewers a special reason to tune in the 6 p.m. news, he said, by pro-



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Computerizing the newsroom. To buy or not to buy, that wasn't the question debated by a panel on the electronic newsroom. The consensus of Paul Davis (seated on the left), news director, WGN-AM-TV Chicago; George Pupala (at center), Station Business Systems, Greenwich, Conn., and Phil Keirstead, professor at Florida A&M University, Tallahassee, was that computers help save time and aid in accuracy, which translates into increased ratings. Howard Kelley, WTLV-TV Jacksonville, Fla., was moderator.

viding more accurate news. Efficiency allows for more accuracy, according to Pupala, and that is the *raison d'être* for the computer.

He detailed some of its applications in the broadcast newsroom: coordinating the efforts of many people on many different programs; providing the assignment desk with story ideas and background information and helping to avoid overlooked details; providing improved scheduling and dispatching capabilities; storing copy and production notes; distributing information such as crew status and location, and distributing messages to the staff electronically. Pupala also said the computer can store the station's archives, a "gold mine unlocked" by the computer. Archives can be turned into revenue, he said, because stations get frequent requests to use them.

Keirstead said because the computer can enable the station to handle more stories with fewer errors, it can give a station the competitive edge and translates into ratings success.

After Davis and Pupala presented the problem and solution, Keirstead concluded stations should, at the least, invest in a microprocessor (home computer).

The moderator, Howard Kelley, of WTLV-TV Jacksonville, Fla., however, asked the panelists if they were "hiding behind snappy words." That question drew a few caveats from the audience and panelists: Although it is rare, computers can wipe out all the information stored in their data banks; health problems such as headaches and eye problems have been reported, and reporters and editors seem to make fewer "pencil scratch" type corrections, meaning less refinement.

One comment from the audience gave those attending the session food for thought: the question of a court's right of access to reporters notes—stored in the data banks of the computer. □

Cuban interference: treating symptoms and not the disease

Patchwork answer to date has been increased power by U.S. stations who find service area loss; NAB's Rau says Cuba should be persuaded to use directional antennas to resolve problem

The problems and concerns generated by Cuban-caused interference to U.S. AM stations were evident in the turnout of several hundred broadcasters at a session on the issue at the NAB convention in Dallas last week. What those in attendance heard regarding possible solutions was not encouraging. Technical modifications of affected stations are not the answer—the answer can come only by going to the "source," though not necessarily in the way Secretary of State Alexander Haig Jr. has used the term. The answer lies in resolving the problems through negotiations with the Castro government.

The approach was not that of politicians or diplomats but engineers—Michael Rau, of the NAB's engineering staff, and Wallace Johnson, executive director of the Association for Broadcast Engineering Standards who was also a senior adviser on the U.S. delegation to the Rio de Janeiro conference of western hemisphere countries on AM broadcasting (BROADCASTING, Nov. 9, 1981, et seq.).

An NAB study has concluded that if Cuba proceeds with its proposed inventory of 187 existing and planned stations—some with power far in excess of 50 kw—the impact on American broadcasting would be devastating. It says over 200 stations would be affected—among them 37 clear channel stations that would lose most of their skyware and much of their primary area. Indeed, 10 clear channel sta-

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Carbondale/ Murphysboro, IL	WTAO(FM)
Champaign-Urbana, IL	WKIO(FM)
Charlottesville, VA	WUVA(FM)
Chicago, IL	WLS-FM
Chico, CA	KFMF(FM)
Columbia, MO	KFMZ(FM)
Dallas-Ft. Worth, TX	KTXQ(FM)
Des Moines, IA	KMGK(FM)
Detroit, MI	WRIF(FM)
Dublin, GA	WQZY(FM)
Flint, MI	WWCK(FM)
Grand Rapids, MI	WLAV(FM)
Harrisburg, PA	WTPA(FM)
Hartford, CT	WHCN(FM)
Henderson, KY	WHKC(FM)
Houston, TX	KSRR(FM)
Ishpeming, MI	WMQT(FM)
Knoxville, TN	WIMZ(FM)
Little Rock, AR	KLPQ(FM)
Los Angeles, CA	KLOS(FM)
Miami, FL	WSHE(FM)
Milwaukee, WI	WLPX(FM)
Minneapolis St. Paul, MN	KQRS-FM
Missoula, MT	KYLT-FM
Mobile/Pensacola, FL	WTKX(FM)
Nashville, TN	WKDF(FM)
New York, NY	WPLJ(FM)
Niagara Falls, NY	WZIR(FM)
Norfolk, VA	WNOR-FM
Omaha, NE	KEZO(FM)
Philadelphia, PA	WYSP(FM)
Phoenix, AZ	KDKB(FM)
Pittsburgh, PA	WYDD(FM)
Poughkeepsie, NY	WPDH(FM)
Providence, RI	WHJY(FM)
Richmond, VA	WGOE(AM)
Roanoke, VA	WSLQ(FM)
San Bernardino, CA	KOLA(FM)
San Francisco, CA	KSFX(FM)
Santa Maria, CA	KXFM
Seattle-Tacoma, WA	KISM(FM)
Syracuse, NY	WAQX(FM)
Tampa-St. Petersburg, FL	WYNF(FM)
Tucson, AZ	KWFM(FM)
Washington, DC	WRQX(FM)
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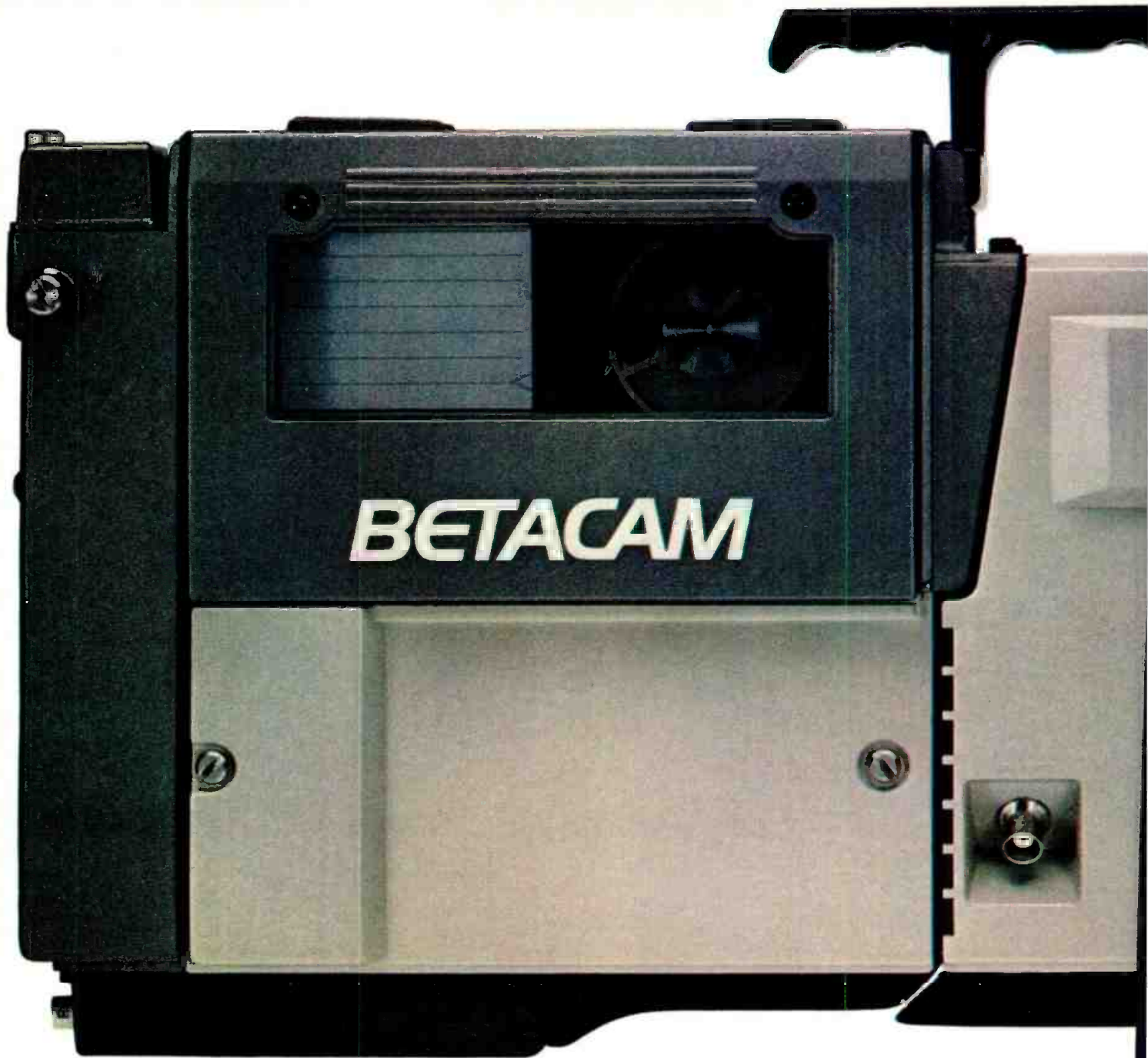
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tions would lose their entire secondary service.

Johnson said that in bilateral meetings with Cuban representatives, both in advance of the Rio conference and during it, progress was being made toward a mutually satisfactory solution. But those talks broke down when Cuba walked out of the Rio conference, in part, it said, because of the U.S.-led effort to prevent Cuba from making a block shift of 48 assignments—a shift the U.S. said would have harmed its interests. But Cuba also cited the White House announcement of plans to create a station, Radio Marti, to broadcast news of Cuba to that country.

The technique used thus far to deal with the interference stations in Florida have suffered from Cuba is to permit those seeking permission to increase power in an effort to recapture lost service areas. And a bill (H.R. 5427) authorizing Radio Marti that was approved by the House Foreign Affairs Committee last month would permit the reimbursement of stations for funds spent on attempting to "mitigate" the effects of Cuban interference. But Johnson and Rau said that technical modifications are an inadequate solution.

Rau offered four reasons:

■ "The affected station can never recover the entire service area lost to Cuban interference. It is a technical fact of life that less signal is required to create interference than to render satisfactory service."

■ "The design and construction of directional antennas for the purpose of recovering portions of service area lost to Cuban interference is a time-consuming, complex task." The design engineer must find a way of increasing radiation in some directions but not others.

■ "If a suitable combination of directional antenna and transmitter power increase can be designed, the project may cost several hundred thousand dollars."

He said that is "substantially above the average radio's financing capability."

■ And, finally, he said there is no guarantee that the interference the station spent time and money in combatting would continue to exist or remain unchanged when the new facility becomes operational. A minor change in the Cuban operation, he said, would require a redesign of the radio station.

Rau also rejected a suggestion advanced by some—including Representative Dante Fascell (D-Fla.), chairman of the House Internal Operations subcommittee—that the commission relax its technical standards to permit the interference burden to be shared by all nighttime AM broadcasters. Because of the uniqueness of each station's protection requirements, he said, it would be virtually impossible to design the "interference-sharing" of radio facilities.

If there is no technical answer to the question of how to repair damage caused by Cuban interference, what is the political one? Rau said it is to make the Cuban system more like the U.S.'s. The U.S., he said, should persuade Cuba to employ the techniques used in AM broadcasting to avoid interference—including, presumably, the use of directional antennas.

"Such an agreement is in Cuba's interest as well as our own," Rau said, "Both countries have legitimate needs for radio coverage," and ignoring protection of Cuban stations because of the need to overcome interference from those stations, he said, is not the answer. It "hinders Cuba from providing the service they desire—as well as creating large areas where neither the Cuban station nor the U.S. station can be received satisfactorily."

The question of Cuban interference arose also in a session featuring FCC Broadcast Bureau Chief Larry Harris. He noted that the bureau was permitting them to increase power. He even said, in response to a

question, that the bureau is considering permitting stations now operating with 50kw—the current maximum—to exceed that power, though he indicated that approach would raise new problems in extending interference, domino-like, far from the southeastern part of the country. But Harris suggested the main effort is being made to secure the help of the State Department in resolving the matter diplomatically. "All we're doing [at the commission]," he said, "is putting patches on the problem." □

Dallas teletext backers bullish

Though some in the audience were skeptical of familiar rosy predictions, panelists at a teletext session were near unanimous in their push for the new service

Bullish was still the word to describe the manner in which those involved with teletext spoke of it at a panel session at the NAB convention in Dallas. Skeptics in the audience of several hundred said they had heard much the same at the NAB convention a year ago but that not very many more companies have placed bets on the new technology. Nevertheless, there seemed almost a missionary zeal on the part of those on the panel who spoke of their experience in teletext.

Harry Smith, of CBS, which is conducting a teletext experiment on its KNXT(TV) and on noncommercial KCET(TV), both Los Angeles, said the service has a potentially high value for both viewers and advertisers. And Ben Smylie of Field Electronic Publishing, which has been conducting its own experiment over Field Enterprises Inc.'s WFLD-TV Chicago, said: "You're wasting a resource if you don't put teletext on your signal."

NAB did put forward one new convert on the panel—William Putnam, of Springfield Television Corp. He said he is preparing to install a teletext system at his station in Springfield, Mass., WWLP(TV) (ch. 22). When that system is functioning, he said, he will install one at his Dayton, Ohio, station, WKEF(TV) (ch. 22). Next on the agenda would be his station in Salt Lake City, KSTN(TV) (ch. 22). He says the cost will be \$10,000 per station.

And Putnam, known for the vigor with which he attacks any project involving his stations, sounded like a broadcaster interested in showing the way in teletext. "We have to provide the service," he said, following the panel. "Then [the manufacturers] will have the incentive to build the decoders. Unless we do, they'll never cut out the decoders."

One of themes running through the panel on "Making a Business of Electronic Publishing" is the need for broadcastes to grab hold of the opportunity, that teletext offers. Smith and Smylie warned that cable television interests could gain the advantage with cabletext and two-way videotext—the cable-based systems—if



Cuban interference. Michael Rau, NAB staff engineer, reports to broadcasters at convention on interference problems Cuba is—and may be—causing AM broadcasters and what, if anything, can be done about it. Wallace Johnson, executive director Association of Broadcast Engineering Standards, offered background he acquired as member of U.S. delegation to Rio de Janeiro conference on AM broadcasting.

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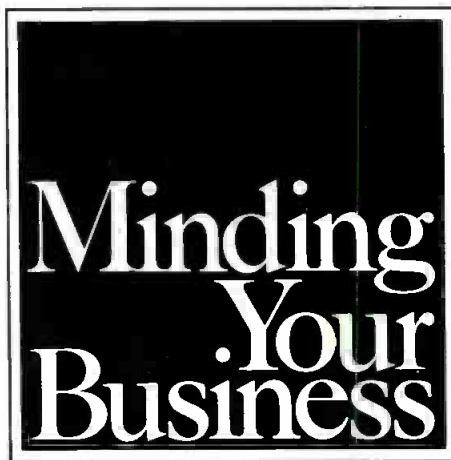
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broadcasters hang back on teletext. And Hadassa Gerber, of McCann-Erickson Inc., said, "Those who take the leadership position now will have the marketing edge."

She said electronic publishing holds many applications for advertising—"though not without problems." As an example of its potential for advertising, she said teletext could be used as print is now to supplement TV campaigns. But she said tests will have to be run and mistakes made before the system proves out as an effective advertising medium. Those teletext believers, like Smylie, contend that advertisers will be convinced when the number of decoders in American homes is significant.

And there are any number of predictions as to how many decoders will be in peoples' homes, and when. Gerber said 10% of the homes would be equipped with videotext or teletext systems by 1990. CBS's Smith said that 8% to 12% of the homes would have set-top decoders in "three or four years." If decoders are integrated into the sets, 50% of the homes will have such sets by 1993, he said. But Carl Eilers, of Zenith Radio Corp., which manufactures them, said from his place in the audience he does not believe the "major players in the business" will have such decoders by the mid-1980's. The reason, he said, is that the necessary chips are not likely to be available in volume by then. What's more, he said, "we in manufacturing won't produce until we know there will be a market"—which is the statement Putnam had in mind when he talked of the need of providing the service to generate demand for decoders.

Another question involved the quality of the graphics. No one was pretending the graphics now in use are models of beauty. And Larry Pfister, of Time Inc. Video Group, who was in the audience, said that his firm felt there was a need for improved graphics. "In market trials," he said, "we found that national advertisers want their logos to look like logos, not a set of Lego blocks." Time Inc. Video Group will use the Telidon system known for the elegance of its graphics.

But Smylie did not appear to be impressed, Teletext, he said, "is primarily an information medium. We won't use much graphics."

The potential for making a business of electronic publishing rests in large part on the rules under which it will be governed. And a second teletext panel was in general agreement in expecting the FCC to allow the technical standards of the new service to be shaped by the marketplace, as it did in the case of AM stereo. Chris Sterling, a former legal assistant to Commissioner Anne P. Jones who is now director of the telecommunications center at George Washington University, said, "The commission is not going to try to shape teletext." He predicted a final decision by the commission by summer.

But a key question is whether and to what degree the FCC would impose content regulation on teletext. The commission has said it would not impose any. But



More on electronic publishing. Ben Smylie, Field Electronic Publishing Co., speaks on values, to the broadcaster and the public, of teletext, at a session on electronic publishing. Listening (l-r) are Hadassa Gerber, McCann-Ericson Inc.; William Putnam, Springfield Television Corp.; Harry Smith, CBS, and moderator Richard (Rick) Neustadt, Kirkland & Ellis.



And still more. Panel of three lawyers discussed laws and regulations that will govern teletext. They are (l-r) Richard (Rick) Neustadt, Kirkland & Ellis; Lee M. Mitchell, Sidney & Austin and vice president and general counsel of Field Enterprises Inc.; Chris Sterling, George Washington University, and Erwin Krasnow, senior vice president and general counsel of NAB, who served as moderator.

Richard (Rick) Neustadt, of Kirkland & Ellis, who feels that is the right public policy, said he doubts that the policy—at least as explained in the commission's notice of proposed rulemaking—would withstand court review. The service is broadcast and, therefore, apparently subject to the same regulations as other broadcast material, including the equal time law, he said.

"I'm not sure the commission has the authority to do what it said it would do," he said. "But it's got to do a better job than it did if it wants to get away with it."

Senator Bob Packwood (R-Ore.) cited concern over possible government regulation of newspapers employing teletext as one of the factors prompting him to propose a constitutional amendment to assure freedom from government control of all mass media. □

Laying groundwork for TV's future

NAB presentations spell out needs; standards must be set, suitable receiver developed, and more spectrum allocated

In the future of television, according to CBS, direct broadcast satellites will beam high-definition television (HDTV) programming to local television affiliates that will rebroadcast it into the home using special wideband UHF or microwave channels.

This view of the future was the subject of a series of papers delivered at an engineering session at the NAB convention featuring Renville McMann, Thom-

son-CSF; Robert O'Connor, CBS-TV, and John Rossi, CBS Technology Center.

For HDTV to succeed, McMann said, it has to produce a "spectacular picture that grabs the viewer" like the original cineramic motion picture did years ago. Neither much improved NTSC picture nor the "almost 35 mm" quality of the Image Transform/Compact Video 655-line, 24-frame-per-second system will do. What's needed, he said, is at least 30 frames per second, 1,000 lines of vertical resolution and a two-to-one aspect ratio.

McMann was sanguine that the television community would be able to agree on a world HDTV standard that would also be used for electronic cinematography. But it won't be easy. To facilitate standards conversion, he said, NTSC countries may push for 1,050 lines (double the current NTSC scanning rate) while PAL and SECAM countries pull for 1,250 scanning lines (twice their scanning rates). Referring to the prototypical NHK HDTV system that was demonstrated earlier this year by CBS in Los Angeles, New York and Washington, McMann said the Japanese may have come up with the perfect compromise with their system that employs 1,125 lines, a number that falls directly between 1,050 and 1,250. Although he seemed to prefer a higher frame rate, he said 30 frames would do and could be enhanced by using progressive, rather than interlace, scanning in the camera.

CBS is now considering digital modulation for its HDTV transmissions, but McMann said he would still vote for FM modulation. An FM-modulated HDTV signal will require between 20 mhz and 30 mhz of spectrum to broadcast, he said, whereas a digitally modulated signal, even with the help of four-to-one bandwidth

compression, will require 40 mhz.

Aside from handling the enormous bandwidth of the HDTV signal, McMann said, the most critical problem facing HDTV planners is finding a suitable display device. To take advantage of the resolution of the HDTV picture a large screen is needed, he said, and a receiver using a conventional cathode ray tube would be too heavy and too large to be practical. The existing projection sets are also impractical, he said. The Eidaphor (\$400,000) and the GE Telaria (\$40,000), he said, are far too expensive and the CRT projection sets are too big for the average living room. He expressed confidence that somebody would come up with the answer, noting that work is being done on liquid-crystal and the thermo-plastic light modulators, which could be used in flat-screen or projection sets with projectors no larger than a Kodak Carousel slide projector.

McMann made a big pitch for allocating spectrum for the satellite and terrestrial broadcasting of HDTV. When television was just getting started, he said, 10% of the usable spectrum of 500 mhz was allocated to television. But as the usable spectrum has grown to 20 ghz, the television portion of it has not increased commensurately. In fact, he said, the "powerful medium now occupies just 1% of the usable spectrum." Surely, he said, society can afford to give television additional spectrum. "If you give us the bandwidth," he promised, "we can give the public television like they have never seen before."

O'Connor said CBS is looking at three distinct bands for terrestrial rebroadcasting of the satellite-fed HDTV signal by local broadcast affiliates. UHF, the 2 ghz Instructional Television Fixed Service channels and part of the 12-ghz DBS band. A

CBS analysis of the UHF band, O'Connor said, shows it to be underutilized. He said the analysis does not take into account the hundreds or thousands of low-power television stations that hope to operate in the band, but noted that the FCC rules delegate such stations to secondary status. That is, they can't operate on any channel used by a full service station.

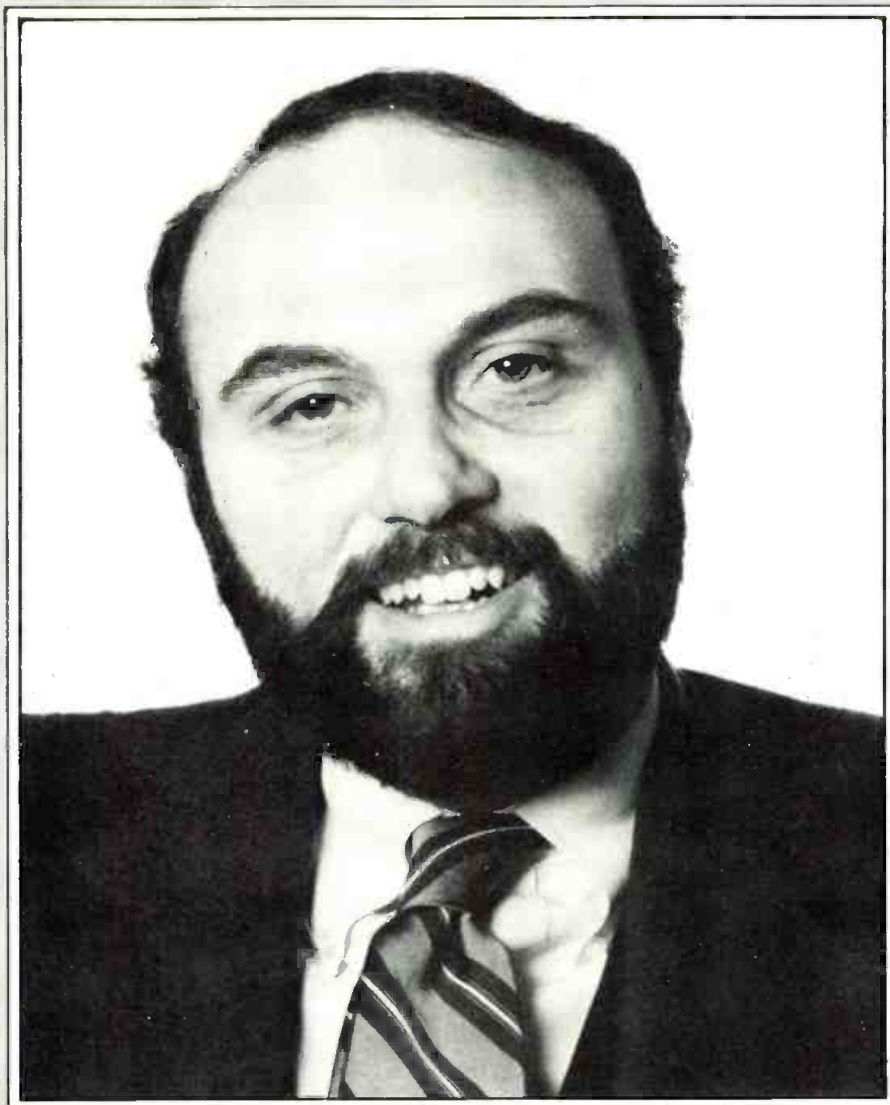
The FCC is considering reallocation of some of the 28 ITFS channels. O'Connor suggested that some if not all of the channels could be allocated to HDTV. The entire band could be used to provide eight channels of nationwide HDTV service, he said.

Because of the poor propagation of high-frequency microwaves, there is much concern about the suitability of the 12-ghz DBS band for terrestrial broadcasting. To answer once and for all whether the band can be used, O'Connor said CBS began experimental 12-ghz broadcasts in San Francisco last month. Using a 20-watt transmitter and an antenna mounted on the Mount Sutro tower, CBS is broadcasting to two fixed and one mobile receiver.

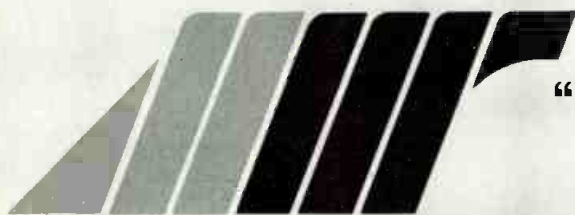
As McMann noted, the HDTV signal requires far more bandwidth to transmit than the NTSC signal. Consequently, CBS has been working diligently to compress digitally the HDTV signal so that it can be transmitted efficiently. Rossi, who is CBS's resident expert on bandwidth compression, said CBS is experimenting with several techniques that could be used in combination, including polynomial data compression, differential pulse code modulation, interframe coding, transform coding, entropy coding and frequency interleaved coding. Rossi demonstrated on videotape, five-to-one reduction of an NTSC signal that employed three different compression techniques. □



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NAB CONVENTION: GENERAL

View of the FCC, from the inside

Commissioners, absent Fowler, line up before broadcasters to discuss the agency in general, its members' views specifically

Six FCC commissioners, asked to look at the agency as it is now constituted, generally agreed with James H. Quello's assessment that it is marketplace-oriented, deregulatory-minded, "congenial," a place where people "can disagree without being disagreeable," and "friendly to broadcasters." Joseph Fogarty's description of the agency as "the most left wing, liberal commission" ever, one with which he is "really comfortable," drew the expected gawfs.

But the commissioners (all but Chairman Mark S. Fowler), as their views on various issues were examined at a general session at the NAB convention on Wednesday, indicated they had not yet reached a state of homogeneity. Indeed, Henry Rivera, President Reagan's newest appointee to the commission, is one member whose vote will not automatically be cast to advance marketplace and deregulatory principles.

There was, for instance, the matter of equal employment opportunity—an issue that cropped up in a number of convention sessions. Commissioner Anne P. Jones said, as she has on other occasions, she thinks the commission should not enforce its own EEO rules when a federal agency to enforce EEO laws is in place. Rivera, who heads the commission's advisory committee on alternative financing for minority opportunities, disagreed. "Our focus is different," he said. "We look at

discrimination as well as affirmative action." And broadcasters, he said, "are doing a good job." Abbott Washburn agreed. "I'm proud of what the commission has done with EEO in the commission and in the industry. I'd hate to see us backslide." Quello said he favored a liberalization of the rules to exempt stations with 15 or fewer employees. (The present cutoff in number of employees is five.) And he indicated a decision of that kind could be forced by political pressure. He said small broadcasters are complaining to members of Congress, and added, "They're a powerful force."

Fogarty, for his part, saw no future for the commission's EEO policies. "EEO before this commission is dead," he said. "Despite Rivera, the commission is going to get out of the business of EEO. It will fall on broadcasters' self-discipline." And he predicted the commission would take no further action on EEO until after Washburn, whose term expires on June 30, leaves the commission.

The commissioner's responses to a question from NAB executive vice president and general manager John Summers, who moderated the panel, caused some in the audience to wonder how the order creating the new low-power television service was approved unanimously, with three partial dissents aimed only at peripheral aspects of the issue. Commissioner Mimi Weyforth Dawson, admittedly "no fan" of LPTV, appeared to doubt the service would ever get off the ground in urban areas. She said the "original" concept—presumably, for individually owned stations—was overtaken by events and that the commission will be several years digging out from under the mountain of applications, many of them mutually exclusive, now pending. Fogarty was equally enthusiastic. "The only thing we handled

worse," he said, "was CB radio."

Rivera did not disagree that a flourishing low-power television service is some years off. But he emphasized the positive. The broadcasting industry, he said, "has to be competitive. One way there will be competition is through the authorization of new services, which will not cause spectrum interference or economic interference to existing broadcasters." (Later, he said the latter was a reference to "predatory competition.") Quello had no apologies, either. He expressed hope that the service would be established even in urban areas in three to five years.

All of the commissioners were prepared to reexamine the commission's multiple- and crossownership rules. But Washburn, as he has on other occasions, expressed concern about a total repeal of the 7-7-7 rule, which he said has been "a real blessing," in assuring diversity of ownership of stations. And Rivera said small entrepreneurs, including minorities, would have difficulty acquiring stations if the rule, which limits ownership to seven AM, seven FM and seven TV stations, no more than five of them VHF, were "repealed altogether." Fogarty saw things differently. The minorities' problem, he said, is lack of capital. "So I'd rather see the emphasis on capital for minorities instead of restricting the good multiple owner's [efforts to acquire more stations.]" Quello viewed the elimination of the 7-7-7 rule as a means of building up group owners to the point where they could bid against networks for programming.

One of Summers's questions sought comment on why the commission has not proposed repeal of the personal attack and political broadcasting rules. He noted that the commission has urged Congress to repeal the doctrine itself, which is embedded in Section 315 of the Communications



On firing line. FCC members took questions on issues before commission, on Wednesday. They are (l-r) Commissioners Henry Rivera, Mimi Weyforth Dawson, Anne P. Jones, Joseph Fogarty, Abbott Washburn and

James H. Quello. John Summers, National Association of Broadcasters' executive vice president and general manager, posed questions to the commissioners.

“She was captivated immediately ... standing there with tears in her eyes.”

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Act. But the question touched off a rehash of arguments the commissioners have made regarding the doctrine's value and constitutionality. This time, though, each side invoked the words of President Reagan for support.

Washburn, who favors retention of the doctrine, noted that Reagan, in an interview with *TV Guide*, indicated he favored a rule requiring fairness. Summers, in rebuttal, referred to the President's letter endorsing the concept of full First Amendment rights for broadcasters, copies of which were displayed around the convention center (see page 31), to which Fogarty replied, "It only speaks to the power of the NAB that the letter is posted around. When caught off guard, the President said fairness is fine. I share that position." Jones interpreted the President's comment in *TV Guide* as reflecting the feeling that, "of course, broadcasters should be fair."

Finally, Summers made clear the point of his question, and Rivera said he saw no reason why the commission could not issue a notice of rulemaking proposing repeal of the rules. Jones indicated the delay reflected the view that the commission does not consider repeal a matter of pressing importance. The commission, she noted, has had "a heavy agenda."

One question from the audience brought an expression of concern regarding the expected heavy cut in the commission's budget for the 1983 fiscal year, which begins on Oct. 1. The President's proposed cut of \$2.5 million would mean a net reduction of 260 employees. Dawson said, "We are not going to be able to do what we want to do." She said she would prefer to maintain a strong staff in the policy area, "so we will get out of your hair."

Fogarty noted that Fowler has testified before Congress that the commission "can do more with less. I say we'll do less," Fogarty said. "I think we'll do nothing." (Broadcast Bureau Chief Larry Harris, in his own solo performance at the convention, said the proposed cut would require the bureau "to review practices and change priorities." He said the bureau had managed to increase productivity—by about 25%—despite the loss of 30 employees since January through attrition. "But in time," he said, "you reach a point where you drop off.")

The session did not serve only as a forum for commissioners' comments on issues. One AM broadcaster urged the commissioners to pick a system for the service rather than leave that choice to the marketplace. "The marketplace," he said, "ain't going to cut it."

Fogarty recalled that the commission had been forced two years ago to beat a retreat when engineers "decimated" it for its selection of the Magnavox system. The questioner said those engineers now agree they were wrong. His concern was clear: "AM stereo might die if you people don't make the decision. Consumers want to buy one system, not five. And manufacturers are not going to build a system until there is an agreement." □

FCC's Harris confirms plan to leave post after two years

Broadcast Bureau chief is sticking to his timetable; noncommittal over rumors that he may get Fogarty seat

FCC Broadcast Bureau Chief Larry Harris, who attended his first National Association of Broadcasters convention last week, next year will probably be attending his last, in his present position. Harris took the occasion of his appearance on the convention program to make public what had been rumored for weeks; that he accepted Chairman Mark S. Fowler's invitation to head the bureau with the understanding that his commitment was short term. "I'm on a two-year track," Harris said.

Harris, who had been a part-time official of MCI while conducting a communications law practice specializing in private radio, joined the commission on Jan. 11. At the time, he said he had given Fowler a two-year commitment (BROADCASTING, Jan. 11). But he indicated that was a minimum. In his appearance at the convention, he made clear it was also something close to a maximum.

Harris turned himself into a lame duck in the course of introductory remarks in the session headed "A Conversation with Larry Harris." He referred several times to a two-year timetable he had set himself—among other things, "to bring the regulation of broadcasting out of the 60's and 70's into the 80's and 90's."

Finally, NAB Board Chairman Edward O. Fritts, who served as moderator, asked the significance of the two-year references. Harris said he was on that two-year track at the end of which he expected to have achieved his goals. "Then it will be time for someone else to evaluate my performance."

Fowler apparently recommended Harris's appointment to the commission with-

out disclosing Harris's plans for an abbreviated tour. Four commissioners were in the audience at the Harris session—Abbott Washburn, Anne P. Jones, Mimi Weyforth Dawson and Henry Rivera—and all said they were aware of Harris's plans. But most, at least, indicated they had heard of them only through corridor gossip.

Even assuming Harris intends to make good on the understanding he has with the chairman, it is possible he may be at the commission for several years more. He is reported to be Fowler's choice to succeed fellow Democrat Joseph Fogarty, when his term expires, on June 30, 1983 ("Closed Circuit," April 5). Harris was noncommittal last week as to whether he would accept such an offer. He said he would have to think "long and hard."

Although the announcement added a dimension of surprise, the session was in keeping with the public persona Harris has developed in the three months he has been with the commission. He was forthright, in control, friendly and sympathetic to the broadcasters, yet firm in warning that competition was coming and that equal employment opportunity rules were staying.

And he related events of his busy three months in office—the commission abandoned a proposal to ban AM-FM crossownership, dropped a number of reporting forms (including financial disclosure), created the low-power television service, and began consideration of repeal of the antitrafficking rule. Work on those items had begun long before Harris took over as head of the bureau.

For the immediate future, Harris, whose policy is "intelligent regulation—to set himself apart from Fowler and his "unregulation"—spoke of plans to review the ownership rules and those restricting networks' rights in programs they acquire, to consider deregulation of commercial television and noncommercial broadcasting, as well as TV stereo, and to submit recommendations to the commission regarding the introduction of teletext and direct broadcast satellite services.

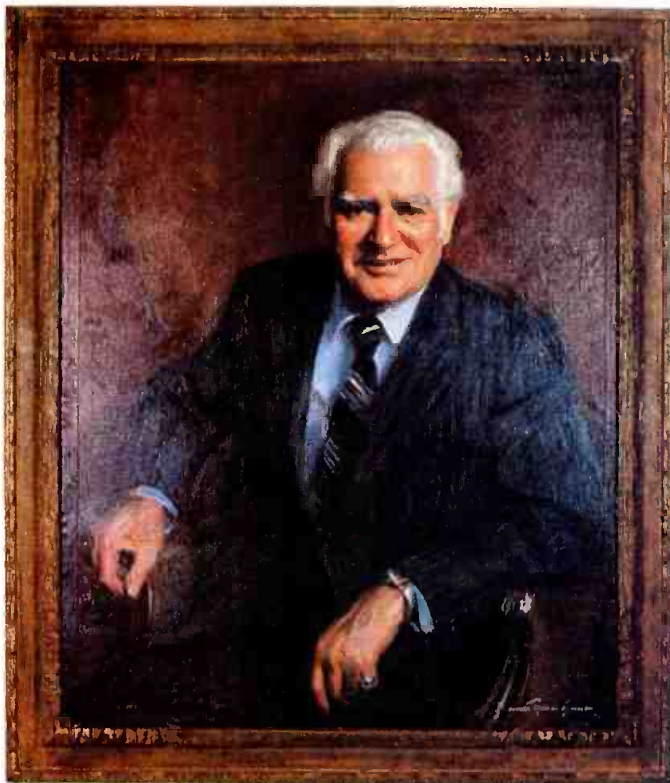
As for new technologies generally, Harris said the commission would study them—not with the idea "that if it's new it's good"—but in terms of whether they would constitute an efficient use of the spectrum and whether they would cause interference. But, he said, the commission would not concern itself with the "economic hardship" existing services might suffer. "We'll let you compete," he said. He predicted an explosion of opportunities in the 1980's and 1990's brought on by the technological revolution. "But there will be competition, too," he said.

Not all of the competition the commission is moving to create is blue sky. He said the bureau would have items for commission consideration in the summer or early fall on proposals to squeeze more FM stations out of the spectrum assigned to the service and to initiate a proceeding looking to the expansion of daytime broadcasters' hours of operation.

Several questioners gave Harris an op-



Harris



Denouement. Two projects begun by the Broadcast Pioneers last fall came to fruition in Dallas last week at the Pioneers' annual breakfast during the NAB convention. Both were associated with a dinner in Washington last Oct. 15 honoring Sol Taishoff, president and editor of *BROADCASTING* magazine, on that publication's 50th anniversary. As a gift, the dinner committee had commissioned an oil painting of Taishoff by the noted portraitist, Everett Raymond Kinstler of New York. At the unveiling last Tuesday (April 6) (*upper right*): the dinner's co-chairmen, Reid Chapman (l) of WANE-TV Fort Wayne, Ind., president of the Pioneers, and Vincent Wasilewski, president of the NAB, with the pleased subject.

Two projects supported by the Pioneers left Dallas \$36,000 richer last week. That was the total of proceeds from the Taishoff testimonial dinner, allocated to the Broadcast Pioneers Library (\$21,000) and the Broadcast Pioneers Foundation (\$15,000). Checks in



those amounts were presented by Chapman (*lower right*) to Ward Quaal (l), Chicago consultant and chief fundraiser for the library (which is housed in the NAB headquarters in Washington), and to Don Mercer of NBC, head of the Pioneers Foundation.

The Pioneers, founded on April 14, 1942, was celebrating a 40th birthday prematurely, but with nostalgic indulgences. A community sing, led by W. Frank Harden of State Telecasting, Charleston, S.C., and cued by lyric sheets left on every table, went through "One Dozen Roses," "Paper Doll" and "Deep in the Heart of Texas," each sung twice.

Ray Smucker, retired manager of KTAR-AM-TV Phoenix, drew sustained laughter and applause with a monologue reliving the early days of radio. Since leaving the broadcasting industry, Smucker has operated a candle factory in Phoenix and has also been on the entertainment circuit. □

portunity to make clear the commission would not relax enforcement of EEO—although he did say the staff was considering recommending exempting small stations from some of the requirements of the present rules. He said "deregulation has not affected the commission's EEO guidelines," and he rejected a suggestion that, in view of the existence of a U.S. Equal Employment Opportunity Commission, the commission need not enforce EEO rules of its own. "The FCC is in the best position to review the EEO policies of broadcasters," Harris said. "We understand the area better than the EEOC." However, he said that various requirements that apply to stations with more than five employees should be made applicable, instead, only to those with 15 or more. "They are too much of a burden on small broadcasters," he said.

The session was the setting for one of the few expressions by a broadcaster in Dallas criticizing any of the deregulatory moves under consideration. William Dillard Jr., general manager of WLBT(TV) Jackson, Miss., said repeal of the 7-7-7

ownership rule "would mean the end of minority ownership and of small broadcasters, too." Large broadcasters with the capital would buy up all available properties, he said.

Apart from discussing specific matters coming before the commission and the bureau, Harris's principal message was to invite broadcasters and their attorneys—

along with all members of the public—to call on him and his staff to discuss matters of concern. That, too, was in keeping with the approach he has taken since joining the commission. "In the next two years," he said, "you'll find yourself farther down the road you want to be on if you tell me what your problems are. If you're wrong, we'll say so. If you're right, we'll help."

Lobbying critique

Members of Congress tell broadcasters how to get their points across more effectively

Broadcasters could sharpen their lobbying skills and be much more effective in Washington, according to five members of Congress who outlined the do's and don'ts of lobbying—from their points of view—last Tuesday. Where broadcasters most often fall short they said, is in failing to develop a personal relationship with their elected representatives.

Senator Slade Gorton (R-Wash.), a

member of the Commerce Committee, said broadcasters have a relationship with Congress that is unique among businesses. "Of all of your issues, not one is any member's number one concern," he said, and yet "you can get more attention" from a member of Congress "than anyone else in the business community" because you are the "primary bridge between us and our constituents."

Gorton said he'd found regular meetings with the editorial boards and business leaders in his district the most "effective way of keeping up with their concerns.

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The meetings are initiated by business and media leaders, he said, and they offer input on concerns beyond just those of a single industry.

Senator Alan K. Simpson (R-Wyo.) said the most effective lobbyist is the one who approaches a member of Congress only when he has something to say. He and other legislators on the panel said it is very important to contact and brief a member's staff prior to seeking a meeting with the member himself. Simpson also urged broadcasters to send personal rather than form letters when communicating with a member.

Women are lobbied differently than men, said Representative Patricia Schroeder (D-Colo.), who warned broadcasters not to threaten legislators or treat them condescendingly. She and Simpson agreed that reminding a member that he or she might not be supported is never an effective tactic.

All of the legislators on the panel stressed that they need lobbyists to keep them informed of all sides of the many issues they consider each day. "Many people who try to petition the Congress appear to believe lobbying is illegitimate," said Schroeder. "It's your constitutional right."

They also urged broadcasters to inform them of both sides of an issue. "You can't sham the truth and succeed," said Representative Ron Wyden (D-Ore.), who with Schroeder urged broadcasters to let legislators know how they'll be opposed and by whom if they decide to support a particular cause. "You have to give us the facts to make a case if you want us to defend you," said Wyden.

A freshmen member of the House Energy and Commerce Committee, Wyden warned broadcasters that timing is important when approaching a legislator who serves on a committee with board jurisdiction. "Reality doesn't permit us to get involved in too many issues," he said, and advised against lobbying a member too soon before a specific issue comes up for consideration in the committee.

The one-time public affairs director of a radio station in Bellingham, Wash., Representative Al Swift (D-Wash.), said he was

"stunned" when he first came to Congress to learn how broadcasters are perceived there. An "extreme but not atypical view" is that they're "the most arrogant bastards in the world," he said. This "grows out of a feeling that broadcasters want it all and don't want to give anything in return."

Swift said broadcasters fail by not setting priorities on their agenda. "You need to decide what you really want and determine what's possible to accomplish," he said, and in establishing priorities, to examine them in the context of future competitive challenges. "I would rather live with ascertainment than lose the must-carry rules," he said, "and I'd keep the fairness doctrine if it means losing the prime time access rule."

"Your future competition will be national rather than local," he said. "You'd better find your stand." If the direct broadcast satellites become a reality, "people won't know that they're missing," said Swift. "The absence of localism would be staggering."

Schroeder agreed with Swift that broadcasters should balance their demands from Congress with a description of what they're going to do for the public. "How are people perceiving your transmissions as a group?" she asked.

Broadcasters are "sending the wrong message to Congress," said Swift. "You need Congress to understand your unique role in the changing communications environment," he said. "You need to persuade Congress that it needs to treat broadcasters in a way that will allow them to survive future competition."

Broadcasters have an image as "a big bucks outfit," said Simpson, and, according to Swift, broadcasters will "never persuade Congress of their sincerity as long as they keep their present agenda," referring to the wanting-it-all phenomenon.

Following the session, Steven Stockmeyer, senior vice president for government relations at NAB, said he did not believe the legislatures were telling broadcasters to change their demands, but to change the image of their campaign for deregulation. "There's no doubt we should talk up localism more," he said. □

NAB enlightened on deregulation from House side

There is movement on some measures, but adjournment for elections may forestall vote; action on political broadcasting rules less likely

Further broadcast deregulation is possible in the 97th Congress, according to members of the House Telecommunications Subcommittee, who faced broadcasters last Monday at the NAB convention. What is far less likely, said the Congressmen and three members of the Senate Commerce Committee, who joined them on the dais, is repeal of political broadcasting rules.

Broadcast deregulation "has not been a priority with Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.)," said Representative James Collins (R-Tex.), who is the subcommittee's ranking minority member. Wirth has scheduled hearings on broadcast deregulation, however, to begin May 7, said Collins, and if the subcommittee moves quickly, it would be possible to pass a bill this year. "If we don't do it by June, I don't see how it will be possible," he said, noting it is an election year and Congress is likely to adjourn early.

Wirth has set an ambitious schedule for the remainder of 1982, said Representative W.J. Billy Tauzin (D-La.), but he has promised he'd hold hearings on deregulation proposals this year, and so far, he's "kept his promises." Representative Carlos Moorhead (R-Calif.), said there's "plenty of time" to secure full Congressional passage of a bill "if Wirth wants to go," because the Senate has already passed a bill.

Senator Ernest F. Hollings (D-S.C.) told broadcasters to "watch the budget." Recalling that broadcast license terms were lengthened last year as part of an omnibus budget reconciliation bill, Hollings said Congress could consider a similar bill if President Reagan refuses to compromise

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Deregulation, yes; fairness and equal time, no. Broadcast deregulation is possible in the waning days of the 97th Congress, but repeal of the fairness doctrine and equal time provisions is highly unlikely anytime soon, according to seven members of Congress, who participated in a panel session on the subject at last week's NAB con-

vention.

Sharing the dais were (l-r): Senators Howard Cannon (D-Nev.) and Wendell Ford (D-Ky.) and Representatives Cardiss Collins (D-Ill.), James Collins (R-Tex.), Carlos Moorhead (R-Calif.), W.J. "Billy" Tauzin (D-La.), and Senator Ernest F. Hollings (D-S.C.).

on his 1983 budget proposal.

Noncommercial stations should not be deregulated along with commercial stations, however, according to most of seven legislators on the dais. Government regulation of noncommercial broadcasters is a means of "protecting them" from retaliation by the government, which funds public broadcasters, to views opposing those of that government, said Tauzin.

According to Moorhead, "when the government pays for your station, you shouldn't use it to promote your cause."

On fairness and equal time, Senator Wendell Ford (D-Ky.) said he has "no problem" with eliminating the rules on a national level, but would want to consider keeping some protections for local politicians, where, he said, conditions are different. Collins said he'd consider legislation that would require broadcasters to accept paid rebuttals to paid political commentaries, but opposes forcing broadcasters to offer free time for responses to paid advertisements.

In most areas of the country, elimination of fairness and equal time would not make much difference in the way broadcasters cover the news and politics, said Moorhead, who noted there are 90 radio stations in his district. In areas where there are far fewer stations, however, the impact would be "devastating," he said, especially in local faces.

Hollings said he has a hard time finding broadcasters who have difficulty with the fairness doctrine and equal time. "They simply aren't hampered by it," he said. The political rules are one of the best things ever developed, he said. □

Unregulation's effects on lawyers

Wiley tells communications attorneys not to fear loosening of rules, the new industries created offer new opportunities

Former FCC Chairman Richard E. Wiley, who has moved through the revolving door of government to private law practice as managing partner of the Washington office of Kirkland & Ellis, has told his colleagues in the communications bar not to fear "unregulation," now underway at the FCC. To the contrary, he says, their business may be better than ever. But it won't be the same.

Wiley, speaking at a Sunday seminar sponsored by the American Bar Association and the NAB as a preliminary to the NAB convention, said that whatever burdens unregulation removes from broadcasters, it should also stimulate new opportunities for them "and in the process, new business for us." Technology, too, is creating new opportunities for communications lawyers.

As examples, he cited the expected "unregulation" of the commission's multiple and cross-ownership rules which, he said would generate new business for lawyers in representing parties involved in the sale of electronic media properties. New competitive struggles in the marketplace the commission is seeking to stimulate would also mean more business for lawyers, Wiley noted. As an example

of the latter, he said proposals to free networks from the restrictions imposed by the financial interest and syndication rules would create new competitive problems for independent stations. And the proposed settlement of the Justice Department's antitrust suit against AT&T—which would permit AT&T to enter a number of unregulated fields—would involve broadcasters and cable entrepreneurs in head-to-head competition with "the world's largest corporation," Wiley said.

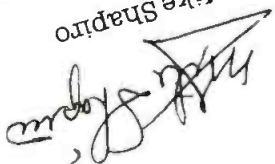
But, he said, the greatest change in the communications business is being wrought by the technological revolution in telecommunications. And for lawyers, he added, the change means they can no longer be only broadcast lawyers. "Technology has created a myriad of new video delivery systems which your clients may want to enter," he said. It is also blurring lines of demarcation among various industries "and the various kinds of legal practice in the communications field."

Wiley cited broadcasters' possible interest in entering the cable television, MDS, direct broadcast satellite or the low-power television fields. He noted, also, that broadcasters are showing increasing interest in teletext and SCA service. And these developments, Wiley said, "require the acquisition of new skills on the part of the lawyer"—from intimate knowledge of the business involved to familiarity with the antitrust laws to an intimate awareness of emerging issues.

Wiley made one other point regarding the possible change in communications practice resulting from the technological

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revolution. Telecommunications may become less of the Washington-based practice it is today, he said. As the electronic media "not necessarily regulated by the federal government proliferate," he said, "the opportunity to represent important clients outside of Washington also increases." □

Lottery legislation likely to emerge later this month

Congress panel at NAB says clarifying bill will be introduced; deregulation in House looks promising also

New legislation to clarify how the FCC should implement a lottery to choose among mutually exclusive license applicants is likely to surface in Congress later this month. According to the staffs of key congressional committees, there will also be movement toward passage of broadcast deregulation legislation in the House, with hearings beginning May 7.

That was the news at a "behind-the-scenes" briefing by congressional and FCC staffers on Monday (April 5). The session attracted well over 100 broadcasters, so many it had to be moved at the last minute to a bigger room and its format changed from "round table" discussions to a more general question-and-answer forum.

Rodney Joyce, Republican counsel to the House Telecommunications Subcommittee, said his panel and the FCC are working toward revising a recently-passed law that permits the FCC to use lotteries when awarding new licenses. The FCC has found the law too broadly written to be workable, and according to Joyce, the subcommittee hopes to narrow the wording in an amendment to the lottery law, to be passed as part of an unrelated bill.

The present lottery law directs the FCC to give preference in a computerized lottery to minorities, women, labor unions and other groups now underrepresented in the ownership of broadcast or other telecommunications facilities. Joyce said the revised version of the law will probably limit the preferences to generally accepted minorities, ethnic groups and perhaps women. He does not expect narrowing the law to encounter much opposition in Congress.

The lottery amendments will be attached to a bill making minor changes in the Communications Act (H.R. 5008), said Joyce. The changes are relatively non-proposals, submitted to Congress in September, 1981.

Joyce said the subcommittee hopes to mark up H.R. 5008 late in April, after it has returned from Easter recess. A workable lottery is considered a key to the implementation of low-power television, a new service that has attracted an unprecedented number of competing applicants.

The Telecommunications Subcommittee's hearings on broadcast deregulation



Insiders. Key congressional and FCC staffers shared perspectives on recent activities in Washington and on prospects for deregulation of the broadcast industry. Participating were (l to r): Aubrey Sarvis, chief minority counsel, Senate Commerce Committee; Rod Porter, chief, Policy and Rules Division, FCC Broadcast Bureau; Peter Pitsch, chief, FCC Office of Plans and Policy; Renee Licht, legal assistant to FCC Commissioner Henry Rivera; Henry Baumann, deputy chief, FCC Broadcast Bureau; Ward White, senior counsel, Senate Commerce Committee; Christopher Coursen, counsel, Senate Communications Subcommittee; Nancy Carey, legal assistant to FCC Commissioner Abbott Washburn, and Thomas Rogers, counsel to House Telecommunications Subcommittee.

will consider three proposals, the most sweeping of which (H.R. 5584-5585) is sponsored by Representative James Broyhill (R-N.C.). It would eliminate all content regulations on broadcasters and abolish comparative renewal hearings. Another proposal, (H.R. 5242), sponsored by Representative James Collins (R-Tex.), would codify the FCC's deregulation of radio and extend it to TV and abolish comparative renewals. The third bill (H.R. 5752) is sponsored by Representative Al Swift (D-Wash.) and would eliminate comparative renewals.

There's a good chance for acceptance this year of at least some broadcast deregulation in the House, said Joyce, even though subcommittee Chairman Timothy E. Wirth (D-Colo.) and Energy and Commerce Committee Chairman John D. Dingell (D-Mich.) have indicated they oppose the proposals that have been offered. "A majority of the Telecommunications Subcommittee has promised to support broadcast deregulation," he said, "and there is also broad support elsewhere in the House." □

School days at NAB on political broadcasting

Sharp and communications lawyers mull over examples of equal time and personal attack strictures as fall elections approach

With the campaigns leading to the 1982 elections well advanced in their organization, broadcasters attending the NAB convention were given a refresher course in Political Broadcasting 101. But some advanced material also was offered—material from a course probably named "The Care and Feeding of Potentially Dis-

gruntled Politicians."

The course, in a radio clinic, began with the basic of basics—What does Section 315 require? But it delved into more complicated questions growing out of seemingly simple situations.

For instance, FCC General Counsel Steve Sharp said the personal attack rule does not apply if the attack is made by a candidate during a "use"—that is, during a campaign appearance. And Earl Stanley, a member of the law firm of Dow, Lohnes & Albertson, cited a decision in a court case to support the point that, in being given station's lowest unit rate in accordance with the law, a candidate buys the "infirmities" that go with it, including the danger of being pre-empted, if the spot is pre-emptible.

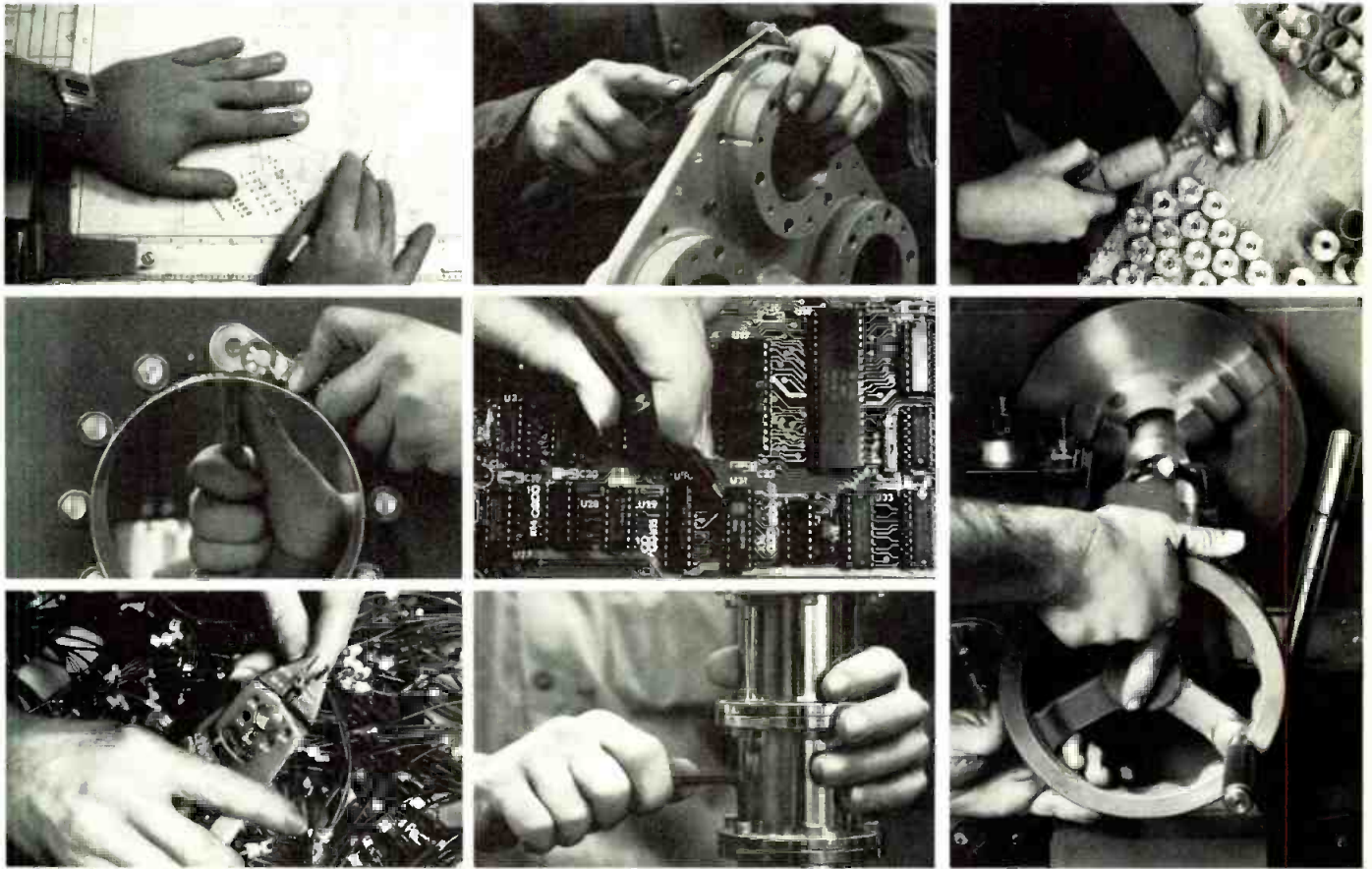
A tricky aspect of Section 315 was illuminated by Irving Gastfreund, of Fly, Shuebruk, Gaguine, Boros, Schulkind & Braun. He noted that a spot featuring the picture or voice of a candidate could subject the station involved to an equal-time demand—even if, in the case of a voice being used, it is not identified. He said that the voice of, say, Senator Edward M. Kennedy (D-Mass.) would be so well known in Massachusetts that the spot featuring his voice would raise an equal-time issue.

It was also Gastfreund who offered some post-graduate instruction. "Avoid complaints being filed at the commission," he said. "Don't force candidates to believe their backs are against the wall. Be willing to negotiate. That can go far toward resolving disputes."

Stanley had a name for that approach—"Good P.R." "Let the candidate know you'll treat all alike . . . keep your political files in order, your public files, too." Actually, Stanley suggested wooing a candidate. "Give him a cup of coffee and a cigar. And when in doubt, give the politician what he wants."

Sharp also took the occasion to remind

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broadcasters—as have other commission officials—that the FCC's efforts to persuade Congress to repeal the equal-time law and the fairness doctrine that is part of it should not be taken as a hint the agency will be lax in its enforcement of political broadcasting regulations. "Until Congress decides the law should be repealed, we are responsible for enforcing it, and we will," he said.

And later, when Gastfreund suggested that the FCC, given its present attitude, might be included to take a more tolerant view of broadcasters' behavior in connection with the coverage of political debates, Sharp said Gastfreund was offering poor advice. The commission, he said, "would not necessarily behave in the manner described. □

Research and ownership among Hispanic concerns

FCC Commissioner Rivera says that some limits should be kept; Lotus study reveals how one Hispanic audience was ascertained

FCC Commissioner Henry Rivera, while no fan of the broadcast ownership limits of seven TV's, seven AM's and seven FM's, believes there has to be some cap.

"If we take the lid off," Rivera claimed, "minorities won't be able to compete" with large established companies for valuable properties.

Rivera's remarks, prompted by a question from the floor, came last week during NAB's Spanish language radio forum. It was a position Rivera had made known two weeks earlier at Infotel '82 in Wash-



Nuts and bolts. Small market broadcasters were given help on legal problems they might confront, at one clinic held at the NAB convention. Lawyers who shared their information at the Sunday night session were (l-r) Vincent A. Petter, Pepper & Corazzini; Richard F. Swift, Tierney & Swift; moderator Erwin Krasnow, NAB senior vice president and general counsel, and Howard Braun, Fly, Schuebruk, Gaguine, Boros, Schulkind & Braun.

ington (BROADCASTING, April 5). Asked about the ownership limits that FCC Chairman Mark Fowler wants modified, Rivera said the FCC must find a way to allow current broadcast groups to expand without closing off opportunities for minorities.

The commissioner said he wasn't ready to suggest a new policy at this point. But whether by number of stations, percentage of households reached or another method, he said limits must be established.

On other FCC fronts, Rivera said the minorities task force he leads should have a "framework for action" in the private sector and at the commission "within the next several months." As for the FM drop-ins proposal, he said indications from the Broadcast Bureau are that it is on the "back burner."

Rivera cited Census Bureau figures showing at least 15 million Hispanics in the U.S. without including undocumented aliens. Hispanic purchasing power, he ad-

ded, has been estimated at \$30 billion yearly, Rivera claimed that the "bottom line" clearly shows Spanish radio as "a viable format."

The Spanish language forum also included a case study of one station's research efforts. Before putting WMDO(AM) Washington's Spanish format on the air, Lotus Communications commissioned studies both on listener preferences and available audience. Howard Kalmenson, Lotus president, urged Spanish-language broadcasters to be "professional in your evaluation of what is needed."

By hiring Washington-based El Miranda & Co. to survey program needs, Kalmenson said, "We found out news was the main thing" Washington-area Hispanics wanted. He said Lotus "never would have dreamed of that" on its own because the group's orientation has been to music.

Another important step was to establish the extent of the Spanish population in Washington. (In Washington and nationwide, Spanish broadcasters at the forum charged that the 1980 census report significantly undercounted the Hispanic population). Comprehensive Technologies Inc. was commissioned for the study at a cost of about \$25,000. CTI President Celestino Beltran claimed that census figures vary in accuracy from market to market so special research should be done to determine the real listening potential. Beltran said CTI's survey in Washington was able to develop a better fix on the Hispanic population by involving the community in the recount and questioning census workers, among other techniques.

With the CTI research, Kalmenson said the station was able to go to advertisers with proof the station could reach a larger population than census figures indicated. He said this gave WMDO a considerably stronger bargaining position.

Aside from the census, ratings problems were raised. Represented at the forum were both Arbitron and the new Birch service that claimed to have new techniques to more accurately sample Hispanics.

The forum concluded with a meeting of the Spanish Radio Broadcasters of America, which now claims 67 members. The dues structure was put at \$1,000 per year for stations with revenues of \$1 million or more, \$500 for those in the \$500,000 range, and \$250 for others. □



Money men. The chairmen of the Senate and House committees that write budget legislation told NAB delegates as much as they could about bipartisan negotiations with the White House. Participants are pledged to secrecy. Consensus: The negotiators will reach a compromise that includes tax increases that President Reagan says he doesn't want and spending cuts in the defense budget that he also has said he will resist. Appearing at a television workshop last Monday were (l-r) Mike Jensen, economic correspondent, NBC News, moderator; Senator Pete Domenici (R-N.M.), chairman of the Committee on the Budget; Senator Robert Dole (R-Kan.), chairman of the Committee on Finance; Representative James R. Jones (D-Okla.), chairman of the Committee on the Budget, and Representative Dan Rostenkowski (D-Ill.), chairman of the Committee on Ways and Means.

NAB CONVENTION: RADIO

Daytimers taken to task

At meeting at NAB, operators, are told they must work harder to gain longer hours

Perhaps one reason daytime broadcasters have gained very little ground in the battle for extended programming hours is that only a handful are willing to invest the personal time, money and commitment needed to achieve that goal.

There was evidence that this is indeed the case at an NAB panel session devoted to daytime broadcast issues which was moderated by Jim Wychor, chairman of the Daytime Broadcasters Association. Shortly before the end of the session, Wychor requested that all of the daytime broadcasters in the audience, which totalled perhaps 350 members, remain for about 15 additional minutes to listen to a presentation by DBA legal counsel Gregg Skall on the newly formed "More Time for Daytimers Task Force." About 30 audience members remained to hear the presentation, an observation which did not go unmentioned by Wychor. The new task force is designed to make congressmen more aware of the concerns and determination of daytimers to gain extended broadcast hours.

Noting that the DBA board has voted to

disband in five years, giving itself that much time to achieve its objectives, Skall told the remaining handful of attendees "we need your support and political abilities," if the battle is to be won. It is hard to lobby a member of Congress on the issue of daytime broadcasting, he said, "when he hasn't heard from you [the daytime broadcasters]."

Skall, an attorney with the law firm of Blum & Nash, participated on the panel, along with Richard Shay, chief counsel of the National Telecommunications and Information Administration; Rod Porter, chief of the FCC Broadcast Bureau's policy and rules division; Wallace Johnson, executive director of the Association of Broadcasting Engineering Standards, and Chris Payne, an engineer with NAB's science and technology office.

Shay outlined the main points in an NTIA petition filed with the FCC seeking longer broadcast days for daytimers. Among other things, he said the petition asked that daytimers be granted pre-sunrise and post-sunset authorization; nighttime operation at reduced power (100 watts), and that a preference be given for daytimers applying for FM facilities when they are providing the only local radio service in their communities.

Skall praised the NTIA for its efforts and said that DBA wholly supported its petition. But the petition did not go far enough, he said. All daytimers, he said, should be given blanket authority to operate two hours before sunrise and two hours after sunset unless a full-time broadcaster can prove that a signal interferes with its service to the "overall detriment" of the public interest. In fact, he said, daytimers should be permitted to operate at night so long as they do not create objectionable interference or prohibited overlap with other stations. And if they can do so at a power of less than 100 watts, that should be permitted as well.

Johnson urged daytimers to get involved in the industry advisory committee on radio matters. He also said that the successful completion of bilateral agreements with both Canada and Mexico was essential to enabling daytimers to operate fulltime on those countries' clear channels.

Payne said that the NAB would be hard put to give unconditional support to DBA's efforts, in that it "must appreciate the interests of full-time stations" as well. Nevertheless, he said that NAB would support the daytimers "as much as [it]



When in Rome. The Satellite Music Network, which premiered its new "Stardust" middle-of-the-road format during the NAB convention, took some 300 delegates to the site of the CBS-TV *Dallas* television series for a Texas-style barbecue with show business trimmings just before the opening session was scheduled to start on April 4. (The "Stardust" style: original hits from the big bands of the 40's, pop sounds of the 50's, most popular hits from the 60's and selected songs of the 70's, plus newscasts on the hour, features and periodic weekend specials.) The

five partners in the SMN venture—which now boasts four 24-hour-a-day formats, and may have seven by the end of the year—posed with some *Dallas* stars imported for the occasion in front of the Southfork Ranch. At left (l - r): Roy Bliss of United Video, John Tyler of John Tyler & Associates, actress Susan Howard ("Donna Krebs"), SMN President Ivan Braiker, actor Howard Keel ("Clayton Farlow") and James Rupp of Midwest Radio and Television. At right: SMN partner Kent Burkhardt of Burkhardt/Abrams and *Dallas* Ken Kercheval ("Cliff Barnes").



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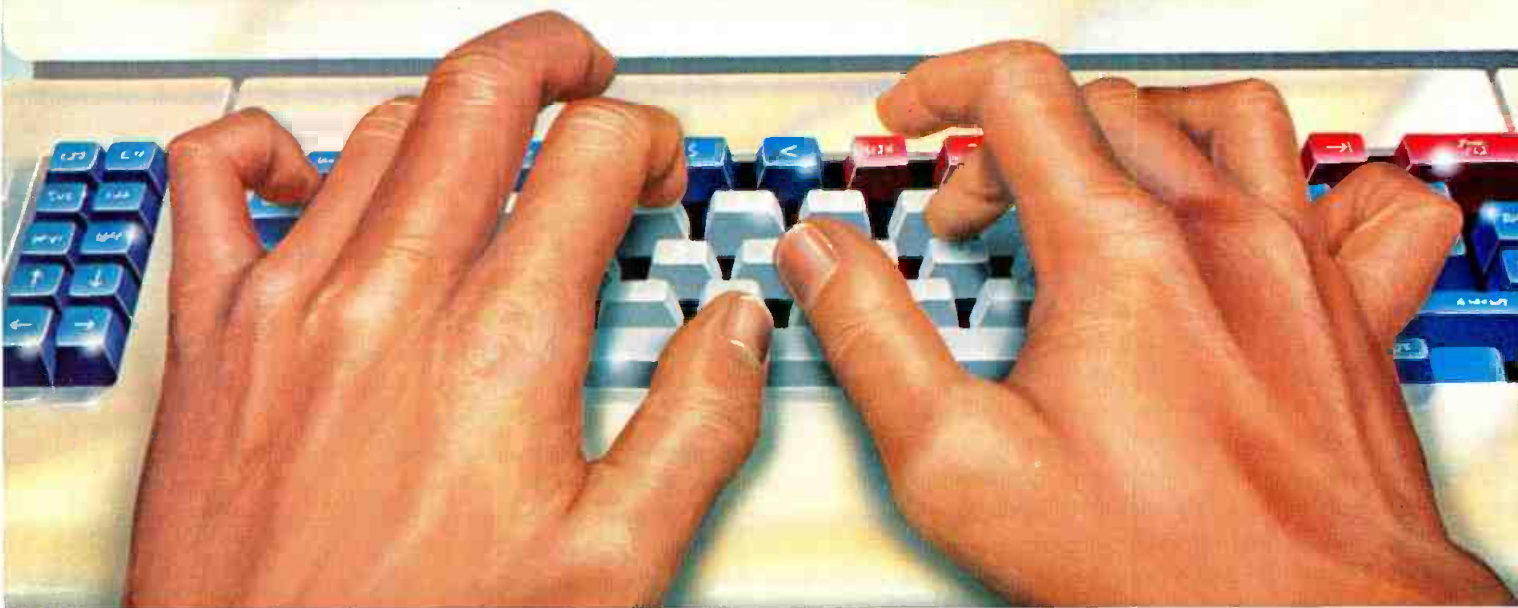


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Porter said that his division would have a final draft of a notice inquiry/notice of proposed rulemaking concerning the NTIA petition ready for submission to Broadcast Bureau Chief Larry Harris by "early July" of this year. He said that a final draft of a report and order on the proposal to expand the FM service would be submitted to Harris by about June 1.

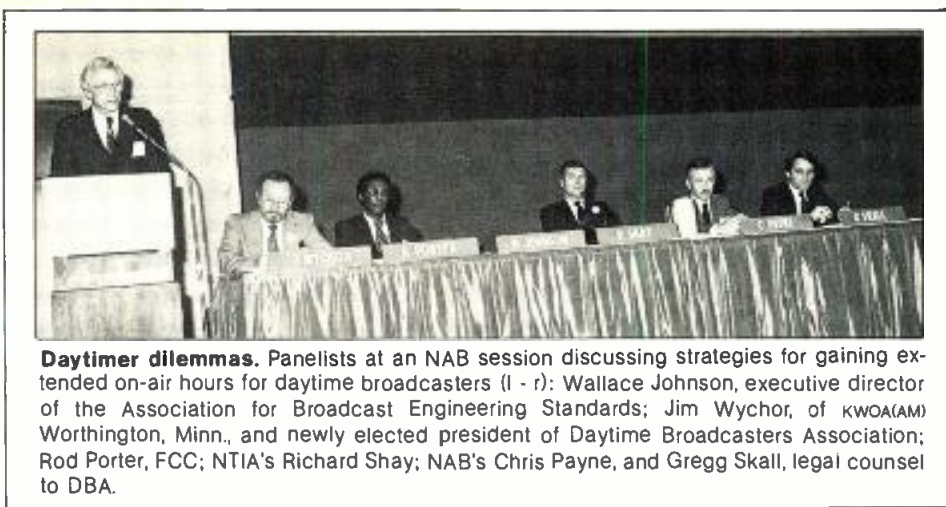
At a DBA board meeting on Sunday (April 4) Wychor was elected president, replacing the outgoing Ray Livesay, who had occupied the post for the past 26 years. The association honored Livesay with a plaque for years of "selfless service" to the cause of daytime broadcasting. □

Radio's entry into the era of satellites

NAB gets update on networks' plans to go to the bird; sharing earth stations offered as way to cut initial cost

The age of satellite radio networks has arrived, as evidenced by Mutual Radio's complete transition to that mode this year as well as the intention of ABC, CBS and NBC radio networks to make the switch to digital satellite over the next several years. And while the advantages of cost efficiency and greater technical quality, reliability and flexibility over long lines are undisputed, the start-up costs per station are not cheap. One idea proposed at an NAB panel session on radio satellite networks to alleviate the costs somewhat, was for competing stations in a single market to cooperate in setting up common receive facilities.

The idea was presented by Dennis Waters, a communications consultant based in Binghamton, N.Y. Other panelists at the session included Mutual Radio's William Beck, who talked about single-channel-per-carrier audio systems, and Alan McBride, of Scientific-Atlanta, who discussed digital radio satellite networking. Scientific-Atlanta recently signed



Daytimer dilemmas. Panelists at an NAB session discussing strategies for gaining extended on-air hours for daytime broadcasters (l - r): Wallace Johnson, executive director of the Association for Broadcast Engineering Standards; Jim Wychor, of KWOA(AM) Worthington, Minn., and newly elected president of Daytime Broadcasters Association; Rod Porter, FCC; NTIA's Richard Shay; NAB's Chris Payne, and Gregg Skall, legal counsel to DBA.

contracts with ABC, CBS and NBC to provide their affiliates three-meter dishes.

Waters noted it has been predicted that by 1984 over 3,000 network affiliates will have satellite receiver terminals, at a cost of \$10,000 per receiver or \$30 million for the industry as a whole. If 10 network affiliates in a market were to pool their resources to buy and share one earth terminal, an aggregate \$90,000 could be saved. Not only could stations save a considerable cash outlay, said Waters, but by pooling they could also gain considerable control over channel distribution from the networks. This would allow the stations "increased strategic flexibility," he said.

Mutual's Beck said that network has been using SCPC service for several years, using small aperture terminals, which has resulted in "high quality audio programming." He said Mutual has activated 591 earth terminals with another 79 waiting for installation. Of the total 650 terminals, he said that 50 are equipped with 15-foot antennas, 260 with 10-foot antennas and 340 with six-foot antennas. He said that measurement of the signal-to-noise ratio "provides an excellent way to determine the quality of the satellite transmission." And the final determination, on whether to go with a system, he said, "is how the end product sounds to the listener.

McBride described the earth terminals that Scientific-Atlanta will provide to ABC, NBC and CBS as a "time-division multiplexed (TDM) digital system with a

transmission rate of 8.87" megabits per second. He said the system was designed to "demodulate, decode, and then demultiplex the data into the desired audio and data channels." The terminals will support data rates "equivalent to 20 15 khz audio channels (384 kilobits per second each) or an equivalent larger number of lower bandwidth channels." And the terminal can access any of the 15 khz channels simultaneously, he said, allowing the station "to receive their time zone network feed, news services, data, voice cue, as well as other program material. □

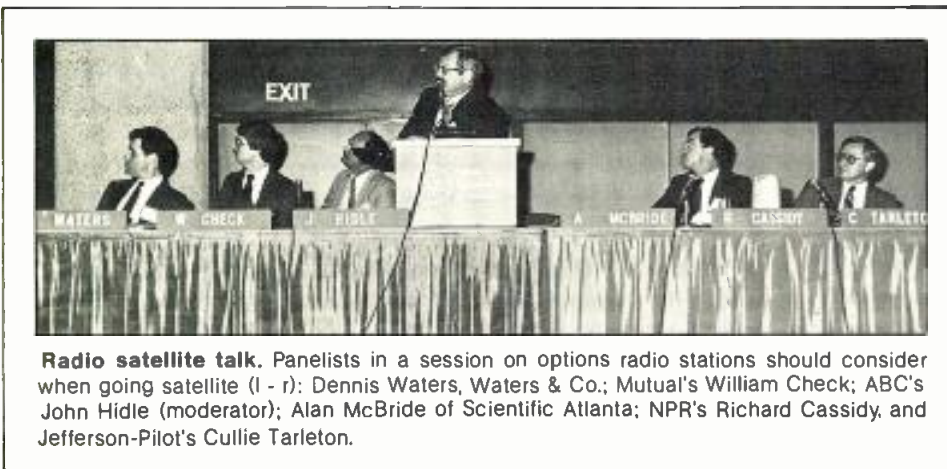
Mutual completes satellite time-zone sweep of nation

In announcing acquisition of fourth transponder on Westar IV, radio network says it can now program simultaneously to each time zone

Mutual Broadcasting System has acquired the rights to a fourth satellite transponder on Westar IV. The news was announced at the Mutual affiliates luncheon at the NAB convention on April 4. The fourth channel enables Mutual to transmit programming to all four time zones simultaneously or to provide stereo satellite broadcasts with minimal interruptions to existing network services.

The acquisition of the fourth Westar channel came shortly after Mutual filed a \$200-million law suit against Western Union for breach of contract. Mutual claims that WU reneged on a 1977 agreement to provide it with eight satellite channels within the Westar system.

Also announced at the luncheon was a plan to start up an ad hoc classical music network. Mutual has signed an agreement with the National Symphony Orchestra to originate classical music programming from the John F. Kennedy Center for the Performing Arts in Washington. The affiliates also were told of a planned Fourth of July country music special featuring Willie Nelson and Merle Haggard, and that M.G. Kelly, a network TV voice-over announcer and former personality on KHJ(AM) Los Angeles, has been selected as host for a



Radio satellite talk. Panelists in a session on options radio stations should consider when going satellite (l - r): Dennis Waters, Waters & Co.; Mutual's William Check; ABC's John Hidle (moderator); Alan McBride of Scientific Atlanta; NPR's Richard Cassidy, and Jefferson-Pilot's Cullie Tarleton.



Satnets. The explosive growth of radio networks, both traditional and 24-hour-live-by-satellite services, will siphon revenues from the troubled TV industry, not radio stations, according to network executives who faced a panel of nonnetwork industry executives in a forum on networking. In spite of assurances from traditional network leaders that they'll bring new revenues to radio and from satellite programmers that their services are merely tools and not necessarily the end of local programming, Gary Stevens, president, Doubleday Broadcasting, warned broadcasters that networks might be the industry's "Trojan Horse" carrying inevitable dilution of national spot dollars. Dwight Case, president, Transtar, said loss of national spot will come not from the growth of networks, but from stations' failure to make themselves an efficient, profitable buy. The industry must centralize billing and other services needed by national buyers, he said. Program syndicators stressed that "the jury

is still out" on satellite services and reminded broadcasters that taped syndicated programming is more flexible. Participating in the forum were: Richard Brescia, CBS Radio; Tom Burchill, RKO Radio Networks, Jack Clements, Mutual Broadcasting System; Edward McLaughlin, ABC Radio Networks; Richard Penn, NBC Radio; Ivan Braiker, Satellite Music Network; Case; Michael Hauptman, ABC Radio Enterprises; Nick Verbitsky, United Stations; Henry Gillespie, Turner Program Services; Ralph Guild, McGavren-Guild; James Kefford, Drake-Chenault; Pat Shaughnessy, TM Companies; Stevens, and Dick Verne, LIN Broadcasting. Skip Finley, president, Sheridan Broadcasting Network, did not participate in the panel, but rose from the audience to remind the broadcasters that his network—one of the two national black radio networks in the country—now serves 121 affiliates and will be on satellite by this summer.

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Mutual contemporary music special scheduled for May 15. Mutual President Martin Rubenstein provided the luncheon attendees with a report on where the network is heading in 1982.

Noting the "almost limitless array" of program choices and distribution options available to radio broadcasters today, Rubenstein said it was Mutual's intention to provide its affiliates with "a single full service network." He said that Mutual will stand as "a source of programs, a means of innovative distribution and a foundation of sales, advertising and publicity support for affiliated stations."

Entertainment at the luncheon was provided by Donny Osmond—a last-minute fill-in for his sister, Marie Osmond, who was ill—and the Osmond Brothers, Dick Clark, of *American Bandstand* fame, who now has a weekly radio program on the Mutual network, entitled the *Dick Clark National Music Survey*, introduced the Osmonds. □

Economy, satellites topics of discussion to ABC Radio affiliates

In today's troubled economy, radio broadcasters should seize the opportunity to prove the advertising worth of their medium.

That was the advice of Gordon Williams, one of three ABC News economic correspondents appearing at an ABC Radio affiliates meeting last week at NAB.

Williams claimed that not since right after World War II have businesses been sitting on so much product—"half a trillion dollars inventory." If radio adver-

tising can help move that stockpile, he said, business "will love you for all time to come."

Williams' charge was a bit of a silver lining to overall gloomy assessments of the economy.

Dan Cordtz said: "I don't see any possibility" that President Reagan's economic recovery plan can work. He explained that the consensus of economists now agree that it is economically inconsistent with the tax cut too great, the defense build-up too big and too fast, and the non-defense cut in areas such as social security too small.

Philip Greer said that Reagan's program, from its inception, needed a "leap of faith" with all parties willing to follow the government's lead. He said Wall Street in particular hasn't accepted the President's economic principles, and that without the backing of the financial community, interest rates—the key factor—won't come down.

Williams said that Reagan shouldn't have led the public to expect so much so soon. He explained that a better tack would have been for the President to take smaller steps over a longer term.

From the floor came a question whether reports of "bad" news actually hurt the economy by undercutting confidence. Bob Benson, moderator and vice president of ABC Radio news and sports said that considerable inhouse discussion is given to balance, particularly since what's good news for one sector may be bad for another.

Affiliates also heard progress reports on several ABC Radio fronts including the transition to satellite distribution. Since ABC (working with Scientific-Atlanta) began taking earth station orders two weeks earlier, it claimed 120 signed letters

of intent had been received so far. ABC said its satellite system must be in place by 1984 when it feeds affiliates the Summer Olympic games from Los Angeles.

By voice vote, affiliates also passed a resolution regarding an FCC proposal to increase the number of FM stations. Affiliates give a yea vote that the "FCC's government industry advisory committee on radio broadcasting should proceed with a careful analysis of costs, benefits and alternatives" before any restructuring of FM. □

Cable offers new opportunities for radio stations

NAB hears stories of how to 'trimulcast' for added income with little expense; cable also offers freedom to experiment

Radio broadcasters were encouraged to explore the cable frontier last week.

Those attending the NAB radio/cable session heard about an inexpensive but profitable "trimulcasting" experiment in Little Rock, Ark.: a three-service FM cable package in Meridian, Miss., and a run-down on media tie-ins from a consultant in the field. Phil Zeni, until recently vice president and general manager at KAAY(AM)-KLPQ(FM) Little Rock, explained the joint venture the stations set up with a Storer cable system there. Under the joint programming venture launched last May, video was added to KAAY-KLPQ's simulcast morning show. Zeni said the stations' investment ran only about \$100 to decorate a radio studio set up at the cable



In-house advisors. Offering economic assessments to ABC Radio affiliates were network news specialists in field (l-r): Philip Greer, Dan Cordtz and Gordon Williams; at podium, Bob Benson, ABC Radio news and sports vice president.

system (which supplied the equipment). So far, Zeni added, the "trimulcasting" has brought revenues "in five figures really at very little cost to us."

Basically, the show has a camera on the disk jockeys and news team, spiced with video clips supplied by record companies and locally-produced features. Advertisers with specially-produced video added to their radio commercials are charged a premium; otherwise a logo is used.

To demonstrate the revenue potential of such a radio/cable tie-in, Zeni offered an admittedly extreme financial picture. Fourteen commercial units per hour at \$10 each, on each of 12 channels, would bring \$40,000 a day. If, say, 300 cable systems did this 365 days a year, that amounts to \$4.3 billion, he said, more than the entire revenues for radio last year. At just \$1 per spot, he added, it's \$438 million.

Chuck Cooper, who runs daytimer WFEZ(AM) Meridian, turned to cable to broaden his service. Last year, WFEZ leased three cable channels, coupled to Satellite Music Network service with his daytimer, and now sells a three-station cable FM package to advertisers. Cooper claimed that cable offers a "tremendous opportunity," particularly for radio broadcasters in small- and medium-sized markets seeking to expand.

Consultant Dennis Waters outlined the various present and future cable/radio arrangements possible, among them video music services such as Warner Amex Satellite Entertainment Co.'s Music Television, new monaural services like weather reports and shortwave signals; FM distant signals such as WFMT Chicago; commercial and noncommercial locally originated services; "premium stereo" such as commercial-free pay radio; pay-per-listen services offering concerts, and national pre-recorded music services.

Waters claimed that cable allows considerable radio action because of its large audio bandwidth; technical quality, he added, also is improved. However, he warned that cable lacks must-carry rules so operators don't necessarily have to pick up local signals, and that cable radio can further fragment small and medium markets. Furthermore, he advised broadcasters to be aware that cable can move their signal to another channel, causing rating confusion.

Howard Liberman, of the Washington law firm of Liberman, Sanchez & Bentley, noted that cable does not face the same regulation as broadcasting, so cable radio can try new ventures. As did others participating in the "Leasing a Cable Channel" panel, Liberman urged broadcasters to shy away from calling it a "lease" to avoid common carrier implications. He also urged that contract periods be made as long as possible because when the contract expires, a cable operator likely would want to run a successful operation solo. Liberman encouraged regional cable radio hookups, claiming, "then you have something you can sell to advertisers." And with radio sales forces in place, he said, radio also could serve as a rep firm for cable systems. for broadcast programing. □



Mixed media. Encouraging radio broadcasters to explore opportunities in cable are Phil Zeni, (at podium) who set up a "trimulcasting" venture at KAAY(AM)-KLPO(FM) Little Rock, Ark., and Dennis Waters, consultant. In background is moderator Lew VanNostrand, Cable Communications of Iowa.

Keeping black radio alive

Black broadcasters lend advice on how to serve specialized news needs and still remain in business

One of the dilemmas facing black radio broadcasters, according to three panelists at an NAB radio session—"Minority Programming for Profit and Progress"—is how to "stay alive" in the competitive marketplace and still fulfill what many feel is an obligation to provide extensive news and public affairs for the black communities they serve.

KACE(FM) Inglewood, Calif. (Los Angeles), has tried repeatedly to expand public affairs programing, said General Manager Bill Shearer, but has found that "the level of appreciation from the great masses" is so low that the station suffers loss of listenership and revenues.

Dewey Hughes, who started at WOL(AM) Washington 18 years ago and eventually became its owner, feels a strong obligation to provide news and public affairs—"I did not get anything at all from black radio when I was growing up"—and for 14

months after taking over the station in 1980 he tried an all-talk and information format. Although he eventually had to reintroduce music into the format to stay competitive, he maintains that there will be a "greater emphasis on information programing in the 1980's." Black broadcasters for too long, he said, have served up nothing but "pure, unadulterated garbage."

To William Chatman, general manager of KNOK(AM)-KSAX(FM) Fort Worth, Tex., community involvement is rudimentary. It, along with sales and programing, are the three elements of success, he said. The way to handle public affairs, he suggested, is to blend it into the regular format. He is often approached by groups asking for airtime to discuss a particular problem or situation or to raise money. Turning over a half hour, however, he said, is a "possible tune out." Instead, he tries to convince the groups that the best way to get their message across is to follow the example of McDonald's and Coca-Cola: "Put it between two boogie records," he said. "Everybody in town will hear it and respond to it."

There was as much said from the audience during the session as from the dais. Pepe Sutton, WLIB(AM) New York, said



Progress and profits. Balancing of public affairs and entertainment in highly competitive radio marketplace was theme of well-attended NAB panel session featuring (l-r) Dewey Hughes, WOL(AM) Washington; Eugene Lothery, CBS Inc. (moderator); William Chatman, KNOK(AM)-KSAX(FM) Fort Worth, Tex. and Bill Shearer, KACE(FM) Los Angeles.

rather than breaking a station, news and public affairs can make a station. WLIB, he said, was losing money "hand over fist" for several years until it switched to a news and information format in February 1981. The station actually made money over the last year, he said, and a similar format is being planned for a sister station in Berkeley, Calif., KRE(AM). It can work if it's done in a creative and entertaining way, he said, and "losing money hand over fist makes you creative." If he could do for black radio what *Sesame Street* did for children's programming, he said, he could soon retire.

According to Hughes, the number-one priority of any station is staying in business and he and Shearer had some general advice for doing that. Hughes's secret was hard work. "You're either going to work your buns off or you're not going to work for me." Many people coming to him for jobs, he said, "have lost the urge to roll up their sleeves and do a full day's work."

Success in radio is a function of good research and teamwork, said Shearer. "Programming is like any other product; it must fill a need," he said. The programming must reflect the tastes of the listening public, not that of the trade magazines or even the programming director, he said. And to discover what the listener's tastes are, he said, the station has to do research. It doesn't necessarily have to be elaborate or expensive, but it has to be done. In addition, the manager has to get his sales and programming departments working together instead of against each other, he said. It's management's job to convince the programmers to support the station's sales efforts, he concluded. □

Marketing advice for radio broadcasters

Harvard's Marshall stresses tailoring products to meet market needs; more long-term strategy is needed

"Markets make and break businesses, business managers don't create markets."

That was the key point continually stressed by Martin V. Marshall, faculty chairman of Harvard Business School's NAB Management Development Center. His forum last week was a McGavren-Guild Radio seminar held concurrent with the NAB convention.

Marshall, in a two-hour capsule of his training program, urged radio broadcasters to be creatively "reactive" to the marketplace rather than trying to shape it. He credited a former General Electric executive, J.B. McKitterick, with first widely articulating the principle in 1957, quoting McKitterick:

"So the principal task of the marketing function in a management team wedded to the marketing concept is not so much to be skillful in making the customer do what suits the interests of the business as to be skillful in conceiving and then making the business do what suits the interests of the customers."

Marshall briefly cited several marketing case studies showing how success was achieved by meeting already established trends and developments:

Levi Strauss & Co., he explained, grew because it reacted to the rebelliousness of

youth seeking a uniform and later followed the unisex market by bringing out a jeans line for women. Avon Products, another example he offered, based its marketing on the growth of suburbia with "bored housewives" eager to have visits from neighbors, Marshall said. Avon actually has been selling "social psychotherapy."

Marshall also quoted from General Electric's current chief executive, John F. Welch Jr., who was said to have called marketing "something we in America pioneered as a management concept nearly 30 years ago, but of late haven't practiced too well."

Marshall claimed that marketing generally has declined in importance because today's business managers are emphasizing short-term and secure profits rather than gambling on the relatively riskier long-term marketing strategies. An exception he cited was IBM, now investing heavily in research and development. But on the whole, he said, Japanese industry, with the tradition of longer-range business goals, is far ahead of American business on this front.

The Harvard professor also asked participants to suggest various marketing problems and opportunities radio should encounter in coming years. Among the problems raised were advertiser turnover, increased overhead, higher interest rates and more competition. Opportunities included radio's portability, technological improvements, and new advertiser tie-ins. Some coming trends such as continued segmentation of the business and deregulation were seen both positively and negatively.

Marshall's own observation was that technology should start significantly altering the marketplace in the mid-1980's when prices began dropping for today's expensive innovations. However, he said he believes that "radio is not in as much trouble as other businesses" in the changing media mix. □



In hot seat. While there were five panelists at NAB's "Great American Arbitron Roundup," it was at times a one-man show with ratings service's Rick Aurichio (far right) fielding questions and complaints from a radio broadcaster audience. Aurichio defended the sample size of Arbitron's surveys and rate structure and reminded broadcasters that their beefed-up service demands have to be balanced in terms of costs to stations. Addition of qualitative ratings research by Arbitron and new competitor Birch Report was seen as a positive step for radio by other panelists. Audience also was encouraged to work closely with the Arbitron Radio advisory council. With Aurichio: (l-r) Jhan Hiber, Hiber & Hart; Ellen Hulleberg, McGavren-Guild Radio; George Green, KABC(AM) Los Angeles and council chairman; and Steven C. Trivers, WOLR(FM) Kalamazoo, Mich., and council vice chairman.

Small market selling success

How-to workshop offers tips on developing new business; improving sales staffs

Billing a million in a small market. Generating new business. Sales training and brainstorming.

Those were among the subjects, covered in "how-to" style, during a morning and afternoon Radio Advertising Bureau forum last week at NAB.

A standing-room-only crowd heard sales advice from three broadcasters from small markets said to be billing \$1 million or more. All three encouraged stations not to sell based on their rate cards but rather on their effectiveness.

"Ninety-five percent of our clients don't know what they are paying for a commercial," said Phil Smith of WAOV(AM)-WRTB(FM) Vincennes, Ind., adding that "our salesmen don't carry a

rate card" when they make their initial calls.

Smith claimed that rates are not important if a radio broadcaster can convince a client that spots will sell products. Both Lindsay Wood Davis of WSDR(AM) Sterling, Ill., and Bill Sanders of KICD-AM-FM Spencer, Iowa, agreed that a station should sell its accomplishments.

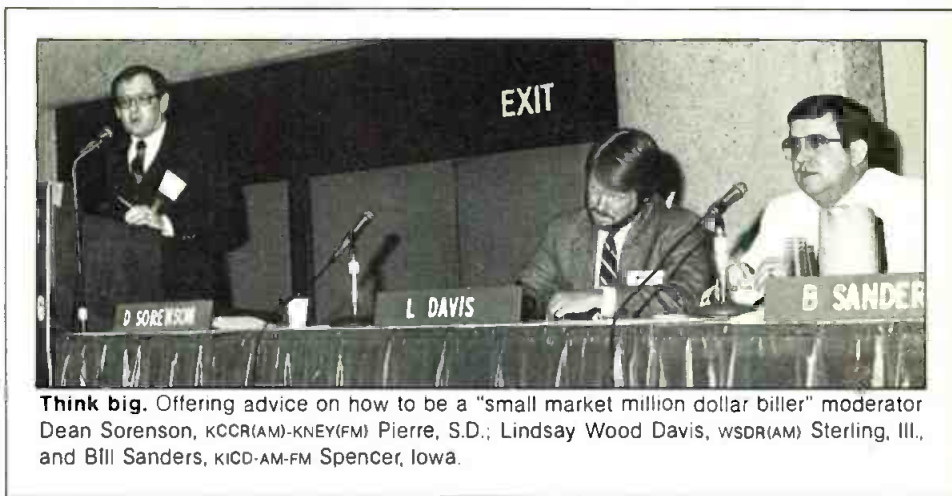
The three also favor small-market use of national reps to increase billing, each estimating that about 9% of their gross comes from such representation.

Public service was called paramount for local success. Davis said his station has no contests. "Our idea of a promotion is a sizzling editorial," he said.

Sanders said that stations consistently should offer information listeners "need to make decisions daily." To keep a loyal audience, he noted, "never let them down." He said his stations were the first to have weather radar and that much of their clout in the community has stemmed from weather reports.

Sales organization techniques varied among panelists. Sanders said he never has sales meetings. Smith, however, calls them daily. Smith said he operates with the "system selling" approach of organizing daily activities. His sales staff is expected to come up with an eight-point written worklist each day.

Offering tips on how to generate new business was Norm Goldsmith of the Radio Marketing Concepts consulting firm. Goldsmith claimed that old prohibi-



Think big. Offering advice on how to be a "small market million dollar biller" moderator Dean Sorenson, KCCR(AM)-KNEY(FM) Pierre, S.D.; Lindsay Wood Davis, WSDR(AM) Sterling, Ill., and Bill Sanders, KICD-AM-FM Spencer, Iowa.

tions against "cold calls without appointments should be abandoned given today's economy. If you generate more calls," he said, "you generate more business."

Goldsmith suggested this plan to entice advertisers who have been shying away from the radio medium. He said a potential customer should be asked to explain three things: the biggest misconception in his industry; the best way to use his product, and the exclusive or superior benefit the product has.

With that information in hand, Goldsmith said, a station should write a spot and then return to the customer a few days later. "He'll think it's the greatest spot in the world," Goldsmith said, be-

cause he indirectly wrote it.

Judy Currier and Bill Weaver of KLOK(AM) San Jose, Calif., encouraged radio stations to go after the multi-product and price advertising that newspapers have dominated for so long. "We have to work just like a newspaper," Weaver said, adding that retailers can be convinced that product and price lists don't have to be limited to print.

Currier stressed that various different items should be used in the same spot. That way, she explained, there is a greater chance that customer interest will be attracted and the spot considered worthwhile by the advertisers. Weaver added that the more items mentioned, the more cost-

KWIX-KRES

an inside story

1.3 million dollars in a rural community of 13,000 — the whole story, the inside story, can be yours! This billing was done last year in a small market AM-FM in Moberly, Missouri.

The inside look will let you see how we program and sell in a recession. Our January through March billing this year is over \$375,000, up \$60,000 from last year. Some of these techniques may interest you.

Beginning April 15 and continuing for the summer months, if you'd care to be our guest, we'd like to share with you the inside information about our operations. Have the full run of the radio stations for two days. Spend time in the areas that interest you - sales, programming, bookkeeping, engineering, etc. Nothing held back, all questions answered most candidly and completely. We'll even let you look at the profit and loss to see what happens with that kind of billing.

Two full days delving into areas that interest you with help from our staff — for a fee, of course — \$1,000 per person. We're building a new 1,000 foot tower and we can use the money. Call and talk with Ben Morgan or Jerrell Shepherd of Moberly, Missouri (816) 263-1230



Thinking big. Tim Moore, president and part owner of WVOY(AM)-WKHQ(FM) Charlevoix, Mich., conducted a clinic for small market broadcasters. His advice: Don't cling to small market conventionalism. Moore listed an improvement check list for broadcasters: 1. Technical facilities. He advised stations to shoot for state of the art equipment. 2. Sales recruiting and training. Avoid turnover. Hidden training costs are astronomical, he said. 3. Rates. "The biggest crime is underpricing." 4. Collateral sales material. Moore said his station's print budget is "colossal" but the results speak for themselves. 5. Promotion. "Work on somebody else's money whenever you can." 6. Programing. Consider a programing service or pick a good station anywhere and research its technique, said Moore.

Endless pursuit for individual station identity

NAB session explores how to stand out in a crowd

Radio broadcasting is a "competitive zoo" in which stations can succeed only by establishing identities peculiar to themselves. That word was delivered to an NAB radio panel session last week by Doug Clemensen of Reymer & Gersin Associates, a Southfield, Mich., consulting and custom research firm.

Clemensen likened the radio broadcasters' problem to that of the makers of beers, that taste and look alike. Like beers, stations must establish a "brand personality," he said. The radio station's personality must fit that of the listener it wants to attract.

Reymer & Gersin engages in what the firm calls "psycho-segmentation" research to sort the total audience into psychological groups, "lonely seekers of companionship" or "amiable cheerfulness," for example. The research is analyzed to determine which groups will be compatible with the personality that the station wishes to project. "Listeners choose stations that match their own self-interests," Clemensen said.

Clemensen gave broadcasters 10 questions to answer: Is the station the only one in the market in its format category? Is the same format likely to be in use five years hence? Is the station consistently dominant in quarter-hour shares in every important demographic? Do air personalities register at least a 30% recognition score? Is the station, by management's own test, "the best" in news, weather, traffic or live sports? Does it promote its image? Does advertising stress what listeners should feel about the station? Could friends of the manager or business acquaintances describe the station in five words or fewer? Would most of them describe the station in pretty much the same way?

Clemensen said that if broadcasters could answer yes to no fewer than nine of the questions, "the odds are your station has identity."

The panel, "Creating Your Niche—Positioning II," also featured Gina Gallagher, general manager of WMKE(AM)-WBNS(FM) Milwaukee, a Reymer & Gersin client. As part of her station's continuing research, she said, listeners are asked: If the station were a person, what kind of person would it be? She said the answers provide some insights into fine-tuning the station's programing and promotion strategies.

Clemensen, in answer to a question from the floor, said his company's research consistently turned up psychological differences between persons who cooperate with Arbitron in filling out diaries and those who don't. He refused, however, to provide specifics, saying that the information belonged to clients. □

effective a radio commercial may be for a small advertiser.

Consultant Ken Greenwood of Greenwood Development Programs offered several of his fundamentals for sales training. First, he explained, management must commit to training for a minimum of about an hour a week. To those managers who might claim they can't interrupt their sales staff schedule, Greenwood answered that only amounts to 2.5% of a 40-hour week and is well worth the investment since it improved overall sales performance.

Greenwood said that role playing, tapes and other training techniques should be used and that other business matters shouldn't be mixed into the session. Furthermore, he added, the tone of the sessions at all times should be positive.

He also said that salespeople must be trained to adapt to the various personalities of prospective clients.

Robert Schwarz, a professor at Purdue University, offered lessons in brainstorming. He encouraged broadcasters to try to come up with new ideas by spontaneously suggesting them in rapid succession. The "rules" for brainstorming he cited—when listing ideas off the top of one's head—were to "defer judgment"; "freewheel"; "seek quantity"; combine and play off various suggestions, and "write everything down." He contended that even the wildest idea can prompt a good idea from someone else.

Schwarz warned broadcasters against making "premature judgments" about new ideas and called for "positive procrastination" as long as indecision doesn't cause problems and a manager uses the time to consider alternatives. □

AM sales strategies

"If you're selling numbers in your market, you're selling yourself right down the drain." That was a premise hard to argue with after hearing the testimony of Gary Fisher, general sales manager of WABC(AM) New York, and Tom Howard of BBJ&T Advertising in Massapequa, N.Y., at an NAB AM radio sales clinic. "The only way to make AM as charismatic and sexy as FM," said Fisher, "is to use concept selling and idea selling."

He suggested AM stations try selling the concept of the station's longevity ("Johnny come lately FM's can't do this") or the station's format change. Perhaps one of the most attention-getting format changes in recent history took place at Fisher's station when WABC dropped its rock format for talk. He says the station has been selling the format change (sales are up dramatically) by stressing to advertisers the aging of the marketplace.

The station also sells the recession. "AM is narrowcasting. It's more important than ever for advertisers' dollars to hit the demographic."

Although Howard agreed with Fisher's concept advertising approach, he placed emphasis on sales personnel: "Turn your people into advertising sales experts. . . Information and knowledge eliminate sales fear." He also advised salesmen to know the newspaper competition and never attack an advertiser's newspaper buy. "You'll appear as a greedy salesman."

Enthusiasm is another valuable asset for the salesman, Howard said. "Get excited. Enthusiasm is contagious. People want to deal with winners, not wimps." □



What the FCC didn't deregulate. Participants in a panel discussion on radio rules still on the books (l-r): Barry Umansky, NAB (moderator); Richard Zaragoza, Fisher, Wayland, Cooper & Leader; Jeff Baumann, FCC, and Gordon Coffman, Wilkinson, Cragun & Barker.

The responsibilities of self-regulation

Observers warn NAB radio audience not to abuse new-found freedoms

The present relationship between the radio industry and the FCC focuses upon already-implemented deregulation legislation, such as the elimination of program logs, formal ascertainment, commercial guidelines, annual financial reports and certain cross-ownership rules. Waiting in the wings, among other proposals, is one to eliminate comparative renewal proceedings.

But the message conveyed to a group of broadcasters at an NAB panel session on radio regulation last week was that if they wish to retain the freedom from regulatory burdens that have been eliminated so far, they better not abuse the privilege.

"Don't blow it," was the phrase applied by one of the three panelists at the session, Jeff Baumann, deputy chief of the FCC's Broadcast Bureau. And the two other panelists, both communications lawyers who represent radio stations before the commission, agreed. They were Richard Zaragoza, with the law firm of Fisher, Wayland, Cooper & Leader, and Gordon Coffman, of the law firm of

Wilkinson, Cragun & Barker. NAB's Barry Umansky moderated the session.

Deregulation, said Baumann, is based on the commission's recognition "of changes in the radio marketplace" over the last 50 years. And in certain deregulated areas, he said, preliminary indications are that broadcasters are able to regulate themselves. He indicated that there seems to be no "significant problems" with the postcard renewal form, implemented last summer. And the Fowler administration, he said, will continue to examine existing rules and, "where necessary," streamline or eliminate outdated regulation.

Zaragoza warned those attending the session that "the ground is beginning to soften" on the notion of spectrum fees which would result in the government "taking money out of your pockets." (So far the Senate has rejected the spectrum-fee idea, in favor of less taxing license fees. But a House subcommittee staff report has endorsed the idea of spectrum fees, which would be based on the station's value.)

Coffman suggested that, to protect themselves under deregulation, broadcasters establish "in-house" monitoring mechanisms. If the FCC learns about certain violations, he said, it's better that it learns about them from you, or you're in serious trouble."

Asked of a rulemaking proposal concerning the possible elimination of the three-year trafficking rule, Baumann said that a report and order would be forthcoming within "four to six months." □



Radio: a world exploding. "I closed my eyes on the world for a minute and everything in it suddenly changed." That was the refrain of a live musical presentation produced by TM Companies and performed at NAB's radio luncheon last Tuesday. Technology has brought a world of new opportunities—in cable, on satellite, on subsidiary frequencies and elsewhere—to broadcasters' doorsteps, the presentation said, and the

way to react is not to fear change, but to jump in and grow with it. Well over 1,400 broadcasters watched the performance, which erred factually at one point by declaring that cable radio offers new opportunities for programing "free of fairness doctrine restraints." Cable operators are subject to the same political broadcasting rules as are radio and TV station operators.

NAB CONVENTION: TELEVISION

Copyright accord: Will pro sports throw it a curve?

NAB session with congressional copyright players sounds hopeful chord, but rumblings of sports interests can be heard in distance

To those who hold high hopes that cable copyright legislation will indeed be passed by the Congress in this session, the words of Senator Charles Mathias (R-Md.) had a chilling ring last week. It won't happen, he said, in the absence of "unanimous agreement on the part of all the parties."

How delicate that agreement may be was made clear by some of the other panelists who joined Mathias in discussing the subject at the NAB convention last week: Representatives Robert Kastenmeier (D-Wis.), chairman of the copyright subcommittee; Tom Railsback (R-Ill.), senior minority member of that panel, and Henry Waxman (D-Calif.), a member of the House Commerce Committee. They were led through a discussion of the issue by NAB lobbyists Jim Popham and Carol Randles.

Randles had set the high hopes tone in her opening remarks, referring to the newly renamed bill (H.R. 5949, the former H.R. 3560) as a package "so workable and passable . . . that we won't be here discussing it next year." That sentiment was seconded warmly—if warily—by both Kastenmeier and Railsback, who have labored long in urging the parties to the present state of affairs, and who dread the prospect of having to do it all over again.

Waxman, too, was reasonably optimistic that the Commerce Committee would pass H.R. 5949 on referral, but he wasn't sure that the last has been heard of efforts to readjust the copyright law. "I expect Congress to adopt" the measure in this session, he said, "but I'm not convinced that this will be the end of the drama. I suspect we will be looking at it again in another few

years," Waxman said.

The present compromise was fashioned principally among the NAB, the National Cable Television Association and the Motion Picture Association of America, all of whom have endorsed the present proposal (BROADCASTING, March 22). Not included as a party were the representatives of professional sports, who are actively seeking to add their own amendments. "Professional sports wants something it has not had before," said Kastenmeier—adding that, "quite candidly, I don't know how much more cable is prepared to give." The chairman said he would apply no pressure beyond urging that NCTA—whose board approved the initial compromise by a significantly narrow 15-11 vote—meet with the sports interests.

(A Railsback amendment that would have protected home ballparks from having distant signals of the same sport imported said they should not have the right of veto over the parties that have most at stake. "If we have a reasonable compromise we should try to hold it together," he said.)

Mathias, whose initial comment about the need for unanimity set the tone for much of the panel's discussion, later said he may have sounded overly pessimistic. "It could move faster than I've indicated," he said, "if the agreement holds." But he noted that even if the copyright bill passes the House—among other things holding it up in the Commerce Committee is action on a clean air bill as well as action on common carrier legislation—it may be delayed by Senate Judiciary Committee consideration of copyright legislation involving the taping of TV signals by home videocassette recorders.

Mathias indicated no overt opposition to the cable copyright compromise itself, although his comments suggested he thought the issue had been resolved in

1976. "It is important to have some sense of finality" on the matter, he said. In general, he favored Congress's sticking to "statements of principle" and not making copyright law "an operating manual." "We should stick with principle and not deal with detail," he said at another point. "Rapid change is the hallmark of our times." And he cited the Eastern Microwave case (BROADCASTING, March 22)—which figured importantly in the most recent version of the compromise—as demonstrating how new developments "can keep the law chasing after them."

Both Railsback and Mathias expressed concern over the Copyright Royalty Tribunal, which was described by the former as understaffed, underequipped and underfunded and by the latter as having been used by the White House as "a useful place to put some otherwise embarrassing applications for jobs."

Should the House-initiated legislation fail passage in this session, would the Senate take up the task of fashioning legislation? "When you have a body of expertise [as in the Kastenmeier subcommittee] it ought to be recognized," Mathias said with a smile. "Stealing a man's bill is worse than stealing his cow," he said, quoting former Senator William Fulbright (D-Ark.). And, indicating his own wariness of the thorny issue, he said that "in the 20 years I've been in Congress" the issue that generated the largest amount of mail—"bar none"—was cable TV.

Asked about the Justice Department's comment in the matter—advocating a repeal of the compulsory license and a "marketplace" legislative posture—Kastenmeier noted that "we didn't ask for it" and that "there are others with competence in the field." Even though compulsory license removal "may be your first wish," he said, in the final analysis, "that's not the way to resolve it." □



Copyright players. NAB copyright session brought together congressmen from both sides of the Hill. (L-r) moderator Jim Popham, NAB; Representatives Robert W. Kastenmeier (D-Wis.), Tom Railsback (R-Ill.), and

Henry Waxman (D-Calif.); Senator Charles Mathias (R-Md.), and Carol Randles of the NAB. The consensus: chances of bill's passage are good if sports interests don't enter the fray.

Gloom and doom over AT&T

Fogarty and Wirth see many problems ahead for broadcasters in dealing with Justice-Bell settlement; higher rates seen

Unless they own stock in AT&T, broadcasters attending the National Association of Broadcasters convention in Dallas last week were left with the distinct impression the proposed settlement of the Justice Department's antitrust suit against the Bell System is primarily bad news for broadcasters and the country generally. FCC Commissioner Joseph Fogarty warned broadcasters that the rates charged for program transmission would go "sky high," and that dealing with the 22 local operating companies that would be spun off would be far more complicated than it is today. And Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, said the local companies would be left in serious financial difficulties while the parent would be in a position to violate the First Amendment rights of those whose material it transmitted over its intercity network.

Fogarty and Wirth discussed the settlement at the first television general session of the convention, on Monday. Except for the moderator, R. Michael Senkowski, of the Washington law firm of McKenna, Wilkinson & Kittner, they were alone. Neither the Justice Department nor the Bell System was represented. The absence was not lost on some in the audience who, as AT&T stockholders, had received a letter from company chairman Charles Brown. It was a part of the company's recent multi-million dollar effort to oppose Wirth's telecommunications reform bill (H.R. 5158) and generate support for the settlement.

Fogarty and Wirth were not in full agreement in the settlement, however. Fogarty, for instance, would allow local companies to enter information services—such as videotext, something neither the proposed settlement nor the Wirth bill would permit. Fogarty said that such a restriction would not be fair since other independent telephone companies—including major ones like GTE—could provide those services.

Wirth, who said his bill—which was approved by the subcommittee by a 15-0 vote—incorporates those portions of the settlement the subcommittee considered in the public interest, was also concerned about the viability of the local operating companies. His answer is to allow them to keep the Yellow Pages, and the \$2 billion in revenue it generates annually.

But because of the pervasiveness of the AT&T system—the intercity network covers 97% of the nation's homes and the local companies, 80%—should not be allowed to control both the conduit for information and the content. The newspaper industry, he said, in an understatement,



AT&T settlement. FCC Commissioner Joseph Fogarty and Representative Timothy Wirth (D-Colo.) discussed pros and cons (mostly latter) of proposal to end Justice Department's antitrust suit against AT&T. R. Michael Senkowski, McKenna, Wilkinson & Kittner, was moderator.

"is concerned about" AT&T being able to control both. The power, he contended, would enable AT&T to discriminate against competitors. "That's a First Amendment issue," he said. "Not only government but no other entity should say what goes to the public."

AT&T was not completely shut out of the debate. It issued a press release following the session in which it denounced Wirth's bill. "The fact remains" that under the bill, AT&T said, this company "would be restricted—as no other com-

pany in the world would be—from transmitting Information Age services over its own lines. This is despite the fact that any future Bell offering would be provided by a fully separated subsidiary using public transmission facilities available to all users without restriction. As a common carrier, AT&T could not discriminate in the transmission of competing services."

The ban on local companies entering the information services is the only aspect of the proposed settlement troubling Fogarty. He said broadcasters, in securing



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broadcast transmission service on an occasional basis would not be able to deal with only one local company, as they do now. Rather, he said, they would have to deal with two or three.

Nor was that the only concern with which he left broadcasters. Fogarty said broadcasters would pay much higher rates

because of the proposed settlement which, he said, prevents the local companies from making competitive service offerings. "Unless the Wirth bill"—which deals with that issue—"is passed, or the court incorporates the provision into the settlement," Fogarty said, "your rates are going sky high." □

reaches it—almost all of it—almost every day. Reaches it, convinces it, persuades it."

In opening its campaign to convince advertisers to the affluent to switch to television, TVB appears concerned that large sums of money are going into various forms of savings. Spiegel noted that although individuals' personal incomes almost tripled, expenses resulted in a decline in discretionary dollars from 25% of personal income to 20%. But "there could have been more money for spending if there hadn't been so much saving—primarily in discretionary saving," he said. "Almost \$200 billion that could have added eight points to discretionary spending.

"There's a battle among saving and investing and spending and we're showing advertisers it's being fought on television screens," Spiegel said.

And, he noted that television has the record to prove it can convince people that what might be considered a luxury is a necessity. He cited color television as "an expensive luxury item for the few [that] became an everyday necessity for almost 90% of everyone." And television, he noted, "made designer jeans a high-ticket necessity for all age groups."

Besides the reach and persuasiveness of television, TVB says television reaches its audience at a much lower cost-per-thousand than other media. Actually, the increases over the five years from 1976 to 1981 are relatively small for all media when adjusted for inflation. For instance, Rice said that 1976's cost-per-thousand of \$2.51 for late evening spot television rose to \$4.42 in 1981. But when adjusted for inflation, he said, the apparent increase of 76% becomes a "real dollar increase" of 18%. Television's advantage in cost per thousand shows up in terms of specific schedules, Rice said. He said only one of television's CPM's for 1981 was above \$5. On the other hand, he said, magazines had a cost-per-thousand of \$10 and newspapers, over \$15.

"We are the medium that provides sight and sound and motion and emotion and instead of the sum of all the rest," Rice said, "here we are—at the bottom." □

TV wants the high-priced spread

TVB announces plan to go after advertisers of luxury items and win them from magazines

The Television Bureau of Advertising, satisfied that television is the most influential medium in moving people toward the purchase of goods, is about to attempt to sell television to advertisers as the medium for reaching and persuading the affluent. And in the process, TVB will go head-to-head with the slick, quality and ad-fat magazines that traditionally capture the advertising dollars of those seeking to move high-price goods.

"As everyone at TVB knows," said Richard Severance, senior vice president, last week, "this is our number-one goal. Here's one place [the *New Yorkers* and *Forbeses* of the world] from which new television dollars can come," he said.

Severance—along with TVB President Roger D. Rice and Senior Vice President Harvey Spiegel—disclosed TVB's plans during a presentation at the NAB convention. The presentation, based in part on a new survey by R.H. Bruskin, was long on confidence growing out of what has been accomplished, and aggressive in pointing the new sales effort at advertisers to the affluent.

Severance noted that the quality magazines have two things in common—"money and advertisers who believe magazines are the best to reach people who have money, the affluent market." He said that advertisers may use television to sell inexpensive Timex watches but that "they believe it takes magazines to sell Rolex."

The new campaign will be pegged in

large part on the results of a Bruskin study showing that, by wide margins, people in all age demographics find television the most influential medium. But the percentages are even higher among the affluent. It shows 86% of adults with incomes of \$25,000 or more said they find television the most influential medium, along with 86% of adults with \$30,000 or more income and 89% of adults with income of \$50,000 or more.

What's more, the study shows that the affluent watch television. It says that in one day, 87% of the affluent families watch television, compared with 75% who read a newspaper, 75% who listen to radio, and 45% who read a magazine. And "men in upper income families," Spiegel noted, "spend more time with television than with any two of the other media combined." Television also is said to be the number one medium in reach in the time women spend with it.

Narrowcasting—generally regarded as the way to pinpoint specific markets—is a mistake for those seeking to sell to the wealthy, according to Severance. He said business magazines reach only 23% of the men in upper incomes, gross, for a net reach of 15%, and a gross reach among working women of 4.8%. Affluent magazines reach 11% of the men and 10% of the women—"no reach at all" according to Severance. The reach of other media—newspapers and radio—also is small, he said. As for cable television, for which no figures are available, "forget it," Severance advised.

Tell anyone with interest in the affluent market, Spiegel said, "that only television



Rice unveils TVB's affluence push

Measuring the new technologies

Panel discusses ways to track impact of cable, other media

The difficulties of tracking a television audience that is splitting into smaller pieces as program choices proliferate were discussed last Tuesday at an NAB panel session on "Measuring the New Technologies."

Dave Traylor of A.C. Nielsen, New York, noted that cable and advertising interests had engaged his firm to find an "affordable way" to measure audiences in a television environment providing up to a hundred channels of availability. Nielsen will test telephone, meter and diary mea-

surements of basic cable, pay cable, superstations, STV and videocassette recorder use (the last to track time shifts in viewing).

Meter use is expensive, Traylor said. It is his personal guess that a diary technique will prevail for most markets.

Peter Megroz of Arbitron, New York, reminded NAB delegates that his company would begin an experiment in June on a Florida cable system. It will test standard and special cable diaries, telephone recall techniques and a two-way meter system.

"The vehicle is still the television set," Megroz said, "and its use is what we're trying to measure."

The paucity of cable audience measurement was decried by Phil Guarascio of Benton & Bowles, New York. "The cable business is getting away with murder," he said. "A hundred million dollars a year is being spent without an audit, and many in cable would like to see it stay that way."

But Guarascio also made it clear that Benton & Bowles and its clients are investing in cable advertising despite the absence of hard data. Buying cable advertising at this early stage of its development provides a "learning opportunity," Guarascio said. It also affords "creative flexibility" that broadcast television does not and closer tie-ins between program and product. Guarascio said B&B insists on buying cable at lower costs per thousand than broadcast television commands.

Both Traylor and Megroz spoke of the mystery of the missing audience in current



Tracking the unknown. How to count the changing television audience was the subject of this panel on "Measuring the New Technologies." Participating were (l-r) Gary Chapman, WLNE-TV Providence, R.I., moderator; Peter Megroz, the Arbitron Co., New York; Dave Traylor, A.C. Nielsen Co., New York, and, at lectern, Phil Guarascio, Benton & Bowles, New York.

ratings. Differences sometimes amounting to 10% to 15% are found between total ratings and homes using television. Some Arbitron special studies indicate that the missing audience has gone not so much to cable-originated programming as to independent television stations imported by cable, Megroz said.

The two rating service representatives agreed that importation of distant signals since the FCC lifted its rules against that cable practice is leading to erosion of some stations' local audiences, especially in

smaller markets. Some small markets have already disappeared into larger Arbitron areas of dominant influence and Nielsen designated market areas because of viewing of duplicated programming coming in from outside. More will disappear, Megroz and Traylor predicted.

Advertising agencies are beginning to accept smaller numbers, Guarascio said. It used to take a broadcast network share of 30 to qualify a television program as a hit. The number is presently down to 17 or so, he noted. □

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Staying with the big boys

Financial panel sees profits in broadcast and cable buys, but crystal ball on STV, MDS, DBS and low power isn't so clear

To hear two broadcast entrepreneurs and two financial officials tell it, broadcast television will remain profitable into the foreseeable future, and cable television will continue to expand, but such services as MDS, STV and low-power television are headed for iffy futures. What about direct-to-home broadcasting from satellites? "It makes me nervous," said one of the entrepreneurs, who is in television broadcasting, cable and STV.

The participants were Karl Eller, who headed Combined Communications Corp. and engineered its merger into the Gannett Co. in the biggest broadcasting property trade of all time; Robert Buford of Buford TV, Tyler, Tex.-based owner of TV broadcast stations, cable and STV; David Croll of TA Associates, Boston, a financial consultant, and Howard Hawkins of Security Pacific National Bank, Los Angeles. They appeared on a panel, "The Dollars and Sense of Broadcast Investing," at the NAB convention last Monday morning.

Eller, now associated with Columbia Pictures Communications, is looking for television stations to buy. Station values, he said, have changed little since the 1960's, in terms of multiples of cash flow. He said he guessed that Metromedia had paid "somewhere between nine and 11 times operating profit" for WCVB-TV Boston, at a price of \$220 million, as approved two weeks ago by the FCC (BROADCASTING, April 5). The stations he acquired to build Combined Communications, he said, were bought at about the same multiples in the 1960's and 70's.

Television station cash flow will continue to remain strong, in Eller's view, despite the diversion of some television audience to cable. Television today gets about 20% of total advertising expenditures, which now runs \$60 billion a year. Eller thinks television's share may rise to 28% or even 30% by the end of the decade when the advertising economy will have reached \$70 billion to \$80 billion.

Buford is equally optimistic about television broadcasting. "Broadcasting is the advertising business," he said, "Cable is fundamentally the subscription business, not the advertising business." Buford sees advertising continuing to increase: "We live in a marketing environment... I feel confident about television as an advertising medium."

Buford is also confident about cable's future and the future of STV, but the latter only in population centers peculiarly suited to it—where enough homes lie outside the reach of cable to provide a market for a subscription service.

Croll, whose company specializes in lining up venture capital for buyers of broadcast stations and cable systems, is another



Money men. Panelists discussing "The Dollars and Sense of Broadcast Investing" were (l-r) Paul Kagan, Carmel, Calif., moderator; Howard Hawkins, Security Pacific National Bank, Los Angeles; David Croll, TA Associates, Boston; Karl Eller, Columbia Pictures Communications, Phoenix, and Robert Buford, Buford TV, Tyler, Tex.

who foresees continued expansion of the advertising economy—to the advantage, in his view, of both broadcasting and cable. But for the newer or more exotic services, he sees risks that lenders may not readily take.

To Hawkins, as a lender, cash flow has become a primary measurement of risk in loan decisions. A station or cable system must be capable of generating enough money to service increasingly expensive debt, as interest rates now hover at 18% to 20%.

What about prospects for DBS, the panel was asked by Paul Kagan of Paul Kagan Associates, Carmel, Calif., the moderator.

"It makes me nervous," said Buford. "I would have bought a cable system maybe three years ago," said Eller, "but not now. The future is cloudy." He suggested that the clouds were thickened by the capital requirements of cable in a market demanding more services while the cost of money goes up.

Croll said he would buy television stations or cable systems but "not STV,

MDS, DBS, or low-power television if used for STV." All of his rejected services, he said, will be competing for the same box-office audience against cable which he called "the most efficient way to get into the home."

What about MDS?

"It's fine," said Buford, "for flat markets with no trees and no cable."

And low-power television?

"I don't believe in low-power at all as an advertising medium," said Croll. "Maybe it has potential for STV service in rural areas prior to the entry of DBS."

Where there is cable, said Hawkins, LPTV faces formidable problems of entry.

Someone in the audience asked the panelists what they thought about radio values. Eller called a radio station acquisition a "fragile deal" requiring canny appraisal of the market potential, the incidence of competition, and the discovery of a format niche. Beyond that, he said, "you need people who know what they're doing."

Croll is bearish about AM investments as compared with FM. □

The growing world of cable interconnects

Regional interconnects are giving added credence to the notion of cable advertising because they provide the cable advertiser with greater audience reach. That appeared to be the message that emerged from a panel session at the NAB last week, moderated by Dick Block, Hollywood-based broadcast consultant. Panelists included Joseph Cohen, president of Madison Square Garden Network, and Allen Gilliland, a cable system operator in San Jose, Calif.

Gilliland, who uses his 90,000-subscriber San Jose system to interconnect other Bay Area systems with a total of about 450,000 subscribers, said that individual systems have a hard time attracting advertising dollars because they don't have the reach. Currently he feeds two satellite delivered signals, CNN and ESPN, to 33 area systems and sells two or three commercial availabilities per hour throughout the interconnect. Gilliland said he has plans to expand the number of channels fed through the interconnect system

to four, which would enable him to sell eight to 12 availabilities per hour. As an incentive for systems to hook up with the interconnect, Gilliland said his company picks up part of the tab that CNN charges for delivery to the system.

"We [cable operators] now pose a real threat," to broadcasters, he said, "and will siphon off between 5% and 8% of all spot dollars in the Bay area."

Cohen, whose MSG Network feeds primarily sports programming (with plans for greater expansion into entertainment programming) to New York-area cable systems with about 1 million total subscribers, said he envisions his network as a "fourth independent station" in the New York ADI. He intends to produce more local programming, using the 44 TV stations on the interconnected cable systems as local-production "stringers."

Noting that the network sells its own advertising, he said MSG grossed \$50,000 in ad sales two years ago and this year will produce \$264,000 in sales while projections for next year are around \$700,000. And while those figures are not high for advertising dollars, he said, "you can see where the trending is going." □



The future in local programing. Debating the use of local programing, especially news, as a tool to compete with the new technologies, is (l to r): moderator Chuck Larsen, WABC-TV New York; Stan Marinoff, WISN-TV Milwaukee; Phil Corvo, KGTV(TV) San Diego; Steve Currie, KOIN-TV Portland, Ore.; Lucie Salhany, Taft Broadcasting, and John von Soosten, WNEW-TV New York.

The changing identity of the program director

NAB session explores TV in greater media environment; information and news seen as survival tools

As the public finds itself faced with an ever-larger programing menu, television broadcasters are faced with a programing struggle. The competition is no longer just other stations in the market, but all other media. "I no longer look at myself as a TV program director. I see myself as program director for all media," said Steve Currie, immediate past president of NATPE and operations manager of KOIN-TV Portland, Ore.

Currie was one of five panelists on an NAB television workshop who unanimously agreed the key to competing with new technologies is local programing, particularly news and information. It is also the key to maintaining a station's identity, they said, and should be used throughout the day.

John von Soosten, program manager of WNEW-TV New York, said his station's investment in news (not an inexpensive element, he says) has given it an image in the New York area. WNEW-TV also produces a *PM Magazine*-type program that it uses throughout the schedule, von Soosten said. Phil Corvo, program director of KGTV(TV) San Diego, stressed that stations can make an impact on the community through news programing.

A close working relationship between the program director and the news director is necessary; the marriage of the two is important to make the increased local programing budget work, said Stan Marinoff, program director of WISN-TV Milwaukee. His station, as well as KOIN-TV, stepped up its investment in news/informational programing over the past year.

Lucie Salhany, vice president, broadcasting and cable programing of Taft Broadcasting, Cincinnati, and a former president of NATPE, talked about the carriage of broadcast signals on cable. "Cable systems don't want us [carried on cable]. If they did, we wouldn't be fighting for must carry [of local signals] right now."

But she advised broadcasters to learn to get along with cable and work out a partnership.

Competition from cable has been a boon for independents, however, said von Soosten, because it has caused them to become more aggressive. "Some [independents] are really raking in the numbers," he said, "and in some cases are outdoing affiliates."

The panel moderator was Chuck Larsen, program director of WABC-TV New York and current president of NATPE International. □

No quick solution for TV music licensing

Television broadcasters who have been suing music licensing organizations in an effort to escape the fees they pay for blanket licensing think they have made a good case, but the litigation is sure to go on. That was the message taken to the television luncheon of the NAB convention last Monday by Leslie Arries Jr. of WIVB-TV Buffalo, N.Y., chairman of the All-Industry Television Stations Music License Committee.

A decision is expected soon in the New York district court where the committee's case against the American Society of Composers, Authors and Publishers and Broadcast Music Inc. was tried. But appeals are certain, said Arries, in a case that involves payments of \$60 million a year in present ASCAP and BMI fees. He noted that the committee had sent a letter to all



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The FCC's recent discontinuation of its annual financial reporting form has created a problem for the committee, Arries said. The ASCAP contract requires stations to submit Schedule I of the FCC's former Form 324 to verify station revenues. He said the committee will soon advise stations whether to comply. The contract calls for submission by April 30.

Members of the committee are elected by the TV membership at NAB conventions every three years. The present roster was re-elected last week:

Arries: Nick Bolton, WKRC-TV Cincinnati; M.N. (Buddy) Bostick, KWTX-TV Waco, Tex.; Abiah A. (Bob) Church, Storer Broadcasting Co., Miami Beach; Dennis Codlin, Metromedia, Secaucus, N.J.; William Duhamel, Duhamel Broadcasting, Rapid City, S.D.; Kenneth R. Frankl, RKO, New York; Paul Freas, WGN-TV Chicago; Robert W. Gelles, Capital Cities, New York; Aubrey Jenkins, Belo Broadcasting, Dallas; J. Allen Jensen, KID-TV Idaho Falls; Ray Karpowicz, KSDK-TV St. Louis; Francis A. Martin, Chronicle Broadcasting, San Francisco; Martin Messinger, Group W, New York;

Richard Schaftbuch, KOIN-TV Portland, Ore.; James A. Stabile, Metromedia, Los Angeles; Robert Steinberg, Meredith Co., New York; Blaine Whipple, Bonneville International, Salt Lake City, and George Willoughby Jr., King Broadcasting Co., Seattle.

Lee cautions NUBA about danger of VHF drop-in plan

A group of UHF broadcasters was warned last week by former FCC Commissioner (and briefly Chairman) Robert E. Lee that VHF drop-ins were a threat to their existence. The FCC is to consider drop-ins on a substantial scale next summer (BROADCASTING, March 29).

"You can't permit a few drop-ins and then close the door," Lee told an audience of perhaps 20 at a caucus of the National UHF Broadcasters Association during the NAB convention. Lee is a consultant to the organization.

If the FCC grants a large number of VHF drop-ins, Lee said, they will be "in-

ferior" to existing V's. "That will create a new pressure group demanding that the government give them better facilities to compete."

And he added: "The same goes for low-power television stations."

How can UHF's discourage the FCC from granting VHF drop-ins?

"If the FCC thought that substantial numbers of operating UHF's would apply for dropped-in V's, it might think twice about drop-ins," Lee said.

NUBA was organized originally in hope of improving affiliation arrangements between UHF stations and networks. Reporting on meetings that had been held in past months at network headquarters in New York, Lee said last week that they had resulted in no general relief for UHF. Network affiliations are a matter of individual negotiations, he said.

Lee said he hoped that Commissioner James Quello, who appeared briefly at the NUBA caucus (with Commissioners Henry Rivera and Mimi Weyforth Dawson) would "take up the cudgel" that Lee brandished on behalf of UHF during the latter's long service on the FCC. □

Krattenmaker, Cox debate PTAR at NAB

The NAB convention's annual "In the Box" debate session this year featured a discussion on the pros and cons of the prime-time access rule. Arguing for repeal was Thomas Krattenmaker, professor of law at the Georgetown University Law Center, who played a major part in writing the FCC's special network inquiry staff report during the Ferris administration. Retention of PTAR was defended by Kenneth Cox, senior vice president of MCI, who was an FCC commissioner when the rule was adopted in 1970.

No policy that the rule is "alleged to

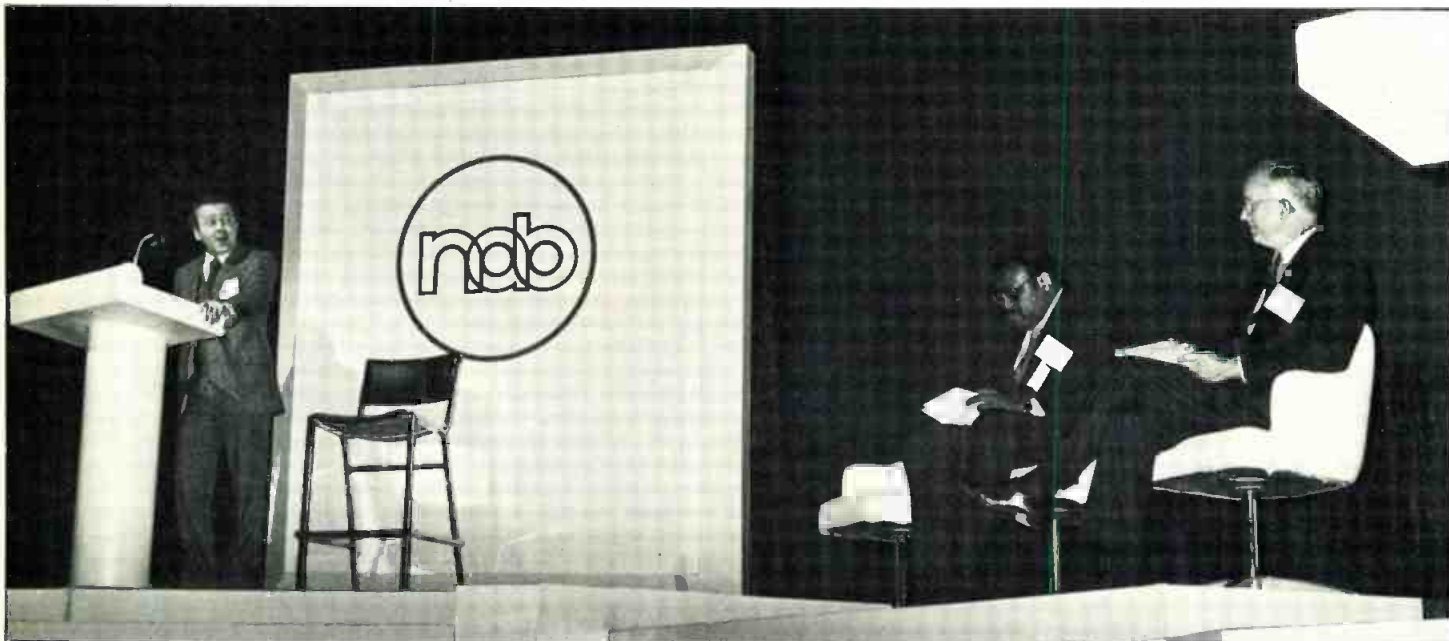
serve," said Krattenmaker, "is designed to make the viewer better off." The increased-diversity rationale, he said, was defeated by the exemptions that allowed off-network programming on affiliate stations in the access period, if it concerned public affairs or children's programming. And, he pointed out, there is the network news exemption as well.

Simply put, Krattenmaker said PTAR was "silly. It massively violates my First Amendment rights and the First Amendment rights of the stations" the rule regulates, he said.

Cox not only argued for retention of PTAR, but said it "should be strengthened" as well. "It's a modest effort at reform," he said, that regulates

"structure and not program content." He argued that PTAR has achieved the objective of providing greater opportunities for the development of alternative program sources, thus diminishing the stranglehold of the networks in that area. He said that since the rule's implementation, the number of independent producers has more than doubled.

Elaborating on the First Amendment issue, Krattenmaker argued that PTAR enabled the FCC to require stations to air particular kinds of programs during particular time periods. Be that as it may, Cox rebutted, the commission cannot "ban specific programming" or "mandate particular programs," alleviating any First Amendment concerns. □



PTAR pundits. William Dilday (center) of WLBT-TV Jackson, Miss., was the moderator for this year's "In the Box" debate at the NAB where Pro-

fessor Thomas Krattenmaker (l) and former FCC Commissioner Kenneth Cox (r) discussed the pros and cons of the prime-time access rule.

AT&T OFFENSIVE

Investors reach out and touch someone on Hill

In mailing to stockholders, phone company urges telling congressmen to defeat Wirth bill modifying consent decree

Making good on its promise to rally opposition to H.R. 5158, the House Telecommunications Subcommittee bill that would modify the new consent decree between AT&T and the Department of Justice and rewrite the common carrier section of the Communications Act (BROADCASTING, March 29), AT&T has fired off letters to its three million stockholders, asking them to urge their congressmen to oppose the bill.

That effort apparently hasn't been for naught. Spokesmen for the House Energy and Commerce Committee, which is expected to take up the bill in May, said committee members, which AT&T had listed as targets for mailings and phone calls, had received "many thousands" of responses already.

In its March 25 letter, AT&T Chairman Charles Brown urged stockholders "to write or call your congressman to say in no uncertain terms that H.R. 5158, a bill introduced by Representative Timothy Wirth (D-Colo.), should be rejected."

While Brown said AT&T had "been reluctant" to urge letter-writing campaigns in the past, "we are now convinced that the stakes are too high, the risk too great and the time too short for such reluctance on our part," he said.

Brown said AT&T opposed both the timing of the bill and its content. The authors of H.R. 5158 want "to nullify parts" of the consent decree "in a dangerous rush to legislate something," even before the decree was reviewed in court, Brown said.

The bill would require even more divestiture of Bell system assets, faster restructuring of the Bell system and "significant compromises in our ability to manage" the long distance network as a single entity, Brown said. "It would also seriously limit AT&T's ability to compete freely, putting constraints on us that do not apply to our competitors," Brown said. "And by threatening the company's future, it also threatens the jobs of our employees," Brown said.

Although Brown said the bill purported to protect the interests of local telephone users and the divested Bell operating companies, "its principal supporters, outside Congress, are competitors—including foreign competitors—whose main objective appears to be to protect their own interests by preventing us from competing in

markets that we are well-equipped to serve," he said. "The bill now being considered treats our share owners' assets like so many checkers to be moved about at will without regard to the people whose investments built the checkerboard in the first place," he said.

The letter, which suggested "major points" the shareholders could make to their congressman, also listed an 800 AT&T number to provide assistance to those who weren't sure who their representatives were. It supplied a list of the members of the House Committee on Energy and Commerce and the House Committee on the Judiciary, which it said "also may be called upon to consider the bill following the Easter recess."

To support its view that Congress shouldn't "jump the gun on legislation," AT&T cited the "expert views" of William Baxter, assistant attorney general; Glenn Watts, president of the Communications Workers of America; Bernard Wunder, head of the National Telecommunications and Information Administration, and Mark Fowler, FCC chairman. □

Harris poll shows public support for Justice agreement with telco giant

Harris-conducted study finds 86% agree with divestiture settlement, but 58% hadn't read it

Offering further support for its contention that Congress should refrain from acting on new telecommunications legislation until after the proposed settlement agreement between AT&T and the Department of Justice goes into effect, AT&T released a survey last week that purported to show that 80% of the American public also believes that Congress should hold off on such legislation.

The survey, sponsored by AT&T, was conducted by Lou Harris and Associates. Harris queried 1,254 adults between March 22 and 28 on an array of subjects related to the proposed agreement.

Among the survey's findings were that a majority of the public favors the divestiture agreement: 86% of the sample said the agreement would allow AT&T to "develop, without restrictions, up-to-date

telecommunications technology, which can help meet our country's defense and national security needs"; 83% supported permitting AT&T to "compete freely and fully with any competitors in developing new computerized uses of the telephone system"; 80% supported permitting AT&T "to compete fully and freely with Japanese and German companies," and 66% supported the agreement because they thought AT&T "should be allowed to take full advantage of all the inventions of Bell Labs."

The survey, however, also found that while 58% of the sample had heard or read about the agreement, 42% hadn't (and 3% weren't sure).

Among the survey's other findings were that:

- 80% thought a "big advantage" of the proposed agreement was that it would open up competition in the telephone and communications industries (15% disagreed, and 5% weren't sure).

- 48% thought that as long as the current regulated telephone system works, it should be left in place (49% disagreed, and 3% weren't sure).

- 57% were in favor of separating the local telephone companies from AT&T (34% weren't, and 9% weren't sure).

- 76% favored allowing AT&T to set up a new company to sell telephone equipment and develop new kinds of communications equipment in competition with other U.S. and foreign companies (18% weren't, and 6% weren't sure).

- 62% favored allowing AT&T to keep as one its long-distance network, Bell Laboratories and Western Electric (25% didn't, and 14% weren't sure).

- 57% opposed prohibiting AT&T from setting up and selling information stored in a computer data bank that could be used by people with personal computers in their homes (37% favored such restrictions, while 6% weren't sure).

- 57% opposed prohibiting AT&T from offering electronic news, sports features or advertising to subscribers' homes through phone lines in competition with newspapers (39% favored such restrictions while 4% weren't sure).

- 57% opposed prohibiting AT&T from providing an electronic version of the Yellow Pages (40% favored such restrictions, and 4% weren't sure).

- 63% opposed requiring AT&T to make Bell Laboratories patents on inventions available to competitors (32% favored such a requirement, and 5% weren't sure).

A spokeswoman for the House Telecommunications Subcommittee, which has passed a bill that would modify the new consent decree and rewrite the common carrier section of the Communications Act (BROADCASTING, March

29), was quick to dispute the significance of the survey. The spokeswoman said that 45% of those queried in the survey had not even heard of the modified agreement and, as a result, didn't have enough background to understand the situation. Moreover, she said, the survey questions themselves were "very slanted." □

FCC gives FM in Gloucester, Mass., to competing party

Commission overturns ALJ, revokes Geller's license for WCVA-FM; it goes to Grandbanke

Meeting behind closed doors, the FCC has instructed its staff to draft an order denying the renewal of Simon Geller for wvca-fm Gloucester, Mass., and granting the application of Grandbanke Corp. for a new FM station on those facilities.

The FCC voted 4-2 (with Commissioners Abbott Washburn and James Quello dissenting, and Henry Rivera not participating) on the instruction of the staff. If the FCC follows through and approves the proposed order, it would overturn a 1978 initial decision by Administrative Law Judge John H. Conlin that would have granted Geller renewal for 1975 through 1978. The FCC is expected to address the order by next month.

Geller, who has 40 years of broadcasting experience, received his construction permit for wvca-fm in 1961 and has been broadcasting mostly "symphonic music" since 1964. The sole owner and employe of wvca-fm, Geller has no other media interests, and, through 1976, never had received more than \$17,131 in annual revenues.

Grandbanke Corp., which filed a mutually exclusive application for Geller's facilities in early 1975, is owned by Edward Mattar (66%); Josiah Spaulding (11.33%); his wife, Helen Spaulding (11.33%), and their son, George Spaulding (11.34%). According to the initial decision, Mattar was an officer, director and 100% stockholder in Northbank Corp., an applicant for a new class A FM station in Winchendon, Mass., and the Spauldings owned 100% of North Country Communications Inc., permittee of wncs(fm) Montpelier, Vt.

While Geller had never broadcast news or much non-entertainment programming—his renewal application said he would devote 10 minutes to public affairs and non-entertainment programming each week—Grandbanke proposed to present almost 40 hours per week of news and non-entertainment programming. Moreover, Grandbanke proposed to serve four times as large a service area as Geller.

Although Conlin said Geller's programming might seem "one dimensional," wvca-fm's listeners, offering testimony at comparative hearings, had made clear the station was "a priceless resource and a refreshing alternative to the stereotyped

formats, which, in their view, dominate the radio dial," Conlin said. While Conlin awarded Grandbanke a slight preference for its proposed greater coverage, he also, however, said that each applicant's proposed programming showed that each in its own way would provide meritorious service and no preference could be awarded.

While Conlin said that Geller's ascertainment survey—a telephone survey of community leaders—fell short of commission standards, Geller's financial condition, and his capacity as sole station employe, were "mitigating factors" that had to be taken into account in determining his fitness to remain a licensee, Conlin said.

Conlin, stating that Geller represented the "ultimate" in integration of ownership with management, awarded Geller a

preference for that—and another for diversity of ownership, since his only media interest was in wvca-fm.

According to an FCC official, however, a majority of the commission at its closed meeting didn't agree. The commission, the official said, said that Grandbanke's application should have been granted, primarily because of its proposed increases in broadcast coverage and its proposed increases in news and public affairs programming.

Geller told BROADCASTING that he had informed his listeners of his plight and had urged them to write their congressmen and the FCC in protest. Geller also said he had received more than \$2,000 in contributions from his listeners for a legal defense fund to battle an FCC denial in court. □

Is cable TV an inalienable right?

That's question at issue in case before Supreme Court—whether cable firms must pay to wire multi-unit buildings

The Supreme Court has heard oral arguments in a case that may have profound impact on the ability of cable television operators to wire and serve New York's big cities.

At issue in *Loretto versus Teleprompter Manhattan Corp.* is whether cable operators in New York must pay owners of multiple-unit apartment buildings for the right to install cable across or through their buildings. Teleprompter and a nine-year-old state law say no; Jean Loretto, a New York city landlord, invoking her Fifth and 14th Amendment rights, says yes.

A ruling in favor of Loretto would throw out the New York law and make cable operators negotiate and, when required by the owners, pay for access to apartments in multiple-unit buildings, or simply for the privilege of "crossing over" with the cable to reach other buildings. "We don't want to be held up by landlords," said Fred DiMaggio, vice president of the New York State Cable Association. They're capable of making "some pretty outrageous demands."

The case goes back some five years when Loretto filed suit against Teleprompter seeking damages for trespass after Teleprompter laid two half-inch-thick cables across the roof of her building on West 105th Street to bring cable service to her tenants and those in a neighboring building.

Although she thought she was entitled to compensation, the New York court of appeals dismissed her complaint on the basis of a 1973 state law requiring landlords to allow installation of cable television equipment for nominal compensation (\$1). The court said the law, which describes cable as a "vital communications service," was a reasonable exercise of the state's police power.

In seeking Supreme Court review,

Loretto said the law violated her Fifth Amendment right to be compensated for property taken for public use and her 14th Amendment right not to be deprived of property without due process of law. Teleprompter had argued that the New York law is reasonable in overriding the landlord's objection in favor of the tenant interest in access to cable television.

The case may hinge on how important the court decides cable television is to tenants. Representing Teleprompter, Irwin Griswold claimed that cable television was almost as necessary as the telephone and that the law has the effect of facilitating the development of cable service as a means of education and communication. Promotion of such services, he said, is generally recognized to be within the power of the state.

Griswold argued that the state law was necessary to preserve the tenants' right to cable. If an owner leases no space in his building, Griswold said, there is no question that he can prevent the installation of cable equipment on his property or require payment for it. But the renting of space, he said, "connotes a divided ownership of the property"; the landlord is no longer sole owner and the rights of the tenants have to be considered. Griswold thought it extremely unlikely that any court would prevent a tenant with a long-term lease on a single-family home from bringing in cable television.

Michael Gruen, attorney for Loretto, questioned the extent of tenants' rights. There is ample precedent in case law making it "extremely clear" that at least prior to 1973 landlords had the right to prohibit tenants from installing anything outside the apartment.

The telephone analogy was cited repeatedly as an example during the hearing by both parties. Although landlords don't ask telephone companies for compensation to bring wire into their buildings to serve their tenants, according to Gruen, they haven't forfeited that right. "As a landlord," he said, "I have the perfect

right to tell [the telephone companies] I don't want them on my property... a perfect right to charge them." But he suggested that it would be foolish for a landlord to shut out a telephone company. "He may get relatively few tenants."

There are numerous laws that have bent the property rights of landlords, Griswold said. Government regulations require landlords to install and maintain at their own expense—something they don't have to do with cable—fire escapes, sprinklers, smoke detectors and mailboxes. To Griswold's thinking, there was little distinction between such fixtures and cable. But some of the justices questioned whether cable was as necessary to safety or had quite the importance of the other fixtures.

Gruen rejected the defense claim that the installation of cable would increase the value of an apartment. Vacancies are so scarce in New York, he said, that the presence of cable would have no impact on the attractiveness or value of the apartment. □

Wunder on future phone rates

NTIA head says in Midwest field hearing that inflation will be chief culprit of future rate hikes

While a number of critics contend the proposed antitrust settlement between AT&T and the Department of Justice will lead to skyrocketing local telephone rates, those "flamboyant doomsday predictions" won't be realized, according to Bernard Wunder, head of the National Telecommunications and Information Administration. Moreover, Wunder, at a field hearing of the House Government Information Subcommittee in Oklahoma City last week, said that while local rates would increase, the primary culprit would be inflation—not the settlement agreement.

In a prepared text, Wunder said he based his prognosis on a "comprehensive," 650-page NTIA rate study that attempted to examine conditions in virtually every part of the country.

Wunder said the study shows that if current competitive trends in the long-distance market continue, and the FCC's move to deregulate telephone equipment (as part of its Computer II decision) goes "promptly into effect," local phone rates would increase about 55% over the next five years.

On the other hand, he said, if the competitive trend continued and equipment were deregulated—but depreciation changes were phased in and a cap were placed on the amount of straight subsidy implicit in current separations and settlement arrangements—the charges for basic local service would increase about 67% over the next five years.

Moreover, he said, if the Yellow Pages were eliminated from the rate base—as they would be under the proposed consent decree—the basic local rate would increase about 76% over the next five years, he said.

"These increases are relatively modest

if considered on an annual basis," he said. "It should also be noted that in each instance, the most important cost-contributing factor is inflation—not the FCC nor Justice-proposed changes," he said, estimating that inflation would account for as much as three-quarters of the annual increases.

Nonetheless, Wunder said, there were a number of ways in which telephone industry pricing policies could be further altered to insure that basic and universal phone service remains available at affordable rates. For example, he said, some had suggested adding a "very small" surcharge to the access charges that local exchange companies assess on interexchange carriers in return for providing local exchange service. "The net proceeds would be pooled and then disbursed to make sure that no small telephone company must charge more than 110% of the nationwide norm. The administration stands ready to work affirmatively with Congress in developing such a system, should Congress determine one is required," he said.

Another possibility, he said, would be to

increase the use of message unit pricing. "Message unit pricing is one way in which so-called 'life line' service options can be provided economically," he said.

"In telecommunications, as in a number of other both regulated and unregulated industries, changing technology and marketplace circumstances are causing changes in traditional pricing practices," he said. "The changes, for the most part, are the inevitable consequence of intensifying competition, the need to alter conventional practices due to the requirement that industries operate more efficiently, and the pressures of worldwide inflation," he said.

"We do not believe, however, that... the commendably procompetitive initiatives of regulators and Congress over the past decade have been wrong. Rather, what we have been experiencing has been—and will continue to be—some of the short-run problems associated with an industry undergoing a fundamental transition. We are confident that, in the longer run, these changes will return substantial public dividends," he said. □

Washington Watch

NTIA bill. Senate Commerce Committee approved and sent to floor bill (S. 2181) authorizing \$12.4-million budget for National Telecommunications and Information Administration in fiscal year 1983. Endorsed by NTIA chief Bernard Wunder, bill would cut agency's budget 24% from previous year and would end statutory ban on use of industry representatives as spokespersons for U.S. at international telecommunication conferences (BROADCASTING, March 15, 29). □

ENG expansion. FCC has authorized TV stations to use 38.6-40 ghz on secondary basis for auxiliary broadcast pickup stations transmitting live, on-the-scene electronic news coverage. Rule changed was proposed in response to petition from CBS, which said lower frequency bands authorized for auxiliary pickup use were congested. □

Hawaiian switch. FCC has amended its rules to reallocate UHF-TV channel 17 (488-494 mhz) for radio common carrier use in Hawaii. □

FCC reversed. U.S. Court of Appeals has reversed FCC decision authorizing KSRF(FM) Santa Monica, Calif., to relocate its antenna and make other changes in its facilities. Commission had rejected objections filed by KOCM(FM) Newport Beach, Calif., which shares frequency with KSRF(FM) and is shortspaced from it under grandfather provision applying to stations shortspaced when rule was adopted in November 1964. Court held that commission could not properly dispose of KOCM's argument without evidentiary hearing. It said that although FCC concluded KOCM would not suffer interference as result of move, KOCM, under Section 316 of Communications Act, is entitled to hearing on its claim that it would. □

Eliminating cable figures. Washington law firm of Farrow, Schildhouse & Wilson has petitioned FCC to eliminate requirement that cable systems file annual financial reports and declare immediate moratorium on filing of reports until FCC acts on requirement. FCC repealed similar requirement for broadcasters last month (BROADCASTING, March 15), law firm noted, and to do likewise for cable appears to be "a logical and inevitable step." Bill Johnson, chief of FCC's Cable Bureau, says petition is publicity ploy. At urging of FCC Chairman Mark Fowler, bureau has been working on proposed rulemaking to put end to cable's financial reporting and its readiness "is not too far off." □

Clear assignment. FCC announced that it would release list of assignments which Canada proposed on U.S. and Canadian clear channels. List is available at FCC headquarters, Room 8010, 2025 M St., N.W., Washington. Inquiries about list may be addressed to Larry Olson at (202) 254-3394. □

Contract case. Former station manager at WHDN-TV Dothan, Ala., has been awarded \$250,000 in jury trial of his claim station broke contract when it fired him in December 1980. However, station, which contends Maury J. Farrell was fired for cause, will appeal. Farrell has been employed at WMLS-AM-FM Sylacauga, Ala., since January 1981. □

Longer news plan bites the dust

CBS calls off latest expansion after larger than expected negative reaction from affiliates

The TV networks' latest attempts to expand their early-evening newscasts officially petered out last week, at least where CBS-TV is concerned.

Tony C. Malara, CBS-TV vice president and general manager, and Jim Babb of WBTV(TV) Charlotte, N.C., chairman of the CBS-TV affiliates advisory board, notified CBS affiliates on Tuesday that network management and the board "agreed today to defer further consideration of plans to expand the *CBS Evening News*."

The plans, CBS's most recent entry in a series of evening news expansion proposals that all three networks have initiated unsuccessfully in recent years, had been the subject of controversy between CBS and its affiliates ever since CBS broached the idea last fall (BROADCASTING, Nov. 23, 1981, et seq.).

Its downfall was virtually assured when a survey commissioned by the board showed CBS affiliates against it by more than 2 to 1 (BROADCASTING, March 15). CBS officials said at the time that they were surprised by the extent of opposition and that, unless it weakened, they would have to rethink their plans. Till then, CBS had planned to expand the 30-minute *CBS Evening News* to an hour in the first quarter of 1983.

The Malara-Babb announcement last week did not refer to the survey, but said that "the network and the board pointed to the recent expansion of the *CBS Morning News* and the forthcoming introduction of overnight news [2-5 a.m. NYT, Monday through Friday, effective this fall] as evidence that they expect to continue to work successfully together toward strengthening their total informational services."

ABC-TV and NBC-TV have also pro-

posed expanding their evening newscasts but, like CBS, have encountered substantial affiliate opposition. In recent weeks, both have seemed to be focusing in other directions, making repeal or revision of the prime time access rule—essential to meet network news expansion plans—a secondary objective, if that (BROADCASTING, March 15).

They have also concentrated, like CBS, on expansion of news in other dayparts. NBC plans to introduce a one-hour *NBC News Overnight* in July (BROADCASTING, April 5), while ABC, in addition to launching a new one-hour late-evening newscast next fall, plans to introduce a 6-7 a.m. news report (see story below). □

ABC plans hour morning news

Show will debut in September, preceding 'Good Morning America'

ABC News announced last Tuesday (April 6) it will begin offering a new one-hour early morning news program this September. According to ABC News President Boone Arledge, who made the announcement, the program will be broadcast from 6 to 7 a.m. NYT, preceding *Good Morning America*. Arledge said the new show will "focus on what a busy person needs to know before starting the day's activities" and offer news, sports, weather, business reports and features. The news will be updated each quarter hour.

Arledge said the yet-unnamed program is "in keeping with the commitment of ABC and our affiliates to provide the best in news and information to a growing audience that wants to stay informed throughout the day. It will also make use of what is already a round-the-clock news operation here and abroad."

ABC News had previously announced its intention of expanding late night news programming between midnight and 1 a.m. (BROADCASTING, March 22), and the

network, in partnership with Westinghouse, is scheduled to launch a 24-hour cable news service in late June.

The morning program was discussed at a meeting of ABC's vice president in charge of affiliate relations, Robert F. Fountain, with the network's Affiliate Board of Governors at the NAB convention in Dallas. ABC indicated more detailed discussions with its affiliates will take place in coming weeks and that specifics about the program's format and content should be forthcoming.

Robert E. Frye, news executive producer of *Good Morning America*, has been named executive producer of the new early-morning broadcast, and the network said the program "will take advantage of the extensive newsgathering capabilities developed by ABC News for *Good Morning America*." The latter program is a production of ABC's entertainment division.

The network also said its late-night news broadcast is "still under development, [but] will put the accent on topical interviews and experimental program segments rather than the news of the day." □

CNN suit to enter White House pool settled out of court

Turner operation will be included with ABC, CBS, NBC

The Cable News Network's antitrust suit against the three major networks and the White House has been resolved out of court, with the networks agreeing to permit CNN to cover all White House news events.

CNN had based its suit on the claim that the White House and the three major networks had denied it access to news of the President by excluding it from the White House pooling arrangement (BROADCASTING, May 18, 1981).

After the suit was filed, CNN was permitted to participate in "expanded pool" coverage, when all networks are permitted to be represented by camera crews. But CNN was still excluded from rotation among the networks for "tight pools," where only one camera crew covers an event and makes footage available to others.

Under the settlement agreement, however, a CNN reporter will now be included in every fourth tight pool, rotating among the three networks. Because ABC and NBC have labor contracts that prohibit them from accepting non-union pool feeds (and CNN is non-union), the networks

Second chance. White House reporters were informed last week that they could no longer question President Reagan during routine photo sessions. However, the officials did say that the press would be given another opportunity to converse with Reagan on a regular basis. Informal sessions will be arranged to give reporters a chance to talk with the president, according to Deputy White House Press Secretary Larry Speakes. Speakes said the new regulation will "restore some decorum," and create a new situation "more conducive to conversation" with the President. White House aides have been seeking to create more order during the photo sessions. Reporters who sometimes accompany photographers to the session, have often attempted to ask Reagan about current issues. An earlier ban was placed on reporters, barring them from asking the President questions during photo sessions with visiting heads of state. Speakes did not say what would happen to reporters breaking the ban, but noted that Reagan would refuse to answer any questions during the sessions. Some of the informal sessions with the President, Speakes added, may be limited to a specific topic.

will continue to provide the technicians for the tight pools. In return, a CNN spokesman said, CNN will only have to pay 16% of the operating costs of the pool.

CNN also will be a full partner in pools covering the president in foreign countries. CNN will beef up its capabilities for that with the purchase of an additional \$1 million worth of equipment, the spokesman said.

The agreement, which states there is "no inequality in personnel, equipment or competence" among CNN and the networks, was entered into April 2. It went into effect last Monday (April 5) and runs through March 1, 1985.

Reese Schonfeld, CNN president, said the agreement "established that within just two years CNN has been acknowledged to befit the representative of the entire television news industry at restricted events. . . . Now the presidential press office refers to presidential coverage as provided by the four TV networks." □

NewsBeat

RTNDA lands Fowler. FCC Chairman Mark Fowler is slated to address 37th International Conference of Radio-Television News Directors Association Oct. 1 in Las Vegas, according to RTNDA. At conference, which will focus on news content, technology and management, RTNDA will present Paul White Award for distinguished service to broadcast journalism to veteran broadcast newsman David Brinkley. □

Cameras in court. Gary Cummings, vice president and assistant to president, CBS-Owned TV Stations, and member of ad hoc committee organized to open New York State's courtrooms to cameras has produced videocassette on matter and will distribute it to stations for "educational" purposes, not for broadcast. Tape explains journalistic benefits of electronic media coverage of trials as well as CBS's concerns over providing public with "effective coverage . . . of judiciary and other governmental proceedings." □

RFK honors. WPLG-TV Miami won Robert F. Kennedy Journalism Award for second straight year. Post-Newsweek station won television news category for "Human Cargo," story on plight of Haitian boat people. Five-part series on immigration policies on National Public Radio's *All Things Considered* was radio award winner. Prize winners receive \$1,000 cash award.

Programming

Funding solutions, legislation, topics at NPR conference

This year's National Public Radio Conference promises to touch upon a variety of topics ranging from legislative strategy to the use of subsidiary communications authorizations. The conference is sponsored by National Public Radio for its roughly 260 members and runs April 17 through April 22 in Washington at the Hyatt Regency. NPR officials estimate the conference will attract roughly 700 participants, close to the same number of attendees at last year's conference in Anaheim, Calif.

Highlights of the five-day affair include a breakfast address (Tuesday, April 20) by Vice President George Bush. Also on Tuesday, the Corporation for Public Broadcasting will hold an awards banquet to honor some of public broadcasting's outstanding 1981 radio programs. Awards will be given in three main categories: arts and humanities; news and public affairs, and special interest. CPB board chairman, Sharon Rockefeller, and its president, Edward Pfister, will present the awards. An opening reception for the conference will be held Sunday evening (April 18) at the Organization for American States. The reception will feature NPR's *All Things Considered* host, Susan Stamberg. Another evening reception will be held Tuesday (April 20), at the Supreme Court building to honor public radio's *Prairie Home Companion* host, Garrison Keillor.

Legislative strategy is expected to dominate discussion at the conference—with

the majority of Monday's panel sessions devoted to that subject. Because of reduced federal support for CPB, public radio, which is largely supported by the corporation, faces a severe funding crisis. The proposed government cuts mean a 47.5% cut by 1985, roughly \$17.3 million less than what public radio currently receives. The current appropriation for 1983 is roughly 25% less than 1982.

A panel session entitled, "Public Radio Means Business—A Financial Strategy for

Surviving the 80's," features NPR President Frank Mankiewicz and its director of national affairs, Bruce Wolpe. In addition, reports from the Task Force on Financing Public Radio and the Task Force on National Governance for Public Radio will be presented.

Tuesday's panel sessions include: "Acquisitions, Audience Research Services;" "Using Programs in Formats;" "Starting and Operating a Radio Information Service;" "Adding FM/SCA with Confi-



Honoree. Norman Lear (l) receives the 22d Annual Gold Medal of the International Radio and Television Society from IRTS president Avram Butensky. In presenting the award at a gala dinner at New York's Waldorf-Astoria hotel, Butensky cited Lear's "profound effect on a medium which has itself profoundly affected this nation." Because of Lear, Butensky said "television will never be the same. With luck, neither will we."



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dence," and "The FCC." On Wednesday, public radio broadcasters will discuss the issues surrounding community service grants, commercial sharing, and there will be an engineering forum.

A public radio news director's conference will overlap the annual conference April 17-19 at the hotel. Events planned for the three-day affair include: a luncheon address Saturday (April 17), by Jim Lehrer of public TV's *MacNeil-Lehrer Report*; a White House briefing on Monday (April 19), and a discussion by NPR vice president of news and information, Barbara Cohen and senior vice president of programming, Sam Holt, on "The New Direction for News at NPR." □

Comedy is king in pilot production

An analysis by Dancer Fitzgerald Sample, New York, of pilot programs in development by the television networks for the 1982-83 season shows that comedy continues to rank as the top priority at CBS and NBC, while ABC has equalized its projects between comedy and drama.

DFS's report on program development, which followed by a week BROADCASTING's evaluation (BROADCASTING, March 29), says 64% of new pilots at CBS are comedies, 33%, drama and 3%, variety. NBC's totals are comedy, 52%; drama, 41%, and variety, 7%. ABC's list shows 45% are comedies, 45%, drama and 10%, variety. □

Pirating M*A*S*H

Twentieth Century-Fox Film has declared "war" on pirates illegally manufacturing and selling items with the trademark from the company's television comedy series, *M*A*S*H*.

In making the announcement last week, the production company's trademark counsel, Robert Mulcahy, warned that temporary restraining orders enabling local marshals to confiscate unauthorized merchandise "on the spot" will be sought if the alleged practice continues.

"I personally have contacted some three dozen businesses dealing in unauthorized merchandise and warned them of our anticipated legal action," Mulcahy said, adding that piracy had ceased in these cases. He said there are 30 licensed merchandisers of *M*A*S*H* products, ranging from belt buckles to buttons, T-shirts to towels. □

Sheridan moving to satellite

Sheridan Broadcasting Network announced last week that it was gearing up to start distributing 24 hours per day of programming to its 120 radio affiliates via satellite sometime this summer.

Sheridan said it had struck a deal with National Christian Network. Under the arrangement, Sheridan would use one of National Christian's 15 khz, stereo subchannels on RCA Americom's Satcom

IV. National Christian was one of the eight transponder customers RCA moved from Comstar II to Satcom IV, which was slated to be operational April 1.

A Sheridan spokesman said Sheridan would provide each affiliate with an earth station working out the details of what obligations that would impose on each party on a "station-by-station basis." □

Ratings Roundup

Powered by its coverage of the Academy Awards, ABC-TV captured first place in the prime time ratings race for the week ended April 4.

ABC-TV wound up the week with an 18.4 rating and 30.2 share, as against 17.0/28.0 for CBS and 13.6/23.9 for NBC. ABC noted it was the fourth time in the past five weeks that it has won the prime time week.

ABC's live telecast of the Oscar Awards on Monday, March 29 from 9:30 to 12:30 a.m., garnered a 33.6 rating, fully 10% ahead of its closest competitor. ABC researchers estimated that 85-million people nationwide watched some or all of the programming.

For the year to date, CBS continues in the leadership position with a rating of 19.2, with ABC second, 18.2 and NBC trailing with 15.3.

ABC captured three nights—Monday, Tuesday and Saturday; CBS, two nights, Friday and Sunday and NBC, two nights, Wednesday and Thursday.

CBS and ABC split the top 10 programs—five each. CBS was represented by *Dallas*, *60 Minutes*, *Magnum P.I.*, *Dukes of Hazzard* and *Falcon Crest*. ABC's top entries were the *Academy Awards*, *Too Close for Comfort*, *Joanie Loves Chachi*, *Three's Company* and *Hart to Hart*.

The First 20

1.	<i>Academy Awards</i>	ABC	33.6/53
2.	<i>Dallas</i>	CBS	29.1/48
3.	<i>60 Minutes</i>	CBS	25.6/43
4.	<i>Three's Company</i>	ABC	25.1/38
5.	<i>Too Close For Comfort</i>	ABC	24.6/38
6.	<i>Joanie Loves Chachi</i>	ABC	23.5/35
7.	<i>Hart To Hart</i>	ABC	22.7/40
8.	<i>Dukes Of Hazzard</i>	CBS	22.2/38
9.	<i>Falcon Crest</i>	CBS	22.2/39
10.	<i>Magnum, P.I.</i>	CBS	22.1/37
11.	<i>Happy Days</i>	ABC	21.7/34
12.	<i>NCAA Basketball Championship</i>	CBS	21.5/30
13.	<i>Alice</i>	CBS	20.6/32
14.	<i>One Day At A Time</i>	CBS	20.5/32
15.	<i>Archie Bunker's Place</i>	CBS	20.4/33
16.	<i>The Love Boat</i>	ABC	19.9/36
17.	<i>Facts Of Life</i>	NBC	19.9/32
18.	<i>NBC Sunday Night Movie "Meatballs"</i>	NBC	19.4/31
19.	<i>NBC Monday Night Movie "Wild Horse Hank"</i>	NBC	19.0/26
20.	<i>Real People</i>	NBC	18.7/29

The Final Five

65.	<i>NBC Monday Night Movie "Two Guys from Muck"</i>	NBC	9.1/16
66.	<i>Chicago Story</i>	NBC	8.9/16
67.	<i>NBC's Friday Night Movie "Let's Do It Again"</i>	NBC	8.6/15
68.	<i>CBS News Update</i>	CBS	7.5/11
69.	<i>CBS Monday Night Movie "Love At First Bite"</i>	CBS	5.2/8

Monitor

Network changes. ABC-TV's *Maggie* returns to prime-time schedule as limited series with original episodes on Friday, April 30, 8:30-9 p.m. *Police Squad* and *Bosom Buddies* ended season telecasts on March 25, and were replaced by special editions of *That's Incredible*. . . . Repeats of two prime-time NBC-TV series, *Different Strokes* and *ChiPs*, will become daily presentations on NBC daytime, with *Strokes* set for 10-10:30 a.m., starting today (April 12) and *ChiPs* for 3-4 p.m., beginning April 26. Two other daytime series move to earlier time periods with *Wheel of Fortune* shifting to 10:30-11 a.m., effective April 26, and *Texas* to 11 a.m. to noon, starting April 26.

In the marketplace. Noncommercial KQED(TV) San Francisco, hoping for alternative revenue source, has entered commercial syndication market. Station has teamed with San Francisco-based Omni Productions (David M. Sacks) for proposed *Take My Word For It* half-hour game strip. Worldvision Enterprises is distributor. Though carrying same name, Omni Productions is not affiliated with New York-based producers of *Omni: The New Frontier*. . . . Fremantle International has distribution rights outside U.S. for Nickelodeon, young people's service from WarnerAmex Satellite Entertainment Co. . . . ITC Entertainment claimed \$2 million in sales during NATPE International conference last month in series.

Beauty via satellite. Viacom International, New York, will beam Miss Universe pageant by satellite and tape from Lima, Peru, to more than 55 countries around world on July 26. More than 700 million viewers worldwide are expected to see pageant, which will be carried in U.S. on CBS-TV.

Retrospective. Commemorating 30th anniversary of first prime-time telecast of CBS-TV's *See It Now* (April 20, 1952), Museum of Broadcasting in New York will present four-week retrospective of public service series from April 20 through May 15. Almost 50 of 187 programs broadcast during seven years series was on air will be shown by museum, including historic exchange between Edward R. Murrow and Senator Joseph R. McCarthy.

STV boxing. New monthly boxing series designed for STV and pay-cable operations was announced by Main Event Productions. *Super Fights of the Month*, two-hour package to be delivered live via Satcom IV-R, is styled as "entertainment sports show that features boxing." (first show was last Friday, April 9.) Lineup was said to total one million pay TV subscribers, including STV customers of ATC in Boston, Dallas and Cleveland, ON TV in Cincinnati, Dayton, Ohio, and Chicago, and Super TV in Washington area, plus subscribers of certain cable systems of Daniels & Associates, Viacom in Nashville, Gill Cable Interconnect in San Jose, Calif., and Prism sports package out of Philadelphia.

PlayBack

NPR customers. National Public Radio has begun marketing its excess satellite capacity to commercial users (BROADCASTING, March 1). NBC's The Source network took advantage of NPR's satellite distribution service on March 20 to simulcast audio portion of rock concert on cable. Source is said to be interested in using service again as is Rock Line and Satellite Live, both Los Angeles-based music programs.

Audio magazine. RKO Radio Networks and *Newsweek* magazine have joined forces to produce public affairs program, *RKO Presents Newsweek*. Show will be fed on Sundays from 7 to 8 a.m. Sundays to RKO One and Two affiliates and will highlight major stories covered by news magazine as well as offer preview of following week's magazine cover story. One-hour show, premiering April 25, is hosted by RKO correspondent Gil Gross and *Newsweek* Senior Editor David Alpern. Format of show includes actualities from speeches, interviews and press conferences. Also on bill is "Periscope" Networks, and Mark M. Edmiston, president of Newsweek Inc.

Special arrangement. Starting this month, WGN(AM) Chicago listeners will begin hearing Mutual Broadcasting's sports programming as result of two-year sports affiliation signed in March. WGN's "special affiliation" means station will carry network programs including *Wide Weekend of Sports*, Mutual's College Football Bowl package, Sunday afternoon NFL football (except where blackout rules apply) and two daily five-minute sports programs.

TV talk. Watermark, radio syndication firm owned by ABC Radio Enterprises, has acquired exclusive radio rights to *TV Tonight with Ron Hendren* currently aired in nearly all of top 50 markets. Program, which premiered one year ago, features "daily television commentary" by co-host of Paramount-produced *Entertainment Tonight*, carried by 122 TV stations.

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RCA's second Satcom sale brings only three buyers

Fixed-price of \$13 million taken by HBO, Warner Amex and NBC; that's drop in number of bidders in auction rejected by the FCC

When a small group of people departed snow-draped Princeton, N.J., last Tuesday (April 6), left behind were three certified checks, each for \$13 million—the checks that had bought HBO, Warner Amex Satellite Entertainment Co. and, in something of a surprise, NBC, a “pre-paid lease” to a transponder on RCA Americom’s Satcom IV satellite. But that was five fewer checks than RCA had been prepared to receive—there were eight transponders available for lease on the bird, and RCA was even ready to hold a lottery in the event it received more than eight orders.

Taken away from Princeton on Tuesday were some questions, chief among them was just what this turn of events means—to RCA, and to the cable and telecommunications industries. RCA says it means the price for service was just right. These were the transponders (plus one more) that were auctioned off individually last November (BROADCASTING, Nov. 16, 1981) for a total of \$90.1 million at prices which ranged between \$14.4 million and \$10.7 million. The FCC later rejected the auction as a means of allocating transponder space, and permitted this “demand price” method to proceed, although saying it has “serious questions” about its

legality, and will investigate it further.

RCA’s hindsight logic following Tuesday’s anti-climax was that four of the seven winning auction bids had been higher (one by just \$500,000) than the \$13 million it calculated as the average price. Had more than four orders been received, RCA contends, that would have demonstrated that the price was set too low.

On the other hand, Richard Levinson, whose UTV Cable Network made the winning auction bid of \$11.2 million for transponder 23, says the fact that there were only three orders supports the argument advanced in the lawsuit UTV and Kentucky Educational Television have pending in federal appeals court against the FCC order permitting the sale. That suit maintains that the pricing structure “is inherently unfair to that cable industry.”

UTV, and KETV had been able to get the Court of Appeals to stay the sale, originally scheduled for the preceding week. But the court then lifted the stay without comment, and the process was rescheduled for last Tuesday. The UTV/KETV appeal is still pending, although Levinson said last Wednesday he’s not sure whether UTV will decide to go forward with it.

But even if Levinson doesn’t, Percy Sutton says he’s planning to sue. Sutton’s Inner City Broadcasting won transponder 16 in the November auction for the lowest bid, \$10.7 million, and maintains “it’s outrageous that they’re permitted to charge \$13 million.” Pricing for a common

carrier service, he says, “has always been set on the cost of production” while this rate of \$13 million upfront “would give them an 800% return” Sutton charges.

Not everyone who had to pay more under this scheme refrained from placing an order—indeed, HBO, whose \$12.5 million bid had secured transponder 15 at the auction, was the first customer to actually hand over a \$13-million check last Tuesday.

Some of the other players from the auction were on hand Tuesday as well, although two departed without placing firm orders. One, Billy Batts, whose Chattanooga-based Faith Broadcasting had bid \$14.1 million for transponder 3 in the auction, said he was prepared to place an order at \$13 million, but had encountered difficulty in getting the required certification for his \$13 million check. Batts expressed confidence he would secure a Satcom IV transponder, noting that the lack of demand showed “there’s no rush.” But Batts also noted that the lack of demand Tuesday doesn’t make it any easier to convince banks that the \$13 million would be a sound investment.

Representatives of The Entertainment Channel, whose \$13.5 million bid won 11 at auction, didn’t order one last week. Back in November the service had separately secured SIN’s rights to a Satcom IV transponder that wasn’t among the eight for lease last week. On Tuesday the company announced in New York that it had decided to schedule itself as a 24-hour service, meaning it would not need two transponders for national distribution. A spokesman last Wednesday indicated that a “business decision” had been made the preceding week—although the Entertainment Channel’s representatives had ap-



Watching and waiting. Among those on hand at RCA Americom's headquarters last Tuesday were (l-r) The Entertainment Channel's Joe Carmona and Gary Lippmann; Richard Wolf of ABC; Dom Stacy, Andy Setos of WASEC; NBC's Cynthia Honn, Jessica Josephson of HBO.

parently brought a \$13 million check with them to Princeton. Speculation was that had demand proven stronger, that check would have been used. Indeed, at least one of the three who did place an order had also brought a second certified check as insurance against a heavier stream of orders (had the lottery proven necessary, two orders would have provided better odds of success than one).

One previous customer, Transponder Leasing Corp., which had bid \$14.4 million in the auction for transponder 1, wasn't looking for space this time around—principal Ed Beegan says the delay in service forced him to secure a transponder on Westar V.

Another individual, Eric Hilden, was also on the scene—he was interested, he said, in leasing two transponders for his company, Hilden America Inc. of Nashville, to provide a variety of video and audio services of “positive programming . . . wholesome family and motivational programs” for both broadcast and cable. Declining to go into detail about his plans, Hilden said they include a satellite delivered music service for radio stations. However, Hilden departed before the last call for orders was made—he too, had some unspecified problems in completing his financial arrangements. But when he found out the next day that the five remaining transponders were still available “on a first-come, first-served basis” as RCA called it, he said it just might be the “miracle” he needed and he was going to try again to come through with the money.

The order process itself was not without its ironies. RCA was prepared to take orders between 9 a.m. and 3 p.m., with all orders given equal weight “to avoid a mob scene” (which certainly proved unnecessary). Instead, the customers, several of whom (along with some non-customers) were on hand from early morning, ended up in a sort of stand-off with the Americom executives—two of the orders weren't placed until 10 minutes before the deadline.

Then too, this order-taking process was in stark contrast to the auction—which had been held at a premiere New York auction gallery—Southeby's. Those who had braved what local media were to call “The Blizzard of '82,” with \$13 million checks in pocket (for all that RCA knew there was \$104 million in business on hand) were proffered only a seat in the lobby, and had to buy their own coffee in the employee cafeteria. RCA meanwhile had planned to have a helicopter ready (plans cancelled by the storm) to whisk those checks away to New York to begin earning interest.

In a brief afternoon conference, RCA Americom President Andrew Inglis announced that only the three orders had been placed, and a lottery was then held to assign the customers transponders. HBO drew transponder 1, Warner Amex 4, and NBC 24. This would be NBC's first Satcom transponder, although it holds one on Southern Pacific's Space Net satellite that can deliver two channels of service. The latter, itself an RCA subsidiary, declined last week to identify what use it would

have for the transponder, saying only that the lease was purchased “as part of our forward planning.”

RCA's Inglis, after the dust had cleared, said he wasn't “disappointed” by the slack demand—“I've learned never to be pleased or disappointed”—and that “it's not an unexpected result” because “we didn't know what would happen.” The \$13 million price for leases is going to stand, Inglis claimed, and wouldn't be lowered. “We believe the demand is out there.” But by mid-Thursday, RCA had yet to receive any additional orders for Satcom IV transponders. □

Metromedia's innovative financing plan

It will sell \$450 million worth of outdoor firm to limited partnership in which it is investor; funds will reduce debt

In a move that some financial observers are calling “dynamite,” Metromedia plans to sell “certain operating assets” of its outdoor advertising unit, Foster & Kleiser, to a limited partnership of which it, or more likely a new subsidiary, would be general partner. Metromedia said it's looking to gross \$450 million on the asset sale. The broadcasters and outdoor advertiser would “manage the business of the partnership” through Foster & Kleiser, on a fee basis, and have the right to reacquire the sold assets down the line. The limited partners, for their investment, get the tax benefits of asset depreciation and interest costs of the partnership.

Wertheim & Co.'s David Londoner cited the proposal as evidence that Metromedia chairman John Kluge is “the most innovative and imaginative financier in the broadcast business,” saying that when combined with Metromedia's previous leasing arrangements and the purchase of WCVB-TV Boston, his record is “enormously impressive.” Wall Street in general seconded his record in that thought, pushing Metromedia's share price up \$5.75 to \$189.75 on Tuesday.

Metromedia's Kluge said that the funds from the Foster & Kleiser asset transaction would be available to reduce the company's debt, including that incurred in the \$220 million WCVB deal (Metromedia stands to pick up another \$79 million from its sale of KMBC-TV Kansas City to Hearst Broadcasting). The new funds would also “permit Metromedia to take prompt advantage of opportunities which may be created under the current environment of broadcast deregulations.” Aside from what would be incurred by the closing of the WCVB deal, Metromedia had \$238.6 million in long-term debt on its books at the end of last year.

Metromedia also said that it would continue “independently” to expand in the outdoor market in areas where the contemplated partnership did not operate. □

Response good to TVB request for market sales figures

Preliminary indications show stations will cooperate in effort to replace FCC tabulations with industry-sponsored collection done by private CPA firm; talks are continuing on replacement for radio data

The Television Bureau of Advertising said last week that more than nine out of 10 stations responding thus far to its survey were willing to supply annual figures on their revenues and expenses, in the interest of developing industrywide and market-by-market financial data.

TVB launched its mail survey last month among all commercial TV stations, including nonmembers as well as members of TVB, after FCC abandoned the collection of financial data from broadcast stations and networks (BROADCASTING, March 15). TVB officials noted that many stations used the FCC data “to make serious management decisions” and that none would be available unless an alternative could be found.

The survey asked stations: “If a simple form were created that enabled you to submit annually time sales by local, spot, network comp and expenses to a nationally known CPA firm (i.e., Touche Ross, Arthur Young, Price Waterhouse, etc.) who would insure confidentiality and who would destroy the individual station data immediately after it's tabulated, would you participate?” (BROADCASTING, March 29).

Harvey Spiegel, TVB senior vice president for research, told the TVB session at the NAB convention last week that 402 replies had been received thus far, representing 61% of the stations surveyed. Of the 402, Spiegel said, 378 (94%) said they would cooperate and 24 (6%) said they would not. Responses were continuing to arrive.

TVB meanwhile was sorting out the responses to get an idea of how many individual market reports might eventually be published. Like the FCC, to protect confidentiality the CPA's chosen for the job would not report markets for which they had data from fewer than three stations. For markets with more than three stations, however, TVB executives felt they could issue reports if they had data from at least three.

The last FCC compilation, for 1980, was based on reports from 650 stations.

Representatives of seven trade associations, including TVB, meanwhile are scheduled to meet Friday for further talks on developing an alternative—for radio as well as TV—to the FCC data. The other organizations are Broadcast Financial Management Association, National Asso-

ciation of Broadcasters, National Radio Broadcasters Association, Radio Advertising Bureau, Station Representatives Association and Association of Independent Television Stations (BROADCASTING, March 29). □

More financial notes from Warner

It was Atari that led charge, but licensing division and cable added to up performance

Warner Communication Inc.'s annual report put its finger on some 1981 figures not previously released, along with an amplification of other elements of Warner's business.

One number not in the earnings statement released in early February (BROADCASTING, Feb. 22), is the revenue total for the joint venture in cable operation and programming that Warner has with American Express—Warner Amex revenues totaled \$177,221,000 in 1981, against \$107,782,000 in the year earlier and \$81,254,000 in 1979. The 1981 results of operations, which would be split 50/50 with American Express, "were not material to WCI's consolidated net income," although heavy development costs, it's said elsewhere, "precluded profitable operations."

In the Warner Bros. Television Division, where it was earlier reported revenues rose to \$315.3 million, \$260 million worth of contracts were written in 1981, according to the annual report, and the backlog of contracts for future broadcasts totaled \$371 million up 48% at year end. (The report also notes that the Warner series, *The Dukes of Hazzard*, lent its name and characters to \$190-million worth of licensed product sales in 1981).

"Disappointing films" and "increasing selectivity of movie-goers" draw conspicuous mention in the Warner annual report, which repeats that the filmed entertainment operations suffered "substantially reduced earnings" down to \$24.7 million from \$60.8 million in 1981. But pay TV licensing is presented as a promising hope for the future—Warner notes that "a moderate success" entering production today can be expected to generate \$5 million in pay revenues, a "major box office hit," twice that amount. In fact, Warner says "projections for pay TV growth over the next several years indicate... revenues from this market by 1984 or 1985 could exceed total domestic theatrical rentals."

But the star of the annual is clearly Consumer Electronics, and principally Atari, where revenues leaped to \$1.2 billion from \$513 million. A measure of the size of this business, mentioned in the report, is that 1981 advertising expenditures for Atari's Video Computer System and its cartridges topped \$25 million exclusive of co-op ads, with most of that spent in television. The total budget is expected to more than double in 1982. □

CBS-MGM deal for home video dissolves

New firm, MGM/UA Entertainment, is formed after network and film company negotiations on movie library fall through

MGM's home video arrangement with CBS is no more, and in the process Cy Leslie, the president of CBS Video Enterprises, who also served as a co-chairman of the MGM-CBS Home Video joint marketing venture, will be signing on with MGM. That was part of the news last week as the company, which as of today will start using the name MGM/UA Entertainment Co. (reflecting July's \$830-million purchase of United Artists), also said it's considering selling stock in the new unit, MGM/UA Home Entertainment, that Leslie will head.

MGM could certainly use the cash generated by a sale of some of the stock of the home video company—including the debt incurred to buy UA from Trans America for cash, MGM has \$675 million in debt on its books. MGM Film (which henceforth will be a subsidiary of MGM/UA) lost \$5 million in the quarter ended

Feb. 28, on \$190.4 million in revenues. Poor box office results during the holiday season were cited as the cause. In the year-earlier quarter, MGM Film had logged \$62.9 million in revenues, \$3.6 million net income.

The break-up of the CBS joint venture with MGM ends any speculation whether access to the MGM library would be something CBS could contribute to its new joint venture in cable programming home video with 20th Century-Fox. CBS is understood to have tried to negotiate with MGM on the question, but both partners had the right to unilaterally withdraw from the deal if a third party was brought into the picture.

MGM/UA Chairman Frank Rothman claimed independent action by his firm would secure it the best advantage regarding the libraries of both MGM and UA. However, there are already some third party claims to the UA library—that company had sold domestic home video rights to Fox for seven years, and foreign rights to Warner Home Video.

A CBS spokesman said the dissolution of the old joint venture "doesn't affect the viability" of the new one with Fox. Meanwhile, the Leslie departure from CBS appears to signal that the CBS-Fox partnership includes a prominent role for Fox Telecommunication President Steve Roberts. □

Bottom Line

Chris-Craft buys. Chris-Craft Industries announced that with purchase of 1 million plus shares of United Television Inc. stock that had been held by American Financial Corp., and with recent market purchases, it's upped its ownership to 46%. FCC had last year given Chris-Craft permission to exercise control over United, owner of three former 20th-Century Fox television stations which were spun off from Fox to shareholders including Chris-Craft and American Financial when Marvin Davis acquired film company last year. Chris-Craft separately owns two television properties. □

Into media brokerage. Edwin G. Richter Jr., recently president of Richter-Kallil Co., Tucson, Ariz., station broker and James F. O'Grady Jr., consultant to Cable Vision Industries Inc., Middletown, N.Y., and former broadcast executive, have formed electronic media brokerage firm, Richter-O'Grady Co. Firm will be active in radio, television and cable. Addresses: 6761 East Tanque Verde Road, Tucson, 85715 (602-886-5369) and P.O. Box D, Goshen N.Y. (914-294-9515). □

Cox numbers. Atlanta-based Cox Broadcasting Corp. published 1981 salaries and other compensations for its chief executives in notice of annual shareholders meeting. Top paid executive is William A. Schwartz, president and chief operating officer, who made \$365,000 plus \$47,396 in contingent remunerations (stock benefits). Chairman Clifford M. Kirtland earned \$324,000 last year. Robert C. Wright, executive vice president and president of Cox Cable Communications, earned \$265,000 plus \$37,917 in stock benefits. Garner Anthony, chairman of Cox Enterprises (newspaper publishing arm), earned \$250,000 plus \$56,789 in stock benefits. □

Cable monies. Group W, Westinghouse Broadcasting, is going to get healthy chunk, up to \$300 million, of parent Westinghouse Electric's planned \$800 million 1982 capital budget. That was word company gave to security analysts in New York. Group W expenditures will largely be targeted for Teleprompter Corp., cable arm bought last year (and soon to be called Group W Cable, "Closed Circuit," March 15). □

Estimating CBS-Fox venture. Published reports have put \$300 million value on contemplated joint video venture of CBS and Fox. That, company officials confirm, is what both sides agreed is likely figure, though teams of auditors are still analyzing assets. Specific details, however, are still being negotiated, according to companies; and cable programming plans, CBS says, won't be formulated until after contemplated pact is signed, maybe by end of month. Product delivery would even be at least another year away.

Cable and the AT&T settlement

Information Utilities conference sessions examine effect of Justice-Bell settlement on rates, local loops, newspapers

Cable must battle Ma Bell for future profits, and passage of a bill to modify the AT&T-Justice Department consent decree is likely by summer, an Information Utilities conference was told.

The three-day meeting in Port Chester, N.Y., also included an American Newspaper Publishers Association executive's prediction that her "organization would soon oppose the concept of mandated access to cable," and a Young & Rubicam vice president's declaration that cable options sound the death knell of "least objectionable programming."

Mark Kriss, research manager of the Yankee Group consulting firm, sees a new battlefield emerging for the local loop after the consent decree, with cable grabbing a five-to six-billion-dollar share of the market by decade's end if it can fight off the challenge of a "divested" AT&T. "You have to be in the business market to be in the home market," Kriss said, because cable operators will have to spend over twice as much to build new operations than they made in 1981. Business applications will produce the needed revenue, he said.

Kriss said the prospect of common carrier (leased access, available to all comers) television will spur cable to build broadband links to business. AT&T—with total penetration, an existing plant and a lead in fiber optics experience—"must" add videotext by working with publishers and will be a formidable competitor in offering TV service on a common carrier basis by the late 1980's, he said.

And without corrective legislation, said the House Telecommunications Subcommittee's chief economist, Walter C. Bolter, there will be no adequate "transition to the communications industry of tomorrow."

Bolter said the subcommittee hasn't "ramrodded" through the proposed legislation to modify the consent decree, H.R. 5158 (BROADCASTING, March 29) and that it's trying to consider the divestiture question from the point of view of rate payers and the competitive marketplace. The Wirth subcommittee wants to "foster competition and innovation," he said, predicting that the H.R. 5158 "train is on the track, will go to the House floor and most likely will be passed by the summer."

Sharing his views but not his optimism was Dale N. Hatfield, a former National

Telecommunications and Information Administration staffer. Divestiture solves a lot of problems, Hatfield said, but said the consent decree lets the AT&T's local operating companies back into the business under different identities. "The government has the strong obligation to bring all this uncertainty to an end. We need some final resolution," he said. "There needs to be protection against monopoly power. Our future as an information society is at stake."

State newspaper associations complain that cable operators have refused to lease them channels, said Kathleen Griner, director of telecommunications affairs of the American Newspaper Publishers Association. But she states that "we've always said that this is the cable owner's property." She said that her group would take a formal position on this issue in the next few months.

Another view was expressed by Richard M. Neustadt, a Carter administration telecommunications adviser and Washington lawyer. He'd like to see mandated leased access on a first-come, first-served basis, with cable operators charging enough to cover their costs, but thinks restrictions on broadcasting "absolutely cannot be applied to the new media."

Neustadt advised cable operators to "say no to your city council, stand up for your rights and take the issue to court" if threatened by laws banning allegedly offensive or obscene programming. He predicts a lot of pressure on cable operators, sparked by groups like the Moral Majority, to ease up on controversial shows, but said that in First Amendment terms, a cable program is like a book in a bookstore: people don't have to go into the store, or buy a book if they do go in.

The National Council of Churches' media resources director, Rev. Dave Pomeroy, agreed. "There's no casual relationship between 12-to-17-year olds' viewing and behavior," Rev. Pomeroy said, and no conclusive research demon-

strating that sexually explicit shows have harmful effects. He sees no need for any regulation of access channels, but says community groups should press for a separate tier for sexually explicit programming—"thus everybody's rights are protected."

William J. Donnelly, senior vice president of Young & Rubicam, says programmers will have to become communicators as viewers are perceiving more choices and have greater expectations. "Cable spells the death of the least objectionable programming" theory, he said, criticizing people who try to pass off inexpensive and unfocused shows on cable.

"We've been flayed alive with the term 'network quality,'" Donnelly said, "but this is a production gimmick to get a mass audience for the least objectionable programming. Nobody in the new technology should use that (least objectionable programming standard) as a norm." He predicted that cable viewers will seek out a strong editorial voice, and compared the cable medium to video publishing.

Sharing Donnelly's skepticism about the current state of cable programming was David M. Simons, president of the consulting firm, Digital Video Corp. He said that only a few of the scores of groups now offering programming will survive.

The conference included some six hours of talk about videotext "trials and tribulations." Knight-Ridder's Viewtron test in Coral Gables, Fla., has shown that "you need a publishing function to organize and police the data base," said the organizer of that trial, John Woolley. He said that his company and AT&T are improving the computer system and reworking the data base before Viewtron is commercially introduced in south Florida next year.

"Viewtron can be the mainstay of the home computer terminal," Woolley said, "but we don't know what people want, and what people are willing to pay for."

What we do know, according to CBS's James Bauer, is that videotext has applica-

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tions "we haven't dreamed of" but that just now it represents a classic case of "technology push." The industry has had to figure out its applications, and what needs it can meet and fill, he said.

CBS' seven-month market test in Ridgewood, N.J., starting in the fall, aims among other things to test varying customer reaction to a keyboard and to an integrated unit for videotext only. Videotext and teletext won't totally supplant other communications media, Bauer's sure, but will co-exist with them.

Closely tracking consumer dependence on and interest in the new media is Robert Schultz, president of VideoProbeIndex ca-

ble research firm.

His surveys of 12,000 households have found that viewers there tend to be heavy TV users before buying cable or pay TV, and have simply transferred their watching.

The average cable household spends \$14 a month for its service, half of the homes surveyed have an additional pay tier, and 36 percent of cable subscribers have bought something through direct response advertising.

Would they pay \$16 a month for an electronic data bank? Only 11% of those surveyed said yes, and only eight percent said they'd pay \$199 for a home security device. □

nati-based group owner of six AM's, six FM's and seven TV's. It bought KQV along with co-located WDVE(FM) from ABC eight years ago for \$3.5 million (BROADCASTING, Nov. 11, 1974). Taft will keep WDVE. Buyer is owned by Richard M. Scaife and Robert W. Dickey. Scaife is Pittsburgh investor and publisher of daily *Sacramento* (Calif.) *Union* and daily newspapers in Greensburg, Pa. Dickey is general manager of KQV. Neither has other broadcast interests. KQV is on 1410 khz with 5 kw full time.

KJLS(FM) Hays, Kan. □ Sold by Lesso Inc. to Radio Inc. for \$1.35 million plus \$100,000 for five-year noncompete agreement. Seller is owned by Lawrence E. Steckline, who owns KWLS-AM-FM Pratt and KSLS(FM) Liberal, both Kansas, and, with wife, WWLS(AM) Norman, Okla. Steckline also bought, subject to FCC approval, KXXX-AM-FM Colby, Kan., for \$1.5 million (BROADCASTING, March 8). Buyer is principally owned by Bruce W. Kent, Donald L. Buster and Norman W. Brandeberry. Kent is Hays attorney. Brandeberry is Russell, Kan.-based oil and gas investment company executive. Buster is Hays investor. None have other broadcast interests. KJLS is on 103.3 mhz with 100 kw and antenna 463 feet above average terrain.

WMAK(FM) Hendersonville, Tenn. □ Sold by Hendersonville Broadcast Corp. to Phoenix of Hendersonville Inc. for \$1.35 million. Seller is owned by Mooney Broadcasting Corp., publicly traded, Knoxville, Tenn.-based group owner of four AM's and three FM's. George P. Mooney is president and 19% owner. Buyer is subsidiary of Phoenix Communications Group Inc., which is principally owned by Samuel H. Howard. Phoenix Communications owns 78% of WVOL(AM) Berry Hill, Tenn., and one-third of KTRK(FM) Topeka, Kan. WMAK is on 92.1 mhz with 1.5 kw and antenna 430 feet above average terrain.

WYBR(FM) Belvedere-Rockford, Ill. □ Sold by The Broadcasting Corp. of Belvedere-Rockford to Sentry Broadcasting Inc. for \$1,050,000 plus \$60,000 for three year noncompete agreement. Seller is owned by John J. Ambrozic (85%), Robert S. Goddertz (10%) and Ambrozic's brother, Robert P. Ambrozic (5%), who have no other broadcast interests. John Ambrozic was principal stockholder in group that bought WYBR six years ago for \$150,000 (BROADCASTING, March 15, 1976). Buyer is subsidiary of Sentry Insurance, Stevens Point, Wis.-based mutual insurance company and group owner of six AM's and four FM's. John W. Joanis is chairman and Don Colby is president. WYBR is on 104.9 mhz with 3 kw and antenna 300 feet above average terrain.

WTKC(AM) Lexington, Ky. □ Sold by Triplett Broadcasting Co. of Kentucky Inc., debtor-in-possession, to Group M Broadcasting for \$745,600. Seller is owned by Wendell A. Triplett and wife, Donna J.

Changing Hands

PROPOSED

WTJZ(AM) Newport News and WQRK(FM) Norfolk, Va. □ Sold by Bay Cities Communications Corp. to Abell Communications for about \$3 million. Seller is owned by Aubrey E. Loving Jr. and Martha Davis (50% each), who have no other broadcast interests. Earlier deal to sell WQRK to general manager Paul Todd and Austin, Tex., small-business investment firm for \$2.25 million fell through (BROADCASTING, March 29). Buyer is subsidiary of A.S. Abell Co., closely held publisher of *Baltimore Sun* and owner of WMAR-FM-TV

Baltimore. Last year it bought WDOQ(FM) Daytona Beach, Fla., for \$3 million (BROADCASTING, Nov. 9, 1981) and also has been granted FCC approval to buy WCRJ-AM-FM Jacksonville, Fla., for \$2,093,000 (see below). Stuart D. Frankel is president of Abell radio group. WTJZ is on 1270 khz with 1 kw full time. WQRK is on 104.5 mhz with 50 kw and antenna 500 feet above average terrain. Broker: Cecil L. Richards.

KQV(AM) Pittsburgh □ Sold by Taft Broadcasting to Calvary Inc. for about \$2 million. Seller is publicly traded, Cincin-

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FM New York	Class A in scenic college/university town and tourist region. Excellent turnaround opportunity; Terms.	\$250,000
AM/FM Florida	Daytimer and Class A combo in isolated market. Attractive potential; Cash.	\$500,000
FM Iowa	This Class A is the only FM station in the entire county; Terms available.	\$325,000
FM Indiana	Class A opportunity in college town and agricultural center; Terms.	\$420,000
AM/FM Virginia	Profitable fulltime AM and FM in university setting; Possible terms to substantial buyer.	\$500,000

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4/12/82

Triplett, Bellefontaine, Ohio-based group owners of three AM's and three FM's who bought WTKC three years ago for \$800,000 (BROADCASTING, Sept. 24, 1979). **Buyer** is owned by Walter E. May, who owns WPKE(AM)-WDHR(FM) Pikeville, Ky., and is part owner of WJIT(AM) Jellico, Tenn. He is also applicant for new low-power TV station at Pikeville. WTKC is on 1300 khz with 2.5 kw day and 1 kw night.

KXLE-AM-FM Ellensburg, Wash. □ Sold by KXLE Inc. to Ellensburg Radio Broadcasting Corp. for \$475,000. **Seller** is owned by John R. Di Meo (75%) and Don L. Downing (25%), who also own KBKW(AM) Aberdeen, Wash. **Buyer** is owned by Sol M. Tacher (57%), Richard R. Gohlman (22%), Tacher's nephew, M. Robert Tacher (18%), and James C. Cummings (3%). They are Seattle station representatives. Tacher also owns 5.8% of KIMO-TV Anchorage. KXLE is on 1240 khz with 1 kw day and 250 w night. KXLE-FM is on 95.3 mhz with 1.4 kw and antenna 145 feet below average terrain.

WMRC(AM) Milford, Mass. □ Sold by Milford Radio Corp. to Brent W. Lambert and Eric W. Johnson for \$315,000. **Seller** is owned by Ruth Shane, who has no other broadcast interests. **Buyers** are Boston investors who own KIOQ(FM) Bishop, Calif.; WIKF(AM) Newburyport and WSTJ(AM) St. Johnsbury, both Vermont; one-third each of KEVA(AM) Evanston, Wyo., and WOLF(AM) Syracuse, N.Y., last of which they bought last year for \$700,000 (BROADCASTING, June 10, 1981). WMRC is on 1490 khz with 1 kw day and 250 w night. *Broker: Blackburn & Co.*

WLYV(AM) Fort Wayne, Ind. □ Sold by Golden Bear Communications to Daisy Communications Inc. for \$200,000. **Seller** is subsidiary of Golden Bear Inc., which is owned by golf pro Jack W. Nicklaus, who bought WLYV(AM) seven years ago for \$777,637 (BROADCASTING, March 24, 1975). He has no other broadcast interests. **Buyer** is owned by Donald A. Shive (85%) and Frank J. Nachazel (15%). Shive is president of Fort Wayne-based group of nursing homes. Nachazel is Traverse City, Mich., advertising consultant. Neither has other broadcast interests. WLYV is on 1450 khz with 1 kw day and 250 w night.

□ Other proposed station sales include: KDOL-AM-FM Mojave, Calif. (BROADCASTING, March 29); WRVI(FM) (CP) Virden, Ill.; WMDT(TV) Salisbury, Md. (BROADCASTING, April 5); WKRT(AM)-WNOZ(FM) Cortland, N.Y. (BROADCASTING, April 5); KRIX(FM) Brownsville, Tex. (BROADCASTING, March 15); WTIP(AM)-WTIO(FM) Charleston, W. Va. (BROADCASTING, March 29) (see "For the Record," page 107).

APPROVED

WCRJ-AM-FM Jacksonville, Fla. □ Sold by Bold City Broadcasting Co. to Abell Communications for \$2,093,000. **Seller** is subsidiary of AMG International,

religious, nonprofit organization principally engaged in missionary and relief work abroad. Spiros Zodiates is president. It also is licensee of WSCW(AM) South Charleston, W. Va., and WHYD(AM) Columbus, Ga. **Buyer** is subsidiary of A.S. Abell Co., closely held publisher of *Baltimore Sun* and owner of WMAR-FM-TV Baltimore; WDOQ(FM) Daytona Beach, Fla., and bought subject to FCC approval, WTJZ(AM) Newport News and WQRK(FM) Norfolk, Va., for \$1.9 million (see page 98). WCRJ is 50 kw daytimer on 1530 khz. WCRJ-FM is on 107.3 mhz with 100 kw and antenna 350 feet above average terrain.

WCWR(AM)-WEZY(FM) Cocoa, Fla. □ Sold by Sound Stage Communications to raKel Communications for \$1,050,000. **Seller** is owned by Donald R. Clark, vice president and general manager (30%), and eight others, none with other broadcast interests. **Buyer** is owned by Jim C. Pride and Robert Klepper. Klepper is principal owner of WMOH(AM) Hamilton, Ohio, where Pride is general manager. WCWR is 1 kw daytimer on 1350 khz. WEZY is on 99.3 mhz with 3 kw and antenna 300 feet above average terrain.

KLPW-AM-FM Union, Mo. □ Sold by Franklin County Broadcasting Co. to Calvin N. Harris Jr. for \$867,000. **Seller** is owned by Leslie P. Ware who has no other broadcast interests. **Buyer** is account executive with TeleRep Inc., Chicago, and

has no other broadcast interests. KLPW is 1 kw daytimer on 1220 khz. KLPW-FM is on 101.7 mhz with 2.1 kw and antenna 340 feet above average terrain.

WQTV(TV) Boston □ Sold by Boston Heritage Broadcasting Inc. to Boston Star Broadcasting Inc. for \$600,000 plus assumption of equipment lease agreement. BHB seeks to assign license to group that last year bought operator of its subscription television franchise for \$20 million. **Seller** is owned by George Fritzinger, Ed Mank and 11 others. **Buyer** is owned by Satellite Television and Associated Resources Inc. (50%); John Sullivan (25%); Byron Lasky (18.75%), and Don Spiegelman (6.25%). Lasky is chairman of STAR, publicly traded Santa Monica, Calif.-based MDS and STV operator with interests in systems serving Los Angeles; New Orleans; Richmond and Norfolk, both Virginia; Louisville, Ky., and Birmingham, Ala. Sullivan is Los Angeles mortgage banker. Spiegelman is president and 6.1% owner of STAR. Lasky is also principal owner of KNXV-TV Phoenix and 46% owner of WCGV(TV) Milwaukee. WQTV is on channel 68 with 468 kw visual, 70.8 kw aural and antenna 887 feet above average terrain.

□ Other approved station sales include: WTXR(FM) Chillicothe, Ill.; and KBER(AM) Abilene, Tex. (see "For the Record," page 107). □

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Stock Index

Exchange and Company	Closing Wed. Apr 7	Closing Wed. Mar 31	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING						
N ABC	34 1/2	33 1/2	+1	+ 2.98	7	974
N Capital Cities	74	71 5/8	+2 3/8	+ 3.31	12	963
N CBS	42 1/4	40 1/4	+2	+ 4.96	7	1,180
N Cox	31 3/4	33 1/4	-1 1/2	- 4.51	16	930
A Gross Telecasting	24 3/4	24	+ 3/4	+ 3.12	6	19
O LIN	21 3/4	20 3/4	+1	+ 4.81	13	222
N Metromedia	192	184	+8	+ 4.34	14	763
O Mooney	4 1/4	4	+ 1/4	+ 6.25	7	3
O Scripps-Howard	16 3/4	16 3/4			10	172
N Storer	28 3/4	29 7/8	-1 1/8	- 3.76	17	456
N Taft	30 1/4	29 3/8	+ 7/8	+ 2.97	9	288
O United Television	8	8 3/4	- 3/4	- 8.57	13	96

BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams-Russel	23 1/8	22 3/8	+ 3/4	+ 3.35	18	90
A Affiliated Pubs.	25 3/8	25 1/2	- 1/8	- .49	9	131
O A.H. Belo	18 1/8	18 3/4	- 5/8	- 3.33	6	166
N American Family	7 7/8	7 5/8	+ 1/4	+ 3.27	6	106
N John Blair	31 1/2	25 1/2	+6	+23.52	10	117
N Charter Co.	8 3/4	7	+1 3/4	+25.00	13	188
N Chris-Craft	37 1/8	35 1/2	+1 5/8	+ 4.57	11	93
N Cowles	33 3/8	33	+ 3/8	+ 1.13	21	132
N Dun & Bradstreet	61 3/4	60 5/8	+1 1/8	+ 1.85	15	1,732
N Fairchild Ind.	13 1/8	12 7/8	+ 1/4	+ 1.94	4	170
N Gannett Co.	35 1/4	34	+1 1/4	+ 3.67	12	1,869
N General Tire	18 3/4	18 3/4			5	433
O Gray Commun.	34	34			7	16
N Gulf United	17 3/4	18	- 1/4	- 1.38	6	476
N Harte-Hanks	26 3/8	27 5/8	-1 1/4	- 4.52	10	256
N Inslico Corp.	15 3/8	14 7/8	+ 1/2	+ 3.36	7	219
N Jefferson-Pilot	28	25 3/4	+2 1/4	+ 8.73	6	612
O Josephson Intl.	7 3/4	7 3/4			7	31
N Knight-Ridder	30 1/4	29	+1 1/4	+ 4.31	10	970
N Lee Enterprises	25 5/8	25 3/8	+ 1/4	+ .98	9	178
N Liberty	13 1/4	13 3/4	- 1/2	- 3.63	6	168
N McGraw-Hill	49 1/2	50	- 1/2	- 1.00	13	1,229
A Media General	36 3/8	36 1/4	+ 1/8	+ .34	9	256
N Meredith	55 1/8	55 1/8			7	175
O Multimedia	30 3/4	31	- 1/4	- .80	13	312
A New York Times Co.	35 1/8	35	+ 1/8	+ .35	9	435
N Outlet Co.	33 3/4	36	-2 1/4	- 6.25	99	89
A Post Corp.	25 5/8	25	+ 5/8	+ 2.50	16	46
N Rollins	14 3/8	14 3/8			9	395
N San Juan Racing	22 1/8	22 1/8				95
N Schering-Plough	30 3/8	29 5/8	+ 3/4	+ 2.53	9	1,614
N Signal Cos.	20 1/8	20	+ 1/8	+ .62	6	1,453
O Stauffer Commun.	44	44			11	44
A Tech Operations	18 1/2	17 1/2	+1	+ 5.71	8	19
N Times Mirror Co.	43	43 1/4	- 1/4	- .57	10	1,468
O Turner Bcstg.	9 5/8	8 1/2	+1 1/8	+13.23	12	195
A Washington Post	31 3/8	30 1/4	+1 1/8	+ 3.71	15	441
N Wometco	24 5/8	24 7/8	- 1/4	- 1.00	14	331

CABLE

A Acton Corp.	8 3/4	6 3/4			9	32
N American Express	48 3/8	47	+1 3/8	+ 2.92	9	4,431
O Burnup & Sims	10 3/8	10 1/4	+ 1/8	+ 1.21	10	89
O Comcast	19 1/2	18 1/2	+1	+ 5.40	19	86
N General Instrument	36 1/2	34 3/4	+1 3/4	+ 5.03	13	1,120
O Heritage Commun.	8 1/2	8 3/8	+ 1/8	+ 1.49	28	61
O Rogers Cablesystems	7	6 7/8	+ 1/8	+ 1.81	58	135
O Tele-Communications	18 1/8	17 5/8	+ 1/2	+ 2.83	44	506
N Teleprompter	37 1/2	37 1/2			30	638
N Time Inc.	35 5/8	35 3/4	- 1/8	- .34	13	1,722
O Tocom	7 1/4	8 3/4	-1 1/2	-17.14	11	36
N United Cable TV	22 7/8	22	+ 7/8	+ 3.97	21	249
N Viacom	25 3/8	26 1/4	- 7/8	- 3.33	16	286

Exchange and Company	Closing Wed. Apr 7	Closing Wed. Mar 31	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
PROGRAMMING						
O Barris Intl.	1 3/4	1 5/8	+ 1/8	+ 7.69	13	9
N Columbia Pictures	67 3/8	67 1/4	+ 1/8	+ .18	16	561
N Disney	56 1/8	53	+3 1/8	+ 5.89	15	1,819
N Dow Jones & Co.	47 1/8	46 3/8	+ 3/4	+ 1.61	20	1,479
N Filmways	5 5/8	5 1/8	+ 1/2	+ 9.75	1	32
O Four Star	2 1/2	2 1/4	+ 1/4	+11.11	14	1
N Getty Oil Corp.	48 1/2	44 1/8	+4 3/8	+ 9.91	5	3,984
N Gulf + Western	15 3/8	15	+ 3/8	+ 2.50	4	1,164
N MCA	51 5/8	51 3/4	- 1/8	- .24	12	1,230
N MGM Film.	5 7/8	6	- 1/8	- 2.08	6	292
O Reeves Commun.	28 3/4	28	+ 3/4	+ 2.67	14	212
O Telepictures	7 5/8	7 1/4	+ 3/8	+ 5.17	14	35
O Video Corp. of Amer.	5 1/4	5 1/8	+ 1/8	+ 2.43	14	8
N Warner	54 1/8	55 1/4	-1 1/8	- 2.03	17	3,318
A Wrather	25 3/8	25 3/4	- 3/8	- 1.45	20	59

SERVICE

O BBDO Inc.	42 3/4	40 3/4	+2	+ 4.90	9	114
O Compact Video	5 5/8	5 3/8	+ 1/4	+ 4.65	9	18
N Comsat	59 5/8	58 3/4	+ 7/8	+ 1.48	16	477
O Doyle Dane Bernbach	15	14 1/2	+ 1/2	+ 3.44	8	82
N Foote Cone & Belding	29 3/4	29 7/8	- 1/8	- .41	8	80
O Grey Advertising	65	65			6	37
N Interpublic Group	27 1/2	28 1/4	- 3/4	- 2.65	8	126
N JWT Group	19 7/8	17 3/4	+2 1/8	+11.97	14	104
O MCI Communications	33 1/4	32 1/8	+1 1/8	+ 3.50	54	1,579
A MovieLab	2 5/8	2 1/2	+ 1/8	+ 5.00	26	4
O A.C. Nielsen	47 1/4	45	+2 1/4	+ 5.00	15	530
O Ogilvy & Mather	30 1/2	30 1/4	+ 1/4	+ .82	9	130
O Telemation	2 3/4	2 3/4			16	2
O TPC Communications	1 1/2	1 1/2			2	1
O Unitel Video	8 1/4	7 1/2	+ 3/4	+10.00		3
N Western Union	30 7/8	30 1/2	+ 3/8	+ 1.22	14	490

ELECTRONICS/MANUFACTURING

O AEL	10 1/4	10	+ 1/4	+ 2.50	4	20
N Arvin Industries	14 3/4	13 5/8	+1 1/8	+ 8.25	6	100
O C-Cor Electronics	18	18 1/2	- 1/2	- 2.70	14	53
O Cable TV Industries	7 1/4	7 3/4	- 1/2	- 6.45	9	21
A Cetec	4 1/4	4 1/4			8	9
O Chyron	19 1/4	16 1/2	+2 3/4	+16.66	17	51
A Cohu	4 5/8	4 1/2	+ 1/8	+ 2.77	6	8
N Conrac	22 3/8	23	- 5/8	- 2.71	13	48
N Eastman Kodak	74 1/8	72 3/4	+1 3/8	+ 1.89	9	11,963
O Elec Missile & Comm	19	19 1/4	- 1/4	- 1.29	76	52
N General Electric	63 3/4	63 3/8	+ 3/8	+ .59	9	14,526
N Harris Corp.	29 7/8	28 7/8	+1	+ 3.46	10	933
O Microdyne	12 7/8	12 1/2	+ 3/8	+ 3.00	14	58
N M/A Com, Inc.	21 3/4	21 5/8	+ 1/8	+ .57	21	830
N 3M	54 1/8	54 1/4	- 1/8	- .23	11	6,344
N Motorola	60	57 1/8	+2 7/8	+ 5.03	10	1,893
O Nippon Electric	72	68 7/8	+3 1/8	+ 4.53	27	2,781
N N. American Philips	35 1/2	34	+1 1/2	+ 4.41	6	483
N Oak Industries	23 5/8	25 3/8	-1 3/4	- 6.89	11	335
A Orrox Corp.	7 7/8	7 7/8			28	14
N RCA	21 7/8	20 1/8	+1 3/4	+ 8.69	12	1,649
N Rockwell Intl.	27 1/2	26	+1 1/2	+ 5.76	7	2,087
A RSC Industries	5	4 5/8	+ 3/8	+ 8.10	71	11
N Scientific-Atlanta	20 7/8	18 5/8	+2 1/4	+12.08	22	445
N Sony Corp.	13 1/2	13 1/2			11	2,910
N Tektronix	50	48	+2	+ 4.16	12	931
O Telemet (Geotel Inc.)	1 5/8	1 3/4	- 1/8	- 7.14		4
A Texscan	14 5/8	13 7/8	+ 3/4	+ 5.40	20	67
N Varian Associates	32 3/8	31 5/8	+ 3/4	+ 2.37	24	257
N Westinghouse	25	24 1/8	+ 7/8	+ 3.62	5	2,129
N Zenith	15 1/8	14 3/8	+ 3/4	+ 5.21	14	102

Standard & Poor's 400 Industrial Average 125.30 124.49 - .81

Notes: A-American Stock Exchange, B-Boston, M-Midwest, N-New York, P-Pacifi O-over the counter (bid price shown, supplied by Shearson/American Express, 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 2 for 1. + Stock traded at less than 12.5 cents. **** Stock inactive due to limited bidding.

IASU's second time around

Revolving around NAB convention, satellite users association seizes moment for annual meeting; Senator Glenn, via satellite, urges greater commitment to R&D

Add another group to the list of organizations representing elements of the Fifth Estate. It's IASU—standing for International Association of Satellite Users—which held its second annual conference in Dallas last week, just before the NAB convention. The conference itself went under the name Satcom '82. The organizers say it will be an annual event, and have already scheduled next year's for April 24-27 in Orlando, Fla.

The Dallas Satcom was distinguished by a keynote address made via satellite from Washington by Senator John Glenn (D-Ohio), and Representative Timothy Wirth (D-Colo.), who appeared in person, and outlined the key provisions of common carrier bill H.R. 5158, which recently and unexpectedly passed the House Commerce subcommittee by a vote of 15 to 0.

The conference drew more than 300 paid registrants, at least doubling last year's figure, according to IASU's chairman, Matt Nilson. Fourteen exhibitors displayed their satellite wares. Panel sessions addressed the major satellite issues of the day, including transponder access and capacity, two-degree spacing, how broadcasters can use satellites to their best advantage, satellite business networks and the proposed direct broadcast satellite service.

The thrust of Glenn's speech to the Satcom audience was a pitch for greater governmental commitment to research and development in high technology. He characterized the Reagan administration's lack of commitment to research and development as a "crisis facing America today" with severe economic and national security ramifications.

Glenn noted the parallel declines in "basic" research and development funded by the federal government (down 20% since 1965) and the country's overall growth productivity (currently negative). Other countries are simply "flat out-producing us," he said.

The administration has cut the government's basic research and development funding levels in 1982 by 62%, noted Glenn, to \$483 million, with further cuts proposed in 1983 amounting to another 28%. In Glenn's opinion, those reductions appear to be "pennywise and pound foolish."

Glenn, the first U.S. astronaut to orbit



At top: Senator John Glenn (D-Ohio) addressed the second annual convention of the International Association of Satellite Users in Dallas last week via satellite. **At bottom:** Those attending the convention receive update on latest development in satellite usage: from (l-r) Jeffrey Moritz, vice president, U.S. Satellite Systems Inc.; Phil Permut, partner in law firm of Kirkland & Ellis; Matt Nilson, president, IASU (partially obstructed); Fred Dassler, executive director, IASU, and Robert Wold, Robert Wold Inc.

the earth, noted that the 1983 budget for NASA is 43% less than the budget that agency had in 1969, the year of the first manned lunar landing. Yet America's space exploits sparked the satellite communications industry, he said, which has evolved to a point where "instantaneous global TV coverage is now possible." The most important benefit derived from that industry in Glenn's mind, however, is that the U.S. is "more militarily secure ... making every single penny invested in space research" worthwhile.

Glenn called on the audience to lobby hard for a policy to bolster the federal government's commitment to developing future technological advancement. His plan calls for:

- "Stabilized" government funding for

basic technological research.

- Incentives for cooperative research within the private sector.

- Restoration of the science education program within the National Science Foundation.

- A "coherent" government policy on science and technology, perhaps facilitated by the establishment of a cabinet-level agency.

- Better science programs in the nation's schools.

Glenn's address was followed by a panel discussion in which the participants, Robert Wold, chairman and president of Robert Wold Inc.; Jeffrey Moritz, vice president of U.S. Satellite Systems Inc., and Philip Permut, partner in the Washington law firm of Kirkland & Ellis, provided an overview of satellite user developments.

Permut led off the discussion by stating the "three basic objectives of satellite users": adequate satellite capacity, access and reasonable cost.

And while the Communications Act is supposed to insure these objectives are reached, Permut listed what he described as obstacles blocking the path to those goals. The first obstacle, he said, is a "shortage of facilities." And while the FCC did authorize a number of second generation domestic satellites in December of 1980, those "domsats are [already] sold out."

Permut said access to transponder space would be made more difficult should the commission ultimately allow for the sale of transponders or allow them to be leased at varying rates, depending on what the market will bear. Users paying higher prices would find it "harder to compete," he said, and the principle of "caveat emptor" would reign supreme. He also suggested reduced spacing "may not be that significant," perhaps producing room for only one additional satellite to be launched in the C band.

Moritz of U.S. Satellite Systems said marketers "have not pulled through" in promoting new advances in satellite technology. "We need to examine how to sell new technologies to the public," he said. He noted the trend among competitors in the programming business to form "new alliances," to capture a greater share of the pay TV market, which in the not-too-distant future may grow to a \$2.5 billion industry, he said.

Robert Wold noted that since the mid-seventies, when the first generation of FCC-authorized domestic satellites were implemented, "the situation has grown tremendously." And independent satellite networking, such as the venture among Paramount, Cox, Taft and Telerep which put together the popular *Entertainment Tonight* syndicated TV program, have con-

tributed greatly to the four-fold growth in the number of earth station sales in the last year.

Wold denounced the concept of transponder sales, which he said would lead to the control of satellite access "by a handful of large corporations who have deep pockets," which would then have control of most programming going into the home. □

Disagreement over DBS

Proponents of different plans for satellite service are at odds over HDTV, but all agree conventional broadcasting will not be made obsolete

The question of what impact DBS will have on conventional broadcasting brought different answers from would-be DBS operators appearing on a Satcom '82 panel.

Robert Dumke, of Oak Industries, which just announced its DBS plans (see "In Brief"), and George Billings, of Comsat's Satellite Television Corp., tried to allay the fears broadcasters have about the new medium, contending that it would cause them little economic harm.

Joseph Flaherty, CBS-TV, suggested that rather than a detriment, DBS could be a benefit to broadcasters by giving them a chance to broadcast high-definition television (HDTV), which he and CBS believe is the future of television.

CBS's proposal to use the DBS band exclusively for the satellite distribution and terrestrial rebroadcast of HDTV sets the network apart from the other DBS applicants. Speaking for one of those other applicants, DBS Corp., Bill Pritchard charged that CBS's proposal was "a massive red herring" intended to delay DBS for a decade.

Dumke said there is nothing he can say to calm the extremists who believe that the advent of DBS will lead to "bankruptcy, despair and loss of social position." But, he said, he hopes to convince the more moderate that DBS will not destroy local television anymore than television destroyed radio. "By 1990, if three to five million DBS subscribers exist, DBS will be a tremendous success for the operators," he said. That will amount to less than 3% to 5% of the total television households. "So where is the uncertainty, or even the fear of DBS in the future?" he asked. "Certainly not from taking away existing advertising revenues... DBS will not spell the downfall of terrestrial broadcasting, or CATV, or any other form of media technology we know today."

Any conclusion that conventional broadcasting will be relegated to "the technological dustbin" because of the rise of alternate means of video delivery, said Billings, "is hasty and ill-founded." STC's three-channel direct-to-the-home pay service would have negligible impact on con-

ventional broadcasting. STC hopes to attract only 7 million subscribers at the most, he said. "With such a small audience share spread over a large geographical area, DBS will not be a viable medium for advertising." That's why STC proposed a pay service, he said.

Broadcasters must also face up to the political realities, Billings said. Congress is committed to seeing that every home no matter how remote, shares in the "entertainment and information" explosion, he said, and DBS is the best and most efficient way of guaranteeing that. Furthermore, he said, the order of the day in Washington is the promotion of marketplace competition; protectionism is out.

"We pose no threat of supplanting conventional television," Billings said, "[DBS] satellite systems will certainly not be the straw that crushes the broadcast camel."

"DBS tends to strike terror in the hearts of broadcasters," Flaherty told the satellite users. "Some of you space cadets might not understand but it's true." In a larger sense it is true of all new technologies, which are viewed with alarm and trepidation. According to Flaherty, every new technology goes through three phases: 1)

the technology is immoral and against the Bible; 2) It will never catch on, and 3) I thought of it myself a few years ago. DBS is somewhere between "immoral and never catch on," he said.

Flaherty noted that the Japanese government has put DBS in that country on the fast track. It has decided to launch a 12-ghz DBS satellite in 1984 for transmission of NTSC programming and has now committed to regular HDTV broadcast (five hours a day, seven days a week) by combining two of the conventional NTSC channels. "HDTV is progressing very, very rapidly," Flaherty said. "The question is will our country rise to meet the challenge."

"At this moment, HDTV is simply a massive red herring," said Pritchard. "CBS has actually proposed stopping the whole DBS proceeding cold. Assigning the whole band to HDTV," he said, "would grind the whole thing to a screaming halt for about 10 years." Pritchard also questioned the motives behind CBS's plan to broadcast HDTV terrestrially. The reason broadcasters are so interested, he said, is because "they think they can talk someone into delaying the proceeding" while the feasibility of terrestrial broadcasting is studied. □

Satcom '82 debate on orbital spacing

Cutting back to two degrees would put more birds in sky, more earth stations on ground and more money in pockets, but is it worth the possible signal degradation?

It's hard not to like the idea of reducing the spacing of fixed C-band satellites. The narrower the spacing, the greater the number of satellites that can be squeezed into the geostationary arc to sate the continuing high demand for satellite transponders. And a surfeit of transponders could reduce the costs of transponders or at least slow the increases.

The FCC has proposed narrowing the spacing from the current four degrees to three or two degrees. Although most satellite users and carriers are willing to accept three degrees, it was evident from testimony heard at the International Association of Satellite Users Satcom '82 panel session that many believe the benefits of two-degree spacing—it potentially doubles satellite capacity—may be outweighed by the detriments.

The primary fear is that thousands of small earth stations will suffer so much interference from adjacent satellites at two-degree spacing that they'll become obsolete and need to be replaced.

RKO Radio now distributes three services via satellite to some 600 radio affiliates. "At first glance," said Joe Maguire, vice president and director of engineering, "two-degree spacing looks good... You get more satellites, more transponders and that equals more business opportunities." But, he warned, the impact of such narrow spacing can be severe. Speaking for many

of the satellite networks, which, he said, will number around 20 by the end of the year, Maguire said "new equipment is going to have to be purchased at the cost of tens of millions of dollars and at the same time the service is going to deteriorate." The Associated Press, which maintains a network of some 2,000 small earth stations it shares with RKO and others, Maguire said, has commented that the cost of changing its earth stations to handle the narrow spacing would be "prohibitive." And two-degree spacing, he said, would place a particularly onerous burden on small-market affiliates of UPI who have had to pay for their own earth stations.

Maguire advised his audience of satellite users not to accept two-degree spacing as inevitable. And regardless of whether the FCC decides on two degrees or three degrees, he said, no change should be made until the first generation of domestic satellites are retired and existing earth stations have served their useful lives. "We are going to have to lock the carriers and users in the same room and they are going to have to stay there until a coherent, carefully thought-out plan acceptable to all is developed," he said.

Like RKO, the Mutual Broadcasting System is concerned about the costs of two-degree spacing and it has a pretty good idea of exactly what they will be. MBS serves some 1,500 radio stations through 360 six-foot antennas, 240 10-foot antennas and 50 15-foot antennas. It now has four channels of services and hopes to add to two more. According to Mutual's analysis, said Gene Swanzy, vice president, broadcast services, two-degree spac-

ing would make obsolete all the six-footers and many of the 10-footers. To replace all the six footers with 12-foot dishes—the smallest dish that could deliver interference free signals in a two-degree environment—would cost \$1.3 million (\$3,800 per antenna). If all 10-foot installations were also upgraded to 12-foot, he said, the total cost would be \$2.3 million. The alternative to replacing the dishes, he said, would be to increase the transmission power of each of its satellite channels from 19 dbw to 21 dbw. But that move has an even more severe cost penalty. The cost of each channel—what Mutual must pay Western Union, the satellite carrier—would increase from \$11,400 per month to \$21,800 per month. The cost of operating six channels at the increased power over 10 years would be \$7.5 million, three times the cost of replacing all the small earth stations.

Donald Jansky, associate administrator, National Telecommunications and Information Administration, summarized the comments of satellite users and carriers of the FCC on its proposal (he found strong support for three degrees and “surprising” support for two degrees), but digressed to warn of a threat to the proliferation of satellites. While Satcom '82 delegates were debating the pros and cons of reduced spacing, he said, a report, drafted by a number of developing nations, that would put an arbitrary limit on the number of satellites any one country could launch was being debated at the United Nations. Jansky was concerned the concept would eventually find its way into the regulations of the International Telecommunication Union. If that happens, he said, the U.S. would be faced with a tough decision, namely should it continue to be part of that organization. And, he said, because of the geographical isolation of North America from the rest of the world it could be done. □

Economics course on transponders

Satcom conference explores question of whether supply will equal demand for satellite space in future

The number of satellite transponders capable of serving the U.S. will multiply rapidly over the next few years. But whether that number will increase fast enough to keep up with demand from the broadcasters, cable programmers and other satellite users is one of the great unknowns facing the communications industry.

Satcom '82 gathered representatives of five now and future satellite carriers for a panel session. All were experts on satellite supply, but they could only speculate whether supply would balance demand.

“As near as we can tell,” said C. Gus Grant, vice chairman, Southern Pacific Communications, “the total supply of transponders and the total demand will be

in approximately equal balance through 1984 and 1985. We see the demand starting to exceed the supply starting in 1986 based on the currently available [orbital slots].” The situation will be ameliorated, he said, if the FCC goes through with its plan to increase the number of orbital slots by decreasing the spacing between satellites. “Hopefully, there would be additional supplies,” he said, “because right now there is not going to be enough to meet the demand of the late 1980’s.”

Southern Pacific has authority from the FCC to launch two satellites with the equivalent of 36 transponders each—Spacenet I in February 1984 and Spacenet II in August of that year. Because of the high demand for the first 72 transponders, Grant said his firm has asked the FCC for permission to launch Spacenet III and build a fourth satellite as a spare. Grant advised those in the audience with satellite plans to sign up for spots on one of the unlaunched satellites of Southern Pacific or one of the other carriers.

A number of large companies, he said, are now leasing or buying more capacity than they know they will need as a “safety measure.” “If there is enough of this,” he said, “the rest of you could be in trouble.”

In addition to Southern Pacific, farsighted planners might also do well to consider Hughes Communications and the three 24-transponder satellites it plans to launch within the next three years. According to Jacques L. Johnson, director of marketing, Hughes Communications, all the full-timer transponders on the first of those satellites, Galaxy I, have been sold to select cable programmers. Time Inc. bought six; Westinghouse, four, and Times Mirror, Viacom, Turner Broadcasting System and SIN, two each. Other cable programmers, including C-SPAN, will be assigned the other six transponders on the bird, Johnson said. Since transponders on Galaxy II and Galaxy III have not been assigned, Johnson could not predict what they would be used for. He did say, however, that neither would be dedicated to cable television.

By mid-summer Western Union will have five satellites (two will be co-located) in orbit to serve the communications industry. According to Mel Borer, assistant vice president, Western Union, there are no full-time transponders available on any of the birds. “In fact,” he said, “we have a rather substantial waiting list and could probably sell out several more satellites if they were available today.” Borer noted, however, there is still time available on a limited number of transponders for occasional use by broadcasters and for videoconferencing.

Despite the current satellite shortage, Borer said, there are some who believe there may soon be an excess of satellite time. If they are “correct and it is conceivable that they could be, perhaps in the not-too-distant future we’ll see the day when satellite operators have price wars and special sales to attract business.”

Harold Rice, vice president, RCA Americom, suggested that the solution to the shortage may be reduced satellite spac-

ing and more liberal use of the 12-ghz band. He said RCA supports three-degree spacing, which would increase by one-third the number of satellites that could be squeezed into the geostationary arc to serve the United States. Although two-degree spacing could double the number of satellites, he said, it requires the establishment of certain standards and the replacement of many of the existing ground facilities, both of which are at least 10 years away. RCA has studied the 12-ghz band and found it to be ideally suited for certain types of service, he said.

Because 12-ghz systems use smaller antennas, they would be ideal for uplinking of remote events by the networks.

Charles W. Jackson, director, private line services, AT&T, said the telco giant is marketing for audio and video transmission services for broadcasters. NBC, the first of AT&T’s video clients, has already started service, he said, and AT&T is firming up orders for up to 11 additional transponders, nine with other customers. If the interest is there, he said, AT&T will increase its satellite allotment for broadcasting services. He noted that AT&T has plans to replace the Comstar system, which it leases from Comsat, with its own Telstar system. So far, he said, AT&T has FCC authority to build three Telstars and launch two. It has asked permission to launch the third. □

IASU hears Wirth status report on common carrier bill

Representative Timothy Wirth was the featured speaker at the Saturday (April 3) luncheon of the International Association of Satellite Users’ conference Satcom '82 in Dallas. Wirth provided an overview of common carrier bill H.R. 5158, which in large part addresses how telephone service will be regulated in the future and the break up of the Bell system.

Three undisputed aspects of the legislation, noted Wirth, are that AT&T’s monopoly business should not be used to subsidize competitive activities; that competing long haul service providers should pay the same charges for distribution within local loops, and that common carrier service should be opened up to competition.

Wirth said the legislation reflects the AT&T-Justice Department settlement except for two major differences—local companies should continue to provide terminal equipment to customers and Yellow Pages revenues should also be retained by the local companies.

As to the possibility of final passage, Wirth suggested the chances of it even passing out of the subcommittee were “two or three in 10,” yet it passed unanimously. He conceded, however, “we have a rough road ahead of us.” And if the effort fails, Wirth predicted “degradation of local telephone service,” a noncompetitive environment and “First Amendment abuses.” □

CBS-TV is next to add 30's in prime time

ABC-TV's expansion of prime time ads prompts action; NBC says it won't change

CBS-TV officials said last week they are still trying to develop the "most creative and sensible" plan they can for the creation of the extra commercial positions they'll offer next fall to match ABC-TV's commercial expansion.

When ABC announced it was going ahead with its controversial plan to create 18 or 19 new prime time 30-second positions but would do so in three stages, CBS officials said they felt compelled by competitive considerations to follow suit, but would be "as creative as we can" in developing the new structure (BROADCASTING, March 22).

The search for the right structure is in progress, Tony Malara, CBS-TV vice president and general manager, said last week.

"We're obviously looking at non-program time," he said, reiterating that CBS has no intention of exceeding the National Association of Broadcasters' commercial code limits even though the NAB has suspended enforcement of the code.

The "easy way" to get the time for the extra commercials, Malara said, would be to take it from time currently devoted to program promos, which ABC had indicated will be its principal source. Instead, Malara said, "we've asked our people to look at all elements of nonprogram time and how we're handling them now and how we might change them to come up with the best possible structure."

"There's more to nonprogram time than commercials and promos," he added, indicating that "credits, pieces of credits, pieces of promos and trailers," or some combination of those, might ultimately provide the seven new 30-second spots for network sale that CBS will offer beginning in September (plus two new 30's for station sale, to be positioned in station breaks).

That's an exact match for the number of new ones that ABC plans to introduce then as the first stage of its expansion. In the second and third stages, ABC plans to add three more 30's for the network and one more for its affiliates next April and "a maximum" of four or five more for the network and one more for the affiliates in the fall of 1983.

Malara said CBS would match ABC's expansion this September but wanted to wait and see how the plan worked, and judge its effect on the marketplace, before

committing to further additions. "This doesn't mean we won't do it," he said, "but that we want to wait and see."

NBC has said the ABC expansion merely means that ABC affiliates will be getting as much prime time commercial time as NBC affiliates already get, and that NBC "has no present plans to make any changes in its prime time commercial format" (BROADCASTING, March 22). NBC officials said last week there had been no change in that position.

Leading advertisers tend to like the idea—so long as actual program time is not reduced to make room for the new commercials. On that condition, a high official of the Association of National Advertisers said when ABC first disclosed its plan—and he repeated it last week—that "we would be supportive" (BROADCASTING, Feb. 1).

Advertisers say they doubt that the increase in commercial inventory will bring network rates down, but they think that conceivably, at least, it may keep the rates from rising as much or as fast as they otherwise might. In any event, there will be more spots available for them to buy.

Advertising agency loaders have shown more concern, fearful that the extra commercials will increase the viewer's perception of "clutter" (BROADCASTING, Feb. 1). The American Association of Advertising Agencies' committee on networks and programing looked into the issue but concluded, in effect, that there wasn't much it could do (BROADCASTING, March 22). As Jack Otter of SSC&B, the committee chairman, put it last week, "we had a lot of discussions and we registered our concern with the networks. That's about all we can do." □

CBS Cable lands GM as advertiser for documentary series by Moyers

The six-month-old, advertiser-supported CBS Cable Network struck a multimillion dollar deal last week with General Motors, acquiring the company's exclusive sponsorship for CBS's new series *A Walk Through The 20th Century* featuring Bill Moyers.

When the 18-month series of 20 one-hour documentary programs debuts this summer, General Motors is expected to launch a new corporate campaign that may include a blend of commercials developed exclusively for cable television, as well as more conventional ones, according to Jeffrey Mahl, network broadcast supervisor at N.W. Ayer, Detroit, the ad agency on the account.

The "credibility" of Bill Moyers was one major consideration in the decision to purchase full sponsorship, said Mahl. Also, a belief in the "format and concept" of the show weighed in its favor, he explained.

A Walk Through The 20th Century will take a historical look at events, that include the "discovery of electricity, motion pictures, sound recordings, the telephone, radio, television, and satellite communications" and examine the century that "provided such figures as Franklin Roosevelt, Jonas Salk, the Beatles, Winston Churchill (and) Adolph Hitler."

James A. Joyella, vice president, sales, CBS Cable Division, stressed that the program "is the first major documentary



GM-CBS. L to r: James McNulty, General Motors; Moyers, and James Joyella, CBS Cable.

Books for Broadcasters

T51161 TELEVISION PRODUCTION HANDBOOK, by Doug Wardwell, PhD. A complete guide to planning, staging and directing a TV production. For those involved in any phase of TV production, or who want to learn how the system works, this is a working guide dealing with every aspect of this art. It offers an easy-to-grasp explanation of the workings of television program production and transmission and the vital functions the management/production team must fulfill. Then, the author tells how to use cameras and related equipment, lighting, make-up, sound, visuals, graphics settings and props to achieve the desired effect and result. He also offers sound advice on direction, on-camera appearance and performance, and electronic editing of the tape recording for final refinement. It's a book designed not only to teach, but to use as a day-to-day guide, too! 304 pps., 406 illus. **\$15.95**

T5541 VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES, by J.L. Efrein. A complete text on the production of video recording for effective communications. Tells how to put professional techniques to work in commercial, industrial, and school applications. 256 pps., 100 illus. **\$12.95**

T51115 MOTION PICTURE DISTRIBUTION HANDBOOK, by Joseph F. Robertson. A guide for the professional and amateur filmmaker, completely detailing how motion pictures are sold and distributed. Loaded with useful data for the professional, this book will prove absolutely invaluable for the amateur or student. Robertson, a Hollywood producer, comprehensively discusses booking schedules, rental fees, copyrights, promotion campaigns, foreign distribution, release prints, responsibilities of the distributor, and everything else needed to understand the intricate distribution process. Included are samples of actual contracts, schedules, and pro-

motion campaigns. Demographics and audience expectations are discussed for both the theatrical and television markets. Copyright law is featured, as is the motion picture code rating ... plus everything else you need to know about filmmaking. 252 pps., 114 illus. **\$19.95**

T5897 HOW TO WRITE, DIRECT, & PRODUCE EFFECTIVE BUSINESS FILMS & DOCUMENTARIES, by Jerry McGuire. An informative, behind-the-scenes course in how to research a film presentation, how to generate a script outline, how to write an effective script, interviewing, how to actually direct a firm shooting, photography, dialogue development, and how to coordinate the talent and the lights and the cameras and the action! Plus, there's two whole chapters on the business of film producing. The Appendices are packed with information that further illuminates the text—sample letters, script treatments, sample budgets, lists of agents, sample contracts, and even equipment source lists. 280 pps., 32 illus. **\$14.95**

T5798 CATV CIRCUIT ENGINEERING, by William A. Rheinfelder. Here is a virtual treasurehouse of practical advice and techniques on CATV design. Shows how to avoid all the most common design pitfalls. Provides everything needed about CATV circuit design, including specifications: first-, second-, and third-generation design; and pricing policies for CATV equipment. A wide range of auxiliary equipment is also discussed: level monitors, combining networks, power supplies, etc. Four Appendices and a comprehensive glossary comprise a minihandbook of CATV data. 294 pps., 138 illus. **\$14.95**

T5977 MODERN PUBLIC AFFAIRS PROGRAMMING, by Phillip Keirstead. This is an up-to-date guide to community public affairs programming, written for broadcasting executives and program-

mers. There is information presented for both television and radio, explaining methods of preparing and executing documentaries, interviews, even quiz shows, along with practical examples of each type. Public surveys, public notice, agreements between licenses and the public, and the NAB Codes are all covered in one chapter designed to clarify the legal questions that face every station involved in public affairs broadcasting. There's also a guide to editorializing, explaining ways to handle the tricky problem of opposing views, which includes various methods used by different stations. 252 pps., 35 illus. **\$14.95**

T5793 TV LIGHTING HANDBOOK, by Dr. James A. Carroll & Dr. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly-needed technicians and acquaint producers, directors, and anyone involved in production with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out, for both color and black and white television. 228 pps., 230 illus., including 4-color section. **\$12.95**

T5845 HOW TO PREPARE A PRODUCTION BUDGET FOR FILM & VIDEO TAPE—2nd Edition, by Sylvia Allen Costa. A complete guide to determining finances for any video tape or film production, from TV commercials to feature-length films. Tells how to estimate every cost associated with any size production, including the production location, cameras and accessories, sound equipment, light gear, raw film stock or video and sound recording tape, lab developing, personnel—creative, technical, and talent—scenic elements, location expenses, surveys of remote shooting locations, film and tape editing, optical effects and animation, etc. 196 pps. **\$12.95**

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offered by CBS Cable—a series compatible with our cultural programing, and its sponsorship by General Motors bring an added measure of distinction to the project.”

The basic cable service that is transmitted to 350 cable systems seven days per week, also boasted the acquisition of new advertisers: The Ford Motor Co., E.F. Hutton, the Porche-Audi Division of Volkswagen of America, Bristol-Myers and Warner Brothers Pictures. Those accounts, which signed on three weeks ago, join CBS Cable's roster of advertisers that include Kraft, Kellogg, Shell Oil, *The Wall Street Journal*, Bolla Wines, Home Box Office and Universal Pictures. □

HRTS presents IBA awards

A British automobile commercial was the television sweepstakes winner of the 1981 International Broadcasting Awards. This year's radio sweepstakes award went to the Seattle agency, Cole & Weber for Gentex Lens.

The awards are bestowed for the year's best radio and television commercials by the Hollywood Radio and Television Society. The society also honored *Dallas* star Linda Gray, presenting her HRTS's "Woman of the Year" in broadcasting award.

Twelve winners were selected in the television category and nine in radio from roughly 5,000 entries representing 50

countries.

Television

Sweepstakes winner □ *Citroen Cliffhanger*. Colmans & Partners, London; Brooks, Fullford, Cramer, Seresin, Ltd., London. (Winner in category).

Live action, 60 seconds English □ *Fast Paced World*. Ally & Gargano, New York; Sedelmaier Film Production, Chicago.

Live action, 60 seconds, nonEnglish □ *Image*. Lintas Team, Hamburg, West Germany; Marken Film, Schulauer Moorweg, West Germany.

Live action, 30 seconds, in English, produced in U.S. □ *Revolving Room*. Young & Rubicam, New York; Sunlight, New York.

Live action, 30 seconds, nonEnglish □ *Dust Rag Woman*. Doyle Dane Bernbach, Paris.

Animation □ *Glider*. Panasonic, Osaka, Japan; Robert Abel & Associates, Hollywood, Calif.

Combination □ *Working Man*. Foote, Cone & Belding/Honig, San Francisco; Robert Abel & Associates, Hollywood, Calif.

Humorous □ *Hong Kong*. Foote, Cone & Belding, London; Spots Film Services, London.

ID's, 10 seconds or less □ *Pick Up Phone*. Ally & Gargano, New York; Sedelmaier Film Productions, Chicago.

Public Service □ *Bryan*. Bonneville Productions, Salt Lake City; Hagmann, Stephens & Kerns, Holly-

wood, Calif.

Local, one market □ *Here Comes the Sun*. Tom Wiecks & Associates, Portland, Ore; The Charles East Co., Seattle.

Series (three commercials) □ *Lasagna/Chicken Pot Pie/Taco Salad*. Bozell & Jacobs, Minneapolis; Sedelmaier Film Productions, Chicago.

Radio

Sweepstakes winner □ *Gentex Lens*. Cole & Weber, Seattle; David Levy, Seattle. (Winner in open, 60-second category).

Musical, 60 seconds □ *Water Lilies*. Inglehart & Partners, Chicago. (Also winner in local, one market category).

Musical, 30 seconds □ *Listen to Your Shoes*. Eisner & Associates, Baltimore; Hummingbird Productions, Nashville.

Humorous, 60 seconds □ *Ring*, A.R. Brasch Advertising, Southfield, Mich.; The Gaynes Co., Santa Monica, Calif.

Humorous, 30 seconds □ *Experiment*. Richardson, Myers & Donofrio, Baltimore; Radio Band, New York.

Open, 30 seconds □ *Roll Call*. SSC&B/Lintas, Santon, South Africa; Studio 80, Santon, South Africa.

Public service □ *The Drinking Game*. CKIQ(AM), Kelowna, Canada.

Series (three commercials) □ *Man on the Street/Ka-Bells/Jumpers*. The Stanford Agency, Dallas; Studio 7, Dallas.

Advertising accolade. American Advertising Federation elected Bernice Fitz-Gibbon, Ted Bates and Charles Brower into the Advertising Hall of Fame for their contributions to "the advancement of the art and economic values of advertising." Fitz-Gibbon and Bates were inducted posthumously. Brower was in attendance at luncheon ceremonies at the Waldorf-Astoria hotel in New York. Fitz-Gibbon, who died earlier this year, was a specialist in creating retail advertising over a period of more than 40 years. Bates, who died 10 years ago, spent 48 years in advertising. In 1940 he founded Ted Bates & Co., New York. Brower worked for 44 years with BBDO and its predecessor agency. He started as a copywriter and rose to become president and board chairman at his retirement in 1972.

For the Record

As compiled by BROADCASTING, March 29 through April 2 and based on filings, authorizations and other FCC actions.

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

New stations

FM applications

■ Gordon, Ark.—Evergreen Enterprises Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 1075 Phelps Circle, Arkadelphia, Ark. 71923 Principal: Closely held group of seven stockholders. Paul Root is chairman

and 18% joint owner with wife, Mary Root. Other stockholders include L.D. Hoover, Dale Johnson and Paul and Mary Root's son, Jeff Root. Hoover is former station manager at KRBB(AM) Sallisaw, Okla. Johnson is engineer at KWCK(AM)-KSER(FM) Searcy, Ark. Jeff Root is former announcer at KVRC(AM) Arkadelphia, Ark. None have other broadcast interests. Filed March 24.

■ Wichita, Kan.—Constance J. Wodlinger seeks 105.3 mhz, 100 kw, HAAT: 697 ft. Address: 800 Galleon Drive, Naples, Fla. 33940. Principal: Constance Wodlinger is also applicant for new FM's at Miramar, Fla. (BROADCASTING, July 20, 1981); Hilton Head Island, S.C. (BROADCASTING, Feb. 15) and North Las Vegas, Nev. (see below). She has filed 15 applications for low-power television stations and husband, Mark L. Wodlinger, is former owner of KBEQ(FM) Kansas City, Mo., which he sold five years ago for \$5.1 million (BROADCASTING, Oct. 17, 1977). Her son, Kevin Wodlinger, owns KMRO(AM)-KKBL(FM) Monett, Mo. Filed March 22.

■ Steelville, Mo.—Twenty-One Sound Communications Inc. seeks 96.7 mhz, 500 w, HAAT: 640 ft. Address: 150 South Highway 67, Florissant, Mo. 63031. Principal: Randal L. Wachter (100%), who is Florissant, Mo., engineering consultant and salesman and also applicant for new AM at Salem, Mo. (BROADCASTING, March 29). Filed March 24.

■ Helena, Mont.—Capital Investments seeks 99.5 mhz, 68.5 kw, HAAT: 2,249 ft. Address: P.O. Box 1183 516 Fuller Ave., Helena, Mont. 59601. Principal: James O'Connell and family, who own KMTX(AM) Helena, which was bought two years ago for \$117,000

(BROADCASTING, March 10, 1980). Filed March 24.

■ Helena, Mont.—Capital Investments seeks 105.3 mhz, 68.5 kw, HAAT: 2,249 ft. Address: P.O. Box 1183 516 Fuller Ave., Helena Mont. 59601. Principal: James O'Connell and family, who are also applicants for new FM on 99.5 mhz at Helena (see above). Filed March 24.

■ North Las Vegas, Nev.—Constance J. Wodlinger seeks 104.1 mhz, 100 kw, HAAT: 1,148 ft. Address: 800 Galleon Drive, Naples, Fla. 33940. Principal: Constance Wodlinger is also applicant for new FM's at Miramar, Fla.; Hilton Head Island, S.C., and Wichita, Kan. She also has filed 15 applications for low-power television stations. Her husband, Mark L. Wodlinger, is former owner of KBEQ(FM) Kansas City, Mo., which was sold five years ago for \$5.1 million (BROADCASTING, Oct. 17, 1977). Her son, Mark L. Wodlinger, owns KMRO(AM)-KKBL(FM) Monett, Mo. Filed March 22.

■ Milbank, S.D.—Beverly J. Mckee seeks 104.3 mhz, 98.7 kw, HAAT: 220 ft. Address: 310 10th Avenue, N.E. Watertown, S.D. 57201. Principal: Mckee is former 40% owner of KSDR(AM) Watertown, S.D., which was sold for \$125,000 (BROADCASTING, Jan. 11). Mckee and husband also last year bought KMSD(AM) Milbank, S.D., for \$475,000 (BROADCASTING, Sept. 21, 1981). Filed March 23.

■ Selmar, Tenn.—WDM Inc. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 217 South 4th Street, Selmar, Tenn. 38375. Estimated construction costs: \$51,350; first-quarter operating cost: \$9,000; first-year revenue:

\$50,000. Principals: David B. Jordan (74%) and wife, Margaret E. Jordan (26%), who own WDTM(AM) Selmar, Tenn. David Jordan also owns 90% of WJPJ(AM) Huntingdon, Tenn., and 25% of WNRG(AM)-WMJD(FM) Grundy, Va. Filed March 24.

■ Casper, Wyo.—Casper FM Broadcasters seeks 106.9 mhz, 100 kw, HAAT: 1,849 ft. Address: 650 15th Street, Denver 80202. Principals: James G. Spehar, Jack K. Elsea and Constance K. Ashba. Spehar is former reporter and producer at KOA-AM-FM-TV Denver. Ashba is sales agent at KTWO(AM) Casper, Wyo., where Elsea is former sales agent. None have other broadcast interests. Filed March 22.

TV application

■ Charleston, W. Va.—National Communications Affiliates of West Virginia seeks ch. 11; ERP: 166 kw vis., 16.6 kw aur. HAAT: 1,220 ft.; ant. height above ground: 988 ft. Address: 12300 Edison Way, Garden Grove, Calif. 92641. Legal counsel: Hogan & Hartson, Washington. Consulting engineer: Lohnes & Culver, Washington. Principals: Closely held group of eight general partners and eight limited partners. Group has also filed 39 low-power television applications. Filed March 23.

FM actions

■ *Buffalo, N.Y.—State University of New York granted 91.3 mhz, 10 kw, HAAT: 109 ft. Address: State University Plaza, Albany, N.Y. 12246. Estimated construction cost: \$10,000; first-year operating cost: \$19,000. Format: Educational. Principal: State University of New York is licensee of 12 stations throughout state. Harry Spindler is vice chancellor for business and finance. (BPED-810511AG). Action March 19.

■ *Edinburg, Tex.—Rio Grande Bible Institute Inc. granted 88.5 mhz, 3 kw, HAAT: 281 ft. Address: U.S. Highway 281 2 1/2 M South Edinburg, Edinburg 78539. Estimated construction cost: \$29,250; first-year operating cost: \$25,000; revenue: \$65,000. Format: Hispanic. Principal: Applicant is private educational institution with no other broadcast interests. Leonard C. Hanes is president. (BPED-800702AB). Action March 19.

Ownership changes

Applications

■ KLVV(AM)-KRQK(FM) Lompoc, Calif. (AM: 1410 khz, 500 w-D; FM: 100.9 mhz, 450 w, ant. 800 ft.)—Seeks transfer of control of Sunshine Wireless Company of California from Eric T. Esbensen (40% before; none after) to Richard Berlanti; (none before; 49% after). Consideration: \$1.00. Principals: Seller is retiring and transferring his 49% interest to brother of other general partner, Donald V. Berlanti. Filed March 23.

■ KDOL-AM-FM Mojave, Calif. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 97.7 mhz, 3 kw, ant. 149 ft.)—Seeks transfer of control of Golden Desert Broadcasting Corp. from Louis Bagley and estate of Joe F. Means to KDOL Broadcasting Corp. Consideration: \$475,000 (BROADCASTING, March 29). Sellers have no other broadcast interests. Buyer is owned by Alton Kennedy and wife, Monica. Alton Kennedy is general manager and 25% owner of KDOL-AM-FM. Filed March 24.

■ WRVI(FM) [CP] Virden, Ill. (96.7 mhz, 3 kw, ant. 300 ft.)—Seeks transfer of control of Virden Broadcasting Corp. from Randal J. Miller and Joseph Cerar to Randal J. Miller and others. Consideration: \$18,000. Principals: Sellers are Randal J. Miller and Joseph Cerar (50% each). Cerar is relinquishing his interest. New ownership will be: Randal J. Miller, president and general manager (30%) and six other stockholders with 11.6% each. None have other broadcast interests. Filed March 22.

■ WMDT(TV) Salisbury, Md. (ABC, NBC, ch. 47, 3,470 kw vis., 347 kw aur., ant. 1,000 ft.)—Seeks assignment of license from Fulton P. Jeffers, receiver to Delmarva Broadcast Limited Partnership for \$4 million (BROADCASTING, April 5). Seller took over control of station last year when court ordered station into receivership. Buyer: Mid-Florida Television Corp. (40% general partner) and Joseph L. Brechner (12.5% general partner) and 25 limited partners. Mid-Florida Television is group of 13 stockholders, of which Brechner is president and 51.63% owner. He is Orlando, Fla., real estate investor and former broadcaster who currently has no other broadcast interests. Filed March 19.

■ WKRT(AM)-WNOZ(FM) Cortland, N.Y. (AM: 920 khz, 1 kw-D, 500 w-N; FM: 99.9 mhz, 20 kw, ant. 710 ft.)—Seeks assignment of license from Crown Broadcasting Co. to Cortland Broadcasting Co. for \$1.25 million plus \$100,000 for noncompete agreement (BROADCASTING, April 5). Seller is principally owned by Kerby Confer and Paul Rothfuss, who bought WKRT(AM)-WNOZ(FM) four years ago for \$385,000 (BROADCASTING, Feb. 6, 1978). Confer and Rothfuss are principal owners of three AM's and three FM's. Buyer: Partnership of Burbach Broadcasting Co. and Garrett Radio Inc. Burbach Broadcasting owned by Robert H. Burstein (51%) and John L. Laubach (49%), who own WCKC(AM)-WEZY(FM) Erie, Pa., and WX1L(AM) Parkersburg, W. Va. Garrett Radio is owned by Larry O. Garrett, general manager at Erie stations. Filed March 22.

■ KR1X(FM) Brownsville, Tex. (99.5 mhz, 100 kw, ant. 480 ft.)—Seeks assignment of license from El Rio Broadcasting to H & I Communications Inc. for \$800,000 (BROADCASTING, March 15). Seller: Charles M. Trub (32%) and remaining stock equally by C.H. Britton Jr., W.T. Bradshaw, Jr., W.H. Houseman Jr. and W.F. Frost, who sold KRIO(AM) McAllen, Tex., last year for \$1 million (BROADCASTING, June 29, 1981). Buyer: Richard H. Sucher (100%), who owns 80% of KKFV(FM) Colorado Springs, Colo. Filed March 24.

■ WTIP(AM)-WTIO(FM) Charleston, W. Va. (AM: 1420 khz, 1 kw-D, 250 w-N; FM: 102.7 mhz, 50 kw, ant. 470 ft.)—Seeks assignment of license from Chemical City Broadcasting Co. to Beasley Broadcasting of Charleston for \$1,425,000 (BROADCASTING, March 29). Seller is principally owned by Gus Zaharis, president and general manager, who has no other broadcast interests. Buyer is Goldsboro, N.C.-based group owner of six AM's and five FM's principally owned by George Beasley who last year sold WJNC(AM)-WRCM(FM) Jacksonville, N.C., for \$1,150,000 (BROADCASTING, Nov. 30, 1981). Beasley also bought, subject to FCC approval, WTSB(AM)-WGSS(FM) Lumberton, N.C., for \$980,000 (BROADCASTING, March 29). Filed March 22.

Actions

■ WCWR(AM)-WEZY(FM) Cocoa, Fla. (AM: 1350 khz, 1 kw-U; FM: 99.3 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Sound Stage Communications Inc. to EZY Communications Inc. for \$1,050,000. Seller is owned by Donald R. Clark, vice president and general manager (30%) and eight others, none with other broadcast interests. Buyer is owned by Jim C. Pride and Robert Klepper. Klepper is principal owner of WMOH(AM) Hamilton, Ohio, where Pride is general manager (BAL-820125F1, BALH-820125FJ). Action March 22.

■ WCRJ-AM-FM Jacksonville, Fla. (AM: 1530 khz, 50 kw-D; FM: 107.3 mhz, 100 kw, ant. 350 ft.)—Granted assignment of license from CLW Communications Group to Abell Communications Corp. for \$2,039,000. Seller is subsidiary of AMG International, religious, nonprofit organization principally engaged in missionary and relief work abroad. Spiros Zodiates is president. It also is licensee of WSCW(AM) South Charleston, W. Va., and WHYD(AM) Columbus, Ga. Buyer is subsidiary of A.S. Abell Co., closely held publisher of *Baltimore Sun* and owner of WMAR-FM-TV Baltimore, which

has also bought WDOQ(FM) Daytona Beach, Fla., for \$3 million (BROADCASTING, Nov. 9, 1981), and, subject to FCC approval, WTJZ(AM) Newport News and WQRK(FM) Norfolk, both Va., for \$1.9 million (see "Changing Hands," page 150). (BAL-81224HX, BALH-81224HY). Action March 23.

■ WTXR(FM) [formerly WCLL] Chillicothe, Ill. (94.3 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Chilli Communications Inc. to Midwest Radio Inc. for \$275,000. Seller: Principally owned by William D. Engelbrecht and wife who have no other broadcast interests. Buyer: William P. Bro and wife, Janet P. Bro (48% each) and brother, Peter W. Bro (4%) William Bro is Hanna City, Ill., broadcast consultant. Peter Bro is facilities manager for Peoria, Ill., airport. They also are applicant for new FM at Farmer City, Ill. (BALH-820127GB). Action March 22.

■ WCVB-TV Boston (ch. 5, 100 kw vis., 10 kw aur., ant. 980 ft.)—Granted assignment of license from Boston Broadcasters Inc. to Metromedia Inc. for \$220 million. Seller: Closely held group of more than 50 stockholders. Robert M. Bennett is general manager. Buyer: Publicly traded, Secaucus, N.J.-based group owner of six AM's, seven FM's and seven TV's. It was granted FCC approval to buy KHOW(AM) Denver and trade KSNM-FM San Francisco for WWBA(FM) St. Petersburg, Fla. (BROADCASTING, Dec. 7) Metromedia also sold, KMBC-TV Kansas City, Mo., to The Hearst Corp. for \$79 million. (see below). John Kluge is chairman. (BALCT-811203KE). Action April 1.

■ WQTV(TV) Boston (ch. 68, 468 kw vis., 70.8 kw aur., ant. 887 ft.)—Sold by Boston Heritage Broadcasting Inc. to Boston Star Broadcasting Inc. for \$600,000 plus assumption of equipment lease agreement. BHB seeks to assign license to group that last year brought operator of its subscription television franchise for \$20 million. Seller is owned by George Fritzingher, Ed Mank and 11 others. Buyer is owned by Satellite Television and Associated Resources Inc. (50%); John Sullivan (25%); Byron Lasky (18.75%); and Don Spiegelman (6.25%). Lasky is chairman of STAR, publicly traded, Santa Monica, Calif.-based MDS and STV operator with interests in systems serving Los Angeles; New Orleans; Richmond and Norfolk, both Virginia; Louisville, Ky., and Birmingham, Ala. Sullivan is Los Angeles mortgage banker. Spiegelman is president and 6.1% owner of STAR. Lasky is also principal owner of KNXV-TV Phoenix and 46% owner of WCGV(TV) Milwaukee. (BALCT-811230KE). Action March 22.

■ KMBC-TV Kansas City, Mo. (ABC, ch. 9, 316 kw vis., 47.4 kw aur., ant. 1,070 ft.)—Granted assignment of license from Metromedia Inc. to The Hearst Corp. for \$79 million. Seller: Publicly traded, Secaucus, N.J.-based group owner of six AM's, seven FM's, and seven TV's, which bought WCVB-TV Boston (see above). Buyer: New York-based group owner of four AM's, three FM's and four TV's. (BALCT-811203KF). Action April 1.

■ KLPW-AM-FM Union, Mo. (AM: 1220 khz, 1 kw-D; FM: 101.7 mhz, 2.1 kw, HAAT: 340 ft.)—Granted transfer of control of Franklin Country Broadcasting Co. from Leslie P. Ware (100% before; none after) to Calvin N. Harris Jr. (none before; 100% after). Consideration: \$867,000. Principals: Seller has no other broadcast interests. Buyer is account executive with Telerep, Chicago, station representative and has no

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other broadcast interests. (BTC-820121EK, EL). Action March 22.

■ **KBER(AM)** Abilene, Tex. (1560 khz, 500 w-D)—Granted assignment of license from Abilene Broadcasting Inc. to Dynamic Broadcasting Co. for \$186,749. Seller is principally owned by Norman Fischer who has no other broadcast interests. Buyer: David L. Boy II and A. Lloyd Nynatt (50% each). They own **KFMN(FM)** Abilene. (BAL-82012EU). Action March 22.

Facilities changes

AM applications

Tendered

■ **KUPI(AM)** Idaho Falls, Idaho—Seeks CP to change city of license to Ammon, Idaho; change hours of operation to U by adding 1 kw-N; increase D power to 5 kw; install DA-2; and make changes in ant. sys. Ann. March 31.

■ **WGMF(AM)** Watkins, Glen, N.Y.—Seeks CP to increase D power to 1 kw. Ann. March 30.

■ **KQDQ(AM)** Springfield, Ore.—Seeks CP to change SL; change TL; increase power to 5 kw and operate with DA-2. Ann. March 26.

FM applications

Tendered

■ ***KXPR-FM** Sacramento, Calif.—Seeks modification of CP (BPED-810119AB) to increase ERP to 10 kw; change HAAT to 500 ft. and make changes in ant. sys. Ann. March 23.

■ **KONG-FM** Visalia, Calif.—Seeks CP to change TL; increase ERP to 19 kw; decrease HAAT to 819 ft. and make changes in ant. sys. Ann. March 24.

■ **WHSK(FM)** Kokomo, Ind.—Seeks CP to change frequency to 98.9 mhz; change ERP to 13.3 w; change HAAT to 96.33 ft.; install new transmitter and make changes in ant. sys. Ann. April 1.

■ ***KDSA(FM)** Wichita, Kan.—Seeks CP to change TL; increase HAAT to 345 ft. and make changes in ant. sys. Ann. March 26.

■ **WAIN-FM** Columbia, Ky.—Seeks CP to change ERP to 3 kw; change HAAT to 300 ft. and make changes in ant. sys. Ann. March 24.

■ **WFUL-FM** Fulton, Ky.—Seeks CP to change TL; change ERP to 3 kw; change HAAT to 300 ft. and change type transmitter. Ann. March 24.

■ **WFMP(FM)** Fitchburg, Mass.—Seeks CP to change TL; change ERP to 37 kw; change HAAT to 563 ft.; change type trans.; install aux. trans.; and make changes in ant. sys. Ann. March 31.

■ **KJJO(FM)** Eden Prairie, Minn.—Seeks CP to change TL; increase ERP to 97.7 kw; change HAAT to 519 ft., and make changes in ant. sys. Ann. March 23.

■ ***WHCL-FM** Clinton, N.Y.—Seeks CP to change TL; change ERP to 205 w (H); change HAAT to 97 ft. and make changes in ant. sys. Ann. March 24.

■ **WKCL(FM)** Ladson, S.C.—Seeks CP to increase HAAT to 175 ft.; change transmission line; and make changes in ant. sys. Ann. March 31.

■ **KWES(FM)** Monahans, Tex.—Seeks modification of CP (BPH-800602AA) to change TL; change HAAT to 968 ft. and make changes in ant. sys. Ann. March 24.

■ ***KCWC(FM)** Riverton, Wyo.—Seeks CP to change TL; change HAAT to 1449 ft. and make changes in ant. sys. Ann. March 24.

Accepted

■ **KSTN-FM** Stockton, Calif.—Seeks subsidiary communications authorization on subcarrier frequency of 67 khz. Ann. March 24.

■ **WZOT(FM)** Rockmart, Ga.—Seeks CP to install aux. trans. and ant. at location other than main; to be operated on ERP of 2.29 kw; change HAAT to -128 ft., and change TPO. Ann. March 24.

■ **WKZY(FM)** Escanaba, Mich.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 100 kw; decrease HAAT to 1066 ft., and change TPO. Ann. March 24.

■ **KTWN-FM** Anoka, Minn.—Seeks modification of CP (BPH-811002AM) to change type trans.; change type ant.; increase ERP to 100 kw; increase HAAT to 432 ft., and change TPO. Ann. March 24.

■ **KKUZ(FM)** Joplin, Mo.—Seeks CP to change TL, SL and RC; change type ant.; decrease HAAT to 409 ft., and change TPO. Ann. March 22.

■ **KKTU(FM)** Albuquerque, N.M.—Seeks modification of CP (BPH-810501AJ) to make changes in ant. sys.; change TL; change type trans.; change type ant.; increase ERP to 22.5 kw; decrease HAAT to 4084 ft., and change TPO. Ann. March 24.

■ **WRFM(FM)** New York—Seeks modification of CP (BPH-7900215AE as mod.) to change type trans.; change type ant.; increase ERP to 7.76 kw (H) and 5.54 kw (V); decrease HAAT to 1223, and change TPO. Ann. March 24.

■ **KLLB(FM)** Portland, Ore.—Seeks CP to make changes in ant. sys.; change SL and RC; change type trans.; change type ant.; decrease HAAT to 1,635 ft. (H&V); change TPO. Ann. March 31.

■ **WKDU(FM)** Philadelphia—Seeks modification of CP (BPED-791227AN) to make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 110 w (H) and 99 w (V); decrease HAAT to 155 ft., and change TPO. Ann. March 26.

■ **WDPN(FM)** Columbia, S.C.—Seeks modification of CP (BPH-9916, as mod.) to change TL; change type trans.; change type ant. and change TPO. Ann. March 24.

■ **WAKG(FM)** Danville, Va.—Seeks CP to install aux. ant. at main TL; to be operated on ERP of 15.2 kw; change HAAT to 557 ft., and change TPO. Ann. March 24.

AM actions

■ **KAZM(AM)** Sedona, Ariz.—Granted modification of CP (BP-8001104AE) to augment standard radiation pattern for change from 1470 ND-D to 780 khz DA-N/ND/D. Action March 18.

■ **KAHI(AM)** Auburn, Calif.—Granted CP to change hours of operation to U by adding 5 kw-N, install DA-2; change TL, and make changes in ant. sys. Action March 17.

■ **WJPC(AM)** Chicago—Granted modification of CP (BP-19957) to augment N pattern. Action March 16.

■ **WKDO(AM)** Liberty, KY—Granted CP to increase power to 1 kw and change TL and SL. Action March 24.

■ **WSDL(AM)** Slidell, La.—Returned application for CP to change hours of operation to U by adding 156 w-N, non-DA. Action March 23.

■ **KGAK(AM)** Gallup, N.M.—Granted CP to move TL. Action March 18.

■ **WCDO(AM)** Sidney, N.Y.—Granted MP of CP (BP-810529AG) to decrease tower height from 270 to 160 ft., and eliminate tower lighting. Action March 17.

■ **WCIT(AM)** Lima, Ohio—Granted CP to change ant. sys.; Mod. D pattern. Action March 17.

■ **WXIC(AM)** Waverly, Ohio—Granted modification of CP (BP-811224AF) to change SL outside city limits and not at TL site and operate trans. by RC from proposed SL. Action March 12.

■ **KPRB(AM)** Redmond, Ore.—Granted CP to change TL. Action March 24.

■ **WMSW(AM)** Hatillo, P.R.—Granted modification of CP (BP-790139AB, as mod.) to change power (augment standard D & N patterns). Action March 23.

■ **WWEF(AM)** Memphis, Tenn.—Granted CP to change hours of operation to U; increase D power to 2.5 kw; install DA-N; change city of license to Germantown, Tenn.; change TL; and make changes in ant. sys. Action March 19.

■ **KLUB(AM)** Salt Lake City—Granted CP to make changes in ant. sys. (add new D pattern). Action March 22.

■ **WZAM(AM)** Norfolk, Va.—Returned application for CP to change hours of operation to U by adding 50 kw-N; install DA-1; 32.25 kw; change HAAT to 207 ft.; and change TPO. Action March 23.

■ **KSCR(AM)** Renton, Wash.—Granted CP to add augmented standard pattern. Action March 17.

FM actions

■ **WASZ(FM)** Ashland-Lineville, Ala.—Granted modification of CP (BPH-790326AC) to make changes in ant. sys.; change TL; change type trans.; change type ant.; decrease ERP to 1 kw; increase HAAT to 538 ft.; and change TPO. Action March 19.

■ **WSKR(FM)** Atmore, Ala.—Granted CP to change TL; specify SL/RC; increase ERP to 100 kw; change HAAT to 1,600 ft.; change type trans.; and make changes in ant. sys. Action March 19.

■ **WKXN(FM)** Greenville, Ala.—Granted CP to increase HAAT to 296 ft.; and change TPO. Action March 23.

■ **KRHS-FM** Bullhead City, Ariz.—Granted changes in ant. sys.; change type trans.; change type ant.; change ERP to 100 kw; change HAAT to minus 601 ft.; and change TPO. Action March 19.

■ **WBBO-FM** Augusta, Ga.—Granted modifications of CP (BPH-800617AD, as mod.) to increase HAAT to 1,001 ft. (H&V). Action March 17.

■ **WQMV(FM)** Vicksburg, Miss.—Granted CP to change TL; increase ERP to 100 kw; change HAAT to 802.8 ft.; change type transmitter and make changes in ant. sys. Action March 12.

■ **WWHB(FM)** Hampton Bays, N.Y.—Granted CP to change type trans.; change type ant.; decrease HAAT to 284 ft.; and change TPO. Action March 23.

■ **WWHB(FM)** Hampton Bays, N.Y.—Granted CP to change type trans.; change type ant.; decrease HAAT to 284 ft.; and change TPO. Action March 23.

■ **WAEZ(FM)** Akron, Ohio—Granted CP to install aux. ant. on WAKR-TV Akron; aux. tower at main TL; to be operated on HAAT of 321 ft (H&V); and change TPO. Action March 23.

■ **WVKO-FM** Columbus, Ohio—Granted CP to change TL; decrease ERP to 15.85 kw; increase HAAT to 791 ft.; change trans. line.; and make changes in ant. sys. Action March 19.

■ ***KRRC(FM)** Portland, Ore.—Granted CP to change frequency to 107.5 mhz; change ERP to 7.7 w; change HAAT to -50.4 ft.; change type transmitter and transmission line and make changes in ant. sys. Action March 19.

■ ***WRLC(FM)** Williamsport, Pa.—Granted CP to increase ERP to 768 w; change HAAT to -316 ft. (H); make changes in ant. sys., and change TPO. Action March 19.

■ **WZLD-FM** Cayce, S.C.—Granted CP to decrease ERP to 1.92 kw; increase HAAT to 337 ft.; correct geographical coordinates; and change TPO. Action March 23.

■ ***WUSC-FM** Columbia, S.C.—Granted CP to change frequency to 90.5 mhz; increase ERP to 3 kw; change HAAT to 233 ft. Action March 15.

■ **WLCY(FM)** Cleveland, Tenn.—Granted CP to change TL; increase ERP to 100 kw; change HAAT to 830 ft.; change type transmitter and make changes in ant. sys. Action Feb. 22.

■ **WKDF(FM)** Nashville, Tenn.—Granted CP to increase ERP to 100 kw. Action March 15.

■ **WKDF(FM)** Nashville, Tenn.—Dismissed CP to make changes in ant. sys.; change TL; change SL and RC; change type transmitter; change type ant.; decrease ERP to 16 kw; increase HAAT to 1241 ft., and change TPO. Action March 17.

■ **KFIX(FM)** Laredo, Tex.—Granted modification of CP (BPH-790730AG) to change TL; increase HAAT to 291 ft.; and change TPO. Action March 24.

■ **KCGL(FM)** Centerville, Utah—Granted CP to correct TL; change ERP; increase HAAT to 961 ft.; change type trans.; and change TPO. Action March 23.

■ ***KPCW(FM)** Park City, Utah—Seeks CP to change TL; change HAAT to -24 ft. Action March 19.

■ **KPCQ-FM** Powell, Wyo.—Granted modification of CP (BPH-800401AG) to relocate SL and RC. Action March 23.

TV actions

■ **KMTR-TV** Eugene, Ore.—Granted MP (BPCT-790507KJ) to change studio location. Action March 11.

■ **WATR-TV** Waterbury, Conn.—Granted MP (BPCT-790214KJ) to change ERP to 2,301 kw vis.; 230

In contest

FCC actions

■ FCC's General Counsel has been delegated authority to act on proposed settlement agreements between parties in comparative hearing cases pending before FCC. Action March 25.

■ FCC Telecommunications Committee granted Equatorial Communication Services permission to buy two transponders from Western Union Telegraph Co.'s WESTAR IV to provide satellite transmission capacity for both enhanced and basic transmission services within 48 contiguous states. Action March 29.

■ FCC denied request by National Conservative Political Action Committee for review of two Broadcast Bureau actions, one which refused to issue declaratory ruling stating that NCPAC and other similar independent committees be deemed to possess affirmative right of access to broadcast their views and second of which denied NCPAC's complaint against 16 stations for refusing to afford it access. Action April 1.

■ FCC denied 16 petitions to reject or suspend AT&T proposed tariff revisions which would increase rates for most services. Petitions were filed by three major networks, newswire services and U.S. executive agencies. Action April 1.

■ FCC affirmed Common Carrier Bureau decision allowing Western Union Telegraph Co.'s revisions to its tariffs for delivery of inbound international telegrams to become effective March 22, 1981. It denied WU's request for review of Bureau's July 15, 1981, action denying its request to reconsider earlier Bureau order that denied petitions to suspend and investigate tariff changes filed by WU.

■ FCC clarified decision expensing station connections to stress that adoption of report and order did not limit the discretion of state commissions to follow different accounting and depreciation procedures for computing revenue requirements for intrastate telecommunications services. Action April 1.

■ FCC proposed revising its Uniform System of Accounts by requiring telephone companies with annual operating revenues exceeding \$1 million to submit for FCC approval journal entries recording the acquisition of telephone system, exchange or toll lines only when the consideration exceeds \$1 million and by requiring such companies to submit for approval their proposed accounting to dispose of any plant acquisition adjustments necessitated by purchase in excess of \$100,000. Action April 1.

■ FCC amended rules by reallocating ch. 17 (488-494 mhz) for radio common carrier use in Hawaii for inter-island telephone and paging services. Action April 1.

■ FCC granted TV stations to use frequency 38.6-40 ghz on secondary basis for auxiliary broadcast pickup stations transmitting live, on-scene ENG coverage. Action April 1.

■ FCC turned down request by Anax Broadcasting Inc. and The Great Erie County Telecasting Corp. for reconsideration of FCC order in Buffalo, N.Y., UHF-TV ch. 49 proceeding, which declined to set aside settlement between them and Unifac Broadcasting Co. of New York. Action April 1.

■ FCC affirmed staff action denying objection by Rust Communications Group to request by Alan Communications to change call letters of WBUD(AM)-WTRT(FM) Trenton, N.J., to WKXW-AM-FM. Action April 1.

■ FCC approved sale of WCBV-TV Boston from Boston Broadcasters to Metromedia for \$220 million. Action April 1.

Designated for hearing

■ Lawton, Okla.—**new FM** (95.3 mhz)—Broadco Inc. and James E. McCuiston: To determine whether applicants are financially qualified; which of proposals would better serve public interest; and which should be granted (BC Doc. 82-155-156). Action March 22.

■ Mission, Tex.—**new FM** (105.5 mhz)—Mutually exclusive applicants of Citrus Communications Corp. and Mission Broadcast Enterprises: To determine which of proposals would better serve public interest and which should be granted (BC Doc. 82-153-154).

Action March 12.

■ Rawlins, Wyo.—**new TV** (ch.11)—Rawlins Broadcasting Corp. and Strang Telecasting Inc.: To determine whether Strang is financially qualified; whether Rawlins' proposed tower height and location would constitute hazard to air navigation; which of proposals would better serve public interest; and which should be granted (BC Doc. 82-159-160). Action March 23.

Low power

■ Following low power television applications have been accepted for filing and will be ready for processing after April 30 cut-off date. Applications are those that meet one of exceptions to freeze.

VHF applications

Alaska

■ State of Alaska, all 10 w, for following communities:

■ English Bay—Ch. 3 (BPTVL-820217TR).

■ Ernestine—Ch. 11 (BPTVL-820217TT).

■ Gakona—Ch. 11 (BPTVL-820217TU).

■ Girdwood—Ch. 10 (BPTVL-820219TZ).

■ Glenallen and Cooper Center—Ch. 13 (BPTVL-820211TX).

■ Homer and Seldovia—Ch. 11 (BPTVL-820211T&).

■ Lake Louise, Eureka, Nelchina, Snow Lake and Tazlina—Ch. 11 (BPTVL-820211TZ).

■ Naknek—Ch. 13 (BPTVL-820217TP).

■ Womens Bay—Ch. 2 (BPTVL-820217TV).

Florida

■ Homosassa Springs, Fla.—Pleasant Television Inc. seeks ch. 12, 10 w (BPTVL-820222TZ).

■ Madison, Fla.—Thomas H. Greene Jr. and R.H. Fackelman seeks ch. 3, 10 w (BPTVL-820107TY).

Georgia

■ Nicholls, Ga.—David A. Crabtree seeks ch. 2, 10 w (BPTVL-820216TT).

Illinois

■ Cabery, Ill.—Reeves Telecommunications seeks ch. 10, 10 w (BPTVL-82012TX).

Iowa

■ Mount Pleasant, Iowa—David A. Crabtree seeks ch. 5, 10 w (BPTVL-820216TW).

Kansas

■ Concordia, Kan.—The Blade-Empire Publishing Co. seeks ch. 6, 10 w (BPTVL-820125TU).

■ Concordia, Kan.—David A. Crabtree seeks ch. 6, 10 w (BPTVL-820216TU).

Mississippi

■ D'Lberville, Miss.—Benjamin Moore seeks ch. 9, 10 w (BPTVL081119TX).

Oklahoma

■ Alva, Okla.—David A. Crabtree seeks ch. 7, 10 w (BPTVL-820216TX).

Oregon

■ Bend, Ore.—Delroy Miller seeks ch. 8, 10 w (BPTVL-820118TL).

Pennsylvania

■ Oil City, Pa.—Olga De Anda seeks ch. 5, 10 w (BPTVL-820308TZ).

Tennessee

■ Selmer, Tenn.—McNairy County Publishing Co. seeks ch. 6, 10 w (BPTVL-820107TW).

Texas

■ Buffalo, Tex.—Palestine Herald Press Co. seeks ch. 12, 10 w (BPTVL-820125TY).

■ Crockett, Tex.—Palestine Herald Press Co. seeks ch. 5, 10 w (BPTVL-820125TX).

■ Del Rio Tex.—Harte-Hanks LPTV Inc. seeks ch. 10, 10 w (BPTVL-810904QB).

■ Denison, Tex.—Harte-Hanks LPTV Inc. seeks ch. 9, 10 w (BPTVL-810911QA).

■ Fort Stockton, Tex.—M&M Telecasting seeks ch. 5,

100 w BPTVL-820125TY).

■ Jacksonville, Tex.—George E. Gunter seeks ch. 5, 10 w (BPTVL-820201TZ).

■ Palestine, Tex.—Palestine Herald Press Co. seeks ch. 4, 10 w (BPTVL-820125TY).

■ Perryton, Tex.—Southwest Community TV seeks ch. 5, 10 w (BPTVL0811230TQ).

■ Tyler, Tex.—M&M Telecasting seeks ch. 4, 10 w (BPTVL-820107TV).

■ Uvalde, Tex.—Ronald J. Malik seeks ch. 2, 100 w (BPTVL-820217TE).

■ Victoria, Tex.—J.M.J. Tele-Radio Ltd. seeks ch. 9, 10 w (BPTVL-820311TZ).

Utah

■ Moab, Utah—Spectrum Press Inc. seeks ch. 2, 100 w (BPTVL-820203TV).

■ Vernal, Utah—Spectrum Press Inc. seeks ch. 6, 100 w (BPTVL-820203TY).

Wyoming

■ Rural West Riverton, Wyo.—Riverton Fremont TV Club Inc. seeks ch. 6, 5 w (BPTVL-801124IW).

UHF applications

Alaska

■ State of Alaska, all 10 w (unless stated otherwise), for following communities:

■ Delta Junction—Ch. 17, 20 w (BPTTL-820209TY).

■ Kenai, Soldotna and Sterling—Ch. 23, 100 w (BPTTL-820217TS).

■ Kitzebue—Ch. 15 (BPTTL-820309TU).

■ Nome—Ch. 15 (BPTTL-820309TT).

■ Trapper Creek and Talkeetna—Ch. 24 (BPTTL-820217TQ).

■ Valdez—Ch. 15 (BPTTL-820309TS).

■ Wrangell—Ch. 21 (BPTTL-820312TX).

Arizona

■ Douglas, Ariz.—Ronald J. Malik seeks ch. 28, 100 w (BPTTL-820217TG).

Arkansas

■ Mountain Home, Ark.—Baxter Broadcasting Inc. seeks ch. 43, 1 kw (BPTTL-82030TG).

■ Paragould, Ark.—Local Power Television Inc. seeks ch. 28, 100 w (BPTTL-820212TY).

California

■ Barstow, Calif.—Ronald J. Malik seeks ch. 55, 100 w (BPTTL-820217TF).

■ Lakeport, Calif.—The Lake County Television Club seeks ch. 25, 100 w (BPTTL-810227IR).

■ Ridgecrest, Calif.—High Desert Broadcasting seeks ch. 18, 100 w (BPTTL-820216TY).

Colorado

■ Aspen, Colo.—American Television Network seeks ch. 47, 1 kw (BPTTL-810122JA).

■ Durango, Colo.—American Television Network seeks ch. 39, 1 kw (BPTTL-810122JB).

■ South Fork, Colo.—Clifford and Jean Hoelscher seeks ch. 54, 100 w (BPTTL-820309TV).

■ Vail, Colo.—American Television Network seeks ch. 39, 1 kw (BPTTL-810122IQ).

Florida

■ Newberry, Fla.—Weather Center International Inc. seeks ch. 33, 1 kw (BPTTL-820125TW).

■ Vero Beach, Fla.—The Malik-Harris Corp. seeks ch. 60, 1 kw (BPTTL-820217TJ).

Georgia

■ Waycross, Ga.—Ronald J. Malik seeks ch. 55, 1 kw (BPTTL-820217TB).

■ Waycross, Ga.—NSN Inc. seeks ch. 60, 1 kw (BPTTL-820129TY).

Kansas

■ Iola, Kan.—Allen County TV seeks ch. 35, 1 kw (BPTTL-811221TZ).

■ Junction City, Kan.—The Malik-Harris Corp. seeks ch. 55, 1 kw (BPTTL-820217TK).

Illinois

■ La Salle and Oglesby, Ill.—Local Power Television

Inc. seeks ch. 51, 1 kw (BPTTL-820222TW).

Minnesota

- Alexandria, Minn.—Selective TV Inc. seeks ch. 34, 100 w (BPTTL-820209TQ).
- Brainerd, Minn.—Ronald J. Malik seeks ch. 59, 100 w (BPTTL-820217TH).
- Fergus Falls, Minn.—Ronald J. Malik seeks ch. 57, 100 w (BPTTL-820217TI).
- International Falls, Minn.—North Star Publishing Co. seeks ch. 31, 100 w (BPTTL-820203TX).
- Montevideo, Minn.—Kaercher Publications Inc. seeks ch. 32, 1 kw (BPTTL-820204TX).
- Morris, Minn.—Kaercher Publications Inc. seeks ch. 18, 1 kw (BPTTL-820204TY).
- New Ulm, Minn.—Ronald J. Malik seeks ch. 55, 1 kw (BPTTL-820217TO).
- Elko, Nev.—Elko Television District seeks ch. 14, 100 w (BPTTL-810119JT).
- Ely, Nev.—White Pine Television District I seeks ch. 14, 100 w (BPTTL-810122IP).
- Fallon, Nev.—City of Fallon seeks ch. 25, 100 w (BPTTL-810119JN).
- Hawthorne and Babbitt, Nev.—Mineral Television District I seeks ch. 14, 100 w (BPTTL-810119JR).
- Incline Village, Nev.—North Lake Tahoe Community Foundation seeks ch. 14, 100 w (BPTTL-810119JP).
- Lovelock, Nev.—Pershing county seeks ch. 14, 100 w (BPTTL-810119JS).
- Tonopah, Nev.—Nye county seeks ch. 17, 100 w (BPTTL-810123JA).
- Winnemucca, Nev.—Humboldt county seeks ch. 17, 100 w (BPTTL-810122II).

New Mexico

- Alamogordo, N.M.—Ronald J. Malik seeks ch. 61, 100 w (BPTTL-820217TC).
- Clayton, N.M.—Munsch-Westenhaver Co. seeks ch. 55, 10 w (BPTTL-820201TO).

- Clovis, N.M.—Munsch-Westenhaver Co. seeks ch. 51, 10 w (BPTTL-820201TN).
- Clovis, N.M.—The Malik-Harris Corp. seeks ch. 69, 1 kw (BPTTL-820217TM).
- Farmington, N.M.—Munsch-Westenhaver seeks ch. 50, 10 w (BPTTL-810128TZ).
- Gallup, N.M.—Munsch-Westenhaver seeks ch. 49, 10 w (BPTTL-820201TW).
- Raton, N.M.—Munsch-Westenhaver seeks ch. 56, 10 w (BPTTL-820121TY).
- Santa Rosa, N.M.—Munsch-Westenhaver seeks ch. 52, 10 w (BPTTL-820211TS).
- Silver City, N.M.—Munsch-Westenhaver seeks ch. 58, 10 w (BPTTL-820128TX).
- Truth or Consequences, N.M.—Munsch-Westenhaver Co. seeks ch. 54, 10 w (BPTTL-820201TV).

New York

- Sagaponack, N.Y.—Response Broadcasting Corp. seeks ch. 29, 1 kw (BPTTL-820302TQ).
- Sagaponack, N.Y.—Response Broadcasting Corp. seeks ch. 31, 1 kw (BPTTL-820302TP).
- Sagaponack, N.Y.—Response Broadcasting Corp. seeks ch. 39, 1 kw (BPTTL-820302TO).
- Sagaponack, N.Y.—Response Broadcasting Corp. seeks ch. 62, 1 kw (BPTTL-820302TN).

Oklahoma

- Alius, Okla.—Munsch-Westenhaver Co. seeks ch. 40, 10 w (BPTTL-820201TY).
- Clinton, Okla.—Munsch-Westenhaver Co. seeks ch. 23, (BPTTL-820201TR).
- Cordell, Okla.—Cordell Beacon Inc. seeks ch. 23, 1 kw (BPTTL-811230TP).
- Durant, Okla.—Munsch-Westenhaver seeks ch. 53, 10 w (BPTTL-820201TT).
- Hobart, Okla.—Munsch-Westenhaver Co. seeks ch. 27, 10 w (BPTTL-820201TQ).
- Hugo, Okla.—Munsch-Westenhaver Co. seeks ch.

54, 10 w (BPTTL-820201TX).

Pennsylvania

- Williamsport and South Williamsport, Pa.—Local Power Television Inc. seeks ch. 32, 1 kw (BPTTL-820202TY).

Tennessee

- Cookeville, Tenn.—Local Power Television Inc. seeks ch. 46, 1 kw (BPTTL-8202012TZ).
- Jackson, Tenn.—Local Power Television Inc. seeks ch. 38, 1 kw (BPTTL-820222TX).
- Milan, Tenn.—Futures TV Inc. seeks ch. 20, 1 kw (BPTTL-820107TU).

Texas

- Carrizo Springs, Tex.—Villareal Broadcasting Co. seeks ch. 55, 10 w (BPTTL-820129TO).
- Crockett, Tex.—Villareal Broadcasting seeks ch. 55, 10 w (BPTTL-820129TS).
- Del Rio, Tex.—Villareal Broadcasting seeks ch. 55, 10 w (BPTTL-820129TQ).
- Jacksonville, Tex.—Villareal Broadcasting seeks ch. 55, 10 w (BPTTL-820129TD).
- Palestine, Tex.—Villareal Broadcasting seeks ch. 55, 10 w (BPTTL-820129TV).
- Pecos, Tex.—Villareal Broadcasting seeks ch. 55, 10 w (BPTTL-820129TC).
- Rio Grande City, Tex.—Villareal Broadcasting seeks ch. 55, 10 w (BPTTL-820129TR).
- Snyder, Tex.—Villareal Broadcasting seeks ch. 55, 10 w (BPTTL-820129TR).
- Tyler, Tex.—Inner City Broadcasting Corp. seeks ch. 51, 1 kw (BPTTL-810126IE).
- Tyler, Tex.—The Malik-Harris Corp. seeks ch. 57, 1 kw (BPTTL-820217TN).

Utah

- Cedar City, Utah—Spectrum Press Inc. seeks ch. 22, 100 w (BPTTL-820203TW).
- Price, Utah—Spectrum Press Inc. seeks ch. 21, 100 w (BPTTL-820203TU).
- Saint George, Utah—Spectrum Press Inc. seeks ch. 14, 100 w (BPTTL-820203TZ).

Virginia

- Winchester, Va.—Shenandoah Valley LPTV Co. seeks ch. 48, 100 w (BPTTL-820107TX).

Virgin Islands

- Charlotte Amalie, V.I.—American Television Network seeks ch. 43, 1 kw (BPTTL-810122IU).

Washington

- Aberdeen, Wash.—The Malik-Harris Corp. seeks ch. 55, 100 w (BPTTL-820217TL).
- Bellingham, Wash.—Project Interspeak seeks ch. 59, 100 w (BPTTL-820129TN).
- Orcas Island, Wash.—Project Interspeak seeks ch. 44, 1 kw (BPTTL-820129TM).
- Wenatchee, Wash.—Ronald J. Malik seeks ch. 27, 100 w (BPTTL-820217TD).

Wyoming

- Cheyenne, Wyo.—North American Television Network seeks ch. 44, 1 kw (BPTTL-810331OL).
- Sheridan, Wyo.—Sheridan Newspapers Inc. seeks ch. 16, 1 kw (BPTTL-820216TZ).

Translators

Following translator applications have been accepted for filing and will be ready for processing after April 30 cut-off date. Applications are those which meet one of exceptions to freeze.

VHF applications

Alaska

- State of Alaska, to rebroadcast KTVA-TV, KUTT-TV, KIMO-TV, KAKM-TV all Anchorage; KTOO-TV Juneau, KYUK-TV Bethel, KUAC-TV Fairbanks, for following communities:
- Angoon—Ch. 7, 10 w (BPTTV-820217ST).

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- Ernestine—Ch. 4, 10 w (BPTTV-820217SV).
- Girdwood—Ch. 8, 10 w (KIMO-TV only) (BPT-TV-820217SW).
- Kake—Ch. 13, 10 w (BPTTV-820217SS).
- Lake Louise, Eureka Nelchina, Snow Lake and Tazlina, 100 w (BPTTV-820217SU).
- Womans Bay—Ch. 7, 10 w (BPTTV-820217SZ).

Colorado

- Cahone and Dove Creek, Colo.—Montezuma Dolores County Metropolitan Recreation District seeks ch. 8, 10 w, to rebroadcast KGGM-TV Albuquerque, N.M. (BPTTV-820222TU).
- Pitkin and Ohio, Colo.—Gunnison County Metropolitan Recreation District seeks ch. 8, 1 w, to rebroadcast KBTV(TV) Denver (BPTTV-820126TU).
- Pitkin and Ohio, Colo.—Gunnison County Metropolitan Recreation District seeks ch. 10, 1 w, to rebroadcast KWGN-TV Denver (BPTTV-820126TV).

Montana

- Plevna, Mont.—Plevna Television District seeks ch. 6, 10 w, to rebroadcast KHSD-TV Lead-Deadwood, S.D. (BPTTV-801010IC).

Wyoming

- Manderson and rural area, Wyo.—Town of Manderson seeks ch. 3, 1 w, to rebroadcast KTWO-TV Casper, Wyo. (BPTTV-820217TW).
- Manderson and rural area, Wyo.—Town of Manderson seeks ch. 7, 1 w, to rebroadcast KTVQ-TV Billings, Mont. (BPTTV-820217TY).
- Manderson and rural area, Wyo.—Town of Manderson seeks ch. 13, 1 kw, to rebroadcast KULR-TV Billings, Mont. (BPTTV-820217TZ).

UHF applications

Alaska

- State of Alaska for following communities:
- English Bay—Ch. 31, 20 w, to rebroadcast KTUU-TV Anchorage (BPTT-820211TW).
- English Bay—Ch. 43, 20 w, to rebroadcast KTVA-TV Anchorage (BPTT-820211TV).
- English Bay—Ch. 69, 20 w, to rebroadcast KIMO-TV Anchorage (BPTT-820209TZ).
- Indian Hope—Ch. 47, 20 w, to rebroadcast KIMO-TV Anchorage (BPTT-820219TY).
- Niniilchik, Kasilof and Anchor Point—Ch. 15, 100 w, to rebroadcast KTUU-TV Anchorage (BPTT-820209TX); Ch. 33, 100 w, to rebroadcast KIMO-TV (BPTT-820209TW), and Ch. 27, 100 w, to rebroadcast KTVA-TV (BPTT-820209TW).
- Petersburg—Ch. 15, 20 w, to rebroadcast KTVA-TV, KTUU-TV, KIMO-TV, KAKM-TV, all Anchorage; KTOO-TV Juneau; KYUK-TV Bethel, KUAC-TV Fairbanks (BPTT-820217SX).
- Trapper Creek and Talkeetna—Ch. 16, 20 w, to rebroadcast KTVA-TV, KTUU-TV, KIMO-TV, KAKM-TV Anchorage; KTOO-TV Juneau; KYUK-

TV Bethel; KUAC-TV Fairbanks (BPTT-820217TA).

- Wrangles—Ch. 15, 20 w, to rebroadcast KTVA-TV, KTUU-TV, KIMO-TV, KAKM-TV Anchorage; KTOO-TV Juneau; KYUK-TV Bethel and KUAC-TV Fairbanks (BPTT-820217SY).

Colorado

- Cortez, Colo.—Montezuma Dolores County Metropolitan Recreation District seeks ch. 33 to rebroadcast KGGM-TV Albuquerque, N.M. (BPTT-820208TZ).

Kansas

- Salina, Kan.—Stauffer Communications Inc. seeks ch. 53 to rebroadcast WIBW-TV Topeka, Kan. (BPTT-820204TZ).

Montana

- Broadus, Ashland & surrounding rural area, Mont.—Powder River County TV Board seeks ch. 61, 100 w, to rebroadcast KUED-TV Salt Lake City (BPTT-811124TX).

Nevada

- Winnemucca, Nev.—Humboldt county seeks ch. 53, 100 w, to rebroadcast WOR-TV New York (BPTT-820312TW).

- Rural Elgin (Union county), Ore.—Blue Mountain Translator District seeks ch. 40 to rebroadcast KPTV(TV) Portland, Ore. (BPTT-820209TU).

- Rural Elgin, Ore.—Blue Mountain Translator District seeks ch. 44, 100 w, to rebroadcast KXLY-TV Spokane, Wash. (BPTT-82029TR).

- Rural Elgin, Ore.—Blue Mountain Translator District seeks ch. 46, 100 w, to rebroadcast KHQ-TV Spokane, Wash. (BPTT-820209TS).

- Gold Hill, Ore.—Southern Oregon Education Co. seeks ch. 55, 10 w, to rebroadcast KSYS-TV Medford, Ore. (BPTT-820308TX).

- Rural Baker Valley, Ore.—Blue Mountain Translator District seeks ch. 40, 20 w, to rebroadcast KPTV(TV) Portland, Ore. (BPTT-820209TU).

- Rural Elgin, Ore.—Blue Mountain Translator District seeks ch. 42, 100 w, to rebroadcast KREM-TV Spokane (BPTT-820209TT).

Washington

- Quincy, Wash.—Quincy Valley TV Inc. seeks ch. 24, 100 w, to rebroadcast KXLY-TV Spokane, Wash. (BPTT-820129TK).

- Quincy, Wash.—Quincy Valley TV Inc. seeks ch. 26, 100 w, to rebroadcast KHQ-TV Spokane, Wash. (BPTT-820129TJ).

Other

- FCC is asking for comments on recommendation of Federal-State Joint Board on jurisdictional separations that individual states be permitted to set early freeze dates for calculation customer premise equipment base amount to be used by carriers under their jurisdiction. Action March 25.

- FCC issued notice of inquiry for comments on 1984-86 World Administrative Radio Conference of International Telecommunication Union for planning of high frequency bands allocated to broadcasting service. Action March 25.

- FCC seeks further comment to help formulate U.S. positions to be presented at 1983 RARC. Action March 25.

- Review sought of Pittsburgh, Pa., cable TV grant on adoption of rules on separations and accounting procedures (MCI vs. FCC) and denial of waivers of broadcast-newspaper cross-ownership ban upheld (Anniston Broadcasting vs. FCC).

- FCC began inquiry on steps needed to apply principals, standards and procedures set out in Final Acts of The Administrative Conference on Medium Frequency Broadcasting in Region 2 to AM allocations in U.S. Action April 1.

Call letters

Applications

Call	Sought by
	New FM's
KUAR	University of Arkansas, Little Rock, Ark.
KSCA	University of Southern California, Santa Barbara, Calif.
KSYV	Pacific Coast Broadcasting Inc., Solvang, Calif.
WMPR	J.C. Maxwell Broadcasting Group, Inc., Jackson, Miss.
KRRB	Western Media Inc., Dickinson, N.D.
	New TV's
WBSP	Big Sun Television Inc., Ocala, Fla.
KEHB	Paso Del Norte Broadcasting Corp., El Paso, Tex.
KIDY	Sage Broadcasting Corp., San Angelo, Tex.
	Existing AM's
WJYV	WMAG Forest, Miss.
WBCS	WMKE Milwaukee
	Existing FM's
KBBC	KRFM Lake Havasu City, Ariz.
KRLN-FM	KSTX Canon City, Colo.
WEFM	WMCB-FM Michigan City, Ind.
WIMT	WIOA Lima, Ohio
WCAD	WKVM-FM San Juan, PR.
KMIO-FM	KBGG-FM Merkel, Tex.

Grants

Call	Assigned to
	New AM's
WHEX	Columbia Broadcasting Corp., Columbia, Pa.
KNCI	Hart Broadcasting Inc., Boerne, Tex.
	New FM's
WVRT	Rego Broadcasting Co., Reform, Ala.
KBOQ	Clintell C. Porter, Marina, Calif.
KXNP	Mid Plains Broadcasting Inc., North Platte, Neb.
WEHS	Cherry Hill Board of Education, Cherry Hill, N.J.
KECO	Ronca Broadcasting Inc., Elk City, Okla.
KRNN	Creswell Wireless Inc., Creswell, Ore.
KNTL	Jim and Mercedes McDaniel, Sweet Home, Ore.
WTGS	Business & Minority Coalition Broadcasters Inc., Hardeeville, S.C.
KLSR-FM	James A. Giesecke, Memphis, Tex.
	New TV
WUSV	Union Street Video, Inc., Schenectady, N.Y.
	Existing AM's
KOPA	KXAM Scottsdale, Ariz.
KJJZ	KFML Denver
KKSS	WAYL Richfield, Minn.
	Existing FM's
KBNY	KUJZ Nampa, Idaho
KSPG	KOYY-FM El Dorado, Kan.
WUWU	WBIV Wethersfield, N.Y.
WMGZ	WGBZ Sharpville, Pa.
WCHU-FM	WKXC Soddy Daisy, Tenn.
WKEZ-FM	WYVA Yorktown, Va.

Summary of broadcasting

FCC tabulations as of Feb. 28, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,641	0	0	4,641	127	4,768
Commercial FM	3,352	1	1	3,354	211	3,565
Educational FM	1,121	0	1	1,122	76	1,198
Total Radio	9,114	1	2	9,116	414	9,530
Commercial TV						
VHF	523	1	0	524	8	532
UHF	260	0	0	260	116	376
Educational TV						
VHF	103	1	3	107	9	116
UHF	160	2	4	166	17	183
Total TV	1,046	4	7	1,057	150	1,207
FM Translators	453	0	0	453	208	661
TV Translators						
UHF	2,708	0	0	2,708	164	2,872
VHF	1,574	0	0	1,574	406	1,980

*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

Sales Manager. 100,000 watt FM stereo, 24 hours. News, music, sports, remotes, local events. Excellent production. Two Midwestern farm-industrial communities. Non-rated. Experienced, creative person to direct, inspire, maintain top billing staff. Compensation commensurate with market area, performance. Mail resume to Box W-29.

Director of Radio Broadcasting (Station Manager). Grand Valley State Colleges seeks an individual to supervise the growth and development of a new 150-watt noncommercial station. Position requires teaching broadcasting one-half time over a fiscal year and management of an all-student staff. Station closely associated with highly successful public television station serving 38th market. Master's degree in Broadcasting or related field required, doctorate preferred. Should also have at least five years of experience in management, news and public affairs. Salary range: \$21,900 to \$33,800. Send resume to Dr. George Lott, c/o Personnel Office, Grand Valley State Colleges, Allendale, MI 49401. Deadline for applications, April 26, 1982. Position open July 1, 1982.

General Manager needed for an adult inspirational station. Must have proven track record in sales with good management credentials. Send resume to Bruce Erickson, V.P., The Enterprise Network, 100 N. 24th St. West, Billings, MT 59102.

Sales Manager for contemporary FM station in a solid Midwest market. Need energetic, goal oriented individual who wants to grow with a dynamic broadcast group. Send resume to Box W-59. An equal opportunity employer.

Director of Radio Activities: Growing AM/FM public radio operation covering 700,000 persons. Good budget and excellent ratings. Management and radio programming experience required. Bachelor's degree in liberal arts or administration required. Salary competitive. Apply by June 1, 1982, to General Manager, KWSU/KFAE-FM, WSU, Pullman, WA 99164-2530. An EO/AA employer.

Radio Advertising Bureau, Regional Manager. Radio sales management person now working in the West/Northwest region of the country, to headquarter in that area and to cover several cities as regional manager for the Radio Advertising Bureau. Fascinating range of assignments. Develop and maintain membership for RAB, selling radio as a medium to major retailers, regional and national accounts in your area of responsibility and coordinating this vital activity with the individual efforts of radio broadcasters. You favorably influence the future (and present) of radio. Able to sell, teach and organize. Platform speaking and presentation skills essential. Opportunity for continuing growth and exposure to all facets and total range of radio. Salary open, depending on experience and qualification. Send letter and resumes to Joe Vincent, Sr. Vice President, Radio Advertising Bureau, 485 Lexington Avenue, New York, NY 10017. No phone calls accepted.

Public Radio: AM-FM. Unique opportunity for experienced manager with good leadership skills. Write or call for full job announcement. Affirmative action, equal opportunity employer. WILL Radio, 228 Gregory Hall—U. Urbana, IL 61801. 217-333-0850.

Join a proven winner!! Excellent opportunity for on-the-air and managerial level position at one of the Midwest's most exciting and innovative facilities. Format completely female-oriented with strong market acceptance. Desire individual with well-developed communication skills, sensitivity to contemporary female issues and attitudes and proven leadership capabilities. Send tape and resume to: Broadcast Management; P.O. Box 6410, Flint MI 48503. An Equal Opportunity Employer.

HELP WANTED SALES

Experienced Salesperson. AM/FM station in oil boom area of SW Okla. Looking for someone who is willing to work, a self-starter, wanting to make money. Send resume & salary needs to Carolyn Riffel, KRPT, Anadarko, OK 73005. 405-247-6682.

Texas Panhandle City of 30,000 seeking self-starter to assume all around duties of account executive, production and play by play. Just lost key man and need someone to fill his shoes. Call Darrell Sehorn. KGRO, Pampa, TX 79065. 806-669-6809. Career opportunity with expanding group of stations.

NY state competitive small market needs aggressive, results-oriented Sales Manager. Will carry list and help others get most from theirs. Pay plan negotiable. \$25K potential. Send resume, track record, pay preference to Box W-36.

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, NC 28216. EOE.

Front liner wanted. On street selling ability mandatory. Order takers, forget it. Need experienced pros for growing Midwest metro FM in competitive market. Send resume, track record first letter in strictest confidence to Box W-23.

Local Sales Manager with at least 5 years' experience in broadcast sales. Must be able to communicate with, motivate and train five-person sales staff. Must be strong on retail sales. Will also supervise traffic and production departments. Knowledge of media research important. Send resume to Mr. Frank Woodbeck, General Manager, WKBW Radio, 695 Delaware Avenue, Buffalo, NY 14209. An Equal Opportunity Employer.

Get out of the rat race. If you are an experienced radio sales person, WFAN in Mystic, CT. is looking for you. 203-536-9641.

Are you ready to pioneer the new field of satellite/microwave delivery including interconnect activities? Cable sales/management opportunity for an experienced local, regional, national radio sales person needed for a dynamic subsidiary of a broad-based communications parent company located in a highly desirable rapid growth area of the West. Send particulars to: Satellite Services Inc., P.O. Box 30901, Salt Lake City, Utah 84130. EOE.

Sales Manager wanted for small market Midwestern AM/FM programed/sold separately. Must have minimum three years sales experience. Excellent opportunity for proven sales person to move up to management. Send resume, references and earning history with first letter. We offer salary, commission, override, insurance program. Write Box W-68. An equal opportunity employer.

Sales People needed for entry level sales position. Will RAB train you. 50,000 watt central California A/C FM station. Come and grow with us. EOE, M/F Send resume to Jim C. Meeker, P.O. Box 2959, Merced, CA. 95344.

Sales/Announcer Chicago metro market, excellent commissions. Compensation commensurate with experience/qualifications. Account list. Opportunity for advancement. Write Box W-85.

Southern California's fastest growing region needs confident salesperson to rebuild sales list. Station is tops in the area. KCIN, Box 1428, Victorville, CA 92392.

HELP WANTED ANNOUNCERS

C&W AM/FM in oil boom area of SW Okla. needs big sound good air personality and production. Send tape, resume & salary needs to Dave Myers, KRPT, Anadarko, OK 73005. 405-247-6682.

Immediate opening, DJ, commercial experience. Generous salary. Fringes. WVOS. Call S. Lubin, 914-292-5533.

New 100,000 watt FM needs community-minded announcer for combination morning talk show-sales position. T&R to WBWA, Box 207, Washburn, WI 54891. 715-373-5151.

Experience a must! Evening shift. Salary \$10,000 plus paid insurance. Personal interview required. Tape and resume to George Wilburn, KWHW AM/FM, Altus, OK 73521 E.O.E.

Southern California country station has immediate need for air personality with creative production ability. KCIN, Box 1428, Victorville, CA 92392.

Would all former air personalities of WHBG, including Keith James, Dave Taylor, Dick Weirich, Mike Wingfield and Lee Arthur, please contact Bill Kramer, 703-434-1311.

Announcers wanted for 50,000 watt central California A/C FM station. Good voice communicators, strong in production and community involvement. EOE. M/F Send tape and resume to: Jim C. Meeker, P.O. Box 2959, Merced, CA. 95344.

Dynamite jock for night slot on 100,000 watt contemporary giant in Tennessee. Salary open. Call Rich, 615-267-2363.

Production and news person needed for fast growing medium market. Good voice and experience required. No beginners. Call Lyle Richardson, KUDE/KJFM, Oceanside, CA 92054. 714-757-1320, pronto. EOE.

Wake up before the cows! Enjoy Colorado mornings! Become my sign-on announcer. You must be good, dependable, and experienced. Tapes and resumes to: KLMR P.O. Box 890, Lamar, CO 81052.

Future Opening for sharp personality to host total morning news program and "PM" telephone talk show. Will work with the best local news people, meteorologists and guests. Must be good at the controls. Send resume and tape to station manager, WAYY Radio, P.O. Box 47, Eau Claire, WI 54702. An Equal Opportunity Employer.

50,000 watt FM, CHR seeks qualified AM. drive air personality. Good production necessary. No beginners. No. 1 in market. Tape and resume to: WKHI, P.O. Box 758, Ocean City, MD 21842. No phone calls. E.O.E.

HELP WANTED TECHNICAL

Washington D.C. Consultant seeks experienced staff engineer. Radio and television background and FCC 1st necessary. CATV and allocation exposure desirable. Please send resume and salary requirements to Box T-237. EOE, M-F

Chief Engineer. Experience in maintaining AM/FM transmitters & automation equipment at the best equipped stations in Western Massachusetts. Brand new studios and broadcast equipment. Excellent salary and living environment. An equal opportunity employer. Send resume to WUPE/WUHN, Box 1265, Pittsfield, MA 01202.

Top FM radio engineer wanted. Maturity and experience a must. Disciplined approach to hands on maintenance and record keeping essential. KQDS, Box 6167, Duluth, MN 55806.

Growing Midwest metro FM seeks chief engineer. Transmitter, studio facility maintenance experience with some announcing. Send qualifications and salary requirements in strictest confidence to Box W-24.

Chief Engineer—WDIZ, Orlando, Florida, is looking for a professional and imaginative chief engineer. Send resume to David Janzer, Director of Engineering, Shamrock Communications, 606 W. Wisconsin Ave., Milwaukee, WI 53203. An Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED

Maintenance Engineer for AM and TV station wanted. FCC license and two years maintenance experience required. Salary: \$20,000-\$24,000. D.O.E. Contact: Chief Engineer, Bethel Broadcasting, Inc., P.O. Box 468, Bethel, AK 99559. Bethel Broadcasting, Inc. is an Equal Opportunity Employer.

Engineer. Toledo-northern Ohio area. Full-or part-time maintenance engineer, first or general. Send resume and requirements to Box W-87. Our employees know of this ad. EOE.

Experienced Chief Engineer wanted for AM/FM in large Midwest city. Excellent salary, benefits, engineering staff. Must have D.A. experience. Excellent opportunity for a qualified chief to improve his status. Group owner. Resume to Joseph Cunat, Mid America Media, Six Dearborn Square, Kankakee, IL 60901. EOE.

HELP WANTED NEWS

Afternoon drive reporter/anchor, minimum two years on-air commercial experience. Only self starters need apply. Excellent working conditions, good salary. Send tape, resume, writing samples with letter including three professional references to Dick Forney, News Director, WQHK/WMEE, P.O. Box 6000, Fort Wayne, IN 46896. No calls, please.

News Director. Top rated WLAP-FM/AM seeks capable leadership for information-oriented MOR-formatted AM and adult rock FM. Experienced applicants only. No phone calls. Resume/tape c/o Jim Allison, GM, Box 11670, Lexington, KY 40577. EOE/MF.

Group owner needs seasoned, professional morning anchor-reporter person at stations in 300,000+ market. Highly competitive and demanding environment. Must have minimum 2 years on-air experience, excellent, natural delivery, be able to take direction, and work well with others. Resume references to Dick Forney, WQHK, P.O. Box 6000, Fort Wayne, IN 46896. An Equal Opportunity Employer.

All-News Reporter. WEBR, Buffalo, has a special opportunity for a good reporter. We require experience, plus strong delivery and writing skills. We offer high visibility and growth potential. WEBR is a strong, independent award-winning news service in a competitive major market. Non-returnable tape, resume, references to News Director, Drawer B, WEBR, 23 North Street, Buffalo, NY 14202. WEBR is an equal opportunity affirmative action employer.

Full-time News Director and full-time news/sports person for one of the Rocky Mountains' most beautiful resort areas. No smokers. Like the mountains? Tape & resume to KMTN-FM, Box 927, Jackson Hole, WY 83001. Equal Opportunity Employer.

Reporter/Anchor needed for station in beautiful Finger Lakes. Strong writing and delivery skills a must. Minimum one year experience. Send tape, resume and writing samples to Jim Parsons, WKRT, 292 Tompkins St., Cortland, NY 13045. EOE, M/F.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

WCBM, Metromedia's Baltimore A/C leader, needs a Production Director: warm voice, creative mind, disciplined writing, polished technique. Weekend air shifts. Equal opportunity employer. Send production/air tape to: Dave Arlington, WCBM, Owings Mills, MD 21117.

Program Director—Broadcast leader requires individual that possesses proven track record along with top-notch managerial skills. 3-5 years commercial radio experience in programming a must. Send resume to Personnel Department, WJLK, Press Plaza, Asbury Park, N.J. 07712.

Mid-Missouri broadcast leader continues its search for a broadcaster with interest in news, farm and service. Join a winner. Call Greg Walker at KRES, 816-263-1600.

Wanted: Imaginative and creative commercial writer. 25-40 hours weekly. Experience in copywriting and control board operation helpful. Send resume to station manager, WAXX/WAYY Radio, P.O. Box 47, Eau Claire, WI 54702. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Professional Broadcaster. Seeking station manager slot. Responsible, dedicated, ambitious. Presently sales manager. All Replies considered. Write Box W-39.

If a national-regional network or group owner is searching for an experienced, aggressive, hard-working, strong, organizational leader, with a proven industry-wide reputation for generating record sales and quickly turning bottom line figures from red to black—I possess all of these qualifications, as a former network CEO, owner and operator of successful major stations in the top 25 markets, with over 25 years of high-profit broadcast experience, and I would like to make my skills available to your organization as a top executive or as a consultant, with guaranteed results. I am available for an immediate interview. Write Box W-4.

Satellite Network GSM, 6 years GM, seeking top 100 GM challenge with progressive organization. Young, high achiever. Strong sales, goals, programing, planning, research, references. Available now. Joe, 912-924-4852.

Accomplished GM, first-rate credentials, references, seeking change. Stable, active communitywise, most successful. Sales and promotion oriented! "Can do" attitude and track record. Box W-94.

32, aggressive, successful, community minded, sales/profit-oriented small market GM seeks new challenge. Sales manager position considered. Box W-84.

Programmers make good managers!! Seeking position with management potential, at stable operation. Now programming A/C. Mike, 303-434-5549.

Inherited success. Ever notice how some radio managers build their careers on success? Other people's success. They always work for established stations, always let others get the hula hoop up off the ground, then they come in and manage to keep it spinning. They don't usually want to work, fight or sweat for success, since it is too easy to get the other way. And they're not always sure what they're doing right or why they're doing it, just that it's always been done this way and that it seems to work. The shortcomings of such a person are obvious. If you have a radio station that demands a different type of manager, one who can be the architect and developer of a successful operation, and if you're willing to discuss an equity arrangement then I can make us both a great deal of money. Excellent credentials, exceptional record of achievement. Box W-97.

Sales Intensive, community-oriented, small market GM/GSM looking for new opportunity. Experienced in all phases of small market operations. Box W-82.

Radio management professional. 12 years in San Diego—looking to relocate as General Manager or Sales Manager. Excellent credentials and references. Jeff Guier, KJQY, San Diego, 714-238-1037.

Earn bigger profits with an ambitious GM who can create, coordinate and implement an effective sales, marketing, and programming plan. Well qualified for decision making position in medium or large market. Turnaround situation fine. Fifteen years with current employer in Northeast. Excellent references. Inquire confidentially to Box W-79.

GM available. 22 years experience. 10 years management experience. With present station 19 years. Can do the job for your station. Family man. Prefer the Carolinas. Let's talk. Box W-72.

Operations Manager: 10 years experience, personel, sales, programming, technical, legal. All around man-ready to learn, show and grow. Professional stations only. Box W-51.

SITUATIONS WANTED SALES

Experienced account executive with 1st phone & announcing experience desires sales or announcing position. Prefer PA, NJ or Delaware area. Write Box W-50.

Account Executive with seven years of broadcasting experience seeks sales position with small market radio station. Please phone Martin Garbus at 213-842-3364, or write to Martin at 1233 Alta Paseo, Burbank, CA 91501.

SITUATIONS WANTED ANNOUNCERS

Multi-Talented—news, sports, music (any format), engineering. My break is your break. B.A. in communications, will relocate. Mitch, 280 North Bowman Ave., Merion, PA 19066. 215-664-7644.

Career minded, excellent reader and voice. Anywhere. Bill Hess, 11401 Arrowhead Trail, Hales Corners, WI 53130. 414-425-4924.

Disc Jockey with excellent voice and diction looking for first job. Good production, Sales welcomed. Arthur Ostermann, 212-447-3768.

Graduate from announcing school, 2 years' experience on-air. Good production, news and air voice. Not a reader, a communicator. Progressive, AOR. A/C format. Will relocate. Call 308-432-4569.

9 years small market experience. PD, MD, copywriter. MOR, EZ. Married. Prefer Carolinas, Virginia, Maine, Geoff Stellpflug, Box 61, Milffin, PA 17058. 717-436-8809.

Professional sound and attitude. Pleasant personality. Cooperative. Chip Durant, 5317 S. Tuckaway Dr., Greenfield, WI 53221. 414-282-0185.

Wait till you hear my play-by-play. Sports director good on board, 3 years' experience. Box W-55.

AFRTS Broadcaster retiring with over 16 years of "on-air" exp. Prefer country music format. Call Dave at 805-734-1066 or 805-866-6493 (work).. 7 A.M. to 4 PM., PST.

Mature veteran ... employed now. MOR or country only. State particulars first reply. All locations considered. Box W-91.

Still Looking ... Announcer/Sportscaster, 5½ years experience, know rock format. Southern Rockies. West Coast preferred. Anytime, 303-651-3549.

Good reader and ad-libber seeking first station. Prefer S.W. states. Have some radio experience 3rd phone. Write Box W-45.

Ambitious, lots of potential. Willing to relocate. Any shift. Mark Johannsen, 5752 N. 81st Street, Milwaukee, WI 53218. 414-466-5569.

Imaginative, hard-working sports director looking to move ASAP. 5 years PBP and sportscasts. Doug, 312-669-5868 after 5 p.m.

Fantastic air personality, news, sports. Seven years' experience, plus MA. Looking KY or WV immediately. Krazy Dave, 217-443-4642 or 606-784-6196.

D.J., Excellent voice and production. Reliable. Format open. Location secondary to secure operation. Now working. Mike, 716-876-5509.

Hardworking, determined individual with over three years of broadcasting experience and professional training, will consider all offers. Contact Glen Adams, 201-337-7364.

Attractive, professional sounding, career oriented, personable, dependable. Charlene Nyren, 4416 W. Arthur Ct., Milwaukee, WI 53219. 414-543-9639.

Magazine/newstalk hostess in major market wants to make a move within the top 20. Peggy, 206-284-7443.

I can do the job for you. I'm creative with good sound and I love my job. Call Doug, 215-785-6100.

You have nothing to lose and everything to gain! Send for my cassette tape/credentials today! Joel, Box 6355, Syracuse, N.Y. 13217.

Looking for the right break. Announcer, 3 years' experience, all day parts. Currently morning man. Seeking on-air position, heavy production duties. Consider anywhere on East Coast from VA to Mass. AC, Top 40, AOR. Tape resume, references. Chris, 703-434-4360, Afternoons.

Have Headphones, Will Travel. Young, hard-working pro with experience as DJ, copywriter and sportscaster is seeking small or medium market community-oriented station to grow with. Good pipes, great attitude. Call John, evenings, 609-397-2428.

SITUATIONS WANTED ANNOUNCERS CONTINUED

I have 3 years' commercial radio experience. Degree in Broadcasting. Good voice, news reader. Family man ready for your station. Todd 515-573-4591 (Days).

SITUATIONS WANTED TECHNICAL

Innovative Technical Director available for major chain who believes in being number one in sound. Excellent technical and administrative abilities. Box W-90.

SITUATIONS WANTED NEWS

Top-notch working news pro wants new major-market challenge. Personality anchor with solid reporting skills. Prefer West coast or New York. Write Box W-30.

Experienced Sportscaster. Desires move to medium market. Six years PBP football, baseball, basketball; writing news and sports; interviews; production. Accustomed to rugged schedule. No sick leave in six years. Tape, resume available. Box W-15.

Sportscaster. Award winner for both play by play and general sports reporting. Available now. Call Russ, 717-561-0710.

Refreshing PBP. Experienced professional available for major college football and basketball package. Full-time or freelance considered. Box W-65.

Veteran anchor/reporter—good voice, well informed. Solid journalism experience. All offers considered. Hank, 617-679-6957.

Enthusiastic PBP announcer looking for move up ladder of success. Age 23. 5 years' experience high school basketball, baseball, and football. Would love to stay in Wisconsin, will go anywhere USA. Resume and tapes available. Write Box W-46.

Award-winning News Director with six years experience in determined, dependable reporting. Knows anchor, talk, and street reporting. Seeking important career move. 703-886-3073.

Top notch rookie has eyes open for sports reporting and/or announcing position. Small to medium market. Sales experience! Very energetic! Ed, 312-437-6284.

Experienced sportscaster looking for sports minded station. Exciting, descriptive play by play. Also have news background. Call 317-662-6208.

Newsman. Hard working, reliable. Good voice, writing skills. Format open. Location secondary to secure operation. Mike, 716-876-5509.

Super Beginner B.A. in business. Four years college/part-time experience. Sports PBP/news/talk. Looking for start on West Coast. Bob Akamian, 3809 N. 21st, Tacoma, WA 98406.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Production Talent wishes to meet new challenges; 4-years college (degree), 3-years pro; East Coast medium market replies. Copywriter/producer/announcer is experienced and aggressive. Write Box W-11.

Midwest Personality seeking first PD/MD job. CHR, A/C, or country. Looking for a challenge with a stable & professional station with room to grow. Committed to win. Failure isn't in my vocabulary. All markets considered. West, Southwest or Midwest. Write Box W-12.

Looking for a job? Why not register with the Communications Placement Service? Located in the Nation's Capital. Contact: 2025 Eye Street, NW, Suite 813, Washington, D.C. 20001. 202-659-8251.

Program Director/Assistant Manager. Lengthy, varied experience. Excellent performance record. All formats, AM/FM. Seeking responsible position with stable, quality organization. Box W-42.

15 year pro. seeks advancement as OM, PD, good small or medium market. Knows programming, sales, news, promotion. Specialty: A/C, country. Box W-40.

Operations/Program Manager. Experienced image-producer. B.A. Knowledgeable in business, personnel, programing, research, promotion, community affairs. Will give direction to station, motivate staff. Half my eight years radio as successful Operations Manager. Excellent hands-on production, dynamic voice. Professional, responsible, creative, dedicated. Box W-64.

PD with AOR, AC success record and operations, production, promotion, air experience in medium market. Dedicated, cooperative, ready for right move. Box W-66.

Successful, knowledgeable radio pro seeks right medium market Program Director position. Six years experience, BA degree. Write Box W-83.

TELEVISION

HELP WANTED MANAGEMENT

Midwest TV station seeking station manager. Must be knowledgeable in production, sales, and everyday operation of a station. Salary commensurate with experience. EOE. Send resume with salary requirements to Box W-88.

Cable TV—We are the cable TV specialists in placing engineers & management with complete and total confidence. Current searches for director level, project manager, engineer, and staff positions. Call or write: Davis-Omega, 2 W. 45 St., Suite 1403, New York, NY 10036. 212-840-0899.

KCTS/9 General Manager. Major market public television station in the Pacific Northwest seeks General Manager to direct the operational, programming, financial and administrative activities of a broadcasting and local production service with a \$5,000,000 budget. The station, located in Seattle, is licensed to the Board of Regents of the University of Washington. The General Manager reports directly to the Vice President for University Relations at the University of Washington, acts as Executive Secretary for the station's forty-member Community Advisory Board and is liaison for broadcasting with Simon Fraser University, the station's Canadian affiliate in British Columbia. Minimum qualifications: A Bachelor's degree in Communications or a related field; Master's degree is preferred. Ten years of experience in television including at least two years in production and two years in an administrative management and supervisory capacity, preferably in public television. Salary commensurate with qualifications and experience. Send resume and letter of application by May 7, 1982, to: Carol Van Natta, 400 Administration Building, AI-10, University of Washington, Seattle, WA 98195.

HELP WANTED SALES

Account Executive—WTVD, the CBS affiliate in Raleigh/Durham, is seeking a team-oriented person with a proven record of excellence in television sales. A Capital Cities Communications station, WTVD offers major benefits and an opportunity to grow with one of the industry's leading groups. Apply in writing to: Peter J. Celentano, Local Sales Manager, WTVD, P.O. Box 2009, Durham, NC 27702. EOE.

Salesperson—Adding a sales position to local sales team. Applicant should have one year broadcast sales experience. Send resume and salary requirements to Bruce Lawrence, Local Sales Mgr., WTNH-TV, 135 College St., New Haven, CT 06510. Equal Opportunity Employer.

Sales reps wanted to sell great new Children's TV series. Territories available United States, England, Canada, Australia, New Zealand, West Germany, Etc. 516-826-2735.

HELP WANTED TECHNICAL

Washington D.C. Consultant seeks experienced staff engineer. Radio and television background and FCC 1st necessary. CATV and allocation exposure desirable. Please send resume and salary requirements to Box T-238. EOE, M/F.

Hands-on Chief - proficient in areas of: RF, Digital, Ampex Quad, RCA Telecine, BVU, Vidifont. New facility in beautiful Salisbury, Maryland. Salary commensurate with experience. Send resume to Box 321, Salisbury, MD 21801. AA, EOE/M-F.

Chief Engineer, or Ass't. Chief ready to move up. For WJHG-TV, Panama City, FL. Good salary and fringe benefits. Send resume to R. E. Carow, Vice Pres., Gray Communications Systems, Inc., PO Box 3130, Albany, GA 31708.

Maintenance Engineer for rapidly growing south Florida market. Now building new transmitter facilities with Harris 110 KW and 1500' tower. Need a person with good background in control room and studio equipment. Transmitter and ENG experience desirable. Please contact Robert Cleveland, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901. 813-939-2020.

Maintenance Engineers: For one of LA's largest and fastest growing post-production companies. We're now ready to expand with studios, earth station, etc., and offer excellent salary, benefits, exciting growth potential and more. If you're interested and qualified (experience with Rank telecine, CMX, type "C" VTR and/or DVE), send resume to Box W-78.

Chief Engineer: New Christian family station in San Francisco area is seeking a CE to supervise transmitter and master control installation, organize engineering staff and maintain operations. Send resume and salary requirements to: KFCB, Box 6498, Concord, CA 94524.

Wanted: Operations Engineer who can handle videotape, editing, master control and video, to work in large market network affiliated station. We are a non-union, highly flexible operation oriented towards rapid growth in the production field. We continue to use the latest state of the art equipment... Ike, G.V. Digital effects, 1" Sony tape with convergence list, Management Editing, Etc. To apply, contact T. Arthur Bone at WPRI-TV, East Providence, R.I. 02914. Call if you qualify. 401-438-7200. We are an E.O.E.

TV Engineer. UHF in Chicago needs a top flight engineering supervisor. Familiarity with transmitters a must. Forward resumes to R. Ashenfelter, Ch. 26, 141 W. Jackson, Chicago, IL 60604. Equal opportunity employer.

TV Engineer—Connecticut Public Broadcasting seeking TV engineer with FCC General, minimum 2 years technical schooling and broadcast experience. Salary range—\$12,948-\$23,244, EOE, M/F. Send detailed resume to Mary Sullivan, CPTV, 24 Summit St., Hartford, CT 06106.

Maintenance TV Technician. Major market VHF TV station is seeking top maintenance technician with three or more years of digital, ENG/EFP and TV broadcast experience. Please submit resume to Box W-69. An Equal Opportunity Employer.

Communication Technician. Maintain and repair electronic equipment for University Instructional Television department. Requires four or more years related experience or equivalent. Send resume by April 30, 1982 to Ken E. Boutwell, UMC 30, Utah State University, Logan, Utah 84322 AA/EOE.

HELP WANTED NEWS

VP/News: No. 1 station, medium market with large market commitment to news, seeks experienced news director. Must have degree, administrative skills, innovative, with production savvy, strong with people. Equal Opportunity Employer. Write Box T-245.

Meteorologist. Meteorologist with several years' experience. Must be committed to the idea of making weather relevant and exciting to the audience. Sophisticated, aggressive, modern station in a top 50s market. Please send resumes and tapes to: News Director, P.O. Box 2009, Durham, NC 27702.

Weekend Anchor - Top 50's CBS affiliate needs strong anchor/producer for weekend casts, 3-days/week reporting. Experienced only. Tapes and resumes to Jay Moore, ND, WTVR-TV, 3301 West Broad Street, Richmond, Virginia 23230. An equal opportunity employer.

News Director: Group owned Midwest station seeking top news manager. Innovative news operation with large staff and state of the art equipment. Applicant must be quality journalist with ability to work well with talented staff and manage a large budget. Former news director has moved to a top 30 market. Send resume to Peggy Vyncke, Station Manager, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265. EOE.

HELP WANTED NEWS CONTINUED

Reporter/Anchor—May 3rd start: mid sized market in Southeast; group owned CBS affiliate; prefer experienced reporter with anchor potential. M/F, E.O.E. Send tape to: WDEF-TV, Dale Pandelis, 3300 Broad Street, Chattanooga, TN 37408.

Reporter—Aggressive, production-oriented general assignment reporter who can handle live situations. Minimum 3-years' experience for this top 15, No. 1 station. Please send resume to Box W-7. EOE.

News Photographer. One year experience. Send resume and tape to News Director, Box 4, Nashville, TN 37202.

Weathercaster—Meteorologist or knowledgeable weathercaster with credibility and a flair for presentation. Join top 15 No. 1 station on weekends with potential to move quickly to a prime weekday show. Please send resume to Box W-6. EOE.

Weekend Weather plus early morning weekday weather. The climate varies from hurricanes to paradise. We need an experienced pro who can put together a colorful, accurate show. Rush resume, salary needs, and audition tape to Bill Perry, News Director, WBBH-TV, 3719 Central Avenue, Ft. Myers, FL 33901. EOE.

News Director/Anchor: CBS affiliate; 200,000+ market; well established Radio/TV group; must have previous news director experience. Salary DOE. Write to Mr. Ron L. Moore, President; NTV, Inc.; Box 2200; Anchorage, AK 99510. EEO Employer.

Weathercaster—Up and coming top 100 market station in Midwest seeks weather personality for early and late news programs. Resume to Box W-56. EOE.

Sports Director wanted to head two person department and anchor three sports show daily in Mississippi's capitol city. TV sports experience mandatory, degree also preferred. No beginners. Self-starters only. We're on the move and want someone who can contribute to our advancement. Send tape and resume to Jack Holgate, News Director, WJTV, P.O. Box 8887, Jackson, MS 39204.

Meteorologist—If you are good, credible, with a bit of flair, let's talk. We have the equipment and the tradition; you must have the experience and the AMS seal. Resume and salary requirements to Box W-73. EOE.

Reporter for WRAL-TV—Aggressive, creative reporter for dominant, news-oriented Sunbelt station. TV reporting experience essential. Send tape and resume to Personnel Department, Capitol Broadcasting Company, P.O. Box 12000, Raleigh, N.C. 27605-2000. EOE/M/F.

News Producer—for top-rated 11 PM news program. Top 30 Mid-west market. Must have 2 years' producing experience. If you aren't an excellent writer, don't apply. Send resume to Box W-71.

Meteorologist: Group-owned CBS affiliate in top 100 Midwest market seeks warm, authoritative primary weather anchor meteorologist with proven communication skills. Excellent benefits and opportunity for career growth within group. Send resume and air check to Bruce Childs, WANE-TV, 2915 West State, Fort Wayne, IN 46808. EEO/M-F.

Sportscaster: We place a high value on local sports and we want someone who thinks the same. We are a small market Midwestern station an hour away from several pro teams. Send resume to Box W-86. EOE.

News show producer needed for top 20's TV Mid-west market. Minimum three years TV news producing experience with demonstrated track record. Must be strong writer, aggressive in pursuit of news coverage, with ability to lead and motivate staff. Send resume to Box W-48. Equal Opportunity Employer. M/F.

Reporter—Market leader seeks an experienced, innovative general assignment reporter. We want a self-starter who's a good writer and makes every story interesting. Live ENG experience helpful. No beginners. Send tape, resume to News Director; WOC-TV; 805 Brady Street, Davenport, Iowa 52808. No phone calls. An EOE employer.

Assignment Editor—Aggressive individual to head up assignment desk operations in this No. 1, top 15 station. Please send resumes to Jay Newman, KDKA-TV News, One Gateway Center, Pittsburgh, PA 15230. No calls, please. Equal Opportunity Employer.

ENG News/special feature photographer—Minimum one year experience. Shoot and edit for a top 100 market station in upper Midwest. Resume to Box W-57. EOE.

International news service seeks experienced freelance reporters and ENG crews in major U.S. and foreign cities. Must have own equipment or access to same. Send resumes and day rates to: NC Broadcast News, 1312 Massachusetts Ave., NW, Washington, DC 20005. EOE.

We're looking for an experienced, aggressive, knowledgeable co-anchor. Contact News Director, WLYH-TV, 1126 Park City Center, Lancaster, PA 17601. An equal opportunity employer, M/F.

TV News Assignment Editor. Top 25 Northeast affiliate seeking experienced assignment editor or producer to manage two-person assignment desk. The person we are looking for must be aggressive, skilled at motivating people and creative. Operation is all ENG with live capability and satellite down link. Experience with that equipment is desired. Station is an Equal Opportunity Employer. Please send resume to Arnold Klinsky, News Director, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. No phone calls.

News Director/anchor for top 100 market. Ground floor opportunity to build a top notch news operation. EOE. Send resume with salary requirements to Box W-89.

WOI-TV constantly seeking outstanding candidates to fill positions as they become available to maintain strongest news/production operation in Central Iowa. To establish this employment pool, following positions being advertised. All candidates must have B.A. in Journalism/Mass Communications/Broadcasting and current commercial TV experience as listed below: TV Reporter I-1 year reporting experience; TV Reporter II-2 years reporting experience; TV Duty Director-1 year directing experience; TV Director I-2 years directing experience; TV Director II-3 years directing experience; TV News Producer-2 years News and 1 year News production experience. Starting salaries based upon pertinent market, experience, education. Send current, complete resumes and VTRs to Janis Marvin, WOI-TV, Ames, Iowa 50011. EOE./A.A.E.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

TV Creative Director. Solid experience in television and print media necessary. Must demonstrate layout design, working knowledge of technical equipment, news graphics and set design abilities. Will supervise 2 artists and printer. Salary open. Write Program Director, Box 80888, San Diego, CA 92138. EOE.

PM Magazine Co-host to work with female co-host in mature, adventuresome PM Magazine. Must have TV production, story producing and on-air experience and be able to communicate well with curiosity and maturity. Send tape and resume immediately to George Hulcher, Executive Producer, PM Magazine, Box 1084, Louisville, KY 40201. EOE.

Art Director—Must have a major degree in commercial art, minimum five years' experience as TV art director, possess working knowledge of electronic production equipment, understand all on-air graphics and print media. Resumes/samples to: Kurt Eichsteadt, Program Director, KCRA-TV, 310-10th St., Sacramento, CA 95814-0794. Please, no calls. EOE. M/F.

Production Manager. Top 50, group-owned network affiliate seeks experienced broadcaster to manage studio commercial/EFP/operations/program production staff of 30. As a member of station's management team, ideal candidate will coordinate and supervise all on-air production and related budgets. Must be a self-starter and a motivator of people. State of the art production skills and technical knowledge essential. Excellent opportunity for advancement. Prior management experience a must. Send resume, including salary history and salary requirements to: Box W-47. All replies confidential. An Equal opportunity employer, M/F.

Television Producer-Director. Combine creative talents and teaching in a progressive academic environment. Five years production experience in television news and public affairs and a Master's degree. Work with commercial television stations and latest in ENG and studio equipment. Send resume to Personnel Department, Cooperative Extension Service, University of Georgia, Athens, GA 30602, by May 5, 1982. Refer to Position No. 3202. EEO/AA.

Producer/Director, KPTS needs an experienced producer/director who can handle both multiple camera shows and single camera field assignments. Requires writing skills and ability to work with clients from conceptualization to finished project. \$15,000-\$20,000. Resume to: Ken Barthelman, KPTS, Box 288, Wichita, KS 67201. April 23 closing. EOE-AA.

Film director—Top 20 Southeast independent is looking for an experienced film director or a number 2 ready to move up. Resume and salary requirements to John Lyons, P.O. Box 30028, Tampa, FL 33630.

Videotape editor for PM Magazine, WFAA-TV, Dallas, TX. Applicants must have minimum one year's experience editing PM Magazine stories or similar pieces. Others need not apply. Send tape and resume to: Producer, PM Magazine, WFAA-TV, Communications Center, Dallas, TX 75202.

Art Director. Dallas/Fort Worth network affiliate needs art director. Degree in commercial art or equivalent and at least three years experience as TV art director required. Will supervise small staff, design and produce all advertising materials, including on-air graphics and sales promotion pieces. Must be familiar with graphic arts equipment, experienced in 4-color mechanical preparation helpful. Send resume to Box W-60. Equal Opportunity Employer.

Production Planner—for company providing closed captioned TV programs for the hearing-impaired. Individual will deal with clients and be responsible for short-term production scheduling and long-term business projections. The successful applicant must have the ability to communicate effectively, a thorough knowledge of television production, and be a resourceful planner. Broadcast or business degree and experience in captioning desirable. Three (3) years' experience in television production required. Reply to the Personnel Manager, National Captioning Institute, 5203 Leesburg Pike, 15th Floor, Falls Church, VA 22041. EEO Employer.

TV Traffic. If you have experience in TV traffic, a thorough working knowledge of the relationship between traffic and other departments in a television station, and are interested in broadcast automation, then you may want to consider joining our installation team. Salary: D.O.E. Extensive travel throughout U.S. required. Send resume to Gene Gach, 1455 E. Tullie Circle, Suite 102, Atlanta, GA 30329.

Our PM Magazine male co-host is moving. If you're interested in working with one of the top-rated PM Magazine shows in the nation, now's your chance. Our Midwest atmosphere is the best available. Previous experience with PM Magazine is an asset. Will be required to do daily wraps as well as produce own stories. Reply with salary requirements and resume to Box W-70. EOE.

Wanted: TV control board operator. Experience preferred. Call or send resume to Randal Arcand, Production, KUMV-TV, Box 1287, Williston, ND 58801. Phone 701-875-4311. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

President/chief executive officer! Group or conglomerate. 30+ years practicing television! All aspects! Empire-builder/rebuilder! Accustomed to multiple-station/bottom-line responsibilities! Nationally-recognized industry-leader! Outstanding record of achievements! Produces spectacular profits and prestige! Geared for new technologies! Also available as outside-director! 10% agent's fee permanently available! Box W-52.

Experienced GM available immediately. Specialize in making stations profitable. Outstanding references testify to capabilities. Write Box W-75.

Promotion Manager experienced in top 25 markets, (network affiliate and independent), national syndication and local promotion. Interested stations reply Box W-49.

SITUATIONS WANTED MANAGEMENT CONTINUED

Looking for an opportunity as Sales Manager, 20 years same location, BS Radio-TV, good track record. 60% agency, 40% local. Call or write Jim Brown, 1118 E. Woodland, Springfield, MO 65807 or ph. 417-881-4362, home; office, 417-862-7474.

SITUATIONS WANTED SALES

Successful, stable radio GM, sales-oriented, desires return to TV sales. Three years TV sales and SM, set records in both. Self-starter, TVB-trained. Priority list only, with fine, professional station. Box W-95.

SITUATIONS WANTED TECHNICAL

Super Chief available soon and looking for new challenge. Write Box W-93.

F.C.C. First Class technician with audio, video, film production, and verbal skills seeks employment. Call Victor Mulholland at 914-969-7611, eves.

SITUATIONS WANTED NEWS

Meteorologist: Successful, consistently effective forecaster with over five years radio broadcasting experience. Desires TV. Write Box T-249.

Lead Anchor-managing editor. Mature, positive, w/ great presence, news judgement and writing. 10 years net news exp. Strong numbers in last market. Seeks challenge in serious operation. 813-360-7914.

Refreshing sports anchor. Pleasing voice and appearance, court sense, sports smarts. Network quality performer in 24-year-old rising star. Working in radio three years, seeking first TV anchor opportunity. Better than most I've seen. BA degree in Radio and TV. Box W-37.

I want to be seen! Award-winning radio news and sportscaster seeks the excitement and challenge of TV. Committed, self-motivated, anxious to learn. Also glib and very photogenic. Mark; 815-895-5887.

General Assignment Reporter. Not show-biz, but a solid visual journalist. Vietnam veteran languishing in top 100 market looking for that good move up! Box W-80.

Sports Journalist: Different to be better. Now seeking better job in different market. Box W-81.

Stable anchor/reporter, 37, ready to put 15 years experience and talent to work for you. Write Box W-44.

Experienced Show Hostess seeking morning talk show. Experienced weather anchor. Write Box W-54.

Meteorologist: Currently employed. Number one in the market by a long shot. Four years on-air experience. Enjoyable and comfortable personality. Friendly and easy to understand. Good credibility. Write Box W-43.

Obsessed with the people's business. Compelled to communicate with larger audiences for more money. A proven tough guy who also cries at supermarket openings. Unmuddle me from this small market. Box W-63.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Hungry, creative, hard worker. Production. EFP writing, editing. B.A., 1 year experience. Tim, 319-338-9937

Ambitious, mature, enthusiastic broadcasting graduate seeks entry-level position at your television or radio station! Contact me today! Audio cassette available. Joel, Box 6355 Teall, Syracuse, N.Y. 13217.

Magazine hostess in major market radio wants to move to same format in TV. Peggy, 206-284-7443.

ALLIED FIELDS

HELP WANTED SALES

Sales Assistant for top New York based radio syndicator. Must be a creative marketer, self-starter and be able to service existing client list. Phone work plus some travel. Experience required with national syndicator or network sales. Send letter and resume with salary history to: PRN, Box 172, New York, NY 10451.

West Coast Salesman/Manager. Professional TV ancillary equipment firm has an opening for an aggressive self-starter to establish L.A. office and seeks applications from current or intended Southern California residents. Related work experience, knowledge of professional TV market and basic familiarity with professional TV equipment helpful. All inquiries confidential. Please mail resume and income requirements to Box T-256.

HELP WANTED INSTRUCTION

Assistant Professor to teach radio and TV news writing, TV production, broadcast history and regulation and other broadcasting courses. Tenure-track position, between \$15,000 and \$18,000 depending on qualifications, plus probability of summer teaching at 18% of base salary for two courses. Ph.D. and professional broadcasting experience preferred, Master's degree and substantial professional experience required. Application deadline May 10, 1982; starting date August 16, 1982. Send resume, references and cover letter indicating primary teaching and research interests to Hugh Cowdin, Chairperson, Department of Communication, University of Nebraska at Omaha, Omaha, NE 68182. UNO is an affirmative action/equal opportunity employer: minorities, women, handicapped and Vietnam-era veterans are encouraged to apply.

Assistant or Associate Professor of Telecommunications at Northern Arizona University to teach: television directing and producing, copywriting, broadcast sales, and other basic undergraduate telecommunications courses. Will be involved in the operation and direction of the NAU Television Center. Qualifications: Master's degree required, doctorate preferred in telecommunications or allied fields. Professional experience in the broadcast industry desirable. Salary: depends on candidate's qualifications, but competitive. Application deadline: May 1, 1982. Application procedure: Apply to Dr. Charles H. Aurand, Dean, College of Creative Arts, Box 5755, Northern Arizona University, Flagstaff, AZ 86011. Affirmative Action, Equal Opportunity, Title IX employer.

WANTED TO BUY EQUIPMENT

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

Instant Cash for Broadcast Equipment: Urgently need good used: transmitters, AM-FM-TV, film chains, audio consoles, audio-video recorders, microwave; towers; WX radar; color studio equipment. Ray LaRue or Bill Kitchen, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

\$500 Reward for UHF Transmitters: for information which leads to our purchase of any UHF TV transmitter. Call Ray LaRue or Bill Kitchen, 800-241-7878. In GA, 404-324-1271.

Westrex, Western Electric tubes, microphones, mixers, amps, tweeters, drivers, speakers, others. 213-576-2642, David Yo. Box 832, Monterey Park, CA 91754.

Wanted: Audio production equipment. Industrial company is installing facility for audio-visual production. Need studio mic, mini-boom, mono or stereo mini board, 2 turn tables, on air sign, bulk eraser, etc. Contact 716-586-2020, extension 390.

Need 600' guyed tower. Call 803-796-7757, ask for General Manager.

Optimod 8000 wanted immediately for new FM. Will pay cash. WRVI, Virden, IL 62690. 217-965-5670.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

Five Q-TV prompting units including mirrors, hi resolution monitors and camera mounts, used sparingly for less than one year. Original cost, \$1600.00 per unit. For sale at \$1000.00 per unit. Landy Associates, Inc. Call 609-424-4660 or 617-877-9570.

5 kw AM Collins 21E w/spares, on air. M. Cooper, 215-379-6585.

Remote Production Cruiser: beautiful crown chassis, carpeted, full AC, camera platform on roof, 1600 mi. on diesel & drive train, good tires and brakes, includes (3) GE PE-350 cameras, working well, 10:1 & 2-18:1 lenses, motorized reels & TV-81 cables, Grass Valley Sync & line gear, new color prog. monitors, 12X 6 prod sw'r w/effects, 8x2 GE audio, well designed & professionally built. Other cameras available if preferred. \$150,000. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

VTR's. RCA TR-70, full Cavec, SS Rec amps, doc. (3) RCA TR-60 record only units 1000 hrs. total time each. Ampex 1200B Amtec, Colortec, Auto Chroma, Vel Comp, RCO, DOC; Ampex VR 3000 with metering and charger, IVC 870. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

Color cameras-new: special purchase! Brand new Thomson CSF MC-301, 3 tube Saticon cameras with 14:1 Fujinon F1.7 lens, 1.5" viewfinder, AC supply \$9,000.00. Studio accessories available. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, call 404-324-1271.

1 KW McMartin (1977) like new, w/proof. M. Cooper, 215-379-6585.

CCA 1200E (1978) Exciter, stereo, exc. cond. Call M. Cooper, 215-379-6585.

RCA BTF-5D, 5 KW FM w/Moseley SS exc., stereo. M. Cooper, 215-379-6585.

Collins 831-F2, (1977), Z-2 exc., ster. & SCA. W/ warranty. M. Cooper, 215-379-6585.

Complete FM Station. Automation, studio, antenna, much new. Carts, studio, tape, cassettes, MSL. List Sase. Write Box W-8.

Used TV Transmitter Bargains: GE-transmitter package on Ch. 8, 35kw excellent condition, serving as operating standby now, with TY53B1 antenna and 3 1/8" transmission line; GE-transmitter 30kw (low UHF Ch. 14-34), operating with good useable klystrons; RCA-1kw Ch. 40, complete & operating; RCA-10kw Ch. 42, excellent condition; RCA 30kw Ch. 57, fine transmitter; RCA 1kw from Ch. 14 up. What do you need? Visual 55kw transmitter on Ch. 47, ready to go! Most of the above can be retuned! (4) Varian 30kw klystrons 4KM100LF good life remaining (Ch. 34-52), 6 1/8" and 3 1/8" transmission line with fittings and hangers. Call Ray LaRue, Quality Media Corp. 800-241-7878. In GA, 404-324-1271.

Color Cameras - used: GE Film Chain with Eastman 285 Projectors, Multiplexer, RCA TP-7, BEI Auto Light Controls, Cohu Encoder, CBS Enhancer, excellent condition; (1) Norelco LDH-1, RCU, 50' Cable; (1) GE PE-350; (3) GE TE 201 good operating condition; Ikegami HL-33, HL-35; Hitachi FP1020/JVC 2600 Battery Belts Charger-AC Supply, 100 hrs. total; Toshiba/GBC CTC-7X, Minicam, plumbs. Call Ray LaRue, Quality Media Corp., 800-241-7878. In GA, 404-324-1271.

SMC Carousel owners. Fibre drive gears for older thor motors. \$6.95 each. Check with order. PO. Box 405, Long Valley, N.J. 07853.

Complete Production Co. Ford van, 2-FP-20 Hitachi cameras, 4-3/4" VTR's; Panasonic G2 editing system, 4 monitors, switcher, audio BD, lights, microphones, all accessories, \$43,000.00. Possibly sell a few items separately. Call 317-872-0611, Lyman Eaton.

Sony No. VP-2260 video cassette player, good condition. Sony No. KV-5000 5" color monitor, good condition. Hitachi No. VM-909U 8" B&W monitor, excellent condition. RCA No. CC002 color TV camera with lens and electronic viewfinder, excellent condition. Cost: \$3000.00 entire package or best offer. Call Mel Hvazda at Acrodyne, 215-542-7000.

Two Ikegami HL 77 Cameras in excellent condition. 212-757-8919.

Used broadcast television equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

COMEDY

Hundreds Renewed Again! Free sample. Contemporary Comedy 5804-B Twineing, Dallas, TX 75227.

**COMEDY
CONTINUED**

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

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-595-9588.

Bingo Newsprint Cards personalized with your client's ad message for radio, TV, cable or city phone system promotion. Send for free samples. Bingo Cards Omaha, Box 4069, Omaha, NE 68104. 402-453-2689.

RADIO PROGRAMING

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.

Radio and TV Bingo, Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80160. 303-795-3288.

CONSULTANTS

Advance in your career! Professional representatives will present your credentials to the decision makers at America's best stations. All radio/TV positions and disciplines handled. Reasonable rates. Mail us your material for free confidential evaluation & information. North American Media Reps, Box 3523, Quincy, IL 62305.

**Situations Wanted Programing,
Production, Others**

NEW YORK CITY PRO

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New owners who have quadrupled billings on Northwest newstalk radio station are searching for an outstanding broadcaster to assume day to day operation of station. Salary to \$30,000 with bonus and profit sharing arrangement. Candidate must have experience in newstalk format and have had significant general management experience. Address resumes and letters of application to: George Staubli, 106 Redhill Circle, Tiburon CA 94920. An equal opportunity employer.

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ORGANIZATION ADDING
STAFF**

Only real pros need apply. Minimum five years commercial broadcast experience. Expertise in writing, anchoring, ad libbing and field reporting. Management experience helpful. Starting salary in upper \$30s. Send resume only, with references and salary history, and be prepared to send cassette with newscast and field report samples when we contact you. Box T-198. EOE/ME

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DEDICATED - EXPERIENCED

Community-involved General Manager looking for a stable long-term situation. 20 years experience in all phases. Married-family. Currently employed. Box W-53.

Situations Wanted News

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How would you like to have a major market morning drive newscaster on your staff? I'm a five-year veteran with a degree, strong telephone talk experience, plus announcing, and production skills. Based in northeast Ohio, but can relocate for a growth opportunity. Write Box W-41.

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**Help Wanted Programing,
Production, Others**

**TRAFFIC
MANAGER**

Minimum 5 years traffic/operations experience required. Supervisory and knowledge of BIAS system a must. Send resume and salary history to:

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Top station in major market needs person with TV production experience, writing skills and on-air performing ability. Responsibilities include preparation of station editorials and public affairs programs, supervision of public affairs staff and budget, and dealing with all political, governmental, economic and social leaders of the community for program material. Send resume and salary history to: Barbara Reising, WPLG, 3900 Biscayne Blvd., Miami, FL 33137. EOE.



Wedding bells are breaking up that PM team of ours. We're seeking a bright, energetic co-host to work with established male co-host in attractive upstate New York beginning July. On-air experience in PM or magazine format and strong story producing skills desired. Send resume and tape to Program Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

PRODUCER/COPY EDITOR

Major career opportunity for middle or small market producer ready for a big break. Send resume to Box W-13. An Equal Opportunity Employer, M/F.

**Help Wanted Programing,
Production, Others
Continued**

evening MAGAZINE

PRODUCER POSITION AVAILABLE

Group W's WJZ-TV is seeking a producer for its top-rated Evening Magazine in Baltimore. Applicants should have substantial experience in field production and the management skills to oversee a staff of fourteen. Prior Evening or PM Magazine is preferred. Send resumes to Human Resources Dept., WJZ-TV, Television Hill, Baltimore, MD 21211. E.O.E., M/F/H.

MAJOR MARKET TV NEWS ANCHOR/REPORTER

News anchor for weekends and backup. An opportunity with one of the U.S.'s most noted news stations for a person with demonstrated credentials and skills as on-air and general reporter. Send tape to: News Department, WCPO/TV, 500 Central Avenue, Cincinnati, Ohio 45202. An Equal Opportunity Employer.



Top-rated medium market PM Magazine seeks co-host with television on-air and story producing experience to work with male co-host already on staff. Please send tape and resume to: Kathy Connelly, KFDM-TV, P.O. Box 7128, Beaumont, Texas 77706. An equal opportunity employer.

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MAINTENANCE ENGINEER

Experienced only apply. Require FCC 1st or equivalent. Prefer good digital background, experience in RCA quad, Sony BVH 1100, CMX editing equipment and TV transmitters. Send resume to Personnel Dept., WCPO/TV, 500 Central Avenue, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

Help Wanted Sales

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General Sales Manager for WKFT, Channel 40. Major new independent on air for one year with solid growth and commitment to news, top programing, production and promotion needs experienced pro to join top notch management team. You'll continue training and leading local group of highly motivated salespersons, and develop new local and regional budgets for television using TvB materials, your experience, and compelling presentations that you'll generate as part of your job. You'll lead from a base of experience and motivation, rather than by intimidation or threat. You're honest to the letter and a team player all the way. Fired up? If so, send full resume and references and I'll get right back to you with complete data on the job, the market, the station and our great community with our expectations for the position. Tom Scanlan, VP/GM, 230 Donaldson Street, Fayetteville, NC 28301. We're an equal opportunity employer willing to take the time to find the right person!

Help Wanted Sales Continued

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Television production company requires sales managers for contact work with both commercial TV stations and local cable systems. We require experienced, well organized self starters with strong sales training in this field. Extensive travel required. Locations: Southeast, Northeast, Midwest, and Western. Contact: Bob Welborn, VP Marketing, 3-D Enterprises, 29169 Heathercliff, Suite 9401, Malibu, CA 90265.

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Help Wanted News Continued

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Send resume to: Alex Bonner, General Manager
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Help Wanted Management

EXECUTIVE PRODUCER



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Program Director
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Working in a production house environment, you'll be installing and maintaining video and audio equipment, including 1" and 2" video tape machines, digital video effects, cameras and computer tape editing equipment. Should possess good working knowledge of digital electronics and the ability to troubleshoot to components level on state-of-the-art production and post production equipment essential. A related degree and 2-3 years' experience preferred.

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T5213 HANDBOOK OF RADIO A PUBLICITY & PROMOTION,

by Jack Macdonald. This handbook is a virtual promotion encyclopedia—includes over 250,000 words, over 1,500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! One idea alone of the hundreds offered can be worth many times the small cost of this indispensable sourcebook. 372 pages, 8-1/2 x 11" bound in long-life 3-ring binder. **\$34.95**

T5819 JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS,

by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252pp., 29ill. **\$12.95**

T5769 HOW TO MAKE NEWS AND IN- FLOWENCE PEOPLE,

by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

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MW	Small	AM/FM	\$550K	\$150K	Bill Lochman	(816) 254-6899
W	Medium	AM/FM	\$650K	\$150K	Bill Whitley	(214) 387-2303
MW	Medium	Fulltime	\$770K	\$200K	Peter Stromquist	(612) 831-3672
S	Metro	FM	\$1,500K	Terms	Bill Cate	(904) 893-6471
SE	Metro	Fulltime	\$1,500K	Cash	Bill Cate	(904) 893-6471
W	Metro	AM/FM	\$3,500K	\$1,000K	Elliot Evers	(213) 366-2554
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Books For Broadcasters

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Payable in advance. Check or Money order only. (Billing charge to stations and firms: \$3.00).

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Word Count: Include name and address, 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 one 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.

Fates & Fortunes

Media

Wally Clark, president and general manager, Gannett Co.'s KSD(AM) St. Louis, named president and general manager of Gannett's KPRZ(AM)-KHS-FM Los Angeles.

In restructuring of management of Metromedia's 14 owned and operated radio stations, **Victoria Callahan**, VP, Metromedia Radio, Secaucus, N.J., named Eastern regional VP. **Carl Brazell**, VP and general manager of Metromedia's KRLD(AM) Dallas, named Western regional VP, Metromedia Radio.

Frederick von Stade, VP and general manager, WTVN-TV Columbus, Ohio, named senior area VP for parent Taft Broadcasting. **Paul Dinovitz**, general manager, Taft's WGR-TV Buffalo, N.Y., succeeds von Stade. **Raymond Rajewski**, VP, finance, Taft attractions group, joins WGR-TV as VP, general manager.

Jim Clark, operational auditor, United Cable Television, named general manager, United Cable of Northern Illinois, Carpentersville, Ill.

Phillip Trammel, general manager, KXOK(AM) St. Louis, joins KSD-AM-FM there as VP, general manager. **Jay Cook**, manager, KSD-FM, named VP and station manager of KSD-AM-FM.

Randal Miller, sales consultant, WTIM(AM)-WEEF(FM) Taylorville, Ill., joins new WRVH(FM) (For the Record, p. 107) Virden, Ill., as president and general manager.



Vardin

Barbara Vardin, general sales manager, WGY(AM), WGFM(FM) Schenectady, N.Y., named general manager.

Jack Hayes, general manager, KBET(AM) Reno, Nev., joins KLVN(AM) Las Vegas in same capacity.

Jim Wood, general manager, WTOD(AM)-WKLR(FM) Toledo,

Ohio, joins WSAI-AM-FM Cincinnati in same capacity.

Steve Plum, sales manager, KEXO(AM) Grand Junction, Colo., named general manager, succeeding **Dick Elliott**, resigned.

Edwin Taylor, owner and president, Taylor Industrial Sales, Denver, and founder and part owner, Rampart Associates there, joins Daniels & Associates, Denver, as VP.

Shelah-Bell Young, director of libraries and communications, City of Irving, Tex., joins Teleprompter as general manager of its Irving, Tex., cable system.

Lawrence Epstein, manager, budgets and reports, WCBS-TV New York, named director, finance and business affairs.

James Gray, senior VP, Western division, Warner Amex Cable Communications, Columbus, Ohio, named group senior VP, responsible for Eastern and Western divisions. **Larry**

Wangberg, senior VP, Warner Amex Metro division, New York, named group VP, Warner Amex Cable Communications. **Nickolas Davatzes**, senior VP, human resources and administration, New York, named group VP.

Allen Petrik, assistant manager, accounting department, WKBN Broadcasting, Youngstown, Ohio, named accounting manager. **Thomas Mericle**, business manager for WKBN Broadcasting's WIMA(AM) Lima, Ohio, succeeds Petrik.

Mel Tinney, director of product development and marketing, Eau Claire Press Co., Eau Claire, Wis., joins American Television & Communications Corp., as manager of cable publishing ventures.

Sharon Nesselroad, administrative assistant to chairman of board, Landmark Communications, Norfolk, Va., named employe benefits manager.

Manervia Riddick, program manager, U.S. Department of Justice, Law Enforcement Assistance Administration, Washington, joins Metrovision of Prince George's County, Md., as VP, administration and public affairs.

Eric Jacobson, with certified public accounting firm of Peat, Marwick, Mitchell & Co., New York, joins LIN Broadcasting, New York, as director of accounting.

In major realignment of Storer Broadcasting's television stations division: William Flynn, VP and general manager, WKW-TV Cleveland, moves to similar post at WJW-TV Detroit, succeeding Robert McBride, who has been reassigned to division's corporate staff. Joseph Dimino, VP and general manager, WSBK-TV Boston, succeeds Flynn at WKW-TV. Daniel Berkery, station manager, WSBK-TV, succeeds Dimino.

Advertising

William Ross, president-international, J. Walter Thompson, New York, joins Tatham-Laird & Kudner, Chicago, as chief operating officer, succeeding **Charlotte Beers**, who has been elected chief executive officer. **Walter McKenzie**, media director, Tatham, Laird & Kudner Direct Marketing, New York, elected partner of agency.

Warren Wiethaupt, VP, director of marketing, Center Bank, St. Louis, joins Kenrick Advertising there as senior VP, account services.

Roger Bailey, account supervisor, **Robert Dreveny**, associate creative director and

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Michael Hall, account supervisor, Leo Burnett U.S.A., Chicago, named VP's.

Ed Doherty, VP, Eastern sales manager, Mutual Broadcasting System, New York, named VP, Eastern sports sales manager.

Roy Lindau, VP and marketing director, Major Market Radio, New York, named senior VP.

Phyllis Robinson, VP, Doyle Dane Bernbach, New York, and member of Copywriters' Hall of Fame, retires after over 30 years with firm.

George Stella, sales manager, Bronze team, Katz TV Continental, New York, named director of sales, Katz Program Development.

Lynn Leopard, manager, radio sales, Busby, Finch, Atlanta, joins Roslin Radio's new Atlanta office as Southeastern sales manager.

Lance Ballou, account executive for NBC-TV Network sales Department, New York, retires from company after 35 years of service with NBC. He is credited with having sold more than \$1.6 billion worth of TV advertising over 31 years, said by NBC to be more than any other salesman.

Mark Weaver, senior account executive, Ross Roy, Detroit, joins sales staff of Katz Television Continental there.



Levinson

Jay Levinson, from William Esty, New York, joins Trout & Ries Advertising there as director of media and marketing services.

Jack Donovan, from KHBK-TV San Francisco, joins HRP television station representatives, Chicago, as account executive. **Mike McCurdy**, from WUSL(FM) Philadelphia, joins HRP

there as account executive. **Kevin Manheim**, from William Esty, New York, joins HRP, Minneapolis, as account executive.

Scott Mayes, account executive, CBS Television Stations National Sales, Atlanta, named manager of office there.

Linda Lewis, contract manager and assistant to manager of ABC's Television Spot Sales division, Los Angeles, named manager of network sales proposals/sales service. **Charles Clark**, local sales manager, KABC-TV Los Angeles, joins ABC Television as account executive, Western sales division.

Charles Clark, local sales manager, KABC-TV Los Angeles, named account executive, Western sales division, ABC Television Network.

Joseph Schwartz, local sales manager, WBBM-FM Chicago, named general sales manager.

Kevin Mashek, account executive, WBBM-FM, succeeds Schwartz.

Bill Hurley, account executive, KKNZ(FM) Oklahoma City, named sales manager.

Mary Jane Kelley, account executive, WBZ-TV Boston, joins TeleRep there as sales manager of Boston office.

George Drymalski, account executive, WTHR(TV) Indianapolis, joins WCGV-TV Milwaukee as general sales manager.

Howard Shrier, national sales manager,

KETV(TV) Omaha, named general sales manager.

Denis O'Connor, national sales manager, WSB-TV Atlanta, joins WTVD(TV) Raleigh-Durham, N.C., as general sales manager.

Jerry Romanelli, from WDOS(AM)-WSRK(FM) Oneonta, N.Y., joins WORC(AM) Worcester, Mass., as general sales manager.

Mary Stephens, account executive, KXAS-TV Fort Worth, named sales manager.

Michael Hillstrom, VP, general sales manager, WJYL(FM) Jeffersontown, Ky., joins WLAK(FM) Chicago as national sales manager.

Rotha Maddox, national sales manager, WCBF-FM New York, joins WCAU-FM Philadelphia as local sales manager.

Max Rauer, account executive, KCCI-TV Des Moines, Iowa, named local sales manager.

Mike Petty, account executive, KBEZ(FM) Tulsa, Okla., joins KQAM(AM)-KEYN-FM Wichita, Kan., in same capacity.

Larry Lemanski, from WBBM(AM) Chicago, joins WLAK(FM) there as account executive.

Shannon O'Leary, account executive, KCPQ-TV Tacoma, Wash., joins KING-TV Seattle in same capacity.

Pat Brady, account executive, WTIC(AM) Hartford, Conn., joins WPOP(AM) Hartford, Conn., and co-owned WIOF(FM) Waterbury, Conn., in same capacity.

Colleen Marie, media buyer, W.B. Doner, Houston, joins KRIV-TV there as account executive.

William Hunt, from WPTR(AM) Albany, N.Y., and **Thomas Kearns**, from WBBF(AM) Rochester, N.Y., join WTEN(TV) Albany, N.Y. as account executives.

Jim Esposito, account executive, WDRC-AM-FM Hartford, Conn., named senior account executive.

Roxanne Robertson Hannah, from Allcom Advertising, Fresno, Calif., joins KJEO(TV) there as account executive.

Steve Mauldin, local sales manager, KTNV-TV Las Vegas, named account executive, KABC-TV Los Angeles.

Rob Olin, account executive, WCXI(AM) Detroit, joins WRIF(FM) there in same capacity.

Programming



Perry

C.G. (Buck) Perry, VP, operations and engineering, Westinghouse Broadcasting, named VP, franchise relations, Westinghouse's Muzak, New York.

Dwight Tierney, director, compensation, CBS, joins Warner Amex Satellite Entertainment Co., New York, as VP, personnel and administration.

Bridget Potter, VP, production, East Coast, Lorimar Productions, joins Home Box Office, New York, as VP, original programming.

David McCann, supervisor, post production, ABC Circle Films, Los Angeles, named director, post production, ABC Motion Pictures. **Seth Pearlman**, supervisor of comedy series development, ABC Entertainment, named manager, comedy series development.

David Kenin, station manager, KSHB-TV Kansas City, Mo., appointed vice president, programming, USA Cable Network, New York.

Mary Murano, manager of advertising and promotion, Showtime, New York, joins Rainbow Programming Services, Woodbury, N.Y., as Northeast region affiliate marketing manager. **Melanie Siegel**, promotional writer, NBC Television, New York, joins Rainbow as writer-producer.

Karen Tardy, affiliate marketing manager, Showtime, joins Hearst/ABC Video, New York, as director of affiliate sales. **Paula Armel**, development associate, American Film Institute, joins Hearst/ABC as assistant director, affiliate relations. **Patricia Nolan**, director of client relations, Entertainment and Sports Programming Network, joins Hearst/ABC as manager, sales operations. **Richard Schlanger**, marketing representative, Taft Broadcasting, joins Hearst/ABC as account executive.

David Winner, producer, CBS Sports, New York, appointed coordinating producer, *CBS Sports Saturday* and *CBS Sports Sunday*.

Rick Leibert, producer, *The Robert W. Morgan Special of the Week*, syndicated radio program for Watermark Productions, appointed director of creative development, Watermark/ABC Radio Enterprises, based in Los Angeles.

Rick Gire, from Columbia Pictures Television, Los Angeles, joins Polygram Television, Culver City, Calif., as director of business affairs-administration.

Jack Fentress, general manager, Syndicast Services, Inc., joins Post-Newsweek Productions, Washington, as executive producer. *The Charlie Rose Show*, joint production between Post-Newsweek and NBC-owned WRC-TV there.

James Watson, assistant manager, daytime sales, ABC Television Network, joins CBN Satellite Network, New York, as marketing sales manager.

Janice Carter, from WMMR(FM) Philadelphia, joins Klaster Television Productions, as VP, sales of new office there.

Bob Kerr, sales manager, Northwest Teleproductions, Minneapolis, named director of marketing. **Dan Orren**, sales manager, Bajus-Jones Animation there, joins Northwest in same capacity. **Lori Anderson**, sales service coordinator, Northwest, named coordinator of post-production services.

Laurence Adams, VP, marketing, Schulke Radio Productions, South Plainfield, N.J., named VP, general manager.

Mark Gleeson, operations manager, KFSN-TV Fresno, Calif., assumes additional duties as program director.

Tim Noonan, program and operations manager, WISC-TV Madison, Wis., joins KGAN-TV Cedar Rapids, Iowa, as program director.

Mel Miller, program director, WEEL(AM) Boston, joins WRKO(AM) there in same capacity.

Dave Martin, from WCFL(AM) Chicago, joins WCLR(FM) Skokie, Ill., as program director.

Glenn Hansen, from KROC-FM Rochester, Minn., joins WCLR(FM) as assistant production director.

Mike Martin, news director, KRBE(FM) Houston, named assistant program director.

Kevin Fitzgerald, announcer-producer, KRVR(FM) Davenport, Iowa, joins KWNT(AM) there as program director.

Alan Forist, from WZZM-TV Grand Rapids, Mich., joins WOTV(TV) there as production manager. **Thomas Richards**, assistant promotion manager, WOTV, named writer-producer.

Rick Foucheux, from KTVK(TV) Phoenix, joins WJLA-TV Washington as host of *Good Morning Washington*.

Kenny Rice, assistant sports director, WTVQ-TV Lexington, Ky., named sports director.

Sam Kouvaris, sports anchor, WJXT-TV Jacksonville, Fla., named sports director.

Dave O'Gara, from WORC(AM) Worcester, Mass., joins WSMW-TV there as sports anchor.

Jim Rose, from WIXT(TV) Syracuse, N.Y., joins WLS-TV Chicago as sports reporter.

Michael Hartnett, sports director, WTVQ-TV Lexington, Ky., joins WLKY-TV there as sports reporter.

News and Public Affairs



Cox

Merrilee Cox, bureau manager, UPI Audio, Washington, joins ABC Radio, New York, as news director for its Contemporary Network.

Bob Golombik, producer-director, South Carolina Educational Television Network, Columbia, S.C., joins ABC News, Washington, as associate director.

Joshua Mankiewicz, from WJLA-TV Washington, joins ABC News as correspondent, Miami Bureau. **Aviva Diamond**, from KTVI(TV) St. Louis, joins ABC News as correspondent, Los Angeles. **Chris Bury**, from KRPC-TV Houston, joins ABC News as correspondent, Chicago.

Sharon Metcalf, special assistant for press advance, White House, Washington, joins Channel I, Satellite News Channels there as assignment editor. **Monica Rosenschein**, from WPIX(TV) New York, joins Channel I of Satellite News Channels, Stamford, Conn., as regional coordinator.

Andy Gastmeyer, reporter, Group W's KDKA-TV Pittsburgh, joins Satellite News Channels, Washington, as correspondent.

Arthur Ueberroth, III, from WYRE(AM) Annapolis, Md., joins Mutual Broadcasting System, Arlington, Va. as correspondent.

Bob Campbell, executive producer, news, WTHR(TV) Indianapolis, named news director.

Terry O'Reilly, executive producer, *Eyewitness News*, Group W's KDKA-TV Pittsburgh, named executive producer for cable, satellite news and special projects. **Jim Esser**, news producer, succeeds O'Reilly.

Don Bradley, acting news director, WTNH-TV New Haven, Conn., named news director.

Steve Lewis, from KBTU(TV) Denver, joins KMGH-TV there as operations manager, news, in charge of assignment desk. **Craig Allen**, news director, KRDO-TV Colorado Springs, joins KMGH-TV as weekend assignment editor. **John Broholm**, news producer, KUTV(TV) Salt Lake City, joins KMGH-TV in same capacity. **Pat Marek**, from KSL-TV Salt Lake City, joins KMGH-TV as news photographer. **Scott Monahan**, reporter, KBTU(TV) joins KMGH-TV in same capacity.

John Hayes, news director, WBRC-TV Birmingham, Ala., joins KNTV(TV) San Jose, Calif., in same capacity.

Don Gibler, from WPRC(AM) Lincoln, Ill., joins WRVI(FM) Virden, Ill., as news director.

Roger Nadel, copy editor, KNX(AM) Los Angeles, named executive news producer of same station.

Dean Bunting, from WBAV-TV Green Bay, Wis., joins KOMO-TV Seattle as news producer.

John Crosset, writer-producer, Cable News Network, Atlanta, joins WHTM-TV Harrisburg, Pa., as news producer.

Tim Windsor, writer-producer, WJZ-TV Baltimore, joins WHTM-TV Harrisburg, Pa. as news producer.

Vicki Robb, from KDEN(AM) Denver, joins KHOW(AM) Denver as producer-reporter. **Brian Jordan**, from WHBF-TV Rock Island, Ill., joins KHOW as anchor-reporter.

Kristy Asherlind, public affairs clerk, WNAE-TV Boston, named news production assistant.

Willie Monroe, correspondent, NBC News, New York, joins NBC affiliate KYW-TV Philadelphia as weekend anchor.

Joyce Reed, from Bolivar, Mo., *Free Press*, joins KYTV(TV) Springfield, Mo., as anchor-producer. **Dustin Moody**, anchor, KUTV(TV) Salt Lake City, joins KYTV as anchor-reporter. **Erin Hayes**, from KTHS(AM) Berryville, Ark., joins KYTV as reporter.

Craig Owensby, reporter-anchor, WAPT(TV) Jackson, Miss., named weekend anchor.

Rory Devine, anchor-reporter, morning news, KSBY-TV San Luis Obispo, Calif., named anchor, late news.

Mark Mesesan, anchor-reporter, KGUY(AM) Palm Desert, Calif., joins KMIR-TV, Palm Springs, Calif., in same capacity.

Bill Moller, from WHO-TV Des Moines, Iowa, joins WVUE(TV) New Orleans as reporter. **Logan Banks**, reporter, KATC(TV) Lafayette, La., joins WVUE in same capacity.

Caroline Seay, anchor-reporter, WKCT(AM) Bowling Green, Ky., joins WLKY-TV Louisville, Ky., as reporter.

Lou McNally, chief meteorologist, WOI-TV Ames, Iowa, joins WIVB-TV Buffalo, N.Y., in same capacity.

Susan Williams, reporter-editor, WILM(AM) Wilmington, Del., joins noncommercial WHYY-TV there as reporter.

Suzanne Chamberlain, from WJKS-TV Jacksonville, Fla., **Scott Brown**, from WEBR(AM) Buffalo, N.Y., and **Mike Andrei**, from WTVR-TV Richmond, Va., join WGR-TV Buffalo, N.Y., as reporters.



Rock & Roll Roots

A Three Hour Weekly Event

Rock and Roll Roots traces the progression of super hit music from the late 50's and 60's to the 80's. Using themed, chronological segments, from "Great American Groups" to "Great Female Stars" from "The One Shot Artists" to "Do Songs" "Don't Songs," "Love Titled Hits," "Baby Songs," over 150 different themes. Twenty-six weeks of programming that will draw more audience than any other weekly syndication.

Rock and Roll Roots produced by Jack Alex
Syndicated by the William B. Tanner Company



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David Apple, weekday weather reporter on KEX(AM) Portland, Ore., takes on additional duties as weekend weatherman for KATU(TV) Portland.

Technology

Paul Fox, assistant chief for technology, Office of Plans and Policy, FCC, Washington, resigns to join Home Box Office, New York, as director of network engineering.

Harrison Klein, director of engineering, Group W, New York, named director of radio engineering.

David Riggs, director, product planning, RCA consumer electronics division, Indianapolis, named staff VP, materials, RCA Corp.

Jeffrey Svenningsen, junior engineer, ABC's broadcast operations and engineering division for television, named manager of technical facilities, ABC Radio Enterprises, New York.

Charles Taylor, sales engineer, Northwest region, Sony Broadcast Products Co., named manager, newly established Southwest region, based in Irving, Tex.

Robert Barrie, director of CATV engineering, Oak Communications, Crystal Lake, Ill., named CATV engineering VP.

Frederick Wilkenloh, VP, optical communications, M/A-Com, Inc., joins Scientific-Atlanta, as director, market development, Phoenix coaxial cable division.

Mike Mathews, assistant chief engineer, WDIV-

TV Detroit, joins KPIX(TV) San Francisco, as assistant engineering manager.

E. Lanny Nass, assistant chief engineer, WKBN-TV Youngstown, Ohio, named director of engineering for WKBN Broadcasting Corp.

Joseph Trimarco, engineering services manager, WLS-TV Chicago, named director of technical operations. **James Owens**, maintenance manager, named assistant director of facilities and planning.

Dan Friedman, videographer-cinematographer, noncommercial wosu-TV Columbus, Ohio, joins WCMH-TV there as videographer-editor.

Promotion and P.R.

E. Kay Hinkle, assistant to director of advertising, Magnavox CATV Systems, Manlius, N.J., named communications coordinator.

George Culver, director of development and public affairs, The Actors Studio, New York, joins Showtime there as manager, advertising and promotion.

Michael Grant, promotion manager, Corinthian Broadcasting's KOTV(TV) Tulsa, Okla., named VP, advertising and public relations, for Corinthian Broadcasting television stations.

Joanne Brokaw, teacher and administrator, Scarsdale (N.Y.) public school system, appointed director, educational and community services, CBS/Broadcast Group, New York.

Nancy Reiersen, assistant to VP, communications, John Blair & Co., New York, named publicity associate.

John Garofolo, promotion and advertising assistant, Metromedia Producers Corp., Los Angeles, named manager of creative services.

Donna Hutchinson, director of advertising and promotion, WPIX(TV) New York, named program and promotion director.

Jennifer Lerner, account executive, Phil Paladino Public Relations, Los Angeles, joins WASEC, New York, as publicist, Nickelodeon.

Julie Cunningham, promotion director, non-commercial WFUM(TV) Flint, Mich., named development director. **Barbara Bucheit**, promotion director, noncommercial WNUM-TV Marquette, Mich., joins WFUM, succeeding Cunningham.

Louis Willie, producer, creative services department, WVTM-TV Birmingham, Ala., named promotion director.

Pamela Koltz, promotion assistant, WCFL(AM) Chicago, joins WLUP(FM) there as programming-promotion assistant.

Allied Fields

Dennis Brodigan, KYXI(AM) Oregon City, Ore., elected president, Oregon Associated Press Broadcasters Association.

Kenneth Levy, chief of legal branch, Tariff Division, FCC's Common Carrier Bureau, named deputy chief of division. **Roberta Cook**, deputy chief of Mobile Services Division, succeeds Levy.

Robert Alaniz, manager of community affairs, KNXT(TV) Los Angeles, selected as president. California Association of Latinos in Broadcasting.

Richard Rowleson, associate, Lovett, Hennessey, Stambler & Siebert, P.C., Washington communications law firm, named member of firm. **Mary Albert**, recent graduate, Georgetown University law school, Washington, and **Robert Kelly**, from private practice, Bronxville, N.Y., have become associated with firm.

Elected officers, Arkansas AP Broadcasters: **Charlie Park**, KAGH(AM) Crossett, president; **Ron Kasteel**, KAAV(AM) Little Rock, vice president.

Elected officers, Louisiana Association of Broadcasters: **Art Suberville**, KANE(AM) New Iberia, president elect; **Ray Saadi**, KTIB(AM) Thibodaux, and co-owned KHOM(FM) Houma, radio vice president; **Richard Manship**, WBRZ(TV) Baton Rouge, television vice president; **Chuck Morgan**, KUZN(AM)-KYEA(FM) West Monroe, treasurer.

Susan Harrison, manager of economic studies and valuations division, Frazier, Gross & Kadlec, Washington-based consulting firm specializing in radio, television and cable, and **James Bond**, manager of asset appraisal, elected VP's.

David Jorgensen, executive VP, Dataquest, Cupertino, Calif.-based subsidiary of A.C. Nielsen Co., elected president, succeeding **David Norman**, resigned.

Deaths

Jess Johns, 58, chairman and chief executive officer, Eisaman, Johns & Laws Advertising, died March 25 of complications following surgery, at St. John's hospital, Santa Monica, Calif. He is survived by his wife, Sarah, two daughters, and two step daughters.

Warren Oates, 52, television and film actor, died of heart attack April 3, at his home in Hollywood. Oates appeared in *Have Gun Will Travel* and *Stoney Burke* television series in addition to guest roles and television movies. He is survived by his wife, Judy.

Arthur Radwin, 45, senior account executive and public relations director, Lord, Sullivan & Yoder, Marion, Ohio, died of injuries sustained in automobile accident March 4 in Marion. He is survived by his wife, Jo Ann, and two daughters.

Harry Olson, 81, retired VP, acoustical and electromechanical research, RCA Laboratories, Princeton, N.J., and pioneer in acoustics and electronic sound recording, died April 1 at Princeton (N.J.) medical center. Olson is survived by his wife, Lorene.

Harold Lindsay, 72, corporate consultant, Ampex, Redwood, Calif., and pioneer in development of high fidelity magnetic tape recording, died April 1 of cancer at his home in Los Altos Hills, Calif. He is survived by his wife Margery, two daughters and son.

Paul Nadanyi, 78, retired head of Hungarian language service, Voice of America, Washington, died March 30 of heart attack at Fairfax (Va.) hospital. He is survived by his wife, Marta, and son and daughter from previous marriage.

Albert Davis, 74, engineer, WHAM(AM) Rochester, N.Y., died of heart attack April 5, at his home in Rochester. He is survived by his wife, Olga, two sons and daughter.

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1982 BROADCASTING CABLECASTING YEARBOOK—The complete guide to television, radio and cable facts and figures—\$65 (If payment with order \$60). Off press spring 1982.

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ASCAP's Hal David: lyricist/negotiator

"Raindrops keep falling on my head . . ."

□
"What's it all about, Alfie? Is it just for the moment we live? . . ."

□
"What the world needs now is love, sweet love. . ."

The words are by Hal David, whose lyrics have earned 20 gold records, an Academy Award, a Grammy Award and a place for him in the Songwriters Hall of Fame, and who now occupies what might seem an unlikely seat for a person with so clearly a creative turn of mind: that of president of the American Society of Composers, Authors and Publishers.

Long-time ASCAP leaders say that in fact he is "a quite sophisticated businessman" who brought "virtually unique" credentials to the presidency, to which he was elected two years ago. He is not only a leading lyricist but also a successful publisher and record producer, giving him a broad feeling for the problems and attitudes of the entire ASCAP membership—which is said to number close to 21,000 authors and composers and 9,000 publishers.

For all the popularity of his songs, neither Hal David nor his musical work is likely to be the first thing that comes to mind when broadcasters hear the name ASCAP. They are more apt to think that this—the oldest performing rights organization in the U.S. and, with Broadcast Music Inc., one of the two major music-licensing bodies—is one of those places where they must send money with distressing regularity or risk being sued for copyright infringement.

Broadcasters account, in fact, for about 68% of ASCAP's current \$169 million in annual worldwide gross revenues—a proportion they are forever trying to get reduced, by lawsuits if necessary, as often as contracts expire.

Most oldtimers agree, however, that the kind of ASCAP arrogance that led to the formation of BMI in 1940 has long since dissipated. In recent years, most lawsuits over music rates have ended in out-of-court settlements; of only two major suits that have gone through trial in this period, ASCAP (and co-defendant BMI) won one after a ruling by the U.S. Supreme Court; the other, brought by the All-Industry TV Stations Music License Committee, also against both ASCAP and BMI, is awaiting a district judge's decision.

Hal David does not look, act or talk like a man given to confrontation. Mild-mannered and modest, he seems genuinely to like people and maintains what associates



Harold (Hal) David—songwriter, president of American Society of Composers, Authors and Publishers; b. May 25, 1921, New York; studied journalism, New York University, 1939-41; writer, *New York Post*, 1941-42; U.S. Army, 1942-45; songwriter for TV, movies, stage and records, 1945 to date (including lyrics of "Raindrops Keep Falling on My Head" (Academy Award), "What the World Needs Now Is Love," "Alfie," "Do You Know the Way to San Jose?," "I'll Never Fall in Love Again," "Promises, Promises" and of such scores as "What's New Pussycat?," "Butch Cassidy and the Sundance Kid," "Moonraker"; also music publisher (Jac Music) and LP producer for leading recording artists on ASCAP board since 1974, president since April 1980; m. Anne Rauchman, Dec. 24, 1946; children—James, 30; Craig, 25.

say is an "absolute" open-door policy with ASCAP members. Essentially, he is "a people person." Last year, after CBS lost its 11-year effort to have the courts force ASCAP and BMI to issue "per-use" rather than blanket licenses, David did what once would have been unthinkable: He met privately, with no lawyers or other advisers present on either side, with CBS/Broadcast Group President Gene Jankowski. Together, alone, they worked out a foundation for a new license agreement that was later hailed by both sides. David's credo: "I'd rather create and negotiate than litigate."

His negotiating eye is now turning toward cable, which is "where the future is, I think." It's "a large and complex medium," he adds, but "I think cable will probably be licensed [as] we now license television. It's too new to be sure, but I don't see why it wouldn't."

David found his field while in the U.S. Army Special Services in World War II, "writing sketches, parodies, words, music—whatever they gave me to do." His major, actor Maurice Evans, encouraged him to make songwriting his career. So did his older brother, Mack David, already

successful ("La Vie en Rose," "I Don't Care if the Sun Don't Shine"). So after the war, as a member of the so-called "52/20 Club"—jobless war veterans were eligible for \$20 a week for 52 weeks—he decided "I'd go full force into writing songs." Working with his wartime collaborator, writing for nightclub comics, doing a lot of work on speculation, he "picked up 50 bucks here, 75 bucks there." When his time in the 52/20 Club ran out, he was "making a living—just barely, just living."

His first real hit didn't come until 1949, when he wrote "Four Winds and Seven Seas." He turned the lyrics over to Don Rodney, a singer and guitarist with Guy Lombardo. Rodney wrote the music the same day and, before the night was out, Lombardo called to say he wanted to publish it—and did.

David says it's about 50-50 as to which comes first, words or music (he leaves the music to others—chiefly Burt Bacharach in recent years—because, he says, "I'm not a very talented composer"). He puts in a full day—or did, before the ASCAP presidency—just like any other workman: "After breakfast, if I'm working by myself, which is very often, I go to my office in the back of my house, and I either already have ideas or try to generate ideas, and I work. I tend to be a walker. I walk around; I stick my nose in the kitchen and see what's cooking; I walk outside. I just work at it. All of a sudden, I'm in the writing mode—you know, I'm having ideas and I'm living this fantasy, whatever it is. Ordinarily I work five days [a week]. When I work hard, I work seven days."

His ASCAP job takes so much time that nowadays "I'm just about not writing at all." He's written "To Love a Child" for First Lady Nancy Reagan and the Foster Grandparents Program; it's been recorded by Frank Sinatra and is due out this year. And, he adds, "I've been in the middle of a couple of shows which either are in limbo or have died, I'm not sure which."

He yielded "reluctantly" to urging that he accept the ASCAP presidency, he says, after associates convinced him that he had "something to offer." Also, "I wanted to make sure that ASCAP was in the 1980's." He's made many changes, perhaps most notably one that revised the rules "so that those who voted could run the society, not those who didn't vote. We had to make the change under the old voting rules. I think it was a tremendous victory—not for me but for the society."

His ambitions now? "I want to see us license cable and do everything we can to see that the protection of our copyrights is assured for a long time to come.

"And," he adds, "I want to write another show." □

In Brief

U.S. Court of Appeals in Washington has affirmed **Copyright Royalty Tribunal's** distribution of largest share of cable television royalty fees to motion picture and television producers. Court, in 3-0 decision, rejected claims of radio and television broadcasters, professional sports teams and musical composers that they were entitled to larger share of royalty payments totaling some \$90 million for 1978-1981. Court did order tribunal to reconsider its decision not to allocate any share of 1978 royalties to National Public Radio. But in upholding bulk of tribunal's ruling, court said tribunal "Adequately supports and explains almost all of its royalty allocations." Tribunal, acting on basis of 1976 law, in 1978 allocated 75% to movie and TV producers, 12% to sports leagues, 3 1/4% to television broadcasters, 5 1/4% to public television and 4 1/2% to music composers and producers, and none to radio broadcasters.

Nielsen Station Index plans new "DMA (designated market area) Total Activity Report" to be offered as option with sweeps measurements for local TV stations. First report is tentatively scheduled for November and is intended to answer question, "Where did all the HUT (households using television) points go?" Fuller viewing breakdown will include aggregate numbers for basic and pay cable, independent stations, networks and public television.

National Association of Broadcasters plans another effort to chip away at fairness doctrine policy. Erwin Krasnow, NAB senior vice president and general counsel, disclosed at convention last week, in Dallas, NAB would soon, probably next week, petition FCC to abandon Cullman doctrine. Under Cullman, broadcaster who sells time for presentation of one side of controversial issue of public importance may be required to afford free time for airing contrary view, if that is only way balance can be achieved. Krasnow, who spoke at small-market legal clinic, said Cullman "is very unfair." NAB and Henry Geller, former head of National Telecommunications and Information Administration, will petition FCC this week to expand Aspen ruling to permit broadcasters to sponsor debates they cover ("Closed Circuit," April 5).

Oak Industries has made leasing deal for four transponders from Telesat Canada to provide two channels each of DBS service via Canada's Anik-C satellite ("Closed Circuit," March 22). Area to be covered is Northeast and Pacific Northwest sections of U.S. once FCC approves DBS. Oak intends to use version of its Orion signal decoder for in-home descrambling. Programming will come from Oak Media Development Corp., unit that now programs company's ON TV subscription TV operations. Oak thinks service will cost subscribers between \$500 and \$1,000 for in-home receiving package, dish included.

The real show. By most accounts, equipment exhibition at this year's NAB show was best in long time. Thousands of broadcasters and other video and audio producers examined equipment and services available in booths of some 480 exhibitors spread out over two expansive floors of the Dallas Convention Center. And they came to buy. As one major equipment supplier said: "Whatever Reaganomics is doing, it's doing it well for broadcasters." BROADCASTING will review major advances in broadcast state-of-the-art as revealed at NAB show in its post-post NAB coverage next week (April 19). That issue will also include an "At Large" feature with Jullius Barnathan, president, ABC broadcast operations and engineering, and winner of this year's NAB engineering award.

Proliferation of half-inch recording cameras was big news. In addition to RCA, Panasonic and Sony units that were introduced last year in Las Vegas, half-inch recording cameras appeared in booths of Ikegami and Hitachi. Since Sony recording format is incompati-

Interpublic Group of Companies, New York, has completed acquisition of SSC&B:Lintas International system of advertising agencies by buying remaining interest of Unilever. In September 1979 International obtained 49% of network of international agencies when it acquired SSC&B. SSC&B:Lintas billed about \$1.2 billion in 1981, and with completion of acquisition Interpublic's worldwide billings climb by 13% to \$3.7 billion.

Alameda, Calif., city council voted last week to negotiate cable television franchise agreement with **United Cable**. Storer and CBS tied for second behind United, but Storer won run-off vote Scripps-Howard joint venture with heavy local ownership finished fourth. CBS received waiver from FCC to apply for franchise. City has 27,000 homes.

Constitutional amendment to guarantee free speech to electronic as well as print media "would take years to enact" and, in meantime, **Congress has duty** to "implement First Amendment" by **repealing present restrictions on broadcasters**, said Wayne Godsey of WTMJ-TV Milwaukee, president Radio-Television News Directors Association, in response to proposal for constitutional amendment by Senator Bob Packwood (R-Ore.) (see page 30). Packwood's chairmanship of Commerce Committee puts him in unique position to lead fight for statutory change, said Godsey, who said RTNDA encourages Packwood to introduce measure comparable to the sponsored by Representative James Broyhill (R-N.C.) to prohibit any content regulation of broadcast programming (H.R. 5585).

Showtime has new expanded deal with **Rogers U.S. Cablesystems** and **U.S. Cablesystems** which will increase their offering of pay-TV service to about one million homes passed. Showtime said new launches in September 1982 include Westchester county, N.Y. (passing 81,000 homes); northern New Jersey (261,000 homes) and "pending evaluation of channel capacity," Brookhaven, N.Y. (57,000).

Warner Amex was unable to meet its April 7 deadline to complete construction of cable plant in downtown business area of Dallas franchise. Of approximately 27 miles of downtown plant company reported completing at least 11 miles, citing unforeseen problems with underground ducts (clogged or perhaps in need of reconstruction) through which cable was to be run. Dallas cable board recommended last Tuesday (April 6), however, that city council should adopt revised construction schedule submitted by Warner Amex, which has completed construction of all residential areas (more than 320 miles targeted for first year since being awarded franchise April 7).

ble with Matsushita format used in the other four systems, a standards battle has started and is yet to be resolved. Complicating the situation were quarter-inch recording camera prototypes at Hitachi and Bosch booths. Top-of-line videotape recorders became smaller, cheaper and, it's claimed, more reliable with new models introduced by Ampex and Sony. Television should get prettier once new graphics and videoart machines on this year's exhibit floor find their way into broadcast studios and production houses.

On radio side of marketplace, solid-state and single-tube transmitters and audio satellite gear appeared to be attracting most attention. Harris introduced three low-power, solid-state AM transmitters. McMartin exhibited new 300-watt FM transmitter and Singer showed new 1-kw AM transmitter with four tubes, but with plenty of solid-state features. Broadcast Electronics had its new Sat-16 satellite program controller, and Microdyne was promoting new MAPS III and antenna drive as turnkey operation.

1981. Revised completion date for downtown area has been set tentatively for Sept. 30, depending on amount of duct work to be done. City council will vote on cable board's recommendation within next two weeks, and could impose fine or perhaps take steps to revoke franchise if it decides not to take board's advice.

□ **Coalition to Preserve the American Copyright** is new umbrella group formed by 18 organizations with interest in updating copyright laws to keep up with changing technology, specifically, to insure compensation for programs taped off-air by home videocassette recorder owners. Member organizations include Motion Picture Association of America, CBS Inc., National Association of Broadcasters, National Cable Television Association, Screen Actors Guild, Writers Guild of America and Children's Television Workshop.

□ **PBS, in limelight for controversial Middletown episode (BROADCASTING, April 5),** was criticized for another show last week. National Endowment for the Humanities chairman, William Bennett, in interview with *New York Times*, blasted documentary on Nicaragua aired on public television last Wednesday (April 7). Bennett told BROADCASTING he thought film was "propaganda" and "unbalanced presentation." He said documentary failed to meet NEH guidelines and should not have received federal funds. Documentary, "**From the Ashes... Nicaragua Today,**" was carried by PBS and funded in part through \$45,623 grant from Wisconsin Committee for the Humanities. PBS spokesman said service is sticking by film. According to PBS officials, follow-up discussion program was broadcast in some cities after documentary.

□ **Both sides claimed some measure of victory** resulting from preliminary decision handed down in suit by **Westec Securities Systems against Westinghouse Electric Corp.** Westec bought home security business of Westinghouse in 1979 and conflict developed after Westinghouse in 1980 purchased Teleprompter Corp., cable company active in home security services. Westec filed suit in U.S. Southern District Court of New York saying one provision of its contract with Westinghouse bars Teleprompter from offering residential security service to cable customers. Westec says Judge Louis H. Pollack's decision prohibits Teleprompter itself from offering such service but permits it to lease channel access to third party. Westinghouse says decision allows Teleprompter to serve its present subscribers and remain competitive in seeking new franchises. Judge Pollack asked both sides to agree on draft order and submit findings by April 29.

□ **Steve Simmons, former Carter administration official** active in communications issues, and now senior vice president of Chicago Tribune Cable, will leave that company to **establish own MSO operation.** He has financial backing from Venture Capital of Allstate Insurance and U.S. Venture Partners. Stamford, Conn.-headquartered Simmons Communications Inc. is looking for systems in 5,000-25,000-subscriber range.

□ **Advanced Business Communications Inc., group** headed by Matt Nilson, Washington satellite consultant and president of International Association of Satellite Users, asked FCC for permission to construct, launch and operate **two operational and one spare K-band satellites.** System, designed for maximum flexibility, would allow customers to lease transponders covering continental U.S., half the country or single time zone. Operational satellites would be located at 85 degrees west longitude and 125 degrees west longitude. Each would contain 20 active transponders. Because of relatively high power of transponders (10 watts, 20 watts and 30 watts), ABC said signals can be downlinked with dishes three to six feet in diameter. According to Nilson, system would be ideal for distribution of television or LPTV, cable, SMATV, STV or MDS. It could also be used for voice and data.



Fritts

At last word, NAB Joint Board Chairman **Edward O. Fritts** was stranded in Dallas by bad weather until last Friday, following end of 60th annual NAB convention on Wednesday (April 7). Fritts, who is president of Fritts Broadcasting in Indianola, Miss., flew own plane to Dallas only to have departure held up by high winds. Consensus from many who attended convention is that it was one of best ever from NAB, with far fewer complaints this time about Dallas convention facilities, which drew heavy fire from conventioners when NAB last held event there three years ago. Several new and refurbished hotels and much better shuttle bus service made Dallas easier place to deal with this time around, and, according to Shaun Sheehan, NAB senior vice president, public affairs, NAB will not rule out future convention there, in spite of size of exhibit hall, which could barely hold 481 companies displaying wares this year. Next year's convention is set to return to Las Vegas, April 10-13.

□ **In speech at UPI New England broadcasting awards dinner April 8 at Worcester, Mass., Ted Turner said he'd like to buy one of three commercial television networks** and one of two wire services, probably UPI. Head of Turner Broadcasting Co. also said he was in market for major Hollywood studio. "Miracles do happen," he said.

□ **NATPE International President Charles Larsen will depart job** as program director at WABC-TV New York. According to Larsen, station had decided to consolidate programing responsibility into station manager's job (held by Jack Bonanni). Larsen must be considered programer to remain NATPE president. He expects to stay at WABC-TV during summer and if not settled elsewhere after that, may have NATPE grace period available. However, should Larsen take other than programing job, Stan Marinoff of WISN-TV Milwaukee, NATPE's first VP, would be in line to succeed him.

Up Coming

□ **At FCC:** Open commission meeting Wednesday will consider Latino Committee on the Media petition to deny renewal of licenses for 27 broadcast stations in Chicago metropolitan area on grounds that stations' employment of Hispanics has been deficient; consider petition to deny filed by National Black Media Coalition alleging deficient employment practices by WINX(AM) Rockville, Md., and WAMU(FM) Washington; and consider petition for reconsideration filed by Henry Geller challenging FCC's rejection of his 10-issue proposal for fairness doctrine enforcement. **Also in Washington:** Charles Z. Wick, director of International Communication Agency, will be newsmaker breakfast guest at National Press Club Wednesday. Kalmann Schaefer, special assistant to FCC chairman, will address Federal Communications Bar Association luncheon at Touchdown Club Wednesday. □ National Public Radio's annual conference begins Saturday at Hyatt Regency. **In Los Angeles:** RCA Chairman Thornton Bradshaw will speak at Academy of Television Arts and Sciences luncheon at Century Plaza hotel today. □ House copyright subcommittee will hold hearings on videocassette copyright legislation at University of California at Los Angeles Law School on Monday, 2 p.m., and Tuesday and Wednesday, 9:30 a.m. Witnesses will include actor-producer Clint Eastwood and Jack Valenti, president, Motion Picture Association of America. □ **In Albuquerque, N.M.:** FCC Commissioner Henry Rivera will address New Mexico Broadcasters Association convention that begins Thursday.

New man, new job

As was to be expected, there was much talk at the National Association of Broadcasters convention in Dallas last week about a successor to Vincent T. Wasilewski as NAB president, and Wasilewski was doing little to discourage it. It is universally assumed that the presidency will be vacated when Wasilewski decides what he wants to do next.

There was also talk in Dallas about new directions for the NAB itself. Is a trade association devoted purely to broadcasting an appropriate representation in a world of multiplying media and multimedia ownerships?

Bill Leonard, the retired president of CBS News, faced the future—from the journalist's point of view—during a convention panel discussion of the First Amendment last week. Print and electronic vehicles of journalism are fusing their techniques, Leonard noted: It won't be long before "we won't know which side of the boat we're in."

Print and electronic ownerships are destined for even more fusion, with the proliferation of new modes of delivery and the promised relaxation of crossownership restrictions at the FCC. "Publishing" and "broadcasting" may become synonymous with "cablecasting" before long. It is not too soon for NAB members, especially those with present interests that cross media lines, to think about a Wasilewski successor and a modernized NAB at the same time.

Eminently suitable candidates come to mind, including two of those most frequently mentioned, John Summers, the NAB's executive vice president, and Donald Thurston, the North Adams, Mass., broadcaster who is past chairman of the NAB joint board. A third, however, embraces experiences that may command special attention in a widening world.

As a former FCC chairman and political activist, he knows Washington from the inside. As managing partner of the Washington office of the law firm of Kirkland & Ellis, he represents not only broadcasters but also newspaper publishers, not to mention a Comsat that is waiting to enter the business from space. He is still young and undeniably aggressive and has proved he has the smarts.

A good many members of the NAB are talking about Richard E. Wiley as president of the Federation of the Fifth Estate.

Funny thing might happen on the way . . .

The first reaction to the proposal advanced last week by Senator Bob Packwood for a constitutional amendment guaranteeing First Amendment rights to all communications media was one of skepticism. As Wayne Godsey, president of the Radio-Television News Directors Association, pointed out, the process of amending the Constitution can take years. Aren't there quicker ways to achieve Senator Packwood's objectives?

Maybe the Packwood plan deserves second thoughts.

No doubt Packwood, as chairman of the Senate Commerce Committee, could mount a major legislative effort on behalf of whatever amendment he drafts. The scenario might play like this:

At hearings before Packwood's committee, national figures testify to the virtues of First Amendment parity for all parts of the Fourth and Fifth Estates. They enlarge upon the arguments that Packwood eloquently made in his NAB appearance last week: that the First Amendment is "the rock upon which all other rights rest and are secured," that if other means of expression,

beyond speech and press, had been known in 1791, they would have been accorded equal protection under the First Amendment.

If the forum were properly staged, the Congress could be given a history lesson of lasting influence: It could be reminded that the Bill of Rights was written when the range of speech was limited to that of the natural human voice, when only eight papers in the nation approached the frequency of daily publication and delivery was by foot or horse, when pamphleteers appeared and disappeared and left few traces. Yet in such times of media scarcity, the framers of the Bill of Rights were unafraid to write: "Congress shall make no law . . . abridging the freedom of speech or the press." Despite the paucity of competition, regulation of the press was left to the marketplace.

Contrasting that with 1982 and a media profusion beyond the capacity of consumers to absorb, witnesses could ask how Congress can now write laws or tolerate regulations that abridge the freedom of the multimedia, without shattering the rock upon which all other rights rest and are secured.

It just might teach those who have forgotten that the First Amendment means what it says. Perhaps something short of a constitutional amendment—a congressional resolution, for example, affirming the First Amendment's application to the "speech" and "press" of today—would lead to the freedoms that Packwood seeks.

Isn't it worth trying?

□

However the establishment of First Amendment rights for the electronic media is to be attempted, nothing can be done unless those media display unanimous enthusiasm for their liberation. In Washington, it is widely believed that at least some broadcasters don't give a damn.

In his speech last week exhorting broadcasters to fight for their freedom, FCC Chairman Mark Fowler sadly noted that not all of them had the right ideas about what freedom would mean. One, he said, confided that he was hoping for an end to political broadcasting restrictions so he could charge candidates more than his lowest unit rate. FCC Commissioner Abbott Washburn, in another forum, said that not a single broadcaster had said anything to him about the fairness doctrine or Section 315.

Such perceptions must be changed, and quickly, if the Fowlers, Packwoods and others on the Constitution's side are to get the massive help they need.



Drawn for BROADCASTING by Jack Schmidt

"In our business no news is not good news."

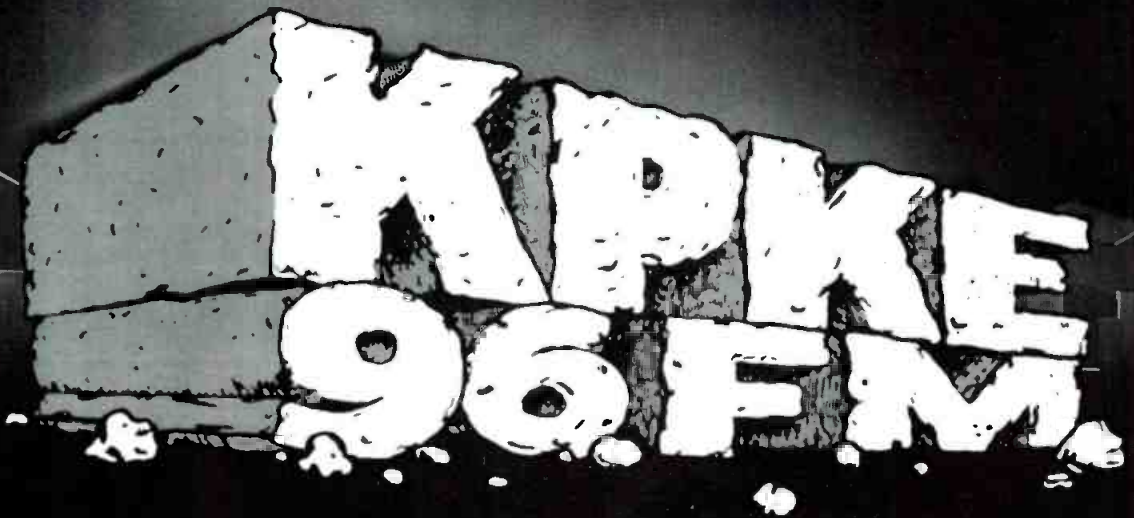
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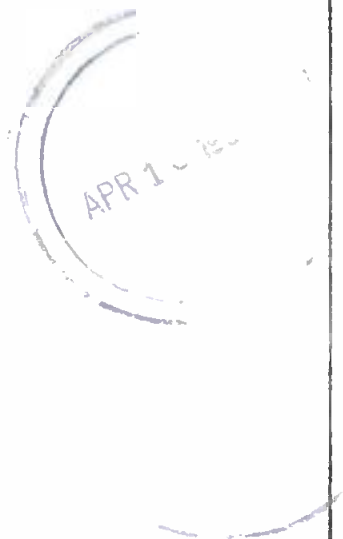


A Chorus of Thousands

A new Christmas tradition has begun in Michigan. Last year, WKZO Radio in Kalamazoo and WJFM in Grand Rapids organized citywide, outdoor Sing-Alongs. The stations broadcast invitations to church, school and civic groups to join the fun. And when the big night arrived, thousands of neighbors of all ages turned out to celebrate the season.

It was a cold December evening, but local merchants had plenty of coffee and hot chocolate for the people who came to sing and listen. And everyone seemed to enjoy the warm spirit of togetherness and community pride.

Because the Sing-Alongs were so successful, both WKZO and WJFM plan to make them annual events. Helping bring people a little closer is all part of the Fetzer tradition of total community involvement.



The Fetzer Stations

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