

Reopening the case on copyright □ Big win for format freedom □ 'At Large' with Larry Grossman

Broadcasting Mar 30

The News Magazine of the Fifth Estate □ Vol. 100 No. 13

Our 50th Year □ 1981

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The First
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1954

PAGE 77

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The Week in Brief

TOP OF THE WEEK

COPYRIGHT RUMBLINGS □ At least one bill is in works and Kastenmeier subcommittee plans May hearings. **PAGE 23.**

FREEDOM OF FORMAT CHOICE □ Supreme Court supports FCC's position that radio licenses and marketplace should determine entertainment formats. **PAGE 23.**

SHORT-FORM RENEWALS □ FCC adopts post-card-size application that will be all most stations have to file. Spot technical inspections will continue. **PAGE 25.**

FCC FEES □ Proposed legislation would annually reauthorize FCC and set up schedule of charges for services. **PAGE 26.**

THAT FTC VACANCY □ Rockefeller and Liebling are leading contenders to succeed Pitofsky. **PAGE 26.**

BRITISH CHALLENGE FRENCH □ United Kingdom Teletext Industry Group asks FCC rulemaking to establish British defined-format system as teletext standard. Petition competes with CBS's proposal for rules based on French Antiope system. **PAGE 28.**

FEARS ABOUT FUND CUTS □ Public broadcasters express concerns at Hill oversight hearing on CPB. **PAGE 28.**

MANKIEWICZ SEES DOOM □ Administration's cuts could put National Public Radio off air by Oct. 1, says NPR's president. **PAGE 29.**

AT LARGE

AS GROSSMAN SEES IT □ PBS's president believes these are best and worst times for public broadcasting. He offers his views on the medium, its funding problems, competition from within and from outside, and assesses new technologies. **PAGE 30.**

LAW & REGULATION

LICENSING SPEED-UPS □ FCC, NTIA and NAB generally support bill to scrub comparative TV renewal hearings,

extend license terms and permit random selection of initial grantees. Citizen groups and black coalition oppose legislation. **PAGE 40.**

PROGRAMMING

O&O ACCESS SLOTS □ Network-owned TV stations have practically blocked in fall schedules. **PAGE 46.**

TECHNOLOGY

HARDWARE ON CAPITOL HILL □ Six companies display communications equipment at exhibition sponsored by Wirth subcommittee. Warner's Qube draws most attention from members of Congress, staffers and public. **PAGE 52.**

JOURNALISM

BOBTAILING 'KANGAROO' □ CBS cuts children's TV show to half hour and switches it with expanded Kurlt news program. **PAGE 58.**

BUSINESS

LEIBOWITZ ON CABLE □ Analyst declines to change either buy or sell recommendation, but says he is bullish about industry fundamentals. Report also explains why price of UA-Columbia was bid up so high in anticipation of merger. **PAGE 62.**

MEDIA

INTERNATIONAL INFORMATION FLOW □ Hearings will be held this week on bill to establish executive-level council to deal more efficiently with other countries. **PAGE 70.**

1954

THE 'BROADCASTING' YEARS □ McCarthyism fell victim to Murrow and Friendly and then later to TV's exposure during Army hearings on Capitol Hill. Television rapidly expanded in station numbers, color programming and sales, forcing radio to make more adjustments. But TV still had its problem of how UHF could survive against more-entrenched VHF. **PAGE 77.**

PROFILE

SEGAL'S SURE HANDS □ Joel Segal has built an enviable record of success in program production. But it's just one of many balls that Ted Bates & Co.'s senior vice president keeps in the air. **PAGE 103.**

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Tidying up

Mark S. Fowler, whom President Reagan intends to designate chairman of FCC, may get six-year term that is available after all. White House surprised observers—and Fowler—when it originally named him to term with little more than five years to run instead of six-year term now being served by James Quello. There was no particular reason for naming Fowler to vacancy created by resignation of Tyrone Brown, White House spokesman said. No one focused on fact that Quello, whose seven-year term expired last June, is continuing to serve until renominated or replaced. So now various Fowler backers, including Senator Paul Laxalt (R-Nev.), Reagan confidant, are suggesting to White House that Fowler be given longer term. That doesn't mean Quello will be dumped; on contrary, his backers are trooping to White House to urge that his renomination, regarded as certainty, be announced promptly—but to Brown's seat. Fowler is among those supporting Quello's reappointment.

Date for Fowler's confirmation hearing before Senate Commerce Committee, incidentally, has not yet been set. White House, bogged down in job of completing nomination papers of scores of nominees to various posts, has not yet sent Fowler's to committee.

Ferris and friends

FCC Chairman Charles D. Ferris will join Washington office of large Boston law firm, Mintz, Levin, Cohen, Glovsky & Popeo, after leaving FCC April 10. And he will take at least two of his present associates with him—Frank Lloyd, his administrative assistant, and Tom Casey, FCC Common Carrier Bureau's acting deputy chief for operations.

ABC and its future

In next fortnight or so, Booz, Allen, Hamilton will submit to Elton Rule, president of ABC Companies, findings of intensive survey on structuring of \$2-billion-plus corporation to meet challenges of 1980's. Rule commissioned project six months ago with findings to be presented to board with policy recommendations. Thesis is how to build for future entity that, since 1953, has developed significant stature in broadcasting, magazine publishing, video and soft-goods venture in cable.

Booz, Allen project is sequel to one undertaken decade ago by McKinsey & Co., which provided basic outline for

development in 1970's. Rule hopes recommendations will build on successes of past 10 years, consistent with changing complexion of media. Top chain of command (Leonard Goldenson, chairman; Rule and Fred Pierce, executive vice president of ABC Inc. and president of ABC Television) isn't presently involved.

On INN-side

Independent News Network, wholly owned subsidiary of WPIX Inc., New York, which began operation last June, has acquired its 50th TV affiliate (all independents, save one) far ahead of projections. And it expects to be in black by its first year's end with budget running between \$6 and \$7 million, annualized. Lev Pope, WPIX Inc. president, is chief executive, and John Corporan, vice president, news, is also INN executive producer.

People's TV

Principal preoccupation of noncommercial broadcasters these days may be threats of federal budget cuts, but another threat of serious magnitude sits unresolved in U.S. Circuit Court of Appeals in New Orleans. Still awaiting action there is appeal of ruling of U.S. district judge in Houston that broadcast stations owned by government are agencies of government and not increments of free press protected by First Amendment. Ruling came in judge's order last Dec. 18 to noncommercial KUHT-TV Houston, owned by state university system, to air PBS's *Death of a Princess*, which station had chosen not to air on grounds it was unfairly anti-Arab.

If district court were upheld, public stations under ownership of any kind of government would be subject to same kind of access rules that govern, say, public streets or parks, would have little editorial control over participants. Appeal has been pending since Jan. 5. Airing of disputed show has been stayed.

Who, us?

Statement by National Public Radio President Frank Mankiewicz at National Press Club that "We don't lobby" (story page 29) amused Washington observers who had been impressed by success so far of campaign to avoid Reagan administration budget cuts. As part of that effort, Mankiewicz, Walda Roseman, NPR senior vice president for national affairs and planning, and David Carley, president of National Association of

Public Television Stations, met with 120 public broadcasters in late February and early March, briefed them on issues and turned them loose on representatives from home districts.

Roseman, registered lobbyist, makes no bones about success in making public radio's position conspicuously well known in Congress; some testimony last week referred to "CPR" (nonexistent Corporation for Public Radio) instead of "CPB" (Corporation for Public Broadcasting). NPR isn't letting up: Its guests at Radio and Television Correspondents Association dinner in Washington Thursday night included Senators Harrison Schmitt (R-N.M.) and Nancy Kassebaum (R-Kan.).

One, two, three?

Will Sunday morning be next battleground for network news competition? Now that CBS News has carved out long-form news franchise with Charles Kuralt's *Sunday Morning*, both NBC News and ABC News are looking to beef up their presence.

Temptation

Station sale that would be watched with interest in wake of Supreme Court decision declaring marketplace sole regulator of radio entertainment formats (see page 23) involves WNCN(FM) New York. GAF Broadcasting Co., licensee, is looking into feasibility of sale of classical-music station, and chief executive officer Jesse Werner has promised listeners GAF would seek buyer with same commitment to classical music. GAF won listeners' loyalty when it acquired station in 1976 and preserved then-threatened format. But GAF now would not have to worry about litigation if it felt promise could not be kept. And observers note that New York City station would be worth far more on market if it were available for buyer wanting to convert to other-than-classical-music format.

Mark-up on opinion

ABC-TV has settled on pricing for issue advertising, or "paid commentaries," that it'll start accepting in late-night entertainment programming (BROADCASTING, March 16). It'll be about \$32,000 per minute. That represents 8.5% premium over regular late-night minutes and is being levied, ABC authorities say, to cover production and other costs. One-year experiment starts July 1. ABC sources say several advertisers have shown interest and there have been some talks, but as yet no sales.

Business Briefly

TV ONLY

Super Cuts Hair Salons □ Begins April 6 for 38 weeks in Reno, Las Vegas, San Francisco, Los Angeles and Sacramento-Stockton, Calif. All dayparts. Agency: Meyers, Muldoon & Ketchum, San Francisco. Target: adults, 18-34.

Montgomery Ward □ Department store. Begins March 30 for 13 weeks in about 100 markets. All dayparts. Agency: Media Bureau International, Chicago. Target: adults, 25-54.

Leverage Tools □ Begins May 24 for 11 weeks in four test markets. Fringe and sports times. Agency: Valentine-Radford, Kansas City, Mo. Target: total adults.

New Skin □ Liquid bandages. Begins April 13 for three weeks in over 10 markets. Weekend and all fringe times. Agency: S.R. Leon Co., New York. Target: women, 25-54.

Husky Industries □ Brix charcoal. Begins late April/early May for eight weeks in under 10 markets. Agency:

William B. Tanner Co., Memphis. Target: adults, 25-49.

Clorox □ Hidden Valley Ranch salad dressing. Begins April 13 for eight weeks in 32 markets. Fringe times. Agency: Young & Rubicam, New York. Target: women, 25-54.

Gold Seal □ Mr. Bubble. Begins April 20 for six to eight weeks in 16 markets. Early fringe, fringe and day times. Agency: Ammirati & Puris, New York. Target: women, 25-49; total children.

Fonda/Regal Lace □ Dynaware paper plates. Begins May 11 for six weeks in four markets. All dayparts. Agency: Keyes-Martin & Co., Springfield, Mo. Target: women, 25-49.

Terminex International □ Termite control. Begins March 30 for three to nine weeks in 25 markets. Day, late fringe and fringe times. Agency: Young & Rubicam, New York. Target: adults, 25-54.

Colonial Penn Insurance □ Auto insurance. Begins April 20 for four weeks

in 80 markets. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Target: adults, 25-49.

U.S. Diversified Industries □ Gypsy Moth tape. Begins April 13 for four weeks in 12 markets. Day, fringe and prime access times. Agency: Vitt Media International, New York. Target: adults, 25-54.

U.S. News & World Report □ Magazine. Begins this week for two weeks in over 10 markets. Early fringe and prime times. Agency: Media Buying Services, New York. Target: total adults.

Craftmatic Adjustable Beds □ Begins April 5 for one week in Allentown, Pa., and Syracuse, N.Y. Weekend programming. Agency: Rothman & Lowry, Little Rock, Ark. Target: total adults.

AFL-CIO □ Carpenters union. Begins April 13 for four to six weeks in 26 markets. Day, fringe, news and sports times. Agency: Maurer, Fleisher, Zon & Anderson, Washington. Target: men, 25-49.

RADIO ONLY

Fotomat Stores □ Begins April 13 for 26 weeks in about 70 markets. Agency: General Media Services, La Jolla, Calif. Target: adults, 25-49; adults, 25-34.

BASF systems □ Audio/video tapes. Begins March 30 for 14 weeks in Washington, Baltimore, Chicago and Los Angeles. Morning drive, middays and afternoon drive times. Agency: Giardini/Russell, Boston. Target: men, 18-34.

White Castle Systems □ Restaurant chain. Begins in mid-April for 10 to 12 weeks in New York, Minneapolis and

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WCHS-TV Charleston, W. Va.: To Petry Television, from HR/Television.

WRMV(AM)-WYUT(FM) Herkimer, N.Y.: To Buckley Radio Sales (no previous rep).

WOOF-AM-FM Dothan, Ala.: To Lotus Reps, from Savalli/Schutz.

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AdVantage

Lucky thirteen. Harrington, Righter & Parsons opens 13th office this month. Managed by Mark Chapman, of firm's Detroit office, new location is: 2115 Rexford Road, Charlotte, N.C. 28211.

Twenty-nine plus. Celebrating "longest sustaining sponsorship of nationally broadcast program in broadcast history," Bankers Life and Casualty Co. marks 30th year as sponsor of ABC Radio Network's *Paul Harvey News and Comment*. Ed McLaughlin, president, ABC Radio Network claims "When he (Paul Harvey) endorses a company, people believe what he says."

Promoting seafood. Ponderosa steak houses break extensive TV campaign to advertise "all-you-can-eat" fish special starting this month. With nearly 700 restaurants concentrated in Midwest, plus Pennsylvania and upper New York state, TV spots for Ponderosa will run in selected markets. Agency for Ponderosa is Doyle, Dane, Bernbach, New York.

Avoiding Christmas rush. Fisher-Price Toys will introduce two new products this spring in major broadcast and print campaign. Hiking Set and Worktop Bench, both in company's



Hiking set



Work bench

pre-school division, are featured items in TV spots that are directed at women. Waring & LaRosa handles advertising for Fisher-Price.

Detroit. Agency: Simpson Marketing Communications, Columbus, Ohio. Target: adults, 18-34.

California Strawberry Board □ Begins April 13 for six weeks in some 15 markets. Agency: Botsford-Ketchum, San Francisco. Target: women, 25-54.

Sparkle □ Glass cleaner. Begins this week for six weeks in Cleveland. Agency: Responsive Marketing, Des Plaines, Ill. Target: women, 25-54.

National Paint & Coatings

Associates □ Begins May 4 for four weeks in Portland, Ore.; Louisville, Ky., and Buffalo, N.Y. Morning drive times and middays. Agency: Henry J. Kaufman & Associates, Washington. Target: women, 25-49.

Carillon Importers □ Achaia Clauss Greek wine. Begins April 13 for four weeks in Boston. All dayparts. Agency: Chester Gore Co., New York. Target: adults, 25-54.

Motor Insurance Co. □ Begins April 17 for four weeks in over 10 markets. Agency: Mort Keshin, New York. Target: adults, 25-54.

Cottman Transmissions □ Begins April 6 for four weeks in about 50 markets. Agency: Ross Advertising, Fort Washington, Pa. Target: women, 18-49.

Dikar Apples □ Begins April 20 for four weeks in 24 markets. Agency: Al Paul Lefton Co., Philadelphia. Target: adults, 25-49.

Beef Industry Council □ Begins this week for three weeks in Los Angeles, San Francisco and New York. Agency: Lee King & Partners, Chicago. Target: women, 18-49.

Video Concepts □ Franchise. RCA videodisk promotion. Begins in late March for about three weeks in 35 markets. Agency: Kelly, Scott & Madison, Chicago. Target: men, 25-54.

Exxon □ Begins April 20 for two to three weeks in over 15 markets. Agency: McCann-Erickson-MIS, Houston. Target: adults, 18-49.

Oshmond's Sporting Goods □ Franchise. Begins April 23 for varying flights in 12 markets. Agency: Bloom Advertising Too, Dallas. Target: adults, 18-49; adults, 18-54.

RADIO AND TV

CMC Corp. □ Consumer electronics. Begins April for one week in Dallas; Houston; Kansas City, Mo.; Indianapolis; Miami; Memphis; Nashville; Topeka, Kan., and St. Louis. Agency: Allen Advertising, St. Louis. Target: men, 18-34.

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MORE AMERICAN GRAFFITI SLAP SHOT Y
JAWS THE SEDUCTION OF JOE TYNAN JET P
COAL MINER'S DAUGHTER **THE HIT LIST** TH
THE PRISONER OF ZENDA SAME TIME NEXT
MOMENT BY MOMENT THE GREEK TYCOON
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THE WIZ **THE HIT LIST** CARAVAN DRACULA
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COAL MINER'S DAUGHTER **THE HIT LIST** SAM
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THE PROMISE DR
SLAP SHOT

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THE PROMISE LITTLE MISS MARKER THE GR
COAL MINER'S DAUGHTER DRACULA JAW
SAME TIME NEXT YEAR NATIONAL LAMP
RINK'S JOB THE SEDUCTION OF PRISONER OF Z
THE GREEK TYCOON RESURRECTION SLAP
THE WIZ COAL MINER'S DAUGHTER DRACU
MORE AMERICAN GRAFFITI **THE HIT LIST**
JAWS SAME TIME NEXT YEAR LITTLE MISS
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Prosper Azerraf, WYSL, Buffalo

**"ROUSING
SUCCESS!"**

Bill Cranny, KTUC, Tucson

**"A SMASH
IN K.C.!"**

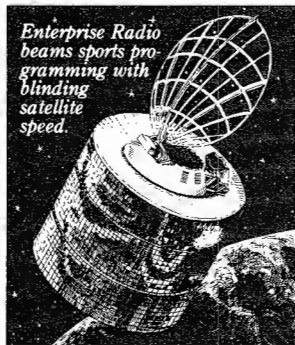
Bob Ingram, KBEA, Kansas City

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Ed Christian, WNIC, Detroit

ALL-SPORTS RADIO. COAST TO COAST WINNER.

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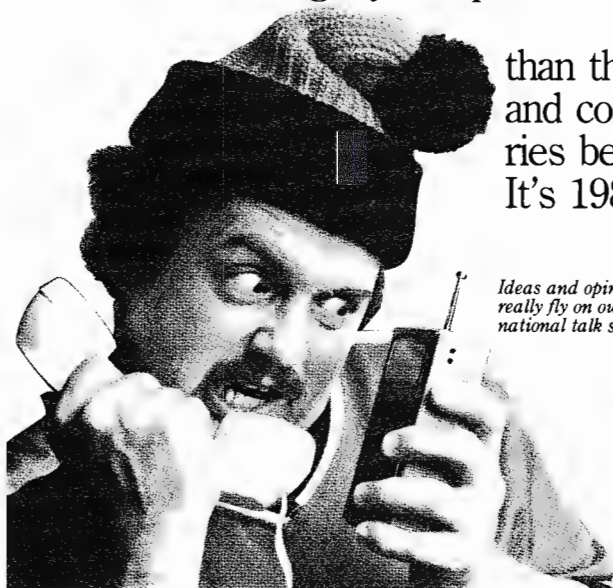
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For more information, call Don Rasmussen at Enterprise Radio West, (309) 698-6151 or George Davies or Jim Bates, Enterprise Radio East, (203) 677-6843.

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Milwaukee, WI, WTMJ • Mission/Kansas City, KS, KBEA • Buffalo, NY, WYSL • Nashville, TN, WKDA • New Orleans, LA, WGSO • Norfolk, VA, WNIS
Salt Lake City, UT, KWMS • Albany/Schenectady/Troy, NY, WOKO • Little Rock, AR, KARN • Rochester, NY, WSAY • Honolulu, HI, KHVH
Tucson, AZ, KTUC-AM/KNDE-FM • Memphis, TN, WDIA-AM/WRVR-FM • Monterey/Salinas CA, KOCN-FM

Monday Memo®

A broadcast advertising commentary from Harley Fleishman, president, Fisher Office Furniture, Milwaukee

Getting results with a small ad budget

For the local retailer, size of the advertising budget is not always the most important factor when using television. Showmanship is, however. The experience of Fisher Office Furniture is a good example.

Selling office furniture may be considered a mundane business by some people, but not to Fisher. From showroom to selling to television advertising, showmanship has been added to every facet of the business.

An unusual aspect of Fisher's advertising is the cost of the commercials. It's important that every time our commercial is seen, we make a lasting impression. People are shocked when I tell them the production cost. How many advertisers whose budget totals \$75,000 would spend \$25,000 or more for a spot? This is almost heresy, but it's the best investment we ever made. Quality costs money and we get it back three- or four-fold.

Although there are bigger office furniture dealers in Milwaukee, Fisher is easily the best known. Its customers are small and medium-sized firms where the principal of the business becomes involved in buying, although a number of the major Milwaukee area businesses also buy and rent from Fisher.

Our single showroom is substantially larger than the average store in the business and differs in appearance. Delta-shaped panels serve as backdrops for furniture groupings, and behind them all, there is a 130-foot "maxigraphic" wall with brightly colored illustrations that might be found in a museum of modern art. The number of items displayed is almost overwhelming, and when Fisher boasts about its "Fast Office Furnishing" program, there is no doubt in the buyer's mind that the firm can deliver 75% of its orders in a few days.

Sales approaches and television advertising are equally out-of-the-ordinary. Fisher has no outside sales staff. As one job applicant was told by a friend: "Don't worry, you don't have to have experience at Fisher. Their customers are pre-sold."

Pre-sold customers are a consequence of advertising that dates back to the early 1970's. When Fisher was started in 1964, the advertising program included print, radio and some television, which was not very effective.

Then in 1971, Jim Weller produced the first of our television commercials that helped make Fisher famous, not only in Milwaukee, but other places as well. Comparing what \$1,500 could buy for an office



Harley Fleishman, president of Fisher Office Furniture Inc., Milwaukee, has had long-time interest in television. From 1953 through 1956 while he was attending University of Wisconsin in Milwaukee, Fleishman worked in production and later in sales for WTVW(TV), WCAN-TV and WITI-TV there. In 1956 he joined family-owned housewares business and in 1964 he launched Fisher Office Furniture.

at one firm and at Fisher, the commercial had as the theme "Where the Look of Success Costs Less," a point still carried on all Fisher correspondence.

After the first commercial, Weller sold his Milwaukee agency and moved to Chicago and then to New York, working for national agencies. At present, he is senior vice president and director of creative services for Della Femina, Travisano & Partners in California, but has continued to produce Fisher advertising. After running for three years, "The Look of Success" was replaced by "The Copy Cat," which also ran for three years. "Low Overhead" was introduced in 1977 and "Dr. Hearn" in 1979.

To some television viewers, the commercials are "irritating" or "dumb." To others they are "fantastic" and "humorous" or "commercials the average viewer can relate to." Whichever, complimentary letters and comments far

outnumber the criticisms by more than 100 to one. The commercials have received a number of awards, including the first-place gold Clio and silver "One Show" award for "Low Overhead" in 1977; plus a "Best of Show" award for "The Copy Cat" in 1974 from the Milwaukee Society of Communicating Arts.

It is almost unbelievable when an office furniture dealer in Milwaukee spending the amount we do can enter the Clio contest in the office products and equipment classification in competition with major companies—all of which probably have larger advertising budgets than our gross sales in any year—and win.

People ask us if our television advertising works. The truth is we are not wealthy enough to buy advertising for entertainment alone. We feel our television campaign has not only brought us customers, but has brought us many friends and compliments. It is the talk of the town wherever advertising is mentioned at social gatherings.

Fisher even gets inquiries about the times when the commercials will run. We have placed newspaper advertisements containing the commercial schedule "so that you don't have to sit through the TV shows."

Target for the television advertising is the up-scale business and professional people. Fisher commercials reach this audience through morning and late-evening news, *Today* and *Tonight* and, periodically, through golf, basketball and tennis.

There are gratifying benefits in other ways. Knowledge of the success of the Fisher commercials has spread, and office furniture dealers in many cities have purchased rights to use the ads in their markets.

In addition, we have gained respect in what we are doing. People like to bargain and some dealers will code the furniture and tell the customer, "When you are ready to buy, come back and we will give you 'your' special price." We price the furniture net and guarantee everything we sell and we are not the lowest-priced in town. The television advertising must have given us some kind of credibility. After all, we are in business to sell office furniture, not discount it.

The bottom line for Fisher is satisfied customers—doctors, lawyers, salesmen, auto dealers, office managers and businessmen—professionals who keep coming back to Fisher. Even those who do not buy office furniture are impressed. As one woman wrote: "If I were in the market for office furniture, I wouldn't think of anyone else. So keep up the good work."

When Rolls-Royce Motors turns to radio, the sound you hear is The Wall Street Journal Report.

No wonder! The Wall Street Journal Radio Report attracts an intelligent, upwardly-mobile, affluent audience—that is not only open to, but eager for, better products and services, including the elegant Rolls-Royce!

In its first 4 months, The Wall Street Journal Report has been successful in selling sophisticated financial services, expensive cameras, computers, and a great deal more. And now as their exclusive national radio buy, we're proud to be helping to sell Rolls-Royce.

The Wall Street Journal Report, broadcast live by satellite, with on-the-spot reports from 25 domestic and international financial centers, is quite simply the best business news program on the air!

If you are seeking a quality ambiance for your product or service—

whether national, regional, or local, we should talk.

For more information, call

Bob Rush,

Director of Broadcast Services,
The Wall Street Journal Report,
(212) 285-5381.



The name "Rolls-Royce" is a registered trademark.



The AP Broadcasters are going to Washington.

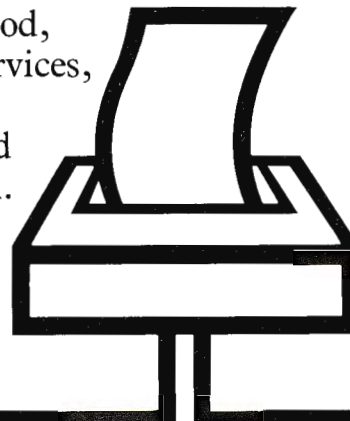
Our 1981 Convention comes at a time of great changes across the nation—and what better place to explore “America Beyond the 80’s” than where the changes are taking place?

We’re planning a challenging, far-reaching program to look at where we are—and where we’re going, both in broadcasting and in government. There will be seminars on the Presidency and the Press to Religion and Politics. We’ll talk about the Deregulation of America and the latest trends in broadcasting and other communications technologies.

The convention will enlighten us, challenge us, and perhaps even anger us. But one thing’s for sure: it’s the place where the big issues will be discussed—and important people will discuss them.

So it’s important to make sure you’re adequately represented when the AP Broadcasters go to Washington June 4-6.

Send the adjacent coupon to Jim Hood,
General Broadcast Editor, AP Broadcast Services,
50 Rockefeller Plaza, New York, New York
10020, to register yourself and your staff and
make reservations at the Washington Hilton.
Be sure to get the forms in by May 4,
to get the special APB convention rate.



**Innovation for
better news
programming**

AP Broadcast Services

Datebook

■ indicates new or revised listing

This week

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

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

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

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

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

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

April 1—*New Medium/New Market Update* workshop on new electronic media sponsored by The Chicago Editing Center, 11 E. Hubbard, Chicago.

April 1-2—Communications in the 21st Century

symposium, sponsored by *The Colgate Darden Graduate School of Business Administration at University of Virginia* in cooperation with Annenberg School of Communications of University of Pennsylvania and University of Southern California. Speakers include Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, and Elie Abel, dean of Columbia University School of Journalism. Funding by Philip Morris Inc. Philip Morris Operations Center, Richmond, Va.

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

■ **April 2-3**—Conference on record of the Federal Election Campaign Act after a decade of reform sponsored by *Citizens Research Foundation*, Georgetown Law Center, Washington D.C. Speakers include Archibald Cox, Harvard Law School; John Terry Dolan, National Conservative Political Action Committee; John D. Deardourff and Robert D. Squier, campaign consultants, former Representative (and presidential candidate) John Anderson (R-Ill.), and Ruth Hinerfeld, president, League of Women Voters.

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

April 3-4—*Society of Professional Journalists, Sigma Delta Chi*, region one conference, Sheraton Heights, Hasbrouck Heights, N.J.; region two conference, Holiday Inn, Annapolis, Md., and region six conference, Radisson LaCrosse hotel, LaCrosse, Wis.

■ **April 3-5**—*California Associated Press Television-Radio Association* 34th annual convention. Speakers

include Don Hewitt, executive producer, CBS's *60 Minutes*, and Marilyn Berger, free-lance journalist, San Diego Hilton, San Diego.

Also in April

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

■ **April 6-8**—"International Perspectives in News," sponsored by *Southern Illinois University School of Journalism*, at Carbondale, Ill., and funded by the U.S. International Communication Agency and the East-West Foundation in Santa Barbara, Calif.

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

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

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

April 8—*New England Cable Television Association* spring meeting. Sheraton-Tara hotel, Nashua, N.H. Information: NECTA, 8 1/2 North State Street, Concord, N.H., 03301, (603) 224-3373.

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

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

April 10—*Syracuse University's Black Communications Society* symposium entitled "Black Media Ownership: The Vehicle for Survival." Among speakers will be Robert L. Johnson, president, Black Entertainment Television, Syracuse, N.Y.

■ **April 10-11**—*Radio-Television News Directors Association* region six and Nebraska APB seminar. Ramada Inn, Grand Island, Neb.

April 10-12—*Society of Professional Journalists, Sigma Delta Chi*, region eight conference. Student Union hotel on campus of Oklahoma State University, Stillwater, Okla.

April 12—*Association of Maximum Service Telecasters* 25th annual membership meeting. Las Vegas Convention Center, meeting room B-20, Las Vegas.

April 12—*Daytime Broadcasters Association* annual membership meeting. Room 18, Las Vegas Convention Center, Las Vegas.

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

April 13—*National Association of Spanish Broadcasters* annual convention. Aladdin hotel, Las Vegas.

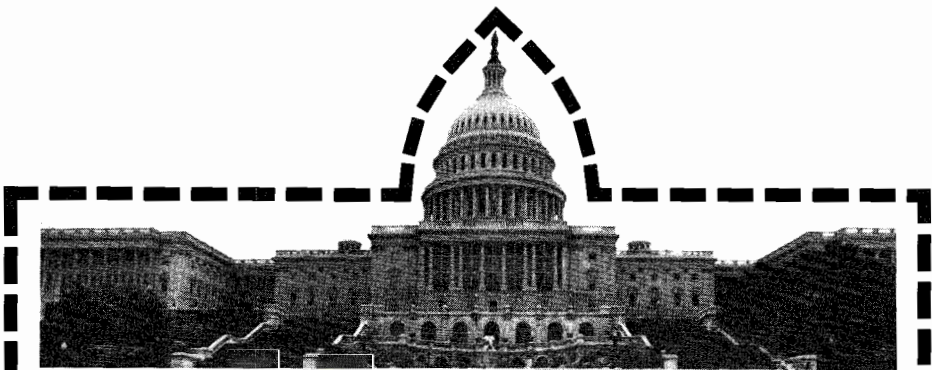
■ **April 13-15**—Satcom '81, sponsored by *International Association of Satellite Users*. Washington Hilton, Washington. Information: Mike Bradley, IASU, 6845 Elm Street, Suite 710, McLean, Va., 22101, (703) 893-2217.

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

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

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

April 17-19—Private satellite earth station and low-



**Jim Hood, General Broadcast Editor
AP Broadcast Services
50 Rockefeller Plaza, N.Y., N.Y. 10020**

We wish to register the following persons for the 1981 APB Convention, June 4-6, in Washington, D.C.

NAME	STATUS (circle 1)	CONVENTION RATE (see below)*	HOTEL RESERVATIONS	
			Room Size (circle 1)	Arrival-Departure
_____	abcd	_____	SDT	_____
_____	abcd	_____	SDT	_____
_____	abcd	_____	SDT	_____
_____	abcd	_____	SDT	_____

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Signed _____

Station _____

Address _____

City _____ State _____ Zip _____

*NOTE: Please observe the following status classifications and rates:

STATUS	RATES PER PERSON
a) AP Member	\$ 65.00 (Meals & receptions)
b) AP Member spouse	\$ 50.00 (Meals & receptions)
c) Non-member	\$125.00 (Meals & receptions)
d) Student (full-time)	\$ 10.00 (No meals or receptions)

Room Reservation Data	
Single (S)	\$65.00 per night
Double (D)	\$75.00 per night
Twin (T)	\$75.00 per night

Major Meetings

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

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

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

April 27-May 1—*National Public Radio* annual conference. Marriott hotel, Anaheim, Calif. Future conference: Washington, April 18-22, 1982.

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

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

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

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

May 29-June 1—*National Cable Television Association* annual convention. Los Angeles Convention Center. Future conventions: May 2-5, 1982, Las Vegas; June 12-15, 1983, Houston; May 20-23, 1984, San Francisco; March 31-April 3, 1985, New Orleans; March 16-19, 1986, Dallas and May 15-18, 1988, Las Vegas.

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

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

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

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

Aug. 16-19—*National Association of Broadcasters* annual radio 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, Holly-

wood-by-the-Sea, Fla. Future conventions: Sept. 12-15, 1982, Reno, Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

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

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

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

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

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

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

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

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

March 12-17, 1982—*National Association of Television Program Executives* 19th annual conference. Las Vegas Hilton. Future conferences: March 18-23, 1983, Las Vegas Hilton; Feb. 12-16, 1984, San Francisco Hilton and Moscone Center.

power seminar, fifth in series, sponsored by Bob Cooper Jr., director, *Satellite TV Technology Inc.*, Washington. Shoreham hotel, Washington. Information: Gail Barnes, (202) 887-0608.

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

■ **April 20-24**—*Eastern Kentucky University* mass communications week. ECU campus, Richmond, Ky.

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

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

April 23-25—*Memphis State University Department of Theater and Communication Arts and Memphis Broadcasters Association* conference entitled "Professors and Professionals in Communication: Looking Ahead." Speakers include NBC Entertainment President Brandon Tartikoff, FCC Commissioner Anne P. Jones, ABC News correspondent Lynn Sherr; Corporation of Public Broadcasting program fund director Lewis Freedman; former chairman of board NBC, Jul an Goodman, Scripps-Howard Broadcasting President Don Perris; Ben Hooks, executive director, National Association for the Advancement of Colored People; Eugene Jackson, president, National Black Network, and Frank Magid, Frank Magid Associates, Memphis State University. Information: (901) 454-2465.

April 24—*Radio-Television News Directors Association of Canada* French language regional meeting, Motel Arnold, St. Georges-de-Beauce, Ontario.

■ **April 24-25**—*Arizona Associated Press Broadcasters Association* meeting. Fiesta Inn, Tempe, Ariz.

■ **April 25**—*White House Correspondents Association* 67th annual dinner. Washington Hilton, Washington.

■ **April 25**—*Radio-Television News Directors Association* regional meeting (region '3). PEPCO auditorium, Washington. Information: Ron Miller, WWBT(TV) Richmond, Va., (804) 233-5461.

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

April 24-May 16—Seventh annual Video and Television Documentary Festival screenings. Sponsored by *Global Village*, 454 Broome Street, New York, N.Y.,

10013, (212) 966-7526.

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

April 25—*Indiana Associated Press Broadcasters* annual meeting and awards banquet. Inn of the Fourwinds, Lake Monroe, Bloomington.

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

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

April 27-May 1—*National Public Radio* annual public radio conference. Marriott hotel, Anaheim, Calif.

April 28—*New York State Broadcasters Association* annual meeting. Sheraton Airport inn, Albany, N.Y.

April 28-May 2—30th annual Broadcast Industry Conference and Awards, hosted by *San Francisco State University*. Theme: "Programming the 80's." San Francisco State University. Information: Janet Lee Miller or Darryl Compton, (4 5) 469-2184.

April 29—*New Jersey Broadcasters Association* annual spring managers meeting. Mercer county college, West Windsor.

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



Estimated broadcast rights to Kansas City Royals baseball are \$950,000 for coming season. BROADCASTING March 2 figure of \$500,000 did not reflect increase under new five-year radio contract with Stauffer Communications of Topeka, Kan. WDAF-TV continues in second year of its five-year TV contract with Royals.

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

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

May

May 1-2—*Women in Communications*, Fairfield county chapter, Northeast regional meeting. Marriott hotel, Stamford, Conn.

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

■ **May 1-3**—*Carolinas UPI Broadcasters Association* meeting. Center for Continuing Education, Boone, N.C.

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

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

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

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

May 4-6—National Indian Media Conference sponsored by the *Native American Public Broadcasting Consortium* and the *American Indian Film Institute*. Sheraton, Spokane, Wash.

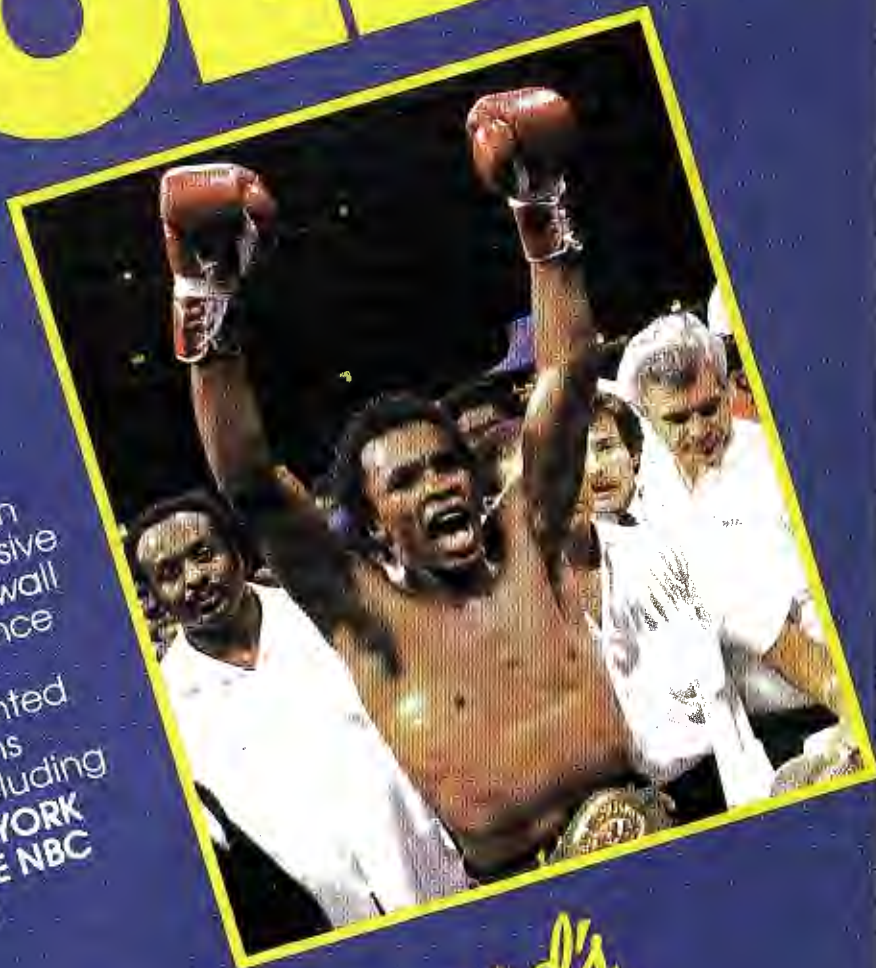
May 4-7—*ABC-TV affiliates* annual meeting. Century Plaza, Los Angeles.

May 5-9—*American Women in Radio and Television* 30th annual convention. Keynote speaker: Lesley Stahl. CBS News White House Correspondent. Sheraton Washington hotel, Washington.

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In support of deregulation

EDITOR: Re your lead editorial of March 23, NAB certainly agrees that the FCC's radio deregulation action should not be trumpeted as an emancipation proclamation. Only Congress can provide that kind of deliverance. However, your statement that "measurable relief is not to be found in the details of the new rules" is bewildering.

Charles Ferris Commission or not, this was by far the most significant deregulation action in the history of the FCC. Consider the following:

- No longer will stations have to deal with the paperwork, legwork and manhours demanded by the ascertainment primer.

- No longer will stations have to program to achieve strict compliance with the 8% AM and 6% FM nonentertainment and sports guidelines.

- No longer will stations have to maintain official program logs in fear of forfeiture or other sanctions for any deviation from the four pages of rules which specify the form and content of those logs.

- No longer will stations have to worry that their announcers may overrun in delivering live spots—a la Harden and Weaver at WMAL(AM) Washington.

- No longer will stations have to play Russian roulette in doing remote broadcasts from shopping centers or other business establishments perchance these programs may be judged to be program-length commercials.

Surely the commission's report and order can stand some clarification as to the remaining 10-issue standard. NAB is seeking such fine tuning in our petition for reconsideration. But this is substantial and measurable relief. To call it anything less is, to repeat, bewildering.—*John B. Summers, executive vice president-general manager, National Association of Broadcasters, Washington.*

Canadian clarification

EDITOR: In reply to your Feb. 23 article on the domestic campaign of the Canadian Association of Broadcasters (CAB) to retain 10 khz spacing in Region 2, we do not agree with your contention that our information brochure is "misleading."

I can assure you our statements about the so-called "9/9 plan" were, in fact, based upon a detailed engineering and economic assessment of how this plan would fulfill Canada's needs. Contrary to your observations, even the 9/9 plan would not produce a sufficient number of new stations in critical areas to warrant the very heavy conversion costs. In fact we have determined, after a thorough analysis of the preliminary findings of our

government officials, that fewer than a dozen new stations could likely be added in those cities in southern Ontario and southern Quebec where future channel shortages have been identified. The details of our study are on the public record, and we understand that similar conclusions have been reached in other independent analyses.

We also dispute your allegation that our domestic information campaign is "anti-American" in tone. While it is true that the U.S. government has pushed strongly in past conferences for 9 khz spacing, this pressure has also come from other countries, both in Region 2 and Region 1. Quite simply, our position is that the Canadian government should resist any foreign initiatives which would produce so few domestic benefits for Canada.—*G.G.E. Steele, president, Canadian Association of Broadcasters, Ottawa.*

Editor's note. A Canadian government study shows that in 14 selected Canadian cities, the U.S. 9/4 plan would generate 36 new assignments and the Canadian 9/9 plan, 40. It also shows that in selected "spectrum-congested areas" among those cities, the U.S. plan would make possible 15 new assignments, the Canadian plan, 23.

The old college try

EDITOR: WCDB's rock 'n' roll dance parties have become established events in the area. Held semiannually during the school year before capacity crowds of approximately 1,000 people, they are in demand from clubs that want the business. One such club, the Hullabaloo in Rensselaer, N.Y., agreed to sign the Vapors for a private dance party if we would guarantee a full house (at \$3 per person and \$5 at the door). We had broken the new and unknown Vapors as soon as we received their first single, *Prisoners*.

The date chosen was Saturday night, Dec. 20, putting the show in the middle of finals week. Faced with this situation, we used our best weapons—our minds. Programming was emphasized; The Vapors were played every hour. Promotional schemes were devised; DJ's began turning Japanese. Vapors' music was heard throughout our campus center where tickets were being sold. Invitational cards were scattered all over dinner tables. This was in addition to the conventional banners and posters that occupied most of the surface space on and off campus.

By Saturday at approximately 9:30 p.m. the club was completely sold out. In all, about 700 people crammed the Hullabaloo that night. Hundreds more were turned away.

All this done by a 10 w college radio station, selling tickets in one location, during finals week, for a relatively unknown band, in less than 10 days.—*Russell Rieger, music director, WCDB(FM) State University of New York, Albany.*

Broadcasting Publications Inc.

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The News Magazine of the Fifth Estate

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Kira Greene, assistant to the managing editor.
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William J. Sposato, correspondent.



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audience-building imagery at its best. All of it customized for you. The graphics you see on this page are two of our Image Concept campaigns that are right now creating new audiences and new revenues for stations around the world.

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TOP OF THE WEEK

Copyright action begins to stir in Congress

One bill is in the works and Kastenmeier subcommittee has scheduled hearings for May

The copyright issue saw signs of movement last week in both House and Senate Judiciary Committees. No major legislation has been introduced, but at least one bill is being drafted and hearings have been scheduled.

In the House, Bruce Lehman, chief counsel to the Judiciary Subcommittee on Courts, Civil Liberties and the Administration of Justice, consulted with representatives of the Motion Picture Association of America and the broadcasting industry on provisions of a bill to be introduced in April or May by Subcommittee Chairman Robert Kastenmeier (D-Wis.).

One source said an early draft he had seen would confine compulsory licenses to all local channels and up to two distant signals carried by cable systems. It would also establish full copyright liability for all distant signals carried after the first two. A later version of the draft reportedly would grandfather all distant signals already carried by cable systems, making liable only those signals picked up after the bill became law. Another provision would give the Copyright Royalty Tribunal wider power to change and compute rates.

The subcommittee plans to hold hearings on copyright issues in mid-May. According to Kastenmeier, those hearings will cover "a wide range of outstanding issues" including the role of the tribunal and its jurisdictions, piracy, performer royalties and how competition between cable and satellite carriers has changed.

"We're not looking to radically restructure the relationship between the industries involved," said Kastenmeier, who also said he has not drawn any conclusion on whether present copyright laws are inequitable in their application to broadcasters, cable systems and program producers. The biggest challenge to passing legislation this year, according to Kastenmeier, will be "getting the various parties together" and arriving at something acceptable.

Asked about recent recommendations from CRT Chairman Clarence James that his commission be dissolved (BROADCASTING, March 16), Kastenmeier said he

does not attribute to the whole tribunal the opinions of its chairman, but that the issue would be fully aired in the upcoming hearings.

James's statements made bigger waves with the Senate Appropriations Subcommittee on the Legislative Branch. On March 12, subcommittee staff members met with James and CRT Commissioner Frances Garcia and discussed possible alternatives to the problem. Subcommittee Chairman Senator Mack Mattingly (R-Ga.) incorporated those alternatives in a letter sent last Wednesday to Senator Strom Thurmond (D-S.C.), the chairman of the Judiciary Committee.

In that letter, Mattingly urged Thurmond to address the tribunal's problems in his committee. Mattingly suggested that either the CRT be abolished and its duties be relegated to the Commerce Department or that it be reduced in size to include three rather than five commissioners and a smaller staff. A third suggestion offered was to abolish the tribunal and allow the marketplace to govern rates.

Mattingly also said in his letter that his subcommittee plans to substantially reduce appropriations proposed for the CRT for fiscal year 1982, as a result of James's testimony. A subcommittee staff member said cuts being considered would reduce the CRT's proposed budget of \$500,000 by 20%.

According to that staff member, the subcommittee had tried to draft a bill to eliminate the tribunal, but found the task "too complicated" because jurisdiction over the tribunal rests within the Judiciary Committee. The subcommittee will recommend language for eliminating the CRT in its appropriations report to the full Senate, which is to be completed within the next two months.

The Judiciary Committee has scheduled hearings on April 29 to examine compulsory licensing for cable and on May 13 to look into performer royalties. Eric Hultman, a staff counsel to that committee,

said it anticipates scheduling additional hearings soon. Hultman said the subcommittee hadn't planned to get into reorganizing or abolishing the CRT, but that actions by the Appropriations Committee may force them to.

FCC triumphs in format case

Supreme Court overturns Appeals Court insistence that FCC step in when format changes are protested

After more than 10 years of losing battles over the issue, the FCC last week finally won the war, in a Supreme Court decision affirming the commission's authority to leave radio entertainment formats to the discretion of the licensee and the play of the marketplace. For the commission, the decision meant freedom from a regulatory burden it wanted very much to avoid; for the broadcasters, it meant a measure of freedom—period. For both, it meant a most welcome judicial vote of confidence in the marketplace as regulator.

Principal losers were radio listeners who may have hoped to protest the loss of a favored format in a station sale or renewal. Over the years, listener organizations had waged successful battles in the U.S. Court of Appeals in Washington to prevent the commission from allowing the abandonment of formats—ranging from classical to rock music and other kinds of programming—without a hearing. And 11 citizen groups had participated in the case before the Supreme Court, arguing that the government should not permit commercial considerations to be the sole determinant of a format decision.

But the court, in a 7-2 opinion written by Justice Byron R. White, held that the commission's position on the issue must be upheld. It said the commission's conclusion that its statutory duties are best fulfilled by not attempting to oversee format changes was based on an assessment of the benefits and harm likely to flow from such a government review. And, it said, "our opinions have repeatedly emphasized that the commission's judgment regarding how the public interest is best served is entitled to substantial judicial deference."

The decision, important as it is on its own terms, has wide-ranging implications for the FCC's deregulatory program generally. Vincent Wasilewski, president of

One word says it all

FCC Chairman-designate Mark Fowler has refined policy course for his administration: to one word, **unregulation**. "We're not going to reregulate, we're not going to deregulate, we're going to *unregulate*," Fowler is telling intimates. Concept is expected to keynote his address to National Association of Broadcasters—assuming Senate confirmation process is completed in time.

the National Association of Broadcasters, which supported the commission in the Supreme Court, said the decision "buttresses the FCC's deregulation efforts. It recognizes that the public is better served by marketplace forces than by federal government mandates."

And although the opinion explicitly avoids ruling on nonentertainment formats, commission lawyers agree that it will aid the commission in defense of its order deregulating radio. The order, among other things, lifts guidelines on nonentertainment programming and commercials. One lawyer even saw the opinion as providing support if the commission should decide marketplace forces are adequate to justify deregulating television.

Indeed, it was concern over the roadblock the appeals court decisions might place in the way of the commission's deregulatory program that led the agency to seek Supreme Court review.

Judge Kristin Glen of the Civil Court of New York, who before her election to that post last fall represented the WNCN Listeners Guild and argued for the citizen groups before the Supreme Court, is aware of the stake the commission felt it had in the case. And the commission's victory, she said, is "disastrous." To her, the opinion "signals an end to the trusteeship concept of broadcast licensing" and declares "open season on maximizing profits at the expense of the public interest."

The list of opponents in the case indicates the importance the two sides attached to it. The FCC was supported by pleadings filed by ABC, CBS and NBC, the National Radio Broadcasters Association and several licensees, as well as the NAB. Opposing the commission along with WNCN (which was organized in 1976 during the fight over the proposed abandonment by WNCN(FM) New York of its classical music format, a fight that the guild won when a buyer willing to retain the format, GAF Corp., appeared) were 10 citizen groups, including the United Church of Christ.

The format controversy began in 1969, when a group in Atlanta protested the sale of WGKA-AM-FM because of the buyer's plans to abandon what was the only classical music format in the city. The commission refused to order a hearing, but it was reversed by the appeals court. Beginning with that decision, in 1970, and continuing through several others, the appeals court developed criteria it said the commission must apply in determining whether the public interest would be served by a change in format. Was the format "unique" in the market? Had the proposed change caused significant "public grumbling?" Could the format be economically feasible if the station were managed efficiently?

But the commission, backed by broadcast entities of all sizes, continued to resist. In July 1976, after inviting comments on the issue, it adopted a policy statement concluding that the public interest in diversity in radio entertainment

formats is best served through market forces and competition among broadcasters. The commission's involvement in format matters, in renewal and transfer proceedings, it said, is inconsistent with its statutory authority and violates the First Amendment. It also said the administrative burden would be enormous (BROADCASTING, Aug. 2, 1976).

As expected, citizen groups appealed. And, almost as predictably, the full nine-member bench of the appeals court reversed the commission. In a 7-2 decision, the court rejected what it called the commission's "invitation" to abandon its reading of the Communications Act, and directed the FCC to implement the law as the court had interpreted it (BROADCASTING, July 7, 1979).

Presidential precedent

President Reagan made first public appearance before broadcast group last Thursday (March 26) at annual dinner of Radio-Television Correspondents Association, an event attended by some 1,400 from the media establishment and official Washington. In informal remarks, he recalled early radio career at WHO(AM) Des Moines, and said he had been involved in one of first electronic news feeds when he broadcast telegraphed account of Los Angeles earthquake in 1933. President said "live" news had been outlawed on radio until then because of fair trade practices act protecting newspapers. Historians in audience noted President meant to refer to refusal of wire services to allow broadcasters to use their reports—era labelled "press-radio war."

President toasted assembly, saying "may we continue to live in a land that's free—and one made free by a free press." Presidency of correspondents' organization changed hands at dinner—from one woman to another. Outgoing president: Marya McLaughlin of CBS; incoming: Corrine Roberts of National Public Radio.

But last week, all of that was swept away, though in language that seemed low key for the resolution of such a lengthy and heated dispute. The court said simply that it was "unconvinced" that the appeals court's "format doctrine is compelled by the act," while it regarded the commission's policy statement as "not inconsistent with the Communications Act" and as "a constitutionally permissible means of implementing the statute's public interest standard." White wrote that the commission has provided "a rational explanation for its conclusion that reliance on the market is the best method of promoting diversity in entertainment formats."

The opinion noted that the commission did not claim the marketplace was a perfect

regulator that would assure an absolute correlation between listener preferences and available entertainment programming. "Rather," White wrote, "it recognized that a perfect correlation would never be achieved, and it concluded that the marketplace alone could best accommodate the varied and changing tastes of the listening public." These predictions, he added, were within the institutional competence of the commission.

The court also found the policy statement "in harmony with cases recognizing that the act seeks to preserve journalistic discretion while protecting the interests of the listening public," as well as with the legislative history of the act. White wrote that the history does not indicate Congress "unequivocally" opposed entertainment format review by the commission. But he said, "neither is there substantial indication that Congress expected the public interest standard to require format regulation by the commission."

Besides affirming the commission's statutory authority to let the marketplace govern in entertainment format matters, the court defended the commission's policy statement against charges it violates the audience's First Amendment rights to programs of its choice. And in that section of the opinion, White was rejecting arguments based on the landmark opinion he wrote in the Red Lion case of 1969 that affirmed the commission's fairness doctrine.

The citizen groups quoted White's language to the effect that listeners have rights "to receive suitable access to social, political, esthetic, moral and other ideas and experience." But, said White, in the opinion issued last week, "the policy statement does not conflict with the First Amendment."

Granted that the debate of public issues on radio promotes the interests of the people as a whole, White said, but the court "did not imply that the First Amendment grants individual listeners the right to have the commission review the abandonment of their favorite programs." He said the commission, in the policy statement, "seeks to further the interests of the listening public as a whole by relying on market forces to promote the diversity in radio entertainment formats and to satisfy the entertainment preferences of radio listeners."

The lower court's line of decisions was endorsed by Supreme Court Justices Thurgood Marshall and William Brennan. In a dissenting opinion written by Marshall, the justices said the commission's policy statement is defective in that it "lacks a 'safety valve' procedure" to provide the "flexibility" needed in the application of the commission's policy on format changes in specific cases. "The court of appeals' format doctrine," Marshall wrote, "was a permissible attempt...to provide the commission with some guidance regarding the types of situations in which a re-examination of general policy might be necessary."

Another affiliation coup for CBS; WRGB abandons NBC

Albany-Schenectady anchor for 33 years will change by September; current affiliate, WAST, considers going independent

General Electric's WRGB(TV) Albany-Schenectady, N.Y., the first station to affiliate with NBC-TV and in fact staffed by NBC in its early days, is leaving NBC after more than 33 years to affiliate with CBS-TV.

The decision, announced last week, was an especially hard blow for NBC, not only because of the long-standing relationship but perhaps more pertinently because WRGB is one of NBC's strongest affiliates, dominant in its market—the nation's 49th—despite NBC's third-place rank in the network ratings.

CBS officials estimated that the addition of WRGB to their lineup would add \$5 million to \$8 million to CBS sales revenues annually. The current CBS affiliate, WAST(TV), is on a "technically disadvantaged" or short-spaced channel (13) that is also used by public station WNET(TV) New York, limiting their coverage.

The WRGB affiliation change is also the first in which the growth of cable television and other new competition was acknowledged to be one of the reasons.

James J. Delmonico, vice president and general manager of the station, said the decision was difficult, because "we love NBC and the people there," but that it resulted from business planning to meet competitive challenges in the 80's. CBS was chosen to provide "as strong a base as possible" for the station.

New stations, cable penetration that's already up to 40%, low-power TV applications and a new UHF about to come on the air were factors that Delmonico saw as threatening to "chip away at our market share, and we don't like it."

The prospect that WAST, owned by Viacom International, would go independent rather than move to NBC was raised by Michael J. Corken, vice president and general manager of the station. He said numerous improvements since Viacom acquired it, plus programing expertise provided by Viacom and "tremendous growth in supplementary programing delivery services," suggest that "the time may be

ripe" for WAST to give its viewers "the alternative of an independent television station." The only other station currently in the market, WTEN(TV), a V, is affiliated with ABC, having switched from CBS three years ago.

Contractual target date for the WRGB move to CBS is Sept. 25, but indications were that arrangements might be made to have it effective before the start of the new prime-time season in mid-September.

WRGB, on ch. 6, went on the air in 1939 as an experimental station and worked closely with NBC in TV's developing years. It has been a commercial station, and affiliated with NBC, since Dec. 1, 1947.

James H. Rosenfield, CBS-TV president, said in announcing the affiliation that "we are delighted to welcome this outstanding pioneer . . . For more than 30 years WRGB has been the dominant station in the Albany-Schenectady area . . ." Delmonico added that CBS's "news, public service and entertainment" combined with WRGB's "superior" local programing "should assure leadership for CBS and WRGB in the future."

The short-form renewal arrives

FCC adopts the postcard sized application; 5% of stations will be picked to fill out longer form; random technical inspections will continue

The FCC has adopted a rule that will dramatically shorten the license renewal application, for most radio and television stations, to the size of a postcard. The most significant effect of the change will be to reduce by about two-thirds the time the industry spends filling out renewal forms—an estimated 30,000 hours to 100,000 hours per three-year renewal cycle.

FCC Acting Chairman Robert E. Lee referred to the item as the commission's "annual gift to the NAB." After requiring the identification of the applicant, the short form will ask: Have updated EEO and annual ownership reports been filed with the commission? Is the applicant in compliance with rules relating to the interests of aliens and foreign governments? Has a final judgment been ordered against the applicant by any court or administrative body since its last renewal was filed? Is the applicant's public file in order?

With the adoption of the short form renewal, "a minimum" of 5% of noncommercial radio and commercial and noncommercial television licensees will be randomly selected to fill out a longer "audit" renewal form. Commercial radio licensees will be required to fill out the short form but will not be subject to the audit form procedure because of the commission's decision in January to substantially deregulate that service.

In addition to the on-site investigatory

audits it now carries out as a result of complaints from the listening and viewing public, the Broadcast Bureau will conduct similar audits of stations where problems arise from their short-form or long-form renewal filings that cannot be solved by correspondence. Also, the bureau will conduct a limited number of on-site audits—depending on the resources available—which will simply verify the accuracy of information submitted by randomly selected long-form auditees.

The Field Operations Bureau (FOB) will also continue to conduct surprise inspections of at least 10% of stations annually (possibly up to 15%) to insure that technical rules are being complied with. FOB would also inspect stations' public files to make sure that they are complete and up to date.

Public files—and information contained in them—will not be affected by the adoption of the short renewal form. Therefore, members of the public will continue to have access to information necessary to monitor a station's performance in serving the community—or so goes the commission's theory. The public file contains copies of a station's composite week logs, ascertainment surveys, past renewal applications, political file, ownership report and promise versus performance statement, which will also still be required.

Also unaffected are the informal objection and petition to deny processes and the Broadcast Bureau's delegated authority to dispose of both.

EEO requirements remain unchanged, although information of that nature which has previously been submitted as part of

the renewal form will now be filed directly with the EEO unit of the Broadcast Bureau, in addition to the filing of the annual EEO report (form 395).

Also to be eliminated is the financial balance sheet that television licensees had previously been required to submit with their renewal forms. The annual television programing report (form 303A) will be required only of those TV licensees selected to fill out the audit renewal form. Also, bi-monthly, over-the-air announcements which solicit comments and/or complaints from the public about a station's performance will no longer be required, although pre- and post-renewal-filing announcements of a similar nature have been retained.

The action was received positively by the broadcast industry. Erwin Krasnow, general counsel of the National Association of Broadcasters, said he was "delighted" with the ruling. He said he was very enthusiastic about the fact that the commission had apparently decided not to initiate surprise random inspections of audit-form recipients. However, that apparent decision is still the subject of some debate and, in fact, the text of the rule-making is being circulated before release so that the commission will have a little extra time to determine the exact nature and extent of the inspections initiated by the Broadcast Bureau.

Andrew Jay Schwartzman, executive director of the Washington-based public interest law firm, Media Access Project, noted that the short-form rulemaking was "predicated on a vigorous auditing mechanism. I hope, trust and expect the

FCC to live up to its commitment to undertake this effort." He also said that if the commission tried to evade that commitment, using budget cuts as an excuse, it would constitute "a fraud on the American public."

Packwood bill includes new fee schedule for fifth estate

Senate Commerce Committee legislation introduced last Friday would give commission temporary reauthorization and sets up list of charges for broadcasting, cable and common carrier services

After weeks on the drawing board, a bill to tighten congressional control over FCC budgets and levy fees on most providers of telecommunications services was introduced last Friday, March 27, by Senate Commerce Committee Chairman Bob Packwood (R-Ore.). Republican committee members had tried for weeks to gain bipartisan support for the bill, but gave up last week. Senators Barry Goldwater (R-Ariz.), Harrison Schmitt (R-N.M.) and Larry Pressler (R-S.D.) are co-sponsors.

Under terms of the bill, the FCC would require annual authorization by Congress as a preliminary to the appropriations of its budget.

The Federal Communications Commission Reauthorization Act of 1981 would cap FCC budget appropriations at \$76.9 million for each fiscal year ending Sept. 30 of 1982, 1983 and 1984. The FCC's most recent budget proposal for 1982 totals \$77,351,000 (BROADCASTING, March 16).

By changing the FCC's authorization from standing to renewable, the Commerce Committee hopes to exert closer control over the agency. Although some broadcasters may welcome tighter reins on the FCC, they are not likely to applaud the bill's other half, an extensive schedule of license fees, intended to raise roughly half of the FCC's budget each year.

The reason for the fees: budgetary restraint. "We believe that in a time of budgetary caution and spending restraint," said Packwood, introducing the bill, "it is the responsibility of Congress to seek out ways to ease the federal monetary load without unduly burdening the American public and the providers or users of communications services."

The bill would establish specific fees and would allow the FCC to raise or lower them annually, as long as it does so in amounts equally distributed among all categories of charges and in amounts proportional to increases and decreases in total FCC budget appropriations for the preceding two fiscal years. Increases or

decreases in fees could only be adopted as part of the FCC's rules and regulations and would not be subject to judicial review.

Other provisions in the bill would allow the FCC to charge penalties for late payment of fees. Penalties could only be established as regulations and may not exceed 25% of the payment past due.

Finally, the bill would authorize the FCC to waive or delay payment of any fee if it determines that the public interest would be served by so doing. Revenues raised from fees would be placed in the general fund of the treasury and would not be applicable to any one governmental body.

"Passage of this bill will resolve the questions that have been raised concerning the FCC's authority to establish fees," said Packwood, "and will put to rest the controversy over radio spectrum use fees."

The fee schedule as proposed in the bill follows:

Private radio services: Charge

Public coast stations—new, modifications and renewals	\$50
Operational fixed microwave station—new, modifications and renewals	50
Ship licenses—new, modifications, and renewals	25
Aviation radio licenses (including ground stations)—new, modifications and renewals	25
Land transportation, industrial, public safety and business licenses—new, modifications and renewals	25

Equipment approval services:

Type certification:	
Computing devices	500
All others	150
Type acceptance:	
Approval of subscription TV systems	1,500
All others	250
Type approval:	
Ship automatic alarm systems	10,000
Broadcast equipment required to be approved under FCC rules	2,500
Ship and lifeboat transmitters	2,500
All others (class I TV devices)	1,000

Cable television services:

Cable construction permit—new and renewals	250
Petitions for special-relief-waivers	1,000

Broadcast services:

Commercial TV stations—initial construction permit:	
Application fee	1,000
Hearing charge	7,500
Grant fee	three times annual fee (see below)
Commercial radio stations—initial construction permit:	
Application fee	500
Hearing charge	3,000
Grant fee	three times annual fee
Low-power TV stations—initial construction permit:	
Application fee	500
Hearing charge	2,500
Grant fee	500
Annual fee—commercial TV stations:	
Top 20 markets	7,500
markets 21-40	6,750
markets 41-60	6,000
markets 61-80	5,250
markets 81-100	4,500
markets 101-120	3,750
markets 121-140	3,000

markets 141-160	2,250
markets 161-180	1,500
markets 181 and below	750
Annual fee—commercial radio stations:	
Class B and C—FM, greater than 500w—AM	1,500
Class A—FM, 100w to 5000w—AM	500
Less than 100w-AM	150
Annual fee—low power TV stations	150
Subscription TV stations—application fee	2,500
Station assignment and transfer fees:	
Application fee—TV stations	1,000
Application fee—radio stations	500
Hearing charges	5,000

Common carrier services:

Domestic public land mobile radio station (base, dispatch, control, and repeater stations):	
Initial construction permit	250
Renewals	25
Cellular systems:	
Initial construction permit	1,000
Annual fee per mobile unit	\$3 per unit
Rural radio service—central office, interoffice or relay facilities:	
Initial construction permit	100
Renewals	25
Local television or point-to-point microwave radio service—initial construction permit or renewal	150
International fixed public radio service—public and control stations:	
Initial construction permit	500
Renewals	350
Satellite services:	
Initial construction permit for a commercial transmit/receive earth station	1,500
Renewals	500
Initial construction permit for a receive only earth station	250
Renewals	50
Application for authority to construct and launch satellites	2,000
Application for a satellite license	20,000
Multipoint distribution service:	
Initial construction permit	1,500
Renewals	100
All section 214 applications	750
Tariff filings	300

Pitofsky resigns; search is on for new FTC chairman

The race for the soon-to-be vacated commission seat—and perhaps chairmanship—of the Federal Trade Commission is on in earnest now since Commissioner Robert Pitofsky announced his resignation last week.

Although Pitofsky won't vacate his seat until April 30, top sources say the White House is already scrambling to find a replacement. Those same sources say the main contenders for the job are James Miller, who headed Reagan's FTC transition team and is now administrator for the office of information and regulatory affairs at the Office of Management and Budget; Jonathan Rose, an attorney at the Washington office of Jones, Day, Reavis & Pogue; Wesley Liebler, a professor at UCLA School of Law, and Edwin

Another U.S. volley in border war

Rockefeller, an attorney with the Washington law firm of Bierbower & Rockefeller.

Of those, favorites thus far are Rockefeller and Liebling.

Pitofsky is a Democrat whose term would not otherwise have ended until Sept. 26, 1982. His stepping down not only has given the administration its first opportunity to appoint a Republican to the commission (giving that party a majority of the five-member body), but it has also given the administration the option of naming that new member chairman.

Although Pitofsky said he had planned to resign in September 1981 anyway, many observers had thought President Reagan's first opportunity to name a Republican commissioner wouldn't arise until Paul Rand Dixon's term expired that same month.

Reagan named David Clanton acting chairman less than a month ago. That move suggested that although the administration wanted to wrest the chairmanship from Democrat Michael Pertschuk's control, the administration was reluctant to entrust the chairmanship to either Clanton or his Republican colleague on the commission, Patricia Bailey, perhaps heeding the transition team's recommendation that the administration bring in a new chairman from outside the agency to signal "Congress and the general public that the agency will take a new direction."

Pitofsky told BROADCASTING that his resignation was primarily motivated by his desire to return to teaching law. However, although he had originally intended to stay at the commission through the summer, he changed his mind for two reasons. First, he said, his earlier departure would give the FTC a chance to settle the chairmanship question earlier than September. And, he said, he wanted time to work on his case book on antitrust law.

In his March 23 letter of resignation to Reagan, Pitofsky said that while the FTC always has been a controversial agency, he thought the FTC "continues to have a sound and important role to play in protecting consumers and insuring a free and competitive process."

He concluded: "While some budgetary belt tightening may be in order here, as elsewhere in government, the FTC's central mission, and particularly its role in stimulating the free market system by vigorous antitrust enforcement, deserves widest support."

Pitofsky has been a professor at New York University School of Law and Georgetown University Law Center. He was director of the FTC's Bureau of Consumer Protection from November 1970 through January 1973.

In a statement, Clanton said: "I deeply regret Bob Pitofsky's decision to resign from the Federal Trade Commission. The agency has been immeasurably strengthened by the richness of his experience, the intellectual discipline with which he invigorated our decision making and the depth of his commitment to effective law enforcement. We shall miss him."

Reagan administration will send message to Congress asking for legislation 'mirroring' that of Canada penalizing ads placed on American media

The Canadian border war is heating up again. With lawyers and lobbyists of the 15 U.S. television stations involved urging it on, the Reagan administration is preparing to reopen the campaign, quiescent since the end of the last Congress, to persuade Canada to repeal or modify its controversial tax law, C-58, which is aimed at American media. A request to Congress for retaliatory legislation is being readied, but reportedly only as a first step.

The issue itself is relatively insignificant in relation to the \$70 billion in annual trade between the two countries. The broadcasters are said to be losing \$10 million (of what had been a \$20-million business) annually, as a result of the tax law, which became effective five years ago. It denies a tax deduction for Canadian advertising placed on U.S. media that is aimed at Canadian audiences. But the U.S. government now views it as a matter of principle between the two countries.

The Reagan administration's initial move in the matter is expected this week or next, in the form of a message to Congress, requesting enactment of mirror legislation—that is, a bill that would deny Americans a tax break for advertising placed on Canadian stations but aimed at U.S. audiences. Some \$5 million in American advertising would be affected, most of it placed with CKLW(AM) Windsor, Ont., which has a large audience in nearby Detroit.

The message would be in accord with a recommendation made last summer by the Carter administration's special trade representative, when it concluded, after hearings on the issue, that the tax law was discriminatory. President Carter sent Congress a message in September requesting mirror legislation, but the matter died with the Congress.

But what will set the Reagan administration message apart from Carter's is a section making clear that enactment of the mirror bill might not mark the end of the U.S.'s effort to gain repeal or modification of C-58. It will state that the purpose of the trade act under which the trade representative made its recommendation is to end a practice found to be "unreasonable," and it will note that the President has the authority to take further action, if he wishes.

What that further action might be is not spelled out in the draft message that last week was in the final stages of being cleared by affected agencies of government. But Americans following the issue report with some satisfaction that Canadian embassy officials registered surprise—some were said to have been "red-faced"—when briefed on the draft earlier this month

by a member of the U.S. trade representative's staff.

Canada has refused to budge on the issue, despite years of protests and arguments by the U.S. government—even despite the ability of the border broadcasters to hold tax legislation benefitting the Canadian tourist industry hostage for three years to the demand for relief from C-58. The Canadian tourist industry is said to have lost \$100 million in each of those years. The Canadians say their tax law is not subject to negotiations. They also express concern about cultural sovereignty; the advertising revenues diverted from American stations are intended to help develop Canada's broadcasting industry.

To the border stations, the issue is a "matter of bucks," as one of the lawyers involved put it. But that is not what has engaged the attention of the special trade representative. One of the STR officials who discussed the matter with Canadian embassy officials, said the amount of money involved is "peanuts." He said the U.S. is concerned about the precedent of the establishment of what it considers "a barrier in services trade, which is increasingly important to the U.S." He also said the case is important as a test of the ability of American citizens to gain relief under Section 301 of the Trade Act of 1974. The complaint brought by the broadcasters is the first to have gone through the hearing process. Americans have to know "their petitions [for relief] have an effect," he said.

To gain it in this case, the border stations are pressing the Reagan administration for tough action. The term heard increasingly among those representing the border stations is "linkage." They suggest that the government erect barriers to specific kinds of Canadian activities in the U.S. as long as C-58 remains in effect. They say the linkage should involve the communications industry, and they feel pressure is likely to produce results in cable television. Canadian cable companies already are active in several large U.S. cities and are interested in expanding in this country. Why, the Americans ask, should Canadians be allowed to own cable television systems in the U.S. when Canada limits foreign ownership of Canadian systems to 20%.

According to the border station's scenario, Congress is prepared to adopt a tough stand on C-58. When the 96th Congress, in its final days, enacted the tax legislation allowing Americans tax breaks for expenses incurred in attending conventions in Canada, members of both Senate and House expressed the hope that Canada, in the words of Representative Barber Conable (R-N.Y.), "will be more forthcoming" in matters affecting the border stations (BROADCASTING, Jan. 5).

The British are coming (with a teletext standard)

UK group files Ceefax-based plan with FCC, asks for rulemaking; proposal is in direct competition with that of CBS

The FCC now has two complete sets of teletext standards to consider. The United Kingdom Teletext Industry Group last week formally asked the FCC to begin a rulemaking proposing a teletext standard, based on the British defined-format system.

The Industry Group's petition is in direct competition with one filed by CBS last summer in which the network asked the FCC to propose rules based on the French Antiope variable-format system (BROADCASTING, Aug. 4, 1980).

Proponents of the British and French systems as well as the Canadian Telidon system have been vying to capture the American market with increasing aggressiveness for the last few years. It wasn't until CBS broke ranks with an industry group trying to come up with a single, universally acceptable standard and made its filing that the FCC was drawn into the fray.

Although the British and French systems are incompatible and their proponents at odds, the proponents agreed that a rulemaking should be adopted by the FCC as soon as possible. To expedite matters, the Industry Group urged the FCC to go straight to rulemaking without issuing an intermediary notice of inquiry and said it "would not object to a notice of proposed rulemaking which also calls for consideration of other proposed systems."

The Industry Group is made up of 13 British concerns, including broadcasters and teletext equipment manufacturers, that all have a stake in the exploitation of the British system: British Broadcasting Corp., Independent Television Companies Association, Independent Broadcasting Authority, British Telecoms, Department of Industry, Logica Ltd., Jasmin Ltd., Mullard Ltd., V.G. Electronics Ltd., Texas Instruments (UK) Ltd., General Instruments Microelectronics (UK) Ltd., Aston Ltd. and GEC Ltd. The group is headed by Bernard J. Rogers.

Among the rules changes the Industry Group would like the FCC to propose is the insertion of a definition for teletext: "a digital data system associated with a broadcast television signal for the transmission of information, primarily intended to display pages of text and pictorial material on the screen of suitably equipped receivers."

The Industry Group would also amend the transmission standards to say that the teletext "system shall be defined format relative to the video signal horizontal waveform. The data bit rate for transmis-

sion shall be 5.727272 mbs. . . . The data shall be in the form of a data packet consisting of 37, eight-bit bytes arranged into a prefix and data block. The prefix shall consist of five bytes."

To ultimately win FCC acceptance of its system, the Industry Group must convince the FCC and those who influence the FCC of the superiority of the British system. Much of its inch-thick petition to the FCC is devoted to that effort.

The Industry Group asserts that the British system is "clearly the most appropriate" because of the advantages of its defined format. In contrast to the Antiope system, the British system "concentrates processing of teletext data" at the transmitter, not at the receiver. "This results in decoders," it said, "which are inherently simpler and less costly than those of Antiope." The defined format also makes the British system more "rugged" (less susceptible to interference) than the French.

The petition also made much of the fact

The screenshot shows a teletext screen with the following content:

P120 CEEFAX 120 Tue 24 Mar 16:44/12

BBC NEWS

HEADLINES

Lesmo stake in latest oil discovery 123

Profits doubled 124 Other companies 125

Boost for Swire sub 123 Gold Prices 136

FT INDEX 3pm: up 4.7 at 505.9 130

STERLING \$2 2630 (+1.3c) EFF 100.6 135

GOLD /OZ \$536.25 at London PM Fix 136

REPORTS	PRICES
Bids & Deals 123	Shares 131.2
Companies 123	Gilts 133
World Markets 126	Money rates 134
Wall Street 127	Bullion 135
Stock Markets 128	Metals 137
Forex 129	Softs 138

that the British system is in widespread use (at least relative to its French and Canadian competitors) and that the British teletext equipment is "in volume production and is readily available for distribution in the United States."

As of January 1981, the petition said, 120,000 television sets in the United Kingdom were equipped to receive teletext. Furthermore, it said, the system has been adopted as the national standard and is in "full operation" in Austria, Germany, Holland, Flemish Belgium, Sweden, Norway, Denmark, Finland and Australia.

By way of contrast, the petition noted that with the obvious exceptions of France and Canada, not a single country has adopted either the French or Canadian system. And even in the home countries, "the date for offering a regular teletext public service is as yet indefinite," it said.

Besides economy and ruggedness, the Industry Group cites the British system's "hierarchy of levels of operations" as another of its positive attributes. The hierarchy, the petition said, would permit consumers to choose among increasingly sophisticated services based on their needs and how much they are willing to spend on their decoders.

The Industry Group envisions five levels of service, but admits not all are yet

practical. Level 1, which is now used in the United Kingdom and other countries, includes 94 alpha-numeric characters and mosaic graphics. Level 2, known as Polyglot 'C', features multiple alphabets, smooth-line graphics and a wider range of display attributes. Level 3 offers Dynamically Redefinable Character Sets (DRCS), which permit an "enormous amount of flexibility and sophistication in the page display." Level 4 provides for alphanumeric coding, which, the petition said, is the basis for Telidon's elaborate graphics. The petition noted the Industry Group doesn't believe alphanumeric coding is immediately practical because of the extremely high cost of decoders. Level 5 would offer alphapictographic display, full-color pictures. But, here again, the Industry Group had to admit that it wasn't immediately practical because of prohibitively high decoder costs.

Two services that will be available on all levels of the hierarchy are "teletext" and closed-captioning for the hearing-impaired. The teletext service is the transmission of computer programs to homes and businesses. Captioning is now in widespread use in the teletext countries, the petition said. And, more important, the petition said, the British teletext captioning system can be made fully compatible with the line 21 captioning system being used in the United States today. A "relatively simple" piece of gear employed by the teletext broadcasters would permit owners of teletext decoders to pick up the line 21 service without interfering with the existing line 21 decoders or service, the petition said.

The British system proposed for the American market is a modified version of Ceefax, the teletext system developed by the BCC and Logica in 1974 and launched commercially in England in 1979.

Public broadcasters state their budget case before House

Geller and Fleming argue that NTIA grants should not be cut; Mankiewicz says stations should be allowed to develop new ways of funding; all are against allowing institutional ads

The chief excitement at the House Telecommunications Subcommittee oversight hearings on the Corporation for Public Broadcasting last week arose when two subcommittee members—Chairman Timothy Wirth (D-Colo.) and James Collins (R-Tex.)—squared off verbally in a difference of opinion over the First Amendment.

The exchange came about when Collins, who recently introduced his own public broadcasting bill (see page 44), was asking Public Broadcasting Service presi-

dent Lawrence Grossman about the funding of last year's controversial *Death of a Princess*.

Collins said that though he thought public broadcasters should have "independent authority," they also should have "independent responsibility," and criticized public television for running that program, which Collins noted had been at least partially funded with federal money. Collins pointed out that Saudi Arabia had objected to the program and thought the airing of the program had injured American interests abroad.

Wirth interrupted, noting that Collins was graphically demonstrating why public broadcasting needed insulation from government interference. "The First Amendment is cherished in this country," Wirth said, noting that Collins's objection to the show was "precisely why we have advance funding."

Collins retorted that he had only objected to the show because it was entertainment, not news, and because it had been produced with federal funds.

Wirth then asked: Why distinguish between "entertainment and news?" Collins then agreed not to pursue the matter further and the hearings continued.

The public broadcasters present appeared to agree that a rescission of CPB's funds would ruin CPB's supposed insulation from government intervention; they said that eliminating the National Telecommunications and Information Administration's public telecommunications facilities program—which makes grants available to public broadcasters to buy equipment—wouldn't help matters much; and they agreed that although public broadcasters should be allowed to seek funds from more sources than they can currently, they also agreed that funds attained from those alternative sources wouldn't be sufficient to compensate for the elimination of federal support for public broadcasting.

In his testimony, CPB President Robben Fleming noted that about 85% of CPB's appropriation is earmarked for direct grants to stations and for CPB's program fund. If CPB's funds are cut, those cuts would be felt in the direct grants and the program fund "because that's where the money is," he said. And if the NTIA facilities program is also wiped out, Fleming said, there could be no further expansion of the public broadcasting system.

Henry Geller, former director of NTIA and now a visiting fellow at the American Enterprise Institute, said he thought the NTIA facilities program should be continued and suggested three ways public broadcasters could try to recoup the losses if CPB funding was cut. First, he said, pay alternatives, such as PBS's proposed Public Subscriber Network, could be encouraged. Second, public broadcasters could seek additional funds from renting their equipment for commercial projects (for which legislation would have to be rewritten). Third, if radio is deregulated, he said, Congress could plow the money

saved from not having to regulate radio—or raised from charging commercial broadcasters a fee for their use of the spectrum—back into supporting public radio and minority ownership of stations. If that plan worked out for radio, it could be later tried for television, he said.

Frank Mankiewicz, president of National Public Radio, said that if the rescissions were made, NPR would be wiped out. He said that alternatives for raising funds—such as an amendment to the facilities act to allow more "entrepreneurial use of facilities"—should be encouraged and he thought that restrictions on underwriting "should be loosened up." But Mankiewicz emphasized that he thought there was a difference between underwriting and advertising and stressed he didn't want to see public radio running any advertisements.

Bruce Christensen, general manager of KUED(TV) Salt Lake City, who testified on behalf of the National Association of Public Television Stations, said public television would "suffer severely" if federal funds were cut. He said that if there were a rescission, KUED would lose three out of five of its public affairs programs, and he said he didn't think that federal funds could be replaced through alternative sources.

Although the subcommittee asked the public broadcasters about a wide range of alternative sources for federal funding—including renting facilities for commercial purposes, selling unused time on satellite transponders and pay television—the most time was spent discussing the possibility of allowing public broadcasters to run various forms of advertising.

Mankiewicz said advertising wouldn't and shouldn't be allowed to work on public radio. Even if radio were to run "institutional" advertising, Mankiewicz said, "commercial broadcasters would see us as competition, going after local funds from local merchants." Although Mankiewicz said the "line between underwriting and advertising is vague," he said he wouldn't be comfortable allowing public radio to run institutional advertisements.

For his part, Christensen said allowing public broadcasters to run institutional advertisements would change the direction of their programming. Public broadcasters, he said, would start seeking more commercial programming.

Fleming said he thought "opportunity should be widened" for public broadcasters to seek alternative sources of income, but noted there would be a "differential impact." Loosening the rules governing what sorts of activities public broadcasters can do would have a different impact on large and small stations, he said. "Some it might help; some it might not help at all," he said.

But providing for alternative sources of support wouldn't solve the problem, he said. "You can't have a public broadcasting system without a minimum level of federal support."

Budget cuts spell demise of NPR, claims Mankiewicz

If the Reagan administration's recommendation to rescind funds for the Corporation for Public Broadcasting is approved, National Public Radio will go off the air on Oct. 1 (when fiscal 1982 begins). Or so predicted NPR President Frank Mankiewicz at a National Press Club luncheon in Washington last week.

Mankiewicz said that although public television would be hurt "slightly" by the proposed rescissions—which would take back substantial proportions of the federal funds already appropriated to CPB for 1982 and 1983—those rescissions would "wipe out" NPR.

The rescission message, Mankiewicz pointed out, recommends that the cuts be aimed at "national programming" while retaining a higher level of grants to local stations. Because of structural differences between the public radio and public television systems, following that recommendation would hurt NPR more than the television system.

That, he said, is because most of the CPB funds for television are sent out as direct grants to local stations (which pool their funds to produce much of their nationally distributed programming), and those direct grants, according to the rescission message, would be left more or less intact.

However, he said, all of the CPB funds for national programming for the radio system are sent directly to NPR, which produces much of the system's national programming, and thus, if the rescission message were followed, much of NPR's national programming funds would be eliminated.

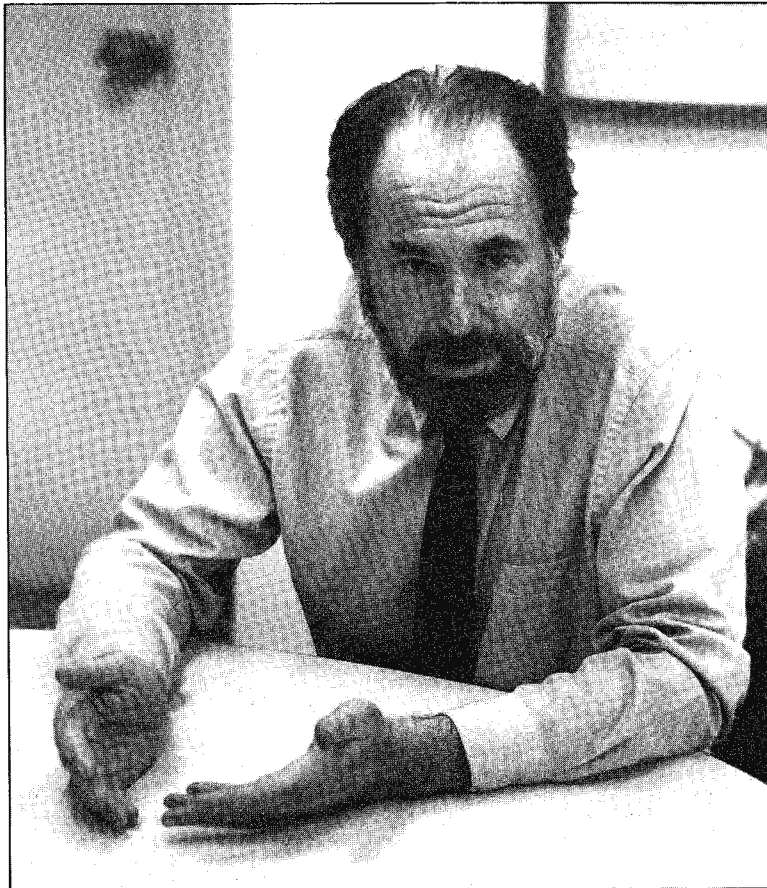
Mankiewicz also criticized the notion of the rescission itself. He reiterated that if the rescission were approved, CPB's supposed "insulation" from government interference would amount to nothing and argued for the integrity of the advance funding mechanism.

Mankiewicz also addressed what he said was "one of the most prevalent and incorrect assumptions" about the public radio system: that its audience "primarily comprises the well-educated and the wealthy."

While NPR member radio stations do attract some demographic groups out of proportion to their representation in the general public, "the public radio system serves listeners from an extremely broad and socially representative spectrum of demographic levels," he said.

Mankiewicz also said that NPR's budget for national programming this year—about \$14 million—is "about what the Army spends for marching bands—just so you can put it into context."

Moreover, he said, "We [NPR] don't lobby," although he said that if public radio listeners told their lawmakers how they felt about public radio, it would help.



Public Broadcasting Service President Lawrence K. Grossman

Few would quarrel with Larry Grossman's assessment that this is a time of "ferment and chaos" in public broadcasting. New technologies are threatening to trump its ace in "quality" entertainment. The Reagan administration wants to cut federal funding—eventually if not immediately. And there's continuing competition within public broadcasting itself—at best a tenuous coalition of rival entities that rarely rally together except in extremis. At the same time, public broadcasting is enjoying its greatest audience popularity. In this interview with BROADCASTING editors, the president of the Public Broadcasting Service offers his own view of the medium and whither it is tending.

What is your assessment of the state of the art in public broadcasting? How has it evolved up to this moment, and are you pretty happy with what you have accomplished—before everything starts falling apart?

I'm not so sure everything's going to fall apart. But as to answering that overwhelming question, I would say that in many ways these are the best of times and the worst of times. That is to say, we've never had more visibility, more high-quality programs (as reflected by the awards and by the diversity of

programming), greater public support (as reflected by what's happening during the most recent fund-raising period), bigger audiences (reaching 42 million homes a week), more exciting plans in terms of specific programming (when we look at the Kennedy Center or La Scala or the New American Playhouse or the *Hallmark Hall of Fame* coming to public television), and more opportunities in the sense of the introduction of the first adult learning schedule that we've planned for the fall, the Annenberg endowment and the opportunities that will come out of the

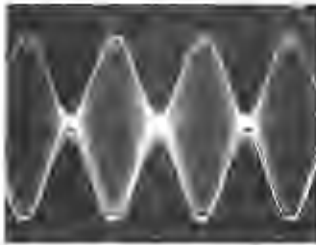
whole adult education arena.

We're beginning to work very effectively with three program services and to structure the effective working of the satellite distribution system. We are really focusing in and getting very good use out of independent productions. We're coming to grips with the need for more children's programming as well as the main line cultural stuff. And so on many levels it has been really an extraordinary time for us. Certainly the direction, consistently, has been up all the way.

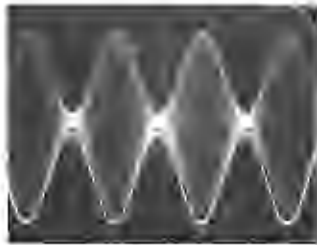
And at the same time we now see a

AM TRANSPARENCY

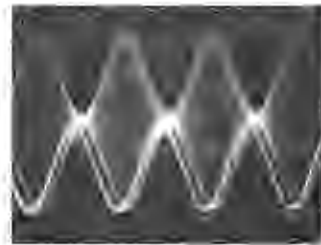
Typical phase and square wave performance: Continental's 317C-2



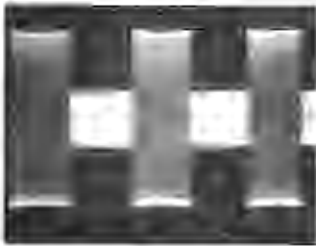
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1000 Hertz



7500 Hertz



50 Hertz



1000 Hertz



7500 Hertz

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Lexington	WLAP-FM	20.5 #1 (USA*)
Charlotte	WSOC-FM	12.6 #2
Kansas City	KUDL-FM	14.6 #1 (18-34)
Fayetteville	WQSM-FM	23.2 #1
Fort Myers	WINK-FM	23.3 #1 (18-49)
Little Rock	KSSN-FM	14.7 #1
Steubenville/ Weirton	WRKY-FM	13.0 #1
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period in which the future funding, the financial concerns have never been more uncertain. This was the first year that our overall increase in income was less than the rate of inflation. So there's clearly a warning signal up, regardless of what happens in the federal sector.

How will you fare under the Goldwater bill? [See box page 34.]

Well, while it's nice to have them endorse the idea of long-range funding, the total numbers they are proposing are a significant decrease from the trend and certainly far below what we have been appropriated.

There are also, in my judgment, serious flaws in the structure of public broadcasting. I've always been troubled by the separation of program dollars at the Corporation for Public Broadcasting, which has no direct operating responsibility. It's been separated there for good reason; that is, they serve as an insulation from federal-political intrusion. But we on this side and the stations have the responsibility for maintaining the schedule and operating the system of programming. Now, that separation had been overcome through the partnership agreement by which we have both agreed, as a condition of our support for their appropriation level, not to fund any new series without the consent of the stations or without PBS.

The corporation has indicated to us that the partnership agreement is finished, is abrogated with the advent of the new program fund. That's not to say it doesn't work well, or that Louis Friedman is not very effective in what he does. But it would be structurally as if somebody on one side of town, to use a poor analogy, were commissioning articles for BROADCASTING, and the folks on the other side of town had the responsibility for editing and putting the articles in the magazines, and the two were not directly connected with each other.

That is not an insuperable problem as long as we work together effectively and so on, but it is an awkward state of affairs in trying to run an operation in an efficient way, and it leaves real questions about accountability. I'm speaking personally now because we have not taken this to our board or anything of the kind.

You really do run the risk there of something that I think is directly contrary to what Senator Goldwater and Schmitt and the others have talked about for so many years, which is local accountability, local responsibility, direct responsibility by the stations, and you run the risk of creating a kind of a federal broadcasting system. Because now the major programming fund—under that bill, at least—is totally in the hands of a seven-person board that is appointed by the President. And I'm not so sure that's a very wise matter of public policy, and I'm not so sure that that's what the senators really intended, had they worked this through.

How do you think you will fit into the new media mix, with all the new technologies—and even ABC and CBS and others—running the kind of programming to which everybody looked at PBS for so long a time?

Well, I'm not troubled by the future. First of all, it's a very exciting time. Nobody knows where it's all going to come out or what is really going to happen, and it's therefore by definition a terrific time to be involved with it.

Public television, it seems to me, has two fundamental roles and reasons for being. One is to provide quality programs, to bring forth the best of our talent that our civilization and culture have to offer—information, education, entertainment, culturally, performing arts, and the second is to be in the lead. That is, to try things, to be in the forefront.

And we've done that, I think, with a good deal of noteworthy success—in the first place, on the technological level at a time over the past years when television has basically been a stagnant enterprise because the money has been so extraordinary. Given the income there has been very little incentive to change, and so it's kind of ironic that the leadership in terms of building a satellite system, in terms of the use of line 21 and teletext and other mechanisms, in terms of developing quality sound, stereo simulcasts and so on, in terms of enhancing UHF capacity—all has been led by PBS. Now, with the tremendous changes going on a lot of that technological leadership will move into the private sector because of the incentive of money. But when that incentive wasn't there we were the ones that kept the flag waving.

And similarly on the programming side. I think the whole notion of science programming and development, how to cover and how to bring the performing arts to television, the techniques that were developed in covering existing events, you know, Metropolitan Opera live from Lincoln Center, the techniques that were used for *Dance in America*, very significant break-throughs in production techniques. And in the forms—the magazine form and the mini-series and so on, all really started in public television.

Now, what will happen in the future as the thing starts fragmenting and all kinds of new players come in, nobody knows. But I think we still have the obligation to stand for it. Some institution has the obligation to stand for it, to retain the concern with quality and to stand on the edge. God knows we haven't done as much as we should, and we've failed a lot and so on and so on, but at least, I think, we have upheld that mission.

Now, my own notion, as a specific answer to the question, is that while there has been a lot of rhetoric and a lot of promise, I'm personally quite skeptical about what the performance is going to be like in many of those areas. I do not see the economics that will drive an advertiser-supported cable system, for example, to

generate the kinds of quality programming that we're talking about, which is very expensive programming.

Do you think the commercial enterprises are going to be sucked into the commercial syndrome again?

I think it's likely. Unless you have an institution that's charged with the responsibility of upholding quality and taking the lead, you are going to find that. Look at radio, a standard example, with all the channels available, all the highways available, and you see no children's radio, no original drama on radio, no arts in radio, no real serious music in radio except for public radio, virtually.

Can you make a case that the emerging media are going to need the public broadcasting concept as much as the conventional media did? That they need you, as opposed to your needing them, if you get the distinction?

If I understand the question, it goes to an underlying philosophy that says no matter what the medium, there has to be some standard bearer, some public standard bearer that says we want in our society to have the very best that comes out, and that is not ever going to be a totally marketplace-supported system. We have identified some very narrow areas that we think can be largely supported by the marketplace—culture, performing arts and education, particularly adult education, higher education. But when you get to minority programming and experimental programming and current affairs programming, documentaries and children's programming, for example, there's no way on earth that we can see or that anybody can see at this point that can stand on its own as a self-supporting marketplace phenomenon.

Would you take that a step further and suggest that there ought to be a mandated public broadcasting service in the new media?

Yes. It's not that shocking an idea for a society that says there should be public libraries, there should be publicly supported symphony orchestras, there should be publicly supported dance companies and museums to reflect the best that our culture has to offer. And that there should be publicly supported school systems. So too, in radio and television, no matter what form—because all we're talking about are different forms of distribution—there should be some area that stands for the best of what we have to offer.

How might that work in cable, specifically?

Well, we have proposed one mode of doing that on a pay cable basis, and that in a very traditional way uses the trickle-down theory, that once it becomes available and paid for by those who can afford it, it then becomes accessible to a very wide spectrum of the country. That,

of course, is the idea behind the Public Subscription Network.

But was PSN conceived to address the problem of the new media or to address the problem of survival of the existing public broadcasting medium?

It had elements of both. Keep in mind that this did not come full blown out of our own heads. It began with the second Carnegie Commission report exploring how to use the new technologies to produce quality programming. That resulted in the PACE [Performing Arts, Culture and Entertainment] study that came out last June; we were very supportive of and very encouraging of their effort to do that. We then took the PACE study, which proposed the quality pay television channel, examined it, found a lot of the financial basis of it for one thing on a pure marketplace and practical basis and developed our own, which gave us the

opportunity to tie together a lot of parallel interests, particularly the cultural institutions who have the material and are in business to do that in the dedicated same way we are and ourselves who are essentially the distributors. They do not have a nationwide outlay on a box office basis. We do. We are the producers and distributors, and what we are doing is joining those two very natural allies through this new medium, if it works. The logic is there.

What makes you think it will work?

There are a number of elements that give us a great deal of hope, and so far our initial marketing tests demonstrate that to be the case. One, while public television is viewed, I think accurately, as the also-ran, second-class-status, catch-up kind of operation and a late-comer in the traditional television environment, in this

new environment we have some very considerable advantages and a great head start over anybody else. On very practical terms. We have, first, the most sophisticated distribution system, the satellite distribution system. We have that in place in virtually every community, and we have receive and transmit dishes.

How many transponders do you have?

We have four dedicated transponders for public radio and television with two more on the way, the fifth and sixth, and access to additional ones on the Western Union system. So that's number one—not necessarily in order—but that's one advantage.

The second advantage is that we have the names and addresses and loyalty and membership of the most likely subscribers, those who are the most likely candidates to subscribe to such an effort, the two and-a-half-million public television station members plus the additional five or so million members, contributors, patrons to the arts organizations, to dance companies and museums and so on. Those are the ones who are the most likely candidates for subscribing to this. They have a certain loyalty to these institutions. We know that they're interested, and that there's a market there.

Are they on the cable?

That's one of the things we are finding out in depth. But common sense tells you that the first areas in which the sophisticated cable systems are being built are not in the downtown or major city areas but in the affluent suburbs. Look at Washington, D.C. The new systems are being built first in Arlington and Fairfax and Montgomery county. Similarly in Chicago, similarly in San Francisco, similarly in Los Angeles. We don't have to reach in those environments. They are the basic pockets of supporters for this kind of an effort, and they are the first ones to get the sophisticated systems.

We have another advantage too, in that in several of the major markets there's more than one public television station. Boston has a U. San Francisco has a U in addition to its V. Chicago has other stations. New York City has other stations. Pittsburgh and Minneapolis have second channels either owned by or licensed to either the same public television entity or by different public or educational television entities. At least there's a potential there to have those converted to a subscription distribution mode that can accommodate this even in the absence of cable, leaving aside both low power and MDS and all the others.

So we think that we have the trend and we have the head start for it. We also have—and this may be the most important of all, although in hard-headed terms it tends not to be looked upon that way—we have the mission.

Will this service be essentially a cultural

A public broadcasting accounting. As Lawrence Grossman, Public Broadcasting Service president, points out in the accompanying interview, public broadcasting income hasn't been keeping up with inflation recently.

In fiscal 1979 (Oct. 1, 1978-Sept. 30, 1979), for instance, the most recent year for which figures exist, public broadcasting's total income amounted to \$603.5 million. Although that amount represents an increase of about 9.3% over fiscal 1978, the inflation rate, based on the Consumer Price Index, was 11.5% for the same period.

As has been the case in previous years, tax dollars proved to be the largest source of income for the public broadcasting system, amounting to 67.4% of the total. Federal funds accounted for 27% of the total; state government provided 22%; state colleges provided 10.5%; and local government provided 7.9%.

Non-tax dollars, which amounted to 32.6% of the total, came from the following sources: subscribers chipped in 11.7%; corporate underwriters provided 9.6%; foundations provided 3.4%; auctions accounted for 2.7%; private colleges accounted for 1.4%, and 3.8% originated from other sources.

PBS and National Public Radio operate on relatively small budgets. PBS, which basically provides its member television stations with the distribution and scheduling of programming, operated on a budget of \$22.9 million during fiscal 1981. Of that total, only about \$5.5 million came from the federal government—in the form of an interconnection grant from the Corporation for Public Broadcasting. The rest came from the dues PBS charges its member stations, interest income, its program library and other services.

NPR, which provides the scheduling and distribution services that PBS provides—but also produces from 55 to 60 hours of programming for the radio network every week operated on \$18 million during 1980.

Unlike PBS, NPR depends heavily upon federal funds for support. During fiscal 1980, for example, about 65% of its income came in the form of direct grants from CPB. And a substantial proportion of NPR's other funds came from federal sources such as the National Endowment for the Arts and Humanities, and the National Science Foundation.

The "Goldwater bill" Grossman addresses in the interview was recently introduced by Senator Barry Goldwater (R-Ariz.), chairman of the Senate Subcommittee on Communications. That bill, if enacted, would substantially change the way CPB—and the rest of the public broadcasting world—does its business.

Although most public broadcasters have been pleased that the bill incorporates the same concept of advance-year funding and multi-year authorizations under which CPB currently operates—because, they say, that set up will keep public broadcasting "insulated" from government interference—they aren't all that pleased with many of its other provisions.

Other provisions of the Goldwater bill would:

- authorize funds for CPB for \$110 million for fiscal 1984 and \$100 million for both fiscal 1985 and 1986. (CPB is currently operating on a budget of \$162 million.)
- limit CPB direct grants to stations to \$1 million by eliminating the matching formulas that are used to allocate CPB funds on the basis of a station's ability to raise money.
- eliminate CPB support for satellite hook-up among public broadcasting stations.
- limit CPB grants to stations to use for producing or buying local or national programs. Currently, CPB's "Community Service Grants" can be used for just about any purpose a station wants. The new legislation seeks to assure that up to 90% of CPB's appropriation would go for programming.

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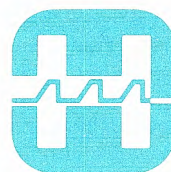
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service then? Will it not be involved with children's programing, or other program forms?

The whole point of it, at least in this stage, is that it's a very narrow part of the overall responsibility. What we think, and what the market tests so far show can be self-sustained, is a performing arts cultural service, plus some other things, by the way—superstar lecture kinds of things, Kissinger, Solzhenitsyn, Hannah Arendt, the kind of things you would book into a Carnegie Hall or Kennedy Center. That's at night.

In the daytime we're talking about higher education, the opportunity for very specialized, very focused master classes and telecourses, which will be paid for by the institutions that are interested in these, whether professional associations, materials to go to doctors in hospitals. Those two are a formidable combination.

Is that why you think you do that kind of programing whereas a commercial operator could not?

No, I think it could be commercially viable depending on your objectives. But I do not think that an advertiser-supported cultural cable service is commercially viable. Look at the economics. Advertisers are paying for bodies, for people. We know that even our most successful programs—tonight [March 23] we have Luciano Pavarotti, Marilyn Horne and Joan Sutherland. On the *Today Show* they get tremendous publicity. It was a \$50 ticket item in New York on Friday and it's shown tonight on our *Great Performances*. We'll get, I think, very good ratings for us—but it will not get more than 5% of the audience.

Now, ABC has got the biggest one so far; they're on three million cable homes. Let's give them the benefit of the doubt—let's say they get 5% of the audience. That's 150,000 homes. One hundred and fifty homes at a cost per thousand of what? Televisions cost per thousand now is \$5. I don't know what that comes out to be but it's less than \$5,000 per commercial.

Well, they've announced that they're charging \$12,000. I know one major company that's offered them \$2,000. But let's say they have six or seven commercials in the course of an hour. Five times six is \$30,000. Suppose they get \$75,000 an hour. What can you produce for that kind of stuff that we're talking about? The result is that we'll produce and they are producing a few loss leaders and most of it is acquisitions of old Intertel and Polytel existing library material, which is not what we're talking about in terms of producing a vital, vibrant, useful, vigorous cultural service. And therefore they're going to have to start expanding, and they're already talking about expanding the appeal, moving away from that base.

What kind of economics per hour do you come down to? How much do you think this will provide?

Well, there's another advantage that we have by putting this group all together. The normal commercial enterprise, when it goes into an undertaking like this, has got to share its revenues with the cable systems. When we have a network that is owned by a public television station or local museum or local dance company or local theater company and it serves the community college and the university, then it becomes a very desirable service for the cable franchisee, in fact a must service for the cable franchisee to carry. And we have structured it very differently financially. HBO splits the revenues with the cable service on a 50-50 basis, although they have different deals all over, but then the cable service pays for all the costs. They pay for the costs of the interconnection. They pay for the costs of the distribution. What we've said is that the network will pay all the distribution costs and give the cable service some return for their effort, but a very, very modest return because this is basically a public service channel.

So we can pour much more of our resources, a higher percentage of the income from the subscribers into production. And that's the whole beauty of this concept in theory. Whether it will work is what we'll see. But the result is for a very limited number of programs. We're talking about one program a night, 365 days, with repeats, so we're talking about between 70 and 100 major programs. We can have an average budget of \$400,000 per major production.

Now, that's not to say that every program will cost only \$400,000. But we can get a Kissinger-Solzhenitsyn lecture for a lot less and we can pay a million or more for the others, and we can also have it co-financed because public television will put in some money, and international will put in some money, and even commercial might put in some money just as we did on an experimental basis, for example, with the Paul Simon concert, when we and HBO shared the production costs. We could never have afforded that if they didn't have the first one. They ran it in December. We ran it as a money-raiser for the festival. They'll take it back and run it now, and then we'll run it again in August.

How important is the cooperation of the bigger stations, the producing stations, to the plan?

Oh, it's very important. There's no question about that. First of all, they are key players in this. PBS is an owned operation, and their cooperation, their involvement is critical. Now, that's not to say that in every major market, as it happens, there aren't other public television stations, so that if there is a defection here or there, it will by no means kill the project. Not by a long shot. But the tradition of public television is to operate as an interdependent system. We have never undertaken any major advance or

any major initiative without the full cooperation and full involvement of the whole system and, by the way, that's exactly what we expect and we'll get from this. We have gotten unanimous decisions from the task force, from the executive committee—even those who by and large have expressed doubts, and they've been very few. And by the way, this is a very reasonable time to express doubts. This is a very risky undertaking of indeterminate result. All we can say at this point is that common sense and the preliminary indications and the technology all make it very possible. But they are all working with us on it, or at least most of them are, and we will be exploring it. If it's going to work, if the results look positive, obviously everybody's going to come in. If the results are negative, nobody is going to come in, but we're not going to pull this off with a 51% to 49% vote.

How will you capitalize it?

Big problem. We have everything except money in public television. I can tell you that the preliminary indications are very encouraging in terms of the corporate—not just the foundation interest in us—but the corporate interest in us in terms of willingness to invest in this should the results of our study confirm the findings that we have had so far. We think through loans, through the investment of the arts organizations in the public television stations and through grants we can capitalize it.

And there are other ways, by the way. I mean this is just the first plan. Even the idea of having a public subscription to capitalize this so that the public has the ownership of this enterprise is not outside the realm of possibility. For the first time we can develop a truly publicly owned enterprise that has the opportunity to return some revenues.

How do you feel about the proposal in the Goldwater bill that the FCC relax its restrictions against advertising on public TV stations?

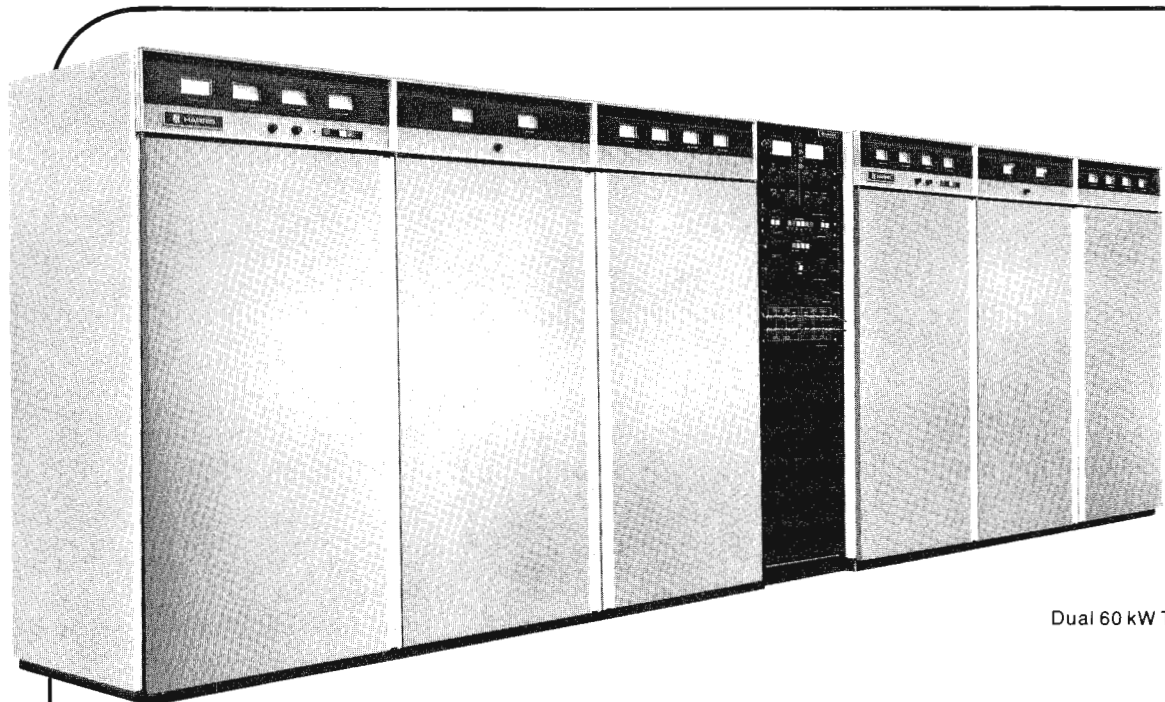
You may find this surprising, but I think it would be a terrible idea for public television to get into the advertising business. We fortunately know something about that business and have had some experience at it.

You look at the cost per thousands. You look at the possible income. You know the cost of getting that advertising revenue, and what you have to do to have a sales staff and have makegoods and the whole gamut of enterprises to become an advertising medium.

And by the way, not the least of the problems is that two-thirds of our stations are licensed to educational institutions where their *charters*—never mind the FCC—would prohibit them from having advertising. And two-thirds of them are U's.

Now, even if they were to get revenue to offset those costs, what would it do to the cost of our programing? *Sesame Street*

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is a noncommercially produced property. We cannot run advertising in *Sesame Street* without revisiting all of the talent and all of the producing people and significantly jumping the cost of those programs. And do you think we're going to get people to work at scale when we're an advertising medium? What will it do to the public support, to the membership support when they see commercials on the air? What will it do to our own reason for being when you are going after audience because that's what you're selling in an advertising medium. How do you then make program judgments? Well, even before you take that threshold step, just in a pure dollars and cents way, I am very skeptical about our making out in advertising.

And that's leaving aside the political and competitive issues. I mean, opening up all of those noncommercial television channels to advertising would be a major step. The FCC would have to directly reverse the reason that those channels were put aside in the first place, and the holy war that would ensue in this time of trouble? That has got to be faced.

You know, there are a lot of things that can be done, and we have already tried. For example, I think that opening up the identification of our underwriters so that you can use a logo instead of saying "International Business Machines," when nobody knows what that is any more. Sure, you know, some of those things could be loosened, but I would be very skeptical about turning public television into an advertising medium.

Not to walk away from the subject of underwriting, how can you excuse that? How do you defend that slight degree of pregnancy?

As I say, this is not an ideological argument. I happen to be very strongly in favor of underwriting. I think that there's a sense of patronage and corporate responsibility. I'm not naive about the motives at all, but I'm not troubled by those motives of saying, yes, you have an obligation. You can benefit from that obligation by supporting high culture. Why does Mobil Oil underwrite or other major companies underwrite major museum exhibitions or help symphony orchestras out? It both redounds to their credit as responsible organizations whether they're corporations or very wealthy. I mean it's a long tradition of the church and the bourgeoisie, you know, and the Dutch and the Flemish all patronizing the courts, patronizing artists, and now that role has been filled by the corporate sector because we don't have many private fortunes any more. I'm not troubled by that at all.

But it still leads to PBS being called the petroleum broadcasting service.

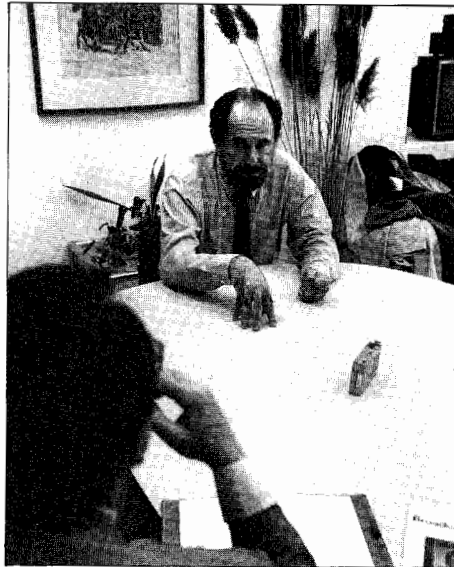
Sure.

With some merit?

Yes, because the oil companies have been the leaders in this. I think it puts a

tremendous burden—but it's not an unwelcome burden—of responsibility on the leadership, not just ours but of the museums or whatever, to uphold standards, to be sure that you are not unduly influenced by where the money comes from.

But by that token, any money is tainted, all money. If we relied entirely on the public, all of our programs would be aimed at the upper middle class, white suburban households that subscribe. If all the money came from the government, we'd be in desperate trouble on political grounds. If all the money came from corporations, the same way. We happen to be quite diversified, as a matter of fact. And we make no bones about where the corporate money goes. It goes to the



cultural programming, the noncontroversial programming. Therefore we have an obligation to spend the other money in other areas, and if we don't fulfill our obligations, it's not the fault of the corporations, by the way. It's ours.

How do you respond to the charge that this is an elitist organization serving a considerably elite taste?

Yes, it is an elitist organization, and I don't see anything wrong with that, if your mission is to stand for quality and the best that there is. I mean, it's only recently that the word elite has become a derogatory term. Our job, it seems to me, is an interesting job—it's one of the fascinations of this screwy system that we have: to have higher standards and try and get it out to the widest possible audience. That's what's fascinating to me and very gratifying; it's not just the size of the audience we have begun to reach but the diversity. We now really do largely reflect the demographics of the nation. People are turning this way for the *MacNeil-Lehrer Report* and for opera and for dance, and you can't reach 42 million homes a week, without catching up an awful lot of people.

But we do not operate the way the

commercial guys do, where every program is meant for everybody. You know, when I came here we set a goal to reach every family within reach of a public television station in the course of a month. And our then head of research said that was completely unrealistic and impossible, because at that point God knows we weren't reaching anybody, practically. And now we are reaching virtually that. We certainly are doing it in a month and we're almost doing it in a week.

Do you have a best-case scenario of where public television might be in, say, five years out and on, if it's here at all?

I would be very surprised if it weren't here at all, even though I may not be here. I think it's no accident that the Senate Budget Committee, of all places, turned down the rescission for public broadcasting and sent through everything else [BROADCASTING, March 23]. I mean there is surprising support for what there is here.

There's also a sense of anger and frustration, no question in my mind, about television and what it's doing to our people and what the nature of it is, so that we benefit a lot from that.

In five years—assuming no Draconian cutbacks—I think there will continue to be a movement toward special interest programming. And I have no doubt that we will be reaching everybody.

What about the worst-case scenario?

The great danger that we face now, it seems to me, is not just the cut in CPB's appropriation. That's pretty tough to take, but what's worse is where the real domino theory is going to work. If you look at where we get our program support now, it's from the Corporation for Public Broadcasting, from the Office of Education, which funds *Sesame Street* and some of the others, from the National Science Foundation, which funds *Nova* and other programs, from the two arts endowments, which put money in everything from Metropolitan Opera to our Vietnam series. All the cuts that they will be taking will end up putting in great jeopardy their efforts in television and therefore run the risk of really closing down the major source of our major-program, big-production funding.

Now, another way to look at that might be—and I would hope that it will work that way—that as they shrink, they will say, let's go for the really quality things and disseminate those to the widest possible audience. In that case, we may end up doing very well, because there's no more efficient means of dissemination of a Shakespeare series or a Vietnam retrospective than through television.

But the danger, I mean the immediate danger, is that we really will be terribly circumscribed in what is already an underfunded medium. And the first suffering comes to the programs, because we've got to keep the stations on the air—we have to pay their electricity bill. But where the money's coming for programs is the question.



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Law & Regulation

S. 601 draws government, broadcaster support

Bill that would eliminate comparative TV renewal hearings, extend license terms and require random selection of initial licensees finds qualified backing from FCC, NTIA and NAB, with some language changes; citizen groups and NBMC oppose legislation

Should TV deregulation, as planned by the Senate Commerce Committee, apply equally to traditional and low-power television services? And will direct broadcast satellites, videotext and other emerging technologies cause the committee to have to rewrite its legislation over again in three years?

These were some of the questions raised by the Communications Subcommittee last Monday, March 23, when it held its first day of hearings on S.601, the Television Licensing and Renewal Act of 1981. Sponsored by most members of the committee (BROADCASTING, March 9), the bill drew qualified approval from regulatory agencies and opposition from citizen groups that testified last Monday. Broadcasters supported the bill, but asked for a few language changes.

First to testify was Acting FCC Chairman Robert E. Lee, who said the commission, with the exception of Commissioners Joseph Fogarty and Abbott Washburn, supports the bill. As they did with the committee's radio deregulation bill (BROADCASTING, March 2), Fogarty and Washburn submitted separate testimony on S.601.

The FCC supports S. 601, said Lee, not because it is convinced television markets are competitive, but because the bill's "essentially procedural and modest provisions... will enable the FCC to execute its responsibilities under the Communications Act of 1934 using fewer resources and imposing lesser burdens on licensees."

The FCC supports extended license terms, according to Lee, because history has shown that complaints filed during license terms, rather than the FCC's periodic review, generally bring to light the most serious station deficiencies. Because the complaint process continues under S. 601, an extension of license terms will not "leave the commission without adequate oversight and enforcement powers," Lee said.

Lee asked for additional language in the bill to allow license terms for auxiliary broadcast facilities to be made indefinite or renewable concurrently with the stations' main licenses.

Concerning the bill's provisions for random selection of initial licensees, Lee said the commission has "long sought a workable solution to the growing problem of statutorily mandated comparative licensing procedures in all services subject to our Title III jurisdiction."

He then raised the specter of 5,500 to 6,000 applications for low-power television licenses before the FCC. "Unless alternate procedures are devised, we will have a geometric increase in comparative hearings and many years delay in action on these applications."

Lee asked that the FCC be permitted to apply random selection immediately after the cutoff date for applications, rather than having to evaluate qualifications for all applicants. This way, the staff would only have to check qualifications of the selected applicants and allow a brief period for petitions to deny.

"The procedure we recommend," said Lee, "not only would save time and resources for the commission and applicants, but would also reduce the time between the filing and grant of an application allowing new broadcast service to the public."

Questioned by Senator Wendell Ford (D-Ky.), Lee said he hoped random selection could be applied retroactively to the commission's processing of low-power TV applications. He also asked that the FCC be allowed to apply random selection in distributing licenses and frequencies among states and communities in a fair, efficient and equitable manner, as mandated by the Communications Act.

As he did with the radio deregulation bill, Lee asked that the FCC be given more than 180 days to devise its method of random selection. "I believe the commission can devise rules to define minimum qualifications unambiguously," he said, "but this is not a minor task, and should not be consigned to a rulemaking proceeding that is artificially limited to 180 days."

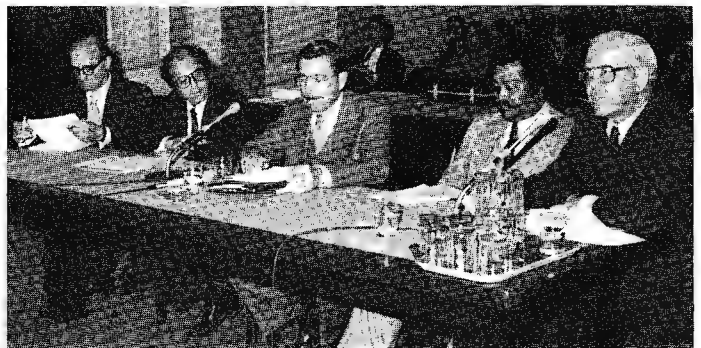
Concerning the bill's license renewal provision, Lee said the FCC believes S. 601 "proposes changes wholly consistent with the television broadcast service as it exists today and that reflect a good, common-sense approach to the television licensing problems likely to face the commission and industry in the future."

Questioned about random selection, and the FCC's goal to promote minority ownership, Lee said the FCC could devise a computer selection system that would weigh minority applications "to give them a little better shake of the dice." Asked by Senator Howard Cannon (D-Nev.) what other deregulatory steps the committee might take regarding TV, Lee said S. 601 "meets most of our objectives for TV, but we have other concerns beyond TV we hope you will address."

Asked by Ford about the FCC's actions



Hearing the evidence. (L to r): John Smith, minority counsel; Senator Howard Cannon (D-Nev.) ranking full committee member; Christopher Coursen, subcommittee counsel; Senator Barry Goldwater (R-Ariz.), subcommittee chairman, and Ward White (standing), senior counsel, Commerce Committee.



601 views. Testifying on S. 601 were l to r: Eugene Mater, senior vice president, policy, CBS Broadcast Group; Howard Symons, staff attorney, Congress Watch; Thomas Dargan, vice president, Fisher Broadcasting; Pluria Marshall, chairman, National Black Media Coalition and Vincent Wasilewski, president, National Association of Broadcasters.

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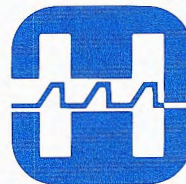
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FCC side. Testifying for the FCC were (l to r): Richard Shiben, Broadcast Bureau chief, Robert E. Lee, acting chairman, and Marjorie Reed, acting general counsel.

during the last two years to increase the number of video services to the public, Lee said he regrets the commission's proceeding on VHF drop-ins. "I'm sorry it's happening," he said, "if I get a chance to make it unhappen, I will."

Goldwater asked the FCC to examine how competition in television markets will be affected by DBS and LPTV. Lee said he believes Congress "will have to get involved" in regulating DBS, because it represents "a complete revolution in TV."

In his separate statement, Fogarty said he supports extending license terms, but opposes random-selection licensing and simplified renewal procedures. Random selection would preclude the FCC from considering factors beyond a licensee's basic qualifications, according to Fogarty. "It is especially important," he said, "given contemporary stresses on the social fabric of the republic, to accord responsible local interests appropriate participation and ownership in their local broadcast media wherever possible."

To eliminate comparative renewal, according to Fogarty, is to "remove the competitive applicant's spur from the renewal licensing process... and to force the FCC to rely even more on stewardship deficiencies brought to its attention by outside parties."

Fogarty said the bill "fails to properly consider possible distinctions between major existing television facilities and the numerous expected low-power operations."

In his statement, Washburn commented only on random selection, which, he said, should be used only in cases of genuine deadlock. Before resorting to random selection, according to Washburn, the FCC should "exhaust the search for public interest criteria to distinguish and choose among competing applicants so as to effectuate the 'best practicable service' standard of the Communications Act." Fogarty and Washburn did not appear before the subcommittee, but submitted their testimony for the record.

Following Lee, Dale Hatfield, acting director, National Telecommunications and Information Administration, expressed NTIA's support for the bill, focusing his remarks on changes in the bill his agency believes are necessary.

The bill's requirement that stations

renewing licenses prove their programming has "substantially" met the needs of their service area needs clarification, according to Hatfield. "Substantial service," he said, "implies performance at a level higher than that required today for renewal and it also implies a continuation of a qualitative or percentage standard." Hatfield also said that provision could be interpreted as codifying "the current rigid FCC ascertainment process."

Rather than adopt detailed guidelines to accompany these vague standards, Hatfield suggested the bill "place the burden squarely on the commission" to demonstrate that a licensee has failed in its performance. A licensee's past service could be presumed to be in the public interest, he said, unless the FCC proves a broadcaster acted in "willful or flagrant disregard" of its obligation to serve the public.

Finally, Hatfield suggested the bill include language to "reconcile a lottery approach for new television facilities with continued 'public trustee' regulation of television broadcasting." Without such additional language, Hatfield said the courts "may circumscribe and limit the FCC's ability to adopt a lottery approach for new license assignments."

Hatfield reiterated Fogarty's concern that the bill differentiate between standard, low-power and other new and future television services.

First to testify on behalf of the industry last Monday was Vincent Wasilewski, president, National Association of Broadcasters, who said S. 601 "looks to the heart of a key problem facing the broadcast industry—license stability."

Although NAB supports the bill, Wasilewski asked that its language be clarified so that it does not constitute "an endorsement of the FCC's ascertainment policies or procedures" and so that a station's program service "not be measured by qualitative or quantitative criteria."

Wasilewski also said the bill's requirement that a renewal applicant be free of "any serious violation" of the Communications Act could impose an unduly harsh test for renewal. The FCC should be allowed to continue its present practice of imposing lesser sanctions on licensees where appropriate, according to Wasilewski.

Finally, Wasilewski asked for a less open-ended writing of the bill's basic qualifications for a station's renewal. "For purposes of television renewals," he said, "basic qualifications should remain restricted to technical, financial, legal and character qualifications, and the intention of the sponsors to exclude the extraneous issues should be made clear."

Next to testify was Pluria Marshall, chairman, National Black Media Coalition. According to Marshall, S. 601 would remove the coalition's leverage to secure better program service from existing licensees, and it would do nothing to promote minority ownership of broadcast properties. The coalition opposes it.

Marshall cited the 20% annual increase in the price of TV properties and the nearly 4,000 LPTV applications as evidence of a "growing disparity between demand for TV frequencies and their availability." Because of this scarcity, he said, the FCC should be urged to select service-minded applicants for broadcast frequencies, and leave those interested in programming entertainment to nonbroadcast technology, such as videodisk.

Questioned by subcommittee members, Marshall said that because the most valuable broadcast licenses are already owned, blacks should be given advantages in securing licenses to new technologies, where they would have a better chance to compete.

Senator Barry Goldwater (R-Ariz.), chairman of the subcommittee, invited Marshall to aid the staff's adoption of language in the bill that would help to promote more minority ownership in telecommunications. At another point in the hearings, Goldwater said the subcommittee would not get into equal employment opportunity guidelines that day, but would take up the subject at a later date.

In his testimony, Thomas Dargan, vice president, Fisher Broadcasting and general manager, KATU(TV) Portland, Ore., suggested only one change in the bill. Dargan repeated the desire that the bill allow penalties less extreme than nonrenewal for some violations of the Communications Act. Penalties such as fines or short-term renewal would free the FCC from having only two options, to renew or not to renew, according to Dargan.

Next to testify was Howard Symons, staff attorney for Congress Watch, who spoke against the bill because it would remove from the FCC some of its power to restructure ownership in the broadcast industry.

Citing FCC figures that nearly one-third of all cable systems are owned by broadcasters and that only 5% of the VHF stations serving the top 10 markets are independently owned, Symons argued that there is a growing trend toward concentration of broadcast and nonbroadcast media ownership. "True broadcasting deregulation," he said, "would promote a diversity of voices over the public's airwaves." Instead of doing this, S. 601 would insulate present licensees from challenge by new potential media voices, according to

Symons.

As they did with Marshall, subcommittee members questioned Symons about his organization and its membership. Symons explained that Congress Watch is the legislative arm of Public Citizen, a group headed by consumer advocate, Ralph Nader, and composed of 70,000-80,000 members, whose contributions support it. He did not mention another wing of Public Citizen, the National Citizens Committee for Broadcasting, a group scheduled to testify today, March 30, the second day of hearings on S. 601.

Last to testify last Monday was Gene Mater, senior vice president, policy, CBS Broadcast Group. Mater recommended that the bill be changed so that it makes clear the FCC should not implement the renewal standard through quantitative program rules or guidelines. He also asked that the bill specify that license renewal would depend not on whether a licensee has committed any violations of the Communications Act, but whether a licensee has been "characterized by serious violations or the regulations promulgated thereunder."

Goldwater concluded the first day of hearings on S. 601 by saying the record would remain open for two weeks, and that the subcommittee would accept written testimony from any interested parties. The subcommittee plans to finish its hearings on the bill today, March 30.

Geller's back in the ranks of FCC petition filers

Former NTIA head, now with AEI, urges FCC to adopt percentage guidelines for programming and to adopt five-10 issue approach used in radio for TV also

Henry Geller, former head of the National Telecommunications and Information Administration, is back at the stand he occupied the last time he was out of government. He is writing pleadings with a view to affecting FCC policy. Last week, he filed two with the commission, one renewing an argument he has made over the years, urging the commission to adopt programming percentage guidelines; the other, calling on the commission to apply its so-called five-10 issue approach to all broadcasters, television as well as radio.

Both pleadings grew out of the commission's initial rejection and subsequent adoption of the five-10 issue approach which Geller had proposed to the commission, initially as a private citizen (after leaving a staff job at the FCC) and later as head of NTIA. The commission in its radio deregulatory order issued in February requires broadcasters to list five to 10 issues they addressed in their programming, together with examples of that program-

Washington Watch

California voting. Californians apparently don't want another presidential election to appear to be over while polls in that state are still open. Three-fourths of Californians believe television networks should be barred from predicting outcome of presidential elections until polls there are closed, according to results of California poll. State's residents who were polled also favor holding elections on Sunday and having polls close at same time across country. Television networks began predicting Reagan victory as early as 5:15 p.m. Pacific standard time on election day, and President Carter's concession also came while Californians were still on way to polls.

□

Reimbursement comments. Administrative Conference of United States seeks comment deadline (April 24) on proposed rules for implementation of Equal Access to Justice Act, signed into law last fall, which takes effect Oct. 21, 1981. Law provides for reimbursement of attorney fees and other expenses to individuals, small businesses and other organizations that prevail over federal agencies in administrative and court adjudications. Law does not apply to initial or renewal licensing procedures or future rate-making decisions but does apply to enforcement cases such as forfeiture or revocation proceedings. Proposed rules were published in *Federal Register* March 10. Comments should be sent to: Office of Chairman, Administrative Conference of United States, 2120 L Street, N.W., Washington, 20037.

□

Zamora case. Supreme Court has turned down appeal by Darrell Agrella, alleged accomplice of Ronny Zamora in killing of elderly woman in Miami. Agrella had sought nontelevised trial. High court rejected Agrella's plea in light of its ruling on Jan. 26 affirming right of states to permit television coverage, even over objections of defendants, "absent a showing of prejudice of constitutional dimensions" (BROADCASTING, Feb. 2). Zamora's 1977 trial drew media attention because it was first covered from start to finish by television, as Florida began experiment of cameras in courtroom. Agrella, 14 at time of crime, originally pleaded guilty to second degree murder in April 1978. Later, he tried to change his plea to innocent, but judge refused and sentenced him to three concurrent life terms. Zamora had based his defense on ground he was victim of "voluntary subliminal television intoxication" because of heavy diet of television violence.

□

Lawyers in Las Vegas. Particular problems of in-house counsel to communications firms will be subject of legal seminar to be held April 11, day before start of National Association of Broadcasters' annual convention. Seminar will take place at Las Vegas Hilton hotel from 1 to 4 p.m. and will cover topics including newsroom issues, labor-personnel relations, new technologies, licensing and copyright. For information: (202) 293-3560.

ing, to provide a basis for assessing public interest programming.

Geller, in a petition for reconsideration of the radio deregulation action, does not quarrel with the use of the five-10 issue listing; he calls it a "sensible, nonintrusive means for implementing" the statutory objective of devoting time to community issues. But he said it is inadequate to deal with petitions to deny and competing applications. The licensee's record in nonentertainment programming generally—not only on community issues—is relevant, he said. Furthermore, he said, the commission has not provided objective guidelines; in fact, it rejected the percentage guidelines approach.

But Geller said, "The only way the FCC can determine whether a licensee has reasonably or substantially met its community issue obligation is to look at what the commission mistakenly labels a 'numbers game.'" When the commission says it will determine what is adequate at renewal time on an ad hoc basis, he added, "it is simply 'copping out.'"

He also found fault with the plan for implementing the community issue approach. The commission said in the case of a challenge to a license renewal, it would determine whether the licensee had acted

reasonably in choosing the issues to address. Geller said that would constitute "a deep intrusion into the daily editorial process. . . . The commission is not the national nanny of issues."

Geller said the commission "must turn to percentages—otherwise the licensee and the public are wholly in the dark." And to be "fair to the broadcaster and the public, the commission must include nonentertainment generally—not just community issues," he said.

He suggested as standards for "substantial service" 10% in the time period between 6 a.m. and 12 p.m. for stations generally, 4% for specialized stations. And he said the five-10 issue approach could be used to implement the fairness doctrine requirement that broadcasters cover controversial issues of public importance.

Geller's second petition proposes that the approach be adopted for television as well as radio licensees. "At the least," Geller said, "it should state why the approach so desirable and nonintrusive in radio, becomes an undue and unwarranted interference when applied to TV.

The petition for reconsideration, in calling for percentage guidelines, would require a retreat from one of the steps the commission took in its radio deregulation

order to ease the paperwork burden on broadcasters. It would require the repositioning of logging in connection with nonentertainment programming. But as things stand now, Geller said, with no standards and no logging, a broadcaster can be "sandbagged" by a challenger at renewal time.

Geller currently is associated with the American Enterprise Institute as a visiting fellow. However, the views he expressed in the petitions, he notes, are his own, not those of AEI.

California groups want to deny ABC's applications for LPTV

A San Francisco-based umbrella public interest group, Actors and Artists to Promote Effective American [Broadcasting] Laws (APPEAL), and a minority-controlled low-power television applicant, California Central Broadcasters (CCB), have petitioned the FCC to deny the low-power applications of ABC Inc. for New York, Chicago, San Francisco and Los Angeles and one filed by ABC subsidiary WXYZ Inc. for an LPTV station in Detroit. Both groups argued that a grant of those applications to ABC and WXYZ Inc. would be contrary to the commission's primary purposes of initiating the LPTV proceeding: to give minority entrepreneurs an op-

portunity to get into broadcasting and to promote diversity of broadcast ownership.

CCB, a Los Angeles-based company controlled by "Spanish surnamed individuals," is an applicant for LPTV stations in various California communities including Los Angeles and San Francisco. It said ABC's presence in the LPTV "application process" would pose "substantial competitive and economic disadvantage(s)" to smaller LPTV venturers such as CCB.

CCB also said that networks do not need LPTV stations "to compete in the communications future nor will they be prejudiced by being precluded from ownership" of LPTV stations.

APPEAL charged ABC with "benign neglect" of the programming needs of minorities and said that grants to ABC for the LPTV stations it seeks would mean that the commission-perceived lack of minority programming and ownership would continue to exist. It said that programming on prospective ABC-owned LPTV stations would probably "not be radically different from the exclusionary white-oriented offerings presently on the ABC full-service stations."

APPEAL also asked the commission to declare a two-year moratorium on the entry of any network into low-power television and require as a condition for ultimate entry that the network "document a sustained commitment to effective, active and fair portrayals of minorities and finance a comparable low-power station to be operated and owned by a significant minority community for each low-power station it secures."

ABC replied that the general thrust of both groups' petitions is that the commission "litigate, on an ad hoc basis, questions which are central issues in the pending low-power television rulemaking." The questions should be left to the rulemaking, ABC said.

House version of public broadcasting bill appears

Legislation would rescind 82, 83 funding, allow limited ad use and set lower national programming funding level than Senate bill

A bill that would allow public broadcasters to support themselves with institutional advertising was introduced last Monday, March 30, by Representative James Collins (R-Tex.), ranking minority member of the Telecommunications Subcommittee. Unlike the public telecommunications bill introduced last week in the Senate, (BROADCASTING, March 23) Collins's bill (H.R. 2754), would allow for the rescission of funds already appropriated for public broadcasting for fiscal years 1982 and 1983.

Introducing his bill, Collins said he has

"no real quarrel" with the principle of advanced appropriations for CPB, but that "this year the economy needs substantial reductions in federal spending...if inflation is to be controlled and interest rates are to be reduced." The goal of a sound economy, according to Collins, "is a far higher principle than advanced appropriations for public broadcasting."

Collins claimed that the argument that advanced funding insulates public broadcasting from political reprisals "is ridiculous, because in order to keep the funding at a two-year-in-advance pace, appropriations for CPB are voted on each year, at which time political reprisal would be available."

Continuing, Collins said his bill is designed to "mitigate the effects of spending cuts" on public broadcasting. In its restrictions on CPB spending, the bill parallels the Office of Management and Budget's rescission message directing that "reductions be primarily leveled against national program funding," and that "stations should be held harmless" as much as possible from cuts.

Collins's Public Telecommunications Bill of 1981 would reauthorize CPB at \$100 million for fiscal years 1984-85, and at \$90 million for FY 1986. Two of these figures are slightly lower than those authorized in the bill before the Senate.

The bill would delete language in the Communications Act authorizing funds for fiscal years 1982 and 1983. (This would allow the appropriate committees to actually carry out the rescissions requested by the Reagan administration.) It would also direct CPB to distribute to stations "not less than 80% of its funds in 1982 and not less than 85% in 1983" and for each fiscal year thereafter.

Presently, CPB must distribute at least 50% of its federal funding among stations, and in 1981, it allocated 60%. By increasing these percentages, Collins argues, stations will receive "essentially the same amount as they would have received under the Carter budget for FY 1982-83."

Like the Senate bill, Collins's legislation would forbid CPB from awarding more than \$1 million annually in Community Service Grants to a single station. It differs from the Senate bill in that it would not subtract from the grants, amounts equal to unrelated business income earned at stations.

It also differs from the Senate bill by allowing limited institutional advertising. Advertising permitted by the bill "can promote or relate information with respect to a particular business organization or enterprise or a particular industry, trade or profession," but it cannot specifically relate to any service, facility or product.

Ads may be aired at any time during the day, as long as they are placed at the beginning or end of regular programming and do not interrupt it. A single ad may not last more than 30 seconds and clusters may not last more than two minutes at a time.

The major difference between Collins's bill and that before the Senate is that the House version limits funds for national programming to 15%. Arguing for this provi-

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sion, Collins noted that CPB's national program funding is declining anyway, from 24% in FY 1982 to an estimated 22% in FY 1983. Further reduction is permissible under his bill, according to Collins, because CPB's only expense item other than national programming would be administrative expenses, "which can be substantially reduced because many current responsibilities will be eliminated under this legislation."

Eliminated responsibilities would include equal employment opportunity, affirmative action and training programs run by CPB, as well as payment of the satellite debt and royalty fees for all public programming.

As does the bill before the Senate, Collins's bill would reduce CPB's current 15 member board to seven, would no longer require CPB to empanel an advisory board to evaluate program decisions and would eliminate facilities funding by the National Telecommunications and Information Administration.

Commenting on the bill, David Carley, president, National Association of Public Television Stations, said it "contains some good ideas," but has a "major stumbling block" because it rescinds funding for 1982-83, and therefore will not be supported by his organization.

Collins's bill sounds the "death knell for public broadcasting as an alternative," according to a CPB spokesman, who said corporations don't fund controversial public affairs programs, and public stations avoid buying them. It is CPB that funds experimentation in programming, he said, and that if it weren't for this, programs like *Nova*, *Sesame Street* and *Over Easy* "would never have seen the light of day."

By drastically reducing the national program fund, he said, the Collins bill would "concentrate on the TV side all the elements of networking in one organization" and would result in the commercialization of public TV. The bill would do this by allowing the Public Broadcasting Service to both purchase and schedule most programs on public TV, a power it does not now have.

California MDS firm files complaint with FTC against KXTV

California Satellite Systems, an MDS service based in Sacramento, has filed a complaint with the Federal Trade Commission, alleging that a Sacramento broadcaster's refusal to grant it advertising time constitutes anticompetitive conduct.

The complaint alleges that Great Western Broadcasting, licensee of KXTV (ch. 10), a CBS affiliate, has refused all of California Satellite's requests for advertising spots, thereby preventing the public from being fully informed of an alternative television service available for Sacramento viewers.

Although the complaint recognizes that

broadcasters are not common carriers and "retain the right to select who will advertise on their facilities," it suggests that because in this case "there is strong reason to suspect anticompetitive motivation," KXTV, which is "affected with a public interest," shouldn't have "the same latitude as unlicensed, unregulated and entirely private entities to make profit maximization of their own economic self-interest the touchstone of business decisions."

The complaint further notes that KXTV's refusal to carry California Satellite's advertising "amounts to an attempt to extend the licensee's limited monopoly and governmentally granted privilege and prevent the growth of a new communications service." The complaint asks that the FTC initiate a cease and desist order proceeding.

Lee Kitchin, general counsel of Corinthian Broadcasting Co., Great Western's parent company, told BROADCASTING that although KXTV has indeed refused California Satellite advertising time, he didn't think that constituted anticompetitive behavior. Kitchin declined to comment further, noting that Corinthian had not received official notice of the filing.

When a station sale is not a station sale

Court rules that transfer occurs when deal is closed and not when deal is first made

The "sale" of a broadcast property legally occurs at the time of the closing and not at the time buyer and seller agree to the transaction, a South Carolina court has ruled.

The ruling came last Tuesday (March 24) in a suit initiated by the Atlanta-based station brokerage firm, Chapman Associates, against the now dissolved WDXY Inc., former licensee of WDXY(AM) Sumter, S.C. Chapman claimed that that company, formerly headed by William C. Bochman, owed the brokerage firm a commission and legal costs totaling approximately \$36,000 in connection with the sale of WDXY three years ago to TAGR Inc., Harry Fogel, Carter C. Hardwick and Robert E. Powell, principals (BROADCASTING, March 6 and May 9, 1978).

In 1976 Bochman listed WDXY with Chapman but canceled that listing as of May 1, 1977. As part of its solicitation efforts, Chapman sent out several hundred pieces of mail notifying prospects of the availability of the station. Fogel, a future principal in the yet-to-be-formed TAGR Inc., was a recipient of one of the Chapman solicitation letters, but he "did not respond at the time," he said. Nor was the letter followed by Chapman with a phone call or other personal contact, said Fogel.

In late 1977, after Chapman's listing services with WDXY Inc. had been terminated, Fogel and partner Hardwick approached Bochman about purchasing WDXY. Bochman said another station bro-

kerage firm, Dan Hayslett & Associates, had been hired to handle the negotiations for the sale of the station.

Fogel and partners dealt with Hayslett and ultimately filed an application with the FCC to buy the station in early January 1978. The application was approved on May 10, 1978, and the deal was closed on June 15 of that year. Hayslett collected a brokerage fee from the seller.

In the suit, Chapman contended that the sales contract negotiated between WDXY Inc. and TAGR Inc. constituted a "sale," and that since the contract was negotiated within 12 months of the May 1, 1977, expiration date of its service contract with the seller, Chapman was entitled to a commission.

Judge Ernest Finney of the South Carolina Third Judicial Circuit ruled, however, that the closing—not the contract itself—constituted the sale and that since the closing occurred more than a year after the station was last listed with Chapman, that firm was not entitled to a commission.

Another point of contention in the suit was the definition of solicitation. Chapman contended that Fogel had first been solicited to buy the station through its mailing. Finney ruled that since there had been no personal followup, the mailing by itself did not constitute solicitation.

Chapman's attorney said that he "did not agree," with Finney's interpretation but that Chapman had not yet decided whether to appeal.

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Programing

Fall access programs firmed up by O&O's

With spring barely sprung, network TV stations announce series lineups, but some details remain to be settled

While a few scheduling decisions remain to be made, the networks' owned-and-operated television stations have renewed or acquired just about all the series they plan to offer next fall in the lucrative prime-time access period.

Of the groups, only ABC is check-boarding, with different series Monday through Friday at 7:30 p.m. (NYT). NBC stations have renewed the *Family Feud* strip across the board. Within the CBS-owned group, only WCBS-TV New York will vary its prime-time access fare, with others stripping.

ABC stations this fall no longer will be offering the game shows *Hollywood Squares*, *Match Game* and *Name That Tune* and instead will increase their informational slant within the six access half-hours (including Saturday). While WLS-TV Chicago offers news in access, the other stations will go with *Omni: The World Tomorrow*, Mag-Net's new science magazine; *People's Court*, small-claims proceedings, produced by Ralph Edwards and Stu Billett and distributed by Telepictures, and *That's Hollywood*, renewed from Twentieth Century-Fox.

An ABC-owned TV division show, either *Telstone News*, now running, or a derivative program, will fill another access slot. And programing for two remaining holes will either be purchased or locally produced, such as KABC-TV's *Eyewitness Los Angeles* or WABC-TV New York's *Air Mail Special*.

According to Phil Boyers, the group's vice president, programing, the current access plans are seen as "short terms" as the group investigates other directions in-house and awaits the results of a "lifestyle" study under way. Boyer said the access lineup could change in January and will change not later than April 1982. He explained that "long-term" decisions have not yet been made but on one front, expects a steady presence from "divisionally produced" shows, with maybe two next year from its Circle 7 Productions.

At NBC stations, Goodson-Todman's *Family Feud*, distributed by Viacom, will be the access show Monday through Friday. According to Wes Harris, the NBC-TV group's vice president, programs, Saturday access last week still hadn't been finalized at WRC-TV Washington and WKYC-TV Cleveland. WNBC-TV New York and

WMAQ-TV Chicago will be going with George Schlatter's new *Look at Us* magazine, distributed by Telepictures, while KNBC(TV) Los Angeles keeps going on the weekend with *Feud*.

WCBS-TV New York, the only station to checkboard in that group will have a six-day mix including three episodes of ITC Entertainment's *The Muppet Show*; Bristol-Myers's *In Search Of*; and the locally produced *7:30 Magazine* and *Warner Wolf Show*. WBBM-TV Chicago has news in access. WCAU-TV Philadelphia will

go with *Family Feud* and Paramount Television's *Entertainment Tonight* from 7-8 p.m. although the order has not been firmed yet. KNXT(TV) Los Angeles has the local strip *2 On The Town* and KMOX-TV St. Louis has *Feud*. On Saturdays, WBBM-TV and KMOX-TV both have Twentieth Century-Fox's *Dance Fever*. And again with order not yet established from 7-8 p.m., WCAU-TV will have *Dance Fever* and local *10 Around Town* and KNXT will go with *Dance Fever* and *In Search Of*. Vice President for that group is Hal Hough.

Monitor

Another one for pay TV. Veteran film producer David Gerber has entered negotiations with Showtime pay cable network for production of original material, pending new agreements covering pay TV with Writers and Directors Guilds. Two unions are trying to reach agreement with producers by early summer. Gerber said he plans to create "reality-oriented" programing for pay cable with stronger language and scenes than would be allowed on networks. Gerber's credits include *Beulah Land*, *Police Story*, *Police Woman*, and *Walking Tall*.

'Thorn Birds' landing. Best-selling Australian novel, "The Thorn Birds," will become eight hour novel for television to be aired on ABC-TV during the 1982-83 season. Epic will be produced by David Wolper and Stan Margulies in association with Warner Bros. Television. ABC had previously announced scheduled telecast of 16-hour *The Winds of War* (now in production) on network's limited series schedule.

USA on U.S. USA Network, cable programmer featuring live sports, Calliope children's package and English Channel cultural offerings, announced affiliate agreement with U.S. Cablesystems covering full network services. U.S. is subsidiary of Rogers Cablesystems (formerly Canadian Cablesystems), with five franchise areas in this country, including Syracuse, N.Y. and Portland, Ore. U.S. says construction program will end with potential subscriber base of 385,000. USA Network is now available to over six million homes.

Distributing for Barris. When salespeople come calling with new Chuck Barris shows, it will be Worldvision Enterprises with *Dollar A Second* and Mag-Net Inc. with *Leave it to the Women*. *Dollar A Second* game features Bob Eubanks as host (same assignment he had for *Newlywed Game*, also distributed by Worldvision). *Leave It to the Women* is half-hour talk strip (barter) with Stephanie Edwards.

Another magazine. Viacom says it is set to syndicate celebrity magazine-style series this fall, produced as joint venture with SJC Productions. *The TV Star* will have no host, but several regular contributors involved in dozen or more segments to be aired in each half-hour episode. Program, which has finished pilot, has backing from publication of same name and will include features on Hollywood, health, science, psychic phenomena and beauty.

ABC epic. Masada, eight-hour mini-series reportedly costing some \$25 million to produce, premieres Sunday, April 5, on ABC-TV and will run consecutively 9-11 p.m. through Wednesday, April 8. Produced by Universal Television, mini-series is based on clash between Roman general (played by Peter O'Toole) and Judean freedom fighter (Peter Strauss).

Up from down under. Satori Productions, producer of programing for pay TV, has announced agreements with unnamed Australian producer for 26-part mini-series based on English TV characters, "The Wombles". Package also includes production of four feature films to be delivered for pay TV distribution in the U.S. by Satori, beginning this fall.

No go. Turner Broadcasting System has quietly shelved "The Cable Program Channel," slow-scan program guide service to major cable networks announced at Western Cable Show last December. While TBS still believes concept of satellite-delivered video guide is sound, too many practical problems make it unfeasible now.

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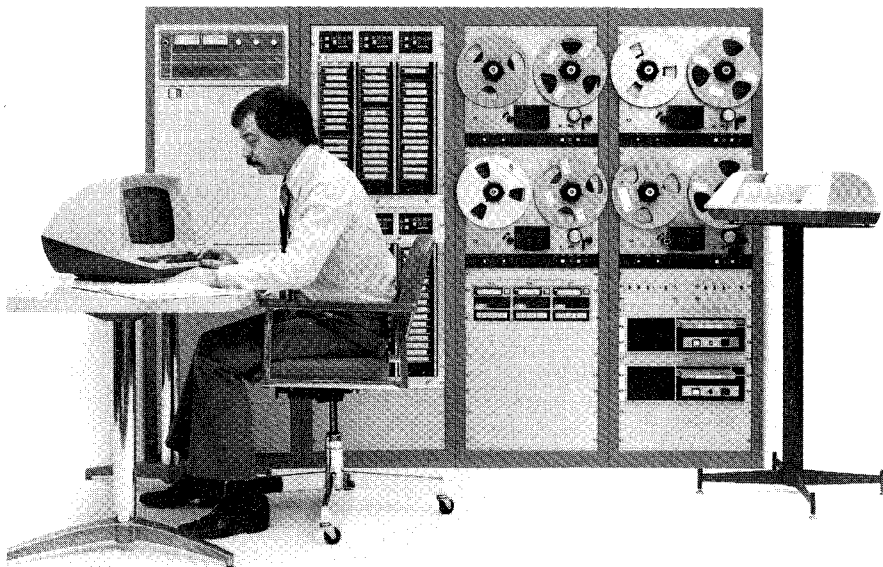
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USA Network, ESPN boast soccer action

**Two cable sports programers will
both carry NASL games this year**

Outdoor soccer fans will get two chances each week to watch that sport if their cable systems carry both the USA Network and ESPN. The former network has secured a two-year extension of its Wednesday night Game of the Week coverage of North American Soccer League; the latter has acquired rights to Saturday games.

USA says it plans to cover some 15 games of the NASL regular outdoor season, kicking off with a special Saturday edition on March 28. Wednesday cablecasts are slated to begin May 6 and will continue through conclusion of the season in August. According to USA Network, the agreement with the league also provides for coverage of selected post-season playoff games.

ESPN's agreement with the NASL is for a minimum of 20 outdoor games, four in April (one a Friday game, one a Sunday, and two Saturday games). The announcement from ESPN notes it will also cover selected playoff matches.

The USA Network Wednesday broadcast will have sports equipment manufacturer Spaulding as participating sponsor. That buy, said to be Spaulding's first in cable, was placed by Hill, Holiday, Connors, Cosmopolis Inc. of Boston.

A weekly NASL highlight show will be part of ESPN's soccer coverage, and is to be featured on that network's *Sports-Center*.

CBS News gets special honor from Ohio State

**At annual awards presentation
network is feted for 'over
five decades' of journalism**

CBS News was singled out for a special honor when the 45th annual Ohio State Awards were conferred in Washington. A total of 42 organizations were recognized for excellence in educational, informational and public service broadcasting.

CBS News was given the Directors Award, established in 1968 to pay tribute annually to a person or organization making an exceptional contribution to radio or television.

The Ohio State Awards are sponsored by the Institute for Education by Radio-Television which is held under the auspices of The Ohio State University Telecommunications Center.

Presenters at ceremonies in the National Press Club were Harold L. Enarson, president of OSU; FCC Commissioner Anne P. Jones; Lillie E. Herndon, Corporation for

Publication Broadcasting board member; Senator Howard Metzenbaum (D-Ohio); and Dale K. Ouzts, director of the Telecommunications Center at OSU.

There were 402 television and 200 radio entries in the 1981 Ohio State competition. The winners:

Performing Arts and Humanities

Capital Cities TV Productions, Philadelphia □ *The Capital Cities Family Specials*.

CBS Entertainment, New York □ *Guyana Tragedy: The Story of Jim Jones*.

Dallas County Community College, Dallas □ *The World of F. Scott Fitzgerald*.

ABC, New York □ *A Special Gift*.

Children's Radio Theatre, Washington □ *Second Annual Children's Playwriting Contest*.

Children's Television International, Falls Church, Va. □ *The Book Bird*.

Wisconsin Educational Radio Network, Madison □ *Under Henry's Tree*.

KMGH-TV Denver □ *Borrowed Faces*.

Maryland Center for Public Broadcasting, Owings Mills □ *A Day With Conrad Green*.

WGBH-TV Boston □ *Currer Bell, Esquire: The Life of Charlotte Bronte*.

Society for Education Through The Arts, Providence, R. I. □ *Allamaze*.

National Radio Theatre of Chicago, Chicago □ *The Sea Wolf*.

WGBH Educational Foundation, Boston □ *The Spider's Web: Roll of Thunder, Hear My Cry*.

Connecticut Public Broadcasting, Hartford □ *Wallace Stevens: The Poet With The Blue Guitar*.

Natural and Physical Sciences

KIRO Inc., Seattle □ *Mount St. Helen's Eruption*.

WBEZ(FM) Chicago □ *The Big Onion*.

KXL Radio, Portland, Ore. □ *Mount St. Helen's: A Radio Diary*.

WBBM-TV Chicago □ *Agent Orange: The View From Vietnam*.

UW Stout Teleproduction Center/Wisconsin Educational Television Network, Menomonie □ *Mathways*.

Michael Hirsh Productions, Highland Park, Ill. □ *Express*.

National Public Radio, Washington □ *Antarctica: The Invisible Continent*.

KYUC Radio, Bethel, Alaska □ *Call the Doctor*.

WQED(TV) Pittsburgh □ *The Invisible World*.

WGBH-TV Boston □ *Life on a Silken Thread*.

Playback Associates, New York □ *The Search for Solutions*.

Social Sciences/Public Affairs

Minnesota Public Radio, St. Paul □ *The Way to 8-A*.

National Public Radio, Washington □ *Not So Placid: The 1980 Winter Olympics*.

WNYE-TV-FM Brooklyn, N.Y. □ *Stories From the Market Place: Inflation*.

WTIC Radio News, Hartford, Conn. □ *Rape: An Act of Aggression*.

WRC-TV Washington □ *Baby Formula: The Hidden Dangers*.

CBS Entertainment, New York □ *Gideon's Trumpet*.

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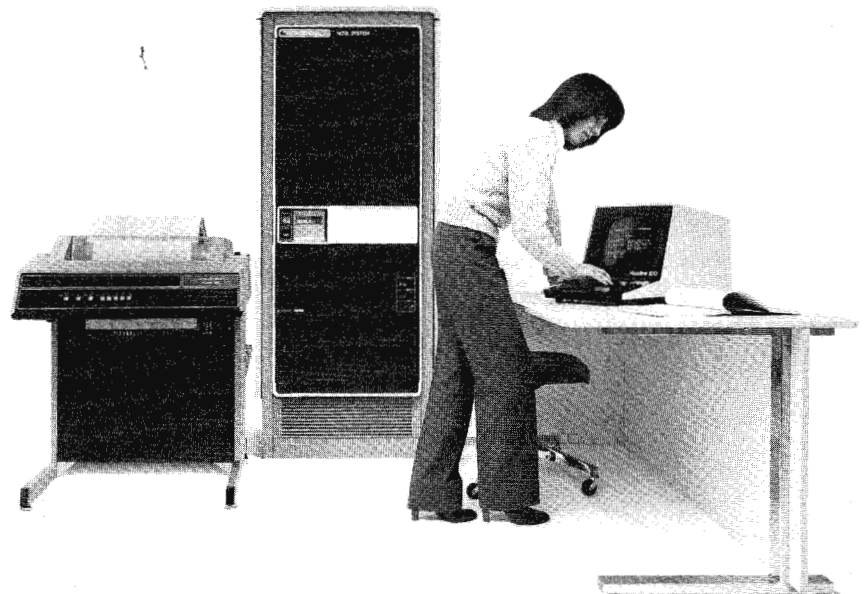
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WGBH-TV Boston *Yulva's Diary*.

KBPS(AM) Portland, Ore. *Orenaut Calling: Native Americans of the Island Region*.

ABC, New York *The Uranium Factor*.

WTTV-TV Indianapolis *Getting Around*.

WHAS-TV News, Louisville, Ky. *Slightly Used New Cars*.

WCVB-TV Boston *WCVB-TV Public Interest Programs*.

CBS News, New York *30 Minutes*.

WQLN/Public Communications, Erie, Pa. *Free to Choose*.

WHA Television, Madison, Wis. *Seraphim*.

WMAL(AM) Washington *One Hundred Days*.

HRTS hands out IBA awards

Foreign entries won seven of 13 of the International Broadcasting Awards sponsored by the Hollywood Radio and Television Society. Japan took three, Australia and England two each, with the last winning the TV sweepstakes with a children's toy commercial, *Kipper*.

At the award ceremonies a special President's Trophy went to the National Captioning Institute for its efforts to implement closed captioning for television.

The following are the award winners, selected from the 5,000 entries representing 50 countries.

Television

Sweepstakes winner *Kipper*. Lego Toys, TB.W.A., London; Clearwater Film Co., London. (Winner combination category also).

Live action, 60 seconds English *Special Training*. Thai Airways International, Magnus Nankervis & Curl, Milsons Point, Australia; Sedelmaier Productions, Chicago.

Live action, 60 seconds, non-English *Snowy Heron*. Shiseido Co., Ltd., Hakuhodo, Tokyo; Toyo Cinema Co., Tokyo.

Live action, 30 seconds, English, produced in U.S. *Carlos Palomino*. Backer & Spielvogel, New York; Bob Giraldi Productions, New York.

Live action, 30 seconds, English, produced outside U.S. *Trucks*. Citroen Cars, Ltd., Colman & Partners, London; Jennie & Co., London.

Live action, 30 seconds, non-English *Samurai*. Matsushita Electric Industrial Co., Hakuhodo, Osaka; Z Inc., Tokyo.

ID's, 10 seconds or less *Door to Door*. Federal Express Corp., Ally & Gargano, New York; Sedelmaier Film Productions, Chicago.

Animation *Perrier*. Amatil Corp., Monahan Dayman Adams, North Sydney, Australia; Film Graphics, Crows Nest, Australia.

Humorous *There's Always Federal*. Federal Express Corp., Ally & Gargano, New York; Sedelmaier Film Productions, Chicago.

Videotape *Marching Chips*. House Food Industrial Co., Dentsu Inc., Osaka; Den-Ei Inc., Tokyo.

Public Service *Turnabout*. U.S. Forest Service, Foote, Cone & Belding/Honig, Los Angeles; Stu Berg/Gary Freund, Los Angeles.

Local (one market) *Body*. Blue Cross/Blue Shield of Northeast Ohio, Meldrum & Fewsmith, Cleveland; Centipede Films, New York.

Series (three commercials) *Mirage, Maze, China Shop*. Merrill Lynch, Young & Rubicam, New York; Dick Miller, New York.

Radio

Sweepstakes *Selket, Moving Van, Heirloom*. North American Van Lines, Doe-Anderson Advertising, Louisville, Ky.; Perfect Pitch, Cleveland.

Musical, 60 seconds *Little River Band*. Dr. Pepper Co., Young & Rubicam, New York; HEA Productions, New York.

Musical, 30 seconds *Call Best Western*. B-W Advertising, Phoenix; Skinny Joe Productions, San Diego.

Humorous, 60 seconds *The Picture*. Frontier Auto Sales, no agency, Jock Blaney, KTWO Radio, Casper, Wyoming.

Humorous, 30 seconds *The Burglar*. B.C. Tree Fruits, Ltd., Ed Conville & Assoc., Vancouver, Canada; Griffiths-Gibson Productions, Vancouver, Canada.

Open, 60 seconds *Selket*. North American Van Lines, Doe-Anderson Advertising, Louisville, Ky.; Perfect Pitch, Cleveland.

Open, 30 seconds *In Harmony*. T.D.K. Cassette Tapes, Newton & Godin, Tunbridge Wells, England; Hobo Radio Productions, London, England.

Local (one market) *Body Talk*. Oregon Dairy Products Commission, Marx, Knoll & Mangels, Portland; Griffiths-Gibson Productions, Vancouver, Canada.

Public Service *Misconceptions*. Greenpeace Foundation, no agency; Belling Productions, Los Angeles.

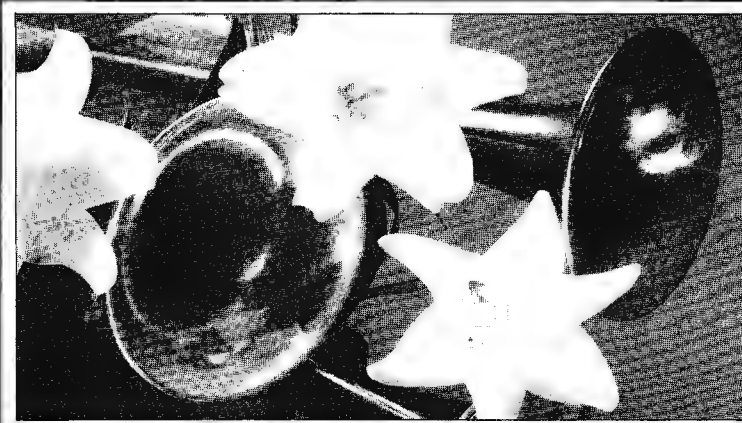
PlayBack

Watermark signs Owens. Radio personality Gary Owens has replaced "Murray the K" Kaufman as announcer/host of *Soundtrack of the 60's*, weekly series offered by Watermark Productions, effective immediately. Syndicated effort is first for Owens, who also holds down afternoon-drive slot on KMPC(AM) Los Angeles.

In the marketplace. Creative Radio Shows, based in Burbank, Calif., is now syndicating *Country Music's Radio Magazine*, two-hour weekly series hosted by Harry Newman.

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist*: (1) *Woman* by John Lennon on Geffen; (2) *Kiss On My List* by Hall & Oates on RCA; (3) *Keep On Loving You* by REO Speedwagon on Epic; (4) *The Best Of Times* by Styx on A&M; (5) *Nine To Five* by Dolly Parton on RCA. The top five in **country radio airplay**: (1) *Old Flame* by Alabama on RCA; (2) *Pickin' Up Strangers* by Johnny Lee on Full Moon/Asylum; (3) *Texas Women* by Hank Williams Jr. on Elektra; (4) *A Headache Tomorrow* by Mickey Gilley on Epic; (5) *Falling Again* by Don Williams on MCA.

The Songs of Easter



The Easter spirit has inspired musicians for centuries — which is hardly surprising when you consider the depth of human and divine experience wrapped up in this one special season... the darkness of betrayal, passion, cruelty, tear, and death — but also the dawning of hope and new life.

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Ratings Roundup

For yet another week, CBS-TV scored a prime-time victory without a competitive challenge from ABC-TV or NBC-TV. From March 16 through 22, CBS was the only network to average above a 30 share, earning a 19.6/31 to ABC's 17.5/28 and NBC's 15.5/25.

NBC couldn't even manage a single winning night as CBS took Monday, Thursday, Friday and Sunday and ABC led the rest of the week. On Wednesday, the one night NBC usually can count on for victory, the two-hour premiere of ABC's *Greatest American Hero* (23.8/35) and a repeat of CBS's *The Gambler* with Kenny Rogers (21.2/33) knocked NBC into third. NBC also suffered on Monday, when its high-rated *Little House on the Prairie* lead-off was pre-empted for a "Project Peacock" special, *Donahue and Kids* (15.1/23).

Although the February sweeps have passed, competition on Sunday looked like special rating-period fare, as all three pulled out theatrical movies. Head-to-head for three hours was CBS's "Gone with the Wind" (26.7/40) and ABC's "Patton" (17.3/27), and for two hours, NBC had "The End" (18.4/28). Network shares ran higher than usual as the movies competed, perhaps indicating multiset use in many households.

In early-evening news ratings, the *CBS Evening News* now with *Dan Rather* scored a 15.0/26 while the *NBC Nightly News* pulled a 12.7/22 and ABC's *World News Tonight* came in with a 12.6/22—thus far seeming to show no great difference in the standings since Walter Cronkite's departure.

The First 20

1.	<i>60 Minutes</i>	CBS	28.9/46
2.	<i>M*A*S*H</i>	CBS	27.5/41
3.	"Gone With The Wind" (part I)	CBS	26.7/40
4.	<i>Greatest American Hero</i> (premier, two hours)	ABC	23.8/35
5.	<i>House Calls</i>	CBS	23.2/36
6.	<i>Dukes of Hazzard</i> (2-hour episode)	CBS	23.1/38
7.	<i>Three's Company</i>	ABC	23.1/35
8.	<i>Love Boat</i>	ABC	22.2/37
9.	<i>That's Incredible</i>	ABC	22.1/33
10.	<i>Magnum, P.I.</i>	CBS	21.3/32
11.	<i>Too Close for Comfort</i>	ABC	21.2/34
12.	<i>Kenny Rogers As The Gambler</i> (made-for-TV movie)	CBS	21.2/33
13.	<i>Laverne & Shirely</i>	ABC	21.0/31
14.	<i>Happy Days</i>	ABC	20.0/31
15.	<i>Real People</i>	NBC	20.0/30
16.	<i>Fantasy Island</i>	ABC	19.6/35
17.	<i>CHiPs</i>	NBC	19.5/28
18.	<i>Hart To Hart</i>	ABC	19.4/33
19.	<i>Bugs Bunny Bustin' Out</i> (special)	CBS	19.2/31
20.	<i>Knots Landing</i>	CBS	18.9/34

The Final Five

59.	<i>Concrete Cowboys</i>	CBS	11.8/20
60.	"Soldiers of the Twilight" (<i>ABC News Closeup</i>)	ABC	11.1/20
61.	<i>Gangster Chronicles</i>	NBC	10.9/18
62.	<i>Legends of the West</i> (special)	ABC	10.3/16
63.	<i>NBC Magazine</i>	NBC	9.1/15

MEDIA MONITOR

Communists Loved PBS Film on El Salvador

By Reed Irvine
and
Cliff Kincaid

A Marxist newspaper has confirmed what Media Monitor said several weeks ago—that the Public Broadcasting Service documentary, "El Salvador: Another Vietnam?", was biased in favor of the Communist guerrillas in El Salvador.

A recent issue of the *Guardian*, a Marxist weekly that openly supports the Communist side in El Salvador, contains a glowing account of the PBS film, which was funded with your tax dollars. The *Guardian* praised the film as "the best news report to come out of El Salvador."

Media Monitor documented the fact that this film was one-sided. We noted that most of the film was devoted to people opposed to the U.S.-backed government. In addition we pointed out that the film virtually ignored the terrorism perpetrated by the left and that it failed to explore at all the Cuban, Nicaraguan and Soviet support of the guerrillas.

Media Monitor also presented evidence indicating that the showing of the film over PBS was timed to coincide with anti-American demonstrations protesting U.S. policy in El Salvador. These demonstrations occurred in Mexico on the same day the film was aired here and in various U.S. cities within days of the showing of the film over PBS.

The *Guardian's* praise of the film should leave no doubt. This PBS film was pure leftist propaganda. In describing the film, the Marxist paper points out that it "interviews a wide range of people, always with the purpose of exposing the reformist facade of the junta and underlining the popular support for the left forces."

The producer of the film, Glenn Silber, gave an interview to the *Guardian* in which he laid bare his opposition to the U.S.-backed government in El

Salvador. The paper said, "Silber believes that the international press has a responsibility to raise an outcry over the junta's repression." In the interview, Silber also expressed concern about Victor Medrano, a member of El Salvador's human rights commission, who, after appearing in Silber's film, mysteriously disappeared a week later. Silber is quoted as blaming the government for the disappearance, but he cites no evidence to support the charge.

The *Guardian* reported that Silber's production company, Catalyst Media, is involved with two new organizations—the Committee of Concerned Journalists About Truth in El Salvador and the Committee of Concerned Film Makers. These groups are being organized to protest the disappearance of persons like Medrano who speak to the press.

We're concerned about those disappearances too. But we're also concerned about filmmakers like Glenn Silber who whitewash the communists and blame virtually all the terrorism on the right. There is no question about whose side Glenn Silber is on. The only question is why the American taxpayers should be forced to pay to put his left-wing propaganda on public television.

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

Spring brings new technology exhibition to Capitol Hill

Warner's Qube leads list of demonstrators at 'technology fair'; congressmen stop by to comment and use displays

Several members of Congress and congressional staffers last week got a first-hand look at some of the technology that is shaping the communications environment of the 1980's. They, along with interested members of the press and public, attended a day-long "technology fair" at the Rayburn House Office Building on Capitol Hill. The exhibition of products of six diverse communications companies was sponsored by the House Telecommunications Subcommittee, headed by Timothy Wirth (D-Colo.)

The show was the first but perhaps not the last of its kind. According to Karen Possner, the subcommittee staffer who organized the exhibition, several of the companies that were unable to make last week's show because of the short notice given them have expressed interest in participating some other time. "If there is a next time, hopefully we'll have more companies and more guests and have a bigger show," she said.

David Leach, a policy analyst for the subcommittee, said there are definite plans for an exhibition of computer and communications equipment that can cut costs and increase profits for small business later this year. The idea, Leach said, is to provide an opportunity for congressmen to gather information they can take home to the small businessmen among their constituents.

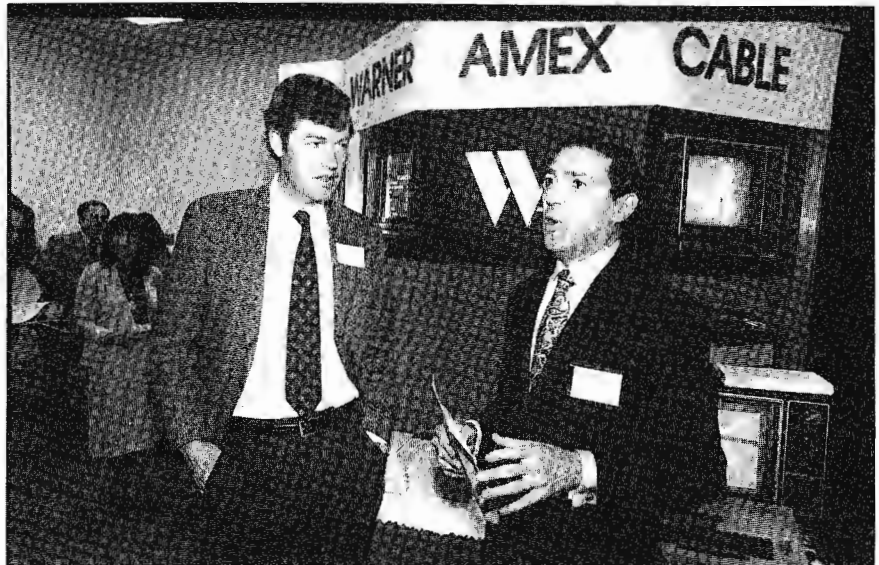
The fair was intended to give those who make public policy affecting the new technology a chance to see for themselves what that technology is and what it can do.

The show was stolen by the fair's most prominent exhibitor, Warner Amex Cable Communications. With Warner Chairman Gustave Hauser acting as host, Warner showed its Qube interactive polling system and its developmental information retrieval service.

Wirth, Representatives Jack Kemp (R-N.Y.), Michael Barnes (D-Md.), Robert Shamansky (R-Ohio) and House Speaker Thomas (Tip) O'Neill (D-Mass.) stopped by the Warner booth at regularly scheduled times to put questions to Qube subscribers in Columbus, Ohio, via a two-way satellite television hook-up. Using their Qube home terminals, the subscribers were able to respond instantly to the questions. The answers were tabulated and posted in terms of percentages for all to see and the congressmen to comment on.

After asking and getting responses to several questions relating to President Reagan's economic policy, Wirth said Qube was "very promising" as a means of gauging public opinion, but he warned the "questions have to be carefully asked . . . There has to be a pattern to the questions." By asking a few preliminary questions about an acceptable budget deficit,

Wirth found that a far smaller share of the Qube audience endorsed the Kemp-Roth tax cut than had favored it when Kemp asked the same question less than an hour earlier. Hauser agreed with Wirth on the need to use the Qube polling capability properly, but said that if the responding audience is controlled and questions are carefully prepared and asked, results



Long way for two way. Warner Amex was one of six telecommunications companies in Washington last week to show off the latest products and services for congressmen and Capitol Hill staffers. Above: W-A's Chairman Gustave Hauser (r) instructed House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) on the Warner services. Below: Representative Michael Barnes (D-Md.) (r) was one of five congressmen who questioned Qube subscribers on Warner's Columbus, Ohio, system via a two-way satellite hook-up. Scott Kurn, director of Qube programming, anchored the Washington end of the teleconference.



gathered from a Qube system can be as valid "as any professional poll."

Michael Barnes, who asked about American policy toward El Salvador, said he was "fascinated" by the technology. "I'm very envious of the people of Columbus. I wish we had this in my home state of Maryland." But, he, too, was cautious about ascribing too much weight to the results. "I have no idea who is pushing the button."

O'Neill seemed to have a good idea of who was manning the Qube terminals. Asked not to comment on a question until the subscribers had had a chance to vote so as not to influence the outcome, O'Neill said: "I happen to know this conservative audience and I don't think I'm that influential."

(Asked to comment on the House television transmissions on cable, O'Neill said he thought it was "very effective" and "extremely informative" for the public. "It amazes me the audience we have out there." He expressed concern, however, about the delays it causes. When a congressman comes in with a blue shirt and a red tie, "I can tell he is going to make a speech for television," O'Neill said.)

Warner also demonstrated live the home retrieval service it introduced in the Qube system for selected subscribers last January. Equipped with Atari home computers, the subscribers are able to summon textual information onto their television screens over the cable from CompuServe, a Columbus-based computer house, and Comp-U-Card, a pricing and mail order company. Information currently available includes domestic and consumer information and news from the Associated Press and four major newspapers, including *The Washington Post*.

Comp-U-Card provides subscribers with the retail price and the discount price of a wide variety of consumer products. Once prices are compared, the subscribers can shop locally for the product or order it through Comp-U-Card.

For the purposes of last week's demonstration, the Atari terminal used in the service was connected to the CompuServe computer and Comp-U-Card computer by telephone instead of cable. The only difference is that cable-delivered data appears on the screen more quickly, a Warner spokesman said.

Another exhibitor, Comsat, demonstrated its maritime satellite communications system, Marisat. After his "talk" with Qube subscribers in Columbus, Wirth talked with a radio officer and captain of the *Lash Pacifico*, a merchant ship in the North Atlantic heading for its home port of New York.

The signal from the ship on a speaker phone was steady and noise free, despite rough seas. The radio officer noted the "antenna has to do a lot of work to keep track of the satellite." The captain praised the system, which transmits data as well as voice, Comsat claims, and is more dependable, than standard radio communication which is subject to the "vagaries" of the ionosphere. He added that his ship is

almost always able to draw a bead on one of the three Marisat satellites.

Early next year Marisat will be folded into the International Maritime Satellite Organization.

AT&T and Motorola, vying to serve the growing mobile radio market, each demonstrated their experimental cellular radio systems.

RCA Consumer Electronics Division and the Rolm Corp. were the other two exhibitors. RCA demonstrated its SelectaVision videodisk machine, which it has just begun to market aggressively. Rolm showed its computer-controlled telephone switching system, featuring an electronic

mail service.

Warner gave ample credit to C-SPAN and Communications Technology Management for handling the logistics of the Washington half of the Qube demonstration. The only problem with that, it was later learned, was those parties were not involved in the operation. Fearing that the hook-up wasn't coming together properly, Warner turned the production work over to noncommercial WETA(TV) Washington and the responsibility for the microwave and satellite interconnection over to Mobile Video. The uplink out of Columbus, as Warner correctly credited, was handled by Satellite Syndicated Systems.

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More shots fired at Comsat's STC

NAB research suggests better uses of satellite space; ABC argues against DBS decision before 1983 Region 2 meeting

The National Association of Broadcasters last week gave the FCC two studies that tend to support the association's opposition to the proposed direct broadcast satellite service of Comsat's Satellite Television Corp. (BROADCASTING, Dec. 22, 1980).

A market study, prepared by Browne, Bortz and Coddington, Denver, concluded that STC's proposed DBS service may not be the most efficient use of satellite spectrum space for which demand will be high during the 1980's. A technical study, prepared by Washington-based Satellite Systems Engineering, suggested that the STC system might not be as technically advanced as it should be and that DBS proponents would have a hard time taking over 12-ghz frequencies now assigned to fixed services.

With the submissions, the NAB asked the FCC to extend the comment and reply deadlines on its permanent DBS policy proceeding, now set for today (March 31)

and May 29 respectively, so other parties may consider the two reports.

ABC will not have a chance to consider the studies. It filed its comments last week ahead of the deadline without the benefit of seeing them.

The BBC study focused on four major DBS issues: supply and demand for satellites in the 12 ghz band; current and projected levels of television service in the U.S.; economic and market aspects of a subscriber-supported DBS television service, and issues concerning high-resolution television service and its potential delivery via direct broadcast satellites.

BBC noted that in the 11.7 ghz to 12.7 ghz band, competing services include fixed satellite services, conventional subscription and/or advertiser supported television, public service uses, high resolution services, terrestrial microwave and video conferencing services.

Demand for satellite fixed service in the C (4-6 ghz) and K (12-14 ghz) bands will exceed supply some time between 1984 and the early 1990's, BBC suggests, "even if satellite spacing as low as three degrees is authorized."

Without prior planning, BBC said, "large amounts of spectrum might be assigned to those who would tend to first seek assignments—less innovative services operating with already established technical and proven markets, services such as that proposed by Comsat."

BBC concluded that between 1985 and 1990, between 70% and 80% of all TV homes in the U.S. will be passed by cable television and that approximately 45% of TV homes will be subscribers. In addition, BBC notes that many homes not passed by cable will have subscription television (STV) or multipoint distribution service (MDS) systems. By 1990, BBC suggests that only between 4 million and 10 million households will not have a movie-based pay television service available, of which, "no more than 12% ... [would] take a 3-channel DBS service." Thus, concluded BBC, a DBS conventional subscriber-based television service "is relatively unimportant from a diversity point of view."

Regarding high definition television (HDTV), BBC concluded that DBS policy decisions made in the near future will have a "profound effect" on HDTV: "The uncertainty is substantial with regard to level of definition for an HDTV signal, whether it is digital or analog and how much compression is possible within cost and quality constraints. It appears that more effort should be devoted to these questions before fixing DBS channel bandwidths, at least for that part of the band which might be devoted to HDTV."

Using a model DBS system of its own design, the SSE study focuses on basic engineering considerations necessary for a "quality system"; the problems of satellite service at frequencies higher than 12 ghz, and interference between the fixed and broadcast satellite services and within the broadcast satellite service.

The SSE theoretical system would produce a picture in the home with a signal

to-noise ratio of 50 db, which, SSE noted, is considered "excellent" by 90% of television viewers, according to the Television Allocation Study Organization (TASO) standard for judging picture quality.

The proposed DBS system of Satellite Television Corp., SSE noted, employs smaller video bandwidth and inferior home earth terminals than the theoretical system. Consequently, it would produce a signal-to-noise ratio between 37 db to 40.6 db and an "excellent" picture for just 26% to 36% of the TASO viewers, SSE said.

SSE's examination of satellite systems operating at downlink frequencies higher than 12 ghz found that the costs of fixed satellite systems "increased drastically with frequency. The cost of spacecraft, for example, increased 47% when downlink frequency is raised from 12 ghz to 20 ghz." SSE added that immense resistance could be expected from current 12-ghz users if any attempt is made to move the fixed service above 12 ghz.

SSE also found that spacing between DBS satellites of 30 degrees would cause little interference between them, and produce an "excellent" TASO picture. The STC plan proposing 20-degree spacing would yield a TASO picture between "fine" and "excellent," but would allow more satellites to serve the United States, SSE said.

It argued that the commission should not waste its resources developing a permanent domestic DBS policy now because it cannot be adopted before the convening of the Region 2 Administrative Radio Conference in 1983. It said the commission should devote its immediate efforts regarding DBS in preparing for RARC '83, "at which major longterm (DBS) decisions will be made."

In any event, ABC said that the fixed satellite service "should be afforded priority in the use of the entire 11.7-12.7 ghz frequencies," over direct broadcast satellites.

ABC also called on the commission to assess the impact of DBS on existing broadcast services, noting that Nina Cornell, former chief of the commission's Office of Plans and Policies, has suggested that DBS "may eliminate the 'traditional' broadcast station as a program supplier." Until the commission adequately examines the effects of DBS on existing services, "it cannot move forward on DBS," ABC contended.

It said that DBS policies, "should reflect a two-tiered regulatory structure," where the first tier would be comprised of those who launch and/or own the hardware (which would be regulated as common carriers) and the second tier would be comprised of those which program the satellite channels (which would be regulated as broadcasters). DBS programmers should initially be limited to the operation of one channel, ABC said. Participation in both tiers by a single entity should be permitted only on a "maximum separation basis," it said, to "avoid anticompetitive effects in either marketplace."

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Selcom's 1980 sales for this major market station were up 93% over 1979.

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Vertical integration? National Association of Television and Electronic Servicers of America has issued press release asserting "assumptions that [cable] systems will refrain from sales and service of [television] sets are time bombs." NATESA warned that cable companies might find such activity natural and lucrative. As safeguard, NATESA urged that clause in Pinellas county, Fla., franchise agreement be incorporated into all franchise agreements. "The company, any and all of its officers, agents and employees are specifically prohibited, directly or indirectly, from engaging in the sale, repair, service or leasing of television receivers ..." clause said in pact.

Inroads. Proliferation of home videocassette recorders continues at steadily increasing pace. According to Consumer Electronics Group of Electronic Industries Association, sales of VCR's to retailers in February were 85,821, increase of 56.1% over number sold in February 1980. More impressive, sales of VCR's for first two months of 1981 were up 73.5% over same period last year.

Classical digits. KQED-FM San Francisco is originating performances of San Francisco Opera and San Francisco Symphony for National Public Radio and its 244 member stations, using Sony's PCM-100 digital audio processor. Processor converts analog sound into digits, which can be recorded on videotape or videocassette recorders. Processor is priced at \$11,500; lower-quality unit, PCM-10, is available for \$3,000.

Comsat on the move. Satellite Television Corp., Comsat subsidiary proposing satellite-to-home subscription television, is asserting independence. It has moved across Washington from Comsat building into its own quarters on 12th floor of 1301 Pennsylvania Avenue, N.W. 20004.

Cable-ready dilemma. National Cable Television Association President Tom Wheeler has sent letter to six major television set manufacturers, saying their marketing of so-called "cable-ready" TV sets has caused serious problems for cable operators. Many buyers of special sets, which can tune midband and superband channels commonly used by cable operators, think they can receive cable programming without subscribing to service; Wheeler said. And in some cases, he added, cable technology and marketing of multiple tiers of service have advanced to point where sets' internal decoders are inadequate, unable to replace operator-supplied converters as intended. Cable operators take brunt of consumers' dissatisfaction, Wheeler claims. Coincidentally, Sharp Electronics, one of firms receiving letter, issued results of survey it made of 15 cable operators. Survey found, Sharp said, that by obviating need for cable converter, consumers could knock about \$3.50 off monthly subscriber fee.

Convert. Audio Plus Video International, Northvale, N.J., claims addition of new PAL and SECAM "C" format and U-Matic BVU high band PAL VTR's to its equipment roster makes it "first U.S.-based operation with the capacity to handle every videotape system and format" for standard-conversion.

Mixer upper. LTM Corp. of America, Hollywood, is marketing three-channel mixer/pre-amp that can be mounted on portable videocassettes. Standard mount of A-97 is for popular Sony BVU-50, but LTM said it will work with buyers to adapt unit to other recorders. A-97 is powered by 10 R6-AA type batteries. Total weight without batteries is 2.5 pounds.

East meets West. RCA Broadcast Systems has concluded deal with Rumanian TV for sale of two program production vans. Trucks will carry six RCA TK-47 color cameras and two TK-760 studio production cameras, all operating on PAL B color standard. Value is put at \$2.3 million.

Improvement. Storer Broadcasting Co. has ordered RCA television studio and transmitting systems valued at \$3.5 million to improve facilities at its seven TV stations. Order includes 25 color TV cameras, one telecine system and four transmitters.

Sony heads east. Sony Broadcast has announced what it terms "significant Middle Eastern order." Largest is for \$650,000 worth of video equipment for ENG use from South Yemen. Egypt is placing repeat order for ENG equipment totalling \$257,000. Three Egyptian maintenance engineers are also being trained at Sony Broadcast headquarters in Britain. Two other repeat orders for video equipment have come from Syria and Jordan.

Westward-ho. Atlanta-based teleconferencing service, VideoStar Connections, citing growth in demand, has opened Western regional office in San Francisco Bay area. Address is 19115 Vineyard Lane, Saratoga, Calif., 95070; telephone (408) 255-7759.

U.S. engineering contingent set for Geneva

Four American representatives will participate in gathering of Panel of Experts; 9 khz plans will be on agenda

The broadcasting industry will have its technical say at an international meeting in Geneva, beginning on April 22, where studies crucial to the decision on whether to reduce AM channel spacing will be done. The switch from 10 khz spacing to 9 will be considered by countries of the western hemisphere next fall at a conference to draft a plan for use of the AM band.

The meeting in Geneva will be of the so-called Panel of Experts, drawn from eight countries and created at the first session of the planning conference, last year in Buenos Aires. The panel will aid the International Frequency Registration Board in comparing three channel-spacing schemes—the 10 khz plan now in use and two 9 khz proposals. One, advanced by the U.S., would require stations to shift frequency by up to 4 khz; the other, suggested as an alternative by Canada (which has yet to adopt a position on the channel-spacing issue) would require a shift of up

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to 9 khz.

The presence of four U.S. broadcasting engineers is evidence of concern that, as one of them put it, "a good" study be done on the 10 khz plan. Among other things, they are familiar with directional antenna technology, which would increase the capacity of the 10 khz plan to house more stations than it does in countries where directional antennas are not in use. The engineers' expenses are being picked up by the National Association of Broadcasters, ABC, CBS, NBC and their employers.

Only one of the four engineers plans to remain the full eight weeks of the meeting. He is Wallace Johnson, of the Association of Broadcast Engineering Standards. ABES and NAB will pick up the \$10,000 tab for his travel and other expenses.

The NAB will also pay the \$7,000-\$8,000 costs of Art Silver, consulting engineer based in San Juan, P.R. He expects to spend at least three weeks at the meeting.

The other engineers who will participate—each for at least four weeks—are Donald Everist, of Cohen & Dippell, and William Ball, of Carl T. Jones Associates. Everist's firm will pay his expenses and the three networks have agreed to pay Ball's.

The government will be represented by four FCC engineers—Larry Olson, who will head the delegation, Steve Selwyn, Rick Engleman and Henry Straube. Wilson LaFollette, head of the FCC Broadcast Bureau's technical and

engineering branch and deputy chief of the U.S. delegation to the planning conference, will attend the first week of the meeting.

Besides satisfying themselves on the thoroughness of the study to be done on the 10 khz plan, the American private engineers will provide some of the additional help IFRB said would be needed to study the three plans. Originally, only one 9 khz plan was to be compared with the 10 khz system.

The work load will be heavy. The Panel of Experts will first identify the incompatibilities among assignments in the station inventories that have been submitted by countries of the hemisphere. Next, the panel will determine how the incompatibilities can be resolved under each of the three plans. Then it will compare the three on the basis of resolving incompatibilities and making possible additional assignments. The results will be reported to the second session of the conference, which will begin in Rio de Janeiro on Nov. 9 and which is expected to run six weeks.

Canadian company buys two Philips firms

Central Dynamics Ltd., Montreal, has agreed in principle to buy the assets of two broadcast equipment subsidiaries of North American Philips, New York, for an undisclosed cash price, it was announced last week.

The subsidiaries are Philips Broadcast Equipment Corp. (PBEC), Mahwah, N.J., the United States distributor of television cameras, transmitters and other television gear for North American Philips's parent, N.V. Philips of Holland, and American Data Corp., Huntsville, Ala., a manufacturer of television switching and routing equipment.

CDL is a manufacturer and marketer of terminal equipment, switchers, station automation systems and effects amplifiers.

Arden Boland, president and founder of CDL, said the acquisition of American Data will expand CDL's product line of television switchers while the acquisition of PBEC will expand CDL's product range. PBEC has some limited engineering and manufacturing capability it uses to modify products to customers' specifications, Boland said.

Boland would not discuss the price of the two firms except to say it was "several millions of dollars." He expects contracts to be signed sometime this week.

Upon consummation of the deal, Central Dynamics Corp., CDL's U.S. sales and service arm, will have exclusive marketing rights in the United States for all CDL, PBEC and American Data products. Central Dynamics Corp., it was also announced, will move its headquarters from Elmsford, N.Y., to northern New Jersey, possibly Bergen county.

The deal is not surprising in light of the long relationship the two companies have had, said Bob Heuffed, a CDL spokesman. N.V. Philips began selling CDL equipment outside North America in 1972. That eventually became an exclusive arrangement through PYE TVT, a European N.V. Philips broadcast subsidiary. Under the terms of the agreement, PYE TVT will continue to sell CDL gear overseas. American Data equipment, however, will continue to be sold overseas through an existing distribution arm set up by American Data, Heuffed said.

Although principally owned by N.V. Philips, North American Philips is a public company, whose stock is traded on the New York Stock Exchange. It has some 30 diversified divisions, including Magnavox, which generated over \$2.6 billion in 1980. It purchased Sylvania and Philco from General Telephone & Electronics early this year for \$120 million.

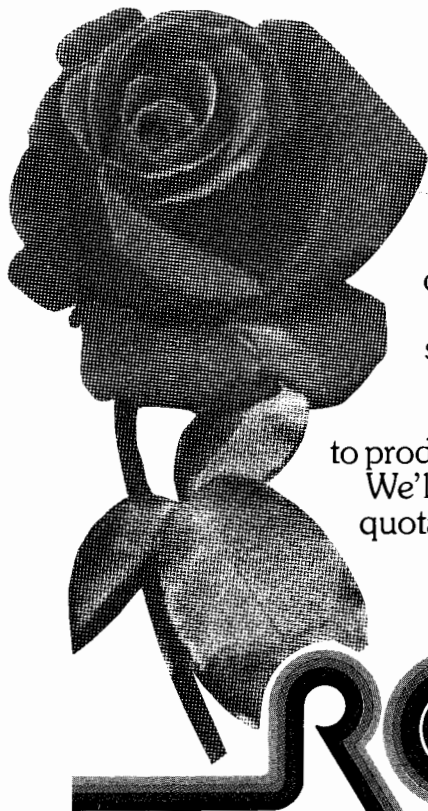
RCA to introduce single unit camera/recorder

Hawkeye will use half-inch tape; is 22-pound unit manufactured by RCA and Matsushita; debuts at next month's NAB convention

Promising "new flexibility in electronic newsgathering, electronic field production, and other original program production and post-production applications." RCA Broadcast Systems plans to introduce at next month's National Association of Broadcasters convention a 22-pound

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RCA's Hawkeye

single-unit color video camera/recorder. The system is a joint development, with the camera designed and manufactured by RCA, and the recording portion of the units manufactured by Matsushita Electric Industrial Co. to RCA specifications.

Named Hawkeye, the system is claimed by RCA to be the first that "combines a compact broadcast-quality color TV camera and video tape recorder in one hand-held unit."

Half-inch tape is utilized in the Hawkeye system, although RCA asserts the picture quality is "significantly better than that provided by the three-quarter-inch format currently in use in many television operations." RCA says that "new circuit technology, new head design and a unique new recording approach" give the Hawkeye its improved picture quality. The unit's camera is also said to be a "completely new design, three-tube camera" with new half-inch pickup tubes.

The tape for Hawkeye is contained in a cassette of the same size as that used in

VHS video recorders, and allows 20 minutes of recording per cassette. However, the base-band recording technique employed in Hawkeye, which RCA is calling "chroma track," is incompatible with VHS equipment, and will require its own playback unit. According to RCA, the in-studio portion of the Hawkeye system will include a full-feature recorder and complete editing capabilities.

NTIA study would increase number of FM stations

For an FCC already involved in a rulemaking aimed at increasing the number of FM assignments that could be added to the table of assignments, the National Telecommunications and Information Administration has released a study offering another idea of how that goal can be achieved.

The commission proposal being studied calls for creating two new classes of stations and for permitting existing classes of stations to operate in areas where they are now restricted (BROADCASTING, March 3). The commission says that plan, too, would create a substantial number of new stations.

And at the time it issued the rulemaking, the commission deferred action on a number of NTIA proposals, several of which showed up in the study released last week. That study shows how presumably

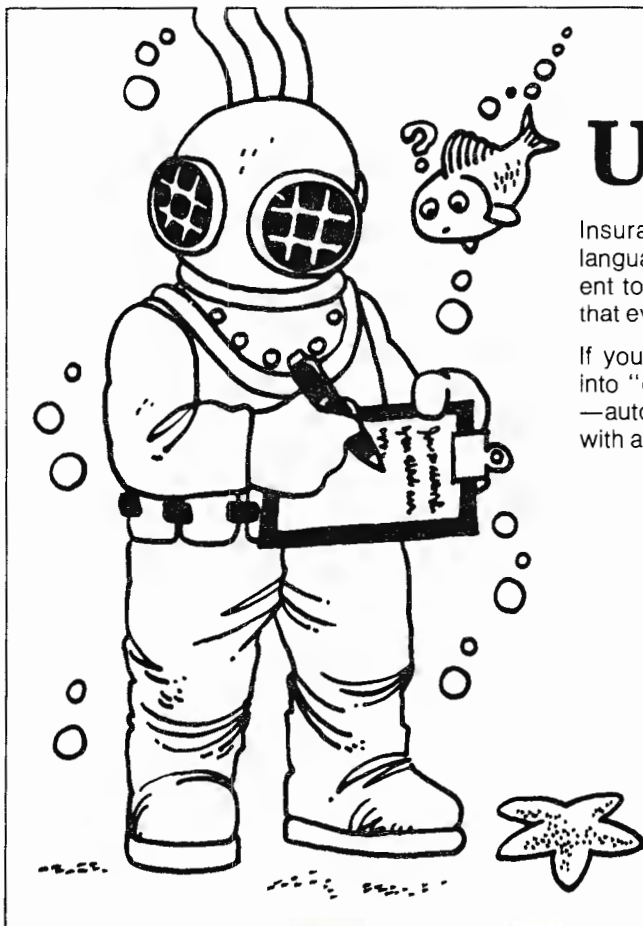
saturated FM channels in the top 50 markets could be opened to a substantial number of new assignments.

It calls for the use of terrain shielding devices and directional antennas, the protection of existing facilities rather than the maximum number allowable, changes in the signal-to-interference protection ratios for co-channel and adjacent-channel stations, and co-sitting of second- and third-adjacent channel transmitters.

Proposals dealing with terrain shielding, directional antennas and co-location of adjacent channel stations were considered and deferred by the commission. So was one proposing a reduction in FM bandwidth.

The new NTIA study, by Eldon Haakinson, of NTIA's Institute for Telecommunications Sciences, at Boulder, Colo., maintains that the development of FM broadcasting is being restrained by the FCC's failure to bring its rules up to date. It says that since the FM table of assignments was adopted, in 1962, there have been improvements in FM broadcasting and receiving equipment, as well as in the ability to predict FM coverage, that "could allow many new FM broadcast assignments in the major markets."

Haakinson applied his proposals to the Dallas-Fort Worth market, one of the 10 most crowded, and found that 17 assignments could be added to the 21 now there. The report also suggests that the FM listening quality to which consumers have become accustomed would not be sacrificed.



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Bob Keeshan, CBS's Gene Jankowski and Bill Leonard announce the schedule changes.

'Morning'-'Kangaroo' shifts seen as boon for CBS News

Solution to long-time wish to lengthen network's early news will give division extra hour per day to program

The parlay by which CBS-TV plans to lengthen its *Morning with Charles Kuralt* newscast to 90 minutes and restructure *Captain Kangaroo* was seen by many observers last week as a diplomatic triumph for the network and by some as—conceivably—a financial victory as well.

For months, if not years, CBS has wanted to lengthen the morning newscast, which is at 7-8 a.m. NYT, but has felt stymied by the belief that it could not do so without setting off a whirlwind of criticism. The reason: Expansion would have to come at the expense of the prestigious *Captain Kangaroo* children's show, on at 8-9 a.m.

In the solution, to become effective Sept. 28, *Morning* will move and expand to 7:30-9 a.m., *Kangaroo* will be shortened to a half-hour and moved to 7-7:30 a.m. and Bob Keeshan, Captain Kangaroo himself, will be given additional responsibilities in a new 4-4:30 p.m. Monday-Friday series to be produced by CBS News (BROADCASTING, March 23).

The changes, which gained Keeshan's apparently full-fledged endorsement, thus were seen as accomplishing what once seemed virtually impossible, while at the same time giving CBS News a much-wanted but virtually unheard-of extra hour a day of air time five days a week.

Some speculated that CBS might also come out ahead financially, but this was harder to prove. *Kangaroo* was reported officially several years ago to be losing

money. CBS officials, while refusing to say that's still the case, concede it's "a fair assumption" to think that the losses continue.

Normally, when a program's time is halved, its budget is reduced, but in this case, Keeshan said and CBS management officials confirmed, the half-hour show will have a bigger budget than the current hour. Nobody was saying officially last week what the budget is, but some sources put it in the range of \$50,000 to \$70,000 per episode.

If *Kangaroo* is losing money on its current budget, it would have to stir up a lot more audience—and billings—to get into the black on a larger budget.

News executives seeking more air time for their department have long argued that since news product is available anyway, it can be assembled into a program at far less additional expense than the cost of entertainment programming. Some CBS sources, following that reasoning, said last week it seemed "a fair inference" to conclude that the 4-4:30 period to be programmed by CBS News would cost less than the entertainment programming it replaces.

But at CBS News there was speculation that the new 4-4:30 period would be "much more expensive," as one executive put it, than entertainment programming. The argument about a news program's being less costly than entertainment, they noted, applies to prime-time entertainment programming, not daytime, where the costs are much less.

News sources said no budgets had been set, and that planning is still in its earliest stages, but with two-and-a-half afternoon hours a week to fill, a staff as large as that of *60 Minutes*, and possibly larger, might

be required. The *60 Minutes* staff includes some 20 full-time producers, three executive producers, 15 film editors and occasional freelance producers, among others, in addition to the four principal correspondents.

The Kuralt *Morning* show in its 90-minute form, CBS News officials said, will contain more news, perhaps "more regularized" departmental features (along the lines of those now done three times a week on health and science), probably more commentary and probably a "people" section, though the format for such a section hasn't been settled.

There will be no effort to bring *Morning's* content into competition with that of NBC's *Today* and ABC's *Good Morning America*, officials emphasized. They said there will be more live guests than now, "but they'll be newsworthy guests."

A co-anchor or "sub-anchor" is expected to be appointed. Including *Sunday Morning*, Kuralt is already on the air six days a week and usually works seven, putting in time on Saturday to prepare for Sunday. He gets a few days off whenever feasible, but the pressures of two and a half more hours of air time a week are expected to virtually require that he be given assistance to lighten the load. Whether it'll be a co-anchor or a substitute anchor hasn't been decided, but the preference, either way, is for a woman.

Although the new afternoon show has not been titled and its principals have not been named, it is expected to be "family-oriented" and "women-oriented" and to deal with "significant issues affecting the contemporary family and people of interest to the daytime viewing audience."

Typical subjects for exploration were

Sign of the times? Is the shortening of *Captain Kangaroo* in favor of a longer *Morning with Charles Kuralt* the "first step" in a new "line of action" because network executives "think the FCC has stopped looking at children's television as an area of concern?"

That's the theory of Peggy Charren, president of Action for Children's Television, who says that CBS has been thinking about early-morning changes for a long time but is doing it now that there is a Republican FCC and a deregulatory mood. She warned, however, that any such thought might be "premature," noting that the activity regarding children's programming began under a Republican FCC.

As for the inclusion of Bob (Captain Kangaroo) Keeshan in CBS News's new afternoon program, Charren called that a "ridiculous apology" to parents concerned about the halving of his morning show. One "real answer to the problem," she said, is if *Captain Kangaroo* can go into off-network syndication for local stations.

said to include education, medicine, the elderly—"the sort of thing we've regularly done on *Magazine*," one official said. Present thinking is that each episode will start with a taped segment, about 10 minutes in length, examining the day's subject, and that this will be followed by a discussion of the issue by participants and host.

Keeshan's contribution would be a segment in which he would comment on the same subject from the perspective of younger viewers as well as adults.

Keeshan was preparing to leave New York for Los Angeles last week to work on an upcoming TV special, but he and his staff will be exploring various approaches they may use on the half-hour *Kangaroo*. The program is to be directed to school children before they leave for the classroom, as well as to pre-schoolers.

It is expected to have some of the staple features of the present version, including appearances by puppeteer Gus Alegretti, who performs the roles of many characters, and Hugh (Humpty) Brannum, whose best-remembered characterization is of Mr. Greenjeans. Peter Birch has been director of *Kangaroo* for 26 years and will continue in that role. Joel Kosofsky remains as producer of the program.

Establishment values underlie American media

That's thesis presented in new book; press is also blamed for reduction in turnout at elections

Critics of the American press—at least, the national, establishment press—say it has enormous power, is biased and elitist, is often wrong with the facts and frequently advances radical causes. The authors of a new book on the press in its coverage of power and politics would not disagree; but they also say the press is manipulated by those in power and, at bottom, serves the establishment by defending it. What's more, the book blames the press—major newspapers, news magazines and television are the principal frame of reference—for the falloff in voter turnout at presidential elections.

"Media Power Politics" (The Free Press, A Division of Macmillan Publishing

Co., \$16.95) is not antipress. The authors say "a free and untrammelled press is indispensable in a democratic society," and add that such a press need not be "objective," "fair," "unbiased," or "even responsible."

The authors—David L. Paletz, a former journalist who is now associate professor of political science at Duke University, and Robert M. Entman, an assistant professor of public policy studies at the same university—would say the American press is none of those things, at least not consistently. (Entman was in the news in February as author of a chapter on the Presidency and the press in "Politics and the Oval Office." His suggestion then was that the President should reduce the press's "inordinate obsession with him" (BROADCASTING, Feb. 9).

They have no doubt as to the power of the press; they say it influences decisions and helps set the nation's agenda. But they also say it is easily manipulated. They cite, as an example, Jimmy Carter's "shrewd understanding of the media's imperatives"—including "the pack journalism" the authors say is practiced on the campaign trail as well as in Washington—as a factor in his capture of the Democratic presidential nomination in 1976, and in his success in cementing his Presidency in its early months. And they cite as well the deference congressional committees pay the press's power by scheduling hearings to accommodate the networks' camera crews. But the press is no one's captive—as Carter found out when events, at home and abroad, got out of his control.

Those who say radical groups are given undue attention in the press receive support in the book. The flamboyant tactics such groups employ are designed to gain and hold the public's attention through the media. "Thus did the Symbionese Liberation Army capture the headlines by kidnapping Patty Hearst and then apparently transforming her from captive to convert."

But it is one of the main themes of the book that the press is not on the leading edge of radical change; rather, that it is a part of and serves the establishment—that it is, as the authors say at one point—a "socializing" force in American life.

Their examples are numerous. They say the press generally accepts unskeptically the police—including the Federal Bureau of Investigation—version of events. They say its coverage of the courts legitimizes their opinions, and the authors credit a

failure to probe congressional matters deeply for the re-election of most members of Congress. And they say that while groups like Common Cause that accept establishment rules do well with their media relations, those whose methods "violate convention, whose objectives require a significant alteration of the power structure, usually find their radical activities distorted or condemned."

The trauma of Watergate is cited as yet another example. An American President was forced to resign after two years of disclosures of illegal and unethical activities—and the press played the event of Gerald Ford's succession as a demonstration of the vitality of the system. The authors do not dispute the validity of the analysis or the sincerity of those who made it; they say only that *some* in the press might have suggested, for instance, that Watergate revealed "profound moral contradictions in American values."

What the authors see as a proclivity for accepting the view of events shared by established authority is said to carry over into foreign affairs reporting. Reporters allow "the perspectives, language, blind spots and prejudices of their elite sources to inform overseas reporting," the authors say, adding that, "unintentionally, often unconsciously, or even against their will, journalists . . . write stories that assist America's foreign policy elites."

(Although the authors cite the rebellion in Zaire as an example of one-sided—anti-rebel-reporting that such factors are said to cause, they do not pay much attention to the kind of coverage that eventually forced the U.S. out of Vietnam.)

The "dominant" role of elites—there are said to be more than one—in shaping public opinion is a related theme.

The press, the authors say, serves as "conveyor belts" for the opinions of the elites, transmitting them to the mass citizenry. And the result, according to the authors, is that the members of the public "are more often pawns of power than independent holders of it."

If reporters who have spent up to a year or more covering presidential candidates wonder why so much effort—by themselves and hundreds of others—results in lower voter turnouts instead of higher, the book offers some suggestions. The authors say the media portray the election as "a saga," and the Presidency as a "sort of holy grail," creating expectations that no one can fulfill.

Is there any likelihood of improvement in the conditions the authors now see? Perhaps. They talk of technological changes that offer the promise of increased diversity of service—of cable television, the use of fiber optics and satellite transmission, and the rest.

But, "the future is murky," they say. Essentially the same people who own the mass media of today—newspapers and television stations—control the new technologies and are "guided by the same elite-sanctioned values, the same desire for profit." Nevertheless, the authors say, "the media's effects may ultimately transcend the limits of the elite consensus."

KABC-TV editorial ordered off air

L.A. court set to consider removing ban on broadcast that criticized state senator

A hearing has been scheduled for Thursday (April 2) in a Los Angeles-area Superior Court to consider lifting a temporary restraining order preventing ABC-owned KABC-TV Los Angeles from airing an editorial severely critical of a California state legislator. The order was issued March 3 by Judge Charles R. McGrath of Ventura county, after State Senator Omer L. Rains (D-Ventura) sought to block KABC-TV'S broadcast of an editorial criticizing a controversial bill he sponsored dealing with child abuse. A last-minute rider attached to the bill before it was passed last fall requires physicians and other professionals to tell police if they find evidence that females under age 18 have had sexual intercourse, Rains claims the provision was added over his objections and that he is sponsoring a corrective bill in the current legislative session.

Los Angeles attorney Kenneth Kolzick, who is handling the case for KABC-TV, downplays the significance of the case, pointing out that the editorials in question had already run seven of eight scheduled times by the time the restraining order was issued.

"Obviously, Judge McGrath thought that by issuing the order he was holding on to the status quo," Kolzick explained last week, "but he was actually getting less than that, because at most we were going to run the editorial only one more time anyway." KABC-TV was unable to send an attorney to the judge's office soon enough to challenge the order, described by Kolzick as "not well thought out."

The station plans to argue in court this week that the issue has been made moot by the fact the two-part editorial series had already been aired, and new developments would not warrant rebroadcast of the final scheduled editorial. According to Kolzick, KABC-TV is planning a follow-up series of editorials making a broader criticism of the manner in which last-minute amendments are attached to bills during the final hours of the state legislative sessions.

CBS surrenders film transcripts to judge

Network, under objection, obeys order of district court to turn over unedited interviews

CBS News, faced with the threat of a steep contempt fine, last week turned over unused film and transcripts from a *60 Minutes* segment to a federal district court judge in Newark, N.J.

The materials—from a December 1978 "From Burgers to Bankruptcy" segment—were handed over only for the eyes

of Judge Herbert J. Stern. CBS News had advised the judge that it will appeal any order he may issue that the unedited materials be given to the defense in a case regarding alleged franchise fraud—the subject of the *60 Minutes* segment.

While considerably more substantial, this was not the first set of materials CBS has given the judge, presiding over a case in which six people are accused of swindling investors in the now out-of-business Wild Bill's Family Restaurant chain.

Earlier and after losing an appeal, CBS gave Judge Stern an edited transcript including only the comments of those who now are government witnesses and whom *60 Minutes* had interviewed. Claiming that he couldn't understand the materials once edited, the judge later issued the order that he see the unedited interviews.

Last week Judge Stern ordered the edited "witness" material turned over to the defense, referring to the "Brady Standard" that calls for prosecutors to give the

defendants materials that could help clear them. CBS then requested a stay of the order from the U.S. Court of Appeals for the Third Circuit. It was granted pending appeal.

In a statement last week, CBS News said that Judge Stern's decision that the defense should get the edited materials "opens a veritable floodgate which will permit future 'fishing expeditions' by defendants in criminal trials which have been reported by the press. . . .

"What is at stake is whether the courts can, without limitation in terms of relevance or admissibility, require the press to turn over unpublished materials in criminal cases. Should this view prevail, the independence and integrity of a free press would be seriously threatened. . . reporters would be chilled were they required to spend their time accounting to the courts. . . and the courts would necessarily become involved in judgments of the editorial process."

NewsBeat

Getting into files. WIBW-AM-FM-TV Topeka, Kan., has scored freedom of press breakthrough in winning court fight for access to city inspection records. Wibw began fight after team of reporters checking into possible fire hazards at local hotel were denied access to city inspection records. Shawnee county district court judge ruled that reporters have right to examine records required by law to be kept.

Anchor sued in check case. Los Angeles television news anchorman has been sued for more than \$200,000 by local bank in connection with "check-kiting" scheme. KNXT(TV) weekend anchorman Ken Jones is being charged with fraud, breach of contract and breach of warrant in action filed by Security Pacific National Bank. Jones is being investigated by Los Angeles police department in connection with bank's accusations, although no criminal charges have been filed against him. Jones allegedly wrote more than \$200,000 in checks not covered by sufficient funds, then cashed them over four-day period last month. His attorney has denied charges, labelling matter "a business misunderstanding."

Projection report. Commissioned by ABC News and John and Mary R. Markle Foundation, Center for Political Studies of University of Michigan is studying whether voter turnout in 1980 presidential election, particularly on West Coast, was affected by early projections of Reagan win, by reporting of election results and Carter concession speech. Results are expected this spring.

More N.I.W.S. stations. Telepictures Corp.'s News Information Weekly Service, syndicated offering of more than 16 features each week, has passed 50-station subscriber mark. Latest of 51 stations now involved are KSTP-TV Minneapolis-St. Paul, KGTV(TV) San Diego and WRTV(TV) Indianapolis.

Taking exception. Dr. William F. Baker, president of Westinghouse Broadcasting Co.'s Television Group, used last month's duPont-Columbia award for Group W investigative reporting as launch point to express concern "that the networks will continue to press for news expansion into the already restricted heavy-viewing time periods traditionally reserved for local stations—time periods which give us a significant opportunity to enhance local service. . ." In letter sent to chairmen of ABC, CBS and NBC television affiliate boards, Baker said importance of localism was point worth emphasizing in context of ceremony where calls were made for "more national news" (BROADCASTING, Feb. 23).

CNN goes spacehappy. Take Two, Cable News Network's midday news program, plans April 6-10 "Space Week," in honor of anticipated launch of space shuttle. Week of programs is to feature interviews with astronauts and space experts, plus tours of national space centers and Washington, D.C. Air and Space Museum.

New age news. News service specializing in "new age technology, parapsychology, longevity, nutrition and other leading-edge technical developments" is offering up to 18 minutes of radio scripts each week to interested stations. Mobius Science and Health Update, based in Los Angeles, plans to offer stories on tape in near future.

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Leibowitz on cable: 'decidedly bullish'

Industry analyst reviews past year and previews the 80's; franchising, revenue sources, competition, potential regulation and UA-Columbia merger examined in report

"The crosscurrents of investor sentiment about cable television range from unbridled optimism regardless of earnings or price, ignoring the phenomenal performance of the group over the last several years, to the alarmists looking at the catastrophe in the new markets, large PE premiums and the same phenomenal performance in the stock market. It would be a lot more rewarding to us, having come through this lengthy analysis, to pick sides. We believe, however, that the current dynamics justify our stand-pat position rather than new buy or sell recommendations. On the prospects for cable industry fundamentals, however, we remain decidedly bullish."

Watch out for Selcom in California

Selcom's 1980 sales for this major market station were up 118% over 1979.

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That conclusion appears on page 73, the last page, of a detailed "Cable Television 1981" industry appraisal issued by Donaldson, Lufkin & Jenrette's entertainment analyst, Dennis Leibowitz. In it, the analyst reviews cable's performance in the past year, makes some long-term projections for the industry and devotes particular attention to several specific areas: franchising, pay cable, other sources of revenue (advertising, security, etc.), competition from the telephone company as well as DBS and STV, and the potential effects of regulation.

Leibowitz describes the "ideal cable investment" as "the operator with a big backlog of franchises that had been awarded before 1980, with substantial leverage from increasing revenues per home, and a price both in line with its prospects for earnings growth and below its private market value."

No company today meets all those criteria, he notes, but adds that's not because he's overambitious. Leibowitz says when he last issued a major report on cable in November 1979 several companies fitted the criteria, but now the "purer" operators don't meet his price objective. Leibowitz recommends retention of three pure cable stocks he calls "good values at present prices"—United Cable, TeleCommunications Inc., and UA-Columbia Cablevision (he was writing before the joint bid for that company was made by Dow Jones and Knight-Ridder).

Leibowitz also maintains his buy recommendations on three diversified companies with major cable interests, Warner Communications, Cox Broadcasting and Vicacom, and he adds to his cable list Capital Cities, a company he's been recommending for its other communications interests, thanks to its agreement to purchase Cablecom General.

One particularly useful section of the report for followers of the continuing saga of UA-Columbia is a five-year projection model of the company. Leibowitz uses the projection both as "a fairly clean illustration of the dynamics of the cable industry today," and as a means of demonstrating why cable investors some months ago bid the company up to \$79 per share in anticipation of a merger offer. (The current Dow Jones/Knight-Ridder offer is \$75 a share.) Indeed, by Leibowitz's calculations, applying a multiple of 8.5 to his \$63 million estimate of UA's 1985 cash flow, and subtracting an estimated 1985 debt figure of \$88 million, the stock would be worth \$235 per share in 1985. Using anything less than a 14% discount rate in adjusting those 1985 dollars to 1981 dollars, Leibowitz says, would justify a price of \$79 for UA stock. Using the 11% discount rate the *New York Times* applied to its

purchase of Irving Kahn's New Jersey systems, he notes, would support a UA-Columbia price of over \$90 per share.

Looking back at 1980, Leibowitz estimates the cable industry brought in revenues of \$2.34 billion, a jump of 29% over 1979. He pegs basic subscribers at year end at 18.5 million, an increase of 17.4%. The bigger story, Leibowitz maintains, was the growth in pay-cable subscribers, which he calculates on a pay-unit basis as having moved from 3 million to 8.7 million in 1980, exceeding for the first time the absolute growth in basic subscribers. Profits, he points out, were the one area in which there was not substantial growth in 1980.

For 1981, Leibowitz sees basic subscribers again growing by 17%, to 21.6 million, pay units up 3.3 million to 12 million, and revenues up 26%. This year should be a somewhat better year for profits, he says, though margins will probably be down again.

"Next year (1982)," he suggests "margins should flatten or possibly turn up, as the cash flow from systems built in the early part of the current construction cycle swells, and the cost of franchising wears down. After that the industry should witness a couple of back-to-back years of dramatic profit growth as capital costs stabilize, while operating revenues continue to increase at an above-average rate. (Depreciation and interest costs equalled 70% of operating profits before such expenses in 1979.)"

In his examination of the FCC's most recent cable figures, those for 1979, (which he says include results he finds "implausible"), Leibowitz notes that advertising revenues represent only .3% of total sales, that payments to pay-cable suppliers represented 40% of reported pay-cable income, that franchise fees represented 2.4% of sales, and that copyright fees were less than 1% of cable revenues in 1979.

The report also contains models of basic subscriber and pay subscriber growth for the next 10 and five years, respectively. The end result of his projections, Leibowitz says, is an 165% increase in industry revenues by 1985, for 21.5% compounded growth annually, and that without considering the possible development of new sources of income. If new sources develop, Leibowitz believes, they would be likely to appear after 1983, as two-way services called for in new franchises blossom. "This would avert the dropoff in industry growth below the 20% rate we are forecasting for 1984," he adds.

Leibowitz analyzes specific aspects of the cable industry, detailing its recent developments from franchising to the Premiere joint venture, and assessing the

prospects for future developments from pay-cable to regulation. Projections he makes along the way include an estimate of 1981 advertising revenues for the Entertainment and Sports Programming Network, CNN, CBS and USA cable networks at \$50 million compared with his estimate of \$15 million industrywide ad revenues in 1980; and that the widespread use of two-way interactive cable system services will not occur until the second half of the decade, because of the time required to wire a sufficient number of systems with two-way capacity.

Taft forecasts poor profit picture

Company's entry into film business blamed for holding revenues down for fiscal year

Taft Broadcasting Inc. anticipates a "substantially lower" profit when its fourth-quarter earnings are announced for the fiscal year ending March 31. Taft Chairman Charles S. Mechem Jr. told a group of security analysts in Los Angeles last Tuesday (March 24) he expects only a modest increase in 1981 revenues, largely due to the lackluster performance of the entertainment division's theatrical product. Mechem told members of the Los Angeles Society of Financial Analysts his firm's entry into the film business was costly, and that four films currently in release "have not performed up to expectations." Nevertheless, the executive maintained Taft will continue to produce about two to five small-budget (\$2 to \$5 million) theatrical features a year.

For the first three quarters of fiscal 1981, ending Dec. 31, Taft reported earnings of \$26.3 million or \$2.69 a share, compared with \$27 million or \$3.10 a share for the previous year.

Mechem conceded that the company's broadcast operations had also been affected by a variety of factors, including the slowdown in advertising placements, the actors' strike, higher production costs and third-place ratings by NBC, with which Taft's stations are affiliated. On the plus side, Mechem noted that TV programs it is involved in producing and distributing, notably *Barnaby Jones* and *Little House on the Prairie*, are doing "very well." He predicted improvement in each of the Taft operating divisions during the coming fiscal year.

Oak-Chartwell suit

Oak Television Inc., a partner in the ON-TV pay television operation in Los Angeles, has asked the California Superior Court to enjoin the system's managing partner, Chartwell Communications Inc., from using partnership funds to pay William M. Siegel \$400,000 a year to serve as general manager and chief executive of ON-TV, despite Oak's objections. Siegel

Bottom Line

Sunny news from Florida. Cost controls are boosting first-quarter results at Miami-based Knight-Ridder Newspapers, Inc. Company president Alvah Chapman said Knight-Ridder is holding costs "under budget" while ad revenues goals are being met. Quarter, therefore, will be up instead of flat to down as anticipated earlier. Company, which is making joint bid with Dow Jones for UA-Columbia Cablevision, also announced separate partnership, with TeleCable Corp, Norfolk, Va. (each to hold 45% interest), and some Tampa, Fla. area residents, to bid for Tampa cable franchise. □

Comcast convertible. Comcast Corp. announced filing with Securities and Exchange Commission for offering of \$20 million of convertible subordinated debentures. Interest and conversion rates are to be determined at time of offering, which will be made through Shearson Loeb Rhoades. Debentures are due 1996, with funds to be used to reduce bank debt and provide working capital and expansion funds. Comcast also closed last week on total of \$14 million in tax-exempt financings for cable expansion.

was brought to ON-TV, known formally as National Subscription Television, by A. Jerrold Perenchio, sole owner of Chartwell Communications Group, of which Chartwell Communications Inc. is a general partner. Perenchio, chairman of Tandem Productions Inc., is also a 50% owner of T.A.T. Communications Co.

Both firms are involved in movie and television production. Oak Television is a subsidiary of San Diego-based Oak Industries Inc., and 51% owner of ON-TV. Oak's lawsuit does not question Siegel's qualifications, but claims it had "refused to consent to the terms and conditions" of Siegel's five-year contract and "refused to co-sign a partnership check reimbursing" Siegel. Oak also alleges that Chartwell and Perenchio "surreptitiously" placed Siegel on the payroll, a fact Oak discovered only after a bookkeeping audit. Chartwell has not filed a formal reply to the suit, and neither side is commenting on the action.

Co-op advertising and broadcasting: a growing trend

The continuous growth in the use of broadcast in cooperative advertising was stressed by several speakers at a workshop of the Association of National Advertisers in New York last week.

In response to a question from the audience at the ANA's one-day workshop on co-op advertising, Edward H. Zimmerman, vice president, co-op development, Advertising Checking Bureau Inc., New York, estimated that 80% of such advertising is now in the printed media, especially newspapers, and the remainder in broadcast. But he noted that the TV-radio share has been growing in recent years and "the trend is definitely to more broadcast."

Zimmerman based his estimate on the 650 companies for which his firm provides auditing services. He said the development by the ANA of proof-of-performance affidavits has helped spur the broadcast increase.

Another panelist, Joseph H. Schoettmer, manager, local advertising, Major

Appliance Business Group, General Electric Co., said he expected co-op advertising on TV and radio to grow by about 1% a year and he forecast that the proportion would climb to 40% broadcast in 10 years.

Arnold Ferber, president of Pinpoint Marketing Inc., New York, noted that some co-op methods are "archaic" and suggested that manufacturers might play a more forceful role in guiding retailers to try a variety of media. Ferber felt that manufacturers might point out the values of different time slots on television or the advantages of scheduling radio or cable television to reach certain targeted audiences.

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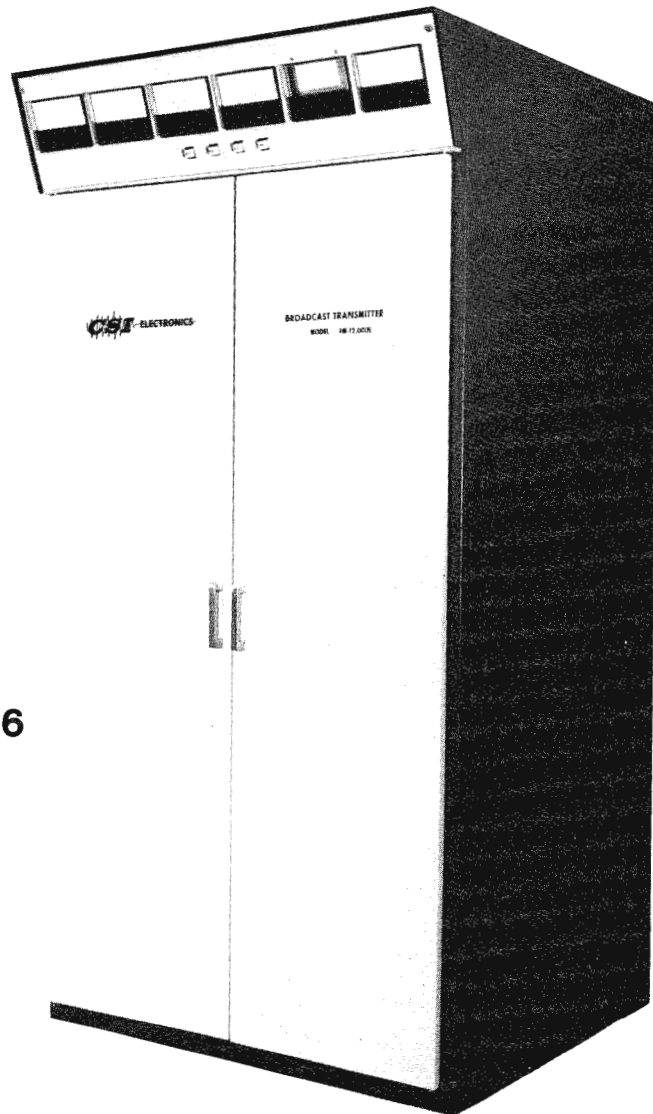
Stock Index

Exchange and Company	Closing March 25	Closing March 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)	Exchange and Company	Closing March 25	Closing March 18	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
BROADCASTING							PROGRAMING						
N ABC	32 7/8	29 7/8	+3	+10.04	6	920	O Chuck Barris Prods.	4 3/8	3 1/2	+ 7/8	+25.00	4	13
N Capital Cities	67	63 1/2	+3 1/2	+ 5.51	13	882	N Columbia Pictures	44	41 3/8	+2 5/8	+ 6.34	13	446
N CBS	57 1/8	56 1/2	+ 5/8	+ 1.10	8	1,592	N Disney	63 5/8	58 1/4	+5 3/8	+ 9.22	16	2,070
N Cox	67 1/2	64 1/4	+3 1/4	+ 5.05	10	912	N Filmways	7	6 3/4	+ 1/4	+ 3.70		44
A Gross Telecasting	28 1/2	27 1/4	+ 1 1/4	+ 4.58	8	22	O Four Star*	1 1/2	1 1/2			15	
O LIN	33 3/4	30 3/4	+3	+ 9.75	12	187	N Getty Oil Corp.	75 1/4	74 1/2	+ 3/4	+ 1.00	9	6,182
N Metromedia	99	100 1/4	- 1 1/4	- 1.24	11	443	N Gulf + Western	16 3/4	16 3/4			4	1,250
O Mooney	9 3/4	9 1/2	+ 1/4	+ 2.63	13	4	N MCA	55 1/2	53 5/8	+ 1 7/8	+ 3.49	9	1,304
O Scripps-Howard	47 1/2	46	+ 1 1/2	+ 3.26	7	122	O Medcom	7	6 5/8	+ 3/8	+ 5.66	25	12
N Storer	35 1/8	34 1/8	+ 1	+ 2.93	11	461	O MGM Film	10 1/8	9	+ 1 1/8	+12.50	7	329
N Taft	27	28 3/4	- 1 3/4	- 6.08	8	264	O Reeves Commun.	40 1/2	35 3/4	+4 3/4	+13.28	29	146
BROADCASTING WITH OTHER MAJOR INTERESTS							SERVICE						
A Adams-Russell	27	24 1/4	+2 3/4	+11.34	22	89	O BBDO Inc.	42	41	+ 1	+ 2.43	9	105
A Affiliated Pubs.	26 7/8	27 1/8	- 1/4	- 9.2	11	138	O Compact Video	21 3/8	20 1/2	+ 7/8	+ 4.26	20	63
N American Family	8 7/8	8 3/8	+ 1/2	+ 5.97	4	109	N Comsat	50 1/4	50	+ 1/4	+ 5.0	11	402
N John Blair	20 1/2	19 7/8	+ 5/8	+ 3.14	6	76	O Doyle Dane Bernbach	17 1/4	16 3/4	+ 1/2	+ 2.98	5	21
N Charter Co.	14 1/4	13 1/2	+ 3/4	+ 5.55	1	389	N Foote Cone & Belding	37	31 3/4	+5 1/4	+6.53	9	101
N Chris-Craft	35 3/4	37 1/8	- 1 3/8	- 3.70	18	112	O Grey Advertising	60	59 1/2	+ 1/2	+ .84	6	36
N Coca-Cola New York	9 3/4	9 1/2	+ 1/4	+ 2.63	22	171	N Interpublic Group	31 5/8	32 1/8	- 1/2	- 1.55	6	141
N Cowles	34 1/4	33 1/8	+ 1 1/8	+ 3.39	23	135	N JWT Group	38	36	+2	+ 5.55	8	116
N Dun & Bradstreet	62 3/8	64 3/4	- 2 3/8	- 3.66	19	1,739	O MCI Communications	13 3/4	13 5/8	+ 1/8	+ .91	69	503
N Fairchild Ind.	26 3/4	25 7/8	+ 7/8	+ 3.38	8	305	A Movielab	6 1/4	6 1/4			5	10
N Fuqua	13 5/8	13 1/2	+ 1/8	+ .92	3	173	A MPO Videotronics	5 1/2	5 1/2			15	3
N Gannett Co.	40 1/4	39 1/2	+ 3/4	+ 1.89	10	2,176	O A.C. Nielsen	38 7/8	35 1/8	+3 3/4	+10.67	16	436
N General Tire	25	25			10	602	O Ogilvy & Mather	27 1/4	26 3/4	+ 1/2	+ 1.86	8	112
O Gray Commun.	56 1/2	56 1/2			12	27	O Telemation	2 2	2			12	2
N Harte-Hanks	31	30 5/8	+ 3/8	+ 1.22	15	295	O TPC Communications	5 7/8	5 5/8	+ 1/4	+ 4.44	42	5
O Heritage Commun.	15 7/8	14 3/4	+ 1 1/8	+ 7.82	8	85	N Western Union	23 3/4	22 3/8	+ 1 3/8	+ 6.14		360
N Insilco Corp.	23 1/4	22	+ 1 1/4	+ 5.68	10	250	ELECTRONICS/MANUFACTURING						
N Jefferson-Pilot	28 3/8	28 1/4	+ 1/8	+ .44	6	621	O AEL Industries	15 1/8	12 7/8	+2 1/4	+17.47		25
O Marvin Josephson	12 1/4	12 1/2	- 1/4	- 2.00	8	28	N Ampex	33 3/4	33 3/4			16	392
N Knight-Ridder	32 1/8	30 3/4	+ 1 3/8	+ 4.47	12	1,039	N Arvin Industries	15 7/8	15 3/8	+ 1/2	+ 3.25	8	123
N Lee Enterprises	25 1/2	25 3/8	+ 1/8	+ .49	12	182	A Cetec	7	7 1/4	- 1/4	- 3.44	9	14
N Liberty	16 1/8	15 1/2	+ 5/8	+ 4.03	6	205	O Chyron	12 1/4	12	+ 1/4	+ 2.08	20	15
N McGraw-Hill	48 1/8	45 1/8	+ 1	+ 2.21	15	1,146	A Cohu	10	8 3/4	+ 1 1/4	+14.28	14	16
A Media General	34 3/4	35	- 1/4	- .71	9	251	N Conrac	19 5/8	19 3/8	+ 1/4	+ 1.29	8	41
N Meredith	57 1/4	53 7/8	+3 3/8	+ 6.26	8	180	N Eastman Kodak	81 1/8	79 3/4	+ 1 3/8	+ 1.72	13	13,092
O Multimedia	32 1/8	31 1/2	+ 5/8	+ 1.98	17	323	O Elec Missile & Comm.	7	6 5/8	+ 3/8	+ 5.66	88	19
A New York Times Co.	29 3/4	30 1/2	- 3/4	- 2.45	9	356	N General Electric	67 1/4	67 7/8	- 5/8	- .92	11	15,243
N Outlet Co.	35 1/2	33 5/8	+ 1 7/8	+ 5.57	51	89	N Harris Corp.	54	51 3/4	+ 2 1/4	+ 4.34	20	1,661
A Post Corp.	24 1/2	26 7/8	- 2 3/8	- 8.83	12	44	O Intl. Video*	5 8	5 8				1
N Rollins**	19 7/8	18 3/8	+ 1/2	+ 2.58	8	542	O Microdyne	23	23 1/4	- 1/4	- 1.07	17	61
N San Juan Racing	18 5/8	18 7/8	- 1/4	- 1.32	21	46	N M/A Com. Inc.	29 3/8	27 7/8	+ 1 1/2	+ 5.38	26	980
N Schering-Plough	34 7/8	35 7/8	- 1	- 2.78	8	1,851	N 3M	64 1/4	62	+ 2 1/4	+ 3.62	11	7,483
O Stauffer Commun.*	46	46			11	46	N Motorola	71	68 7/8	+ 2 1/8	+ 3.08	13	2,026
A Tech Operations	21 7/8	21	+ 7/8	+ 4.16	24	23	O Nippon Electric	77 1/8	73 3/8	+ 3 3/4	+ 5.11	59	2,532
N Times Mirror Co.	48	46 1/4	+ 1 3/4	+ 3.78	11	1,637	N N. American Philips	47	45 3/4	+ 1 1/4	+ 2.73	7	565
O Turner Bcstg	18 1/2	20	- 1 1/2	- 7.50		185	N Oak Industries	59 5/8	54 5/8	+ 5	+ 9.15	20	324
A Washington Post	25 1/8	25 5/8	- 1/2	- 1.95	10	352	A Orrox Corp.	8 7/8	8 5/8	+ 1/4	+ 2.89	29	14
N Wometco	18 1/8	18 1/2	- 3/8	- 2.02	8	240	N RCA	26 3/4	27 5/8	- 7/8	- 3.16	7	2,005
CABLE							INDUSTRIAL AVERAGE						
A Acton Corp.	16 1/8	17 1/4	- 1 1/8	- 6.52	11	49	Standard & Poor's 400	154.20	151.92	+ 2.28			
N American Express	46 1/2	48 1/8	- 1 5/8	- 3.37	9	3,314	Industrial Average						
O Burnup & Sims	13 7/8	13 5/8	+ 1/4	+ 1.83	17	123							
O Comcast	31 1/4	30	+ 1 1/4	+ 4.16	35	80							
O Entron*	5	5			5	4							
N General Instrument	99 3/8	91 1/8	+ 8 1/4	+ 9.05	17	875							
O Rogers Cablesystems	10 1/4	10 1/8	+ 1/8	+ 1.23	20	194							
O Tele. Communications	31 3/8	30 1/4	+ 1 1/8	+ 3.71	30	747							
N Teleprompter	34 3/4	34	+ 3/4	+ 2.20	29	591							
N Time Inc.	65 1/2	66	- 1/2	- .75	13	1,843							
O Tocom	15 3/4	14 3/4	+ 1	+ 6.77		51							
O UA-Columbia Cable	72 3/4	69	+ 3 3/4	+ 5.43	53	244							
O United Cable TV	28 1/8	27 1/8	+ 1	+ 3.68	19	275							
N Viacom	56 1/4	54 5/8	+ 1 5/8	+ 2.97	21	250							

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. *** Rollins stock split 2 for 1 + Stock traded at less than 12.5 cents.

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Teleprompter stockholder files suit over price per share set in Westinghouse merger

A stockholder in Teleprompter Corp., New York, intent on raising the ante, has filed a suit against Teleprompter and the Westinghouse Broadcasting Co. in connection with the proposed merger of the two companies (BROADCASTING, Oct. 20, 1980).

The plaintiff said in a complaint in New York State Supreme Court that the price of \$38 per share to be paid by Westinghouse to Teleprompter stockholders is "unfair and inadequate." The stockholder, Rueben Turek, does not seek to prohibit or restrain the consummation of the proposed merger.

He described his action as a class action suit and seeks judgment against the defendants for himself and the purported plaintiff class in the amount of \$12 per share of Teleprompter common stock owned by the plaintiffs at the time of the proposed merger.

At \$38 per share, the value of the transaction is estimated at \$646 million.

The complaint also alleges that certain special inducements and considerations were paid to certain directors of Teleprompter or their affiliates to cause the board of directors to breach its fiduciary

duty in approving the proposed consolidation and that Westinghouse and its defendant subsidiaries aided and abetted that breach of duty.

Both Teleprompter and Westinghouse denied the charges and said they intend to defend the action vigorously.

Teleprompter shareholders are scheduled to vote on the proposed consolidation at a special meeting in New York on April 2. The merger has been ap-

proved by the boards of Westinghouse Electric Corp. and Westinghouse Broadcasting.

Also named as defendants in the purported class action are Westinghouse Electric, certain of its subsidiaries, some former shareholders of Teleprompter, all of its directors and the investment banking firm that gave an opinion to the Teleprompter board as to the fairness of the proposed purchase price.

Changing Hands

PROPOSED

■ **KXL-AM-FM** Portland, Ore.: Sold by Kaye-Smith Enterprises to Alexander Broadcasting Corp. for \$5.2 million. Seller is owned 80% by actor Danny Kaye and wife, Sylvia, and 20% by Lester Smith, president and owner of Alexander Broadcasting. Kayes have also sold to Smith, subject to FCC approval, their interests in **KJRB(AM)-KESZE(FM)** Spokane, Wash. (BROADCASTING, Feb. 23), and **KISW(FM)** Seattle (BROADCASTING, March 16). This sale completes Kayes' divestiture of broadcast interests. Smith also owns 20% of Audio Electronics Corp., Cincinnati-based Muzak franchise, and is limited partner with Kaye in Seattle Mariners, profes-

sional baseball team. **KXL** is on 750 khz with 50 full time. **KXL-FM** is on 95.5 mhz with 100 kw and antenna 990 feet above average terrain.

■ **WTLC(FM)** Indianapolis: Sold by Community Media Corp. to Broadcast Enterprises National Inc. for \$3,732,000. Seller is owned by Frank Lloyd (73.77%), Judith Barrett (14.75%) and Robert Davies (11.48%). They have no other broadcast interests. Seller is Philadelphia-based group owner of four AM's, two FM's and one TV; Ragan Henry is president and principal owner. He has bought, subject to FCC approval, **WKTQ(AM)** Pittsburgh (BROADCASTING, Nov. 3, 1980) and sold **WGIV(AM)** Charlotte, N.C. (BROADCASTING, March 16). **WTLC** is on 105.7 mhz with 50 kw and antenna 450 feet above average terrain. Broker: Milton Q. Ford & Associates.

■ **WSIL-TV** Harrisburg, Ill., and **KPOB-TV** Poplar Bluff, Ill.: Sold by Turner-Farrar Inc. to Macauley Nicholes (46%), John Kirby (46%), Robert Wilson (5%) and Ruth Pruett (3%) for \$3 million. Seller is owned by O.L. Turner, who has no other broadcast interests. Nicholes is president and principal owner of **WEBQ-AM-FM** Harrisburg, which he is selling (see below). Kirby owns cable systems serving Newton and Vandalia, both Illinois. Wilson is CPA and Pruett is investor, both of Harrisburg. They have no other broadcast interests. **WSIL** is ABC-TV affiliate on ch. 3 with 100 kw visual, 20 kw aural and antenna 880 feet above average terrain. **KPOB** is satellite of **WSIL-TV** on ch. 15 with 15.1 kw visual, 1.58 kw aural, and antenna 620 feet above average terrain.

■ **WONN(AM)** Lakeland and **WPVC(FM)** Winter Haven, both Florida: Sold by **WONN** Inc. to Hall Communications Inc. for \$2 million. Seller is owned by Herbert S. Stewart (51%), Leonard H. Marks (45%) and son, Stephen (4%). They have no other broadcast interests. Senior Marks is partner in Washington communications law firm, Cohn & Marks. Buyer is Norwich, Conn.-based group owner of five AM's and four FM's; Robert M. Hall is president. **WONN** is on 1230 khz with 1 kw day and 250 kw night. **WPVC** is on 97.5 mhz with 100 kw and antenna 499 feet

MAJOR MARKET

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3/30/81

above average terrain. Broker: Blackburn & Co.

■ **KSNS(FM)** Lake Charles, La.: Sold by Media Inc. to Radio 96 Inc. for \$825,000. Seller is owned by Russell Keene II, who has no other broadcast interests. Buyer is owned by J.D. Osburn and Kenneth R. Reynolds (50% each). They also own **KYKX(FM)** Longview, **KEAN-AM-FM** Abilene and **KYKS(FM)** Lufkin, all Texas. **KSNS** is on 96.1 mhz with 100 kw and antenna 430 feet above average terrain.

■ **WEBQ-AM-FM** Harrisburg, Ill.: Sold by Harrisburg Broadcasting Corp. to Turner-Farrar Inc. for \$700,000. Seller is principally owned by Macauley Nicholes. Buyer is owned by O.L. Turner, who also owns **WSIL-TV** Harrisburg and **KPOB-TV** Poplar Bluff, Mo., which he has sold to Nicholes and others. **WEBQ(AM)** is on 1240 khz with 1 kw day, 500 w night. **WEBQ-FM** is on 99.9 mhz with 50 kw and antenna 310 feet above average terrain.

■ **WVBS(AM)-WPJC(FM)** Burgaw, N.C.: Sold by Smiles East Inc. to The River Broadcasting Co. of North Carolina for \$692,000. Seller is owned by Norman J. Suttles and Derwood H. Goodwin (45% each) and John E. Ingraham (10%). Suttles and Goodwin each own 21.82% of **WFOG-AM-FM** Suffolk, Va., and 31.3% of **WPJL(AM)** Raleigh, N.C., and **WDIX(AM)-WPJS(FM)** Orangeburg, S.C. Ingraham owns 5.45% of **WFOL-AM-FM** and 9.7% of **WDIX-WPJS**. They also sold, subject to FCC approval, **WJL(AM)** Winter Park, Fla. (BROADCASTING, March 16). Buyer is principally owned by George E. Pine II, son, George III, David Rousso and Wayne Rogers. Elder Pine is regional manager for McGavren-Guild Inc., New York radio representative. Younger Pine is Lake Village, Ark., farmer. Rousso and Rogers are Los Angeles-based real estate developers and investors. Pines each own 23.75%, and Rousso and Rogers each own 9.9% of **WNIX(AM)** Greenville, Miss. **WVBS** is on 1470 khz with 1 kw day. **WPJC** is on 99.9 mhz with 100 kw and antenna 520 feet above average terrain.

■ **WGVA(AM)** Geneva, N.Y.: Sold by Radio Geneva Inc. to Seneca Lake Broadcasting Corp. for \$450,000. Seller is owned by Milton Jacobson and Samuel Semel (50% each). They have no other broadcast interests. Buyer is owned by Daniel F. Gordon, former reporter for *Poughkeepsie [N.Y.] Journal*. He has no other broadcast interests. **WGVA** is on 1240 khz with 1 kw day and 250 w night. Broker: Keith W. Horton Co.

■ **KNOT-AM-FM** Prescott, Ariz.: Sold by Parkell Broadcasting Inc. to Payne Prescott Broadcasting Co. for \$420,000. Seller is owned by Boyd J. and John K. Browning, brothers. They have no other broadcast interests. Buyer is owned by William F. and John Payne, brothers (50% each). They also own **KCUZ(AM)** Clifton and construction permit for **KFMM(FM)** Thatcher, both Arizona. **KNOT(AM)** is on 1450 khz with 1 kw day and 250 w night. **KNOT(FM)** is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

■ **KPOD(AM)** Crescent City, Calif.: Sold by William E. Stamps to Florence M. Poorman for \$400,000. Stamps has no other broadcast interests. Poorman is Westminister, Calif., school district employe and has no other broadcast interests. **KPOD** is on 1240 khz with 1 kw day and 250 w night.

■ **KJTV(TV)** (construction permit) Amarillo, Tex.: Sold by Amarillo Family Television to Ray Moran for **KRIZ(FM)** Roswell, N.M., plus \$325,000. Seller is owned by Gary L. Acker (100%). Acker also owns 100% of **KWAS(FM)** Amarillo; 100% of **WROS(FM)** Jacksonville, Fla.; 80% of **KJAK(FM)** Slaton, Tex.; 50% of **KFIX(FM)** Laredo, Tex.; 50% of **KEPT(FM)** Shreveport, La., and 25% of **KLFJ(AM)** Springfield, Mos. In addition to **KRIZ**, buyer, Ray Moran, also owns **KRSY(AM)** Roswell, **KTEZ(FM)** Lubbock, Tex., and 30% of **KRZY(AM)-KRST(FM)** Albuquerque, N.M. **KJTV**, not on air, is assigned ch. 14 with 126 kw visual, 20.4 kw aural, and antenna 832 feet above average terrain.

■ **KRIZ(FM)** Roswell, Tex.: Traded by Ray Moran to Gary L. Acker as partial payment for **KJTV(TV)** Amarillo, Tex. (see above). **KRIZ** is on 97.1 mhz with 25 kw and antenna 235 feet above average terrain.

■ **WKRW(AM)** Cartersville, Ga.: Sold by Bartow Radio Corp. to Empire Radio Ltd.

for \$242,000. Seller is owned by Don H. Kordecki, who has no other broadcast interests. Buyer is owned by Julia N. Frew (80%) and daughter, Julie (20%). Julia Frew is former manager and co-owned of **WYXI(AM)** Athens, Ga. Julie is student. They have no other broadcast interests. **WKRW** is on 1270 khz with 500 w day.

■ **WYOK(AM)** Soperton, Ga.: Sold by Center Broadcasting Inc. to Terry D. Meeks for \$232,000. Seller is owned by H. Fred Tippett and wife, Dona Jean (50% each). They have no other broadcast interests. Meeks is Lyons, Ga., contractor and real estate developer. He has no other broadcast interests. **WYOK** is on 1000 khz with 1 kw day.

■ Other proposed ownership changes include: **WCOX(AM)** Camden, Ala.; **KRXX(AM)** Seward, Alaska; **KSRM(AM)-KQOK(FM)** Soldotna, Alaska; **WHS(FM)** Key West, Fla.; **KLIK(AM)-KJFF(FM)** Jefferson City, Mo.; **KBUG(AM)** Springfield, Mo.; **WOLF(AM)** Syracuse, N.Y. and **KEAM(AM)** Nederland, Tex. (see "For the Record," page 82).

APPROVED

■ **KENI-TV** Anchorage - **KFAR-TV** Fairbanks, both Alaska: Sold by Midnight Sun Broadcasters Inc. to Zaser and Longston Inc. for \$4.6 million. Seller is group owner of four AM's and three TV's with more than 50 stockholders. Alvin O.

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Bramstedt is president, general manager and 21.3% owner. Its other broadcast properties are also for sale: KENI(AM); KFAR(AM); KINY-AM-TV Juneau, and KTKN(AM) Ketchikan, all Alaska. Deal to sell entire portfolio three years ago fell through when contested by Alaskans for Better Media, consumer group that claimed that concentration of media holdings in one group would not be in public interest (BROADCASTING, Nov. 28, 1977). Buyer is owned by Jessica L. Longston whose firm owns various real estate in Northwest. She also owns KSEM(AM) Moses Lake, Wash., and CP for FM there. KENI-TV is NBC affiliate on ch. 2 with 28.8 kw visual, 5.68 kw aural and antenna 180 feet above average terrain. KFAR-TV is ABC affiliate with secondary NBC affiliation on ch. 2 with 5.37 kw visual, 676 w aural and antenna 45 feet above average terrain.

■ WKOS(FM) (formerly WMTS-FM) Murfreesboro, Tenn.: Sold by Hale Broadcasting Inc. to WKOS Inc. for \$2,372,000. Seller is owned by Monte Hale who has also sold WMTS(AM) Murfreesboro (see below). Buyer is owned by Thomas V. Armshaw, Murray Moss and Joseph Wolf (one-third each). Armshaw is president and general manager of WRQK(FM) Greensboro, N.C., which group also owns. Moss is Los Angeles investor. Wolf is Los Angeles attorney. They have announced plan to acquire full complement of FM stations within next five years, concentrating

on top 25-50 markets (BROADCASTING, July 21, 1980). Armshaw also has one-third interest in WPET(AM) Greensboro. WKOS is on 96.3 mhz with 20 kw and antenna 170 feet above average terrain.

■ WMTS(AM) Murfreesboro, Tenn.: Sold by Monte Hale to John McCreery for \$1.23 million. Seller has also sold WKOS(FM) Murfreesboro (see above). Buyer has been general manager of WMTS since June 1980. He also owns 4% of WNOI(FM) Flora, Ill. WMTS is on 810 khz with 5 kw day.

■ WHTC-AM-FM Holland, Mich.: Sold by Holland Broadcasting Co. to Holland Communications Inc. for \$1 million. Seller is owned by Willard C. Wichers, Nelson Bosman, P. T. Cheff, I. H. Marsilje and Wilfred A. Butler Family Trust (20% each). They have no other broadcast interests. Buyer is owned by Michael R. Walton (84%) and father, Robert J., and E. Blake Blair III (8% each). Robert J. Walton also owns WHBL(AM)-WWJR(FM) Sheboygan, Wis. Others have no other broadcast interests. WHTC is on 1450 khz with 1 kw day and 250 w night. WHTC-FM is on 96.1 mhz with 41 kw and antenna 295 feet above average terrain.

■ WHHH(AM) Warren, Ohio: Sold by Tribune Chronicle of Warren, Ohio, to Frank Mangano for \$1 million. Seller is owned by Helen Hart Hurlbert Trust, Zell Draz, trustee. Draz, daughter of Hurlbert, is publisher of *Tribune Chronicle* newspaper. Trust has no other broadcast interests.

Buyer is East Liverpool, Ohio-based real estate investor who also owns WOHI(AM)-WLFA(FM) East Liverpool. WHHH is on 1440 khz with 5 kw full time.

■ KCOG(AM)-KMGO(FM) Centerville, Iowa: Sold by Chariton Valley Broadcasting Co. to KMGO/KCOG Inc. for \$875,000. Seller is owned by Michael G. and John O'Connor, brothers, Paul Ahrens and Edward F. Bock, (25% each). They also own KCHE(AM) Cherokee, Iowa. Bock also owns 22.2% of KCCY(FM) Pueblo, Colo.; 20% of WCCI(FM) Savannah, Ill., and 17% of WBLM(FM) Lewiston, Me. Buyer is owned by Joyce Dennison (50.5%) and husband, Paul L. (49.5%). They own KILJ(FM) Mount Pleasant, Iowa. KCOG is on 1400 khz with 500 w day and 250 w night. KMGO is on 98.7 mhz with 100 kw and antenna 450 feet above average terrain.

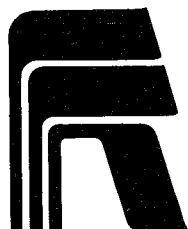
■ KLOC(AM) Ceves, Calif.: Sold by KLOC Broadcasting Inc. to Clock Broadcasting Inc. for \$500,000. Seller is owned by Chester Smith (51%), Enoch S. Christoffevsen (13%), Melvin Quevo (12%), Albert I. Chance (7%) and five others. Quevo owns 50% of new TV applicant for Chico, Calif. Others have no other broadcast interests. Buyer is owned by Armour C. Smith and Joseph A. Saletta (25.5% each), Midway McKittrick Oil Corp. (40%), Merle L. Lancey and Clarkson B. Bradford Jr. (4.5% each). Saletta is president of Midway McKittrick Oil Corp. Smith owns transfer and storage businesses in California. Lancey is land developer, and Bradford owns lumber company, both in Modesto, Calif. They have no other broadcast interests. KLOC is on 920 khz with 500 w day.

■ Other approved station sales include: WAKA(AM) Gainesville, Fla.; KOYY-AM-FM El Dorado, Kan.; WJRO(AM) Glen Burnie, Md.; WTVB(AM)-WNWN(FM) Coldwater, Mich.; WMYQ-AM-FM Newton, Miss.; KFTW(AM) Fredericktown, Mo., and WEND(AM) Edensburg, Pa.

CABLE

■ Cable system serving Sutherlin and Oakland, both Oregon: Sold by Clear View Cable TV Inc. to Tidle Communications for \$1 million. Seller is owned by Eldon J. Letsom and wife, Barbara (50% each). They also own and operate cable system serving Drain and Yoncalla, Oregon. Buyer is owned by Bill Bauce, Chuck Roth and Dusty Davidson. They also have bought cable system serving Oakridge, Ore. (see below). Sutherlin-Oakland system serves 1,800 basic subscribers and passes 2,300 homes. Broker: Daniels & Associates.

■ Cable system serving Oakridge, Ore.: Sold by Northwest Cable TV to Tidle Communications for approximately \$800,000. Seller is First National Bank of Oregon for estate of Bale Randal Clark. Buyer is owned by Bill Bauce, Chuck Roth, and Dusty Davidson. They recently bought cable system for Sutherlin-Oakland, Ore. (see above). Oakridge system serves 1,900 basic subscribers and passes 2,000 homes.



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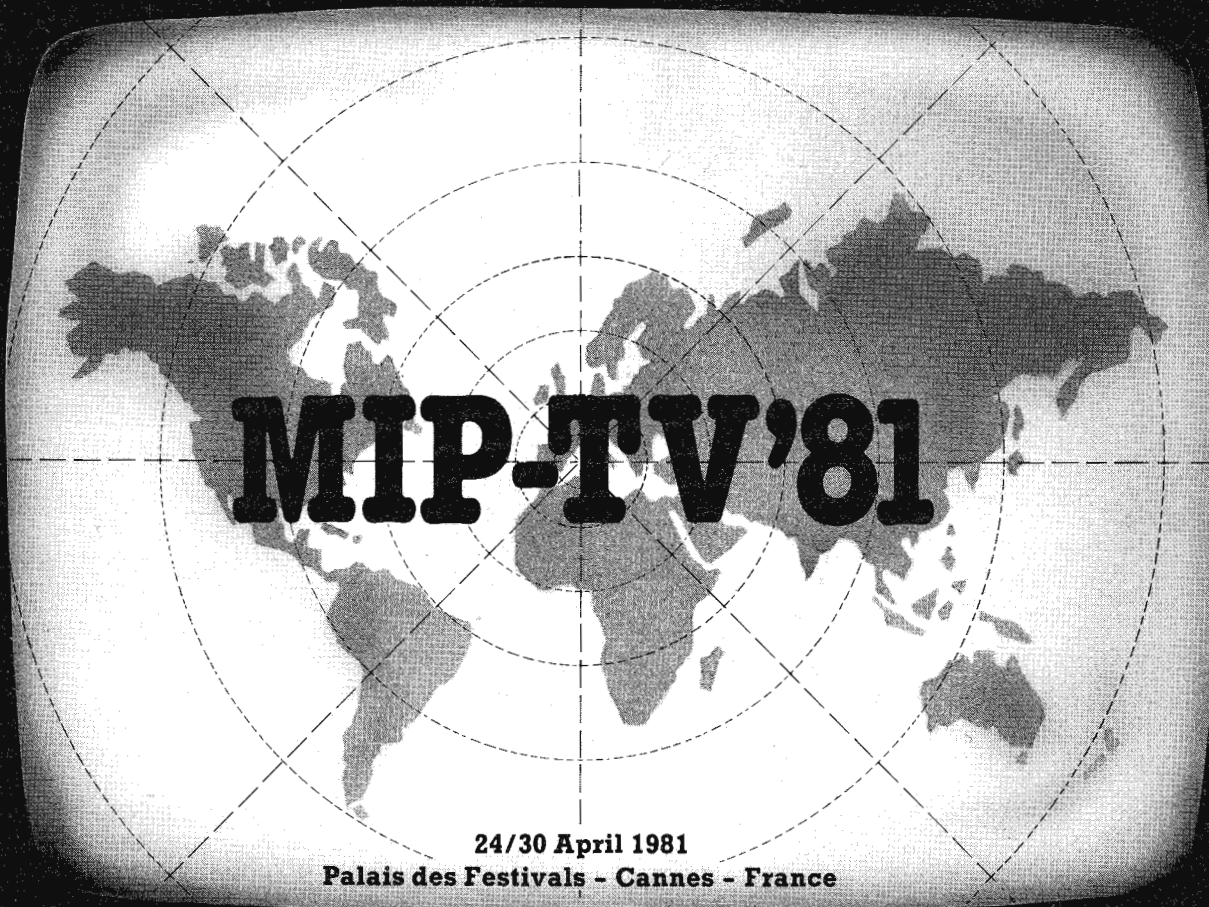
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Bill to establish U.S. policy council for international communications ready for hearing

The United States' leadership role in supplying technology for international communications and information flow is threatened by certain other countries' policies limiting trade and freedom of information. The U.S. government is unprepared to negotiate agreements with these countries, because its communications policymaking is too compartmentalized to recognize and respond to the problem effectively.

These are the findings of a report to the House Committee on Government Operations completed late last year, entitled "International Information Flow: Forging a New Framework." The report is the basis for a bill to create an executive council to coordinate U.S. policy for international trade in communications technology and the flow of information, primarily through common carriers.

Introduced in mid-February by Representative Glenn English (D-Okla.) the In-

ternational Communications Reorganization Act will be the subject of hearings by the Government Operations Subcommittee on Government Information and Individual Rights on March 31 and April 2. Although the bill's primary purpose is to solve problems for common carrier and equipment companies trading internationally, it is meant also to address "the erosion around the world of the basic democratic principle of the free flow of information."

A growing number of countries, according to the committee's report, are erecting barriers against trade in common carrier technology and free information exchange with the United States and other countries, for reasons both economic and political. "Whether or not the United States agrees," says the report, "the other nations of the world—particularly our trading partners in Canada, Japan and Europe—are in the midst of developing, or have developed, comprehensive plans and policies which deal with the full range of information flow questions in an integrated manner."

To allow the U.S. to develop its own policy, the bill (H.R. 1957) would create an executive-level Council on International Communications and Information. Headed by an executive secretary appointed by the President, the council

would have as its members the secretaries of state and commerce, the chairman of the FCC, the United States trade representative, the director of the Office of Management and Budget, and the assistant to the President for National Security Affairs.

According to the bill, the council shall "coordinate the policies and activities of all federal agencies involving international communications and information," and shall "review all policy determinations of federal agencies, and all proposed statements of United States policy by such agencies, relating to international communications and information, and to approve, disapprove or modify any such policy determination or proposed statement."

Moral Majority attacks attackers

Organization uses full-page newspaper ads to rebut claims of TV producer Norman Lear and others about its tactics and policies

Moral Majority took full-page newspaper ads last week to explain why "Norman Lear, George McGovern, the ACLU and others continually attack the philosophies and progress of movements like Moral Majority Inc."

The ad, undertaking to specify what Moral Majority is and isn't, what it is for and against and how it is "contributing to bringing America back to moral sanity," carried a headline ascribed to the Rev. Jerry Falwell, president of the organization: "They have labeled Moral Majority the Extreme Right because we speak out against Extreme Wrong."

There are two references, both implicit, to the campaign conducted by Coalition for Better TV, of which Moral Majority is a leading member, to boycott advertisers in TV programming deemed inappropriate for its inclusion, especially, of sex, violence and profanity.

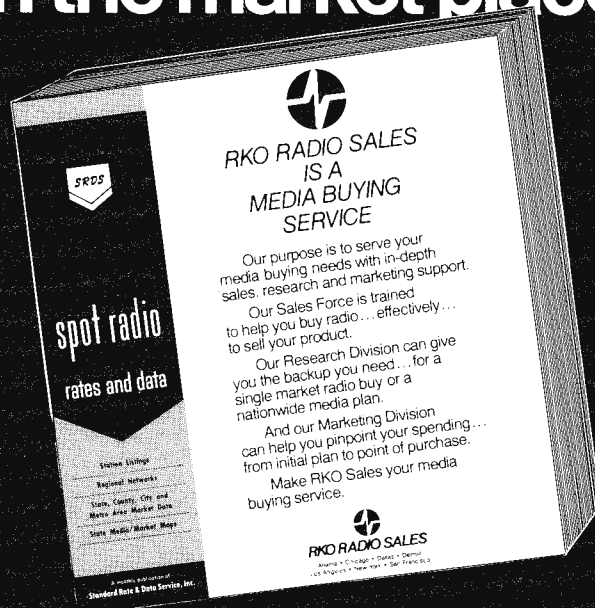
One reference is contained in a paragraph under the headline "We oppose pornography":

"While we do not advocate censorship, we do believe that education and legislation can help stem the tide of pornography and obscenity that is poisoning the American spirit today. Economic boycotts are a proper way in America's free enterprise system to help persuade the media to move back to a sensible and reasonable moral stance. We most certainly believe in and are willing to fight for First Amendment rights for *everyone*. We are *not* will-



Meridian transfer. Southern Television Corp. has sold, subject to FCC approval, WTKO-TV Meridian, Miss., to Channel Two Television, Houston, for \$11 million (BROADCASTING, March 23). Shown above (l-r) are Robert F. Wright, president, Southern Television; William B. Hobby Jr., lieutenant governor of Texas and chairman of Channel Two, and Jack Harris, president of Channel Two, signing contracts initiating the deal.

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ing to sit back while many television programs create cesspools of obscenity and vulgarity in America's living rooms."

The second reference is in a discussion under the headline "We are not a censorship organization," which says in part: "...we feel that all Americans have the right to refuse to purchase products from manufacturers whose advertising dollars support publications and television programming which violated their own morality code."

The ad says that "millions of Americans have already joined Moral Majority," and adds: "The pornographers are angry. The amoral secular humanists are livid. The abortionists are furious. Full-page ads employing McCarthy-like fear tactics, are appearing in major newspapers. The sponsors of these ads, of course, are attempting by these means to raise funds for themselves."

"The opposition has every right to legally promote their goals and attack ours. But, certainly, we have that same right."

The ad ends with an invitation, and accompanying coupon, to "join our ranks."

The ad appeared in the *Wall Street Journal*, *New York Times*, *Washington Post* and 14 newspapers in Moral Majority's headquarters state, Virginia, and will appear in the monthly *Moral Majority Report*, which leaders said goes to more than 600,000 subscribers. They said it may also run in other papers later, if supporters wish.



Feted in Washington. Gannett Broadcasting Group executives went to Capitol Hill in Washington to receive national recognition for its local stations' sponsorship of health affairs. The honor was in the form of the national media award of the National Health Screening Council for Volunteer Organizations. Gannett Broadcasting Group President Alvin G. Flanagan accepted the award from Representative Albert Gore Jr. (D-Tenn.), who is a congressional sponsor of that effort to provide preventive-medicine checkups using volunteer help. Singled out for promotion and sponsorship of local health fairs were Gannett's KBTW-TV Denver; KPNX-TV Phoenix; KOCO-TV Oklahoma City; WLKY-TV Louisville, Ky.; WPTA-TV Fort Wayne, Ind., and KSDO-TV San Diego. Left photo: Flanagan speaking during the Caucus Room ceremony as Senator Strom Thurmond (R-S.C.) listens. Right photo: Senator Barry Goldwater (R-Ariz.) makes a presentation to KPNX-TV President and General Manager C. E. (Pep) Cooney (r).

Watch out for Selcom in the Northeast

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Intermedia

CBS appeals per-use. CBS petitioned U.S. Supreme Court last week to reconsider its refusal to hear CBS appeal from lower court decision dismissing CBS per-use suit against major music-licensing organizations (BROADCASTING, March 9). CBS said case presents issue that is "conceptually the same" as in medical-fees case that court has agreed to hear, and should be consolidated with it for hearing. Court followers considered it long-shot bid by CBS, saying court rarely grants reconsideration petitions.

Antitrust symposium. "Broadcasting and Antitrust: Living With Your Competition" is title of conference being planned by National Association of Broadcasters and Communications Media Center of New York Law School in New York. Scheduled for May 20 at Media Center, conference will feature presentations from legal experts including Erwin Krasnow, NAB general counsel; Michael Botein, special consultant to New York office of Weil, Gotschal & Marges; Stanley Gorenson, Antitrust Division, Department of Justice, and Philip Verveer, attorney with Washington firm of Pierson, Ball & Dowd. Registration fee is \$50 for NAB members, \$125 for others.

Piracy watch. Britain's program producers are banding together to fight increasing problem of illegal videocassette copying of television programs. Video Copyright Protection Society, joint venture of BBC and Society of Film Distributors, hopes to educate public on financial losses through illegal copying and sale of television programs and films. It also plans to draw up code of practice for film laboratories and video duplication houses, and to investigate illegal traffic in home videocassettes.

Movin' on. Showtime pay cable network will vacate present New York offices (where it shares floor with one of two corporate parents, Viacom) for larger quarters on entire 37th floor of Paramount Plaza Building, 1633 Broadway. Occupancy is expected by midsummer.

Unions meet cable. Representatives of Screen Actors Guild and American Federation of TV and Radio Artists have joined for first time in negotiating talent contract with Home Box Office, nation's largest pay cable network. SAG and AFTRA are also discussing first-year agreement for their members involving cable advertising. Representing commercial producers in those talks is Joint Committee on Broadcast Talent Union Relations of Association of National Advertisers and American Association of Advertising Agencies.

Who's boss. Cox Cable Communications has changed name of its San Diego system, largest single cable system with 207,000 basic subscribers, from Mission Cable TV to Cox Cable San Diego.

Good financial news for RFE/RL

Reagan budget proposals give funding increase to both services

Reaganomics may be bitter medicine for most government programs outside defense, but not for U.S. propaganda and information efforts aimed at countering Soviet influence and spreading word of the U.S. around the world. Radio Liberty and Radio Free Europe would receive about \$87 million more in operating funds under the Reagan budgets over the next two years than they would under those proposed by former President Carter. And Reagan plans essentially to keep Carter's proposals for the Voice of America, which involve an \$81-million increase in fiscal year 1982.

The Reagan proposals reflect administration determination to carry out Reagan's campaign pledge to tell the world of the superiority of the American system over Communism. And administration officials see the relatively small increases in the two broadcast services as an inexpensive way of engaging in that kind of debate worldwide.

Radio Liberty, which broadcasts news of the Soviet Union into that country, and Radio Free Europe, which offers domestic news to listeners in other Soviet bloc countries, are to be given the principal role in the ideological battle. National Security Council staff members, backed by NSC chief Richard Allen, are said to have taken the lead in proposing the increase for the two services, which are funded through the Board for International Broadcasting.

The Reagan administration is seeking a \$600,000 supplemental appropriation for RL/RFE in 1981, for a new total of \$100,300,000, as well as authority to divert to operational uses \$2,400,000 now earmarked for relocating RL/RFE personnel back to the U.S. The Reagan administration no longer plans those relocations. Much of the \$3 million total would be used to replace facilities lost in the bomb blast that wrecked the RL/RFE headquarters in Munich last month, as well as to initiate a new service aimed at Soviet central Asia.

The administration is seeking \$4 million more for 1982 than the \$94,317,000 Carter had requested. The reduction from 1981 is more apparent than real, since \$3 million of the 1981 funds is to meet currency devaluation needs, and would be carried over to 1982.

The major news in the budget for VOA—whose mission is to disseminate news of the U.S. worldwide—is the \$81 million being sought in 1982 to build relay stations in Sri Lanka and Botswana to transmit programming to South Asia and Africa. All told, the Reagan administration is seeking \$187,616,000 for the VOA next year, about \$1.2 million less than Carter had proposed.

Both the Carter and the Reagan budgets

for 1981 proposed about \$101.5 million for the Voice. But the Reagan administration would include \$1.2 million to keep open a VOA shortwave facility in Bethany, Ohio, that is heard in South America and Africa. The funds would be transferred from an account that was to finance an increase in personnel to do additional foreign language broadcasts. However, the Voice still plans to add the 64 3/4 hours of new programming weekly, to a total of 929 hours and 15 minutes by the end of 1981.

The Voice will add its 40th language in April, when it begins broadcasting in Azeri to the Soviet Republic of Azerbaijan, which borders on Iran.

Rules of the Boston franchising game

Boston's eight cable television franchise applicants have until April 23 to file final bids for a 120-channel, two-way system. The winner will have to give 5% of its annual gross revenues to a nonprofit community access corporation, 3% to the city and offer Boston residents bonds in its company.

A request for proposals report contains these specifications among "the minimum standards" Boston expects of final applicants. Boston Mayor Kevin H. White's introduction to the report calls the requirements flexible "to encourage maximum imagination and innovation" from the applicants.

There are eight preliminary applicants for the franchise the city estimates may cost \$65 million to build: Warner Amex, Times Mirror Co., Rollins CableVision, Boston Cablevision Services, Cablevision Systems of Boston, Abetta Corp., American Cablevision of Boston and Tribune Cable of Boston.

After the primary application deadline last November, Boston cable TV coordinator Richard Borten pronounced himself pleased with a "very attractive" group of applicants (BROADCASTING, Nov. 10, 1980). After the April 23 final application deadline, Borten will hold public hearings and investigate each company's track record. The mayor is expected to pick the winning firm by September.

The RFP report, prepared by Borten, his staff and a Boston lawyer, calls for a 15-year license and a five-year building timetable. The city requires two residential and one institutional cable—of 40 channels each—with two-way capability.

The winning company will have to post a \$2-million performance bond, to be forfeited if it fails to complete the job, and would either have to sell \$1,000 bonds (convertible to preferred stock in three years) or issue 10-year \$1,000 bonds to all interested Boston residents or institutions.

Under either plan, individuals could buy up to \$25,000 worth of bonds and institutions as much as \$50,000.

The city wants a nonprofit, independent corporation to allocate time and encourage public access programming on as much as 20% of all residential channels.

New York asks for more information on cable proposals

At Cable Work Group hearings, companies and public testify; requested material due May 12

The process of granting cable franchises for the uncabled boroughs of New York City has inched forward at two days of hearings before the city's Board of Estimate. The board's Cable Work Group presented a report on minimum requirements for cable systems, and the 15 companies applying for various cable franchises and the general public got their chance to appear before the board as well.

The Cable Work Group, while having made some solid recommendations to the board, in its own words "has not reached decisions regarding certain characteristics of the cable systems," including "the number of franchises ... the extent to which franchises should provide free/universal service and installation ... the nature of the interactive capability which should be incorporated ... rates ... and the franchise fees and other 'extra-service package' requirements which could be imposed."

New York as a consequence has prepared a "supplemental information request" concerning those and other system

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characteristics, which those seeking franchises are asked to answer no later than May 12.

Among the decisions and assumptions of the Work Group mentioned in the report are that single franchises probably will be awarded in the boroughs of the Bronx and Staten Island (the Bronx so far has only one franchise applicant, Cablevision Systems) but that the feasibility of granting more than one franchise in Brooklyn and Queens is under consideration. Mirroring the recommendations of a study by the Washington law firm of Arnold & Porter for the city last year (BROADCASTING, Oct. 6, 1980), the Work Group calls for franchises with two subscriber cables, with at least 70 channels, a basic service package that "should" have at least 24 channels, eight of them access channels, a dedicated two-way institutional cable, and one broadcast-quality studio and two mobile units for every three to four Community Board Districts a system serves. (There are a total of 47 such districts in the four outer boroughs).

Among other points raised in the report, it is noted that the city sees business services, such as data transfer, as "essential," that "the city is interested in exploring the use of cable television to provide an alternative to traditional telephone service" and that the city wants cable operators to "provide for parental control over all programming on the cable system—through lock boxes or other means."

Up and coming: AWRT convention

The American Women in Radio and Television's 30th annual convention, to be held May 5-9 at the Sheraton-Washington hotel in Washington, promises to be one of the richest programs AWRT has offered yet.

For the first time, roundtable discussions on a variety of subjects will be offered; a tour day is intended to give participants new insight into the workings of the FCC and Congress, and featured speakers will include CBS News White House correspondent Lesley Stahl, NBC News correspondent Robert Abernathy and *Washington Post* metropolitan editor Bob Woodward.

The convention, for which preregistration topped 300 last week, will kick off with "Inside Washington Day." Limited to 150 participants, this will include a tour of the FCC, lunch in the Senate Caucus Room, a visit to the Voice of America and a reception honoring the 21 women in Congress. On May 6, AWRT will host a black-tie reception and anniversary banquet when the organization's Silver Satellite award will be presented to an individual who has made an outstanding contribution to broadcasting.

Thursday's agenda includes a documen-

tary on the last 30 years of women in broadcasting, followed by Stahl's keynote address.

Guest panelists during the five-day convention will include Steven Lukasik, the FCC's chief scientist; Christopher Weaver, president, Media Technology Associates, Washington; Judith Elnicki, vice president, Satellite Television Corp., and Booker Wade, president Community Television Network, Washington.

British cable awards seen as opening another market to U.S. film companies

Britain's home secretary, William Whitelaw, has announced the first franchises to be awarded in the country's pilot cable television trial.

Five cable companies are involved with total coverage of 76,000 homes. These are already fed the regular broadcast stations by cable, but until now no special cable channels have been allowed.

The new channels are expected to rely on feature films, offering a new market for American distributors.

SelecTV, a newly-formed company, has signed agreements with two of the operators, British Telecom (a division of the post office) and Philips Cable Television, to supply the cable programs. In addition to films, SelecTV is to feature sporting events. The government rules, however, do not allow the cable channels to bid for the exclusive rights to any sports events.

The main challenge for the cable operators is where to find the feature films, most of which would come from American film companies. In this area the cable operators will be competing directly with the two broadcast networks, the BBC and ITV, which until now have been the only television market for films.

NAEB facing financial crunch

Although most public broadcasters are chewing their nails over what they'll do if federal funds for public broadcasting are cut, others are already facing bleak economic conditions.

One public broadcasting organization already reporting financial trouble is the National Association of Educational Broadcasters, a Washington-based professional organization that offers a variety of educational services for public broadcasters.

Although NAEB President James Fellows says the precise extent of the NAEB's financial problem has not yet been determined, NAEB sources estimate that it is facing an accumulated deficit of anywhere from \$100,000 to \$170,000 and that it had forecast running up an additional \$40,000 of debt this year—all in an organization with a budget of just over \$1 million a year.

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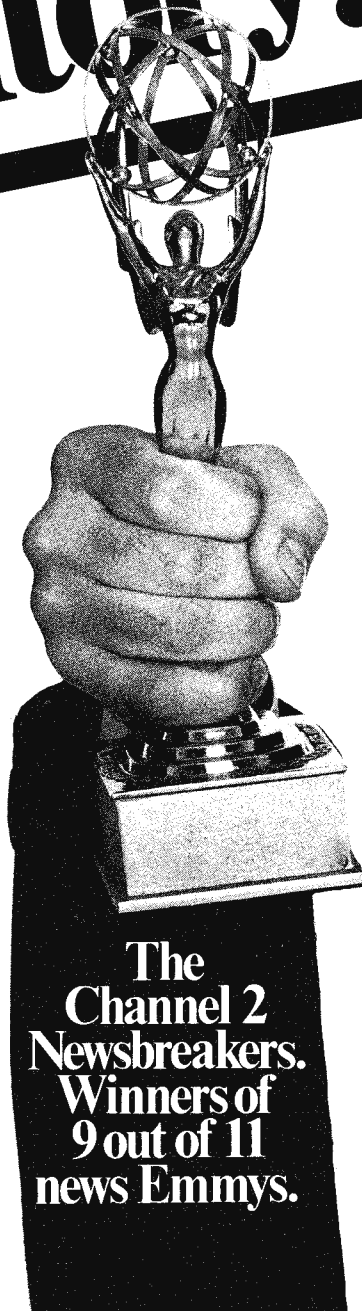
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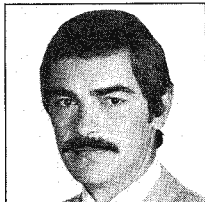
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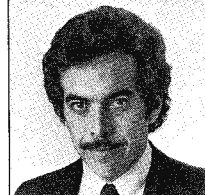
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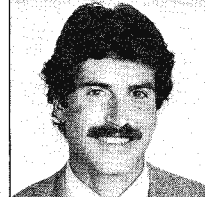
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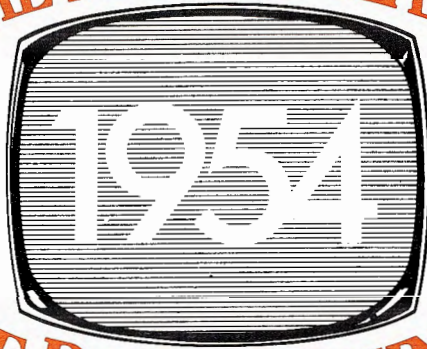
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THE FIRST 50 YEARS



OF BROADCASTING

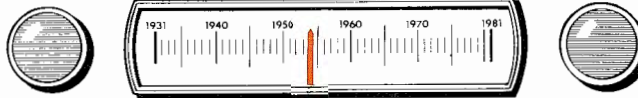
Television time sales in 1954 surpassed radio's total for the first time. TV increased 39.9% from \$384,692,000 in 1953 to \$538,122,000 in the next year. Eclipsed temporarily by America's enthusiasm for television, radio recorded a decline of 5.4% from time sales of \$477,206,000 in 1953 to \$451,330,000 in 1954. National radio networks suffered the most with a 15% decline to \$78,917,000, the lowest since 1940.

The television universe was expanding. Stations on the air totaled 439 by the end of the year, up from 356 at the beginning. Though FM operating stations again declined, from 560 to 532, AM's on the air rose from 2,521 to 2,669. Radio was in the process of transformation forced by TV's phenomenal success.

Part of television's success stemmed from political specials that captured the public eye in 1954 as well as the introduction of color "spectaculars." Sylvester L. (Pat) Weaver, NBC's new president, was primarily responsible for the latter type of programming, which offered 90-minute entertainment specials in expanded time slots, on varying nights of the week.

Much of the political excitement involved Senator Joseph McCarthy (R-Wis.) and his continuing campaign against the Communist influence that he perceived to infest the U.S. government. Although in early 1954 McCarthyism retained much of its power, CBS's Ed Murrow and Fred Friendly, who had put the spotlight on McCarthy's tactics on a 1953 *See It Now* program, televised another expose on March 9, 1954. When CBS, again, refused to promote the broadcast, Friendly and Murrow paid for a *New York Times* ad themselves. This time *See It Now* aired films of the Wisconsin senator as he interrogated and bullied witnesses during a hearing. The show contained minimum comment, letting the senator's behavior speak for itself. It drew a large audience and much praise from public officials and the press.

Representative Melvin Price (D-Ill.) told the House, "It is indeed a rare thing when a TV network will stick its neck out by initiating . . . a hard-hitting, honest, unvarnished report on a highly charged, completely controversial issue. We have learned to expect television to pull its punches in a situation



War and peace in the world happened in 1954 when the French surrendered at Dien Bien Phu to Ho Chi Minh's Vietminh army on May 7; France accepted peace terms at Geneva on July 21. France's world position further deteriorated in November when Algeria began its war for independence. Independence for Puerto Rico was the shout of four men and one woman March 1, as they wounded five members of Congress, shooting pistols from the House spectators gallery. Across the Capitol Plaza on May 17, the U.S. Supreme Court unanimously ruled that segregation in public schools was unconstitutional. It was also the year in which Dr. Jonas Salk began inoculating children against polio and in which England's Roger Bannister, competing at Oxford, became the first human to run a mile in less than four minutes. And in

BROADCASTING . . .

were reversed, the network still would have fulfilled its functions as an organ of expression and public service. Mr. McCarthy's ability to insult and calumniate those who oppose or criticize him is well known. By refusing to be bullied, the broadcasters will assure their own future and help to guarantee America's."

CBS gave McCarthy time to reply to Murrow on April 6. For his rebuttal McCarthy prepared a film that cost \$6,336.99 (paid for by CBS). In it he attacked Murrow as a "symbol, the leader and the cleverest of the jackal pack that is always found at the throat of anyone who dares to expose Communists and traitors."

CBS responded by expressing its confidence in "the integrity and responsibility of Mr. Murrow as a broadcaster and as a loyal American." Phone calls and telegrams from the public endorsed the commentator's stand by a three-to-one ratio over that of McCarthy. President Eisenhower, at a news conference, stated he had known Murrow for years and considered him a friend.

Earlier, McCarthy had attempted to get time to respond to a March 6 speech by Governor Adlai Stevenson, but was denied by CBS as well as NBC even though McCarthy had threatened "to teach" the law to the networks. Instead, Vice President Richard M. Nixon was given free time to respond to Stevenson's remarks. The rationale was that Stevenson had spoken on a program given to the Democrats and that any opportunity to reply should be accorded an official Republican spokesman.

like that in order not to offend any articulate section of the population, or the sponsor. . . . Last night, however, the Aluminum Co. of America again sponsored and CBS again carried . . . the kind of objective analysis of a hot—really hot—issue which . . . redeems television journalism and puts it into the journalistic big time." The *New York Herald Tribune* editorialized: "Doubtless the . . . *See It Now* will provoke Mr. McCarthy even further. The half-hour show was a sober and realistic appraisal of McCarthyism and the climate in which it flourishes. . . . Apparently, the audience response was overwhelmingly in favor of Mr. Murrow and against Mr. McCarthy, but even if the returns

"Hats off to CBS and NBC," commented BROADCASTING, "for turning thumbs down on the untenable demand of Senator Joseph R. McCarthy for equal time . . . The networks have taken a position . . . that they will not become pawns of the politicians, no matter how highly placed or vindictive."

All of this was prelude to the McCarthy Army hearing that began in April and ran for 36 days. In that time the deteriorating image of the Wisconsin senator was mercilessly exposed by the TV camera's eye as he sought to prove charges of subversion against Army officers and civilian officials. Viewers became more aware of the pounding tactics of McCarthy and his aide, Roy Cohn, and the bully impression was further enhanced by the quiet, chivalrous demeanor of Joseph Welch, the Army's elderly counsel. When the Republicans lost control of the Senate in the November 1954 midterm elections, McCarthy was replaced as chairman of the investigating subcommittee. Then came a 67-22 vote by the Senate to condemn him for "conduct contrary to Senate traditions."

The Army hearings were televised live in their entirety by ABC and DuMont and in filmed segments by NBC and CBS. The daily telecast gained praise and popularity. Because the Senate Permanent Investigations Subcommittee refused to allow the hearings to be sponsored, ABC, with the fewest daytime sponsors among the three biggest networks, was in the best position to allocate large blocks of sustaining time to the hearings. BROADCASTING



NARTB KEYNOTE Award for 1954 is presented to William S. Paley (l), CBS board chairman, by Harold E. Fellows, NARTB president, at the convention's opening. Mr. Paley delivered the keynote address.

—Broadcasting, May 31

estimated the coverage for the hearings cost the networks over \$10.5 million, including the cancellation of regularly scheduled commercial programs. The audience it attracted helped to move ABC into a more competitive position with CBS and NBC.

Television and political figures further developed their love-hate relationship. The 1954 election campaigns brought the

anticipated mixture of money and complaints. As part of the Republican push for media coverage, the Eisenhower cabinet appeared on TV, the first time such a meeting had ever been televised. The Democrats immediately asked for equal time, but received denials from all the networks except NBC, which settled the dispute by granting a half hour each to both parties.

As BROADCASTING wrote: "Though it certainly did not damage the Republican cause . . . the cabinet telecast was not, in the true sense of the phrase, a political broadcast. . . . Hence, the Democrats' appeal for equal time was wholly unjustified. . . . The answer of Frank Stanton [of CBS] to the Democrats' demands was eminently sound: 'Our established policy has not been to provide time to reply to the President of the United States or members of his cabinet appearing and speaking as such, or reporting to the people on their official activities over our facilities. . . . We have applied [this policy] alike to Republican and Democratic administrations.' The night after Dr. Stanton issued that statement, a Democratic candidate for Congress from New Jersey was granted an appearance on *Strike It Rich* (a game show) on CBS-TV because his Republican opponent had appeared on the show earlier. Aspirin, anybody?"

Giveaway show proponents in 1954 marshalled special arguments for the Supreme Court which agreed to review the FCC's proposed rules that would make such shows illegal. ABC, CBS, and NBC contended that listening to or watching a program did not constitute "consideration," the premise upon which the FCC based its proscriptive interpretation. NBC maintained that "Not a single case has ever found that a lottery price is paid by a contestant being required to give, in his own home, attention to a contest program. Not a single case has suggested that exposure of a contestant in his own home to advertising could be considered the equivalent of buying the commodity advertised." Yet the FCC argument rested upon just such a premise as FCC Assistant General Counsel J. Roger Wollenberg assailed giveaway shows as "evil lures" designed to attract listeners and viewers for the benefit of sponsors.

The Supreme Court, in April in a 8-0 ruling, found that the FCC had exceeded its authority in defining listening to a radio program or watching a TV show as "consideration."

"Last week's Supreme Court decision against the FCC's giveaway rules," commented BROADCASTING, "must be regarded as a victory for the cause of free radio and television. It must not, however, be regarded as an invitation for further abuse of the freedom thus gained. . . . Now that the decision is on the books and the legality of giveaways established, it remains to be seen whether broadcasters and telecasters will apply to a number of existing programs a test somewhat more severe than that of deciding whether they

THE \$3 million sale of the *Lone Ranger* radio-tv property by George Trendle and associates H. Allen Campbell and Raymond J. Meurer [B•T, Aug. 9] is finalized by (l to r) Mr. Campbell; Mr. Trendle; Jack Wrather, and Mr. Meurer. Mr. Wrather purchased the property in association with his mother, Mrs. Mazie Wrather, and John L. Loeb & Assoc.



Broadcasting, Aug. '16

are within the law. . . . It must be decided whether they are in good taste, whether they advance or retard the art of programing, whether they are economically sound. Some, we admit, could not survive investigation on those grounds."

Critics of giveaway shows often pointed to *Strike It Rich*, (CBS-TV, NBC Radio), a game show that awarded cash, including money donated by listeners, to contestants with stories of misfortune, as a prime example of poor taste in programing. Contending that *Strike It Rich* solicited money from listeners, New York City Welfare Commissioner Henry L. McCarthy informed Walt Framer, owner and producer of the program, that the show needed a license as a welfare agency to keep operating. Framer denied solicitation and said that a "Heart Fund" had been set up as the result of spontaneous donations from listeners. McCarthy also called the show "a national disgrace," contending that more than 55 destitute families had come to New York in search of money from *Strike It Rich* only to become part of the city's welfare rolls. A New York state legislative committee disagreed that the show needed a license as a welfare agency. The show continued with, in the words of BROADCASTING, "its present execrable standards."

On a higher plane, NBC and CBS began the big-budget era of television programing. New NBC President Pat Weaver in March announced plans for 90-minute color "spectaculars." CBS planned "extravaganzas." These shows, costing up to \$300,000 each for time and talent, relied on big name stars such as Helen Hayes, Fredric March, Ethel Barrymore, Betty Grable, Betty Hutton, Ginger Rogers, Ann Southern, Frank Sinatra and Tyrone Power.

Satins and Spurs, NBC's first color spectacular, was aired Sept. 11 at a production cost of \$200,000. It received good reviews for its star Betty Hutton, but only mixed reviews for the colorcasting since the color values changed when the TV cameras did.

BROADCASTING commented: "The first NBC-TV spectacular scheduled last Sunday night, may be said to identify the true beginning of the color television era. From now on color will be on schedule and in increasing quantity. . . . Color will enable television stations to go after local accounts which have been space users in newspapers. . . . At present stages of mechanical development, newspapers cannot prepare color as fast or as faithfully as color TV. Color TV will also attract national advertisers who now are using color ads in national magazines. The difference in cost between black-and-white and color television will be infinitely less than the difference in cost between black-and-white and color printing."

CBS-TV Vice President Hubbell Robinson Jr. estimated that in three to four years, with an increase in color sets and market penetration, the cost of colorcasting would exceed that of black and white



MULTI-MILLION DOLLAR contract signifying entry of Walt Disney Productions into tv is signed with ABC-TV by Mr. Disney, as (l to r) Robert E. Kinter, ABC president; Sidney M. Markley, ABC vice president and Roy O. Disney, president of Walt Disney Productions, prepare to affix their signatures to the document. Most immediate of the contract stipulations is the production of 26 hour-long tv programs by the 18-time "Oscar" winner, which will be telecast by ABC-TV starting in October.

—Broadcasting, April 12

by only 10%.

CBS's fall schedule of three color shows each week included the *Best of Broadway*, sponsored by Westinghouse, the *Shower of Stars*, sponsored by Chrysler, and such regularly scheduled shows as *Toast of the Town*, *Life With Father*, *Meet Millie* and many others that were colorcast on a rotating basis. NBC planned at least one color show each evening of the week for at least 60 hours of color programing each month, and also envisioned a "comprehensive national color TV network." Because of the initial expense and limited audience, ABC and DuMont, the smaller networks, planned no color programing for 1954.

A concern of many in 1954 was that UHF would prove unable to compete with VHF television, particularly in areas where the two were intermixed. It prompted a call for another freeze on television licensing pending a resolution of the issue. A steering committee of UHF operators and grantees made its request in May before Senator Charles E. Potter's (R-Mich.) Senate Commerce Subcommittee on Communications. "So that the problem of survival of a competitive system will not have been rendered academic by the extinction of all UHF broadcasters in mixed markets, and in order to avoid complicating a solution to the intermixture problem," the UHF group said, "there should be an immediate suspension of all further grants of applications for new television permits and for changes in existing television authorizations affecting

coverage."

Other remedies included FCC Commissioner Frieda Hennock's request that all grants be frozen (a position from which she later retreated), all VHF's be reduced in power and that there be no mixture of UHF and VHF service in a market. DuMont suggested that the four TV networks should be "equalized" in the top 100 markets as to the number of VHF and UHF affiliates.

While FCC Chairman Rosel H. Hyde defended the FCC's stand on intermixture, Commissioner Hennock asked Congress to share the blame for the UHF problems, saying it was congressional pressure on the FCC that produced quick grants. Hennock vowed to fight "the monopoly of the two big networks, CBS and NBC." Later, Hennock told a National Association of Radio and Television Broadcasters panel that "I am now firmly convinced that only the eventual move of the TV service into the UHF band can save the patient."

CBS President Stanton urged a deintermixture study, but ABC Vice President Ernest Lee Jahncke Jr. said: "It is too early to conclude that it is necessary to abandon as unworkable our present allocation concept of using both VHF and UHF stations." ABC supported many of the DuMont proposals and recommended that the FCC should revise the multiple ownership rule to permit multiple VHF owners to acquire UHF stations. ABC's Jahncke also suggested that color—possibly for the



Mr. Lamb (l) and Sen. Kefauver . . . at Comr. Doerfer's nomination hearing before Bricker committee.

—Broadcasting, Aug. 16

first three to five years—be confined to UHF.

As a solution, the FCC announced that after Sept. 1, it would consider applications for two new kinds of stations: a UHF satellite station that would rebroadcast the parent station and that could be either UHF or VHF, and a UHF budget station, an independent local UHF outlet that would operate virtually nothing but a transmitter and telecast only film or network material. Such options, the FCC hoped, would enable existing UHF stations to expand their coverage and would allow low-cost independent UHF stations to get started in areas currently without service.

Commissioner Hennock dissented loudly, feeling that such rules provided a "death blow to UHF." Comparing UHF to FM, Hennock argued, "In both FM and UHF, stations . . . were starving for network programming—their lifeblood. In both the same vicious circle inevitably insured—no sets, no audience, no advertising revenue. And now the last piece of the FM pattern is being fitted into the UHF jigsaw puzzle—the reduction of the whole service to the role of an auxiliary. Nothing more is lacking and the stage is set for the complete stultification of UHF."

With apparently no remedy acceptable to all, Senator John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee, in late summer announced a full-scale probe of television broadcasting to focus on the practices of networks, the FCC and UHF. The investigation, Bricker said, would be a continuation of the Potter subcommittee hearing "which brought some of the problems of UHF to light, but came up with no basic solutions." The investigation stemmed from a Bricker bill earlier in the year that had sought regulation of networks only.

Many in the industry remained hostile to the probe. BROADCASTING editorialized: "What will be accomplished by the Bricker investigation of all things broadcasting is as much of an enigma as the inquiry itself. If past inquiries in this field are any criteria, the answer will be exactly nothing, except for an abysmal waste of time and money by private groups as well as money."

Just as UHF proponents hoped for a solution to their problems, educational broadcasting advocates prayed for the economic fortitude to endure. April 14 marked the second anniversary of the FCC's adoption of the Sixth Report which reserved 242 channels for noncommercial educational TV, but despite Ford Foundation efforts, the educational station growth was minimal. BROADCASTING, in an April editorial, commented: "The grand total of educational stations on the air is four. The total number of construction permits authorized for educational stations is 29, most of them on flimsy financial showings. The total number of applications filed is 52, out of 242 reservations (this number has been increased since to 250). What has happened to the 200 uncalled-for channels? They're vegetating, many of them in areas where there are qualified commercial applicants and where additional service is needed."

By July, seven educational TV stations—KUHT Houston; KTHE Los Angeles; WKAR-TV East Lansing, Mich.; WQED Pittsburgh; WHA-TV Madison, Wis.; KQED San Francisco and WCET Cincinnati—were on the air.

The Joint Committee on Educational TV in October issued a report citing "the extensive degrees of progress made in so short a time." Educational TV stations on the air were serving 12 million people and would serve another 10 million people in areas where nine ETV's were under construction.

Competition among the commercial television networks was heating up. To compete with the highly publicized color specials of NBC and CBS, and at the significantly lower production price of \$100,000 a show, ABC signed Walt Disney studios to film a black-and-white family series starring the Disney entourage: Mickey Mouse, Donald Duck, Pluto, Goofy and company. To compete with NBC's *Today Show*, CBS inaugurated *The Morning Show* with Walter Cronkite as anchor, Charles Collingwood as news reporter and the Bil Baird puppets as some

of the entertainers. To capture late-night viewers, NBC's *Tonight Show* with host Steve Allen lengthened its format from 40 to 105 minutes. To attract children, CBS launched *Lassie*, a world of adventure, boyhood and danger that was neatly resolved with the help of the resourceful collie.

The networks continued to air what they hoped would be dazzling specials. In a January episode of *Hallmark Hall of Fame*, NBC presented a two-hour version of "Richard II" with Maurice Evans. CBS, for one of its color extravaganzas as part of the December *Shower of Stars* series, aired a special version of Charles Dickens's "A Christmas Carol" with Fredric March as Ebenezer Scrooge and Basil Rathbone as Jacob Marley's ghost.

All four networks participated in a 425 TV station hookup in October to air a two-hour special celebrating the "Diamond Jubilee of Light." This 25th anniversary program cost the electrical industry more than \$1 million for time, talent and facilities. Despite a cast that, among others, included Judith Anderson, Lauren Bacall, Walter Brennan, Joseph Cotten, Eddie Fisher, George Gobel, Helen Hayes, Harry Morgan, David Niven and Kim Novak, it failed to live up to its potential. BROADCASTING wrote: "Unfortunately the anniversary of the electric light turned into (1) a free plug for pleasant but elderly clips from Hollywood shelves; (2) an array of disjointed scenes whose waste of writers, actors and money perhaps surpassed any previous mish-mash in television history; (3) examples of bad taste in pitting amorous scenes against faith and hope, and (4) further



THE RECORD \$9,750,000 purchase of DuMont's WDTV (TV) Pittsburgh by Westinghouse Broadcasting Co. [B•T, Dec. 6] is signed for by four principals (l to r): seated, Chris J. Witting, WBC president; Dr. Allen B. DuMont, president, Allen B. DuMont Labs, and, standing, E. V. Huggins, vice president of corporate affairs, Westinghouse Electric Corp., and Ted Bergmann, director of broadcasting for the DuMont Television Network.

—Broadcasting, Dec. 13

proof that Hollywood's hackneyed press agency and program formats are bad television."

Reversals and problems surfaced in other areas of the industry as well. Edwin Armstrong, 63, the inventor of frequency modulation, beleaguered by his patent dispute with RCA and saddened by his wife's estrangement from him died in a fall from his 13th floor New York apartment. Police listed his death as a suicide. "Major Armstrong, in life," wrote BROADCASTING, "erected for himself a monument that is timeless. Every time one turns on his radio or television set he is paying tribute to Edwin Howard Armstrong. Others gave radio a voice; he gave it sensitivity and amplification."

Edward Lamb faced problems too, as the FCC continued its license renewal hearings, charging Lamb with Communist associations. To counter the allegations, Lamb offered \$10,000 to anyone who could disprove his affidavit in which he denied any connection with the Communist Party or Communist sympathizers. "Obviously," Lamb said, "no decent American citizen enjoys being a victim of a smear campaign or a victim of a frame-up, even when such an attack is motivated by one's competitors or other jealous persons." The FCC argued that Lamb lied about his Communist affiliations, favored Communist communications and gave money to Communist causes. Despite Lamb's repeated denials and requests for a speedy hearing, the case dragged on with no decision being made by Christmas recess.

In addition, the Department of Justice proceeded with two antitrust probes that touched broadcasting. One involved a suit alleging monopoly by several film distributors in the release of 16 mm movies for TV, and the other involved a preliminary inquiry into advertising business practices. The FCC officially changed its composition as Robert E. Lee and John C. Doerfer both received confirmation for full seven-year terms (see 1953), and George E. Sterling resigned. President Eisenhower in September appointed Ohioan George C. McConaughy as FCC chairman. Ike made his choice in the belief that "government should exert a minimum of interference with the lives and fortunes of its citizens." Rosel H. Hyde, who had served as chairman since April 1953, reverted to a commissionership.

The future of radio networks was further indicated by events that took place later in the year. In one, RCA-NBC Board Chairman David Sarnoff told an affiliates meeting in Chicago that network radio may eke out a "poor existence" and that its survival depended on new patterns, new selling arrangements and new types of programs. Sarnoff's remarks were part of an overall assessment of major issues in broadcasting.

The changing pattern dictated for radio networking was also underscored by MBS President Thomas O'Neil. Speaking at an October testimonial luncheon on MBS's 20th birthday, O'Neil said: "We have to



FOLLOWING installation of Oliver Treyz (4th l) as the first president of Television Advertising Bureau, seven of the 10 members of the TvB board of directors pose with their new president. L to r: George B. Storer Jr., Storer Broadcasting Co.; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Richard Moore, KTTV (TV) Los Angeles, and board co-chairman; Mr. Treyz; Clair R. McCollough, WGAL-TV Lancaster, Pa., also TvB board co-chairman; Merle S. Jones, vice president, CBS-TV New York; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., and chairman of the TvB membership committee, and Roger W. Clipp, WFIL-TV Philadelphia. TvB directors not present were Campbell Arnoux, WTAR-TV Norfolk; Kenneth L. Carter, WAAM-TV Baltimore, and H. W. Slavick, WMCT (TV) Memphis.

—Broadcasting, Oct. 13

bury the past. This means a reappraisal on the basis of where our listeners are, what type of people are included in these listeners and what have been their changing listening patterns because of the inroads of television." He added that MBS would "prevail for many more 20 year spans," but with little resemblance to existing operations.

By the end of the year the FCC and broadcasters still needed answers to that problem and other issues that included VHF-UHF coexistence and a lingering fear of subterranean Communist influence. The American public looked forward to better programing, and more affordable color TV sets. BROADCASTING, in its December forecast for the coming year entitled, "1955: Lumps, Bumps, and Business," predicted more money for broadcasters and more investigations as well: "Broadcasting is becoming big business. It will be bigger in 1955. Because of bigness there are more brickbats than bouquets being thrown—legislatively, businesswise and otherwise. . . . Many wonders are destined to emerge from the laboratories. Color TV should get rolling. . . . Nationally, it would appear that radio has suffered because it has become the poor relative living under the same roof with its more affluent TV cousin. Locally, radio continues to do pretty well. . . . Business prudence dictates full divorcement of radio and TV in selling and creative programing. On the Washington front, the forecast is for inclement weather with storms of hurricane force on Capitol Hill. . . . The question is no longer whether there will be an investigation, but whether there will be two or more running simultaneously, and covering substantially

the same ground. Because TV has become of almost inestimable public importance, it has attracted the politicians' interest. Similarly, the blue-nosers and the reformers are swarming like the termites they are. . . . It is the regulatory and legislative picture that's most alarming. In spite of being plagued by the reformers and plundered by some politicians, we'll predict, the broadcast media will wind up 1955 as first in the hearts of their countrymen."

Stay Tuned

1. What network reforms were suggested in the Plotkin memorandum from Senator Magnuson's investigative committee?
2. How did the shape of DuMont Television Network change in 1955?
3. What adult western debuted on CBS-TV in the fall became a long-running success and was mainly responsible for a new trend in programs?
4. Who was the Democratic senator from Tennessee who probed for a possible link between TV and juvenile delinquency?
5. What television special, starring Mary Martin, captured an audience of 65 million?

The answers next week,
in "1955."

For the Record

As compiled by BROADCASTING March 16 through March 20 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

- Riverbank, Calif.—Riverbank Broadcasters seeks 770 khs, 1kw-U. Address: 4610 Briarwood Drive, Sacramento, Calif. 95821. Estimated construction costs: \$60,000; first quarter operating cost: \$18,000. Format: MOR. Principal: Robert A. Jones, Marvin B. Clapp, Carl J. Auel (one-third each). Auel is station manager and Clapp is chief engineer, both at KEBR(FM) Sacramento, Calif. Auel and Clapp each own 14.5% of KNOC(AM) Grass Valley, Calif., 25% of KGBA(AM)(CP) Holtville, Calif. Auel also owns 50% of KEWQ(AM) Paradise, Calif. Jones owns 85% of WJJQ(AM) Tomahawk, Wis., and 33.33% of WWBC(AM) Cocoa, Fla.. Filed March 10.
- Santa Ynez, Calif.—Radio Representatives Inc. seeks 600 khs, 1 kw-D, 10w-N. Address: R.R. 1, Box 4399, Santa Ynez, 93460. Estimated construction costs: \$94,000; first-quarter operating cost: \$18,000; revenue \$30,000. Format: Easy listening/Religious. Principal: G. Dawn Delgatty (33.3%), and her brothers and sisters-in-law, N. James Patterson and wife, Sharon, Sherwood H. Patterson II and wife, Myrlin (16.6% each). Delgatty is treasurer for radio rep. based in Santa Ynez. James & Sharon Patterson own KIRV(AM) Fresno, Calif., and KSPD(FM) Boise, Idaho, Sherwood and Myrlin Patterson own Servicemaster of N.W. Portland, Ore. Filed March 10.
- Decorah, Iowa—Ralph M. Sweeney seeks 1200 khs, .25 kw-D, 1 kw-N. Address: P. O. Box 111 Waukon, Iowa 52172. Estimated construction costs: \$144,500; first-quarter operating cost: \$24,250; revenue: \$110,000. Format: MOR. Principal: Ralph M. Sweeney (100%), who is former owner of KNEI-FM Waukon, Iowa. He now owns Sweeney Enterprises and has no other broadcast interests. Filed March 16.

■ Fenton, Mich.—D.R.O. Inc. seeks 1160 khz, 1 kw-U. Address: 608 Ridgeview, Corunna, Mich. 48817. Estimated Construction costs: \$119,000; first-quarter operating cost: \$30,000; first-year revenue: \$300,000. Format: Easy listening. Principal: Donald R. Olmstead (90%) and his wife, Lillian (10%). Donald Olmstead is president and owner of wholesale electric motor firm in Corunna. Lillian is teacher at Corunna public schools. Ann. March 12.

■ Kingsley, Mich.—Juarez Communications Corp. seeks 640 khz, 1 kw-D, 20 kw-N. Address: 1445 Delaware Avenue, Flint, Mich. 48506. Estimated construction costs: \$19,700; first-year operating cost: \$16,350; revenue \$130,000. Format: MOR/CW. Principal: Yonanda M. Juarez Naismith (51%), Lillian Wegerly and daughter-in-law, Bernadette M. Wegerly (24.5% each). Naismith is teller at Flint, Mich. bank and former announcer at WFDF(AM)-WFBE(FM) Flint. Bernadette Wegerly is administrative assistant at Borg Warner Corp., Troy, Mich., automobile supplier. Lillian Wegerly is retired. They are also new AM applicants for North Las Vegas, Nev. (see below). Filed March 6.

■ North Las Vegas, Nev.—Juarez Communications Corp. seeks 650 khz, 1 kw-D. Address: 1445 Delaware Ave., Flint, Mich. 48506. Estimated construction cost: \$355,000; first year operating cost: \$16,000; revenue \$130,000. Format: MOR. Principal: Yolanda M. Juarez Naismith (51%), Lillian M. Wegerly and daughter-in-law, Bernadette Wegerly (24.5% each). They are also applicants for new AM in Kingsley, Mich. (see above). Ann. Feb. 27.

■ Winston, Ore.—Gospel Hymn Time Inc. seeks 700 knz, .5 kw-D, 25-N. Address: P.O. Box AA Winston, Ore. 97496. Estimated construction costs: \$45,500; first quarter operating cost: \$14,000; revenue: \$117,000. Format: Religious. Principal: Non-stock corporation; Richard W. Gawer, president. He has no other broadcast interests. Ann. March 16.

■ Beaufort, S.C.—William and Vivian Galloway seeks 1490 khz, 500 w-D, 250 w-N. Address: P. O. Box 26 Frogmore, S.C. 29902. Principal: William A. Galloway (51%) and Vivian McNair Galloway (49%). Galloways own Charlotte, N.C.-based building and real estate renovation firms. They have no other broadcast interests. Applicants are requesting interim operating authority and special temporary authority from Sea Island Broadcasting Corp. of South Carolina whose license was revoked in 1976. Ann. March 16.

■ Beaufort, S.C.—Bobby S. Merritt et al seek 1490 khz, 500 w-D, 250 w-N; Address: Lady's Island, Star Route 5, Box 121, Beaufort, S.C. 29902. Principal: Bobby S. Merritt and wife, Mildred (25% each) and Emil H. Klatt Jr., and wife, Alice (25% each). Bobby Merritt is former producer, writer and on-air personality for WBEV-AM-FM Beaufort. Klatts are Beaufort-based stockbrokers and real estate investors. Ann. Feb. 25.

■ Lockhart, Tex.—Arcatel Inc. seeks 94.7 mhz, 100 kw, HAAT: 1096 ft. Address: 21 South Chadburne St.,

San Angelo, Tex. 76902. Estimated construction cost: \$400,000; first quarter operating cost: \$85,400; revenue: \$480,000. Format: Contemporary. Principal: Walton A. Foster (40%), O.P. Bobbitt (30%) and son, Philip Chase (25%), Joe Rushing (5%). O.P. Bobbitt is president and general manager of WEEL(AM) Fairfax, Va. Philip Chase Bobbitt is fellow at Aspen Institute, Washington, D.C., and vice president and minority stockholder of KTEO(AM)-KWLW(FM) San Angelo, Tex. Foster is president and 66% owner of KRNV-AM-FM Sonora, Tex. Rushing is manager of KTEO/KWLW. Ann. Feb. 17.

■ Luling, Tex.—Radio Luling Inc. seeks 94.7 mhz, 100 kw, HAAT: 736 ft. Address: P. O. Box 5488, Beaumont, Tex. 77706. Estimated construction cost: \$425,000; first year operating cost: \$45,000. Format: CW. Principal: Hicks Communications Inc. (100%), which is owned by R. Steven Hicks (59.52%) and brother, Thomas (32.99%) and Don V. Ingram (7.58%). They own KLVJ(AM) Beaumont, Tex., and KYKR-FM Port Arthur, Tex., and are principal owners of KDDC-FM Denton, Tex. Hicks Communications also owns 49% of Amigos Broadcasting Inc., applicant for new FM in Laredo, Tex. Ann. Feb. 17.

FM applications

■ * Siloam Springs, Ark.—John Brown University seeks 89.9 mhz, 11.4 w. HAAT: 92 ft. Address: 1957 West University, Siloam Springs 72761. Estimated construction cost: \$14,500; first year operating cost: \$15,500. Format: Educational. Principal: Non-profit, non-stock corporation; John Brown Jr. is chancellor and John Brown III is president. They also own KUOA(AM)—KMCK(FM) Siloam Springs, KGOL(FM) Lake Jackson, Tex., and KGER(AM) Long Beach, Calif. Ann. Feb. 17.

■ Needles, Calif.—Murphy Broadcasting Inc. seeks 97.9 mhz, 50 kw. HAAT: -281 ft. Address: 2000 McCulloch Blvd., Suite E, Lake Havasu City. Estimated construction cost: \$134,000; first quarter operating cost: \$24,000; first quarter revenue: \$15,000. Format: Contemporary/CW. Principal: Rick L. Murphy (83.5%), Carmelo P. Cacciola and wife, Norma (7.5% each), David B. Babbitt (1%) and Charles F. Ebel (.5%). Murphy is sales engineer for Spin Physics Inc., San Diego, Calif. Carmelo Cacciola is chief engineer at KVCR-TV San Bernardino, Calif. Norma Cacciola is San Bernardino businesswoman. Babbitt is Lake Havasu City attorney. Ebel is El Segundo, Calif.-based radio producer. They have no other ownership interests. Ann. March 18.

■ Leadville, Colo.—Sears Broadcasting of Colorado Inc. seeks 93.5 mhz, 3 kw, HATT: 42 ft. Address: 1655 Peachtree Street, N.E. Suite 900, Atlanta, Ga. 30309. Estimated construction cost: \$80,000; first quarter operating cost: \$100,000; first quarter revenue: \$30,000. Format: Contemporary. Principal: Michael J. Sears (100%). He owns 90% of WAEC(AM) Atlanta, Ga., and 100% of FM applicant for Gillette, Wyo. Ann. March 18.

■ Camden, Me.—Argonant Broadcasting Inc. seeks 102.5 mhz, 4.68 kw, HAAT: 1110 ft. Address: P.O. Box 258 Islesboro, Me. 04843. Estimated construction cost: \$174,000; first year operating cost: \$110,400; revenue: \$100,000. Format: Contemporary music. Principal: Donald King Pendleton, Charles O. Verrill Jr., John P. Williams (one-third each). Pendleton is Islesboro real estate broker and businessman. Verrill is Washington, D.C., lawyer. Williams is Portland, Me., banker. They have no other broadcast interests. Ann. March 12.

TV application

■ Iron Mountain, Mich.—John R. Powley seeks ch. 8; MRP: 316 kw vis., 63.2 kw aur, HAAT: 714 ft.; ant height above ground: 293 ft. Address: Box 191, R. D. Dysart, Pa. 16636. Estimated construction cost: \$194,000; first-quarter operating cost: \$70,000; revenue: \$150,000. Legal counsel: Thomas L. Root; consulting engineer: John R. Powley. Principals: John R. Powley (100%). He also owns WOPC(TV) Altoona, Pa., and WHGM-FM Bellwood, Pa. Ann. Feb. 25.

FM actions

■ Fairfield Bay, Ark.—Fairfield Bay, Inc. granted 106.3 mhz, 3 kw, HAAT: 390 ft. Address: Box 3008 Lakewood Village Mall, Fairfield Bay, Ark. 72088. Esti-

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mated construction cost \$93,758; first-quarter operating cost: \$21,125; revenue: \$55,000. Format: Pop. Principal: Fairfield Bay is wholly owned by Fairfield Communities Inc. Clayton G. Gring is president of Fairfield Bay. Robert L. Callender, C. R. Warner, Jr., and Neal T. Simonsen are directors of Fairfield Communities, where Gring is senior VP. Fairfield has application pending for FM in Green Valley, Arizona. Action March 12.

■ Monroe City, Mo.—Lynlee Broadcasting Co. granted 101.7 mhz, 2.4 kw, HAAT: 330 ft. Address: Box 116, 6 Carpenter Dr., St. Peters, Mo. 63376. Estimated construction cost: \$66,000; first-quarter operating cost: \$19,000; revenue: \$74,500. Format: C&W. Principals: Kenneth L. Bass (president) and 10 others. He is chief engineer of KWRE(AM) Warrenton and KVCM(FM) Montgomery City, both Missouri. Ann. Aug. 22.

Ownership Changes

Applications

■ WCOX(AM) Camden, Alabama (AM: 1540 khz, 1 kw-D)—Seeks assignment of license from King & King to Harry A. Taylor and wife, Betty J., for \$89,800. Seller: Z. Danzel King and his wife, Virginia (50% each). They have no other broadcast interests. Buyer: Harry Taylor and wife, Betty (50% each). Mr. Taylor is Fort Myers Beach, Fla., minister. Mrs. Taylor is secretary at Fort Myers Beach real estate firm. They have no other broadcast interests. Ann. March 16.

■ KRXA(AM) Seward, Alaska (AM: 950 khz, 1 kw-SH)—Seeks assignment of license from Radio Seward Inc. to Denali Broadcasting Co. for \$82,500. Seller: W.E. Fletcher (75.35%) and his wife, Marie (12.35%), and Raymond Rodgers (12.35%). They have no other broadcast interests. Buyer: John H. Lindaver (75%), and Dorothy V. Rogers (25%). Lindaver is president of Alaska Industry and Energy Corp. Rogers is Anchorage, Alaska-based real estate broker. They have no other broadcast interests. Filed March 5.

■ KSRM(AM)-KQOK(FM) Soldotna, Alaska (AM: 920 khz, 5 kw-D; FM: 100.1 mhz, 3 kw, ant. 260 ft.)—Seeks transfer of control of KSRM Inc. from Walter H. Stephen et al (100% before; none after) to John C. Davis (none before; 100% after) consideration: \$2000. Principals: Seller is owned by Walter H. Stephen (21%), David Goodwin (25%), Robert L. Clay (45%) and John C. Davis (8%). Buyer, who already has minority interest in station, is general manager at KSRM(AM)-KQOK(FM). They have no other broadcast interests. Filed March 6.

■ KNOT-AM-FM Prescott, Ariz. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 98.3 mhz, 3 kw ant. 300 ft.)—Seeks assignment of license from Parkell Broadcasting Inc. to Payne Prescott Broadcasting co. for \$430,000. Seller: Boyd J. Browning, and brother, John K. They have no other broadcast interests. Buyer: William F. Payne and brother, John (50% each). They each own 50% of KCUZ(AM) Clifton, Ariz. and 50% of KFMM(FM) [CP] Thatcher, Ariz. Filed March 13.

■ KPOD(AM) Crescent City, Calif (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from William E. Stamps to Florence M. Poorman for \$400,000. Seller: William E. Stamps, who has no other broadcast interests. Buyer: Florence M. Poorman (100%), who has no other broadcast interests. Poorman is employed with Westminister School District, Calif., and is also real estate investor. Filed March 16.

■ KWDE(FM) Montrose, Colo. (FM: 96.1 mhz, 64.7 ant. 1,680 ft.)—Seeks assignment of license from Sierra Linda Broadcasting Inc. to KWDE Broadcasting Inc. for \$341,500. Seller: Rafael A. Gomez and Daniel R. Casias (50% each). They have no other broadcast interests. Buyer: Transwestern Corp. (100%), which is wholly owned by Thomas J. Wiens. He is Dillon, Colo.-based businessman with interests in banking, ski equipment sales and rentals. He has no other broadcast interests. Ann. March 16.

■ WHS(FM) Key West, Fla. (FM: 107.1 mhz, 1.8 kw, ant. 96 ft.)—Seeks assignment of license from David W. Freeman and his wife, Elizabeth (50% each), to John M. Magiola (55%) and Richard H. Taylor (45%) for \$225,000 (BROADCASTING Feb. 16). Sellers have no other broadcast interests. Magiola is former general manager at WQSN(AM) Charleston, S.C. Taylor is announcer with WBTW(TV) Charlotte, N.C., and performer for Jefferson Productions. They have no

other broadcast interests. Filed March 4.

■ WKRW(AM) Cartersville, Ga. (AM: 1270 khz, 500 w-D)—Seeks assignment of license from Bartow Radio Corp. to Empire Radio Ltd. for \$242,000. Seller: Don H. Kordecki (100%), who has no other broadcast interests. Buyer: Julia N. Frew (80%) and her daughter, Julie (20%). Julia is former co-owner and manager of WYXI(AM) Athens, Tenn. Julie is student. They have no other broadcast interests. Ann. March 16.

■ WYOK(AM) Soperton, Ga. (AM: 1000 khz, 1 kw-D)—Seeks assignment of license from Center Broadcasting Inc. to Terry D. Meeks for \$232,500. Seller: H. Fred Tippett and wife, Dona Jean (50% each). They have no other broadcast interests. Buyer: Meeks is Lyons, Ga.-based contractor and real estate developer. He has no other broadcast interests. Ann. March 16.

■ KSNS(FM) Lake Charles, La. (FM: 96.1 mhz, 100 kw, ant. 430 ft.)—Seeks assignment of license from Media Inc. to Radio 96 Inc. for \$825,000. Seller: L. Russell Keene II (100%), who has no other broadcast interests. Buyer: J. D. Osburn and Kenneth R. Reynolds (50% each). They each own 50% of KYXX(FM) Longview, KEAN-AM-FM Abilene, and KYKS(FM) Lufkin, all Texas. Ann. March 16.

■ KLIK(AM)-KJFF(FM) Jefferson City, Mo. (AM: 950 khz, 5 kw-D, 500 w-N; FM: 106.9 mhz, 100 kw, ant. 600 ft.)—Seeks assignment of license from KLIK Radio 950 Inc. to Brill Media Corp. for \$2.1 million. (BROADCASTING Feb. 23). Seller is owned by R. McVay (22%) and nine others. McVay and Grieve are also principals in WIVQ(FM) Peru, Ill.; WSTL(AM) Eminence, Ky.; WBUK(AM) Portage-Kalamazoo and WKNX(AM) Saginaw, both Michigan. Remaining shareholders have no other broadcast interests. Buyer is owned by Allen R. Brill, Charlottesville, Va., financial consultant. Brill recently purchased WPVA-AM-FM Petersburg (Colonial Heights), Va. (BROADCASTING, Dec. 8, 1980; Feb. 9). He has 10% interest in Worrell Broadcasting Inc., licensee of WHSV-TV Harrisonburg, Va.; WIFR-TV Rockford, Ill., and WBNB-TV Charlotte-Amalie, St. Thomas, Virgin Islands. Ann. March 16.

■ KBUG(AM) Springfield, Mo. (AM: 1060 khz, 500 kw-D)—Seeks transfer of control of Dixon Broadcasting Inc. from Larry Dixon (52.7% before; 14.2% after) to Herbert R. Cohen and wife, Thelma A. (42.9% before; 85.5% after) consideration: \$180,000. Principals: Seller is Larry Dixon (52.7%). Majority stockholder is unable to invest new capital into station. Buyer is Herbert and Thelma Cohen, who will assume debt service in exchange for majority control. Filed March 16.

■ WVBS(AM)-WPJC(FM) Burgaw, N.C. (AM: 1470 khz, 1 kw-D; FM: 99.9 mhz, 100 kw, ant. 520 ft.)—Seeks transfer of control of Smiles East Inc. from Derwood H. Goodwin, N.J. Suttles & John Ingraham (100% before; none after) to the River Broadcasting Co. of North Carolina (none before; 100% after) consideration: \$692,000. Principals: Norman J. Suttles and Derwood H. Goodwin (45% each), and John E. Ingraham (10%). Suttles and Goodwin each own 21.82% WFOG-AM-FM Suffolk, Va., 31.3% of WPJL(AM) Raleigh, N.C., and WDIX(AM)-WPJS(FM) Orangeburg, S.C. Ingraham owns 5.45% of WFOG-AM-FM and 9.7% of WDIX-WPJS. They also sold, subject to FCC approval WJLL(AM) Winter Park, Fla. (BROADCASTING, March 16). Buyer: River Broadcasting is general partner and is principally owned by George E. Pine III, his son, George II, David Rousso and Wayne Rogers (25% each). George Pine III is regional manager for McGavren-Guild Inc., N.Y. radio rep. George II is Lake Village, Ark., farmer. Rousso and Rogers are Los Angeles-based real-estate developers and investors. Pines each own 23.75%, and Rousso and Rogers each own 9.9% of WNIX(AM) Greenville, Miss. Ann. March 6.

■ KXL-AM-FM Portland, Ore. (AM: 750 khz, 50 kw-U; FM: 95.5 mhz; 100 kw, ant. 990 ft.)—Seeks assignment of license from Kaye-Smith Enterprises Inc. to Alexander Broadcasting Co. for \$5.2 million. Seller: Joint venture, owned 80% by Dena Pictures and 20% by Alexander Broadcasting Corp. Dena Pictures is owned by actor Danny Kaye and wife, Sylvia. Lester Smith is president and owner of Alexander Broadcasting. Smith also recently bought from Kaye KJRB(AM)-KEZE(FM) Spokane, Wash. (BROADCASTING Feb 23) and KISW(FM) Seattle, Wash. (BROADCASTING March 23). Buyer: Smith also owns 20% of Audio Electronics Corp. Muzak Franchise for Cincinnati area and is limited partner in Seattle mariners. Filed March 9.

■ WOLF(AM) Syracuse, N.Y. (AM: 1490 khz, 1 kw-

D, 250 w-N)—Seeks assignment of license from WOLF Broadcasting Service Inc. to Brent W. Lambert and Eric W. Johnson for \$700,000. (BROADCASTING Jan. 19). Seller is owned by Robin B. Martin who also owns 55% of WFGL(AM)-WFMP(FM) Fitchburg, Mass.; 51% of WRUN(AM)-WKGW(FM) Utica, N.Y., and 20% of WMGW(AM)-WKGW(FM) Meadville, Pa. He also is applicant for new UHF's in Little Rock, Ark., and Omaha, Neb. Buyers are Boston investors who each own 50% of KIOQ-FM Bishop, Calif., WIKE(AM) Newport and WSTJ(AM) St. Johnsbury, both Vermont, and one-third each of KEVA(AM) Evanston, Wyo. Filed March 4.

■ KJTV(TV)[CP] Amarillo, Tex. (ch. 14, 126 kw vis, 20.4 kw aur., ant. 832 ft.)—Seeks assignment of license from Gary L. Acker to Ray Moran for KRIZ(FM) Roswell, N.M. plus \$325,000. Seller: Gary L. Acker (100%). He seeks to assign his CP for KJTV in exchange for license of KRIZ(FM) Roswell, N.M. plus additional consideration. Acker also owns 100% of KWAS(FM) Amarillo, 100% of WROS(FM) Jacksonville, Fla., 80% of KJAK(FM) Slaton, Tex., 50% of KFIX(FM) Laredo, Tex., 50% of KEPT(FM) Shreveport, La., and 25% of KLFJ(AM) Springfield, Mo. Buyer: Ray Moran (100%). He also owns KRSY(AM)-KRIZ(FM) both Roswell, and KTEZ(FM) Lubbock, all Texas, and 30% of KRZY(AM)-KRST(FM) Albuquerque, N.M. Filed March 6.

■ KEAM(AM) Nederland, Texas (AM: 1510 khz, 5 kw)—Seeks assignment of license from KE-Communications to AOC Broadcasting Co. for \$245,000 plus \$65,000 for noncompete agreement (BROADCASTING, March 2). Seller is owned by James H. Joynt who has no other broadcast interests. Buyer is owned by Richard Oppenheimer (president), Robert Clarke and D. Kent Anderson (30% each), and Michael R. Walker (10%). They are principals of KIXL(AM)-KHFI-FM Austin and KBFM(FM) Edinburg, both Texas, and KYKN(FM) Grants, N.M. An-

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derson and Clarke have sold interest in KIVA-TV Farmington, N.M. ("Changing Hands," Feb. 23). Ann.—March 16.

Actions

■ **KENI-TV** Anchorage-KFAR-TV Fairbanks, both Alaska (KENI: ch. 2, 28.8 kw vis, 5.68 kw aur, ant: 180 ft; KFAR: ch. 2, 5.37 kw vis, 676 w aur, ant: 45 ft.)—Sold by Midnight Sun Broadcasters Inc. to Zaser and Longston Inc. for \$4.6 million. Seller is group owner of four AM's and three TV's with more than 50 stockholders. Alvin O. Bramstedt is president, general manager and 21.3% owner. Its other broadcast properties are also for sale: KENI(AM); KFAR(AM); KINY-AM-TV Juneau, and KTKN(AM) Ketchikan, all Alaska. Deal to sell entire portfolio three years ago fell through when contested by Alaskans for Better Media, consumer group that claimed that concentration of media holdings in one group would not be in public interest (BROADCASTING, Nov. 28, 1977). Buyer is owned by Jessica L. Longston whose firm owns various real estate holdings in Northwest. She also owns KSEM(AM) Moses Lake and CP for FM there and sold KAYO(AM) Seattle, Wash. (BROADCASTING, Nov. 26, 1979). Action March 6.

■ **KLOC(AM)** Ceves, Calif. (AM: 920 khz, 500 w-D)—Granted assignment of license from KLOC Broadcasting Inc. to Clock Broadcasting Inc. for \$500,000. Seller: Chester Smith (51%), Enoch S. Christoffevsen (13%), Melvin Quevo (12%), Albert I. Chance (7%) and five others. Quevo owns 50% of new TV applicant for Chico, Calif. Others have no other broadcast interests. Buyer: Armour C. Smith and Joseph A. Saletta (25.5% each), Midway McKittrick Oil Corp. (40%), Merle L. Lancey and Clarkson B. Bradford Jr. (4.5% each). Saletta is also president of Midway McKittrick. Smith owns transfer and storage businesses in California. Lancey is land developer and Bradford owns lumber company, both Modesto, Calif. area. They have no other broadcast interests. Action March 16.

■ **WAKA(AM)** Gainesville, Fla. (AM: 1390 khz, 5 kw)—Granted assignment of license from NABCO Inc. to Kent Communications for \$432,250. Seller is owned by Joseph Schwartzel (50%), father, James Schwartzel, and Floyd Peede, Michael Jones and Katherine Holt (12.5% each). They have no other broadcast interests. Buyer is owned by R. Kent Replege who is general manager, KMBC-TV Kansas City, Mo. He has no other broadcast interests. Action March 13.

■ **KCOG(AM)**-KMGO(FM) Centerville, Iowa: (AM: 1400 khz, 500 w-D, 250 w-N; FM: 98.7 mhz, 100 kw, ant. 450 ft.)—Granted assignment of license from Chariton Valley Broadcasting Co. to KMGO/KCOG Inc. for \$875,000. Seller is owned by Michael G. and John O'Connor, brothers, Paul Ahrens and Edward F. Bock (25% each). They also own KCHE(AM) Cherokee, Iowa. Bock also owns 22.2% of KCCY(FM) Pueblo, Colo., 20% of WCCI(FM) Savannah, Ill., and 17% of WBLM(FM) Lewiston, Me. Buyer is owned by Joyce Dennison (50.5%) and husband, Paul L. (49.5%). They own KILJ(FM) Mount Pleasant, Iowa. Action March 13.

■ **KOYY-AM-FM** El Dorado, Kan. (AM: 1360 khz, 500 w-D; FM: 99.3 mhz, 3 kw, ant 135 ft.)—Granted transfer of control of KIKZ Inc. from Michael Horne and Alpha Horne (51% before; none after) to Guy P. Russell (49% before; 99.998% after) consideration:

\$200,000. Principals: Sellers are transferring their interest to other principal stockholder. Buyer has been 49% owner of KOYY-AM-FM and vice president since 1971. He has no other broadcast interests. Action March 13.

■ **WJRO(AM)** Glen Burnie, Md. (AM: 1590 khz, 500 w-U)—Granted assignment of license from 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 WFMD-AM-FM Easton. Erald is announcer of WEMD. They have no other broadcast interests. Action March 13.

■ **WTVB(AM)**-WNWN(FM) Coldwater, Mich. (AM: 1590 khz, 5 kw-D, 1 kw-N; FM: 98.5 mhz, 50 kw, ant. 500 ft.)—Granted transfer of control of Tri State Broadcasting Co. from Paul Ruse (100% before; none after) to Tri State Communications Inc. (none before; 100% after) consideration: \$294,000. Principals: Seller is principally owned by Paul E. Ruse and his wife, Myrtle, and Robert F. Koser, William E. Koser, Reynolds Koser, and Erwin Dibbern. Buyer: Paul E. Ruse (48.38%), wife Myrtle (11.9%), Gary B. Mallerhee (19.2%) and six others. They have no other broadcast interests. Action March 13.

■ **WMYQ-AM-FM** Newton, Miss. (AM: 1410 khz, 500 w-D; FM: 106.3 mhz, 3 kw)—Granted 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. Action March 10.

■ **KFTW(AM)** Fredericktown, Mo. (AM: 1450 khz, 1 kw-D, 250 w-N)—Granted transfer of control of Madison County Broadcasters Inc. from W.N. Cate (100% before; none after) to David S. Smith Sr. (none before; 100% after) consideration: \$132,230. Principals: Seller owns 90% of KFTW; James Bragg owns other 10%. They also own KXRQ(AM) Trumann, Ark. Buyer has been general manager of KFTW since 1978 and has no other broadcast interests. Action March 16.

■ **WHHH(AM)**, Ohio (AM: 1440 khz, 5 kw-U)—Granted transfer of control from Tribune Chronicle of Warren, Ohio, to Frank Mangano for \$1 million. Seller is owned by Helen Hart Hurlbert Trust. Zell Draz, trustee. Draz, daughter of Hurlbert, is publisher of *Tribune Chronicle* newspaper. Trust has no other broadcast interests. Buyer is East Liverpool, Ohio-based real estate investor who also owns WOHI(AM)-WELA(FM) East Liverpool. Action March 13.

■ **WEND(AM)** Ebensburg, Pa. (AM: 1580 khz, 1 kw-D)—Granted assignment of license from The Great American Wireless Signal Inc., to Herlihy-Kuehen & Associates for \$180,000. Seller: Mark A. Kirebel and J. Jeffrey Long (50% each). They have no other broadcast interests. Buyer: David F. Herlihy Jr. and Carl C. Kuehn II (general partners), John E. and Lillian Mason (limited partners). Herlihy is retail sales manager/announcer at WCMB(AM) Harrisburg, Pa. Kuehn is western area director for Pennsylvania Emergency Management Agency. John Mason is divi-

sion manager for National Federation of Independent Businesses. Lillian Mason is housewife. They have no other broadcast interests. Action March 13.

■ **WMTS(AM)** Murfreesboro, Tenn. (AM: 810 khz, 5 kw-D)—Granted transfer of control of Hale Broadcasting Corp. from Monte Hale to John McCreery for \$1.23 million. Seller is owned by Monte Hale, who has also sold WKOS(FM) Murfreesboro (see below). He has no other broadcast interests. Buyer is John McCreery, who has been general manager of WMTS since June, 1980. He also owns 4% of WNOI(FM) Flora, Ill. Action March 12.

■ **WKOS(FM)** [formerly WMTS-FM] Murfreesboro, Tenn.: (FM: 96.3 mhz, 20 kw, ant. 170 ft.)—Granted transfer of control from Hale Broadcasting Inc. to WKOS Inc. for \$2,372,000. Seller is owned by Monte Hale who has no other broadcast interests. Buyer is owned by Thomas V. Armshaw, Murray Moss and Joseph Wolf (one-third each). Armshaw is president and general manager of WRQK(FM) Greensboro, N.C., which group also owns. Moss is Los Angeles investor. Wolf is Los Angeles attorney. They have announced plan to acquire full complement of FM stations within next five years, concentrating on top 25-50 markets (BROADCASTING, July 21, 1980). Armshaw also has one-third interest in WPET(AM) Greensboro. Action March 12.

In Contest

Procedural rulings

■ **Denver, Colo. TV proceeding** (American Television and Communications Corporation, et al.)—By five separate actions, ALJ Frederic J. Coufal denied several petitions to enlarge, granted petitions by Colorado Television Inc., and Oak Television of Denver Inc., and added issues to determine whether grant of American Television's application would violate cable-broadcast crossownership rules; and to determine whether Colorado Television principal John H. Gayer, participated in preparation and use of false, misleading coverage maps as chief executive of Station KAAT Denver, and, if so, effect on his qualifications to be licensee, ordered burden of proceeding be on proponents and burden of proof on applicants against which the issues are directed, and reserved decision on Colorado's request for site suitability issue against Alden Communications of Colorado Inc., and Oak's request for and issue against American; denied petition by Alden for leave to amend and granted motion by Colorado Television and resolved in its favor financial issue designated against it; granted motion by American Television and resolved in its favor financial issue designated against it; granted several petitions for leave to amend; and granted motion by Colorado Television and extended to March 9 time to file motion to compel answers by Alden (BC Doc. 80-465-68). Action Feb. 24.

■ **Knoxville, Tenn. MDS proceeding** (Southeast Mobilphone, Inc., et al.) ALJ John M. Frysiak granted joint request and approved agreement which calls for merger of Midwest Corporation and Knoxville Signal Corporation to be known as Knoxville-Midwest Signal Co., authorized reimbursement of \$1,586.51 to Southeast, dismissed with prejudice applications of Southeast and Knoxville, granted the application of Knoxville-Midwest Signal Co. and terminated proceeding (By MO&O, CC Doc. 80-614-16). Action Feb. 26.

■ **Corpus Christi, Tex. TV proceeding** (Coastal Bend Family Television, Inc. and Christian Childrens Network, Inc.) By three separate actions, ALJ James F. Tierney granted petition by Christian for leave to amend its application to reflect corrected information concerning its financial qualifications; granted petition by Coastal Bend for leave to amend its applications to reflect broadcast interest of principal (By Order; Actions Feb. 23); and granted to a limited extent motion by Christian and enlarged issues to determine whether Coastal failed to consistently maintain public file in its proposed city of license as required, and, whether Coastal harassed or intimidated members of public attempting to inspect file; whether applicant demanded an unreasonable price for copying documents contained in file; and effect of evidence adduced under this issue on Coastal's basic and comparative qualifications (By MO&O, BC Doc. 80-460-61). Action Feb. 27.

■ **Tampa, Fla. TV proceeding** (Family Television Corporation, Inc. and Suncoast Telechoice, Inc.)—ALJ Byron E. Harrison granted joint request and ap-

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proved agreement, authorized reimbursement of \$40,000 to Suncoast by Family and \$26,803.52 to Tampa Broadcasting Corporation, previous applicant in proceeding, dismissed Suncoast's application, granted Family's application and terminated the proceeding (BC Doc. 80-386-87). Action March 4.

■ Fort Bragg, Calif. **FM proceeding** (Mendocino Coast Wireless Company and Fort Bragg Broadcasting, Co.) ALJ Joseph Gonzales granted joint motion by applicants and approved agreement, authorized reimbursement of \$17,000 to Fort Bragg by Mendocino, dismissed Fort Bragg's application and ordered that Mendocino's application be retained in hearing status (By MO&O BC Doc. 80-62-63). Action March 5.

■ Zanesville, Ohio. **FM proceeding** (Muskingum Broadcasting Company and Christian Voice of Central Ohio)—ALJ Joseph Stirmer granted petition by Christian and enlarged issues to determine whether Muskingum principal Thomas Taggart has attempted to extort broadcast facility from FCC licensee; whether Taggart has undertaken to obtain an ownership interest in broadcast station or stations other than in Zanesville and to conceal such interest from FCC; whether Taggart abused the Commission's processes by filing petition for rulemaking and drafting an opposition to it which he sought to have another party file; whether Muskingum has requisite qualifications to be licensee; and whether Christian's programing proposal demonstrates superior devotion to public service warranting comparative preference, and ordered burden of proceeding be on Christian and burden of proof on Muskingum (By MO&O BC Doc. 80-347-48). Action March 9.

FCC Decisions

■ FCC Review Board granted applications of Southeastern Bible College Inc. and Glen Iris Baptist School for new educational FM at Birmingham, Ala., on 91.9 mhz subject to their sharing frequency. The Review Board concluded that Southeastern's fears of being identified with Glen Iris' programs could be eliminated almost entirely by concluding a time-sharing arrangement whereby Southeastern would operate on Tuesday, Thursday, Saturday and alternate Sundays and Glen Iris on Monday, Wednesday, Friday and alternate Sundays, rather than shifting times back and forth between the two each day. Action March 10.

Designated for hearing

■ Brownfield Broadcasting Corp. and Brownfield Radio Inc., for new FM station to operate on 103.9 mhz, at Brownfield, Tex., to determine if applicants are financially qualified; which of proposals would, on comparative basis, better serve public interest; and which, if either, of applications should be granted (BC Doc. 81-164-65). Ann. March 17.

Allocations

■ Ansley, Alaska—In response to petition by Reid Spann proposed assigning 100.1 mhz to Ansley as its first FM assignment, comments due May 4, replies May 25 (BC Doc. No. 81-154). Action March 6.

■ Fort Bragg and Mendocino, Calif.—In response to petition by Fort Bragg Broadcasting Co. proposed assigning 97.7 mhz to Fort Bragg as its second FM assignment; and reassigning 92.7 mhz from Fort Bragg to Mendocino to reflect its actual use there, comments due May 4, replies May 25 (BC Doc. 81-153). Action March 6.

■ Bend, Ore.—In response to separate petition by Terry A. Cowan and KBND Inc. proposed assigning 97.5 mhz and 105.7 to Bend as its third and fourth FM assignments, comments due May 4, replies May 25 (BC Doc. 81-155). Action March 6.

■ Bradford, Kane and Warren, all Pennsylvania—Assigned 103.1 mhz to Warren as its second FM assignment; substituted 103.9 mhz for ch. 276A at Kane; and substituted 98.3 mhz for ch. 280A at Bradford, effective May 4 (BC Doc. 80-238). Action March 6.

■ Mifflintown, Pa.—Assigned 107.1 mhz to Mifflintown as its first FM assignment, effective May 4 (BC Doc. 80-234). Action March 6.

■ Lewistown, Pa.—Assigned 105.5 to Lewistown as its second FM assignment, effective May 4 (BC Doc. 8-233). Action March 6.

Facility Changes

Applications

■ WBLX(FM) Mobile, Ala.—Seeks CP to change TL to: north side of hwy. 31 at junction with hwy. 181, Spanish Fort, Ala. Change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 738.4 ft. (H&V) & change TPO. Ann. March 16.

■ KRHS(AM) Bullhead City, Ariz.—Seeks Mod. of CP to change TL to: Holiday Shores shopping center, Bullhead City. Ann. March 16.

■ KBIG-FM Los Angeles—Seeks CP to make changes in ant. sys.; change type ant. (aux.) ERP: 36.2 kw (H&V) & change TPO. Ann. March 16.

■ WRTH(AM) Wood River, Ill.—Seeks CP to make changes in ant. sys. (augment D & N patterns & correct spacing & orientation of array). Ann. March 16.

■ WVIM-FM Coldwater, Miss.—Seeks CP to increase HAAT: 325 ft. (H&V); change type ant. & change TPO. Ann. March 16.

■ KPER(AM) Hobbs, N.M.—Seeks Mod. of CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 25 kw (H); increase HAAT: 257 ft. (H) & change tpo. Ann. March 16.

■ KQWB(AM) Fargo, N.D.—Seeks Mod. of CP as mod. to make changes in ant. sys. (remove FM ant. & decrease height of tower). Ann. March 16.

■ WTPM(FM) Aguadilla, PR.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; change SL & RC to BO. Sabanetas, State Rt. No. 2., Five miles north of Mayaguez; increase ERP: 50 kw (H&V); increase HAAT: 984 ft. (H&V) and change TPO Ann. March 16.

■ *WRIU(FM) Kingston, R.I.—Seeks CP to make changes in ant. sys.; change TL to: Dog Kennek Bldg., Plains Rd., Campus of U. of R.I.; change type ant; ERP: 1.59 kw (H&V); increase HAAT: 418 ft. (H&V) and change TPO. Ann. March 16.

■ KESD(FM) Brookings, S.D.—Seeks CP to make changes in ant. sys.; increase ERP: 49.8 kw (H&V); in-

crease HAAT: 614 ft. (H&V) and change TPO. Ann. March.

■ KYNT(AM) Yankton, S.D.—Seeks CP to make changes in ant. sys., change TL to: 1.4 miles of Center of Yankton; change SL & RC to: 202 West 2nd, Yankton, S.D. & change type trans. Ann. March 16.

■ WTJS(AM) Jackson, Tenn.—Seeks CP to utilize former D non-directional antenna as aux. D antenna. Ann. March 16.

■ KNBO(AM) New Boston, Tex.—Seeks CP to make changes in ant. sys. (increase height of tower to accommodate FM ant.) Ann. March 16.

■ WRDE(AM) Altavista, Va.—Seeks CP to make changes in ant. sys. (increase height of tower). Ann. March 16.

Actions

■ * KCSS(FM) Turlock, Calif.—Granted CP to increase ERP .150 kw (H&V), ant. height 60 ft. (H&V); conditions (BPED-79121AD). Action March 12.

■ * WERB(FM) Berlin, Conn.—Granted CP to change freq. to .024 kw (H), ant. height -70 ft. (H) (BPED-79128AO). Action March 12.

■ WATR(AM) Waterbury, Conn.—Granted CP to change the monitoring points for N pattern; conditions (BP-800724A). Action March 12.

■ WATR-TV Waterbury, Conn.—Application granted to commercial TV broadcast station CP to change type trans. Action March 16.

■ * KWWC-FM, Columbia, Ga.—Granted CP to increase ERP 1.25 kw (H&V), ant. height 95 ft. (H&V); conditions (BPED-791221AD). Action March 12.

■ KORT(FM) Grangeville, Ind.—Granted CP to change TL to 2.5 miles south of the city Grangeville, increase ERP .410 kw (H&V), ant. height 710 ft. (H&V), and make changes in ant. sys. (BPH-800926AA). Action March 12.

■ WSJP(AM) Murray, Ky.—Granted CP to increase power to 1 kw non-directional D; conditions (BP-800606AH). March 12.

■ WOZI(FM) Presque Isle, Me.—Granted CP to

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change TL to Rural Hilltop, Presque Isle; ERP 1.35 kw (H); ant. height 420 ft. (H); conditions (BPH-800131AJ). Action March 12.

■ KIRL(AM) St. Charles, Mo.—Granted mod. of CP to make changes in ant. sys.; change TL to Aubuchon Road, near Junction of Missouri Bottom Road, near St. Charles, and operate trans. by RC from SL; conditions (BMP-810123AR). Action March 12.

■ WAGY Forest City, N.C.—Granted CP to change hours of operation to U by adding N service with 500 DA-N; change TL to north of intersection of Woodburn and Church Streets, Forest City, and make changes in ant. sys.; conditions (BP-800228AM). Action March 12.

■ WCTI-TV New Bern, N.C.—Application granted to commercial TV broadcast station MP to change ERP to vis. 316 kw (max), aur. 31.6 kw; chg. trans.; change ant. type and make changes to ant. sys. Action March 16.

■ *WRDL(FM) Ashland, Ohio—Granted CP to change freq. to 88.9 mhz; change TL to 401 College Ave., Ashland; increase ERP 3 kw (H&V); ant. height 170 ft. (H&V); change TPO and change type trans., operate by RC and make changes in ant. sys. (BPED-791228BH). Action March 12.

■ WILK(AM) Wilkes-Barre, Pa.—Granted CP to increase N power to 5 kw and make changes in ant. sys.; conditions (BP-800205AF). Action March 12.

■ *WCVY(FM) Coventry, R.I.—Granted CP to increase ERP .2 kw (H&V); ant. height 36 ft. V); conditions (BPED-791026AJ). Action March 10.

■ KMIT(FM) Mitchell, S.D.—Granted CP to make changes in ant. sys.; change type trans. and ant.; increase ERP 65 kw (H&V); decrease ant. height 290 ft. (H&V) and change TPO (BPY-800407AG). Action March 23.

■ KNEY(FM) Pierre, S.D., Granted mod. of CP to change TL to 1.6 miles of Ft. Pierre on Cedar Hill Road, Ft. Pierre; SL & RC: 106 W Capitol Street, Pierre, SD; increase ERP 3 kw (H&V), ant. height 300 ft. (H&V), and make changes in ant. sys. (BMPH-800911AC). Action March 10.

■ WAXO(AM) Lewisburg, Tenn.—Granted CP to increase power from 250 w to 1 kw; conditions (BP-800908AC). Action March 3.

■ *KWTS(FM) Canyon, Tex.—Granted CP to increase ERP 125 kw (H), ant. height -9 ft. (H) (BPED-791231BV). Action March 4.

■ *KTAI(FM) Kingsville, Tex.—Granted CP to increase ERP 100 w (H), ant. height 99 ft. (H); conditions (BPED-791220AI). Action Feb. 17.

■ KUFO(FM) Odessa, Tex.—Granted CP to change TL to intersection of Roads 1787 & 1788 near Odessa; crease ERP 100 kw (H&V); ant. height 360 ft. (H&V); change type trans. and make changes in ant. system (BPH-800930AC). Action March 4.

■ KGRO(AM) Pampa, Tex.—Granted mod. of CP to change TL to .29 mile E of State Highway 70, S side of State Highway Loop 171, near Pampa, conditions (BMP-801222BA). Action March 3.

■ KAPE(AM) San Antonio, Tex.—Dismissed application for CP to make changes in ant. sys.; change TL, SL and RC to 1203 W. Hein, San Antonio, and augment pattern due to radiation (BP-800729AL). Action Feb. 18.

■ KARI(AM) Blaine, Wash.—Granted mod. of CP to make changes in ant. sys. and redesign the directional ant. pattern during N hours; conditions (BMP-800618AE). Action March 4.

■ WGUB(AM) Manitowoc, Wis.—Granted CP to change city of license from Manitowoc to Two Rivers, Wis.; change hours on operation by adding N service with 5 kw; install DA-2; change TL to Viebahn and U.S. 141, Manitowoc, and make changes in ant. sys., conditions (BP-800613AC). Action March 9.

Satellites

Grants

■ Bedford Cable TV for Bedford, Ind. (E2778).

■ Tele-Media Company of Ridgway, Ridgway, Pa. (E2779).

■ Tele-Media Company of Waynesburg for Waynesburg, Pa. (E2809).

■ Saratoga Cable TV Inc. for Saratoga Springs, N.Y. (E2810).

■ Community TV Corp. for Gilford, N.H. (E2811).

■ Crow River Cable TV for Hutchinson, Minn. (E2812).

■ Clear Cable-Vision Inc. for Dora Junction, Ala. (E2815).

■ ATC Cablevision of South Pasadena for South Pasadena, Calif. (E2816).

■ El Cortez Hotel for Las Vegas (E2817).

■ Riverside Cable Inc. for Zanesville, Ohio (E2818).

■ Metrovision Inc. for Easton Rapids, Mich. (E2819).

■ Metrovision Inc. for Menomonee Falls, Wis. (E2820).

■ Warner Amex Cable Communications Inc. for Farmers Branch, Tex. (E2821).

■ Videostar Connections Inc. for Atlanta (E2823).

■ Warner Cable Corp. of Pittsburgh for Pittsburgh, Pa. (E2823).

■ H. S. Anderson Company for Trona, Calif. (E2826).?L

■ Century Center Communications for Honolulu (E2829).

■ South Baldwin Cablevision for Gulf Shores, Ala. (E2829).

■ Hi-Net Communications Inc. for Atlanta (E2830).

■ Hi-Net Communications Inc. for San Jose, Calif. (E2831).

■ Kankakee TV Cable Co. for Kankakee, Ill. (WD42).

■ Sun Cablevision Co. of Panama City Beach for Panama City Beach, Fla. (WE27).

Other

■ Total of 17,369 complaints from public were received by Broadcast Bureau in January 1981, decrease of 1,339 from December. Other comments and inquiries for January totaled 1,467, increase of 511 over previous month. Bureau sent 1,126 letters in response to these comments, inquiries and complaints.

Summary of broadcasting

FCC tabulations as of Feb. 28, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,594	3	2	4,599	113	4,712
Commercial FM	3,301	2	9	3,312	144	3,456
Educational FM	1,095	0	1	1,096	70	1,166
Total Radio	8,990	5	12	9,007	327	9,334
Commercial TV						
VHF	519	1	0	520	8	528
UHF	237	0	0	237	96	333
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	16	178
Total TV	1,014	4	7	1,025	127	1,152
FM Translators	354	0	0	0	212	566
TV Translators						
UHF	2,595	0	0	2,595	238	2,833
VHF	1,395	0	0	1,395	491	1,886

*Special temporary authorization

**Includes off-air licenses

Ann. March 17.

■ Comment dates are approaching about FCC proposal to increase number of VHF television stations. Proposal could add new VHF channels and stations in communities throughout country. Under proposed rule change, new channels on VHF band could be allotted in many areas. The rule change would make VHF stations available in New Jersey and Delaware, where VHF viewers are served by only New York, Philadelphia, and Baltimore stations. Ann. March 17.

Call Letters

Applications

Call	Sought by
	New AM
WJFB	Bryant Radio Co., Mt. Juliet, Tenn.
	New FM's
WJAR	Danbury Community Radio Inc., Danbury, Conn.
WAOP	Allegan County Broadcasters Inc., Ostego, Mich.
WHRC-FM	Peter Edward Hunn, Port Henry, N.Y.
KIXC-FM	Joy Radio Broadcasting Inc., Quanah, Tex.
KSOX-FM	Edgar L. Clinton, Raymondville, Tex.
KOZI-FM	Northcentral Broadcasting Co., Chelan, Wash.
	New TV
WRJK-TV	Channel 40 Inc., Bluefield, W. Va.
	Existing AM's
KSJO	Sterling Recreation Organization Co., San Jose, Calif.
WJYJ	Affiliated Broadcasting Inc., Jackson, Fla.
WRPW	Boss Communications Corp., Cambridge, Mass.
WTJT	London Broadcasting Inc., Franklin, Tenn.
KIXC	Joy Radio Broadcasting Inc., Quanah, Tex.
WNVV	United Communications Corp., Herndon, Va.
	Existing FM's
KJJJ-FM	ITC Communications of Arizona Inc., Glendale, Ariz.
KSJO-FM	Columbia Theatre Co., San Jose, Calif.
KELS	Pro Media Inc., Ardmore, Okla.
KJYO	Insitico Radio of Oklahoma Inc., Oklahoma City
WPXI	WILC-TV Corp., Pittsburgh, Pa.
WMYU	Mooney Broadcasting Co., Sevierville, Tenn.
KHEY-FM	KHEY Inc., El Paso, Tex.
WMYX	LIN-Wisconsin Broadcasting Corp., Milwaukee, Wis.

Grants

Call	Assigned to
	New AM
KGTL	Peninsula Communications Inc., Homer, Alaska
	New FM's
KFCM	Cherokee Village Broadcasting Co., Cherokee Village, Ark.
KARP	Carpenteria Broadcasting Co., Carpenteria, Calif.
KSHA	Redding FM, Redding, Calif.
KIQX	Mountain States Broadcasting Investments Corp., Durango, Calif.
WMFM	University City Broadcasting Co., Gainesville, Fla.
WHCF	Bangor Christian Schools, Bangor, Me.
KTMW	Bixby Great Electric Radio Inc., Mercedes, Tex.
WNRN	Payne of Virginia Inc., Virginia Beach, Va.
	Existing AM's
KUJK	Shobom Broadcasting Inc., Wickenburg, Ariz.
KQTE	Visionary Radio Euphonics Inc., Santa Rosa, Calif.
WPBK	Pyramid Broadcasting Inc., Whitehall, Mich.
	Existing FM's
KNAX	McClatchy Newspapers, Fresno, Calif.
KROY	KPLV Inc., Pueblo, Colo.
KBIU	Stream Broadcasting Inc., Lake Charles, La.
WJXQ	Patten Broadcasting-Jackson Inc., Jackson, Mich.
	Existing TV
WCGT	Gordon Communications Corp., Albany, Ga.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Young, growth-oriented, company seeks General Sales Manager for East Coast AM-FM billing over \$2 million. Candidate must have local and national sales management experience, leadership and motivational abilities, organizational and administrative skills, and a documented track record. Outstanding compensation plan and opportunity to join young, aggressive, management team. EOE/MF Box C-228.

Terrific Number 1 Salesperson sought for sales manager of first class AOR FM in medium market city. Looking for person that has longevity in past situations. Opportunity for No. 1 biller who now wants management and a guaranteed future with a company that rewards success. Unusually good programming and promotion! This is much more than just another job, but we need a hard, hard worker! Investigate by letter and resume to General Manager, KQDS, P.O. Box 6167, Duluth, Minnesota 55806.

University Radio Station General Manager University owned public radio station seeks general manager. Responsible for administrative supervision of professional staff, campus and community volunteers including students. Duties include on-the-air fundraising and development; programming direction, and community relations. Experience in radio station administration and programming essential; experience dealing with University community desirable. Position reports directly to Office of the President and Board of Directors of University Foundation. Duties also include contacts with community groups, regulatory agencies, and professional organizations. Emphasis on increasing public affairs and local programming, but format eclectic. Salary at or better than market scale, depending on experience and training. Good benefits program and stimulating university climate in very pleasant location by the sea in thriving metropolitan community. Mail application letter and credentials, references, exhibits to E. L. Asher, Executive Director, University Radio/Television, Office of the President, California State University, Long Beach, CA 90840. Projected start date is May 1, 1981. Position will remain open until filled.

Sales Manager—Group owned AM-FM in Upstate New York. Must be strong leader for sales staff of six, plus handle key local and regional agency account. Stable position with great growth potential in growing broadcast group. Experience preferred, but we will consider all top billers looking for management position. Excellent salary, bonus and benefits package for the right person. Contact Larry Rosmilso, General Manager, WDOS/WSRK, Oneonta, NY 607-432-1500. EOE.

Wanted, Account Executive. Must have experience. Monday through Friday. Should be able to do production. We're located in the boating and fishing capital of the Northwest. Close to big city entertainments, as well as skiing, hiking, and great camping areas. Resume should be sent to KAGT Radio, P.O. Box 96, Anacortes, WA 98221.

Manager—Sales Manager. 100,000 watt FM Country, Midwest. Want dynamic leader. Box C-285.

Sunbelt Expansion Opportunity. Growing chain needs Sales/Promotion oriented Group Manager. Successful track record and references a must. Superb financial package, fringes, incentives. EOE/MF Box C-304.

HELP WANTED SALES

PA NJ Powerhouse Pair, WKXW, 50,000 W-FM, 5 KW-AM. New owners committed to success. Grow with KX. Your sales experience could put you on ground floor of great career opportunity. Let's put a money making deal together for you. Call Bill Musser collect 609-882-8471. EOE M/F

Are you interested in working in Ski Country U.S.A.? Need Salespersons for new AM/FM in Southwestern Colorado. Send resume c/o Longhorn Communications Inc. 29 North Slope, U.G.V. Clinton, New Jersey 08809. EOE.

Outstanding career opportunity. WFEC 14 AM in Harrisburg, PA is looking for an aggressive, experienced salesmanager or salesman who wants to be salesmanager. Excellent salary, override and medical. Possible manager position if you work out. Contact Mitchell Scott at 717-238-5122. EOE.

New Hampshire's Golden Triangle. Fastest growing area in the Northeast. 30 Minutes to Boston, an hour to ocean or mountains. Town voters just approved a sports complex to house the Boston Bruins. We are growing too and need experienced salespeople. Only local station to 60,000 people. Excellent pay and incentives. No sales tax. No state income tax. Contact Dick Lange, WVNH, Box 1110, Salem, NH 03079. 603-893-5768.

Northern Illinois—established AM/FM looking for bright, articulate self-starter to handle AM & FM sales. Some experience or education desired. Send resume to J. McCullough, WLPO/WAJK, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer, M/F

Wanted, Salesperson for AM, FM, station in S.E. Kentucky. Prefer R.A.B. trained, you must be ready to cover a lot of ground. We have the product, and we need someone to help us sell it. Call me first. Randall Bliss, General Manager, 606-598-5102 before 3:00 p.m.

WFIN Findlay, Ohio has opening. Will consider only pro sales people with proven track record. Strong established account list. Outstanding radio market. Equal opportunity employer M/F. Resume to Ron Griffin, General Sales Manager.

Small market sales manager. If you are looking to move into management, this is an ideal opportunity in a fast growing mountain market. Solid base to build on. Box C-286

Sales Manager for fast growing 42,000 watt FM station in southern NE. Salary plus commission, good fringe package, excellent growth potential. Send resume to Cynthia Georgina, FM-104, Keene, NH 03431. EOE.

HELP WANTED ANNOUNCERS

News Director/Sports play-by-play needed now at competitive market leader. Beautiful outdoor Rocky Mountain area. Experienced preferred. EOE/MF. Send resume and salary requirements to Box C-231.

Nights for Northeast Powerhouse personality MOR. Possible step to daytime. If you can make the listener feel comfortable, rap on the phone without overdoing it, are informed and intelligent, send your tape, detailed background. Prestige Organization. An Equal Opportunity Employer. Box C-227.

WWBA is currently searching for a dependable experienced announcer. If you feel you are qualified to work at one of America's highest rated beautiful music stations, rush a tape and resume to David McKay, Operations Manager, WWBA Radio, P.O. Box 22000, St. Petersburg, FL 33742. An EEO Employer.

WFIN Findlay, Ohio now accepting applications. Great city, great station. MOR. Resume & tape to Kert Radel, PD. EOE M/F

Afternoon/evening slot available now. If you love your country contact Don Andrews, PD. WHMQ Findlay, Ohio. EOE M/F

Experienced announcer needed in sunny south Texas for Production Manager at country station. Must have on-air as well as production experience. Live thirty minutes from the beach in tropical paradise. Call Chris Kelly, Personnel Director, KELT-FM, 512-423-3910 or write to P.O. Box 711, Harlingen, TX 78550. EOE.

Dynamic talk show personalities. MOR announcers and production experts. Send tapes and resumes to Tom Krimsier, WWL, New Orleans, LA 70176.

Personality for Adult Contemporary format. Minimum two years experience. Send tape and resume to Bill Campbell, PD, WNMB-FM, 429 Pine Avenue, North Myrtle Beach, SC 29582. EOE.

FM Announcer: Early AM shift—minimum one year experience. Send air check and resume to Personnel Director Broadcasting WSM, PO Box 100, Nashville TN 37202. An Equal Opportunity Employer

Experienced morning drive personality wanted for established Middle Tennessee country music station. Production experience, MD and PD capabilities desired. E.O.E. Send resume to Box C-290.

HELP WANTED TECHNICAL

Full time hardworking chief engineer needed for powerhouse 5,000 Watt AM Station. Must have First Class License and excellent knowledge of Audio processing and related audio chains. Resume to Box C-273. An Equal Opportunity Employer.

Chief Engineer for local AM/FM operation with some automation. Announcing ability a plus. South Louisiana Market. EOE. Box C-93.

Experienced Chief Engineer for 5000 Watt AM/3000 Watt FM in South Arkansas. Top pay and benefits for the right responsible person. Good maintenance a must. Good working conditions, excellent facilities. Send resume to Jeff Murphree, PO. Box 1565, El Dorado, AR 71730, or call 501-863-5121.

A Sun Belt Opportunity. KGAK/KQNM, Gallup, N.M. wants the best medium market Chief in the west. Should know FCC Regs: AM directional; FM, STL and automation. Good references paramount. Call General Manager for full details. 505-863-4444. EOE.

Ft. Lauderdale FM/Directional AM needs experienced, professional engineer. Give full details, references and salary requirements in first letter to John Galanses, WCKO, 4431 Rock Island Rd., Ft. Lauderdale, 33319

Sunshine & Opportunity Chief Broadcast Engineer for Public Radio Station (KAWC). Salary based on education and experience; excellent fringe benefits. First class radio telephone operator's license required. Experience in operation, maintenance, repair of broadcast transmitting and production equipment and 4-GHz satellite system. Apply to Personnel Office, Arizona Western College, P.O. Box 929, Yuma, AZ 85364 or 602-726-1000, ext. 222. AA/EOE.

Lansing, MI is a great place to live. Need a great Engineer who knows AM direction, FM, automation, et al to run one person department. Send resume to Manager, WITL Radio, Lansing, MI 48910. An EOE/AA employee. Excellent plant in top condition.

Ass't Chief for AM-FM. Good maintenance studio/transmitter. Digital knowledge helpful. Contact Dennis Rund, Chief, WFIN/WHMQ Findlay, OH EOE/M/F

Chief Engineer—Medium market, Ohio station. Care for RF, good audio, and attention to detail a must. Right salary to right individual. Reply Box C-300. EOE.

HELP WANTED NEWS

Experienced News personnel needed for immediate opening. Mail tapes and resume to: Program Director, P.O. Box 8085, Nashville, TN 37207. EOE.

Are you interested in working in Ski Country U.S.A.? Need Newperson for a new AM/FM in Southwestern Colorado. Send Resume and tape to Longhorn Communications Inc. 29 North Slope, U.G.V. Clinton, New Jersey 08809. EOE.

HELP WANTED NEWS CONTINUED

Morning Newscaster—2 years experience in aggressive News Department. Excellent delivery—style—judgment, writing skills a must. No beginners. No phone calls. Equal Opportunity Employer. Aircheck—Resume to: Ira Bitner, News Director, WIRL Radio, P.O. Box 3335, Peoria, IL 61614.

Anchor/Reporter for Small Market news leader. Strong delivery, writing/technical skills a must. Degree required, experience a plus. Send tape, resume and salary requirements in first letter to: Rick Adams, WTSL, Box 1400, Lebanon, NH 03766.

News & Public Affairs Producer for public radio station. Qualifications: BA with at least two years experience in News & Public Affairs production. Salary \$8,748—\$12,912. Deadline: April 15. Send resume & tape to: David Beach, KFJM, Box 8116, Grand Forks, ND.

Experienced, Solid Newscaster needed for full time AM & FM. Tapes and resumes to Karl King, News Director WVAM-PO Box 1827 Altoona, PA 16603.

News Director: Immediate opening for News Director, WIBX, 5 KW fulltime CBS affiliate with news—talk format. Eastman OAO, most respected news station in Central New York. Arbitron rated No. 1 come and shares. Send tape, resume and salary requirements to Bill Williamson, WIBX, P.O. Box 950, Utica, NY 13503. 315—736-9313. An EOE station.

Southeast Pennsylvania medium market station seeks a competent journalist for afternoon news. Send tape, resume and writing samples to News Director, WHUM Radio, Box 1657, Reading, PA 19603. EOE/MF.

Newscaster for aggressive news department S.E. New York AM/FM. Excellent opportunity. Tape and Resume to News Director, Box 511, Beacon, NY 12508. E.O.E.

Experienced News Anchor needed for Newsradio in Northeast. No calls, send tape and resume to: News Director, WEAN, 10 Dorrance Street, Providence, RI 02903 E.O.E.

Small Market AM/FM News department with high standards for local news is looking for an aggressive, self-starting general assignment reporter. Degree and/or solid experience required. Good salary and benefits. Send tape, resume and salary requirements to News Director, WSVA/WQPO, PO Box 752, Harrisonburg, VA 22801 EOE/AA.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Are you ready for PD in a professional operations? Can you lead, guide, be an example (No Beginners Please) Box C-259.

We have an experienced sports director, but he's moving into sales. He'll be there to help, but the opportunity is yours. Baseball, football, basketball. Box C-260.

Production Manager: Billboard Station of the Year wants creative imagineer who can write, direct, and produce. Join us at our new million dollar facility. Send resume and tape to Damon Sheridan, WDFB, Box 10,000, Marion, OH 43302. EOE.

Southeast, Class "C", FM Rock, Country AM both automated, need first class production voice. E.O.E. Box C-163.

Northeast Major Market Black Contemporary—AM planning Expansion. Seeks tapes & resumes for announcers, news production, traffic & sales personnel. Experienced pros only. EOE: Reply P.O. Box 600, Holbrook, L.I., N.Y. 11741.

Experienced, imaginative, creative Programme Director for Number One FM in South Arkansas. Top 40, Contemporary Format. Smooth on air personality with good voice and strong Production a must. Excellent staff, management and great facilities. Good salary with fringe benefits. Send unedited Air Check and resume to Jeff Murphree, KLBO-FM, P.O. Box 1565, El Dorado, AR 71730.

Production Director Copywriter. Creative person to live in beautiful Florida. Good money for right person. Box C-234.

Are you interested in working in Ski Country U.S.A.? Need, Program-Director for a new AM/FM in Southwestern Colorado. Send resume and tape to, Longhorn Communications Inc. 29 North Slope, U.G.V. Clinton, New Jersey 08809. EOE.

Midwest—established AM/FM has fulltime opening for individual to handle commercial production plus air shift. Some experience or education helpful. Send resume and tape to J. McCullough, WLPO/WAJK, PO Box 215, La Salle, IL 61301. An Equal Opportunity Employer. M/F

Production Director needed for 100,000 watt public radio station. Responsibilities include frequent remote music recording, studio production, board shift, some weekend and evening hours. Experience in recording required. Send resume and tape demonstrating recording experience to: Dr. Louise Johnson, Personnel Officer, Hutchinson Community College, 1300 North Plum, Hutchinson, KS 67501.

Program Director Operations Manager for Mid-Atlantic AM/FM. Outstanding air and production skills essential. Good salary and benefits. Resume to Box C-288.

SITUATIONS WANTED MANAGEMENT

Available immediately, small market manager. Track record, sells expert for small markets. Engineer, announcer, promotions, handle all FCC applications. 28 years experience in small markets successfully. Phone 314—586-4090 or Box C-265.

Currently Employed Sales Manager wants to manage small to medium market, Midwest or West. Heavy sales background and good sales qualities. Programming background and on-air experience. Management positions held in seven of last 10 years, now 28 years old. Your reply confidential! Box C-264.

Manager of Number One rated Medium Market station in the Southeast looking for new challenge. Twenty years experience in programming, sales and management. Excellent track record, top references. Box C-267.

General Manager—20 years experience all phases—management, sales, announcing, engineering. Presently Chief Engineer large market automated AM, powerful top rated stereo FM. Prefer medium market Southeast. Minimum salary \$35,000. No hurry but let's start talking now. Box C-51.

Radio General Manager with major and media market experience. Wants to re-locate. Proven sales, ratings, bottom line and results oriented. Broadcasting, PO Box C-167.

Station Manager desires GM position. Strong sales, programming, FCC and administration. My record speaks for itself. Let me take your station to success. Top 100 markets preferred. Consider buying stock in company. Box C-221.

Wanted: An Opportunity and challenge with a progressive and expanding organization. Your reward, an experienced general manager with 17 years as a successful professional broadcaster. Skills include heavy sales & promotions. Strong leadership and motivator. Managed AM & FM all markets excellent credentials. Box C-203.

GM Small Market background, bottom-line oriented, over 20 years experience. Presently employed. Prefer West or Midwest, but, location not as important as future. Box C-204.

General Manager. Excellent major market station management track record. Proven strength in administration, motivation, sales management, sales development, programming, promotion and profit. Total knowledge FCC. Top references. Box C-224.

Gen. Mgr., full charge, strong sales. 23½ years "in-the-black" with AM (Contemp.) and FM (Beaut. Music) top billers in 29th Radio Market. Phone 714—686-1640 or contact Bob Bunnell, 5695 Bedford Dr., Riverside, CA 92506.

General Manager seeks position with Equal Opportunity Employer. Experienced Sales programming, budgeting, FCC. Best in turn around situations; expertise urban contemp. and Black oriented formats. Proven record. Secondary or major markets. Box C-291.

AFRTS Radio Station manager with commercial background seeks new challenge. History: engineering, news, talent, programming, management. Aggressive young sm fixes problems—while building staff loyalty. Cost effective. Current on FCC. RAB believer. Ending successful five-year overhaul. If needed, top staff to right offer. Reply in confidence Box C-299.

If you have decided your station needs the firm, guiding hand of an experienced General Manager who has solved many of a mid-sized radio station's woes, call 503—266-1160, evenings.

SITUATIONS WANTED SALES

Do you have important sales territory requiring experienced sales representative? I guarantee tender, loving care for your medium or small market account list. Five years at present station in Wisconsin. Box C-222.

Male, White, 47 Aggressive Sales or management Non-Jew Polish. Please no rock or teen stations. Retarded etc. Frank E. Zabielski, 4608 So. Spaulding, Chicago, 60632 312—254-2251.

SITUATIONS WANTED ANNOUNCERS

Last chance for December 1979 college grad in radio. Four-and-a-half years experience. Contact Box C-280.

Experienced air personality seeks Medium Market challenge. Stable, well-equipped Contemporary on solid ground in Midwest (preferably Indiana vicinity). First Phone. Box C-269.

If you Rock, I'll Roll. I am a young creative hard working A.O.R. jock. For tape and resume call Andy Fiducia at 815—399-3187 or write 1912 Greenfield Lane, Rockford, ILL 61107.

Money—May I help you make it? Smooth Rock announcer. Tape available. Handle news and copywrite. George Quasti—312—348-3314. 1952 N. Seminary Chicago, IL 60614.

Attention—Northeastern U.S., Texas Gulf Stations; Available Now! Experienced afternoon drive personality. Call 414—769-6966.

Enthusiastic and dependable D.J. Looking for a station. Will relocate immediately. Give me a call—Mike Sullivan, 312—830-4153.

Look at me look at you we're both looking. I'm a hard worker creative and, know what is happening musically 312—525-4614. Ask for Johnny and end our looking.

Not just another run-of-the-mill boring jock. Am creative, bright, LOVE radio, love music, let's roll! 312—728-5312 after 7 pm Rick Canton.

Male, 34, married, C/W announcer, with production skills, news, etc ... Must relocate, prefer Southeast. Three years experience, excellent references. Call Andy 205—682-4677.

Look no further. Have Top-40 talent will travel! Music expert—I believe in "good" radio. Don't miss the boat—send for my tape and resume. Steve Michaels, 661 Volbrecht Rd., Crete, IL 60417 312—758-3850.

'78 grad., U. of Ia., with B.A. 15 mo. experience small market radio; announcing, production, sports play by play. Hard worker, enthusiastic personality. Wanting to learn more. Write: Patrick Snyder 2811 Warford Apt. 8 Perry, IA. 50220 or call after 6:00 pm 515—465-2726

Currently working for coastal easy listening station, but very eager to move to different format. Will go anywhere for adult contemporary or Top 40, non-automated please. Possess college degree. Call Bruce, 512—992-4566 or 512—452-6536.

Professional Show Tight keep music moving 8 years in the business. 904—255-6950, Mike Hon, 373 Williams, Daytona, FL 32018.

D.J. With News and production experience. Reliable. Format open. Location secondary to secure operation. Call Mike 716—875-5248.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Situations Wanted Announcers—Radio Top Midwest morning personality for 13 years—a real pro, ready to add ratings, creative production and dollars to your Adult Contemporary station. Box C-281.

Made My Break. now I want to relocate anywhere! Graduate of NY Brcdst. School. Working middle market in Michigan. Format no problem, love all music. 23 yr. old male experience in Voice Characterizations, Dialects, and Talk Shows. Call 616-946-9698 evenings.

Promotion/Music Director—New York Metro area. 10 years experience. Call Paul—days 212-664-2610; nites 201-944-1925.

Religious broadcaster specialized in music, previous experience, ready to begin in June. Box C-297.

Professional with experience and dedication. Looking for stable medium market. Let's talk. Mike Jay, 6537 Birchcrest, Indianapolis, IN 46241. 317-241-4905.

New York metro area—six years experience. Part time. P. McKenna. Day 212-664-2610. Night 201-944-1925.

Some Experience: Retired sport complex manager. Age 55. Want job in radio, announcer. Eight years experience—been out 15 years. Will work as beginner. Mid-West or sunbelt. News-sports. No Rock please. Jay-Dee, PO Box 826, St. Point, Wis. 54481.

Morning personality with fun show seeks major market job. Currently in Oregon. MOR Box C-302.

Experienced PBP Announcer very knowledgeable and articulate in all sports, will double on news or sell time. Trained and talented with third ticket, willing to relocate any size market, tape and resume available. Call Sal Genovese, 1505 Alta Vista Ct., Seaside, CA 93955 408-394-1635.

Jock, Musicologist, Programmer, One-to-one communicator with 6 years Top 40, CHR, AOR. Prefer east. Currently employed. Frank 603-522-9075.

Dependable, Hard Working, creative Disc Jockey ready for work—top 40! Afternoon and evening. Tape and Resume available. Call (Crazy Bernie) at 312-421-0428 after 3 PM or at 2355 West Ohio Street, Chicago, IL 60612.

SITUATIONS WANTED TECHNICAL

Assistant chief engineer at AM facility in San Jose, California area. Willing, ready, experienced in most things technical. Resume available. Reply to Box C-226.

SITUATIONS WANTED NEWS

Sports/News-caster—Resourceful, energetic college grad with four years experience in No. 4 market seeks position in NE Metro area. Proven writing ability. Box C-268.

5 years experience, would like medium market or better. Anchor, street, or both. Call before 1 p.m. Doug Cummings 312-446-1326 or 913-272-5765.

Whiz kid. Versatile, dedicated, and innovative. Now working as an Anchor/Reporter in a Top Five market. Seeks News Director position in a medium size market. Box C-168.

Experienced West Coast Sportscaster seeks college football play by play position for the fall. Write Box C-220 or call 206-538-0336.

General Managers—need a morning news anchor/director? Four and a half years experience writing, gathering, anchoring. All serious inquiries answered with biographics-audio tape. Write Box C-223.

Creative, Experienced, dependable female reporter/DJ seeking position in medium market. Over 2½ years experience. Can relocate immediately. Box C-241.

Aggressive newsmen seeks medium or sma market position. Excellent reporting, interviews. Have worked Top 30 market. Call Jim 614-436-6133.

Looking for a medium small market sports position with possible P-B-P Excellent reporting, interviewing, have called master college sports and sportstalk. Call Jim 614-436-6133.

Sports Anchor, Reporter, PBP Color. References Substantiate: I'm the one. Rian Danz 408-356-7307.

Ambitious male looking for a news/sports reporter position. College and some commercial experience in news/sports reporting, play-by-play and production. Dan 312-255-3795.

Experienced News Man. Prefers Midwest, but will relocate anywhere. Call John 312-381-2916.

News-caster/Sportscaster. Recent college grad looking for a break. Dedicate motivated. Experience in news and sports reporting, production background, PBP Able to combine with Sales. Steve Work, 516-433-4943 after 7:00 PM.

Seven year JUCO PBP, plus high schools, looking to move to small/medium college sports. Basketball, football, baseball, hockey. Also news, talk, and jock experience. Call Bob at 612-235-2915.

Female 22 News Announcer, Ambitious/Enthusiastic. Also available for Talk Show Host/Dependable and Hardworking. Tape and Resume available. Call Valarie Johnson 312-787-8220 or write Box 44064, Chicago, IL 60644.

Sportscaster, ready, willing & able! St. John's grad, college station experience, Announcer Training Studios grad, 3rd phone endorsed. Seeking first major league break. Can combine with news. John Narelli, 232-16 88th Ave., Queens Village, NY 11427. 212-465-5007.

Unemployed Sports Director available. Big Ten, MVC announcer/reporter. Wire award winner, college degree. Unique background. Call 314-878-7615 after five.

Sports Director looking for station with strong commitment to sports. PBP Talk, opinionated. True professional with excellent references. Box C-294.

1st Rate Professional sportscaster, play-by-play, network experience, will also do news. Will relocate. S. Phillips, 381 Main St., Shrewsbury, MS 01545.

SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

Automation Programer If you want a tight professional sound from your automation system, be it AM or FM, large or small market and believe an automated station can sound as tight and alive as any major market station with big named announcers, then get in touch and see if we can work something out together. Box C-253.

Beautiful Music. Experienced announcer. Can also handle programming or Operations Director. Reply Box C-272.

Program Director seeks challenging position with responsible facility. Fifteen year pro; seven of previous eight years with one station. Strong on community involvement, promotion, staff motivation, sales, dedication, EOE/AA, FCC, engineering, budgeting, research. All markets considered. Box C-173.

Major Market Pro! Dependable, experienced Black Personality, with 11 years of Radio expertise in programming, music research, public affairs, production skills and consulting, seeking MD or PD. position with station looking to become No. 1. Currently working in New York, but willing to relocate to bigger and better things. Tape and prev. kit with resume available. Box C-225.

Attention Station Owners/Networks/Cable Owners! I challenge you to offer me growth and opportunity! 21 years in Radio, Creator and Producer-Host of own interview talk shows for seven years country music PD., and M.O.R., copy Top Production, Management, and ten years of Street Fighter Sales with excellent billing. Good credentials. Tape & resume on request. Will consider all. Box C-230.

Program Director/Operations Manager, 10 years experience. If you want your station organized, your format targeted and polished, I'm ready to make a move. Stable, Family man looking for company that believes in quality radio and plays to win. Tape and Resume available. Box B-68.

HELP!! Dedicated, resourceful, experienced behind-the-scenes production pro is looking for an appreciative station. If you need someone competent, one who knows what they're doing when it comes to organizing any type of music show, researching news and talk show topics, developing on-air promotions, and isn't afraid to strive for perfection under a deadline, let's talk. I'm young, enthusiastic, personable and conforming. I'm also looking for a break. Box C-293.

TELEVISION

HELP WANTED MANAGEMENT

New ABC affiliate in growing market seeking creative, experienced managers for key department positions. Sales manager with primary responsibility in local sales and back-up capability in national sales. Chief engineer with first class to manage experienced staff and state-of-art operation. Promotion manager to handle all promotion: on-air, outside media, creative, sales promotion. Traffic supervisor for manual traffic system with eventual move into computer. Great opportunity to join dynamic staff at independantly owned station where you can develop your own potential. Send resume with references to Bill Mallery, Vice President, General Manager, WMDT-TV, Box 321, Salisbury, MD 21801. EOE/MF/Vets.

Executive Director of Production Fund; responsible for packaging and marketing independent television productions for broadcast, cable and cassette distribution. Contact: Tedwilliam Theodore, The Center For New Television, 11 E. Hubbard, Chicago, ILL 60611 312-565-1787.

HELP WANTED SALES

National Sales Manager: Strong, sizzling VHF Independent seeking National Sales Manager. Previous management and/or national sales experience necessary for this position within an aggressive, growing organization in the top 20 markets. Send detailed resume of qualifications to Box C-3.

National Sales Manager—Group owned independent in top 15 Northeast market seeking a professional salesperson with minimum 2-3 years national/rep TV sales experience. An Equal Opportunity Employer. Contact Box C-218.

HELP WANTED TECHNICAL

Video Production Engineer for growing Northeastern production house, 3/4" and 1". Maintenance and location experience required. Send resume to Box C-134.

Chief Electronics Technician for a University-based public TV production center. Responsible for maintenance of all production/engineering equipment and supervision of maintenance/operation personnel. 1" and 2" formats. Requirements include an FCC 1st Class license with a thorough knowledge of studio operation, electronics theory, methods and emphasis will be placed on maintenance and "trouble shooting" experience. For further information call Joe Stuckey, 205-348-6210. Closing date: April 1, 1981.

Expanding major post production facility in Chicago has an immediate opening for a maintenance engineer with experience in 2-inch, 1-inch type-C, TK-28, Chyron, CMX computer editing systems, color cameras, and other related equipment. Send resume with salary requirements to: Post Office Box 11533, Chicago, ILL 60611.

Maintenance Engineer for rapidly growing south Florida market with rebuilding program at transmitter and studio. Need a person with good background in ENG equipment maintenance and experience with control room and studio equipment from cameras to video tape recorders. New transmitter complex to be installed soon. Control room remodeling imminent. XMTR experience helpful but not required. Please contact Howard Hoffman or Robert Cleveland, WBBH-TV, 3719 Central Avenue, Fort Myers, FL 33901 813-939-2020.

HELP WANTED TECHNICAL CONTINUED

Maintenance Technician: Immediate opening at Upstate N.Y. independent UHF. Must be a self-starter with strong maintenance background. Advancement opportunities within growing broadcast group; company paid benefits. Send resume to: Chief Engineer, WUHF-TV, 360 East Avenue, Rochester, N.Y. 14604. An Equal Opportunity Employer.

Chief Engineer for upper midwest U.H.F. Experienced with Administration, maintenance, and design. Competitive salary and excellent benefits for the right applicant. Send resume to Box C-246. EOE M/F.

Performs maintenance on all monochrome and color television equipment. Responsibility includes a multi camera color production studio with related equipment, several black and white portable cameras with 1/2" recorders, and an extensive system of 3/4" video cassette players and monitors. Is generally responsible for technical operations and maintenance of all college instructional television equipment on and off campus. Competitive salary and excellent benefits. Send resume and cover letter to: Personnel Services, College of DuPage, 22nd and Lambert Road, Glen Ellyn, IL 60137. Equal Opportunity Employer.

TV Maintenance Technician—Must have working knowledge of color TV and solid state logic. First Class FCC Radio Telephone License and experience in maintaining broadcast equipment required. Send resume to Chief Engineer, WHBQ-TV, Box 11407, Memphis, TN 38111. Equal Opportunity Employer M/F/Ha.

Chief Engineer: Must have 5 years as Chief. Production facility in Melbourne, Fla. needs someone that has a love for clean video. State of Art Equipment like: all Tektronix test gear, 1", Quad, 4 channel squeezezoom, 3 M/E switcher, Iki cams and lots of sunshine. Don't Call! Just send the facts to: Director of Engineering, TV-1, Inc., 1002 East New Haven Avenue, Melbourne, FL 32901.

Remote Vehicle Supervisor experienced in remote operations to oversee construction on 43 ft state-of-the-art vehicle and take charge of same upon completion. Heavy field experience, ability to maintain and control operations of vehicle and certain public contact required. Ability to meet uncompromising technical standards under difficult conditions. Salary commensurate. Position available immediately. Contact: Director of Finance, WYES-TV, Box 24026, New Orleans, LA 70184. WYES-TV is an equal opportunity employer.

TV Engineer: Independent Houston UHF Station has an opening for a full-time licensed maintenance engineer. Duties include technical maintenance and alignment of all studio equipment, other duties as required. Send resume and salary requirements to KRIV-TV, 3935 Westheimer, Houston Texas 77027. We are an equal opportunity employer.

TV Technician/Maintenance Engineer. Requires FCC first class license. Two years broadcasting experience with RCA equipment: TCR100, TR600, TR50, TK27, TK760, CEI. Send resume to Doug Johnson, WXON-TV, 27777 Franklin Road, Southfield, MI 48034.

Broadcast Engineering Technic needed for FM and TV station to maintain studio equipment. Require First Phone License and experience as a Broadcast Technician. Closing date March 31 1981. Write to David Walstad, KUAC, University of Alaska, Fairbanks, AK 99701 for complete details and application.

Engineering Technician to support video and audiovisual equipment in new media production center for Fortune 100 company in North Carolina. Mach One computer editor, HL-79D, Vital switcher, 3/4 and one-inch, projectors, audio. Prefer two year degree. Minimum two years experience in maintaining cameras, recorders, microprocessors. Equal Opportunity Employer, M/F. Box C-262.

Studio Engineer for TV station in sunbelt. Must have 1st phone and experience in all phases of studio equipment maintenance, including 3/4 inch, 2 inch, and 1 inch VTR's. Call Chris Kelly, Personnel Director, KGBT-TV, 512-423-3910 or write to P.O. Box 711, Harlingen, TX 78550. EOE.

Maintenance Engineer. Needed for new state of the art 45 foot television remote truck; engineering background necessary. Moderate travel competitive salary, growing company. Reply to: VP Production, TCS Productions, 890 Constitution Blvd., New Kensington, PA 15068.

Assistant Chief/Maintenance Engineer, needed immediately. Will work closely and provide primary backup to Chief. First phone and experience with Sony 3/4" field and studio gear. XMTR experience helpful. Salary open. Excellent opportunity to grow within growing professional organization. Contact David L. French, Director of Engineering, WNE-TV, Box 906, White River Jct., VT 05001, 802-295-3100. EEO/MF.

Engineering Supervisor—Opening for experienced engineer with knowledge of overall maintenance in new UHF & FM operations. Office management and staff supervisory abilities. Salary \$20,000-22,000 with excellent fringe benefits. EOE. Contact Norman Ealy, Director of Engineering, WWPV-TV, 505 South Congress Avenue, Boynton Beach, FL 33435. Phone: 305-732-7850.

Maintenance Engineer—New UHF Public TV station has opening for person experienced with studio, microwave, and transmitter equipment. Salary \$15,000-18,000 with excellent fringe benefits. EOE. Contact Norman Ealy, Director of Engineering, WWPV-TV, 505 South Congress Avenue, Boynton Beach, FL 33435. Phone: 305-732-7850.

Radio-TV Engineering Technician: Television engineer needed for public TV station. Full color operation, 3 quads, 6 type C 1-inch machines, highly digital, ENG equipment, new transmitter. Requires graduation from a standard high school and two years experience in the operation and maintenance of a variety of television equipment. An equivalency diploma issued by a state department of education or by the U.S. Armed Forces Institute, or a qualifying score on the State Personnel Board Educational Attainment Comparison Test may be substituted for high school graduation. Prefer FCC First Class License. Salary: \$11,463.12. Send resumes by April 10 to: Radio-TV Engineering Technician, FSU Personnel Relations, 216 Suwanee Arcade, Florida State University, Tallahassee, FL 32306. Equal Opportunity Employer.

Remote Engineering Supervisor. Responsible for coordination of technical support for all television productions. Position requires FCC 1st Class license with a minimum of two years technical school and/or related experience and at least two years experience in videotape and camera control operation and maintenance. Applicant must be a self-starter with supervisory capability. Excellent fringe benefits, incl. overtime. WSWP-TV, PO Box AH, Beckley, WV 25801. EOE.

Switcher able to handle board with accuracy and judgment for South Texas VHF EOE. Box C-282.

Assistant Chief Engineer needed in top 50 PTV Station in Capital District area of New York State—150 miles north of New York City, 150 miles west of Boston. First Class FCC license and 5 years maintenance experience required, including familiarity with state-of-the-art broadcasting equipment. Good interpersonal and supervisory skills necessary. Send resume only to Personnel, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

Staff Engineer, for PTV station WNMU-TV, in Michigan's beautiful Upper Peninsula. Prefer AAS degree in electronic technology and broadcast related experience. Requires FCC 1st class license. Entry level position. Excellent fringe benefits. Send resume to Personnel Department, Northern Michigan University, Marquette, MI 49855. Affirmative Action—Equal Opportunity Employer.

HELP WANTED NEWS

Wanted: Strong male or female, co-anchor for aggressive top 40 market News room. Must be good writer and reporter of regular features and documentaries. Equal Opportunity Employer. Send references and resumes to: Box C-276.

Anchor/Reporter needed to co-host noon news talk show and report. Looking for someone with an "ALIVE" personality. Degreed with experience only. Mild weather and Southern Hospitality awaits you. Send resume to Box C-154.

News Director with strong administrative experience needed for dominant group-owned mid-west TV station. Live capabilities. Top 100 market. EOE. Resume to Box C-271.

Weathercaster, preferably meteorologist, to be second person in the department responsible for weather presentations on TV and radio. Competitive Midwest market. Duties include weekend TV weathercasts. Tools include weather wire, fax, color radar. Must have on-air TV weathercasting experience. Equal Opportunity Employer, Affirmative Action. Send letter and resume to Box C-153.

Sports reporter/anchor for all-ENG station, with staff of 12. Must be willing to do own shooting and develop local sports features. \$9500. EOE. Box C-152.

Meteorologist to forecast own weather. You will work with the latest electronic equipment, including "Unifax" that provides maps, satellite pictures and weather data, plus high speed National Weather "Service 'C' and Ra-wark wires. Color radar at your disposal. Looking for scientist who makes own forecasts. Salary negotiable. Send resume to Box C-247. EEO/MF/Vets.

Experienced TV Reporter, for national network, self-starter with hustle a must. Prefer network or top ten experience. No radio only. Box C-216.

Wanted: Experienced news cameraperson with working knowledge of ENG shooting and editing by well-equipped network affiliate in the Northeast. Experience with TK-76 and Sony editing equipment preferred. Excellent fringe benefits. Send resume and salary requirements to Box C-217. An Equal Opportunity Employer.

Producer for Number One Newscast in Very Competitive Medium Market. Person must have Excellent News Sense and Organizational Ability. Experience Necessary. Send resume to Box C-249. Equal Opportunity Employer.

Number 2 Sports Anchor/Reporter who would be Committed to Keeping Us No. 1. Must be Experienced in all Facets of Packaging, Reading and Live Sports Reporting to handle the responsibilities in this competitive medium market. Please send resume to Box C-250. Equal Opportunity Employer.

Equal Opportunity Employer seeks experienced able street reporter for top station in market. Seven-day 24 hour news operation for hard workers only. Good writing ability, ENG photo, and editing are musts! Send vcr, resume to: Doug Weathers, WTOG-TV, P.O. Box 8086, Savannah, GA 31412. 1-912-232-0127. EOE/AA M/F.

News Anchors: Station on the move in growth market looking for experienced anchors to help take us to the top. We're an NBC affiliate, with state of the art equipment, looking for people with energy and vitality. If you fit the bill, send a tape and resume immediately to: John Ray, News Director, WLEX-TV, P.O. Box 1457, Lexington, KY 40591. An EOE employer. Female anchors urged to apply.

Weatherperson needed for growing market. Must be able to make weather interesting and understandable. Let your personality show through as part of our expanding operation. Previous experience a must. Box C-284.

Weekend Sportscaster/Reporter needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone with a solid background in sports who can communicate that knowledge in an interesting and entertaining manner. Send resume and resume tape immediately to: News Director, WOWK-TV, 625-4th Ave., Huntington, WV 25701. Equal Opportunity Employer.

Anchor/Reporter needed for medium-market station with news operation that is growing in numbers and ratings. Looking for someone who can communicate well with our viewers. Equal Opportunity Employer. Send resume and resume tape immediately to: News Director, WOWK-TV, 625-4th Ave., Huntington, WV 25701.

Top 20 Market looking for News Photographer with at least 2 years experience using Live ENG Equipment and State of the Art ENG Cameras are being sought by Action News—Tampa, St. Petersburg, FL. WTSP is an Equal Opportunity Employer.

**HELP WANTED NEWS
CONTINUED**

TV News Reporter—Top ten market station seeks experienced TV reporter with proven skills. Should have experience in live ENG and broad experience in all aspects of TV news and story production. EEO. Box C-295.

Executive News Producer — Responsible for development and production of all aspects of TV newscasts at the number one station in top ten market. Must have leadership qualities in supervision of news personnel and skills policy and managerial areas. EEO. Box C-296.

Anchor—Top 100 market in Michigan. Reporting, editing, production and on-air experience essential. Tape and resume to WJIM-TV, Box 40226, Lansing, MI. EOE.

Strong Reporter with Anchor experience being sought for leading midwest news department. Must have minimum of three years television news experience. Must write well and understand story production. Will also service as backup anchor with opportunity to expand into daily co-anchor position. EOE. Box C-301.

Producer/Reporter. Growing News Department in top twenty market needs a weekend producer who can also report during the week. Must be aggressive, experienced, and professional. Send resume to PO Box C-289. Equal Opportunity Employer.

Night Assignment Editor—Top five market. Must be proven TV journalist with ability to develop and assign coverage and supervise employees. EEO. Box C-305.

**HELP WANTED PROGRAMING,
PRODUCTION & OTHERS**

Top 10 market seeking Producer/Director. Strong pro with heavy News background; minimum 3 years commercial experience. Creative, enthusiastic; EEO. Box C-274.

Graphics Designer. Major top-20 independent has an immediate opening for a creative, experienced graphics designer with a full-range background in ad layout, sales promotion pieces, and on-air materials. Some electronic graphics knowledge preferred. Send resume and examples, in confidence, to Box C-219. An equal opportunity employer.

Producer/Announcer/Writer: We're seeking a producer with experience, talent, and enthusiasm. Someone skilled in location and studio tape production, and quality talented on-camera. Whatever it takes to produce a selling commercial from concept to completion, you'll have the freedom to fly! Join our staff of award-winning producers in a unique Southeast medium market. EOE. Box C-251.

King TV Seattle has opening for Commercial Writer/Producer. Two years experience in station commercial production required. Sturges Dorrance 206—343-3911. The King Broadcasting Company is an Equal Opportunity Employer.

Experienced small station production person. Must be solid in 3/4" format. Good voice, creativity and good work habits required. Send resume and demo to WSVI-TV, PO. Box 8 ABC, Christiansted, St. Croix 00820.

Producer/Reporter—The Department of Agricultural Information Services, Oklahoma State University has opening for Senior Broadcast Coordinator. Baccalaureate degree, five years' demonstrated skill in electronic media. For full consideration send resume and samples of work to Charles Voyies, Head, Agricultural Information Services, 102 Public Information Bldg., Oklahoma State University, Stillwater, OK 74078. Applications accepted until April 30, 1981. An Equal Opportunity/Affirmative Action Employer.

Senior Television Producer. Experienced producer for major PBS multi-cultural variety program; responsibilities include development and production of cultural and humanities programs for local and national distribution. Six years experience on-line television production required. Prefer strong background in dramatic and performance programming. Salary negotiable. Send resume and cassette to Pat Perini, KERA-TV, 3000 Harry Hines Blvd., Dallas, TX 75201.

Television Production Engineer for Denver's public television station to do TV program production: video set-up and control, audio set-up and control, technical direction, videotape operation and quality control. First Class FCC license required. High school graduate and two years television broadcast production experience, or an equivalent combination of education and experience. Salary range starts at \$15,672. EOE/AA Employer. Letter of application, resume, and three professional references should be sent to: Harold Stetzler, Executive Director, Department of Personnel Services, Denver Public Schools, 900 Grant Street, Denver, CO 80203. All materials to be received no later than Friday, April 17, 1981.

Switcher/Projectionist having operational switching experience with commercial television or equivalent required. Duties include on-air switching, commercial breaks, projection on newscasts. Send letter of application/resume to Gary Ricketts, Operations Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. EOE/MF

TV News Photographer. We prefer at least two years of news photography experience, including ENG, and a desire to do precise, creative photojournalism. Send cassette, resume to Dale Birkholz, Chief Photographer, KGGM-TV, Po Box 1294, Albuquerque, NM 87103. E.O.E.

South Florida Group owned Medium Market Network V.H.F. is looking for a director, capable of own switching, for its No. 1 newscast, commercial production, public affairs programs. Send resume, tape, and salary requirements to: Mr. Oran Gough, WPTV, PO. Box 510, Palm Beach, FL 33480. EOE.

Free-lance field producers and technicians wanted for nationwide network. Must be creative, experienced, capable of highest quality. Will produce network, syndicated and cable program assignments in your local region. Send resume to: The Producer/Writer Network, 2127 Weybridge Common, Holland, PA 18966.

Video Specialist—Nonbroadcast. Operate media center in corporate headquarters of Fortune 100 company based in North Carolina. Prefer degree and three years production experience in such areas as lighting, direction, camera operations, computer-based editing, graphics, audio. Work with Mach One editor, HL-79D, Vital switcher, 3/4 and one-inch formats. Good benefits, salary based on experience. Equal Opportunity Employer, M/F. Box C-261.

Community Affairs Director. Central California NBC affiliate is looking for an experienced Community Affairs Director bilingual in Spanish. Must have strong on-air interview and communications skills. Must be able to produce programming (including documentaries) from concept through writing and production to a finished airable product. Must be able to work well with a variety of community segments: i.e. women, minorities, special interest groups. Excellent fringe benefits. Send complete resume and tape to Olivia Lage, Personnel Manager, KSEE, Channel 24, PO Box 12907, Fresno, CA 93779. An Equal Opportunity Employer.

WPVI-TV Philadelphia seeking an experienced producer/director with heavy emphasis on news and a production flair for entertainment and public affairs programming. Must be a superior switcher with total familiarity of control and studio operations. Forward a complete resume stating salary requirements along with a video tape to Charles R. Bradley, WPVI-TV, 4100 City Line Ave., Philadelphia, PA 19131. An Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

General Manager with outstanding credentials. Practicing TV since '53. Thoroughly experienced all aspects. Demonstrated expertise in management, sales-production, programming, news, operations, production, promotion, community-involvement, etcetera, in highly competitive markets small, medium and large. Converted 4 losers into winners! Developed 2 to new heights! Now selling one previously unmarketable. Possesses integrity and outstanding skills in leadership, motivation; communications! Lifelong teetotaler, non-smoker; non-drug-user. Very COMPETITIVE! Accustomed to much responsibility, including bottom-line, and compensation based on performance. Produces spectacular ratings, sales and profits, plus prestige. Personal meetings arranged. Also serving as outside-Director for two Boards. Can serve one more. Box C-270.

General Manager—Experienced, with proven track record. Willing to locate in southwest area. Complete resume and references on request. Box 3054, McAllen, TX 78501.

SITUATIONS WANTED ANNOUNCERS

Magazine Entertainment/Information Host. Currently employed on San Francisco Radio and Television. Experienced at news, commercials, personality radio and TV. Will relocate for creative, challenging opportunity and professional TV operation. Gary Salem, 415—431-9933; 415—895-9689, PO. Box 6264, Oakland, CA 94603.

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.

Brrr—Alaska's too cold. Experienced switcher, tape operator wants to relocate. 907—279-4279.

SITUATIONS WANTED NEWS

Looking for a meteorologist who believes in success, has a positive attitude, is enthusiastic and a hard worker? If so contact me. My goal is to be the best. Have AMS seal. Medium-Large Market only. Box C-266.

Reporter: Young, experienced self-starting newswoman now working as weekend reporter in top 25 market looking for full time reporter position. New York local and network experience. Prefer Northeast, but will consider all responses. Box C-275.

ENG Shooter/Editor, ten years in a market looking for station with heavy news commitment. Award winner willing to relocate, has network news, doc., magazine credits. Box C-157.

Aggressive, Emerson College grad., 4 years broadcast news exp., PBP sports exp., seeking TV. News reporting job. Write Box C-150 or call 617—222-4962.

Award-winning documentary producer seeks creative position producing docs, magazines, investigative news reports. Available now. Box C-201.

Small Market Sports director seeking sports or sports-news combo position with larger market ... PBP experience. 713—484-3977.

Top Pro News Director seeks new challenges. Excellent news background. Aggressive staff motivator and proven competition beater. Boosted ratings at current station from three to one. Seek long term association. Box C-214.

Solid Reporter who tells the story with visual flair wants to work for you. Box C-213.

Sports Reporter with 2 years experience major newspaper and 6 months production work with major market TV sports looking for sports anchor or reporting position in small or medium market. Energetic, personable with strong writing ability. Tape available. 301—254-3238.

MS Meteorologist in number one news station, 90's market, seeks move up. 919—758-7285.

Mature Voice, mature thinking, that's my approach to local TV news. 16 year veteran ready to return to TV News. What do you have to offer? Call 916—666-7590.

Black Female seeks first break in TV. News. Can relocate immediately. Call 312-264-7314.

Seventeen Years news/sports experience. Wants back after two year absence from business. 804—499-2981 evenings.

Lenny's been with the Cincinnati Reds for two season. Work involved recording and handling game videotapes, daily post-game radio reports, and post-season highlight film production. Radio background with strong production skills. Lenny's done PBP for Radio and Cable TV. Looking for PBP and on-air sports/news opportunities. Immediate availability, will re-locate. Call Lenny now ... 513—351-0317.

SITUATIONS WANTED NEWS CONTINUED

Anchor, 36, 11 years experience. Extensive reporting/producing experience, too. Box C-283.

Female TV Journalist with anchor/reporter experience, plus major market radio background, seeks reporting position at vibrant, committed news operation. Reply Box C-292.

Reporter: Sharp & Aggressive Emerson College Grad. w/two years TV News experience seeks TV Reporter position. Write Box C-287 or call 617-536-5277.

Reporter. 1 year experience writing and producing news segments as intern for Boston affiliate and Cable Co. On-air exp., strong newsgathering skills, and ENG skills. '80 MS Broadcast Journalism, Boston University. Organized, poised under pressure, streetwise, professional attitude. Willing to relocate immediately to medium market for reporting position. Resume and tape from Norman Weil 212-661-4922 or 212-549-2676.

SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

I'm single, 26, and seeking new challenge as sports writer/producer/reporter. Box C-263.

Producer/reporter with major market experience in TV news wants to shift to production. Looking for new challenge and new career direction. Market size unimportant as long as you offer stimulating programming in a good growth area. Box C-278.

Creative! Northern Virginian, with past experience including assistant director for a nationally syndicated program, seeking challenging position in TV production/programming. Will relocate. Call Bryce 703-361-2505.

Young experienced broadcaster looking for new challenge in public affairs programming and promotion. Has experience in large and small markets with affiliate and independent stations. Excellent background in promotion and sales. Hardworker, good administrator, mature and responsible. Available immediately. Contact Cliff 612-941-4835 or write 7432 Landaucurve, Bloomington, MN 55438.

Producer/Director/Writer seeks career opportunity with major corporation. Extensive marketing and production experience. Solid firms only, please, with corporate communications, marketing, training departments. Drop me a business card or Professional Staffing Application, I'll return a resume. 3970 Pass Rd., No. 406, Biloxi, MS 39531. 601-388-8942.

Producer-Director. Experienced director of a varied schedule of local productions would like to move into a middle or large market as a Producer-Director. Used to long hours, responsibility and hard work. Have B.A. Patricia Strausse, 907-279-4279.

Television or Film. Medium Market top rated radio announcer 8 years experience. Television, Film experience in college. Educated, Dedicated, Worker. My goals are high. I need a challenge. Box C-298.

CABLE

HELP WANTED TECHNICAL

Maintenance Engineer. Responsible for the maintenance of local origination channel to include TBC, film chain, 3/4" VCRs, studio cameras, etc. Future holds promise and excellent benefits with Cox Cable San Diego. Contact Bill Gruber, 714-562-1180.

SITUATIONS WANTED MANAGEMENT

Attention New York, Connecticut, New Jersey: 10 years large system experience—all phases. Background also includes heavy Film/Tape production for top corporations. Box C-180.

ALLIED FIELDS

HELP WANTED SALES

Experience sales manager. Broadcast equipment. Philadelphia area. Please submit brief resume. Box B-191 or phone 215-539-5300.

HELP WANTED TECHNICAL

Television Electronics Engineer: Major corporate teleproduction facility seeks Television Electronics Engineer. Major responsibilities include maintenance of TR600, UPR2B and UPR20 VTR's; EPIC computer editing system; TK45 and HL79A cameras; Fernseh Compositor and Grass Valley 1600 switches. Candidates should have hands-on electronic background. Digital broadcast and/or major teleproduction facility background is also desirable. Interested applicants send resume and salary history in confidence to: Bank of America, Instructional Media Services No. 3630, Barry Joseph, Box 37000, San Francisco, CA 94137. Equal Opportunity Employer M/F/H.

Transmission Supervisor: Available immediately; \$15,295 minimum, to supervise 2 UHF PTV and AM/FM transmitters, related microwave systems and translators. Call Jerry Carmean, 614-594-5374, Ohio University, Athens, OH.

Video/AV Repair Supervisor: design, repair, and fabrication of precision electronic, television, audio-visual, test, and audio equipment. Application materials available from: Personnel Office, College of William and Mary, Williamsburg, VA 23185. Reference: Position No. 119. Salary: \$14,670 to \$20,040, depending on experience, +9% raise due July 1, 1981. Deadline May 1, 1981.

Video Tape Duplicating Engineer: Minimum one year experience, operation maintenance in quad video, type C-1 inch, and U-Matic recording. Must have at least technical school BG. Resumes to Personnel Director Broadcasting WSM, PO Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

HELP WANTED NEWS

Television and Broadcast Information Specialist, University of Florida. Requires a Bachelor's degree and five years experience with electronic news gathering equipment, on-camera performances; broadcast writing and reporting. Preference given candidates with demonstrated leadership qualities and a desire to develop marketing skills required in public relations. Send complete resume by April 30, 1981 to: George P. Bradley, Employment Manager, University of Florida, Personnel Division, 337 Stadium, Gainesville, FL 32611. Equal Employment Opportunity/Affirmative Action Employer.

HELP WANTED INSTRUCTION

Position Reopened by accredited School of Journalism and Broadcasting seeking assistant professor. Tenure track position; 10 month contract, renewable; begins 9-1-81. Approximately 700 media students and total campus enrollment of 22,000. Minimum qualifications: master's degree and 3 to 5 years professional experience; some teaching experience helpful. Major responsibilities teaching print and broadcast news courses. Salary range \$1,500 to \$2,100 monthly, depending upon qualifications; summer employment not guaranteed. Earlier applicants will be considered and need not reapply. New deadline for applications is April 15. Send resume and three recent references to Harry Heath, Director, School of Journalism and Broadcasting, Oklahoma State University, Stillwater, OK 74078. An equal opportunity employer.

Assistant Professor to teach television production, print and broadcast news writing and reporting, mass communication law and regulation. Tenure track, August 15, 1981. \$15,000 minimum, 9 months. MA with media experience and significant publications required. PHD preferred. Apply by April 15 to Voncile Smith, Department of Communications, Florida Atlantic University, Boca Raton, Florida 33431. Affirmative Action, Equal Opportunity Employer.

Graduated Assistantships available in radio-television. One-third time position for MA candidate offers \$2550 for 9 months (1980-81 scale). Undergraduate broadcasting degree or professional experience necessary. Begins fall term. Write: Mass Communication Department, Central Missouri State University, Warrensburg, MO 64093. Equal Opportunity Affirmative Action Employer.

San Francisco, FCC License 6 weeks 4/27/81. Results guaranteed. Veterans Training Approved. School of Communication Electronics, 612 Howard St., SF 94105, 415-392-0194.

Transmission Supervisor: Available immediately, \$15,295 minimum, to supervise 2 UHF PTV and AM/FM transmitters, related microwave systems and translators. Call Jerry Carmean, 614-594-5374, Ohio University, Athens, OH.

Instructor of radio/TV with some print background to teach courses in Broadcast Survey, Script Writing, Print News writing. Will advise college newspaper. A one year replacement position. Masters required. Salary competitive. Send resume and references to Dr. Bernard Russi, Chairman, Mass Media Department, Marietta College, Marietta, OH 45750. An AA/EEO employer.

Assistant Professor, Journalism: Responsibilities: Teach courses in Radio and Television News beginning Fall Quarter, 1981. Should be prepared to teach introduction to Journalism and other basic courses. Qualifications: Extensive professional news experience, with emphasis on television and radio, required. Previous teaching experience and appropriate advanced academic credentials desirable. Salary Range: Negotiable. Please send resumes to: Dr. E. Wallace Coyle, 403 Meserve Hall, Northeastern University, 360 Huntington Ave., Boston, MA 02115. 617-437-3980. An equal opportunity/affirmative action Title IX University.

Assistant Professor of Broadcasting. Teach 12 hours including: TV Production, Radio Production, Station Management. Work in \$5 million state-of-the-art facility. Ph.D. required, professional experience desired. Salary competitive. Send letter, resume, and three letters of recommendation to: Dr. Larry Bradshaw, Station 19, Eastern New Mexico University, Portales, NM 88130. EEOC/AA employer. Deadline April 30.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant Cash For TV Equipment: Urgently needed transmitters, antennas, towers, cameras, VTRs, color studio equipment. Call toll free 800-241-7878. Bill Kitchen, Quality Media Corporation (In Georgia call 404-324-1271.)

Wanted six to twelve bay FM antenna to be tuned to 94.5 ... call 916-233-2713.

Wanted used tower to support FM antenna. Must be at least 1200. Contact Ben Weiss, 816-531-3400.

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.

GE TT 57 kw UHF transmitter, \$65,000.
GE TT 25 UHF-TV Transmitter, 2 ea \$35,000.
RCA TT-10AL VHF Transmitter—\$5,000.
RCA TT-35CC VHF Transmitter—\$12,000.
RCA TT-50AH VHF Transmitter—\$12,000.
Complete film island—GE-Eastman—\$28,000.
TR-22 RCA Hi-Band VTR—\$12,000.

IVC 500A Color Cameras—ea. \$7,500.
GE PE-350 Color Cameras—ea. \$4,000.
GE PE-240 Film Camera—\$7,000.
CVS 520 Time Base Corrector—\$8,500.
CVS 504B Time Base Corrector—\$5,500.
CDL VSE-741 Switcher—\$2,500.
RCA TK-27A Film Camera—\$12,000.
RCA TP-6 Projectors—\$1,000.
New Garrard Turntables, \$100.
UHF Antennas—Various Models and Prices.
New 1000 foot TV Towers—best prices.
Leader Test Equipment—Fast Delivery.

30 Brands of new equipment. Special prices. We will buy your used TV equipment. To buy or sell, call toll free 800-241-7878. In GA call 404-324-1271. Bill Kitchen, Quality Media Corporation, Box 7008, Columbus, GA 31908.

IGM-500-2 Scully 270.3 Carousels, Time announce and extras. In three IGM racks. Good working condition. Only \$2975.00 Steve Dinkel 816-279-6346.

**FOR SALE EQUIPMENT
CONTINUED**

Remote Production Cruiser: Beautiful condition, full air-conditioning, camera platform on top, new diesel engine and drive train. Equipment includes: (3) GE PE-350 cameras (can upgrade), minicam, motorized cable reels, full monitoring, full audio and video switching. Quad VTR and 3/4" editing system. \$145,000 takes it all. Call Bill Kitchen, Quality Media Corporation 800-241-7878 (in GA. call 404-324-1271) for further details.

IVC 9000 Ser No. 163 with 3 heads (2 never used) spare supply/take up motor, head stack, tension modulator, and preamp board. TR 600 Ser No. 1054, spare 5 mil head (new). CMX interface boards for both. Low hours. Contact: Frank Romeo, Chief Engineer, Rochester Institute of Technology, Rochester, NY 14623, 716-475-6436.

Best offer, liquidation. Two 3M-D2000 character generators, four each, 3M-210 sync generators, electrohome nine inch B/W video monitors. Edward White, 118 South Royal, Alexandria, VA 22314.

New 5 KW Hi-Band VHF transmitter—Never used, in factory crates. Standard electronics model No's AH653, TH652, TH613. Tuned to channel 10, can be tuned to any hi-band channel. \$65,000. Call 800-241-7878, Bill Kitchen, Quality Media Corporation. (In GA call 404-324-1271).

For Sale: Two (2) Thompson-CSF Model 8010 Image Enhancers. Unused, mint condition, \$4800/New, available for \$7500 for the pair or \$4000 each. Contact Fred Osler, CVP, Inc. 502-583-5732.

Ampex AG-660 and Ampex 602. Both mint with manuals \$600 each. After 5:00 p.m. 205-821-1491.

ITC Cartridge Reproducers WP Mono Three Cue. Ten available. All mint condition—\$650. each. After 5:00 p.m. 205-821-1491.

1 Kw, McMartin BA-1K transmitter, 18 mos. old, perfect condition. Has 500 watt cutback. Available April due to power increase. Will tune to your frequency for \$8,000, or on 1510 for \$7500. KACJ, Box 1510, Greenwood, AK 72936.

Mobile Unit—36 ft. Gerstenslager complete with air conditioning and electrical system. Newly rebuilt engine and transmission. Ready for equipment installation. 215-337-8766.

Fernsch KCN-40 Color Broadcast Camera with Canon 12-120 zoom lens, \$17,500 negotiable. Call 212-221-1580.

Two Continental 5kw AM transmitters, top condition, plenty of spares. GATES-BC-5-P2 5 kw AM. Other AM and FM units in stock ready for delivery. BESCO International, 5946 Club Oaks Dr., Dallas, TX 75248 214-630-3600.

RCA TP 66 Telecine 16mm projector, new—never used! Still in crate, \$15,995. Simplex XL 35mm telecine projector equipped for Dolby stereo, excellent condition, \$16,950. Norelco FP 20 telecine, 35 mm, \$12,750. More Telecines available. Write, wire, or phone. International Cinema Equipment Company, 6750 NE 4th Court, Miami, FL 33138 305-756-0699.

1 KW AM CSI T1-A, 6 mos. old; 2.5 KW FM Harris with MS 15 exciter, stereo, 3 yrs. old; 3.5 KW FM McMartin with B 910 exciter, 3 yrs. old, mint condition; 5 KW FM CSI, 1 yr old; 10 kw FM RCA 10D, exciter and stereo, spares, proof; 1 KW AM RCA BTA 1R1, on the air, excellent condition; We also buy used equipment as well as supplying new cable and towers, antennas and studio gear. For more information, call M. Cooper, 215-379-6585.

COMEDY

Free Sample of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

The Dongman Report—Outrageous! Topical! WEEKLY! Two samples, \$3.00. Seastar, RD 1, Box 24, Rehoboth, DE 19971.

Dallas Comedian seeks radio opening. Short comic sermonettes called Early Morning Inspirations. Dave Brady, 909 Red Bud, De Soto, TX 75115.

MISCELLANEOUS

Artist Bio Information, daily calendar, more! Total personality bi-weekly service. Write (on letterhead) for sample: Galaxy, Box 20093-B, Long Beach, CA 90801. 213-438-0508.

Call letter items—Jewelry, mike plates, banners, car plates, bumper strips, decals, audience building promotions. Broadcast Promotion Service, Box 774, Fort Payne, AL 35967.

Low power TV and FM frequency searches from \$200. Larry D. Ellis, PE, Box 22835, Denver, CO 80222.

Low Power Television—Have a question? Free brochure. "Inside Reports-LPTV", TRA, Inc., 2900 N. Dixie Highway, Fort Lauderdale, FL 33334.

Let us make a complete programing analysis of your station. We have systems to aid you in 'sales' and programing. Call for more details today 1-216-861-8511.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or grade ... better! For fantastic deal write or phone: Television & Radio Features, Inc., Newberry Plaza, 1030 N. State, Suite 40-E, Chicago, ILL 60610.

Wanted—Short, interesting, recorded items, 30 to 90 seconds only. Send details to FM 94, Box 282, Southfield, MI 48034.

Radio Promotion—Dial-A-Door Vaults with changeable 7 digit push button locks for sale, \$200.00 each, complete with storage carton and promotion instructions. Ran as a leased promotion in 485 markets in the 70's. Vaults never before sold. Eli Jenkins, (813) 522-6896, Drawer 84 St. Petersburg, FL 33731.

Professional voicing of your commercials. Details and sample, write: Bruce Kayser, 215 Apache Trail, Columbia, TN 32401. 615-381-0930.

Complete set of BROADCASTING, 1975-1979, for sale. Call 201-722-6821 after 8 p.m. Eastern time.

New England Broadcasters get detailed coverage of the Boston Red Sox before your competition does. Attract listeners and sponsors. Call Radioactive Actualities 203-584-1975.

RADIO PROGRAMING

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.

"The Golden Oldies"—50's, 60's rock hits. 3 hours weekly. Audition: Reel Radio, B-213, Dunkirk, MD 20754.

EMPLOYMENT SERVICES

Radio Jobs!!! Placement!!! "Anywhere in the U.S.A." Guarantee; Write: NYMO Consultants, Box 852, Saco, ME 04072.

INSTRUCTION

Free booklets on job assistance. 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin April 20 and June 15. P.O. Box 2808, Sarasota, FL 33578. 813-955-6922.

FCC "Tests-Answers" manual! Free information: Command, Box 26348-B, San Francisco 94126.

BUSINESS OPPORTUNITY

Dedicated, Aggressive Broadcast Management Team seeking to operate a small to medium market radio station in Michigan, Ohio or Indiana. Together, we offer nearly 30 years commercial radio experience, including: sales, promotions, station operations, programming, music, talk, production, news, sports and public affairs. Write immediately to Box C-233.

CONSULTANTS

MJO News Associates. For information on our broadcast news consulting services, please write or call us at Box 11043, St. Louis, MO 63135. 314-522-6325.

RADIO

Help Wanted Technical

**Broadcast
Maintenance
Engineer**

First class opportunity for a motivated, self-starting engineer with a college degree or equivalent and a First Class FCC license. Our ideal candidate will also have a minimum of 2 years experience in the following: major network or flagship type station exposure, with a working knowledge of a 50 kw AM transmitter as well as an FM or TV transmitter.

You'll have the opportunity to demonstrate your talents in the dynamic, high visibility environment of this major New York City radio station. Starting salary is in the \$28-30,000 range.

Please send your resume with salary history in confidence to: Box C-252.

An equal opportunity employer M/F

**Help Wanted Programing,
Production, Others**

**WNOE STEREO COUNTRY
101 NEEDS PD**

New Orleans No. 1 Adult station. 2 years minimum experience. TM Package with live assist. Send resume and tape to: Eric Anderson-GM, 529 Bienville St., New Orleans, LA 70130 504-529-1212. Equal Opportunity Employer—M/F

Help Wanted Management

**CAREER REPRESENTATIVES
ARE YOU ONE OF THE BEST?**

We are conducting a search for top notch Management, Talent, Sales and Technical people in Radio & Television with the determination to get ahead. Qualified candidates are eligible for confidential representation at reasonable rates to the biggest and best stations all over America. If you think you have what it takes, mail your material with \$15 for initial consultation and evaluation to: President, North American Media Representatives, Box 3523, Quincy, IL 62301.

**Help Wanted Management
Continued**

**Corporate Director
Station Manager Wanted**

Washington, D.C. investor group seeks experienced and successful station manager or owner-manager to serve on its Board of Directors.

This is a part-time situation for which the right candidate will be compensated in return for advice and counsel to our on-site station management.

Sales and promotion orientation and a minimum of five years' hands-on management of medium or major market facility are required. College degree and mid-Atlantic location are preferred.

Resume or letter in confidence to Box C-306.

Situations Wanted Management

Network Radio Executive

seeks upper level management position with major market local or group operation. Extensive experience on and off-air in news, talk, programming and operations. Resume sent on request. Box C-307.

**Situations Wanted Progaming,
Production, Others**

PROFITABLE PACKAGE

Major Market RA. and Country Program Director + Male/Female Morning Team - Ratings and Revenue. If you're searching for either or both a Proven Program Director and Morning Show experienced from L.A. to Boston, Call 817-261-3769.

Situations Wanted News

**SPORTS DIRECTOR
PLAY/BY/PLAY**

Specializing in sportscasts, features, strong on personality and ad-lib. Will adapt style to fit your format. 10 years network and major market experience. 8 years major college basketball, high school football PBP and color. Will handle sportstalk. A dedicated pro looking for network, major-medium market station with solid sports commitment. Available now. Will relocate. Call Bob 301-431-0444.

**TELEVISION
Help Wanted News**

REPORTER

Top 20 market station seeking experienced general assignment reporter. Journalism degree preferred. Salary & fringe benefits above average. We have all the latest state-of-the-art equipment, including live helicopter. We are an aggressive news operation with all the necessary equipment for you to succeed. What we need is the right person! Please send resume to Box C-242. EEOE, M/F.

Help Wanted News Continued

**WEATHERCASTER
TOP 25 MARKET**

Creative individual ... ability to communicate weather in everyday language. Box C-309.

News Anchor/Reporter

Great opportunity in thd 72nd market, in a news program that consistently hits the 40 shares. Applicant must have anchor experience and a strong background in reporting. Send tape and resume to Tom Butler, Box 1197, Paducah, Kentucky 42001.

Denver Station

Looking for experienced economic reporter with credentials to cover and produce daily business, economic, and consumer financial stories. Resumes to Box C-190. Station is equal opportunity employer.

NEWS ANCHORS

We are seeking people to be anchors/reporters for an expanding news operation with one of the best reputations in the country. Applicants must have previous anchor experience, able to produce top-notch packages, in addition to on-air duties. We are looking for people who communicate with enthusiasm and authority, example setters who want to write and dig on their own. Applicants must have a proven track record to help lead our total commitment to news; and we need solid journalists on board.

Resumes and demo tapes only (no phone calls): Pete Langlois, News Director, KCRB News, 310-10th St., Sacramento, CA 95814. Equal Opportunity Employer.

Help Wanted Technical

Chief Engineer

New sunbelt UHF station needs "working" chief who is ready to grow with us. If you now supervise, can plan and build we have a future for you. Transmitter and studio experience needed. Apply to Box C-255.

**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

**TV NEWS
DIRECTOR**

WE HAVE THE BEST....

**Producers
Assignment Editors
Reporters
Camerapersons
Editors
Technicians**

We used to have the best News Director but he's been transferred to our sister station, KPRC TV in Houston. So now we're looking for a solid journalist who is also a 'people person', the kind of person who respects talent and can work with our outstanding staff in maintaining our leadership position in news. We have 43 people in our news department, modern ENG, microwave, helicopter, full weather services including color radar for our meteorologist and his staff, and a well-rounded sports department. In short, we're committed. If you think you have the ability to bring creative leadership to what is already an outstanding news operation I want to see your tape and resume. No telephone calls. Send material to:

Chris Clark
Vice President, Director of News
WTVF TV
Nashville, TN 37219



An Equal Opportunity Employer

**Help Wanted Technical
Continued**

CHIEF ENGINEER

Wold Communications, a broadcast common carrier, seeks qualified applicants for total engineering responsibility of Los Angeles television studio, operating center and satellite earth station. Must have First Class FCC license and working knowledge of broadcast and microwave systems. Equipment maintenance skills required. Position requires heavy organizational skills and management of staff of engineers and operators. Salary commensurate with qualifications. Excellent benefits. For interview, call 213-469-5634 or send resume and salary requirements to: Rod Hunter, Wold Communications, 6290 Sunset Blvd., Hollywood, CA 90028. Equal Opportunity Employer.

**Help Wanted Programing,
Production, Others
Continued**

**KDKA-TV AUDIENCE
PROMOTION MANAGER**

You'll work hard. Very hard. For you, long hours are a way of life as you'll strive to create great advertising in all media. Somehow, all the reasons people give when things don't turn out "great" have always sounded like excuses to you. Excuses are for somebody else, you're too busy creating successes. And, being a strong creator is not enough. You also have the drive, the discipline and the vision necessary to become a manager with Group-W, Westinghouse Broadcasting Company. If this person sounds like you, please waste no time in sending us a resume, a letter, a tape, and anything else you thing we should see. Please don't call. Send all materials to Brad Crum, KDKA-TV Creative Services Director, 1 Gateway Center, Pittsburgh PA 95222. An equal opportunity employer.

Help Wanted Sales

**SALES
MANAGER**

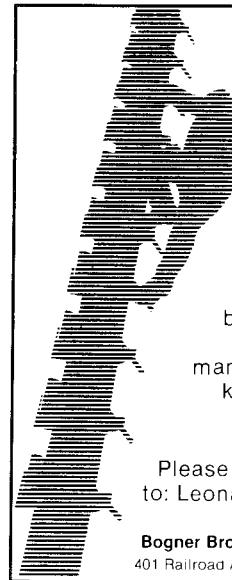
**TV BROADCAST
ANTENNAS**

BOGNER

The major supplier of UHF broadcast antennas, is seeking a sales manager with thorough knowledge of the TV broadcast industry.

Please reply in confidence to: Leonard King, President.

Bogner Broadcast Equipment Corp.
401 Railroad Avenue, Westbury, NY 11590



**Help Wanted Programing,
Production, Others**



America's No. 1 Syndicated Show seeks the best in the country to work in the National Office in San Francisco. This skilled communicator will advise member stations on all aspects of the show and will help screen and select material for national syndication. Prior PM/EVENING MAGAZINE experience a must. Qualified applicants should send resume to Box C-188. An Equal Opportunity Employer.

PM Magazine

Now accepting applications for chief producer, PM to premiere Sept. 1 in nation's 72nd market. Call or write John Williams, WPSD-TV, Box 1197, Paducah, Kentucky 42001.

PRODUCER

Need multi-talented individual to write, produce and direct programs and commercials. Ability to shoot and edit 3/4" a must. Top 35 market. Send resume and salary requirements to Box C-279. EOE.

RESEARCH ASST

Southeastern TV Station has an immediate opening for an individual with a solid background in broadcast ratings & programming. Basic knowledge of statistics & mathematical ability required. Excellent company benefits. Send resume & salary requirements to Box C-308.

Situations Wanted Management

GENERAL MANAGER-TV

Experienced Pres-GM all phases from news to sales; construction to engineering desires large market, solid broadcast company as Exec and/or GM. 40's, stable, sober. Excellent track & references. Let's meet at the NAB. Letter to Box C-277, in confidence.

**Situations Wanted Programing,
Production, Others**

ART DIRECTOR

STRONG ON AIR PRINT AND GRAPHIC EXPERIENCE. ON AIR PROMOTION AND PUBLIC AFFAIRS. PROJECTS IN ALL MEDIA.

(414) 248-1414 - Lake Geneva, WI or write RT 5, Box 954 Lake Geneva, WI 53147

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5 - 15 MINUTE
PROGRAMS WEEKLY

Program Distributors

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"The No. 1 Voice For
The No. 1 Radio Station"

Charles H. Stern Agency, Inc.
9220 Sunset Boulevard, Los Angeles,
California 90069. Telephone: 273-6890



Help Wanted Instruction

**Associate/Full
Professor**

Emerson College is seeking an Associate or Full Professor for a generalist position in the Department of Mass Communications. This appointment will be for the academic year 1981-1982, beginning September 1981.

Primary responsibilities will be to teach upperlevel undergraduate and graduate courses in the various aspects of mass communication. The applicant must hold a Ph.D. and demonstrate interest in research, publication and professional activities. Administrative and managerial experience desired. Tenure track. Salary: \$25,000-\$35,000. Application deadline is April 24, 1981. Send vita to: Dr. Rodney Whitaker, Chairman, Department of Mass Communication, Emerson College, 148 Beacon Street, Boston, MA 02116.



148 Beacon Street
Boston, MA 02116

AA/EEO Employer

Public Notice

**NOTICE TO BIDDERS
CABLE COMMUNICATIONS FRANCHISE
VILLAGE OF BEVERLY HILLS, MICHIGAN**

The Village of Beverly Hills, Michigan in conjunction with the City of Birmingham, and the Villages of Bingham Farms and Franklin, Michigan seek applications for a non-exclusive franchise to provide cable communication services for a period of up to fifteen (15) years. Official application forms (Request for Proposals) and the Beverly Hills cable communications ordinance are available at the Village Hall, 18500 West Thirteen Mile Road, Birmingham, MI 48009. Contact Bernard Guida, Administrative Assistant, 646-6404 for further information. Deadline for completed applications is 2 p.m. May 15, 1981.

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 "Media Placement Professionals"
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(213) 467-8151
 100% FREE
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For Sale Stations Continued

CAROLINA AM-FM

Golden Triangle area 5 KW AM, Class A FM for sale to qualified buyer. Control available for \$200,000. Direct inquiries to Box C-243.

Miscellaneous

 **SOUND EFFECTS**
40 ALBUMS \$7.98 EACH

WRITE FOR FREE CATALOGUE
 P.O. BOX 1441,
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Low Power Television
 INSIDE REPORTS - LPTV -- A comprehensive how-to guide now available from TRA, Inc. PLUS Professional Consulting Services -- From channel allocation studies to complete application preparation & filing. Your LPTV questions welcome!

TRA TRA INC. 2900 North Dixie Highway - Suite 111
 Fort Lauderdale, Florida 33322
 (305) 561-1505

MIDWEST growth area with major college. Fulltime AM with 1980 cash sales of \$326,000 and cash flow of \$72,000. Good real estate included. \$725,000. \$300,000 down, interest (12%) only first year, principal payable on ten year amortization schedule with six-year payout with balloon. Call or write Radio Opportunity, (415) 284-4850, 261 Lafayette Circle No. 5, Lafayette, CA 94549.

Wanted To Buy Stations

GROWING GROUP

Ready to acquire Class B or C FM's with or without AM facilities. New England States only. Confidential. Principals only. D. Scott, 207-474-5171.

For Sale Stations

CALIFORNIA—Very profitable full time AM in growing, prosperous central coast college city. Excellent real estate included. Priced 8X cash flow plus real estate—\$1,525,000. \$600,000 down, interest (12%) only first year, principal payable on ten year amortization schedule with six year payout with balloon. Call or write Radio Opportunity, (415) 284-4850, 261 Lafayette Circle No. 5, Lafayette, CA. 94549.

MEDIA BROKER, APPRAISER...

Combo in Tennessee, 525K cash; combo, strong market MRK Missouri, good terms; Gulf Coast combo, 1.4 mil.; rural regional FM C, 1.35 mil.; need Spanish buyer for Texas combo. 700 K.

CONNECTICUT AM or FM

Cash available to buy radio station anywhere in state. Write Box C-195.

BEAUTIFUL Rocky Mountain growth area. Close to major ski resort. 5 kw fulltime AM with profitable history. 26 acres of excellent real estate. \$835,000. \$375,000 down, interest (12%) only first year, principal payable on ten year amortization schedule with six-year payout with balloon. Call or write Radio Opportunity, (415) 284-4850, 261 Lafayette Circle No. 5, Lafayette, CA 94549.

JOHN mitchell
 P.O. Box 1065 Shreveport, LA 71163

Consultants

Own Your Own Low Power TV Station

Investors view low-power TV as the new broadcast frontier. The investment can be less than \$50,000. We can prepare your complete application. Call for more information.



**Edward M. Johnson
& Associates, Inc.**

Suite 702, Hamilton Bldg.,
 Knoxville, TN 37902
 PH 615/521-6464

AM STATION

Pacific Northwest. Previous billings \$400,000 per year. Billing down presently. Owner anxious to sell. Extremely flexible terms to qualified buyer. Box C-310.

EAST COAST RADIO STATION

Major Market AM Class III 5,000/1,000 available. 720,000 assumable at 10% 450,000 balance in stock, notes, cash or trade for other asset. This is a good opportunity for group ownership. Serious inquiries only. Box C-311.

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COMPANY**
 BROKERAGE • APPRAISAL • MANAGEMENT


Las Vegas, NV 89107 6257 Garwood St., 702•870•7106
 Dallas, TX 75225 5944 Luther Ln., Suite 505, 214•696•1022

Missouri money maker 5000 watt 21 acres less than 2 1/2 gross \$340,000. Good terms media services 813 939-7066, 1620 Medical Lane, Ft. Myers, Fla. 33907.

Exclusive AM/FM

Combo in southwestern Ohio county. Excellent potential: Substantial real estate. \$750,000. Attractive terms over 15 years. Financial qualifications in first letter. No brokers, please. Box C-244.

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 1620 Medical Lane Ft. Myers, FL 33907



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STATION				CONTACT	
S	Small	AM	\$185K	Terms	J.T. Malone (404) 458-9226
NE	Small	Fulltime	\$225K	\$62K	Bob Connelly (603) 431-3421
MW	Small	FM	\$235K	29%	Jim Mackin (312) 323-1545
SE	Small	Fulltime	\$350K	\$75K	Bill Cate (904) 839-6471
W	Small	Fulltime	\$375K	25%	Corky Cartwright (303) 741-1020
W	Small	AM/FM	\$795K	\$200K	Corky Cartwright (303) 741-1020
SE	Metro	AM/Class C	\$1,550K	Terms	Bill Chapman (404) 458-9226

To receive 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

Dan Hayslett

& associates, inc.

Media Brokers
RADIO, TV, and CATV
(214) 691-2076

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- South Carolina. SE daytimer. \$220,000. C.P. for fulltime.
- 1000 watt daytimer. SE KY. \$300,000.
- 5,000 watt daytimer. E. Tenn. \$340,000. \$40,000 down.
- Fulltimer. West Virginia. \$275,000.
- Daytimer. Middle Tenn. Medium size town. \$290,000.
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- Fulltimer near Charlotte, NC. \$600,000. Terms.
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- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
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T464 HOW TO MAKE NEWS AND INFLUENCE PEOPLE by Morgan Harris and Patti Karp. The secrets of gaining publicity for any business from small local organizations to large national groups. Starting with the basics of writing a news story, the authors proceed to unveil the process of planning a full-scale publicity campaign. Relations with editors, photographers, correspondents, and other news people are highlighted. Sample radio announcements and correct formats for submission are a large part of the section on radio. There is a similar section on television. News releases, newsletters, and handbills can pack a meeting or event, and the authors have detailed pointers on their preparation and distribution. This volume is slanted towards fattening a group's treasury, increasing its membership, and getting those all-important messages over the airwaves or in print so they can reach the desired audience. 140 pages. **\$7.95**

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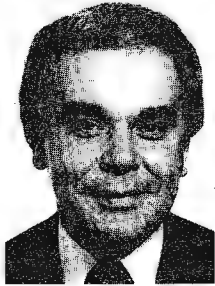
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Media



Parish

Joseph Parish, VP-general manager at ABC's KSFJ(FM) San Francisco, named to same position at co-owned WPLJ(FM) New York, succeeding Nicholas Trigony, who left to join KIKK(AM) Pasadena, Tex., and KIKK-FM Houston (BROADCASTING, March 23).

Jim Thrash, former general manager, WCCB(TV) Charlotte, N.C., joins WGGT(TV) Greensboro, N.C., as general manager of station, which is scheduled to go on air April 27. **Mary Sellars**, from Jefferson Data Systems, subsidiary of WBTV(TV) Charlotte, joins WGGT as operations manager. **Gilbert Jones**, from Dan River Mills, Danville, Va., joins WGGT as business manager.

John Winkel, VP, Affiliated Broadcasting, Boston-based group owner and licensee of WAIV-AM-FM Jacksonville, Fla., named general manager of stations.

Timothy Menowsky, south central regional manager, National Association of Broadcasters, Washington, joins Audiophase Broadcasting (applicant for WYBT-FM Jersey Shore, Pa.) as VP.

John Caravella, account executive, WYMX(FM) Augusta, Ga., joins WRED(AM) Monroe, Ga., as general manager.

Dick Good, general manager, KFMI(FM) Eureka, Calif., joins KDUN(AM) Reedsport, Ore., in same capacity.

Sam Kirkaldie, with KICE(FM) Bend, Ore., named general manager.

Calvin Booker, general manager, WGCM(AM)-WTAM(FM) Gulfport, Miss., joins WKIE(AM) Richmond, Va., in same capacity.

Jim Kizzia, air personality-account executive, KWOK(AM) Wagoner, Okla., named station manager.

John Clark, director of promotion and development, noncommercial KPBS-FM San Diego, joins noncommercial WDAV(FM) Davidson, N.C., as station manager.

Ed Owens, operations manager, WGLD-FM High Point, N.C., assumes additional duties at co-owned WOKX(AM) High Point, as operations manager.

Walter Freas, acting director, educational services division, New Jersey Public Television, Trenton, named permanent director of that department.

Malcolm Wall, director of broadcasting, Louisiana Educational Television Authority, Baton Rouge, assumes additional duties as deputy director of LETA.

David Lalich, controller, Group W's KFWB(AM)



Celebrants. Media pioneer E.R. (Curly) Vadeboncoeur and his wife, Orletta, and some 300 guests from around the country celebrated the Vadeboncoeur's 50th wedding anniversary last Monday (March 23) at a black-tie reception and dinner in Syracuse, N.Y. He is the long-time president of the S.I. Newhouse broadcast and cable groups (Vadeboncoeur joined Newhouse as news editor of WSYR(AM) Syracuse in 1939), and has been prominent in industry affairs (including a long association with Broadcast Music Inc., of which he is past chairman and remains a board member).

Los Angeles, named assistant controller, for Group W at its headquarters in New York. **Steve Fisher**, controller, Group W's KODA-FM Houston and KOAZ(FM) Dallas-Fort Worth, named controller for Group W's radio group, based in New York.

Gordon Belt, senior VP-chief financial officer with Ward Foods, New York and Chicago, joins Viacom International, New York, as VP-chief financial officer.

Richard Glester, president of Harte-Hanks Communications' cable television operations, joins Times Mirror Cable Television as Midwestern divisional VP, headquartered in Austin, Tex. **Martin Glassman**, Western regional VP, Times Mirror Cable Television, Irvine, Calif., named VP of new markets, responsible for company's new systems in Providence, R.I., area. **Ronald Cichocki**, Western divisional manager, Codman & Shurtleff, manufacturer of medical equipment based in Laguna Hills, Calif., joins Times Mirror, Irvine, as VP of new product development, serving as company's project officer for cable security and advertising programs.

Richard Loftus, president of his own cable company, Amvideo Corp., with systems in New Jersey, Maryland and West Virginia, joins Scripps-Howard Broadcasting, Cleveland, as president of company's cable division. Scripps-Howard is in partnership with Daniels & Associates, Denver, in ownership of Ann Arbor (Mich.) Cable.

Bud Marnell, with Douglas Communications Corp., Mahwah, N.J.-based cable operator,

named general manager of Douglas Communications Corp. of Louisiana, Jackson Cable TV, Slidell/Mandeville, La. **Tom Kreager**, marketing manager, DCC of West Tennessee, Jackson, named general manager.

Walter Goldstein, director of corporate accounting services, Warner Amex Cable Communications, New York, named director of corporate administration. **Michelle Musler**, former teacher with Stamford, Conn., high school system, joins Warner Amex as director of human resources development. **Richard Smith**, from Xerox Corp., Buffalo, N.Y., joins Warner Amex, New York, as director of finance for its metro division, Warner's QUBE, two-way interactive cable service in Columbus, Ohio, and future QUBE installations.

William Mueller, controller for Western region of Storer Broadcasting's Cable Communications Division, based in Houston, named director of business affairs for entire cable division. **Walter Gerber**, controller for Storer's cable divisions' Eastern region, based in Atlanta, named controller for entire division. **Terence Robinson**, project director, cable division, Miami, named director of administrative services. All three will be based at division headquarters in Miami.



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Bernard Gallagher, with Comcast Corp., Bala Cynwyd, Pa., named assistant treasurer.

Thomas Millitzer, general manager, Teleprompter, Dubuque, Iowa, named director of rates and franchise administration, Teleprompter Cable, New York.

Elected officers, Ohio Cable Television Association: **Jeannene Cozad**, Southern regional manager, Continental Cablevision of Ohio in Springfield, president; **William Randles**, VP, Cableentertainment of Ohio, Zanesville, VP, and **Lloyd Bartel**, president of Multi-County Cablevision, Lodi, secretary-treasurer.

Advertising

Robert Savage, president of KM&G International and president of its subsidiary, Botsford Ketchum, San Francisco, joins Compton Advertising, New York as president, succeeding **O. Milton Gossett**, who continues as chairman and chief executive officer.



Savage

Bruns

Robert Bruns, executive VP in charge of client services, Ted Bates/New York, named president of its New York operation, effective May 10, succeeding **Robert E. Jacoby**, chairman and president of Ted Bates & Co., parent organization, who has served also as president of New York office.

George Deecken, senior VP-controller, Chemical Bank, New York, joins Young & Rubicam, New York, as executive VP, chief financial officer and member of board of directors. As chief financial officer, Deecken succeeds **James Mortensen**, vice chairman, who retired two weeks ago.

Phil Dixon, manager of daytime programs, Benton & Bowles, New York, named VP.

Mike Drexler, senior VP-executive director, media and programing, and **Dr. Ruth Ziff**, senior VP-executive director of research and marketing services, Doyle Dane Bernbach, New York, named executive VP's.

Thomas McNamara, controller for Dancer Fitzgerald Sample's domestic and international subsidiaries, New York, named senior VP.

William Behrmann, VP-associate media director, Ogilvy & Mather, Chicago, named media director for agency. **Stanley Latacha** and **Stephen Lonning**, media supervisors, named associate media directors.

Vern Koch, account supervisor, Kendrick Advertising, St. Louis, named VP.

Glenn Majors, account executive, Bozell & Jacobs, New York, joins Allen & Dorward Advertising, Houston, as VP-account supervisor.

Cindy Frazee Hassler, promotion-marketing assistant, Geosource Inc.'s oil field services division, Houston, joins Allen & Dorward there as account coordinator.

Phyllis Maynard, media director, Maslow,

Gold & Rothschild, Boston, joins Arnold & Co. there as media supervisor.

Darlene Brand, from Campbell-Mithun, Minneapolis, and **Mary Burnett**, assistant media planner, Carmichael-Lynch, Minneapolis, named media planners for C-L. **Linda Rice**, with C-L, named assistant broadcast media buyer.

Dianne MacCurdy, from Emerson Electric Co.'s Weed Eater Division, Houston, joins W.B. Doner there as account service coordinator.

Staff appointments at CPM, Chicago-based media management service: **Mel Stevens**, executive VP, from Camelot Direct Marketing, Lake Bluff, Ill., joins CPM as direct marketing manager; **Cynthia Evans**, executive assistant with CPM's sales and syndication division, and **Deborah Small** account coordinator with CPM's client services division, named account managers, and **Nancy Schnell**, associate broadcast buyer, named spot broadcast buyer.

Seth Kittay, Mideast regional director of Home Box Office, Philadelphia, joins cable MSO, Century Communications, New Canaan, Conn., with responsibility for developing consumer sales programs.

Roland Eckstein, VP-general manager of Television Marketing Associates, retail marketing division of TeleRep, New York, named president. **Chuck Dempsey**, director of marketing, TMA, named VP. **Gerard Summers**, from *Philadelphia Bulletin's* sales department, joins TMA as Dempsey's successor. **Fran Tivald**, assistant manager, New York cougars group, TeleRep, New York, named sales manager for tigers group there.

Steven Murphy, VP-management services, Blair Television, New York, named VP, management systems and services for Blair's sales strategy division. **Debbie Stefanatos**, director of special research, Blair Television, named manager of sales systems for sales strategy division. **Patty Gilhooly**, business manager, ABC Radio Network, New York, joins Blair Television and Blair Radio there as manager of budget planning. **Frank Pfaff**, account executive, WPIX(TV) New York, joins Blair's ABC/red sales team there in same capacity. **Karl Middelburg**, with Blair's sales associate training program, New York, named to its NBC sales team in Chicago.

Richard Bliss, account executive, Modern Telecommunications Inc., New York, and **Edward M. Dwyer**, VP, Amalgamated Courier Systems, New York, named account executive with Blairsat, New York, John Blair & Co. unit that provides satellite transmission of television commercials.

Jon Nesvig, account executive, NBC-TV, New York, named VP-daytime sales. **Mike Perez**, with NBC International, NBC international sales division, based in New York, named director, worldwide sales. **Maribeth Richmond**, account executive, Western sales, NBC Radio Network, Los Angeles, named director.

Nelson Trottier, national sales manager, WLWT(TV) Cincinnati, named general sales manager, succeeding Joseph Lewin, who was named station manager (BROADCASTING, March 23).

David Macejko, general sales manager, WEBN(FM) Cincinnati, named VP.

George Walsh, national sales manager, WTVH(TV) Syracuse, N.Y., joins WTAJ-TV Altoona, Pa., as general sales manager. **Sylvia**

Hinrichsen, account executive, WBNG-TV Binghamton, N.Y., joins co-owned WTAJ-TV as local sales manager.

Kevin Mirek, general sales manager, WCCB(TV) Charlotte, N.C., joins WGGT(TV) Greensboro, N.C., scheduled to go on air April 27, in same capacity. **Janet Schoff**, from WCCB, joins WGGT as national sales manager.

Frank Howell, sales representative, WTMC(AM) Ocala, Fla., named general sales manager.

Mark Roberts, VP-sales, Roberts Advertising, Syracuse, N.Y., joins WTVH(TV) there as account executive.

Patricia Tavormina, account executive, *Richmond (Va.) Lifestyle Magazine*, joins WLEE(AM) there in same capacity.

Steve Adler, account executive, RKO Television, Chicago, and **Maria Bernardi**, account executive, WTAO(FM) Murphysboro, Ill., join WCLR(FM) Chicago in same capacities.

Dottie West, sales manager, WAAV(FM) Wilmington, N.C., joins WECT(TV) there as account executive.

Programing

Richard Lindheim, producer in charge of creation and development of new projects, Universal Television, Los Angeles, named VP of current programing.

Jim Mervis, director of program development, East Coast, for Showtime, New York, named VP-program development. **Fern McBride**, freelance producer based in New York, joins Showtime there as director of program development, East Coast. **Caroline Winston**, program executive, Showtime, New York, named director of production, East Coast. **G. Gordon Cooper**, production manager, NBC, New York, succeeds Winston. **Jim English**, director of programing, HBO program services, New York, joins Showtime there as director of feature films.

Edward Warren, director of program development, Viacom, New York, joins Columbia Pictures Television, Los Angeles, as VP-programing. **Noreen Conlin**, director of daytime serial programs, NBC-TV, Los Angeles, joins CPT there as VP-daytime, newly created post with responsibility for development of new daytime series. **Buddy Bregman**, freelance producer-director, based in Los Angeles, joins CPT as producer. **Robert Blattner II**, director of sales, Columbia Pictures Home Entertainment, New York, named VP-general manager of unit.

Charles J. Weber, president and chief executive officer of Lucasfilm, Los Angeles, joins Tandem International and T.A.T. Productions there as executive VP.

David Meister, VP, for HBO's Cinemax programing and program services, New York, named VP of HBO program services and president of its film booking subsidiary. He succeeds **Angela Schapiro**, who leaves to pursue other interests in cable, pay TV and other new home entertainment technologies.

Richard Kulis, director of sales, SelecTV, Los Angeles, named VP-sales.

Amy Dorn Kopelan, director of program administration, East Coast, ABC Entertainment, New York, named director of early-morning programing, East Coast, and assistant to Squire Rushnell, VP of ABC's *Good Morning America*



Honoring its own. Receiving National Association of Television Program Executives President's Awards at the organization's 18th annual conference in New York were (l-r): Richard L. Barovick, Hardee, Barovick, Konecky & Braun, NATPE's legal counsel; Pat Evans, NATPE consultant and former secretary-treasurer; Dick Block, NATPE consultant, and Bob Bernstein, March Five Inc., NATPE's public relations director.

The presentation was made by Lucie Salhany, Taft Broadcasting, who became organization's immediate past president right after the conference. The new president is Steve Currie, KOIN-TV Portland, Ore., with Chuck Larsen, WNBC-TV New York, first VP, and Phil Corvo, KGTV-TV San Diego, second VP. Joining NATPE's board of directors are Gary Dreispul, WTAE-TV Pittsburgh; Ron Klayman, WMC-TV Memphis; Brooke Sectorsky, KTLA-TV Los Angeles, and John von Soosten, WNEW-TV New York. New to board representing NATPE's associate members are Dave Sifford, Osmond Television Sales, and Michael Garin, Telepictures.

and children's television. **Trudy Erickson**, assistant production manager for on-air promotion, CBS-TV, Los Angeles, joins ABC Owned Television Stations Division there as staff production manager.

Glenn Gurgiolo, from Showtime, Los Angeles, joins ON-TV, Dallas/Fort Worth, as director of programing for its newly formed programming department. **Robert Steinfield**, associate producer for National Basketball Association's Dallas Mavericks, joins ON-TV as manager of post productions.

Alan Flaherty, VP-director of operations for Colony Communications, cable and MDS operating subsidiary of *Providence* (R.I.) *Journal*, joins Golden West Entertainment, Los Angeles, as VP-general manager of its STV operations in Oklahoma City, Dallas and Fort Worth.



Herbert

Edward Herbert, program-operations manager, Taft Broadcasting's WKRC-TV Cincinnati, named to newly created post of VP-operations, Taft Television Group, responsible for its seven stations in production and operations.

Sandy Pastoor, VP-program director, WXIX-TV Cincinnati,

joins co-owned WTTG-TV Washington in same capacity.

Richard Nailling Jr., special projects producer and account executive, WCCB-TV Charlotte, N.C., joins WGGT-TV Greensboro, N.C., scheduled to go on air April 27, as program manager.

Randall Chase, program director, KRUZ(FM) Santa Barbara, Calif., named VP.

Barbara Sirota, former director of national projects and director of cultural program development, noncommercial WGBH-FM-TV Boston, joins noncommercial WNYC-AM-FM-TV New York as manager of program development

for New York's municipal broadcasting system.

Phyllis J. Geller, independent television producer, based in Los Angeles, joins noncommercial KCET-TV there as executive producer for dramatic development.

Ellis Noell, director, editor and cinematographer, Walter J. Klein, Charlotte, N.C., production firm, joins WPCQ-TV Charlotte as field director-videographer.

Pepe Saldivar, with production department of WOJO(FM) Chicago, named air personality.

Carey Sinton, air personality, WLUP(FM) Chicago, joins KIDO-AM-FM Boise, Idaho, as program director.

News and Public Affairs

Joseph Barnes, news director, KGO-TV San Francisco, joins KPIX-TV there as managing editor.

Dave Davis, associate producer of 10 p.m. newscast for KTRK-TV Houston, named producer. **Margaret O'Brien**, producer, 7 a.m. newscast, KTRK-TV, named associate producer of station's 6 and 10 p.m. news. **Arthur Wood**, KTRK-TV's weekend news producer, succeeds O'Brien. **Frank Traynor**, producer of 10 p.m. newscast for KSAT-TV San Antonio, Tex., joins KTRK-TV as Wood's successor.

Daniel Stiles, news producer-director, WTCN-TV Minneapolis, joins WTSP-TV St. Petersburg, Fla., in same capacity. **Rebecca Gordon**, news director, WRBQ(FM) Tampa, Fla., joins WTSP-TV as general assignment reporter.

Les Coleman, White House correspondent, RKO Network, Washington, joins Post-Newsweek's WFSB-TV Hartford, Conn., as head of investigative unit there.

Nancy Coffey, executive editor of Group W's WINS(AM) New York, named national correspondent at Group W's Washington news bureau. **Joe Gillespie**, program manager from Group W's WIND(AM) Chicago, succeeds Coffey.

Diane Kinderwater, producer-anchor of

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Spanish-English newscasts for Telepresencia News, Guatemala City, Guatemala, and **Jay Villwock**, news director, KMSD(AM) Millbank, S.D., join KAAL(TV) Austin, Minn., as reporters.

Michael Marsh, weekend anchor, KENS-TV San Antonio, Tex., joins KUTV(TV) Salt Lake City as reporter-weekend anchor.

Sue Casterino, reporter-anchor, WWWE(AM) Cleveland, joins WBBM(AM) Chicago in same capacity.

Myra Jolivet, reporter and update desk anchor, WBRZ(TV) Baton Rouge, and **Sam Rodriguez**, from KPRC-TV Houston, join KHOU-TV Houston as reporters. **Ken Breiner**, from WLWT(TV) Cincinnati, and **Jimmy Wong**, trainee with KHOU-TV, named photographer-editors.

Carol La Beau, from WMBD-TV Peoria, Ill., joins KGTV(TV) San Diego as co-anchor. **Paul Magers**, general assignment reporter and co-anchor, KATU(TV) Portland, Ore., joins KGTV as general assignment reporter.

Jeanne Dutel, reporter, KLFY-TV Lafayette, La., joins WKRQ-TV Mobile, Ala., in same capacity.

Technology

Jerald Crusan, VP-engineering, Comcast Corp., Bala Cynwyd, Pa., joins Warner Amex Cable Communications, New York, as director of engineering for its metro division, which includes its QUBE operations in Columbus, Ohio, and proposed QUBE systems.

Scott Bosen, regional manager for Australia and Asia, Fernseh Inc., based in Salt Lake City, named international sales manager. **Gino Nappo**, Southeast regional manager, Gray Communications, Atlanta, joins Fernseh as regional manager for Southeastern U.S., based in Atlanta.

Bob Evans, manager of manufacturing division, Recognition Equipment, Dallas, joins Gardiner Communications as VP-general manager of company's Garland, Tex., manufacturing facilities which produce satellite earth station antennas and related electronics. **J. D. Thomas**, manager of Gardiner's home terminal Starscan Division, Houston, named VP.

Bryon Brammer, manager of technical services, RCA Cablevision Systems, Van Nuys, Calif., named Western sales representative, responsible for sales of RCA cable television equipment in Arizona, Alaska, California, Hawaii, Oregon and Washington.

Oded Ben-Dov, with RCA commercial communications systems division, Camden, N.J., named unit manager and technical director of antenna engineering for RCA Broadcast Systems there.

Dwain Schoonover, engineering supervisor in charge of maintenance, WFLD-TV Chicago, named engineering manager.

John Bishop, assistant chief engineer, WPTY-TV Memphis, joins WGGT(TV) Greensboro, N.C., scheduled to go on air April 27, as chief engineer.

Cullen Baldwin, operations supervisor, engineering department, WJLA-TV Washington, named assistant manager of engineering.

Stephen Raleigh, staff engineer, WRKO(AM)-WROR(FM) Boston, joins co-owned WOR(AM)

New York as assistant chief engineer.

Promotion and PR

Ronald Mastrogiovanni, assistant to VP of finance, Scholastic Magazines, New York, named VP, management information services, Teleprompter Corp., New York. **Maria Kibby**, management supervisor for broadcast placement and account supervisor for public relations department, J. Walter Thompson, New York, joins Teleprompter in new post of public affairs associate.

Tola Murphy-Baran, Manager of employe communications, ABC, New York, joins Showtime there as manager of trade publicity.

J. Chloe Silk, secretary to VP of technical services, Worldvision Enterprises, New York, named assistant to director of advertising and promotion.

Anna Carbonell, coordinator-editor of employe news service wire for International Paper Co., New York, joins WABC-TV there as press information writer.

Carolyn Witruk, former promotions coordinator, Carter-Mondale reelection campaign, Raleigh, N.C., joins WGGT(TV) Greensboro, N.C., scheduled to go on air April 27, as promotion-publicity manager.

Rick Fowler, music director-air personality, WRQX(FM) Washington, named director of advertising and promotion.

Diane Hawkins, media buyer-market specialist, McCann-Erickson, Atlanta, joins WSB-TV there as research-sales promotion director.

Doug Flodin production administrator, Drake-Chenault, Los Angeles, named promotion director.

Susan Hoffman, press and legislative assistant to Congressman John Cavanaugh (D-Neb.), Washington, joins public relations division of Earle Palmer Brown & Associates, InfoServices, Bethesda, Md., as account executive.

Allied Fields

Susan Dingethal, regional manager, Arbitron Radio Station Sales, New York, named Eastern division manager. **Patricia White**, from Bloomingdale's sales department, Stamford, Conn., joins Arbitron Television Market Development, New York, as client service representative. **Elaine Yusa**, Midwest regional advertising representative, Fairchild Publications, Chicago, joins Arbitron Midwest Advertising/Agency Television Sales, Chicago, as client service representative. **Joan Merril**, media planner, Compton Agency, New York, joins Arbitron Southwestern Television Station Sales, Dallas, as client service representative.

Ronald Frederick, manager of food industry retailer services, A.C. Nielsen Co., Northbrook, Ill., named VP of Nielsen's Marketing Research Group/USA.

Bob Treadway, management consultant and broker, based in Colorado Springs, joins George Moore & Associates, Dallas-based communications brokerage firm, as VP-Western manager in Colorado Springs.

Roy Terzi, independent marketing consultant for broadcast syndication services, New York,

joins William B. Tanner as sales manager of its New York office.

Sydney Arak, partner with Stein, Halpert & Miller, Washington law firm, opens own communications law practice there.

International

Justin Dukes, joint managing director of *Financial Times*, London newspaper, joins Channel Four Television, Britain's new commercial network, as managing director and deputy chief executive, effective May 1.

Vic Gardner, general manager, London Weekend Television, named chairman of London Weekend Television International, newly-formed export subsidiary. **John Birt**, controller of features and current affairs at LWT, assumes responsibility for company's involvement in new British television network, Channel Four.

Brian Potter, communications manager in Manchester for BBC Engineering, named manager, program services and engineering for Eastern England, BBC Engineering. He succeeds **Frank Knowlden**, who retires.

Jane Wellesley, BBC press officer, **Jenni Pozzi**, film researcher, and **Patrick Buckley**, editor at Reuters, join Granada Television of Britain as researchers for *History of Spanish Civil War*—large-scale project now in early stages of development and expected to be two years in production.

Margaret Matheson, freelance producer, becomes controller of drama, ATV Network, British station that is part of commercial network, ITV.

Lord Buxton, chief executive of Anglia Television Group in England, named chairman of Independent Television News. He replaces **John Freeman**, chairman of London Weekend Television, who served as ITN chairman since 1976. **Selina Scott**, newscaster for Grampian Television, British commercial network, joins ITN as anchor. She succeeds **Anna Ford**, who leaves ITN to join new breakfast-time television company, TV-AM.

Deaths

Albert Protzman, 79, manager, television group operations, NBC, New York at time of his retirement in 1966, died in Lawrence hospital, Bronxville, N.Y., on March 19 following heart attack. He became radio engineer for NBC's WEA(AM)-WJZ(AM) New York in early 1920's and served as chief sound engineer for 20th Century-Fox in Hollywood from 1929 to 1936. He rejoined NBC and later became one of first technical directors in television. Following his retirement, he was technical consultant for RCA Corp.'s shareholders meetings. He is survived by his wife, Margaret, and daughter, Nancy.

Hudie Minor Brown, 63, former air personality on WDAK(AM) Columbus, Ga., died March 22 of heart attack at St. Francis hospital there. Brown who was known to his listeners as Cuzzin Al, had retired from station in March 1980 after 36 years there. He had also been owner of Background Music Corp., Columbus, which sold Muzak systems to area businesses. He is survived by his wife, Dorothy Norris, two daughters, two sons and his mother.

Segal of Bates: from actor to advertising ace

Where is the beginning of the career path that leads to a position as "a leading agency expert on network television?" For Joel Segal, whose official bio from Ted Bates accurately if perhaps immodestly places him in those expert ranks, the path started in Europe, with the Seventh Army's repertory theater.

The route however, was indirect—it was the realization that he "wouldn't cut it as an actor" back home that led Segal to explore what he considered the related area of advertising. With a masters in marketing from Columbia University's Graduate School of Business tacked to his wall, Segal entered the agency world via Benton & Bowles. Except for a two-year stint at NBC, he's prospered in the agency business for 20 years, the last 14 of them with Ted Bates.

Those two decades of experience with television have left Segal believing it's "the most exciting and viable environment" for advertising, though the tone of his reply also suggests he can't believe people are still asking him why he likes the medium.

A more current question that has troubled network television broadcasters is what happened to their market in the final quarter of last year. From Segal's agency vantage point, the change in prime-time selling patterns that network advertising experienced then isn't necessarily permanent. A mood of uncertainty sparked by the actors' strike and spurred by the threat of recession left agencies unwilling to commit to schedules until the last minute. Now, Segal says, the tide has turned; indeed, scatter advertisers in March have been paying a 25% premium in cost-per-thousands over up-front buyers to get their messages on the network.

But the future isn't totally rosy. Segal points with some concern to the drop in network share of viewing evidenced this season. For the two weeks through March 15, he says, the three networks averaged a cumulative prime-time 83 share, against 86-87 in that period a year earlier. And the season-to-date figures show a 4.5% drop in total share, according to Segal, from 91 to 87.

The Bates expert suggests several factors may be at work. He says there are increased pre-emptions of network programs by local stations, cutting those show's ratings; perhaps, he hints, the audience is finding independents' programs more "demanding;" or perhaps an increase in network repeats is leaving people



Joel Michael Segal—senior VP, director, network TV/radio division, media program department, Ted Bates & Co.; b. Sept. 2, 1933, New York; BA, Cornell University, 1954, MBA, marketing, Columbia University, 1960; U.S. Army 1956-58; assistant media director, Benton & Bowles, 1960-63; director of television network sales presentations, NBC, 1963-65; network television negotiator, Ted Bates, 1965; VP and television account supervisor, Ted Bates, 1966-71; VP radio/TV buying services division, 1971-73; present position since 1973; named to Ted Bates & Co. board of directors, 1979; m. Alix Hegeler, Aug. 1968; children (by previous marriage) Mark, 18; Gregg, 16.

"turned off."

On that last point, Segal says 43% of ABC's programs in a recent week were repeats, 34% of NBC's. Although CBS had no repeats that week, the three networks averaged 25% repeats, against 18% in the same week of 1980.

Carrying his analysis further, Segal points to ABC as hardest hit, dropping from a first-26-week 31 share, 19.6 rating to a 28 share and 18.0. That, he says, is "no ordinary pattern of loss of interest," and is marked primarily by a fall-off in ABC's comedies. Two of Segal's guesses about the causes are that there may be a "Reagan backlash" against permissiveness, and that the public "may be tired of looking at T & A."

His third guess may be more ominous for the networks as a long-term trend. Cable, by Segal's figures (and Ted Bates has had A.C. Nielsen doing some proprietary research in cable), now has 31% penetration of television households and is moving ahead swiftly. Cable subscribers, he says, tend to be "younger, and larger in household" fitting the ABC viewer profile—"So it indicates to me the possibility that cable is draining ABC."

Looking to the more distant future, Segal sees the broadcast networks retaining their place as the mass medium, but with substantially reduced shares. Advertisers, looking to "fill the gaps" while

staying in video, will turn to cable networks and increased use of independents, perhaps buying time on independents "en masse" to maximize reach over short periods of time.

Agencies have "a tremendous amount to learn" about cable, Segal admits, but the "learning process" has already begun (witness Bates's studies with Nielsen).

Segal didn't reach his present position by standing still. In fact, he gives outsiders the impression that he juggles a minimum of three projects at any given moment. That's an opinion seconded by Segal's boss, Walter Reichel, at Ted Bates. Reichel calls Segal "very intense . . . very brilliant," someone who can "keep a lot of balls in the air at the same time."

The way Segal sees it, that's just standard procedure at Ted Bates—"we're a lean operation," he says. "We don't have many clients, but we work hard for them . . . We hire good people and get the most from them."

And Bates has gotten a lot out of Segal in one area where agency interest had generally slackened—program production. Segal created and supervised the production and distribution of the syndicated product *Police Surgeon*, for client Colgate for four years, and his production association with Colgate's *The Doctors* (sold recently to NBC) goes back 14 years.

Reichel praises Segal's "creative talent" and "good touch" with production—saying he's "very good in dealing with the creative problems" of production—all a reminder, perhaps, of the performing career Segal abandoned 25 years ago.

Thus, it's from a background of hands-on experience that Segal makes one of his strong complaints against the networks—taking them to task for "allowing producers to go crazy" in boosting program costs. For the networks to have a healthy future, he suggests, they have not only to trim program cost increases, they have to cut costs.

The only solution may be "buying from the lowest bidder." Segal admits that changing the current pattern "takes an element of bravery," but he does find a few signs of encouragement.

A related problem Segal sees with current network policy is the swift cancellation of new programs with supposedly marginal ratings—without giving the series "a chance to build." The end result, he says, is to drive up overall programing costs. Of course, Segal's motive in these complaints isn't merely altruistic. Higher costs, he notes, ultimately get passed on to advertisers, while cancellations leave agencies in the "awkward situation" of having to explain to clients why the programs their messages fall into weren't the ones originally bought.

Burkhart/Abrams/Michaels/Douglas and Associates, major radio consulting firm, this week will announce formation of Satellite Music Network, live, 24-hour, daily radio service to be delivered in two formats, contemporary country and pop adult. Firm's partners in venture are WCCO-AM-FM-TV Minneapolis, United Video Inc., which will provide transponder space, and John Tyler & Associates, Dallas. "Superstation" will be based in Chicago and have full disk jockey staff. Network will reserve two minutes per hour for national advertising, and provide breaks for local commercials.

NBC Radio last Friday said that it plans **three additional networks** and other programing beyond current NBC Radio and Source services. Word came as **RKO Radio** prepared for press conference today (March 30) to unveil its "multiple-networking" plans. NBC did not specify nature of services or start dates. Charles Renwick, NBC's executive VP, network radio, now becomes executive VP, network development. His responsibility will include supervising distribution of "five networks by satellite." Within couple of weeks, NBC Radio and Source networks each will have own VP and general manager. RKO, while tightlipped on details until its formal announcement, is understood to be continuing its "demographic" approach with new efforts. Current RKO Radio Network is "youth oriented" but expansion plans are expected to take into account aging of population base.

Representatives of **European Broadcasting Union** and **Society of Motion Picture and Television Engineers**, meeting in Brussels March 23-25, agreed on draft proposal for **worldwide digital TV standard**. Specifications: sampling frequency of 13.58 mhz (864 samples per line), sampling ratio of 4:2:2 ("Closed Circuit," March 23). According to BBC's Howard Jones: "We have an agreement, subject to ratification. We can see the light at the end of the tunnel." Also concurring last week: Mexico City-headquartered **Organizacion Television Iberia (OTI)**, representing Central America, South America and Spain. Final agreement on standard rests with International Radio Consultative Committee of International Telecommunication Union, which will meet this September in Geneva.

FCC comment deadline scheduled for tomorrow (March 31) on "permanent" **DBS policies** (gen. doc. 80-603) **has been extended** to April 30. Reply comment deadline has been extended to June 30.

"**Barney Miller**" **will not return to air next fall**, according to joint announcement released late Friday by ABC and 4D Productions. Decision was made by series' creator and executive producer, Danny Arnold.

Conceding that **possibility of "rejuvenating" Premiere** pay-cable network is "**rapidly deteriorating**," what with intended inventory sold and employees gone, attorneys for joint venture's partners were nonetheless in Second Circuit federal appeals court in New York last Thursday, **seeking to overturn district court injunction** barring Premiere from operating. Justice Department was also on hand to support injunction it had requested. Previously filed briefs detail arguments on both sides of antitrust issues involved: price fixing and group boycott. One focus of attention at hearing before three-judge appellate panel was whether lower court, in issuing injunction, should have "molded" decision to allow Premiere launch, but under "judicial supervision"—either trimming nine-month exclusivity window, or limiting number of exclusive films.

FCC Acting Chairman Robert E. Lee will testify before House Judiciary Subcommittee on April 7 concerning Regulatory Procedure Act of 1981 (H. R. 746). Introduced in early February by Representative George Danielson (D-Calif.), **bill would allow**

legislative veto of major rulemakings and make judicial review easier to obtain. FCC has opposed number of regulatory reform bills in past and plans to argue against this one. Testifying last Tuesday on bill, Senator Harrison Schmitt (R-N.M.) argued in favor of legislative veto, saying, "the legislative body must once again become an active participant in the regulatory process." Schmitt is member of Communications Subcommittee.

American Broadcasting Companies annual report quantifies previously reported (BROADCASTING, March 2) drop in operating earnings of broadcasting units—down 6% to \$300.8 million—while broadcasting revenues rose 11% to \$1.97 billion. Report puts ABC's obligations for broadcast rights over next five years (feature films, sports, and other programing) at \$1.35 billion. Current assets listing for program rights, production costs and advances grew by \$53.5 million in 1980, noncurrent portion grew by \$30 million. Company spent \$103 million for broadcasting capital expenditures in 1980, out of \$111 million total capital budget; has another \$90 million earmarked for broadcasting in 1981. Noting broadcast rights expenditures, publishing acquisitions and start-up costs of new video and motion picture operations, company said it anticipates "this investment trend will continue" and thus has lined up \$150-million short-term bank credit.

In terse statement released Thursday afternoon, **20th Century-Fox Film Corp. announced that Denver oil magnate Marvin Davis had withdrawn his \$703-million offer to buy film company.** Company said it had been advised of withdrawal earlier in day. First public indication something was afoot came with 2:33 p.m. halt in trading of Fox shares on New York Stock Exchange. Trading was also suspended in Chris-Craft Industries, holder of 22% of Fox common, whose recent stock performance has been tied to its Fox investment. Davis subsequently issued statement attributing withdrawal to "inability of the parties to reach a satisfactory agreement."

FCC, in closed session last Thursday (March 26), officially terminated present process of headquarters relocation—all previous solicitations (Rosslyn, Judiciary Plaza, etc.) are "no longer valid," as one source put it. Commission directed staff to draw up formal solicitation for offers (SFO) notice, "with the help of GSA," which FCC Chairman-designate Mark Fowler, when confirmed, may use as he sees fit. If Fowler decides to utilize right of commission to negotiate its own lease, SFO would then be published in *Commerce Business Daily* and commission would start from scratch, analyzing all new proposals. Fowler, however, may simply decide to let leasing authority revert back to GSA. Commission also directed staff to terminate services of two consulting firms hired to assist in relocation—Computer Sciences Corp. and Julien J. Studley Inc.

Senate Rules Committee has scheduled hearings on May 20 to consider broadcast coverage of national elections and early projections of returns. Among items to be considered are bills introduced early this year (S. 55, 56, 57 and 58) by Senator S.I. Hayakawa (R-Calif.) proposing variety of solutions including simultaneous poll closings, sealed ballot boxes and Sunday elections. Not to be considered is bill (S. 762) introduced by Senator James McClure (R-Idaho) which would fine broadcasters up to \$10,000 for releasing or projecting results of federal elections before all polls have closed. McClure, who introduced same bill last year (BROADCASTING, Nov. 17, 1980) and in 1976, said last Monday that Rules Committee plans to address problem through election reform are not enough and that "matter should be looked at from the standpoint of its being a broadcast problem as well as a federal election law problem."

In acceptance speech last Thursday (March 26) in Beverly Hills, Calif., where he received fifth annual William O. Douglas First

Amendment Award, television producer **Norman Lear** blasted **new religious right** with specific reference to Moral Majority and its leader Rev. Jerry Falwell. Lear characterized new right as today's "self-styled infallibles . . . to disagree with their conclusions is to be labeled a poor Christian or unpatriotic or anti-family." Although acknowledging that group's First Amendment right to express itself as it wishes, he said, "if we agree that the American experiment is based on the conviction that a healthy society is best maintained—not by an attempt to impose uniformity but through a free and open interchange of differing opinions—then the dogma of the religious New Right violates the spirit of the First Amendment, and the spirit of liberty."

All ours after all. Mark S. Fowler, the FCC chairman-designate who was born in Toronto of an American mother and Canadian father, is an American by birth, after all. He had assumed, since he elected U.S. citizenship at age 17, in Orlando, Fla., that he was a naturalized citizen. But in taking a close look at the Certificate of Citizenship he received at the time—he was getting his papers together for a Federal Bureau of Investigation background check—Fowler found that it declares him to have been a U.S. citizen since his birth, on Oct. 6, 1941. Because his mother was American, Fowler had held dual citizenship under a U.S.-Canadian treaty, which required him to choose the citizenship of one of the two countries at age 17.

City council of **Irving, Tex.**, has passed resolution **awarding city's cable franchise to Teleprompter**, which promises 107-channel, dual-cable system to service city's 44,000 homes. Franchise award is not final, but it will be this Friday if council does expected and adopts franchise ordinance after three days of mandatory public hearings.

Senate Majority Leader Howard Baker (R-Tenn.) will be **first to testify** on Wednesday, April 1, first day of **Senate Rules Committee hearings** on resolution **to allow televising of Senate proceedings** (S. Res. 20). Others testifying that day are Representatives Charles Rose (D-N.C.), chairman, Speaker's Advisory Committee on Broadcasting; Representatives Jack Brooks (D-Tex.) and John Rousselot (R-Calif.); Howard Liebgood, Senate sergeant at arms; Daniel Boorstin, librarian of Congress, and Neal Gregory, former staff member, House Administration Committee. **Witnesses at second day of hearings**, April 8, will include three networks' Washington news bureau chiefs, Edward Fohry, CBS; Carl Bernstein, ABC, and Sid Davis, NBC; Frank Mankiewicz, president, National Public Radio; Ward Chamberlin, president, WETA-AM-FM-TV Washington; Robert Rosencranz, John Saeman and Brian Lamb, C-SPAN, and Fred Wurtheimer, Common Cause.

Times Mirror is **re-evaluating its application for Boston cable franchise**. Word came from company president Robert Erburu, speaking to security analysts in New York on Friday, that withdrawal from bidding is possibility, but not forgone conclusion. Erburu put re-evaluation in context of deciding where to best apply resources (company has made big push in Montgomery county, Md., bidding). Negative decision on Boston bid wouldn't necessarily affect applications for Boston suburbs. Company earlier announced it expects record results for 1981, up from 1980's \$1.8-billion revenues, \$139-million net income.

In first major expansion since its start-up in 1978, **Home Theater Network**, family-oriented pay cable programmer based in Portland, Me., **has leased additional hours on Satcom 1**, transponder 21 from Premiere to begin West Coast feeds and Sunday programming in April. According to HTN spokesman Ginny Ball, HTN hours expand from 8 p.m. to 11 p.m. NYT weekdays and Saturday to 7 p.m. to 1 a.m. NYT every day. Addi-

tional transponder time will also allow HTN to present two one-hour "features" each night in addition to full-length movie, Ball said. Expansion is attributable to pay ambition of Westinghouse, HTN's new majority partner. Premiere bought rights to all but HTN's three-hour block on transponder last year, but has been unable to commence programing on transponder because of ongoing legal battle.

Universal, first of Premiere partners to agree to post-injunction deal with existing pay network The Movie Channel, (BROADCASTING, Feb. 2) **has finally signed deal with HBO**. That pay network says first Universal title (unnamed) will appear on its schedule in May, with "Coal Miner's Daughter," "The Electric Horseman," "The Jerk" and "Smokey and the Bandit II" in package covering 1981 and 1982.

NBC-TV, which had expected to be first out with its **fall schedule, has pushed back announcement date**, from April 7 to April 30, about same time that CBS-TV and ABC-TV have in mind. NBC said it wanted more time to evaluate its pilots.

John J. Louis Jr., chairman of Combined Communications, subsidiary of Gannett Co., was named last Friday by President Reagan to post of ambassador to court of St. James's.

Broadcasters Promotion Association has chosen former CBS Vice Chairman **Frank Stanton** to receive its first **broadcasting achievement award**. Presentation will be made at BPA's 25th anniversary celebration, June 10-13 at New York's Waldorf-Astoria hotel, New York.

FCC Chairman Charles Ferris breakfasted last Friday, March 27, with David Leach, key staff member of House Telecommunications Subcommittee. Ferris **will consult subcommittee on recruiting new staff members**. Present staff includes David Aylward, chief counsel; Leach; Edwina Dowell, attorney, and Karen Posner. Aylward anticipates hiring up to six more professional staffers, only one of them specializing in communications.

Upcoming

On Capitol Hill: Senate Communications Subcommittee will hold second day of hearings on S. 601, television licensing and renewal bill, in room 235 Russell Senate Office building at 10 a.m. today (Monday). □ House Government Affairs Subcommittee will hold hearings on International Communications Reorganization Act (H.R. 1957) in room 2203 Rayburn House Office building at 9:30 a.m., Tuesday and Wednesday. □ Senate Rules Committee will hold hearings on resolution to allow televising of Senate proceedings in room 301 Russell Senate Office building at 10 a.m., Wednesday. **Also in Washington:** John Chancellor, NBC News, will deliver keynote address at conference on "The Federal Election Campaign Act: After a Decade of Political Reform" at Moot Courtroom Auditorium, Georgetown Law Center at 9:20 a.m., Thursday. □ California Cable Television Association is holding congressional-FCC conference and dinner honoring former Representative Lionel Van Deerlin (D-Calif.) at Four Seasons hotel today (Monday) through Wednesday. **In Louisville, Ky.:** Members of radio and TV code boards of National Association of Broadcasters will participate in broadcast town meeting Tuesday. **In Richmond, Va.:** Representative Timothy Wirth (D-Colo.) and Elie Abel, dean of Columbia University School of Journalism, will be among speakers at Communications in 21st Century Symposium at Phillip Morris Operations Center Wednesday and Thursday. **In New York:** Teleprompter shareholders will vote on proposed merger with Westinghouse Broadcasting at special meeting in McGraw-Hill building Thursday (see story, page 66).

Good fight well fought

More is to be read into the U.S. Supreme Court's decision of last week in the radio format case than an affirmation of the FCC's authority to defer to the marketplace in program regulation. That alone, of course, would be reason enough for broadcasters to welcome the decision.

But the high court also sent a message to the District of Columbia Circuit Court of Appeals which for years has been insinuating itself in the formulation of regulatory policy. The message was polite but firm: The appellate court is to mind its own business, reviewing the legality of FCC decisions when asked, and to let the FCC mind its, making and administering the rules.

"Our opinions have repeatedly emphasized that the commission's judgment regarding how the public interest is best served is entitled to substantial judicial deference," the Supreme Court said in the nicest way possible. At another point, in case the message had been missed, the high court noted: "The commission's implementation of the public-interest standard, when based on a rational weighing of competing policies, is not to be set aside by the Court of Appeals."

It is to the credit of all but one incumbent on the present FCC that the agency elected to fight it out with the appellate court. If the decision that the Supreme Court has now reversed had been allowed to stand, nothing the FCC could do would have been immune to the second-guessing of self-appointed regulators on the appellate court. Only Commissioner Joseph Fogarty among those now present would have submitted to the appellate ruling, as he doubtlessly would have voted against the format policy statement that the court overturned, if he had been on the FCC at the time of its adoption.

Future members of the FCC will have reason to thank Robert E. Lee, James Quello, Abbott Washburn, Anne Jones and, yes, Charles Ferris for the independence that the Supreme Court has restored. When they voted to take the case all the way, it was noted on this page that it could be "a winner for the FCC, for broadcasters and for the people." A winner it is.

On with the show

The National Association of Television Program Executives' annual conference, reported in these pages last week, was a bustling, crowded, bubbly affair that demonstrated beyond doubt that the day of the programmer is at hand. With the emergence of cable and the other new media to supplement—and yes, obviously, to compete with—conventional television, the coming demands for programming look to be almost boundless.

There is a danger, of course, when demand seems clearly apt to exceed supply. The need will undoubtedly attract some would-be suppliers whose concern is more to milk the possibilities than to provide qualified programming. But this danger is eventually self-correcting. Those who supply programming that doesn't pass muster with viewers will, if they continue to peddle inferior stuff, gradually weed themselves out. They may make a buck or two in the process, but not for long.

One of the innovations at this year's NATPE should also help. That is the exhibition-hall concept, or "screening center," as NATPE officials prefer to call it. Whatever the name, it puts the attention of visitors and shoppers where it ought to be—on the programs themselves, rather than on the food, freebies and dodads so often used to build traffic in hospitality suites. It was in-

roduced on a limited basis this year, but by 1984 the transition is due to be complete, and it should add immensely to the professionalism and efficiency of the NATPE marketplace.

This year's agenda offered something for just about everyone. It was, of course, primarily a TV station marketplace, but cable operators were welcomed, as were representatives of other video media. As speaker after speaker pointed out, viewers tune in for the message, not for the medium. That makes it a challenge for all programmers, whatever the medium. How well they meet the challenge will determine how well they succeed.

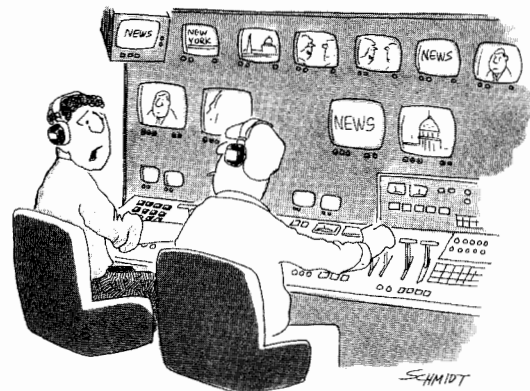
Second thoughts

Old wounds will be reopened when the Congress gets down to business in its planned review and perhaps repair of the copyright law. Once again cable operator will be pitted against broadcaster. This time, however, the formidable presence of the Motion Picture Association of America may incline more toward the broadcasting position than toward cable's. Last time, the MPAA aligned itself with cable interests in support of the law that is now causing enough trouble to merit review.

The administration of the law has disappointed everybody but the cable operators. It has even disappointed the administrators. Clarence James, chairman of the Copyright Royalty Tribunal that was created by the law to distribute the royalties collected from the cable license pool, has testified that the system isn't working and that in his opinion the tribunal might as well go.

Broadcasters reached the same conclusions last summer when the tribunal at last figured out how to divide 1978 royalties of \$14.6 million among the various claimants. Program producers got 75% of the pot, sports, 12%. All told, American and Canadian telecasters were given 3.25%—a total of \$475,958, or, as noted on this page at the time, a dime tip for providing the basic cable program service in this country. The noncommercial television system, providing a fraction of the programming the commercial system supplies, was given 5% or \$732,243. The tribunal's arithmetic is as open to question as its existence.

The conditions of competition and regulatory control have radically changed since the present copyright law was enacted. It is a mark of the changing times that a law only five years old already looks obsolete.



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LANCASTER 10.9	CAPE COD 20.1	TERRE HAUTE 16.5
RICHMOND 6.1	GREENVILLE/ SPARTANBURG 10.3	BIRMINGHAM 6.9
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AIRBORNE TV SYSTEMS? NURAD HAS THE ANSWER



Nurad offers you, the broadcaster, the first comprehensive and original approach to your airborne ENG/EJ microwave operations.

Even a casual glance at the COPTER POD™ and MINI POD™ reveals a radical departure from ordinary systems. For one thing, instead of low-gain, multipath-prone omnidirectional antennas, we achieve true omnidirectionality through the use of four circularly polarized directional transmit antennas, each independently covering its own 90° azimuth sector. With this arrangement, you can operate successfully over "close in" densely built-up areas without being overwhelmed by multipath effects. You can also reach much greater distances because of the high gain of the directional antennas.

A circularly polarized receive antenna included in COPTER POD™ and MINI POD™ lets you use the system either as a ground-to-air-to-ground relay or as an airborne camera platform. Other options include AUTO TRANSMIT™ and MINIPAC™.

To complement COPTER POD™ and MINI POD™, Nurad offers SUPERTRACK™. This enhancement of the field-proven quad-polarized SUPERQUAD™ II, the highest performing ENG/EJ antenna subsystem in existence, gives you the capability for operator-controlled tracking through a simple TURN LEFT/ON TARGET/TURN RIGHT readout. Note that, with SUPERTRACK™, you realize a savings in cost and complexity because you don't need a separate receive antenna for your ground-based ENG/EJ operations. And, if you already have a SUPERQUAD™, Nurad will be happy to convert it to SUPERTRACK™ status.

Yes, Nurad has the total answer for microwave ENG/EJ operations, whether airborne or ground-based. See the MINI POD™, COPTER POD™, MINIPAC™, SUPERTRACK™, and SUPERQUAD™ II, QUAD, the new GOLDENROD™ D-series, and other famous Nurad ENG/EJ products at NAB Booth 1400 April 12-15.

NURAD

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