ANNUAL DOUBLE ISSUE

Top 100 companies in electronic communications
Cable financial figures for 1979

Broadcasting Jan 5

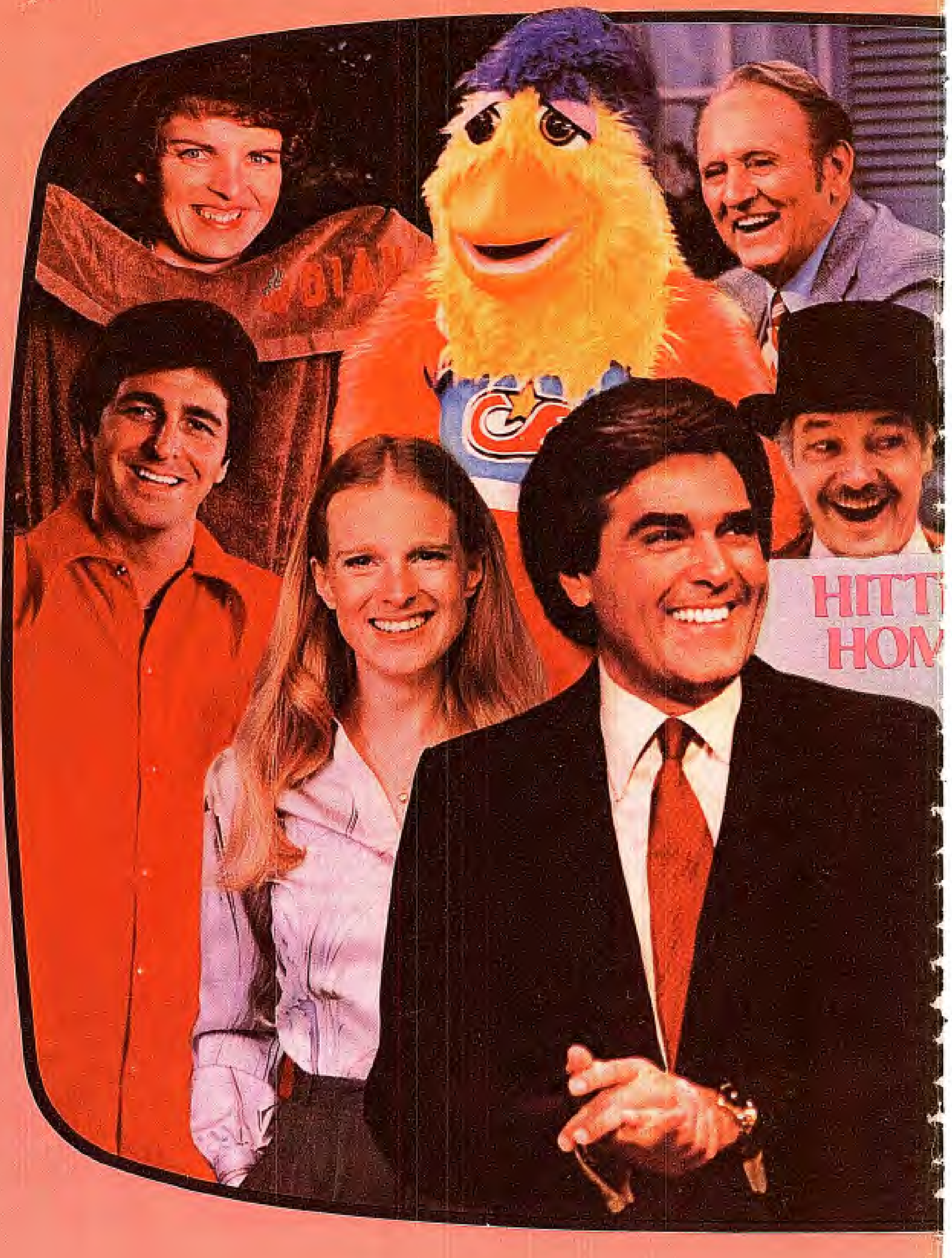
The News Magazine of the Fifth Estate □ Vol. 100 No. 1 □ Our 50th Year □ 1981

The First 50 Years Of Broadcasting

1942

PAGE 93

HOME TEAM



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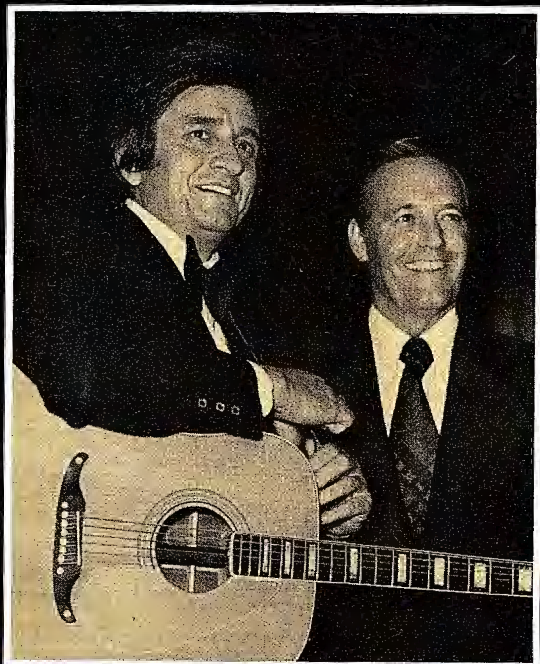

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The Week in Brief

TOP OF THE WEEK

WON'T SAY 'UNCLE' □ Premiere's Harris and Derrick look to appeal of New York court's injunction that stayed start of service. **PAGE 31.**

SPUTTERS AT FINISH LINE □ Fourth-quarter 1980 doldrums particularly affect networks. Carry-over lag to early 1981 seen, with upturn in last half of year. **PAGE 32.**

DINGELL WANTS TO KNOW □ Concerned that sensitive information might be leaked to business, incoming House Commerce chairman asks report on transition team activity at eight federal agencies. **PAGE 33.**

WAY DOWN YONDER IN NEW ORLEANS □ Cox cable subsidiary wins 220,000-home franchise. **PAGE 34.**

AD TARGETS SHIFT □ Census Bureau releases rankings of top 30 cities that will prompt changes in sponsor strategy. New numbers won't be reflected in Arbitron and Nielsen TV homes counts until start of 1981-82 season. **PAGE 35.**

NBC STIRS THE POT □ Tartikoff maps program moves he hopes will put network in second place this season and develop winners in the fall. **PAGE 36.**

TURNER AGAINST THE TIDE □ Though broadcasters' comments to FCC urge retention of must-carry rules, Atlanta superstation-cable news service operator charges regulations are now invalid and infringe on constitutional rights. **PAGE 37.**

SPECIAL REPORT

THE TOP 100 □ BROADCASTING again looks at the publicly-owned companies that do business in or with the electronics media. It includes perspectives on number one-ranked General Electric through number 100 Comcast and it charts their most recent financial fortunes. **PAGE 39.**

FCC FINANCIAL FIGURES

CABLE'S '79 PERFORMANCE □ FCC releases financial data that show CATV enjoyed pretax profits of $199.3 million on revenues of $1.8 billion in 1979. They represent 103% and 45% gains, respectively, over cable's 1978 totals. Pay revenues in 1979 were up 85% to $355 million. **PAGE 75.** FCC's state-by-state breakdown confirms that California is still most-wired state. **PAGE 76.**

AT LARGE

... AND WHAT'S AHEAD FOR CABLE □ Sequel to FCC report on CATV is an interview with David O. Wicks of Warburg Paribas Becker, investment banking firm. He shares his views on future of medium in which he is bullish for short term, cautious for long term. **PAGE 78.**

TRIBUNE UPS ITS STAKE □ Chicago-based multimedia company expands in cable with $30-million purchase of controlling interest in Douglas Communications. Douglas Dittrick swings over with piece of Tribune Company Cable Inc. and becomes its president and chief executive officer. **PAGE 87.**

UNDAUNTED □ U.S. border stations aren't happy that 1980 ended without resolution of their tax fight with Canada. But they hope that next Congress will provide much-needed legislative support. **PAGE 88.**

DEFINITION SOUGHT □ FCC starts rulemaking that would allow telphone companies to own cable systems in rural areas. It asks: What does "rural" mean? **PAGE 92.**

1942

THE 'BROADCASTING' YEARS □ Wartime restrictions both helped and hindered radio in 1942. Advertisers, rejected by print media with paper shortages, turned to broadcasting. And radio's star glowed brighter with news coverage and support of war efforts. On other side of coin were manpower-materials dearth and increased censorship. It was also year in which FCC probed newspaper ownership in radio and, in turn, found itself object of investigation by Capital Hill. **PAGE 97.**

PROFILE

THE MAN FROM OREGON □ Republican Bob Packwood has been endorsed by journalists and Capitol Hill staff members as one of the most effective senators in Washington. Broadcasters and others in the electronics media will have the opportunity to review that assessment when he takes over this week as chairman of the Senate Commerce Committee. **PAGE 121.**

Index to departments

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Insider report: behind the scene, before the fact

Home stretch

Rivalry for FCC's interim chairmanship is neck and neck with slight sentimental tilt toward veteran commissioner, Robert E. Lee—but that's probably more than offset by transition team support for hardliner Abbott Washburn, who has fought outgoing Chairman Charles Ferris in virtually every meaningful contest.

Whether or not Ferris stays on as commissioner after Jan. 20 to qualify for government retirement, James H. Quello appears headed for reappointment even though Democrat. Quello and Washburn usually teamed up against Ferris's position, largely motivated by political considerations.

NBC's new year

New year brings inevitable speculation about top-level changes at NBC. Although RCA officials deny there's formal search committee scouting for successor to distraught Fred Silverman as NBC president, it is known that three key executives of parent RCA are scrutinizing broadcast subsidiary for RCA Chairman Edgar Griffiths, who has stockholders meeting this spring (May 5). They are: Rocco M. Laginestra, senior vice president, plans, marketing and international; Eugene A. Sekulow, vice president, corporate affairs, and Leslie Slote, vice president, corporate communications.

Head to roll

Well-placed sources look for departure, probably within weeks, of key RCA executive who also is RCA board member. He's suspected of having planted spate of recent newspaper stories critical of NBC President Silverman in effort to embarrass RCA Chairman Griffiths. Stories appeared in *Christian Science Monitor, Wall Street Journal, Los Angeles Times, New York Daily News,* among others, within days of one another, pointing up losses in profits and ratings during Silverman incumbency at RCA subsidiary. Sources say stories followed pattern indicating they originated with one man—and that he has been identified.

Going out of business

President-elect Reagan's transition team, working overtime to get its job done, must close shop by Jan. 19—before new President is sworn in—to comply with law. Under Freedom of Information Act, all papers—including memoranda on premises at 1726 M Street—would become U.S. government property on Jan. 20 and subject to inspection by press and public, including opposition political entities. Educated guess is that material will be forwarded to archives somewhere in California.

Up, down, sideways

Whether from delayed start of new season or something else, three-network prime time ratings suffered some slippage when "season" did begin. From Oct. 27, when new episodes began to come on schedule in some quantity, to mid-December, their combined ratings declined about 2% from year-earlier period, according to calculations based on Nielsen figures. But TV usage in total was up by about 2%. Between slightly higher usage and slightly lower network ratings, network share of audience dropped some 4%, to around 88% of all viewing homes. Considering approximately 2% increase in total TV homes since 1979, networks' homes delivery was about same as in November-December year ago.

Welch's juicy job

General Electric's new chairman, 45-year-old John F. Welch Jr., had misgivings about ascending to No. 1 slot in nation's ninth largest industrial company after collapse of deal to acquire Cox Broadcasting Corp. for roughly $650 million (BROADCASTING, April 28, 1980). As vice chairman in charge of consumer products division, he was on firing line for acquisition of broadcasting-cable-programing-publishing entity when deadline expired. Afterward Cox stock was split; equivalent now to $110 per share as against high of about $85 offered by GE.

Welch is communications-minded and expectation is that in addition to current lineup of broadcast properties and cable systems, he will ramrod effort to acquire other cable companies. This presumably would be with eye toward Westinghouse, which recently contracted to acquire Teleprompter with its million-plus connections. GE's existing cable structure includes systems with 200,000-plus connections.

Hanging in

There is at least one key FCC staffer vulnerable to replacement when incoming Reagan administration takes over who is not job hunting. It's Stephen J. Lukasik, chief of commission's new Office of Science and Technology, who, "all things being equal," would like to stay on. He is last senior staffer recruited by Chairman Ferris—he joined commission in May 1980—and makes no bones about interest in remaining with commission at least until he has had opportunity to complete some tasks he initiated. He had been chief scientist with Rand Corp. and before that was director of Defense Department's Advanced Research Projects Agency.

Modern history

Disclosure by Secretary of State-designate Alexander M. Haig Jr. that he had accepted offer of Joseph A. Califano Jr. to help him on his upcoming Senate confirmation hearings caused consternation among broadcasters with long memories. It was Democrat Califano who successfully espoused appointment of Nicholas Johnson to FCC by President Lyndon B. Johnson for tumultuous seven-year term.

Move had been quietly questioned by Robert E. Kintner, then assistant to President and secretary of cabinet. Kintner, who died in Washington at 71 (story page 90; editorial page 122), had been president of ABC and NBC.

Toe still in water

A.C. Nielsen Co. hasn't written off idea of returning to radio measurement ("Closed Circuit," Nov. 17, 1980), sources there say, but question now is what form reentry might take. Feeling is that there isn't much future, financially, in "doing what Arbitron does"—that is, provide regular, syndicated market-by-market measurements—but that there may be opportunities in customized radio research. That possibility is said to be scheduled for further exploration.

Early evening line

NBC-TV now has new prime-time schedule for this season (see page 36). But what about fall 1981? Network has committed about 90% of its pilots, with these stars and titles among others on list from which it eventually will choose: Mickey Rooney as private eye in *Jackson;* gridiron star Terry Bradshaw and country music's Mel Tillis in *Stockers* comedy; drama with country music singer/actor Hoyt Axton; comedy with *Hee Haw*'s Grady Nutt as downhome preacher; *The Seal* adventure series with Ron Ely, host of syndicated *Face the Music* game show and formerly *Tarzan;* series adapted from movie "Norma Rae," and *Posse,* adventure comedy about retired policeman. Among other pilot titles, which had surfaced earlier, are TV spinoffs of "Goodbye Girl" and "Fame," *Maverick* return and *Judgment Day.*

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Business Briefly

TV ONLY

Blue Cross of Northern California □ Insurance. Begins Jan. 26 for three weeks in four California markets. All day parts. Agency: Allen & Dorward, San Francisco. Target: Total adult.

Lyons Restaurants □ Begins Jan. 19 for four weeks in California markets and Seattle. Fringe, prime access and weekend programing. Agency: Meyers Muldoon & Ketchum, San Francisco. Target: adults, 25-54.

Color Tile □ Home improvement. Begins Feb. 6 for three weeks in about 14 markets. Day and fringe times. Agency: Mart Advertising, Fort Worth. Target: women, 25-49.

Dribeck Importers □ Beck's beer. Begins this week for six weeks in four markets. Prime, late fringe, fringe, news and sports times. Agency: Della Femina, Travisano, New York. Target: men, 18-49.

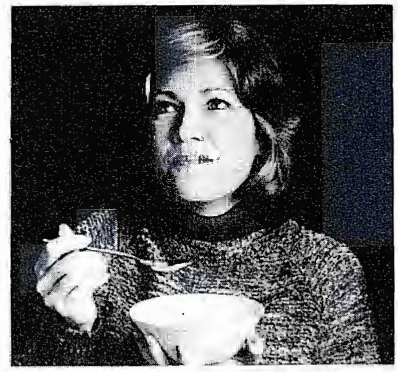
S.C. Johnson & Son □ Agree creme rinse. Begins this week for four weeks in Milwaukee, Nashville and Green Bay, Wis. Prime and prime access times. Agency: Needham, Harper & Steers, Chicago. Target: girls, 12-17; women, 18-34.

Anderson Clayton Foods □ Seven Seas salad dressing. Begins Jan. 19 for eight weeks in about 29 markets. Day and prime times. Agency: Bloom Advertising, Dallas. Target: women, 25-54.

Browns □ Chicken. Begins Jan. 19 for 11 weeks in Kansas City, Mo. and Chicago. All day parts. Agency: Weber, Cohn & Riley, Chicago. Target: adults, 18-54.

Vic Tanny International □ Health clubs. Begins this week for four weeks in about six markets. Agency: Desmond & Associates, Oak Park, Ill. Target: adults, 18-49.

Nissin Foods □ Noodles. Begins Jan. 26 for four weeks in 20 markets. Day and fringe times. Agency: Dentsu Inc., Los Angeles. Target: women, 25-54.



Hot time. McCann-Erickson, New York and Nabisco will launch in first quarter of this year, what they claim is their "biggest ad push yet for Cream of Wheat hot cereal." Brand, currently celebrating its 85th year, is scheduled to run on all three networks during quarter. Commercial features montage of Cream of Wheat aficionados who emphasize its "wholesomeness and light smooth taste."

New York State Dept. of Commerce □ City weekend. Begins Jan. 26 for seven weeks in 17 markets. Fringe and prime times. Agency: Wells, Rich, Greene, New York. Target: adults, 25-54.

Economics Labs □ Lime A-Way cleanser. Begins Feb. 2 for four weeks in about 50 markets. Day, fringe, prime access and prime times. Agency: Warwick, Welsh & Miller, New York. Target: women, 25-54.

Sunkist □ Navel oranges. Begins Feb. 23 for four weeks in over 30 markets. Day,

Rep Report

WHBQ-TV Memphis, Tenn.: To Harrington, Righter & Parsons from RKO Television Representatives.

□

WUHF-TV Rochester, N.Y.: To Blair Televi-sion from HR Television (now Seltel).

□

WYNZ-FM Portland, Me.: To Eastman Radio from HR/Stone.

□

WNTY(AM) Southington, Conn.: To Lotus Reps (no previous rep).

□

WUSS(AM) Atlantic City, N.J.: To Lotus Reps from Savalli-Schutz.

□

WCIB(FM) Falmouth, Mass.: To Lotus Reps (no previous rep).

INTRODUCING...

1

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FLATBED ANNIE & SWEETIE PIE: LADY TRUCKERS
FORCE 10 FROM NAVARONE
HERE COME THE TIGERS
HIGH-BALLIN'
HOLOCAUST 2000
JOYRIDE
MATILDA
MEAN DOG BLUES
OUR WINNING SEASON
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FILMWAYS

early fringe, fringe, prime times and specials. Agency: Foote, Cone & Belding, Los Angeles. Target: women, 25-49.

Alberto-Culver □ VO 5 hair dressing. Begins this week for about seven weeks in over 10 markets. Early fringe times. Agency: Draper Daniels Media Services, Chicago. Target: adults, 35 and over.

SSS Company □ Tonic and tablets. Begins Jan. 26 for six weeks in over 35 markets. Day and fringe times. Agency: Tucker Wayne & Co., Atlanta. Target: women, 25-54.

Vita Mix Corp. □ Vita Mix. Begins this week for one week in over 20 markets. All day parts. Agency: A. Eicoff & Co., Chicago. Target: adults, 25-54.

Farrells □ Ice-cream parlors. Begins in January for 16 weeks in Los Angeles, San Francisco and Portland, Ore. Children's programing. Agency: Earle Palmer Brown, Washington. Target: children, 6-11.

National Home Life □ Insurance. Begins Jan. 7 for one-to-three weeks in about 200 markets. News, fringe and prime times. Agency: Valley Forge Associates, Valley Forge, Pa. Target: adults, 25-54.

Affiliated Food Stores □ Begins Jan. 19 for 13 weeks in various Oklahoma markets. All day parts. Agency: Cox Advertising, Atlanta. Target: women, 25-54.

RADIO ONLY

Ozark Air Lines □ Air travel. Begins this week for one-to-two weeks in 27 markets. Morning drive times. Agency: D'Arcy MacManus & Masius, St. Louis. Target: men, 25-49.

Lowes □ Tidy Cat litter. Begins for three weeks in Chicago, Detroit, Minneapolis and Milwaukee. Agency: William B. Doner, Southfield, Mich. Target: women, 25-54.

Burlington Northern □ Transportation. Begins in January for about 12 weeks in about 35 markets. Agency: BBDO, Minneapolis. Target: men, 18 and over.

John Deere □ Farm equipment. Begins March 2 for eight weeks in about 80 markets. Agency: N.W. Ayer ABH International, Chicago. Target: farmers.

Humana Inc. □ Recruitment for nurses. Begins in January for one-to-two weeks in Boston, Detroit, New York, Philadelphia, Pittsburgh and Buffalo, N.Y. Agency: Bentley, Barnes & Lynn, Inc., Chicago. Target: men, 18-34.

Ad Vantage

McCann merger. McCann-Erickson Inc., New York, has acquired March Advertising Inc., New York, which has estimated billings of $10 million. March Advertising, direct response agency, will be merged with McCann's direct response division and will be known as McCann-Erickson-March Inc. Sy Levy and Michael R. Fabian, chairman and president, respectively, of March Advertising, will become chairman and president of new unit.

□

Sales training blitz. Series of nine one-day regional sales meetings will be held by the Television Bureau of Advertising, starting Feb. 26 and ending April 16. Role playing and case studies will be utilized. Dates and cities are: Feb. 26, Omni International, Atlanta; March 17, Sheraton Inn, Portland, Ore.; March 19, Travelodge International Hotel, Los Angeles; March 24, Inn of the Six Flags, Dallas; March 26, Henry VIII Inn and Lodge, St. Louis; April 7, Sheraton Hopkins, Cleveland; April 9, 57 Park Plaza Hotel, Boston; April 14, Ramada O'Hare, Chicago, and April 16, City Line Holiday Inn, Philadelphia.

□

Far West representation. Eastman CableRep, New York, has formed affiliation with Cable Advertising Network, Seattle and Olympia, Wash., under which Cable Advertising will represent Eastman Cable in obtaining national advertising sales for cable systems in Pacific Northwest. CAN represents Cablevision of Seattle, Teleprompter of Tacoma, Cox Cable TV of Spokane, Nation Wide Cablevision of Olympia and Televue Systems of Everett and Lynnwood.

□

Warner Amex to Ogilvy. Warner Amex Cable Communications Inc., New York, has named Ogilvy & Mather Inc., New York, its advertising agency in U.S. Size of account was not revealed. Warner Amex spokesman said one factor in choosing Ogilvy was agency has developed knowledge of cable TV industry through its work for Warner Amex Satellite Co.

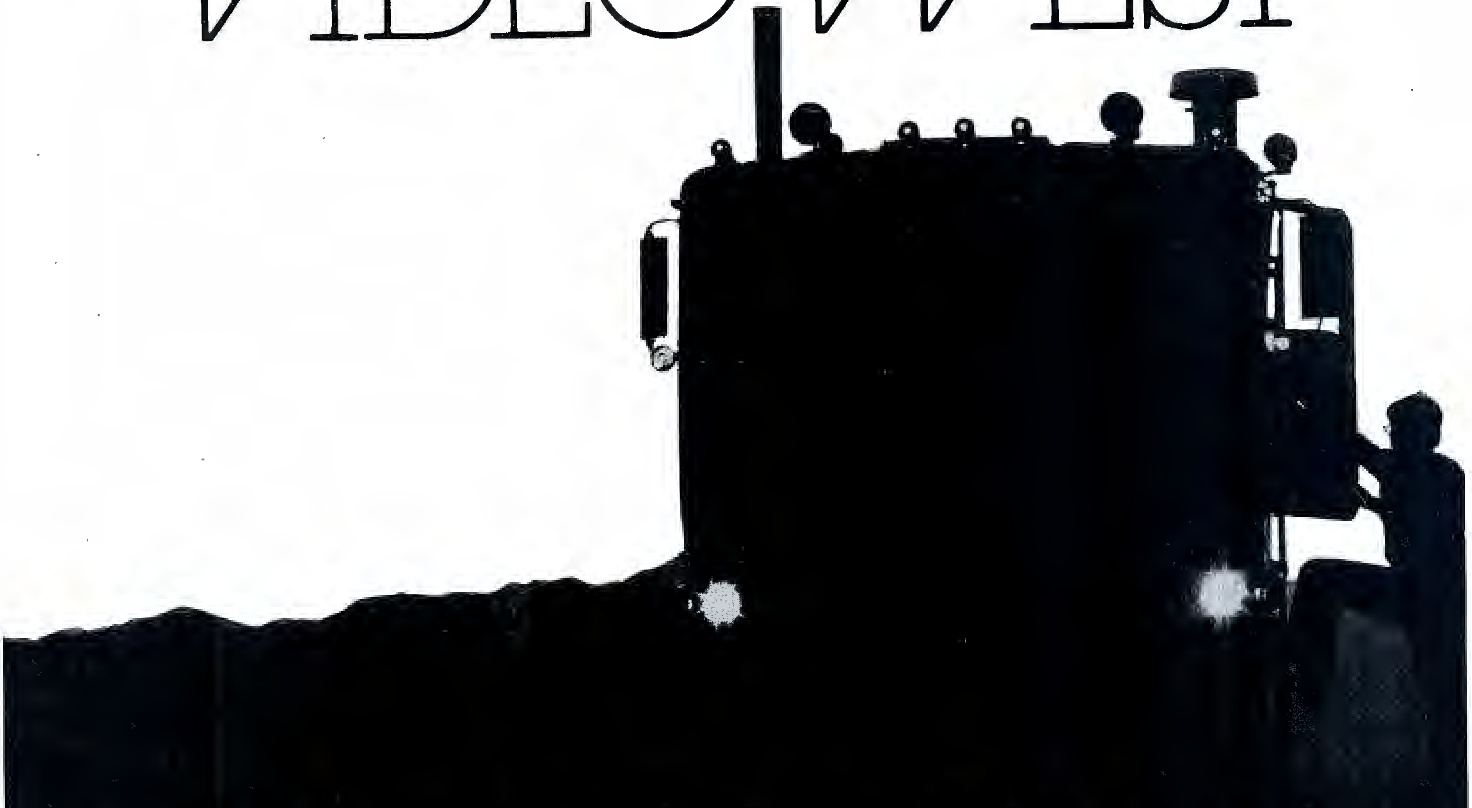
□

Gaining franchise account. Boston-based Ingalls Associates, Inc. has been awarded $2 million Valles account. Formerly handled by Allied Advertising, restaurant chain currently operates 32 franchises on East Coast.

□

Coke adds radio specials. Coca Cola Bottling Co., Atlanta, will sponsor new seven-part series on ABC Radio Network entitled "A Night on The Road." Two-hour program consists of live concerts featuring one or two major contemporary artists each month from April to September 1981. McCann-Erickson is agency for Coca Cola. Concerts will be produced by UK productions.

VIDEO WEST



One for the Road

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- GVG 1600 3-F switcher, with downstream key
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- Studer 12 × 4 audio console (expandable)
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- Ampex ¼" ATR 700 audio recorder
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Datebook

■ Indicates new or revised listing

This week

Jan. 7—*Maryland-District of Columbia-Delaware Broadcasters Association* renewal seminar. Shoreham hotel, Washington.

Jan. 7-9—*Arbitron Television Advisory Council* meeting. The Canyon hotel, Palm Springs, Calif.

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

Jan. 8—Deadline for reply comments on *FCC's* further notice of proposed rulemaking on AM stereo (Doc. 21313). FCC, Washington.

■ **Jan. 9**—Deadline for entries for 1980 Addy Awards, co-sponsored by *Women's Advertising Club of Chicago* and *Chicago Advertising Club.*

Jan. 9-10—*National Federation of Local Cable Programers* regional conference. Baltimore.

Also in January

Jan. 11-13—*California Broadcasters Association* winter convention. Spa hotel, Palm Springs, Calif.

Jan. 12-14—Pacific telecommunications conference, sponsored by *Pacific Telecommunications Conference,* independent, voluntary membership organization. Ilikai hotel, Honolulu.

Jan. 12-15—Conference for Journalists on "Health and Environment," sponsored by *The Washington Journalism Center.* Watergate hotel, Washington.

Jan. 13—*Federal Communications Bar Association* luncheon. Speaker: Lawrence Grossman, president, Public Broadcasting Service. Touchdown Club, Washington.

Jan. 13-15—*Communication Networks* first national conference and exposition. General chairman, Richard E. Wiley, managing partner in Washington law firm of Kirkland & Ellis. Albert Thomas Convention Center, Houston. Information: Communication Networks '81, Registration Department, 375 Cochituate Road, Framingham, Mass., 01701, (800) 225-4698; in Massachusetts (617) 879-0700.

Jan. 14—*International Radio and Television Society* newsmaker luncheon. Salute to radio's 60th anniversary, hosted by Bert Parks. Waldorf-Astoria, New York.

Jan. 14—*New England Cable Television Association* winter meeting. Sonesta hotel, Boston. Information: NECTA, 8 1/2 North State Street, Concord, N.H. 03301, (603) 224-3373.

■ **Jan. 14-17**—Special meeting of *Electronic Industries Association's* Board of Governors. Speakers include Dean Burch, senior adviser to Reagan-Bush transition and former chairman of FCC; Stanton D. Anderson, director of Reagan Economic Affairs Transition Group, and Senator John Tower (R-Tex.), incoming chairman of Senate Armed Services Committee, and William Baroody, president of American Enterprise Institute. Arizona Biltmore, Phoenix.

Jan. 15—*FCC* deadline for comments on notice of proposed rulemaking on low-power television (Doc. 78-253). Replies due March 1. FCC, Washington.

Jan. 15-16—*Virginia Association of Broadcasters* winter meeting. Richmond, Va., Hyatt.

Jan. 15-18—*Alabama Broadcasters Association* annual winter conference. Opryland hotel, Nashville.

Jan. 16—*Utah Broadcasters Association* convention. Airport Hilton, Salt Lake City.

Jan. 18-20—*Louisiana Association of Broadcasters* winter convention. Royal Sonesta hotel, New Orleans.

Jan. 18-21—*Association of Independent Television Stations* (INTV) eighth annual convention. Century Plaza, Los Angeles.

Jan. 18-21—*Ohio Association of Broadcasters* executive conference. Sonesta Beach hotel, Key Biscayne, Fla.

Jan. 21-23—*Colorado Broadcasters Association* annual winter convention. Four Seasons Motor Inn, Colorado Springs.

Jan. 23-24—National Federation of Local Cable Programers mid-Atlantic regional conference. Theme: "Franchising Process." Co-sponsored by *city of Baltimore, Baltimore Cable Coalition, Metrovision and United Cable.* Enoch Pratt Free Library, Baltimore. Information: Jerry Richter, Berks County Television, 1112 Muhlenberg Street, Reading, Pa., 19602, (215) 374-3065.

Jan. 24—*Mississippi Broadcasters Association* midwinter sales seminar. Sheraton hotel, Jackson, Miss.

Jan. 25—Deadline for entries in 49th annual Sigma Delta Chi Distinguished Service Awards contest, sponsored by *Society of Professional Journalists, Sigma Delta Chi.* Information: Society of Professional Journalists, 35 E. Wacker Drive, Chicago, 60601, (312) 236-6577.

Jan. 25-28—Joint convention of *National Religious Broadcasters* and *National Association of Evangelicals.* Sheraton Washington hotel, Washington.

Jan. 26-27—*Public Radio in Mid-America* board of directors and membership meeting. King's Airport Inn, St. Louis Information: Thomas Hunt, Central Michigan University, noncommercial WCMU-FM Mount Pleasant, Mich. 48859, (517) 774-3105.

Jan. 26-29—*National Association of Broadcasters* joint board meeting, Scottsdale, Ariz.

Jan. 27-29—*South Carolina Broadcasters* winter convention. Carolina Inn, Columbia.

■ **Jan. 27-29**—36th annual Radio-Television Institute, sponsored by *Georgia Association of Broadcasters* in conjunction with *Henry W. Grady School of Journalism and Mass Communication.* Theme: "Creative Management." Georgia Center for Continuing Education, University of Georgia, Athens.

Jan. 29—*Federal Communications Bar Association* seminar on "Tax Considerations in the Sale and Purchase of Communications Properties." National Lawyers Club, Federal Bar Building, third floor, 1815 H Street, N.W., Washington.

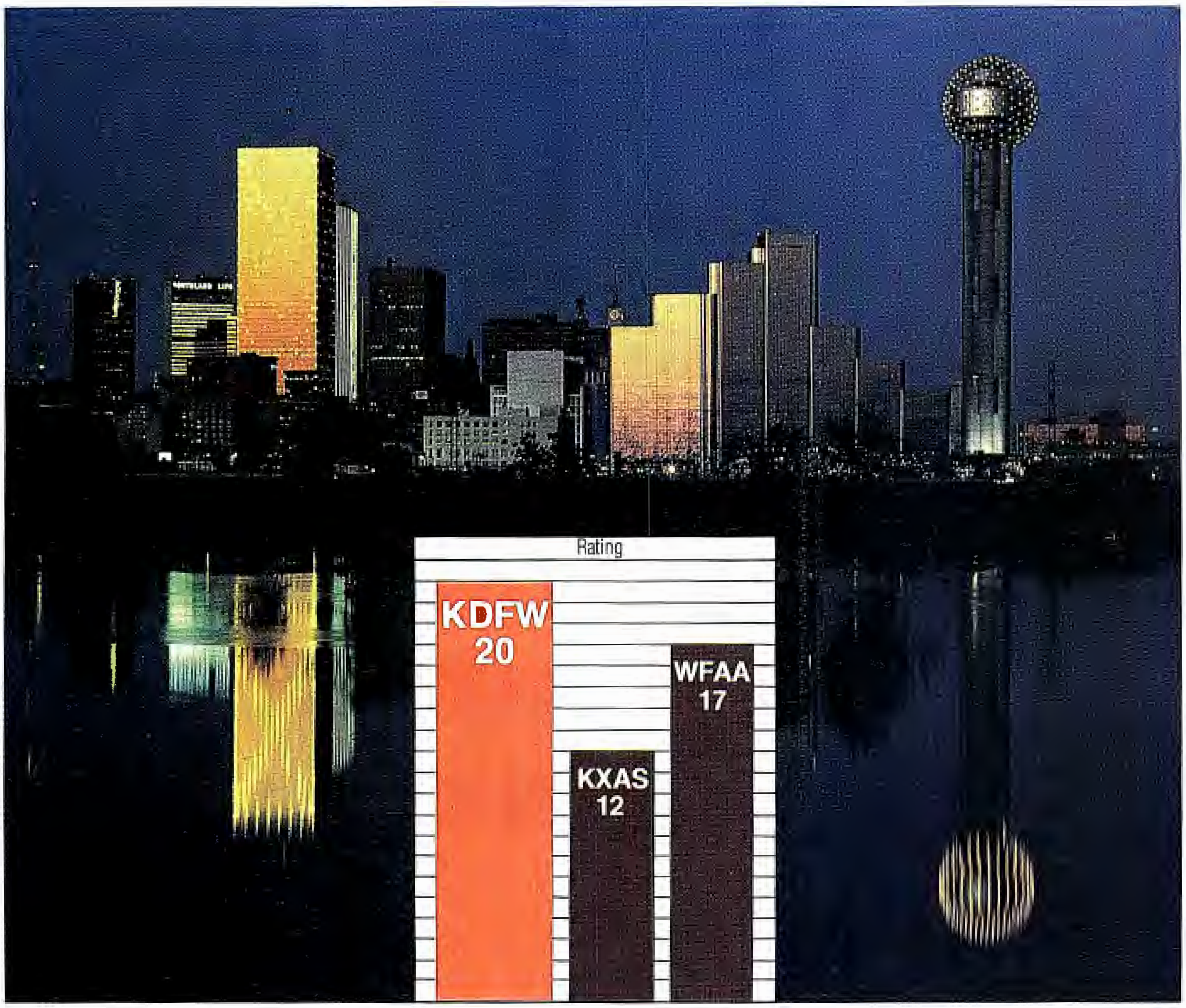
Jan. 30-31—*Broadcasters Promotion Association* board meeting. Caesars Palace, Las Vegas.

Jan. 30-Feb. 1—Television Lighting Workshop sponsored by *National Association of Educational Broadcasters Public Telecommunications Institute* and noncommercial *KLVX(TV) Las Vegas.* Studios of KLVX Las Vegas.

Jan. 31—Deadline for entries in *National Press Photographers Association* annual television news photography competition. Sponsors are NPPA, Department of Journalism and Telecommunications at Arizona State University, Eastman Kodak Co. and Cinema Products Corp. Information: Sheila Keyes, NPPA, 23918 Via Copeta, Valencia, Calif. 91355, (805) 259-1136.

Jan. 31-Feb. 3—*Radio Advertising Bureau's* first

In Dallas, Texas, Arbitron* has now joined A.C. Nielsen in declaring KDFW-TV the 10 p.m. news leader.



The November Arbitron confirms October Nielsen figures: KDFW-TV's two-year-long surge continues, stronger than ever.
KDFW-TV's 10 O'Clock News is clearly the No. 1 choice of viewers in Dallas.

News leadership you can count on.

A CBS AFFILIATE

Represented Nationally by hrp

KDFW-TV
A TIMES MIRROR STATION

**Source: Arbitron Nov. 80.*
Subject to qualifications available upon request.

Major Meetings

Jan. 18-21—*Association of Independent Television Stations* (INTV) eighth annual convention. Century Plaza, Los Angeles. Future conventions: Feb. 7-10, 1982, Shoreham hotel, Washington; Feb. 6-9, 1983, Galleria Plaza hotel, Houston.

Jan. 25-28—Joint convention of *National Religious Broadcasters* and *National Association of Evangelicals*. Sheraton Washington hotel, Washington.

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

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

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

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

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

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

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

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

June 6-10—*American Advertising Federation* national convention. Hyatt Regency hotel, Washington.

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

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

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

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

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

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

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

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

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

managing sales conference, for radio station managers and sales managers. Keynote speaker: Sam Cook Digges, retiring president, CBS Radio. Amfac hotel, Dallas.

February

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Feb. 17—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria hotel, New York.

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

Feb. 19—*Federal Communications Bar Association* luncheon. Speaker: Thomas Wheeler, president, Na-

Errata

SyndiCable's vice president for marketing is **Ralph Guzzi,** not Ralph Vissi as reported in Dec. 15, 1980 issue.

□

John Goddard, president of Viacom, (not Larry Howe) is co-chairman of cable programing show being planned for next fall by National Cable Television Association and Cable Television Administration and Marketing Society (BROADCASTING, Dec. 22, 1980).

tional Cable Television Association. Touchdown Club, Washington.

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

Feb. 20-21—*University of California School of Law* communications law symposium on regulation and deregulation of new video technologies, Bonaventure hotel, Los Angeles.

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

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

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

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

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

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

March

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

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

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

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

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

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

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

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

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

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Where Things Stand

A quarterly status report on the unfinished business of electronic communications

□

AM-FM allocations. FCC has approved plan that will reduce protection to clear-channel stations and allow addition of 125 more AM stations on clear and adjacent channels (Broadcasting, May 29, 1980). Commission also has endorsed proposal to reduce AM channel spacing from 10 khz to 9, as means of increasing number of radio stations. U.S. submitted idea at Region 2 (western hemisphere) conference that ended March 28 in Buenos Aires, but conference was unable to reach consensus on issue and postponed decision until its next session in November 1981 (Broadcasting, March 31, 1980). With U.S. having trouble meeting deadlines in preparation for second session, National Association of Broadcasters led effort to have November starting date postponed (Broadcasting, Nov. 24, 1980). It failed when commission rejected request it urge State Department to seek delay. Also, FCC has instituted rulemaking to open spectrum to additional commercial FM's. If adopted, there will be two new classes of stations as well as rules that would allow existing classes to operate in areas where they are now restricted (Broadcasting, March 3, 1980). NTIA has asked commission to include in rulemaking administration proposal for use of FM directional antennas, which could allow more stations. In light of all these actions, NAB urged commission to institute government-industry advisory committee to assist in devising comprehensive plan for all radio channel assignments. Commission met NAB part way, expanding advisory committee already in place and working on Region 2 conference on AM broadcasting to include all AM and FM allocations proposals.

□

AM stereo. FCC has backed off from April 9 tentative decision to adopt Magnavox system as standard for AM stereo and issued further notice of rulemaking on matter, raising possibility that system other than Magnavox's may ultimately be adopted (Broadcasting, Aug. 4, 1980). In fact, notice indicates that Motorola has inside track on winning approval (Broadcasting, Sept. 22, 1980). Other system proponents are Belar, Harris and Kahn. Comment deadline on notice was Jan. 9, but Harris has asked for further extension.

□

Antitrust/networks. Justice Department, which originally filed suit against ABC, CBS and NBC in 1972 for alleged monopoly practices, has reached out-of-court settlements with all three. Agreement with NBC was approved by presiding judge in case (Broadcasting, Dec. 5, 1977); CBS negotiated essentially same agreement, which imposes number of restrictions on networks in program ownership (Broadcasting, May 12, 1980). Some restrictions are not effective, however, until agreement reached with ABC is approved by judge in case (Broadcasting, Aug. 25, 1980).

Antitrust/TV code. Department of Justice has filed suit in U.S. District Court in Washington against National Association of Broadcasters' television code, charging that it unfairly manipulates marketplace by restricting number of advertising availabilities (Broadcasting, July 18, 1979). Oral arguments were held late in 1979; NAB claimed case is governed by "rule of reasonableness" and Justice argued code is "per se" violation of antitrust laws (Broadcasting, Dec. 10, 1979). U.S. District Judge Harold Greene turned down NAB's bid for dismissal of suit but said he will treat motion as one for summary judgment (Broadcasting, Dec. 17, 1979). Both Justice and NAB filed briefs reiterating their positions. Greene now has to decide on basis of record. There was second oral argument, on May 16, 1980, when both sides asked for summary judgment.

□

Automatic transmission systems. FCC has authorized automatic transmission service for nondirectional AM and FM stations (Broadcasting, Jan. 3, 1977). Commission expects also to permit ATS at AM directional and TV stations, but that proceeding is low on list of Broadcast Bureau priorities.

□

Blanking intervals. FCC in June 1978 issued public notice on problem of growing number of television tapes produced by ENG equipment that exceed commission standards for horizontal and vertical blanking intervals. It said that for period of one year it would allow two-line tolerance (from 21 to 23) for vertical and .56 microsecond tolerance (from 11.44 to 12 microseconds) for horizontal to give industry time to correct problem. In June 1979, however, FCC adopted notice of inquiry concerning television waveform standards and questioned whether, in view of changes in industry since rules were adopted in 1941 and 1953, marketplace forces would serve public interest or if there is need for continued FCC regulation (Broadcasting, June 18, 1979). Comments were filed late in 1979, majority supporting more flexible standards. No advisory notices or notices of apparent violation for blanking in excess of standards will be issued during period of inquiry. Broadcasters Ad Hoc Committee on Television Blanking Widths was formed year ago to "identify problem areas and recommend corrective action" to FCC. Group is made up of representatives of three commercial networks, Public Broadcasting Service, National Association of Broadcasters and several station groups.

□

Cable copyright. Copyright Royalty Tribunal, following adoption of resolution calling for inflationary adjustment of cable copyright fees, raised last month fees by approximately 21%. Meanwhile, it has issued final formula on how to divide $14.6 million paid in royalties in 1978 by cable companies (Broadcasting, Sept. 29, 1980). Under formula, U.S. and Canadian TV broadcasters will split 3.25% of pie. Program syndicators will receive 75%; sports claimants, 12%; Public Broadcasting Service, 5.25%, and music performing rights societies, 4.5%. Tribunal will not distribute copyright fees until appeals filed in Washington appeals court are resolved. American Society of Composers, Authors and Publishers, Canadian Broadcasting Corp., American Soccer League and National Hockey League.

□

Cable deregulation. FCC on July 24 lifted its rules on distant signals and syndicated exclusivity—last regulations cable industry considered restrictive. In doing so, agency also turned down concept of retransmission consent, which broadcasters had been pushing as means of righting what they see as marketplace inequity. Malrite Broadcasting went to U.S. Court of Appeals in New York seeking to block action (BROADCASTING, July 28, 1980). National Association of Broadcasters filed motion to intervene on Malrite's behalf and filed petition for stay of order at FCC. FCC denied petition, but appeals court granted stay pending its decision in appeal (BROADCASTING, Nov. 24, 1980). National Cable Television Association has taken FCC's side in court appeal (BROADCASTING, Aug. 25, 1980). In another development, Ted Turner has asked commission to repeal "must carry" rules (BROADCASTING, Oct. 20, 1980).

□

Children's television. FCC has issued formal rulemaking with wide range of options, including imposition of mandatory program requirements to alleviate what FCC children's task force sees as insufficient volume of children's instructional and educational programing on commercial television throughout week (BROADCASTING, Dec. 24, 1979). Comments have been filed (BROADCASTING, June 23, 1980). National Association of Broadcasters and National Association of Television Program Executives held three-day conference in June on what's available in children's programing and on how to better it. Regulatory proposals, however, were chief topics of concern (BROADCASTING, June 30, 1980). On Oct. 15-16, 1980, commission held panel discussions on subject. Public interest groups strongly urged implementation of mandatory children's programing requirements, citing lack of self motivation on industry's part. Broadcasters opposed idea, citing First Amendment concerns and saying program quality can't be mandated by government. Action on rulemaking is scheduled for second quarter of 1981.

□

Closed captioning. ABC-TV, NBC-TV and Public Broadcasting Service are participating in captioning project for benefit of hearing impaired, which began last March 15 (BROADCASTING, March 24, 1980). National Captioning Institute is captioning average of five hours of ABC and NBC television per week (in prime time) and PBS more than 10 hours. It also captions two-and-a-half hours per week of syndicated programing and commercials of 25 major advertisers. Sears, Roebuck & Co. is manufacturing and distributing decoding equipment for home sets. Adapter for set costs $250, while 19-inch color set with adapter built in sells for about $500. NCI says over 24,000 adapters and about 1,000 sets have been sold. CBS, which declined to participate in three-network captioning project, announced (BROADCASTING, Nov. 17, 1980) it would begin closed-captioning of CBS programs over its KNXT(TV) Los Angeles as part of its test of its Antiope-based teletext system (see "Teletext."). Captioning will be done by Los Angeles office of The Caption Center, part of WGBH(TV) Boston.

□

Communications Act. Congress has repealed Lea Act, 34-year-old amendment that halted union efforts to require broadcasters to keep staff musicians they didn't need. It also passed S. 3261, modifying Section 222 of act by making Hawaii domestic rather than international point. Although 96th Congress passed no other communications legislation, Senate Communications Subcommittee, with new Republican majority, is using S. 2827, bipartisan bill that stalled in Commerce Committee last July, as starting place for bill or bills to be introduced early next year. Senate Commerce Committee Chairman Bob Packwood (R-Ore.) and Communications Subcommittee Chairman Barry Goldwater (R-Ariz.) apparently disagree on whether telephone-cable crossownership can be addressed before Justice Dept.'s suit against AT&T is resolved. House of Representatives, which put off formally electing committee chairmen until early January, is keeping quiet about preparatory work being done on communications legislation to come.

□

Comsat. Following adoption of staff report last April (BROADCASTING, April 28, 1980), FCC adopted rulemaking to examine corporate structure of Communications Satellite Corp. to insure that its competitive domestic businesses operate independently of its congressionally mandated international ones. Commission has also put out for public comment a request by Comsat to allow it to offset losses from its participation in INMARSAT with revenues from INTELSAT—a request commission seems dubious about granting. (See also "Direct Broadcast Satellites" below.)

□

Crossownership (newspaper-broadcast). Supreme Court has upheld FCC policy grandfathering most such existing crossownerships, disallowing future formation or acquisition of crossownerships and requiring break-up of 16 "egregious" crossownership cases (BROADCASTING, June 19, 1978). Five of 16 have divested or signed sale agreement; seven have been freed from divestiture order because of entry of competition in market, and one has won reversal of divestiture order in appeals court. Of three remaining cases, one involving WALB-TV Albany, Ga., was resolved when FCC granted waiver due to entry into market of minority-owned television CP holder, and two others have been denied waivers on ground that situations had not changed (BROADCASTING, March 3, 1980).

□

Crossownership (television broadcasting-cable television). FCC amended its rules to require divestiture of either CATV system or co-owned TV station that is only commercial station to place city-grade contour over cable community (BROADCASTING, March 8, 1976). National Citizens Committee for Broadcasting appealed, arguing rule should be broader. Two system owners involved also appealed on other grounds (BROADCASTING, April 26, 1976). In December 1978, court sent case back to commission at FCC's request. FCC last June 25 adopted notice of proposed rulemaking that seeks to require divestiture of all crossownerships of television stations and cable systems located in TV station's Grade B contour (BROADCASTING, June 30, 1980).

Crossownership (telephone company-cable TV). FCC has initiated rulemaking seeking public comment on proposal to exempt rural areas (30 homes or fewer per route mile of franchise or service area) from its telephone company-cable television crossownership rules. It has also directed its staff to draw up an instrument looking into possible repeal of all restrictions on telephone company ownership of cable systems in metropolitan areas. Commission has also directed its Office of Plans and Policy to undertake comprehensive study of structure and ownership of cable industry (BROADCASTING, Oct. 27, 1980). Current rules prohibit telephone company from owning cable system within its service area.

□

Direct Broadcast Satellites. Comsat's Satellite Television Corp. has asked FCC for authority to launch direct broadcast satellite service. DBS service, which could be operational by 1985 or 1986, would offer three channels of pay television to subscribers equipped with small, low-cost earth stations for fee of about $25 per month. Service would be phased in. First phase would include just one operational satellite serving eastern time zone. When system is fully operational, it will comprise four operational satellites, one for each time zone. It will cost STC nearly $700 million to start up service and see it through its first year of operation (BROADCASTING, Dec. 22, 1980). Meanwhile, FCC is taking broad look at DBS in two separate dockets. Industry has filed comments on inquiry aimed at formulating U.S. position for 1983 Regional Administrative Radio Conference, which will focus on DBS issues (BROADCASTING, Oct. 13, 1980). Among those comments was CBS's proposal that DBS be used as catalyst for development of high resolution television. FCC has also initiated inquiry into formulating domestic regulatory policy on DBS (BROADCASTING, Oct. 6, 1980). Initial comments on that inquiry on what FCC should do with DBS applications filed before 1983 RARC were received last month (BROADCASTING, Dec. 22, 1980).

□

EEO. Supreme Court, in decision involving Federal Power Commission and its role—or lack of one—in EEO matters, appears to have cast doubt on FCC authority to impose EEO rules on cable systems, but commission has adopted report and order resolving in its favor question of whether it has necessary authority and laying out program for monitoring cable systems' EEO performance and for dealing with violators (BROADCASTING, Oct. 2, 1978). In broadcasting, commission has voted to tighten equal-employment guidelines for stations, which took effect April 1980. Stations with five to 10 employes are required to have 50% parity over-all with available work force, and 25% in top four job categories. Stations with more than 10 employes must reach 50% parity both over-all and in top four job categories, and stations with 50 or more employes will receive complete review of their EEO programs. FCC is also taking look at employment practices of three commercial networks, to see whether, or how, minorities and women are employed in decision-making jobs. Last June, FCC voted unanimously to begin rulemaking looking to more stringent EEO reporting requirements for all stations with five or more employes (BROADCASTING, June 9, 1980). In comments NAB has

LAST YEAR, 200 MILLION PACKAGES MADE US AN UNHEARD-OF SUCCESS.

Priority Mail
U.S. MAIL

Priority Mail from your Postal Service has unheard-of features for small package deliveries.

Special treatment delivers packages (over 12 ounces) in a quick 2-3 days.* Anywhere in the country. And it's economical: a 2-pound package between New York and Los Angeles is only $2.83.

So why haven't you heard of Priority Mail? The truth is, we haven't promoted it much. But last year, commercial mailers used it to deliver 200 million packages. That's quite a few packages for a service you've probably never heard of. Until now, of course.

And now that you've heard of Priority Mail, you'll know where to go to get service that's unheard-of.

Economical 2-3 day package delivery anywhere in the country. Unheard-of.

*Of course, if you want faster service there's Express Mail Next Day Service.

asked FCC to suspend reply comment date and issue further notice that would take into consideration mandates of Regulatory Flexibility Act—which goes into effect in January and directs federal regulatory agencies initiating new rules to consider all alternatives to lessen regulatory burden on small businesses.

□

Family viewing. Ninth Circuit U.S. Court of Appeals in San Francisco has thrown out November 1976 ruling by Judge Warren Ferguson that held family-viewing self-regulatory concept unconstitutional (BROADCASTING, Nov. 19, 1979). And Supreme Court denied petition for review (BROADCASTING, Oct. 13, 1980). Appeals court ruled that Ferguson erred in concluding that U.S. District Court in Los Angeles was proper forum for deciding issue. Court ordered judicial review of administrative proceedings of case before FCC, with claims made against networks and National Association of Broadcasters to be held in abeyance until commission completes its actions.

□

Federal Trade Commission. After years of bickering, Congress approved authorizing legislation for agency, which subjects FTC rules to two-house congressional veto and limits commission's public participation funding (BROADCASTING, May 26, 1980). Under provisions of bill, which authorizes life of commission through September 1982, children's advertising inquiry would be allowed to proceed. Complete text of proposed new rule would have to be published in advance, however, and inquiry would have to be based on false and deceptive advertising, rather than unfair, as in past. Commission has directed staff to prepare recommendations on possible courses of action, including text of proposed rule. Oct. 15, 1980, deadline for recommendations or status report from staff has been extended to Feb. 15. Commission will then solicit public comment and decide whether to proceed with inquiry.

□

FM quadraphonic. Nine years after FM quad was first pioneered, FCC began rulemaking that seeks comments on two approaches to set standards for system: either to adopt general standards and rely on marketplace to determine which systems will be used or adopt specific operating characteristics of system, along lines of those proposed by RCA and QSI (BROADCASTING, July 21, 1980). FCC issued initial notice of inquiry in 1977 to study merits of various techniques proposed to commission by National Quadraphonic Radio Committee. Second notice of inquiry was issued early in 1979 (BROADCASTING, Jan. 15, 1979).

□

Format changes. FCC more than three years ago ended inquiry to determine whether it can or should be involved in regulating program formats with order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). Commission said determination should be left to discretion of licensee and to regulation of marketplace. But this was contrary to several previous appeals-court decisions, and U.S. Court of Appeals reversed commission after most recent appeal was taken by citizen groups (BROADCASTING, July 9, 1979). Supreme Court agreed to review case and heard oral argument last November (BROADCASTING, Nov. 10, 1980).

□

License renewal forms. FCC adopted notice of proposed rulemaking that, if approved, would shorten renewal form to postcard size for most AM, FM and TV stations. Random sample of about 5%, however, would have to submit longer form or go through field audit (BROADCASTING, June 9, 1980). Broadcasters and public interest groups for different reasons are against proposal in its current form (BROADCASTING, Nov. 10, 1980). NAB has petitioned commission to rewrite proposal, taking into consideration Regulatory Flexibility Act scheduled to take affect in January (see "EEO," page 22).

□

Low-power television. FCC initiated rulemaking proposal last September which would establish low-power television system built upon existing translator service. Low-power stations would have vastly simpler rules governing start-up, programing and operation (BROADCASTING, Sept. 15, 1980). Low-power stations would be authorized on any VHF or UHF television channel from 2 through 69. VHF's would have 10 w. limit and UHF's 1 kw limit outside existing table of assignments while VHF's would have 100-watt limit on channel within table. National Association of Broadcasters and Corporation for Public Broadcasting have asked FCC to revise policy on interim processing of low-power applications—NAB asserting illegalities within policy, CPB contending noncommercial interests won't get fair share (BROADCASTING, Nov. 24, 1980).

□

Minority ownership. Carter administration, which announced wide-ranging push to increase participation of minorities in radio and TV station ownership (BROADCASTING, Oct. 22, 1979), reviewed results of effort before group of black broadcasters (BROADCASTING, Sept. 15, 1980). FCC earlier adopted policies aimed at easing minorities' path to ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters has raised about $10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (formerly Minority Broadcast Investment Fund [BROADCASTING, Sept. 29, 1980]), through which it hopes to raise $45 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). The fund's subsidiary MESBIC (Minority Enterprise Small Business Investment Corp.), which was to have begun making investments by the end of 1980 (BROADCASTING, Nov. 10, 1980), is now reviewing potential investments. National Radio Broadcasters Association is matching minority license applicants with broadcasters who advise on obtaining license and getting facility into operation.

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Music licenses. All-Industry Radio Music License Committee and American Society of Composers, Authors and Publishers have agreed, subject to court approval, on new licenses for radio stations' use of ASCAP music, retroactive to March 1, 1977, and extending through Dec. 31, 1982, and expected to save broadcasters $6.5 million to $8 million over full term (BROADCASTING, Aug. 21, 1978). Committee also has negotiated new agreement for Broadcast Music Inc. licenses retroactive to Jan. 1, 1979, and extending through Dec. 31, 1983 (BROADCASTING, March 12, 1979). In TV, similar all-industry committee has quit negotiating for new TV-station licenses with ASCAP and BMI, and has filed class-action suit in U.S. Southern District Court in New York against two music-licensing firms, charging that blanket licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 4, 1978). In network TV, Supreme Court has overturned appeals-court decision siding with CBS in its demand for "per-use" licenses as alternative to current blanket licenses and ordered lower court to review case from different legal perspective (BROADCASTING, April 23, 1979). Decision issued in lower court held that under "rule of reason" there is no restraint of trade and, in siding with District Court, dismissed complaint. CBS petitioned for rehearing en banc but was denied (BROADCASTING, June 9, 1980). It has appealed to Supreme Court.

□

Network inquiry. FCC's network inquiry has resumed, with commission issuing further notice of inquiry (BROADCASTING, Oct. 16, 1978). Proceeding is in response to petition by Westinghouse Broadcasting seeking examination of network-affiliate relationships. Network inquiry staff's final report was presented to commission last Oct. 20. Staff suggested to commission that best way to achieve goals of added competition, diversity and localism in television is to open existing allocations plan to many more local outlets so that new networks can be formed. Staff also concluded that commission can foster growth of more networks in newer forms of technology such as direct broadcast satellite, multipoint distribution service and cable by not placing regulatory barriers in way of new technological development (BROADCASTING, Oct. 27 and Nov. 10, 1980). Staff presented "conclusions" to FCC Chairman's office in form of "recommendations" late last year (BROADCASTING, Dec. 22, 1980).

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Network standings. Prime-time TV rating averages, Sept. 15-Dec. 21: CBS 18.6, NBC 18.2, ABC 18.0.

□

Newsroom search. Supreme Court's ruling in *Stanford Daily* case (which held that police need only search warrant to search newsrooms and private homes and offices, even if occupants are not suspected of crimes) resulted in October in Congress passing and President Carter signing bill to protect press from such searches. Limits on federal searches took effect Jan. 1. Curbs against searches by local and state law enforcement officers take effect Oct. 13, 1981. Some states are now considering supplementing federal protection against newsroom searches. Police in most cases are now required to obtain subpoenas which can be opposed in court before entering newsrooms to seek evidence (BROADCASTING, Oct. 6, 1980).

□

Noncommercial broadcasting rules. FCC has instituted rulemaking and inquiry designed to bring regulatory policies for public broadcasting up to date (BROADCASTING, June 12, 1978). Inquiry is aimed at helping commission determine standards for who can be noncommercial licensee. Rulemaking proposals concern underwriting announcements and solicitation of funds, establishing FM table of allocations for educational assignments and new classes of stations and extension to noncommercial licensees of limits on ownership applicable now only to commercial licensees. Comments on all have been received (BROADCASTING, Jan. 28, 1980).

□

Operator licensing. FCC has proposed dropping first-class operator licenses (BROADCASTING, Aug. 4, 1980). Proposal would delete examination requirements for operators who install, service, maintain and adjust transmitting equipment at all types of stations. Reaction to proposal is varied: Engineers and National Public Radio want tougher standards while National Association of Broadcasters, National Radio Broadcasters Association and ABC Inc. agree with plan to eliminate them (BROADCASTING, Nov. 24, 1980). FCC had abolished third-class operator permit after concluding that almost all 53,000 third-class permits it had been issuing annually are unnecessary, largely as result of other radio deregulation actions (BROADCASTING, July 28, 1980). FCC issued second report and order Nov. 9, 1979, to permit persons holding any class of commercial operator license or permit to perform routine operating duties at any radio or TV station, regardless of power or antenna type. In addition, first-class chief operator may be employed part time in lieu of previously required full-time employment. Changes were effective Dec. 19, 1979.

□

Pay cable, pay TV. U.S. Court of Appeals in Washington has overturned FCC rules designed to protect broadcasters against siphoning of sports and movie programing (BROADCASTING, March 28, 1977), and Supreme Court has refused FCC request for review. FCC's authority to pre-empt pay-cable rate regulation has been upheld by U.S. Court of Appeals in New York (BROADCASTING, April 10, 1979). World of pay cable was shaken last April 24 when Getty Oil Co. and four major Hollywood motion picture companies announced that they were forming joint venture, Premiere, to compete with Home Box Office, Showtime, The Movie Channel and other established services for pay-cable dollars (BROADCASTING, April 28, 1980). Movie companies are Columbia Pictures Industries, MCA Inc., Paramount Pictures Corp. and 20th Century-Fox Film Corp. Justice Department has attacked Premiere as antitrust violation. FCC has voted to repeal rule limiting one STV to market (BROADCASTING, Oct. 1, 1979). Board of Public Broadcasting Service decided to develop pay programing to be distributed by cable, STV, MDS, videodisks and cassettes (BROADCASTING, Nov. 24, 1980).

□

Public broadcasting. Corporation for Public Broadcasting has liberalized criteria stations use in calculating nonfederal financial support. This is in reaction to general decrease in federal matching funds and in grants from private underwriters. Public Broadcasting Service's board of directors is continuing efforts to develop pay programing and collateral services that would provide new sources of funds and forge alliance between public broadcasting and cultural institutions. Stage I of project development, study of options available to PBS, ended in December. Stage II, project implementation, begins after PBS board has approved report on Stage I. PBS board has resolved to make programs available to nonmember stations willing to share in financing those programs.

□

Radio deregulation. In October 1978, FCC Chairman Charles Ferris asked Broadcast Bureau, Office of Plans and Policy and general counsel to draft revisions of radio regulation and supply commission with set of options for potential reduction or elimination of regulations that no longer fit economic marketplace of radio in major markets. He also directed staff to prepare notices to implement major-market experiment in radio deregulation. NAB urged FCC to move to deregulation in all markets instead of conducting "major market experiment." FCC staff has prepared notice of proposed rulemaking on matter that will, if adopted, replace some FCC procedures and requirements with marketplace forces in determining how radio licensees operate (BROADCASTING, Sept. 10, 1979). Proposals being considered are elimination of formal ascertainment requirements, program logs, nonentertainment programing guidelines and commercial time restrictions. Comments have been filed (BROADCASTING, March 31, 1980). FCC held two days of panel discussions on issue last Sept. 15 and 16, with representatives of both industry and public interest groups commenting. Action on dereg rulemaking is scheduled for some time this month.

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Shield legislation. No federal legislation proposed. Twenty-six states provide some protection against forced disclosure of reporters' sources and outtakes. There are wide variations in scope of protection. Shield bills are currently under consideration in number of states including Massachusetts.

□

Teletext. CBS broke ranks with Electronic Industries Association subcommittee attempting to work out industrywide teletext standards and submitted to FCC proposal based on French Antiope system (BROADCASTING, Aug. 4, 1980). Comments filed at FCC in response to CBS filing show pervasive interest in teletext. Although most commenters urged initiation of teletext proceeding, some, including EIA teletext subcommittee, felt any proceeding at this time would be premature (BROADCASTING, Oct. 20, 1980). CBS launched effort "to explore and develop new broadcast video services using teletext" at its KNXT(TV) and at noncommercial KCET(TV), both Los Angeles (BROADCASTING, Nov. 17, 1980).

□

TV allocations. FCC approved VHF drop-ins for four markets—Salt Lake City (ch. 13), Charleston, W.Va. (ch. 11), Knoxville, Tenn. (ch. 8) and Johnstown, Pa. (ch. 8)—and proposed the creation of 139 more (BROADCASTING, Sept. 15 and Sept. 22, 1980). Comments on four specific drop-ins, most of them negative from broadcasters, were received at FCC three years ago (BROADCASTING, Dec. 19, 1977). Drop-ins would be subject to same regulations as existing full-service stations and would be required to provide "equivalent protection" from interference to existing full-service stations. Association of Maximum Service Telecasters has submitted Freedom of Information Act request for staff documents used in developing generic VHF drop-in rulemaking proposal and simultaneously requested extension of comment date until 120 days after items sought in FOIA request are made available (BROADCASTING, Nov. 24, 1980). Commission handed over most of documents requested by AMST and extended comment date from Dec. 15, 1980 to April 15, 1981.

□

UHF. FCC's May 1975 notice of inquiry on UHF taboos to determine whether proximity of stations could be reduced (BROADCASTING, June 2, 1975) was terminated with adoption of new proceeding looking toward development of new television receivers (BROADCASTING, Feb. 20, 1978). Commission also has adopted new, tighter noise figure standards aimed at improving reception of UHF pictures (BROADCASTING, May 22, 1978). In 1979 it set up new task force to work toward UHF comparability, and made plans to spend up to $610,000 on project (BROADCASTING, Jan. 8, 1979). Task force released first in series of reports that will seek to define problem, evaluate improvements and formulate alternatives for improved UHF reception (BROADCASTING, Sept. 17, 1979). Second report, released last March, sees number of possible technical gains for transmitters that would narrow VHF advantages (BROADCASTING, March 10, 1980). Subsequent report, "Comparability for UHF Television," released last September, concludes that although UHF is running poor second to VHF, disadvantages suffered by UHF service could be drastically reduced if viewers installed proper antenna systems (BROADCASTING, Sept. 22, 1980). Commission has initiated further notice of inquiry and notice of proposed rulemaking on some of concerns raised in report and looks toward revising some of technical rules regarding UHF television. Comments due today, Jan. 5, replies Feb. 19.

□

WARC. White House will send to Senate for ratification early next year treaty and protocol negotiated at World Administrative Radio Conference, which concluded in Geneva in December 1979. U.S. officials said 11-week conference—which managed to avoid ideological conflicts some had feared would occur—was "success" (BROADCASTING, Dec. 10, 1979). Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted to increase three-fold number of broadcast and fixed satellites that can operate in 12 ghz and in western hemisphere. In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. took footnote to assure right to such sharing betweeen 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979).

A broadcast technology commentary from George Jacobs, engineering consultant, Washington, D.C.

A distant early warning on DBS: Time to plan is already here

Direct broadcast satellite service in the United States, operational within this decade, is an inevitability.

With that as a given, it follows that the existing broadcasting and cable industries can only benefit by taking active and constructive roles in planning the system, or systems, that will evolve.

And, since DBS service should be as complete as possible and provide meaningful and quality program-service content, it follows as well that the approach to authorizing the introduction of the service should be balanced in program and participation. This can happen only if business, government and public interest entities take, and are encouraged to take, vigorous and constructive actions.

One such action might be to undertake to test both the concepts and technology at an early date (before 1983). This will help to insure that meaningful research and development work is completed and incorporated into satellites that are likely to be deployed toward the middle or end of the 1980's.

It's possible, for example, that more than one U.S. DBS system will evolve. That is something that the FCC and other U.S. governmental authorities, the international community and in particular the 1983 Region 2 Administrative Radio Conference—and the U.S. marketplace—will have to define. Should there be a failure to act or to act in a timely way, or if certain actions are taken by either or both the government and private interests, it is possible that we could see more than one U.S. system, even under circumstances where this might not be desirable.

For example, the 1983 RARC will make far-reaching decisions on the use of the radio frequency spectrum and orbital arc which will have a direct impact on the DBS service in the U.S., including the number of satellites (and/or systems), their locations and the number of channels to be available. Preparations for this conference will have to be completed by the U.S. by the end of 1981. The question is: Are all major interests in this country prepared to have an input? Again, assume that an application is approved—even with caveats—before the 1983 RARC and it occupies or pre-empts some of the most desirable locations for a national and regionalized U.S. DBS service but fails to provide a "balancing of interests." There might then be a flurry of activity and demand for additional domestic systems to provide similar opportunities to other participants for other programs (even though there might be major difficulties in obtaining adequate spectrum and orbital arc assignments).

George Jacobs is an acknowledged authority on international spectrum matters. Before establishing his own consultancy in the fields of international telecommunications, radio frequency management and radio systems engineering, he was director of engineering for the U.S. Board for International Broadcasting, which oversees Radio Free Europe and Radio Liberty, and before that was a principal engineering officer with the Voice of America. He was a member of the U.S. delegation to the World Administrative Radio Conferences in 1959 and again in 1979 (the picture here was taken in Geneva that year). Jacobs acknowledges contributions to this "Monday Memo" by his associate Richard Colino, who was vice president and general manager of international operations for Comsat until 1979, and who is now a Washington attorney and communications expert.

Certainly the FCC is proceeding at a rapid pace with its notices of inquiry. But the broadcasting industry may not yet fully realize what the impact of the conference might be. Unlike the recent Region 2 medium wave conference, which will be held in two sessions, the 1983 DBS conference will be held in a *single* session. There will be no breather between sessions for the industry to wake up to the realities as it has done for the medium-wave conference. Yet the DBS conference will lock in spectrum opportunities for at least the next 25 years. If the United States doesn't get *all* of its requirements into this conference, then they won't be accommodated, and we could be seriously limiting future development and growth of DBS in this country. Simply put, there isn't much time remaining in which the broadcasting industry must give serious thought to what the potential of DBS might be in this country during at least the next 25 years.

Not the least among advance considerations is the matter of where the 1983 RARC will be held. That decision will be made by the administrative council of the International Telecommunication Union at its annual meeting next spring, or at the very latest at the spring 1982 meeting. It is absolutely imperative that the United States offer to host this conference. The U.S. is the world's leader in the development of space communications and will have more at stake at the 1983 conference than other countries in this hemisphere. It would be an insult to our leadership in this field, and it could place our delegation and the protection of our national interests at a disadvantage, if the conference were not held in the U.S. The broadcasting industry must begin now to work closely with the Department of State to assure that adequate funds will be available for the U.S. to host the conference.

There also must be prior consultation and coordination with our neighbors in Canada and Mexico. Neither of those countries has satellite launching facilities, yet Canada has already demonstrated its need for DBS and there probably will be a need demonstrated by Mexico. Technically, it might be advantageous if a multitiered DBS system could be designed to provide service to areas within all three countries. This would, of course, require agreement on use of channels and orbital slots, ownership and programing, and the like. Such a multinational system could vastly increase potential audience and economic viability, while conserving valuable spectrum space and orbital slots.

The actual operation of the satellite system has its own problems: cost of receiving systems; difficulties in manufacturing highly reliable equipment in large numbers; the prospect for significant improvements in line definition and quality of TV pictures (and the trade-offs against existing video systems and current U.S. standards); the establishment and operation of a nationwide capability to install receiving units on a cost-effective basis; the production and distribution of new and varied programs, which can be costly, and myriad other problems and challenges. Most of these questions can be answered positively, but early planning and development are important if the DBS service is to reach its potential in time to be of value to the public. If this does not occur, there is a potential that such scarce resources as the orbital arc and spectrum will not be utilized efficiently and fully; that an opportunity will be missed by many organizations, including broadcasters; that those offering the service will spend a great deal of money and effort for little reward, and—in the final and worst analysis—that public expectations in this exciting new medium will be disappointed.

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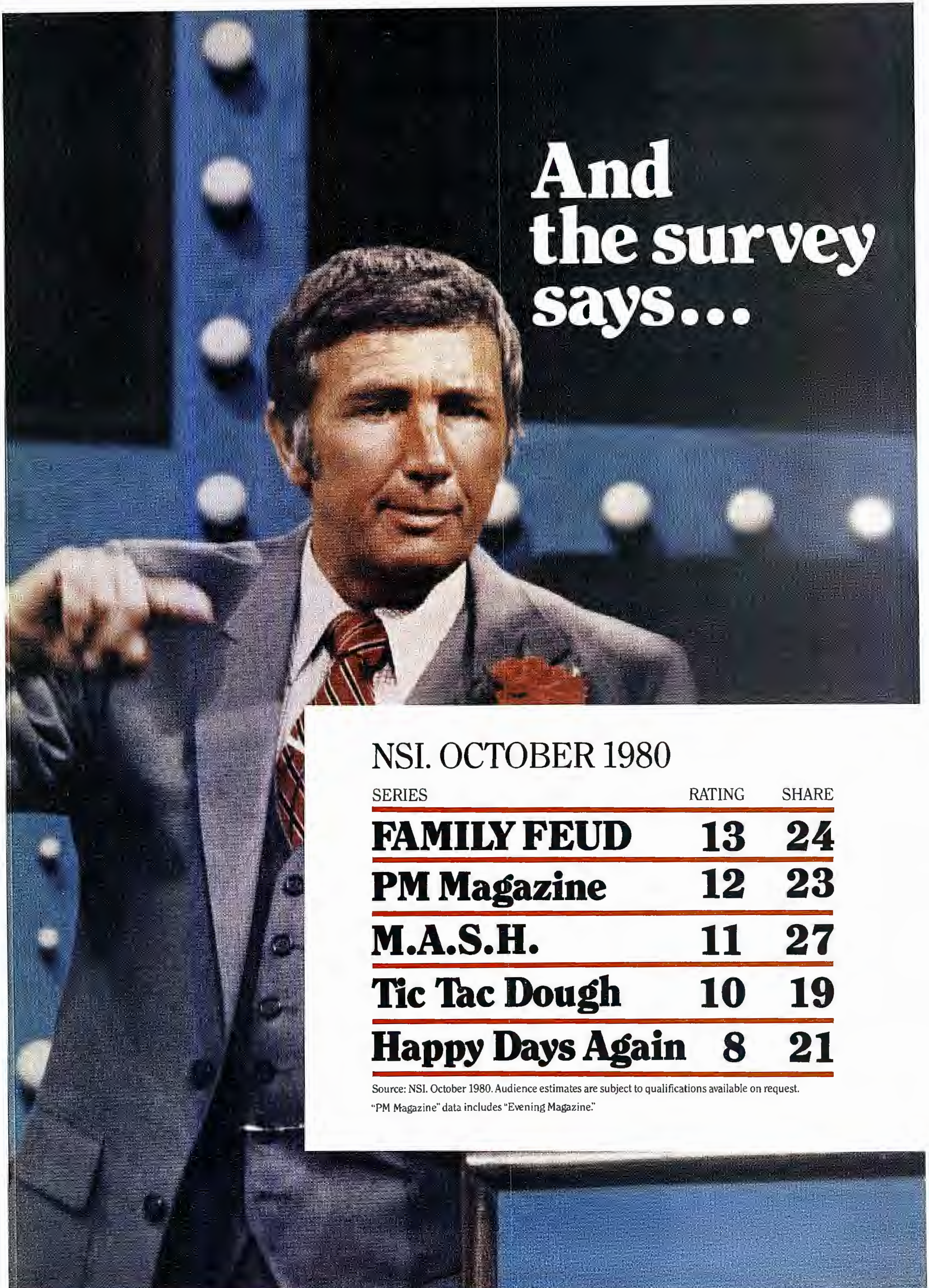

NSI. OCTOBER 1980

SERIES	RATING	SHARE
FAMILY FEUD	**13**	**24**
PM Magazine	**12**	**23**
M.A.S.H.	**11**	**27**
Tic Tac Dough	**10**	**19**
Happy Days Again	**8**	**21**

Source: NSI. October 1980. Audience estimates are subject to qualifications available on request.
"PM Magazine" data includes "Evening Magazine."

the new Number One strip show is

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HOSTED BY RICHARD DAWSON

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New York, WNBC-TV
Los Angeles, KNBC
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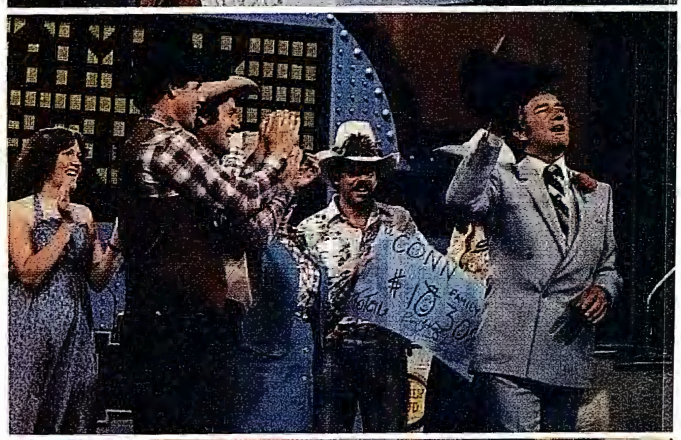
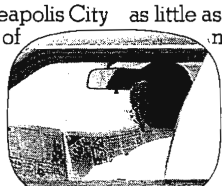


THEY DID MORE IN FOUR NIGHTS THAN THE CITY COUNCIL DID IN TWO YEARS.



Two years ago, the Minneapolis City Council looked into allegations of corruption in the Housing Inspections Department. But that's all they did. Nothing happened, nothing changed.

In the fall of 1980, the WCCO Television News I-Team picked up the story. Al Austin, Don Shelby and Larry Schmidt found housing inspectors falsifying work and expense reports. They found inspectors working as little as one hour a day and taking home more than $24,000 a year.

In November they aired the story and things began to happen. The city of Minneapolis launched its own investigation. The head of the Housing Inspections Department was suspended without pay. A lot of corrupt inspectors started running scared. Some may be indicted and brought to trial.

It was a remarkable piece of journalism. It shook viewers who had become accustomed to watching television news-people report scandals. It made things happen. It got results.

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Broadcasting Jan 5
Vol. 100 No. 1

TOP OF THE WEEK

Premiere won't take 'no' for an answer

Injunction puts an end to Jan. 2 launch for new pay network, but Harris says it will appeal judge's decision that venture could lead to price fixing

Premiere's enjoined, but the fight isn't over yet, according to officials of the joint venture of Getty Oil and four major motion picture firms.

In a ruling released last Wednesday (Dec. 31), Judge Gerard Goettel of the United States District Court for the Southern District of New York granted the Justice Department's request for a preliminary injunction barring the launch of Premiere's satellite-distributed premium movie channel to cable systems. Premiere's premiere had been slated for 8 p.m. EST that Friday.

But while the defendants' New York attorneys were still evaluating Judge Goettel's 57-page decision on Wednesday evening and noting that any determination to appeal would have to come from the defendants themselves, who hadn't yet received copies, in Hollywood Premiere's chairman and its president Burt Harris and Chris Derrick both issued statements indicating that an appeal would be coming.

"We are expecting to appeal the decision immediately," said Harris. And Derrick, calling the ruling "a major setback for our company," noted that the launch of Premiere "must now be delayed until the problem is adjudicated in an appeals court."

But the word from Premiere was also that if an appeal should fail, that's it for the venture.

In reaching his decision, Goettel agreed with the government's contention that there appears "a reasonable likelihood" that it could prove at a trial the following points: that the Premiere defendants are guilty of "unlawful contract, combination and conspiracy"; that a purpose of Premiere is "raising, fixing, or stabilizing of prices"; that Premiere constitutes a boycott of existing network program services; that Premiere has and will continue to have the effects of raising and maintaining prices "at artificial and noncompetitive levels," restraining competition among the defendants, and depriving existing cable networks of competition for movies and denying them access to movies.

Weighing the "balance of equities" to determine if an injunction was warranted, Goettel dismissed what he called the Premiere contention "that damage to them would be extraordinary," and "put them out of business forever."

Downplaying what activities Premiere has already undertaken, Goettel said "this court cannot evaluate the genuineness of the defendant's contention that a preliminary injunction will end their efforts to enter the pay television market. Nevertheless, their claim that they *cannot* enter the market at any later time seems to ignore the tremendous potential for growth in the pay television industry ...

"In addition, any hardships an injunction will cause the defendants are not as significant as the harm Premiere would probably cause the existing pay television industry."

Turning to "the public's interest in the enforcement of antitrust laws and in the preservation of competition," Goettel said Premiere has "a high potential for the ultimate raising of prices. The defendants have embarked on this venture largely out of dissatisfaction with the revenues they have been obtaining from the network program services for their films."

Premiere, he said, would enable the defendants to drive up prices for their films, with an indirect effect on the prices of other producers' product.

"These higher prices will be passed on to the consumers. Much of this harm, including the irreparable alteration of the marketplace, would likely occur long before a trial on the merits could be completed," concluded Goettel.

Comments on the court's ruling came from a variety of sources. Tom Wheeler of the National Cable Television Association said Goettel's decision "reinforces the association's initial concerns as to the structure and proposed practices of Premiere."

HBO, in a prepared statement, called the injunction "of benefit to the cable industry and its subscribers." HBO, along with Showtime and Warner Amex Satellite Communications, all received a welcome boost from Goettel. They had backed the government's case during the weeks of long evidentiary hearings in New York.

HBO, which in the past had itself come under Justice Department scrutiny, in particular had reason to rejoice. Goettel rejected the defendants' argument "that the network program service market is dominated by a single company, HBO, which has both monopsony power and monopoly power." The judge said "it is to be expected that the first entrant in the industry would have a substantial head start and that new entrants would have some catching up to do, but neither the history nor the present condition of the market justifies the belief that HBO can successfully bar all new entrants."

With the continued employment of the 46 Premiere staffers and the fate of the roughly $15 million so far invested in the venture resting on the outcome of any appeal that's made of the injunction order, it's likely to be three-to-five months before the next chapter in the story is written. That's how long it's expected an appeal would take to be heard. And although some of the Premiere crew have contracts that run for a year, Derrick last week wouldn't quantify the number with those guarantees, other than to say that "it's not the majority."

Cautious pessimism. "Depressed" was the word Burt Harris was using last Friday (Jan. 2) to describe the mood of his staff after the announcement of Judge Goettel's decision. One reason for the depression was the "very strong" language of the hearing order that accompanied the decision. Harris indicated that he always believed that even if an injunction were issued, Premiere would still have been able to conduct some business—to talk to potential affiliates, to line up product, among other things. However, Harris now says that the way the judge's order is written, it appears to Premiere that "the order seems to stop us from doing anything," and doesn't merely prevent the company from transmitting its program service.

If Premiere's attorneys determine that that is indeed the intent of the order, there may well be cutbacks in Premiere's existing staff, even before the appeal is heard. "If people would just be sitting on their hands," the board might well decide to order layoffs. According to Harris, the partners in the joint venture had agreed as of Friday to appeal, and the Premiere attorneys had been given instructions to begin the process. Filing of the notice of appeal was expected either Friday or today. And Harris was predicting that on an expedited basis, the appeal might be heard within 60 to 90 days.

Fourth-quarter doldrums for broadcasting

While some see economy hurting stocks for a while in '81, last half of new year is seen turning in better performance

Fourth-quarter business news wasn't particularly rosy for broadcasters, especially those at the network level. The actors' strike wreaked havoc on prime-time program schedules, disrupting the industry's traditional selling patterns; advertisers, leary of the dismal general economic outlook, never came back into the network market with the anticipated strength for which networks had hoped.

Then, last month, ABC announced its change in program cost amortization, a move many saw as an effort to shore up sagging earnings (BROADCASTING, Dec. 22, 1980). Indeed, at that time the company also broached the possibility of a loss in the first quarter of 1981. That move refocused concern in the investment community over the near-term fate of broadcasting. Some analysts revised downward their earnings estimates for ABC; Dennis Leibowitz of Donaldson, Lufkin & Jenrette even removed the near-term buy on ABC he had put out in September (though he still recommended retention of the company's stock for those who had it.)

And the *Wall Street Journal*'s Christmas present for the industry was an article in its Dec. 24 issue headlined "Broadcast Group is Seen Entering Decline of Some Magnitude in Duration and Price." One of the analysts interviewed in the article went so far as to suggest the possibility of a price decline of 30% for ABC's stock, and the shares of CBS as well.

Still, all is not gloom and foreboding. Take the question of ABC's share price, for example. Howard Turetsky, of Bache Halsey Stuart Shields, is one of several broadcast analysts who questions whether ABC really has great downside potential. The stock closed last Wednesday at $26.875; he figures that price to be at least $10 less than the value of the ABC-owned television stations alone. He rates ABC a buy at $26, CBS a buy at $46 (its Wednesday price was $47.625).

Turetsky feels that broadcasting's current troubles are old news—"There'll be at least one or two rotten quarters in '81," he says, "but you were never banking on '81 as a reason to buy—'82 is what you're banking on." In his view, institutional investors have been aware for some time of the pressures on broadcasters, and of the industry outlook for 1981—and that awareness is already reflected in the fairly depressed share prices most of the companies have experienced recently.

A comparison of the prices for broadcasters over the period Dec. 17 through Dec. 29, in fact, shows a mixed-bag of results. ABC and CBS were both down in that period, 1.4% and 2.1% respectively, in a market that rose 2.4% (based on the Standard & Poor's 400). Still, Cox was up 10.8%, from $51 to $56.50; LIN up 9.9%, $27.34 to $30.50; Metromedia up 11.5%, from $89 to $99.25; Storer, a group broadcaster that was down, by 3.4% from $30 to $29; Taft rose by a comparable amount, from $25.50 to $26.375.

Drexel Burnham Lambert's John Reidy is another analyst who feels "the larger question isn't what happens in January, February or March," but rather, "how great and when the turn will be." The first quarter is always a low profit margin period for networks, Reidy notes. "There's a lot of upside potential ahead if revenues rise ahead of costs," according to Reidy's analysis, and he points to the statements the networks all have been making pledging cost control. (ABC reiterated that point in its amortization announcement).

In Brief

Movement within NAB board of directors **to institute honorarium** for joint board chairman **is likely to receive first test this week** when executive committee meets Jan. 6-7. Edward Fritts, who chairs radio board and is expected to run for joint board chairman, says he has received numerous calls from board members and constituents favoring honorarium idea. Cullie Tarleton, radio board vice chairman, may propose that increased reimbursement be added as line item to budget for joint board chairman. Gene Cowan, network representative, joins Fritts and Tarleton in favoring honorarium. Present and immediate past joint board chairmen, Tom Bolger and Don Thurston are adamantly opposed. Bob King and Mark Smith, TV board chairman and vice chairman, are undecided, with Smith saying he "leans toward" opposition.

□

All Star Inaugural Gala, which will precede Reagan inauguration, on Jan. 19, **will be on network television, after all.** ABC's Entertainment Division president Anthony D. Thomopolous and Presidential Inaugural Committee representatives last week disclosed that ABC would carry two-hour show, from 10 p.m. to midnight, that is being produced and directed by Frank Sinatra and that will feature Johnny Carson as master of ceremonies. NBC and CBS had previously turned down show, and ABC had also indicated it was not interested. But later ABC reconsidered. Amount it will pay for television rights was not disclosed. Show—to be presented at Capital Centre, in Landover, Md.—will be produced and directed for television by Marty Pasetta, who has produced number of Academy Award shows for ABC and who will produce inaugural satellite ball show on inauguration night (BROADCASTING, Dec. 22, 1980). His assurance that quality television show could be produced despite limited time available for setting up in Centre—basketball and hockey games will occupy arena on preceding nights—is said to have helped persuade ABC to do gala.

□

CBS-TV and ABC-TV tied at 16.6 prime-time rating **for week ended Dec. 28,** with CBS barely ahead in shares 29.6 to 29.3. NBC-TV was third with 15.3 rating/27.3 share. Highest rating went to ABC's *NFL Monday Night Football* Pittsburgh vs. San Diego (25.3/40), following by NBC's 83-minute prime-time runover of Houston v. Oakland AFC wildcard playoff (24.7/40). Final *Monday Night Football* game of season gave ABC best ratings of season and second-best in series' 11 years. Other top 10 shows were CBS's *Dukes of Hazzard* and *One Day at a Time;* ABC's *Love Boat;* CBS's *Secrets of Midland Heights* (in *Dallas's* usual time slot), *60 Minutes, M*A*S*H* and *Alice,* and ABC's *Three's Company.* Bottom-five consisted of culture, variety and news: in descending order, ABC's *G.E. Presents Omnibus;* CBS's *Kennedy Center Honors* and *Magic of David Copperfield; NBC Magazine,* and in 63d position, CBS's *Nutcracker* (7.9/18). **In other ratings,** NBC Sports scored 13.5 rating and 40 share for Dec. 20 New York Jets-Miami Dolphins game covered without network announcers. Same teams on comparable date year before drew 10.3/37. Network called effort "interesting experiment" and didn't rule out trying it again.

□

In its new search for quarters, FCC is following adage, "It pays to advertise." Commissioner **Robert E. Lee,** named to committee to seek new office space after commission put hold on Chairman Charles D. Ferris's proposal to move agency to Rosslyn, Va., placed ad in *Washington Post* **stating commission's interest in 420,000 square feet of space in Washington.** Responses are due by Jan. 15. In meantime, Lee plans walking tour of currently occupied space to see for himself how crowded conditions are in space commission occupies in several downtown buildings. Commission must move out of small annex building in April 1982, but, given present freeze on employment and fact that incoming Reagan administration's views on staffing are unknown Lee said, "it's possible we could squeeze in where we are," in main building at 1919 M Street. Lee and other special committee member, Anne Jones, are to report their findings to commission by Feb. 1.

□

U.S. Court of Appeals for Sixth Circuit has provided another legal opinion that **scrambled pay telvision signals are protected by Section 605 of Communications Act.** Court last week reversed lower court order rejecting request of Chartwell Communications Group and National Subscription Television of Detroit for injunction against two men who were manufacturing "black boxes." It directed lower court to hold hearing on permanent injunction. Preliminary injunction had been granted in August by member of court, acting on emergency basis, who said unauthorized interception of scrambled signals violates Section 605. In December, U.S. district court judge in Detroit reached same conclusion in criminal case brought against same two men by Justice

What Reidy finds fascinating is that, from his vantage point, the depressed market for broadcasters isn't due to concern over future inroads by the new technologies' on broadcasting, but rather concern with how well broadcasters are managing their businesses, particularly in controlling costs.

He sees the turnaround coming as a second-half phenomenon. The first half of 1981 will be "the tail-end of a bad year," the last six months "the first half of a good year," that will extend into 1982.

DLJ's Leibowitz, writing after the ABC announcement, also found some encouraging signs for the overall 1981 outlook. "It is hoped that the seasonal upturn in demand that is usual in the second quarter, some economic progress and a return to more normal scheduling will leave the first quarter behind as the low point in this cycle."

Over at Kidder Peabody, broadcast analyst Joe Fuchs breaks the current situation into three questions. "Are we in a fairly classic cyclical downturn" with its attendant implications?; "Is there a change in the industry toward a more rational competitive environment" with its consequences in cost control? and "Are these independent questions, or factors related to the new technologies?"

On the new technologies issue, Fuchs says he belongs to "the greater pie school," meaning broadcasting's share of viewing will decline in the 80's, but the universe is expanding so that the economics of advertiser-supported broadcast TV won't change that dramatically.

As to the current downturn, not only does Fuchs see it as a classic downturn for the general economy, but he says that for broadcasting there have been special complications. Last year was seen as an election/Olympics year—one where increased advertising demand would boost industry revenues. That prompted expectations of a repetition of 1976's stellar performance—though '76 was the first year of a cyclical recovery and '80 turned out to be the first year of a recession.

Fuchs does find some differences in turnaround for networks and groups, saying that the negatives for networks are already on the table while he expects earnings disappointments from some group broadcasters in the first quarter.

One of Fuchs' essential conclusions is that "maybe this protracted period of economic difficulty is really a blessing in disguise" for broadcasting. "It may have been the extra bit of leverage that forced managements to manage costs" he suggests, something that, if continued, would result in an industry "that could be on a firm footing in the future."

Dingell wants to review transition team activity

Representative John Dingell (D-Mich.), incoming chairman of the House Commerce Committee, has requested detailed information about the identity and activities of Reagan transition team members assigned to eight federal agencies including the FCC and Federal Trade Commission. Reports that team members have been requesting copies of "every memo and piece of paper moving within those agencies" prompted Dingell to investigate, according to a member of the congressman's staff. Because some members of the transition team are representatives of business groups and large corporations, Dingell is concerned that sensitive information may be flowing from agencies to industries regulated by them.

"The Presidential Transition Act of 1963 ... attempts to ensure an orderly transition of authority from one administration to another," said Dingell in a four-page letter sent to the chairmen of eight agencies. "However, the act does not set any guidelines or standards to ensure that such actions are properly carried out in ac-

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Department. Defendants later pleaded no contest to charges of conspiracy (BROADCASTING, Dec. 22).

□

Citizens Communications Center, leading public interest law firm, **is becoming part of Georgetown University's Institute for Public Representation,** school's clinical law-teaching and public interest law program. Move was necessitated by funding difficulties for Citizens and decision of Ford Foundation, its major funder, not to fund unaffiliated public interest law firms. Officials are optimistic Ford will continue support. IPR is headed by Charles Halperin who will head Citizens. Nolan Bowie, current director of Citizens, will serve as consultant for two months during transition and Citizens two staff attorneys will join IPR.

□

Rona Barrett, who last appeared on *Tomorrow* show Nov. 10 and has claimed unfair treatment from Tom Snyder and contract violations, **is set to return next Monday (Jan. 12).** Show is being retitled *Tomorrow Coast-to-Coast* and NBC says Barrett will appear at least twice nightly. Roger Ailes, producer/consultant, has been named executive producer, replacing Pam Burke.

□

BBC and Independent Broadcasting Authority have taken steps to introduce **early morning news-talk television shows** in England. IBA announced that group headed by Peter Jay, former ambassador to U.S., had won contract to launch "TV-AM" on commercial network sometime in 1983. Meanwhile, BBC is studying feasibility of television version of BBC radio's current morning show that could be on air by beginning of 1982.

□

Incoming Senator Majority Leader **Howard Baker (R-Tenn.) plans to introduce resolution today (Jan. 5) to allow broadcast coverage of Senate proceedings.** Senator Charles Mathias (R-Md.), incoming chairman of rules committee, where bill will be drafted, is also said to favor Senate telecasts. In previous congress, majority leader Robert Byrd (D-W.Va.) and rules committee chairman Claiborne Pell (D-R.I.) opposed telecasts, and bills introduced never left committee.

□

Another and probably final effort on part of KOB(AM) Albuquerque, N.M., to operate as a primary station on clear channel 770 khz, now occupied by WABC(AM) New York **has failed.** U.S. Court of Appeals in Washington has summarily affirmed FCC action rejecting KOB's competing application for frequency. Court said its decision would finally resolve fight over channel under way since 1941.

□

CBS Chairman William Paley, with traveling companions including **Dr. Henry Kissinger** and wife, Nancy, and Mrs. Vincent Astor, **left for Mideast at year-end** for visits to Egypt, Israel, Saudi Arabia, Oman and Morocco through Jan. 13. Paley trip is described as strictly for pleasure. Group flew to Mideast on CBS plane; under CBS policy Paley reimburses corporation.

□

In comments filed at FCC, **television industry programers**—led by National Association of Independent Television Producers and Distributors and Viacom—**have come out in opposition to CBS's petition** asking for permission **to acquire programing for non-broadcast purposes.** NBC and ABC, on other hand, supported petition. National Telecommunications and Information Administration took middle road, agreeing that rule preventing networks from acquiring programing for videocassette, videodisks and cable needs clarification, but that it should be done through rulemaking, not through declaratory ruling as CBS has requested.

□

KTLK(AM)-KADX(FM) Denver has been **sold** by Welcome Radio Inc. (Harrison Fuerst, president) to Great Empire Broadcasting Inc. **for $4.1 million.** Welcome retains WSLR(AM) Akron, Ohio. Great Empire is Wichita, Kan.-based group broadcaster (four AM's and four FM's) owned by F. F. Mike Lynch and Michael C. Oatman. Broker: Richard A. Shaheen Inc.

Up&Coming

On Capitol Hill: Congress opens 97th session today (Monday) with swearing in of new members. Senate agenda for balance of week includes hearings on Reagan cabinet appointees. House will elect speaker, count electoral votes from November election and adjourn Tuesday afternoon until after Inauguration Day. **At FCC:** Regular meeting Thursday will consider petitions of NAB, Corporation for Public Broadcasting et al for revision of low-power TV interim processing guidelines. **Also in Washington:** Cable Satellite Public Affairs Network (CSPAN) will hold Thursday board meeting at Hyatt Regency with discussions to include long-term transponder time and what to do should Senate open up to TV.

cordance with the requirements and limitations of law applicable to each agency."

Dingell notes that although some agencies may have adopted "ad hoc" procedures for obeying the 1963 act, others have not, and information has reached the committee indicating that "some aspects of the transition activity may either not be in accordance with law or raise questions of improper or questionable conduct." Dingell also questioned whether the act authorized the presence of transition team members at agencies not under presidential control.

Because the Commerce Committee plans to examine the transition process "early in the 97th Congress," Dingell asked each agency chairman to answer an eight-point inquiry by Jan. 8.

He requested the name and phone number of transition team leaders; copies of guidelines for cooperating with the team; identity, affiliation and security clearance of team members; information about office space, secretarial, administrative services or equipment provided and whether on a reimbursable basis; procedures followed for fulfilling or denying requests for information; a list of all requests for information from the team; whether classified or sensitive documents have been provided to the team, and why and when they were provided, and an estimate of man-hours and funds spent on transition team matters.

Dingell concluded by urging that his requests not be considered "criticism of the way the transition team has thus far operated, or as a suggestion that your agency should be less cooperative."

FTC Chairman Michael Pertschuk refused to comment on the letter last week, and indicated that the agency is working to comply with Dingell's requests. James Miller, of the American Enterprise Institute, who leads the team in charge of the FTC, had not received a copy of the letter as of last Wednesday.

FCC Chairman Charles Ferris said the commission is also working to comply with Dingell's requests. Although the FCC denied office space to the transition team, the FTC provided a three-office suite and secretary to team members working there for a month.

Cox gets another: New Orleans

The Atlanta-based MSO winds up a good year by winning the 220,000-home franchise

Cox Cable Communications got what it wanted most for Christmas: the cable television franchise for New Orleans.

Two days before Christmas, the city council, by a four to three vote, awarded Cox's local subsidiary, Cox Cable TV of New Orleans, the rights to wire the 220,000 homes within its jurisdiction. The subsidiary is 20% locally owned.

Seven other bidders for the franchise got nothing but ashes. They included subsidiaries of four major MSO's—Tele-Communications Inc., Teleprompter, American Television & Communications and Storer Cable—and three companies, not affiliated with MSO's.

Cox has promised to build a single-cable 1,455-mile system capable of carrying 54 television channels and 54 channels of teletext to serve the consumer market and a 201-mile institutional system to serve schools, hospitals, government agencies and businesses. According to Howard Barnett, vice president of the Cox subsidiary, the system will cost around $90 million and will take 43 months to build.

The system will feature Cox's two-way service, Indax, as an option. Like Warner Amex's celebrated Qube service in Columbus, Ohio, Indax enables the cable subscribers to communicate electronically with the cable headend. The subscriber can use Indax for shopping and banking at home, home security and for summoning information from a number of data banks Cox will make available.

Basic cable service on the system will sell for $7.95 per month. It will include about 40 channels of television, including 18 local origination channels, local broadcast channels and such satellite-delivered basic services as the Cable News Network and the Entertainment and Sports Programing Network. The Indax option will cost an additional $4 each month.

Subscribers, with or without the Indax option, will have an array of pay television services to choose from. Cox is offering them Home Box Office, The Movie Channel, Showtime, Cinemax and GalaVision, for $7.95 each. Also, Home Theater Network will be available for $3.95. Total service, including Indax and all the pay services, would cost $55.65. Barnett said the pay television lineup is subject to change, pointing out that new programing services are continually popping up and that Cox itself is a partner in Bravo, a satellite programing service launched last month.

The winning of the franchise makes Cox's substantial presence in the area even more prominent. The New Orleans franchise is contiguous to franchises won earlier in the towns of Kenner and Harahan (33,000 homes) and Jefferson parish (114,300). With the homes of New Orleans added to its universe, Cox passes nearly 370,000 homes in the area.

The city council's decision to award the franchise to Cox was a quick one. Cox was the first name attached by amendment to a resolution awarding the franchise and the amendment passed four votes to three. That done, the resolution with Cox's name affixed to it passed unanimously.

An ordinance spelling out the terms of the franchise, which will be negotiated in the weeks ahead by city staff and by Cox, must be approved by council. Jon Eckert, a research analyst for the city, said Cox thinks the process will take six weeks, but that the city feels it will take 90 days. The city "is more convinced that government moves slowly," he said.

Barnett attributed Cox's victory to a number of factors. The Indax service, he said, put Cox "head and shoulders above all the others." He said the advisory committee recognized the importance of the two-way service and was able to impress the city council with its importance. Barnett also cited Cox's extensive community ascertainment of needs and interests, the company's "reliability and integrity" and the solid engineering of its bid. "Altogether, it came out that we were very professional and had done our homework," he said.

It is difficult to calculate the impact of Cox's 13 local partners who received a 20% interest in the company. Ostensibly, the franchise was awarded on the basis of a consultant's report that narrowed the field from eight to three and information garnered from the advisory committee and public hearings. All the MSO's had local partners.

According to Eckert, the city's consultant, Carl Pilnick of Telecommunications Management Corp., Los Angeles, reviewed the bids and placed Cox, ATC and Storer in a virtual tie for best bid. Eckert said Cox tied for first in five of the 10 evaluation categories—experience, financial resources, pro forma financial projections, programing and handling of consumer complaints/employment practices—and tied for second in another, responding to local needs.

Pilnick's report dashed many of the hopes of one of the two local companies, Greater New Orleans Community Cablevision, a minority firm headed by five members of the Louisiana state legislature. The report ranked the firm's bid last. Nonetheless, proponents of the company lobbied the council for the award until the end, Eckert said. The other local group, Cable Consultants Inc., dropped out early, failing even to pick up a copy of Pilnick's report when it was delivered to the city last summer, Eckert said.

The other non-MSO in the competition was WSMB Cable, owned primarily by McMillan Oil Co., which owns WSMB(AM) New Orleans. Eckert said WSMB also made an early exit, dropping out before the public hearings in mid-November.

TCI's and Teleprompter's plans to prepay $4 million and $2 million, respectively, in franchise fees apparently failed to make the impression they thought it would on the council. (Storer had promised to prepay $100,000 of its franchise fees.)

The award capped a good year for Cox in terms of cable franchising. It won the rights to 18 communities, including New Orleans and Omaha, Neb., expanding its cable universe by 430,000 homes. Cox currently is the fourth largest MSO in the country; it owns and operates 60 systems in 23 states serving more than 870,000 basic and 520,000 pay subscribers in 198 communities.

New census figures show many shifts in top 30 cities

Just-released numbers, subject of two court challenges, reveal upsurge in Sun Belt markets

A reordering of advertisers' market priorities was foreseen last week following the U.S. Census Bureau's rankings of the nation's 30 largest cities based on preliminary figures from the 1980 census.

The rankings showed frequent and often steep changes from those based on the census of 1970—as did state and regional data released at the same time.

The shifts in population and changes in rankings may be taken into account by advertisers and their agencies in choosing markets and allocating budgets for spot TV and spot radio, but buyers said population is only one consideration and not necessarily the most important one.

The new census figures, in any event, will not be reflected in Arbitron's and Nielsen's market-by-market estimates of TV homes before the start of the 1981-82 season ("Closed Circuit," Oct. 13, 1980).

Despite protests by some broadcasters that preliminary census data shows that the current TV homes estimates for their markets are low, officials of Market Statistics Inc. say there is not enough time to make changes in existing estimates—and barely enough time to get the new census data into their estimates for 1981-82. MSI supplies the total-homes and related data from which Arbitron and Nielsen develop their TV-homes estimates.

To complete their job, MSI officials say, they need the 1980 population figures for all U.S. counties, which are just beginning to become available, from these and other sources. MSI will prepare county-by-county estimates for Jan. 1, 1982, which must be delivered to Arbitron and Nielsen in the spring and summer of 1981, for preparation of their TV-homes estimates for their areas of dominant influence (Arbitron) or designated market areas (Nielsen). Though estimated as of Jan. 1, 1982, these figures will be used for the TV season that starts in the fall of 1981.

The timetable is also clouded by at least two lawsuits. In Detroit, a judge has ruled that the census should be invalidated on the ground that it undercounted minority groups. In New York, a judge held that the Census Bureau must revise its population estimates to compensate for a "disproportionate undercount" in New York City and New York State. Both decisions are being appealed and may go all the way to the U.S. Supreme Court.

The preliminary 1980 population figures released by the bureau showed a distinct swing in population, since 1970, to the Sun Belt regions—the South and West. Population in the Northeast was off by 0.2%, to 48,959,678, and the North Central states advanced by only 3.6%, to 58,604,330. But at the same time the South was growing by 19%, to 74,737,230, and the West by an even bigger 23.2%, to 42,932,944.

In the face of that trend, it seemed likely, as Lawrence Friedman, media research manager of Cunningham & Walsh, put it, that markets and stations in the Sun Belt would stand to benefit.

But Friedman pointed out, as did others, that population was only one of the criteria used in picking markets and allocating advertising budgets. Among others, he cited expendable income, age distribution, ethnic characteristics and other factors that may vary with the product or brand being advertised.

Robert (Bucky) Buchanan, executive vice president and head of U.S. media for J. Walter Thompson Co., suggested that the number and types of people the message actually reaches is more important than sheer population alone. He cited Dallas, which advanced in the 1980 rankings, and Milwaukee, which declined, and asked: "Will it pay off to advertise snow tires in Dallas or in Milwaukee?"

He added, however, that if certain markets show continuing declines, researchers must take that into account and look at other markets that may be growing and assess whether budget changes should be made.

MSI and Arbitron and Nielsen estimates are revised annually, based in part on updatings by the Census Bureau. Thus the discrepancies between current and forthcoming TV market rankings may not be as great as the differences between the 1980 and 1970 rankings of the cities themselves. Yet it seemed reasonable to expect that, when the new city data is worked into the mix, the TV market rankings, too, will change—perhaps drastically—in many cases.

The Census Bureau issued population figures on 30 cities—the cities themselves, not their metropolitan areas and certainly not their ADI's or DMA's.

The 1980 figures showed changes in ranking, compared with the 1970 census, in six of the top 10 markets, 15 of the top 20 and 24 of the top 30. Among the more spectacular growth performances, El Paso, Tex., went from 45th in 1970 to 28th in 1980; San Jose, Calif., went from 29th to 17th, and Phoenix went from 20th to 11th.

There were two newcomers to the top 10: San Diego, moving from 14th to 8th, and San Antonio, from 15th to 10th. New York, Chicago, Los Angeles and Philadelphia held onto their top four spots, in that order. Houston and Detroit exchanged places, Houston going to fifth and Detroit to sixth, while Dallas moved up from eighth to seventh. Baltimore dropped from seventh to ninth, after San Diego. Dropping out of the top 10 were Washington, to 15th from ninth, and Cleveland, to 18th from 10th.

Preliminary 1980 census of the 30 largest cities

1980 rank	1970 rank	City	1980 population	1970 population	% change
1	1	New York	7,015,608	7,895,563	−11.1
2	2	Chicago	2,969,570	3,369,357	−11.9
3	3	Los Angeles	2,950,010	2,811,801	4.9
4	4	Philadelphia	1,680,235	1,949,996	−13.8
5	6	Houston	1,554,992	1,233,535	26.1
6	5	Detroit	1,192,222	1,514,063	−21.3
7	8	Dallas	901,450	844,401	6.8
8	14	San Diego	870,006	697,471	24.7
9	7	Baltimore	783,320	905,787	−13.5
10	15	San Antonio	783,296	654,153	19.7
11	20	Phoenix	781,443	584,303	33.7
12	11	Indianapolis	695,040	729,768	− 4.8
13	13	San Francisco	674,063	715,674	− 5.8
14	17	Memphis	644,838	623,988	3.3
15	9	Washington	635,233	756,668	−16.1
16	12	Milwaukee	632,989	717,372	−11.8
17	29	San Jose, Calif.	625,763	459,913	36.1
18	10	Cleveland	572,532	750,879	−23.8
19	16	Boston	562,118	641,071	−12.3
20	21	Columbus	561,943	540,025	4.1
21	19	New Orleans	556,913	593,471	− 6.2
22	26	Jacksonville, Fla.	541,269	504,265	7.3
23	22	Seattle	491,897	530,831	− 7.3
24	24	Denver	488,765	514,678	− 5.0
25	18	St. Louis	448,640	622,236	−27.9
26	25	Kansas City, Mo.	446,562	507,330	−12.0
27	31	Nashville-Davidson, Tenn.	439,599	426,029	3.2
28	45	El Paso, Tex.	424,522	322,261	31.7
29	23	Pittsburgh	423,962	520,089	−18.5
30	27	Atlanta	422,293	495,039	−14.7

Phase III at NBC: going after No. 2

Five new shows and new times for some old ones are hoped to put network in second this season and develop some winners that will hit it big next fall

With the exception of its *Shogun* and World Series weeks, NBC-TV's overall rating so far this season hasn't shown much prime-time punch.

According to the network, things are about to change.

"We think it's our time to move ahead," NBC Entertainment President Brandon Tartikoff told BROADCASTING last week, following the announcement of new lineups on Tuesday, Thursday, Friday and Saturday with the premieres of five new regularly scheduled series as well as several returning veterans.

Tartikoff claimed that "ABC seems ready to be taken" and that his network has a good shot at finishing this season as a "strong second" to CBS.

The new NBC prime-time schedule, keeping only Sunday, Monday and Wednesday intact, comes as "Phase III" of the network's programing plans (BROADCASTING, Oct. 27, 1980). For the time being it completes the cycle begun with half-hour comedy premieres in November and short-run comedy and variety try-outs since then.

New series joining the schedule in regular time slots are *Flamingo Road,* a serialized melodrama; *Harper Valley,* a comedy with Barbara Eden; *Nero Wolfe,* with William Conrad as the renowned detective; *Walking Tall,* with Bo Svenson as a Tennessee sheriff, and *The Gangster Chronicles,* a "human story of the growth of organized crime."

Returning, and now back again with Aunt Esther (LaWanda Page) in the junkyard setting is *Sanford* with Redd Foxx. Changes have been made in *Lobo, BJ and the Bear* and *Buck Rogers,* ranging from new characters to a new locale; *BJ* also moves to a new day. *Barbara Mandrell and the Mandrell Sisters,* after a limited test run, continues with a permanent slot. (All these new and returning

Tartikoff

series are hours aside from the half-hour *Harper Valley* and *Sanford.*) The previously canceled *Speak Up America* and slots used for short runs and specials have made room in the schedule for new programing. *Games People Play* also has been canceled.

Hill Street Blues has lost the permanent place on the schedule it originally had when NBC first announced its three-phase schedule in October. The show now is set for five hour episodes on Thursdays and Saturdays in January. Tartikoff said the show could find a regular time period: "If it's working, we're not going to move it."

In preparing for the debuts, Tartikoff said NBC took the luxury of waiting. He claimed that they could have been "rushed" on the air in December but that under the current plan NBC can offer more stability and minimal pre-emption.

With the schedule for the most part complete by mid-January, Tartikoff sees his network ready to compete. CBS and ABC with the premieres offered earlier, "already had their turn at bat," he added.

From these new series, Tartikoff said NBC would be in an "excellent position in the fall" to go after first place in the ratings if the network comes out with two "solid one-hour dramatic hits" and a new "renewable comedy."

NBC is expecting continued good ratings performance on Saturday from *Mandrell* and, with *Walking Tall* and *The Gangster Chronicles,* Tartikoff said the network should have a solid action adventure alternative to ABC's *Love Boat* and *Fantasy Island.* He explained that Bo Svenson plays his *Walking Tall* role in "John Wayne" style and that *Gangster Chronicles* scored the best of all the new shows in NBC's testing.

On Tuesday, Tartikoff sees a strong lead-in from *Lobo* and then solid audience flow from *BJ* to the new *Flamingo Road.*

Elsewhere, Tartikoff said ABC is particularly vulnerable on Monday when football will be replaced by two new series: *Dynasty* and *Foul Play.*

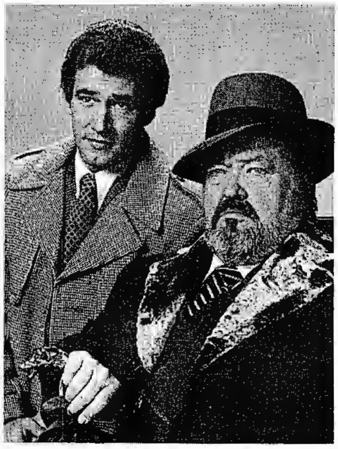
The success that Tartikoff is looking for, however, doesn't have to translate into high ratings and shares with every show. With *Nero Wolfe,* competing against CBS's *Dukes of Hazzard* at 9 p.m. Fridays, Tartikoff said a "26 or 27 share is all we're looking for."

Unlike the lineups in the 1979/80 season where the "problem had been scheduling the programs that least hurt you," Tartikoff said, NBC now has "more shows than time periods."

He explained for example, that the previously announced *Fitz and Bones* is viable but there were no openings left at 9 or 10 p.m. where he believes it would work best. Tartikoff also expressed faith in *The Steve Allen Show* from its limited run. For *Marie,* another of the series NBC brought out in its "Phase II" of test runs, Tartikoff said "I think the returns are not in" and that the network has options on it for the spring and next season. Regarding *Number 96,* Tartikoff was far from optimistic but said he is still thinking about whether the show is "dead" or if it could be improved by going with a half-hour version or with other changes. For the schedule in hand, however, Tartikoff said NBC should

Flamingo Road

Harper Valley PTA



Nero Wolfe

Walking Tall

know where it stands within about a month and a half.

Night by night, the NBC schedule (in time for the February sweeps) charts this course:

■ Sunday stays the same with *Disney's Wonderful World* at 7 p.m. followed by *CHiPs* and a two-hour *Big Event.*

■ Monday continues to open at 8 p.m. with *Little House on the Prairie,* followed at 9 p.m. by *Monday Night at the Movies.*

■ Tuesday prime time, hour by hour, is *Lobo* (new-season premiere Dec. 30); *BJ and the Bear* (two-hour episode Jan. 13, than hourly at 9 p.m. from Jan. 20) and *Flamingo Road* (two-hour premiere Jan. 6, hourly at 10 p.m. from Jan. 13).

■ Wednesday stands pat with *Real People* at 8 p.m., followed by the half-hour *Diff'rent Strokes* and *The Facts of Life* and wrapping up with the *Quincy* hour.

■ Thursday begins with *Buck Rogers* at 8 p.m. (with special two-hour episodes Jan. 15 and 22), followed by *Thursday Night at the Movies.*

■ Friday has *Harper Valley* (premieres Jan. 16) from 8-8:30 p.m.; followed by *Sanford* (8-9 p.m. premiere Jan. 9, then 8:30 half-hour from Jan. 16); *Nero Wolfe* (premieres Jan. 16), and *NBC Magazine with David Brinkley* at 10 p.m.

■ Saturday continues with *Barbara Mandrell and the Mandrell Sisters* at 8 p.m., with *Walking Tall* added to the schedule at 9 p.m. (as of Jan. 17) and then *The Gangster Chronicles* at 10 p.m. (premiering Feb. 14 in a three-hour episode).

Turner against the tide

The arguments are predictable: broadcasters are opposed to Atlanta superstation owner's petition to repeal the cable must-carry rules while system operators are all for it

Ted Turner's propensity for inciting controversy is illustrated again by reaction to his proposal that the FCC drop the "must carry rules"—what one broadcaster now calls "the bedrock foundation" of the FCC's broadcasting and cable policies.

Scores of broadcasters and associations representing them, in comments to the FCC, strongly opposed the idea and advised the FCC to drop the petition, not the rules.

Those regulations, adopted in 1966, require that cable systems carry all local and "significantly viewed" broadcast signals. Turner Broadcasting System asserts that last summer's FCC decision to drop the syndicated exclusivity and distant signal rules—the other major cable carriage rules—"brought into serious doubt the continuing validity of the must carry rules." It also holds that the rules are an affront to the First Amendment rights of cable operators and the public.

(Part of the impetus behind the petition is TBS's desire to make it possible for operators of cable systems that are already saturated with programing to drop local signals and pick up one or both of TBS's cable programing services—superstation WTBS(TV) Atlanta or the Cable News Network.)

Broadcasters contend repeal of the rules would cut them off from large portions of their audiences, adversely affecting the FCC's long-held policy of encouraging localism and giving absolute power to cable operators in determining what television goes into a subscriber's home.

The petition was too controversial for the National Cable Television Association at its last board meeting (BROADCASTING, Dec. 15, 1980). Consequently, the major force in the cable industry filed no comments at all—a fact that some broadcasters noted in their comments. Despite NCTA's silence, some support from the cable industry did emerge, proponents arguing that the rules are anachronistic, infringe on First and Fifth Amendment rights and discourage diversity of programing.

Most of the broadcasters pointed out that when a television set is hooked up to a cable it often can't pick up signals out of the air. For this reason alone, they argued, the rules must be preserved. "No cable system," WHMM-TV Washington said, "should have the power to deprive a station from reaching the local community which it is licensed to serve."

A group of broadcasters, including such broadcasting-cable crossowners as Cox, Palmer Communications and Multimedia, said the FCC's 1979 report on the economic relationship between cable and broadcasting, which TBS used to support some of its arguments, does not "invalidate the purpose of or need for the rules and in fact [was] based on the continuation" of them. Others argued that the FCC's conclusion that distant signal importation would not adversely impact local broadcasting studies assumed that local signals would be available.

Broadcasters also felt that any reliance of the petition on the FCC's decisions to drop the syndicated exclusivity and distant signals rules also was misplaced. Said the National Association of Broadcasters: "The commission quite clearly and explicitly cautions that its proceedings ... did not take into consideration the mandatory cable carriage rules." And ABC said the economic reports and the signal carriage decisions "not only did not consider the possibility of eliminating mandatory carriage rules, it assumed that those rules would remain intact."

Speaking of localism, the Association of Maximum Service Telecasters said that dropping must-carry would lead to economic impact that would reduce both the quantity and quality of broadcast service relied on by non-cable subscribers. In joint comments filed by the law firm of Covington & Burling, 30 broadcasters said dropping the rules "would be patently destructive to the goals of the commission and Congress in allocating television channels to local communities."

Metromedia said repeal of the rules would create a "regulatory vacuum whereby cable monopolists could extort payments from local broadcasters." The ABC Television Affiliates Association echoed those sentiments in language not quite so strong. Without the rules, it said, cable operators "will be able to make arbitrary and discriminatory choices among local broadcast stations and deprive communities of an important service of local news and information."

In the absence of NCTA, principal defense of the petition came from a joint filing of 67 cable systems, including Daniels & Associates and UA-Columbia Cablevision. The group said broadcasters' fundamental fears were unfounded. Hook-up to a cable system does not mean that broadcast signals not carried are not receivable. "Television sets connected to cable television can receive signals off the air either by means of the simple on-off switch or, in the case of a UHF station, with no additional equipment or modification." It also said cable systems will voluntarily carry local broadcast signals because subscribers will demand them. If a cable system decides not to carry a particular signal, it will be because the market not the operator, rejected it, it suggested.

Localism, it said, is no longer good cause for maintaining the rules. "The widespread growth of cable television and the imminent arrival of low-power television stations have eliminated any factual basis which may have existed for those rules."

What's more, the group said the First Amendment protection afforded broadcasting should be extended to cable by dropping the rules, which not only force operators to carry certain signals, but prevent them from carrying programing they would like to carry.

The group also said the rules were an infringement on their Fifth Amendment rights, which prohibit the deprivation of property without due process and just compensation. "The mandated carriage of television signals—the governmentally imposed use of cable TV channels—is a taking without compensation," the group said.

Two commenters offered alternative solutions. The Smaller Market UHF Television Station Group (SMU) argued that its petition for rulemaking (RM-3745), which would require the carriage of local signals but not of significantly viewed signals, was a better idea. Cape Cod Cablevision's solution, which it detailed in the FCC's saturated system inquiry (Doc. 21472), advances the idea that saturated systems should not be required to carry duplicated network signals.

Noting that the NCTA did not "take a stand" on the petition, the NAB said "it is clear that the petitioner is solely motivated by the best interests of one private entrepreneur without regard for the broader public interest implications of the proposed changes."

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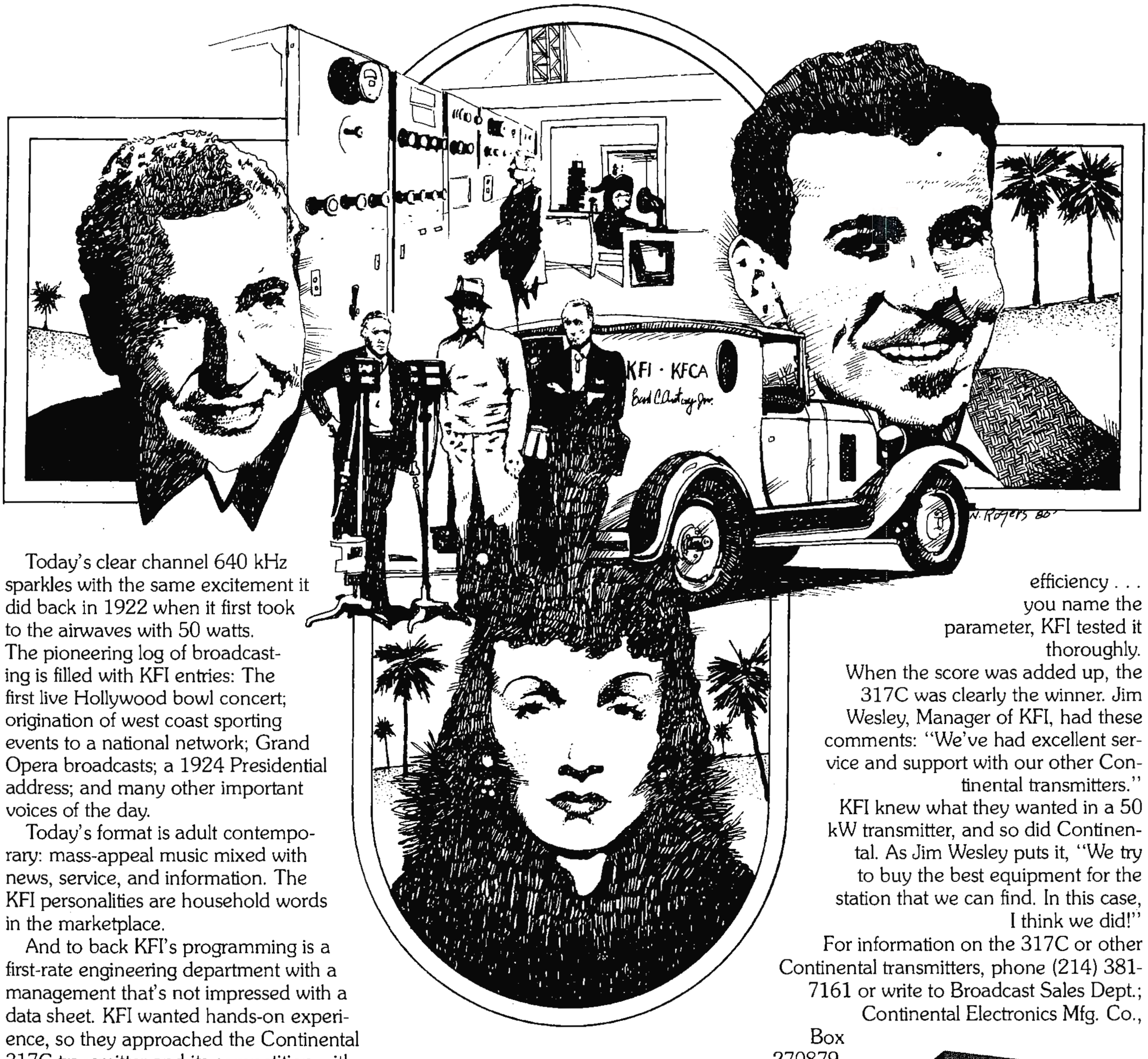

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Continental Electronics

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

Acton □ Adams-Russell □ AEL Industries □ Affiliated Publications □ American Broadcasting Companies □ American Express □ American Family □ Ampex □ Arvin Industries □ BBDO International □ John Blair □ Burnup & Sims □ Canadian Cablesystems □ Capital Cities Communications □ CBS □ Cetec □ Charter Oil □ Chris-Craft Industries □ Columbia Pictures Industries □ Comcast □ Comsat □ Conrac □ Cox Broadcasting □ Walt Disney Productions □ Doyle Dane Bernbach □ Dun & Bradstreet □ Eastman Kodak □ Fairchild □ Filmways □ Foote, Cone & Belding □ Gannett □ General Electric □ General Instrument □ General Tire & Rubber □ Getty Oil □ Gray Communications □ Grey Advertising □ Gulf & Western Industries □ Gulf United □ Harris □ Harte-Hanks Communications □ Insilco □ Interpublic Group of Companies □ Jefferson Pilot □ Marvin Josephson & Associates □ JWT Group □ Knight-Ridder Newspapers □ Lee Enterprises □ Liberty □ LIN Broadcasting □ M/A-Com □ MCA □ McGraw-Hill □ MCI Communications □ Media General □ Meredith □ Metromedia □ MGM Film □ Motorola □ Movielab □ Multimedia □ New York Times □ A. C. Nielsen □ Nippon Electric □ North American Philips □ Oak Industries □ Ogilvy & Mather □ Outlet □ Post Corp. □ RCA □ Reeves Communications □ Rockwell International □ Rollins □ San Juan Racing Association □ Schering-Plough □ Scientific-Atlanta □ Scripps-Howard □ Sony □ Storer Broadcasting □ Taft Broadcasting □ Technical Operations □ Tektronix □ Tele-Communications □ Teleprompter □ 3M □ Time □ Times Mirror □ Transamerica □ 20th Century-Fox □ UA-Columbia Cablevision □ United Cable Television □ Varian Associates □ Viacom International □ Warner Communications □ Washington Post □ Western Union □ Westinghouse Electric □ Wometco Enterprises □ Wrather □ Zenith

Onward and upward with the top 100

The uncertainties of the economy in 1980 did little to dampen the fortunes of the 100 largest publicly owned companies in broadcasting, cable and related fields.

BROADCASTING's annual survey and analysis found that for the four quarters that generally ended Sept. 30, 1980, combined revenues from communications and noncommunications activities of that top 100 amounted to $149,174,218,586—16.7% more than the $127,953,755,948 the top 100 chalked up in the preceding four quarters (through the third quarter of 1979).

Net earnings for the top 100 in the four quarters that ran through Sept. 30, 1980, were $9,970,109,541. That was 13.4% better than the $8,793,660,125 in profits realized by those public companies in the preceding four quarters.

The report and ranking of the principal public companies with electronic communications holdings or services was first compiled in mid-1978. It became a yearend special report last year (BROADCASTING, Jan. 7, 1980). The basic universe is drawn from BROADCASTING's "Stock Index" (see page 119) which reports weekly on 128 companies that have identifiable interests in broadcasting and allied electronic communications fields.

The top 100 companies in this report do not include a number of sizable communications firms that are privately held and do not necessarily divulge their financial activities. Typical of those companies are Amway Corp., The Tribune Co., Oklahoma Publishing Co. (Gaylord Broadcasting), Park Communications and Ziff-Davis.

The biggest newcomer in the current top 100 list is Getty Oil, which ranks third. Getty's broadcast stake prior to last year consisted of an 85% interest in Entertainment Sports Programing Network (cable), but in April 1980 Getty became the prime partner with four motion-picture companies in Premiere, a proposed pay cable service that has run into legal roadblocks.

Others new to the top 100 are Nippon Electric Ltd. (12th), Insilco Corp. (41st), Canadian Cablesystems (87th), AEL Industries (88th) and Reeves Communications (93rd).

Gone from the list is Fuqua Industries, which has sold all of its stations, except two that are being carried as discontinued operations pending their sale. Also deleted from the top 100 are Farinon Corp., which was bought by Harris Corp. during 1980, and Sonderling Broadcasting Co., which merged into Viacom International last month.

General Electric Co., though with only a relatively small percentage of its businesses in broadcasting and allied fields, continues as number one on the top 100 list. Early in 1980, it appeared that GE would become more deeply involved in the electronics media when a merger with Cox Broadcasting was being worked out. However, Cox changed its mind and wrote

		Gross Revenues		
Rank	Company	Four quarters through third quarter of 1980	Four quarters through third quarter of 1979	% change
1.	General Electric Co.	**$24,168,700,000**	$21,736,400,000	+11.2
2.	Eastman Kodak Co.	**9,213,688,000**	7,758,537,000	+17.5
3.	Getty Oil	**8,984,174,000**	4,590,930,000	+96.0
4.	Westinghouse Electric Corp.	**8,289,900,000**	7,155,600,000	+15.8
5.	RCA Corp.	**7,903,000,000**	7,319,600,000	+ 8.0
6.	Rockwell International	**6,906,500,000**	6,176,400,000	+11.8
7.	3M Co.	**5,940,800,000**	5,261,745,000	+12.9
8.	Gulf + Western Industries	**5,338,483,000**	4,842,909,000	+10.2
9.	American Express	**5,288,700,000**	4,511,900,000	+17.2
10.	Charter Oil	**4,635,031,000**	3,541,067,000	+30.9
11.	Transamerica Corp.	**4,326,886,000**	3,889,338,000	+11.2
12.	Nippon Electric Ltd.	**4,033,532,000**	3,715,092,000	+ 8.6
13.	CBS Inc.	**4,002,672,000**	3,607,156,000	+11.0
14.	Sony Corp.	**3,910,754,140**	2,794,865,703	+39.9
15.	Motorola Inc.	**3,058,451,000**	2,586,579,000	+18.2
16.	Time Inc.	**2,780,556,000**	2,329,075,000	+19.4
17.	North American Philips Co.	**2,560,473,000**	2,355,858,000	+ 8.7
18.	American Broadcasting Companies Inc.	**2,248,079,000**	1,946,038,000	+15.5
19.	General Tire & Rubber Co.	**2,189,739,000**	2,305,173,000	− 5.0
20.	Warner Communications	**1,872,757,000**	1,566,926,000	+19.5
21.	Times Mirror Co.	**1,818,081,000**	1,566,261,000	+16.0
22.	Schering-Plough Corp.	**1,696,518,000**	1,336,975,000	+26.9
23.	Harris Corp.	**1,373,349,000**	1,112,682,000	+23.4
24.	MCA Inc.	**1,347,371,000**	1,211,179,000	+11.2
25.	Zenith Radio Corp.	**1,175,000,000**	1,031,000,000	+14.0

finis to a stock deal that upon consummation could have amounted to as much as $507.9 million.

Of the companies listed in the broadcasting category of the "Stock Index," CBS (13th) and ABC (18th) were the only ones well up in the top 100.

Highest rankings for companies listed in the cable category were American Express (ninth) and Time Inc. (16th).

Fastest mover up the rankings was M/A-Com Inc., which advanced from 74th in last year's list to 55th in the current top 100. The Burlington, Mass., firm, which has been on an acquisition binge, increased its revenues 160% and profits 198% in the comparative four-quarter period being used in BROADCASTING's survey.

Following, in alphabetical order, are capsule summaries of who the top 100 are, what they do and how well. In the charts (below and on the succeeding three spreads), the revenues and earnings listed do not necessarily represent the individual company's fiscal year. Rather, they show performance for four quarters through the third quarter of 1980—a period chosen by BROADCASTING to put all the companies into the same fiscal time frame.

80

Acton Corp. □ *Samuel J. Phillips, president and chairman.*

Communications and foods are the two industries Acton Corp. is involved in. Although Acton's food division, which includes six potato chip plants, three nut processing plants and DeCoster Egg Farms, accounts for most of the company's sales, revenues are also on the rise within its communications business.

In November 1980, Acton acquired Tele/Resources, a manufacturer of electronic telephone equipment and systems, complementing Acton's existing telephone interconnect and CATV systems. Tele/Resources is expected to provide "research, development and applications" to put Acton among the companies "in the forefront of bi-directional CATV technology."

At the close of the second quarter, Acton signed a $9 million contract with RCA calling for construction of more than 1,100 miles of CATV plant in Acton's franchise areas of California and Utah. Completion is expected at year end. Acton's growing CATV opertions include 40 systems encompassing 400,000 homes in franchise areas.

Revenues for the year ended September 1980 showed a decrease of more than $2 million. This loss is attributed to unprofitability in the egg division during late '79 and early '80, in addition to expenditures for underdeveloped CATV properties. Earnings increased slightly however, up $28,000 over last year.

98

Adams-Russell Co. □ *Gerald J. Adams, chairman and chief executive officer; John J. Lynch, president and chief operating officer.*

Waltham, Mass.-based Adams-Russell makes high technology electronics and owns a number of cable systems and WYTV(TV) Youngstown, Ohio.

The company had another up year financially with total revenues rising 27% in the four quarters ending September 1980 to $36,099,000 while net earnings jumped 42% to $2,712,000. Earnings per share rose to 94 cents, up from 71 cents a year earlier.

The company did add cable systems to its portfolio this year, bringing its basic subscriber count to 53,800 as of September. A-R has an additional 39,000 homes passed in franchises it has won, but has yet to complete building. A-R's telecommunications subsidiary owns systems in Arkansas, Maine, Massachusetts, Missouri and New York. Pay cable programing is now available to 92% of A-R's subscribers. Its broadcast and cable holdings make up 32% of the company's total sales. Its electronics division manufactures microwave and digital components and equipment.

The company undertook a 50% stock split in October.

Net earnings: Four quarters through third quarter of 1980	Four quarters through third quarter of 1979	% change	Earnings per share	Fiscal year ends
$1,485,000,000	$1,389,900,000	+ 6.8	**$6.53**	Dec
1,141,884,000	1,037,485,000	+10.1	**7.07**	Dec
843,353,000	523,390,000	+61.1	**10.25**	Dec
179,143,000	118,075,000	+51.7	**2.10**	Dec
306,300,000	288,900,000	+ 6.0	**3.45**	Dec
280,200,000	261,100,000	+ 7.3	**3.77**	Sept
670,800,000	635,225,000	+ 5.6	**5.72**	Dec
255,284,000	227,438,000	+12.2	**4.38**	Jul
366,000,000	342,400,000	+ 6.7	**5.12**	Sept
174,726,000	228,682,000	−23.6	**5.53**	Dec
241,830,000	231,456,000	+ 4.5	**3.70**	Dec
67,073,000	36,216,000	+85.2	**1.92**	Mar
187,178,000	193,196,000	− 3.1	**6.71**	Dec
254,819,259	2,794,865,703	+213.7	**1.18**	Oct
173,198,000	151,514,000	+14.3	**5.55**	Dec
145,114,000	137,887,000	+ 5.2	**5.26**	Dec
73,035,000	80,211,000	− 9.5	**5.61**	Dec
152,767,000	159,870,000	− 4.4	**5.41**	Dec
25,768,000	96,163,000	−73.2	**2.07**	Nov
217,894,000	103,194,000	+111.1	**7.67**	Dec
133,989,000	157,159,000	−14.7	**3.93**	Dec
246,494,000	216,571,000	+13.8	**4.58**	Dec
83,135,000	71,689,000	+16.0	**2.73**	Jun
155,170,000	167,274,000	− 7.2	**6.60**	Dec
27,700,000	21,500,000	+28.8	**1.47**	Dec

88

AEL Industries Inc. □ *Dr. Leon Riebman, president and chief executive officer; Conrad Fowler, chairman and executive vice president.*

AEL Industries, headquartered in Montgomery, Pa., derives the majority of its income from American Electronic Laboratories, primarily a manufacturer of military electronic products. However, roughly 13% or $7,787,752 of its revenues for the most recent four quarters was derived from UltraCom Inc., its cable TV MSO and the AEL division which produces AM and FM transmitters.

In May 1980, UltraCom discontinued providing cable TV turnkey operations. Although it's still in the process of divesting those assets, some equipment has been sold. The divestiture is clearly reflected in AEL profits for 1980, which shows a loss of $1,315,867 in net earnings and a dip of 69 cents in earnings per share. Total earnings in 1979 were $1,982,000 and $1.11 in earnings per share.

While net income decreased, total revenues in 1980 were $58,554,529, a 2.6% increase over the 1979 tally of $57,069,000.

UltraCom gained several new franchises: Lansdale, Upper Gwynedd, Montgomery township, Hatboro and Horsham, all Pennsylvania, and South Miami, Fla. Other cable operations include: Okeechobee, Fla.; Rockmart, Ga.; Asbury Park and Ocean township, both New Jersey; Elizabeth City, N.C.; Blanchester and Wilmington, both Ohio; Grove and Okmulgee, both Oklahoma; Haverford and Marple, both Pennsylvania; Gatlinburg, Sweetwater and Pigeon Forge, all Tennessee, and Miami Beach, Fla.

66

Affiliated Publications Inc. □ *William Davis Taylor, chairman and director; John I. Taylor, president and director.*

This year Affiliated's prize publication, the *Boston Globe,* surpassed 500,000 in circulation. Although API obtains a majority of its revenues from its newspaper business (the *Boston Globe* and the *Boston Sunday Globe*), Affiliated Broadcasting's sales and earnings are continually on the rise due to many recent acquisitions. Since its inception, early in 1978, API's broadcast division has purchased top market radio stations, equipped them with state-of-the art technical facilities and increased their revenues considerably.

Affiliated's roster of stations are: WFAS(AM)-WWYD(FM) White Plains, N.Y.; WSAI-AM-FM Cincinnati; KRAK(AM)-KEWT(FM) Sacramento, Calif.; KPMS-AM-FM Seattle and WHYN-AM-FM Springfield, Mass. acquired in June 1980. Soon to be added to the list is WAIV-AM-FM Jacksonville, Fla., which is subject to FCC approval.

Revenues for four quarters ended September 1980 escalated almost $20 million to $199,372,-000, as compared to the previous survey period for 1979. Profits were up by 27.9% to $13,351,-000. Earnings per share rose 55 cents to $2.59 in 1980.

During late 1979 and early 1980, API sold Transcript Publishing Inc., publishers of the North Adams, Mass., *Transcript*, and its markets research subsidiary, Research Analysis Corporation. The former sale resulted in a non-operating gain of $3,085,000.

18

American Broadcasting Companies □ *Leonard H. Goldenson, chairman and chief executive officer; Elton H. Rule, president and chief operating officer.*

ABC, which sold off several nonbroadcast operations in 1979, was building new ones in 1980, notably ABC Motion Pictures, its movie production arm, which it formed in 1979, and ABC Video Enterprises, its producing unit for nonbroadcast electronic media, whose most spectacular deal was an association with Warner Amex Satellite Communications Corp. for a new cable programing network scheduled to start in April 1981. ABC Motion Pictures put its first film into production, "Rescue," scheduled for theatrical release in 1981. The unit also made a deal with 20th Century-Fox to distribute its theatrical product domestically.

The year brought little of the acquisition and disposition of properties that marked 1979. ABC did give up on Travel Network Corp., a franchisor of retail travel agencies, which it acquired in 1979 for something under $5 million; after losses in 1979 and the first quarter of 1980, ABC sold it in May 1980 for about what it had paid. And last month ABC paid an estimated $3 million for Ames Publishing Co. of Philadelphia, publisher of three industrial magazines.

Broadcasting remained the company's number one business, accounting for more than 87% of revenues and 97% of operating earnings in 1979. In the 12 months ended Sept. 30, 1980, revenues rose 15.5% to $2,248,079,000 but net earnings dropped 4.4% for the same period to $152,767,000.

ABC's broadcasting properties are the ABC-TV network (which slipped out of first place in prime time in the 1979-80 season but gained in other dayparts); ABC Radio's four network services (Contemporary, Entertainment, FM and Information), and WABC-AM-TV and WPLJ(FM) New York; WLS-AM-TV and WDAI(FM) Chicago; WXYZ-AM-TV and WRIF(FM) Detroit; KAUM(FM) Houston; KABC-AM-TV and KLOS(FM) Los Angeles; KGO-AM-TV and KSFX(FM) San Francisco and WMAL(AM)-WRQX(FM) Washington. The broadcasting operations also include ABC Entertainment, which produces programs for the TV network; ABC News; ABC Sports; ABC Television Spot Sales and ABC International Television. The broadcasting division represented $1,791,924,000 in revenues and $321,-319,000 in pretax earnings in 1979.

Publishing properties include the Chilton Co., publisher of specialty magazines and books; R.L. White Co., a real estate communications company; Miller Publishing Co. (agricultural and farm publications); Hitchcock Publishing Co. (controlled circulation trade publications); *Prairie Farmer, Indiana Prairie Farmer, Wisconsin Agriculturist, Wallaces Farmer, High Fidelity, Modern Photography, Los Angeles,* various reference and legal information services and Word Inc. Publishing accounted for $192,354,000 in revenues and $15,-170,000 in pretax earnings in 1979.

ABC also has a Leisure Attractions division, which owns and operates three outdoor recreational facilities in Florida—Weeki Wachee Spring, Silver Spring and Wild Waters—and the ABC Entertainment Center in Los Angeles.

		Gross Revenues		
Rank	*Company*	*Four quarters through third quarter of 1980*	*Four quarters through third quarter of 1979*	*% change*
26.	Gannett Co. Inc.	**1,174,070,000**	1,052,505,000	+15.5
27.	Dun & Bradstreet Corp.	**1,128,608,000**	896,564,000	+28.9
28.	Knight-Ridder Newspapers	**1,062,675,000**	955,611,000	+11.2
29.	Tektronix Inc.	**996,339,000**	835,554,000	+19.2
30.	McGraw-Hill Inc.	**977,201,000**	836,573,000	+16.8
31.	Walt Disney Productions	**914,505,000**	796,773,000	+14.8
32.	Jefferson-Pilot Corp.	**867,979,000**	805,352,000	+ 7.8
33.	20th Century-Fox Film Corp.	**826,151,000**	653,013,000	+26.5
34.	Fairchild Industries	**816,333,000**	705,667,000	+15.7
35.	General Instrument Corp.	**808,502,000**	611,255,000	+32.3
36.	Western Union	**761,331,000**	704,070,000	+ 8.1
37.	Columbia Pictures Industries	**745,297,000**	557,937,000	+33.6
38.	New York Times Co.	**714,980,000**	584,248,000	+22.4
39.	Gulf United Corp.	**655,334,000**	476,719,000	+37.5
40.	Washington Post Corp.	**647,447,000**	569,371,000	+13.7
41.	Insilco Corp.	**635,513,000**	558,302,000	+13.8
42.	Varian Associates	**620,893,000**	493,021,000	+25.9
43.	A.C. Nielsen Co.	**490,164,000**	398,106,000	+23.1
44.	Ampex Corp.	**456,571,000**	378,437,000	+20.6
45.	Capital Cities Communications Inc.	**456,223,000**	401,292,000	+13.7
46.	Metromedia Inc.	**442,460,000**	405,774,000	+ 9.0
47.	Arvin Industries	**433,930,000**	497,539,000	−12.8
48.	Interpublic Group of Companies	**416,393,000**	352,933,000	+17.98
49.	Rollins Inc.	**414,563,000**	356,572,000	+16.3
50.	American Family Group	**406,991,000**	354,652,000	+14.7

Leisure Attractions and "other" operations represented $18,309,000 in revenues but a loss of $1,965,000 in 1979.

9

American Express Co. □ *James D. Robinson III, chairman; Alva O. Way, vice chairman.*

American Express, the mammoth company built on travel and financial services, is just completing its first year of involvement with electronic communications. Effective at the end of 1979 Amex made the $175 million purchase of a 50% interest in Warner Cable, now called Warner Amex Cable Communications. Chairman Robinson sees a direct connection between these two spheres of activity—earlier this year he told shareholders that the "worldwide communications network" will soon "carry new products and services into your home" and, making a play on the words of Amex's "Don't leave home without us" advertising, said that the slogan for the coming decade is "Don't *be* home without us." As might be expected from that line of reasoning, Amex places heavy emphasis on the potential of the interactive Qube system developed by Warner Amex Cable.

In the 12-month period ending September 1980, American Express revenues rose 17.2% to $5,288,700,000, while net earnings and earnings per share were both up 6.9% to $366,000,000 and $5.12 respectively.

Operations of the company are divided into three principal areas: travel-related services, international banking services and insurance services. The first includes the card division, the travelers cheque and money divisions and travel service division.

Last January, the company established a communications division within travel related service that is composed of American Express Publishing (*Travel & Leisure Magazine*) and its direct mail merchandising unit, American Express Direct Response Division (an April 1979 acquisition). The insurance division is composed of the Fireman's Fund Companies.

50

American Family Corp. □ *John B. Amos, chairman and chief executive officer.*

Though broadcasting is only a minor portion of American Family's holdings, the firm expanded substantially in this sector in 1980. It acquired KWWL-TV Waterloo and KTIV(TV) Sioux City, both Iowa, and 10 cable systems in the Dallas-Fort Worth area.

American Family's main business centers around the American Family Life Assurance Co. of Columbus, Ga., whose principal activity is cancer insurance. The American Family Corp. moved into broadcasting in 1977 with the purchase of WYEA-TV Columbus, Ga. and later bought WAFF(TV) Huntsville, Ala.; KFVS-TV Cape Girardeau, Mo., and WTOC-TV Savannah, Ga. American Family also owns an industrial catering firm, an outdoor advertising firm and an advertising agency-production firm, all located in the Waterloo area.

Revenues for the year rose by about 15% to $406,991,000, while net earnings dropped to $19,809,000 from $28,226,000 in the previous yearly period.

44

Ampex Corp. □ *Richard J. Elkus, chairman; Arthur H. Hausman, president and chief executive officer.*

According to its annual report, Ampex's three product lines—audio-visual, data-memory and magnetic tape—are unified by a common purpose: "to store, reproduce and process information with speed and precision." The principal profit center is the audio-visual products division, which manufactures Ampex's line of broadcast equipment, best known for its videotape recorders.

Profits and revenues rose dramatically for Ampex in 1980. For the four quarters ending July 1980, Ampex reported revenues of $457 million, a 20.6% increase over the same period of the previous year, and profits were $35 million, a 37.5% increase.

Ampex's fiscal 1980 will probably be its last. Pending a vote by the Ampex shareholders on Jan. 15 and other contingencies, Ampex will be absorbed by The Signal Companies in accord with an agreement signed last October.

The merger will be effected by the exchange of .85 of a Signal common share for each common share of Ampex. Signal is a worldwide multi-industry company generating annual sales of more than $4 billion.

47

Arvin Industries Inc. □ *Eugene I. Anderson, chairman, president and chief executive officer.*

Arvin Industries is a diversified corporation with a broad range of products and services aimed at four major markets: automotive—which accounts for about 70% of the company's total revenues; appliance and hardware; government and utilities, and the commercial and industrial market. With regard to this fourth market, the Arvin/Echo division designs and produces video, digital and analog recording systems. In recent years it has developed sophisticated transient-free recorders, longitudinal data recorders, broadcast color frame storage units and a slow-motion videodisk recorder.

In 1980 Arvin developed the Sat-Weather recorder—which produces color pictures from U.S. weather satellites—for the cable television industry.

Arvin suffered a precipitous decline in net earnings in 1980, which dropped 48.6% to $10,115,000 for the four quarters ended September 1980. Revenues were off as well, but only by 12.8% ($433,930,000).

74

BBDO International □ *Bruce Crawford, president and chief executive officer.*

BBDO registered a comfortable 16% increase in revenues to more than $157 million during the year ended last September 30, while net profits climbed by more than 35% to $12,509,000.

The agency had a particularly brisk quarter ended last March: it landed more than $50 million in new billings on assignments from

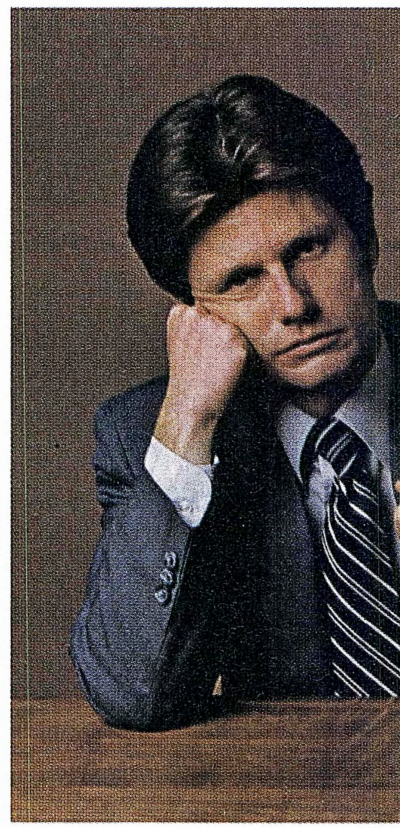
Net Earnings

Four quarters through third quarter of 1980	Four quarters through third quarter of 1979	% change	Earnings per share	Fiscal year ends
$145,676,000	$136,903,000	+ 6.4	**$4.05**	Dec
99,200,000	84,450,000	+17.5	**3.56**	Dec
88,366,000	63,899,000	+38.3	**2.72**	Dec
83,500,000	81,475,000	+ 2.5	**4.56**	May
83,398,000	73,808,000	+13.0	**3.36**	Dec
135,186,000	113,788,000	+18.8	**4.16**	Sept
95,409,000	94,292,000	+ 1.2	**4.36**	Dec
56,749,000	53,523,000	+ 6.0	**5.42**	Dec
45,252,000	39,064,000	+15.8	**7.60**	Dec
60,282,000	40,989,000	+47.1	**6.79**	Feb
37,262,000	2,823,000	+1219.9	**1.78**	Dec
50,872,000	38,556,000	+31.9	**5.04**	Jun
41,469,000	27,264,000	+52.1	**3.45**	Dec
83,520,000	58,802,000	+42.0	**3.03**	Dec
33,629,000	30,746,000	+ 9.4	**2.33**	Dec
29,330,000	26,171,000	+12.07	**2.35**	Dec
22,115,000	8,581,000	+157.7	**2.78**	Sept
28,880,000	26,131,000	+10.5	**2.61**	Aug
34,839,000	25,321,000	+37.6	**3.03**	Apr
71,860,000	59,955,000	+19.9	**5.43**	Dec
51,624,000	38,485,000	+34.1	**11.40**	Dec
10,115,000	19,675,000	−48.6	**1.30**	Dec
19,592,000	21,189,000	− 7.54	**4.39**	Dec
36,757,000	30,577,000	+20.2	**2.71**	Jun
19,809,000	28,226,000	−29.8	**1.63**	Dec

YOU CAN'T PUBLIC INTERES ISN'T INTE

In Dallas/Ft. Worth last year, Metromedia's KRLD broadcast a 10-part series on violence in the public schools. It won an award. But it did a lot more. It alerted thousands of people to a dangerous social problem. But it wouldn't have done a bit of good if no one had been listening. And that goes to the heart of the philosophy at all 13 Metromedia Stations: *they can't serve the public interest if the public isn't interested in them.*

And that's where our programming comes in. Whether it's adult contemporary at Baltimore's WCBM, rock at Chicago's WMET, or modern country at San Francisco's KSAN, our goal is to attract listeners.

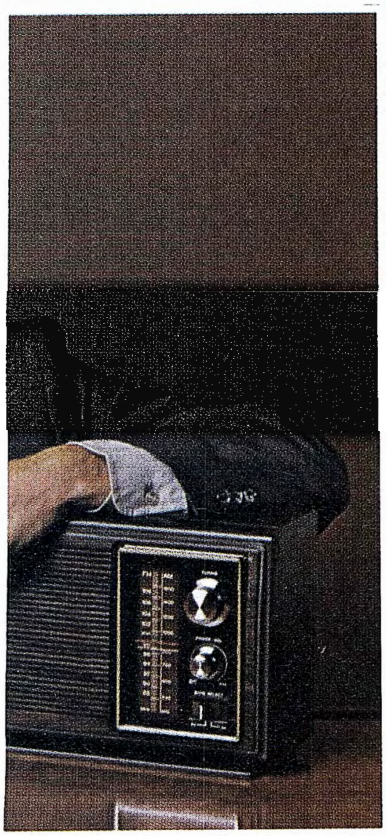


METROME
Important stations

New York WNEW/WNEW-FM
Baltimore WCBM Washington D.C. WASH
Dallas KRLD Los Angeles KLAC/KMET
Seattle KJR

M

SERVE THE
T IF THE PUBLIC
RESTED



Once we've attracted them by serving their entertainment needs, we can serve a lot of their other needs.

Like their need to know about current events via "Close-up" on Washington's WASH. Their need to speak their mind on "Dialogue Line" broadcast by Baltimore's WCBM. Their need for a job, which is made easier to find on the "Job Bank," a regular feature on Detroit's WOMC.

The list can go on. But the bottom line is the same. Metromedia not only knows that it must serve the public interest – it knows how.

DIA RADIO
n important places

'hiladelphia WIP/WMMR
)etroit WOMC **Chicago** WMET
ian Francisco KNEW/KSAN
Texas State Network

Firestone, Timex, Gillette and Pillsbury. BBDO also won an assignment from Avis, which included substantial new billings for some of its international partners.

At the end of 1979 BBDO was operating worldwide in 52 cities in 26 countries. It was not until the 1970's that the agency began to emerge as a multinational force. Through associations with local agencies in foreign countries, BBDO has built a network of agencies that in 1979 generated $448 million, about 43% of the total volume.

In 1979 BBDO placed fourth among U.S. agencies in broadcast billings with a total volume of $361 million. BBDO has an extensive list of broadcast-oriented accounts, including Avis, Black & Decker, Campbell Soup, DuPont, Firestone Tire & Rubber Co., General Electric Co., Gillette, Lever Bros., PepsiCo., Pillsbury, Quaker Oats, Scott Paper, Schlitz and Timex.

63

John Blair & Co. ☐ *Jack W. Fritz, president and chief executive officer.*

Revenues at John Blair & Co. for the year ending last Sept. 30 rose by about 17% to $217,604,000 but profits dropped by 11% to $10,811,000. The decline in earnings for the year is linked to the company's owned stations division. A major element was the continuing loss operation of KOKH-TV Oklahoma City, which began under Blair ownership in October 1979. Blair explained it will take some time before revenues are sufficient to offset the substantial costs associated with establishing and operating KOKH-TV as an independent UHF commercial outlet.

Blair's national representative business and graphics activity continued at a brisk pace. During the year Blair started Blairsat Inc., a new subsidiary to provide distribution of TV commercials by communications satellite to TV stations in major markets throughout the U.S. In July the company started Blairfleet, which will transmit to radio stations live radio concerts featuring major rock or country music performers as well as stars in other musical fields.

72

Burnup & Sims Inc. ☐ *Riley V. Sims, chairman; Nick A. Caporella, president and chief executive officer.*

Although total revenues for the four quarters ending in September 1980 grew 24% over the same period of 1979, from $137 million to $170 million, Burnup & Sims doubled its profits. They jumped from $3.2 million in 1979 to $6.4 million in 1980. (Earnings per share increased commensurately.)

B&S Fort Lauderdale, Fla., derives a majority of its revenues from the engineering, installation and maintenance of telephone and cable television systems, but also benefits from such diverse businesses as soft-drink bottling, operation of movie theaters and printing. It greatly expanded its ability to serve the cable television industry with its purchase of Gardiner Communications Corp., a manufacturer and marketer of satellite earth stations. That deal was announced in December 1979, but closed in 1980.

87

Canadian Cablesystems Ltd. ☐ *John W. Graham, Q.C., chairman; Edward S. (Ted) Rogers, vice-chairman, chief executive officer.*

In 1980, Canadian Cablesystems pushed past the 1 million subscriber mark (to near 1.2 million) and into the front ranks of world-class MSO's. The move was accomplished by the merger into the company of the second ranked Canadian MSO, Premiere Communications, Ltd., (Cablesystems was already number one) at a price of about $75 million. Roughly $18 million went to CBS for its 19% of Premiere.

In January 1980 the CRTC had given its final approval of a prior merger of vice-chairman Roger's cable and pay television interests into Cablesystems. Rogers' family companies, which now hold about 49% of Cablesystems, continue to maintain separate interests in Canadian broadcast properties.

Cablesystem's interests now extend into the United States, with the company holding a 67%

Rank	Company	Gross Revenues: Four quarters through third quarter of 1980	Four quarters through third quarter of 1979	% change
51.	Meredith Corp.	**$360,641,000**	$323,773,000	+11.4
52.	Oak Industries	**351,999,000**	257,175,000	+36.9
53.	Wometco Enterprises	**337,194,000**	297,874,000	+13.2
54.	Media General Inc.	**323,301,000**	269,644,000	+19.9
55.	M/A-Com Inc.	**322,480,000**	123,981,000	+160.1
56.	JWT Group	**316,006,000**	248,948,000	+26.9
57.	Cox Broadcasting Corp.	**303,269,000**	248,710,000	+21.9
58.	Liberty Corp.	**291,956,000**	266,781,000	+ 9.4
59.	Harte-Hanks Communications	**287,716,000**	227,631,000	+26.4
60.	Communications Satellite Corp.	**287,223,000**	251,562,000	+14.2
61.	Ogilvy & Mather International	**257,191,000**	207,867,000	+23.7
62.	Taft Broadcasting Co.	**247,303,000**	194,866,000	+26.9
63.	John Blair & Co.	**217,604,000**	187,716,000	+15.9
64.	Scientific-Atlanta Inc.	**208,158,000**	142,876,000	+45.7
65.	Outlet Co.	**200,086,000**	187,617,000	+ 6.6
66.	Affiliated Publications	**199,372,000**	180,360,000	+10.5
67.	Teleprompter	**194,280,000**	165,464,000	+17.4
68.	Storer Broadcasting Co.	**185,301,000**	165,779,000	+11.8
69.	MCI Communications Corp.	**182,045,000**	115,187,000	+58.0
70.	MGM Film	**181,177,000**	192,968,000	− 6.12
71.	Filmways Inc.	**180,057,000**	179,545,265	+ 0.2
72.	Burnup & Sims	**169,933,000**	137,410,000	+23.7
73.	Foote, Cone & Belding Communications	**158,500,000**	127,425,000	+24.4
74.	BBDO International	**157,189,000**	135,533,000	+16.0
75.	Multimedia Inc.	**155,650,631**	126,809,000	+22.7

interest in the franchise for Syracuse, N.Y., and 50% of several franchises under construction in Orange county, Calif. A Cablesystems subsidiary last year won the preliminary award of the Portland, Ore., franchise and in October the company won a joint franchise for five suburban Minneapolis communities. Cablesystems continues to battle the switch of the Minneapolis franchise from one of its companies to Storer's Northern Cablevision. From Premiere, Cablesystems picked up two cable operations in Ireland.

In addition to cable operations, Cablesystems acquired in the Premiere merger interests in STV operations in San Francisco, Sacramento, Portland and Seattle. The Rogers merger had brought hotel pay-TV operations in Toronto and Vancouver into the company. Cablesystems holds a 49% interest in the largest Canadian theater chain, Famous Players Limited (the other 51% is held by Paramount's parent Gulf + Western). A 50% interest in a data processing service Cableshare Ltd. is also held by the company.

Revenues for the company, whose fiscal year ended Aug. 31, were up 76% in 1980, to $59,526,000. Net earnings however slid 15%, to $7,094,950, before an extraordinary profit of $3,126,300 that would have boosted earnings in 1980 22% above 1979 levels. Earnings per share were down 19% before the gain, to 41 cents, up by 15.7% after it.

The figures for the year reflect the acquisition of the Rogers cable properties, but include only one month of the Premiere operations (which had been doing about $40 million in annual business.)

45

Capital Cities Communications Inc. □ *Thomas S. Murphy, chairman; Daniel B. Burke, president.*

Capital Cities, major broadcaster and publisher, made its big move into cable in 1980, reaching an agreement to acquire Cablecom-General Inc., which owns and operates 43 cable TV systems serving some 225,000 subscribers in 12 states, for approximately $139.2 million cash, from RKO General, owner of about 97% of the Cablecom-General stock. A definitive agreement was signed in November, subject to various approvals including those of Cablecom shareholders, the FCC and other government authorities. Unless extended, the closing date is to be no later than July 15, 1981. Earlier in 1980, Capcities had acquired majority interests in cable companies with franchises in suburban Detroit and in communities adjacent to Ann Arbor, Mich.; Indianapolis; Albuquerque, N.M., and Corpus Christi, Tex.

Capcities started as a broadcasting company but has expanded widely in both publishing and TV-radio. In the 12 months ended Sept. 30, 1980, its revenues increased 13.7% to $456,223,000 and net earnings rose 19.9% to $71,860,000. A little over one-third of its revenues and almost two-thirds of its operating profits come from broadcasting, the rest from publishing. Nor did it overlook publishing in its acquisition activities, paying $20.5 million for the remaining 75%—it already owned 25%—of Democrat-Herald Publishing Co., which publishes daily papers in Albany and Ashland, both Oregon, nondailies in several other Oregon communities and two special-interest publications for stamp collectors and dealers. It also acquired Shore Line Newspapers Inc. in Connecticut for $4.2 million, and Pennypower Shopping News, which publishes free-circulation shopping guides in Wichita and Topeka, both Kansas, and Springfield, Mo.

Capcities' broadcasting division consists of six TV, seven AM and six FM stations; Capital Cities Television Productions, which produces public-affairs and young people's programing for national distribution, and Capital Cities Cable. The stations are WPVI-TV Philadelphia; KTRK-TV Houston; WKBW-AM-TV Buffalo, N.Y.; WTNH-TV New Haven, Conn.; WTVD(TV) Durham, N.C.; KFSN-TV Fresno, Calif.; WPAT-AM-FM Paterson, N.J.; KZLA-AM-FM Los Angeles; WJR-AM-FM Detroit; WBAP(AM)-KSCS(FM) Fort Worth; WPRO-AM-FM Providence, R.I., and WROW-AM-FM Albany, N.Y.

The publishing division includes Fairchild Publications (which publishes *Women's Wear Daily, W, Supermarket News, Electronic News, Energy User News* and *Footwear News,* among others), *Kansas City Star-Times, Fort Worth Star-Telegram, Oakland Press* in Pontiac, Mich.; *News-Democrat* in Belleville, Ill.; *Arlington* (Tex.) *Citizen-Journal* and *Wilkes-Barre* (Pa.) *Times Leader,* as well as the Democrat-Herald Publishing Co. in Oregon.

13

CBS Inc. □ *William S. Paley, chairman; Thomas H. Wyman, president and chief executive.*

CBS acquired the *Family Weekly* newspaper supplement, said to be the fourth largest paid circulation publication in the U.S., for about $50 million in January 1980. A month later it acquired *American Photographer,* a nontechnical publication for sophisticated photographers, for $2.4 million. Otherwise, by recent years' standards, 1980 was a relatively quiet year for CBS acquisitions. Rather, it was a year for formation of new units.

CBS Video Enterprises was formed in January as a part of the CBS/Records Group to manufacture, produce and market programing for the new video technologies. In May, the CBS Cable unit was formed to produce, acquire and distribute entertainment and informational programing via satellite to cable systems; the unit was subsequently made a part of the CBS/Broadcast Group. And late in the year the theatrical films operations, started in October 1979, was formally established as the CBS Theatrical Films division of the broadcast group, with its first movie, "Back Roads," starring Sally Field and Tommy Lee Jones, scheduled for release in the spring of 1981 and with 40 other projects said to be in various stages of development.

In the third quarter of 1980, CBS sold its minority interest in two Canadian cable television systems, which yielded a $7.5-million pretax profit after absorbing a loss on the sale of CBS's *Sea* magazine. Shortly after the cable sale, CBS petitioned the FCC for permission to get into U.S. cable ownership on a "limited" basis.

In the 12 months ended Sept. 30, CBS

Net earnings

Four quarters through third quarter of 1980	*Four quarters through third quarter of 1979*	*% change*	*Earnings per share*	*Fiscal year ends*
$23,102,000	$17,277,000	+33.7	**$7.40**	Jun
15,790,000	9,409,000	+67.8	**3.00**	Dec
19,580,000	19,060,000	+ 2.7	**2.22**	Dec
28,258,000	23,760,000	+18.9	**3.89**	Dec
24,905,000	8,366,000	+197.7	**.77**	Sept
15,715,000	12,820,000	+22.6	**4.12**	Dec
45,973,000	42,103,000	+ 9.1	**4.98**	Dec
30,823,000	32,801,000	− 6.0	**2.40**	Dec
21,413,000	17,892,000	+19.7	**2.28**	Dec
36,111,000	42,395,000	−14.8	**4.51**	Dec
14,684,000	12,531,000	+17.2	**3.55**	Dec
31,913,000	29,080,000	+ 9.7	**3.58**	Mar
10,811,000	12,276,000	−11.1	**2.90**	Dec
14,117,000	8,382,000	+68.4	**1.40**	Dec
(33,254,000)	6,198,000	−639.0	**(.22)**	Jan
13,351,000	10,440,000	+27.9	**2.59**	Dec
23,924,000	18,225,000	+31.3	**1.41**	Dec
27,391,000	26,424,000	+ 3.6	**2.45**	Dec
16,818,000	9,433,000	+78.3	**.21**	Mar
16,457,000	29,422,000	−44.1	**.51**	Aug
17,950,918	9,443,000	+90.1	**2.87**	Feb
6,445,000	3,228,000	+99.6	**.74**	Apr
13,526,000	8,933,000	+51.4	**4.76**	Dec
12,509,000	9,249,000	+35.2	**4.97**	Dec
20,644,000	17,946,428	+15.0	**2.05**	Dec

revenues increased 11% to $4,002,672,000, but net earnings declined 3.1% to $187,178,000. The decline appeared to affect most CBS businesses, and in broadcasting was attributed to higher entertainment costs and extraordinary costs of covering the national political campaign and elections as well as a slackening in the general economy.

The CBS/Broadcast Group, representing about 41% of CBS revenues and 63% of operating profits, consists of the CBS-TV network; CBS Entertainment, which provides programing for CBS-TV; CBS News; CBS Sports; the CBS Television Stations division and the CBS Radio division, in addition to CBS Cable and CBS Theatrical Films. The CBS Stations division encompasses the five owned TV stations—WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis—and CBS Television Stations National Sales, which represents the stations for national spot sales. CBS Radio consists of the CBS Radio network, the company's seven AM and seven FM stations—an AM and FM affiliate of each of the TV stations, plus KCBS-AM-FM San Francisco and WEEI-AM-FM Boston—CBS Radio Spot Sales, which represents CBS-owned AM stations and some stations that are independently owned, and CBS-FM National Sales which represents CBS-owned FM outlets as well as some FM stations that are independently owned.

The CBS/Records Group, which claims to be the world's largest producer, manufacturer and marketer of recorded music, represented about 28% of CBS revenues and almost 13% of operating profit in 1979. The CBS/Columbia Group, including musical instruments, specialty stores, toys and what is said to be the world's largest and most successful record and tape clubs, had about 19% of earnings and almost 9% of operating profit in 1979. (Late in 1980, the Columbia House division, encompassing the tape and record clubs, was transferred from the CBS/Columbia Group to the CBS/Records Group.) The CBS/Publishing Group, including Holt, Rinehart & Winston and Fawcett Publications, among others, contributed about 12% of revenues and 10% of operating profit. CBS also maintains a Technology Center for research and developmental work.

85

Cetec Corp. □ *Hugh P. Moore, chairman and chief executive officer; Robert A. Nelson, president and chief operating officer.*

Cetec Corp. showed a substantial gain in revenues for the year ended September 1980, with an increase of nearly $8 million. Profits were up almost $400,000. Within its three divisions—broadcast, computer and industrial—the broadcast portion displayed strength in both the Vega and Gauss groups.

Known for its wireless microphones, the Vega division's newest entry was the Dynex cordless microphone. Also manufactured by Vega is ground station equipment for air-to-ground signalling systems. The tone-signalling side of the business continues to grow at a steady pace.

Cetec's Gauss division is responsible for audio tape duplicating systems, professional loudspeakers, AM and FM transmitters and FM and TV antennas. Introduced last spring was a 250-watt solid state FM transmitter which the company claims is the "forerunner of several transmitter models."

10

Charter Oil Co. □ *Raymond K. Mason, chairman and president.*

This hasn't been a great year for the Jacksonville, Fla.-based Charter Oil Co. In the second and third quarters, the company posted net losses, due primarily to what chairman and president Raymond Mason (speaking particularly of the third quarter) called "the largest glut of crude oil and petroleum products in the world marketplace since World War II."

And it's been a topsy-turvy year for the fortunes of Charter's publishing and broadcasting unit. First, there was the great promise of early 1980, when in March the company announced the formation of Charter Media, a joint venture

		Gross Revenues		
Rank	*Company*	*Four quarters through third quarter of 1980*	*Four quarters through third quarter of 1979*	*% change*
76.	Conrac Corp.	**145,659,000**	131,501,000	+10.7
77.	Viacom International	**142,888,000**	100,100,000	+42.7
78.	Lee Enterprises Inc.	**136,958,000**	115,805,000	+18.3
79.	Doyle Dane Bernbach	**136,672,000**	100,128,000	+36.5
80.	Acton Corp.	**125,174,000**	127,787,000	− 2.0
81.	Tele-Communications Inc.	**115,508,000**	83,257,000	+37.8
82.	Grey Advertising	**95,173,000**	86,127,000	+10.5
83.	Post Corp.	**77,519,000**	66,507,000	+16.5
84.	Scripps-Howard Broadcasting Co.	**74,298,000**	69,246,000	+ 7.3
85.	Cetec Corp.	**64,612,000**	56,881,000	+13.6
86.	LIN Broadcasting Corp.	**62,579,000**	56,158,000	+11.4
87.	Canadian Cablesystems	**59,526,000**	33,757,750	+76.3
88.	AEL Industries	**58,554,529**	57,069,000	+ 2.6
89.	Wrather Corp.	**57,701,000**	48,931,000	+17.9
90.	Chris-Craft Industries	**55,009,000**	49,731,000	+10.6
91.	UA-Columbia Cablevision	**54,925,000**	40,045,000	+37.2
92.	United Cable Television	**48,376,000**	34,541,000	+40.0
93.	Reeves Communications	**44,408,000**	30,502,000	+45.6
94.	San Juan Racing Association	**44,070,104**	46,437,316	− 5.1
95.	Marvin Josephson Associates	**38,100,000**	37,100,000	+ 2.7
96.	Movielab Inc.	**37,269,400**	33,038,030	+12.8
97.	Gray Communications	**36,756,413**	27,009,884	+36.1
98.	Adams-Russell Co.	**36,099,000**	28,387,000	+27.1
99.	Technical Operations	**30,020,000**	22,793,000	+31.7
100.	Comcast Corp.	**24,795,000**	20,290,000	+22.2

with Karl Eller, who had built Combined Communications and sold it in 1979 to Gannett. Eller, who contributed to the venture an agreement to purchase KIOI-FM San Francisco for $12 million, was widely seen as bringing to Charter entrepreneurial skills needed to turn around the lagging performance of Charter's media holdings, which included six radio stations and a magazine division comprised of *Ladies Home Journal, Redbook* and *Sport* (the last said to be losing $2 million a year.) Another Charter holding was a subscription fulfilling operation.

In short order, Charter Media bought the *Philadelphia Bulletin,* the city's largest circulation paper, for $31 million, and the New York Subways Advertising Company.

Then in September it all came apart—Eller and Charter announced an "amicable" parting of the ways. Contrary to some previous indications, the dissolution resulted in Charter holding all the above properties with the exception of the transit advertising firm, which went to Eller's new Eller Media Company.

Eller's statement at the time of the dissolution noted particular regret at relinquishing ownership of *The Bulletin*—but he said that he alone wasn't able to bring the necessary financial backing to the troubled paper. While he said its losses had been trimmed considerably, the paper had been reported as losing up to $1 million a month this year.

Eller was succeeded by James P. Smith Jr., who was named president of Chartcom (the entity that held the broadcast licenses) with responsibility for Charter's communications investments. Fred Danneman, who had been serving as Chartcom president was named its chairman.

Chartcom broadcast properties are WDRQ-FM Detroit, WMJX-FM Miami, WOKY(AM)-WMIL-FM Milwaukee, KCBQ(AM) San Diego, KIOI-FM San Francisco and KSIQ-FM St. Louis. Charter Media has also renegotiated a deal made during Eller's tenure for the purchase of KITT-FM San Diego.

WMJX Miami, it should be noted, has had its license revoked, on grounds that concerned previous owners. Charter has indicated it will abandon attempts to appeal the decision, and the station will be off the air in the near future.

Charter had recently announced the sale to CBS Inc. of *Sport*—however, that purchase was subsequently scotched by the CBS board of directors, who declined to approve it.

A third business segment of the Charter organization after its oil and communications group is an insurance group, which Charter says it sees as well positioned for growth in the 1980's.

In the twelve months ended September, Charter Oil Co. revenues rose 30.9% to $4,635,031,000 while net earnings slid 23.6% to $174,726,000. Earnings per share were down 32.7% to $6.09.

Net earnings: Four quarters through third quarter of 1980	Net earnings: Four quarters through third quarter of 1979	% change	Earnings per share	Fiscal year ends
$5,389,000	(1,991,000)	+370.6	**2.03**	Dec
14,284,000	10,758,000	+32.8	**3.10**	Dec
20,050,000	15,393,000	+30.2	**2.79**	Sept
10,446,000	8,746,000	+19.3	**3.99**	Dec
4,710,000	4,682,000	+ 0.6	**1.57**	Dec
6,624,000	43,316,000	−84.7	**.36**	Dec
6,359,000	6,243,000	+ 1.8	**10.39**	Dec
2,738,000	3,867,000	−29.2	**1.49**	Dec
16,408,000	15,653,000	+ 4.8	**6.36**	Dec
1,717,000	1,322,000	+29.9	**.78**	Dec
14,808,000	13,165,000	+12.5	**5.36**	Dec
7,094,950	8,355,500	−15.1	**.41**	Aug
(1,315,867)	1,982,000	−166.3	**(.69)**	Feb
(3,098,000)	(1,030,000)	−200.7	**(1.35)**	Dec
7,994,000	10,719,000	−25.4	**2.84**	Aug
4,790,000	4,175,000	+14.7	**1.45**	Sept
6,932,000	4,672,000	+48.4	**1.70**	May
3,946,000	2,288,000	+72.5	**1.39**	Jun
3,247,176	4,542,903	−28.5	**.85**	Apr
3,436,000	4,620,000	−25.6	**1.32**	Jun
2,035,318	2,076,720	− 2.0	**1.25**	Dec
2,429,787	2,069,871	+17.4	**4.77**	Jun
2,712,000	1,907,000	+42.2	**.94**	Sep
2,263,000	1,409,000	+60.6	**1.90**	Sep
2,588,000	2,067,000	+25.2	**.92**	Dec

90

Chris-Craft Industries Inc. □ *Herbert J. Siegel, chairman, president and chief executive officer.*

Chris-Craft, long known as a premier producer of racing boats and pleasure yachts, has divested itself of its boat division, due to increasing losses over the last two fiscal years. The company ended fiscal 1980 with a net loss of $7,994,000 due to a write-off of the boat division's intangible assets, totaling $19,529,000. Its income from continuing operations, however, was a record at $13,339,000, 22% higher than last year. Chris-Craft revenues for the year ended Sept. 30, 1980, were $55,009,000, up $5,278,000 from last year. And for the fourth consecutive year its two VHF television stations—KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore.—reported record revenues, up 9% from fiscal 1979. There was an 8% decline in operating profit which Chris-Craft attributed to a sharp rise in program costs.

Chris-Craft also reported an increase in its equity income due primarily to the purchase of additional shares of 20th Century-Fox Film Corp. It is Fox's largest shareholder, owning 2,250,000, or 21%, of Fox's outstanding common shares. Last July, Fox filed a lawsuit in federal courts in New York which sought, among other things, to bar Chris-Craft from purchasing additional shares of Fox and to require it to divest itself of its present Fox holdings. Fox had offered to buy Chris-Craft's shares at $45, an offer which the company's board of directors unanimously rejected.

37

Columbia Pictures Industries Inc. □ *Leo Jaffe, chairman; Francis T. Vincent Jr., president and chief executive officer.*

Total revenues for the four quarters ending Sept. 30, 1980 were $745,297,000, up 33.6% from the previous four quarters' revenues of $557,937,000. Net earnings for the same periods were $50,872,000 and $38,556,000 or a 31.9% gain.

Most of the good news in 1980 came from Columbia's film division. Its "Kramer vs. Kramer" won several Academy Awards including best picture. Other box office successes last year were "China Syndrome," "Electric Horseman" and "Chapter Two."

Profits for Columbia Pictures' Television Production division were up in 1980, but four of the five prime-time series produced last year did not survive network renewals for 1981. The company will continue to produce *Fantasy Island* in 1981 and is re-evaluating its television production division.

Revenues and income from Columbia Pictures broadcast division were down in 1980. In February, the company sold its Spanish language station, WNJU-TV Newark, N.J. for approximately $5,000,000.

Revenues and income from its KCPX-AM-FM Salt Lake City and WWVA-AM Wheeling, W.Va. increased in 1980 over those of 1979. Those for its WCPI-FM Wheeling and WYDE-AM Birmingham, Ala. dropped.

Columbia Pictures acquired Rastar Films Inc. in February 1980 and in May formed multifaceted agreements with Carson Productions Inc., the Johnny Carson-owned company involved in television and motion picture activities. In April 1980, Columbia Pictures joined Getty Oil Company, MCA Inc., Paramount Pictures Corp. and Twentieth Century-Fox Film Corp. in forming Premiere, a controversial all motion picture satellite delivered pay television network program service.

100

Comcast Corp. □ *Ralph J. Roberts, president.*

Comcast is primarily concerned with the operation of cable franchises throughout the country. As of June 1980, Comcast served 145,000 basic and 47,200 pay subscribers, as compared to 120,000 basic and 24,000 pay subscribers six months before. Its largest systems are those in Flint, Mich., and western Pennsylvania and Maryland. It has partially operational systems in suburban Philadelphia and northern New Jersey, and hopes to add Trenton, N.J., and Warren, Mich., in the near future.

Comcast's revenues for the 12 months ended Sept. 30, 1980, were $24,795,000, 18% higher than last year; its net income rose 20% to $2,588,000.

The company's cable television systems offer varying levels of service, depending largely on their respective channel capacities. The systems now under construction by the company, however, will have the capacity to carry at least 35 channels of programing. Comcast is also studying the use of its systems to offer security, burglar and fire alarm and meter reading services, and plans to test the services in its Flint system.

Comcast also controls a Music Network division, which conducts a background music service in eight markets, using Teleprompter's Muzak.

Comcast's Merchandising Services division renders services to manufacturers and food brokers to increase their retail sales.

60

Communications Satellite Corp. *John D. Harper, chairman; Joseph V. Charyk, president and chief executive officer.*

Comsat continued its leadership in the application of satellite technology as its Satellite Television Corp. subsidiary requested FCC authority last month to launch a satellite-to-home broadcasting service. The service, which would broadcast three channels of pay television from four satellites to subscribers equipped with small earth stations for about $25 per month, will require well over a billion dollars in capital investments. The first phase alone—one operational satellite serving the Eastern time zone (and one back-up satellite)—will cost $700 million. A total of $225 million of that start-up money will come from Comsat and the rest from a consortium of commercial banks.

And Satellite Television Corp. isn't Comsat's only costly undertaking. It is a one-third partner in Satellite Business Systems (with Aetna Life & Casualty and IBM) and has contributed $125 million to that venture. On Nov. 15, 1980, SBS launched the first of two satellites that will provide a variety of private business communications services.

While Comsat is waiting for those two ventures to turn a profit, it can count on a couple of established operations to keep coffers filled. It derives the bulk of its revenues from Intelsat, the international satellite communications network of which it owns about 23%. Its Comsat General subsidiary also brings in money through its lease of three domestic satellites to AT&T.

The corporate balance sheet of Comsat reflects the sudden aggressiveness of the company. While revenues rose by 14% for the four quarters that ended in September 1980 over the previous year, profits dropped by an equal percentage. Revenues were $287 million, up from $252 million and profits dropped to $36 million, from $42 million.

76

Conrac Corp. □ *Donald H. Putnam, president and chief executive officer.*

Contributing to the communications market with telecommunications, data handling and data display products, Conrac Corp. overcame last year's deficit in earnings of $329,000 to produce positive earnings of more than $5 million for the year ended September 1980.

Conrac's telecommunications products include digital data and voice playback recorders, traffic monitoring equipment and data processing systems for network management and billing data collection. A major development in this group is Conrac's TASCOM system. Distributing to the Bell system and to independent telephone companies, TASCOM is a computer-based record keeping system.

Data handling and display products include broadcast monitors, video monitors, electromechanical split flap displays and language teaching equipment. Conrac's annual report for 1979 states that production output of its video monitor plant rose 35% compared to 1978; this increase reduced average delivery quotations from 22 weeks to eight weeks.

Other areas in Conrac Corp. are aerospace and production machinery and architectural products. Until August 1979, Conrac was a supplier of microphones, antennas and citizen band radios within its Turner division. Due to continuing losses since 1976, the Turner division was dissolved last year.

57

Cox Broadcasting Co. □ *Clifford M. Kirtland Jr., president and chief executive officer.*

Big news for Cox Broadcasting in 1980 was the failure of an event to happen—its projected merger into General Electric Co. in what had been postulated as a $460.5-million to $507.9-million stock deal. Cox announced in April that the proposed merger was "being abandoned since it did not appear to be possible to satisfy all the terms and conditions of the merger agreement." The decision was widely attributed to belief that Cox's cable television properties had been undervalued in the original deal, worked out 18 months earlier. Company officials said shortly thereafter that they had no further merger plans.

In the 12 months ended Sept. 30, 1980, Cox's revenues reached $303,269,000, up 22% from the comparable period ended in 1979, and net earnings rose 9% to $45,973,000. In the first nine months of 1980, more than 90% of its revenues came from its broadcasting, cable and related operations, as opposed to almost 83% in calendar 1979. The proportion seemed likely to rise, for in mid-1980 the company announced it would concentrate on broadcasting and cable-type businesses, and subsequently sold United Technical Publications, its business publications arm, to Hearst Corp. for $26 million. Cox said it will retain its automobile auctions, which in 1979 contributed $22,113,000 in revenue and $7,646,000 in operating profit. It has stopped movie-making by its Bing Crosby Productions subsidiary but says it will continue to sell the movies that BCP produced over the past dozen years.

Cox's Broadcasting division consists of five VHF television stations, five AM and seven FM stations, plus two station rep companies—TeleRep in TV and Christal Co. in radio—and Schulke Radio Productions, syndicated music business. In the first nine months of 1980, the division accounted for 49.7% of Cox's revenues and 65% of operating profit. The stations are WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.; WIIC-TV Pittsburgh; KTVU(TV) Oakland-San Francisco; WIOD(AM)-WAIA(FM) Miami; KFI(AM)-KOST(FM) Los Angeles; WLIF(FM) Baltimore and WWSH(FM) Philadelphia.

Cox Cable Communications Inc., the cable division, represented 40.8% of company revenues and 26.6% of operating profit in the first nine months of 1980. Cox Cable serves more than 818,000 cable subscribers with 444,000 pay cable customers in 196 franchised communities in 23 states. Among franchises won in the third quarter was the one for Omaha, a 125,000-home market.

31

Walt Disney Productions □ *E. Cardon Walker, chairman and chief executive officer; Ronald W. Miller, president and chief operating officer.*

Walt Disney Productions produces motion pictures for theatrical and television distribution and operates Walt Disney World near Orlando, Fla., and Disneyland Park in Anaheim, Calif. Among its subsidiaries are Buena Vista International and Buena Vista Distribution Co., which distributes, syndicates and sells domestically 35mm theatrical film, television programs and records, Walt Disney Music Co. and Wonderland Music Co. Television, primarily *Disney's Wonderful World* on NBC-TV and international distribution of it, accounts for 2% of the company's total revenues, or $18,290,000. The television operations are included in the motion picture division.

The company's largest operations are Walt Disney World and Disneyland, which account for approximately 69% of the company's total revenues for the four quarters ended Sept. 30, 1980, or $914,505,000. The previous four quarters total revenues were $1,593,828,000. The company has also entered into an agreement with Oriental Land Co. to build Tokyo Disneyland, which is scheduled to open in 1983, at a cost of more than $400 million. Construction has also begun in Florida on a new $800 million project called EP-COT (Experimental Prototype Community of Tomorrow). It is also producing two motion pictures with Paramount Pictures. The first was released last Christmas, "Popeye," and the second, "Dragonslayer," will be released in 1981.

The company's net earnings for the four quarters ended Sept. 30, 1980 were $135,186,000, as compared to $113,788,000 for the previous four quarters.

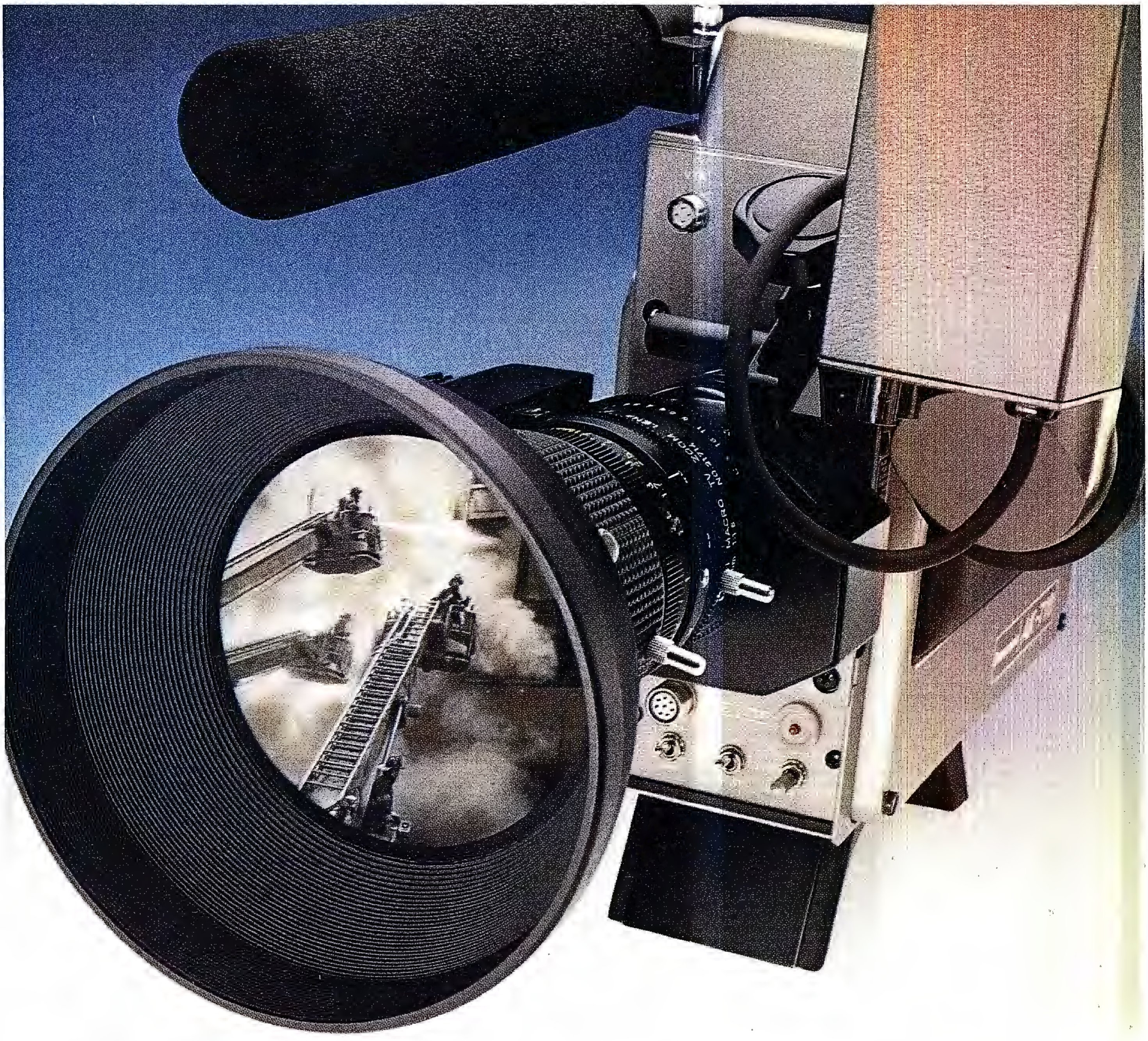
79

Doyle Dane Bernbach □ *Joseph R. Daly, chairman and chief executive officer; Neil R. Austrian, president and chief operating officer.*

During 1980 Doyle Dane Bernbach went on an agency acquisition spree, purchasing Barickman Advertising in Kansas City, Mo.; Bernard Hodes Advertising Inc. in New York; Tandem S.A. of Madrid, 50% of Tandem's agency in Barcelona and 80% of Morel Peyrat Garnier in Paris.

DDB revenues grew by 36% during the year ended Sept. 30, 1980, to more than $136 million while earnings rose by 18%. Approximately $17.4 million of the revenue increases in the first nine months of 1980 was attributable to the agency's acquisitions during the year.

Among the new clients snared during the year were Airwick Industries, MCA/Universal



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You'll also get colors as intense as the action, thanks to the AK-710's automatic white balance circuit and built-in color temperature conversion filter wheel. And for minimal comet tailing, the AK-710's feedback beam control stabilizes highlights that exceed normal white levels without reducing dynamic range or resolution.

Equally newsworthy is the AK-710's built-in genlock and adjustable horizontal and vertical blanking intervals. With them the AK-710 can double as a system camera. There's also an optional remote control unit, as well as a 5" CRT viewfinder for studio use.

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*Manufacturer's sugg. price. (Lens not included.)
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Panasonic.
VIDEO SYSTEMS DIVISION

Discovision, Swensen's Ice Cream Co., W. Atlee Burpee Co., and Borden (jams, breakfast drinks). Lost during the period was Avis Rent A Car.

Doyle Dane Bernbach assigned 53% of its billings to broadcast in 1979 for a total of $246 million. Among its numerous broadcast advertisers were American Airlines, American Tourister Luggage, Bristol-Myers, Bulova, C&C Cola, Clairol, Hershey Foods, Mobil Oil, Polaroid, Sherwin-Williams, Standard Brands, Volkswagen, Atari Inc. and Miles Laboratories.

27

Dun & Bradstreet □ *Harrington Drake, chairman and president.*

Though overshadowed by the magnitude of divisions that provide financial services to business, Dun & Bradstreet's broadcast and related holdings continued to be a bright stone in the company's financial fortunes.

There were no basic changes in D&B broadcasting properties other than the April 1980 formalization of the purchase of WVEC(TV) Hampton Roads-Norfolk, Va., which had been agreed to in October 1979. WVEC is in Corinthian Broadcasting's Television Division that also includes KHOU-TV Houston; WISH-TV Indianapolis; KXTV(TV) Sacramento, Calif.; KOTV(TV) Tulsa, Okla., and WANE-TV Fort Wayne, Ind.

Other broadcast-related components within D&B are Peters Griffin Woodward, national station representative, and TVS Television Network, an independent network that produces telecasts of sports and entertainment events.

In nonbroadcast areas, D&B has divisions for business information services; publishing (including Reuben H. Donnelly and Funk & Wagnalls) and marketing services.

D&B profits for the four quarters that ended Sept. 30, 1980, were $99.2 million, up 17.5% from $84.4 million for the four quarters ended Sept. 30, 1979. Revenues exceeded $1.1 billion in the last four quarters. This was a 28.9% gain over $896 million in the four quarters that ended Sept. 30, 1979. D&B has not yet broken out the broadcast share of its revenues, but they are expected to be about 7% or approximately $79 million for the four quarters ended last Sept. 30.

2

Eastman Kodak Co. □ *Walter A. Fallon, chairman and chief executive officer; Colby H. Chandler, president.*

For the 12 months ended in September 1980, Eastman Kodak had revenues of about $9.2 billion with earnings of more than $1.1 billion. That's up from the comparable period a year earlier when revenues stood at $7.8 billion and earnings at $1 billion.

Broadcasting sales, a minor portion of the Kodak empire, fall into the company's motion picture and audiovisual markets umbrella. The 1979 sales summary offered this picture: "Strong gains from films serving the entertainment industry [theatrical and television]; slight increases in audiovisual sales; depressed sales to the television news industry."

Kodak divides itself into two divisions, photographic, which contributes the bulk of company revenues, and chemicals. In 1979, $459 million was expended for research and development and among the new products and processes that emerged were an improved instant-color film, clear polyester plastic for beverage bottles and Ektaprint copier-duplicator accessories.

34

Fairchild Industries Inc. □ *Edward G. Uhl, chairman and chief executive officer; John F. Dealy, president and chief operating officer.*

A large company that derives most of its revenues from aerospace contracting, Fairchild Industries has expanded its involvement in communications through its subsidiary, American Satellite Corp.

Total revenues for the four quarters ending Sept. 30, 1980, for Fairchild Industries as a whole were $816,333,000, a 15.7% increase over a comparable period in 1979, when revenues totaled $795,667,000. Income was $45,252,000 for the same four quarters in 1980, a 15.8% increase over the same period in 1979.

During fiscal year 1979, which ends for Fairchild in April, American Satellite's operating losses were reduced from $6.8 million in 1978 to $4.8 million.

In the latter half of 1979, Fairchild entered an agreement with Continental Telephone Corp. for Continental to acquire a 50% ownership interest in American Satellite's business with the two companies jointly funding and managing American Satellite's growth. An application for approval of this joint venture pends at the FCC.

Continental and Fairchild also entered into agreements with Western Union Corp. for a substantial ownership interest in communication satellites (see capsule on Western Union).

Fairchild has also acquired a 20.6% interest in Bunker Ramo Corp., a $400-million manufacturer of electric connectors, electronic components, information processing and display systems for telecommunications, financial and computer markets. Fairchild is also trying to negotiate a merger with Bunker Ramo.

71

Filmways Inc. □ *Richard L. Bloch, chairman, president and chief executive officer.*

Filmways, located in Los Angeles, made no major acquisitions for its entertainment division, but did sell its Publisher Distributing Corp., which it said "offset expansion and development in entertainment, insurance and manufacturing." Overall revenues for 1980 were $180,-057,000, up from $179,545,265 in 1979. Net income rose from $9,443,000 in 1979, to $17,-950,918 in 1980.

Filmways officials estimate that 73% of its revenue is derived from its entertainment services division and broadcast manufacturing operations. Filmways entertainment division includes: Filmways Pictures, formerly American International Pictures, purchased in 1979, "Dressed to Kill" and "First Deadly Sin" were among some of Filmways releases for 1980; Filmways Television, another production company, produced in conjunction with Rothman-Wohl Productions, "Son-Rise: A Miracle of Love," which won a Golden Halo Award and Christopher Award; Ruby-Spears Productions, a children's programer, produces Saturday morning's *Plastic Man Comedy Adventure Show;* Heatter-Quigley is producer of *Hollywood Squares* and Filmways Enterprises, is a domestic syndication operation and Filmways International is a foreign syndicator.

Filmways' audio group made two purchases in 1980 adding another firm to that division. Sause & Associates, Los Angeles consultants in performance and presentation technology was purchased and merged with Filmways Audio Services.

The division also acquired an audio equipment sales company, Audio Concepts Inc. It became the fourth company in the audio group. Other firms in the audio group are Filmways/Heider Recording, a studio facility, and Heider Scoring Service and Broadcast Electronics Inc., which designs, develops and manufactures tape cartridge machines, audio consoles and program automation systems.

Filmways' non-broadcasting interests include the Grosset & Dunlap publishing house and its insurance operation, Union Fidelity Corp.

73

Foote, Cone & Belding □ *Arthur W. Schultz, chairman and chief executive officer; John E. O'Toole, president and chief operating officer.*

Revenue growth at Foote, Cone & Belding was helped by expansion abroad and at home in 1980 through the acquisitions of Arce & Potti in Spain, SPASM in Australia, and Deutsch, Shea & Evans in New York (a recruitment advertising agency).

FC&B has more than 30 full-service agencies in 20 countries, including Australia, Belgium, Brazil, Denmark, France, Germany, Mexico and South Africa. International commissions and fees account for about 30% of the agency's total revenues.

Revenues for the year ended last Sept. 30 rose by about 25% over the previous year to $158,500,000 while earnings leaped by 51% to $13,526,000. The earnings picture was brightened by an excellent 1979 fourth quarter when net income soared to $6,362,000 from $2,258,000 in the comparable 1978 quarter.

FC&B ranked 11th in U.S. broadcast billings for 1979 with more than $242 million. Its long list of accounts active in TV-radio includes Clairol; Campbell Soup; Lifesavers; Noxell; Sears, Roebuck & Co.; Pizza Hut; Hallmark Cards; Clorox, and Sunbeam Corp. New accounts acquired during the year were Arnold Bakers (Orowheat Foods), Comsat and Speed Queen (appliances). It lost Hughes Air West during the year.

26

Gannett Co. □ *Allen H. Neuharth, chairman.*

In June 1980, Gannett Co. completed the purchase of WJYW-FM Tampa, an acquisition which puts the Rochester, N.Y.-based communications empire within one AM radio station of a full complement of broadcast properties. The purchase later in the year of Lansdale, Pa., *Reporter* upped the number of daily newspapers owned by Gannett to 81; the company also owns 22 weeklies.

But the major news from Gannett broke only in December—the company announced that it had formed a new subsidiary, Gannett Satellite Information Network, to distribute news, information, advertising and ultimately entertainment via satellite. On target for 1981 will be the production of a prototype for a national newspaper, *USA Today,* which would be printed on Gannett presses in various cities with the copy transmitted via satellite. The Gannett News Service had already used satellite distribution for broadcast reports on the Republican and Democratic 1980 national conventions, a development of which the company was particularly proud.

At the time the satellite announcement was made, Chairman Neuharth indicated that Gannett did not intend to become directly involved in cable ownership—an apparent departure for a company which financial sources indicated had been actively pursuing cable acquisitions through the year.

Gannett's broadcast involvement had, of course, been vastly expanded the year earlier by the purchase of Combined Communications. In its moves into new territory in 1980, Gannett had also acquired Gateway Productions, a documentary and business film house, and its post-production sister Filmpower. The Gannett satellite announcement noted that the company was considering providing programing to cable systems in the future.

Among Gannett's other involvements are ownership of the Lou Harris & Associates research firm and outdoor advertising operations in 10 states and Canada.

Broadcast properties owned by Gannett are WXIA-TV Atlanta; WVON(AM)-WGCI-FM Chicago; WWWE(AM)-WDDX-FM Cleveland; KBTV(TV) Denver; WLQV(AM)-WCZY-FM Detroit; WPTA-TV Fort Wayne, Ind.; KARK-TV Little Rock, Ark.; KPRZ(AM)-KIIS-FM Los Angeles; KLYK-TV Louisville, Ky.; KOCO-TV Oklahoma City; KPNX-TV Phoenix; KSD-AM-FM St. Louis; KSDO(AM)-KEZL-FM San Diego, and WJYW-FM Tampa.

Sales for the company were up 11.5% in the 12 months ended September, to $1,174,070,-000. Net earnings rose 6.4% in the period, to $145,676,000 and earnings per share at $4.05 were up 5.5%.

1

General Electric Co. □ *Reginald H. James, chairman and chief executive officer.*

General Electric is of a size bigger than the entire television broadcasting business. In 1979, for example, its revenues of $22,980,000,000 were almost triple those of TV networks and stations as reported by the FCC; its earnings *after* taxes, $1,409,000,000, almost equaled the *pretax* earnings of the television industry. And the company continues to grow. In the 12 months ended Sept. 30, its revenues grew 11.2% to $24,168,700,000 while earnings rose 6.8% to $1,465,000,000.

The company would have grown more if its projected merger with Cox Broadcasting Co., a stock deal valued at $460.5 million to $507.9 million, had not come undone. But Cox opted out, and the deal was over. GE continues to own and operate three TV, three AM and five FM stations plus some 13 cable systems, and it manufactures TV and radio sets, tape recorders and players and CB equipment. But these are relatively minor elements of the GE empire, lumped along with such products as refrigerators, stoves, air conditioners and lamps in its approximately $6 billion (revenues) consumer products and services division, which accounts for about 24% of revenues and 28% of earnings. Other interests range from motors to mining gear, nuclear equipment, aircraft engines and gas and steam turbines.

The GE stations are KFOG(FM) San Francisco, KOA-AM-TV-KOAQ(FM) Denver, WJIB(FM) Boston, WSIX-AM-FM-WNGE(TV) Nashville and WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y.

35

General Instrument Corp. □ *Frank G. Hickey, chairman and chief executive officer.*

General Instrument calls itself a "technology-based" company—and it is a leader in each of its four major business divisions. The Jerrold division has been a pioneer supplier of electronic equipment to the cable television industry since its inception 32 years ago, and its products range from head-end signal processing equipment, distribution amplifiers and passive components to subscriber terminals, including those specifically designed for pay TV. Its data division's primary products are computerized systems for legalized wagering, and department store point-of-sale and payment processing. The semiconductor products division is a producer of large-scale integrated circuits, and its component products division manufactures consumer and industrial electromechanical products such as TV and automotive radio tuners.

General Instruments' revenues for the year ending Aug. 31, 1980, were $808,502,000—$197,247 higher than the same period last year. Its net income rose $19,293,000 to $60,282,000 for the same period.

The largest increases came from its cable products division. Last July, General Instruments, the Jerrold division and Metro Cablevision in East Detroit successfully initiated service on the first of its 400 mhz 52-channel cable television systems. The system features special channels for local origination, public access and municipal government and education. It has two-way capability which enables subscribers to talk back to their TV sets, and will allow banking or shopping via cable in the future.

19

General Tire & Rubber Co. □ *Thomas F. O'Neil, chairman; M.G. O'Neil, president and chief executive officer.*

GT&R, a company with interests in a variety of industries in the U.S. and worldwide, suffered a decline in revenues and net income in the four quarters ending in August. Unfavorable economic factors in a number of the company's product areas, a sharp decline in domestic automobile and truck industry production (which adversely affected the company's plastics and industrial products operations) and increased manufacturing costs, resulting in part from underuse of productive capacity, were cited as contributing factors to overall declines from $2,305,173 to $2,189,739, in revenues, and from $96,163,000 to $25,768,000, in net earnings. Earnings per share dropped from $4.08 to $2.07.

The revenues of RKO General Inc., which includes GT&R's broadcasting properties as well as some other subsidiaries, are not included in GT&R's figures. The net earnings are, but they are not available on a quarterly basis.

The company's broadcasting holdings are in jeopardy as a result of an FCC ruling that the company lacks the necessary character qualifications to be a licensee. The ruling results principally from activities of GT&R and was issued in a proceeding involving three television stations—WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles. The commission said it would hold hearings on the fate of the other 13, but not until after judicial review of the decision involving the three. The other 13 are WOR(AM)-WXLO(FM) New York; WRKO(AM)-WROR(FM) Boston; KHJ(AM)-KRTH(FM) Los Angeles; WHBQ-AM-TV Memphis; KFRC(AM) San Francisco; WGMS-AM-FM Washington; WAXY(FM) Fort Lauderdale, Fla., and WFYR(FM) Chicago.

3

Getty Oil □ *S.R. Petersen, chairman and chief executive officer; Robert N. Miller, president and chief operating officer.*

Over 90% of the business of Getty Oil Co. is just that—oil and other petroleum products, their production, transportation, and marketing. The other 10% includes a substantial business in chemicals, as well as involvements in agriculture and land development projects, and forestry products. Getty's communications concerns are operations representing less than 1% of its revenues—but which are of dramatic significance to the cable television industry.

In 1979, Getty acquired 85% of Entertainment and Sports Programing Network, the 24-hour cable sports service that Getty operates as a subsidiary. ESPN, headed by president and chief executive officer Chester R. Simmons, reports its current subscriber base at over 7.5 million. And in April of last year, Getty joined with four motion picture companies (Columbia Pictures, 20th Century-Fox, MCA and Paramount) to form as a joint venture the Premiere pay cable service. Getty put up $30 million in front money in the effort to get Premiere off the ground and onto the satellite.

During the 12 months ended Sept. 30, Getty's revenues almost doubled, up 95% to $8,984,174,000, while net earnings advanced 61% to $843,353,000 and earnings per share climbed 68% to $10.25. Getty attributed the 1980 improvement primarily to higher prices that were realized for crude oil, natural gas liquids and natural gas production. Also, in July Getty acquired ERC Corp., the operations of which added $11 million to Getty's July through September 1980 net earnings.

97

Gray Communications Systems Inc. □ *James H. Gray Sr., chairman, president and chief executive officer.*

Gray Communications, based in Albany, Ga., owns three TV stations, a video systems-sales and design firm, a publishing firm and transportation company.

Overall revenues for the firm in 1980 were $36,756,413, up from the 1979 total of $27,-009,884. Net income climbed from $2,069,871 in 1979 to $2,429,787 in 1980. Gray officials estimate that roughly 75% of its total revenues are derived from its broadcast and video systems holdings.

Gray's broadcasting operations remained unchanged. Its three stations are: WALB-TV Albany, Ga.; KTVE-TV El Dorado, Ark.-Monroe, La., and WJHG-TV Panama City, Fla. Last year the FCC ordered Gray to divest itself of WALB-TV, however, since then, another station is being built in the city and the order was rescinded.

Gray Communications Consultants Inc., its video systems house, saw about a 30% increase in revenue for 1980 which was largely attributed to the marketing of a new line of products, color video mobile units and local origination units.

82

Grey Advertising □ *Edward H. Meyer, chairman and chief executive.*

Though revenues at Grey increased by about 10% during the survey year, net income showed a rise of only about 2%. The small profit climb appeared to be a reflection of rising costs during a period of moderate revenue increases.

During the year Grey lost a major client, Airwick, and the effect of two defections in the latter part of 1979, Honda and Amana, was reflected in 1980. Grey was tapped to handle the advertising of the U.S. Department of Defense and took on three additional brands for Borden Inc.

Grey Advertising Inc., the parent company, operates five domestic agencies in the U.S. with offices in New York, Chicago, Minneapolis, Los Angeles and San Francisco. It also has five specialized agencies in New York. Grey International operates 24 offices in 22 countries, including the United Kingdom, France, Canada, Germany, Italy, Japan, Brazil, Belgium and Argentina.

Grey amassed TV-radio billings in the U.S. of more than $296 million in 1979. Grey's substantial broadcast accounts include Beecham Products, Block Drug, Borden Inc., General Foods, International Playtex, Mennen Co., Revlon, Timex and Gillette.

8

Gulf + Western Industries Inc. □ *Charles G. Bluhdorn, chairman; David N. Judelson, president.*

Happy Days, Laverne & Shirley, Mork & Mindy, Taxi and *Shogun*. Theatrical movies licensed to television cable-TV service and home video programing. Those are among the Paramount Television contributions to the Gulf + Western conglomerate which had "business-segment" revenues of more than $5.3 billion and net earnings of more than $255 million for its fiscal year 1980 ended July 31. (Financial services count for yet another $1.5 billion.)

While series and films for television brought G+W $224 million in revenues, up 21% from the previous year, that represented only about 4% of the overall pie. G+W has cited revenues from syndication of *Happy Days* as an important reason for the gains made by its Leisure Time Group. Other gains have yet to be realized. By July 31, Paramount was said to have unrecognized television licensing agreements worth about $330 million.

New media activities of G+W, through Paramount, include its USA Network on cable (with UA-Columbia); Paramount Home Video, formed for domestic sale of videocassettes and videodisks, and for international sale, Cinema International Corp.

Within the G+W mix, Financial Services (insurance and other operations) tops the financial statement. Apparel and Home Furnishing is next at about $1.4 billion, then Manufactuaring ($1.3 billion); Leisure Time ($1 billion); Natural Resources and Building Products ($633 million); Consumer and Agricultural Products ($541 million), and Automotive Replacement Parts ($436 million).

The overall revenues and net earnings broke records during fiscal 1980 and since the close of G+W's year, the company has taken steps to reduce its long-term debt, having reduced convertible debt and increased stockholders' equity by more than $250 million.

39

Gulf United Corp. □ *E. Grant Fitts, chairman, chief executive officer and president.*

Gulf United Corp., based in Jacksonville, Fla., is primarily in the life insurance business. But in 1977, the company formed a broadcasting division, Gulf Broadcast Group. Over three years, it acquired WTSP-TV Largo, Fla.; WGHP-TV High Point, N.C.; WVOJ(AM) Jacksonville, Fla.; WNDE(AM)-WFBQ(FM) Indianapolis; KTXQ(FM) Fort Worth; WKAP(AM) Allentown, Pa., and WWNR(AM) Beckley, W. Va. Then last August, Gulf United and San Juan Racing Association executed a formal agreement providing for the acquisition by Gulf United of nine radio stations owned by a subsidiary of San Juan for $62 million plus a $5-million assumption of liabilities. But because of the FCC's multiple ownership rules, Gulf must spin-off four of the nine stations. The five stations Gulf is keeping are: WKLS-AM-FM Atlanta; WQAL(FM) Cleveland; KRLY(FM) Houston, and WJMD(FM) Bethesda, Md. It sold four, WJIT(AM)-WKTU(FM) New York and WYSP(FM) Philadelphia, to Infinity Broadcasting Corp. for $32 million, and the fourth, WUST(AM) Washington, to District Group Communications Inc., owned by James McQueen, an executive with the Department of Transportation, for $1.5 million. The transactions are not expected to be consummated until late this year.

Gulf United's revenues for the four quarters ended Sept. 30, 1980, were $655,334,000, up from $476,719,000 for the previous four quarters. Net earnings for the same period were $83,520,000, up from $50,902,000.

23

Harris Corp. □ *Joseph A. Boyd, chairman and chief executive; John T. Hartley, president and principal operating officer.*

Harris Corp., which bounded over the billion-dollar mark in total revenues in 1979, continued its sales gains in 1980, reporting nearly $1.4 billion for the four quarters ending in September. Profits were also up for those four quarters over the comparable period of 1979; they jumped 16%, from $71.6 million to $83.1 million.

To put it simply, Harris is in the communications business. But that business encompasses the manufacture of a wide variety of products ranging from printing presses to semiconductors to television transmitters. The corporation now consists of six groups: information systems, communications (broadcast and two-way radio equipment and satellite earth stations), semiconductors government systems, printing equipment and Farinon.

The Farinon group, which manufactures telephone and broadcast equipment, is the former Farinon Corp., which Harris absorbed in its entirety in February 1980. At the time of the merger, Farinon was doing about $100 million worth of business annually.

In addition to Farinon, Harris has bought two other companies to fill a couple of holes in its line of communication products. It is now able to address the digital broadcast equipment market after completing the acquisition of Consolidated Video Systems (now Video Systems Operations) in early 1980. And last November Harris announced the acquisition of Automation Electronics Inc., Lafayette, Ind., provider of computerized business systems to radio stations.

59

Harte-Hanks Communications Inc. □ *Houston H. Harte, chairman; Robert G. Marbut, president and chief executive officer.*

Although Harte-Hanks, which owns 28 daily newspapers, still counts on the publishing business for the bulk of its revenues, a full 21% of its total revenues now derive from broadcasting.

Its broadcasting portfolio includes WSGN(AM) Birmingham, Ala.; KULF(AM)-KYND(FM) Houston and KENS-TV San Antonio, both Texas; KMJK(FM) Lake Oswego-Portland, Ore.; WEZI(FM) Memphis, Tenn.; KOY(AM)-KQYT(FM) Phoenix; WRVA(AM)-WRVQ(FM) Richmond, Va.; WLCY(AM)-WRBQ(FM) Tampa-St. Petersburg, Fla.; WFMY-TV Greensboro, N.C.; WTLV(TV) Jacksonville, Fla., and KYTV(TV) Springfield, Mo.

Like other newspaper chains, Harte-Hanks is building a cable division. Although it now has only 15,000 subscribers it manages several systems with buy-out options it plans to exercise in 1981.

Both revenues and profits rose significantly for the company in 1980. Revenues were up 26.4% for the four quarters ending September 1980, over the same period of 1979, rising from $228 million to $288 million. For the same period, profits rose 19.7% from $17.9 million to $21.4 million.

41

Insilco Corp. □ *Durand B. Blatz, chairman.*

Rolodex files and Red Devil paint, silverware, pre-fab homes, key blanks and auto parts—all are produced by divisions of this diversified Meriden, Conn. firm. And among Insilco's holdings is Times Fiber Communications, a now wholly-owned subsidiary that had been formed in 1977 as a joint venture between Insilco's Times Wire & Cable unit and private investors who included Irving Kahn of Broadband Communications. Late in 1979, Insilco acquired the 49% minority interest.

Through Times Fiber Communications, of which Wire & Cable is now a part, Insilco lays claims to being a leader both in supplying traditional coaxial cable to CATV systems and in the development of fiber optics technology. In fact, the company says that over half the coax in use by the cable industry today is Times Wire & Cable product. Insilco has told shareholders that it expects Times Fiber to be a major contributor to the company's financial performance in the 1980's. Under Insilco's corporate structure, Times Fiber Communications is part of an electronics division that includes four other companies that are banded together as the Computer Circuitry Group.

Insilco also holds a 32% interest in Broad Street Communications Corp., whose four AM and three FM stations, plus a New Orleans-based Insilco Sports Network and the Oklahoma News Network make up what's called the Insilco Broadcast Group. Owned stations are WELI(AM) New Haven, Conn.; WVCG(AM)-WYOR(FM) Coral Gables, Fla.; WGSO(AM)-WQUE(FM) New Orleans, and KTIK(AM)-KZIE(FM) Oklahoma City.

Sales during the 12 months ended Sept. 30 rose 13.8% to $635,513,000, while earnings climbed 12.1% to $29,330,000. Earnings per share were up 11.4%, to $2.35. On Sept. 24, the company called its 9.34% convertible subordinated debentures due April 1, 1999, of which $17.4 million principal amount was outstanding. Ninety six percent were converted to common stock, and that reduction of $17 million in long-term debt boosted Insilco's net worth over the $200 million mark.

48

Interpublic Group of Companies □ *Philip H. Geier Jr., chairman and chief executive officer; J. Donald McNamara, president.*

Interpublic's revenues rose by about 18% to more than $416 million in the year ended last Sept. 30 while profits dropped by about 8% to $19,592,000. Chairman Geier said that in 1980 the earnings of the company were affected adversely by poor financial performance of some offices within the group.

The Interpublic complex of agencies consists of McCann-Erickson Worldwide, Campbell-Ewald Worldwide, the Marschalk Co. and SSC&B and SSC&B: Lintas International.

McCann-Erickson heads the list of Interpublic agencies both in terms of overall billing and domestic broadcast billings. In 1979 it alloted $270 million to television and radio. SSC&B, which became an Interpublic agency in the fall of 1979, spent slightly more than $130 million in the U.S. broadcast media that year. Campbell-Ewald assigned more than $170 million to broadcast domestically in 1979 and Marschalk had broadcast expenditures of $78.8 million.

Broadcast-active accounts at McCann are Coca-Cola, Mennen, Johnson & Johnson, Nabisco, Pabst Brewing, Abbott Laboratories and Kraft. Campbell-Ewald's TV-radio spenders include General Motors, Goodyear Tire & Rubber Co., Burroughs Corp., Magnavox, Libbey-Owens, and Ford. SSC&B's TV-radio clients include American Can Co., California Avocado Commission, Carnation Co., Citicorp, Johnson & Johnson, Mennen and Noxell Corp. TV-radio billing at Marschalk accrued from Coca-Cola, Drackett Co., Gillette Co., Maybelline/Plough, and Richardson Merrell (Vicks Health Care Division).

32

Jefferson-Pilot Corp. □ *W. Roger Soles, president and chief executive officer.*

Consolidated revenues for the four quarters ending Sept. 30, 1980, were $867,979,000, up 7.8% from $805,352,000 generated during a comparable period in 1979. Income totaled $95,409,000 for the same four quarters in 1980, up 1.2% from $94,292,000 earned during the comparable period in 1979.

Most of the company's consolidated revenues and income come from its principal subsidiaries, the Jefferson Standard Life Insurance Co. and the Pilot Life Insurance Co., both of Greensboro, N.C.

For the four quarters ending Sept. 30, 1980, broadcast revenues were $42,379,000, or 4.88% of Jefferson-Pilot's consolidated revenues. The previous four quarter's broadcast revenues totaled $36,096,000, or 4.5% of total revenues. Net income from broadcast holdings for the comparable quarters in 1980 were $6,065,000 or 6.0% of total net income. During the previous four quarters, net income for broadcast holdings was $6,208,000 or 6.6% of the parent company's income.

Jefferson-Pilot Broadcasting Co. operates WGBS(AM)-WLYF(FM) Miami, WBT(AM)WBCY(FM)-WBT-TV, Charlotte, N.C.; WWBT(TV) Richmond, Va.; KIMN(AM)-KYGO(FM) Denver; WQXI-AM-FM Atlanta; WBIG(AM) Greensboro and WWIL(AM)-WHSL(FM) Wilmington, all North Carolina.

95

Marvin Josephson Associates □ *Marvin Josephson, chairman and chief executive officer; Alvin Schulman, president and chief operating officer.*

MJA, one of the largest talent agencies, had a disappointing year in 1980—at least in terms of profits, which were down 25.6% for the four quarters ended September 1980 as compared to the previous four quarters. Revenues however were up slightly (2.7%) totaling $38.1 million for the fiscal year ended September 1980.

In addition to its talent agency businesses, MJA has a growing communications division which includes two radio stations (WNIC-AM-FM Detroit), and Robert Keeshan Associates Inc., producer of the *Captain Kangaroo* children's television program. That show was renewed by CBS for the 26th year in 1980.

Late last year, MJA purchased, subject to FCC approval, WNOR-AM-FM Norfolk, Va., for $2.6 million—its first broadcast property purchase since 1977.

Revenues derived from MJA's broadcast holdings for the four quarters ended June 1980 were $4.2 million or 11.02% of total revenues, down from the previous year when broadcast revenues totaled 12.9% of total revenues.

56

JWT Group Inc. □ *Don Johnston, chairman and chief executive officer; Wayne Fickinger, president and chief operating officer.*

In mid-June the J. Walter Thompson Co. became known officially as the JWT Group Inc., said to reflect more fully the various advertising, public relations and other communications-related companies represented in the parent company. Revenues for the year ended last Sept. 30 swelled by 28% to more than $316 million while profits climbed to more than $15.7 million, up from $12.8 million in the previous year.

The past year has been marked by acquisitions. In June JWT purchased the world's largest public relations agency, Hill & Knowlton Inc., for $28 million in cash and stock. Another subsidiary, Euro-Advertising, was busy buying into agencies in London; Duesseldorf, Germany; Paris; Bologna/Milan, Italy; Athens; Lyons, France, and Melbourne, Australia, during the year.

In world income in 1979 Thompson was the leading U.S. agency. Domestically it was topped only by Young & Rubicam. In 1979 the J. Walter Thompson Co. had U.S. broadcast billings of $625 million, second only to Y&R which reported $673.4 million.

During the past year Thompson landed new accounts including 20th Century-Fox Film Corp., California Milk Advisory Board, Dunlop Sports Co. and H&R Block. Among the accounts lost during the year were Sperry New Holland Division (farm equipment) and Parker Pen Co.

Though all subsidiaries contributed to the positive financial results, the J. Walter Thompson Co. (agency subsidiary) turned in strong revenue and profits, with key offices domestically and internationally reporting substantial gains.

28

Knight-Ridder □ *Alvah H. Chapman Jr., president and chief executive officer.*

Knight-Ridder, largely known for its chain of 35 newspapers across the country, also owns three VHF stations: WJRT(TV) Flint, Mich.; WPRI-TV Providence, R.I., and WTEN(TV) Albany, N.Y. The company reported revenues of $1,062,-675,000, and a net income of $88,366,000 for the four quarters ended Sept. 30, up 10% and 28%, respectively, from a year ago. The broadcast division contributed $27,879,000, or 3% of all revenues.

Knight-Ridder has announced an agreement with Landmark Communications Inc. to acquire WTAR-TV Norfolk, Va., for $48.3 million. FCC approval of the purchase is still pending. Knight-Ridder also owns and operates Viewdata Corp. of America, Observer Transportation Co., Portage Newspaper Supply Co., Fisher Publishing, Commodity News Services Inc., Commercial Terminals of Detroit, Twin Cities Newspaper Services, Knight News Services, Knight-Ridder Newspaper Sales and ADAMS Inc.

78

Lee Enterprises Inc. □ *Lloyd G. Schermer, president.*

Lee Enterprises has enjoyed another profitable year, with revenues and earnings increasing 15% and 23%, respectively. Revenues for the 1980 fiscal year were $136,958,000, net income totaled $20,050,000. The large increase in net income was due to the sale of Lee's Mason City, Iowa, VHF station, KIMT-TV.

In addition to owning 20 newspapers in seven states, Lee also owns four other VHF's: KHQA-TV Hannibal, Mo.; WSAZ-TV Huntington, W. Va.; KGMB-TV Honolulu, and KOIN-TV Portland, Ore. Lee also owns two AM-FM combinations: WTAD(AM)-WSAZ(FM) Quincy, Ill., and KFAB(AM)-KGOR(FM) Omaha, Neb.

Lee continues to enjoy success with its two joint ventures: NAPP Systems Inc. and SINO Information Resources Inc. NAPP—which Lee owns along with Nippon Paint Co. of Osaka, Japan—manufactures graphic arts products. Last July, NAPP completed a $9-million facility in San Marcos, Calif., for increased production capacity for NAPP's plastic printing plates. NAPP also broke ground for a $3-million facility to produce silver-free films and contact paper. The paper, called "NAPPrint," is already being marketed nationally.

SINO Information Resources is owned jointly with BNC Enterprises Inc. of New York. This company does business with the People's Republic of China in magazine and newspaper advertising, book and map publishing, wholesale travel tours and business service consulting. SINO has exclusive rights to publish the Official English Language Tour Guide of China with maps.

58

Liberty Corp. □ *Francis M. Hipp, chairman; W. Hayne Hipp, chief executive officer; Macon G. Patton, president.*

Liberty Corp. is primarily involved in life insurance and savings and loans, although it added substantially to its present broadcast holdings of Cosmos Broadcasting Corp. by buying Orion Broadcasting for $110 million in June 1980. The purchase is expected to be completed and approved by the FCC this year. Cosmos is selling one radio and three television stations as part of the deal. It plans to sell WAVE(AM) Louisville, Ky.; WFRV-TV Green Bay, Wis., and its satellite WSMN-TV Escanaba, Mich., and WMT(TV) Cedar Rapids, Iowa. Cosmos owns WSFA-TV Montgomery, Ala.; WSRZ(FM) Sarasota, Fla.; WDSU-TV New Orleans; WTOL-TV Toledo Ohio, and WIS-AM-TV Columbia, S.C. From the Orion deal it plans to keep: WFIE-TV Evansville, Ind.; WMT-AM-FM Cedar Rapids, Iowa, and WAVE-TV Louisville, Ky.

The year saw Liberty's revenues rise from $266,781,000 to $291,956,000. Total earnings, however, dropped from $32,801,000 to $30,-823,000. Earnings per share reflected that modest drop, dipping from $2.49 in 1979 to $2.40 in 1980.

The Cosmos division showed increases though. For the first nine months of 1980, Cosmos earnings rose 4.9% ($5,161,000 to $5,414,-000) and revenues climbed to $29,079,000, up from $26,690,000. Liberty reported that increased lapses and groups claims in its insurance division along with a drop in the first nine months of 1980 by the savings and loan operation, caused the earnings drop.

86

LIN Broadcasting □ *Donald A. Pels, chairman and president.*

LIN derives about 90% of its revenues from its eight radio and four television stations. In 1980, the company brought in $62,579,000 in revenues, up 10% from 1979, with broadcasting accounting for approximately $56,321,000 of that figure. The company saw earnings rise 11% to $14,808,000 from $13,165,000. Earnings per share rose from $4.78 in 1979 to $5.36 in 1980.

LIN was active in the buying and selling market this year. As required by an FCC divestiture order LIN sold KHFI-FM Austin, Tex., to Central Texas Broadcasting in July for $1.5 million. LIN bought two Milwaukee stations, WEMP(AM)-WNUW(FM) from Consolidated Broadcasting Corp. for $3.3 million, also in July. LIN's second quarter stockholder statement said: "The stations are not profitable." The buy is subject to FCC approval.

The company derives approximately 67% of its broadcast revenues from its television stations and 33% from its radio properties. Those stations are: WAND(TV) Decatur, Ill.; WIL-AM-FM St. Louis; WBBF(AM)-WMJO(FM) Rochester, N.Y.; WFIL(AM)-WUSL(FM) Philadelphia; KTVV(TV) Austin, Tex.; KXAS-TV Fort Worth; KILT-AM-FM Houston, and WAVY-TV Portsmouth, Va.

LIN's non-broadcast businesses are radio paging and two-way radio service.

55

M/A-Com Inc. □ *Lawrence Gould, president; Joseph C. Bothwell Jr., vice president.*

M/A-Com Inc., formerly Microwave Associates Inc., is a rapidly expanding supplier of equipment for satellite communications, data communications, television broadcast transmission and cable television. M/A-Com also produces a broad range of microwave components for government, commercial, and telecommunications markets.

In 1980, M/A-Com increased its revenues 60.1% to $322,480,000, up from $123,981,000 in 1979. Earnings were up 97.6% from $8,366,-000 in 1979 to $24,905,000 in 1980. During 1980 the company purchased Lawrence Laboratory Inc. and merged with Linkabit, Valtec, Ohio Scientific and Prodelin.

24

MCA Inc. □ *Lew R. Wasserman, chairman and chief executive; Sidney Jay Sheinberg, president.*

With "filmed entertainment" the biggest revenue contributor, MCA Inc. for the four quarters ended Sept. 30 had revenues of $1,347,341,000 with net earnings of $155,170,-000. That's up from $1,211,179,000 in revenues a year earlier but down from $167,274,000 in earnings (which were bolstered in 1979 when MCA won a tax refund case worth $39,700,000 in extraordinary income).

For the first nine months of 1980, MCA reported record revenues for the corporation as a whole ($959,624,000) and for its filmed entertainment division ($602,631,000). The television category, however, was down—$210,404,-000 for the first three quarters of 1980 versus $271,378,000 for the same period in 1979. MCA explained that division increases "were partially offset by reduced network licensing of theatrical films, lower syndication revenues and decreased television revenues due to the actors' strike, which delayed production and delivery of television programing for the 1980-81 broadcast season."

Under the Universal name, MCA movies released so far this year have included "Coal Miner's Daughter," "Melvin and Howard," "Cheech and Chong's Next Movie" and "Flash Gordon." Universal TV continues as a major network television force, with such returning series as *Lobo, Quincy* and *House Calls* and new programs such as *Magnum P.I.* On the syndication side, MCA TV Program Enterprises launched *The Toni Tennille Show,* a market where MCA TV is well established with programing ranging from reruns to original fare for the Operation Prime Time consortium.

MCA is already pursuing new television technologies with Discovision, a joint venture with IBM, and it also is attempting to enter the pay TV market with Premiere, rather than just licensing its films to other services. The Justice Department currently is challenging Premiere on antitrust grounds, seeking to stop the national pay service—which is a joint effort among Getty Oil Co., MCA, Columbia Pictures Industries, Paramount Pictures Corp. and 20th Century-Fox Film Corp.

For MCA's records and music publishing division, MCA claimed increased revenues "due to the sales strength of certain releases and the introduction of a new line of discount records"—and a "return to profitability" for the MCA Records Group. MCA's retail and mail order business as well as savings and loan activities in Colorado, however, suffered losses.

30

McGraw-Hill Inc. □ *Harold W. McGraw Jr., chairman and president.*

McGraw-Hill is one of the nation's leading publishers of books and trade publications, but it is also a significant figure in broadcasting, with four network-affiliated stations. Overall, the company reported $977,201,000 in revenues for the four quarters ending in September 1980, and $83,398,000 in net earnings. Earnings per share were $3.36. Thus, the company moved ahead of its mark in the preceding 12 months, when the comparable figures were $836,573,000 in revenues, $73,808,000 in net earnings and $2.99 in earnings per share. The figures also reflect operations in such areas as information systems, financial services and economic information services. The company's four stations are WRTV(TV) Indianapolis; KERO-TV Bakersfield, Calif.; KMGH-TV Denver, and KGTV(TV) San Diego. The stations' earnings for the same four quarters were not available but, based on previous performance, were believed to account for over 5% of total earnings.

69

MCI Communications Corp. □ *William G. McGowan, chairman and chief executive officer.*

MCI Communications, one of the first of the new breed of common carriers that, thanks to favorable policies by the FCC and rulings by the courts, are providing AT&T with competition of a kind it once never knew. MCI offers intercity long-distance telecommunications services to businesses and individual users over a country-spanning microwave radio network that covers 8,000 route miles. The $376 million system, augmented by facilities leased from other carriers, last year served 60,000 customers in 70 metropolitan areas covering more than 2,000 cities.

Both the number of customers and cities served are steadily on the rise. And last year, MCI reported major increases in revenues and net earnings for the four quarters ending in September. Revenues increased from $115,187,000 to $182,045,000, and net earnings, from $9,433,000 to $16,818,000. Earnings per share, however, dropped from 22 cents to 21.

But the major news involving the company in 1980 was the historical trebel damages award it won in the antitrust suit it brought against AT&T—$1.8 billion. AT&T has appealed the case to the U.S. Court of Appeals for the Seventh Circuit, in Chicago, which is expected to rule later this year. The court victory over AT&T followed one in 1979, in which MCI won the right to compete with AT&T for long-distance service offered to business. That victory was not secure until the high court reviewed the case three times.

54

Media General Inc. □ *D. Tennant Bryan, chairman; Alan S. Donnahoe, president.*

Media General is a diversified communications company with newspaper, broadcast, printing and publishing operations, along with its newsprint subsidiary. Media General's revenues in the four quarters ended Sept. 30, 1980 were $323,301,000, up 19.8% from $269,644,000 in 1979. Net earnings were up 18.9% from $23,-760,000 in 1979 to $28,258,000 in 1980.

In 1980 Media General purchased Highlander Publications along with the Herald Press. The Golden West Publishing Co. was also acquired by Media General. All three new acquisitions are based in southern California.

The company's broadcast division consists of WFLA-AM-FM-TV in Tampa/St. Petersburg, Fla., and a cable system in Fredericksburg, Va.

51

Meredith Corp. □ *E.T. Meredith III, chairman; Robert A. Burnett, president and CEO.*

Based in Des Moines, Iowa, Meredith Corp. is best known for its magazine publishing division which includes *Better Homes and Gardens* and *Apartment Life.* That division produces the major portion of the company's revenues. Broadcasting contributes about 16%. For the year, broadcasting revenues totaled $59,145,000. Meredith's other divisions are book publishing and allied products and services.

The whole company posted revenues of $360,641,000 in 1980, up from $332,773,000 in 1979, with net earnings of $23,102,000, up from $17,277,000, and earnings per share of $7.40, up from 1979's $5.57.

Meredith owns a 40% interest in Omega Communications, licensee of WOFL-TV Orlando, Fla., which went on the air in October 1979. Its other broadcast holdings, which it owns 100%, are: KPHO-TV Phoenix; WPGH-TV Pittsburgh; WTVH(TV) Syracuse, N.Y.; WNEM-TV Bay City, Mich.; KCMO-AM-TV and KCEZ(FM), all Kansas City; WGST(AM)-WPCH(TV) Atlanta, WOW(AM)-KEZO(FM) Omaha.

Among 1980 acquisitions, the company bought 50% of the stock of Planned Cable Systems Corp., which offers STV service to Fort Lauderdale, Fla.

The broadcasting arm got into programing this year, teaming with Bill Hillier Productions in making *The World of People.* The syndicated program is distributed by Victory Telvision and Meredith says it has been sold to 50 stations. Another programing project, *Julie's World,* a TV serial designed for junior high school students, was produced with Alan Sloan Inc. in Los Angeles with Metromedia handling distribution. Meredith also created the Georgia Radio News Service this year, supplying news, sports, weather, features and nighttime programing to affiliates.

The company is undertaking a $2.7 million renovation of offices at its WNEM-TV in Bay City. It cited in its annual report the Phoenix and Kansas City television stations as turning in "exceptional performances" in 1980.

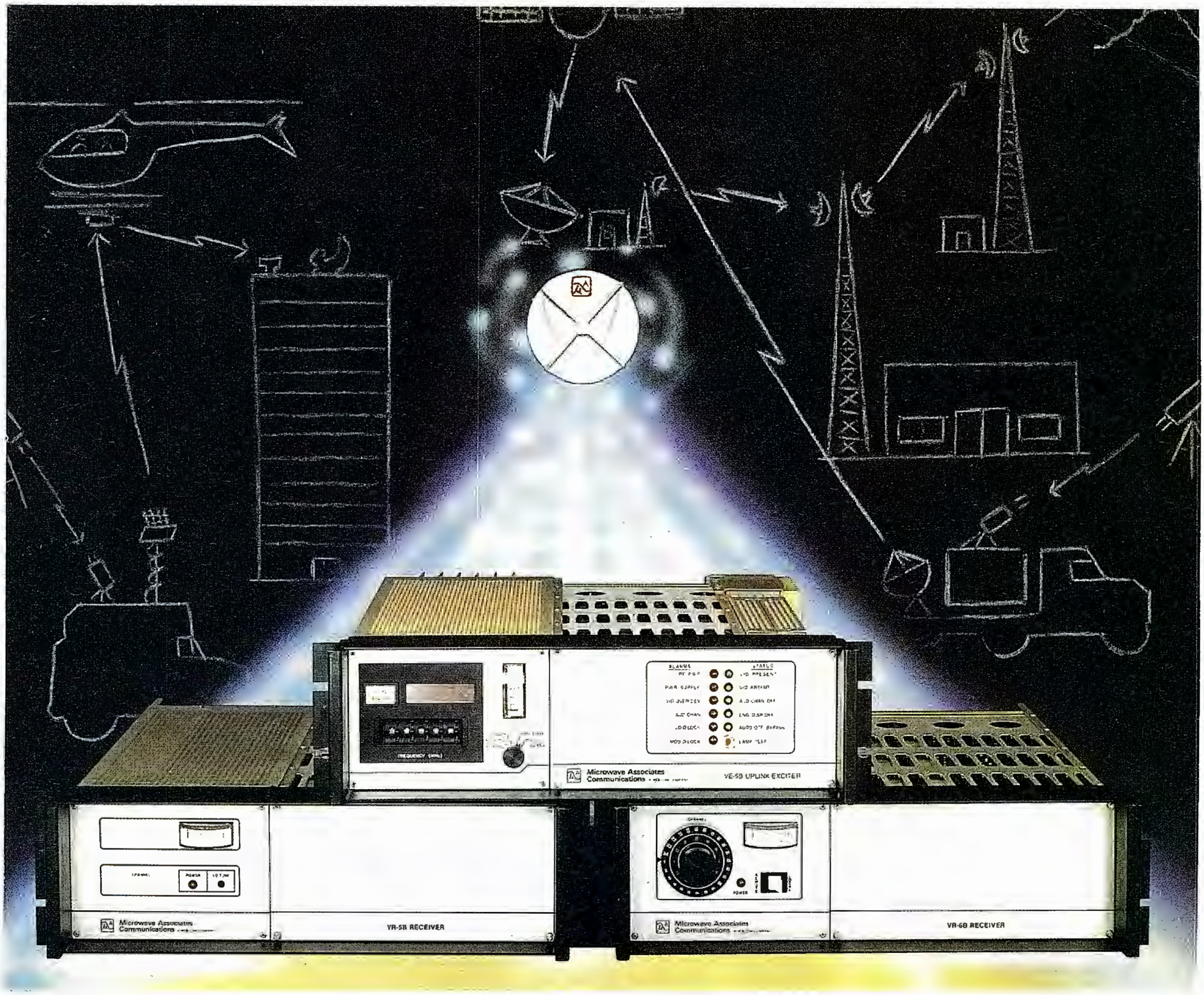
70

Metro-Goldwyn-Mayer Film Co. □ *Frank E. Rosenfelt, chairman and chief executive officer; David Begelman, president.*

On May 30, 1980, Metro-Goldwyn-Mayer Inc. split into two publicly-held corporations: Metro-Goldwyn-Mayer Film Co. and MGM Grand Hotels Inc.

Revenues for Metro-Goldwyn-Mayer Film Co., from feature films and television programs, totalled $181,177,000 for the company's fiscal year ended Aug. 31. That's down from fiscal 1979's film and TV revenues of $192,968,-000 but with good reason. The year before, MGM gained $31,237,000 from NBC for "Gone with the Wind," the largest licensing fee ever paid for a single film in television history. For a similar reason, net income for fiscal 1980 was less than 1979: $16,457,000 versus $29,-422,000. Excluding "GWTW," however, net income was up 22%.

During the year, MGM came back on the domestic television scene for theatrical features and short subjects, having previously had United Artists as a sub-distributor in the U.S.



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Microwave Associates Communications

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and Canada. The company called this a first step towards direct theatrical distribution of its film product. It also went into the videocassette and videodisk business with CBS under the name MGM/CBS Home Video.

On the network and now on the syndication side, *CHiPs* is a major income generator for MGM and the company continues to benefit from local sale of *Tom and Jerry* cartoons as well. During fiscal 1980, CBS bought network rights to six MGM films for $22 million, most of which won't show up on financial statements until fiscal 1981.

MGM is looking to beef up its involvement in television, with five network pilots, including a *CHiPs* spin-off, and it also is hoping to break in as a first-run producer for syndication, with the half-hour series, *Hollywood's Greatest Mysteries*.

In fiscal 1980, MGM showed revenues of $39,554,000 from television and $141,623,000 from feature films (the latter including TV license fees for movies).

46

Metromedia □ *John W. Kluge, chairman and president.*

Metromedia is a diversified entertainment and advertising business in which broadcasting plays a major role. The company owns the Ice Capades, Metromedia Producers Corp., which produces and distributes syndicated television programs and the Harlem Globetrotters. It also owns outdoor and advertising businesses in 15 major markets and 20 radio and television stations—WNEW-AM-FM-TV New York; WASH(FM)-WTTG(TV) Washington; WTCN-TV Minneapolis-St. Paul; KMBC-TV Kansas City, Mo.; WXIX-TV Cincinnati; KLAC(AM)-KMET(FM)-KTTV(TV) Los Angeles; KRIV-TV Houston; WIP(AM)-WMMR(FM) Philadelphia; KNEW(AM)-KSAN(FM) San Francisco-Oakland; WMET(FM) Chicago; WOMC(FM) Detroit; KRLD(AM) Dallas-Fort Worth, and WCBM(AM) Baltimore. They accounted for $193,-182,000 of the total $442,460,000 revenues in the most recent four quarters. The company's total income came to $51,624,000, an increase of 34% from the previous four quarters.

15

Motorola □ *Robert W. Galvin, chairman; William J. Weisz, president.*

Motorola is a manufacturer of electronic equipment and components. The company's revenues in 1980 totaled $3,058,451,000, an increase of 18.2% over the 1979 figure, $2,586,-579,000. Earnings for 1980 were up 14.3%—from $151,514,000 in 1979 to $173,198,000.

In 1980 the company's communications group was awarded a $1.9 million contract for radio equipment from the U.S. Air Force. A $3.5 million contract came from the Royal Canadian Mounted Police for Syntor mobile consoles, scanning equipment and terminals.

96

Movielab Inc. □ *Saul Jeffee, chairman and president.*

Movielab is a professional motion picture processor of film used for theater, television, educational and industrial viewing. In 1980 the company's revenues were $37,269,200, up 12.8% from $33,038,030 in 1979. Earnings decreased by 2%, from $2,076,720 in 1979 to $2,035,318 in 1980. Earnings per share dropped from $1.29 in 1979 to $1.25 in 1980.

Among top television releases which Movielab has processed are *Mork & Mindy, Laverne & Shirley, Charlie's Angels, Hart To Hart, Vega$* and *The Bad News Bears.*

75

Multimedia Inc. □ *Wilson Wearn, president and chief executive officer.*

Multimedia was a name picked to reflect the nature of the business of the company formed in 1968, in Greenville, S.C., through the merger of three privately held companies that published four daily newspapers and operated 10 broadcasting stations in the Southeast. Today, the company publishes 13 daily and 22 non-daily newspapers and operates six television stations—five of them VHF—and 12 AM and FM stations in 13 states. It acquired ownership in 1979 of cable television systems interests in Oklahoma and Kansas. Besides those facilities, Multimedia is in the program syndication business, syndicating three TV properties—including *Donahue, The Bob Braun Show* and *Young People's Specials.* Overall, the company reported $155,650,000 in revenues for the four quarters ending in September 1980, a 22.7% increase over revenues in the preceding 12 months, and $20,644,000 in net earnings, a 15% increase. Earnings per share increased from $1.79 to $2.09.

The company's broadcast holdings include WZTV(TV) Nashville, the UHF acquired in 1980 from Reel Broadcasting Co.; WVEZ(FM)-WAKY-TV Louisville, Ky.; WLWT(TV) Cincinnati; WFBC-AM-FM-TV Greenville, S.C.; WBIR-TV Knoxville; WMAZ-AM-FM-TV Macon, Ga.; WWNC(AM) Asheville, N.C.; WXII-TV Winston-Salem, N.C.; KAAY(AM)-KEZQ(FM) Little Rock, Ark.; KEEL(AM)-KMBQ(FM) Shreveport, La., and WEZW(FM) Milwaukee-Wauwatosa. The company says they accounted for $78,558,727 of revenues during the four quarters ending in September. The new cable television properties generated almost $6 million in revenues in the first three quarters of 1980.

38

New York Times Co. □ *Arthur Ochs Sulzberger, chairman; Walter E. Mattson, president.*

The New York Times Co. is a diversified company with interests in magazine publishing, information retrieval, the worldwide syndication of news and features and newsprint companies, as well as the *New York Times* and radio and television stations.

The company in the four quarters ending in September reported an increase in revenues from $584,248,000 to $714,980,000, and an increase in net earnings from $27,264,000 to $41,-469,000. The company's four broadcast properties—WREG-TV Memphis, Tenn.; KFSM-TV Fort Smith, Ark.; WHNT-TV Huntsville, Ala. (acquired in 1980), and WQXR-AM-FM New York—accounted for $16 million of its revenues in those four quarters.

43

A.C. Nielsen Co. □ *A.C. Nielsen Jr., chairman; N.E. Harden, president.*

During the four quarters ending Sept. 30, 1980, total revenues for the A.C. Nielsen Co. rose 23.1% to $490,164,000 from $398,106,000 for the same four quarters in 1979. Net income during those four quarters in 1980 rose 10.5% to $28,880,000 from $26,131,000 during the previous four quarters.

The company offers research, clearing house, petroleum information and other services. Its research services now include the Marketing Research and Media Research Groups, Coordinated Management Systems, Inc., Dataquest Inc. and Product Recovery Services, Inc.

Total revenues for the Media Services Group for fiscal year 1980, which Nielsen ends on Aug. 31, were $47,700,000 or 9% of the parent company's total revenues. This compares to revenues of $40,000,000 in fiscal 1979, which were 10% of Nielsen's total revenues.

A.C. Nielsen now operates 46 subsidiaries in the U.S. and overseas. In addition to these, it acquired Compucom Inc. in Oct. 1980. This 12-year-old Dallas-based firm provides telecommunications engineering services to cable television, media and cable programing firms, common carrier cable equipment vendors, telephone and utility companies, and oil and railroad companies. Services it provides include satellite earth station site planning, coordination and protection, terrestrial frequency engineering, frequency protection and related services, communications field services and network engineering services to help large organizations design, develop, implement and manage telecommunications networks.

12

Nippon Electric Co. □ *Koji Kobayashi, chairman and chief executive officer; Tadahiro Sekimoto, president.*

Nippon Electric Co. (NEC) is a Japanese industrial giant whose close to $4 billion in sales in fiscal 1980 (ended March 31) were generated by products ranging from microwave ovens to business computers. The Tokyo-based sales fell into company's four main operating areas: telecommunications; electronic data processing and industrial electronic systems; electron devices, and consumer electronics. One of the company's several United States subsidiaries, NEC America, is responsible for sales to the broadcast and cable industries in this country.

High on the list of products supplied by NEC America is digital effects equipment. NEC also manufactures editing systems, VTR's, television and radio broadcast equipment, microwave communications devices and satellite communications equipment. In May, NEC America opened a plant in Virginia for the assembly of satellite earth stations. And beyond the broadcast market, NEC America has said it would be interested in supplying the dishes for Comsat's proposed direct-to-home satellite broadcast system. Other telecommunications lines from NEC are a wide range of telephone equipment, including fiber optics transmission systems and digital switching devices, facsimile equipment and space and defense electronics.

Revenues for the global company were up 8.6% in its last fiscal year, to $4,033,532,000, net earnings rose 85.2% to $67,073,000, and earnings per American Depository Share increased 71.4% to $1.92.

17

North American Philips Corp. □ *Pieter C. Vink, chairman and chief executive; Cees Bruynes, president.*

Magnavox consumer video and audio products. Plumbicon TV camera tubes. Philips electronic instruments and medical systems. Norelco razors and coffee makers. Ohmite resistors, Selmer musical instruments. Genie garage door openers. Baker furniture. Dialight indicators.

Those are among the product lines that have brought North American Philips $2,560,473,-000 in revenues and $73,035,000 in net earnings for the year through Sept. 30, 1980. That represents a gain of 9% and drop of 9% respectively. Results for 1980 were aid to "reflect substantially increased expenses in connection with the videodisk program and substantially higher in-

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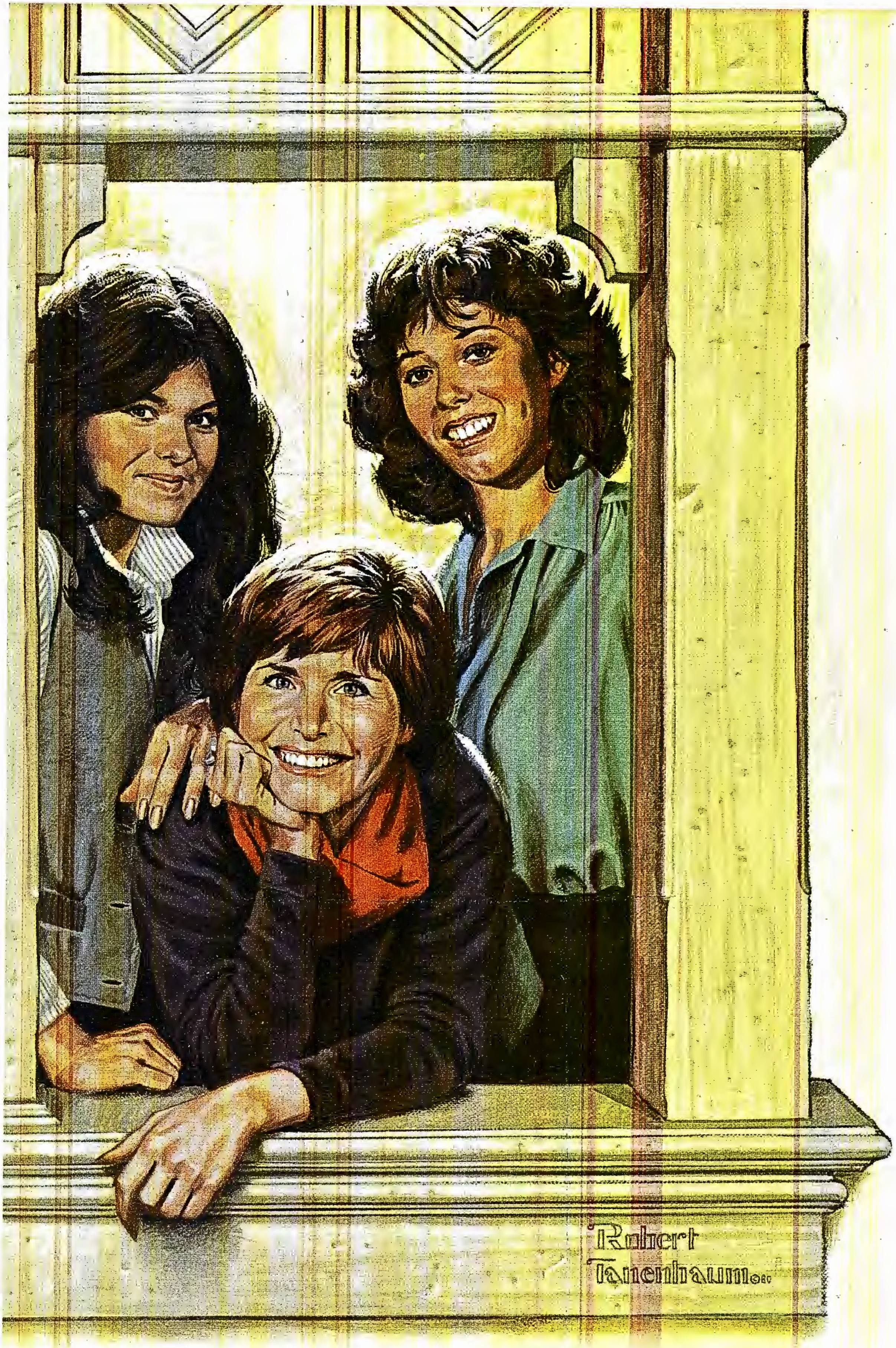
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terest costs."

The "videodisk program" is based on the Magnavision system. And on Sept. 4, 1980, an agreement was reached with 3M for that company to manufacture "reflective optical" videodisks for the system.

Another key company agreement late in 1980—this one in principle—calls for Philips to acquire the consumer electronics segment of GTE.

In addition to Magnavision and Magnavox television sets, the Magnavox Consumer Electronics Co. subsidiary also sells videocassette recorders, Odyssey video games and is a veteran in the radio and stereo businesses.

Philips services the broadcasting industry with TV cameras, monitors, transmitters, microphones and repeaters. Cable products include channel converters and an addressable tap system.

Owned (62%) by a trust for shareholders of the Dutch firm, N.V. Philips, North American Philips products range from chemicals to inhibit insect growth to microwave ovens.

52

Oak Industries □ *Everitt A. Carter, chairman and chief executive officer; Raymond W. Peirce, president and chief operating officer.*

Founded as an electronics manufacturing company in 1932, and currently headquartered in Rancho Bernardo, Calif., Oak Industries has expanded further into the communications market with cable technology, over-the-air subscription television, interactive data systems, multiplexing, encoding, scrambling and descrambling.

Oak continued its yearly gain in sales, achieving 36% for the past four quarters over 1979's figures. Profits climbed 68% during the same survey period over last year's earnings.

Oak's subscription television programing, ON TV, is available in the Phoenix, Los Angeles and Ft. Lauderdale-Miami markets, ON TV now claims over 318,000 subscribers. A new addition to Oak Communications will be Oxnard Cablevision, Oxnard, Calif. On Nov. 7, 1980, Oak agreed to purchase the cable system which has 23,000 basic subscribers.

Within its satellite interest, a major technological development is the Orion satellite signal decoding system. It was first used commercially this past October for the broadcast of the Ali-Holmes heavyweight championship fight.

A recent non-broadcast acquisition for Oak is Foxboro/Adec Inc., a subsidiary of the Foxboro Co. Purchased during the second quarter, Adec designs and builds energy management systems for various building complexes including colleges and government facilities. Projected sales for Adec exceed $7 million.

61

Ogilvy & Mather International □ *John Elliott Jr., chairman; James Benson, vice chairman.*

Ogilvy & Mather's revenues for the survey period rose by almost 25% to almost $280 million, but the worldwide agency is even more bullish about 1981. In a six-week period from Oct. 1, 1980, to mid-November, Ogilvy agencies throughout the world gained 73 new accounts and 44 new assignments from existing clients, representing an addition of more than $95 million in annual billings. The effect of these increases will be felt largely in 1981.

Ogilvy's net income for the annual period rose by about 17% to almost $14.7 million. Though the agency was optimistic that the fourth quarter of 1980 would be an outstanding one, it conceded that it wasn't likely that it would equal the exceptional performance of the 1979 fourth quarter during which net income totaled $5,765,000.

Ogilvy continued its expansion moves abroad and at home. Last August O&M acquired North American Advertising, Los Angeles, an agency specializing in recruitment advertising with billings of about $17 million. The agency bought a 25% interest in Louis Bassat Associates in Barcelona, Spain, last May and established a second network of agencies in Southeast Asia and Australia under the name of Meridian.

Ogilvy is heavily involved in broadcast media. In 1979, domestic TV-radio billings placed it in the number five position, with billings of $307.8 million. Its client list during the year included the Hertz Corp., American Express, Sears, Roebuck & Co., Nationwide Insurance, Gillette Corp., General Electric, Lever Bros., Trans World Airlines, Bowery Savings Bank, and Marriott Corp.

65

Outlet Co. □ *Joseph S. Sinclair, chairman; Bruce G. Sundlun, president and chief executive.*

Outlet Co. had vowed to swing its orientation to broadcasting and last fall it took a giant step in that direction. The Providence, R.I.-based company with 12 broadcasting stations sold its Department Store Division and its Men's Wear Division to United Department Stores for $38.5 million.

Outlet said that after tax recoveries and other adjustments the transaction is expected to provide $44.7 million cash that will be used to reduce debt incurred in the $65-million purchase of KOVR-TV Stockton-Sacramento, Calif. (BROADCASTING, March 17, 1980).

Bruce G. Sundlun, Outlet president and chief executive officer, commenting on the expansion in broadcasting, also noted: "We shall continue our effort to acquire a full quota of broadcasting stations and we plan to move into other broadcast-related businesses."

Outlet's non-broadcast holdings were the major factors in the company's profits decline in recent years despite the broadcast division's strong showing.

For the four quarters that ended Oct. 31, Outlet had revenues of more than $200 million but a loss of $33.2 million. The latter figure results from a loss of more than $37 million from Outlet's discontinued operations. A spokesman for Outlet pointed out that all figures for those quarters as well as comparisons with preceding periods are subject to revision as data is restated to reflect the discontinued operations.

In the four quarters ended Oct. 31, 1979, Outlet revenues were $187.6 million and earnings were almost $6.2 million.

Broadcasting, which had accounted for about 15% of Outlet's revenues, is expected to be responsible for 50%-60% with the new composition of the company.

In addition to KOVR-TV, Outlet stations are WJAR-TV Providence, R.I.; WDBO-AM-FM-TV Orlando, Fla.; KSAT-TV San Antonio, Tex.; WCMH-TV Columbus, Ohio; WTOP(AM) Washington; WIOQ(FM) Los Angeles; WQRS-FM Detroit, and WSNE(FM) Providence-Taunton, Mass.

Outlet still has its Specialty Stores Division that includes Hughes & Hatcher (55 stores), Jacob Reed's Sons (nine stores) and Small's (two stores).

83

Post Corp. □ *V.I. Minahan, president; David L. Nelson, executive vice president.*

The Post Corp. of Appleton, Wis., owns five television stations, three radio stations, 11 newspapers, one shopper, three commercial printing companies (one acquired in 1980), and a TV and film production company in Green Bay, Wis. Post experienced a dip in net earnings last year: from $3,867,000 in 1979 to $2,738,000 in 1980. Revenues were up from $66,508,000 to $77,519,000. The company cited a drop in newspaper advertising, primarily classified, as the main reason for the earnings decline, but also included continued high interest costs. Post's television properties are WOKR(TV) Rochester, N.Y.; KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa; WEAU-TV Eau Claire, Wis.; WLUC-TV Marquette, Mich., WLUK-TV Green Bay, Wis. Its radio stations are: KBIZ(AM) Ottumwa, WAXX(FM) Eau Claire and WAYY(AM) Chippewa Falls, Wis.

5

RCA Corp. □ *Edgar H. Griffiths, chairman and chief executive officer.*

RCA attuned its operations in 1980 to concentrate on the four basic areas it had identified in late 1979: the NBC broadcasting operations, the Hertz car-rental business, financial and consumer products and services and electronics and communications.

In the first quarter of 1980 the company completed its estimated $1.35-billion acquisition of CIT Financial Corp., whose revenues in 1978 were $1.3 billion, equal to about 20% of RCA's in the same year. Later in 1980 RCA sold its Random House publishing operation to Newhouse Publications for an estimated $65 million to $70 million, realizing a $10.8-million gain. It also reached an agreement in principle to sell Banquet Foods Inc. to ConAgra Inc. for undisclosed amount of cash and preferred stock.

Late 1979 saw the loss of RCA's Satcom III satellite shortly after it was launched on Dec. 6, and 1980 saw the loss of the coverage of the Moscow Olympics that had been scheduled by NBC. Both losses were substantially covered by insurance.

RCA was also preparing for the introduction in March 1981 of its SelectaVision videodisk, on which the company said it was spending more in developmental funds than for any other product in RCA history. RCA also reached agreements with a number of companies for marketing of the videodisk systems and for programing.

In the 12 months ended Sept. 30, RCA revenues rose 8% to $7,903,000,000 while earnings climbed 6% to $306,300,000. In 1979, broadcasting was the leading contributor to revenues, with 18.3%, but again fell behind car-rental operations as a profit center, contributing about 17% of operating profits to car rental's 23.7%. When 1980 results are in, NBC may be in third place—its pretax profits may drop to $70 million from 1979's $105.6 million, according to some estimates—while the new CIT subsidiary's profits may exceed car rental's.

Commercial electronic products and services, including broadcast equipment, picture tubes and cable systems, represented about 14.9% of revenues and 15.7% of operating profit in 1979, while consumer electronic products and services accounted for 23.6% of sales and 15.6% of operating profit. Communications, including RCA Global and RCA Americom, represented about 4% and 11%, and government systems and services, 9% and 6%.

RCA-NBC broadcasting operations include the NBC Radio network, NBC-TV network, The Source radio network, NBC News, NBC Sports, five TV stations and four AM-FM combinations. The TV stations are WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago, WKYC-TV Cleveland and KNBC(TV) Los Angeles.

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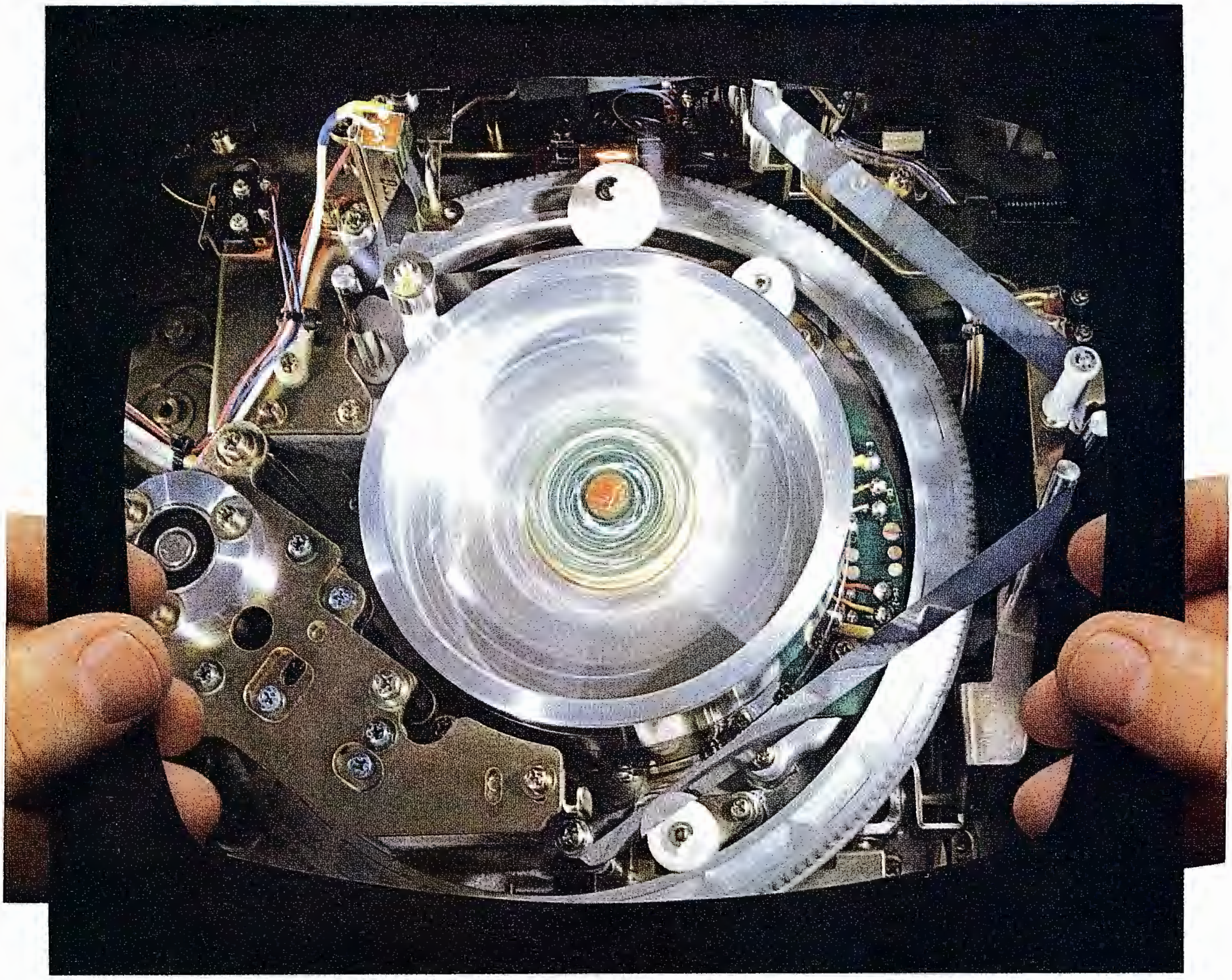

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93

Reeves Communications Corp. □ *Marvin H. Green Jr., chairman, president and chief executive officer.*

Reeves Communications' revenues for the year ended last Sept. 30 climbed by a whopping 46% to almost $44.5 million while net income jumped by more than 28% to almost $2.3 million.

Reeves has been expanding its principal business, which is the development, acquisition, production and distribution of programs and motion pictures for television and theatrical release. In addition the company produces films and provides marketing and communications services for corporate and institutional clients.

The most active unit of Reeves Communications is the Reeves Entertainment Group, which includes Alan Landsburg Productions and Grant-Reeves Entertainment. Under the Reeves banner in 1980 were such network series as *That's Incredible!* and *Those Amazing Animals* and in syndication was *In Search Of . . .*, starring Leonard Nimoy. The company produced a number of specials for all three networks and two made-for-TV movies, "The Jayne Mansfield Story" and "And Baby Comes Home." Another important development in 1980 was the acquisition by Reeves of Sea Cliff Productions, a New York-based company known for its widely acclaimed series, *The American Short Story* series carried on PBS.

6

Rockwell International Corp. □ *Robert Anderson, chairman and chief executive officer; Donald R. Beall, president and chief operating officer.*

Rockwell's extensive U.S. and worldwide operations posted revenues for the four quarters ended September 1980 of $6,906,500,000, up 11.8% from the same period a year earlier. Earnings rose 7.3% from $261,100,000 to $280,200,000 and earnings per share increased 3% to $3.77.

The company's electronics businesses—which operate 23 plants and employ more than 33,000 people in 16 countries—manufacture microwave transmission systems, data and voice switching equipment, microelectronic devices, avionics systems and electronic systems for defense. In microelectronics, Rockwell produces microprocessors, bubble memory devices, modems and microsystems. During the past year the company was involved in the development of the next generation of high-speed semiconductors using gallium arsenide rather than silicon.

49

Rollins Inc. □ *O. Wayne Rollins, chairman; R. Randall Rollins, president.*

Rollins, chiefly connected with pest control and oil and fuel services, nonetheless has substantial media holdings. The company's revenues for the four quarters ending Sept. 30 were $414,563,000, up $57,991,000 for the same period last year; its net income rose $6,180,000 to $36,757,000.

Its broadcast division consists of: cable television systems in Wilmington, Del. and New Haven, Conn.; three VHF television stations: WCHS(TV) Charleston-Huntington, W. Va., WEAR(TV) Mobile, Ala., WPTZ(TV) Plattsburgh, N.Y.; and six radio stations: KDAY(AM) Santa Monica, Calif., WCHS(AM)-WBES(FM) Charleston, W. Va., WBEE(AM) Harvey-Chicago, Ill., WRAP(AM) Norfolk, Va., and WAMS(AM) Wilmington, Del. In addition, the media group has been granted a CATV franchise for several Rhode Island communities and construction will begin in fiscal 1981.

Orkin Exterminating Co., in its 80th year of operation, is by far the largest in the industry and contributes the largest portion of Rollins' profits. In addition, Rollins' Patterson division supplies crews and equipment to oil and gas companies and drilling contractors for purposes of drilling and production, both offshore and onshore. Rollins' Protective Services Co. is a leader in the installation, maintenance and service of early-warning protection systems.

94

San Juan Racing Association Inc. □ *H.N. Glickstein, president and chairman of executive committee.*

Revenues totaled $44,070,104 for the four quarters ending Oct. 30, 1980, a 5.1% drop from those of 1979, which totaled $46,437,316. Broadcast revenues increased 7% from $21,691,306 in 1979 to $23,220,339 in 1980. An employe strike closed the company's New El Comandante Race Track for 18 days early this year, to which SJR attributes the dip in total revenues.

Net income from both the race track and communications divisions fell in 1980. Net income from communications was $2,376,841 in 1980, down 27.36% from a total of $3,095,561 in 1979. SJR attributes the drop to its purchase of KNUS(FM) Dallas in May 1979, a change in format at its KRLY(FM) Houston, and general increases in labor contracts.

The company has contracted with Gulf United Corp. and it's subsidiary Gulf Broadcast Group, Inc. to sell all of its stations except KNUS (see Gulf capsule). Those stations are: WKTU(FM)-WJIT(AM) New York, WUST(AM)-WJMD(FM) Washington, WKLS-AM-FM Atlanta, WQAL(FM) Cleveland, WYSP(FM) Philadelphia and KRLY. The sale is expected to be completed later this year. Gulf plans to sell the New York and Philadelphia stations to Infinity Broadcasting Co. and WUST to another firm.

22

Schering-Plough □ *Richard J. Bennett, chairman and chief executive officer; Robert P. Luciano, president.*

Schering-Plough is a pharamaceutical-based company that took in $349,000,000 in revenues in 1980, but its broadcast holdings of 10 radio stations make up only part of a category entitled 'other,' that contributes approximately 4.7% to annual revenues. Schering-Plough's main business is pharmaceuticals, home and consumer products. Those three categories make up 95.3% of its revenues.

The category that includes broadcast operations also includes animal health and footwear products. For the first nine months of 1980, that category which includes 1980 acquisitions and increased sales by non-broadcast divisions, contributed $70 million in revenues. For the same period in 1979, 'other' contributed $49 million.

Plough Broadcasting in 1979 sold its two Boston stations. In 1980 it purchased WUBE-AM-FM Cincinnati from Kaye-Smith Radio for $3.9 million, bringing back to 12 (6 AM's and 6 FM's) its total of stations. It owns WPLO-AM-FM Atlanta; WCAO(AM)-WXYV(FM) Baltimore; WJJD(AM)-WJEZ(FM) Chicago; WMPS(AM)-WHRK(FM) Memphis; WQXM(FM) Clearwater and WSUN(AM) St. Petersburg, both Florida.

64

Scientific-Atlanta Inc. □ *Sidney Topol, chairman, president and chief executive officer; Jack H. Kelly Jr., executive vice president, chief operating officer.*

A major supplier to the cable television industry, this Atlanta-based manufacturer's products include satellite antennas, headend equipment, set-top converters and, with the September acquisition of Systems Communications Cable of Phoenix for $8.2 million, coaxial cable. September also marked S-A's introduction of 54 channel converter hardware, and the company has indicated that demand for its 54-channel products has been so great as to cause unusually high start-up costs. (Those costs were offset by a $1.1 million gain from the sale of land.)

Communications products from Scientific-Atlanta are not solely used by the cable industry—the company supplies a broad range of satellite communications hardware, including broadcast television, government and business information users. Energy management and home security systems are also included by Scientific-Atlanta among its communications products.

For the 12 months ending September, Scientific-Atlanta's sales were up 45.7%, to $208,158,000. Net earnings climbed 68.4%, to $14,117,000, and earnings per share rose 45.8% to $1.40.

84

Scripps-Howard Broadcasting □ *Jack R. Howard, chairman; Donald L. Perris, president.*

Scripps-Howard Broadcasting is a Cincinnati-based group owner of six television stations and six radio stations. Three of the radio stations, WBSB(FM) Baltimore (formerly WITH-FM) and KMEO-AM-FM Phoenix were acquired in 1980. The company also made its first cable deal last year, when it acquired an interest in Ann Arbor (Mich.) Cablevision for $2,800,000. It is a limited partnership in which the company is the sole limited partner. Another cable venture for Scripps-Howard is Cablevision of Connecticut, of which it is a partner with American TransCommunications of Greenwich, Conn., and Cablevision, a Long Island-based company. Cablevision of Connecticut is one of eight applicants for a cable system franchise in lower Fairfield county, Conn. A decision on which of the applicants will be awarded that franchise is expected early this year. Scripps-Howard stations, in addition to the three new FM's, are WCPO-TV Cincinnati; WEWS(TV) Cleveland; KBMA-TV Kansas City, Mo.; KJRH(TV) Tulsa, Okla.; WPTV(TV) West Palm Beach, Fla.; WMC-AM-FM-TV Memphis, and KNOX(AM) Knoxville, Tenn.

Revenues for Scripps-Howard for the four quarters ended Sept. 30, 1980 were $74,298,000, up 7.3% from the previous year's $69,246,000. Net earnings for the same quarters were $16,408,000, up 4.8% from 1979's $15,653,000.

14

Sony Corp. □ *Akio Morita, chairman and chief executive officer; Kazuo Iwama, president and chief operating officer.*

Sony's electronics enterprise began in 1946 under the name Tokyo Telecommunications Engineering Company. Since then it has grown to a multi-billion dollar operation producing a wide spectrum of technical products. Some of its best known items are Trinitron color TV sets, Betamax videocassette decks, magnetic recording tape (audio and video), stereo

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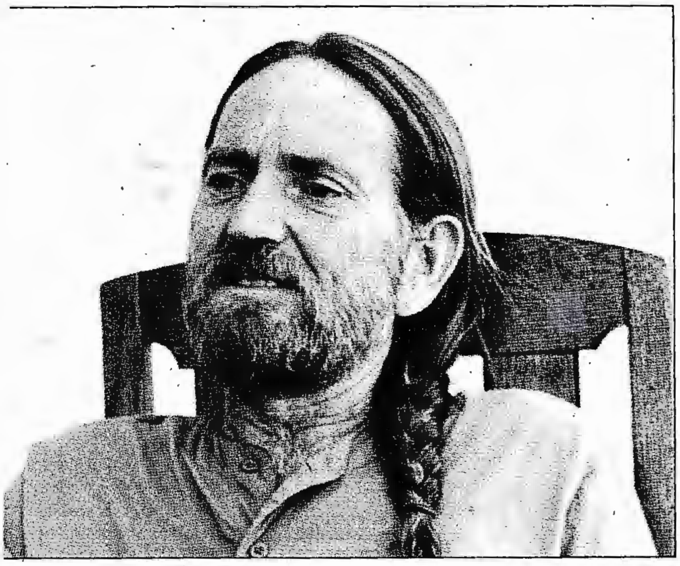

Country Music star Willie Nelson to guest on "Country Music Gazette"

Nashville—the number of Country-Western shows on television lately has increased dramatically. In recent months, viewers have seen "Country Music Awards," "Country Gold," "The Unbroken Circle," "1970: An Explosion of Country Music," "Waylon Jennings Special," "Nashville Palace" and "Kenny Rogers' America."

There's good reason for the sudden increased interest. "Country Music Awards" was the #1 program in its time period with a 23 rating and 34 share, and increased its share by 2 points over last year's telecast!* "Kenny Rogers' America" also ranked #1 in its time period against NBC's movie "Skyward" with Bette Davis and ABC's Monday Night Football.**

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systems and components, microphones and video monitors.

Both revenues and earnings showed strong gains for four quarters ending July 1980. Sales for Sony increased 39.9% garnering $3,910,-754,000. Profits jumped over $173 million more than previous survey period to $254,819,259. Per shares rose 3% at $1.18. Some of the increase in this year's sales and earnings figures can be attributed to the fluctuating exchange rate. For example, in nine months ended July 29, 1979, Sony experienced a loss of $93,620,-000, while for the same three quarters in 1980, there was a foreign exchange gain of $5,468,-000.

Although its home office is in Japan, approximately two-thirds of Sony's sales are obtained abroad. Its American subsidiary, Sony Corp. of America, is divided into three segments: Sony Consumer Products, Sony Video Products and Sony Industries. Within the U.S., Sony has several major interests, most notable are Sony's Dothan, Ala. tape plant which manufactures 1.2 million Betamax cassettes each month (according to 1980 annual report); San Diego's Trinitron plant, the first TV plant opened in the U.S. by a Japanese firm; plus various lucrative joint ventures such as CBS/Sony, Sony/Tektronics and Sony/Eveready. Non-broadcast commitments include Sony/Wilson (marketing sports equipment), Sony Prudential Life Insurance Co. Ltd. and Sony Creative Products (marketing cosmetics).

68

Storer Broadcasting Co. □ *Bill Michaels, chairman and chief financial policy officer; Peter Storer, vice chairman and chief executive; Terry H. Lee, president and chief operating officer.*

Storer Broadcasting is, by intent, a two-division company now, with one division essentially television, the other cable. To help fund its cable expansion, four of its five radio stations were sold in 1979 at prices totaling $42 million, and the fifth, WLAK(FM) Chicago, will become eligible for sale under FCC rules—if the company still wants to sell it—in mid-1981.

In 1979, broadcasting accounted for 76.4% of revenues and cable represented 23.6%. But cable's share is growing; in 1978, for example, it was 18%. Throughout the past year, Storer has pushed an intensive cable construction and acquisition program at a pace that company officials call unprecedented in the industry. It is this construction program, coupled with the troubled general economy, that brought a steep drop in earnings in the third quarter of 1980, following a lesser drop in the second quarter. For the 12 months ended Sept. 30, revenues were up 11.8% to $185,301,000 while net earnings rose 3.7% to $27,391,000.

The effect of the cable expansion program also was reflected in figures showing that the cable division's 350,000 basic subscribers at the end of 1979 had grown to more than 500,000 in October and were projected to exceed 600,000 by the end of 1980 and approximately one million a year later. Storer's owned-and-operated cable systems are now in close to 20 states.

The Storer television stations are WAGA-TV Atlanta, WSBK-TV Boston, WJKW-TV Cleveland, WJBK-TV Detroit, WITI-TV Milwaukee, KCST-TV San Diego and WTVG(TV) Toledo, Ohio.

62

Taft Broadcasting Co. □ *Charles S. Mechem Jr., chairman; Dudley S. Taft, president.*

Taft Broadcasting is deeply involved in three fields that are essentially entertainment-oriented: broadcasting, television and motion-picture production and distribution and regional theme parks. Its broadcast group—seven TV stations and six AM and six FM stations—is the big balance-sheet contributor, representing about 43% of revenues and 75% of operating profits in Taft's fiscal year 1980, which ended March 31. The entertainment group contributed about twice as much revenue as the amusement park group but lagged slightly behind the parks in profits.

In the 12 months ended Sept. 30, Taft's revenues climbed 26.9% to $247,303,000 while net earnings increased 9.7% to $31,913,000.

In September, Taft consolidated its television and theatrical production activities by forming the Taft Entertainment Co., consisting of Hanna-Barbera Productions, Hanna-Barbera Enterprises, QM Productions, Taft International Pictures, the Cy Fischer Co., Cinemobile Systems and Cine Guarantors. Activities of the new company include production of programing and films for TV and theaters, domestic and international distribution of motion pictures to theaters, licensing and merchandising of characters and concepts, leasing of specially equipped vehicles for location filming of motion pictures, management and network sales representation services and motion picture completion bonding services.

Worldvision Enterprises, the TV distribution company acquired by Taft in 1979 in a stock deal valued at $14.2 million, remains a separate company.

The Taft stations are: WBRC-TV Birmingham, Ala.; WGR-AM-TV and WGRQ(FM) Buffalo, N.Y.; WKRC-AM-TV and WKRQ(FM) Cincinnati; WTVN-AM-TV and WLVQ(FM) Columbus, Ohio; WDAF-AM-TV and KYYS(FM) Kansas City, Mo.; WTAF-TV Philadelphia; KQV(AM)-WDVE(FM) Pittsburgh; WDAE(AM)-WYNF(FM) Tampa-St. Petersburg, Fla., and WDCA-TV Washington.

99

Technical Operations Inc. □ *Marvin Schorr, president; William McCormick, president, McCormick Communications.*

Technical Operations, based in Boston, comprises two groups: the technology group, which makes solid state controls for electric vehicles, nondestructive nuclear products and services, and radiation monitoring equipment, and the broadcasting group, McCormick Communications (of which Tech Ops owns 80%). Tech Ops formerly had a construction group, too, but last March sold it back to the original owner, C. Vincent Vappi, who had been serving as chairman of Tech Ops. Although the technology group provides the company with most of its revenues, Tech Ops reports it is actively looking to acquire additional broadcasting properties. It currently owns WFOG-AM-FM Norfolk-Suffolk, Va., WLKW-AM-FM Providence, R.I., and WJYE(FM) Buffalo, N.Y.

Last year, the company's revenues were up 31%, from $22,793,000 in 1979, to $30,020,000. Net earnings, including the construction business, were up 0.5%, from $1,858,000 in 1979 to $1,868,000 in 1980. Net earnings, exclusive of the construction business, were $1,409,000 in 1979 and $2,263,000 in 1980.

29

Tektronix Inc. □ *Howard Vollum, chairman; Earl Wantland, president and chief executive officer.*

This manufacturer of sophisticated electronic equipment posted revenues of $996,339,000 for the four quarters ended in September 1980, a 19.2% rise over the same year-earlier period. Earnings increased 2.4% to $83,500,000 from $81,475,000. Per-share earnings rose 1.1% to $4.56.

The company has two major product divisions—test and measurement products and in-

formation display equipment. Test and measurement sales account for about 75% of the company's total sales and include oscilloscopes, modular plug-in instrument systems, spectrum analyzers, pulse generators, amplifiers, logic analyzers, microprocessor development aids, cable testers, power supplies, physiological monitors, probes, attenuators and waveform cameras. For the television industry, the group makes waveform and picture monitors, signal generators and vectorscopes for testing and displaying the quality of video transmissions. Last year the company produced "the world's first digital test-signal generator."

The information display group, which contributed approximately 25% of the firm's sales, manufactures graphic computer systems utilizing CRT's, microprocessors and keyboards. This division also includes the Grass Valley Group, which makes television routing switchers and special effects systems for TV production.

81

Tele-Communications Inc. □ *Bob Magness, chairman; John C. Malone, president and chief operating officer.*

With the acquisition of 27 cable systems across the nation representing over 800,000 additional subscribers, Community Tele-Communications Inc. (cable subsidiary of TCI) passed into that elite group of cable MSO's claiming one million or more subscribers. As of Sept. 30, 1980, TCI's basic subscriber count totalled 1,034,519, with 40.5% of those (419,358) subscribing to at least one additional pay tier. All told, the TCI systems have 19,277 plant miles, passing 1,930,000 homes.

In September of last year, TCI reached an agreement in principal to purchase 83% of Horizon Communications Corp.—an Evansville, Ind.-based cable MSO with approximately 121,000 basic subscribers—for approximately $30 million cash plus some $46 million in liabilities. The closing is expected by March 31, 1981.

TCI's largest cable acquisition in 1980 was the purchase of Madison Communications Inc., a New York-based MSO with systems in New Jersey, Maryland, Virginia, Vermont, North Carolina and South Carolina, for approximately $15 million. The Madison cable group has approximately 30,000 basic subscribers.

In November of last year, the company issued three million new shares of stock valued at $70 million.

In the first quarter of 1979 TCI consolidated its cable affiliate, Athena Communications Corp., which accounts for the extraordinary discrepancy between total earnings for the company in 1979 ($43,316,000) and its total earnings for the four quarters ended Sept. 30, 1980 ($6,624,000). Athena sold some 543,300 shares (out of a total 765,000 shares owned) of Resorts International, an Atlantic City, N.J., casino operator, yielding net proceeds in excess of $20 million.

TCI also operates a microwave communications subsidiary known as Western Tele-Communications Inc. (WTCI) which provides common carrier microwave communications services to specialized common carriers, television and radio networks and cable systems (including systems owned by its parent). TCI's microwave operations account for 10% of its total revenues while its cable operations account for the remaining 90%.

67

Teleprompter Corp. □ *Jack Kent Cooke, chairman and chief executive officer; Russell Karp, president and chief operating officer.*

Teleprompter, one of the nation's leading cable television operators, has enjoyed increasing success with its CATV systems, in addition to its other ventures—Showtime, Muzak and Filmation. It's currently the object of a $646 million acquisition by Westinghouse Electric (BROADCASTING, Oct. 20, 1980).

Teleprompter serves about 1.25 million basic subscribers in more than 30 states. And revenues from its consolidated cable systems account for more than half its total revenues.

Teleprompter's revenues for the 12-month period ending Sept. 30 were $194,280,000, $28,-816,000 higher than the previous year. Net income rose $5,669,000 to $23,924,000 for the same four quarters.

Teleprompter's largest systems are those owned in a joint venture with Hughes Aircraft Co.—the Los Angeles and Manhattan cable franchises. Although the Los Angeles system became profitable in 1979, the Manhattan system is not yet fully operational. Both are dependent on financial support until they generate a positive cash flow.

Showtime, the country's second largest pay cable supplier, is jointly owned by Teleprompter and Viacom and serves over one million subscribers in 600 cable systems.

Muzak, the world's largest supplier of functional music to offices, factories, hotels and other commercial and industrial establishments, is 46 years old. Its most recent acquisition was the Los Angeles franchise. The division has entered into an agreement with Western Union for the rental of transponder service space on one of its communications satellites and with California Microwave Inc. for the purchase of earth reception stations. The satellite service is expected to provide a higher quality of signal than is presently available.

Filmation is one of the two leading producers of children's programing. This division planned to produce 72 half-hours of programing as well as two specials by end of the fiscal year on Dec. 31.

7

3M Co. □ *Raymond H. Herzog, chairman; Lewis W. Lehr, vice chairman and chief executive officer.*

This diversified company has 10 major product groups that produced sales of $5,940,800,000 during the four quarters ended September 1980, a 12.9% gain over the similar period a year earlier. Earnings rose 5.6% to $670,800,000 while per share earnings increased 5.5% to $5.72.

The recording materials division manufactures a broad range of magnetic audio and video recording tape for commercial broadcasting and home markets as well as disks and cartridges for computer applications. New products include videocassettes for home and commercial recorders as well as for prerecorded material; color videotape for one-inch broadcast recording systems; an electronic editor for the company's Digital Audio Mastering System; Metafine metal particle audio cassette tape, and a line of character generators for TV broadcasting. The division contributes about 9% of the company's total sales.

16

Time Inc. □ *J. Richard Munro, president and chief executive officer; Ralph P. Davidson, board chairman.*

Time Inc.'s revenues for the year ended last Sept. 30 rose by about 20% to almost $2.8 billion but net income was up only about 5%. Time acknowledged that a contributing factor in the increase was a $9.3 million gain, realized in the quarter ended last Sept. 30, from the sale of the company's office in Paris.

Time said the quarter ended last Sept. 30 suffered because of the results at Time-Life Films, the start-up of *Discover* magazine and operations in the building materials segment of the Forest Products Group. The company said its principal video operations, American Television and Communications and Home Box Office, continued to improve their profits. Overall results from the group were down because of a $10 million decline in pretax income at Time-Life Films. Approximately $6.5 million represents an unusual charge to earnings in write-downs and in overruns on television programs already produced and two made-for-television movies. As part of a reorganization at Time-Life, the company has said it would move its headquarters to Los Angeles from New York in early 1981 and change its emphasis from program distribution to program production (BROADCASTING, Dec. 8, 1980).

21

Times Mirror □ *Otis Chandler, chairman; Robert F. Erburu, president and chief executive officer.*

The Times Mirror Co., an increasingly diversified company that is still known principally for its newspapers, increased its broadcast holdings substantially last year when the FCC approved the acquisition of five television stations from Newhouse Broadcasting Corp. The five stations, for which Times Mirror paid $82,300,-000, are WAPI-TV Birmingham, Ala.; KTVI(TV) St. Louis; WSYR-TV Syracuse, N.Y.; WSYE-TV Elmira, N.Y. (a satellite of WSYR-TV), and WTPA-TV Harrisburg, Pa. Its television interests previously included KDFW-TV Dallas-Fort Worth and KTBC-TV Austin, both Texas.

The company, which has extensive interests in newsprint, information services and publishing, is known mainly for its *Los Angeles Times.* Its other newspapers are *Newsday,* on Long Island, the *Dallas Times Herald, The Hartford* (Connecticut) *Courant, The Stanford* (Connecticut) *Advocate* and the *Greenwich* (Connecticut) *Times.* Overall, Times Mirror reported $1,818,081,000 revenues for the four quarters ending Oct. 5, 1980, and net earnings of $133,989,000. The comparable figures for 1979 were $1,566,268 and $157,159,000.

11

Transamerica Corp. □ *John H. Beckett, chairman; James R. Harvey, president and chief executive officer.*

Transamerica Corp. revenues related to television may only amount to 1.4% of the entire operations. But even a small percentage translates to considerable dollars for a conglomerate that had revenues of $4,326,886,000 for the 12 months ended Sept. 30, up from $3,889,338,-000 a year earlier. Net earnings increased to $241,830,000 from $231,456,000.

Transamerica's television activities come under the United Artists banner, known primarily for its theatrical film distribution. While enjoying success with such films as "Apocalypse Now" and "Stardust Memories," United Artists was set back when "Heaven's Gate" had to be pulled shortly after its release. On the TV side, UA has feature films and its "Pink Panther" series.

Among the short-term gains showing up on United Artists reports in 1980 was income from home videodisk licensing and payments from MGM and Lorimar in order to end a sub-distribution agreements. UA, however, still handles MGM's theatrical distribution, although the company has said it is moving to take that back as well.

The largest revenue contributor to Transamerica is Occidental Life, which reported record nine-month and third-quarter results in the latest statement. The major lines of business at Transamerica break down into insurance, financial, transportation, entertainment and manufacturing.

Aside from United Artists and Occidental Life, other Transamerica companies range from Budget Rent a Car to the manufacturing subsidiary Transamerica Delaval (energy, industrial and aerospace products). A new money market fund, Transamerica Investment Services, also is managed by the corporation.

33

20th Century-Fox Film Corp □ *Dennis G. Stanfill, chairman and chief executive; Alan J. Hirschfield, vice chairman; C. Joseph La Bonte, president.*

20th Century-Fox Film Corp., which had revenues of $826,151,000 with net earnings of $56,749,000 for the 12 months ended Sept. 27, divides its operations primarily into two groups: entertainment (movie and TV production and distribution, film processing, musical records and music publishing) and enterprises (television broadcasting, soft drink bottling and resort and recreation). Fox also operates theaters internationally.

Come Feb. 27, directors are expected to be presented a formal proposal for the company to go private. Public shareholders would be offered cash (an unspecified amount), interest in its television station subsidiary and some revenue rights to films.

In addition to the films it licenses to television and syndication activities—including the highly successful *M*A*S*H* reruns—Fox has a network series presence with first-run *M*A*S*H, Trapper John M.D., Ladies Man* and *Breaking Away.* The corporation also owns three television stations: KMSP-TV Minneapolis; KMOL-TV San Antonio, Tex., and KTVX Salt Lake City. And in the videocassette business, Fox's Magnetic Video Corp. has some 800 titles in its catalog.

Three of its most recent releases theatrically are "Nine to Five," "A Change of Seasons" and "Tribute." Other films playing in 1980 range from "The Empire Strikes Back" to "Brubaker."

Theatrical films licensed to television networks brought $31,473,000 in revenues and $12,147,000 in net earnings for the first nine months of 1980, down from respective sums of $34,935,000 and $13,158,000 for the comparable 1979 period. Television broadcasting was up for those periods, to $27,492,000 from $24,-046,000, as was filmed entertainment (which includes TV production and distribution), to $427,964,000 from $310,216,000.

Among Fox's resort and recreational activities are Aspen Skiing Corp. and Pebble Beach Corp.

91

UA-Columbia Cablevision Inc. □ *Robert M. Rosencrans, president and chief executive officer.*

UA-Columbia's revenues and earnings have been steadily increasing since the company's inception in 1962. Revenues for the year ended Sept. 30 were $54,925,000, up $14,880,000 from the previous year. Income rose $615,000, to $4,790,000.

UA-Columbia owns and operates CATV systems in over 100 communities, its largest systems being those in San Antonio, Tex., and Westchester, N.Y.

The company hopes to negotiate a franchise in Fairfield, Conn. in the early part of fiscal 1981.

92

United Cable Television Corp. □ *Albert M. Carrollo, chairman; Gene W. Schneider, president and chief executive officer.*

United Cable is a major MSO and as its total subscribership increased in 1980 so did its revenues. The company, which now counts 350,000 basic subscribers in 35 systems, had revenues of $48 million for the four quarters ending August 1980, a 40% increase over the comparable period of 1979. And the increase in profits was even more impressive. They rose 48.3%—from $4.6 million to $6.9 million.

Much of the increase in revenues and profits is attributable to the initial growth of new systems in such places as Hammond, Ind.; Lincoln Park, Mich.; Bellevue, Neb., and Boise, Idaho.

United Cable, of course, is interested in increasing its cable holdings. It has franchise applications pending in Fort Worth Tex.; Trenton, Mich.; East San Fernando Valley, Burlingame, Mountain View, Union City and Santa Ana, all California, and numerous small towns in Illinois, Michigan, Nebraska and Indiana.

The company is also considering bidding for the cable rights to suburbs of Fairfax County, Va., and several of the suburbs of Chicago and Detroit.

Thus far United Cable is exclusively a cable company, but it has applied for FCC authority to operate over-the-air pay TV operations in Atlanta, Indianapolis, New Orleans and San Antonio, Tex.

42

Varian Associates □ *Edward L. Ginzton, chairman; Norman F. Parker, president and chief executive officer.*

Varian's five product groups posted combined revenues of $620,893,000 for the four quarters ended September 1980, a 25.9% gain over the same period a year earlier. Net income rose 157.7% to $22,115,000. The year-before figure of $8,581,000 contained a $6.8 million loss from discontinued operations for the quarter ended December 1978. Per share earnings figured out to $2.78, up 146% from $1.13 a year earlier.

The company includes, in addition to international operations, the following groups: electron device, instrument, industrial equipment, medical and electrical components (formerly information systems). Two of these, the electron device group and the electrical components group, are of particular interest to the broadcasting industry; they produce power tubes, solid state devices and components, night vision devices, subsystems used in satellite ground terminals and magnetic components for the computer and telecommunications industry.

77

Viacom International Inc. □ *Ralph M. Baruch, chairman and chief executive; Terrence A. Elkes, president.*

What began as an FCC-mandated spinoff of CBS's program distribution and cable television businesses has grown into a widely expanded electronic communications force that had revenues of close to $143 million for the four quarters through Sept. 27, with net earnings of about $14.3 million. For Viacom International, that's consistent with the record-breaking pace the company has set since business began in 1971.

While already established in the cable and program distribution fields, Viacom this year joined the group broadcaster ranks as well. In addition to its WVIT(TV) New Britain, Conn., a merger with Sonderling Broadcasting consummated on March 25 brought these others into the fold: WMZQ(FM) Washington; WWRL(AM)-WKHK(FM) New York; WDIA(AM)-WQUD(FM) Memphis; KIKK(AM) Pasadena, Tex.; KIKK(FM) Houston; KDIA(AM) Oakland, Calif., and WAST(TV) Albany, N.Y. The Sonderling deal also gave Viacom a radio rep firm, Bernard Howard Co.

By the close of fiscal 1979, Viacom Communications, the cable division, had some 400,-000 basic subscribers and growth continued there in 1980, with franchise awards and the launching, for example, of cable service in Nashville. By October this year, Viacom reported more than 1,400,000 pay subscribers to Showtime, its premium service co-owned with Teleprompter.

In the program distribution field, Viacom is a leader, with particular success in prime time access with the *Family Feud* strip. Distribution rights to other shows range from *All in the Family* to *Hogan's Heroes.* Under the Viacom Entertainment Group umbrella, network coproduction also is pursued. A three-hour made-for-TV movie, *Enola Gay,* ran in November and upcoming are six one-hour episodes both of *Nurse* and *American Dream* and an eight-hour *East of Eden* mini-series. International distribution also is a revenue contributor.

20

Warner Communications Inc. □ *Steven J. Ross, chairman; office of the president: Jay Emmett, Emanuel Gerard, David Horowitz.*

Recorded music and music publishing. Theatrical films; television series and theatrical films licensed to television. Publishing and related distribution. Consumer electronics and toys. From these divisions, Warner Communications Inc. had revenues of $1,872,757,000 for the four quarters ended Sept. 30.

That's a 19.5% gain from the comparable period a year earlier—and revenues would have been even higher if cable earnings were included. In 1979 alone cable operations brought in about $81.3 million. Since Warner sold 50% of its cable subsidiary to American Express on Dec. 27, 1979, revenue figures for Warner Amex Cable Communications no longer are consolidated. The buy-in cost American Express $175 million in cash and notes.

Net earnings for the 12 months ended Sept. 30 stood at $217,894,000, way up from the previous period's $103,194,000 in large part from the gains made from the sale of cable interest to American Express.

While the music business has been Warner's leading revenue generator, television series and theatrical films in television distribution (including the pay cable Movie Channel) both have well surpassed the $100 million mark since January 1980. Television series—five prime time network shows (*Alice, Dukes of Hazzard, Flo, Enos* and *Freebie and the Bean*) and licensing of syndicated programs—so far this year have brought $117,785,000. Films going to TV earned a similar amount: $117,489,000 to date in 1980. And Warner has said that film licensing to TV has partially offset "disappointing results from the division's summer releases."

Warner Amex Cable Communications, known for its two-way Qube system in Columbus, Ohio, currently claims over 725,000 subscribers and continues to win new franchises, among them Pittsburgh, Dallas, Cincinnati and greater St. Louis. Of its programming services, the Movie Channel claims 600,000 subscribers, Nickelodeon over 3 million, and last month Warner and ABC gave word of a basic-cable culturally oriented service coming in April 1981 called "Alpha."

Increasingly a major force within Warner operations is its consumer electronics and toys which for the first nine months last year—at $323,801,000—had more than doubled the comparable 1979 revenues.

40

Washington Post Co. □ *Katharine Graham, chairman and chief executive officer.*

The Washington Post Co., increasingly active in publishing ventures, reported a 13.7% increase in revenues, to $647,447,000, for the four quarters ending in September 1980, and a 9.4% increase in net earnings, to $33,629,000. Earnings per share increased from $1.85 to $2.33.

During the past year, a new magazine, *Inside Sports,* became an established member of the Post family, and WDIV(TV) Detroit, for which the Post swapped WDVM-TV Washington, was in its second year as a Post property.

Inside Sports joined a group of financially successful publications that includes the *Washington Post, Trenton* (N.J.) *Times, Everett* (Wash.) *Herald* and *Newsweek* magazine. The other broadcasting properties are WPLG(TV) Miami, WFSB-TV Hartford, Conn., and WJXT(TV) Jacksonville, Fla., all VHF stations.

36

Western Union Corp. □ *Robert M. Flanagan, chairman and chief executive officer; Earl D. Hilburn, president.*

Western Union rebounded in 1981 from an off-year in terms of profits, which were held to just under $3 million in 1979 due to a "write down" of over $20 million after the dissolution of the Telegraph Data Services subsidiary. But for the four quarters ending September 1980, profits soared to over $37 million on revenues of $761 million, which themselves were 8% greater than they were over the comparable period of 1979.

The heart of the corporation is the Western Union Telegraph company, which was established in 1851 and still generates the bulk of the corporation's revenues. But while the telegraph company has been the past and present, satellite communications services may be the future.

Western Union currently has three domestic satellites (the Westars) in orbit and has plans to launch a fourth in January 1982. The satellites are used extensively by radio and television broadcasters for news and program production and for program distribution. They also are used for transmission of data and facsimile by newspapers and business.

Portions of the satellite systems have been sold off to finance its expansion. American Satellite Co., jointly owned by Fairchild Industries and Continental Telephone, in 1981 will assume a 20% interest in the three existing satellites and the fourth when it is launched. American also plans to buy a 20% share of the fifth Westar, due for launch in August 1982. In addition, Fairchild and Continental also have acquired a 25% share each in Space Communications, which is building a tracking and data relay satellite system and which is 50% owned by a Western Union subsidiary. The three agreements mean the influx of around $100 million in outside capital into Western Union satellite plans.

4

Westinghouse Electric Corp. □ *Robert E. Kirby, chairman and chief executive officer; Donald H. McGannon, chairman, Westinghouse Broadcasting Co.; Daniel L. Ritchie, president and chief executive officer, Westinghouse Broadcasting Co.*

Westinghouse made just about the year's biggest splash in the communications pool when it announced its agreement in principle for the acquisition of one of the world's largest cable television MSO's—Teleprompter Corp. The merger isn't expected to be completed until sometime this year, but if successful it will be the largest deal in the history of electronic media—a $646 million purchase. Westinghouse had dabbled in cable before; it owned a small operation called Clearview Cable in Georgia and participated in a few other franchises. But this one move will catapult Westinghouse to the position of an MSO with 1.25 million subscribers, and add a 50% interest in the pay cable programer Showtime, as well as Filmation Associates and Muzak to the Westinghouse fold.

The Teleprompter purchase would be accomplished through Westinghouse Broadcasting Co., with the cable operator continuing to be managed as an independent entity, apart from the other holdings that have already placed Westinghouse Broadcasting in the front ranks of its segment of the industry. Group W stations (as they're known) are WJZ-TV Baltimore; WBZ-AM-FM-TV Boston; WRET-TV Charlotte, N.C.: WIND(AM) Chicago; KOAX(FM) Dallas; WOWO(AM) Fort Wayne; KODA-FM Houston; KYW-AM-TV Philadelphia; KDKA-AM-TV and WPNT(FM) Pittsburgh; KFWB(AM) Los Angeles; WINS(AM) New York; and KPIX(TV) San Francisco. Just approved by the FCC is the $6.4 million purchase of KJQY-FM San Diego from HBC Inc., and pending approval is the purchase of KOSI-FM Denver from Armstrong Broadcasting for $7.5 million.

Group W Productions is another wing of Westinghouse Broadcasting that has earned the company distinction, and which, it is suggested, will give Westinghouse an edge in cable programing. Programs from this unit include *PM Magazine* and *The John Davidson Show.* In 1980 the company dropped its long-standing association with *The Mike Douglas Show.*

Moving into cable programing on another front, Westinghouse Broadcasting has also made a deal for a joint venture with the mini-pay service Home Theater Network, which could lead to full Group W ownership of HTN by 1986.

For parent Westinghouse Electric, revenues were up 15.9% in the 12 months ended Oct. 30, to $8,289,900,000. Net earnings soared 51.7%, to $179,143,000, reflecting the resolution of many of Westinghouse's problems regarding uranium contract litigation, which had resulted in substantial extraordinary losses charged against earnings in the year earlier. Those losses carried over into the last three months of 1979. Earnings per share rose 54.4%, to $2.10.

53

Wometco Enterprises □ *Mitchell Wolfson, chairman and president.*

After putting WTVJ(TV) Miami on the air in 1949, Wometco gradually expanded its stake in broadcast with acquisitions of traditional television and radio properties. However, its communications growth in recent years has been in cable television and subscription TV.

Wometco's broadcast division, in addition to WTVJ, includes WLOS-FM-TV Asheville, N.C.-Greenville and Spartanburg, S.C.; WZZM-TV Grand Rapids, Mich.; KVOS-TV Bellingham, Wash.-Vancouver, B.C., and WWHT(TV) Newark, N.J., the home of the company's Wometco Home Theatre (over-the-air pay TV service).

Wometco's STV/CATV division includes the aforementioned WHT service as well as cable services in 83 franchised communities in seven states and Grand Bahama Island. As of Sept. 20, Wometco was serving 123,500 basic cable TV subscribers, including 62,000 pay cable subscribers. The WHT service in the New Jersey-New York metropolitan area had a subscriber count of approximately 90,000. The company notes that WHT is not yet profitable, "but now that we have consolidated operations and improved marketing procedures, it seems that our major problems are behind us and we are now heading down the road to profitability."

Wometco's biggest income producer is its soft drink bottling division that includes operations as one of the nation's largest publicly owned Coca-Cola bottlers as well as franchises for other national brands and private labels.

The vending division, second in revenues for Wometco, provides vending and food service operations in the South, Puerto Rico and the Bahamas.

Behind broadcasting (third) and before CATV/STV (fifth) in revenues is the entertainment division (fourth). It includes motion picture theaters in Alaska, Florida, Puerto Rico, the Bahamas and the Dominican Republic as well as Florida tourist attractions. Early in 1980, Wometco liquidated its 50% interest in ADWO, a major film distribution company in Central and South America that Wometco felt did not perform satisfactorily.

Wometco revenues for the four quarters ended Sept. 6, 1980, were $337,194,000, up 13.2% over $297,874,000 for the preceding four quarters.

Broadcasting's share of the revenues in the more recent four quarters was $53,139,000, 15.7% of Wometco's total revenues.

Earnings for the four quarters ended Sept. 6, 1980, were $19,580,000, just 2.7% more than the $19,060,000 in the preceding four quarters.

89

Wrather Corp. □ *Jack Wrather, president.*

Wrather, whose chief concerns are hotel resorts, such as the Disneyland Hotel in Anaheim, Calif., has suffered badly from double-digit inflation. In order to expand many facilities, Wrather has had to borrow at high interest rates, and its net income has showed heavy losses.

For the 12 months ending Sept. 30, Wrather had a net loss in income of $3,098,000, more than double the amount for the same period a year ago. It did show a gain in revenues, rising from $48,931,000 to $57,701,000.

25

Zenith Corp. □ *Joseph S. Wright, chairman; R.W. Kluckman, president, chief executive officer and chief operating officer.*

For the second year in a row Zenith Corp. has rebounded significantly from its mid-70's slump. Revenues were up 14% from $1.03 billion in 1979 to $1.175 billion for the fiscal year ended Sept. 30, 1980. Profits soared 28.8%—totaling $27.7 million—for that same period.

Zenith still retains its position as the number one producer of television sets—both black & white and color—in the United States.

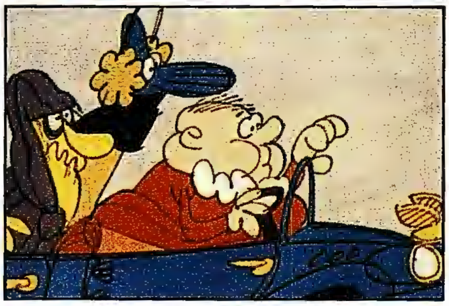
Zenith has begun delivery of its newly developed subscription television decoders to Time Inc. cable subsidiary, American Television & Communications. Also it has contracted with a Southern Satellite Systems subsidiary, Southern Syndicated Systems, to provide that company with teletext decoders—the Zenith Virtext—for use at cable system headends.

The last major acquisition for Zenith was the purchase of the Heath Business from Schlumberger Ltd. for $64.5 million. Heath is a leading manufacturer and market of "build it yourself" electronics kits.

Cable

Financial Data 1979


PIRATES



OFFICIAL FCC ACCOUNTING ON CABLE TV IN 1979

The top line: almost $2 billion The bottom line: almost $200 million

The FCC's cable television financial data released last Monday makes it official: 1979 was a very good year for the industry. After 1978, which can be seen as an off year in terms of profits, the industry was back on track in 1979, reporting a 45.5% increase in profits (pretax) over 1978. Despite a growth in profits of just 2.5% in 1978, profits have grown by over 641% since 1975, from $26.8 million to $199.3 million.

Increases in revenues and expenses in 1979 were in line with increases experienced over the previous two years. Revenues grew to $1.8 billion, a 20.3% increase over 1980 and a 103.1% increase over 1975, and expenses jumped to $1.1 billion, a 22.7% increase over 1978 and a 98.6% increase over 1975.

The $690 million reported in operating income (the difference between revenues and expenses) represented a 38% operating margin. But after subtracting depreciation and amortization and interest expenses, the income shrank to $199 million and the industry was left with a pretax profit margin of 11%.

The FCC figures break out the gross figures on a state by state basis. According to those figures, the states with established cable systems and little new construction show the healthiest profit margins. Wyoming heads the list (42.1%), followed by West Virginia (36.3%), Delaware (31.7%), Montana (27.5%), Nevada (26.4%) and Vermont (26.3%). (Figures are not given for Rhode Island and the District of Columbia since there is only one operational system in each of those places and to list figures would be to betray the balance sheets of those two companies. Their figures were lumped together in the "Other" category on the chart.)

The FCC figures are based on filings of systems serving 94% of all cable subscribers. They include the actual tabulations of the filings as well as projections for 100% of the cable systems.

Much of the increase in revenues and profits over the past five years is attributable to pay television, which began making a significant impact in 1975 when Home Box Office began to disseminate it widely and economically by satellite.

Pay revenues jumped 85.1% in 1979 over the previous year, the first year for which pay revenue figures were available. Pay revenues were over $355 million, accounting for 19.6% of the industry's total revenues. In 1978 the pay revenues amounted to $192 million, about 13% of the industry total.

Although the industry revenue and profit totals are nowhere near those for conventional TV, cable's gain in profits is in stark contrast to the gains made by the broadcasting media. The FCC's figures show an increase in television profits of just 2.2% over 1978, and a decrease in radio profits of 23.8%.

In addition to describing the financial size of the industry the FCC figures also give an idea of the industry's size in terms of subscribers and communities served. According to the figures, 15.7 million subscribers (an 11.7% increase over 1978's 14.1 million) in 8,539 communities (a 4.1% increase over 1978) were served by cable. Cable, which passed by 27 million homes, achieved a 54.7% penetration rate for the year.

Indicative of the physical growth of the industry was the 11.9% increase in total assets. The book value of the assets climbed from $2.9 billion in 1978 to $3.2 billion in 1979.

Cable made its greatest inroad in Maryland during the year as subscribership in that state more than doubled, jumping from 79,041 to 184,639. Nonetheless, California remained the most wired state in 1979, the cable systems there reporting 1,965,136 subscribers. California was followed by Pennsylvania (1,163,993), New York (1,110,368), Texas (831,517), Ohio (740,518) and Florida (737,065). Not surprisingly, of the nine regions for which the FCC also broke out numbers, the Pacific region, including Washington, Oregon, California, Alaska and Hawaii, generated the most revenues, nearly $237 million.

Hawaii, which doubled total subscribership during the year to 117,158, showed the largest percentage increase in terms of total revenues (158.1%). Wisconsin (145.1%) and Tennessee (121.2%) were not far behind.

The FCC figures also show that the average monthly subscriber rate for basic service was $7.37 for the year, ranging from an average low of $4 for the lone cable system in Washington, D.C., to a high of $17.88 in Alaska. The average installation fee was $16.99, ranging from $10 in Rhode Island to $60 for Washington, D.C. The average monthly rate for pay cable television service was $8.73, ranging from $4.89 in Mississippi to $13.67 in Washington, D.C.

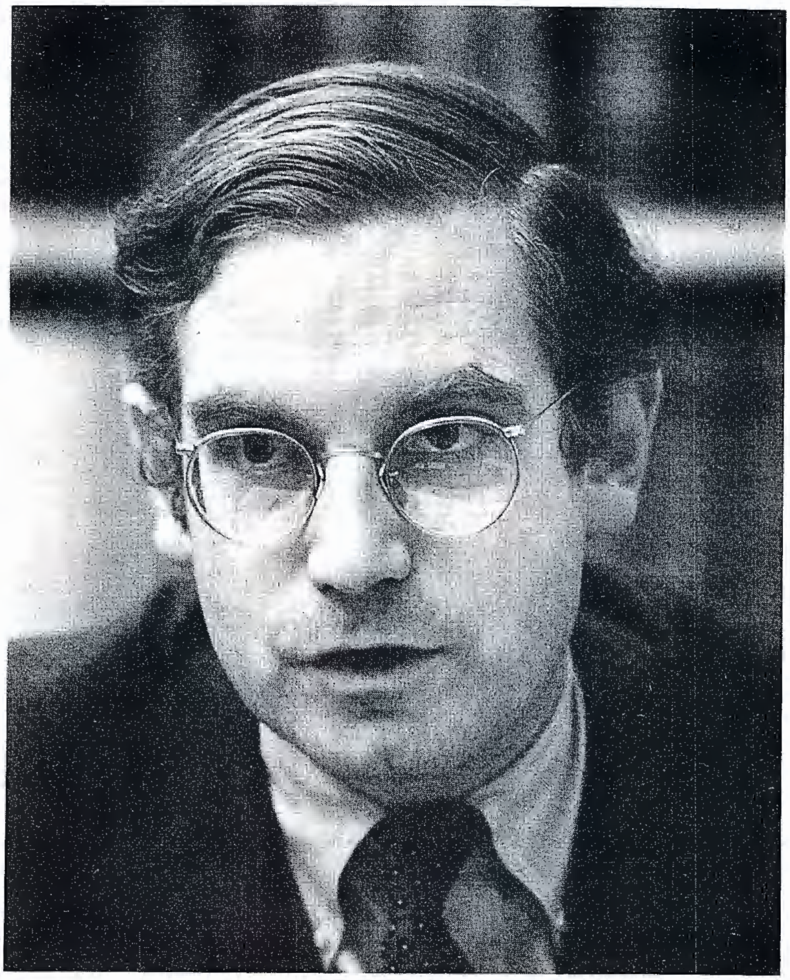
A state-by-state tracking of cable

State	1979 subscribers	1978 subscribers	% change	1979 operating revenues	1978 operating revenues	% change	1979 pay TV revenues
Alabama	311,630	272,344	14.4	$38,708,176	$29,817,566	29.8	$8,342,112
Alaska	16,874	13,779	22.5	4,710,029	3,741,703	25.9	648,224
Arizona	94,890	75,701	25.3	12,446,594	9,860,829	26.2	1,794,945
Arkansas	199,328	173,548	14.9	24,926,333	17,257,515	44.4	2,021,218
California	1,965,136	1,700,164	15.6	239,673,775	195,008,161	22.9	53,210,147
Colorado	115,119	98,316	17.1	11,426,413	9,327,847	22.5	2,091,336
Connecticut	255,402	180,602	41.4	30,321,290	20,710,130	46.4	5,100,853
Delaware	97,516	98,516	− 1.1	11,783,090	10,518,044	12.0	1,795,041
Florida	737,065	606,383	21.6	85,963,215	62,543,152	37.4	18,634,771
Georgia	352,447	319,645	10.3	38,046,738	32,780,375	16.1	7,269,711
Hawaii	117,158	57,165	104.9	12,430,453	4,816,814	158.1	760,475
Idaho	76,475	46,328	65.1	8,218,075	5,347,007	53.7	1,254,651
Illinois	379,699	386,549	− 1.8	41,514,653	36,369,981	14.1	7,554,997
Indiana	274,342	221,705	23.7	30,033,160	19,502,972	54.0	6,120,469
Iowa	182,792	154,065	18.6	22,478,399	16,686,860	34.7	5,187,533
Kansas	245,320	205,687	19.3	21,718,783	19,564,272	11.0	3,841,049
Kentucky	227,880	199,753	14.1	26,526,511	38,213,407	30.6	2,033,485
Louisiana	239,000	259,034	− 7.8	22,612,029	19,244,023	17.5	5,169,520
Maine	94,292	83,553	12.8	9,908,921	7,051,184	40.5	1,555,578
Maryland	104,052	79,041	31.6	11,505,994	7,575,195	51.9	1,675,034
Massachusetts	315,970	272,651	15.9	31,765,047	26,487,768	19.9	4,769,101
Michigan	401,944	355,332	13.1	44,113,523	38,105,698	15.8	8,685,673
Minnesota	194,789	172,571	12.9	20,531,488	16,068,796	27.8	3,282,972
Mississippi	347,278	190,754	82.1	23,388,502	16,458,363	42.1	4,153,757
Missouri	188,560	171,312	10.1	21,079,486	15,947,532	32.2	2,590,617
Montana	102,414	95,496	7.2	12,822,315	11,110,705	15.4	2,179,160
Nebraska	98,464	83,241	18.3	5,580,059	7,070,365	21.1	902,488
Nevada	40,493	36,051	12.3	5,422,483	4,579,042	18.4	1,693,309
New Hampshire	76,988	75,430	2.1	6,853,825	6,472,085	5.9	453,222
New Jersey	469,612	452,022	3.9	60,309,165	50,159,995	20.2	20,584,595
New Mexico	132,104	115,800	14.1	16,668,658	11,902,348	40.0	3,221,358
New York	1,110,368	971,729	14.3	142,670,156	114,427,929	24.7	36,135,268
North Carolina	346,134	255,031	35.7	37,051,207	22,442,201	65.1	8,551,876
North Dakota	49,067	41,203	19.1	5,186,336	16,172,230	67.9	411,371
Ohio	740,518	725,684	2.0	81,321,693	69,969,907	16.2	15,114,902
Oklahoma	277,029	196,522	41.0	27,624,757	18,945,019	45.8	6,385,989
Oregon	223,584	159,074	40.6	24,187,244	14,971,727	61.6	3,302,639
Pennsylvania	1,163,993	1,107,301	5.1	109,256,629	115,796,465	5.6	18,499,595
South Carolina	175,351	141,690	23.7	21,296,303	14,776,228	44.1	5,479,324
South Dakota	46,490	50,849	− 8.7	4,693,535	4,591,390	2.2	442,620
Tennessee	208,515	153,838	35.5	30,888,284	13,966,983	121.2	3,751,423
Texas	831,517	735,465	13.1	98,050,950	71,186,315	37.7	17,398,223
Utah	20,130	16,338	23.2	1,860,292	1,709,380	8.8	378,377
Vermont	56,636	49,403	14.6	5,377,751	4,459,178	20.6	603,332
Virginia	264,007	191,653	37.8	29,173,284	19,895,768	46.6	6,613,007
Washington	341,792	346,281	− 1.3	46,023,820	42,363,319	8.6	12,474,232
West Virginia	215,197	197,749	8.8	40,451,278	31,199,067	29.7	3,362,827
Wisconsin	162,370	143,823	12.9	32,576,591	13,292,408	145.1	2,887,229
Wyoming	79,658	86,233	− 7.6	11,412,498	9,748,537	17.1	2,587,273
Other	30,143	35,400	−14.9	3,709,327	6,333,219	41.4	737,058
U.S. Total	14,798,171	12,857,804	15.1	1,706,299,117	1,376,547,004	24.0	333,693,966
Totals projected to 100%	15,759,500	14,113,945	11.7	1,817,144,960	1,511,028,545	20.3	355,371,636

television's 1979 financial fortunes

1978 pay TV revenues	% change	1979 operating expenses	1978 operating expenses	% change	1979 net income	1978 net income	% change	% of subs not included
$4,902,851	70.1	$22,864,114	$16,890,579	35.4	$7,129,660	$6,394,056	11.5	2.7
221,517	192.6	3,446,502	2,872,353	20.0	593,944	391,597	51.7	0
853,209	110.4	7,842,184	6,247,796	25.5	576,831	1,178,986	51.1	2.1
787,820	156.6	14,962,824	9,930,115	50.7	2,090,650	−2,109,923	199.1	0
33,504,972	58.8	141,279,392	111,964,141	26.2	31,797,322	18,801,976	69.1	4.7
317,915	557.8	6,816,535	5,548,242	22.9	126,403	−373,790	133.8	0
3,155,962	61.6	16,176,972	11,582,934	39.7	4,254,724	1,469,248	189.6	4.8
1,273,937	40.9	6,311,175	5,298,319	19.1	3,732,478	2,911,135	28.2	0
10,120,149	84.1	57,942,594	41,602,851	39.3	515,364	639,941	19.5	0
4,248,972	71.1	23,323,396	18,205,973	28.1	6,866,323	5,820,243	18.0	13.0
184,914	311.3	7,324,585	3,361,397	117.9	399,892	−76,090	625.6	0
755,464	66.1	4,602,605	2,922,652	57.5	1,488,222	461,034	222.8	0
3,693,522	104.5	25,228,513	22,291,210	13.2	6,162,754	4,557,141	35.2	17.1
1,665,202	267.6	18,534,621	11,081,389	67.3	1,072,841	856,293	25.3	7.4
3,098,467	59.7	13,019,254	9,326,717	39.6	4,550,011	1,847,860	146.2	0
1,726,357	122.5	13,754,092	11,960,474	15.0	500,158	3,374,634	85.2	2.9
556,217	265.6	15,143,360	27,887,017	45.7	5,222,168	3,439,561	51.8	4.0
1,117,469	362.6	13,561,185	11,462,993	18.3	2,341,980	1,280,418	82.9	21.4
66,005	256.8	6,245,228	4,389,259	42.3	−784,630	−569,435	37.8	6.4
422,207	296.7	8,708,216	5,461,304	59.5	−75,590	468,640	116.1	7.7
2,498,469	90.9	20,812,630	15,973,146	30.3	2,831,769	2,499,583	13.3	0
3,563,777	143.7	26,343,458	22,511,651	17.0	5,614,169	1,157,534	385.0	5.6
1,354,109	142,4	11,906,124	9,030,963	31.8	3,581,667	2,597,232	37.9	0
472,083	779.9	13,259,312	8,977,043	47.7	5,870,004	4,036,117	45.4	6.4
1,773,356	46.1	13,199,161	9,440,792	39,8	3,055,401	1,947,659	56.9	.2
1,008,042	116.2	7,488,003	5,950,184	24.8	3,526,788	3,682,090	4.2	1.8
406,810	121.8	3,244,095	4,082,328	20.5	147,625	−3,982,597	103.7	4.7
1,198,941	41.2	3,224,767	2,584,963	24.8	1,430,831	1,291,055	10.8	10.0
237,797	90.6	3,928,999	3,552,668	10.6	1,608,162	1,513,798	6.2	25.6
11,261,846	82.8	41,007,166	31,961,540	28.3	4,154,425	3,206,841	29.5	0
1,126,520	186.0	10,160,273	7,238,977	40.4	3,603,712	2,267,863	58.9	0
24,445,612	47.8	93,802,740	76,909,703	22.0	11,054,123	3,382,886	226.8	8.6
1,562,971	447.2	22,075,324	12,562,969	75.7	3,072,574	3,550,120	13.5	0
239,311	71.9	3,586,209	11,738,316	69.4	305,002	−1,732,192	117.6	16.8
9,108,266	65.9	58,116,934	51,621,666	12.6	−11,400,320	8,743,591	30.4	8.1
1,891,988	237.5	15,415,635	10,426,754	47.8	5,320,747	3,891,103	36.7	0
1,412,962	133.7	16,214,783	8,559,598	89.4	4,630,973	3,977,826	16.4	8.1
9,442,088	95.9	63,888,834	65,470,636	2.4	17,323,077	18,223,638	4.9	11.7
2,597,270	111.0	14,325,393	10,401,645	37.7	−243,111	−2,002,640	87.9	5.3
103,614	327.2	2,951,198	2,848,823	3.6	93,958	230,378	59.2	22.0
833,024	350.3	22,392,817	8,411,137	166.2	−1,422,297	−1,073,024	32.6	1.2
8,439,303	106.2	60,353,037	41,650,707	44.9	13,287,914	8,752,021	51.8	6.3
193,266	95.8	1,983,448	1,769,357	12.1	−2,373,152	−1,435,894	65.3	11.7
323,159	86.7	3,092,327	2,289,156	35.1	1,412,058	1,454,248	2.9	14.5
2,524,171	162.0	18,692,802	12,424,887	50.4	−130,303	858,329	115.2	6.6
9,475,455	31.6	27,402,892	24,536,447	11.7	7,666,023	7,706,193	.5	17.0
1,834,555	83.3	21,445,008	15,369,653	39.5	14,698,540	11,644,349	26.2	38.9
947,655	204.7	21,218,202	7,640,429	177.7	4,850,198	1,944,788	149.4	19.6
1,361,468	90.0	6,631,112	5,510,227	20.3	4,800,678	3,050,945	57.4	3.5
548,487	34.4	2,622,977	4,586,844	42.8	236,636	256,274	7.7	0
174,859,503	90.8	1,057,873,007	836,320,924	26.5	187,169,376	124,916,456	49.8	6.1
191,942,374	85.1	1,126,595,322	918,025,164	22.7	199,328,409	137,120,149	45.4	0

Broadcasting At Large



Bullish for the short term, cautious for the long

Last week's release of FCC financial data on the cable TV industry's 1979 performance focused attention on the dollars and cents of CATV. That's meat and potatoes for David O. Wicks Jr., managing director of Warburg Paribas Becker, one of the leading investment banking firms serving the industry. In this interview with BROADCASTING *editors, Wicks shares his thoughts on the fiscal health of CATV, and what the future holds for this "new" telecommunications medium.*

Do you see any possibility, over the next year or two, of the cable industry going through a period like it went through in the early 70's?

Let me start with positives by saying I think the industry, as an industry, is in as strong a shape as I've seen it for the eight or 10 years I've been following it. I think the managements of most of the major cable companies have the breadth of management that they need. The areas that they seem to have added in the last few years have been on the financial side, in the marketing areas, with consumer orientation as to who's really buying their product. Whereas five or six years ago, most of the major companies, even the public ones, were still being run as an entrepreneurial experiment. Even though they might have been public.

Financing was something you needed when you ran out of money, not just in anticipation of new franchises. I did a case history on Tele-Communications Inc. a number of years ago which showed their financial plight when we did their first private placement in the mid-70's. And if you look at that company today, versus then, you'll see the impact of very astute financial management. They're still the same cable people in a sense, but they've become a financially viable company.

Why? Well, for one thing, they took some positive steps. Secondly, pay cable bailed a lot of people out of a lot of trouble—and I don't mean to say pay cable bailed TCI out, I'm not saying that. I'm saying that the industry's fortunes changed so the gross revenue at the top line, instead of being $5 to $7, is $10 to $20. That gives you a little bit more room for error.

One of the reasons I think the cable industry came through the last increase in prime rates, and potentially the current increase in prime, is that the companies are not in a mature state. They may have the bulk of their basic subscribers in any one community but they're still adding to their revenue line and, on a subscriber basis, adding pay television and multiple pay television subscribers. So as inflation and the cost of borrowing has increased, their customer revenues have been increasing at a greater pace.

My concern is that the industry may be too complacent about having cut through a 20% prime. And when a company gets to that level in their maturity where they can't add an ever increasing number of customers, pay customers, are they going to be back to the business they were in in the early and mid-70's—a pretty prosaic business?

What are the alternatives?

Well, their alternatives, as they will tell you, is that cable is the utility feeding the voracious appetite of the American consumer for an ever-increasing level of product. And that the cable industry is the only one geared to serving that wired-nation need.

Do you believe that?

I believe it for the short term. I think if you look around at the major companies and the fact that an awful lot of their growth is in the suburban and urban areas, these are people who have an affluent life style—who are movie-goers, if you will, so therefore a proper movie package will sell. I used to be of the belief that if you didn't have a movie theater in town and pay TV came along, you'd think it was great. But those people aren't used to seeing movies; they don't have that appetite. It's suburban New York, Westchester, New Jersey. Or take Chuck Dolan's operation out on Long Island. Everybody thought it was going to go broke a few years ago; now it's one of the best examples of entrepreneurial cable.

So I see, for the short run, that movies, sports and perhaps some aspects of the two-way dial-it-up or call-it-up, and watch the movie when you want to watch it rather than when it's being broadcast—and I don't want to get too futuristic about it, but the idea that if you want to go home tonight and watch "The Omen," you can either punch it out on your TV or use the telephone and call it up and say, my subscriber number is such and such, please show me, from your library—because it's all computerized—I think, yes, there's growth in that.

Now, are we going to get to what I kind of kid about at home as my ultimate library, where I

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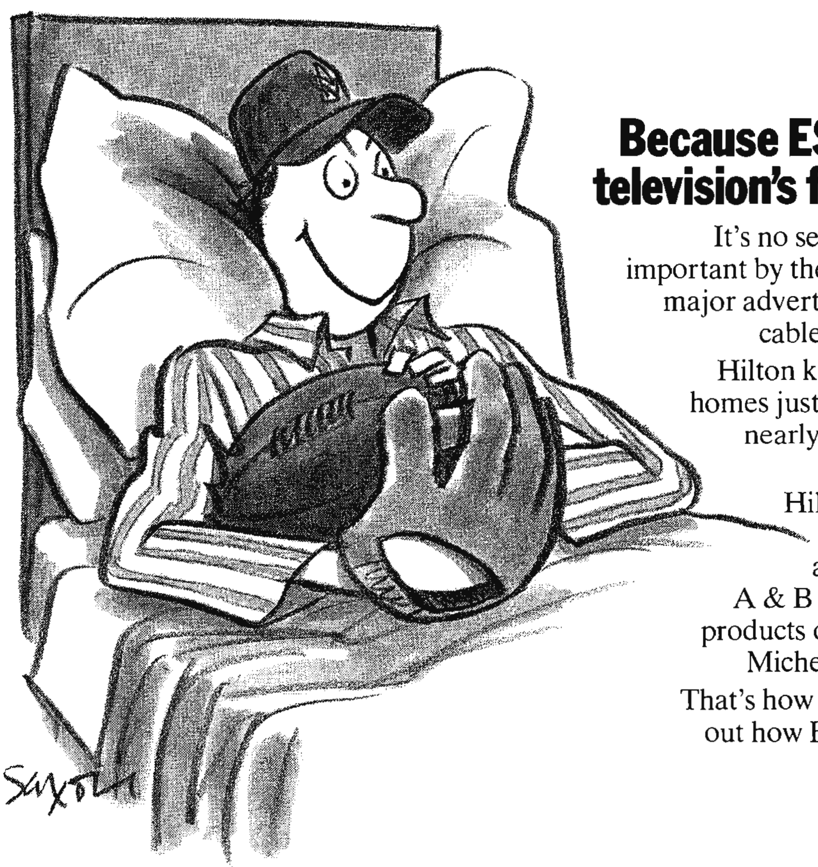

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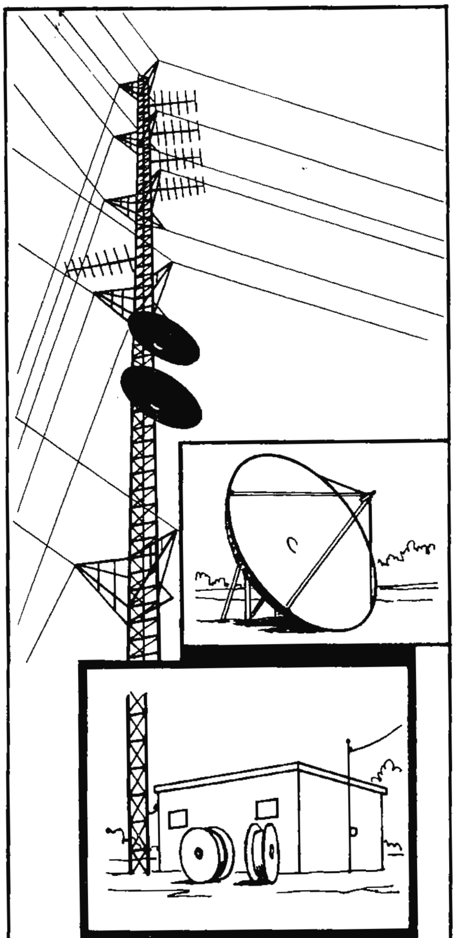


can sit at home and I'll have my direct line here to the street. I can follow the stock market, if that's what I'm doing in my business. Using my computer I can figure out your cash flows and make my recommendation on what your magazine ought to be doing to raise money, the normal corporate things, things that I do. At the same time, I could be checking with my banker to make sure my paycheck got deposited. All those great, wonderful things. And I can see on the wall a video screen or a minicomputer, and my videodisk machine, and my recorders, whatever. Maybe I don't even need those because maybe I can use the computers at the cable company instead of having the disks in my home. Do I want to spend $75 to have "Gone With the Wind?" I don't know.

When does short-term become long-term?

Short term, we'll see the cable industry continuing the way it has. The Dallases and the Bostons will be built. The companies that get those franchises can show to their banker and to their Wall Street analyst, 10, 20, 30, 40 percent increases in what you and I would look at as revenues. Forget how many customers there are. That's not important, it's revenues. And it doesn't really make much difference to you, as a purchaser of stock, whether the increase comes from the same number of subscribers paying more, or a larger number of subscribers paying less, it's still growth.

So I see that as the short term. The long term is this futuristic ability to have 110 channels and fill up 110 channels of viable product the American consumers will be willing to spend money for. I don't see that, frankly, in the next 10 years. Now, this is an area I want to come back to, if you're keeping a list. Because I see that as one of the risks of the industry.

If you look at the applications for the franchises that show instantaneous two-way in communities that don't have a need for two-way—channel capacity for 100-plus channels, and you can't even put 30 quality channels on the air—those are some of the risks that I think are on the horizon.

Now, going back to short term, I think with Home Box Office and Premiere and Showtime and U.S.A. and Getty Oil, this industry is going to make some money in the next couple of years.

But let me qualify the "making money," because I think there has been in this industry, and there continues to be, two levels of money making. One is cash flow, an ability to pay for leverage, and for the operations of the company. Only recently, these companies have also been able to show the old-fashioned net income that the average shareholder is used to seeing. I have concern that that area may go back to being a not very attractive level of income. You have to imagine the amount of money that's being spent to build and rebuild our major cities. Some of the old, established systems are nowhere near as good as the new systems being built in the major cities. Some of them were built in the 60's and have never been upgraded.

Is this net income problem one of the reasons we see things like the selling of Cablecom General, questions about investors looking to get out of U.A. Columbia, Jack Kent Cooke and company selling their holdings in Teleprompter?

No, I don't see that so much as knowledgeable people saying that this industry is going to crash, because on the other side are some equally knowledgeable people making the purchases. And in a sense, they may be even more astute. The buyer may be more astute than the seller. Because many of the sellers in the cable industry are very honest and hard-working people but they've come out of an industry that's had blinders on it. They view themselves as being in the cable television business rather than in the service business. They view themselves as retransmitting somebody else's signals. They're not trained in marketing new products. They're not salesmen in the sense that Time Inc. might be in selling their books, or getting to the consumer to buy their products.

I think they're selling for a variety of reasons. Number one, many of them have been in the business their entire career. They're getting older, they're beginning to think about estate planning. They're beginning to think about the ultimate liquidity of their company. So they would rather create an orderly transition for the management team by selling to a corporation that has the breadth of the communications industry to help their company expand beyond where it is.

Capital Cities is a good example. They probably can do a lot more for Cablecom than Cablecom did for the last five years, for example, under RKO's ownership. If you really look at the numbers, there has been very little growth in Cablecom.

You could look at the Warner-Amex marriage in a slightly different view. There you're bringing to the cable two very wealthy parents, but two parents who have more than just cash. You have the American Express people who have, through their credit card operations and other things, the knowledge of how to get to the consumer, which for many years Warner didn't have. But Warner, of course, had the programing side.

So I see a trend of the old owners saying, gee, I'd like to get all or part of my money back out. That's one set of factors. The other set of factors is, I think, that they're being darned opportunistic. You know, we all used to sit around and do fancy financial analysis on the basis of $300 times some kind of number—customer, hook-up, what have you. And that number now, depending on how you're counting, is probably somewhere between $800 and $1,000 per customer. If I were the owner of a cable company, I think I'd look at myself in the morning and say, gee, I may not have hit the peak, maybe it will go to $1,200, but I'm pretty happy, I think I'll sell 60% of my holdings, or some number. So I think that's the seller's side.

On the buyer's side though, as I said, they're as astute if not more astute. Because they don't have to make the purchase. I think they see the fact that this industry has proven, in its entrepreneurial state, the capacity to deliver product on a cost-efficient basis to the homeowner. We all talked about that, and Irving Kahn talked about it, in the 50's. And it wasn't until pay TV really gave the industry the opportunity to put it in place. And we haven't even gotten to the two-way hook-ups and what that can mean.

So I think there's a belief now that, in addition to the telephone wire, there will be another wire in the home. And I'm not sure I'm smart enough politically to know if the telephone wire and the cable wire may someday be merged. But for the moment, let's assume

the telephone wire is voice and data and the cable wire is video product. That's simplistic but it comes back to your question. That is the difference between long term and the near term.

Is it still possible these days, with older people getting out and large conglomerates taking over, to do something like Chuck Dolan did?

Yes. And there are specific examples. Take Bob Hughes from Communications Properties, Doug Dittrick from Viacom, Henry Harris from Cox Cable . . . I could keep going but I'll stop there. Those men are now out on their own, managing relatively small companies compared to those they left. They're saying to the franchising authority, "If you believed in Cox, if your counterpart in another city believed in Cox five years ago, hey, this is the same management team. We just don't have the same flag, but we can build the same kind of system."

Bob Hughes has been able to go out and build a little company called Prime. He doesn't have the financial backing that Henry Harris has from the Newhouse family, but Bob has tremendous credibility in the financial community and was able to raise debt equity with virtually nothing. He's made an acquisition, he's franchised, he's running a very fine operation.

I think that there are still plenty of opportunities. A Gus Hauser [of Warner-Amex] or somebody managing the top five or six companies in this industry would probably say that the game is over for the little guy. Probably true. I don't think a city like Boston or Chicago is going to go and deliver that system to a favorite son, because the financial risk is too great. I think that the favorite son can still get a suburban franchise; for example, there are some local people bidding for the Brookline, Mass., franchise. Now, Brookline could conceivably give that franchise to the local group but I don't think Boston would go with someone who doesn't have a proven record of managing a business and financing.

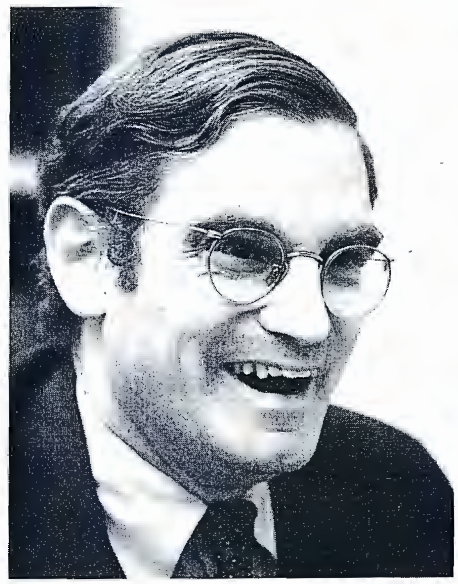
But if you go through the vast number of franchises yet to be granted, there's still plenty of opportunity for people who have some legitimate reason to be in the business. I'm not talking about the local lawyer or the local businessman who gets a franchise because he's local. I'm talking about a company that has cable management. There's still plenty of opportunity.

So it's still possible for an executive of a broadcasting company or cable company to go out and buy his or her own station or cable system?

Sure. Right now the bulk of our business is working with the entrepreneurial side of the industry, assisting people who are leaving corporations and setting up their own companies to buy cable television companies that are actually running, or to buy radio and television properties. They're willing to invest substantial sums out of their own pockets.

What sort of sums are you talking about? What level of business?

An individual? Projects that probably have a value of between $2 to $10 million per entrepreneur to start off with. To buy a cable company, he's looking for situations where the seller probably wants to sell on a tax basis so he's talking about a five-or six-year purchase on an installment basis, so he doesn't need to put



up 100% on day one. If he's buying in that mode, hopefully there's proven cash flow against which he can borrow funds to continue the expansion.

The radio and television industry is a little different because the manager is looking at making a purchase where he may have to change the format of the radio station to make the profits he's looking for. There is the risk of the advertiser that you don't have in cable. But it's being done.

Most of the radio and television groups are looking at multiple station purchases rather than one, because most of us on the financial side are saying that any one radio station is too risky. We'd rather have two or three.

We talked earlier about the need to regenerate funds to do all the upcoming franchising. What forms do you see that taking? I mean, can a Storer go out and do a convertible subordinated offer? Can TCI offer three million shares or something? Other people are going for loans. What's your feeling for how people are going to do it?

I think the capital market for cable in terms of its ultimate need is still reasonably closed on the equity stock. Yes, you can do a public offer. Yes, you can do start-up kinds of public offers today that you couldn't do two or three years ago. But you're talking about a relatively small amount of capital to the total needs of building the larger cities.

The industry is still reasonably small to be able to tap, on any kind of aggressive basis, the public bond market because the grading agencies would look at a cable balance sheet and be very concerned about the level of debt relative to real equity. There are so many intangibles on the balance sheet which have to be deducted from equity, that unless the cable company has a strong parent willing to provide some kind of maintenance program for a debt service—different from a guarantee—I think the rating agencies would have a very hard time with a pure cable company.

So I think the access to the markets is going to come more from the conglomerates with a breadth of products, so that the agencies can look at them as a broader kind of company than just pure cable. That leads me to say that the bulk of the money is still going to come from the banks and the insurance companies.

My concern is that while that market has been increasing over the years, and it continues to show ever increasing amounts of loanable funds, those funds can dry up at any given point in time, and in fact did, last year. Most of the cable companies are so well financed in terms of their lines of credit that that wasn't a major problem. But right now it's possible that if any one of the major companies goes out to line up available credit for every project that they conceive they could possibly win in the next two or three years, they could lock up a large percentage of the available funds for the industry.

That's being handled in two ways. Number one, franchising authorities are saying to many of the major companies, don't show me your line of credit because I know you can use it anyway. Show me a specific piece of paper that says the XYZ bank or insurance company will give you specific funds for our specific city. Some of that has been done. Number two, your major companies are going out well in advance of the need and borrowing more money than they need to spend on their existing cable, so they can demonstrate the capacity to do a $50 million or $100 million project and not have to say, well, be so gracious as to grant me the franchise and I'll go see my friend, Warburg Paribas Becker, and get my money down the road.

Are people willing to give the systems a line that says, yes, I'll give you X for Dallas?

We do that in our cable lending group. Again, that's more on the entrepreneurial side but if you two guys were seeking a franchise and you were going to put up $200,000 between you and need $1 million, we would look at the kind of franchise you're bidding on and we would sign a letter that says, to the extent you're granted a franchise, we would give you funds.

District 9 in Connecticut is an example. Most of the bidders there had specific letters in their franchising proposals, telling the public utility commission in Hartford that in the event they got the franchise, they had the $30 million or $40 million or $50 million to build them.

How do you see the cost of inflation and the cost of money affecting cable financing?

Most of the companies assume that money tied to prime is a dangerous way of finance. So if you look at the balance sheets of most companies, they're going on average year-to-year. Some ratio between fixed and floating rate debt. Most of the companies are looking at the possibility in 1981 that the insurance market will have money at a fixed rate less than what it costs today. And they might have to borrow at 11% for 15-year money, whereas a couple of years ago that same money only cost them 9%, but they're looking at that as a way to say that they've at least fixed some portion of their costs.

Then they'll use their bank debt to finance the new construction. The theory they have is that every year or two years they'll keep going back to the fixed rate markets. Many of the companies that got into trouble in the 70's did so because they made their construction loans and their acquisition loans with floating rate money on the assumption that you go to the private markets for fixed rate money, and the market didn't exist. There weren't enough lenders in the insurance industry to fund out their projects.

That's really where we got our start in the early 70's, creating a trust level between the insurance industry that didn't really understand this debt-per-subscriber concept as used to cash flow, as they would in a utility loan, and the cable industry that was still at the point where cash flow on any kind of meaningful basis was relatively scarce. So we kind of got the two industries together so they could see how you meet projections and how you look in the survey. There are a number of institutions that have loan portfolios to the cable industry well in excess of $70 million to $100 million. And growing.

What is the total availability of funds out there?

We've been projecting that the banks alone were estimating their outstandings would grow from $600 million in 1979, at yearend, to over

$1 billion this year. I have no reason to believe that those kinds of outstandings aren't there. So you can see just the kind of increase there. In terms of the insurance industry, which is a little bit more difficult to estimate because banks go out and seek loans while insurance companies wait for proposals to be made to them, they were still showing a fairly healthy growth this year, from the $763 million level of 1979 up to $838 million. I suspect that number may be a little high because the insurance industry hasn't been doing as many loans. So most of that money would be over at the banking industry.

So I think the availability of capital is one of the risks. I think the other risk is in the promises made but not yet kept. There are companies that cannot afford to put in a 100-channel system without financially jeopardizing their entire company, because they're too small. They're the medium-sized, privately owned cable companies that are aggressively trying to bid against major companies. Major companies can afford one or two minor slow-builds and the extra cost of what Warner did in Columbus. But the middle-sized company can't and they've got to compete in the same franchise arena. And while the franchising authority might say to you, we really don't expect you to put all 100 channels in on day one, that's definitely what the franchise agreement calls for.

There's another risk that I think has been bubbling, and a lot of people have been writing about it. That's a difficult area to talk about, but this is an industry that I think in the next year to 18 months is going to get hit by scandal. Hopefully, it's an industry mature to the level that it can afford one or two bad apples. I don't know of any specific incidences but there are an awful lot of rumors going on and articles in local newspapers, reporting on franchise battles. And I think one of the reasons Warner was so excited about the Dallas franchise, in addition to it's being big, is that it was what everybody understands as a clean franchise battle.

You know, I'm not sure the Minneapolis story has fully been told yet. You keep hearing it will go to court and this and that. But those kinds of things, I think, will hurt. Because when people in Wall Street or people in the banks or insurance companies look at this industry, they keep saying: "Well, isn't that the industry where this happened or that happened?" There are some lenders out there, major insurance companies, that have not yet made any loans to the cable television industry and when I ask them why, whether this is the key reason or not, the first thing they say is: "I don't like to lend to an industry that has so much potential for under-the-table business." They'd much rather deal with a manufacturing industry that makes a product and sells it. Or deal with a utility that has a public utility commissioner. You know, it used to be they were very concerned about the FCC putting the industry out of business. Well, that kind of risk seems to have gone. They're willing to assume that the local franchise authorities are less likely to yank a franchise away. There's enough history to show that franchises are renewed, and yes, maybe one or two will be lost but if you're dealing with the major companies, one or two franchises lost doesn't mean much. So I think scandal is a problem.

And inflation, in the long run, will potentially have an impact. But for the moment, I don't think you'll see it in the numbers. Plus, the industry is now over the old problem it had many years ago of not going for rate increases. Most cable companies have a regular program of going back for increases, either tied to the consumer price index or tied to their actual operating statistics for that one system. So that while there's a lag, many of the rates being charged for basic services are tracking or keeping well ahead of inflation. That's not a cost of money I'm talking about. Just pure inflation.

What about 1981?

We've only just begun to develop actual figures—the companies in the lending field are on an annualized basis, so we had to wait until the end of 1980. But for 1981, I wouldn't see any change in their desire to make loans to the cable industry. Of course, current interest rates might make it more difficult to make a specific deal fly—lenders will be taking a hard look at the do-ability of a deal at these rates.

You mentioned pay cable as one of the things that bailed out a huge portion of the industry. Do you have any thoughts on the upper limits of pay? What can you reasonably expect people to shell out? And do you think that's going to be something that will put a lid on the industry?

Some people are seeing it already. Yes, I think there's an upper limit one's going to pay. I don't know what that is, certainly. There was the old $10 barrier, now we're into the $20 or more.

I think the problem is not so much the upper limit of the dollars as whether the consumer will find that they are dollars well spent. For a pay cable system to maintain its livelihood, it's got to have a product flow of top quality, first-run motion pictures.

There's one theory that we are going into a period where there will not be the type of movies that the home dweller is going to want to see. There will be the horror shows and the Jane and Dick fall in love type films that do well in the theaters because the younger people are going out to the movies because they want to go out on dates. But the hard R and some of the other films that are being produced may not be the type of thing that Home Box Office and Showtime and others are going to have in the home.

So where is the rest of the product? Some of it is going to have to be developed by those companies themselves. That's an added risk. They have to become production companies. They're solving it by bringing in other products, non-film kinds of products. So I think that there is a risk, not so much in whether someone will pay $10 or $20 for this magic box but whether, month to month to month, they're getting the variety and quality that they want.

Sports is one area that, for the moment, seems to be carrying the ball. But I have a feeling that in many senses the American consumer is getting over-sportsed. And will he pay for that? *Monday Night Football* is declining in the ratings. Is that because the football teams aren't playing as well or is it just because everybody's tired of watching how many football games or how many baseball games? I, personally, did not subscribe to the sports channel in New York, and it was attractive. Sure, there are a couple of games on there I might want to watch from time to time, but I don't want to pay the $5 or $6 for it because I get enough sports currently offered by Teleprompter, the Boston team is coming down or the Philadelphia teams, and so forth. So I think there is a dollar level that we may hit but I'm more concerned on the product side.

I think there's another factor, however, to that product level. As more and more purveyors of product get up on the satellite and have more and more of the requirement to fill 24 hours of channel capacity, the available product is going to get spread even more than it is between Home Box Office, Showtime, Premiere and all the others. I can ultimately see seven Spanish channels, five different black channels, 12 children's channels. However, everybody's going to have a great idea of what the consumer needs and is going to go up on the satellite and that finite level of produced, top-quality video product is going to be spread through a lot of other people.

Most of the people that are in this business are not very good at producing a product. They're not the studios. And if you're going to pay $12 to $15 for a channel, you don't want to watch the kind of quality that you see on the access channels. You want top quality color pictures with good sound. So the homemade kind of variety just isn't going to cut it.

What effect do you think cable will have on broadcast television?

I don't know of any case made before the federal authorities where cable has hurt anybody more than on a temporary basis. I think the consumer is video-oriented. I think that with the advent of the home computer the video recorders, the videodisks and all the other things that, unfortunately, we're going to become more idiot-box-oriented as American consumers will be buying the product. We may even be voting by machine.

So I think that in the short run, my answer would be that if the cable industry continues to provide quality, movies and sports and other things, yes, it can have an impact on any one network's program that evening. Or potentially, longer term. On the other hand, I think that the networks have at their command the advertising dollar, the producers are still going to make more money by selling their product, or pre-selling their product to a network than to a cable system. So they continue to have the upper hand by the nature of the fact that the network can command, much easier than the cable system, a nationwide audience.

On the other side, I see and hear less and less testimony by the network people against cable. And in fact, many of them are now cable people themselves, whether it's getting in on the programing side as CBS and ABC are doing or whether it's people that were running newspapers and smaller TV stations getting into the cable operator side.

I don't think it's cable so much that's going to create competition. I think there's a possibility down the road that other kinds of transmission might come in that could reduce both the over-the-air TV and cable in the sense of whatever can ultimately happen in the direct-to-home satellite business. I don't think, really, that that's going to put anybody out of business but it's got technological stuff that's hard to image today.

You just completed your review on the 1979 financials. What did they tell you about the state of the industry?

You have to understand that we're only looking at the public companies, which means the tip of the iceberg, but what it shows is that after four or five years of hard work, the cable industry has a reasonably well-balanced balance sheet. And I say that with a smile because this is an industry that spent many years telling everybody that it didn't have balance sheets.

On an operating basis, with the increase in gross revenues and the ability to monitor their fixed and variable operating expenses, there's been a dramatic increase in the ability of the cable company to drop meaningful dollars to the cash flow line and to the old net income line. Part of that is due to the new accounting procedures the cable industry is now using on a uniform basis.

But I think part of the infatuation of the public markets with cable is that people are able to see growth in the bottom line, rather than always saying, well, this is an industry that had tremendous growth at the gross revenue line, don't worry about income lines.

I doubt that cable is going to come back in the near term and start returning the 10% to 20% bottom line numbers against total revenues that you see in other industries. In an average manufacturing company, if someone can bring 20% or 10% to the bottom line against top revenues, they're running a fine business. Cable is a little bit like the life insurance business. For an insurance company to sell a lot of policies in any one year means that they hurt the bottom line because most of the money is going into commissions. Cable is the same way. You spend an awful lot of money to get the system built and then it takes two or three years to get the meaningful cash back in.

It will be more and more difficult, I think, in the future for the outsiders to see the cable industry because I think the number of pure cable companies is going to diminish. Certainly in terms of the public sector. And cable companies themselves are going to become more and more mixes of businesses. So that in terms of the old-fashioned approach to cable on a per-subscriber or per-revenue basis, it's going to be hard. For example, people are having a very difficult time figuring out what Westinghouse is paying for Teleprompter because of the problem of evaluating Muzak, or Teleprompter's share of Showtime.

What do you think about the newly released FCC figures on cable performance in 1979?

The trends their figures show—revenue up 20%, net income up 45%—are generally consistent with ours. Of course, their numbers are lower—our survey (BROADCASTING, Nov. 24) put average revenue up 32%, with average net income jumping dramatically, up 84%. But remember, we were looking at 15 major MSO's. The FCC is dealing with a much broader base, sampling smaller companies. I think what our figures tend to show more clearly are the more dramatic results of newer developments such as the upsurge in pay revenues in new builds.

You talk about a lot of the returns going to be down the line. What do you think is the turnaround point? Is there some five-year number, or 10-year number, when all the magic starts to happen?

Well, the industry leaders are saying that the franchising of the major cities will be over in a reasonably short period of time, say three to five years. I'm not going to second-guess them, although privately I think it may be even longer than that. But so what, if it's eight, it doesn't make much difference. And here we're talking about major cities now, we're not talking about the small communities.

And then for some number of years, from today on, you're going to have the build program, which for any major city will be a three- or five-year program. So I think that there will be, certainly over the next 10 years, a continuation of the growth pattern of getting to that ultimate percent of the American TV homes that cable will cover. I don't think that it's going to be 100% because certainly there will be a lot of communities, rural or otherwise, where it doesn't pay to have a cable operator. Maybe they'll be served by Comsat's satellite service or, as the telephone industry is doing, building a lot of rural cable.

But I think the next five to 10 years will continue this pace of growth. Once the homes are wired, then you've got a different growth and that is what we were talking earlier: How much product do you send down the pipeline and how do you price it? And what does the cable industry become? Does it become strictly the pipeline, as it has been in the past, or does it get into the creating and selling side? Should the cable operator have his own little catalog of products for sale, or should he do that with the major retailers such as Sears and Montgomery Ward? Should the local cable company get into producing films or let somebody else take that risk and just buy it? How do you finance? Let's assume that the homeowner ultimately gets to be spending $100 or $200 per month for the local cable company for all of these wonderful services. Should the cable company get into extending credit? Should they use Master Card or some other approach? You know, this is an industry that hasn't had a lot of credit risks. If a guy didn't pay his bill, you're out $5 or $10, now $20, but you cut him off. That's a lot different than if you're out buying all these wonderful movies and you've got the subscriber on there and he doesn't pay for three or four months and all of a sudden there's $300 or $400 worth of receivables you didn't get.

So there are all those aspects that will keep coming and coming and coming until this industry gets to be like the telephone industry today, a mature business. And that, then, gets to the second question of growth and that is, the companies will continue to grow themselves but will there be a continued absorption by some relatively small number of companies of the mass of companies out there, which is what happened in the utilities and the telephone business. Will we become the cable industry that will have four or five major companies, or 20 or 100?

One of the reasons any of us would go into cable right now is we could go out and make a small acquisition or get a franchise or two and create a very nice little estate package for ourselves because it's very clear I can turn around and sell something I've bought on a financial advantage basis, work it for two or three years, get it in decent shape and turn around and sell it to Warner or to Time Inc. Or the company that's a little bigger than I am that wants to be bigger. I think that kind of growth will continue for quite a while. I don't know how well that will work out in the numbers but it's certainly not an industry that's lacking in potential.

Tribune Co. buys control of Douglas group for $30 million

New company will have about 80,000 subscribers, Dittrick will be president and CEO

The Tribune Co., a multimedia company based in Chicago, has agreed to acquire controlling interest in Douglas Communications, a 35,000-subscriber MSO based in Mahwah, N.J., for a price believed to approximate $30 million.

Tribune plans to merge its existing cable holdings with Douglas to form a new MSO with about 80,000 subscribers.

The new MSO, Tribune Company Cable Inc., will hold Tribune's interest in Douglas and absorb WGN Electronic Systems, Tribune's existing cable arm which has approximately 42,000 subscribers. Douglas Dittrick, who will retain a majority interest in Douglas, a company he founded in January 1979, will be given a piece of Tribune Company Cable and will be its president and chief executive officer, reporting directly to Stanton Cook, president and chief executive officer of the Tribune Co. Steve Simmons, senior vice president, corporate development of Douglas will remain at Dittrick's side when he takes over Tribune Company Cable.

According to Dittrick, Tribune "is replacing" three commercial banks that have had a controlling interest in Douglas. Dittrick refused to say what his actual interest is in Douglas and whether it was being further diluted by the Tribune takeover.

Upon consummation of the deal, Douglas will survive as an entity separate from, but under the control of, Tribune Company Cable. Dittrick pointed out, however, that ultimately everything will be brought "into one house," Tribune Company Cable.

Dittrick said the first order of business

Dittrick

Monitor

Goodbye Walt. *Disney's Wonderful World,* NBC-TV fare for more than two decades and longest running prime-time series now on network TV, has not been picked up by NBC for 1981/82 season. According to NBC Entertainment President Brandon Tartikoff, network passed on option because Disney company was no longer interested in anthology format. He added that George Schlatter and David Wolper are among those now developing possible shows for that 7-8 p.m. Sunday time period. As *Walt Disney's Wonderful World of Color,* series started its NBC run in 1958; it had its debut as Disneyland on ABC in 1954.

□

Kirshner goes cable. Don Kirshner Entertainment, established name in video music presentations, is breaking new ground along with *Family Circle Magazine* and UCTV (formerly United Children's Television). Three will join to produce series of advertiser supported cable programs based on *Great Ideas* books from magazine publisher. Half-hour programs are to contain six minutes of advertising being sold on national basis by Eastman Cable. Programs are to be carried over Satellite Program Network (SPN); UCTV claims commitments representing three million cable homes, target for February 9 premiere is seven million homes.

□

In the marketplace. *Great Moments in Black History,* 20 one-minute inserts marking achievements of Black Americans, has been placed in television distribution by Carter-Grant Productions and sold in 17 markets, including WLS-TV Chicago, WFAA-TV Dallas, WIIC-TV Pittsburgh, KPLR-TV St. Louis and WXIX-TV Cincinnati.

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Some win, some lose. Group W Productions' *Hour Magazine* has been acquired by three NBC-owned TV stations, WNBC-TV New York, WKYC-TV Cleveland and WRC-TV Washington for airing, starting today (Jan. 5). In New York, *Hour Magazine* will be scheduled from 4-5 p.m., replacing *The Toni Tennille Show,* which has been syndicated in more than 40 markets by MCA TV. Production on *Tennille* has been stopped and series will end its run on stations in March.

Washington Watch

Debate debate. League of Women Voters will ask help of interested parties in preparing for presidential debates it hopes to hold in 1984. It has announced plans for series of public hearings throughout country in next two years to hear views of representatives of public interest groups, League leaders, officials of business and labor organizations, and candidates and their representatives. Ruth J. Hinerfeld, chair of League's Education Fund, said "We are looking for information on such issues as the treatment of nonmajor party candidates; number of debates; and format—including length, subject matter and use of questioners." Hinerfeld said series of public hearings will start in spring.

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Newly appointed. William Diefenderfer takes over this week as chief counsel to Senate Commerce Committee. He had been minority staff director of that committee since 1979. Prior to that, he was administrative assistant and legal counsel to Representative Bruce Caputo (R-N.Y.) and before that, assistant director, domestic council during Ford administration.

□

Injunction denied at 106 N.Y. U.S. Eastern District Court of Brooklyn, N.Y., has denied petition of WBLI(FM) Patchogue, N.Y. for temporary injunction to restrain WKHK(FM) New York from promoting itself as occupying dial position of 106 FM (BROADCASTING, Dec. 1, 1980). In denying injunction, court said that WKHK would not be "irreparably damaged" if WKHK continued to promote itself as occupant of 106 FM dial postion. In initiating suit, WBLI said it had been promoting itself as occupant of 106 mhz FM position for more than 10 years. It actually operates on 106.1 mhz and WKHK on 106.7 mhz. Case will be tried on its merits at future date.

□

Funding split. Corporation for Public Broadcasting (CPB) has announced that it will contribute $5.5 million (one half) toward the budgeted operational costs (for fiscal year period from Oct. 1, 1980 through Sept. 30, 1981) for public television satellite interconnection system. Public television licensees will foot most of remaining $5.5 million for that fiscal year. CPB, National Association of Public Television Stations (NAPTS) and Public Broadcasting Service will soon start negotiation for long term agreement on overall financial relationships in support of interconnection system.

under the new order will be to grow. A bigger company, Dittrick said, results in operating efficiency and more cash flow to work with. He predicted that by the end of 1981, Tribune Company Cable will count some 200,000 subscribers, placing it among the top-15 MSO's.

The growth will come primarily through major acquisitions. Dittrick said he expects to buy MSO's in the 50,000-subscribers range. While just a few purchases of that size will go far in helping Tribune Company Cable realize its goal, Dittrick said it hopes to win a few franchises along the way. Simmons will head the company's franchising efforts, he said.

Dittrick also hinted that the company may get involved in cable programing. He said the Tribune Company's news gathering ability presents "a lot of potential for that sort of thing."

Douglas Communications 35,000 subscribers are scattered among systems in Gaithersburg, Md.; Glens Falls, Oneida and Fredonia, all New York; Jackson, Tenn., and Slidell, Mandeville and Saint Tammany parish, all Louisiana.

WGN Electronic Systems operates systems serving seven communities in Michigan; Albuquerque, N.M., and Palmdale, Lancaster, Edwards Air Force Base and California City, all California. Charles Rothers, who is president of WGN Electronic Systems and director of engineering of Continental Broadcasting Co., the Tribune Co.'s broadcasting division, said he hasn't yet decided whether to join Tribune Company Cable or stay with the broadcasting division. He indicated, however, that he would probably do the former.

The Tribune Co. owns a chain of newspapers including *The Chicago Tribune* and *The* (New York) *Daily News.* WGN Continental Broadcasting owns WGN(TV) Chicago, three AM's and an FM. In addition, the *Daily News* owns WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn.

Border stations don't give up in their fight against Canadian tax law

Congress doesn't get legislation passed that would 'mirror' that of Canada's taxing monies spent on advertising on U.S. stations; hopes are high for next congress

For U.S. border stations engaged in a tax war with Canada, 1980 ended on a less than satisfying note. Tax legislation aimed at putting pressure on Canada was not enacted. What Congress did pass and the President sign was a tax bill benefitting Canada. But border broadcasters were not discouraged; they were saying, in effect, wait until next (this) year.

The dispute was touched off by

Canada's enactment five years ago of legislation denying a tax break to Canadians for advertising placed on U.S. radio and television stations that is aimed at Canadian audiences. Canada defends the law as necessary to protect its broadcasters against competition from the U.S.

But 15 U.S. border broadcasters claim the law—which they say is costing U.S. stations $25 million a year in advertising revenues—is discriminatory (even though, technically, it applies to all foreign stations). And last August President Carter, acting on a finding by a committee of the U.S. Special Trade Representative, agreed. (BROADCASTING, Aug. 4, 1980). He called on Congress to enact "mirror" legislation; that is, legislation that would deny a tax break to Americans advertising on Canadian radio and television stations if the material is aired at audiences in the U.S. It would remain in effect only as long as the Canadian law was on the books.

At that point, the border stations' campaign bogged down. An administration bill that would implement the president's message was not introduced. Representative John J. LaFalce (D-N.Y.), from upstate New York, where several of the affected stations are located, did introduce a "mirror" bill of his own, and it was referred to the Ways and Means Committee, but hearings were not held.

The tax legislation benefitting Canada, which was signed into law by the president on Dec. 28, involves business expenses incurred in attending conventions abroad. Its main purpose is to modify, Internal Revenue Service restrictions on allowable deductions. But it exempts entirely Canada and Mexico from the restrictions that are imposed.

The border stations had been successful for three years in holding up the legislation. They have also opposed a pending tax treaty with Canada containing a similar provision. They had hoped to hold out the proposed tax benefit as a bargaining chip in negotiations with Canada. But pressure from businesses and associations seeking reforms contained in the measure—and from the tourist industry urging the exemption for Canada and Mexico—resulted in Senate and House passage of the legislation on Dec. 13.

However, members of both Senate and House made clear in the debate preceding passage of the measure that they regard the Canadian tax law almost as an expression of hostility to the U.S. Senator Henry Jackson (D-Wash.) called the law "classic protectionist legislation and ... a unilateral reversal of the traditional broadcast relationship between the United States and Canada." Representative Barber Conable (R-N.Y.) expressed the hope that, in response to the change in the convention tax law, Canada "will be more forthcoming" in matters affecting the U.S. border stations. And Senator Patrick Leahy (D-Vt.) said he hopes that legislation embodying the president's proposal would be submitted in the new Congress—at which time "both the Senate and House would be able to conduct full hear-

PlayBack

Entrepreneurial history. Former broadcaster Gordon McLendon has donated more than 23,000 sound recordings and business papers related to his 40-year broadcasting career to Texas Tech University's department of mass communications and historical research center. McLendon was one of several group owners instrumental in developing top 40 format in late 1950's. He was famous early in his career for on-air recreations of sports events, and operated all-sports radio network, Liberty, until 1952.

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Getting ready. Country Radio Seminar, meeting run by broadcasters with help from Country Music Association, is gearing up for 12th annual session, scheduled for Mar. 13-14 at Hyatt Regency hotel, Nashville. Registration for this year's event is $140 in advance or $175 at door. Last year's seminar drew nearly 400 participants. For further information: Box 120548, Nashville, 37212.

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Doing it their way. Bonneville Broadcast Consultants is distributing *The Sounds of Sinatra,* weekly two-hour radio program that had Jan. 1 debut. Shows feature recordings and interviews with Sinatra and chronicle his 40-year career.

□

Magic 400. CBS Radio Network said that in 1980 it added 100 station affiliates, new record, bringing total to 400, all-time high. That number was reached, network said, when KONA-FM Richland-Pasco-Kennswick, Wash., went on line Dec. 15.

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Seasonal signs. BROADCASTING did not publish its *Contemporary* and *Country Playlists* of the week's top 100 records in **radio airplay** for the weeks of Dec. 29 and Jan. 5. Weekly polls of the reporting stations revealed the majority of them did not compile new charts for those two weeks. The first *Playlists* of 1981 should arrive at most stations on Jan. 12.

ings as to the appropriateness and adequacy of the remedy proposed."

Indeed, the border broadcasters had not pressed for hearings on the Carter administration proposal because they felt there was insufficient time for hearings on what one lawyer representing the stations called "appropriate legislation." The broadcasters regard the Carter proposal as inadequate to the task of persuading Congress to change its position on its tax measure—a position Canada maintains is, as a domestic matter, "not negotiable."

The broadcasters and their attorneys—who will press for hearings in the 97th Congress—have some ideas on what might be more persuasive than the Carter proposal. In taking their complaint to the Special Trade Representative, they proposed four actions. One was mirror legislation, and another was continued denial of tax deductions for travel to conventions in Canada (the point on which they have now lost). The other actions were imposition of special duties or quantitative restrictions on all Canadian feature films and records exported to the U.S., and adoption of a policy requiring "consideration of the unreasonable nature of the Canadian tax restriction ... when dealing with Canada on matters of mutual concern."

The border broadcasters appear determined to make the Canadian tax law a major issue in U.S.-Canadian relations. Nicholas P. Miller, counsel for Wometco Inc., one of the licensees involved, said, "Canadians will learn that if they can't deal with us on little issues, big issues will be impossible." He noted, for instance, that Canada has expressed interest in negotiating a telecommunications treaty that would cover a wide range of issues of concern to both countries.

"A lot of things are wrapped up in this [the dispute over the tax law]," he said, "from Canadian ownership of cable systems in the U.S. to satellite distribution of broadcast programing across the border."

The broadcasters hope, at least, that such a message could be conveyed to Canada during hearings on legislation the broadcasters speak of as "retaliatory."

Kintner dies at 71; headed ABC, NBC

Hard-driving executive was credited with major upgrading of TV news; also was newsman and presidential assistant

Robert E. Kintner, 71, former president of both ABC and NBC, was found dead in his Washington home on Dec. 22. Death was attributed to natural causes, with emphysema and heart disease as contributing factors, and was believed to have occurred Dec. 20.

Kintner was known as a hard-driving executive who demanded the best from everyone around him—and came close to getting it. Julian Goodman, who succeeded him as NBC president in 1966, said last week that Kintner was "perhaps the finest working executive ever to run a television network company." When Kintner left, Goodman said, "NBC was at the highest point it has ever been, before or since."

"He had his faults, as we all have," he added, "but his were overcome by the brilliance of his management."

After leaving NBC in 1966, Kintner served for a time as special assistant to President Lyndon B. Johnson and as cabinet secretary. He gave up these duties in mid-1967 in resignations attributed to failing eyesight—a problem he had suffered for many years but that had grown progressively worse.

In recent years he also had been writing his autobiography, which was acquired for publication by New York Times Books for which he told friends some time ago he was revising.

Kintner, a former newsman, built ratings and revenues at both ABC, where he was president from Dec. 30, 1949, to Oct. 16, 1956, and NBC, where his presidency ran from mid-1958 to the end of 1965. He was credited—or blamed, by some critics—with hastening trends in TV westerns and violence, but he produced steady audience growth at both networks.

His main interest, however, was news. Particularly at NBC, he was credited with an important role both in the growth of the news division and in increasing amounts of air time given it to fill. He was a key figure, for instance, in decisions to cancel a full evening's entertainment for special three-hour or longer news reports on important subjects, such as U.S. foreign policy or civil rights. He also was credited with working out the deal with Gulf Oil Co. for sponsorship, sight unseen, of so-called "instant specials" put together by NBC News on major news stories as they broke.

While he was at ABC, his decision to provide TV coverage of the Army-McCarthy hearings was credited with contribut-

Robert E. Kintner

ing to the eventual downfall of Senator Joseph R. McCarthy.

To associates, his strengths and weaknesses often seemed almost identical. He seemed to keep track of everything. He had a reputation as the first man in the office in the morning and the last out at night, and he kept three secretaries busy in relays sending out 70 or more memos a day on matters ranging from major policy to small detail. Away from the office, he was said to watch television almost constantly, looking at all three networks simultaneously and responding to anything on NBC that didn't look right to him.

He chewed out a correspondent for appearing on camera with his socks down. When Pauline Frederick, then NBC News correspondent at the United Nations, was called away from a party to cover an unexpected UN development, she appeared on camera in a dress with a large bow, and Kintner was on the phone immediately telling an NBC News executive to "get that bow off her dress. I didn't consider it the most important thing in the world," the executive recalled, "but I certainly did it."

Some accounts have it that NBC News got its exclusive live coverage of Jack Ruby's shooting of Lee Harvey Oswald, the accused assassin of President Kennedy, because Kintner had ordered NBC News to cut from New York to Dallas just moments earlier. Actually, participants say, NBC made the switch without being told to. But, they add, Kintner had called earlier in the day "to make sure that we were properly set up in Dallas. His intuition was right."

With his insistence on keeping an eye on details, he drove himself as relentlessly as he drove others. And when he did relax, he relaxed as enthusiastically as he worked.

These compulsions were widely believed to have brought his downfall at NBC, where he was stripped of his authority in December 1965, less than a month before he had been scheduled to add the chairmanship to his presidency (BROADCASTING, Dec. 13, 1965). Friends said at the time that he had set a pace that couldn't be maintained and that efforts to get him to temper his habits had proved fruitless. He officially left NBC at the end of March 1966.

Robert Edmonds Kintner was born Sept. 12, 1909, at Stroudsburg, Pa. After graduation from Swarthmore College he joined the old *New York Herald-Tribune* as a financial writer, first in New York and later in Washington. In the capital he later teamed with Joseph W. Alsop Jr. in writing the syndicated "Capitol Parade" column. Alsop later said he invited Kintner to become a partner because he didn't want to compete with him. They also wrote two best-sellers, "Men Around the President" and "American White Paper."

During World War II, he was a captain, rising to lieutenant-colonel in the Army, where he suffered an injury that left him permanently deaf in one ear. After leaving the Army, he accepted the offer of Edward

In Sync

African connection. Harris Corp. has received $20 million contract from Nigerian government to build earth station with 105-foot antenna and satellite communications center near Kaduna, Nigeria. Earth station will be used to transmit and receive mostly telephone calls from Europe and North America over Intelsat system. Communications center will include visitor's center, guest quarters, administration building and facilities to house all satellite communications hardware.

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Big buy. Twenty-five cameras, one telecine system and four transmitters comes to $3.5 million. That's inventory and cost of Storer's latest buy from RCA Broadcast Systems. Storer's WTVG(TV) Toledo, Ohio, will install two TTG-30 30 kilowatt transmitters in alternate main configuration and two TK-47 automatic studio cameras and telecine system in its new studio. WJKW-TV Cleveland will also add two TTG-30's. WJBK-TV Detroit, KCST-TV San Diego and WSBK-TV Boston will divvy up 11 additional TK-47's. WAGA-TV Atlanta, WITI-TV Milwaukee, WJKW-TV and KCST-TV have already divided up 12 TK-76's.

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Captioning happening. Quantity of programing and commercials with Line 21 closed captions may increase soon. Four post-production houses have purchased decoders so they can join National Captioning Institute in encoding conventional programing of ABC, NBC, Public Broadcasting Service, syndicators and numerous commercials with captions that are visible only on specially equipped television sets. Four firms are Editel, Los Angeles and Chicago; Reeves and EUE/Screen Gems, both New York, and Optimus, Chicago.

□

Cableing-up. Recent orders announced by Scientific-Atlanta demonstrate pace of new cabling and upgrading activity across country. Cox Cable Communications wants $2.5 million worth of hardware for Omaha, Neb., franchise, including five 5-meter dishes, four 54-channel headends and new status monitoring/bridger switching system. Continental Cablevision ordered $1.6 million worth of 54-channel set-top converters (15,000) and headend equipment for Boston area and Ohio and New Hampshire systems. Cable DeKalb placed $1.5 million order that it will use to upgrade its DeKalb, Ga., system. S-A also announced total of $1 million in orders for new systems being built by Topeka, Kan.-based Comm Management and Sikeston, Mo., Galaxy Cablevision.

Bottom Line

Buying binge. In span of less than two weeks, between Nov. 21 and Dec. 4, 1980, M/A-Com announced agreements to acquire three companies. They are Ohio Scientific Inc. and its affiliate, Ohio Scientific of Puerto Rico Inc.; Alanthus Data Communications Corp., Rockville, Md., and Microwave Power Devices Inc., Hauppage, N.Y. Alanthus is privately held company; others are publicly owned. M/A-Com is headquartered in Burlington, Mass.

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Tandem moves. Filmways Inc. announced agreement for purchase of 9% of its stock by Tandem Inc.'s three principals—Jerry Perenchio, Norman Lear and Bud Yorkin. Shares in question are currently held by Samuel Z. Arkoff, former head of American International Pictures, who resigned position shortly after AIP's 1979 acqusition by Filmways. Tandem had recently purchased 5.2% of 20th Century-Fox's outstanding stock, and explored possibility of Fox takeover, though Fox has now announced plan to go private.

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Making a mint. Warner Communications has signed definitive agreement for acquisition of Franklin Mint, in stock swap valued at $206 million. Franklin Mint, largest private mint in country, has in recent years diversified away from reliance on sales of commemorative coins into other "collectibles" lines as well as outdoor clothing and equipment (through acquisition of retailer Eastern Mountain Sports). Warner emphasizes compatibility of two companies marketing abilities, suggesting tie-in between Franklin's direct mail expertise and home shopping potential of Qube-equiped cable systems.

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Note sale. Post Corp. of Appleton, Wis., publisher and group broadcast owner, announced selling of $10 million in 15-year notes to Teachers Insurance & Annuity Assoc. Notes carry 13.25% interest, no principal payment first five years, $1 million annual principal payment each of next 10 years. Post said it will use proceeds to retire bank debt, with small portion used to increase working capital.

J. Noble, then the owner of ABC, to join the young network and take charge of programing, public service, public relations and advertising. He was made executive vice president in 1946 and president three years later. His resignation was attributed to deep frictions that developed between the so-called "Ed Noble group," which he led, and the "United Paramount Theaters group," headed by ABC Chairman Leonard H. Goldenson, after the merger of ABC and UPT.

Kintner joined NBC Jan. 1, 1957, as an executive vice president responsible for coordinating color TV activities. His rise also was swift, taking him to executive vice president in charge of the television network in February 1958 and president of NBC five months after that.

Kintner joined NBC on Jan. 1, 1957, as an executive vice president responsible for weight loss. He had also recently acquired a house in McLean, Va., and had been busy decorating it.

Kintner, who was divorced, is survived by a daughter, Susan Nemeyer, and two sons, Michael and Jeffrey. Burial was at Stroudsburg on Dec. 24. A memorial service will be held at the Kintner home in Washington, 2727 Q Street, N.W., on Saturday, Jan. 10, from 2 to 4 p.m.

FCC to examine telco ownership of cable systems

Commission begins rulemaking that would allow CATV operation by phone companies in rural areas; asks for comments on how to best define 'rural'

At the last open FCC meeting of 1980 (Friday, Dec. 19), the commission initiated a rulemaking proposal that would allow telephone companies to own and operate cable systems within their telephone service area in rural locales.

Current rules prohibit a telephone company from owning a cable system within its service area unless it can show to the commission that the possibility of independent cable service in its telephone area is virtually nonexistent. The commission established a rebuttable presumption that independent service could not exist in a area with fewer than 30 homes per route mile.

The current "cable-telco" crossownership rules were established in 1970 to try to insure diversity within the developing cable industry and partially out of fear that local telephone companies, which effectively controlled telephone pole hookups, could monopolize local cable TV systems and might cross-subsidize such service with their phone business. At that time phone companies were given four years to divest themselves of locally owned cable systems.

In the 10 years since those rules were adopted the cable industry has grown considerably and the commission is now taking a fresh look at all of its rules that regulate that industry. It has directed its Office of Plans and Policy to undertake a comprehensive study of the structure and ownership of the cable industry (BROADCASTING, Oct. 27, 1980). In conjunction with that study, the Common Carrier Bureau is drawing up another proposal that will consider doing away with all cable-telco crossownership regulation.

The commission's main concern is that the existing crossownership rules may be stifling the growth of cable systems in rural communities. Assuming that no cable company cares to enter an area, the argument is that local telephone companies will be less likely to do so as long as the rules offer their entrance only after seeking a waiver.

Also, the 1978 amendment to the Communications Act mandating either federal or state regulation of pole attachments has lessened the commission's earlier concern that phone companies would abuse their monopoly position.

The commission is seeking comment on several of various definitions as to what constitutes a "rural area."

The one currently used for waiver purposes is an area with 30 homes or less per route mile within a franchised area. This is the level at which the commission found that cable television systems are generally not economically viable—and no party challenged that contention.

Another definition—suggested in the rulemaking proposal—one that has come under considerable criticism—is that a rural area containing 30 homes or less per route mile within a given service area. Although this approach was rejected in determining the definition of a rural area for waiver purposes, the commission is "re-evaluating" in the context of the newly proposed rulemaking. Concerns have been raised that such an approach would allow "gerrymandering" by the phone companies—seeking a waiver to serve an urban center surrounded by very sparsely populated areas that when considered together would contain fewer than 30 homes per route mile.

Other "rural" definitions thrown out for public comment include: communities of less than 1,500 persons; areas outside the major television markets, or some combination of the above or any other definitions which commenting parties may devise.

Pioneers presentation

WKZO(AM) Kalamazoo, Mich., has been chosen to receive the 1981 Mike Award presented by Broadcast Pioneers. The station, owned by Fetzer Broadcasting Co. and in operation since 1931, will be cited "for distinguished contributions to the art of broadcasting and in recognition of dedicated adherence to quality, integrity and responsibility in programing and management," according to the announcement by Pioneers president, Jerry Lee of WDVR(FM) Philadelphia. The presentation will be made Feb. 3 at a dinner at the Hotel Pierre in New York.

Changing Hands

PROPOSED

■ WALK-AM-FM Patchogue, N.Y.: Sold by Horizons Communications Co. to Island Broadcasting Co. for $3,805,000. Seller is owned by Jerome R. Feniger and 21 others. They also own WRIV(AM) Riverhead, N.Y. Buyer is owned by Arthur Kern (51%), Alan Beck (34%) and Kenneth Von Kohorn (15%). Kern is vice president and general manager of KPIX(TV) San Francisco. Beck is vice president and general manager of WLIF(FM) Baltimore. Von Kohorn is Westport, Conn., investment counselor. They have no other broadcast interests. WALK(AM) is on 1370 khz with 500 w day. WALK-FM is on 97.5 mhz with antenna 520 feet above average terrain. Broker: Blackburn & Co.

■ KGA(AM)-KDRK(FM) Spokane, Wash.: Sold by Liddie Broadcasting Co. to Community Pacific Broadcasting Co. for $3.6 million. Seller is owned by Wesley L. Monroe (25%), Steve D. Bertholf (14%), father, Delbert (12%) and more than 10 others. They have no other broadcast interests. Buyer is owned by David J. Benjamin (34%), brother, Bert (2.8%), Charles W. Banta (34%) and Bert Lyon & Co. (29.2%). They also own KRDR(AM) Gresham, and KEED(AM) Eugene, both Oregon, and KGAA(AM) Kirkland, Wash. David Benjamin is chairman of buyer group and president elect of Oregon Broadcasters Association. Bert Benjamin is Kansas City, Mo., attorney and president of Bert Lyon & Co., Kansas City investment company. Banta is president of buyer group. KGA is on 1510 khz with 50 kw full time. KDRK is on 93.7 mhz with 56 kw and antenna 2,380 feet above average terrain.

■ KCMX(AM)-KKIC(FM) Ashland, Ore.: Sold by Rogue Radio Corp. to Pacific Northwest Broadcasting Corp. for $1 million. Seller is owned by Kilibro Broadcasting Corp. (33%), Arthur B. Hogan and John D. Feldmann (31% each) and Arnold Sias (5%). Kilibro is owned principally by Robert Fenton. Group also owns KMYC(AM)-KRFD(FM) Marysville, Calif., and has purchased subject to FCC approval, KHSN(AM) Coos Bay, Ore. (BROADCASTING, Oct. 27, 1980). In addition, Kilibro owns KFIV-AM-FM Modesto; KPLS(AM) Santa Rosa and 51% of KTOM(AM)-KWYT(FM) Salinas, all California. Hogan and Feldmann are principal owners of KOWN-AM-FM Escondido, KRKC(AM) King City and KNJO(FM) Thousand Oaks, all California, and own Encino, Calif.-based station brokerage firm. Buyer is owned by Charles H. Wilson (50.77%) and sister Sally K. Bang (33.48%) and 10 others. They own and operate KPNW-AM-FM Eugene, Ore. KCMX is on 580 khz with 1 kw full time. KKIC is on 101.7 mhz with 3 kw and antenna 310 feet below average terrain. Broker: Hogan-Feldmann Inc.

■ WZLD(FM) Cayce, S.C.: Sold by WZLD Inc. to Suncom Inc. for $1 million. Seller is owned by William D. Hunt (51%) and wife Agnes (49%). Agnes owns 20% of WYNN(AM) Florence, S.C. William has no other broadcast interests. Buyer is owned by Robert Liggett Jr. He is 63.49% owner of Megamedia Inc.—licensee of WFMK(FM) East Lansing, Mich., and 19.19% owner of WLOL(FM) Minneapolis-St. Paul. Liggett, as individual, owns 37.99% of WLOL and 55% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo, N.Y. He also owns Liggett Broadcast Group, Williamston, Mich.-based broadcast management consulting firm, and 10% of cable system serving Leslie, Mich. Megamedia has also purchased WZZR-FM Grand Rapids, Mich., (BROADCASTING, Dec. 15, 1980) and WCAY(AM) Cayce from another seller (see "For the Record," page 102). WZLD is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain.

■ WSEV-AM-FM Sevierville, Tenn.: Sold by Tennessee Valley Broadcasting to Mooney Broadcasting Corp. for $950,000. Seller is owned by Hobart L. Townsend Jr., (49%), Frank A. Woods (30%) and wife, Jayne (21%). They also own WBRY(AM) Woodbury, and WTBP(AM) Parsons, both Tennessee. Buyer is owned by publicly traded group owner based in Knoxville, Tenn. George P. Mooney is president and 19.78% owner. Stations in buyer's portfolio include: WUNO(AM) San Juan, P.R.; WMAK(AM) Nashville-WBYQ(FM) Henderson, Tenn. WSEV(AM) is on 930 khz with 5 kw day. WSEV(FM) is on 102.1 mhz with 100 kw and antenna 1,090 feet above average terrain.

■ WAIK(AM)-WGBQ(FM) Galesburg, Ill.: Sold by Creative Broadcasting Ltd. to Radio Communications Group Ltd. for $925,000. Seller is owned by Glenn W. Barger who has no other broadcast interests. Buyer is owned by Kenneth W. Gneuhs, Rolling Hills, Ill., investment counselor. He has also purchased, subject to FCC approval, WWMM(FM) Arlington Heights, Ill. (BROADCASTING, Oct. 6, 1980), and has less than 5% interest in WFTP(AM) Ft. Pierce and WDLP(AM) Panama City, both Florida. WAIK is on 1590 khz with 5 kw day. WGBQ is on 92.7 mhz with 3 kw and antenna 355 feet above average terrain.

■ KPLL(FM) Pella, Iowa: Sold by Dwaine F. Meyer to Tulip City Broadcasting Co. for $490,000. Meyer has no other broadcast interests. Buyer is owned by Don Linder (80%) and son, John (20%). Senior Linder is president and 50% owner of KMHL-AM-FM Marshall and KTOE(AM) Mankato, both Minnesota. He also owns 49.85% of KDMA(AM) Montevideo and 16.67% of KWLM(AM)-KQIC(FM) Willmar, both Minnesota. Junior Linder is salesman for KTOE. He has no other broadcast interests. KPLL is on 103.3 mhz with 100 kw and antenna 370 feet above average terrain.

■ WJRO(AM) Glen Burnie, Md.: Sold by Radio Station WJRO to Erald Broadcasting Inc. for $350,000. Seller is owned by Harry G. Sells (30%), Harold H. Hersch and Samuel J. Cole (25% each) and L. Weston Gregory (20%). They have no other broadcast interests. Buyer is owned by William J. Hingst and Ethel T. North (33.3% each) and George Dietrich and wife, Erald (16.7% each). Hingst is editor of *Talbot* [Md.] *Banner*. North is Easton, Md., real estate owner. Dietrich is manager of WEMD-AM-FM Easton. Erald is announcer for WEMD. They have no other broadcast interests. WJRO is on 1590 khz with 500 w full time.

■ WCDJ(AM) Edenton, N.C.: Sold by Terry Jones to Edenton Broadcasting Corp. for $302,388. Jones has no other broadcast interests. Buyer is owned by Robert Lee (51%) and John W. Baggett Jr., and Issac Ruffin Self III (24.5% each). Three are associated with Tarheel Bank & Trust Co., Gatesville, N.C. They have no other broadcast interests. WCDJ is on 1260 khz with 1 kw day.

■ WAGM(AM) Presque Isle, Me.: Sold by Aroostook Broadcasting Corp. to Colonial Broadcasting Corp. for $235,000. Seller is owned by Horace Hildreth and family. They also owns WABI-AM-TV-WBGW-FM Bangor, Me.; WCJB-TV Gainesville, Fla., and WAGM-TV Presque Isle. Buyer is owned by Harry F. Rideout, J. Gregory Freeman and Stephan A. Canders (one-third each). They are partners in Presque Isle real estate investment company and have no other broadcast interests. WAGM is on 950 khz with 5 kw full time.

■ Other proposed station sales include: KXRQ(AM) Trumann, Ark.; KFTW(AM) Fredericktown, Mo., and KBIM-AM-FM Roswell, N.M. (see "For the Record," page 101).

APPROVED

■ WSAN(AM) Allentown, Pa.: Sold by Lehigh Valley Broadcasting Co. to WSAN Inc. for $1.5 million. Seller is owned by estate of B. Bryan Musselman (60%) and Olivia M. Barnes and Reuel H. Musselman (20% each). They have no other broadcast interests. Buyer is owned by Harold G. Fulmer III. He owns Wescosville, Pa.-based chain of McDonald's fast food restaurants and Allentown real estate company. He has no other broadcast interests. WSAN is on 1470 khz with 5 kw day and 500 w night.

■ KARE(AM) Atchison, Kan.: Sold by KARE Inc. to KARE Radio Inc. for $535,000. Seller is owned by James Griffith (66.67%) and wife, Christeen (33.33%). They have no other broadcast interests. Buyer is owned by John Carl, Brent Slay, Robert Selden and Wesley Dirks (25% each). Carl owns KCOB(AM)-KLVN(FM) Newton, Iowa. Slay is associated with Grand Rapids, Mich., jewelry manufacturing company. Selden and Dirks are Chicago certified public accountants. KARE is on 1470 khz with 1,000 w full time.

■ Other approved station sales include: KXAR(AM) Hope, Ark.; WELF(FM) Presque Isle and WDME(AM) Dover-Foxcroft, both Maine; KDWA(AM) Hastings, Minn.; KADQ(FM) Rexburg, Idaho, and WCAY(AM) Cayce, S.C. (see "For the Record," page 102).

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THE FIRST 50 YEARS

1942

OF BROADCASTING

The war went badly for the Allies in early 1942, but the tide began to turn in the summer and fall. The Japanese were finally stopped in the South Pacific and in Southeast Asia. Rommel's German-Italian desert forces were defeated at el-Alamein, Egypt, and American and British troops invaded North Africa. In the U.S., new car sales were banned and the rationing list included tires, rubber, coffee and sugar. In Cleveland, NAB convention delegates were treated to the world premiere of Disney's "Bambi." In Washington, the FCC spiked rumors that it was moving to another city, by leasing additional space in a building three blocks from its 13th and Pennsylvania Avenue headquarters. And in BROADCASTING . . .

As America entered 1942 as a full-time participant in World War II, broadcasters found themselves both the beneficiaries and victims of the wartime economy. Audience and advertising expanded. But operational problems were created by the war.

Wartime conditions strengthened radio in the media competition. With paper short, restrictions were imposed on newspaper and magazine size, causing newspaper advertising revenues to decrease by about 5% in 1942, while magazine advertising revenues were decreasing 10%. Advertisers who were rejected or limited by the print media turned to radio. Their incentive to advertise was intensified by a 90% tax on excess profits; spending money on tax-deductible promotion made more corporate sense than giving it to the government. Radio set a record for gross billings, $255 million in 1942.

At the same time, broadcasters donated the equivalent of $64 million in time to governmental wartime messages: The volunteer Advertising Council, formed by the Association of National Advertisers, the American Association of Advertising Agencies and media organizations, in the first year of the war, produced more than 4,000 advertisements for the government, in addition to portfolios, leaflets, folders and posters. Ad Council Chairman Chester J. LaRoche said one agency alone wrote and produced in seven months more than 2,500 radio shows and spots for the government.

Radio was used to promote such projects as the sale of war bonds, the salvage of scrap metal and the writing of "V-mail" to Americans overseas. Donald M. Nelson, chairman of the War Production Board, exhorted advertisers to "push simplification, because it will enable us to get more goods with less manpower and less material." There were those, however, who were looking to the future. In the midst of wartime austerity, Eugene Carr of WGAR Cleveland proposed that radio advertisers feature the theme of post-war prosperity and the promised cornucopia of consumer goods. The AAAA supported Carr's idea.

But the war stopped radio's physical growth. The diversion of materials and equipment to military use prompted the Defense Communications Board, supported by the FCC and the War Production Board, to order a freeze on the construction of new AM, FM and TV stations. The War Production Board ordered manufacturers of radio receivers to convert to a full wartime schedule, and the production of civilian radio sets ceased by April 22. Radio manufacturers had sold 13.1 million home receivers and 2 million auto sets in 1941. In 1942 they sold only 4.4 million sets for homes and 350,000 for autos. The radio audience, however, increased in 1942 as people with two or more sets sold or loaned one set to others.

In April the War Production Board gave broadcasters a higher priority for maintenance, repair and operating supplies, but the industry continued to experience a scarcity of such vital replacement parts as tubes and transmitter gear. Broadcasters proposed a semiofficial pooling of equipment. The plan gave way to an FCC-sponsored questionnaire designed to locate surplus and salvageable radio parts.

The Selective Service System in July declared broadcasting an essential industry, establishing the criteria for granting of deferments by local draft boards. By September any "key" civilian in broadcasting—executive, head of a major division or subdivision, technical expert—needed a written release from the employer before being allowed to enlist.

The war in its early stages sparked unusual preparations at stations. Blackouts were ordered to thwart enemy attacks, which never materialized. Some broadcasters painted microphones to glow in the dark. Others dipped typewriter ribbons in invisible ink that glowed green when exposed to an ultra violet lamp, to make scripts visible during blackouts.

The FCC placed the entire broadcasting industry on a full war basis on Dec. 1. Among other measures, the FCC required stations to reduce transmitter power by one decibel. After its first year of war, radio had readjusted and readied itself for the crucial year ahead. "Radio entered its first war," BROADCASTING wrote, "with no precedent or experience to guide it . . . Radio met the test realistically. From every quarter came paeans of praise for the job done. But radio can't rest on its oars. It becomes more and more a radio war. Right of way must be given government programing to an even greater degree as the war progresses."

This right of way included, besides free time for government messages, adherence to censorship. The Office of Censorship,

THE NAB's FOUNDING FATHERS HAD THEIR TROUBLES, TOO

NINETEEN YEARS AGO these embattled broadcasters got together at the Drake Hotel in Chicago "to break the music monopoly of ASCAP". Out of that meeting on April 23, 1923, the NAB was born. To compete with ASCAP the stations organized a publishing concern called Associated Independent Music Publishers—the forerunner of BMI by 19 years. Announcements were broadcast by the stations, informing listeners of the opportunities for aspiring composers.

The telegrams on the desk are congratulatory wires from Chicago listeners and from station operators all over the country. The *Chicago Tribune* reported that "the broadcasters left the meeting humming new tunes and predicting that new music would soon be floating through the ether". However, the publishing concern folded within a few months for lack of funds.

In this picture, dug out of the files of Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp. and first president of the NAB, are a group of notables of the then budding industry, some of whom are still active. They are (l to r): Raymond Walker; C. H. Anderson; Frank W. Elliott, WHO, Des Moines, later an NAB president; Comdr. McDonald, then owner of the old WJAZ, Chicago; Paul Klugh, then manager of WJAZ; William S. Hedges, then radio editor of the *Chicago Daily News*, operating WMAQ; Elliott Jenkins, WDAP, Chicago (now WGN); A. B. Cooper; John Shepard 3rd; Powel Crosley Jr., WLW, Cincinnati.

—Broadcasting, May 11

in January, issued a wartime programing code that banned ad-lib programs, man-on-the-street interviews and other "open-mike" formats. Although compliance with the code remained voluntary, Byron Price, director of censorship, and J. Harold Ryan, assistant director for broadcast media, announced that adherence was "99.9% pure" as they praised patriotic self-censorship. The test for acceptability remained, as Ryan said, "Can the enemy utilize it?" Going beyond its 1941 ban on weather forecasts, the Office of Censorship, in March 1942, forbade even the mention of weather conditions during baseball games; if a game was called because of rain, the reason was not mentioned on the radio.

To further implement wartime operations, President Roosevelt, in June, created the Office of War Information and named Elmer Davis, CBS commentator, as head. The OWI was designed to centralize and coordinate news and the various other war information agencies. Starting in October, all government agencies needed OWI's approval for all radio programs and announcements. As a funnel for information to broadcasters, OWI limited and established priorities for government messages to create attention but avoid saturation.

Two-thirds of OWI's budget was targeted for overseas operations and one-third for domestic, which included the establishment of a radio bureau for delivering war messages to Americans. When the government took over shortwave stations from private operators near the end of 1942, the OWI became responsible for the programing on those stations that beamed their signals to other countries.

The war directly touched the content of most programing on radio. When sportscaster Red Barber agreed to air the name of anyone purchasing bonds during one Brooklyn Dodgers-New York Giants baseball game, he sold $100,000 worth. Kate Smith was everywhere on the dial with pleas for war bond purchases; WABC New York, for example, credited Smith with promoting more than $2 million in bond sales among its listeners in one day by personally answering phone calls.

The war also surfaced in music, in themes, in the plots and settings of regularly scheduled programs. Variety programs used servicemen or military camps as backgrounds. Musical programs included such popular war-born songs as "Praise the Lord and Pass the Ammunition," and "This is the Army, Mr. Jones." Serials inserted subplots involving characters who had gone to battle. The War Department asked the creators of several daytime serials to insert storylines to help elevate the image of black soldiers in a segregated Army.

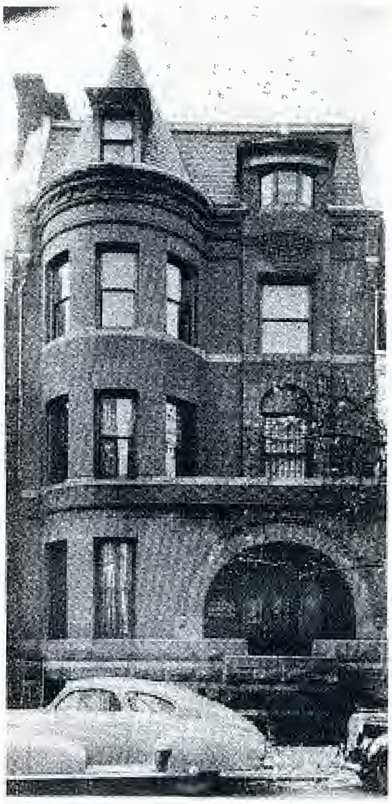
The war caused the creation of new formats as well. General Motors, starting in June, sponsored *Cheers From the Camps*, an hour variety series with Army personnel as stars. CBS broadcast the show on 114 stations.

In April, NBC-Red started *The Army Hour*, a Sunday evening show composed mainly of soldiers' accounts of wartime operations. Those eyewitness accounts included a message from Brigadier General Clair Chennault, commander of the Flying Tigers (American volunteers in China), as well as General Jimmy Doolittle's description of the Tokyo bombing that he led. Colonel Ed Kirby, former public relations director of the NAB, created the program.

This is War!, a 13-week series designed "to inspire, to frighten, to inform," emerged in February as a joint effort of the Office of Facts and Figures and the networks. It was aired on more than 700 stations of all four networks. The cast donated its services, and the networks paid for production costs. Maxwell Anderson, Stephen Vincent Benet and Norman Corwin wrote some of the scripts.

Government information and propaganda in more blatant packages formed the core of such government sponsored and produced series as *This is Our Enemy*, which detailed Nazi tactics and tortures, and *You Can't Do Business With Hitler*,

NAB's New Quarters



NEW HOME OF THE NAB in Washington will be occupied within the next few weeks as a result of purchase consummated last week with approval of the board majority, voting by mail on the basis of pictures of various properties offered. It cost $31,000 cash. The four-story 13-room structure, former home of Columbus University Junior College, is located at 1760 N St. NW, just off Connecticut Ave., about two blocks from the Mayflower Hotel. NAB along with all other tenants has been ordered to vacate the Normandy Bldg. on K Street early in December to make way for the RFC rubber conservation staff.

—Broadcasting, Nov. 30

NBC-RED PLANNERS met last Tuesday at Radio City to perfect organization of their advisory group. Members are (l to r) James D. Shouse, WLW, Cincinnati; Paul W. Morency, WTIC, Hartford; Stanley Hubbard, KSTP, St. Paul; Arden X. Pangborn, KEX, Portland; Ed Yocum, KGHL, Billings, Mont.; O. L. Taylor, KGNC, Amarillo, vice-chairman. Chairman is Harry Stone (seated), WSM, Nashville.

—Broadcasting, Jan. 12

NEW BLUE AND WHITE mike plates of the new Blue Network are examined at the affiliates meeting in Chicago on Jan. 14-15 by members of the network's advisory committee (l to r): Harold Hough, KGKO, Fort Worth Henry P. Johnston, WSGN, Birmingham; Howard Lane, KFBK, Sacramento, Chairman; Harry Wilder, WSYR, Syracuse; Earl May, KMA, Shenandoah, Ia.; Tracy McCraken, KFBC, Cheyenne.

—Broadcasting, Jan. 19

which recited Nazi Germany's broken promises.

To counter the drawing power of Tokyo Rose and Axis Sally who broadcast propaganda to Allied Forces amid sexual innuendo and some of the best swing music available, the War Department created *Command Performance,* a variety show that honored servicemen's requests for songs and performers.

First aired in the spring of 1942, *Command Performance* was broadcast by 11 shortwave stations, and inherited by OWI when it took over the shortwaves. OWI wanted to concentrate on other tasks, so Tom Lewis, vice president of the Young & Rubicam advertising agency, organized a network of armed forces stations at the request of the War Department and took over *Command Performance.* Lewis's network was to become the Armed Forces Radio Service.

The war fostered prestige programing. Businesses began to sponsor such moderately popular but eminently praiseworthy events as serious drama and symphony orchestras to keep their names before the public.

A decline in popularity of the soap operas was noted, attributed by some critics to the overwhelming reality of the war. Among the new programs of 1942 were *The Abbott and Costello Show* and *People Are Funny* with Art Baker and Art Linkletter.

News programing was in the ascendancy between 1940 and 1942 as the networks nearly doubled the time devoted to news.

On the legal front, the Department of Justice filed antitrust suits against NBC and CBS, seeking, in BROADCASTING's words, "even more drastic alteration of network-station operations than the FCC's punitive regulations." MBS filed its own antitrust suit, also in January, against RCA-NBC and asked for damages of more than $10.4 million because of RCA-NBC's option time priorities. Meanwhile, RCA, also in January, established the Blue Network as an independent company operating as a wholly owned subsidiary of RCA. In November, a New York federal court dismissed petitions by NBC and CBS for injunctions that sought to restrain the FCC from implementing its network-monopoly regulations, but the court did stay the effective date of regulation until Feb. 1, 1943.

In other network developments, Dr. Frank Stanton became a CBS vice president in September, Miller McClintock became the first paid president of MBS in November, and General Tire and Rubber Co. in December contracted to buy the Yankee Network for $1.2 million.

On the newspaper-radio front, the FCC claimed its investigation was germane to the war effort and refused to halt its probe of the effects of the ownership of radio stations by newspapers. The commission continued to draft a newspaper-radio report despite an opinion Jan. 26 from the U.S. Court of Appeals for the District of Columbia that there was nothing in the statute that would allow the FCC to discriminate against newspaper ownership in broadcasting.

The FCC itself became a target of invective and probe during 1942. Clarence F. Lea (D-Calif.), chairman of the House Interstate and Foreign Commerce Committee, questioned the FCC on its licensing and investigative actions while Representative Eugene E. Cox (D-Ga.) introduced a resolution for a full investigation of the FCC. The resolution was adopted in January 1943.

On the music front in 1942, the American Society of Composers, Authors and Publishers sought to live in peace with broadcasters and the rival Broadcast Music Inc. But James C. Petrillo led his American Federation of Musicians in a move against recording companies to protect union members' jobs. Radio felt the effects. Petrillo announced in June that by Aug. 1 all recording and transcribing of music for public consumption would cease. Petrillo, who considered his battle to be with the recording and transcription companies but not with the broadcasters, argued that musicians face "a situation peculiar to themselves in that they make transcriptions which take their places." He said it was like "the iceman making a mechanical refrigerator that would ruin his trade . . . I know that the policy of recording is suicidal for our people," he said. "The time has come for the federation to take matters into its own hands." Petrillo wanted the networks and the recording companies to pay fees to the union for the playing of recorded music.

As the strike deadline neared, FCC Chairman James Lawrence Fly urged a probe of Petrillo's music edicts even though the FCC jurisdiction was debatable. Once the strike occurred, broadcasters denounced Petrillo as a dictator and frequently referred to him by his middle name, Caesar. The Senate created a special Petrillo-probe subcommittee. The Justice Department attempted to file an antitrust suit against the AFM. After Petrillo in September rescinded permission for members to make commercial transcriptions for one-time air use, the controversy increased. That month the Senate approved Senator D. Worth Clark's (D-Idaho) resolution for a full-scale probe of Petrillo and the AFM, which began in December. The Chicago Federal District Court dismissed a suit filed by the Justice Department against the AFM. The department announced in December that it would appeal to the Supreme Court. Still the AFM held out; the musicians remained silent.

The year ended with battle lines clearly drawn: The AFM fought the record companies, NBC and CBS fought the FCC, MBS fought RCA-NBC, the FCC fought the Senate probe, and radio fought for the victorious end of the war. Outside those arenas, Americans were singing Irving Berlin's Academy Award-winning "White Christmas," intently listening to foreign news broadcasts, practicing blackouts, and hoping for peace.

Broadcasters Victory Council

INDUSTRIAL LIAISON in Washington for the duration is Broadcasters Victory Council, with John Shepard 3d (center), Yankee Network president, as the chairman. The council was formed in late January [BROADCASTING, Feb. 2]. Other members are: George B. Storer (upper left), president of Fort Industry Co. and interim president of NIB; James D. Shouse (upper right), vice-president of WLW-WSAI, for Clear Channel Broadcasting Service; John E. Fetzer (lower left), owner of WKZO, Kalamazoo, and NAB director, for the NAB; Eugene C. Pulliam, president of WIRE, Indianapolis, and president of Network Affiliates Inc.

—Broadcasting, Feb. 23

Stay Tuned

1. Who called the FCC the "nastiest nest of rats in this entire country?"
2. Name the Washington publisher who wrote a front-page editorial condemning the House investigators of the FCC.
3. Who bought the Blue network from RCA for $8 million cash?
4. What was radio's slogan for "Radio Day" of the second and third War Loan Drives?
5. Name at least two of the four residents of "Allen's Alley"?

The answers next week, in "1943."

For the Record®

As compiled by BROADCASTING, Dec. 22 through Dec. 29 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM application

■ Oceanside, Calif.—Oceanside Radio Inc. seeks 830 khz, 1 kw-U. Address: 711 3rd St., P.O. Box 748, Oceanside 92054. Estimated construction cost: $202,-000; first-quarter operating cost: $40,000; revenue: $250,000. Format: popular. Principals: John H. Gayer (47.5%); son, Dwight (15%); Mary J. Steiger (25%) and Alicia Marquez Bedwell (12.5%). Gayer is Lakewood, Colo., consulting engineer. Dwight is self-employed engineer. Steiger is Oceanside real estate broker and insurance agent. Bedwell is Oceanside apartment manager. Gayers have 30% interest each in applicant for new UHF in Omaha, Neb. John Gayer is also 50% owner of applicant for new VHF at Glenwood Springs, Colo., and 50% owner of applicant for new FM at Yucca Valley, Calif. Dwight Gayer also has 50% interest in applicant for new AM at Fraser, Colo. Bedwell and Steiger have no other broadcast interests. Ann. Dec. 22, 1980.

TV applications

■ Flagstaff, Ariz.—Manning Telecasting Inc. seeks ch. 13; ERP: 316 kw vis., 316 kw aur., HAAT: 1,031 ft.; ant. height above ground: 476 ft. Address: 3 Park Ave., 29th floor, New York 10016. Estimated construction cost: leased; first-year operating cost: $150,000; revenue: $180,000. Legal counsel: Peter Shuebruk, New York; consulting engineer: Lohnes & Culver, Washington. Principals: Elizabeth C. Overmyer (100%). She is also applicant for VHF in Yuma, Ariz., and UHF's in Utica, N.Y., Stockton, Calif., Lakeland, Fla., and New Bedford, Mass. Ann. Dec. 18, 1980.

■ Ocala, Fla.—Big Sun Television Inc. seeks ch. 51; ERP: 1117 kw vis., 111.7 kw aur., HAAT: 945 ft.; ant. height above ground: 944 ft. Address: Box 24, Ocala 32670. Estimated construction cost: $2.3 million; first-quarter operating cost: $230,000; revenue: $450,000. Legal counsel: Sellers, Conner & Cuneo, Washington; consulting engineer: Kessler Associates, Gainesville, Fla. Principals: Patrick O'Neal (chairman) and 10 others. O'Neal is New York actor, director, restaurant owner and real estate developer with no other broadcast interests. Ann. Dec. 18, 1980.

AM actions

■ Silverton, Colo.—Longhorn Communications Inc. granted 1450 khz, 1 kw-D, 250 w-N. Address: 29 North Slope, Union Gap Village, Clinton, N.J. Estimated construction costs: $38,230; first-quarter operating cost: $3,500; revenue: $50,000. Format: Easy Listening. Principals: Theresa S. Kessler (65%), William M. Howell (25%) and two others. Theresa is business manager for WBRW(AM) Somerville, N.J. Howell owns retail and mail order business in Silverton. Longhorn is also applicant for new FM in Silverton. Action Dec. 9, 1980.

■ Manchester, Ky.—Barker Broadcasting Co. granted CP for new daytime AM station on 1290 khz, power 2.5 kw DA; conditions (BP-791211BG). Action Dec. 10.

■ Mt. Juliet, Tenn.—Bryant Radio Co. granted CP for new daytime AM station on 1330 khz, power 500 W-DA; conditions (BP-790827AI). Action Dec. 15.

FM actions

■ Fordyce, Ark.—Dallas Properties Inc. granted 101.7 mhz, 3 kw, HAAT: 289 ft. Address: 303 Spring St., Fordyce 71742. Estimated construction cost: $83,000; first-year operating cost: $31,600; revenue: $60,000. Format: Contemporary. Principals: Gary Coates (39.75%), Gerald Keith (25%), Barbara Rosenbaum (20%), and Paul Coates (15.25%). Gary Coates is 39.75% owner of KBJT(AM) Fordyce. Keith is associated with Housing Authority, Hope, Ark. Rosenbaum is Texarkana, Tex., investor. Action Dec. 9, 1980.

■ Martinez, Ga.—Returned Wayne Communications Inc. application for CP for new FM broadcast station on channel 232A as unacceptable for filing (ARN-800828AK). Action Dec. 10.

■ Terre Haute, Ind.—Rose-Hulman Institute of Technology granted CP for new *FM on 90.5 mhz, .160 kw (H), HAAT: 80 ft. (H) [BPED-800306AI]. Action Dec. 9, 1980.

■ Port Sulphur, La.—Mariners Radio Relay Co. Inc. granted 106.7 mhz, 25 kw, HAAT: 450 ft. Address: 6645 Evergreen Dr., Miramar, Fla. 33023. Estimated construction cost: $106,020; first-quarter operating cost: $27,195; revenue: $180,000. Format: Contemporary. Principals: B. Eric Rhoads, Gerald Clifton; Worldmark Corp. (one-third each). Rhoads and Clifton are partners in New World Communications Co., Ft. Lauderdale, Fla. programing consultancy firm. D. Dean Rhoads (B. Eric's father) is principal owner of Worldmark, Ft. Wayne, Ind., holding company. They have no other broadcast interests. Action Dec. 10, 1980.

■ Ord, Neb.—*KNLV Inc. granted CP for new FM on 103.9 mhz, 1.85 kw; HAAT: 380 ft. (BPH790919AA). Action Dec. 9, 1980.

■ Haskell, Tex.—Rolling Plains Broadcasting Corp. granted 95.5 mhz, 100 kw, HAAT: 529 ft. Address: 1102 N. Ave. G. Haskell 79521. Estimated construction cost: $191,643; first-quarter operating cost: $19,-000; revenue: $144,000. Format: CW. Principals: Kenneth Lane and wife, Nelda (50% each). Ken is Haskell farm owner. Nelda is housewife. They have no other broadcast interests. Action Dec. 10.

■ Mercedes-Weslaco, Tex.—Bixby Great Electric Radio Co. granted 106.3 mhz, 3 kw, HAAT: 281 ft. Address: Peppertree Park Box 12 Seminole, Tex. 79360. Estimated construction cost: $45,113; first-year operating cost: $96,324; revenue: $145,000. Format: Contemporary. Principal: Jesse Johncox, Ken Marsh and John A. Parry (one-third each). Johncox owns 50% of mobile home sales co. in Hobbs, N.M. Marsh owns 66% of oil field tool rental co. in Lovington, N.M. Parry owns apartments in Hobbs. He also owns 15% of KFIM(FM) El Paso, Tex. Others have no other broadcast interests. Action Dec. 10, 1980.

Ownership Changes

Applications

■ KXRQ(AM) Trumann, Ark. (AM: 1530 khz, 250 w-D)—Seeks transfer of control of Cate Communications Corp. from W.N. Cate (100% before; none after) to Bobby L. Stotts, K.W. Webb and James H. Roberts (none before; 100% after). Consideration: $162,000. Cate has also sold KFTW(AM) Fredericktown, Mo. (see below). Buyers: Stotts is Jonesboro, Ark., banker. Webb is Trumann attorney. Roberts owns Trumann insurance agency. They have no other broadcast interests. Ann. Dec. 22, 1980.

■ WAIK(AM)-WGBQ(FM) Galesburg, Ill. (AM: 1590 khz, 5 kw-D; FM: 92.7 mhz, 3 kw)—Seeks assignment of license from Creative Broadcasting Ltd. to Radio Communications Group Ltd. for $925,000. Sellers: Glenn W. Barger who has no other broadcast interests. Buyer: Kenneth W. Gneuhs, Rolling Hills, Ill., investment counselor. He has also purchased, subject to FCC approval, WWMM(FM) Arlington Heights, Ill. (BROADCASTING, Oct. 6, 1980), and has less than 5% interest in WFTP(AM) Ft. Pierce and WDLP(AM) Panama City, both Florida. Ann. Dec. 23, 1980.

■ KPLL(FM) Pella, Iowa (FM: 103.3 mhz, 100 kw)—Seeks assignment of license from Dwaine F. Meyer to Tulip City Broadcasting Co. for $490,000. Seller: Meyer has no other broadcast interests. Buyer: Don Linder (80%) and son, John (20%). Senior Linder is president and 50% owner of KMHL-AM-FM Marshall and KTOE(AM) Mankato, both Minnesota. He also owns 49.85% of KDMA(AM) Montevideo and 16.67% of KWLM(AM)-KQIC(FM) Willmar, both Minnesota. Jr. Linder is salesman for KTOE. He has no other broadcast interests. Ann. Dec. 23, 1980.

■ WAGM(AM) Presque Isle, Me. (AM: 950 khz, 5 kw-U)—Seeks assignment of license from Aroostook Broadcasting Corp. to Colonial Broadcasting Corp. for $235,000. Seller: Horace Hildreth and family. They also own WABI-AM-TV-WBGW(FM) Bangor, Me.; WCJB-TV Gainesville, Fla., and WAGM-TV Presque Isle. Buyer: Harry F. Rideout, J. Gregory Freeman and Stephen A. Candars (one-third each). They are partners in Presque Isle real estate investment company and have no other broadcast interests. Ann. Dec. 22, 1980.

■ WJRO(AM) Glen Burnie, Md. (AM: 1590 khz, 500 kw-U)—Seeks assignment of license from Radio Station WRJO to Erald Broadcasting Inc. for $350,000. Seller: Harry G. Sells (30%), Harold H. Hersch and Samuel J. Cole (25% each) and L. Weston Gregory (20%). They have no other broadcast interests. Buyer: William J. Hingst-and Ethel T. North (33.3% each) and George Dietrich and wife, Erald (16.7% each). Hingst is editor of *Talbot* [Md.] *Banner.* North is Easton, Md., real estate owner. Dietrich is manager of WEMD-AM-FM Easton, Md. Erald is announcer for WEMD. They have no other broadcast interests. Ann. Dec. 23, 1980.

■ WMYQ-AM-FM Newton, Miss. (AM: 1410 khz, 500 w-D; FM: 106.3 mhz, 3 kw)—Seeks assignment of license from William H. Webb (receiver) to Robert L. Tatum for $283,635. Seller: Webb has no other broadcast interests. Buyer: Tatum owns Bay Springs, Miss., oil company. He has no other broadcast interests. Ann. Dec. 23, 1980.

■ KFTW(AM) Fredericktown, Mo. (AM: 1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Madison County Broadcasting Co. from W.N. Cate (100% before; none after) to David E. Smith Sr. (none before; 100% after). Consideration: $132,320. Seller: Cate has also sold, subject to FCC approval, KXRQ(AM) Trumann, Ark. (see above). Buyer: Smith is general manager of KFTW and has no other broadcast interests. Ann. Dec. 22, 1980.

■ KBIM-AM-FM Roswell, N.M. (AM: 910 khz, 5 kw-D, 500 w-N; FM: 94.9 mhz, 100 kw)—Seeks assignment of license from Holsum Inc. to King Broadcasting Co. for $106,500 in stock exchange. Seller: Gene Reischman and family are principals. Buyer group has approximate 20% interest in seller group which also owns KBIM-TV Roswell. Since buyers will be retaining 11% interest in selling corporation, that stock will be put in trust and waiver of TV-radio crossownership rules is being sought. Buyer: Betty King and family. King is district office manager for Senator Harrison Schmitt (R-N.M.). Ann. Dec. 22, 1980.

■ WALK-AM-FM Patchogue, N.Y. (AM: 1370 khz, 500 w-D; FM: 97.5 mhz, 15 kw)—Seeks assignment of license from Horizons Communications Co. to Island Broadcasting Co. for $3,805,000. Seller: Jerome R. Feniger (18.89%) and 21 others. They also own WRIV(AM) Riverhead, N.Y. Buyer: Arthur Kern (51%), Alan Beck (34%) and Kenneth Van Kohorn (15%). Kern is vice president and general manager of Westinghouse Broadcasting Co.'s KPIX(TV) San Francisco. Beck is vice president and general manager of WLIF(FM) Baltimore. Von Kohorn is Westport, Conn., investment counselor. They have no other broadcast interests. Ann. Dec. 23, 1980.

■ WCDJ(AM) Edenton, N.C. (AM: 1260 khz, 1 kw-D)—Seeks transfer of control of Albemarle Radio

Corp. from Terry H. Jones (100% before; none after) to Edenton Broadcasting Corp. (none before; 100% after). Consideration: $302,388. Seller: Jones has no other broadcast interests. Buyer: Robert Lee (51%), John W. Baggett Jr. and Issac Ruffin Self III (24.5% each). Three are associated with Tarheel Bank & Trust Co., Gatesville, N.C. They have no other broadcast interests. Ann. Dec. 22, 1980.

■ KCMX(AM)-KKIC(FM) Ashland, Ore. (AM: 5980 khz, 1 kw-U; FM: 101.7 mhz, 3 kw)—Seeks transfer of control of Rogue Radio Corp. from stockholders (100% before; none after) to Pacific Northwest Broadcasting Corp. (none before; 100% after). Consideration: $1 million. Principals: Kilibro Broadcasting Corp. (33%), Arthur B. Hogan and John D. Feldmann (31% each) and Arnold Sias (5%). Kilibro is owned principally by Robert Fenton. They also own KMYC(AM)-KRFD(FM) Marysville, Calif. In addition, Kilibro owns KFIV-AM-FM Modesto; KPLS(AM) Santa Rosa, and 51% of KTOM(AM)-KWYT(FM) Salinas, all California. Hogan and Feldmann are principal owners of KOWN-AM-FM Escondido, KRKC(AM) King City and KNJO(FM) Thousand Oaks, all California. Seller group has purchased, subject to FCC approval, KHSN(AM) Coos Bay, Ore. (BROADCASTING, Oct. 27, 1980). Buyer: Charles H. Wilson (50.77%); Sally K. Bang (33.48%) and ten others. They own and operate KPNW-AM-FM Eugene, Ore. Ann. Dec. 22, 1980.

■ WZLD(FM) Cayce, S.C. (FM: 96.7 mhz, 3 kw)—Seeks assignment of license from WZLD Inc. to Suncom Inc. for $1 million. Seller: William D. Hunt (51%) and wife Agnes (49%). She owns 20% of WYNN(AM) Florence, S.C. He has no other broadcast interests. Buyer: Robert Liggett Jr. He is 63.49% owner of Megamedia Inc.—licensee of WFMK(FM) East Lansing, Mich., and 19.19% owner of WLOL(FM) Minneapolis-St. Paul. Liggett, as individual, owns 37.99% of WLOL and 55% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo, N.Y. He also owns Liggett Broadcasting Group, Williamston, Mich.-based broadcast management consulting firm, and 10% of cable system serving Leslie, Mich. Megamedia has also purchased WZZR-FM Grand Rapids, Mich. (BROADCASTING, Dec. 15, 1980) and WCAY(AM) Cayce from separate seller (see ownership change actions below). Ann. Dec. 22, 1980.

■ WSEV-AM-FM Sevierville, Tenn. (AM: 930 khz, 5 kw-D; FM: 102.1 mhz, 22 kw)—Seeks assignment of license from Tennessee Valley Broadcasting to Mooney Broadcasting Corp. for $950,000. Seller: Hobart L. Townsend Jr. (49%), Frank A. Woods (30%) and wife Jayne (21%). They also own WBRY(AM) Woodbury, and WTBP(AM) Parsons, both Tennessee. Buyer: Publicly traded group owner based in Knoxville, Tenn. George P. Mooney is president and 19.78% owner. Stations in buyer portfolio include: WUNO(AM) San Juan, P.R.; WERC(AM)-WKXX(FM) Birmingham, Ala.; WMAK(AM) Nashville, and WBYQ(FM) Henderson, Tenn. Ann. Dec. 18, 1980.

■ KGA(AM)-KDRK(FM) Spokane, Wash. (AM: 1510 khz, 50 kw-U; FM: 93.7 mhz, 56 kw)—Seeks assignment of license from Liddie Broadcasting Co. to Community Pacific Broadcasting Co. for $3.6 million. Seller: Wesley L. Monroe (25%), Steve D. Bertholf (14%), father, Delbert (12%) and more than 10 others. They have no other broadcast interests. Buyer: David J. Benjamin (34%), brother, Bert (2.8%), Charles W. Banta (34%), Bert Lyon & Co. (29.2%). They also own KRDR(AM) Gresham and KEED(AM) Eugene, both Oregon and KGAA(AM) Kirkland, Wash. David Benjamin is chairman of Community Pacific and president-elect of Oregon Broadcasters Association. Bert Benjamin is Kansas City, Mo., attorney and president of Bert Lyon Co., Kansas City investment company. Banta is president and treasurer of Community Pacific. Ann. Dec. 23, 1980.

Actions

■ KXAR(AM) Hope, Ark. (AM: 1490 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Sandia '76 Inc. from Arch Wylie (56% before; none after) to James M. Mason and Jerry G. Westmoreland (17% before; 72% after). Consideration: $356,000. Principals: Wylie has no other broadcast interests. Mason is chief engineer, director of operations and current 10% owner of station. Westmoreland is general manager and 7% owner of station. Both will own 36% of station after completion of transaction. Interests of four other stockholders (none of whom owns more than 10%) will not be affected. Transferees have no other broadcast interests. Action Dec. 8, 1980.

■ KADQ(FM) Rexbury, Idaho (FM: 94.3 mhz, 3 kw)—Granted assignment of license from Estate of Theodore Austin to Southwest Television Ltd. for $240,000. Seller: Estate has also sold KIGO(AM) St. Anthony, Idaho (BROADCASTING, May 26, 1980). Buyer: Eugene D. Adelstein (10%) and wife, Ellen (2.6%); Edward B. Berger (10%) and wife, Barbara (2.6%); Senator Dennis DeConcini (D-Ariz.) [2.6%] and more than 25 others. Group owns KZAZ-TV Nogales, Ariz., and KTEE(AM) Idaho Falls, Idaho. They are applicants for UHF's in Spokane, Wash., and Chico, Calif., and have been granted CP for ch. 14 in Albuquerque, N.M. Adelstein is general manager of KZAZ-TV. Ellen is public affairs director for KZAZ-TV. Berger is Tucson attorney and Barbara is real estate agent there. Action Dec. 11, 1980.

■ WDME(AM) Dover-Foxcroft, Me. (AM: 1340 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Radio Voice of Dover-Foxcroft to Community Communications Inc. for $116,000 plus $26,000 for covenant not to compete. Seller: Frank A. Delle and estate of Eugene J. Gosselin (50% each). Delle has also sold, subject to FCC approval, WLKN-AM-FM Lincoln, Me. (BROADCASTING, Sept. 1, 1980). He has also sold CP for new FM at Dover-Foxcroft to same buyer, pending FCC approval. Buyer: Frederic Hirsch and others. He is former station manager at WVOX(AM) New Rochelle, N.Y., and has no other broadcast interests. Action Nov. 24, 1980.

■ WELF(FM) Presque Isle, Md. (FM: 101.7 mhz, 3 kw)—Granted assignment of license from Jack F. Seiber to Weiner Broadcasting for $75,000. Seller: Seiber has no other broadcast interests. Buyer: Allan Weiner (100%). He is chief engineer at WEGP(AM) Presque Isle and has pending applications for new AM in Monticello, Me. Action Dec. 8, 1980.

■ KDWA(AM) Hastings, Minn. (AM: 1190 khz, 1 kw-D)—Granted assignment of license from Hastings Broadcasting Co. to Dakota Broadcasting Co. for $280,000 plus $20,000 noncompete agreement. Seller: David L. Baudoin (67%) and John McKellip (33%). They have no other broadcast interests. Buyer: Terrence P. Montgomery and brother, John (50% each). Terrence is vice president of St. Cloud State University, St. Cloud, Minn. He owns 100% of WQPM-AM-FM Princeton, Minn. John is manager of WQPM-AM-FM. They have no other broadcast interests. Action Dec. 8, 1980.

■ WSAN(AM) Allentown, Pa. (AM: 1470 khz, 5 kw-D, 500 w-N)—Granted assignment of license from Lehigh Valley Broadcasting Co. to WSAN Inc. for $1.5 million. Seller: Estate of B. Bryan Musselman (60%) and Olivia M. Barnes and Revel H. Musselman (20% each). They have no other broadcast interests. Buyer: Harold G. Fulmer III (100%). He owns Wescosville, Pa.-based chain of McDonalds fast food restaurants, and Allentown real estate investment company. He has no other broadcast interests. Action Dec. 11, 1980.

■ WCAY(AM) Cayce, S.C. (AM: 620 khz, 500 w-D)—Granted assignment of license from Lexington County Broadcasters Inc. to Southcom Inc. for $290,000. Seller: J. Olin Tice Jr. (100%). He owns 1.5% of Communications Corp. of America, licensee of WFIF(AM) Milford, Conn., and 49% owner of WBUG(AM) Ridgeland, S.C. Buyer: Robert Liggett Jr. and Daniel F. Covell (50% each). Leggett is 63.49% owner of Megamedia Inc.—licensee of WFMK(FM) East Lansing, Mich., and 19.19% owner of WLOL(FM) Minneapolis-St. Paul. Liggett, as individual, owns 37.99% of WLOL and 55% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo, N.Y. He also owns Liggett Broadcast Group, Williamston, Mich.-based broadcast management consulting firm and 10% of cable system serving Leslie, Mich. Megamedia has also purchased WZZR-FM Grand Rapids, Mich. (BROADCASTING, Dec. 15, 1980), and subject to FCC approval, WZLD(FM) Cayce, from separate seller (see above). Clovell is owner of Bay City, Mich., advertising agency. He has no other broadcast interests. Action Dec. 11, 1980.

Facilities Changes

AM applications

■ KFQD(AM) Anchorage, Alaska—Seeks CP to increase nighttime power to 50 kw. Ann. Dec. 22.

■ KRIZ(AM) Phoenix—Seeks CP to change frequency from 123 khz to 660 khz and increase night power from 250 watts to 1 kw. Ann. Dec. 22.

■ KHLO(AM) Hilo, Hawaii—Seeks CP to increase D&N power to 5 kw. Ann. Dec. 23.

■ WCHB(AM) Inkster, Mich.—Seeks CP to change frequency from 1140 khz to 1200 khz; increase daytime power to 50 kw and make changes in nighttime pattern. Ann. Dec. 22.

■ WVNH(AM) Salem, N.H.—Seeks CP to change hours of operation to unlimited by adding nighttime serv., with 1 kw; increase daytime power to 10 kw NDA, with 5 kw critical hrs; change frequency from 1110 khz to 1120 khz and make changes in ant. sys. Ann. Dec. 22.

■ WTOE(AM) Spruce Pine, N.C.—Seeks CP to increase power to 5 kw. Ann. Dec. 22.

■ KWIP(AM) Dalles, Ore.—Seeks CP to change hours of operation to unlimited by adding nighttime service with 1 kw; change frequency from 1460 khz to 880 khz and make changes in ant. sys. Ann. Dec. 22.

■ KITI(AM) Chehalis-Centralia, Wash.—Seeks CP to increase day and nighttime power from 1 kw to 5 kw; install DA-2; change TL: 1.25 miles E of Centralia on Salzer Valley Rd., and make changes in ant. sys. Ann. Dec. 22.

■ KAPS(AM) Mount Vernon, Wash.—Seeks CP to change hours of operation to unlimited by adding nighttime service with 1 kw; change daytime power from 500 watts to 10 kw; change frequency from 1470 khz to 660 khz and make changes in ant. sys. Also change from DA to non-DA. Ann. Dec. 23.

■ KDFL(AM) Sumner, Wash.—Seeks CP to change hours of operation to unlimited by adding nighttime service with 1 kw; increase daytime power from 250 watts to 1 kw; install DA-1 and make changes in ant. sys. Ann. Dec. 22.

FM applications

■ WBPV(FM) Charlton, Mass.—Seeks CP to increase ERP: 0.100 kw; HAAT: 390 ft., change trans. line and make changes in ant. sys. Ann. Dec. 10.

■ WNRC(FM) Dudley, Mass.—Seeks CP to change freq.: 95.1 mhz; change ERP: 0.0147 kw (H); HAAT: 125 ft. (H). Ann. Dec. 10.

AM actions

■ KERN(AM) Bakersfield, Calif.—Granted CP to change TL to South Side of Freeway Nr. 58, on City of Bakersfield Sewage Disposal Farm, 1.5 miles E. of Cottonwood Road, Bakersfield (BP-800304AG). Action Dec. 9.

■ KNDI(AM) Honolulu—Granted CP to install a new auxiliary trans. (BP-20, 699). Action Dec. 10.

■ KKAQ(AM) Thief River Falls, Minn.—GriLL6&e66S5I06S (BP-800403AE). Action Dec. 9.

TV action

■ KCTV(TV) San Angelo, Tex.—Granted changes: ERP vis. 302 kw 316 kw (M), aur., 30.2 kw; HAAT: 1,450 ft.; TL; Action Nov. 21.

In Contest

FCC decision

■ Miami—FCC has set aside its July 31 action franning application of Miami STV Inc., for UHF television station on ch. 33 Miami, on grounds of Miami STV's financial qualifications. FCC denied request of Coral Television Corp., licensee of Miami VHF station WCIX-TV, to reconsider its simultaneous action dismissing Coral's competing application for ch. 33. It returned Miami STV's application to pending status. Action Dec. 18.

Cable

■ The following cable service registrations have been filed.

■ Cassville Antennae Co. for Cass, Pa. (PA1923) new system.

■ Community TV System Inc. for Greenwood and Leflore, both Mississippi (MS0021,2) add signal.

■ Stan Fran Corp. for Groveland and Haverhill, both Massachusetts (MA0071,31) add signal.

■ Oswego CATV Associates for Candor, N.Y. (NY0893) new system.

■ Blueridge Cable TV Inc. for Dallas, Pa. (PA921) new system.

■ Chautauqua Hills CATV for Cedar Vale, Kan. and Shidler, Okla. (KS0259,OK0210) new system.

■ Port Angeles Telecable Inc. for Port Angeles and Clallam, both Washington (WA0134,77) add signal.

■ Penn Communications Inc. for Middletown, Delaware City and Odessa, all Delaware (DE0044,5,6) new system.

■ Bishop Cable TV for Bigpine and Independence, both California (CA0013,126) add signal.

■ Teleview TV Cable for Ord, Neb. (NE0062) add signal.

■ North County TV Cable for Groveton, N.H. (NH0016) add signal.

■ Landmark Cablevision for Littlefield, Brownfield and Slaton, all Texas (TX0707, 9, 8) new system.

■ Clear Cable-Vision Inc. for Jefferson, Sumiton and Dora, all Alabama (AL0201,3,2) new system.

■ Cablevision for Nitro, Crosslanes and St. Albans, all West Virginia (WV0667,8,9,70,1) new system.

■ Levelland Cable TV for Levelland, Tex. (TX0706) new system.

■ Rutherford Cable TV for Sandy Must, Alexander Mills and Forrest City, all North Carolina (NC0237,8,9) new system.

■ Marshall County Cablesystems for Glendale and Cameron, both West Virginia (WV0662,1) new system.

■ Cablevision for St. Albans, W. Va. (WV0666) new system.

■ Sinclair Telecable Inc. for Hendricks, Ind. (IN0234) new system.

■ Western Cablevision Services Inc. for N.W. Phoenix, Ariz. (AZ0109) new system.

■ Coastal Cable Corp. for Searsport and Belfast, both Maine (ME0108,7) add signal.

■ East Arkansas Cablevision Inc. for Lake City, Ark. (AR0170) add signal.

■ City TV Cable Service for Lordsburg, N.M. (NM0062) add signal.

■ Sun Cablevision Co. for Cheboygan, Beugrand, Inverness, St. Ignace, Mackinaw City, Mackinaw and Wawatam, all Michigan (MI0168, 305, 169, 6, 255, 167, 303, 4) add signal.

■ Charles TV Cable System for Porter, Wayne, Pine Creek Watson, Piatt, Jersey Shore, Nipponnose, Avis and Dunnstable, all Pennsylvania (PA1420, 1, 18, 22, 19, 6, 7, 5, 8) add signal.

■ Greater W-D Cablevision Co. for Oxford, Mass. (MA0120) new system.

■ Community Television of Utah Inc. for Smithfield and Nephi, both Utah (UT0062,1) new system.

■ Teleprompter for Amherst, Ohio (OH0831) new system.

■ Storer Communications of Glouchester County for East Greenwich, N.J. (NJ0460) new system.

■ Community Telecommunications Inc. for Preston, Idaho (ID0101) new system.

■ Yanktyon Cable TV for Canton, S.D. (SD0053) new system.

■ Chattanooga Cable TV for Lakesite and Collegedale, both Tennessee (TN0182,3) new system.

■ Douglas County Cable TV for Hiram, GA (GA0301) new system.

■ Penn Communications for Perryville, Md. (MD0136) new system.

■ Comcast Cablevision for Clinton and Warren, both Michigan (MI0464,5) new system.

■ Comstar Cablevision for Webberville, Mich. (MI0463) new system.

■ Hamilton Cablevision Associates for Hamilton, N.J. (NJ0459) new system.

■ Rapid City Cable TV for Rapid City and Box Elder, both South Dakota (SD0054,5) new system.

■ Tarrant Cable Communications for Kennedale, Colleyville and Forest Hill, all Texas (TX0711,2,3) new system.

■ Storer Cable TV of Texas for Buckingham, Cockrell Hill, Terrell, Crowley, Forney, Glen Heights, Sunnyvale and White Settlement, all Texas (TX0714,5,6,7,8,9,20,21) add signal.

■ General Television of Minnesota for Sartell, Minn. (MN0187,8) new system.

■ Frederick Cablevision for Rosemont, Md. (MD0137) new system.

■ Omnicom of Michigan for Northville and Hamtramck, both Michigan (MI0467,71) new system.

■ Liberty Cable TV for Gladstone and Oregon City, both Oregon (OR0238, 9) new system.

■ Custom Cablevision for Holly, Mich. (MI0446) new system.

Other

■ Wichita, Kan.—FCC has denied tax certificate on sale of stations KEYN-AM-FM Wichita to Long-Pride Broadcasting Co., of which Black country and western singer Charley Pride is 45 percent stockholder, but said it will approve Pride's proposal to buy 6 percent more of stock to acquire majority ownership interest and will issue tax certificate to former owners on notification that Pride has acquired additional shares. Action came on Long-Pride's request for reconsideration of July 31 decision to deny tax certificate on sale of Mr. D's Radio Inc., former licensee, to Long-Pride. Pride and Jim Long own 45 percent each of stock of Long-Pride. In addition, under irrevocable voting trust, Pride as trustee was to vote remaining 10 percent of stock, owned by Joseph Lastelick. Action Dec. 18.

■ FCC has denied requests for waiver of prime time access rule (PTAR) by WUHQ-TV Battle Creek, Mich., and WATR-TV Waterbury, Conn., both of which are UHF stations and "fourth network" affiliates in their respective markets. WUHQ-TV asked for partial waiver so that it could present three hours of off-network material per week during 7 to 8 p.m. access period in addition to usual three hours each evening of ABC network programs, and WATR-TV sought permission to run off-network programs during access time, apparently on unlimited basis. Action Dec. 18.

■ FCC has denied petition to stay its decision which extended cut-off date for group TV translator applications. Petition was filed by M. Thomas Hendrickson, on behalf of several TV translator applicants. It was filed in response to FCC's Dec. 3 action which extended cut-off date for group of TV translators applications from Dec. 5 to Jan. 16, 1981. Action Dec. 13.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Sales Manager needed for central Kentucky AM/FM facility. We are looking for a creative, self motivated person with leadership qualities. Market is ripe and ready for right person. Car, salary and commission. Send resume, salary history, and references to Box P-103.

General Manager for Southern New Hampshire small market radio station (5000 watts) and weekly newspaper (circulation 50,000). Send resume to Earley and Earley, 9 East Pearl Street, Nashua, NH 03060. No phone calls.

Handsome paying sales manager's job for you if you can produce. Money and compensation are not a problem at our number 1 AOR station if you understand bottom line. Need terrific sales manager who can lead our 5 person sales staff by example. Programing and promotion have made us leader in market. Box P-150.

General Manager with strong sales background for AM/FM operations in suburban Major Midwest Market. Excellent growth opportunity; owners are committed to expansion and new major acquisitions. We are looking for top quality, with commensurate compensation package. Equal Opportunity Employer; our employees know of this ad. If you believe you qualify, send complete resume to Box P-144.

Experienced Salesperson for FM station. Sunbelt. Booming market. Excellent income, growth opportunity, future, lifestyle. Send resume immediately to Box A-21.

Think you're ready for management AM/FM. Gulf of Mexico. One of fastest growing markets in U.S. High Income. Incentive. Super lifestyle. Send resume immediately to Box A-41.

Station manager needed for small market AM/FM in fast growing part of Florida. $15,000 plus incentives. Programming and sales experience a must. Immediate opening. Send detailed resume to Roger Ball, P.O. Box 2440, Vero Beach, FL 32960. No phone calls.

Sales Manager—Top 50 market, only country station on the AM dial must be able to teach, train & motivate sales staff. Person choosen will be given his own strong list. Contact George Geib, GM. WOKO, 12 Colvin Avenue, Albany, NY 518—449-1460.

Sales Manager Position worth over $20,000. One of America loveliest areas Napa Valley California 45 miles from San Francisco. Perfect climate. Sunshine 320 days a year. Market size 150,000. Write George Carl, PO Box 2250, Napa CA 94558.

Program Director. Chief station programming officer for 100,000 watt NPR affiliate. Establishes programming goals, budget, policies and schedules. Coordinates all programming with NPR and other program sources. Maintains community contacts and consults with CAB. Supervises Traffic Manager and assures station programing adheres to FCC rules and Federal copyright laws. BA/BS required; 5 yrs. Mgt. exp.; 2 yrs Public Radio preferred. Salary negotiable, $14,500 min.; Deadline; Jan. 23; Contact: Search Committee, WUFT-FM; College of Journalism and Communications, Gainesville, FL 32611. Resume and 3 letters of recommendation required. Women and Minorities encouraged.

HELP WANTED SALES

Michigan resort area powerhouse needs three additional salespeople, each capable of billing over $150,000 per year. Great opportunity to grow with established market leader. EOE Respond immediately to Box P-173.

Immediate opening for aggressive Local Sales Manager for successful AM personality station in Midsized Ohio Market. 40K plus for a proven producer. An Equal Opportunity Employer. Reply to Box P-176.

Quality of Life—super community of 15,000 needs a person who can sell. Guaranteed to be gen mgr, less than a year if you can produce. Box P-185.

Experienced Salesperson for FM station. Sunbelt. Booming market. Excellent income, growth opportunity, future, lifestyle. Send resume immediately to Box A-21.

Think you're ready for management AM/FM. Gulf of Mexico. One of fastest growing markets in U.S. High income. Incentive. Super lifestyle. Send resume immediately to Box A-41.

Outstanding opportunity in aggressive growing West Coast medium market. Need accomplished Sales Account Executive with play by play and sports news capability. Great compensation package. High rated AM/FM combination. Call Jim Magnuson at 503—364-8433 for full details.

Position Available: Retail Sales Representative with local radio station; Representative to have complete account responsibility. Requirements: 2 years same position; or 5 years account representative with ad agency (media planning preferable); or 2 years account representative with ad agency (media planning preferable) and 4 years bachelor degree in liberal arts or business. Letter of reference and documentation necessary. Salary $650 per month, forty hours week, plus commission of 20% of previous month's sales over $3,250; Blue Cross/Blue Shield partial permium to start. Auto required, gas allowance provided. Contact Frank Zezza, WCFR Connecticut Valley Broadcasting Co. Inc. P.O. Box 800, Craigue Hill Road, Springfield, VT 05156. Tel 802—885-4555. Equal Opportunity Employer. Females and minorities encouraged to apply.

Established daytimer going fulltime in 1981. Only one other fulltime AM in market. Good list and guarantee; expenses and benefits; commissions up to 22%. Rare opportunity to grow with a winner. Reply in confidence: Don Blesse, WQIO. Box 9260, Canton, OH 44711.

New Jersey Powerhouse, WKXW, Trenton, 50 kw Adult Contemporary FM, 5 kw Adult Standards AM. Super career opportunity to advance, learn and make good money. Call Bill Musser, GM, 609—882-8471. EOE M/F.

Selling Sales Manager, WTGC Lewisburg, Pa. Local Sales Person, WHPA(FM) Hollidaysburg-Altoona, Pa. Assistant Sales Manager, WKMC Roaring Spring-Martinsburg. Phone 814—695-4441. Write Louis J. Maierhofer, General Manager, 1108 Twenty-Eighth Avenue, Altoona, PA 16601.

Excellent opportunity for persons with successful sales experience to grow with major market radio station. Great Southeast location. Send resume to: Sales Manager, P.O. Box 9466, Charlotte, NC 28299. EOE.

Sales Manager for a fast growing small market station. Write: W.S. Hearst, WWCH, Box 391, Clarion, PA. 16214.

HELP WANTED ANNOUNCERS

WGLD, 100KW in 47th Metro needs an announcer. Beautiful Music experience not necessary, but talented style is. A great opportunity to join the flagship of a young dynamic chain. Send tape and resume to Ed Owens, Box 2808, High Point, NC 27261. EOE/MF.

Experienced Announcer with creative airwork and commercial production. Good voice and air personality required. First phone preferred. NC AM and FM. EOE. Send resume to Box P-37.

Start your Happy New Year in New England. Mature & experienced Staff Announcer with strong commercial production & news skills needed for nonautomated "Beautiful Music". Tape & resume to WSRS, West Side Station, Worcester, MA 01602. EOE.

Air Personality with super production talents. Able to relate on a one to one basis. EOE. Tape and resume to P.O. Box 482, Newburgh, NY 12550.

Wanted: Strong Morning Personality. Major market salary . Send tape to Dan Dudley, Vice President, Reams Broadcasting Corporation, 604 Jackson Street, Toledo, OH 43604.

WSTU-AM & WHLG-FM, Stuart, FL are seeking experienced a-nouncers well versed in air work, news and production. Send air check and resume to Hamp Elliott, WSTU, Stuart, FL 33494. Equal opportunity employer.

Our midwest group needs top talent for immediate and future openings requiring experience in one or more of the following formats: adult contemporary, modern country and album rock. Send tape, detailed resume and a letter outlining your career and salary expectations to R. B. Rogoski, 710 Hackley Bank, Muskegon Mall, Muskegon, MI 49440. EOE.

PM Drive Announcer/Production/Music director. 1 contemporary, 1 country announcer. Aggressive small market. Tape, resume: WDEC, Box 1307, Americus, GA 31709.

Central Virginia P/A needs afternoon personality. No beginners please. Send resume and tape to Mike Henson, WLVA, Box 2179, Lynchburg, VA 24501.

Adult contemporary needs mid day or afternoon drive jock. Must be good on board and production. Great supporting staff. Located in sunny south in suburban market of 20,000. Equal opportunity employer. Write Box A-10.

Talk, Talk, Talk. We want an exciting, personable and witty telephone talk show host. We're a top rated major market, talk oriented station. Excellent salary, benefits and location. Send resume. E.O.E./Affirmative Action. Box A-34.

Announcer (Morning Drive Host). West Coast All News Station. 5 years experience, medium or major market. Radio news format background required. Equal Opportunity Employer. Resumes to Box A-40.

Experienced announcer needed. Send tape and resume to: Aaron Durham, WAKI Radio, Box 409, McMinnville, TN 37110. EOE.

Tired of beating your head against the wall in cutthroat markets for slave wages? Do you sound good and do good production? Would you like some fresh air? Production/air shift open at WADR, Utica-Rome (Contemporary Country), starting salary $300 + benefits. Tapes, resumes to WADR, Box 1480, Remsen, NY 13438.

Creative, talented morning jock. Ability to draw numbers. Great personality. Entertainer. No Jokesters. Doug Hamilton, WAAM, 4230 Packard Road, Ann Arbor, MI 48104. Detroit Metro.

Experienced Manager, strong in sales, for well established AM station located in Southern Virginia. Call 804—792-2133.

Small Market MOR Adult. One fulltime. One parttime. Daytimer. Send all first letter. General Manager, WTGC 1010, P.O. Box 577, Lewisburg, PA 17837.

Strong AM station in the west needs a strong signon person. Please send complete resume with references & salary expectations to Box P-38.

Opportunity—Morning Announcer—Experienced only apply. You'll be part of an established number one, two-man show. You'll do a phone show and production. Knowledge of automation a plus. E.O.E. Contact—Tom Parker, Operations Manager, KTTR/KZNN, PO Box 727, Rolla, MO 65401. 314—364-2525.

Suburban Washington, D.C. Adult Contemporary seeking personality with good voice and strong production. Tapes and Resumes to: Johnny Long, P.D., WPRW, P.O. Box 1460, Manassas VA 22110. 703—368-3100. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Morning Drive Announcer needed for immediate opening at 24-hour Contemporary MOR (Mellow) station; personality format; established news reputation. Central Florida medium market; good facilities and working conditions. Send resume, tape of air work and newscast, salary requirements. WZNG, 1505 Dundee Road, Winter Haven, FL 33880. E.O.E.

Immediate opening for versatile disc jockey. Contact Blair Eubanks, Radio Station, Mount Airy, NC 27030. 10,000 Watts, 740 khz, immediately. 919—786-6111. Equal opportunity employer.

West Michigan leader looking for strong informative MOR personality. Great opportunity for the right communicator. Tape and resume to Bill Struyk, Director of Broadcast Operations, WOOD, 180 N. Division, Grand Rapids, MI 49503. Equal Opportunity Employer.

Cox Broadcasting station WSOC-newsradio in Charlotte, N.C. has opening for issue-oriented professional talk show host. Send resume and air check to Personnel Department, Box 34665, Charlotte, NC 28234. An Equal Opportunity Employer M/F.

Jazz News Announcer/Producer (Radio Announcer II) WUSF Tampa, Florida. Requires High School diploma and two years experience as radio announcer, FCC restricted permit. Salary: $10,210. Send tape and resume by 1/22/81 to: James Lewis, Office of Personnel Services, University of South Florida 33620. The University of South Florida is an affirmative action, equal opportunity employer.

HELP WANTED TECHNICAL

Chief Engineer needed for AM/FM station in Southern West Virginia. Experience required with DA's automation. Salary negotiable. Send resume and references to Box P-161.

Assistant Chief Engineer. Excellent opportunity for experienced AM/FM broadcast engineer, with "first" phone license. Duties include studio and transmitter maintenance and inhouse projects. All equipment/studios utilize the finest state of the art equipment. Good benefits, salary D.O.Q. Submit resume, including references to: Mike Gorniak, Chief Engineer, KDWB-AM/FM, P.O. Box 7630, Twin Cities, MN 55119. EOE/AA/M-F.

Broadcast Systems Maintenance Engineer. 2-5 years experience professional equipment. Texas location. Good company. Send resume and salary to Communications Personnel Service, 4138 Emerson, Dallas, TX 75205. 214—526-2577.

Chief Engineer for growing group broadcaster. To supervise new AM/FM located in scenic Piedmont area of North Carolina. New 25 K Sintronics transmitter, Harris 9002 automation system. Should have knowledge of FM DA, prefer ability to do some studio work, production. For preliminary details, call 305—628-8862.

WBT Engineer Southeast 50 kw Directional AM Station seeks Engineer. First Class license preferred. State-of-the-art; previous experience in broadcasting or allied fields or recent college graduate. Good salary and benefits with recognized multiple ownership broadcasting company. Send resumes to Personnel Dept., WBT, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

HELP WANTED NEWS

One P.B.P. person for class A Minor League Team in N.C. Send tapes and resume to the attention of Mr. Howard Wilcox, P.O. Box 2126, Durham, NC 27702.

One of North Carolina's best stations is looking for News Director. Want someone with couple years experience. Send tape and resume to Rick Roberts WCEC/WFMA Radio P.O. 4005 Rocky Mt. NC 27801. E.O.E. 919—442-3108.

Radio news reporter wanted for small market radio and TV station. Opportunity for TV reporting, also. College degree preferred, plus radio and/or TV news experience. Send tapes, resumes and writing samples to Becky Franko, News Director, KREX-TV, Box 789 Grand Junction, CO 81501. 303—242-5000. An EOE employer.

Experienced news broadcasters for medium market station with heavy news commitment. Strong on-air ability is a must. Male/Female. EOE. Minimum 2 years experience. Nice location in Pennsylvania. Box M-177.

News/talk AM radio station seeks experienced field reporter/anchor. Self-starting news gatherer interested in local-regional politics, breaking news and human interest. $19,000+ annually. Send tape and resume to Barbara Stenson, KVI Radio, Tower Bldg., 7th & Olive, SEattle, WA 98101. EOE/mf.

Expanding news departments at several group stations. Looking for qualified newspersons. EOE. Tape and resume to Dept. N, P.O. Box 511, Beacon, NY 12508.

Suburban Washington Adult Contemporary is seeking full-time Newsperson. Good voice and ability to dig for stories a must. Tape and resumes to Johnny Long, Program Director WPRW Radio, Box 1460, Manassas, VA 22110. 703—368-3100. EOE.

Newsperson, woman or man, for afternoon drive time anchor, and morning field reporting. Experience preferred. You will be apart of a three person radio news department, affiliated with 30 member, medium market TV news staff. Upper Midwest. Equal Opportunity Employer. Send letter and resume to Box P-190.

Looking for experienced person to host evening talk show, and anchor afternoon newscasts. Sunny growing southwest market. EOE/MF. Resumes to Box A-31.

WMAS looking for solid news voice to handle afternoon drive. Upbeat delivery with personality to make stories "come alive!" Tape and resume to Ron Russell, 101 West Street, Springfield, MA 01104.

WFMB/WCVS needs energetic, quality newsperson for our hard-working capitol city staff. Must be experienced in gathering, writing, editing and delivery. Tapes and resumes to: Greg Thomas, PO Box 2989, Springfield, IL 62708. EOE/MF.

Help Wanted: News and Sports Director. Must have play by play football and basketball. E.O.E. Reply: General Manager, KIOQ, P.O. Box 1388, Bishop, CA 93514. Calls ok to 714—873-5861.

Wanted immediately: News Director, must be experienced administrator. Qualified with good news judgment and research and investigative reporting ability. Send tape and resume to Station Manager, Box 70, Fort Knox, KY 40121. EOE Employer.

Immediate opening for take charge newsperson to gather, cover and report news for aggressive local news station. Send tape and resume to: Aaron Durham, WAKI, Box 409, McMinnville, TN 37110. EOE.

Senior Producer/Reporters: Strong reporting, announcing, production and administrative skills required for coordinating 3 FT news staff, anchoring morning news and directing network submissions from our Worthington state-of-the-art studio. Requires: BA, 2 yrs, news, Salary: $11,000 (Liberal Fringe Benefits) Producer/Reporter: Strong reporting, announcing and production skills required to gather, edit, and announce news from our Marshall satellite studio. Requires: BA, 1 yr. news, Salary: $10,000 (Liberal Fringe Benefits) Letter of application, resume, tape or cassette, 3 references to: Jim Boyd, Mgr., Minnesota Public Radio/KRSW, 1450 Collegeway, Worthington, MN 56187. MPR is an Equal Opportunity Employer.

WDIF/Marion, Ohio: An award-winning operation. We are looking for a person who can dig, write, and deliver. New facilities in a great city. If you can meet our challenge, send your tape and resume to Jim Roberts, Operations Manager, Box 10,000, Marion, Ohio 43302. EOE.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Midwest Contemporary AM/country FM station is looking for a full-time creative production pro. Would be working with TM Master Plan. Full benefits. Send resume and example of work to: Kurt Christianson, WAXX/WAYY Radio, P.O. Box 47, Eau Claire, WI 54701. 715—832-1530. An equal opportunity employer.

Separate AM-FM in small southern market needs experienced operations manager and copywriter immediately. Send tapes, resumes and references to Janet C. Evans, P.O. Box 261, Williamson, WV 25661. E.O.E.

Program Director for promotionally active AOR station near N.C. Must be strong in AOR format, able to supervise and train jocks, plan and execute on and off air promotions. Can be Music Director, or Promotion Director on the way up. EOE. Send complete qualifications, references and salary requirements to Box A-29.

Major Group in large midwest market is seeking entertaining/provocative talk show host. 3 years experience minimum. Please send tape and resume to Box A-43. EOE.

SITUATIONS WANTED MANAGEMENT

General Manager: Administration, Sales, Programing, Budgeting, F.C.C. rules. Result oriented, currently employed. Box P-135.

Seeking General Managers position in medium/small market. 22 years experience in broadcasting. Call 1—216—826-1988.

Qualified temporary management available for interim operations, startups, turnarounds. Sales and programming expertise. Box P-166.

Successful Manager seeks competitive challenge in medium, large market. Able to set, reach goals for each department. Can operate independently. Familiar all phases. Active leader, good motivater. Turnarounds accomplished. Will consider television. Box P-175.

General Manager available. Documented performance, demonstrated ability in major markets. Currently employed, and seeks change with total P and L responsibility. Experience in Country, AOR, Rock and MOR. Heavy experience in programming, local and national sales. Previous position, 50,000 country giant. Salary commensurate with responsibility. Available on short notice. Great references. Reply Box P-181.

Sales Manager and General Manager. Mature, sober, first-phone. Strong sales background. Can train and will motivate sales staff. Seeks small to medium market station. Prefer New York, Florida, California, others considered. Five figure income a must. Box A-1.

If you want your station manager to do the sign-on shift, sell, keep costs down, and supervise all aspects, I'd like to talk to you. Family-man, good references, seven-year sales, programing and management background. Box A-11.

Operations/programming. Ten years commercial radio. Programming, promotions, ascertainments, public affairs, TV/radio talk producer-host. Detailed resume/references. Box A-19.

Fifteen year programing pro desires first General Manager position. Excellent track record and references. Box A-24.

SITUATIONS WANTED ANNOUNCERS

Young announcer with one year experience longing to work in Wiconsin or Minnesota. For tape and resume, call Randy 605—845-2724.

Music fanatic, seeks top 40 or A.O.R. station. Will relocate anywhere. Call before 2PM Mon-Fri 312—885-7159 Steve Barile, 550 Kingman Ln, Hoffman Est., IL 60194. Tape-resume available.

Wanted a radio station to hire an innovative, dependable, hardworking AOR jock. Please contact Johnny Rock at 312—525-4614 or send all responses to Damian Rajkovich, 3712 N. Leavitt, Chicago IL 60618.

Over two yrs. major market experience. Talk, news, music; strong prod. Tape/resume upon request. P.O. Box 651132, Miami, FL 33165.

Sinatra/Bennett—Elvis/Beatles jock available emphasizing 25 + demographics. Tape available is Country Rock, because of current format. 32, 1st, 10 yrs. Comm'l radio. Box P-189.

Former Los Angeles D.J., P.D., G.M., and T.V. news. First phone. Details, salary to Box A-18.

L.A. Area—Part Time, announcing nights or weekends. First phone. Experienced. Working days in radio media. Write, I'll come see you. Box A-42.

SITUATIONS WANTED ANNOUNCERS CONTINUED

The night time is the right time: Looking for evening shift in Northeast area. AOR, Top 40, you name it. Michael: 212—752-0764 anytime at all.

Triple Threat—Top flight announcer, newsman, copywriter. Can prove tall claim. Tape and resume available: S.G. Quast, 312—848-3314, 1952 N. Seminary, Chicago, IL 60614.

Give a listen. AOR or Top 40. Will travel. Tape and resume available. Victor Kaye, 5714 S. Talman, Chicago, IL 60629. 312—984-2271 or 436-9480.

Dial an experienced top 40 personality. Pipes—east preferred, Bill 516—423-0167.

Experienced announcer. Good voice. Good reader. Cooperative, hardworking, stable. Want to move up. Call Bob Long 414—547-0748.

The Weasel wants a job in radio. Creative, hard-working, serious, inteligent. For resume and tape call or write Ron Wenzel (The Weasel) 15224 S. Millard Ave., Midlothian, IL 60445. 312—371-3951.

Outstanding bass baritone voice. Perhaps the best in U.S. Personable 43 year old making career change and looking for Northwest announcing slot. Have 3rd. Salary open. Jim Lyonley, 14425 NE 37th Pls., G-15, Bellevue, WA 98007. 206—881-3579.

Creative, lots of personality ready to roll! Tape and resume available. Rick Canton, 1727 W. Thorndale, 1A, Chicago, IL 60660 or 312—728-5312 after 7 p.m.

DJ—AOR, Top 40. Tight board. Live and automation, 3rd, news, production, intern WBZ Boston. Double B.A.-Government, Communications. Graduate work Emerson College. 3/4" video. References. Jeff 617—784-2084.

SITUATIONS WANTED TECHNICAL

Female 1st phone excellent operations/production skills. 5 years experience in top 10 radio NYC. Looking to learn maintenance. Contact Box P-82.

Experienced Chief Engineer: Quality oriented with broad technical background seeks challenging position. Box P-106.

Experienced and dedicated hands on CE with 2 way experience seeks position with growing company no automation desired. Box P-119.

SITUATIONS WANTED NEWS

I'm tired of working 15 hours a day. Proven ability to compete with the best. Want to be part of a 2 to 3 person news department. Currently news director in Central PA market. Box P-36.

Newsman, with production skills, currently with NYC network O&O, seeking fulltime position. Prefer South Florida. Box P-125.

Small Market News/Sports Director—Assistant Manager. Seven years experience. Small or medium market in Northeast. Will consider others. Box P-114.

Ex-"Doctor of Rehabilitation" of newspaper sports wants to switch to radio. Let the Doctor cure your patient, Box P-191.

Experienced, energetic and creative sportscaster looking for career advancement. Self starter 7 years on-the-air experience. B.J. degree, Missouri graduate. Relocating no problem. Box A-12.

Newsman seeking position on west coast. Excellent articulation, experienced. Tape, resume available. Call 312—345-1315 between 12 and 7 p.m.

Major Markets. Seasoned journalist with awesome credentials. Winner of more prestigious national and regional awards for developing hard news, provocative talk and contemporary public affairs programing than any other broadcaster in "your" state. Guaranteed. Avaliable early 1981. Box P-24.

Aggressive/enthusiastic beginning female reporter w/some experience in Nr. 3 market seeking medium to small market station to expand and refine skills. Assets: news reporting/writing, editor/researcher-assignment desk, producing, ENG editing. Will consider internship. Carmen Carter, 202—363-7515.

Aggressive/Enthusiastic beginning female reporter w/some experience in Nr. 3 market seeking medium to small market station to expand and refine skills. Assets: News reporting/writing, editor/researcher-assignment desk, producing, ENG editing. Will consider internship. Carmer Carter 202—363-7515.

Sportscaster/Talk Host 9 years experience, some PBP. Bill Douglas (Douglas Nagy) 313—534-0251.

PBP/Sports/News 22, college grad. 5 years non-commercial experience: Detroit, Ann Arbor. Will relocate. Tape including PBP available. 313—967-4098.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Experienced Talk Talent seeking move into top 30 market. Box P-155.

Help-I'm a prisoner! Moderate conservative talk show host does 6 hours, writes commercials and production. Call 801—375-6939.

Country format specialist! 15 years. Wants to settle in South! Box A-4.

Experienced MD, top 50 market, looking for program director position in medium market or music director in larger market. Experience in contemporary, MOR, and adult contemporary formats. Prefer Southwest but will consider others. Box A-13.

Program Director/Operations Manager available. Extensive experience, including motivation, administration, planning and marketing. Good references and ratings. Profit oriented. Looking for a long term dedication. Box A-35.

TELEVISION

HELP WANTED MANAGEMENT

Business Manager—Challenging position available as part of the management team with TV/AM/FM operation in the Southeast. Accounting degree with broadcasting experience required. Management skills a must. Send resume with salary requirements to Box P-123.

Promotion Manager/Executive Producer. KMBC-TV in Kansas City, an ABC affiliate; Department Head with knowledge and experience in station promotion & publicity, community affairs, art & graphics, animation, program production, managerial skills, organization & creativity. Send resume to R. Kent Replogle, Vice President & General Manager, 1049 Central, Kansas City, MO 64105. Equal Opportunity Employer.

Associate Director for Operations—KET, the Kentucky State Educational Television network is seeking a second-echelon manager to supervise Production, Engineering and Operations for a fifteen transmitter network with one production center. Requires college degree, experience in production and some engineering, five years management. Salary range: mid-20s to mid 30s. Contact: O. Leonard Press, Executive Director, KET, 600 Cooper Drive, Lexington, KY 40502. KET is an EOE/Affirmative Action Employer.

HELP WANTED SALES

Local Sales Manager opening: Midwest station looking for an experienced small market salesperson who is ready to move up in management, must have 3 to 5 years experience, able to handle agencies as well as retail accounts and train and motivate young but growing sales staff. An equal opportunity employer. Send resume and salary requirements immediately to Box P-48.

Professional Sales Person needed to take over established account list. One to two years of television sales experience required. Must be well versed in all facets of local direct and agency selling. Tremendous opportunity for growth and advancement within this group owned VHF ABC affiliate. Contact or send resume to Eric Zitron, WXEX, T.V. PO Box 888, Richmond VA 23207. Equal Opportunity Employer.

National Sales Manager: New position will open Feb. 1, 1981. Fast growing major midwest market. Local and National sales background preferred. Send resume Rick Lowe, WCMH-TV, P.O. Box 4, Columbus, OH 43216. EOE.

Wisconsin network affiliate needs experienced local sales person. This is staff expansion at Senior AE level. Minimum two years in television sales required. Better than average income and benefits offered. EOE. Resume and sales record to Box P-117.

HELP WANTED TECHNICAL

Operating Engineer. 1st phone required. Experience in video tape editing, master control operations, production and studio support. Contact Chief Engineer KAMR-TV, Box 751, Amarillo, TX 79189. 806—383-3321. EOE.

TV Maintenance Technician: Responsible for maintenance of complex studio and field portable equipment. Experience with late model Ampex Tape, RCA Cameras, CMX and CATV systems, a plus. Technical School Graduate, 3-5 years experience and FCC First required. Salary competitive. Applications accepted until January 9, 1981. Send resume to: University Personnel Service, Langdon Hall, Auburn University, AL 36849. Auburn University is An Equal Opportunity Employer.

Transmitter Engineer. Minimum two years experience with TV transmitters. Minimum of two years formal training in digital, microprocessors and basic programming. Position involves maintaining and repairing TT50 FH, earth station up link/down link, remote control equipment and ancillary equipment. $18,250 to $22,500 depending on experience. Equal Opportunity Employer. KPTV P.O. Box 3401, Portland, OR 97208 503—222-9921.

Television Engineer. Perform highly skilled electronic work in the maintenance and repair of all equipment associated with television studio and field operations. Must be capable of systems design and modification of existing systems. Top dollar in major market for right person. Must appreciate and respect young people. FCC license not necessary, performance is. Contact: Thaine Lyman, Columbia College of Chicago, 600 South Michigan Avenue, Chicago, IL 60605. An EOE employer.

TV Engineer—Connecticut Public Broadcasting seeking TV Engineer with FCC First, minimum 2 years technical schooling and broadcast experience. Salary range $12,116-$21,736. EOE, M/F. Send detailed resume to Fran Abramowicz, CPTV, 24 Summit St., Hartford, CT 06106.

TV Broadcasting engineer: Experience in maintenance of UHF transmitter and Ampex VTR, salary negotiable. Send resume to Director of Engineering, WKPC-TV, P.O. Box 1515, Louisville, KY 40201.

Resumes being accepted for Studio Supervisor position at UHF Independent in Southwest. Heavy on maintenance and 1st phone required. Excellent place to work. Reply to Box P-178.

Operator Engineer with 1st. phone. Operate remote controled TV transmitter, all control room equipment and some light "on air" switching, call or write: Chief Engineer, KJCT-TV Box 3788, Grand Junction, CO 81501 303—245-8880.

Chief Engineer Wanted—well equipped new sunbelt television station with all new equipment seeks chief who is strong in UHF and video maintenance. Contact Box P-162.

Electronic Maintenance Engineer and studio engineers. First phone license. Experience preferred but not necessary. Major market in the N.E., openings to be filled early 1981. We are an Equal Employment opportunity Employer. Resume to Box P-186.

Broadcast Maintenance Engineer ... a major market TV station has on opening for a person with at least two years experience. This person must have a valid FCC First Class Radiotelephone License and possess electronic maintenance skills that relate to electronic news gathering equipment. An Equal Opportunity Employer, M/F. Box A-7.

Hands-on working Chief Engineer for Palm Springs UHF network affiliate. Salary open. Must have ability to maintain transmitter and studio equipment. Say goodbye to sleet and snow for living and working in this prestigeous community. Resumes to John Conte, General Manager, KMIR-TV, Box 1506, Palm Springs, CA 92263. 714—568-3636. Equal opportunity/Affirmative action employer.

HELP WANTED TECHNICAL CONTINUED

Maintenance Engineer: Immediate opening for 1st Phone licensed person with studio and/or transmitter experience. 3/4" VTR maintenance a plus. Contact, Jerry Homer, KYCU-TV, 2923 E. Lincolnway, Cheyenne, WY 82001. Equal Opportunity Employer.

TV Engineering Supervisor—Major market CBS affiliate, WNAC-TV Boston, has an immediate opening for the person who can supervise technicians in the installation, maintenance, and operation of television equipment in compliance with company engineering standards and FCC rules and regulations. At least 5 years of TV broadcast experience, ENG, digital background, and FCC First Class License are essential. Previous supervisory experience preferred. For prompt consideration, send resume and salary requirements to Diane Puglisi, Division Personnel Manager, RKO General, Inc., RKO General Building, Government Center, Boston, MA 02114. An Equal Opportunity Employer M/F/H/Vets.

Maintenance Technician. Excellent opportunity for experienced person to work with large progressive group owned station. Advancement possibilities. Good state of the art equipment. Starting salary range $20 to $24K. Write or call Arthur Bone, B.P. Engineering, WPRI TV, 25 Catamore Boulevard, East Providence, RI 02914. Telephone number 401—438-7200. An E.O.E.

Southern California Opportunity—Experienced videotape maintenance engineer for rapidly expanding successful postproduction facility. Knowledge of 2" Quad, 1" VTR's, and CMX editing systems required. Salary negotiable. Send resume or call Dick Wellman, the Post Group, 6335 Homewood Avenue, Hollywood, CA 90028, 213—462-2300.

Production engineer for expanding sunbelt production house. Technical and operating familiarity with current production and post-production equipment important. System design experience useful. Send resume, objectives and salary requirements to Box 643, Birmingham, AL 35201.

CMX Editor. Phoenix Video Center, an Arizona based electronic editing facility seeks 340 CMX editor wishing to relocate. 602—263-8866.

Broadcast Systems Maintenance Engineer. 2-4 years experience professional equipment. Major Texas market. Send resume and salary to Communications Personnel Service, 4138 Emerson, Dallas TX 75205. 214—526-2577.

Beautiful VHF station in Nevada has immediate openings for assistant chief engineer and qualified ENG maintenance man. Submit resume and references to: Director/Engineering, Donrey Media Group, POB 550, Las Vegas, NV 89101 or phone 702—383-0245. An equal opportunity employer.

Maintenance Engineer—Rocky Mountain area. Familiar with studio and transmitter maintenance. First phone. Contact Ken Renfrow, KOAA-TV, 2200 7th Ave. Pueblo, CO. 303—544-5782.

ENG Maintainence Engineer, to repair and service Electronic News Gathering equipment, editors and receive "live" microwave feeds. Must have maintenance experience and 1st or 2nd class FCC license. Major Market EEO employer. Box A-8.

Operations and Maintenance positions open at network affiliate VHF in Miami, FL. Top equipment, top company, top benefits. Positions require experience with state-of-the-art broadcasting equipment: Ampex VPR, AVR & ACR, Vital, CDL, Norelco, Ikegami, Sony, Adda. License preferred. Resumes to Tom Weems, Director of Engineering, WPLG-TV, 3900 Biscayne Blvd., Miami FL 33137. EOE/AA Employer.

WTOV-TV has an opening for a television maintenance engineer, Studio, ENG, Transmitter maintenance experience preferred. Applicant must hold a valid first-class Radio-Telephone License. Send resume and salary requirement to: Chief Engineer, WTOV-TV, Box 9999, Steubenville, OH 43952. An equal opportunity employer.

HELP WANTED NEWS

Meteorologist: Progressive midwest Net affiliate needs experienced broadcast meteorologist for prime newscasts. Some radio. Equipped with radar and fax. Resumes and salary requirements to Box P-77.

Anchor-Producer. Need experienced broadcaster for 10 p.m. newscast. Well rounded background required. Send resume and tape to: Graham Smith, News Director, KATC, PO Box 3347, Lafayette, LA 70502. Equal Opportunity Employer.

News Director. We are seeking an outstanding person to direct a staff of 20 producing four daily newscasts and a monthly magazine. We are group owned and number one in the ratings. A solid background in news and management is essential. EOE. Resume and salary requirement to Box P-172.

Weekend Anchor-Producer/Weekday reporter. Top 100 market in Midwest. Equal Opportunity Employer. Box P-163.

Producer for expanding news operation in a challenging Top 70 Midwest market. Excellent opportunity for an assistant seeking number one spot. EOE. Resume and salary requirement to Box P-159.

Reporter willing to do own shooting. $9500. Previous applicants need not apply. Send video tape with first letter to Jon Janes, KAAL Television, Austin, MN 55912. EOE.

Anchor/Reporter, for Midwest group owned network affiliate. EOE. Resume and salary requirement to Box P-170.

Assignment Editor. We need someone who lives, breathes and thinks news 24 hours a day. Must have at least four years news experience. Must be able to motivate staff to be fiercely rpoud of whipping the competition. We are a major market sunbelt station. EOE Box P-188.

TV news reporter with weathercasting experience. Looking for qualified reporter with 1-2 years current experience as field reporter, writer, ENG,, plus on-air capability for medium-sized midwestern market. Must have B.A. in broadcast communications or related degree. Salary $14,000 plus. E.O.E./AE. Before January 10, 1980. Send complete and current resume to Box A-5.

Weathercaster for Northeastern TV station. 50-100 market rank. Only experienced weather person willing to re-locate need apply. Weather forecast information provided by meteorological service. Immediate opening. An E.E.O. employer. Reply Box A-3.

Medical Reporter, health news leader in top market needs reporter to specialize in health/science field. Only aggressive, enthusiastic medical reporters need apply. Please send resumes to Box A-15.

TV Weather Person. AMS seal preferred, but not required. Weather is big news here. The person we are looking for should be professional, enthusiastic, aggressive, accurate and promotion minded. EOE M/F. Box A-16.

Assignment Editor: Aggressive News Department needs organized, self-starter for Assignment Editor. Progressive news oriented company, well on the way to being market leader. Experience required. Not an entry level position. An equal opportunity employer. Box A-25.

Medium Market Gulf Coast network affiliate where the weather is our big story needs aggressive weather/environment communicator to present weather in simple, understandable terms. Creative hustler the viewers will look up to. No beginners, please. Send resume, salary requirements to: Box A-30.

Producer with reporting background to act as field producer for unique, nightly public affairs magazine program known for its pizzaz and 1st place ratings. Solid reporting and writing skills necessary; self-starter and hard worker needed for expansion of staff. Send resume and tape to: George Hulcher, Louisville Tonight, P.O. Box 1084, WHAS-TV, Louisville, KY 40201. EOE.

Bureau Reporter. Aggressive news operation seeks enterprising, creative self-starter to cover a key county in our viewing area. Mostly "one man band" with film. Degree and film/ENG experience in commercial TV a must. Send tape and resume to Bill Perry, News Director, WBBH-TV 20. 3719 Central Avenue, Fort Myers, FL 33901.

Reporter—Top 50 market news leader seeks entry-level reporter with anchor potential. Send VCR and resume to Bob Brunner, News Director, WSAZ-TV, Box 2115, Huntington, WV 25721. EOE. No calls please.

Sports Director. Must be bright personable and articulate. Minimum two years commercial TV experience. Aggressive CBS, Corinthian owned affiliate. Tape and resume to Robert Allen, News Director, KOTV, PO Box 6, Tulsa, OK 74101. Equal opportunity employer M/F.

PM Magazine Talent. Tired of what you are doing? See the end on the horizon? How about getting back into TV news. Send tape and resume to Ron Bilek, News Director, WSOC-TV, Box 34665, Charlotte, NC 28234. An equal opportunity employer M/F.

Assignments Editor. Aggressive sunbelt station seeking a person with several years experience as a field reporter. Must be able to motivate crews and reporters and be highly organized. Send resume to Chris Kelly, Personnel Director, KGBT-TV, P.O. Box 711, Harlingen, TX 78550. AA/EOE.

HELP WANTED PROGRAMING, PRODUCTION & OTHERS

Producer PM Magazine—Prior producing/directing experience required. Must have administrative/organizational skills. Group owned, network affiliate in top 60 market. An Equal Opportunity Employer. Send resume to Box P-111.

Producer/Director for news and public affairs. Be a part of a growth station with state of the art equipment and a strong commitment to news. Two years directing news and communications degree required. Send resume, tape and salary requirements to: Henry Goldman, Production Manager, WTSP TV, 11450 Gandy Blvd, Saint Petersburg, FL 33702. An Equal Opportunity Employer.

Television Hosts wanted. Top ten market has opening for morning variety, talk, news, information program. Must have extensive background and interviewing newsmakers, entertainers, etc. Personality a key. An Equal Opportunity Employer. Please send a complete resume and salary requirements to: Box P-169.

We are looking for an experienced director with a solid two year background in news and commercials. Applicant should have experience in EFP editing. Person selected must be able to direct fact paced news programming at midwest top 50 market station. Off camera announcing experience is also desirable but not essential. EEO employer. Send complete resume and salary requirements to Box P-158.

Director/Newscasts: We're looking for leadership skills along with the ability to direct a top-rated news show. You'll switch on a Grass Valley E-Mem 1600 board with live on-location feeds, Vidifont, and plenty of action. Experience, enthusiasm, and talent are a must in this Southeast medium market network affiliate. EOE. Box P-183.

Self-starter wanted as Promotion Assistant in expanding Top 70 Midwestern market. Production background preferred, writing and lay-out experience helpful. EEO Employer. Send resume to: Box A-27.

Director of Programming for growing two-station public TV consortium in NE Ohio. Prefer minimum of four years program management experience. Require strong supervisory skills and solid background in TV programing, promotion, production. Must coordinate national acquisitions with local programing from three consortium university production centers. On-air fund-raising experience helpful. Outstanding benefits. Send resume and salary history to General Manager, WNEO/WEAO, 275 Martinel Drive, Kent, OH 44240. Due to advertising difficulty, deadline extended to January 19, 1981. An equal opportunity employer.

Field Producers/Writers for Network, syndication and cable programing. PM Magazine style feature producing experience a must. If your one of the country's best, send resume and outline of your producing/writing techniques. The Producer Writer Network, Inc., 2127 Weybridge Common, Holland, PA 18966.

Production Assistant: Small midwest station looking for a creative person who can shoot, edit, and switch, EOE. Box A-38.

Aggressive group-owned network affiliate midwest station in second 50 market seeks Producer Director with strong creative background. Minimum two years experience preferred. EOE. Send resume to Box P-95.

HELP WANTED PROGRAMING PRODUCTION, OTHERS CONTINUED

Development Director for Indiana University Public radio and television stations. Design and administer fund drive, underwriting, membership, audience research, and grant-writing activities. Salary $20,-000-22,000. For information and job description, contact Herbert Seltz, Radio-TV Building, Indiana University, Bloomington, IN 47405. Deadline January 23, 1981.

SITUATIONS WANTED ANNOUNCERS

Experienced Announcer available for booth, movie host, weather—Bill Bennett, 2743 Caminito Verdugo Del Mar, CA 92014. 714—755-2387.

SITUATIONS WANTED TECHNICAL

TV-FM-AM-Field Engineering Service. Established 1976. Installation-maintenance-system design-survey and critique-interim maintenance or chief engineer. Available by the day, week or duration of project. Phone Bruce Singleton 813—868-2989.

SITUATIONS WANTED NEWS

Lead Anchor—Also produces/reports. Personality with pace. Mature, network experience. Currently employed mid-west. Seeks challenge with serious T.V. news operation. Box K-182.

Medium market news director at Phila.'s number one suburban radio station seeks TV reporter—writer position. First rate anchor, reporter, and writer. Good looking, aggressive, Fourth market TV reporter intern and top college TV-radio degree. 215—542-9062.

Experienced small market meteorologist and science reporter would like position in larger market. Prefer Northern states. Contact Bob Burnett-Kurie, RFD, White River Junction, VT 05001. 802—295-3464.

Award Winning TV Journalist seeks new challenges. 2 years medium market experience. Noon Anchor/Producer/General Assignments Reporter. Experienced Pilot. Contact Box P-192.

Triple threat Sportscaster: On Air camera, editing experience. Fast-paced visuals with local emphasis. Remotes, interviews-no problem. Tape available. Ed Lischin, 150 Belvedere Terrace, Santa Cruz, CA 95060 408—429-6432.

Anchor/Reporter. Warm, authoritative. Getting more interesting. Can report, write and think on my feet. Now employed but ready to move up. 45,000 +. Box A-9.

Anchor/Reporter: Female. 26. Currently anchoring number one noon news in competitive, medium market. Consumer reporter. Co-creator, producer, host of prime time news magazine show. Looking for a challenging job in a larger market. Box A-14.

Woman Lawyer-Reporter-Anchor seeks larger market; stories have been on national cable news. Box A-28.

Award-winning young sports journalist, currently employed at major newspaper, seeks change from print to broadcasting media. Professionally trained in performance. Compelling style and delivery. All markets welcome. Box A-37.

Information—Looking for a person who can research, write, investigate and assist producers? Not a useless fifth wheel but a valuable spare. Excellent references. Internship at ABC's O&O in Detroit; grad work at the University of Michigan, and college radio newscaster. No problem relocating. Rick Eyler 313—661-2782.

Anchor/Talk Host. Experience: Medium market News Director/Anchor/Host, Major market Emcee/Commercial Announcer, Corporate Media Consultant, Vietnam veteran. Curt Renz, 4620 Timberlane, Crystal Lake, IL 60014.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

AF Vet seeking first full-time job in TV Production. BFA degree in Radio-TV prod. plus 9 wk intern at WECA-TV Tallahassee FL. Call Charles Rakestraw 1—615—246-7897. Will relocate.

Experienced producer/director presently managing a small college production facility is seeking a producer/director position with commercial or public TV station. Growth potential is important. Call 419—882-1697 after 6 p.m. or Box A-17.

ALLIED FIELDS

HELP WANTED SALES

The South's leading video sales organization is expanding into AM & FM equipment sales and needs several professional, self-motivated equipment sales people. Attractive compensation plan plus the best lines in the industry. Call or write: David Orienti, Gray Communications Consultants, 209 Oxmoor Circle, Suite 708, Birmingham, AL 35209, 205—942-2824.

Director of Development/Marketing. Successful educational film production company seeks a qualified person to aggressively represent it to potential funding sources to raise funds for new productions, pilots, or series. Also would manage the marketing and distribution of completed programs in various media formats worldwide. Must have minimum of five years experience in major product development and marketing to corporations, government agencies, schools, and libraries. Degree required; master's degree preferred. Must be able to communicate very effectively and make good written and oral presentations to upper management level people. Salary commensurate with skills and experience. Relocation required. Send resume and salary requirements in confidence by February 27 to Ed Meell, Media Management Services Inc., 865 South Crescent Boulevard, Yardley, PA 19067.

HELP WANTED PROGRAMING, PRODUCTION, OTHER

Leading Audio Production Studio in New York City, seeks Music and Sound Effects Librarian/Assistant Engineer. Previous studio experience necessary. Salary open. Knowledge of music and sound effects libraries preferable. Bright, personable, strong ability to deal with clients. Send resumes to Box P-160.

Leading Audio Production Studio in New York City, seeks Audio Production Engineer with knowledge of major sound effects and music libraries. Bright, personable. Send resumes to Box P-171.

HELP WANTED INSTRUCTION

Part-time and weekend instructors wanted. Minimum 5 years experience in all phases of radio broadcasting. Los Angeles area people preferred. Tapes and resumes to Tommy Goodwin, Director, KIIS Broadcasting Workshop, 1220 N. Highland Ave. Hollywood, CA 90038.

The University of Arizona is seeking two faculty members to teach courses in production, management programming, advertising and sales, policy and regulation. Rank and salary open, depending on teaching, professional experience and record of creative activity. Ph.D. or appropriate terminal degree preferred. Broadcast experience a must. Positions available August, 1981. Send resume and references by January 30, 1981 to: William T. Slater, Department of Radio-Television, University of Arizona, Tucson, AZ 85721. An Equal Opportunity/Affirmative Action Employer.

Mass Communication—One tenure-track position. Emphasis in advertising and public relations with background in television and film production and direction. Minimum of Master's degree, Ph.D. preferred. Portfolio and videotape cassette evidence of work done by applicant and/or students should be submitted. Will teach courses such as Advertising Design, Persuasion in Advertising, Public Relations, Mass Media and the Popular Arts, and Television Production and Direction. Rank of Assistant/Associate and salary contingent on degree, academic background and experience. Minimum salary at Assistant level is $16,213 and Associate is $19,658. Position starting fall of 1981. Affirmative Action/Equal Opportunity Employer. Reply by January 30, 1981. Interested applicants send introductory letter, official copies of all transcripts, vita and three recommendations to: Dr. George P. Boss, Search and Screen Committee, Department of Speech, Mass Communications and Theatre, Bloomsburg State College, Bloomsburg, PA 17815.

Communications Chair in Nation's Capital: Mount Vernon College seeks a talented, dedicated teacher, broadly trained with special expertise in production or journalism, to guide a new and growing interdisciplinary program in communications. Ph.D. preferred, rank and salary open, tenure opportunities. AA/EOE. Send resumes and references to the Office of Academic Affairs, Mount Vernon College, 2100 Foxhall Road, N.W., Washington, DC 20007.

Indiana University's School of Journalism is reopening its search for two new faculty members for tenure track appointments in 1981-82. Although outstanding applicants from other specialties will be considered, strongest preference is for one person with a magazine and another with a radio-TV news specialty. Both are expected to teach and conduct research and/or creative activity. In addition to skills courses in their specialities, the two faculty members would have opportunities to teach in another area, such as international communication, advertising, media management/economics, newspaper writing and editing, public relations, or communications law. Rank and salary negotiable. Summer teaching could add 15-20% of base salary. Generous fringe benefits. Ph.D. preferred but faculty will seriously consider exceptional professional credentials in lieu of doctorate. Program offers B.A.., M.A., Ph.D. Faculty is diverse, dynamic, and compatible. Indiana University is an equal opportunity, affirmative action employer. Please forward a letter of application, full resume and arrange for four letters of reference to be sent to Prof. Edmund B. Lambeth, Chair, Search Committee, School of Journalism, Indiana University, Bloomington, IN 47405. Deadline for receipt of materials is February 15, 1981.

Television. Two tenure-track positions in Department of Theater and Communication Arts for September, 1981. 1. Assistant Professor in Radio, Television and Film to teach basic courses and advanced production work. Candidate should have experience in editing and script writing and a knowledge of the history of broadcasting. 2. Assistant Professor in Television to teach basic courses in production and history of broadcasting. Candidate must also be able to teach introductory speech and public address, or introductory speech, voice and diction, and phonetics and dialects. Both positions require Ph.D. or equivalent professional qualifications; teaching experience preferred. Submit letters of application and resumes by February 1, 1981, to Professor Nathan Shoehalter, Chair, Department of Theater and Communication Arts, Newark College of Arts and Sciences, Rutgers University, Newark, NJ 07102. Rutgers University is an equal opportunity/affirmative action employer.

Radio-Television—Associate or Assistant Professor, depending upon qualifications. Minimum of master's degree in Radio/TV Broadcasting preferred. Must be dynamic individual with leadership qualities to further develop and expand broadcast instruction. Heavy professional background required. Functioning radio/TV studio. Must qualify to instruct Principles of Broadcasting, Radio and TV Writing, Radio and TV News Writing, Broadcast Practices, Broadcast Production and TV Production Techniques. Must be able to produce in-class and other in-lab radio and TV programs and act as advisor to related student groups. Position entails heavy advising load. Send letter of application, vita and placement file to: Michael B. Dolmayer, Vice President for Administration, Point Park College, Wood Street, Pittsburgh, PA 15222. EEO. Closing date for application is Feb. 15, 1981.

The University of Iowa School of Journalism and Mass Communication is accepting applications for two tenure-track assistant professor positions for the fall of 1981. Candidates will teach in their respective areas of scholarly interest at the graduate and undergraduate levels and in one or more of the following undergraduate professional areas—broadcast journalism, community video, photojournalism and news-editorial. Preference will be given to candidates whose research area is telecommunication policy, mass communication law or popular culture. The Ph.D. is preferred; the M.A. with exceptional professional or academic experience will be considered. Salary is dependent on the selected individual's qualifications. Letter, vita and references should be sent to Joseph Ascroft, Chair, Faculty Search Committee, School of Journalism and Mass Communication, University of Iowa, Iowa City, IA 52242. Screening of applicants will begin January 15, 1981. The University of Iowa is an Equal Opportunity/Affirmative Action Employer.

HELP WANTED INSTRUCTION CONTINUED

Journalism Teacher. Columbia University Graduate School of Journalism seeks teacher of reporting and writing. Candidates should have professional background in newspapers, magazines, television, or radio—preferably more than one—and teaching experience. Reply to: Faculty Appointments Committee, 513 Journalism, Columbia University, New York, NY 10027. Equal Opportunity/Affirmative Action 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 TV Equipment: Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800—241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404—324-1271.)

Mirror in the lid and other pre-1946 television sets wanted for historical collection. Especially interested in RCA TRK-5 and 359 test set, General Electric "HM" series. Parts and literature also wanted. Arnold Chase, 9 Rushleigh Road, West Hartford, CT 06117. 203—521-5280.

Need Good, late model AM 1000/250 transmitter and other broadcast equipment for new station. Bob Sticht 615—889-1960. Box 128, Smyrna, TN 37167.

Christian Organization (IRS Non-Profit) seeks contributions of equipment (especially studio) for new FM. We document top dollar value for end of year donation receipts. Old is OK please no junk. We pay shipping. Maranatha! Dr. Stan Little, Rejoice Fellowship Inc., Box 1171, Palm Desert, CA 92261.

FOR SALE EQUIPMENT

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

Satellite Television Equipment. Antennas, receivers, Low noise amplifiers. In stock. Immediate delivery. Delstar Systems, 713—776-0542.

10 KW FM RCA 10D w/exc. & ster. gen., exc. condition, spares. M. Cooper 215—379-6585.

GE TT-25 UHF-TV Transmitter, 2 ea $35,000.
RCA TT-10AL VHF Transmitter—$5,000.
RCA TT-35CC VHF Transmitter—$20,000.
RCA TT-50AH VHF Transmitter—$12,000.
Complete film island—$30,000.
Sharp XC-700 Color Cameras—$11,950 (New).
IVC 500A Color Cameras—ea. $7,500.
Panasonic AK920 Color Cameras—$15,000.
GE PE-350 Color Cameras—ea. $4,000.
GE PE-240 Film Camera—$8,000.
CVS 520 Time Base Corrector—$8,500.
CVS 504B Time Base Corrector—$5,500.
CDL VSE-741 Switcher—$2,500.
RCA TK-27A Film Camera—$12,000.
RCA TP-6 Projectors—$1,000.
Ampex 1200 A VTR's—ea. $22,000.
New Garrard Turntables, $100.
New Edutron CCD-2H Time Base Corrector—$5,800.
TR-22 RCA Hi-Band $16,000.
BUP-100 Sony New-Call.
UHF Antennas—Various Models and Prices.
New 1000 foot TV Towers—best prices.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800—241-7878. In GA call 404—324-1271. Frank Frolick or Bill Kitchen, Quality Media Corporation, Box 7008; Columbus, GA 31908.

For Sale: 1 Bosch BCN-50 Studio one inch VTR with TBC, 1 Bosch BCN-20 Portable VTR, both B format both mint condition. Call: 213—980-0704.

For Sale: Steadicam Model I, programmed for TK-76, complete with retro zoom and focus control, 4 batteries, fast charger, shipping cases, mint condition. Call: 213—980-0704.

RCA-FR 35 film projector, like new. 30 to 40 hrs. Contact Bill Ebell, 201—767-1000.

3—Norelco PC70S cameras with 10 x 1 zoom lens, waveform and picture monitors, pan heads, instruction manuals, 45K. Contact King Harrison 703—823-2800.

1,750 feet TV81 camera cable $850. Contact King Harrison 703—823-2800.

1 KW AM CSI T1A, 1 1/2 yrs. old, mint condition. M. Cooper 215—379-6585.

For Sale: AEL AM-5KD 5KW Broadcast Transmitter. Factory rebuilt and still in factory shipping carton. New tubes. Mike Phillips, 919—276-4965. $16,000.

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (3) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. $145,000 takes it all. Call Frank Frolick, Quality Media Corporation 404—324-1271 for further details.

Two Ampex 1021-C Intersyncs, brand new. Includes external connectors, regulated headwheel power supply, I.N. $1100. each; discount for both. Capitol Broadcast Exchange 209—957-1761.

For Sale: Ikegami HL-77A. New. Sept. 1977, good shape, Cannon lens w/rain cover, A.C. supply, 2 batter belts, $25,000. 202—298-9100.

5 KW AM RCA 5U-1, 11 yrs. old w/huge list of spares. Proof and guarantee. M. Cooper 215—379-6585.

COMEDY

Free sample of radio's most popular humor service! O'LINERS, 1448-C West San Bruno, Fresno, CA 93711.

Guaranteed Funnier! Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213—438-0508.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

FM Frequency Search, $200. Larry D. Ellis, P.E. Box 22835, Denver, CO 80222.

RADIO PROGRAMING

"Photo Tips" radio feature. Five new 1½ minute shows per week. Listeners love it. Remember, 75% of adults take pictures. Sell to local sponsor Barter basis. Call 800—547-5995 ext. 181. Reynell Associates, Inc., Box 10250, Chicago, IL 60610.

Nostalgia: 1920/1970—Music! Features! Events! $18.75 per week! "Demo" Tape: R.T.W.I.W. Box 174, Jacksonville, TX 75766.

Bill's Car Care, 260 2-minute shows of car repair on the air. Exclusive. For audition write or call Fuller, 68 N. Dover, LaGrange, IL 60525. 312—579-9578.

Remembering is Fun—and profitable for you. Daily: 60 nostalgia quiz—Listeners love it! Demo: Janajo, Box 287, Beech Grove, Indiana 46107.

INSTRUCTION

Free booklets on job assistance. 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212—221-3700. Vets benefits.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813—955-6922.

FCC "Tests-Answers" manual! Free information: Command, Box 26348-B, San Francisco 94126.

RADIO

Help Wanted Announcers

WGBS
RADIO 710

MIAMI/FORT LAUDERDALE
Morning Personality

WGBS, South Florida's pop adult radio station, seeks a dynamic, major market morning personality or terrific two-person team to join the station's newly-organized, highly-talented, creative crew. WGBS, a recent acquisition of Jefferson Pilot Broadcasting Company, offers an excellent salary package. Our broadcast facility is one of the best in the country, located in the heart of South Florida. Join the award-winning team at WGBS and live in one of America's great lifestyle markets. For prompt and confidential consideration, please send resume and tape to Brian Scott, Program Director, WGBS, 710 Brickell Avenue, Miami, FL, 33131.

Jefferson Pilot Broadcasting

Equal Opportunity Employer

Help Wanted Programing, Production, Others

AUDIO PRODUCTION WIZ

Can YOU create magic sound images that Communicate? **KSTP** offers a creative atmosphere and the challenge to make it better every day. All of the multi-track audio goodies for new studios are on order. Finalists for this excellent position will be flown to the Twin Cities for the ...

GRAND SPLICE OFF

Winner to be announced in all important trades. Only dedicated pros should apply. Send tapes and resumes to:

Robert Oakes,
Operations Manager
KSTP
3415 University Avenue
St. Paul, Minnesota 55114

KSTP 1500
NewsPlusRadio

Equal Opportunity Employer

CREATIVE SERVICES DIRECTOR

(Major West Coast Newstalk Radio Station)

We provide the budget, staff and Top Management commitment to a professional Creative Services function.
You present a minimum two years Creative Services Management experience acquired in a major broadcast market, with a proven track-record in:

—Establishing station promotional goals, objectives and budgets

—Developing and directing consumer advertising, publicity, media and public relations, sales promotions, special events, contests, community involvement projects and promotional materials

—Directing efforts of station advertising agency

—Interfacing effectively with station on-air personalities

Outstanding opportunity for maximum exposure to successful 24 hour News/Talk format with remotes and innovative specials, top personalities, total Community Service and Sports coverage.
Send complete resume with salary history in confidence to Box P-174.

Help Wanted Management

GENERAL MANAGER

Sunbelt Top 40. Great new powerhouse AM and FM facilities. Tremendous opportunity for serious hands-on Professional who can motivate, train, lead, and still be willing to learn along the way. Tell us about your —

—expertise in Sales; Direct and Agency
—knowledge of Program concept and execution
—Marketing/Research experience

Please put it all in your letter, together with your personal profile. Strictest confidence; no background calls on you until you're informed.

Box A-6

AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Technical

CHIEF ENGINEER BOSTON AM/FM

We need an individual with strong audio and transmitter background to take charge of technical operations of Class B—50 kw FM (Bonneville Beautiful Music) and 5 kw-DA2 AM (Schulke II) stations. This is a "hands on" position with plenty of opportunity and many exciting possibilities. If you can help make and keep us the best sounding stations in Boston, we offer an excellent compensation package, strong management support and the kind of atmosphere you need to do the job right. Send resume, references, salary history to:

Robert E. Gaskins

WHUE

200 Clarendon Street
Boston, MA 02116

Equal Employment Employer

Help Wanted Technical Continued

SOUTHERN CALIFORNIA AM-FM COMBO

Chief Engineer needed to supervise three-person department. Your ability to motivate and lead, plus communicate with management and programing will determine salary and bonus, in the 35K range plus car. Engineering degree preferred. Send resume to Box P-167. EOE. M/F.

TELEVISION

Help Wanted News

REPORTER

Top 20 market station seeking experienced reporter. Journalism degree preferred. Salary and fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. Please send resume to Box P-27. EEOE, m/f.

WEATHERCASTER

Top 20 market in sunny Florida looking for weathercaster with ability to make weather informative and interesting. Experience preferred. Send resume and on-air tape to:

Richard W. Roberts
Corporate Personnel Director
WFLA, INC.
P.O. Box 1410
Tampa, Florida 33601
Equal opportunity employer M/F.

Help Wanted News Continued

NEWS ANCHORPERSON

Major market independent is looking for an anchorperson with on-street capabilities. Send tapes and resumes to:

Armand Asselin
News Director
WTTG-TV
5151 Wisconsin Avenue, N.W.
Washington, D.C. 20016

We are an equal employment opportunity employer M/F.

ON-AIR SPORTS DIRECTOR

Major market sun belt station needs experienced, energetic, innovative sports director with exceptional presentation, production and writing skills.

EOE M/F

Send resume and tape to:
P.O. Box 86
Upper Darby, PA 19082

METEOROLOGIST

38th market ... immediate opening. Degree and experience in broadcasting required. Join two other professional meteorologists. Send resume, VTR, salary requirements to News Director, WOTV, Box B, Grand Rapids, MI. 49501. EOE/M/F.

TECHNICAL SUPERVISOR ELECTRONIC JOURNALISM

NBC News, a recognized leader in the broadcasting industry, seeks qualified broadcast engineers with experience in electronic newsgathering with emphasis on videotape editing and systems for its New York Network News operation.

Please send resume and salary history in confidence to:

NBC

Gail Berkwitz, Staffing Specialist
NBC, 30 Rockefeller Plaza
New York, N.Y. 10112

We are an equal opportunity employer m/f

SUPERVISOR MAINTENANCE/ REMOTE SERVICES

First Class FCC license, knowledge of FCC rules, minimum three years experience in television broadcasting and supervisory experience required. Schedules and supervises maintenance personnel. Recommends replacement of equipment and supplies. Assists in the design and implementation of systems and station equipment. Supervises maintenance of broadcast equipment and motor vehicles.

UNIVERSITY OF UTAH
PERSONNEL DEPARTMENT
Phone 581-6787
101 Annex Building
Salt Lake City, Utah 84112

Equal opportunity employer

International Opportunities for Television Engineers

The King Faisal Specialist Hospital and Research Center has current openings in its Audiovisual Department. The Hospital is a 250 bed specialty referral facility with a rapidly expanding Audiovisual Department.

Requirements include a BSEE degree with 5-8 years experience in the maintenance and repair of television and video systems. Thorough understanding of system set-ups and use of test equipment. A 24-month contract commitment is required.

Salaries are excellent and the exceptional benefits include 30 days annual paid vacation, transportation, furnished housing, bonus pay and more.

If you are interested in working side by side with people from around the world—then we would like to hear from you. Send a copy of your professional resume including salary history to:

Linda Hogin
Hospital Corporation International
International Representative
One Park Plaza
Nashville, TN 37202

HOSPITAL CORPORATION INTERNATIONAL

TELEVISION TECHNICIAN

Major market station seeking TV technician. Must have FCC 1st class license and technical school background.

Direct all inquiries to:

Nancy Fields
Personnel Mgr.
WMAR-TV
6400 York Rd.
Baltimore, MD. 21212

E.O.E. M/F

LESEA

CHIEF ENGINEER
Production & Operations Mgs.

LeSea Broadcasting is a not-for-profit religious organization expanding its television ministry. Positions available in the Midwest for agressive, hard-working individuals. All applicants should have several years' experience in television. Chief Engineer requires 1st Class license and should be strong on maintenance. We are an equal opportunity employer. All replies completely confidential. Send resume to Peter Sumrall.

P.O. Box 12 South Bend, Indiana 46624

Radio Programing

LUM and ABNER

5 - 15 MINUTE PROGRAMS WEEKLY

Program Distributors
410 South Main
Jonesboro, Arkansas 72401
Phone: 501—972-5884

PAUL FREES

"For Superb Promotional Announcements"

Charles H. Stern Agency, Inc.
9220 Sunset Boulevard, Los Angeles, California 90069. Telephone: 273-6890

Employment Service

B A L

BROADCASTER'S ACTION LINE

The Broadcasting Job you want anywhere in the U.S.A.
1 Year Placement Service $40.00
Call 812—889-2907
R3, Box 84, Lexington, Indiana 47138

ALLIED FIELDS

Help Wanted Sales

REGIONAL SALES MANAGER

... With Arbitron's Western Television Division in Los Angeles ... We're looking for a hard-hitting Regional Sales Manager for our Advertiser/Agency Television Sales Division.

The person we're seeking must have at least 5 years plus experience in advertiser/agency media and/or broadcast sales and a proven sales management background. If you're a self starter and are highly motivated to increase your income, this is an opportunity you should explore.

We offer an exceptional starting salary and incentives, generous and comprehensive fringe benefits, and an outstanding opportunity for advancement.

To explore this fine opportunity, send your resume, with salary history, in confidence to:

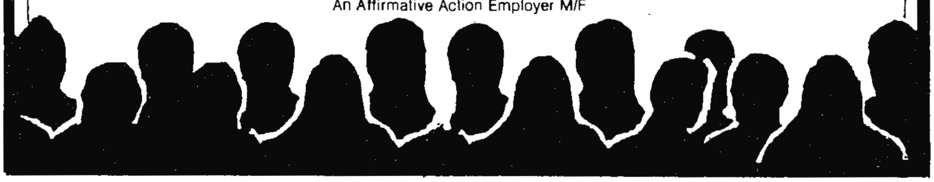
Personnel Director

THE ARBITRON COMPANY

a research service of
CONTROL DATA CORPORATION

1350 Avenue of the Americas, New York, New York 10019

An Affirmative Action Employer M/F



SALES TRAINEES

Major TV Program Syndicator has sales trainee opportunities available in New York area.

Send resume to Box A-26

An equal opportunity employer

Help Wanted Programing, Production, Others

BROADCAST MEDIA PLANNER

A large New York subsidiary of a major agency is seeking a broadcast media planner. Responsibilities include preparation of broadcast media profiles, development and implementation of plans to support marketing programs, and post-analysis. You will work closely with a large off-site buying group. This position requires excellent verbal and written communications skills to deal with a number of account groups. This is an unusual opportunity for an independent, mature individual to function independently in a growing organization. Minimum of 3 years agency media experience required. For consideration, write in confidence to:

Box A-36

An equal opportunity employer m/f

Help Wanted Instruction

FOUR JOURNALISM POSITIONS THE UNIVERSITY OF TEXAS

The University of Texas at Austin seeks four faculty members for fall, 1981, with specializations in one or more of these areas: public relations (two positions, including sequence head), broadcast news, magazine editing/news editorial, and graphics/photojournalism. It is also anticipated that several faculty lines may be opened in areas including communication law and media regulation and international communication. Doctorate preferred; substantial professional experience and scholarly or creative performance is required. Salary and rank dependent upon experience and qualifications. Send resumes and a list of references to: Dr. Wayne A. Danielson, Chair, Search Committee, Department of Journalism, The University of Texas at Austin, Austin, Texas 78712. Application deadline: February 1, 1981. The University of Texas at Austin is an Affirmative Action, Equal Opportunity Employer.

Services

Let the ADMAN

be your copy writer and produce your commecials all at one low cost. A limited number of clients will be accepted. First class voices. Write now to Box A-22

Public Notice

CORRECTION

PUBLIC NOTICE
APPLICATIONS FOR CABLE TELEVISION LICENSE
ASHLAND, MA

The town of Ashland will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 5:00 P.M. on 2-8-81. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a $100 non-refundable filing fee, payable to the town of Ashland. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

Board of Selectmen
Ashland, MA. 01721

PUBLIC NOTICE
APPLICATION FOR CABLE TELEVISION FRANCHISE
JEFFERSON CITY, MISSOURI

The City of Jefferson will accept applications for a cable television franchise. Applications must be received in a sealed envelope marked "Application for Cable T.V. Franchise" and shall be received until 4:00 p.m. on Wednesday, February 25, 1981.

Applications must be filed on the City of Jefferson forms and must be accompanied by a $2,500.00 non-refundable filing fee, payable to the City of Jefferson, Missouri.

This is the only period during which applications may be filed.

All applications received will be available for public inspection in the City Clerk's office during regular business hours.

The City Council of the City of Jefferson shall be the issuing authority and reserves the right to waive formalities, to reject any and all applications, or to accept the application deemed best for the City.

Application forms may be obtained from and must be filed with:

Ms. Libby Tihen, City Clerk
City Hall
240 East High Street
Jefferson City, Missouri 65101
314—635-1411

PUBLIC NOTICE
APPLICATIONS FOR CABLE TELEVISION LICENSE
LYNNFIELD, MASSACHUSETTS

The Town of Lynnfield will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications may be filed at the address below until 4:00 P.M. on March 23, 1981. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a $100. non-refundable filing fee, payable to the Town of Lynnfield. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the Town Clerk's Office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

BOARD OF SELECTMEN
Town Hall
Lynnfield, MA. 01940

Consultants

RADIO PRO, CONSULTING AND SPECIAL PROJECTS

Tell me what you want to achieve with your facility and I'll get you there. Aggressive selling, training, motivation, promotion, programing, engineering, personnel. Background in ownership. Group Manager, Major market V.P. & Gen. Mgr. Small to Major Markets. Interested call Carl Como (904) 255-1456, 252-3469.

CABLE

Help Wanted Technical

QUALITY CONTROL TRANSMISSION ASSISTANT

SHOWTIME®

Showtime Entertainment, has an opening for a Transmission Quality Control Assistant in Northern New Jersey at Vernon Valley. This individual will monitor programming being transmitted to cable subscribers and provide detailed analysis of day-to-day operational activity.

We are seeking someone with studio operations experience including studio switching techniques. Basic knowledge of VTR technology. Quad experience is helpful. Must be available for rotating shifts—work 8 hours per day, five days per week, between the hours of 5 p.m. and 4:30 a.m. with heavy overtime required.

This is an excellent opportunity for a Junior individual to join a rapidly-expanding communications company.

Send resume, including salary requirements, to:

SHOWTIME®
Department QC
1211 Avenue of the Americas
New York, New York 10036
Equal Opportunity Employer M/F

Wanted To Buy Stations

WILL BUY YOUR AM-FM-TV CP'S FOR CASH. BOX A-20.

FM WANTED

Financially qualified broadcast owner may be interested in purchasing your FM, AM/FM, FM CP. Strictly confidential. Box A-2.

Miscellaneous

STUDY OF MARKETS WITH OPEN FM CHANNEL ASSIGNMENT

A computerized report revised and published monthly listing the open (available and unapplied for) channel assignments in the country in the following format:
City; Channel (number & class); County; State; Coordinates; City Population (1970 census); County Population (current estimates); County Households (currently); Spendable Income per Household in County; County Retail Sales; Existing Radio in County (number of AM & FM); Population Growth Rate of County since 1970; other notes; and any known Special Spacing Requirements, Approximate Location in State, etc.

Price: $100 Subsequent issues: $50

WILLIAM P. TURNEY
Consulting Services
P.O. Box 185
Winfield, Kansas 67156
(316) 221-9660
MORE THAN 200 LISTINGS!

For Sale Stations

CONTROL AVAILABLE
NEW UHF
under construction, major market
Box A-39

For Sale Stations Continued

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816—259-2544

Dan Hayslett
& associates, inc.
Media Brokers
RADIO, TV, and CATV
(214) 691-2076
11311 N. Central Expressway • Dallas, Texas

Midwest Combination AM & FM

isolated market, annual cash collections $383,000, 40 acres of real estate, asking price: $975,000, 15% down owner will carry balance. Tel: 605-338-1180.

W. John Grandy
Broadcasting Broker
1029 Pacific Street
San Luis Obispo, CA 93401
805—541-1900

For Sale Stations Continued

- FM in Texas. $250,000. Terms.
- Spanish speaking S.C. California. $520,000.
- VHF-TV in Wyoming. $740,000. Terms.
- South Carolina. SE daytimer. $220,000. C.P. for fulltime.
- 1,000 watt daytimer—New Jersey. $615,000.
- Sales oriented working partner to buy minority on terms in big town. FM in NW AL. $50,000.
- S. Ala. 1000 watt fulltime. $200,000. Terms
- 1000 watt daytimer. SE KY. $300,000.
- 1000 fulltimer. Tenn. Chattanooga area. $350,000.
- 5,000 watt daytimer. E. Tenn. $340,000. $40,000 down.
- Fulltimer. West Virginia. $275,000.
- Daytimer. Middle Tenn. Medium size town. $290,000.
- Daytimer. Fort Worth powerhouse. $1,000,000.
- AM/FM Eastern Kentucky. $360,000.
- Daytimer, N.C. Missouri. $380,000.
- Fulltimer near Charlotte, NC. $600,000. Terms.
- Daytimer. Good dial position. Central Florida. $280,000.
- NW Florida. C.P.—$100,000 at cost.
- Atlanta area. 5,000 watts. $470,000.
- 3,000 watt FM. Southern Arkansas. $380,000.
- AM/FM in NE Oklahoma. $1,100,000.
- 250 watt daytimer. NE La. $250,000.
- Cable TV Southern Alaska. Small. $110,000. Terms.
- AM/FM. N.E. Louisiana. $25,000 down.
- 500 watt daytimer. Single market station. CA resort area. $430,000.
- Fulltimer. Major market Idaho. $660,000 terms.
- Daytimer. NC. About 50 miles from coast. $240,000. Terms.
- AM/FM in No. Mich. $190,000.
- Eastern Kentucky AM/FM. Bargain. $990,000. Terms.
- VA. Coastal. Attractive. $800,000.
- Powerful daytimer in Northern Michigan. $430,000. Terms.
- Fulltimer. Dominant. Metro. TX. $1,200,000.

Let us list your station. Confidential!

BUSINESS BROKER ASSOCIATES
615—756-7635 24 HOURS

CENTRAL KENTUCKY
Small daytime AM
Single Station Market
$150,000 CASH
Box A-32

WALKER MEDIA & MANAGEMENT, INC.
William L. Walker
President
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
(202) 223-1553
Brokers-Consultants-Appraisers

CHAPMAN ASSOCIATES®
media brokerage service

STATION			CONTACT		
S	Small AM	$185K	Terms	J.T. Malone	(404) 458-9226
W	Small AM	$265K	$150K	Greg Merrill	(801) 753-8090
W	Small AM/FM	$500K	$145K	Ray Stanfield	(213) 363-5764
S	Small AM/FM	$800K	Terms	Bill Cate	(904) 893-6471
S	Metro AM/FM	$1550K	Terms	Bill Chapman	(404) 458-9226
W	Major Fulltime	$2610K	29%	Corky Cartwright	(303) 741-1020

To receiver offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, GA 30341

H.B. La Rue, Media Broker
RADIO . TV . CATV . APPRAISALS

West Coast:
44 Montgomery Street, 5th Floor, San Francisco, California 94104 415/434-1750
East Coast:
500 East 77th Street, Suite 1909, New York, NY 10021 212/288-0737

901/767-7980
MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing In Sunbelt Broadcast Properties"
5050 Poplar Ave • Suite 816 • Memphis, TN. 38157
700 New Hampshire Ave., N.W. • Watergate South
Suite 1003 • Washington, D.C. 20037

TEXAS TELEVISION

Independent, South Texas, Channel 2, needs additional Capital, investor can assume control or buy out. Million population market, low cost operation, high potential. Charlie Trub, 512—687-5206.

Lee Wilkins AND ASSOCIATES
MEDIA BROKERS

P.O. BOX 850
ALBANY, GA. 31702
TEL. (912) 883-4917

3500 S. PHILLIPS
SIOUX FALLS, S.D. 57105
TEL. (605) 338-1180

NC	Daytime AM	186K	Small
SC	Daytime AM	400K	Small
TX	AM & FM	750K	Small
NC	Daytime AM	405K	Medium
OH	Daytime AM	525K	Suburban
NY	FM	700K	Small
OH	FM	450K	Medium
AR	FM	350K	Suburban
KY	Daytime AM	120K	Small
WV	Daytime AM	168K	Small
OK	AM & FM	975K	Small
CO	Daytime AM	300K	Small
MS	Daytime AM	295K	Medium
SC	AM—Down payment $25,000		
TN	AM—Down payment $30,000		

BILL-DAVID ASSOCIATES
BROKERS-CONSULTANTS
(303) 636-1584
2508 Fair Mount St.
Colorado Springs, CO 80909

THE KEITH W. HORTON COMPANY, INC.
For prompt service contact
Home Office: P.O. Box 948
Elmira, N.Y. 14902
24 hr Phone: (607)733-7138
Bob Kimel's office:
P.O. Box 270,
St. Albans, VT 05478
24 hr Phone: (802)524-5963
Brokers and Consultants

WZZI 1250, Madisonville, TN.

A Contemporary Country Daytimer with PSA-Located in a fast growing area near the great Smokies and beautiful Tellico Lake. Newly remodeled building on 4.7 acres. $150,000-Firm-29% Down-Call For Appointment: Mary or Gary Hall, 615—442-4567

R.D.HANNA COMPANY
BROKERAGE • APPRAISAL • MANAGEMENT
6257 Garwood St., Las Vegas, NV 89107 702•870•7106
8340 E. Princeton Ave., Denver, CO 80237 303•771•7675
5944 Luther Ln., Suite 505, Dallas, TX 75225 214•696•1022

LOW POWER TV STATION

San Francisco! Broadcast engineer has completed application for UHF channel! But funds are needed. So others are welcome to join. Active/inactive investors with $5,000 min. are welcome. Write immediately, please—M. Gottesman, PO Box 4234, Napa, CA 94558.

MEDIA BROKERS • APPRAISERS
AT YOUR SERVICE WITH OVER 20 YEARS EXPERIENCE
RICHARD A.
SHAHEEN, INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611
312/467•0040

South Texas AM-FM

Combo AM-FM, full power, full time, great ratings, cash flow, 81st. market, sun belt fast predicted growth, million market now. Charlie Trub, 512—686-5454, McAllen.

EDEN BROADCAST SERVICES 919-623-3000
P.O. BOX 647
MEDIA BROKERS
A DIVISION OF EDEN REALTY COMPANY INC
628 WASHINGTON ST., EDEN N.C. 27288

BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms $2.00) When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. $10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. $5.00 weekly minimum. All other classifications: 80c per word. $10.00 weekly minimum. Blind Box numbers: $2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) $30.00 per inch. All other classifications: $60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Fates & Fortunes

Media

Richard Gilbert, president and general manager, WQAD-TV Moline, Ill., named president of parent, Register Broadcast Group, Denver. Register Broadcast Group is division of Des Moines Register and Tribune Co. and licensee of three TV stations, three AM's and three FM's. No successor for Gilbert has been named.

Cullie Tarleton, VP of radio for Jefferson-Pilot Broadcasting Co., Charlotte, N.C., relinquishes duties as managing director, WBT(AM)-WBCY(FM) there, to devote full time to company's stations in Atlanta, Denver, Miami, Greensboro and Wilmington, both North Carolina. **William Jeannings Jr.,** general sales manager of Jefferson-Pilot's WBTV(TV) Charlotte, succeeds Tarleton.

Thomas Durney, VP-general manager, WKSS(FM) Hartford, Conn., joins co-owned WQUE(FM) New Orleans in same capacity.

Paul Jesen, manager, KOLN-TV Lincoln, Neb., assumes additional duties as VP of station licensee, Cornhusker Television Corp., Lincoln, and manager of KOIN-TV Grand Island, Neb.

Joseph McDevitt, general sales manager, WAVE(AM) Louisville, Ky., named president-general manager, succeeding **James Markham,** who resigned to become part owner and general manager of KWG(AM) Stockton and KSRT(FM) Tracy, both California.

Terry Wood, program director, WSAI-AM-FM Cincinnati, joins WQUD(FM) Memphis as general manager.

Dan Deeb, assistant general manager, WOLF(AM) Syracuse, N.Y., named general manager. **Joe Gunther,** general manager of co-owned WFGL(AM)-WFMP(FM) Fitchburg, Mass., named VP.

Robert Gore Jr., acting radio manager, noncommercial WGBH(FM) Boston, joins noncommercial WNYC-TV New York, as deputy director and television manager.

George Miles, controller, WPCQ-TV Charlotte, N.C., named station manager. **Gloria Ann Palmer,** business manager, WPCQ-TV, succeeds Miles.

Victor Hogstrom, news and public affairs director, noncommercial WSRE(TV) Pensacola, Fla., named assistant station manager.

Jack Hyden Jr., sales manager, WMMB(AM)-WYRL(FM) Melbourne, Fla., named station manager.

Mike Allen, operations manager, WNAX(AM) Yankton, S.D., joins WRDO(AM)-WSCL(FM) Augusta, Me., as station manager.

Earl Hundley, local sales manager, WFOG(AM) Suffolk, Va., named station director.

Paul Chasteen, general sales manager, WFON(FM) Fond du Lac, Wis., named station manager.

Lee Martin, VP-director, noncommercial WFDU(FM) Teaneck, N.J., joins WEAZ(FM) Philadelphia as operations director.

Bill Rumbold, group operations director, T.P. Communications, Ottawa, Ohio, group owner, joins WKSY(FM) Fort Wayne, Ind., as operations manager.

David Lundquist, VP-finance, First Data Resources, Omaha, joins Heritage Communications, Des Moines, as VP-finance.

Susan Korn, marketing manager for Turner Broadcasting System's Cable News Network, Atlanta, named regional sales manager for Turner Cable Sales. Based in Atlanta, she will be responsible for CNN and WTBS cable sales to systems in Southeast.

Sheldon Siegel, president-general manager, noncommercial WLVT-TV Allentown, Pa., elected chairman of Network Operations Committee of Pennsylvania Public Television Network Commission.

Marlene Thorn, counseling psychologist and consultant with U.S. General Accounting Office, Washington, joins Corporation for Public Broadcasting there as director of training and development services.

Kenneth Kadash, controller for division of Loomis Corp., publicly held transportation group, based in Seattle, joins Cardiff Communications, Denver, as controller. Cardiff operates cable systems in Kansas, Texas, Oklahoma and Missouri.

Advertising

Edith Gilson, senior VP-research director, J. Walter Thompson, New York, named executive director of research and planning department.

Joanne Davis and **Brian Goodall,** account supervisors, Needham, Harper & Steers, New York and Chicago, respectively, named VP's.

Doug McClatchy, senior VP-creative director, Griswold-Eshleman, Cleveland advertising agency, joins Bozell & Jacobs, Chicago, in same capacity.

Sylvia Simmons, VP-associate creative director, Kenyon & Eckhardt, New York, named senior VP.

Tina Hildreth, account executive, Bonfield Associates, San Francisco advertising and public relations firm, named VP.

Bradley Smith, assistant art director, W.B. Doner, Detroit, named coordinator of art services.

Nancy Kjos, regional manager, Bridal Fair Inc., Omaha, joins Ad*merica there as regional-VP of marketing.

Betty J. Chaffin, copy supervisor, Keller-Crescent Co., Evansville, Ind., named associate creative director.

Donna Hyde, computer programer, General American Life Insurance Co., St. Louis, joins Krupnick & Associates there as associate media director. **J. Robert Mudd,** sales promotion manager, Allen Foods Inc., St. Louis-based foodservice distributor, joins Krupnick & Associates there as account executive.

Gary Shipper, account executive, Krupnick & Associates, St. Louis advertising agency, joins D'Arcy-MacManus & Masius there in same capacity.

Toni Wise, print media director, Carlson & Co., Indianapolis, joins Hargeaves Organization there as account services representative.

Edwin Howard, VP-manager of Blair Wired State Networks, New York, named senior VP of Blair Radio and manager of BWSN, which specializes in exclusive national sales representation for members of National Association of State Radio Networks. **Lee Mehlig,** account executive, Blair Represented Network, New York, named VP of Blair Radio.

Gary Isaac, manager of Lotus Reps's Chicago office, named VP-Eastern manager based in New York office. **Don Marion,** account executive, Lotus Reps, Chicago, succeeds Isaacs.

Howard Weiss, Midwest sales manager, Caballero Radio Network, Chicago, joins Cable

Broadcast pioneers feted. The Washington area chapter of the Broadcast Pioneers honored veteran broadcasters at its awards banquet Dec. 12 at the Kenwood Country Club, Bethesda, Md. Front row (l-r): Mrs. Gertrude Broderick, a pioneer in educational broadcasting; Jackson Weaver of WMAL(AM)'s morning radio team, *Harden & Weaver;* Bryson Rash of WDVM-TV's *PM Magazine,* and John S. Hayes, chairman of Radio Free Europe/Radio Liberty, former president of the Post-Newsweek stations. Second row (l-r): Granville Klink, engineering consultant, WTOP(AM) and retired chief engineer of WTOP-AM-FM-TV; Joseph E. Baudino, retired senior VP, Westinghouse Broadcasting Co.; Frank Scott, general manager, WRC(AM), who accepted the station's award as Washington's oldest continuously operating commercial radio station; Frank Harden, of WMAL's *Harden & Weaver;* Willard Scott, weatherman, NBC-TV's *Today Show* and former air personality for WRC-TV; Ed Walker, air personality for WMAL(AM) and noncommercial WAMU-FM's big band format show, and Jimmy Dean, Dallas businessman and entertainer who began his TV career in Washington.

Spot TV Sales there in same capacity.

William Thomas, account executive, WLVI-TV Cambridge, Mass., joins Independent TV Sales, New York, as marketing manager.

Geri Ross, sales assistant, Katz TV Continental's bronze team, New York, named research analyst for Continental's gold team.

Dan Lawlor, Midwest sales manager, Group W Television Sales, Chicago, joins Group W's WBZ-TV Boston as general sales manager.

Peter Ingrassia, account executive, WOR-TV New York, named national sales manager.

Fran Conway, general sales manager, WANE-TV Fort Wayne, Ind., joins KWTV(TV) Oklahoma City in same capacity.

Alan Quarnstrom, general sales manager, KJJJ(AM)-KXTC(FM) Phoenix, joins KSTP(AM) Minneapolis in same capacity.

Bob Rice, general manager-sales manager, WGAC(AM) Augusta, Ga., joins WLCY(AM) Tampa, Fla., as general sales manager. **Merrily Davis,** sales manager-creative services, WLCY, named local sales manager.

Peter Coughlin, sales manager, WCMF(FM) Rochester, N.Y., named general sales manager. **Dan Wachs,** account executive, WIOQ(FM) Philadelphia, joins WCMF as local sales manager.

Karl Gensheimer, account executive, WTCN-TV Minneapolis, named local sales manager. **Al DeVaney,** VP-general sales manager, WTCN-TV, assumes additional duties as national sales manager.

Keith Trdina, account executive, WYDD(FM) Pittsburgh, named local sales manager.

Bill Hopkinson, account executive, WIYY(FM) Baltimore, named sales manager.

Joe Ullrich, account executive, WOLF(AM) Syracuse, N.Y., named sales manager.

Martin Seligson, account executive, WRAL(FM) Raleigh, N.C., named sales manager.

Paul Weill, account executive, WOWO(AM) Fort Wayne, Ind., joins WKSY(FM) there as sales manager.

Douglas Wick, account executive, WFON(FM) Fond du Lac, Wis., named local sales manager.

Jim Brown, account executive, Young & Rubicam, New York, joins WMVB-FM Millville, N.J., as sales manager. **Joe McCormick,** account executive, WAYV(FM) Atlantic City, N.J., joins WMVB-FM as sales co-op coordinator.

Sherri R. Sawyer, local account representative, WQUD(FM) Memphis, named to newly created post of regional sales director.

Jerry Mcauliffe, account executive, WSBK-TV Boston, joins WNAC-TV there in same capacity.

J. Robert LoPrete, assistant professor, Dean College, Franklin, Mass., joins WEEI(AM) Boston as account executive.

Programing

Zaleski

Joseph Zaleski, VP-feature film sales, Viacom, New York, named VP-general sales manager. **Diosa Fuentes,** supervisor, domestic sales service, Viacom, named contract administrator for domestic sales.

John T. Schmuhl, regional manager of Warner Amex's Central region, named VP and general manager of company's two-way interactive QUBE cable television service in Columbus, Ohio. **Susan L. Couch,** VP, advertising, sales promotion and product integrity, travel division, American Express Co., New York, named VP, marketing services, Warner Amex, New York.

Stuart Bloomberg, director of variety programs, specials and late-night programing development, ABC Entertainment, Los Angeles, named VP of variety series, specials and late-night program development. **Stephen White,** literary agent, Major Talent Agency, Los Angeles, joins ABC Entertainment there as executive producer of motion pictures for television. **Phyllis Glick,** manager of comedy series development, and **Michael Sullivan,** program executive, current dramatic series, ABC Entertainment, Los Angeles, named to dual positions of director-comedy series development. **Christine Warshaw,** director of business affairs, ABC Motion Pictures, Los Angeles, named VP-business affairs.

Jeffrey Benson, VP-program development, Paramount Television, Los Angeles, named to newly created post of senior VP-program development.

James Heyworth, president of Home Box Office, New York, named VP of parent company, Time Inc.

Leonard Soglio, Eastern sales director, Gold Key Entertainment, New York, named VP-national sales manager.

Sheldon Perry, VP-administration and assistant to president of CBS Entertainment, New York, named VP-administration for CBS's new Theatrical Films division.

Kym King, project director, Bay Area Arts Services, San Francisco, joins Field Communications there as director of children's programing.

Jack Conrad, director, Sarra Inc., Chicago-based commercial production company, joins Snazelle Film and Tape there as head of its new Chicago office.

Steve Kreindel, manager of affiliate relations, SelecTV, Los Angeles, **Janet Mann,** pay television coordinator, Cablecom, Denver, and **B.J. Raynes,** business office manager, Viacom Cablevision, Nashville, join Premiere, Los Angeles-based pay TV network, as affiliate marketing representatives.

Mike Boyd, account executive, O'Dea Productions, Troy, Mich., joins General Television Network, Detroit-based video production facility, in same capacity.

Ruth Batchelor, film critic for syndicated *Hour Magazine,* named West Coast entertainment correspondent for ABC-TV's *Good Morning America* series, sharing with **Pat Collins** in New York duties formerly handled by Rona Barrett, who left to join NBC.

Bob Dearborn, general manager of WPAT-TV St. Petersburg, Fla., cable outlet, joins RKO Radio Network, New York, as host of its Night-Time America.

Kenneth Herring, air personality, WTHE(AM) New York, named program director.

T.J. Donnelly, acting program director, KLIF(AM) Dallas-Fort Worth, named program director.

Kathleen O'Brien, news director, WPRO-AM-FM Providence, R.I., joins KTRH(AM) Houston as assistant program director.

Andrew Bickel, assistant VP and program director, WBT(AM) Charlotte, N.C., assumes additional duties as national program director.

Dan Spice, from WDXI(AM) Jackson, Tenn., joins WYDE(AM) Birmingham, Ala., as program director.

Glenn Summers, with WMVB-FM Millville, N.J., named director of programing services.

Kirk Kirkpatrick Jr., public relations director, WSTO(FM) Owensboro, Ky., assumes additional duties as program director.

Brandon Tartikoff, president of NBC Entertainment, was selected by United States Jaycees as one of 10 outstanding young men of America. Tartikoff, 31, who has held current post since January 1980, is youngest division president in network history.

News and Public Affairs

Steve Caminis, from WJAR-TV Providence, R.I., joins WPLG(TV) Miami, as news director.

John McCurdy Jr., supervisor, electronic journalism, NBC-TV, New York, named manager of newsgathering operations for NBC News.

Hillary Atkin, news producer, KOB-TV Albuquerque, N.M., joins KCOP(TV) Los Angeles in same capacity.

Ray Wilck, assistant news director, WFRV-TV Green Bay, Wis., and co-owned WJMN-TV Escanaba, Mich., named news director, succeeding **Don North,** who joins WKRC-TV Cincinnati in same capacity.

Lesley Crosson, director of editorials and public affairs, WEEI(AM) Boston, joins co-owned WBBM-TV Chicago as assistant director of editorials.

Rick Wais, reporter-anchor, KFJZ(AM) Fort Worth, named news director, succeeding **Charlie Butts,** who joins co-owned KWKN(AM) Wichita, in same capacity.

Pat Powers, public affairs director, KDKB(AM)-KDJQ(FM) Phoenix, named news director. Powers succeeds **Frank Warlick,** who resigns to pursue other interests.

Tobi Shwartz, reporter, WMVB-FM Millville, N.J., named news director. **Beth Enderlein,** air personality, named public service director.

Cheryl Elias, morning news anchor, WTOP(AM) Washington, joins WCAU(AM) Philadelphia in similar capacity.

Evan White, reporter, KRON-TV San Francisco, named weekend anchor. **Steve Newman,** meteorologist, KXTV(TV) Sacramento, Calif., joins KRON-TV in same capacity.

Debbie Ely, reporter-anchor, KCAU-TV Sioux City, Iowa, joins WCCO-TV Minneapolis, as producer-anchor of midday newscasts. **Mark Rosen,** associate sports director, WCCO-TV, named weekend sports anchor.

Bill Crafton, news director, WKRC-TV Cincinnati, joins WCPO-TV there as editor-anchor.

Staff changes, Cable News Network's Washington bureau: **Kirsten Lindquist,** economic and financial reporter, named anchor; **Richard Blome,** reporter in CNN's Chicago bureau replaces Lindquist; **Mark Walton,** White House correspondent, becomes congressional and national political correspondent; **Bob Berkowitz,** reporter, succeeds Walton, and **Joe Pennington,** with CNN there, assumes responsibility of coverage of intelligence community, Justice Department and regulatory agencies.

Technology

Donald Zimmerman, director of operations for Southern region of Warner Amex, named VP-engineering staff operations.

Sam Holtz, director of engineering, Editel, Los Angeles videotape post-production firm and division of Columbia Pictures, named VP-engineering.

Bill Martin, sales engineer, RCA Broadcast Systems, St. Louis, joins Broadcast Systems Inc., Austin, Tex., as Midwest regional sales manager, based in St. Louis.

Jorge Bicocchi, international sales manager, Collins Radio Division of Rockwell International, Dallas, joins Singer Products, Westbury, N.Y., as manager for systems engineering for its broadcast and communications division.

Robert Leroux, responsible for scheduling and installation of analog fiber optic systems, Times Fiber Communications, Wallingford, Conn., named manager of fiber optic field engineering operations.

David Bunker, controller, Data Products Division and Audio-Video Systems Division, Ampex Corp., Redwood City, Calif., assumes same duties for corporation.

Colleen Lehane, part-time technician, WNAC-TV Boston, assumes full-time responsibilities.

George Wensel, traffic manager, noncommercial WNJT(TV) Trenton, N.J., named remote supervisor.

Jordan E. (Buzz) Rizer, director of Navy Broadcasting Service, Washington, received "Distinguished Civilian Service Award" from Navy Undersecretary Robert J. Murray re-

Engineer's award. Wallace E. Johnson, executive director of the Association for Broadcast Engineering Standards in Washington, will receive the 1981 Engineering Achievement Award from the National Association of Broadcasters. Johnson will be honored by the group at its 59th annual convention April 12-15 at the Las Vegas Convention Center. The award will be presented at the engineering conference luncheon. Johnson, who joined the ABES in 1979, was the former chief of the FCC's Broadcast Bureau, and had been with the commission since 1942.

cently. Rizer developed closed circuit television system (SITE), Shipboard Information, Training and Entertainment, which brings U.S. television programing to Naval personnel serving on ships other than aircraft carriers. He was cited for his "many excellent and permanent contributions in use of radio and television broadcasting to substantially improve the welfare, morale and retention of Navy personnel worldwide."

Allied Fields

Janine Ann Petit, manager of investigative reporting, KPIX(TV) San Francisco, joins Metromedia Inc., Los Angeles, as assistant general counsel.

John Albert, assistant VP-satellite services, Western Union's Westar satellite system, named executive producer manager-broadcast services responsible for Westar's video customers. He will be based in Upper Saddle River, N.J.

Marilyn O'Connor, director of special projects for National Association of Broadcasters, Washington, named director of media relations. **Rory Wilcox,** administrative assistant to political director for President Carter, succeeds O'Connor.

Reorganization of Chicago-based media management service, CPM, is reflected in recent staff changes. **Bonnie Krasny,** with accounting department, named account coordinator for client services division; **Beth Hoffman,** assistant buyer, named media buyer, and **Pam Mazur,** assistant buyer, becomes print buyer.

New officers, Connecticut Broadcasters Association: **Richard Ferguson,** WEZN(FM) Bridgeport, president, succeeding **Craig Carragan,** WNVR(AM) Naugatuck; **Paul Hughes,** WVIT(TV) New Britain, VP; **Perry Ury,** WTIC-AM-FM Hartford, secretary-treasurer, and **Ann Powers,** WLIS(AM) Old Saybrook, assistant secretary-treasurer.

Deaths

Robert E. Kintner, 71, former president of both ABC and NBC network organizations, was found dead in Washington home Dec. 22. Death was attributed to natural causes (see story, page 90).

Don Paul Nathanson, 66, former executive VP-director of Grey Advertising, based in New York, died Dec. 24 in Los Angeles. Nathanson, well known for advertising campaigns he developed, such as, "Which Twin Has the Toni" for Gillette, and "Poor Harry, the Neighborhood Pusher" for Department of Health, Education and Welfare. He was also chairman of Grey-North Advertising. In addition to his advertising career, he co-founded Harriscope Broadcasting in 1953, based in Los Angeles, licensee of five TV stations, three AM's, and one FM. He was VP of Harriscope when he sold his interests in 1978. At one time he served as vice-chairman for Cypress Communications Corp., prior to its merger with Warner Amex Cable Communications in 1972. In 1977, he formed Advance Corp., licensee of KFBB-TV Great Falls, Mont. Nathanson was current board chairman for Falcon Communications, which operates 40 cable systems in California. In his early years, he wrote radio mysteries for *Suspense,* CBS series, and *Hollywood Mystery Time,* ABC series, and had been editor of *Radio Showmanship,* early trade journal. Nathanson also served as long-time member of Chicago Educational Television Association's board of governors, which operates noncommercial WTTW(TV) and noncommercial WFMT-FM. He is survived by his wife, Evelyn, and daughter, Mrs. Jill Rhode, author and restaurant columnist for *Chicago Magazine,* Marc Nathanson, president of Falcon Communications, and Greg Nathanson, VP-programing for Premiere, Los Angeles cable venture.

Nathanson

Steinman

John F. Steinman, 96, publisher and station owner, died Dec. 23 in Lancaster, Pa. At time of his death he was chairman of Delmarva Broadcasting Co., which operates WDEL(AM)-WSTW(FM) Wilmington, Del.; Cable TV Associates, which operates cable systems in Lancaster area, and publishing company that owns two Lancaster newspapers. During his career, Steinman owned radio stations throughout central Pennsylvania and later founded WGAL-TV Lancaster in 1949. Three other television stations that Steinman obtained were eventually sold to the Pulitzer Publishing Co. He is survived by one daughter.

Marshall McLuhan, 69, noted writer, educator and pioneer communications theorist, died Dec. 31 in his sleep after long illness. McLuhan, who had suffered stroke more than year ago, was former director of Centre for Culture and Technology at University of Toronto's St. Michael's College. He was prolific writer and editor, producing 14 books including, "Understanding Media," "The Medium is the Message," and "War and Peace In the Global Village."

Collier Young, 72, TV and movie producer, died Dec. 25 at St. John's hospital and health center in Santa Monica, Calif., where he had been since recent car accident. Young produced such films as "One Step Beyond," and television series *Ironsides.* He started producing films after World War II in conjunction with actress Ida Lupino, to whom he was married from 1948 to 1950. Young also produced television series starring David Niven, Gig Young and Charles Boyer, called *The Rogues.* He is survived by his wife, Meg.

Herbert M. Steele Jr., 57, business manager for sales of WPIX(TV) New York, died of heart attack in New York on Dec. 23. Surviving are his wife, Jeanette; two sons, Herbert III and Leslie; his father, Herbert M. Steele Sr., retired advertising and sales promotion manager of *New York Daily News,* owner of WPIX(TV), his mother, Mildred and sister, also Mildred.

John A. Aspinwall, 77, broadcast news editor of Associated Press at time of his retirement in 1968, died of apparent heart attack at his home in Shelter Island Heights, N.Y., on Dec. 25. He joined AP in Albany, N.Y., in 1935. Aspinwall is survived by his step-daughter, Hope Tombert, and sister, Julia Dunlop.

Ralph Nimmons Sr., 74, former VP-station manager, WTLV(TV) Jacksonville, Fla., died Dec. 20 there of cancer. Nimmons had been with station since 1957 starting in its sales department and retiring in 1973. He began his broadcast career at WRUF-FM Gainesville, Fla., and worked at WFAA-TV Dallas. Nimmons is survived by his son and daughter.

George Camp, 55, VP responsible for Panasonic Service Group, Easton, Pa., died there Dec. 16. Camp, who served as VP since 1977, joined Panasonic in 1971 as general manager of its consumer parts division and was promoted to general manager for parts and services division in 1976. He is survived by his wife, Mary, and four children.

Dr. John R. Rice, 85, radio evangelist, died Dec. 29 in Murfreesboro, Tenn., hospital from brain hemorrhage. Rice began syndicated radio program, "The Voice of Revival" in 1959 which is now on 69 stations in 29 states. He was also prolific writer whose books have sold 60 million copies including many in foreign languages. He is survived by his wife.

Robert Kerr, 60, program director, WFRB-AM-FM Frostburg, Md., died Dec. 16 of heart attack at Memorial hospital, Cumberland, Md. Kerr had been with station since it aired in 1958. He is survived by his son, Keith.

Leon H. Nelson, 52, news anchor, WSMW-TV Worcester, Mass., died Dec. 23 in his sleep at his home in Medfield, Mass. Nelson joined station in 1979 after working for WNAC-TV Boston and WPIX-TV New York, where he was former anchor and news director. He is survived by his wife, Mary, son and daughter.

Steve Trenkmann, 33, consumer reporter, KMOX-TV St. Louis, Mo., was killed in two-car collision there Dec. 12. Trenkmann's two sons, Stephen, 6, and Bradley, 5, also died in accident. Trenkmann joined KMOX-TV in 1975 and had previously worked for KMOX-AM-FM. He is survived by his wife, Pat, and one son.

Stock Index

Exchange	Company	Closing Tues Dec 30	Closing Wed Dec 17	Net Change in Period	Percent Change in Period	P/E Ratio	Market Capitalization (000,000)
	BROADCASTING						
N	ABC	26 1/8	26 1/4	- 1/8	- .47	5	731
N	Capital Cities	57 3/4	58	- 1/4	- .43	12	760
N	CBS	47 1/2	47 1/2			7	1,323
N	Cox	55 3/4	51	+ 4 3/4	+ 9.31	9	753
A	Gross Telecasting	27 3/4	28 1/4	- 1/2	- 1.76	8	22
O	LIN	30 1/2	27 3/4	+ 2 3/4	+ 9.90	6	169
N	Metromedia	100	89	+11	+12.35	11	447
O	Mooney	7 3/4	7 3/4			10	3
O	Scripps-Howard	54	56	- 2	- 3.57	8	139
N	Storer	29 1/8	30	- 7/8	- 2.91	9	382
N	Taft	26 5/8	25 1/2	+ 1 1/8	+ 4.41	7	260
	BROADCASTING WITH OTHER MAJOR INTERESTS						
A	Adams-Russell	26 3/4	27 1/4	- 1/2	- 1.83	22	49
A	Affiliated Pubs	28 1/4	27 1/2	+ 3/4	+ 2.72	12	145
N	American Family	7 1/4	7 3/8	- 1/8	- 1.69	3	76
N	John Blair	17 1/2	19 3/8	- 1 7/8	- 9.67	6	65
N	Charter Co.	19 1/2	20	- 1/2	- 2.50	1	533
N	Chris-Craft	33 1/4	33 5/8	- 3/8	- 1.11	16	92
N	Coca-Cola New York	8 7/8	8 3/4	+ 1/8	+ 1.42	20	156
N	Cowles	29 1/2	29	+ 1/2	+ 1.72	20	117
N	Dun & Bradstreet	56 1/2	55 1/4	+ 1 1/4	+ 2.26	17	1,576
N	Fairchild Ind.	32 1/4	28 3/8	+ 3 7/8	+13.65	9	368
N	Fuqua	14 1/4	13 3/8	+ 7/8	+ 6.54	3	181
N	Gannett Co.	55 1/4	51	+ 4 1/4	+ 8.33	14	1,944
N	General Tire	18 3/4	18	+ 3/4	+ 4.16	8	443
O	Gray Commun.	59 1/2	65 1/2	- 6	- 9.16	12	29
N	Harte-Hanks	31	30 5/8	+ 3/8	+ 1.22	15	292
O	Heritage Commun.	26 3/8	23 3/4	+ 2 5/8	+11.05	13	95
N	Insilco Corp	21	20 1/2	+ 1/2	+ 2.43	9	226
N	Jefferson-Pilot	25 1/2	24 5/8	+ 7/8	+ 3.55	6	558
O	Marvin Josephson	10 1/4	10 1/2	- 1/4	- 2.38	7	26
O	Kansas State Net.	31 1/2	31 1/2			25	59
N	Knight-Ridder	27 1/8	27 1/2	- 3/8	- 1.36	10	879
N	Lee Enterprises	23 1/2	23 7/8	- 3/8	- 1.57	11	168
N	Liberty	14	13 1/4	+ 3/4	+ 5.66	6	178
N	McGraw-Hill	44	39 3/8	+ 4 5/8	+11.74	14	1,093
A	Media General	28 1/2	29 7/8	- 1 3/8	- 4.60	8	205
N	Meredith	54	49 1/8	+ 4 7/8	+ 9.92	8	169
O	Multimedia	29 3/4	28 3/4	+ 1	+ 3.47	15	299
A	New York Times Co.	34	34			10	408
N	Outlet Co.	30 7/8	31 5/8	- 3/4	- 2.37	45	77
A	Post Corp.	16 5/8	16	+ 5/8	+ 3.90	8	30
N	Rollins	35 7/8	36 1/8	- 1/4	- .69	15	489
N	San Juan Racing	18 1/4	19 1/8	- 7/8	- 4.57	21	45
N	Schering-Plough	40 7/8	37	+ 3 7/8	+10.47	10	2,168
O	Stauffer Commun*	44	44			11	44
A	Tech Operations	16 3/4	15 3/4	+ 1	+ 6.34	18	23
N	Times Mirror Co.	41	39 1/4	+ 1 3/4	+ 4.45	10	1,391
N	Turner Bcstg.	16	15 3/4	+ 1/4	+ 1.58		160
A	Washington Post	22 3/4	22 3/4			9	319
N	Wometco***	16 1/2	17 3/4	- 1 1/4	- 7.04	7	218
	CABLE						
A	Acton Corp.	18 1/2	17 3/8	+ 1 1/8	+ 6.47	13	56
N	American Express	40 1/8	39	+ 1 1/8	+ 2.88	8	2,860
O	Burnup & Sims	14 5/8	14 1/8	+ 1/2	+ 3.53	18	130
O	Can. Cablesystems	13 3/4	12 1/8	+ 1 5/8	+13.40	26	261
O	Comcast	29 1/2	27	+ 2 1/2	+ 9.25	33	75
O	Entron*	5	5			5	4
N	General Instrument	92 3/8	88 1/2	+ 3 7/8	+ 4.37	16	801
O	Geneve Corp.*	55	55			39	61
O	Tele-Communications	28 7/8	27 1/4	+ 1 5/8	+ 5.96	28	687
N	Teleprompter	31 5/8	31 1/8	+ 1/2	+ 1.60	26	538
N	Time Inc.	62 7/8	55 5/8	+ 7 1/4	+13.03	12	1,767
O	TOCOM	16 1/2	15	+ 1 1/2	+10.00		54
O	UA-Columbia Cable	60 3/4	65	- 4 1/4	- 6.53	45	203
O	United Cable TV***	30 3/4	25 1/8	+ 5 5/8	+22.38	21	248
N	Viacom	55 1/4	53 7/8	+ 1 3/8	+ 2.55	20	246
	PROGRAMING						
O	Chuck Barris Prods.	3 1/2	3 5/8	- 1/8	- 3.44	3	11
N	Columbia Pictures	42	43 3/4	- 1 3/4	- 4.00	12	425
N	Disney	51	47	+ 4	+ 8.51	13	1,658
N	Filmways	6 1/4	4 3/4	+ 1 1/2	+31.57		39
O	Four Star*	2 1/2	2 1/2			25	1
N	Getty Oil Corp.	91	92 1/2	- 1 1/2	- 1.62	10	7,476
N	Gulf & Western	15 5/6	15 1/4	+ 3/8	+ 2.45	4	875
N	MCA	47 5/8	50 1/2	- 2 7/8	- 5.69	8	1,119
O	Medcom	6 1/2	6 5/8	- 1/8	- 1.88	23	11
N	MGM Film	8 7/8	9 3/4	- 7/8	- 8.97	6	288
O	Reeves Commun.	31	31 1/2	- 1/2	- 1.58	22	112
O	Telepictures	4	4 1/4	- 1/4	- 5.88	18	9
N	Transamerica	18 1/2	17 5/8	+ 7/8	+ 4.96	5	1,208
N	20th Century-Fox	52	51 1/4	+ 3/4	+ 1.46	8	560
O	Video Corp. of Amer.	15 3/4	14 7/8	+ 7/8	+ 5.88	33	15
N	Warner	77	72	+ 5	+ 6.94	19	2,215
A	Wrather	28 3/4	29	- 1/4	- .86		66
	SERVICE						
O	BBDO Inc.	38 3/4	41 3/4	- 3	- 7.18	8	97
O	Compact Video	20 3/4	20	+ 3/4	+ 3.75	19	65
N	Comsat	47 3/4	45 5/8	+ 2 1/8	+ 4.65	10	382
O	Doyle Dane Bernbach	36	37 1/4	- 1 1/4	- 3.35	10	88
N	Foote Cone & Belding	29	29			7	79
O	Grey Advertising	58	56 1/2	+ 1 1/2	+ 2.65	6	35
N	Interpublic Group	31 3/8	31	+ 3/8	+ 1.20	6	140
O	MCI Communications	13 1/8	12 7/8	+ 1/4	+ 1.94	66	473
A	Movielab	6 1/8	6	+ 1/8	+ 2.08	5	9
A	MPO Videotronics	6	4 3/4	+ 1 1/4	+26.31	17	3
O	A. C. Nielsen	32	29 3/8	+ 2 5/8	+ 8.93	13	359
O	Ogilvy & Mather	25 1/4	25 1/4			7	104
O	Telemation	1 3/4	2 1/4	- 1/2	-22.22	10	1
O	TPC Communications	6 1/2	6 5/8	- 1/8	- 1.88	46	5
N	J. Walter Thompson	36 3/8	35 7/8	+ 1/2	+ 1.39	8	111
N	Western Union	24 7/8	23	+ 1 7/8	+ 8.15		377
	ELECTRONICS/MANUFACTURING						
O	AEL Industries	14 7/8	16	- 1 1/8	- 7.03		24
N	Ampex	35 3/4	32	+ 3 3/4	+11.71	17	415
N	Arvin Industries	13 1/2	14 3/8	- 7/8	- 6.08	7	105
A	Cetec	5 7/8	5 7/8			7	12
O	Chyron	17 5/8	15 1/8	+ 2 1/2	+16.52	29	22
A	Cohu	9 3/4	9 3/4			14	16
N	Conrac	17 1/2	17 1/2			7	37
N	Eastman Kodak	70	66 7/8	+ 3 1/8	+ 4.67	11	11,297
O	Elec Missle & Comm*.	7	7			88	19
N	General Electric	60	58	+ 2	+ 3.44	9	11,074
N	Harris Corp.	52 1/8	49 1/2	+ 2 5/8	+ 5.30	19	1,586
O	Intl. Video*	5/8	5/8				1
O	Microdyne***	14	19 5/8	- 5 5/8	-28.66	10	55
N	M/A Com, Inc.	31 3/4	27 1/4	+ 4 1/2	+16.51	28	1,059
N	3M	58	55 3/8	+ 2 5/8	+ 4.74	10	6,755
N	Motorola	71 7/8	70 3/8	+ 1 1/2	+ 2.13	13	2,051
O	Nippon Electric	68	64 3/4	+ 3 1/4	+ 5.01	52	2,233
N	N. American Philips	37 1/2	37 1/4	+ 1/4	+ .67	6	451
N	Oak Industries	46 1/2	44 1/4	+ 2 1/4	+ 5.08	16	253
A	Orrox Corp.	7	7			23	11
N	RCA	29 1/4	26 1/2	+ 2 3/4	+10.37	8	2,190
N	Rockwell Intl.	44 7/8	39 1/2	+ 5 3/8	+13.60	12	3,330
A	RSC Industries	4 7/8	5	- 1/8	- 2.50	12	11
N	Scientific-Atlanta	37 3/4	36 1/2	+ 1 1/4	+ 3.42	33	393
N	Sony Corp.	15 1/2	15 1/8	+ 3/8	+ 2.47	25	3,342
N	Tektronix	60 1/2	60	+ 1/2	+ .83	13	1,104
A	Texscan	22 3/4	22	+ 3/4	+ 3.40	45	33
N	Varian Associates	27	25	+ 2	+ 8.00	12	207
N	Westinghouse	29 1/4	28 3/4	+ 1/2	+ 1.73	7	2,484
N	Zenith	19 1/4	17 1/8	+ 2 1/8	+12.40	18	362
	Standard & Poor's 400 Industrial Average	154.04	150.02	+ 4.02			

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

Earnings figures are exclusive of extraordinary gain or loss. **Footnotes:** *Stock did not trade on given day, price shown is last traded price. ** No P/E ratio computed, company registered net loss. ***Wometco stock split three for two; United Cable stock split two for one; Microdyne stock split three for two.

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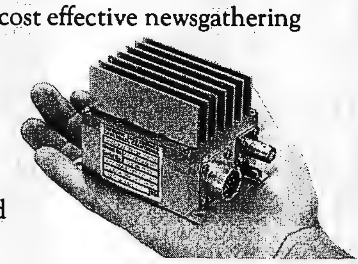

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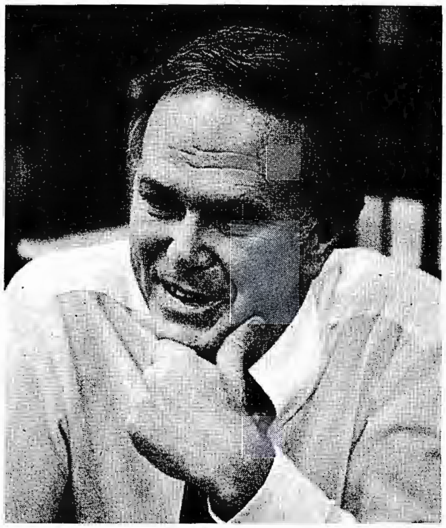
Bob Packwood: taking over the Senate's communications helm



Robert William Packwood—U.S. Senator from Oregon, Republican; b. Sept. 11, 1932, Portland, Ore.; B.A., history, political science, Willamette University, Salem, Ore., 1954; LLB, New York University Law School, 1957; practiced law in Portland, 1958-68; elected to Oregon House of Representatives, 1962 and served three two-year terms; elected to U.S. Senate, 1968 and reelected in 1974 and 1980; m. Georgie Oberteuffer, 1965; children—Bill, 13; Shyla, 10.

Last week, when many members of Congress were vacationing, Oregon Senator Bob Packwood was in his Washington office, preparing for this week's opening session of the 97th Congress. As incoming chairman of the Commerce Committee, which includes the communications subcommittee, Packwood has indicated he plans to play a leading role in Senate efforts to pass communications legislation, which many expect will be introduced early this year.

As he enters his 13th year in the Senate, the 48-year-old Packwood joins that body's most powerful Republicans in assuming majority leadership for the first time in 28 years. Elected as the youngest member of the Oregon legislature in 1962 and of the U.S. Senate in 1968, Packwood has developed a reputation for leadership, a quality he openly reveres.

Packwood's roots are in Oregon. He is the great-grandson of William H. Packwood, Oregon pioneer and member of the Oregon Constitutional Convention of 1857.

His father, Frederick Packwood, lobbied the Oregon legislature for 35 years for the Associated Oregon Industries, and it was this, says the senator, that led to his early ambition to enter politics: "I was raised with journalists and politicians being brought home for dinner all the time. I grew up in politics."

After receiving his law degree in 1957, Packwood practiced labor law in Portland. "It's a fascinating field that's less law and more poker than many other practices of law," he says. "You have to know enough law to make sure your client isn't committing an unfair labor practice, and once you know that much, a lot of it, especially negotiating contracts, is psychology."

In a 1977 poll of journalists and Senate staff members, Packwood tied for 11th place as "most effective senator." To be effective, according to Packwood, one must first know one's purpose: "Many people fail because they never got over that hurdle." Packwood is known on Capitol Hill for his system of management by objective. Before each new Congress begins, he submits to his staff an outline of what he wants to achieve, and when he wants to achieve it. He is said to be uncanny in sticking to schedule.

To be effective, he continues, one must also have "great patience" and one must be willing to work on legislation with one senator at a time. "An issue isn't won by press releases," he says. "It is won in most cases by patient, one-on-one persuasion."

Packwood's diligence in communicating closely with other senators has earned him a deep respect from his peers. "He works well with Democrats as well as Republicans," says Senator Larry Pressler (R-S.D.), who serves with Packwood on the Commerce Committee. "He's polled the members of the committee about what we want to do" this year, he continues, "and he looks after the legislative efforts of junior members. That is unusual for a committee leader. And it's appreciated."

Packwood's ability to communicate goes beyond his association behind the scenes with other legislators. "He's one of the best orators in the Senate," says CBS News's Dan Rather, a close friend of Packwood's for more than a decade. "Not just in formal oration on the floor, but in testimony at hearings and in committee proceedings, his ability to speak is a throwback to another era."

Packwood may be best known on Capitol Hill for his ability to manage. In addition to carefully managing his time, he has assembled what many people term an "excellent, highly competent staff."

According to Rather: "It's a rare senator who keeps working year after year to improve how efficiently his staff works. With Packwood, it's a lifetime project."

Leadership, a recurring theme in conversation with Packwood, is not as strong in Congress today as the senator feels it should be. Procedural changes in 1975 in the automatic seniority system of electing committee chairmen significantly reduced the power of Senate and House leaders, according to Packwood.

"We've made the Congress more democratic," he says. "But it really means that every committee member—and I find this more true in the House than the Senate—is looking out for his own district, period. The national interest hopefully will fall in with that, but if it doesn't, it doesn't."

How does Packwood feel about TV cameras and microphones in the Senate chamber? "I'd open it up to commercial TV," he says. "I'd let TV cover Congress the way we let radio broadcast the Panama Canal hearings. I would not limit coverage so strictly as the House does, so you can only focus on talking heads and can't pan the chamber."

Coverage by commercial TV would cause "some pretty good debates between noon and four in the afternoon, when the networks would have to finish to reach their evening news." It would also improve the attendance records of some senators, "who would have to be there, because they would not want to be shown as missing."

While quick to compliment Packwood's staff, close associates invariably also mention the senator's wife, Georgie. Clifford Alexander, who will leave his post as Secretary of the Army on January 20, and who with Rather is one of Packwood's closest friends, describes Georgie as "a highly incisive right arm, socially and politically." And according to Rather, "they play as one."

Packwood is known for being an unusually hard worker, but he does not consider himself, nor do his friends and staff consider him, a workaholic. Although he begins each 12-hour weekday in his office hours before his staff arrives, he doesn't take work home with him on weekends. "I have no trouble turning off my mind. On weekends, I am at home with my family."

To relax, Packwood says he goes bowling with his son and spends a "fair amount of time gardening." He also swims a good deal and enjoys movies. "He's a good film critic," according to Rather.

Who are the senator's heroes? "In terms of scope, [Thomas] Jefferson. In terms of honor, Thomas More. In terms of discipline and sheer capacity for leadership, Oliver Cromwell." Cromwell, says Packwood, "albeit was an evil leader, working toward very bad ends, but an incredible leader."

Packwood has been called a "senator for life," by a journalist in his home state. Would he ever run for President? "No" he says. "The prize isn't worth the price."

Editorials

Auld lang syne

One can take his pick of the economic portents as the new year begins. In the last few weeks a flood of statistics has issued from the FCC concerning the three principal media businesses of the Fifth Estate: television, radio and cable. Although the data was dated by a year—reporting revenues and profits for calendar 1979—they all pointed to prosperity. Overall, a revenue total on the order of $12.4 billion, and pre-tax profits on the order of $2.1 billion.

We remain impressed by statistics of that magnitude—notwithstanding that, given the massiveness of American business, such figures may be comparatively small potatoes. AT&T alone has just reported annual revenues of over $50 billion and profits of over $6 billion.

Nevertheless, it is clear that information technologies—and while we may flinch at the term, radio, television and cable all fit into that context—are a wave of the economic future in the United States and the world. Just as clearly, there will be readjustments in the ways business is done and revenues and profits are distributed. Over-the-air television is nowhere near its peak, yet it must anticipate a changing role as the "new" technologies permeate more of the marketplace. Radio, which lost its dominance if neither its spirit nor its usefulness when television came along, is threatened to be passed by still another electronic medium, cable, in the decade ahead. (Cable's profits in 1979 almost matched those of radio, even though the senior medium was still roughly a billion dollars ahead in revenue.)

The medium that may have to face the most severe change, however, is the most junior of our three. Until now it has been preoccupied with building plant and retransmitting programs created originally for other media. That situation will not obtain much longer. It is beginning to reap the whirlwind of expectations created by its own success, and will not for much longer enjoy the underdog role in either political councils or the public's favor.

As we enter the decade of the 80's, we find it difficult to contain our enthusiasm—albeit, as is dutifully reported elsewhere in this issue, there are those in Wall Street who believe some of the bloom is off the fiscal rose. As reporters, we don't believe it. All our instincts tell us that from under all the controversies still ahead on the media horizon—the tugs-of-war about copyright payments and direct broadcast satellites and low-power TV and expansion of the radio spectrum—will emerge proof to demonstrate, in the hindsight of five or 10 years down the road, that the past was but prologue.

Fallen star

Robert E. Kintner had been in eclipse for 15 years before he died, alone, unattended by family, friends or help, on the weekend of Dec. 20-21. It was a long sojourn in the shade for a man who had spent 20 earlier years rising to dazzling eminence in broadcast management and a decade before that making a national reputation as a working journalist.

The brilliance and ambition that propelled Kintner to the limelight as a Washington columnist adapted easily to the executive suites in radio and later television. He was hired to be chief public relations officer of ABC in 1944. In five years he was president. Loser in 1956 to Leonard Goldenson, who commanded more directors' votes, in a struggle for ascendancy in the merged American Broadcasting-Paramount Theaters, Kintner signed on three weeks later with NBC, where he was to serve his second network presidency.

Kintner is remembered chiefly for his encouragement of the development of television news. In his time at NBC, the news department achieved and held unquestioned dominance. During special news programs, such as coverage of election returns, Kintner monitored all three television networks in his office and volunteered a stream of advice to his own news control. A fierce competitor, he was credited with the order, when asked as dawn approached whether NBC could close one election-night production: "CBS is still on. It's CBS plus 30 minutes."

It is not so widely recalled that when he was deposed at NBC, in December 1965, the company's television network had outrated its chief rival, CBS, for most of that television season and was setting company records for sales.

As sometimes happens with driven and gifted men, Kintner was a victim of his own excesses. His self-imposed work schedule that could start at 5 o'clock in the morning and run late into the night led to other habits that impaired health and happiness.

Kintner lived out the last years of his life in lonely affluence, occasionally entertaining at small dinner parties in his home in the fashionable Georgetown district of Washington. The wealth from contract settlements and canny investments remained, but the power was gone.

Let the record show that he left broadcast journalism better than he found it.

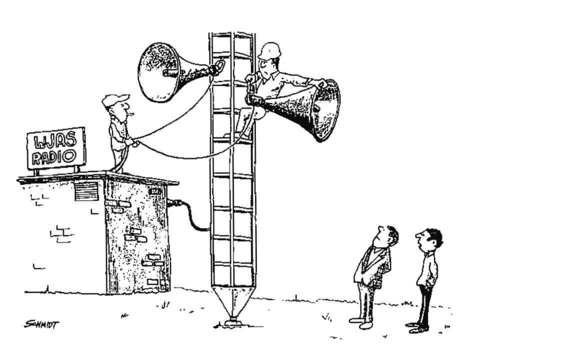
Two worlds

On Jan. 20, the free world—and areas not so free—will witness the swearing-in of the 40th President of the United States as his one-term predecessor stands by.

But the global audience, subconsciously perhaps, will behold more. It will sense an event in which a superpower, without suppressing freedom and without firing a shot, elects a new leader by mandate of a majority of its people.

The other superpower—now the Soviet Union—had its own revolution 63 years ago, but went the totalitarian route. It has been an armed fortress since, putting down internal revolutions, or launching them on European or Asian fronts, or inciting them elsewhere. How much of our inaugural the Soviet nations may see will be determined in the Kremlin, but we suspect very little. Within the past fortnight, the U.S.S.R. was unaware of the death of a Soviet leader, Aleksei Kosygin, until days after it had been broadcast and published abroad.

Political scientists, now more than ever, acknowledge that use of the broadcast media is decisive in electioneering—from state house to White House. The Soviet dictators and their satellite puppets obviously recognize this, too. Their answer: rigid censorship and jamming of Voice of America and Radio Free Europe/Radio Liberty broadcasts.



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