

And RCA makes three into cable □ CBS affiliates take over in L.A. □ Latest ranking of U.S. TV markets

# Broadcasting May 11

The News Magazine of the Fifth Estate □ Vol. 100 No. 19

50th Year □ 1981

## KSTP-TV puts a whole new twist into tornado forecasting!

### EYEWITNESS NEWS

KSTP-TV  
Minneapolis-St. Paul



#### The world's first commercial Doppler Radar!

The world's first commercial Doppler Radar... another Eyewitness Advantage from the leader in news, and new ideas, for the Upper Midwest.

Now Twin Cities viewers get the earliest possible tornado information thanks to KSTP-TV's amazing new Doppler Radar... the advanced system that actually "sees the wind." So forecasters can identify tornado formations still high in the clouds, before they strike!

For more information, Call KSTP-TV sales at (612) 846-5555 or your nearest Petry office.

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US AIR FORCE  
SERIALS SECTION  
MONTGOMERY AL 36112



1960

□ PAGE 77

# APRIL WAS A GO

With a lineup of 75 subscribing stations, N.I.W.S. is responding by providing a record number of special series. Our research indicates that hard-hitting in-depth series.

## APRIL SERIES

**Back To The Stars**  
(U.S. space shuttle)

**Over 35 And Pregnant**

**Cockfighting:**  
**The Forbidden Sport**

**Dick Clark:**  
**America's Oldest Teenager**

**Evangelism on the Rise**

**It Isn't Made Here Anymore**  
(Japan overtaking U.S. industry)

**Gun Control:**  
**The People Speak**

**The Legendary Comedy Store**

## ALREADY PART OF THE GI

**KTXS-TV** Abilene  
**WAST** Albany  
**KOB-TV** Albuquerque  
**KFDA-TV** Amarillo  
**WXIA-TV** Atlanta  
**WBRZ** Baton Rouge  
**KFDM-TV** Beaumont  
**WVTM-TV** Birmingham  
**KIVI-TV** Boise  
**WCVB-TV** Boston  
**WGR-TV** Buffalo  
**KRGV-TV** Brownsville, TX  
**WCIV** Charleston, SC  
**WCHS-TV** Charleston, W VA  
**WBT** Charlotte  
**WFAA-TV** Dallas-Ft. Worth  
**WDTN** Dayton  
**WAND** Decatur

**KBT** Denver  
**KDUB-TV** Dubuque  
**WEAU-TV** Eau Claire  
**KDBC-TV** El Paso  
**KVAL-TV** Eugene  
**WNEM-TV** Flint  
**KMJ-TV** Fresno  
**WEVU** Ft. Myers  
**WLUK-TV** Green Bay  
**WFMY-TV** Greensboro  
**WHP-TV** Harrisburg  
**WRCV-TV** Indianapolis  
**WTLV** Jacksonville  
**KCMO-TV** Kansas City  
**WATE-TV** Knoxville  
**KLAS-TV** Las Vegas  
**WILX-TV** Lansing  
**WKYT-TV** Lexington

**KARK-TV**  
**KTLA**  
**WHAS-TV**  
**KCBD-TV**  
**WCKT**  
**KSTP-TV**  
**WALA-TV**  
**WAVY-TV**  
**KMID-TV**  
**KAUT**  
**KMTV**  
**WESH-TV**  
**WMBB-TV**  
**WRAU-TV**  
**KPNX-TV**  
**WIIC-TV**  
**WGAN-TV**  
**KOIN-TV**

# DD N.I.W.S MONTH

well promoted and integrated into local newscasts, attract substantial viewership. So in April and May, N.I.W.S. is delivering these audience grabbing series:

## MAY SERIES

**Innocent Victims**  
(children of criminals)

Hiding From Terror  
(Federal Witness  
Protection Program)

*Midwives:*  
*The Labor Dispute*

Redford. Travolta. Newman.  
Reynolds. Beatty.

**The Pleasure Process**  
(sexual freedom in the 1980's)

Aerobic Dancing  
(Dr. Art Ulene)

Jazzercise  
(Dr. Art Ulene)

*Dottie West:*  
*Her Real Story*

**Sex and Singles**

## OWING N.I.W.S NETWORK!

Little Rock  
Los Angeles  
Louisville  
Maback  
Miami  
Minneapolis-St. Paul  
Mobile  
Norfolk  
Ocala-Midland  
Oklahoma City  
Omaha  
Portland  
Tampa City, FL  
Tulsa  
Phoenix  
Pittsburgh  
Portland, ME  
Portland, OR

WOC-TV  
KTVN  
WWBT  
WOKR  
KCRA-TV  
KSBW-TV  
WMDT-TV  
KENS-TV  
KGTV  
KRON  
KSBY-TV  
KSLA-TV  
KYTV  
KTVI  
CITY-TV  
KCEN-TV  
WDVM-TV  
WPEC

Quad Cities  
Reno  
Richmond  
Rochester  
Sacramento  
Salinas-Monterey  
Salisbury, MD  
San Antonio  
San Diego  
San Francisco  
San Luis Obispo  
Shreveport  
Springfield, MO  
St. Louis  
Toronto  
Waco  
Washington, D.C.  
W. Palm Beach

WTRF Wheeling  
KAUZ-TV Wichita Falls, TX

**N.I.W.S**  
**Telepictures**  
CORPORATION

New York: 212/838-1122  
Beverly Hills: 213/657-8450

# The Great Cart and Styli Sale

## AUDIO CARTRIDGES

### AUDIOPAK

	LIST	CASH
A2-EMPTY	2.78	2.15
A2-40-Second	3.73	2.92
A2-70-Second	3.79	2.98
A2-2.5-Minute	4.07	3.19
A2-3.5-Minute	4.26	3.33
A2-4.5-Minute	4.43	3.45
A2-5.5-Minute	4.62	3.60
A2-10.5-Minute	5.37	4.16
A3-40-Second	4.76	3.68
A3-70-Second	4.88	3.75
A3-2.5-Minute	5.25	4.04
A3-3.5-Minute	5.45	4.19
A3-4.5-Minute	5.68	4.37
A3-5.5-Minute	5.93	4.53
A3-10.5-Minute	6.89	5.25

### FIDELIPAC 300

	LIST	CASH
EMPTY	3.57	2.10
40-Second	4.11	2.61
70-Second	4.11	2.75
2.5-Minute	4.62	2.98
3.5-Minute	4.89	3.13
4.5-Minute	5.16	3.30
5.5-Minute	5.46	3.45
10.5-Minute	6.52	4.21

### MASTERCART

	LIST	CASH
EMPTY	3.82	2.20
40-Second	4.31	2.98
70-Second	4.44	3.02
2.5-Minute	4.85	3.34
3.5-Minute	5.11	3.49
4.5-Minute	5.38	3.62
5.5-Minute	5.65	3.80
10.5-Minute	6.67	4.51

## TONE ARM CART & STYLI

### AUDIO-TECHNICA

	LIST	CASH
ATP1-3/5G	45.00	11.89
ATP2-3/5G	60.00	18.04
ATP3-2/3G	80.00	25.51
ATPN1-PK6	150.00	46.04
ATPN2-PK6	210.00	70.88
ATPN3-PK6	300.00	94.34

### SHURE

	LIST	CASH
M447-CART	40.50	17.19
M44C-CART	37.75	15.13
SC35C-CART	42.00	27.50
N44C-PK6	74.91	51.20
N447-PK6	75.24	51.58
N44E-PK6	90.00	53.75
SS35C-PK6	73.80	47.38

### STANTON

	LIST	CASH
500AA-CART	18.38	13.51
500AL-CART	15.75	11.81
500E-CART	18.38	13.51
500EE-CART	21.25	15.61
600A-CART	24.20	16.15
600E-CART	26.55	18.67
600EE-CART	27.38	20.11
680EE-CART	35.00	27.91
680EL-CART	56.00	44.71
681EE-CART	60.00	47.11
D5100E-PK6	72.00	58.51
D5100EE-PK6	90.00	73.51
D5105AA-PK6	64.80	51.92
D5107A-PK6	43.20	36.28
D5107AL-PK6	43.20	36.28
D6071A-PK6	72.90	59.13
D6004E-PK6	90.00	72.51
D6003EE-PK6	99.00	79.48
D680-PK6	112.50	90.02
D6800EL-PK6	108.00	86.54
D6800EE-PK6	140.40	111.64

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TERMS: CASH WITH ORDER; UPS pre-paid — Write for our latest price list on nearly everything you need every day. Satisfaction unconditionally guaranteed!



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# The Week in Brief

TOP OF THE WEEK

LAW & REGULATION

**RCA CABLE COMMITMENT** □ Chairman Griffiths speaks of pay TV plans at board meeting. Schlosser expected to oversee effort. **PAGE 23.**

**MARKUPS ON HILL** □ Senate Commerce Committee makes small changes in FCC bill that would tighten reins on FCC. **PAGE 50.** House confines itself to single amendment in its FCC bill. **PAGE 52.**

**HARD LOOK AT TELEPUBLISHING** □ ANPA convention reflects newspapers' interest in electronic transmission of news and advertising. Common plea: Keep AT&T locked out. **PAGE 24.**

TECHNOLOGY

**MORE INPUT ON DBS** □ NAB urges FCC to wait before setting policy, NBC urges it to go ahead, Justice wants market regulation. **PAGE 58.**

**BACK ON TRACK** □ SMPTE group on digital TV standards votes to adopt sampling frequency of 13.5 mhz, move crucial to establishment of world standards. **PAGE 25.**

MEDIA

**ABC'S STRATEGY** □ TV affiliates at Los Angeles meeting are told network lineup will stay with strong, shore up weak, hear company's top executive outline ABC-TV's goals and ways to obtain them. **PAGE 60.** Belo's Huey elected chairman of affiliates board. **PAGE 62.** Arledge unveils plan for new Sunday news hour. **PAGE 63.** Howard Cosell among new entries ABC Sports will put in starting gate. **PAGE 63.** ABC study used to rebut pressure groups. **PAGE 63.**

**OUTLOOK FOR WOMEN** □ Keynoter Stahl tells AWRT convention that troubled economy means more difficult times for career women. Association President Stanville says one answer is hard work, praises AWRT record. **PAGE 26.**

PROGRAMMING

**POLITICAL HISSES** □ Right wing berates political left in radio and TV commercials and gets broadcast broadside in return. Government union turns to spots to mock Reagan's economic programs. **PAGE 27.**

**LACK OF ADRENALINE** □ Agencies criticize network fall lineups for dearth of innovation, refuse to accept that pressure groups caused drastic changes, and expect CBS-TV to win again. **PAGE 69.**

**SO FAR, SO GOOD** □ That's Dan Rather's assessment of his first 10 weeks as Walter Cronkite's successor. He's happy about ratings, striving to meet his predecessor's standards, wants longer news and will push to develop talented correspondents. **PAGE 29.**

JOURNALISM

**SDX'S TORNABENE** □ New executive director, who takes over in three weeks, is first from broadcast ranks in that post. **PAGE 73.**

AT LARGE

1960

**WHERE CBS-TV STANDS** □ With that network meeting this week with affiliates in Los Angeles (**PAGE 30**), BROADCASTING editors sat down with Tony C. Malara, CBS-TV vice president, affiliate relations, to get his views on pre-emptions, station compensation, satellite distribution, programming and many other subjects. **PAGE 35.**

**THE 'BROADCASTING' YEARS** □ The Great Debates helped to bring John F. Kennedy to the White House. Great arguments over Chairman John Doerfer's travels helped to put him out of the FCC. The NAB lost Harold Fellows and turned to charismatic Leroy Collins for leadership. **PAGE 77.**

PROFILE

**NEW TV HOMES COUNT** □ Total passes 80-million mark in latest Nielsen figures that will be used in local measurements next month. **PAGE 46.**

**FROM FOURTH TO FIFTH ESTATE** □ Barbara Cohen's faculty adviser suggested she pursue a career in journalism. It started her down a path of 10 years of newspaper work that brought her to National Public Radio as director of news and information. **PAGE 103.**

BUSINESS

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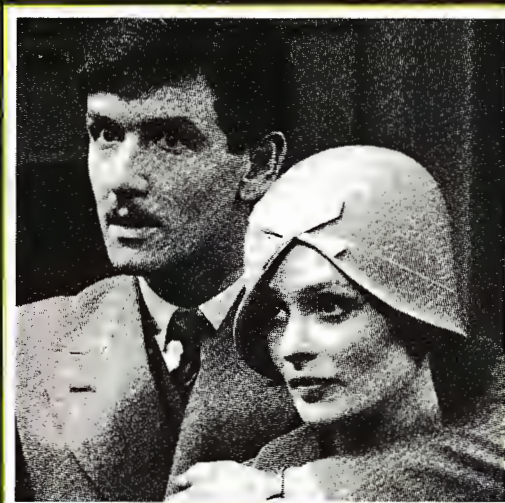
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# Applauded By The Critics Demanded By The American Public Honored By The Industry



## "Churchill and the Generals"

The entire free world and its survival depended on one man. A three-hour dramatic presentation. Starring: Timothy West, Arthur Hill and Joseph Cotten



## Agatha Christie's "Seven Dials Mystery"

Two amateur sleuths wrapped in a tangled web of intrigue and suspense. Starring: Cheryl Campbell, James Warwick and John Gielgud



## Agatha Christie's "Why Didn't They Ask Evans?"

A three-hour spellbinding production unraveling the mystery of a dying man's last words. Starring: Francesca Annis, James Warwick and John Gielgud



## "Speedking"

U.S. Television Premiere

An exceptional race driver, an unpredictable daredevil possessing determination to win at any cost. Starring: Robert Hardy, Jennifer Hilary and Jack Galloway

Quality programs as featured on Mobil Showcase Network for sale in all markets.  
And for the first time ever, available for local advertiser sponsorship.

## Available through SFM Entertainment

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SFM Entertainment/Division of SFM Media Corporation 1180 Avenue of the Americas, New York, NY 10036 212 790-4800

## Issue at issue

Issue advertising, one of TV's fastest-growing revenue categories, should get new boost under plan developed by Television Bureau of Advertising. Bureau has enlisted American Association of Advertising Agencies, Association of National Advertisers, Public Utilities Communicators Association and Public Relations Society of America to co-sponsor, with TVB, one-day seminar with working title, "effective issue advertising on television." It's to be held in New York in September, and sponsoring groups meet this week to work out specifics. Even without seminar, TVB officials estimate TV revenues from issue advertising will rise from zero in 1979 to close to \$100 million this year.

## Lee's side

"It's a younger man's game." So says 69-year-old FCC Chairman Robert E. Lee, who has held that office first as acting head and then chairman in his own right by designation of President Reagan since April 13. Lee fell heir to defense, in half-dozen appearances before congressional committees, of such controversial actions of Charles Ferris-controlled FCC as reduction of AM channel spacing from 10 to 9 khz and proposed move of FCC headquarters from Washington to nearby Virginia. With Chairman-designate Mark S. Fowler expected to take office this week, Lee will revert to ranking majority member and unofficial vice chairman until retirement June 30.

## Over there

Appointments of three new members of Board for International Broadcasting, which oversees operation of Radio Free Europe/Radio Liberty, are expected from White House momentarily. Charles D. Ablard, incumbent acting chairman, aspires to chairmanship. Under consideration for vacancies are William Buckley, journalist-commentator (who reportedly turned down chairmanship); Mark I. Good, former aide to President Richard Nixon, and Ben J. Wattenberg, author.

Three prominent figures have been added to board of Radio Free Europe/Radio Liberty to replace equal number who have resigned. New are Richard E. Wiley, Washington attorney and former FCC chairman; Arch L. Madsen, president of Bonneville International Corp., and Elmer Staats, former controller general of U.S. They replace Sig Mickelson, former president of Munich-

based broadcasting operation; Mildred Ahlgren, president, General Federation of Women's Clubs, and Jacob D. Beam, former ambassador to USSR.

## Sonic boom

FCC field engineers in Miami area had ears cocked last week for loud new AM signal out of Cuba. Americans in Geneva at Panel of Experts meeting on AM channel separation issue had been told by Cuban counterparts that one of several high-power stations Cuba has said it intends to put in operation would go on air at 0600 hours on May 4. And it wouldn't have taken careful listening to pick up signal: Station was to operate on 550 khz with 500 kw, enough power to carry signal to Hawaii. But after couple days passed with anxious engineers picking up nothing unusual, word came from Geneva that earlier report had been false alarm; Cubans now say Big Bertha will go on air in November 1982. No reason given.

## Left out

Ted Turner descends on Washington this morning (May 11) to lambaste White House and major television networks for perceived discrimination against Cable News Network. Turner will allege White House policy of confining pool rotation to three broadcasting networks consigns CNN to second-class status. CNN's exclusion means it has to rely on feed from participating network whenever there is restricted coverage of event, and CNN never has chance at unilateral coverage. Networks tend to exclude CNN from other pool rotations because use of CNN pool feed would violate some network union contracts.

## Dead bird

Tight budget has breathed new life into NBC-TV's "N" logo. For financial reasons, network is understood to have scrapped plans for new symbol that would have combined peacock with NBC letters. New York design firm, Chermayoff & Geismar, had been commissioned on project last year.

## Rush to court

Joe Kittner, partner, and other lawyers in Washington law firm of McKenna, Wilkinson & Kittner, were to spend long weekend of May 9-10 preparing court appeal for ABC, NBC and CBS against FCC affirmation of AT&T tariff hikes for radio and TV transmissions. Cumulative affect of tariffs at issue would raise radio rates by 32.4% annually and TV rates by

54% (see story page 57). If not suspended by courts, likelihood is that all increases would go into effect by end of May.

Networks will ask appeals courts in Washington and/or New York and possibly elsewhere to hold tariffs in abeyance until legality is settled.

## Folded tent

Video Program Sales, formed as new division of Katz Agency last February (BROADCASTING, Feb. 16), has been quietly dissolved. Unit was set up to sell programs to various video markets, including commercial and public television, educational institutions, home video and international. Katz says functions will be absorbed into Katz Television's regular program department, which will seek distribution opportunities. Inez Aimee, who headed BPS as vice president, special sales development, is leaving. When queried, rival John Blair Co. said its Blair Video Enterprises division continues to function as separate unit and will announce first project shortly.

## Knife being honed

Reagan administration is reportedly unsettled by levels of funding that may be set in public broadcasting bill in Congress. House version would leave Corporation for Public Broadcasting \$160 million for 1984. Administration recommended \$110 million. Although Senate version of bill would leave CPB at recommended \$110 million, administration fears compromise between Senate and House would leave CPB more than it wants. As result, when Senate bill goes to floor (tentatively on June 1), amendment is expected to be introduced to cut CPB appropriation to about \$50 million to facilitate compromise more agreeable to administration.

Amendment is also expected to reflect administration's 100% cut for National Telecommunications and Information Administration's public telecommunications facilities program.

## Teletext in Washington

Noncommercial WETA-TV Washington and Alternate Media Center begin long-delayed Telidon teletext experiment today (May 11). Teletext signals will be broadcast over WETA's channel 26 to 50 decoders, 40 in homes, 10 in public places. System will be inspected by Electronic Industries Association teletext subcommittee Wednesday evening as prelude to working meeting next day. Trial will be formally inaugurated May 27 at reception at Canadian embassy.

# Business Briefly

TV ONLY

**American Can Co.** □ Aurora paper towels. Begins June 29 for 13 weeks in about 45 markets. Day, fringe and weekend times. Agency: Scali, McCabe, Sloves, New York. Target: women, 25-54.

**Sunkist Growers** □ Orange soda. Begins May 18 for 11 weeks in over 100 markets. Agency: Foote, Cone & Belding Advertising, Chicago. Target: teen-agers, 12-17; adults, 18-34.

**Borden's** □ Snack foods. Begins May 18 for eight weeks in over 10 markets. Day, early fringe and prime times. Agency: McDonald & Little, Atlanta. Target: women, 25-49.

**Carter Wallace** □ Sea & Ski tanning lotion. Begins May 18 for eight weeks in over 15 markets. Agency: Ted Bates, New York. Target: women, 12-17, women, 18-24.

**Coco Lopez Imports** □ Pina Colada drink. Begins June 8 for eight weeks in 13

markets. Fringe and weekends. Agency: Compton Advertising, New York. Target: adults, 18-49.

**Friendly Ice Cream Parlours** □ Begins May 25 for four to six weeks in 15 markets. Fringe, prime and weekend times. Agency: Quinn & Johnson, Boston. Target: women, 25-54.

**Minolta Corp.** □ Weathermatic camera. Begins June 8 for four weeks in five markets. Prime, fringe, prime access, sports and weekends. Agency: Bozell & Jacobs, New York. Target: men, 18-34.

**Hygrade Food Products** □ Grill Master chicken franks. Begins May 18 for three weeks in about 10 markets. Agency: William B. Doner, Southfield, Mich. Target: women, 25-54.

**S/V Tools** □ Begins June 1 for two weeks in 20 markets. Day and late fringe times. Agency: Kelly, Scott & Madison, Chicago. Target: adults, 25-49.

**Johnson & Johnson** □ Baby powder.

**Idearamas under way.** More than 2,000 radio station managers and sales officials are expected to attend Radio Advertising Bureau's Idearama series of one-day meetings during May and June. First meeting will be held today in Madison, Wis., and others will take place in 40 locations during two-month span. Joe Vincent, RAB senior vice president, said Idearama reports on "the best money-making creative and promotional ideas in radio sales." Among specific subjects to be covered are ideas to sell against newspapers, suggestions on co-op advertising and examples of local radio messages.

Begins this month for varying flights in Dayton and Columbus, Ohio, Seattle, Philadelphia, New York and Boston. Agency: Young & Rubicam, New York. Target: women, 18 and over.

RADIO ONLY

**Northwestern Bell Telephone** □ Buried cable. Begins May 25 for varying flights in Wisconsin, Illinois and Minneapolis markets. Morning drive times, middays and afternoon drive times. Agency: Vanguard Associates, Minneapolis. Target: adults, 25-54.

**Eastern Airlines** □ New service. Begins this month for varying flights in El Paso, Tex., Las Vegas and Oklahoma City. Agency: Young & Rubicam, New York. Target: adults, 25-54.

**Rite Aid** □ Drug stores. Begins June 1 for varying flights in South Carolina markets. Morning drive, middays and afternoon

## Rep Report

KKST(AM) Houston: To Buckley Radio Sales from Lotus Reps.

WERE(AM)-WCCL(FM) Cleveland: To Major Market Radio Sales from RKO Radio Representatives.

WSFJ(TV) Columbus, Ohio: To Spot Time Ltd. (no previous rep).

KWIX(AM)-KRES(FM), Moberly, Mo.: To Buckley Radio Sales (no previous rep).

KEEP(AM)-KEZJ(FM) Twin Falls, Idaho: To Buckley Radio Sales from Masla.

KTIX(AM) Pendleton, Ore.; KGAL(AM) Albany, Ore.; KGRL(AM)-KXIQ(FM) Bend, Ore.: To Buckley Radio Sales from Lotus.

# WESTWOOD ONE SALUTES

One of over 1500 Great Radio Stations carrying Westwood One programs. Programs like: The Dr. Demento Show, Off The Record with Mary Turner, Off The Record Specials, Live From Gilley's, The Concert of the Month, The Rock Years: Portrait of an Era, The Great American Radio Show, Daybook, Spaces and Places, Ace and Friends, Star Trak, Special Edition, Shootin' the Breeze, Tellin' It Like It Was.

WWWM

WESTWOOD ONE

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Culver City, CA 90230  
(213) 204-5000

America's Number One Producer of Nationally Sponsored Radio Programs



drive times. Agency: Elkman Advertising, Bala Cynwyd, Pa. Target: women, 25-54.

**Bullocks stores** □ Father's Day promotion. Begins June 8 for two weeks in Las Vegas, Phoenix, San Diego and Los Angeles. Agency: Janik & Associates, Los Angeles. Target: total adults.

**Venture Stores** □ Father's Day promotion. Begins June 15 for one week in seven markets. All dayparts. Agency: Grey-North, Chicago. Target: women, 18-34.

**Aaron Sells** □ Furniture. Begins June 30 for varying flights in 10 markets concentrating on Southeast and Southwest. Day and fringe times. Agency: Paces East Advertising, Atlanta. Target: women, 18-34.

**Stokely Van Camp** Pork and beans. Begins June 8 for three weeks in about 21 markets. Day, prime and weekends. Agency: Clinton E. Frank, Chicago. Target: women, 18-49.

**RADIO ONLY**

**Auto Club of Missouri** □ Begins this week for 19 weeks in Missouri and southern Illinois markets. Afternoon drive times. Agency: Batz-Hodgson-Neuwoehner, St. Louis. Target: men, 25-54.

**New Zealand Fruit** Kiwi and Granny Smith. Begins June 8 for six weeks in over 20 markets. Agency: Henderson Associates, Los Angeles. Target: women, 18-49; women, 25-54.

**Foster Farms** □ Chicken. Begins June 8 for four weeks in California markets of Bakersfield, Santa Barbara, Fresno and Salinas/Monterey. Agency: Foote, Cone & Belding/Honig, San Francisco. Target: adults, 25-49.

**King Koil** □ Bedding products. Begins May 18 for four weeks in 55 markets. Morning drive times. Agency: Grey Advertising, Minneapolis. Target: adults, 25-54.

**Jafco Catalog Showroom** Begins May 23 for one week in Seattle; Spokane, Wash.; Portland, Ore., and Vancouver, Wash. Morning drive times and middays. Agency: LaBelle & Shallbetter, Minneapolis. Target: adults, 25-54.

**Best Products** □ Mohawk bicycle promotion. Begins this week for one week in Washington. Morning drive, middays and afternoon drive times. Agency: Tracy-Locke Advertising, Dallas. Target: adults, 18-24.

**Malibu Grand Prix** □ Race track. Begins June 3 for three weeks in 24 markets. All dayparts. Agency: Needham Associates, Los Angeles. Target: adults, 18-49.

## AdVantage

**Eastman spots trends.** Analysis by Eastman Radio, New York, shows 25-54 age group continues to show increases in spot radio availability requests from agencies. For six months ended March 1981, 25-54 category was in first place again, Eastman said, accounting for 27% of requests, up from 22% in previous six months. In runner-up spot was 18-49 with 17%, same as earlier half-year period. Tied for third place were 25-49 and 18-34, at 13%. Eastman said one-to-four-weeks was favorite length of spot radio campaigns (68%), followed by five-to-nine weeks (16%) and 10-to-14 weeks (5%).

**Return engagement.** Suzanne Somers, who served as spokeswoman for Ace Hardware last season during Christmas campaign, will be featured in new TV spots (below left) using familiar theme: "Ace Hardware Theater Presents." Network TV commercials are running on shows including *Good Morning America*, *CBS Morning Show* and *Today*, plus ESPN and CNN. Agency: D'Arcy-MacManus & Masius, created campaign implementing silent movie format with player-piano music, subtitles and melodramatic acting. Spot TV will also be used in 41 markets.



**\$40-million smiles.** Sealing deal whereby General Foods Corp. agrees to \$40-million multiple-year commitment for advertising on superstation WTBS(TV) Atlanta (BROADCASTING, April 27) are (l. to r.) Ted Turner, board chairman/president of Turner Broadcasting System, owner of WTBS; David K. Braun, media services director, General Foods, and Richard H. Low, senior vice president and director of broadcast programming and purchases of Young & Rubicam, New York, agency for General Foods.

**Sports deal.** USA Network and John F. Murray, ad agency for Boyle-Midway's 3-in-1 Oil and 3-in-1 Plastic Wood products, have signed \$2-million, five-year agreement to run commercials, initially in network's basic sports package, plus its Thursday night baseball series. 3-in-1 Wood is wood filler that "fills holes, molds and repairs," and 3-in-1 Oil is household oil that "prevents rust, lubricates and cleans."

**Movie fans.** Los Angeles-based Dubin Bunde Advertising, formed earlier this year, is working on radio, television and print campaign for first client, \$2-million account, Casablanca Fan Co., considered third largest ceiling fan manufacturer. New agency, headed by Karen Bunde, chief executive officer and creative director, and Gerald Dubin, president, is located at 304 South Broadway, Los Angeles.

**Showtime's new agency.** Showtime Entertainment, New York, has named Scali, McCabe, Sloves, New York, as its agency, replacing Compton Advertising, New York. Account is expected to bill more than \$3 million, with substantial portion in television.



**THE BECK-ROSS COMMUNICATIONS STATIONS**

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WKME-AM FLINT, MICHIGAN	WGMZ-FM FLINT, MICHIGAN	WKTZ-AM JACKSONVILLE, FLA.



# 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?

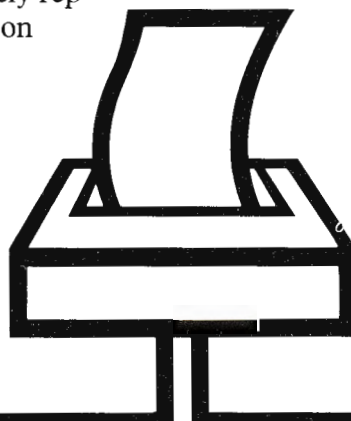
We’re planning a challenging, far-reaching program to look at where we are—and where we’re going, both in broadcasting and in government. There will be seminars on the Presidency and the Press to Religion and Politics. We’ll talk about the Deregulation of America and the latest trends in broadcasting and other communications technologies. There’s even a special White House briefing that’s been arranged for pre-registered delegates.

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.

Some of the featured participants in the sessions are: Army Chief of Staff General Edwin Meyer, Bill Leonard, Walter Rodgers, Jody Powell, Sam Donaldson, Sol Taishoff, Ted Turner, Arthur Taylor, Herb Schlosser, Eleanor Smeal, Barry Rosen, Barbara Rosen, Ulrich Haynes, and Dorthea Morefield.

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 for the convention. To make room reservations at the Washington Hilton, please call 202-483-8000.



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**AP Broadcast Services**

# Datebook

■ indicates new or revised listing

## This week

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

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

**May 11-12**—*Telecommunications Law for the Eighties*. Speakers include Representative Timothy Wirth (D-Colo.), FCC Chairman Robert E. Lee; Commissioner Anne Jones; Bernard J. Wunder, consultant to National Telecommunications and Information Administration; Erwin Krasnow, senior vice president and general counsel, National Association of Broadcasters; Willard Nichols, chief, FCC Cable Television Bureau; former FCC Chairmen Richard Wiley and Charles Ferris, former FCC Commissioner Tyrone Brown, and Henry Geller, professor, Institute of Policy Sciences, Duke University.

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

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

■ **May 12**—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Inn and Conference Center, Madison, Wis.

**May 12-14**—1981 Video Forum, sponsored by

*Peirce-Phelps Inc.*, Philadelphia. Sheraton, New Carrollton, Md.

**May 13**—*Federal Communications Bar Association* luncheon. Speaker: Corydon Dunham, executive VP-general counsel, NBC. Touchdown Club, Washington. Information: Carolyn McArdle, (202) 857-6031.

**May 13**—*Tennessee Association of Broadcasters* license renewal engineering seminar. Airport Hilton, Nashville.

■ **May 13**—*The Media Institute's* spring business/media luncheon. Theme: "A Television Perspective." University Club, Washington.

■ **May 14**—*American Association of Advertising Agencies* annual Media Day. Grand Hyatt hotel, New York.

■ **May 14**—*Radio Advertising Bureau's* Idearama for radio salespeople. The Registry, Minneapolis.

**May 14-15**—*American Bar Association's Forum Committee on Communications Law* seminar, "All You Wanted to Know About Communications Law—But Were Afraid to Ask." Radisson hotel, Chicago. Information: Norman Nelson, ABA, 1155 East 60th Street, Chicago, Ill., 60637.

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

■ **May 15**—"Brown bag" lunch co-sponsored by FCC's Consumer Assistance Office and National Citizens Committee for Broadcasting. Speaker: Tim Wirth (D-Colo.), chairman, House Telecommunications Subcommittee. Carnegie Building, 1530 P Street, N.W., Washington. Information: Paul D'Ari, (202) 462-2520.

**May 15-16**—*Cable Television for Community Leaders and Educators*, co-sponsored by Monroe Gutman Library of Harvard University's Graduate School of Education and Massachusetts Educational Television. Gutman Library, Harvard, Cambridge, Mass.

■ **May 15-17**—*Voices of Freedom Conference*, Taillores, France. Speakers include Harold W. Anderson, chairman, World Press Freedom Committee. Amadou-Mahtar M'Bow, director-general of UNESCO; Peter Blaker, minister of state, British Foreign and Commonwealth Office, and Dana Bullen, Fletcher School of Law and Diplomacy. Leonard Marks, World Press Freedom Committee, will preside at luncheon on May 16.

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

**May 16**—*Radio-Television News Directors Association of Canada* Atlantic regional. Inn on the Hill, Charlottetown, Prince Edward Island.

## Also in May

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

**May 19**—*Women in Cable*, New York chapter, meeting. Theme: "Current Status of Government Regulation." Doral Inn, New York.

■ **May 19**—*Radio Advertising Bureau's* Idearama for radio salespeople. Red Lion Motor Inn, Sacramento, Calif.

■ **May 19**—*Radio Advertising Bureau's* Idearama for radio salespeople Hilton Airport, Plaza Inn, Kansas City, Mo.

■ **May 19**—*Radio Advertising Bureau's* Idearama for radio salespeople. Holiday Inn, Charlotte North, Charlotte, N.C.

**May 20**—*National Association of Broadcasters and Communications Media Center of New York Law School* conference on "Broadcasting and Antitrust: Living with Your Competition." Communications Media Center, New York Law School, New York.

**May 20**—*Connecticut Broadcasters Association* spring sales and management seminars. Lord Cromwell Inn, Cromwell, Conn.

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

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

■ **May 21**—*Radio Advertising Bureau's* Idearama for radio salespeople. Anaheim Marriott, Los Angeles.

■ **May 21**—*Radio Advertising Bureau's* Idearama for radio salespeople. Sheraton Dallas, Dallas.

■ **May 21**—*Radio Advertising Bureau's* Idearama for radio salespeople. Hyatt Richmond, Richmond, Va.

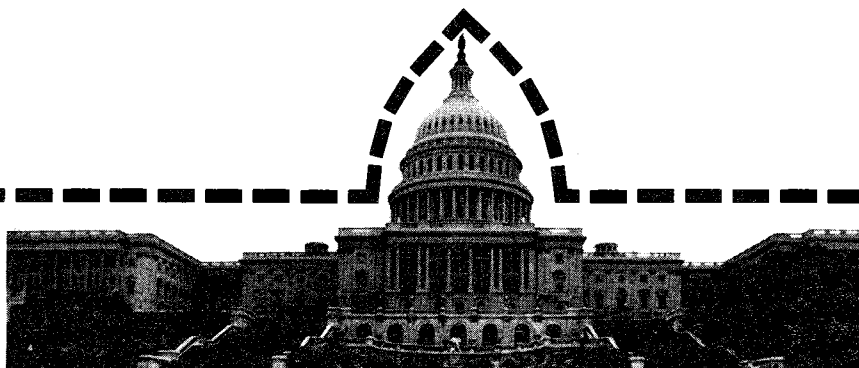
**May 22**—*Radio-Television News Directors Association of Canada* central Canada regional meeting. Wandlyn Inn, Trenton, Nova Scotia.

**May 22**—*Massachusetts AP Broadcasters* annual awards banquet. Springfield Marriott, Springfield, Mass.

**May 22-23**—*National Federation of Local Cable Programers* Southwest region seminar, "After Franchising." Texas Christian University, Fort Worth. Information: Ed Deane, (214) 521-3111.

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

**May 27-29**—*Electronic Industries Association* management seminar for New York/New Jersey. Clinton



**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)*
_____	abcd	_____
_____	abcd	_____
_____	abcd	_____
_____	abcd	_____

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\*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)

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Inn Motor hotel, Tenafly, N.J. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, D.C., 20036, (202) 457-4996.

**May 27-29**—*National Association of Public Television Stations* annual meeting. Mayflower hotel, Washington. Information: Luisa Miller or Yvonne Hauser, (202) 484-9030.

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

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

**May 28-31**—Airlie III, third invitational seminar on the art of radio, produced by *The Radio Foundation with National Public Radio, National Federation of Community Broadcasters and Audio Independents*. Information: The Radio Foundation, Box 884 Ansonia Station, New York, N.Y., 10023.

**May 29**—*Radio-Television News Directors Association of Canada*, British Columbia regional meeting. Dome Motor Inn, Kamloops, British Columbia.

**May 29**—UPI New York State Broadcast Awards banquet. Buffalo Hilton, Buffalo, N.Y.

**May 29**—*UPI Indiana Broadcasters* annual meeting and awards luncheon. Conner Prairie, Noblesville, Ind.

**May 29**—Retail Co-op Sales workshop seminars for broadcasters, sponsored by *Broadcast Marketing Co.* Oakland Airport Hilton, Oakland, Calif.

■ **May 29**—*Cabletelevision Advertising Bureau* membership meeting. Los Angeles Convention Center, Los Angeles.

**May 29-May 31**—*National Cable Television Association* annual convention. Los Angeles Convention Center.

■ **May 30**—*Arkansas UPI Broadcasters Association* first annual awards presentation. Executive Inn, Little Rock, Ark.

**May 30-June 4**—12th *Montreux International*

*Television Symposium and Technical Exhibition*. Montreux, Switzerland.

**May 31-June 3**—International Summer Consumer Electronics Show sponsored by *Electronic Industries Association's Consumer Electronics Group*. McCormick Place, McCormick Inn and Pick Congress hotel. Information: Ralph Jones, (202) 457-4919.

**May 31-June 13**—*National Association of Educational Broadcasters* executive management program, including lectures and working sessions on key management issues in noncommercial telecommunications. Parker house hotel, Boston. Application deadline: April 30. Information: NAEB, 1346 Connecticut Avenue, N.W., Washington, D.C., 20036.

## June

**June 1**—Retail Co-op sales workshop seminar for broadcasters sponsored by *Broadcast Marketing Co.* Disneyland hotel, Anaheim, Calif.

**June 1-5**—*Community Antenna Television Association* technical seminar. George Washington Motor Lodge, Philadelphia. Information: (305) 562-7847.

**June 2-4**—*National Association of Broadcasters* executive committee meeting. NAB headquarters, Washington.

**June 3-4**—Third annual Business Advertising Research Conference and Research Fair of *Advertising Research Foundation*. Pittsburgh Hilton, Pittsburgh.

**June 3-7**—National Video Festival and Student Competition presented by American Film Institute and sponsored by *Sony Corp.* John F. Kennedy Center for the Performing Arts, Washington. Information: National Video Festival, AFI, John F. Kennedy Center, Washington, 20566, (202) 828-4013.

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

■ **June 5-7**—*Cable Television and the Performing Arts* conference. Sponsored by New York University school of arts. Washington Square College, New York.

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

**June 10**—*Federal Communications Bar Association* annual meeting. Speaker: Acting FCC Chairman Robert E. Lee. Capital Hilton, Washington.

**June 10**—*National Religious Broadcasters*, Eastern chapter, "How To" meeting. Philadelphia College of Bible, Longhorne, Pa.

**June 10-12**—*Oregon Association of Broadcasters* spring meeting. Agate Beach Hilton, Newport, Ore.

**June 10-12**—*Iowa Broadcasters Association* annual convention. Sioux City.

**June 10-13**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York.

**June 10-13**—*Real to Reel* workshop for television directors, sponsored by *Dabar Productions and Unda/USA*. *Real to Reel* is syndicated Catholic magazine show. Sheraton Washington hotel, Washington.

**June 11-12**—*Broadcast Financial Management/Broadcast Credit Association* board of directors meeting. Riviera hotel, Las Vegas.

**June 11-13**—*South Dakota Broadcasters Association* annual convention. Howard Johnson motel, Rapid City, S.D.

**June 11-13**—*Wyoming Association of Broadcasters* annual convention. Ramada Inn, Casper, Wyo.

**June 11-14**—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge on Table Rock Lane near Branson, Mo.

**June 12-13**—*Radio-Television News Directors Association* board meeting. Hyatt Orlando, Orlando, Fla.

## Major Meetings

**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-May 31**—*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 10-13**—*Broadcasters Promotion Association* 26th annual seminar and *Broadcast Designers Association* third annual seminar. Waldorf-Astoria hotel, New York. Future seminars: June 6-10, 1982, St. Francis hotel, San Francisco; June 1-4, 1983, Fairmont hotel, New Orleans; June 10-14, 1984, Caesars Palace, Las Vegas; 1985, Chicago.

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

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

**Sept. 13-16**—*National Radio Broadcasters Association* annual convention. Fontainebleu hotel, Miami Beach, Fla. Future conventions: Sept. 12-15,

1982, Reno; Oct. 2-5, 1983, New Orleans; Sept. 23-26, 1984, Kansas City, Mo.

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

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

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

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

**Nov. 9-11**—*Television Bureau of Advertising* 27th annual meeting. Fontainebleu 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.

**April 4-7, 1982**—*National Association of Broadcasters* 60th annual convention, Dallas. Future conventions: Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 14-17, 1985; Las Vegas, April 20-23, 1986; Atlanta, April 5-8, 1987, and Las Vegas, April 10-13, 1988.

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RADIO ONE is a service mark of Churchill Productions

**June 12-14**—Mississippi Broadcasters Association annual convention. Royal d'Iberville, Biloxi, Miss.

**June 14-18**—International Conference on Communications, sponsored by *Denver section and Communications Society of Institute of Electrical and Electronic Engineers*. Denver Hilton hotel. For information: ICC '81, P.O. Box 21291, Denver, 80221.

**June 15**—FCC deadline for reply comments on generic VHF drop-in proceeding (BC Doc. 80-499). FCC, Washington.

**June 15-16**—Conference on "Cable Television and the Independent Producer." Supported through grants from National Endowment for the Arts and Temple university, Temple university, Philadelphia. Information: Alan Bloom, (215) 787-1837.

**June 16-17**—Symposium on Sports Sponsorship and Sports Sponsorship Expo '81, sponsored by *International Society of Sports Sponsors*. New Sheraton Center, New York.

**June 18**—National Audio-Visual Association international trade seminar. Theme: "How to Find, Select and Work with Distributors/Agents/Reps Overseas." International Club, Washington. Information: Nora McGillen, NAVA, 3150 Spring Street, Fairfax, Va., 22031, (703) 273-7200.

**June 18-20**—Radio-Television News Directors Association of Canada national conference. Edmonton Plaza, Alberta.

**June 18-19**—Telecommunications conference, sponsored by *Energy Bureau*. Speaker: Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee. Stouffer's National Center, Arlington, Va.

**June 19-20**—Texas UPI Broadcasters convention. Marriott hotel, San Antonio.

**June 20-24**—Georgia Association of Broadcasters 47th annual convention. Theme: "Creative Management... the key to the 80's!" Among speakers: Gene Jankowski, president, CBS/Broadcast Group, Callaway Gardens, Pine Mountain, Ga.

**June 21-24**—Virginia Association of Broadcasters summer meeting. Cavalier hotel, Virginia Beach, Va.

**June 21-27**—Radio-Television News Directors Association management training seminar co-sponsored by *National Association of Broadcasters*. Wharton School, University of Pennsylvania, Philadelphia.

**June 22-26**—Nebraska ETV Network/University of Nebraska-Lincoln Videodisc Design/Production Group workshop. Telecommunications Center, University of Nebraska, Lincoln. Information: Ron Nugent, (402) 472-3611.

**June 23-26**—National Broadcasters Editorial Association annual convention. Sheraton-Plaza hotel. Chicago.

**June 24-27**—Maryland-District of Columbia-Delaware Broadcasters Association annual convention. Sheraton Fontainebleu Inn. Ocean City, Md.

**June 24-27**—Florida Association of Broadcasters annual convention. Amelia Island Plantation, north of Jacksonville, Fla.

**June 25-26**—Northeast Cable Television technical seminar and exhibition. Empire State Plaza Convention Center, Albany, N.Y. Information: Bob Levy, New York State Commission on Cable Television, (518) 474-1324.

**June 28-30**—Public Service Satellite Consortium 2nd workshop on "How to Video-Teleconference Successfully." PSSC, 2480 West 26th Avenue, Denver.

## July

**July 1-31**—Boston University's seventh annual Public Communication Institute for students interested in careers in communication. Boston University, Boston. Information: Public Communication Institute, Boston University, 640 Commonwealth Avenue, Boston, Mass., 02215, (617) 353-3447.

**July 11-14**—Television Programing Conference 25th convention. Holiday Inn North, Cincinnati.

**July 12-14**—California Broadcasters Association summer meeting. Del Monte Hyatt hotel, Monterey, Calif.

**July 12-15**—13th annual New England Cable Television Association convention and exhibition. Dunfey Hyannis hotel, Hyannis, Mass.

## MEDIA MONITOR

Advertisement

# Meese Sees Orchestrated Media Campaign Against Haig

By Reed Irvine  
and  
Cliff Kincaid

President Reagan's top aide, White House Counselor Edwin Meese, III, indicated recently that he believes there is an orchestrated campaign in the American media to denigrate Secretary of State Alexander Haig. After addressing a dinner in Chicago sponsored by the Heritage Foundation, Meese was asked this question: "It appears to me that a campaign is being mounted in the press and on television to denigrate the Secretary of State by deliberately putting an adverse construction on everything that he says. If there is any truth in this, ought not the White House be doing something to expose the true character and inspiration of this campaign, failing which, the effectiveness of the Secretary of State may be gravely impaired?"

Mr. Meese replied: "Let me assure you that we feel there is such a campaign, and we're doing everything we can to counteract it." He said that the White House had been aggressively seeking to use television appearances by himself, James Baker, III, the White House chief of staff, and others to make it clear that they were fully behind the Secretary of State.

Meese said, "We think Haig is doing an excellent job, and he is doing exactly what the president wants him to do."

He added, "But you're right. There is that attempt by the press to try to take every little instance and put nuances there that are totally undeserved by the facts and are really more of a media invention than anything else. It is one of the problems we have with the press that is not exclusive to this administration. As a matter of fact, I think it is, in a sense, a backhanded compliment to this administration that they haven't been able to find anything that they can really get their teeth into, that they have to take these little incidents and try to build them up into something."

The criticism of Haig that has dominated the media in the past few weeks has focused on his statement to the press on the afternoon that the president was shot.

Haig has been severely criticized and ridiculed for having said that he was at that moment in control. Those who admire Haig say that he did the correct thing in assuring the country and the world in a tense moment that the government was not rudderless. His critics accused him of misinterpreting the constitution in suggesting that he had its authority behind his assertion that he was in control. This has been cited as evidence of Haig's power-grabbing tendencies.

It appears that what particularly bothers the Secretary of State's most vociferous media critics is his hardline stand against communism. Haig became the target of this group as soon as he said in late January that the Soviet Union was behind much of the terrorism in the world. The critics became more frenzied when he said that the communist powers were encouraging and arming the rebels in El Salvador and that we were determined to frustrate their effort to take over another Central American country. Haig was attacked for his "single-minded anti-communism" and for risking another Vietnam in Central America. That explains a lot of the nitpicking that followed.

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

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**July 12-15**—*New York State Broadcasters Association* 20th executive conference. Otesaga hotel, Cooperstown, N.Y.

**July 12-15**—*New England Cable Television Association* annual convention. Dunfey Hyannis hotel, Hyannis, Mass. Information: (603) 224-3373.

**July 15-18**—*Colorado Broadcasters Association* annual summer convention. Sheraton/Steamboat, Steamboat Springs.

**July 15-18**—*Florida Cable Television Association* annual convention. Lago Mar Resort, Fort Lauderdale, Fla.

**July 15-18**—*International Wildlife Foundation's* World Wildlife Conference and Film Festival. Sahara hotel, Las Vegas.

**July 16-18**—*Louisiana Association of Broadcasters* radio-television management session. Biloxi Hilton hotel, Biloxi, Miss.

**July 17-19**—*Society of Radio Personalities and Programers* convention. Cincinnati Plaza hotel. Information: (816) 444-3500.

**July 26-Aug. 1**—*National Association of Broadcasters* ninth sales management seminar. Harvard Business School, Boston.

## August

**Aug. 2-4**—*Michigan Cable Television Association* annual convention. Hyatt Regency, Dearborn, Mich. Information: Mike Welch, (312) 693-9800.

**Aug. 9-12**—*New York State Cable Television Association* summer conference. Holiday Inn, Grand Island, N.Y.

**Aug. 10-19**—*International Union of Radio Science*, 20th general assembly. Hyatt Regency hotel, Washington. Information: R.Y. Dow, National Academy of Sciences, 2101 Constitution Avenue, N.W., Washington 20418, (202) 389-6478.

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

**Aug. 19**—*Ohio Association of Broadcasters* legislative salute. Columbus Hyatt Regency, Columbus, Ohio.

**Aug. 20-22**—*Southern Cable Television Association* Eastern Show. Georgia World Congress Center, Atlanta. Future Eastern shows: July 22-24, 1982; Aug. 25-27, 1983; Aug. 2-4, 1984, and Aug. 25-27, 1985. All will be held at Georgia World Congress Center.

**Aug. 21-24**—*West Virginia Broadcasters Association* 35th annual fall meeting. The Greenbrier, White Sulphur Springs, W. Va.

## Errata



Stanley S.



Stanley E.

Pictures on page 28 of May 4 issue of **Stanley S. Hubbard**, president of Hubbard Broadcasting, and his father, **Stanley E.**, chairman, were reversed.

Photo on page 54 of May 4 issue identified as Clarence James was that of **Thomas C. Brennan**, Copyright Royalty Tribunal commissioner.

## September

**Sept. 1**—Deadline for nominations for 1981 Women at Work Broadcast Awards, sponsored by *National Commission on Working Women*. Information: Sally Steenland, NCVW, 1211 Connecticut Avenue, N.W., Washington 20036, (202) 887-6820.

**Sept. 4-13**—*International Audio and Video Fair* Berlin. Berlin Fairgrounds. Information: Geselleschaft zur Forderung der Unterhaltungselektronik (GFU), mbH, Stresemannallee 19, 6000 Frankfurt 70, telephone: (0611) 6-30-22-89.

**Sept. 13-15**—*Minnesota Broadcasters Association* fall meeting. Holiday Inn Downtown, Rochester, Minn.

**Sept. 13-15**—*Washington State Association of Broadcasters* annual fall meeting. Seattle Marriott hotel, Seattle.

**Sept. 13-16**—*National Radio Broadcasters Association* annual convention. Fontainebleau Hilton, Miami Beach, Fla.

**Sept. 16-18**—*Electronic Industries Association* management seminar for Chicago. Holiday Inn O'Hare Airport/Schiller Park, Ill. Information: EIA Education, Suite 405, 2001 Eye Street, N.W., Washington, D.C., 20035, (202) 457-4996.

**Sept. 17-18**—31st annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics Engineers*, Hotel Washington, Washington. Information: Drew Larson, (703) 841-0500.

**Sept. 17-19**—*American Women in Radio and Television* East central area conference. Cincinnati Plaza, Cincinnati.

**Sept. 18-20**—*New Hampshire Association of Broadcasters* annual convention. Waterville Valley Resort, Waterville Valley, N.H.

**Sept. 18-21**—*9th International Broadcasting* convention. Metropole Conference and Exhibition Center, Brighton, England.

**Sept. 20-23**—*Broadcast Financial Management Association* 21st annual conference. Sheraton-Washington hotel, Washington.

**Sept. 23-25**—*Public Service Satellite Consortium* sixth annual conference for satellite communications users. Washington Hilton, Washington. Information: Polly Reed Rash, PSSC director of communications, Suite 907, 1660 L Street, N.W., Washington 20036, (202) 331-1154.

**Sept. 24-26**—*American Women in Radio and Television* Western area conference. Marina City Club, Marina Del Rey, Calif.

**Sept. 25-26**—*New York State AP Broadcasters Association* annual meeting and awards banquet. Niagara Hilton, Niagara Falls, N.Y.

**Sept. 28-30**—*Nevada Broadcasters Association* annual convention. Elko, Nev.

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

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

## October

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

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

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

**Oct. 8-11**—*National Black Media Coalition* annual conference. Mayflower hotel, Washington.

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

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

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The News Magazine of the Fifth Estate  
INCORPORATING

# TELEVISION

AND

# Cablecasting

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# Radio is our only business. That's why we're better at radio entertainment than anyone else.

The Dick Clark National Music Survey is the latest in a string of musical entertainment hits created by Mutual. Hosted by the man who turned the country on to contemporary music, Dick Clark will once again be making radio music history with this new weekly show.

Dick's show will feature three hours of hit music playing the top 30 songs of the week. But it's more than just a "countdown." Listeners will hear exclusive interviews with the artists; "Update"—the inside track on what's happening with and to music people; "Showcase"—playing the week's best new releases; "Chartbound"—charting the course of the record skyrocketing through the rankings; and, "Ask Dick Clark"—where Dick answers listeners' questions.

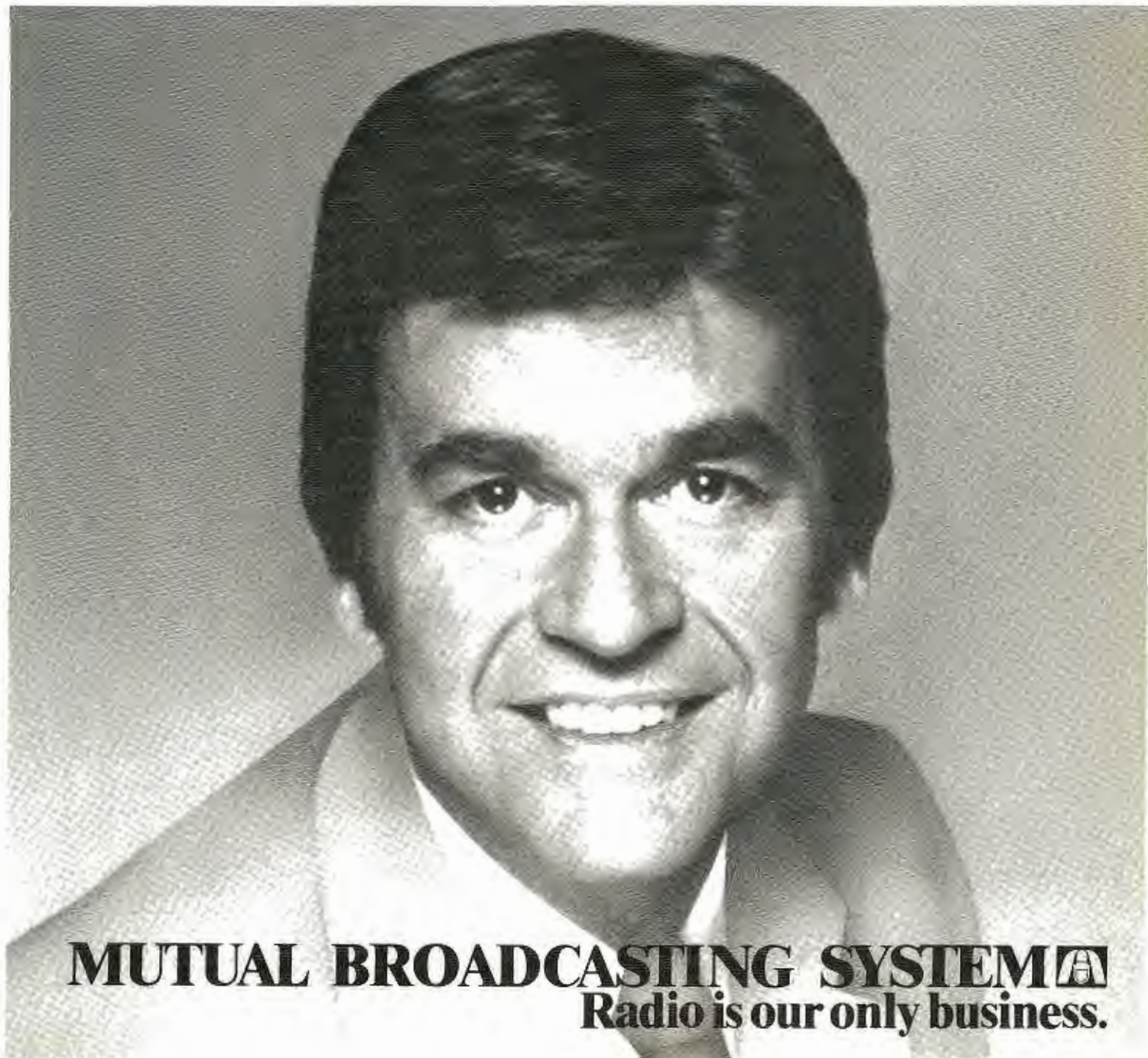
Dick Clark is probably the most visible man in contemporary music. He's a hitmaker whose launching

of stars and songs is legendary. He's on the same soundwaves as young America. And when he sells, they listen, they buy.

In addition to the weekly Dick Clark National Music Survey, Mutual will be broadcasting three Dick Clark Specials this year: Memorial Day, July 4th, and Labor Day.

Mutual has had a nonstop run of musical hits, from the "Johnny Cash Silver Anniversary Special," to "Jamboree in the Hills," to "Country Music Countdown-1980," which was carried by 705 stations reaching an estimated audience of 17.5 million.

Become a part of our greatest hit ever, The Dick Clark National Music Survey, and set new records for yourself. With Mutual it's a sure thing. We're better at radio entertainment than anyone else because radio is our only business. And because only Mutual has Dick Clark.



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

# Monday Memo®

A broadcast advertising commentary from Mel Rubin, chairman, Shaller Rubin Associates, New York

## Total agency involvement a key to campaign success

Many large advertising agencies become pigeonholed when they are involved only in the advertising aspect of a client's overall marketing concept. An agency whose involvement reaches into marketing and sales as well has a greater understanding of the product and its success potential. A case in point: In six short years, working closely with Garan Inc., the parent company, our agency has contributed significantly to the growth and positioning of the Garanimals brand as one of the foremost children's-wear lines in the country today.

The story behind the Garanimals campaign began in 1975, when we took Garan to test markets with its first television commercial. This was the first time any private manufacturer had made a commitment to television on a sustained basis. Of the other brands, only J.C. Penney and Sears (Winnie-the-Pooh and Toughskins) had made periodic TV overtures. But Garan felt that its system of matching animal hangtags was unique and would not only stand out but also hold its own in the marketplace.

The results of Garan's initial television campaign were so encouraging in terms of consumer awareness and sell-through at the store level that Garanimals went national for back-to-school in 1976, becoming the first children's-wear line to make a substantial investment in network television advertising. Although we considered print a good collateral medium, network television was the key to our marketing strategy. Early TV commercials established the line's color-coded animal hangtag system as a unique way to help mothers choose coordinated outfits for their children, while subsequent commercials stressed Garanimals' "price plus quality equals value" equation.

Our 1980 30-second back-to-school commercial shot at Rye Playland in upstate New York was our first successful break from previous commercials emphasizing our hangtag system. "Sweet, Sticky Stanley," covered with cotton candy, couldn't have done a better job of highlighting the ease-of-care, washability, durability and value of the Garanimals' line.

Most manufacturers today would be hard-pressed to enter TV advertising on such a large scale. We've more than doubled our commitment to television over the past five years, with the result that Garanimals' identity, character and assurance of quality are firmly established in the mind of the consumer.

Shaller Rubin also worked to develop Garanimals' identity by focusing on the



Mel Rubin, chairman of the board of Shaller Rubin Associates, began as a copywriter in the advertising field and founded the agency, along with Milt Shaller, in 1950. His experience covers a wide spectrum of product categories. The agency currently handles pharmaceutical, proprietary drug, cosmetics and toiletries accounts, a major distiller and importer. Rubin fills an active role in the management of several agency accounts.

animal hangtag as a symbol that would become synonymous with the product. One of the "true measures of standing" in the market is when a brand name immediately evokes a visual impression. This is particularly important in the apparel industry.

Once the brand's innovative match-up system began to gain visibility through TV ads, Garan and Shaller Rubin went one step further. Research indicated that there was a link between clothing and a child's development of self-image. This prompted us to contact Dr. Joyce Brothers and ask her to explore this area of mutual interest. Dr. Brothers's involvement marked the beginning of a nationwide educational campaign. When Dr. Brothers agreed to help us inform the public about the important relationship between a child's clothing and self-image, we wanted to reach the consumer on a national level. In cooperation with Leigh Infield Associates, a public relations firm we have worked with frequently, a multilevel media program was created for Dr. Brothers to share her expertise with the consumer. The program includes appearances by Dr. Brothers on radio and TV talk shows and a broad series

of feature articles in newspapers and magazines throughout the country.

As part of Dr. Brothers's cooperation in this program, she developed a booklet entitled "Clothing and a Child's Self-Image." During her radio and television appearances, Dr. Brothers gives viewers information on how they can send away for the free booklet. Shaller Rubin augments Dr. Brothers's efforts at the store level by making her booklet available through display racks and by creating a program where customers can write away for the booklet using special tear-off coupons. The agency also developed trade ads to introduce the promotion to retailers.

This spring, Garan will once again rely heavily on television spots to launch its new line of fashion jeans for boys and girls. SRA chose to introduce this line in a series of 10-second commercials, which are scheduled in 18 markets around the country and will continue through the fall back-to-school season. In opting for the 10-second format, we asked ourselves:

- Can you "say it all" in 10 seconds clearly and concisely and have the message stand on its own as a valid communication?

- Is there enough frequency to the target market to insure that the commercial registers with resounding impact?

- Is there a fundamental marketing strategy that is appropriately served by a 10-second spot?

We judged all three to be the case and felt free to proceed. We used a derivation of roto-scoping to highlight the fashion interest, wide range of styles and vibrant colors in the new Garan jeans line. The technique enabled us to focus on the details and fit of the fashion jeans within the format of the 10-second spot. Garan's concentration on color treatments and styling is given instant visual impact and stands out immediately through the combination of animation and photographic reality. Product positioning is beautifully conveyed in the message: "Who else could give you a herd of rugged fashion jeans at unheard of prices?" Closing emphasis is on the new corporate slogan, "Garan. You Can't Afford Not to Know Us." This new campaign reinforces Garan's marketing position as a manufacturer of quality clothing at affordable prices.

Mixing and matching the talents of both agency and client have paved new avenues to assure brand success for this special "mix-and-match" line of coordinated children's wear. By working hand in hand with Garan from the outset and becoming more and more involved with its marketing and sales functions, we've worked together to carve a formidable niche for Garan in an increasingly competitive market.



**AMERICA'S  
NUMBER  
ONE WEEKLY  
MUSIC/VARIETY  
SERIES THIS SEASON.**

**NOW IN 170 MARKETS COVERING  
94% OF ALL U.S. TV HOUSEHOLDS!**

● **NTI** In Nielsen's latest NTI National Syndication Survey, Solid Gold out-delivered every single syndicated and occasional network program reported in young adult audiences

Nielsen's national metered service, NTI, publishes a report 12 times a year, reporting national ratings and demos for programs distributed by syndicators and/or occasional networks which have ordered special surveys on their shows. In the latest Syndicated and Occasional Network Ratings Report (January '81), SOLID GOLD was Number One among all 20 shows measured, out-delivering No. 2 Hee Haw by 81% in women 18-34, 30% in women 18-49 and 39% in teens. SOLID GOLD was also Number One among these 20 shows in women and men 18-34 ratings and teens. Shows like America's Top 10, John Davidson, Mike Douglas, Monte Carlo and Sha Na Na are not even close in any major young adult demo.

● **TvQ** Solid Gold achieved the highest TvQ popularity score among all syndicated music/variety series

Based on the nationally accepted measurement of program popularity, SOLID GOLD was the most popular syndicated music/variety series among adults 18-49, with a TvQ score that beat Hee Haw, Sha Na Na, Lawrence Welk and Monte Carlo by 33% to 433%.

● **NSI** In 8 out of every 10 Nielsen DMA's, Solid Gold increased station time period shares from February '80 to February '81

Stations switching to SOLID GOLD this season reaped the benefits of this powerful young adult vehicle with share increases in 80% of all its markets, comparing February '81 with February '80 NSI reports. In generating these sweeping increases, SOLID GOLD, as predicted, out-pulled the long established weekend access mainstay Hee Haw, again in 8 out of every 10 markets!

**SOLID GOLD'S triumphs were recorded in all kinds of markets and in different evening time periods, but even more impressively and meaningfully...**



**SOLID  
GOLD**

# SOLID GOLD'S YOUNG IS EVEN GREATER IN

## SOLID GOLD DOMINATES

- **IN 8 OUT OF EVERY 10  
MARKETS, SOLID GOLD  
WAS #1 IN ITS TIME  
PERIOD IN WOMEN 18 TO  
49 AND WOMEN 18 TO 34!**

- **IN 9 OUT OF EVERY 10  
MARKETS, SOLID GOLD  
INCREASED ITS  
STATIONS' TIME PERIOD  
DELIVERIES OF WOMEN  
18 TO 49 AND 18 TO 34  
OVER THEIR FEBRUARY  
'80 LEVELS.**

- **IN 2 OUT OF EVERY 3  
MARKETS, SOLID GOLD  
IMPROVED ITS LEAD-IN  
SHARE AND ENLARGED  
ITS OWN NOVEMBER '80  
SHARE.**

### **WPIX NEW YORK - IND CH. 11 - SAT. 7:30PM**

In 6-station NY, #1 in TP in W18-49 & 18-34 by 43% & 56% respectively. Increased rating, share and all major demos by wide margins over Feb. '80 WPIX time period.

### **KTVU SAN FRANCISCO - IND CH. 2 - SAT. 7:00PM/SUN. 12:00NN**

One of the top young adult spot carriers in the market, SOLID GOLD delivered 41% of the 18-49 women in the 7 to 8 Sat. hour—almost triple the #2 station in the time period. Even repeat came out of no lead-in to become no. 2 women 18-49 and 18-34 program at 12 Noon Sundays.

### **WBZ BOSTON - NBC CH. 4 - SAT. 7:00PM**

Number one in time period by wide margins in all young adult categories—doubling WBZ's Feb. '80 young adult demos—delivering 77% more 18-49 and 91% more 18-34 women than Dance Fever/Sha Na Na, competing from 7 to 8PM.

### **WDCA WASHINGTON - IND CH. 20 - SAT. 7:00PM**

In this 4-VHF-station market, independent UHF WDCA's time period ratings doubled and its 18-49 demos shot up to no. 2 in the time period.

### **KTVT DALLAS - IND CH. 11 - SAT. 6:00PM**

With a first-run rating 140% higher than KTVT'S Feb. '80 time period, SOLID GOLD was far and away #1 in young adults over Hee Haw (delivering 37% more W18-49, 113% more W18-34, 50% more M18-49, 197% more M18-34!).

### **WIC PITTSBURGH - NBC CH. 11 - SAT. 7:00PM**

Again #1 in time period by a large margin in all key demos—far out-distancing #2 Hee Haw, and still climbing in all categories!

### **KHTV HOUSTON - IND CH. 39 - SAT. 6:00PM (RPT)**

With SOLID GOLD, KHTV increased its time period rating 250% and its women 18-49 and 18-34 222% & 258% respectively from Feb. '80—vaulting UHF indie to #2 among 5 stations in those demos. And all of this with a repeat of Monday's original prime time performance!

### **KPLR ST. LOUIS - IND CH. 11 - SAT. 6:00PM**

SOLID GOLD has produced big young adult gains for KPLR—putting it in a solid #1 position by wide margins in time period over #2 Hee Haw (W18-49 share—35, W18-34—42!).

### **WCIX MIAMI - IND CH. 6 - SUN. 5:00PM**

On Sunday at 5PM a 44 share of women 18-49 in time period, a 53 share of women 18-34—huge increases over Wild, Wild West's Feb. & Nov. '80 performances—and the Saturday repeat pulled shares of equal magnitude!

### **KBMA KANSAS CITY - IND CH. 41 - SAT. 6:00PM**

SOLID GOLD now time period leader with 37-49 shares of 18-49 & 18-34 demos with big increases over Feb. '80 KBMA programs and SOLID GOLD itself in Nov. '80.

### **WVTV MILWAUKEE - IND CH. 10 - SAT. 6:00PM**

With big Feb. '81 increases over its Nov. '80 performances, SOLID GOLD took UHF independent WVTV to the top of the time period with W18-49 & 18-34 shares of 33 & 42!

### **KPHO PHOENIX - IND CH. 5 - SUN. 6:00PM**

#1 in all young adult categories—beating all 3 network affiliates, including KTVK with ABC's Amazing Animals!

### **WJAR PROVIDENCE - NBC CH. 10 - SAT. 7:00PM**

With a 57 share of 18-49 women, 63% of 18-34, SOLID GOLD out-pulls competing Muppets & Sha Na Na 2 to 1! Other shares—M18-49—57, M18-34—53, Teens—68!

# ADULT AUDIENCE DOMINANCE WEEKEND PRE-PRIME SLOTS

## WEEKEND PRE-PRIME HOURS IN TOP 100 MARKETS

### WCCB CHARLOTTE - IND. CH. 18 SAT. 7:00PM/SUN. 6:00PM (RPT)

SOLID GOLD delivers a spectacular combined rating of 18 on UHF WCCB—the highest rating on that station, & its Sunday repeat delivers a 51 share of W18-49, 64 share of 18-34, with totals far out-distancing Hee Haw (Sat. 7PM).

### KTVX SALT LAKE CITY - ABC CH. 4 - SUN. 6:00PM

Replacing Lawrence Welk in the time period, SOLID GOLD produced huge increases in young adult demos zooming from 15 & 8 shares of W18-49 & 18-34, to completely dominant 41 & 43 shares, respectively!

### WBRE WILKES BARRE-SCRANTON - NBC CH. 29 - SUN. 6:00PM

Replacing Dance Fever & Sha Na Na in the time period, SOLID GOLD pushed WBRE to a higher household share & to overwhelming young adult dominance (W18-49 share went from 34 to 40, W18-34 from 42 to 52!).

### KSAT SAN ANTONIO - ABC CH. 12 - SAT. 6:00PM

The #1 18-34 show in the time period, improving its lead-in by 83% & its Feb. '80 time period delivery by 38%.

### WOMX CHARLESTON-HUNTINGTON - ABC CH. 13 - SAT. 7:00PM

The leading W18-49 & W18-34 show in the time period competing against Hee Haw & Dance Fever.

### WXXI GREENSBORO-HIGH PT.-WINSTON SALEM

NBC CH. 13 - SAT. 6:30PM

Captures 62% of the W18-34 & 54% of the W18-49 in the time period, ranking #1—ahead of Hee Haw & "Trek," & increasing its own Feb. '80 time period delivery by 250%.

### WDHO TOLEDO - ABC CH. 24 - SAT. 7:00PM

The leading young adult show in Toledo, Sat. at 7PM, taking 70% of the viewing adults 18-34.

### KTAL SHREVEPORT - NBC CH. 4 - SAT. 5:30PM

The overwhelming 18-34 & 18-49 leader in the time period with 60+ shares of these desirable demos.

### KETV OMAHA - ABC CH. 7 - SAT. 6:00PM

Delivered 5 times its Feb. '80 time period rating, making it the #1 show in Omaha, Sat. at 6PM, in household rating & young adult demos (62% share of W18-49 & 72% share of 18-34).

### WDEF CHATTANOOGA - CBS CH. 12 - SAT. 7:00PM

Viewers in Chattanooga switched to SOLID GOLD, as evidenced by its 89% rating improvement over the Sha Na Na lead-in and its clear dominance of young adult audience in the time period.

### WAPT JACKSON, MS. - ABC CH. 16 - SAT. 6:00PM

Far & away the young adult leader in the time period, with 77% more W18-34, & 44% more W18-49 than Hee Haw in direct competition.

### WKPT TRI-CITIES, TN-VA. - ABC CH. 19 - SAT. 7:00PM

Produced station's highest seasonal rating in this time slot, tripling its Feb. '80 delivery across all major young adult demographic categories.

### WNCT GREENVILLE-NEW BERN-WASHINGTON, N.C. CBS CH. 9 - SAT. 7:00PM

The undisputed time period leader—with an 18 rtg.—dominating the competition & reaching more young adults than the combined delivery of its competitors.

### WRAU PEORIA - ABC CH. 19 - SAT. 6:00PM

Doubled its time period competitor—Hee Haw—by 2 to 1 in W18-49 & 3 to 1 in W18-34, while topping the combined delivery of both competing stations in these key demos.

### WHNT HUNTSVILLE-DECATUR - CBS CH. 19 - SAT. 6:00PM

The leading show in the time period with a 20% edge over Hee Haw's household rating, exceeding the combined delivery of the competition in all major demographics.

### WPTZ BURLINGTON-PLATTSBURGH - NBC CH. 5 - SAT. 7:00PM

WPTZ took the time period lead in young adults over Hee Haw & doubled its Feb. '80 audience shares by 2 to 1.

### KTHV FARGO-VALLEY CITY - ABC CH. 7

SUN. 5:00PM/SAT. 10:30PM

The 15 DMA rating from SOLID GOLD's 1st telecast alone is better than the combined ratings on the competition, achieving an 82% share of the W18-49, 92% of W18-34, 76% of M18-49, & 89% of M18-34. The repeat on Sat. night adds an additional 6 rating points.

### WEHT EVANSVILLE - CBS CH. 25 - SAT. 6:00PM

The #1 18-34 & 18-49 vehicle in the time period, ahead of Hee Haw in these key demographics.





**SOLID  
GOLD**

**Solid Gold scores  
impressively  
—even during  
network prime time**

Finally, the magnetic strength of SOLID GOLD can be documented dramatically by its performance in network prime time during this "loaded" sweep rating period. On network affiliate WWBT in Richmond, Virginia, SOLID GOLD was No. 1 in its time period, beating WKRP and Charlie's Angels; in South Bend, Indiana, SOLID GOLD ran on WNDU (NBC) in the same 8:00 PM Saturday slot, and it again beat both Charlie's Angels and WKRP. On another network affiliate, KGMB in Honolulu, SOLID GOLD tied for first place with a 32 household share, 36 and 39 18-49 and 18-34 shares respectively, against prime programming on network competition.

**Solid Gold is a sure-fire winner in evening all-family high HUT time periods. Make sure your station schedules this young adult leader in weekend pre-prime or early network prime today!**

**If your market is not among the 170 covered by our golden blanket, call or write, today:**

**AL MASINI  
PHIL FLANAGAN  
RICK LEVY  
BOB SCHNEIDER  
MIKE WEISER**

**(212) 935-7264  
(212) 759-8787**



Television Program Enterprises  
919 Third Avenue, New York

# Broadcasting May 11

Vol. 100 No. 19

TOP OF THE WEEK

## RCA's cable venturing makes it unanimous

**All three of major broadcast companies are now developing programing subsidiaries in wired medium; RCTV expected to license BBC product for new network; Bradshaw takes over at 30 Rock, will make appearance before NBC affiliates**

The company that originated broadcast networking in the first place has joined its two over-the-air competitors in committing itself to cable programing as well. In a statement that took much of the company by surprise, outgoing RCA Chairman Edgar Griffiths—making his farewell address to the company's stockholders (see story, page 48)—said that among RCA's challenges was "our entry into pay cable programing, and we have plans under way that will make that a reality before very long."

Griffiths refused to elaborate, and few on his staff knew enough about the project to amplify on his offhand comment. But Thornton F. Bradshaw, the designated successor to Griffiths as RCA chairman, told BROADCASTING that "the field is one everybody in the company is pretty interested about."

Bradshaw himself moved into his new offices at RCA's 30 Rockefeller Plaza headquarters shortly after the stockholders meeting ("Closed Circuit," May 4). It is one previously occupied by Maurice Valente as RCA president, but will become the chairman's office under Bradshaw. With Griffiths now out of the building while touring RCA facilities abroad, Bradshaw is *de facto* in charge. (Officially, the transfer doesn't happen until July 1.)

That taking over will become outwardly visible next week, when Bradshaw joins NBC and TV network executives at the Los Angeles meeting with affiliates in the Century Plaza hotel May 17-19.

It is anticipated that a major role in RCA's cable future will be played by two men who have had senior positions in over-the-air television's past. One is Herbert Schlosser, the former NBC president



Bradshaw



Schlosser



Taylor

**Three men in RCA's future.** Thornton F. Bradshaw settled into the chairmanship of RCA last week, albeit unofficially. Simultaneously, it appeared that the fortunes of Herbert Schlosser were increasingly on the rebound, and that he would play a key role on RCA's new pay cable frontier. Another whose fortunes seemed assured was Arthur Taylor, whose exclusive deal for BBC pay cable rights in the U.S. will pay lifelong dividends under his expected pact with RCA.

now heading RCA's SelectaVision videodisk development, and Arthur Taylor, the former CBS Inc. president who now heads RCTV (Rockefeller Center TV), which announced last December that it has acquired first-run pay cable rights to BBC TV product in the United States. RCA's new pay cable venture is expected either to report to Schlosser or to be closely allied with his office. And Taylor's RCTV will license BBC offerings to RCA as the backbone of its pay cable network.

That was all on background last week; neither RCTV nor RCA officials would confirm the arrangements, much less amplify them. Schlosser was traveling in Europe and unavailable for comment.

Taylor—at the Western Cable Show in Anaheim, Calif. (BROADCASTING, Dec. 15, 1980)—had revealed a "tens of millions of dollars" commitment from Rockefeller Center Inc., with the principal programing asset of RCTV a long term exclusive right to first-choice of all BBC productions to be licensed in the United States. Taylor had put RCTV's launch at January 1982, but to date no word has been heard about RCTV securing the necessary satellite transponder time to implement its plans. Taylor's offices are in the RCA headquarters building.

CBS Inc. was the first of conventional broadcasting's Big Three to announce plans to enter the cable programing arena, just before the National Cable Television Association convention in Dallas last year. ABC's announcement followed in December, but that company made it to a satellite first, with its ARTS performing arts service, which premiered on April 12, piggybacked with Warner Amex Satellite Entertainment Co.'s children's service, *Nickelodeon*. CBS has set August for the start of its culturally oriented program package.

ABC has been the more prolific, counting numbers of services announced. Beta, the working title of a women's service to be produced by a joint venture of ABC Video Enterprises and the Hearst Corp., is scheduled to begin operation in January, and Herb Granath, who heads ABC Video Enterprises, says that within 60 to 90 days, he'll be announcing Gamma, a third service supposedly bigger than the other two. (Various speculation about expected services from ABC are in the areas of news and sports.)

Until Griffiths's comments last week, RCA had given some the appearance of being an also-ran where cable programing was concerned. NBC's once official line of intending to do nothing in that area had been softened recently to suggest an eventual entry of some sort into cable product, but no specifics had been forthcoming. And the emphasis at the RCA corporate level appeared to be on the programing backup of the videodisk system for which RCA's total investment has been put at \$150 million.

Last week's developments indicated that the pace of "new technology" development is about to quicken at RCA. They shed no light on what Bradshaw intends to do about the continuing problems at NBC, or whether he will ask Fred Silverman to step aside as president of that company. RCA's defense of Silverman at the stockholders meeting was considered by most observers to have been, at best, lukewarm.

## TELEPUBLISHING IN THE CENTER RING AT ANPA

## It's everybody else against AT&T

**Newspapers, cable operators, data services providers all agree on one thing: They don't want The Phone Company getting into their act**

The newspaper industry's interest in telepublishing—the processing of information and advertising for transmission to homes and businesses by cable, telephone and broadcasting—was highlighted at the annual convention of the American Newspaper Publishers Association in Chicago last week by the growing battle to restrict AT&T's involvement in the new business.

In addition to controlling the means of transmission and manufacturing the equipment to receive the information, AT&T is demanding the freedom to offer information services, specifically Yellow Pages advertising, directory listings and information currently available over the phone: time-of-day, weather and sports scores.

The ANPA has opposed granting AT&T such freedom, arguing that no telephone company with a government-sanctioned telephone monopoly should be permitted to control the information transmitted over its facilities. ANPA is wont to point out that AT&T provides telephone service to 80% of the nation's homes and its dominance of the wires might lead to its dominance of what goes through them.

The primary focus of the controversy between the newspaper industry and AT&T is Congress. Senate Commerce Committee Chairman Bob Packwood (R-Ore.) last month introduced S. 898—the Telecommunications Competition and Deregulation Act—that would allow AT&T to provide the information services it desires, but would mandate that AT&T offer them through subsidiaries separate from those involving its regulated telephone services.

Invited to speak on a convention panel, entitled "The Competitors," at the convention, James E. Olson, AT&T's vice chairman, tried to allay the publishers' fears, saying at one point that the "world will not come to an end" if AT&T is permitted to offer the information services it desires. But Olson was in hostile territory. Even fellow panelist Gustave Hauser, chairman of Warner Amex Cable Communications, welcomed everybody to provide electronic information services "except AT&T or other monopoly-based telephone companies."

And at another panel session, former FCC Chairman Richard E. Wiley warned that "a dominant telephone carrier and its information-providing subsidiary would have too many incentives to discriminate against other information suppliers." (Among Wiley's law clients: Xerox and Telidon, both with interests, either hardware or software, in electronic data distribution.) House Telecommunications

Subcommittee Chairman Timothy Wirth (D-Colo.), author of an amendment in the last session of Congress to prevent AT&T from controlling the content of the information it transmits, said he would press for a renewed version of that legislation when his subcommittee begins drafting new communications legislation.

Admitting that his company's size has certain competitive "implications," Olson said it is "prepared to accept reasonable legislative and regulatory constraints which will insure against cross-subsidy and provide safeguards against even the appearance of unfair competition."

But such constraints have a limit, he said. "Does it make sense to try to legislate competition—in effect, to try to foreclose our business from applying its own technology to its own business? I don't think it does."

The controversy, Olson said, began to heat up when AT&T conducted an electronic directory trial in Albany, N.Y., in 1979 and "boiled over" when it announced plans to expand the Albany experiment in Austin, Tex.

Olson asserted AT&T has a "legitimate right" to provide directory services, including Yellow Pages. Such services will be an integral part of electronic information systems, he said. "To arbitrarily exclude us from providing an electronic Yellow Pages is simply not right. It confines us to the print era at a time when everyone else—newspapers included—are moving into the electronic format."

Olson conceded that an electronic Yellow Pages would intensify competition for advertising dollars, but said he doesn't believe it will cut into the newspapers' advertising revenues any more than the printed version does today. Broadcasting has been unable to unseat newspapers as the number-one local advertising medium, Olson said, and an electronic Yellow Pages, which will reach only about seven percent of all households by 1990, has to be less of a threat to newspapers than broadcasting.

AT&T's telephone network is still the "backbone communications network," Olson said, but alternative delivery systems are here or on the horizon. Olson listed cable ("the fastest growing alternative"), private microwave, broadcasting and direct broadcast satellites as all capable of competing with AT&T for a piece of the new market.

The AT&T telephone system, which will be fine-tuned to carry efficiently voice, data, text and visuals, will be available not only to carry AT&T data bases, but other companies' services as well, Olson said. The AT&T network is not going to be allowed to discriminate among customers, Olson said. "If they do nothing else, the policymakers are going to nail down the equal-access requirement."

AT&T has the desire and the ability to supply user terminals, Olson said, but other companies have the same capacity. There are dozens of manufacturers in the terminal market, he said, including Radio Shack, Atari and Pioneer Communications.

Olson seemed to favor the idea of a multitude of terminal suppliers, pointing out that once a customer has a standard terminal he can reach any data base. "That fact is just one more reason why I think it's going to be impossible for any one company to capture the electronic information market," he added.

Olson hoped that better understanding of AT&T's intentions would ameliorate some of the antagonism between newspapers and AT&T. "Certainly the bare-knuckle boxing matches that have punctuated the regulatory and legislative battles over electronic information serve no one's interest," Olson said. "What we need at this point are more market offerings and fewer legal briefs."

Hauser was unconvinced by Olson's promise not to discriminate against other information providers and compete fairly. "Neither publishers nor cable operators can be expected to compete successfully with services subsidized by business and residential telephone subscribers," he said.

Hauser asserted that AT&T's entry into the information services market portends "the destruction of competition and the creation in this country of a giant



**To AT&T or not to AT&T?** The question of whether AT&T should be allowed to provide electronic information services was the primary subject of this ANPA panel session. L-r: Tom Johnson, publisher, *Los Angeles Times*; James E. Olson, vice chairman, AT&T; Gustave Hauser, chairman, Warner Amex Cable Communications, and Ted Turner, president, Turner Broadcasting System. Turner's message was that the newspaper business would not exist as it is known today 10 years from now. He advised the publishers to get smart and jump on the cable bandwagon.



**All the news that's fit to transmit.** "AT&T should be barred from selling up-to-the-minute computerized news and advertising," the *New York Times* said in an editorial published last Monday to coincide with the opening of the ANPA convention in Chicago. If AT&T were allowed to provide electronic information services, the *Times* said, two "vital" public interests would be jeopardized: a market conducive to the largest possible number of information suppliers and the advertising revenues "so essential to independent newsgathering." ■ "If Ma Bell and its vaguely distanced subsidiaries are not confined to data transmission, their awesome revenues from a protected phone business could crush other media," the *Times* said. "AT&T can be a trustworthy carrier of other information services only if it does not directly compete with them." ■ The *Times* said the common carrier deregulation bill of Senator Bob Packwood (R-Ore.) acknowledges that the public interest is served in having AT&T as a disinterested conveyor of all media and the competitor of none, but the bill's "vague inhibition" against AT&T supplying "mass media" services seems not to preclude it from "potentially encroaching advertising and information functions." ■ Although it questioned the provisions of the Packwood bill, the *Times* said the question of how far AT&T should be allowed to intrude into the electronic information market is one for Congress to decide.

electronic information monopoly, a single company controlling both communications systems as well as the information which is transmitted over that system."

All viable information services can be provided by publishers, cable and other nontelephone companies, Hauser said. "You do not need anything from AT&T except access to their common carrier facilities," he said.

Like Hauser, Wiley would welcome all comers to the electronic information market except telephone companies wishing to transmit data over their own telephone systems. The proliferation of diverse information sources would be "impaired by such a conflict of interest," he said.

Wiley believes that no real distinction can be made between news and editorials, in which AT&T professes not to be interested, and advertising, in which it is very much interested. Advertising as it evolves from the selling of products to include the selling of ideas can no longer be distinguished from other forms of speech "from both practical and First Amendment standpoints," he said.

Wiley also questioned the validity of "separate subsidiaries" as a safeguard against unfair competitive practices. (The Justice Department, he noted, contends that a separate subsidiary is a contradiction in terms.) Wiley said the concept may be adequate in structuring some types of markets, but in a field as vital as the origination and publishing of information the "risk of predatory conduct" may be too great. And, he said, there is no public benefit from running the risk.

What is being contemplated, Wiley said, is a structural ban against the combination of information origination and monopoly telephone service and such a ban is well within the government's regulatory authority.

Wirth's objections to AT&T as an information provider and the basis for his amendment last year stem from what he sees as his First Amendment obligation to insure "the most information available to the greatest number of people as freely and as cheaply as possible." Wirth said

that AT&T entry into the information service business "could well have been a dampening effect on the explosive growth and diversity of information services."

He said he is not persuaded by arguments that restrictions on AT&T are in violation of its First Amendment rights. The amendment, he said, did not prevent it from being an information provider. "It simply said that where AT&T controlled the local distribution network, it could not use those facilities to transmit information over which it had editorial control."

## DTV standard back on track after SMPTE vote

**Things could still come unglued, but working group votes 19-6-6 in favor of 13.5 mhz as sampling frequency; tortuous political path still must be traveled to Geneva**

The working group on digital television standards of the Society of Motion Picture and Television Engineers voted in New York last Wednesday to adopt a digital sampling frequency of 13.5 mhz, a step crucial to the establishment of a world digital standard.

Although sampling frequency is just one of many parameters that make up a digital standard, it has been the primary sticking point in domestic and international efforts to come to a worldwide standard.

The vote in favor of 13.5 mhz, taken at the Hilton Inn at John F. Kennedy Airport, was 19 to 6 and 6 abstentions. The majority included representatives of CBS, RCA (two votes), Ampex and Sony. The dissenters were AT&T (two votes), NEC America, Digital Video Systems, Tektronix and ADDA Corp. The abstainers included ABC and a number of Japanese equipment manufacturers. Although he has no vote, the working group chairman, Ken Davies of the Cana-

dian Broadcasting Corp., reportedly endorsed the 13.5 mhz parameter.

By adopting 13.5 mhz, SMPTE has fallen in step with the European Broadcasting Union, which adopted the same number last month. Those two organizations now hope that a world standard, incorporating the 13.5 mhz sampling frequency, will be adopted by the International Radio Consultative Committee meeting in Geneva next September. The parameters to be published by the CCIR after its plenary meeting in February 1982, although not legally binding, will in most cases become the de facto standard that manufacturers use in building equipment.

Proponents of a world standard believe it will allow manufacturers in NTSC, PAL and SECAM countries to develop equipment with many common features, bringing into play an economy of scale and facilitating the exchange of programs among countries.

SMPTE's adoption of the 13.5 mhz sampling frequency is contingent on its becoming a world standard. According to one member of the SMPTE working group, if the world cannot come to a consensus at the CCIR, SMPTE membership will reconsider its vote and probably move to the higher sampling frequency of 14.3 mhz, which is more compatible with NTSC equipment.

The next step for the proponents of a world standard in the United States is to make the SMPTE position the national position. CCIR is an arm of the International Telecommunication Union and delegates to its meeting must represent national positions.

The matter is now in the hands of Ed Miller, head of the communications technical consultative office of the National Aeronautics and Space Administration and U.S. chairman of the CCIR subgroup on digital television. He must poll his 24-member subgroup and issue a recommendation in the form of a "draft input document."

Although Miller refused to predict what his subgroup would do, chances are it will endorse the 13.5 mhz sampling frequency. SMPTE has taken the lead on digital standards and many of the users and manufacturers represented on the SMPTE working group are represented on the CCIR subgroup. Other major organizations with a voice on the CCIR subgroup—the National Association of Broadcasters and the North American National Broadcasters Association—are reported to have endorsed the 13.5 mhz sampling frequency at the New York meeting.

Once Miller's subgroup comes up with its document, it will be forwarded to its parent study group on television, headed by Neal McNaughton, a member of the international staff of the FCC. If it meets the study group's approval, the document will be passed on to the national committee, headed by the State Department's Gordon Huffcutt, which will circulate copies for comment among 85 interested parties. Only after the document passes that na-

tional scrutiny would it become the national position and sent to Geneva.

Although the CCIR process is involved, it must be done quickly. A finished document must be prepared and sent to Geneva for translation into three languages and distribution to other member countries by May 21. Miller suggested the United States could be late with its document, but such tardiness could weaken its influence.

Most of the elements of a world digital standard were agreed to at an interim meeting of the CCIR last October (BROADCASTING, Oct. 27, 1980). That draft document recommended component encoding, an extensible family of compatible standards, a spatially static sampling pattern and spatial co-siting of samples at each level of the family.

The draft also recommended a compatible sampling frequency, but left a glaring hole as to what that sampling frequency should be. According to McNaughton, that hole will probably be filled with 13.5 mhz. The question in McNaughton's mind last week was whether it should be a firm proposal or, like the SMPTE decision, be conditioned on its being part of a world standard.

The SMPTE meeting in New York last week was the latest crisis in a long and often bitter struggle. SMPTE made a commitment to find and establish a digital standard acceptable to domestic users and manufacturers and their counterparts overseas at the SMPTE television conference in Toronto in 1980.

Led by CBS, proponents of a world standard gradually persuaded SMPTE members to give up the 14.3 mhz sampling frequency and members of the EBU to move

## White House's right hand tries to take back what its left hand had given away on DBS

The White House last week began taking some of the shine off administration statements—including one signed by the President himself—expressing enthusiastic support for direct broadcast satellite service. "We're on a slower track" than those statements indicate, a senior White House aide said on Friday. "We're still in the early stages of review."

Among the statements the White House aide—who asked not to be identified—found himself in the position of qualifying was the letter signed by Reagan that appeared in the program published by the American Women in Radio and Television for its 30th annual convention, in Washington, last week. It said, "We are urging a free market approach to provide direct broadcast satellite services to the United States. DBS has the potential to provide valuable openings in the TV marketplace."

The aide said the letter was released without proper clearance and did not represent administration policy. Similarly, he expressed unhappiness with the comments filed by the National Telecommunications and Information Administration urging approval of DBS service. He noted that the comments were issued before Bernard J. Wunder, the administration's choice to head the agency, appeared on the scene as a consultant.

As for Commerce Secretary Malcolm Baldrige's letter to the FCC urging approval of DBS service (BROADCASTING, April 13), the aide said that seemed sufficiently well hedged.

White House director of communications Frank Ursomarso, in brief remarks at the AWRT dinner on Wednesday, attempted to tone down the pro-DBS enthusiasm in the President's statement. But the delicacy of the task proved more than Ursomarso could handle; those who heard him thought he was giving further endorsement to DBS.

On Friday, the senior White House aide said the point to be made is that the DBS issue is under review and that before a policy decision is made the views of "all interested parties" will be heard. "We've got an excellent [broadcast] system and we don't want to sacrifice it," he said. "There is concern that we not jeopardize free television."

An NTIA spokesman disputed the contention that NTIA was out of phase with the administration. The DBS filing "was cleared at the secretary's level, and presumably the secretary speaks for the administration," he said.

to a slightly higher standard for the sake of a world standard.

The proponents thought they had a lock on a world standard, when the EBU agreed to 13.5 mhz but surprise opposition surfaced during the NAB convention in Las Vegas when the Japanese, through manufacturing interests, made their op-

position known. As a result, the SMPTE working group balked at endorsing 13.5 mhz, and delayed a vote until last week's meeting. Except for NEC, it appeared that the Japanese—who don't want to jeopardize relations with American customers—decided that discretion was the better part of valor at the Hilton Inn.

## Leaner economy means harder times for career women, AWRT told

**That's not all bad, says Stahl; hard work can still overcome, says Stanville; organization heightens policy visibility**

American Women in Radio and Television wrapped up its 30th annual convention in Washington last week, having presented its more than 600 participants a five-day agenda packed with practical information on getting ahead in broadcasting and predictions on what the future may hold for women broadcasters.

Keynote speaker Lesley Stahl, CBS News White House correspondent, told conventioners it might not be as easy for women to get jobs in the future as it was in the 1970's. Stahl, admitting that she got her job because she was a woman, said the days when companies "aggressively seek women for good jobs" may be over for a

while, but thought that might not be such a bad thing.

One reason for the slowdown in the hiring of women, she said, could be attributed to the economy. "When the economy is healthy, we step forward; when the economy is down, we step back a little bit."

Another reason she attributed to what she called the "Peggy Principle," a corollary to the "Peter Principle," which holds that people rise through an organization to their level of incompetence. The "Peggy Principle," she said, characterized how women in the 1970's were recruited into jobs above their competence. "Right off, we

started above our marks," she said. "A lot of us weren't allowed to grow, block by block, one step at a time," she said. As a result, "many of us failed, and we failed to establish a solid foundation."

Looking at the brighter side of the slowdown in the hiring of women, Stahl said women could take advantage of the "pause" in hiring "to build a base out of bricks, not straw," and predicted that when the economy improves, "we'll flourish."

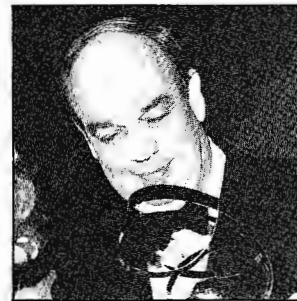
Stahl also said that although she thought "sexism" existed in broadcasting, she said she didn't want to dwell on the subject because she thought that would be



Stahl



Stanville



Kuralt

"destructive." She dismissed her own encounters with discrimination as "more funny than damaging."

In response to a question, Stahl said she didn't think it could be said that only attractive women could stay on network television. She said you "couldn't make that case" for two reasons. First, she said, women hadn't been on television long enough to see if that was so. Second, she said, all the women on TV now aren't attractive; they aren't "Miss Americas," she said. Nonetheless, she said, they do "groom carefully, but so do the men." At the network level, she said, "merit counts a lot."

Martha Pell Stanville, AWRT president and director of advertising and promotion at WCCO-TV Minneapolis, told conventioners that AWRT had matured, was financially sound, more visible than ever and had become a growing force in both the broadcasting industry and in government.

Stanville, who turned over the presidency to Muriel Kennedy, president and owner of MMK Associates, Watertown, N.Y., said AWRT's increased visibility was important because it gave its members clout. "Women have places to go and things to do in this industry," she said. "Women have contributions to make, and AWRT, with all the clout it can muster, is going to help," she said.

"But don't kid yourself," she said. "Don't think it's going to be easy from here on out. The only guarantee for success is to take the talent you have and to season it liberally with much hard work," she said.

As an example of activities AWRT is pursuing to make AWRT's influence felt in the government, Stanville cited AWRT's January filing of comments with the FCC on a proposal to amend broadcast equal employment rules and FCC Form 395, which she said is "long and involved." In its comments, AWRT said that more paperwork won't guarantee EEO in the workforce and suggested that the FCC simplify its EEO program while "retaining emphasis on concrete results."

Stanville said that AWRT wasn't just trying to get the form changed but was "out to get an attitude changed." She said that as long as "women and minorities' progress is monitored in terms of meaningless statistics on a mandatory form, the attitude that led to the need for equal employment opportunity doesn't have to change."

However, she added, when the emphasis on that form shifts to concrete results, "to important hiring and promotion data, the attitude will have to change because the truth will be there, on paper, plain as the nose on your face and not hidden under a bunch of meaningless numbers."

AWRT presented its Silver Satellite award to Charles Kuralt, CBS News correspondent and morning anchor. Its Sid Guber memorial award went to Catherine Overhauser, a doctoral candidate at The Peabody Conservatory of Music.

## Already off and running for the 1982 elections

**Political right in hot pursuit of liberal left; NCPAC and Helms's Congressional Club lead attacks against Sarbanes, Rostenkowski, Wright, Jones and O'Neill; but the Democrats and labor are beginning media counterattack; Reaganomics are at issue, too**

They seem like echoes of the recent past, those commercials showing up on television knocking candidates and promoting or attacking the President's programs. Senator Paul Sarbanes (D-Md.) isn't up for re-election until 1982—and no one has even been picked to oppose him—so why is he being pictured now as a profligate spender of taxpayers' money? And why is that government employees' union mocking President Reagan with its "Let 'em eat cake" spot? As their activities in the last election indicated, political activists are not about to leave politics to the politicians.

At the moment, the issue is President Reagan's economic program. The idea is not to elect or defeat candidates, only to frighten or at least influence members of Congress. No matter that no one asked the groups' support. For them, it is a mission.

The National Conservative Political Action Committee, which emerged from the 1980 election as something of a liberal killer—it helped defeat four of the six liberal senators it targeted for extinction—has budgeted \$1 million to attack four members of the Senate and House who oppose the President's program.

"They are the principal obstructionists to the President's economic program," says John T. (Terry) Dolan, director of NCPAC, referring to Sarbanes; Representative Dan Rostenkowski (D-Ill.), chairman of the House Ways and Means Committee; Representative Jim Jones (D-Okla.), chairman of the House Budget Committee, and House Majority Leader Jim Wright, of Texas.

But the activities of NCPAC couldn't go unchallenged forever; they generated a

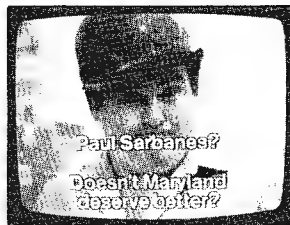
counterforce, if one still modest in size. Democrats for the 80's, a political action committee put together by Averill and Pamela Harriman and other Democrats after the debacle of Nov. 4 to serve Democratic candidates as conservative groups have served Republican, saw the attack on Sarbanes as an opportunity to hit back. It is spending \$20,000 on radio in Baltimore and Washington to denounce NCPAC as "an extremist right wing organization" and to advise it that "we're going to fight your lies and your distortions with a political tactic you might find amazing . . . It's called . . . the truth."

Then there are two groups addressing the President's program itself, rather than the personalities involved, from opposite points of view.

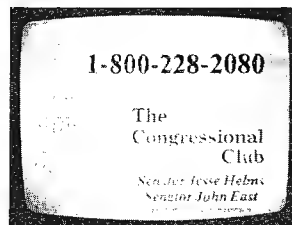
The American Federation of State, County and Municipal Employes has spent \$500,000 on radio and television in Washington and 14 other cities to air a commercial picturing the Reagan budget cuts as damaging to the working man and woman. The theme, reinforced in the television spot with a picture of a heavily frosted cake on which is embossed, "Republican Economic Policy," is that the administration's message to those disadvantaged is an insensitive "Let 'em eat cake." "If you agree," the spot concludes, "contact your congressman." The budget for the campaign is \$1 million.

Back on the conservative side, Senator Jesse Helms's The Congressional Club, based in Raleigh, N.C., but with a membership nationwide, is running a series of commercials promoting the President's program in a manner that recalls H&R Block commercials. Each spot is a lesson in "Reaganomics" and features a clip of the President discussing a different aspect of the economic approach in his address to a joint session of Congress. ("Let us cut through the fog for a moment," he says in one spot. "The answer to a government that is too big is to stop feeding its growth.") The spots have run in Washington, Atlanta, New York and Los Angeles.

The Congressional Club, according to a spokesman, is "a political group dedicated to promoting the conservative cause and philosophy, and to the belief that the best way to help the country is to get the Reagan budget passed." The honorary co-



Sarbanes



Congressional Club



AFSCME

**TV battleground.** Political campaigns didn't end last Nov. 4, as number of ad campaigns on television in recent weeks make clear. National Conservative Political Action Committee is running commercials attacking Senator Paul Sarbanes (D-Md.) and Representative James Jones (D-Okla.) because they are, in NCPAC's view, obstructing President Reagan's economic program. The Congressional Club, of Raleigh, N.C., is boosting Reagan's program with a series of spots explaining "Reaganomics," and American Federation of State, County and Municipal Employes is mocking that program with its commercial suggesting the administration's response to those hurt by budget cuts is "Let 'em eat cake."

chairmen are North Carolina's conservative Republican senators, Helms and John East.

For AFSCME, the issue is one of bread and butter as well as ideology. Asked why the union is conducting the ad campaign, Philip Sparks, director of public affairs, said, "Our membership is in many of the jobs that the Reagan administration is proposing to cut. Also, they make \$12,000-\$13,000 a year, and many of the programs now delivered to them, like mass transportation, will be affected." AFSCME is known as a major institutional advertiser; but it normally promotes itself.

Sparks said the program is based on a national poll he said shows "substantial opposition to specific cuts proposed by Reagan, and general opposition to tax cuts when the people understand the details."

But it's the NCPAC attack on Sarbanes that has generated the most interest. It seems aimed at defeating a senator for re-election long before his opponent is nominated—and thus at persuading all members of Congress to support the President. Indeed, a Sarbanes backer said, only half in jest, that, given the audience of 535 senators and congressmen, NCPAC

is paying "a very high cost per thousand."

NCPAC has spent \$150,000 on television time in the Baltimore and Washington markets, \$12,000 on radio and another \$15,000 for newspaper ads—and \$220,000 on direct mail. The message in the television commercials—one featuring a hard-hat who is being given the word on Sarbanes and another a taxpayer working on his tax returns—is that "the liberal senator" is a big spender who opposes the President's economic programs. The spots close with the line, "Doesn't Maryland deserve better?"

The other NCPAC targets have not had the same public attention. Dolan said NCPAC is using only phone banks and direct mail in getting its message across on Rostenkowski. The commercials on Wright have not yet aired. And NCPAC ran into trouble in Tulsa where the four major television stations—KJRH(TV), KTUL-TV, KOTV(TV) and KOKI-TV—refused to carry the spot attacking Jones, one that also includes a denunciation of House Speaker Thomas P. O'Neill Jr.

KJRH said it does not sell time for the airing of political views, except on behalf of political candidates. KTUL-TV said it deals with the subject matter in its news

and public affairs programs. KOKI-TV said it planned in the next several weeks to begin airing a series of weekly public affairs programs, and invited NCPAC to contact the station to arrange for an appearance by a spokesman. And KOTV(TV) said it does not sell time for issue or advocacy advertising. However NCPAC was able to buy time on KGCT(TV), which went on the air only last month, and the local cable system, Tulsa Cable.

NCPAC's future activities are not yet settled. The campaigns against Sarbanes and the three House members were based on voter surveys. And Dolan said that, with the schedule of the Sarbanes spots concluded late last week, NCPAC will do further testing, "and will do what the survey tells us."

The NCPAC targets all issued statements saying they would not be intimidated and expressing confidence their constituents would not be influenced by an out-of-state organization. But Sarbanes, whose approach to politics is low key, said he would bestir himself earlier than he intended in preparing for the 1982 campaign. "He won't be going out campaigning," said an aide, "but we'll start getting organized and raising funds."

## Broadcasters escape scapegoat's role in election hearings

**All agree there's reason for concern about effect of projections on voting results, but few are willing to hobble media to correct problem**

There is no hard evidence that broadcast projections influenced the outcome of the 1980 elections. There is, however, sufficient concern to warrant further study of their possible impact.

That appeared to be the conclusion of a Senate Rules Committee hearing last Thursday (May 7). It was the beginning of a major inquiry, according to its chairman, Senator Charles Mathias (R-Md.), into what's wrong with the election process.

Although witnesses disagreed on whether projections discourage voter turnout, most testified that prohibiting media from releasing or projecting results is not the solution to the problem.

March Fong Eu, secretary of state of California, said projections "turned would-be voters into nonvoters" but that censoring the media is a "frightening notion." She recommended that Congress "appeal to the public service instinct of the networks" and that the media couple their projections with explanations of their methodology and campaigns to encourage voter turnout. She also recommended that the return to Pacific standard time each year be delayed two weeks to leave less discrepancy between East and West coast poll closing times. Other solutions proposed, such as uniform poll closings and Sunday voting, she said, would be costly and inconvenient.

Senator S. I. Hayakawa (R-Calif.), who has introduced four bills (S. 55, 56, 57 and

58) proposing those solutions, said uniform poll closings would diminish the impact of media projections because indications of the outcome would begin to surface at the same time in both halves of the country, and thus, not influence one another. "I have no problem with exit polling," he said.

William Small, president, NBC News, said analysis of last November's election does not indicate projections influenced voter turnout in Western states. He questioned the reliability of studies that have been conducted since the election that are based on surveys of voting-age individuals. Meaningful surveys should concentrate on registered voters, he said.

Agreeing with Small on this point were representatives of the Federal Election Commission, including Gary Greenhalgh, who noted that an often-cited study by the Field Institute of San Francisco relied heavily on responses from voting-age people.

Greenhalgh warned the committee that "any survey of voters or nonvoters must be taken with a grain of salt," because people tend to forget the way they voted or to justify their reasons for not voting in retrospect.

Asked if projections have any news value, Small replied that until a week before last year's election, networks had been predicting a close race. It considered highly newsworthy election-day indications that the incumbent President would be upset, that the result would be a landslide and that the majority in the Senate would be reversed.

Bill Leonard, president of CBS News,



Mathias and Warner

Eu



Small

Leonard

Wald

Schonfeld

said no one knows, in fact, whether projections influenced last year's elections. Asked what the networks will do if conclusive evidence is found that projections harm the voting process, he said: "Our job is to collect information, try to make sure it is correct and present it in a way that is clear and understandable. To sit in judgment on whether any news helps or hurts the public is not our job."

Reese Schonfeld, president, Cable News Network, warned the committee against enacting legislation to seal ballot boxes until all polls have closed. "Any restriction will increase pressure on us to look for leaks," he said. "To be first is the touchstone of excellence in election coverage."

According to Richard Wald, vice president, ABC News, a problem "seems to exist" that may be affecting local elections. But if a problem exists, he said, it is in the election process, "and the solution should be found in the operation of the process, rather than leaving the burden of a solution" on broadcasters.

Larry Patrick, NAB senior vice president for research, asked the committee how it defines a projection, and questioned its ability to limit something that can be broadly interpreted.

Leading the movement urging an end to projections was Ruth Hinerfeld, president, League of Women Voters. She argued that "the only value of projections is to help the networks in their own ratings contests" and that the media "should be restricted to reporting election results" because projecting them is "distorting the political process."

Hinerfeld urged the committee to "promote a policy that would short-circuit media projections" by introducing a congressional resolution that networks voluntarily discontinue making them. If such a resolution fails to convince the networks to stop, she said, Congress should pass a law forbidding projections.

Concurring with Hinerfeld were representatives of the Coro Foundation, a California group that has conducted a study of the effects of television on the 1980 elections. "Technical expertise has developed to the point where networks can predict an election's outcome long before the polls close," said Coro's Elizabeth Ullman. "President Carter's concession last November only muddled the issue."

Ullman recalled the Supreme Court's *Red Lion* decision, affirming the fairness doctrine, that "it is idle to posit the unbridgable right to broadcast comparable to the right of every individual to speak, write or publish." The electorate's right of free speech via the ballot box, she said, "is being challenged by the networks' own free expression in projecting election results."

The Rules Committee will leave the record of its hearings open for at least two weeks to receive additional testimony, according to Mathias. It has not yet set dates for future hearings.



## So far so good, says Dan Rather

**Cronkite's successor isn't surprised that he's not yet up to the older pro's standard, and is glad no one else is either; finds new job the 'high adventure' he expected it to be; wants longer news, wants to develop talented correspondents**

Only 10 weeks into his new job as anchor and managing editor of the *CBS Evening News*, Dan Rather isn't going to this week's CBS-TV affiliates meeting with a long list of changes he's put through in the early days of the post-Walter Cronkite era.

"I came in vowing to myself that I would not make changes just to make changes," Rather said in an interview with *BROADCASTING* last Thursday. "It would be fatal for us."

The major change already has come: when Rather took over daily duty March 9. And it has been far from fatal. If anything, his welcome from affiliates in Los Angeles should be strong. After Cronkite, the bottom hasn't fallen out. The ratings, competitively, are still there.

Rather had been warned to expect trouble: "Before I took this job it was unanimous—both people in house and outside—everybody said, 'Listen, you've got to go through a very deep drop. You have to be prepared.'"

"That didn't happen. There's some mild surprise about that. I didn't know what to expect."

Whatever the expectations, CBS researchers now say the Nielsens for Rather's first six weeks as anchor put the *CBS Evening News* ahead of NBC and ABC "in every key demographic." Compared with the same six weeks last year, they add, CBS's early-evening newscast has lost some men but not as many as its network competition. CBS research claims Rather has taken the lead among men aged 18-34 and men 18-49 while retaining the lead among men 18-plus and men 25-54

Among women, during the same six weeks, the researchers say that the *CBS Evening News* continued to lead in women 18-plus and 25-54, and in addition, picked up leadership in the 18-34 and 18-49 demographics, as it did with men.

In such ratings statistics, Rather claimed not to be well versed and expects the real impact won't show itself for 10 to 12 months. Furthermore, he added that, ratingswise, "I refuse to be on a psychological or emotional rollercoaster. You can drive yourself batty." And "most important," he said, "you can hurt yourself journalistically by getting caught up in that."

As managing editor, Rather said changes in the broadcast to date have been "more subtle than major" and that there haven't been many "because this is a good broadcast." However he did cite a couple—a stronger push to get "our more experienced people on the air" and more longer, "somewhat deeper, somewhat broader, pieces."

As for himself, Rather firmly believes "I haven't changed." He explained:

"Despite all the tumult and the shouting and the hoopla and the hype for a full year—one year—I found that most people have an understanding that if you work for a broadcast such as *60 Minutes* and come to a broadcast like the *Evening News*, it isn't that you have changed, it's a different broadcast. It's a different challenge.

"If you are standing in a meatlocker in southern California talking about corruption, facing a man with the evidence that he may be involved, it's pretty hard to be smiling and warm. And I find that people understand this.

"A lot of people who write for newspapers and magazines," he added, laughing, "don't understand it or whatever. I haven't changed. I don't intend to change. I have to be myself."

"Be yourself," in fact, was one piece of advice he received from Cronkite, whom

Rather called "very supportive," and who "tends to give counsel when asked." Another was "check, doublecheck and then check again, everything." Rather also said that "Walter cautioned me from minute one" that advice and counsel would pour in and be considerably conflicting.

Now in the job, he has those he listens to. But the main thing, he explained, "is at the end of the day to say, 'Did you give it your best shot?'" Most of the time he thinks he has.

Like Cronkite, Rather carries the title of managing editor—one that he says is vital to have, and with others in the news department, makes him "emotionally involved in the responsibilities of putting the broadcast together from scratch."

"If it's going to be any fun and if you're going to have a sense of satisfaction . . .," he said, "you'd better be directly and intimately involved."

Overall, Rather is a believer that much of the strength of CBS News has developed from a philosophy that puts the "correspondent ultimately in charge." And it is the building of reporting strength that will be a major part of his speech to affiliates. Last week, he was planning to use his time to make sure "affiliates understand that we are not standing pat in terms of personnel," adding that "we are, we had better be, interested in developing those people who are going to be the best known, best experienced, most dependable and reliable correspondents of the future."

Rather believes that CBS already is the strongest but his intended words may come as reassurance to affiliates who have

seen substantial talent raids from the other networks in the past couple of years.

He also is expected to tell affiliates about combining aggressive reporting and strong writing with technology and his use of "somewhat longer pieces." And, either on or off the podium, he planned to pitch for an hour of early evening news.

Rather himself still plans to get out from the anchor desk more, claiming that technology and his own experience on the road for *60 Minutes* should allow that. However he stressed that it won't be done just for effect: "movement for movement's sake doesn't gain you anything," he said.

The major difference with the *CBS Evening News* now, Rather said, is that "the person who is doing the anchoring is not as good as the person doing it before." He said "it certainly would be unrealistic for me to think" he could come up to Cronkite's standard "in the first week, the first 10 weeks or the first 10 months."

"What's encouraging," Rather added, "is that nobody else is [up to Cronkite] either. Not by a long shot and I'm not sure anybody ever will be."

While there have been many observers who have disagreed, Rather said "I don't see my style as being different at all" from Cronkite's. However, he explained that one of his difficulties with such comparisons is "that I'm not much into style." His way, he said, like Cronkite's, is to "do it" and not spend too much time thinking about it.

Along that line, Rather said he didn't treat his first breaking special event as regular anchor—the assassination attempt on President Reagan—as a test. Simply, Rather said, "you walk in, you do it."

Of that coverage, Rather said he takes "no solace" from the fact that CBS News was only one of many news organizations to mistakenly report that press secretary James Brady was dead. "I have to be concerned about us," Rather said, "It was a whopper of a mistake and I don't take that lightly. But comparatively our coverage was better."

Rather, new in the anchor seat, is cautious and takes time to find the right words before answering questions, but his aggressiveness is clear. "We want to lead," he said, "We want to be the best. We want to have the hustling class act."

Noting that news competition is stronger than ever, Rather said that's healthy. However, from the heavy competition (and likely more evident to him now in his anchor role) is a problem he calls "disinformation." He said that "somebody will either deliberately—or in the best of worlds I'd like to think inadvertently—say something that just isn't true" or create a false impression.

"Someone from network Z will call and say to a reporter, 'It didn't come from me but did you know that network Y did so and so or didn't do so and so,'" Rather explained. "That's a fairly new and I don't think very encouraging development in the news business."

While that might not be encouraging, Rather couldn't express more enthusiasm about having the job since Cronkite moved onto other CBS assignments.

"It is every inch the high adventure I thought it would be and hoped it would be . . .," he said. "It's something new. I had done the broadcast before but it's different when its *your* broadcast."

## CBS-TV moves to center stage in Los Angeles

**Network and affiliates face agenda that includes preview of fall schedules, briefings on teletext and the regulatory climate, as well as look at news expansion**

Some 1,200 executives of CBS-TV affiliates and the network have gathered in Los Angeles today (May 11) for their 26th annual conference, with major focus on the new 1981-82 prime-time schedule (BROADCASTING, May 4).

Although the new schedule and the specials, movies and mini-series that go with it will be the centerpiece, the two days of business sessions will also deal with other subjects including sales, news, sports, the regulatory climate, teletext and early morning, daytime and late-night programming.

Details of plans for a new Monday-Friday CBS News afternoon half-hour and expansion of the early-morning newscast are also due for presentation.

Thomas H. Wyman, CBS Inc. president and chief executive, will address the Tues-

day luncheon. Gene F. Jankowski, president of the CBS/Broadcast Group, will speak at the opening of the Wednesday-morning session.

The business sessions get under way Tuesday morning with a welcome from Jim Babb of Jefferson-Pilot Broadcasting, chairman of the CBS affiliates board, and overviews by James H. Rosenfield, president of CBS-TV, and B. Donald Grant, president of CBS Entertainment.

They will be followed in the morning session by Arnold Becker, CBS/Broadcast Group vice president, national television research; Harvey Shephard, CBS Entertainment vice president, programs; Bernie Sofronski, vice president, special programs; Michael Ogiens, vice president, daytime and children's programs, and William Lilley III, CBS Inc. Washington vice president.

The Tuesday-afternoon agenda calls for presentations by Rae Evans, director, affiliate relations/Washington, CBS/Broadcast Group; David Percelay, director of the Extravision teletext project for the broadcast group, and John Blassington,

director of educational relations.

Wednesday-morning presentations, following the Jankowski speech, will be made by Bill Leonard, president of CBS News; George Bernsten, CBS Entertainment vice president, feature films and late night, and Paul Isacson, CBS-TV vice president, sales. In the afternoon the affiliates will hear reports by Van Gordon Sauter, president of CBS Sports, and Tony Malara, CBS vice president, affiliate relations. The business sessions will end in a 4 p.m. closed meeting in which key network officials will answer questions from affiliates and the station executives will hear fall promotion plans from Steve Sohmer, CBS Entertainment vice president, advertising and promotion.

Closing out the annual meeting will be a banquet Wednesday evening with singer Anne Murray headlining the entertainment.

All business sessions will be held at the Century Plaza hotel—where ABC-TV affiliates met last week (also see pages 60-63) and NBC-TV affiliates will meet next week.

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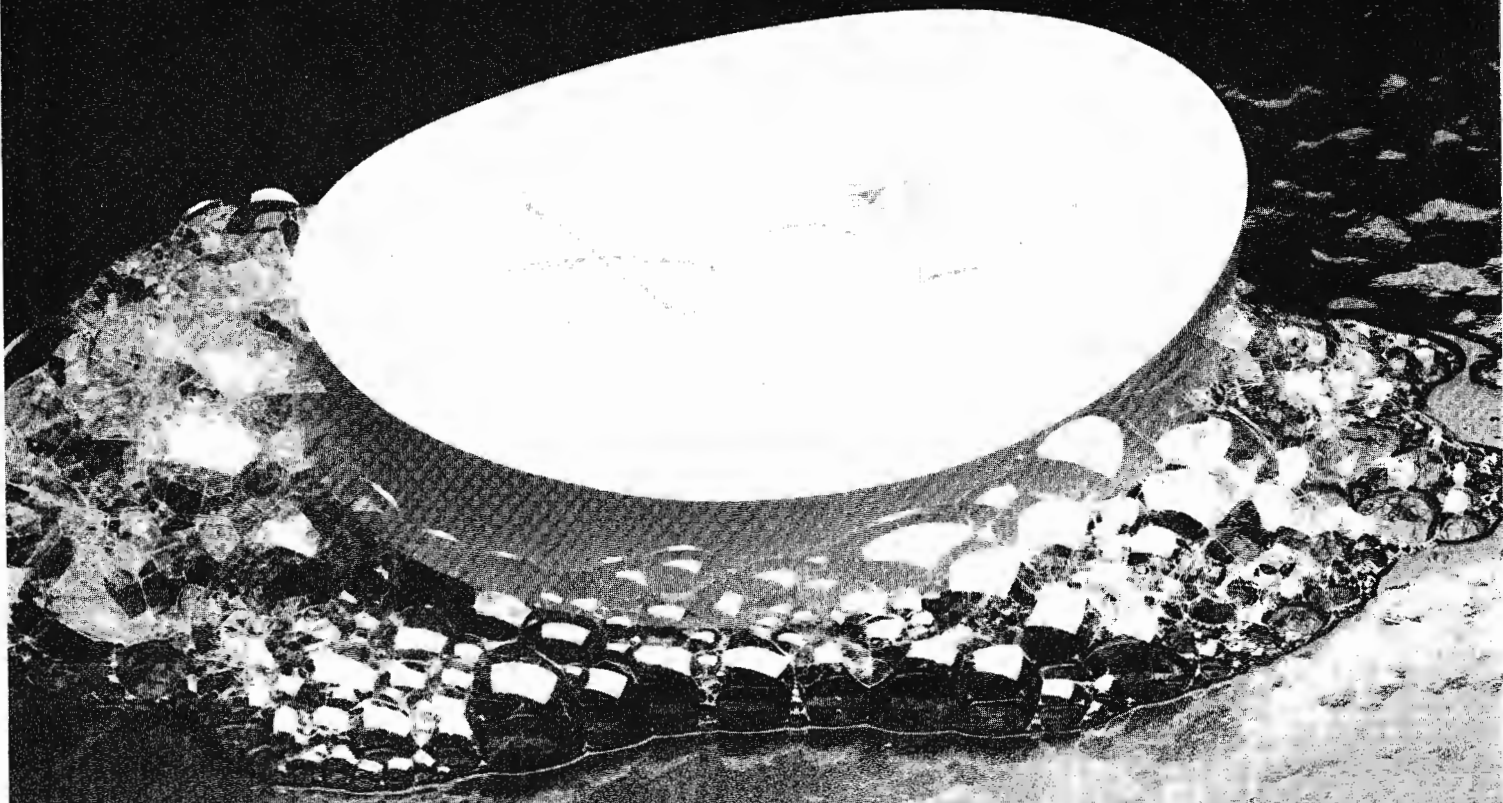
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CBS-TV's Tony Malara

*To take the temperature of network and affiliate relationships as the current round of TV network affiliates' conventions approached, BROADCASTING editors sat down with the men in charge of affiliate relations at each of the three networks. The resulting interviews covered a broad expanse of topics. In this one, which coincides with the CBS-TV meeting, Tony C. Malara, CBS-TV vice president, affiliate relations, deals with a range that runs from pre-emptions and station compensation to satellite distribution, new network programs and post-Cronkite changes in the evening news audience. His views on those and many other subjects are presented in the following "At Large."*

**Does the job of this department change when you go from a second to a comfortable first place in prime time?**

It is sweeter, I can tell you that. As a matter of fact, one of the things that we often talk about is the attitude and the temperature of the affiliates at the meetings, the mini-conferences and those various sessions that we have. It's interesting to watch their problems and how they're articulated—how their problems change as the numbers change. And it's probably a very good example of what the network means to the affiliate. You can see an affiliate that will be concerned about a number of things that bother everybody in everyday operation, but as the network strength grows and as the numbers become greater and as the network returns to its position, the conversations that you hold with the affiliates seem to take on a little more

general approach. We all stop looking at the nit-picking things and we concentrate on the real project before us. It's really strange. Things are a lot quieter. The meetings are a little less concerned about why the teletype machine doesn't function. You spend less time defending and somebody else may feel that he can spend less time attacking.

**What are the big concerns of affiliates?**

The emerging of the new technologies is a very serious concern. How to maintain localism in a marketplace. What the network and companies like CBS and ABC—all of us—are going to do about direct broadcast satellite. I think they're really concerned that their investment and their future are on solid ground. And they want to know what the network is going to do to make sure that that happens, and that they stay solid and viable. There always will be this kind of

feeling that we have to do this together, because as you go, so do we.

It really is true; these things don't operate independently of each other. The networks and the affiliates really do need to be one. They read your press and they read the other press stories about the Comsat stuff and the DBS, and they're sitting out there saying: "What's going to happen to me in Peoria? In Indianapolis?"

Gene Jankowski [president of the CBS/Broadcast Group] and [James] Rosenfield [president of the CBS-TV network] and the others from CBS have been extremely articulate in indicating that CBS's position is to be as aware of the technologies as we should be, and as current with those technologies as we should be, to use them when it is in our best interest to do so. But we continue to end every statement—and to say in the middle of every statement—that there is no question that the

CBS Television Network and its affiliates form a partnership we expect to be around for a very long time.

**What would direct broadcast satellites do to the network/affiliate relationships?**

I spent some time with affiliates at a meeting in Washington recently, and three affiliates cornered me, terribly upset with this latest action on DBS, and absolutely convinced that they're out of business. They're concerned that they're going to be sitting there talking to a very, very fragmented audience. And there are some television station operators who will tell you that if DBS is authorized, combined with all of these other technologies, the fragmentation of their audience is going to be so great that a television station in the United States is going to end up being like a radio station in reaching a very small audience. I think that's a very pessimistic view of what's happening here. I don't think that's going to happen. I believe—perhaps because of my 20 years at the station level—that nothing is going to take the place of that local newsroom, and that local public affairs department, and that local program which that station puts on better than anybody else in that marketplace. And I just don't see people in Watertown, N.Y.—where I come from, for example—being all that interested in what's happening in Syracuse or Rochester or Buffalo or Chicago or what. Of course, for entertainment, for sports, or that kind of programing, sure. But there will always be that

local feeling. And I think that's what's going to be the salvation of the station.

**Is there a suggestion there that you have more faith in localism than some of the affiliates?**

There are several ways to look at localism. We obviously have continuing concern over the clearance of the network program schedule. CBS is a giant manufacturing concern. The entertainment division makes the product, the sales division sells the product, and we are the distribution. We're the marketing arm. We're the people who get the shelf space for the Twinkies in the grocery store. And the more shelf space you get, the better chance you have of selling your product. Our job is to clear CBS Television Network programs around the country. Now, sometimes we have some concern over how the local stations take that program schedule and what they do with it. And when an affiliate tells me that one of his approaches in not clearing a CBS network program is to put on a local program, that's a form of localism.

Now, localism expressed that way can put the networks out of business. So we've got to be very careful; there has to be a balance there. If you take some of the better television stations in the country, and you take a look at their program schedules, they're a pretty good mix of the local public affairs programing, the special events in their market, the political coverage, the election coverage, the editorial stance. The

news department is usually key. And an occasional pre-emption, of course. What we look for, obviously, is some sense. Some of our affiliates [are] saying that there is only one way to go, and that is to become totally local. Well, totally local to me means independent. And you can't be a good independent and a good network affiliate at the same time—there's no balance there. But I think there is unquestionably a balance and a way to achieve a local position in the market with the strongest newscast, for example. We are obviously concerned and aware of and want to be concerned with what kind of numbers are generated by the local station for the network schedule. You know, how does *Dukes of Hazzard* do in that market, or whatever. One of the first things we look at is what the guy does with the time periods he programs himself. That's a very important part of the rate committee discussion. It's not only whether the *Dukes of Hazzard* is doing a 45 share, or *Dallas* is doing a 55 share. It's also what he does with his local news, what he does with his access, what he does with his fringe, because those areas of programing make for a very strong station [to go with] a strong network.

**Are you experiencing more pre-emptions in the last year or two?**

As a matter of fact, I have just finished a study, and the answer is, delightfully, that there has been a return to the network schedule in a number of areas on the regularly scheduled series programing, which is, after all, the backbone of CBS Television. There has been a flattening out, a leveling, of the one-time-only pre-emptions.

There has been erosion in a couple of areas. The 4 o'clock time period on the East Coast has always been a critical concern for us. Late night has been a concern, although our late-night numbers are moving up; I think that's coming around. But the problem we face with that 4 o'clock time period on the East Coast is very real—not the least of which is that it's 3 in the central time zone, and that makes for some local programing opportunities. We are very, very anxious to get this new program on the air from CBS News [Monday-Friday, 4-4:30 NYT, effective Sept. 28]. Hopefully, that's going to help us get back some of our stations.

**You mentioned CBS News. What has been the affiliate reaction to Dan Rather?**

As I told you, I spent some time in Washington at a meeting of the government relations committee of our CBS Television Affiliates Advisory Board with a number of Congress members, including John Rhodes [R-Ariz.] and Al Gore [D-Tenn.] and some people like that. One issue was news; there was a lot of conversation about news. And the consensus was that Rather is doing a remarkable job. He has converted a number of people—and I say that because there are an awful lot of people who thought: "How do I go from Walter to Dan?" You know, Dan is... is efficient. He's brisk.

There's an interesting thing that's happening. We all know that news viewing is off a little. One of the things that we seem to have found is that the plus-55 viewer to the Cronkite news has gone someplace. We're not sure where he's

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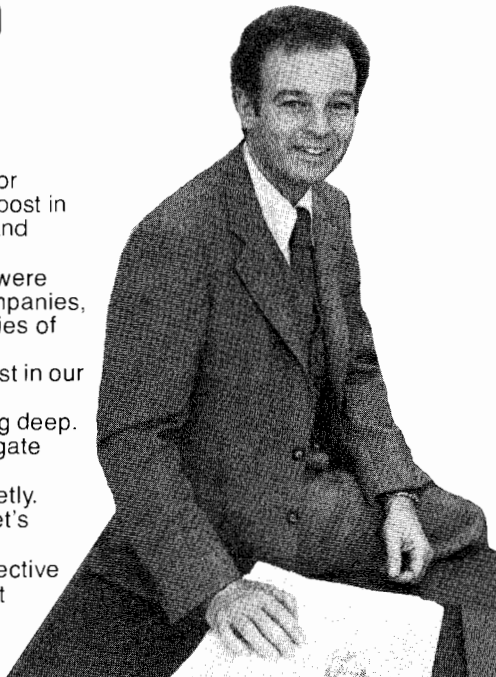
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gone. Maybe he's gone to the independent station. Maybe he's just not watching news any more. The research studies aren't yet that deep. But we're looking at what's been happening in the demographic area.

### **Were you talking about CBS News or all networks?**

All the networks are down in young men. Our numbers are down least of all.

### **You're talking specifically about news?**

The evening news broadcast. We seem to have found, however, in Dan Rather—at least this first period of measurement, which goes about four weeks—a way to turn those demographics. The first four-week measurement of Dan Rather's stewardship of *CBS Evening News* from March through April 3, I believe, will indicate that we have become number one in all key demographic areas. Becoming number one in women 18 to 34 is something that CBS has not enjoyed for a long time. So the demographics have changed. We always were number one with men—we're now number one in all categories. Total ratings, total shares, total households, total women, age groups, the whole number.

Dan himself is, I think, as aware as anybody of the incredible spotlight in which he sits after that time with Walter. Dan is a different personality. He's aggressive. He's a fighter. And I think that we're going to see a new way of being the number-one news broadcast on television, and that's being anchored by Dan Rather, who will bring his own style and his own way of presenting it. And you know, whether it's a blue background or a shade of green or pink or orange or whatever the hell it is, or whether he sits up on a stool or whether he unbuttons his jacket or whether he smiles more—all those cosmetic things get worked out after a while. But you don't change Dan. And nobody wants to.

### **Any thought about a 45-minute or hour evening news?**

I believe it's fair to say that Mr. Rosenfield has indicated that it moved from the back burner up to the front burner, then moved back to the back burner, and I think, now, it's over on the sideboard.

There is absolutely no question in anybody's mind here, and I think in a number of the affiliates' minds, that an expanded evening news is an idea whose time seems to have come. And that qualifier in there is simply because if you were to talk to a number of our affiliates privately, I think that a number of them would tell you that the idea of expanded news is something they want to embrace. There are some concerns, and properly so. What does it mean in the local marketplace? If they're running an hour of news right now, do they have to cut back 15? If they're only running a half-hour, do they have to add 15? What about the inventory? What about the money? If I'm going an hour and cut back 15, what do I do with all that money I'm losing? I can't make it up. How are we going to share the spots? Am I better off, you know, is it necessary to do an additional 15 minutes of network news? Maybe I should be spending that time on local news.

But when all of that's done, I think that you will find that the great concerns about the expanded evening news lie in the area of how that is done without sacrificing the local commitment and without sacrificing any tremendous amounts of local money, because that's very important to them.

But we have absolutely no plans to talk about the expanded evening news as a feature at this conference, although I'm sure it will be discussed by somebody—somebody will bring it up, and Bill Leonard makes his monthly statement, that that's what he wants for his retirement gift.

### **How much complaint do you get about the football overruns, or other overruns?**

Overruns are always a problem. And they're a pain in the neck. But I want to tell you, the response which we in this department and the network have had from our colleagues in the entertainment division, and being sensitive to the issue of overruns, particularly with the long movie form, has been very gratifying. And I believe it's fair to say that this network has had fewer overruns of movie product and entertainment programing than the other two. We're very, very much aware of that. We're not going to do anything dumb, like screw up a feature just to make sure it runs to 10 or 11 or something, but the sensitivity is as strong as I've seen it, and I've been associated with CBS for 20 years.

Football overruns—everybody's sensitive. "Start the games earlier." Well, you know, call Pete Rozelle. In sports, of course, there is no way really to control that activity. The area of entertainment, we do what we can. When we can. And we've done a very good job, if I do say so myself. Actually, Bud Grant has, and Harvey [Shephard] and those people.

### **At the outset you identified one of the principal affiliate concerns as fragmentation from the new technologies. What's their response then, to CBS's own cable network?**

The principal concern that's raised is that the financial resources of the company not be diverted in such a way that the technologies benefit and the network suffers. We went through a period, as you know, when the programing division had some serious problems in development. There is no question right now that Bud Grant and his division have a direct line, and I'm sure that none of us ever gets everything he wants, but I don't have any sense that there is a concern that we're not in development to the extent we'd like to be in development with new pilots and new programing ideas and new stories, because of any diversion of money by Gene and Jim, Mr. Wyman, [Thomas H. Wyman, CBS Inc. president] the entire company. All you need to do is to look at the kind of investment in the news division, the kind of investment in the sports division, and what Van [Gordon Sauter, CBS Sports president] is doing in sports, to look at the kind of programing that Bud Grant and his people are doing—those guys are incredible. Bill Self's movie unit—there's nothing like it in our business. I mean, the dollars are there, the concern is there. And we keep telling our affiliates that they needn't worry that CBS Cable

or any other area of CBS is going to take away the proper concern, the proper budget attention from this system of broadcasting. And as long as we continue to say that, and mean it—and we do—then we don't have a problem.

### **For whatever reason, network shares in total, in prime time, have been declining. They were down this past season. Is that erosion going to affect the relationship between network and station?**

Well, if that erosion is caused by some suddenly aggressive pre-emption attitude and pattern, surely. It already is a point of concern because if the network shares and the viewing to networks declines, and the audience base grows, we're still going to be sitting here with less of that marketplace out there. So, yes, as the viewing to network declines, we're going to be looking at our stations for the kind of support we need to balance that.

There are an awful lot of studies going on, by people who are much more expert in this area than I. I'm still learning a lot of this, but there are people who are sitting here and saying that there will be an end to this decline, that the decline is a combination of a whole bunch of things. You have people tell you that the decline comes from the result of the actors' strike, and all that, and many people say that's not true. The independent television station has become a much more important factor in this mix.

There's an interesting thing. I was fooling around the other night with the FCC staff study in doing a little report. You know that the prime-time access rule created additional opportunity for local stations to broadcast locally. Another thing the prime-time access rule did was to prevent those markets in the top 50 from programing the extremely successful off-network programs. And wouldn't it be kind of interesting to see what would happen if any network affiliate in a major market were able to compete for *All in the Family* and *Laverne and Shirley* and *M\*A\*S\*H*. Suppose, for example, *M\*A\*S\*H* were not on the independent station in the top 50 markets in the United States generating those incredible shares. And ratings. And I'm not an expert in this, and I'm not even sure that I have a valid point, but it would be interesting to find out, if there indeed is to be a change in the prime-time access rule, if the network affiliates were allowed to compete for that highly successful network programing in syndication, and you saw the *All in the Family*, the *M\*A\*S\*H*, the *Laverne and Shirleys*, etc., etc., on network stations, how the viewing in that marketplace to the independent station would be affected. I don't know how valid it is, but one of the things about being new here is you can say all kinds of dumb things.

### **How long does it take you to find out if you said something dumb?**

As soon as Rosenfield reads it. There are all kinds of people who are waiting to tell you that you shouldn't have said that. But you know, the spirit around here and the kind of support that we have... this department has gone through, as you know, the same kind of reorganization that CBS has gone through, and I think it's really incredible. We are really excited.

You can appreciate, I'm sure, that it's a whole

different ball game now from when it was one network. When the vice president of programing reported to the same president, and the vice president of sports reported to the same president, and we're now 3,000 miles away. We feel very good about who we are, what we are, and I think that our stations will also sense that we're there, you know, not to lie down and let them roll over us or vice versa. There's been a tremendous change in the relationship in that sense.

We're going to do all of those personal things that we always do in this business. We're going to play golf, and we're going to play tennis, and we're going to go to the theatre, we're going to have nice dinners, we're going to have great parties, and we're going to have wonderful meetings, but the bottom line today is much more important in this economy than it ever has been.

**In what other ways has the network and affiliate relationship changed in the last few years?**

Well, that's probably the most significant. I'm sure that my dear friend, Carl Ward, who spent so many great years here at CBS, had these same kinds of concerns, and spent a lot of time

and the public interest groups, and ACT [Action for Children's Television], and the Parents for Television, and the Moral Majority and all of those validly based, sincere interest groups—we have to be, I think, very, very sharp businessmen and women, as well as not losing that feel for show biz, because we're in the entertainment business, too.

**Do you get much input from the affiliates about program content?**

Sure. And properly so. One of the things I think that we do well at CBS is to understand that there is a difference when you're sitting in a local market answering those telephones. There isn't a guy around who would not say: "I'd like to have that man sit and answer my switchboard" when such and such a program comes on, because then "he'll really know why I get crazy" when we do a certain kind of program. And I think that our people here at CBS look at those issues. We have a very active affiliates board. There are some great people on it. That board has become more vocal and more involved with us, and that's a great balance out there.

You know, there's supposed to be a Bible Belt. Well, maybe there is, but we get these

in Baltimore and Schenectady. Fort Smith (Ark.) was a recent change. We've had a couple of new stations go on the air, in Greenville, Miss., and in Casper, Wyo. We have made some programming arrangements with stations which have carried two networks, two-station markets where they have come to a greater mix or greater balance of CBS programing. I tell you, that's an area that we're very, very careful about.

We all lived through that terrible few months when I first got here when our friends at ABC were extremely aggressive, and very successful in making some presentations around the country, and changing some affiliations. I don't think it's a secret that 22 stations, at one point or another, from 1978 through to about nine months ago, 22 markets came and said, you know, we ought to talk because ABC is there. Or NBC in a couple of cases—principally ABC, of course. We were able to—I hate the word—defend the position of CBS, and were successful in maintaining our relationship. Among the 22, we lost one, and that was Meridian, Miss., where we lost the V to ABC. A lot of dollars were involved in that particular switch, and the economics of the marketplace were such that we had to make a decision, and we made it. We have since affiliated with a U in the market, which has been doing a gangbusters job.

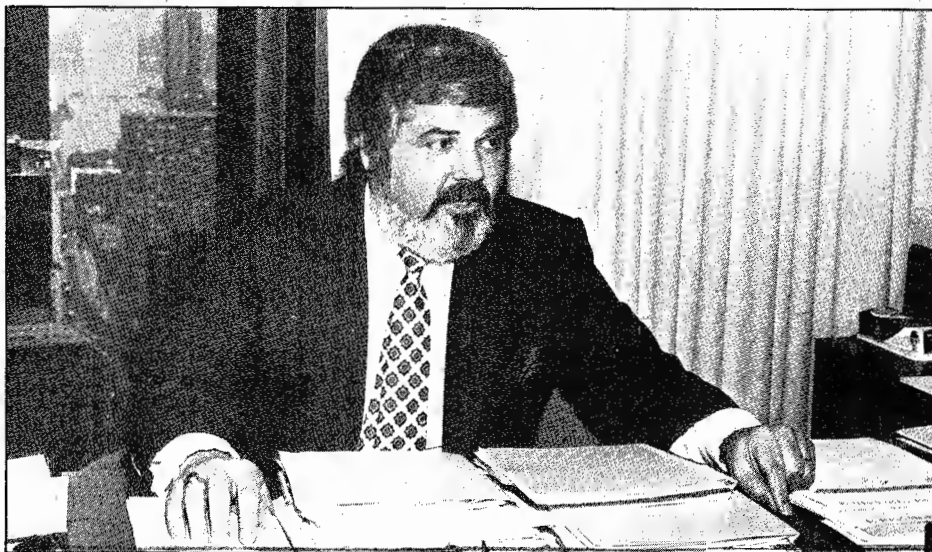
There are some things that you have to do to be competitive and to present the proper schedule. There may be deficiencies in a market from technical points of view. That sort of thing. But there is no great hunt here. We are not out seeing how many numbers we can add to our affiliate list. Any company which has to survive in a competitive marketplace is going to pay attention to its place in that marketplace. I spend a lot of time with a number of other people in this department, talking about lots of markets.

**What do you look for in a market? And in a station?**

Obviously you look at strength of management, commitment to the station and to the market by the ownership. Do they buy, for example, the kind of product that's out there and available? Are they the ones that are buying the *M\*A\*S\*H*s and *Laverne and Shirleys*—I mean, assuming it all makes economic sense for them, but are they positioning themselves for an aggressive marketplace with the proper fringe programing and late night? Principally, however, what it comes down to is to look at what they do in news.

Let's assume that we're going to be delivering the very best network product available on the three networks. If that local station is not producing the very best local newscast, we've got a problem. All we have to do is look at our stations where, in the marketplace, our station is number one in local news, and in network news, and to look at the same time at where the other network is disadvantaged, either from a technical facility or for whatever reason they have a problem with their news product, and you can bet your life that's on somebody's list.

I don't want to tell you you bet your life, it's on our list, because one of the things that we spend a great deal of time doing is making sure that there is no reason for our station in that marketplace to entertain a presentation from



Malara

talking to our affiliates about these same things. I don't know whether they've changed all that much, or whether it's just a perception from a new group here. But I do think that there's been much greater attention to the economics of the business. I think our stations have had to become much more concerned with who they are and what they are in the local marketplace. And much more concerned about who we are as a network. I'm sure that the giants of this business, those people who worked hard and put a television station on the air 30 years ago when there was nobody watching or very few people watching, and all of those people had their own sets of concerns and problems. And maybe they're not all that different from what they are today, it just seems that there's an awful lot of ways out there for people to do something other than watch your television network or your television station. And maybe it's become much more competitive out there, with the kind of money that's involved today,

kinds of phone calls from New York, too. But the problem is, of course, that what he is looking at is the reaction and the concerns of his marketplace. What the people like Bud Grant and Harvey Shephard and all those guys have to look at is 200-plus in the United States. So there's a difference in the way you look at it. But what it all comes down to is what that guy says. Because if we have a problem in putting a program in that market, and that manager calls up and says: "I am not going to clear that program because I don't like the way it looks," or: "It's a bad program for my area," or: "I can't handle these phone calls," it certainly does have some impact here. The programing judgments exercised by the Entertainment Division take that into consideration:

**You've had pretty good luck in picking up affiliates in the last year or so. How many have you added?**

The most recent, obviously, were the switches

another network. He's got the best network now, for positioning for the future. I think we're there, I think our people are in place, I think we have lived up to our promises, three years ago plus—a plan was laid out. Bob Daly started it, Jim Rosenfield came, Gene Jankowski said, down the line: Here's what we hope to do, here's what we think we can do. Here's how we're going to go out and do it, and I think we've done pretty much everything we said we were going to do. So in that marketplace, what we ask that affiliate to do is to do the very best local news job that he can do, because that local news and the commitment to the local market is the best thing that we have going for us besides our own CBS product.

**I assume that you probably have an eye out for some market here and there, now.**

Well—you know, I don't—

**Let me put it this way—is there any affiliate who is apt to be in Los Angeles for the last time?**

Well, I would like to live in a nicer house some day, you know. I drive around our neighborhood and I say: "Gee, I'd like to have that house." And with 200 outlets for what you do, you obviously want to have the best place out there. The interesting thing about CBS is that because of the kind of affiliates that built this network, because of the marketplaces they built, because of the facilities they built, we had very little white space. We had very few areas where we were not the advantaged facility. Or at least not the competitive facility. So to be very candid, ABC had to do what it did. I mean, it was survival. Watertown [N.Y.] was a single-station market, and we did business with all three networks, and at one point I went to all three affiliate conferences, and I can remember Harry Reasoner walking on the stage at the Century Plaza and in effect kicking the hell out of the affiliates sitting in that room because they didn't clear the evening news for ABC. There was no way ABC could ever be competitive, no matter what kind of a schedule it put on the air, being so disadvantaged with the numbers of affiliates and the numbers of outlets. So, it had to do that, and there was tremendous opportunity for it to do that. And indeed, that was one of their strongest points.

Certainly there are markets where we don't have the number-one technical facility. But the other thing you look at, and this is a very key point here, there are a number of markets where we can make a switch, the result of which would be to add a whole bunch of homes to the network circulation, but one of the first things that's done when those presentations are made to us, and you know, I don't mind telling you that the presentations are being made to us, and have been for a while, is what's the effect on the existing affiliate. And if market A is disadvantaged now as a CBS facility, because of a technical problem, or any one of a dozen other reasons, if that switch were made in that market and we got to a station which was a much greater technical facility, or had a greater audience or had a greater potential, what's going to happen to market B and market C and market D around it?

And one of the things we do is we pay very close attention to the impact of a switch in the

marketplace or a proposed switch in the marketplace on the CBS affiliates contiguous to that market. Jim Rosenfield says that you don't go out and kill. The improvement, if it can be made in some areas without totally destroying markets around, that's an approach. And that's one of the reasons, incidentally, why we have passed on some opportunities.

**You mentioned the presentations you're getting—is that something that's picked up in recent years? Number of affiliates, perhaps, going out seeking different affiliations. Is there any suggestion that there might be a new pattern developing of more frequent affiliate changes by stations actively trying to select a network for short-term competitive advantage?**

The answer is probably yes. I think one of the changes out there in the affiliate world is that the network is now looked at as a part of what makes the station run. The network is a part, the local news operation is a part, local programming is a part, local sales, national sales, etc. All of that is a mix. We are one part—a terribly important part, and to most people, probably the most important part—but a part. And that man or woman who has the kind of investment or company which has the kind of investment in a local television facility today, is going to be looking at all those ways that he can improve his position in the marketplace. Those people who say they would do better with a CBS affiliation are looking at that improvement for two reasons: first because of who we are and what we are, what they think we will add to their place in the marketplace, and also because in their judgment, we seem to be the best positioned network of the three. There's no question that a number of short-term decisions were made. There's an awful lot of money out there. And there's an awful lot of money being spent for a long time. And that's not a secret, because you know, those things are all a matter of public record. One of the things that we were able to do is to not compete totally on a money basis, because we thought we had something else to talk about. There's no question in my mind that some of those decisions were short-term decisions.

**Do you ever see it getting to a seasonal basis? You know, affiliates shopping between networks?**

I don't really think so. I think that as the private operator and the individual operator disappears, or as he becomes, you know, the smallest of this group, as the Times Mirrors and the Coxes and the Storsers and the American Families and those large, broad-based companies represent more of the marketplace, they're going to be much more critical of a network as part of the mix. You know, the private operator is becoming, not an endangered species, because they're all doing extremely well, and we're not going to throw any benefits for some of those guys who have made a very nice living and have sold their properties for very nice dollars. But there's a difference in approach and a difference in attitude.

Maybe 20 years ago, the CBS-affiliate relationship was that incredible personal bond, which is so important and remains important to our business. And I'm not suggesting that that

isn't important any more. What I am suggesting is as the economics of the business change, as the company make-up of the affiliate group changes, there is no question that there is a different attitude and a more business-like and critical approach to what the network is and how they fit in this mix. But I think that those operators are looking at a lot of things. And an awful lot of them were scared three years ago. We said: "Hang in there, because we think we know what we're doing."

**In two of the markets that you've recently been involved in, there's talk that the station that lost its CBS affiliations may go independent. Do you think it's apt to be a trend?**

Well, I think two things. I think that a part of the reaction to this trauma is necessarily emotional. I also think that it is not necessarily a bad business thing for someone to sit there and say: "Hold on; don't automatically think I'm yours, because I have some other options." There is a very real possibility that that could happen. I'm not sure of, say, the Baltimore situation. But there are a couple of ways that the Albany station might very well be productive and competitive as an independent. I think with the ownership, as you know it to be, with Viacom, and that incredible programming source over there, some of the legal problems notwithstanding, some of the FCC problems notwithstanding, the fact is that those people are in that business, and as I was reminded when I parked my car in that parking lot, I parked right under the satellite dish. And there's an awful lot of stuff up there in that satellite.

But whether you can be a competitive television station in a market without the services of one of the major networks depends a great deal on what else is available in that market. Maybe the guy sits there and says: "I'm not going to be able to compete in a three-network market. And maybe it doesn't make any difference who does my evening news. Maybe what I need to do is to go out and get all the *M\*A\*S\*H* and all the syndicated product I can, and do all the local programming and run movies and cartoons all day, and do my rate of return and get some money out of the marketplace and still operate a station that I'm not going to turn my back on."

I've never had an experience with an independent station. My whole career has been with an affiliated station. Independents, you know, are some kind of operators. Programming that station all day long takes a lot. I'm sure that there are some guys out there who'd love a chance to walk into an Albany and turn one of those stations into an independent station.

**New subject. Has CBS given any thought to not compensating the stations?**

I am told that one of my colleagues, a predecessor a long time ago, I'm not even sure who he is, and I don't think I want to know who he is, made the comment that some day the stations would be paying the networks. I don't think that can ever happen. I think that the concern of the network in keeping a reasonable attitude toward compensation and being concerned that the thing isn't just totally out of whack, is very, very real, and it's something

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**35%**

**MORE  
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Feb. 1981 2,990,000  
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**HOUR  
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Source:  
NSI, Cassandra, Nov. 1980  
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that we live with all the time.

There are no bad parts of this job. But if there were, if I had to name you a bad part of this job, it's the damn arguments about rate and compensation. Because there isn't a station out there that thinks he's properly paid. Everybody wants more money. And he's in here making the best presentation possible to get more money. The network sits here with all kinds of indices and all kinds of charts and numbers, and there is no formula. We can get down to a point where we think it's fair, but there's always some question as to whether the guy really wanted more money in the first place. Whether or not we could ever turn this thing around, I'm not sure I'd see how. Does that mean that we go into a totally barter system of networking? I'm not sure we can ever do that. Obviously, the level of our sales efforts supports the network, budgets. We need the outlets out there to provide the circulation which we can sell to the Procter & Gamble and the people of the world like that. I know of no plan currently or no person in the senior management structure of this company who is considering even having a meeting to think about that idea. Boy, you talk about an armed revolt. Hell, that will make the 45-minute news look like a piece of cake.

**Are your affiliates, some of them, suffering very much from cable? Or do they think they are?**

I think they think they are, and if you look at the numbers, and if you look at the shares of audience, and the viewing in some of the markets, there's no question that there has been a fragmentation of an awful lot of the marketplaces. Depending on the market and the cable facility and the service available. We had, for example, a kind of interesting exchange on the theory of accepting the paid advertising by HBO. Which came out of a discussion that we held, and it was very interesting to go around the room with the—I think it was 15 or 20 people in the room, various operators, and their concern or objection to that move was almost directly related to what they felt the strength of the cable was in their particular market.

I believe that all of our studies and all of our projections show that cable will be the prime competitor for a long time to come. But we don't see any great threat coming out of the other technologies which will approach the strength of the cable industry. But some fascinating things have been happening. You say how bad is it going to be? I think we say—what—in the next 10 years maybe five million videodisk players out there, a couple million VCR's, you know, what does that all mean? But you look at the cable development, and the pay cable development, and what we see, Dr. Blank [David Blank, CBS chief economist] and his office here have done a number of studies. Currently, we show 20 programming services available in the cable business. There are 20 companies, the USA Network, the Sports Net, the ESPN, the Warner Amex, all of those companies out there—20 services, including CBS Cable, by the way. One of the 20.

There is a piece of paper out that shows that by 1990 that list will become 10. Those 10 programming services are going to be looking at perhaps a couple of hundred million dollars apiece. All the network projections show that by

1990 the three broadcast networks are going to be looking at \$5 billion dollars apiece. So, it's \$15 billion versus a couple of billion—those are wacky numbers, aren't they, when you figure out all those zeroes. But that still gives you the positioning.

And the other thing is that something like two-thirds of all the existing cable systems have 12-channel capacity, and there's a tremendous amount of competition out there. And if you come right down to all of this, they don't do local news. And they don't do the town meetings. And they don't do the election coverage. And they don't put the local candidates on the air, and they don't do the church services like that local affiliate does.

We seem to have come full circle, but that's one of the reasons why I think that guy's future is secure. Much more competitive, maybe smaller shares, unquestionably a fragmentation of the audience. In Watertown, to give you a personal piece of nonsense, Nielsen takes the Watertown television market up there in Jefferson county and Oswego and St. Lawrence county, and they split—St. Lawrence county east and St. Lawrence county west. St. Lawrence county east has some spilled viewing from the Plattsburg/Burlington market. There's one television station in Watertown serving that area. The Plattsburg/Burlington market has three. The dominant station in viewing is the Watertown television station, the station I used to run, but I lost 12,000 homes in that area—St. Lawrence county east—and when I spent that god-awful day which all of us in this business should do, looking at those damn diaries, what I discovered was that 15% of the total viewing in that county went to the independent New York City television stations—WOR, WNEW, WPIX—all sports. The independent stations. And this was in 1976 or whatever it was, before I even thought about network. And what that shows is that there is no question that cable has had an influence on the marketplace. And when you're looking at a marketplace of WWNJ, with some 70,000 television homes, and you lose 12,000 because a lot of people are watching those three independent television stations for their sports content, that meant that all the other stations in that marketplace got that much more viewing, and I lost that half of the county. Much more competitive. Much more difficult to look for that audience.

But you know what? I got to believe that that guy who sells shoes down there on Madison Avenue has got the same problem. They walk by his store, they got seven more shoe stores in the next two blocks—there are 14 shoe stores, or whatever the hell they are. Thirteen shirt shops—I mean, there's a lot of that stuff out there. And he better have the best shoes and the best clerks and the best prices and the nicest store and all that other kind of stuff, or those people have no reason to shop there. And maybe that's really what we all are.

**I was just wondering whether you ever discuss with the affiliates the possibility of distributing your programming to them by satellite?**

Oh, they want us to discuss it a lot more. One of our colleagues, according to your fine publication, at the National Association of Broadcasters convention, made the prediction

that the number-one commercial television program in the country in the next few years would be supplied by other than the three networks by a distribution system other than the common network system. I think that's pretty accurate—what I read in your book. Yet another guy in that same area says the network is providing something which can't be provided by another source. The question has come up—well, how important is that satellite distribution in this mix? An affiliate at one of those sessions says the network doesn't want satellite distribution because it will become too easy for the local station to pre-empt. I don't understand that. Sure as hell ain't difficult now. All they do is send a telegram, and worry about fighting with us about it. But a long time ago, a man who was in a job such as this indicated that the local loop at the station was the backbone of the network—that's an interesting thought. I'm not sure it's totally true, because I'm not sure that we think that our relationship and the reason why we're in business depends on the telephone company in that community with that piece of hardware.

Satellite distribution, is, again, one of those ideas whose time has seemed to come. As a distribution system for a network, I think it's a long way away. We go to meetings all the time where we're asked: What's the CBS plan? What's the CBS work on it? Is NBC farther ahead than we are? Does ABC have a better idea? No. NBC had quite a bit of attention paid to it with that new system which it announced in the experimental rate that it filed. It operates a dual network in the afternoon, as you know. And it is providing that part of the network schedule in the afternoon by satellite to some distribution points, but the program is still being delivered by landline to the station. In our filing, the experimental tariff, which we just announced with AT&T, that's what we're talking about doing. And we've been doing that—put the program up to Chicago, Los Angeles, New York.

The stations would like to talk about satellite distribution, of course, because there is a tremendous amount of money involved in how the programs are currently distributed. And a number of stations have gone into the private microwave business. In Watertown, we built our own microwave; therefore, we were not a customer of the telephone company; therefore the dollar mix in the relationship was quite different. You become your own supplier, you become your own carrier. Whatever. And they would like to see that, of course, because of the flexibility that comes out of such an arrangement. There is no question but that there will be more use of the satellite in the future for program distribution, and even the distribution of certain network programs—we do that now in some areas. Not to the local stations. But I think that it is some time off. We have an enormous investment in those lines, there's no question about that. And they continue to be a good way to get it.

I think we're where we probably should be with satellites. As for our plan, satellite will play a larger role down the road; there's no question about that. I'm sure it will, for all networks, but again, the current system of transmission as well as the current system of broadcasting I think is with us for quite a while.

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# Business

## Total TV homes break 80-million barrier

### '80 census count prompts Nielsen to revise figures that reflect many changes below top-10 markets

The first look at new TV market rankings based on the 1980 census was provided by A.C. Nielsen Co. last week with the release of new estimates, as of Jan. 1 this year, for each of the markets it measures.

In total, the new figures show a 2.7% gain in total TV homes to 80,171,850, up from 78,032,880 shown in earlier estimates. These figures include Hawaii.

The new market figures will be used for this year's May and July local-market measurements. Then a new set will be developed for use starting in the fall.

Nielsen officials noted that in some cases, such as Los Angeles and San Diego, the new estimates indicate declines in TV households, compared with the estimates used from last October through March, even though it is known that the markets have grown in total population. This occurred, they said, because the census data proved that the projected TV growth rates used in the past were too high. Conversely, in other cases the census showed projected TV growth rates to have been too low.

In general, Sun Belt markets tend to

benefit most in the new figures, with TV growth rates often in double-digit percentages. West Palm Beach-Fort Pierce, Fla., for an extreme example, is shown with a 35.3% increase. In Orlando-Daytona Beach, Fla., where WFTV(TV) Orlando's Walter Windsor has led a multi-state campaign for early conversion to the new census data, the new figures are 15.8% higher than the old ones.

Within the top 10 DMA's (designated market areas) there were no changes in ranking, despite drops of 232,340 TV homes (3.6%) by top-ranked New York and, 263,780 households (6.1%) by second-ranked Los Angeles-Palm Springs and a gain of 113,870 TV households (9.4%) by 10th-ranked Dallas-Fort Worth.

Markets 10-20 saw some shifting, mostly with cities gaining or losing one or two places, but all that had been on that list previously stayed there, Tampa-St. Petersburg, Sarasota, Fla., made an impressive move up from 18 to 13 as households increased 17.6%.

Among other markets within the top 100, DMA's rising five or more positions on the list were Phoenix-Flagstaff (31 to 25); Orlando-Daytona Beach, Fla. (41 to 33); Shreveport, La. (60 to 55); West Palm

Beach-Fort Pierce, Fla. (78 to 64); Tucson (Nogales), Ariz. (96 to 86), and Austin, Tex. (100 to 90).

Dropping five or more rankings in the top 100 were San Diego (24 to 30); Columbus, Ohio (34 to 39); Springfield-Holyoke, Mass. (87 to 96) and Burlington, Vt.-Plattsburgh, N.Y. (92 to 98).

While many rankings changed, no one dropped out of the top 50 DMA's. Of the top 100, Fort Wayne, Ind., (from 101 to 99) and Waco-Temple, Tex. (103 to 100) joined that group; Lansing, Mich. (94 to 101), and Fargo-Valley City, N.D. (99 to 102), missed the cut-off.

Among the smaller markets, ranking gains of 10 or more positions were made by Fort Myers-Naples, Fla. (128 to 109); Las Vegas (123 to 110); Harlingen-Weslaco, Tex. (143 to 132), and Gainesville, Fla. (180 to 170). Not so good was the news for Wichita Falls, Tex., and Lawton, Okla. (111 to 124).

□

In the accompanying tables, "original" rank and estimates are those used from October 1980 through March 1981. "Revised" rank and estimates are the new ones, to be used in May and July.

Nielsen TV household estimates

Rank Revised	Rank Original	Market	Revised	Original	% change	Rank Revised	Rank Original	Market	Revised	Original	% change
156	157	Abilene-Sweetwater, Tex.	100,790	99,870	0.9	48	49	Charleston-Huntington, W.Va.	476,040	451,620	5.4
173	170	Ada-Ardmore, Okla.	64,950	67,320	-3.5	31	33	Charlotte, N.C.	612,140	559,720	9.4
151	151	Albany, Ga.	118,410	114,330	3.6	79	77	Chattanooga	285,730	280,790	1.8
51	51	Albany-Schenectady-Troy, N.Y.	459,040	447,590	2.6	181	179	Cheyenne, Wyo.-Scottsblf, Neb.-Sterling, Colo.	57,650	60,520	-4.7
67	70	Albuquerque-Framington, N.M.	348,110	319,170	9.1						
						3	3	Chicago	2,904,440	2,854,980	1.7
166	171	Alexandria, La.	79,870	66,000	21.0	148	140	Chico-Redding, Calif.	125,300	129,600	-3.3
164	162	Alexandria, Minn.	87,500	84,840	3.2	24	27	Cincinnati	700,270	681,680	2.7
202	202	Alpena, Mich.	11,830	11,440	3.4	167	165	Clarksburg-Weston, W.Va.	73,090	73,490	-0.5
123	117	Amarillo, Tex.	143,570	160,370	2.0	8	8	Cleveland, Akron, Ohio	1,401,040	1,300,200	3.0
18	17	Atlanta	1,007,470	956,750	9.3						
						106	105	Colorado Springs-Pueblo	188,500	180,390	4.5
104	110	Augusta, Ga.	196,380	168,910	16.3	94	98	Columbia, S.C.	228,000	203,400	12.1
90	100	Austin, Tex.	238,000	198,240	20.1	129	130	Columbia-Jefferson City, Mo.	151,040	144,400	4.6
145	154	Bakersfield, Calif.	130,380	109,950	18.6	117	120	Columbus, Ga.	172,440	159,230	8.3
20	19	Baltimore	826,290	809,540	2.1	39	34	Columbus, Ohio	556,870	56,790	0.0
151	150	Bangor, Me.	110,240	118,240	-6.8						
						140	136	Columbus-Tupelo, Miss.	142,990	135,400	5.5
93	97	Baton Rouge	229,870	206,330	11.4	131	135	Corpus Christi, Tex.	147,260	137,420	7.2
125	124	Beaumont-Port Arthur, Tex.	161,830	152,660	6.0	10	10	Dallas-Fort Worth	1,330,800	1,216,930	9.4
146	148	Beckley-Bluefield-Oak Hill, W.Va.	127,850	121,690	5.1	73	72	Davenport, Iowa-Rock Island-Moline, Ill.	313,890	304,740	3.0
169	167	Billings, Mont.	70,000	71,020	-1.4	49	48	Dayton, Ohio	475,890	453,120	5.0
182	188	Biloxi-Gulfport, Miss.	56,460	49,320	14.5						
						21	21	Denver	794,960	764,560	4.0
126	119	Binghamton, N.Y.	158,910	159,730	-0.5	69	64	Des Moines-Ames, Iowa	336,520	327,620	2.7
37	36	Birmingham-Anniston, Ala.	560,830	543,870	3.1	7	7	Detroit	1,638,250	1,625,090	0.4
142	144	Boise, Idaho	139,490	125,850	10.8	162	158	Durham, Ala.	90,390	91,400	-1.1
6	6	Boston-Manchester, N.H.-Worcester, Mass.	1,813,360	1,886,310	-3.9	115	109	Duluth-Superior, Mich.	174,510	172,550	1.1
32	29	Buffalo, N.Y.	608,650	635,270	-4.2						
						103	104	El Paso	196,970	183,060	7.6
98	92	Burlington, Vt.-Plattsburgh, N.Y.	214,170	216,510	-8.2	138	139	Erie, Pa.	144,350	131,310	9.9
180	175	Butte, Mont.	58,940	63,330	-6.7	122	129	Eugene, Ore.	165,620	151,840	9.1
186	186	Casper-Riverton, Wyo.	54,460	53,100	2.6	187	185	Eureka, Calif.	52,120	53,460	-2.5
75	75	Cedar Rapids-Waterloo-Dubuque, Iowa	304,900	295,260	3.3	91	88	Evansville, Ind.	237,490	227,660	4.3
72	73	Champaign & Sprngfld-Decatur, Ill.	315,860	304,090	3.9						
						102	99	Fargo-Valley City, N.D.	206,740	201,980	2.4
114	122	Charleston, S.C.	174,770	157,850	10.7	57	53	Flint-Saginaw-Bay City, Mich.	418,600	423,170	-1.1

Rank	Revised	Original	Market	Revised	Original	% change	Rank	Revised	Original	Market	Revised	Original	% change
158	159		Florence, S.C.	96,430	90,440	4.6	70	69		Omaha	324,980	323,000	0.6
66	64		Fresno (Visalia), Calif.	359,100	340,170	5.6	33	41		Orlando-Daytona Beach, Fla.	584,150	504,630	15.4
109	124		Fort Myers-Naples, Fla.	184,120	147,640	24.7	190	190		Ottumwa, Iowa-Kirksville, Mo.	42,740	44,030	-2.9
147	147		Fort Smith, Ark.	126,690	121,900	3.9	76	74		Paducah, Ky-Girardeau, Mo.-Harrbg, Ill.	295,850	296,040	-0.1
99	101		Fort Wayne, Ind.	208,130	197,200	5.5	171	177		Panama City, Fla.	69,410	61,990	12.0
170	180		Gainesville, Fla.	69,520	57,020	21.9	184	184		Parkersburg, W.Va.	56,400	53,640	5.1
201	203		Glendive, Mont.	4,600	4,500	2.2	95	93		Peoria, Ill.	221,320	215,910	2.5
100	109		Grand Junction-Montrose, Colo.	47,560	45,110	5.4	4	4		Philadelphia	2,382,320	2,374,520	0.3
40	39		Grand Rapids-Kalmzoo-B. Crk, Mich.	548,680	536,630	2.2	25	31		Phoenix, Flagstaff, Ariz.	696,320	621,110	12.1
179	168		Great Falls, Mont.	63,120	69,970	-9.8	12	11		Pittsburgh	1,204,870	1,166,120	3.3
68	66		Green Bay, Wis.	345,660	337,790	2.3	23	23		Portland-Bend, Ore.	774,060	740,520	4.5
52	54		Greensboro-H. Point-W. Salem, N.C.	454,600	415,830	9.3	78	76		Portland-Poland Spring, Me.	286,460	298,780	-2.2
88	90		Greenville-N. Bern-Washngtn, N.C.	242,050	222,700	8.7	197	196		Presque Isle, Me.	28,520	29,900	-4.6
36	37		Greenville-Spartnbg, S.C.-Asheville, N.C.	575,460	542,510	6.1	34	32		Providence, R.I.-New Bedford, Mass.	582,850	583,140	-0.0
192	191		Greenwood, Miss.	41,780	42,060	-0.7	149	149		Quincy, Ill.-Hannibal-Keokuk, Mo.	1,22,170	118,830	2.8
154	155		Hagerstown, Md.	108,670	106,050	2.5	43	43		Raleigh-Durham, N.C.	508,110	469,020	8.3
132	143		Harlingen-Wallace, Tex.	146,160	127,050	15.0	160	160		Rapid City, S.D.	91,510	89,930	1.0
50	50		Harrisburg-Lncstr-Leb-York, Pa.	469,650	449,960	4.4	134	138		Reno	145,680	132,330	10.1
195	195		Harrisonburg, Va.	31,480	30,910	1.8	200	200		Rhineland, Wis.	19,800	19,010	4.2
26	26		Hartford & New Haven, Conn.	690,430	667,660	0.4	54	55		Richmond-Petrsgb, Charltsvl, Va.	432,000	412,040	4.8
165	164		Hattiesburg-Laurel, Miss.	83,080	74,620	11.3	65	63		Roanoke-Lynchburg, Va.	363,250	346,270	4.9
77	80		Honolulu	295,300	266,330	10.9	71	67		Rochester, N.Y.	323,120	336,890	-4.1
11	12		Houston	1,267,300	1,150,020	10.2	112	107		Rockford, Ill.	180,920	176,840	2.3
89	89		Huntsville-Decatur-Florence, Ala.	238,500	226,570	5.3	189	187		Roswell, N.M.	42,940	52,580	-18.3
163	161		Idaho Falls-Pocatello, Idaho	88,280	85,210	3.6	22	22		Sacramento-Stockton, Calif.	788,050	749,480	5.1
19	20		Indianapolis, Lafayette, Ind.	840,670	802,380	4.8	161	166		Salisbury, Md.	90,710	72,950	24.3
80	83		Jackson, Miss.	281,160	255,830	9.9	44	44		Salt Lake City	504,490	467,300	8.0
191	191		Jackson, Tenn.	42,670	39,860	7.0	194	194		San Angelo, Tex.	33,810	33,030	2.4
63	65		Jacksonville, Fla.	376,530	338,050	11.4	45	46		San Antonio, Tex.	487,860	460,620	5.9
81	79		Johnstown-Altoona, Pa.	277,150	268,670	3.2	30	24		San Diego	657,820	725,260	-9.3
174	169		Jonesboro, Ark.	64,130	67,360	-4.5	5	5		San Francisco-Oakland	1,872,830	1,946,790	-3.8
121	112		Joplin, Mo.-Pittsburg, Kan.	166,800	165,960	0.5	120	115		Santa Barbara-Santa Mar-San Luis, Calif.	1,69,010	163,690	3.3
27	25		Kansas City	671,580	690,130	-2.7	108	116		Savannah, Ga.	185,660	160,480	15.7
60	61		Knoxville, Tenn.	400,430	372,180	7.6	14	14		Seattle-Tacoma	1,028,130	994,040	3.4
133	132		La Crosse-Eau Claire, Wis.	145,950	141,120	3.4	55	60		Shreveport, La.	426,790	380,200	12.3
116	118		Lafayette, La.	173,960	160,000	8.7	130	127		Sioux City, Iowa	149,100	149,400	-0.2
168	172		Lake Charles, La.	70,560	65,930	7.0	97	95		Sioux Falls (Mitchell), S.D.	216,220	208,680	3.6
101	94		Lansing, Mich.	207,790	211,240	-1.6	82	82		South Bend-Elkhart, Ind.	273,620	259,920	5.3
199	199		Laredo, Tex.	27,820	26,860	3.6	74	71		Spokane, Wash.	308,130	310,830	-0.9
110	123		Las Vegas	182,110	155,030	17.5	84	81		Springfield, Mo.	267,090	263,770	1.3
87	86		Lexington, Ky.	247,690	229,590	7.9	96	87		Springfield-Holyoke, Mass.	219,870	227,890	-3.5
193	193		Lima, Ohio	39,730	36,270	9.5	178	178		St. Joseph, Mo.	59,840	60,740	-1.5
85	85		Lincoln-Hastings-Krny, Neb.	255,650	254,560	0.4	17	15		St. Louis	1,021,010	986,760	3.5
56	57		Little Rock-Pine Bluff, Ark.	420,230	404,240	4.0	53	52		Syracuse-Elmira, N.Y.	437,310	442,540	-1.2
2	2		Los Angeles, Palm Springs, Calif.	4,029,110	4,292,890	-6.1	136	142		Tallahassee, Fla.-Thomasville, Ga.	144,680	127,760	13.2
41	42		Louisville, Ky.	514,230	489,950	5.4	13	18		Tampa-St. Petersburg-Sarasota, Fla.	1,096,900	932,360	17.6
135	129		Lubbock, Tex.	144,850	144,930	-0.1	119	113		Terra Haute, Ind.	170,210	164,930	3.2
139	137		Macon, Ga.	143,290	134,480	6.6	59	59		Toledo, Ohio	402,720	392,900	2.5
105	102		Madison, Wis.	191,310	191,690	-0.2	150	146		Topeka, Kan.	121,540	122,100	-0.5
183	182		Mankato, Minn.	56,400	54,520	3.4	137	134		Traverse City-Cadillac, Mich.	144,610	137,920	4.9
185	181		Marquette, Mich.	55,580	55,150	0.2	83	84		(Bristol, Va.-Kngspt.-J. City, Tenn.)	271,320	254,780	6.5
141	133		Mason City-Austin-Rochester, Minn.	141,250	139,670	1.1	86	96		Tucson (Nogales), Ariz.	255,560	208,640	22.5
155	153		Medford-Klamath Falls, Ore.	107,020	110,860	-3.5	58	56		Tulsa, Okla.	415,490	406,190	2.3
38	35		Memphis	560,000	548,560	2.1	198	198		Twin Falls, Idaho	27,980	28,570	-2.1
172	173		Meridian, Miss.	69,050	64,780	6.6	159	163		Tyler, Tex.	94,930	83,460	13.7
14	16		Miami-Fort Lauderdale, Fla.	1,073,350	967,110	11.0	157	156		Utica, N.Y.	96,680	100,240	-3.6
28	28		Milwaukee	665,940	664,200	0.3	100	103		Waco-Temple, Tex.	208,110	191,540	8.7
14	13		Minneapolis-St. Paul	1,034,350	996,400	3.8	9	9		Washington	1,339,480	1,297,260	3.3
143	141		Minot-Bismarck-Dickinson, N.D.	133,620	128,060	4.3	177	174		Watertown, N.Y.	62,440	64,180	-2.7
176	176		Missoula, Mont.	62,800	62,050	1.2	144	145		Wausau, Wis.	132,760	125,670	5.6
62	62		Mobile, Ala.-Pensacola, Fla.	380,430	360,270	5.6	64	78		West Palm Beach-Fort Pierce, Fla.	375,600	277,520	35.3
111	114		Monroe, La.-El Dorado, Ark.	181,620	164,080	10.7	107	106		Wheeling, W. Va.-Steubenville, Ohio	185,770	178,180	4.3
118	121		Monterey-Salinas, Calif.	171,610	158,360	8.4	124	111		Wichita Falls, Tex.-Lawton, Okla.	163,270	167,340	-2.4
113	108		Montgomery, Ala.	178,630	173,990	2.7	61	58		Wichita-Hutchinson, Kan.	398,560	403,930	-1.3
29	30		Nashville-Bowling Green, Ky.	664,850	632,330	5.1	46	45		Wilkes Barre-Scranton, Pa.	483,030	465,210	3.8
35	38		New Orleans	577,640	537,430	7.5	128	131		Wilmington, N.C.	157,070	143,540	9.4
1	1		New York	6,227,360	6,459,700	-3.6	127	126		Yakima, Wash.	157,730	151,290	4.3
47	47		Norfolk-Portsmouth-Newpt News, Va.	478,780	457,640	4.6	92	91		Youngstown, Ohio	234,370	218,940	7.0
201	201		North Platte, Neb.	15,450	15,950	-3.1	179	183		Yuma-El Centro, Ariz.	59,390	54,230	9.5
152	152		Odessa-Midland-Monahans, Tex.	116,310	113,050	2.9	194	197		Zanesville, Ohio	29,830	29,140	2.4
42	40		Okiahoma City	513,750	527,670	-2.6	Total			80,171,850	78,032,880	2.7	

## Griffiths's last bow

**Outgoing RCA chairman appears before stockholders for last time; defends NBC's performance; support of Silverman not as strong as in previous years**

Presiding over his last annual meeting as chairman of the RCA Corp., a position he officially relinquishes to Thornton F. Bradshaw on July 1, Edgar H. Griffiths reviewed for shareholders the progress of the company over both the last few quarters and his five years in its top slot. Separately, in an almost off-hand fashion, he dropped the surprising news of RCA's intention to enter pay cable programing.

When it came time for Griffiths to focus his attention on RCA's broadcast subsidiary, his remarks about NBC President Fred Silverman seemed most subdued, particularly when compared with his ringing endorsement of Silverman at last year's annual meeting. In what Griffiths termed a "balanced and objective report" on NBC, he emphasized that had it not been for the \$33-million after-insurance expense for the canceled winter Olympics in Moscow, NBC's profits would have been up slightly in 1980, hitting \$109 million. That contrasted, he said, with the operating profit declines of the other two networks, although he admitted that a gap exists in profitability between NBC and its rivals, a gap which "has to be cut down." Griffiths then presented his review of NBC strength in the various dayparts. In prime time, in which NBC counts *Shogun* and the World Series, CBS led the season with 19.1, ABC scored 18.0 and NBC trailed with 17.4. The .6 difference between NBC and ABC was to figure in what amounted to the strongest support Griffiths voiced for Silverman (who was present throughout the meeting, but who exited hastily afterward). Answering some particularly vitriolic shareholder criticism



Griffiths

of Silverman's performance and salary, Griffiths said "It's one thing to criticize" the man, "but he has a difficult job; he's paid to do a difficult job," and "the amount of abuse" leveled at Silverman in the press is "uncalled for." Griffiths said that "to call a man everything under the sun for six-tenths of a point is not fair."

The RCA chairman also noted that NBC's *Evening News* was in second place, the *Today Show* tied with ABC, with ratings up 10% and at its highest level since the 1974-75 season, and Johnny Carson's *Tonight Show* continues to hold its first-ranked position. *Saturday Night Live* had proved to be a "disappointment and a problem," while the "largest single area of programing difficulty" for NBC is daytime Griffiths reported, where "the gap is sizable" although the last few weeks have shown some improvement. Griffiths called sports a major success, with NBC radio performance strong and owned television stations doing well.

Detailing affiliate changes, Griffiths said that of 87 affiliates whose contracts had come up for renewal last year, 83 stayed with the network, two defectors had been replaced, two more would soon be and one "returned to us after going to ABC."

Griffiths was later to agree with a shareholder's contention that the performance of the television network was one of several influences serving to depress the price of RCA's stock.

The highly publicized management and board changes that beset RCA over the past year drew their share of attention at the shareholders meeting. At various points Griffiths and other board members referred to his stepping down as chairman June 30 as his own decision, or, to use his own words, "no one asked, no one demanded." Griffiths explained his rationale by saying, "the hours are brutal, the problems immense ... After a while you get tired."

Incoming Chairman Bradshaw, in his remarks, praised Griffiths as someone who "extraordinarily well served" the shareholders, and whose introduction of "sound management discipline, badly needed at RCA" was responsible for the financial improvements of his five-year tenure.

Commenting on the settlements Maurice Valente and Jane Cahill Pfeiffer received on their departures from the respective posts of RCA president and NBC chairman, Griffiths indicated that the dollar amounts each received were less than contractually stipulated. Valente received \$1.25 million, where his contract provided for \$2.125 million, reflecting, Griffiths said, Valente's "understanding of the difficulty that surrounded his position." The chairman also called Valente "an able man" and "a personal friend." Pfeiffer contractually could have received \$758,000 Griffiths said, with the actual settlement negotiated to \$705,000.

RCA, now without a president, remains committed to filling the post, Griffiths told an inquiring shareholder.

Griffiths devoted significant portions of the meeting to reviews of the previously reported 1980 results of the company, and his summary of the changes in the corporation during the five years he held the post of chairman. These included the development of the RCA videodisk system (a brief demonstration was part of the session), and the development of RCA American Communications, the domestic satellite arm of RCA. And in closing his report to the shareholders, Griffiths tendered his thanks—to the company, to his predecessors, RCA employees, and his wife, "who has endured many unusual business hours and who has seen many a vacation disappear at the last moment."

At the meeting, a shareholder resolution to appoint an ombudsman for NBC News (sponsored by Accuracy in Media) was defeated, receiving 9.5% of the votes cast. And in a related discussion of the boycott of television advertisers, Griffiths said that instead of a boycott it would be "far more desirable" for representatives of Moral Majority to "sit down with NBC" and discuss program content issues. That's something, Griffiths said, that has never been requested by Moral Majority, but which NBC is "well prepared" to do.

### Bottom Line

**Blair down.** As anticipated, John Blair & Co. reported net earnings for first quarter declined 2% to \$1,491,000, 38 cents per share, as revenues rose 11% to \$57,973,000. Decline was attributed to development costs of new "broadcast-related" operations; owned stations' operating results were said to have improved. □

**Changing with the times.** Burson-Marsteller has established \$250,000-plus Televideo Center in public relations firm's New York office for production of "video news clips, public service announcements, training modules, sales tapes, employe reports and other videotape communications." Center is equipped with two-camera color studio, computer-based tape editing facility and viewing room, control room and offices. □

**Dow data.** Radio Shack personal computers will be able to access Dow Jones & Co.'s News/Retrieval Service for business and financial news, both companies have announced. Purchasers of TRS-80 Videotex programing package (\$29.95) will get free password for Dow system and one hour free usage. □

**New computer.** Associated Press announced \$2.9-million purchase of ATEX 9000 computer editing system for its New York world headquarters. ATEX system will replace several smaller machines operating in network configuration. News service's domestic and international bureaus will continue to operate own independent computer systems.



# Stock Index

Exchange and Company	Closing Wed. May 6	Closing Wed. April 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING</b>						
N ABC	32	32			6	896
N Capital Cities	71 3/4	75	- 3 1/4	- 4.33	14	944
N CBS	57 1/2	59 3/4	- 2 1/4	- 3.76	8	1,602
N Cox	67 3/8	68 1/2	- 1 1/8	- 1.64	10	910
A Gross Telecasting	29	28 5/8	+ 3/8	+ 1.31	8	23
N LIN	32 1/2	34 1/2	- 2	- 5.79	11	180
O Metromedia	121	121 1/2	- 1/2	- .41	13	541
O Mooney	8 3/4	9 1/4	- 1/2	- 5.40	12	3
O Scripps-Howard	60 1/2	61	- 1/2	- .81	9	156
N Storer	36 1/8	38 3/8	- 2 1/4	- 5.86	11	474
N Taft	27 3/4	30	- 2 1/4	- 7.50	8	271

Exchange and Company	Closing Wed. May 6	Closing Wed. April 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>						
A Adams-Russell	25 1/4	25	+ 1/4	+ 1.00	20	83
A Affiliated Pubs.	30 1/4	29 7/8	+ 3/8	+ 1.25	12	155
N American Family	9 1/4	9 1/4			4	114
N John Blair	19 7/8	20 1/4	- 3/8	- 1.85	6	74
N Charter Co.	12 7/8	12 1/8	+ 3/4	+ 6.18	1	352
N Chris-Craft	34 1/2	34 5/8	- 1/8	- .36	17	108
N Coca-Cola New York	9 1/2	9 3/8	+ 1/8	+ 1.33	22	167
N Cowles	33 3/8	36	- 2 5/8	- 7.29	22	132
N Dun & Bradstreet	66 3/8	68 3/4	- 2 3/8	- 3.45	20	1,851
N Fairchild Ind.	25	25 1/4	- 1/4	- .99	7	285
N Gannett Co.	41 5/8	42 1/4	- 5/8	- 1.47	11	2,251
N General Tire	24 3/8	25	- 5/8	- 2.50	10	587
O Gray Commun.	52 1/2	53	- 1/2	- .94	11	25
N Harte-Hanks	35 1/4	36 1/8	- 7/8	- 2.42	17	335
O Heritage Commun.	14 3/4	16	- 1 1/4	- 7.81	7	79
N Insilco Corp.	20 3/8	20	+ 3/8	+ 1.87	9	219
N Jefferson-Pilot	27 3/4	26 1/2	+ 1 1/4	+ 4.71	6	608
O Knight-Ridder	12 1/2	13	- 1/2	- 3.84	8	29
N Lee Enterprises	35	34 1/2	+ 1/2	+ 1.44	13	1,132
N Liberty	29 3/4	29 1/2	+ 1/4	+ .84	14	212
N McGraw-Hill	16 1/2	17	- 1/2	- 2.94	6	210
N Media General	45 1/4	48	- 2 3/4	- 5.72	14	1,124
A Meredith	36	35 1/8	+ 7/8	+ 2.49	10	260
O Multimedea	60 1/2	64	- 3 1/2	- 5.46	9	190
A New York Times Co.	35	35 3/4	- 3/4	- 2.09	18	352
N Outlet Co.	34 1/8	34 7/8	- 3/4	- 2.15	10	409
A Post Corp.	36 3/8	37 1/2	- 1 1/8	- 3.00	53	91
N Rollins	22 1/8	24 3/8	- 2 1/4	- 9.23	11	40
N San Juan Racing	19 1/2	20	- 1/2	- 2.50	8	532
N Schering-Plough	18 3/8	18 5/8	- 1/4	- 1.34	21	46
O Stauffer Commun.	37 7/8	38 3/4	- 7/8	- 2.25	9	2,011
A Tech Operations	45	45			11	45
N Times Mirror Co.	15	17 1/8	- 2 1/8	- 12.40	16	15
N Turner Bcstg	50	51	- 1	- 1.96	12	1,705
A Washington Post	23	23				230
N Wometco	24 3/4	24 5/8	+ 1/8	+ .50	10	347
	18 7/8	18 7/8			8	250

Exchange and Company	Closing Wed. May 6	Closing Wed. April 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>CABLE</b>						
A Acton Corp.	16 5/8	17	- 3/8	- 2.20	12	50
N American Express	41 1/2	44	- 2 1/2	- 5.68	8	2,958
O Burnup & Sims	15 3/8	16 3/8	- 1	- 6.10	19	137
O Comcast	24 3/4	25	- 1/4	- 1.00	28	95
O Entron*	5	5			5	4
N General Instrument	113	112 1/4	+ 3/4	+ .66	19	995
O Rogers Cablesystems	9 7/8	11 1/8	- 1 1/4	- 11.23	19	187
O Tele-Communications	28 1/2	31 1/2	- 3	- 9.52	27	679
N Teleprompter	33 3/4	33 3/4			28	574
N Time Inc.	70 1/2	74 1/8	- 3 5/8	- 4.89	14	1,984
O Tocom	15 1/2	16 1/2	- 1	- 6.06		51
O UA-Columbia Cable	79 1/4	79 3/4	- 1/2	- .62	58	266
O United Cable TV	26 5/8	29 3/4	- 3 1/8	- 10.50	18	261
N Viacom	59	57 7/8	+ 1 1/8	+ 1.94	22	263

Exchange and Company	Closing Wed. May 6	Closing Wed. April 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>PROGRAMING</b>						
O Chuck Barris Prods.	3 1/2	3 1/2			3	11
N Columbia Pictures	40 3/4	41 5/8	- 7/8	- 2.10	12	413
N Disney	56 3/8	58 1/4	- 1 7/8	- 3.21	14	1,834
N Filmways	8 1/2	8 1/8	+ 3/8	+ 4.61		53
O Four Star	1 5/8	2	- 3/8	- 18.75	16	
N Getty Oil Corp.	72 1/4	65 1/4	+ 7	+ 10.72	8	5,935
N Gulf + Western	17 1/2	18	- 1/2	- 2.77	4	1,306
N MCA	53 1/8	54 1/8	- 1	- 1.84	9	1,248
O Medcom	8 5/8	8 1/8	+ 1/2	+ 6.15	31	14
N MGM Film	10 1/4	10 3/4	- 1/2	- 4.65	7	333
O Reeves Commun.	44 1/2	44	+ 1/2	+ 1.13	32	161
O Telepictures	6 3/8	6 1/2	- 1/8	- 1.92	29	15
N Transamerica	20 1/2	21 3/8	- 7/8	- 4.09	6	1,339
N 20th Century-Fox	63 1/2	63 3/4	- 1/4	- .39	10	684
O Video Corp. of Amer.	14	13 1/4	+ 3/4	+ 5.66	29	13
N Warner	48 1/4	50 1/2	- 2 1/4	- 4.45	12	2,835
A Wrather	27 1/2	28 3/8	- 7/8	- 3.08		63

Exchange and Company	Closing Wed. May 6	Closing Wed. April 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>SERVICE</b>						
O BBDO Inc.	44 3/4	44 3/4			10	112
O Compact Video	18	19 5/8	- 1 5/8	- 8.28	17	53
N Comsat	46 1/8	48 5/8	- 2 1/2	- 5.14	10	369
O Doyle Dane Bernbach	15 3/4	15 1/2	+ 1/4	+ 1.61	4	19
N Foote Cone & Belding	32	34 5/8	- 2 5/8	- 7.58	8	87
O Grey Advertising	60	62	- 2	- 3.22	6	36
N Interpublic Group	34 1/2	36	- 1 1/2	- 4.16	7	154
N JWT Group	34 3/4	35 1/4	- 1/2	- 1.41	8	106
O MCI Communications	16 1/4	16 1/2	- 1/4	- 1.51	81	594
A Movielab	5 3/4	6 1/4	- 1/2	- 8.00	5	9
A MPO Videonetics	6	6			17	3
O A. C. Nielsen	44	44			18	493
O Ogilvy & Mather	31 1/2	29 3/4	+ 1 3/4	+ 5.88	9	130
O Telemation	2 1/4	2 1/4			13	2
O TPC Communications	4 1/8	4 3/4	- 5/8	- 13.15	29	3
N Western Union	23 3/8	24 1/4	- 7/8	- 3.60		354

Exchange and Company	Closing Wed. May 6	Closing Wed. April 29	Net Change in Week	Percent Change in Week	P/E Ratio	Market Capitalization (000,000)
<b>ELECTRONICS/MANUFACTURING</b>						
O AEL Industries	13	14 5/8	- 1 5/8	- 11.11		21
N Arvin Industries	15 3/4	16 1/4	- 1/2	- 3.07	8	122
A Cetec	7 1/2	7 3/4	- 1/4	- 3.22	9	15
O Chyron	13 3/4	11	+ 2 3/4	+ 25.00	23	17
A Cohu	8 3/8	9 1/8	- 3/4	- 8.21	12	14
N Conrac	21 1/2	21 1/4	+ 1/4	+ 1.17	9	45
N Eastman Kodak	74 3/8	79	- 4 5/8	- 5.85	12	12,003
O Elec Missile & Comm.	9 3/8	9 1/8	+ 1/4	+ 2.73	117	25
N General Electric	63 7/8	66 1/8	- 2 1/4	- 3.40	10	14,478
N Harris Corp.	54 1/2	55 3/4	- 1 1/4	- 2.24	20	1,676
O Intl. Video*	1/8	1/8				
O Microdyne	29 1/4	32	- 2 3/4	- 8.59	22	77
N M/A Com, Inc.	29	29			25	968
N 3M	59 3/4	62	- 2 1/4	- 3.62	10	6,959
N Motorola	74 3/4	79 3/8	- 4 5/8	- 5.82	14	2,133
O Nippon Electric	84 3/8	86 1/2	- 2 1/8	- 2.45	64	2,770
N N. American Philips	50 1/2	51 3/4	- 1 1/4	- 2.41	8	607
N Oak Industries	32 1/2	31 3/8	+ 1 1/8	+ 3.58	11	353
A Orrox Corp.	11 3/4	11 3/4			38	19
N RCA	25 3/4	26 1/4	- 1/2	- 1.90	7	1,930
N Rockwell Intl.	40 5/8	40 7/8	- 1/4	- .61	11	3,047
A RSC Industries	5 1/8	5 1/4	- 1/8	- 2.38	13	12
N Scientific-Atlanta	30 1/8	30	+ 1/8	+ .41	26	638
N Sony Corp.	19 1/4	20	- 3/4	- 3.75	32	4,150
N Tektronix	58 5/8	60 1/4	- 1 5/8	- 2.69	13	1,070
A Texscan	37 5/8	38 1/8	- 1/2	- 1.31	74	55
N Varian Associates	26 1/4	29	- 2 3/4	- 9.48	12	201
N Westinghouse	31 3/8	34 1/8	- 2 3/4	- 8.05	8	2,665
N Zenith	17 3/4	19 3/8	- 1 5/8	- 8.38	16	334

Standard & Poor's 400 Industrial Average 148.74 150.74 -2

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

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

## S. 821 reported by Commerce

**Small changes mark bill that would reauthorize FCC, give it fee schedule to enforce, and create federal task force on international telecommunications**

The Senate Commerce Committee reported a bill last week that would tighten congressional control over the FCC and levy fees on most providers of telecommunications services.

The bill, S. 821, was originally introduced by Senate Commerce Committee Chairman Bob Packwood (R-Ore.) in March (BROADCASTING, March 30). Although the thrust of the bill is unchanged, amendments would change some of the fees charged to providers of telecommunications services, authorize a task force to establish national policy on international telecommunications issues and provide a one-year authorization for the National Telecommunications and Information Administration.

Under provisions of the bill, the FCC, which has operated under permanent authorization in the past, would have to be reauthorized after three years.

The bill authorizes appropriations of \$76.9 million for the FCC for fiscal years 1982-1984, a cutback from the \$77.3 million the Reagan administration recommended for the same years. According to the bill summary, the three-year authorization will "give the Congress an opportunity for regular and systematic oversight of FCC activities."

As amended, the bill would also require the FCC to establish a "managing director." The managing director would be appointed by the chairman, subject to the approval of the commission, and would be able to perform whatever executive or administrative functions the chairman delegated.

The amended bill also would authorize the establishment of an International Telecommunications and Information Task Force, which would coordinate the policies of all federal agencies involving international telecommunications and information. Authorized for three years, the task force would have the authority to review and approve all proposed statements by federal agencies on international telecommunications and information policy.

Task force members would be the secretary of commerce (who would be the chairman), the secretary of state (who would be the vice chairman), the secretary

of defense, the attorney general, the U.S. trade representative, the chairman of the FCC and the director of the International Communications Agency. The President could extend the life of the task force by executive order.

Under a provision of the bill, the NTIA would be authorized for \$16.5 million for fiscal 1982.

According to the bill summary, the FCC fees are intended to help the agency carry its own budgetary weight; the fees, the summary says, are based on the cost of regulation.

The amended bill sets a fee schedule, assessing charges for FCC services that the summary says would raise enough money to "guarantee a return to the federal treasury of almost half of the FCC annual budget."

Although the bill sets specific fee levels, the FCC would be able to raise or lower the fees annually, but only if it distributes changes evenly among the separate charges. Increases or decreases in the fees would become part of the FCC's rules and regulations and wouldn't be subject to judicial review.

The FCC would also be authorized to assess a penalty for late payment of not more than 25% of the fee. The FCC would also be authorized to waive or delay payment of a fee if it determined the public interest would be served.

Under provisions of the bill, the fees collected could not exceed 50% of the FCC's appropriation, and the funds would be placed in the general fund of the U.S. Treasury.

The fee schedule as proposed in the amended bill and differing in a few respects from the one originally proposed is listed below:

Private radio services:	Charge
Marine coast stations—new, modifications and renewals	\$50
Operational fixed microwave stations—new, modifications and renewals	50
Aviation radio licenses (including ground stations)—new, modifications and renewals	25
Land (mobile radio)—new, modifications and renewals	25
<b>Equipment approval services:</b>	
Type certification:	
Receivers (except TV)	150
All others (including TV)	500
Type acceptance:	
Approval of subscription TV systems	1,500
All others	250
Type approval:	
Ship (radio telegraph) automatic alarm systems	5,000
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 TV relay service:	
Construction permit new	250
Renewals	50
Petitions for special-relief waivers	500

### Broadcast services:

Commercial TV stations—new and major change construction permit:	
Application fee	1,000
Hearing charge	5,000
Grant fee—three times annual fee (see below)	
Commercial radio stations—new and major change construction permit:	
Application fee	500
Hearing charge	5,000
Grant fee—three times annual fee	
Directional antenna license fee	300
Translators and low-power TV stations—new and major change construction permit:	
Application fee	
Top 150 markets	200
Remaining markets	100
Hearing charge	1,000
Grant fee	100
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:	
All Class B and C FM's, AM's greater than 5000w	1,500
All Class A FM's, AM's between 1000w and 5000w	500
AM's less than 1000w	150
Annual fee—low power TV stations	100
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, assignments, transfers	250
Renewals and modifications	25
Air-ground station initial construction permits, renewals and modifications	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, transfers, assignments	100
Renewals and modifications	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, assignments, transfers	500
Renewals and modifications	350
Satellite services:	
Initial construction permit for a commercial transmit/receive earth station	1,500

*Continues on page 52.*

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Application for a satellite license	20,000
Multipoint distribution service:	
Initial construction permits, assignments, transfers	1,500
Renewals	100
All Section 214 applications	1,500
Tariff filings:	
filing charge	300
Special permission filing	250
Telephone equipment registration	150
Digital termination service	150

## No major waves as FCC, NTIA bills survive House markups

**Wirth amendment is more concerned with FCC system for telephone rates; sunset status for both agencies remains; bill would continue to allow FCC to adjust fees to cost**

The FCC must establish a uniform system of accounting for its regulation of telephone rates "as soon as is practicable," according to an amended bill passed by the House Telecommunications Subcommittee last Wednesday (May 6). A second bill, passed without amendment, would change the National Telecommunications and Information Administration from a permanent agency to one that must be renewed every year.

Discussion was brief on the first bill (H.R. 3239), which would change the FCC from a permanent to renewable agency and allow it to set license fees for regulated services, and primarily was about an amendment offered by Subcommittee Chairman Timothy Wirth (D-Colo.). He proposed an amendment requiring the FCC to complete a rulemaking looking toward revision of its uniform system of accounting as soon as possible. It would also direct the FCC to report to the subcommittee, within one year of the bill's enactment, on the commission's progress in the rulemaking.

The movement to speed up FCC action surfaced two weeks ago at a hearing on H.R. 3239 in which subcommittee members chastised the FCC for poor management and lack of identifiable priorities (BROADCASTING, May 4).

The amendment contains no guidelines on how the uniform system of accounting should be structured, but orders the FCC to give much greater priority to implementing it. The system is needed, according to Wirth, to facilitate the subcommittee's revision of laws regulating common carriers later this year.

Wirth proposed the only other amendment to the bill. It would require the FCC to waive charging license fees for its

regulation of government-owned and non-commercial broadcast facilities. The original bill would have simply permitted the FCC to waive those fees.

The bill authorizes the FCC to continue to set license fees to cover the cost of regulating most other telecommunications services. The FCC has urged the subcommittee to incorporate the schedule of fees set by a comparable Senate bill (see page 50), because the commission does not believe it can set a schedule that will survive judicial review.

Wirth said he is soliciting comment from broadcasters and other interested parties about whether the Senate bill's fees are too high or low and will consider incorporating them in a conference with the Senate Communications Subcommittee later this year. Conferences occur after both houses of Congress have passed differing bills and need to discuss ways to compromise differences.

The bill continues to allow the FCC to raise and lower its fees according to changes in the cost of regulation. It forbids the FCC to base fees on the value of a licensed facility or on any public policy espoused by the FCC.

The total amount raised by fees may not exceed 50% of the FCC's annual budget. Finally, the bill would require the FCC to go before the subcommittee for budget authorization annually, rather than every three years, as provided in the Senate bill.

The measure to gain greater control over NTIA (H.R. 3240) would do so by requiring it also to seek budget authorization from the Telecommunications Subcommittee each year.

## Clarence James resigns from CRT

**Disagreement over tribunal's future in copyright law called reason for departure**

Clarence James, chairman of the Copyright Royalty Tribunal, who found his views increasingly at odds with the direction of the CRT, resigned May 3 with little fanfare.

Although other commissioners didn't express surprise at his departure, none professed to know why he left. Commissioner Frances Garcia, who is in line for the chairmanship on Dec. 1, said that although James cleared out his desk Friday (May 1) and indicated he was resigning, he left no forwarding address or reason for his action.

But James, who testified before a House subcommittee that CRT wasn't working and should be radically restructured or abolished (BROADCASTING, March 16), told BROADCASTING his reasons for leaving weren't too hard to understand. "I didn't want to be hypocritical," he said. He said he woke up one morning and decided he shouldn't remain at the tribunal. He said that even though Congress has been considering rewriting the tribunal's authorizing legislation, it might be "two years before Congress adopts new legislation."

"I don't see how I could continue to take the salary," he said.

But another source suggested that James's reasons for leaving were a bit more complicated. The source said James was "exceedingly upset" with the testimony Commissioner Thomas Brennan delivered to the Senate Judiciary Committee two weeks ago (BROADCASTING, May 4). Brennan, speaking for the tribunal while James was away in California, said that while the tribunal would benefit by being granted more flexibility, it didn't need radical surgery.

In a May 1 letter to Judiciary Committee Chairman Strom Thurmond (R-S.C.), James took strong exception to Brennan's having testified in his behalf, noting that although he had given his approval to a draft of testimony, the testimony read at the hearings in his absence was not what he had approved. "I would like to take this opportunity to say that in reviewing the testimony which was actually presented I find that it is not what I concurred in and in fact I am in substantial disagreement with it. Many of the views expressed completely contradicted my views," he said.

He concluded: "I would sincerely hope that my fellow commissioners would put aside their pecuniary and proprietary interest in the tribunal. They could then, I believe, give an objective appraisal of the value of the tribunal."

Brennan, who as senior commissioner becomes acting chairman of the tribunal in James's absence, denied James's charge. Brennan said the version James approved before he left for California was the same one he read. The only changes made, Brennan said, were changes James had suggested.

In his May 1 letter of resignation to President Reagan, James said he stood firm in his belief that the CRT should be abolished. "After considerable thought and reasoning, I am convinced that the Copyright Royalty Tribunal should be eliminated," he said.

James said that "copyright owners will be more confidently assured" of compensation if that compensation is determined by the market or contract.

He concluded: "So conclusive is the evidence supporting the inability of the Copyright Royalty Tribunal to fulfill the mandate of Congress, and so strong are my feelings that anything short of elimination is a blatant waste of taxpayer's money, I hereby respectfully submit my resignation as chairman and commissioner to the Copyright Royalty Tribunal, effective immediately."

James, a Democratic lawyer who had served three and a half years of his five-year term, said he will vacation in Barbados for two weeks, where he'll think about his future. James still has a home in Cleveland.

A White House spokesman assumed the administration would seek a replacement for James, even though Congress is considering legislation to restructure the agency, and the tribunal has testified that it would be satisfactory to drop from its five members to three.

# TV coverage of Senate gets boost in hearings

**Pressler, Gregory, Helms, Dittrick, Saeman, Rosencranz and Wertheimer among those testifying in favor of allowing cameras in chamber**

Rules Committee hearings on whether to allow televised coverage of Senate proceedings ended last Tuesday, May 5, on what appeared to be a favorable note. All nine witnesses who testified spoke in favor of coverage, as did the committee chairman, Charles Mathias (R-Md.), and Senator Jesse Helms (R-N.C.), who were the only committee members attending.

Last week's session focused on the experiences of televising the House of Representatives and with the cable TV industry's carriage of gavel-to-gavel proceedings in the House. This was in contrast to the committee's first two days of hearings on the issue (BROADCASTING, April 13), which included lengthy debates ranging from senators' fears of looking bad on camera to whether TV will initiate drastic changes in Senate proceedings.

All three commercial networks, public TV and radio and the Cable Satellite Public Affairs Network covered the first two hearings. At last week's session, C-SPAN had the only cameras in evidence.

Senator Larry Pressler (R-S.D.) who, as a member of the House until January 1979, participated in its debate over whether to allow coverage, testified that "fears raised in the House have not materialized," and "the Senate will become a lesser body if we don't allow coverage."

Pressler is one of three co-sponsors of the resolution (S. Res. 20) to allow television coverage, introduced early this year by Senate Majority Leader Howard Baker (R-Tenn.).

Arguments that televised coverage would "destroy the mood or flavor" of Senate proceedings are "very strange," said Pressler, who at 38, is one of the Senate's younger members. "If that's the way we do business, maybe we should be on TV," he said, "and maybe we should change the way we do business."

Neal Gregory, a former staff member of the House Administration Committee, noted results from a survey he conducted in 1980 (BROADCASTING, April 6) that indicates generally favorable assessment of televised coverage by members of the House.

Gregory recommended that the Senate control the cameras because such coverage would be cheaper than that the networks could provide. It would also be less distracting to members and would focus on the speaker rather than seeking reaction shots and other perspectives for the sake of variety.

The Senate is not considering "going

into show business or even providing news, as it is defined by media, who must concentrate on headlines," said Gregory. "It is considering opening a window on its proceedings."

Helms, who is part-owner of Capitol Broadcasting Co., licensee of WRAL-FM-TV Raleigh, N.C., said, "as a former broadcaster, I don't like the idea of restraints on cameras, but they may be necessary to preserve decorum in the Senate."

Gregory advised the Senate to consider copyrighting its television coverage to prevent reuse for political purposes. House rules prevent an incumbent member from using taped appearances for political purposes, such as campaign commercials, but they allow copying and reuse by anyone else.

The Senate should allow reuse only for news and educational purposes, according to Gregory. Mathias noted he had "grave concerns" that copyrighting broadcasts might violate the First Amendment.

Mathias asked Gregory if labor union problems prevent broadcast networks from using more than three minutes of each day's broadcast of House action. "That's just an excuse," said Gregory. "Networks only have time for headlines."

Douglas Dittrick, chairman of the board of the National Cable Television Association, was the first of four representatives of the cable industry who testified that cable TV is ready and willing to carry Senate proceedings from beginning to end. "Continued growth in the cable industry depends on its ability to offer diversity in programing," he said.

Helms asked Dittrick if Arbitron or Nielsen has measured the audience for C-SPAN's broadcasts of the House. Dittrick answered no, but recalled "overwhelming viewer reaction" to an interruption in C-SPAN's service last year as an indication

of the program's popularity.

John Saeman, chairman of C-SPAN's board of directors, noted that, according to phone company estimates, C-SPAN receives an average of 1,000 calls per minute when conducting a call-in show, which it has been doing since October 1980.

Robert Rosencranz, president of UA-Columbia Cablevision and a past board chairman of C-SPAN, said that cable won't deliver large audiences at any particular time, but that "in aggregate, a large, diverse audience will view Senate broadcasts." Rosencranz called gavel-to-gavel coverage a "natural way of reporting" that will let the public decide how it feels about issues. "The fairness doctrine is not a problem with us," he said. That conflicts with a recent NCTA statement to the Senate Commerce Committee that it is a problem and that cable should not be subject to the fairness doctrine (BROADCASTING, May 4).

Fred Wertheimer, senior vice president of Common Cause, said televising the Senate is not likely to distort the U.S. election process by giving greater exposure to incumbents. Televising the Senate, he said, "can become one of the great accountability tools of our society."

Stephen Janger and Margery Kraus, president and vice president of Close-up Foundation, described their experiences with educational two-way cable programs produced in cooperation with C-SPAN. Exposure to the workings of Congress, said Kraus, encourages people to rethink their views and go beyond "simplified slogans that are a detriment to our system."

Mathias said at the end of the hearing that the committee will mark up S. Res. 20 in June and take it to the Senate for a vote before the July 4 recess.

## Washington Watch

**Copyright sidebars.** NAB's filing with District of Columbia Circuit court in attempt to prevent Copyright Royalty Tribunal from distributing part of 1978 cable royalty fees (BROADCASTING, April 20) died as court denied stay. Court held CRT could go ahead with its plan to distribute 50% of fees, refusing NAB's argument that such distribution would jeopardize its pending appeal of CRT's decision on how to divide funds among claimants. Also, CRT will hold hearings on distribution of 1979 cable royalty fees, beginning on July 7. First phase of hearings will be devoted to determining percentages that should be awarded to claimants. Parties desiring to present evidence or argument must notify CRT by May 15.

**End of the road for Faulkner.** U.S. Supreme Court has refused to review FCC decision denying renewal of Faulkner Radio Inc.'s WLBB(AM) Carrollton, Ga. Commission action, in June 1979, was based on various charges, including misrepresentations by licensee.

**Merrill nixed.** *Washingtonian* magazine owner Philip Merrill has been stymied again in effort to block publication by four noncommercial television stations of advertiser-supported *The Dial*, which contains program schedules of those noncommercial stations—WETA-TV Washington, WNET(TV) New York, WTTW(TV) Chicago and KCET(TV) Los Angeles. U.S. District Court in Washington dismissed complaint Merrill and Jean A. Vincent filed as members of WETA-TV's licensee, Greater Washington Education Telecommunications Association. Complaint alleged that, in publishing *The Dial*, GWETA is violating its certificate of incorporation and bylaws. Judge John F. Doyle held that Merrill and Vincent lack standing to bring complaint. Earlier, Merrill, who contends *The Dial* competes with *Washingtonian* for advertising, had failed in efforts to persuade various agencies—including Internal Revenue Service and Justice Department—to shut down that publication.

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## N.Y. outlets feel wrath of black groups, classical music supporters

**WNCN(FM) license renewal opposed on charges sales pact was violated; FCC action against WWRL(AM) and WKHK(FM) based on claims of community irresponsibility as well as discrimination**

Petitions to deny license renewals of three New York radio stations have been filed with the FCC. Opposing the renewal of GAF Broadcasting Co.'s WNCN(FM) is the WNCN Listeners Guild and Classical Radio For Connecticut (CRC), who allege GAF Broadcasting violated a 1976 agreement that gave a then-challenger for the facility a first option to buy the station.

The filing against Viacom's WWRL(AM) and WKHK(FM) is by Save Black Radio and the National Black Media Coalition (joint filing) and Citizens for Jazz on WRVR Inc. which charge the stations with "misrepresentations, neglect of community responsibilities, unresponsive program service and discrimination."

In 1976 when GAF acquired WNCN from Starr WQIV Inc., the listener groups contend, GAF entered into an agreement which gave Concert Radio Inc. a five-year option to buy the station (expiring June 7, 1981) for \$2.2 million plus expenditures, should GAF decide to sell. At the time, Concert had filed a competing application to operate a station on the same frequency as WNCN, but withdrew that application after getting the option to buy WNCN, according to the petitioners.

On Dec. 30, 1980, GAF announced its intention to sell WNCN—to a party interested in keeping the classical format—but, according to the petitioners and Concert, GAF "has failed and refused ... to perform its obligation to assign and transfer the assets of the station to Concert."

Concert subsequently initiated an action

against GAF in a New York court to complement the option agreement and to halt the sale of the station to any other party.

Attached to the petition to deny was a sworn affidavit by Michael Sullivan, an attorney for Concert. Sullivan stated that in a conversation some time after March 26 with Morton Hamburg, an attorney for a client interested in purchasing WNCN, Hamburg told Sullivan that "GAF had mentioned a sale price of approximately \$11 million."

The petitioners argue that at that asking price "GAF could not have had any reasonable basis for believing that a person or entity could be found to purchase the station ... who would be willing or able to operate it in a classical format." GAF's stated intention to do so, said the petitioners, "was therefore calculated to mislead the public."

Short of an outright denial, the Listeners' Guild and CRC said the commission should condition any renewal of the license on the completion of the sale of the station to Concert, subject to the outcome of the New York court proceeding.

With regard to the Viacom stations, NBMC et al said the "grossest abuse of all" was that the licensee "represented to the commission, in support of its application to purchase WRVR [now WKHK(FM)], that it would retain the station's unique jazz format." Viacom acquired the two New York stations along with seven other Sonderling Broadcasting radio and TV properties last year (BROADCASTING, March 31, 1980) after emerging victorious from two court challenges. It announced the WKHK format switch—from jazz to country and western—six months later (BROADCASTING, Sept. 15, 1980).

The petitioning groups charged that Viacom never had the "slightest intention of implementing the proposal it made to the commission," to retain the jazz format. The sole purpose of that proposal, the groups said, "was as an expedient means of deceiving the public as to its true intentions and enabling its application to be granted."

The groups also charged that Viacom is "gutting nonentertainment program service at all its stations."

## Action on election projection front

**On Hill, Packwood prepares legislation while Rules Committee begins hearings; 29 groups and League of Women Voters write networks, urging restraint on projections**

The League of Women Voters and 29 other organizations wrote to broadcast news organizations last week, asking them to voluntarily refrain from projecting the results of national elections before all polls have closed.

Their action came as Senate Commerce Committee Chairman Bob Packwood (R-Ore.) prepared to introduce a bill to address the controversy, and two days before the Senate Rules Committee held hearings on the issue.

In their letter, the groups said projections "serve no useful societal purpose and may indeed detract from full participation and a fair election process." Noting that some West Coast contests for state and national representatives were decided by "margins of 25-800 votes" in 1980, the groups said, "it is clear that such projections certainly *could* have influenced the results of this and future elections.

"All of us share an abiding belief in freedom of the press and understand that it is perhaps the most important cornerstone of American democracy," the letter continued. "We believe that your action to voluntarily refrain from projecting election results would not infringe on freedom of the press, but would, to the contrary, be a marvelous demonstration of its constructive use."

The letter was sent to NBC, CBS, ABC, Associated Press, United Press International, Cable News Network, Mutual Broadcasting System, RKO General, Public Broadcasting Service, National Public Radio, Westinghouse Broadcasting and the National Association of Broadcasters. Its signers included the Committee for the Study of the American Electorate, the National Bar Association and the People for the American Way, a group founded by TV producer Norman Lear to counter campaigns by the Moral Majority. Eleven labor unions including the AFL-CIO and the National Education Association also signed.

The Packwood bill, scheduled for introduction this week, would amend the Communications Act to forbid the FCC from restricting or prohibiting "the broadcast or projection of election results until all polling places have closed." It would also establish a commission to study the "effect of the communications industry on voter behavior." Packwood is said to have authored the bill because he believes the issue is too big to be properly handled by congressional committee hearings ("Closed Circuit," May 4).

The commission would have 15 members, five of them appointed by the president pro tempore of the Senate, and on

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the recommendation of majority and minority leaders, five by the Speaker of the House and five by the President. Members appointed by Congress would include the chairmen and ranking minority members of the Senate and House Commerce Committees. The commission would also include three representatives of the communications industry and three elected state officials. No more than three of the members appointed by Senate, House or President could be of the same political party.

All commission members would be appointed within 60 days of the bill's enactment and the group would hold its first meeting within three months of enactment. Twelve months after that, the commission must submit a written report of its findings to the President and Congress and 30 days after that, disband.

## FCC approves 16% AT&T rate hike

**Over objections of NAB and three networks, commission OK's change that will take effect May 14**

The FCC denied petitions by various parties last Thursday (May 7) including NAB and the three major networks to reject or suspend and investigate a Feb. 13 AT&T tariff filing proposing an across-the-board 16.4% increase in its private line services, including audio transmissions. The tariff is scheduled to go into effect on May 14.

The rate increase would cost radio transmission users an additional \$4.5-\$5 million on top of the \$28 million they now pay annually. The commission's Common Carrier Bureau is still analyzing petitions to reject or suspend another Feb. 13 tariff filing by AT&T to boost TV transmission rates an overall 38%. Network estimates conclude that it would boost costs for TV users some \$22 million annually, from a present total of about \$60 million.

The commission also last week affirmed the April 23 action of the Common Carrier Bureau, which granted AT&T special permission to allow additional tariffs filed on April 10—which amount to another 16% increase in audio and TV transmission rates—to become effective on 30 days notice (i.e. May 10) or 5 five days after the release of the text of the commission's April 6 decision authorizing an AT&T overall rate of return of 12.75%, which ever is later. That text was expected to be released last Thursday (May 7) which would mean the tariffs could become effective May 12.

However, the same day that the commission affirmed that decision (Tuesday, April 5) the National Association of Broadcasters and, in a joint filing, the three major networks, filed petitions to reject or suspend the AT&T tariff proposals.

NAB charged that the proposed across-the-board rate hikes would be "unreasonably high when applied against an industry whose applicable tariff rates already provide AT&T with a premium

rate of return which is at least equal to, if not in excess of," the newly authorized 12.75% rate of return. "By ignoring the fact that different services and customers provide AT&T with divergent rates of return," said NAB, "AT&T has arrived at an inequitable . . . solution to adjusting its rates to allow for the newly authorized higher rate to return."

NAB also charged that AT&T failed to show why the rate hikes were needed, and that such a showing is necessary if they are to be in compliance with the Communications Act mandate that rates be "just and reasonable."

NAB also noted that these rate hike proposals were in addition to others AT&T submitted in February: an overall 38% increase in television transmission rates and a 16.4% increase in radio transmission rates. The combined TV transmission rate hikes, if implemented, would add in excess of \$30 million annually to the total of \$60 million now paid by television users. On the radio side, users now pay about \$28 million annually. The latest rate increase coupled with the one filed earlier, would bring that amount up to about \$37 million.

These total increases, NAB said, coupled with drops in profits for the radio industry in 1979, would have a "devastating impact" on broadcasters.

The networks, in basic agreement with NAB, charged that AT&T's documentation in support of its tariff proposals was "inconsistent and confusing" and not in compliance with the commission's rules.

## Supreme Court agrees to hear TCI/Boulder suit

The Supreme Court has agreed to review a case involving a quarrel between Telecommunications Inc. and the city of Boulder, Colo. At issue is the narrow question of whether home-rule cities, like Boulder, are immune from antitrust laws.

TCI, one of the nation's leading multiple system operators, sued the city in February 1980 on antitrust and First Amendment grounds, after Boulder imposed a 90-day ban on expansion of the company's partly build system, and solicited proposals from other companies.

TCI won in the U.S. District Court. It held that Boulder unlawfully attempted to prevent TCI from obtaining new customers while inviting competitors to submit proposals for serving the same area. The court called the action an illegal restraint of trade and an artificial market allocation. It said the city is not immune to antitrust laws, and issued a preliminary injunction barring the city from taking action against TCI.

Boulder prevailed on an appeal to the U.S. Court of Appeals for the 10th Circuit, however. That court said regulation of cable systems is within Boulder's jurisdiction. The court lifted the injunction.

Now the Supreme Court has agreed to review the issue. It will hear arguments next fall.

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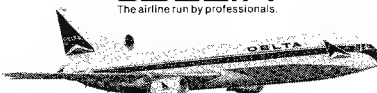
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## Still more input on DBS proposals

**NAB wants FCC to wait before setting policy, NBC urges it to go ahead; Justice wants market regulation; UCC seeks FCC control**

There is virtually no end to the advice—much of it conflicting—received by the FCC on permanent policy options for regulating direct-to-home broadcast satellite service (DBS). The advice has come in third-round comments in the commission's inquiry into the implementation of a domestic DBS service.

The National Association of Broadcasters and CBS told the FCC that the adoption of permanent DBS policies at this stage in the proceeding is inadvisable because many of those policies can't be determined until after the Regional Administrative Radio Conference in 1983 (RARC). NAB also argued that Congress ought to have first shot at formulating guidelines for DBS.

NBC, on the other hand, said that the commission could and should formulate at least some policy guidelines before RARC so that the U.S. position there won't be pre-empted by the existing interim DBS operations.

Comsat's subsidiary, Satellite Television Corp., suggested that formulation of permanent policies should occur at a much later date, after the commission has had the benefit of observing the experiences of interim operations, such as the one STC has proposed.

The Justice Department sided with the

commission's Office of Plans and Policy in concluding that DBS should be regulated for the most part by the marketplace.

Claiming that DBS would constitute a significant departure from the "traditional concept of locally based service," the NAB argued that the establishment of permanent standards requires "at the least, congressional guidance, and quite probably full congressional policymaking."

The NAB criticized the commission's approach toward establishing DBS standards, arguing that before permanent policies can be set, certain fundamental threshold criteria have to be addressed, such as whether any DBS service at all is desirable in terms of the public interest and, if so, how certain allocations conflict with it and existing fixed services in the 11.7-12.7 ghz band can be resolved.

The NAB left no doubt that it questioned the public need or desire for DBS services. Relying on a study conducted for it by the research firm of Browne, Bortz & Coddington, it concluded that demand for DBS "appears low, and that [demand] is for pay entertainment programming widely available from an abundance of television choices." On the other hand, the NAB concluded that the demand for fixed satellite services "is growing explosively and will outstrip spectrum supply between 1985 and 1991."

The NAB said that the commission staff report's conclusion that DBS should be as unregulated as possible was "premature," and should not be considered until Congress passes judgment on DBS.

CBS agreed with NAB that the formulation of permanent DBS policies now is "completely premature."

CBS reiterated its belief that the U.S.

should devote the DBS service it implements to the development of HDTV. It reminded the commission of CBS's February demonstration of HDTV held in Washington (BROADCASTING, March 2), which it said provided a peek at the "truly spectacular advances in quality which a HDTV system can offer."

NBC expressed its opposition to the adoption by the commission of a block allocation scheme, whereby DBS operators would be assigned a portion of frequency which it could divide into as many channels of varying width as it chose. This type of "arbitrary allocation of bandwidths," said NBC, would render ground receiving equipment incompatible because each different bandwidth would entail different receiver characteristics. This would increase the cost of the overall system to the consuming public.

STC, the first official DBS applicant, said that it "may be toward the end of this decade or even later" before the adoption of permanent DBS policy would be appropriate.

In the meantime; however, the FCC ought to authorize experimental systems that the commission should take into account when it develops final rules, said STC. The commission's policy of allowing domestic satellite (DOMSAT) services to develop through experimentation over an extended period of time has been recognized as an "unqualified success," said STC, and provides the best model for developing permanent DBS policies. In the DOMSAT area, STC noted that the commission declined to impose "specific technical operating standards beyond those required by international [law]."

With respect to the appropriate regulatory classification for DBS, STC said the Communications Act "commands" the commission not to treat as a common carrier any entity providing a broadcast service such as STC proposes. It also contended that DBS provided on a subscription basis would "not alter its legal status as a broadcasting service."

The Department of Justice agreed with the FCC's staff conclusion that permanent DBS policies should "place maximum reliance on the marketplace." Competitive forces, it said, rather than commission regulation should determine the ultimate direction of DBS.

RCA Americom urged the commission to adopt a hybrid regulatory classification for DBS, utilizing "those aspects of the broadcast and point-to-point services which are most suited to DBS, consistent, however, with the concept that minimum regulation is best."

It also said that the commission should adopt a standard channelization plan as opposed to the block allocation concept whereby DBS operators would devise their own channelization schemes. "If all

## InSync

**Growing capacity.** Mixing few assumptions with simple arithmetic, Andrew F. Inglis, president, RCA Americom, has predicted total satellite capacity will grow from current 168 transponders to 984 transponders by 1990. Projections, included in RCA Americom's *Satellite Circuit*, are based on full utilization of orbital arc between 70 degrees west longitude and 143 degrees west, three-degree spacing and 24 transponders per satellite. Given that arc and spacing, Inglis calculated that 41 satellites could be squeezed into arc by end of decade to serve U.S. (Transponder total is product of 41 and 24, number of transponders per satellite.) Of those 984, Inglis said, 590 will be used for voice and data transmissions and 66 for television. Also, 328 will be allocated on "protected" basis, he said.

□

**EIA honoree.** William F. Tait, vice president for RCA's marketing operation, government systems division, based in Washington, has received 1981 Distinguished Service Award from Electronic Industries Association. Tait, who is treasurer of EIA and serves as vice president of its government division, joined RCA Service Co. in 1959 and plans to retire June 1.

□

**Come and get it.** Society of Motion Picture and Television Engineers has announced that exhibit space is available for its 123d annual meeting, slated for Oct. 27-29 at Century Plaza hotel in Los Angeles. SMPTE meeting in New York last October drew over 9,000 persons and 311 exhibitors, SMPTE said.

[DBS] licensees...are allowed to determine their own standards or operating parameters, then the total bandwidth will become a heterogeneous mixture of mini-systems, which taken together would reduce the number of channels eventually available to the public," said RCA Americom.

## 9 khz shift would cost tad more under Canada's plan

**That's conclusion of consultants hired by FCC to compare expenses**

The total bill that U.S. AM stations would be required to pay, if the U.S. and other countries in the hemisphere shift from the present 10 khz channel spacing plan to a 9 khz system suggested by Canada, would be \$25,696,545—and would be \$6 million less if station personnel performed some of the work.

The costs, developed in a study delivered to the FCC last week by the consulting firm of Moffett, Ritch & Larson, are higher than those the firm said would be incurred under a 9 khz plan proposed by the U.S.—\$19,836,119 and some \$4 million less if some of the work was done by station employes (BROADCASTING, Oct. 20, 1980).

However, the difference for some sta-

tions, at least, is not as great as those figures indicate. The U.S. plan affected 4,100 stations and the Canadian plan, 4,456. What's more, the contractor noted that its estimates for some expenses were higher than those used in the 1980 study. Engineering and legal costs were boosted 10% and out-of-pocket, 6.3%, "in order to present the various costs in terms of February 1981 dollars."

The Canadian plan would require stations to move as much as 9 khz in frequency, as compared to a maximum of 4 khz under the U.S. plan. But the advantage of the Canadian plan is that it would permit the addition of more new stations in large markets than would the American plan.

The commission will review the results of the new study as it compares the benefits and costs of various channel spacing plans—10 khz, 9/4 khz and 9/9 khz. It will make a final decision next month on which to support at the second and concluding session of the western hemisphere conference on AM broadcasting, Rio de Janeiro, in November.

An indication of the relative costs to stations is provided by comparing some of them by category. For instance, under the Canadian plan, costs for nondirectional stations would range from \$1,838 for a 100 w station, to \$2,219 for a 50 kw station. Under the U.S. plan, the comparable figures were \$1,688 and \$2,034.

And where costs for stations with non-critical arrays varied from \$5,500 to \$10,000, under the American plan, com-

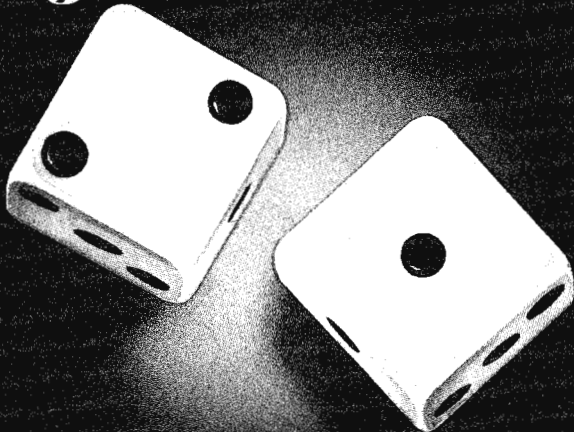
parable figures under the Canadian are \$8,474 and \$14,441.

In some cases, the two reports permit comparisons of costs for specific stations. WGOM(AM) Marion, Ind., one of a number of stations requiring redesign or readjustment, would incur expenses of \$24,072 under the Canadian plan and \$21,910, under the American. It is directionalized days and operates with 250 w from two towers. At the high end of the stations in that category, KRMG(AM) Tulsa, Okla., would have expenses of \$51,461 under the Canadian plan, \$45,711, under the American. KRMG, which operates with 50 kw, is directionalized with different patterns day and night.

For one or two stations, though, the increase in costs could be dramatic. WMAL(AM) Washington, for instance, which operates with 5 kw from four towers day and four at night would have no expenses under the 9/4 plan; under the 9/9 khz scheme, it would have expenses totalling \$87,673.

Those costs assume all of the work will be performed by outside assistance. But the report expresses the view that stations do not require the services of consulting engineering firms to perform some of the tasks. It says station personnel, for instance, are in a position to do all or most of the field intensity measurements for a partial or full proof-of-performance. It also says some stations are capable of doing their own measurements and various equipment adjustments.

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ABC Chairman Leonard Goldenson with Michael P. Mallardi, chief financial officer (l), and Frederick S. Pierce, executive vice president.

## ABC's strategy: Stay with the strong, shore up the weak

**Affiliates are told that network is attracting more of the best demographics than the other two; new underwriting for promotions set; brass assures stations that network is not going to desert them for the new media**

Representatives of ABC-TV's 206 affiliate stations were told last week that the network "won where it counted" in the 1980-81 television season, and that existing weaknesses "are being aggressively dealt with" in the new fall lineup. The network presented statistics indicating that during prime time last season, ABC edged CBS in reaching persons aged 18 to 49.

According to research services vice president, Marvin Mord, the numbers show that nearly two-thirds of ABC's prime-time audience is in that critical age bracket, nearly half have a household income of \$20,000 a year or more, and 60% of the network's viewers live in households of three or more persons. "ABC's emphasis is on younger adults, more affluent individuals, and larger families," said Mord, "the audience that appeals to advertisers most." Mord said that ABC was strong every night of the week except Friday (yielded to NBC) and Sunday (to CBS).

"In 1981-82," said George Keramidas, vice president for audience research,

"we're going to add the other demographics as well."

The interpretation among station managers and sales personnel seemed in concert with these pronouncements, with one broadcast executive observing that "ABC is attracting the kind of audience our advertisers want. Billings have never been so high at our station. I think they're on the right track."

A few delegates expressed anxiety over ABC's movement into cable programming, which the network attempted to downplay during the three-day meeting. "I hope that they mean what they say about broadcasting being their prime interest," said one Midwestern station manager, referring to remarks made by several ABC senior executives during Tuesday's sessions.

"As I've talked with many of you over the past two days," ABC Chairman Leonard Goldenson observed Wednesday morning. "The one recurring topic has been the new technologies. You have been concerned about the threat they pose to our joint future as broadcasters. We share your concerns. But we do not accept the blind optimism of Pollyanna or the gloom-and-doom beliefs of Cassandra. Realistically, we look at the new technologies as an opportunity and as a challenge.

"This much is fact: The new technologies are here. They are not going away. All in all, they will fragment or dilute the

traditional broadcasting audience to a certain extent. The broadcasting share of the audience may be diluted, but the number of TV homes will increase from almost 78 million to 100 million in the '80's. Though our share of the audience may be less, we feel we will be appealing with the increase in the number of TV homes to at least the same number of homes we are reaching today—so obviously we will continue to be the mass medium the advertisers and the public will turn to."

Goldenson said ABC is "committed to commercial broadcasting" as its basic business.

Preceding Goldenson on the dais, ABC President Elton Rule called on the affiliates to maintain "the spirit of teamwork that holds the key to our future growth."

Earlier in the day, ABC Television President Frederick Pierce had been more direct in his exhortation. "To retain our edge in the face of intense competition," said Pierce, "we have to work together to strengthen each other. We've tended to think of competition as a three-way race, but that's no longer true. Last year, for example, more than half of the television households could watch nine or more channels. Only 9% of TV households were limited to a choice of four or fewer channels."

To strengthen the bonds between network and affiliate, ABC announced a ma-



ABC President Elton H. Rule and his grandson, Patrick Elton Dunne.



Affiliate chairman Huey (r) with George Nehi, ABC-TV general manager.

for underwriting campaign for promotional tie-ins for the fall season, including co-op advertising, giveaways and customized promotion kits.

As for the fall schedule itself, Pierce said it "reflects a new mood—based on a renewal of traditional values: home and family, courage and honesty, respect for authority and teamwork. We developed our entertainment programming this year to reflect this emphasis and mood."

Both of the new prime-time pilots screened for affiliates last week are centered on families. *King's Crossing*, shown

Monday afternoon, and *Best of the West*, shown Tuesday morning, both focus on characters in traditional families that are caught up in small-town events and relationships. Both were well received by the affiliates present.

Several of the other new programs also deal with domestic themes.

Columnist and *Good Morning America* contributor Erma Bombeck introduced *Maggie*, a half-hour situation comedy to air Friday nights at 9. "Maggie is for real," said Bombeck, "[but] also an endangered species—the stay-at-home wife." The

show, with Bombeck as creator and producer, is described as a "warm but acerbic" situation comedy dealing with the life of a modern American homemaker.

Following *Maggie* at 9:30 will be *Living It Up*, a re-tooled version of *It's A Living*, withdrawn from the schedule earlier this year. The revised show has been re-cast, with Louise Lasser in a starring role, and given "a sharper comedy focus," according to ABC Entertainment President Tony Thomopoulos.

Another new entry on Fridays is *Open All Night*, a half-hour sitcom at 8:30, deal-

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JEFF L. WALD, Executive Director

ing with the misadventures of a family-operated all-night grocery store. Again, the emphasis is on domestic relations.

On the network's other self-described "weak night," Sunday, affiliates were promised a new chance at success with *Code Red*, an action/drama about a man and his two sons who are involved in arson investigation and firefighting. Thompolous emphasized the "positive approach" of the program, noting it is being produced in cooperation with the Los Angeles Fire Department.

The new schedule is not lacking in police-oriented action series, with the addition of *Today's FBI*, starring Mike Connors, on Sunday nights at 8 and *The Fall Guy*, a drama about a combination stunt man and bounty hunter featuring Lee Majors, on Wednesday at 9.

Thompolous stressed that the remainder of the schedule will be tightened up, with characters introduced and themes developed as needed to strengthen individual series. "We've addressed our weaknesses on late Wednesday, Friday, and early evening on weekends," he said, "and improved the remaining series. We're not taking anything for granted."

More than 25 hours of music and comedy specials were also announced by Thompolous, ranging from an operatic performance by tenor Luciano Pavarotti to presentations by Wayne Newton, Burt Reynolds and Rodney Dangerfield.

Ambitious plans in theatrical motion pictures, movies-for-TV, theater specials and novels-for-TV were outlined by ABC Motion Pictures President Brandon Stoddard in the Tuesday morning session. In the *ABC Theater* series, one special is entitled "Pray TV," a dramatic examination of the electronic church. Others in the series deal with Vietnam War veterans and the fictional aftermath of a nuclear holocaust.

Nine separate made-for-TV movies were described, ranging from a biography of former First Lady Jacqueline Kennedy to an examination of test-tube child-rearing. For ABC's Sunday night and Monday movie slate, 15 first-run theatrical features have been acquired, including "Superman," "Close Encounters of the Third Kind," "Grease" and "The Goodbye Girl." Four novelizations are planned, including "The Manions of America" (about an Irish-American family), "Inside the Third Reich" (based on the best-seller), "The Young Americans" (based in the Revolutionary War era), and "Passages" (based on Gail Sheehy's best-seller).

"Seventy percent of our regular prime-time schedule is returning," concluded Thompolous. "We have faith in what we are doing."

Judging from the warm response to clips, celebrity introductions and preview screenings, most of the affiliates seemed to agree with the ABC program executives. Noticeably absent from the lineup for next season, noted one manager, was the so-called "T and A" program popular in previous seasons. "I can think of

only one series on ABC that fits that category now," said an affiliate representative. "It used to be that ABC was on the cutting edge. Now it look like they're playing it safe—which is fine with me."

The issue came up again Wednesday afternoon in a closed business session, when, in remarks released to reporters, ABC Vice President Alfred R. Schneider described a new "sexual evaluation system" being used by the network's research staff to evaluate the sexual content of programs.

"We have in process an evaluation guide for broadcast standards and practices editors," said Schneider. "We perceive a great deal more difficulty in arriving at a viable system for sexuality than we did for violence. Workshops and seminars will be conducted during the next year to evaluate, elicit and identify problem areas and enable us to develop such a program for evaluation."

**Affiliate elections.** Ward L. Huey Jr. was elected last week by the ABC Television Network affiliates to serve as chairman of the Affiliate Association's Board of Directors for the coming year. Huey succeeds Terry K. Shockley, president of the Wisconsin Television Network. Huey, recently appointed president and chief executive officer of Belo Broadcasting Corp., has been board vice chairman for the past year.

Robert E. Rice, president and general manager of WRAU-TV Peoria, Ill., was elected vice chairman. Alan Perris, vice president and general manager of WPLG-TV Miami, secretary, and Edwin C. Metcalfe, president and general manager of WPTA-TV Fort Wayne, Ind., treasurer. Also elected to the board was Clayton Brace, general manager of KGTV-TV San Diego.

**Late-night changes.** Among the new programming announcements made last week at the ABC affiliates meeting was the addition of *Vegas* to the network's late-night schedule for Thursdays beginning next fall. The series, starring Robert Urich, replaces re-runs of *Charlie's Angels*.

Production began last week on a new late-night development project, according to senior vice president Lew Erlicht. *The Fourth Network*, a 90-minute comedy that satirizes traditional TV networks, is a joint production of actor Burt Reynolds and comedian David Steinberg. No air date has been set for the program.

The production is the first for the late-night time slot since ABC introduced *Fridays* last year. Erlicht noted *Fridays* had steadily increased in ratings. He praised the affiliates, some of whom had been unhappy about the comedy show when introduced at last year's meeting, for their patience in allowing it "to make mistakes, and then, learning from those errors, to develop a format and personality literally while on the air."

## ABC schedules new Sunday news hour

**Arledge tells affiliates of replacement for 'Issues and Answers' and 'Animals' in 11:30-12:30 slot; Mord cites figures that show evening news gaining on CBS**

ABC-TV News and Sports President Roone Arledge unveiled plans for a new Sunday morning news program, tentatively scheduled to premiere this fall, to replace the current *Issues and Answers* and *Animals, Animals, Animals* in the 11:30-12:30 p.m. NYT slot.

Arledge said the three network-produced news-based interview programs currently airing late Sunday morning are "kind of clones of each other," and that ABC would "continue its trend of innovation" by expanding the present *Issues and Answers* format to provide "a better context for interviews and a broader perspective on the issues involved." A permanent host and panel of questioners will be announced later. There had been speculation that ABC might go head-to-head against CBS, which airs its 90-minute *Sunday Morning* news magazine beginning at 8 a.m. However, ABC's early Sunday morning schedule will remain the same.

In another news-related development, ABC's vice president for research services, Marvin Mord, cited statistics suggesting "CBS is beginning to feel the loss of Walter Cronkite" from its evening news program. Mord said that during recent weeks, ABC's *World News Tonight* has



Arledge

achieved the second highest household ratings among the three-network early-evening newscasts, and that only one rating point separated the three shows during the late April/early May rating periods. The "days of domination by CBS [in early evening news] are on their way out," concluded Arledge.

Arledge later surprised those attending the affiliate meeting by introducing, after a videotape tribute to the network's recent space shuttle coverage, astronauts John Young and Robert Crippen. The pair recounted their experience aboard the first space voyage of the shuttle, and praised media coverage of the event. "I can almost forecast some of the things that you'll have on your news programs in the years to come," said Young, "if we decide to take advantage of the space program." Added Crippen: "We [NASA] needed this kind of coverage."

## ABC study rebuts Moral Majority

**Results say 87% feel networks, and not interest groups, should determine content of TV shows**

ABC network executives last week continued their verbal campaign against the Moral Majority and other special interest groups in several presentations to their affiliates.

In his opening remarks on Tuesday morning, ABC-TV President James Duffy charged that "a band of moral zealots" is trying to impose its own viewpoints on the network television audience. "This strangely misplaced crusade by the evangelical right would have the public believe that we in television, for some unaccountable reason, are bent on destroying the moral fiber of America." Duffy denied that accusation, but underscored the important responsibility of broadcasters "to play [their] part better than ever before in helping the nation to meet its challenges.

"It falls to us at this time," Duffy continued, "to take the lead in defending certain basic American values—freedom of expression, artistic and creative freedom, freedom of choice, individual respon-

sibility for behavior—those values that the would-be censors of television are attacking."

Continuing the theme, ABC's vice president for news, social and technology research, Mel Goldberg, released a public opinion study the network commissioned earlier this spring which found that only 2% of those surveyed felt the primary responsibility for determining program acceptability should rest with religious groups, advertisers or special interest organizations. Roughly 87% of the 1,400 people contacted said that individuals, networks or TV stations should be primarily responsible for program content. This led Goldberg to conclude that "Moral Majority members are not consistent in their attitudes toward television, and quite frequently their individual positions parallel those of the general public in matters of television issues and deciding who has primary responsibility to determine what programs are acceptable." Goldberg said these findings were, in part, based on interviews with individuals who described themselves as members of the Moral Majority.

## Cosell to host new Sunday sports show

**'ABC Sports Magazine' will debut in August; network also announces coverage of N.Y. marathon, Sugar Bowl, Holmes-Spinks bout**

In a flurry of announcements, the senior vice president of ABC Sports, Jim Spence, told ABC affiliates last week that the network will introduce a new sports program, *ABC Sports Magazine*, on Sunday, Aug. 16.

The half-hour show will be hosted by Howard Cosell and include other commentators to be named. Cosell will also produce the program. The focus will be on presentation of short segments involving various aspects of sports journalism and sporting events. *ABC Sports Magazine* will air one Sunday each month through December, then accelerate to a weekly format in January 1982.

Spence also said that ABC will present the first live network coverage of the New York City Marathon on Sunday, Oct. 25.

The network also revealed it has extended its contract covering the Sugar Bowl football classic from New Orleans through Jan. 1, 1987. In a fourth announcement, ABC Sports said it will broadcast the world heavyweight boxing championship bout between Larry Holmes and Leon Spinks from Detroit, beginning at 9 p.m. NYT on June 12.

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## A new home for NCTA

The National Cable Television Association unpacked itself last week in Washington at 1724 Massachusetts Avenue—a modern seven-story building at the southern end of the capital's fashionable Embassy Row.

The new headquarters gives NCTA immediate relief from overcrowding, at the old headquarters several blocks away, and ample room to grow.

Since seven floors (39,294 square feet) are even too much for NCTA's ambitious plans, NCTA has subleased two and a half floors (15,082 square feet) to A. T. International, a consulting firm, and the law firm of Bingham, Dana & Gould.

NCTA's new headquarters will up the association's costs. The monthly rent is \$52,669, but NCTA recovers \$27,650 from its subtenants, bringing its total cost to \$25,049. NCTA rent at its old building was \$11,159 per month.

Appropriately, NCTA headquarters will have cable service, although the city is far from being wired. NCTA will import all satellite programing with equipment and services donated by Jerrold Electronics, M/A-Com and Communications Technology Management. The programing will be downlinked at CTM's facilities in suburban Virginia and beamed by microwave to NCTA, where it can be viewed on a rear-screen projection TV system in a first-floor conference room.



**The new tenants.** NCTA President Tom Wheeler and his corps of vice presidents posed for pictures outside NCTA's new Washington headquarters last week. On hand (l-r): Ed Burakowski, vice president, association affairs; George Breece, vice president, special projects; Wendell Bailey, vice president, science and technology; Char Beales, vice president, media services and research (hidden); Brenda Fox, general counsel; Ed Dooley, vice president, public affairs; Wheeler; Kathy Creech, senior vice president, industry affairs; Jim Mooney, vice president, government affairs, and Robert Ross, senior vice president, law and government affairs.

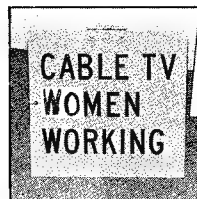
The interior of the building has been custom designed for NCTA. Flexibility for the future is afforded by the use of modular, movable office units that not only provide most of the desk, closet, file and shelf space but also break up the open areas and serve as partitions between work areas. Each floor is outfitted with panels of a different color.

Signs of NCTA's computer system are everywhere. Twenty terminals tied to the first floor computer are scattered throughout the building. According to Vic Ouk, manager of data services, the system

will perform a variety of bookkeeping and editorial jobs.

Although most of the offices were in surprisingly good order when inspected last Tuesday, the settling-in process was a long way from over.

And when it is, the warning sign of NCTA staffer Anne Herron that appeared last week—"Cable TV Women Working"—may be even more apropos.



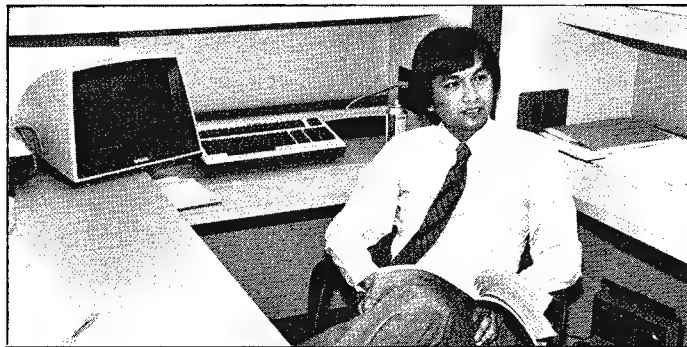
President Wheeler on the seventh floor



Ross and Dooley and packing boxes



Research chief Beales in modular office



Computer specialist Ouk and terminal



## Vegas labor leaves bad taste in S-A's mouth

**Ecker complains to NAB's Gayou about complicated and costly procedure in erecting exhibit; others reportedly unhappy too**

Scientific-Atlanta Inc. has formally protested to the National Association of Broadcasters about the "exorbitant" costs for union labor it incurred in setting up two earth stations at the NAB convention in Las Vegas last month.

In a letter to Ed Gayou, head of the NAB's exhibit office, H. Allen Ecker, S-A's vice president, telecommunications, said he was "disturbed at the labor, that by the rules of the convention, we were forced to contract for." Noting that S-A is in the business of selling and installing earth stations, Ecker said "a cost of \$43,000 to install two antennas and a cost of \$21,000 to dismantle them is totally without precedent." Copies of the letter were sent to NAB President Vincent Wasilewski and Ken O'Connell, president of the Las Vegas Chamber of Commerce.

S-A is not the only earth station supplier upset by the labor costs at the convention. Gayou said he has also received complaints from Harris and Gardiner Communications. NEC America and Microdyne have also expressed their dissatisfaction ("Closed Circuit," April 20). They have all complained about the electricians' union, which for the first time at this year's convention claimed jurisdiction over the assembling of earth stations.

In a letter to BROADCASTING last week, George A. Bell, vice president, marketing, satellite communications, Microdyne, said because it was forced to use "green" union labor, which it was "relatively unable to supervise," it took seven days to erect the Microdyne antennas—"a job Microdyne could have done in two days with its own labor and a maximum of three days if Microdyne would have been allowed simply to supervise the union work."

Bell said Microdyne's labor bill for the convention was \$38,000, \$34,000 for installation and \$4,000 for dismantling. "If this situation is not rectified, Microdyne and other exhibitors at major conventions will be forced into a posture of *not* exhibiting our products to the industries we serve," Bell said.

Reached last Wednesday, Gayou said he had not yet responded to Ecker's letter, but, acting on Harris's complaint, had talked to Frank C. Swain, newly appointed executive director of the Las Vegas Convention and Visitors Authority, the day after the convention about the problem of union jurisdiction and subsequently sent him a letter about it.

Gayou said he told Swain that guidelines are needed delineating the jurisdictions of the various unions operating at the convention so that exhibitors will have ad-

vance notice of what unions they will have to deal with and for what jobs. The NAB convention returns to Las Vegas in 1983. Las Vegas is also the site of the 1982 convention of the National Cable Television Association, which also attracts a number of earth station suppliers.

Ecker said his irritation stemmed simply from the fact that S-A was forced to use costly electricians where laborers would have sufficed. According to Ecker, the electricians' work was slow and too many men were assigned by the union supervisors to specific tasks. For example, Ecker said, a job that could have done with one man on a ladder was done by three men with a forklift and platform. Also, he said, it was necessary to have two supervisors on site at all times to oversee 10 to 15 electricians.

Ecker said to assemble and dismantle the two antennas, S-A paid for 1,023 hours of labor, including 483 hours of overtime. "Using our most conservative estimate, our own crews could have done the work in 450 hours, including 90 hours of overtime." The hourly rate of the electrician, Ecker noted, was \$37.50 and the overtime rate was a "totally unreasonable" \$75 per hour.

Gayou agreed the electricians' performance was "not fair," but threw up his hands. If he had stepped in on behalf of the earth station manufacturers at the convention, he said, all the electricians, even those who work inside where there were no problems, might have walked off the job and shut down the exhibition. Gayou advised the earth station manufacturers to do what the indoor equipment exhibitors learned to do long ago: Do as much of the assembling and wiring of the equipment as possible before leaving home.

## Canada takes step toward pay TV

**CRTC will accept applications for pay service; wants to emphasize Canadian programming**

The Canadian Radio-Television and Telecommunications Commission has announced that "it is prepared to receive applications for licenses to carry on broadcasting undertakings which will provide pay television services in Canada."

In inviting applications, the CRTC noted that one of its primary concerns is to "make available high quality Canadian programming from new programming sources by providing new opportunities and revenue sources for Canadian producers," with "minimal disruption" to the operations of existing broadcasters.

Applicants were asked to be "as imaginative and innovative as possible" in both service structure and programming content. The CRTC said "applications particularly suited to the Canadian context will be preferred to those merely imitating existing modes of pay television." And, noting that this is "a critical time in the evolution of the Canadian broadcasting system," the CRTC said pay licenses may

well be granted for less than the five-year maximum, and warned applicants that "willingness to try new ideas" must be coupled with "willingness to terminate unsuccessful experiments at the end of the license period."

Among the things the CRTC said it doesn't want to see, or won't license, are "superstations," cross-subsidy of pay television service by regular cable subscribers or pay television proposals that include advertising revenues. The last point is specifically intended to prevent diversion of "monies presently committed to the Canadian broadcasting system," with the CRTC looking for pay to generate new sources of funds.

Services "predicated on the use" of programs "viewers have been accustomed to seeing on conventional broadcast television" would not be acceptable, either. Similarly, currently licensed broadcasters will not be allowed to use part of their present broadcast day to offer pay programming, because that would "deprive the viewing public of an existing, freely available broadcast service."

Broadcasters "objecting to the introduction of a new service in their license area" must be prepared to demonstrate damage, and even then the CRTC said it "would be prepared to entertain a broad range of proposals by pay television licensees to assist the local broadcaster in sustaining an adequate level of local programming."

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# Changing Hands

PROPOSED

■ **WATR-TV** Waterbury, Conn.: Sold by Thomas Television Inc. to Channel 20 Associates Limited Partnership for \$4.5 million ("In Brief," May 4). Seller is owned by B. Preston Gilmore family who own WATR-AM-FM Waterbury, which is not involved in transaction. Buyer is joint venture of Esen Associated IX and Oppenheimer & Co. (50% each). Esen is owned by communications attorney Michael Finkelstein and others in Washington-based law firm of Nixon, Hargrave, Devans & Doyle. Oppenheimer & Co. is New York-based investment firm with interests in cable systems serving Michigan and Maryland. Finkelstein and Oppenheimer also are applicants for new TV in Dayton, Ohio (BROADCASTING, April 14, 1980). WATR-TV is NBC affiliate on ch. 20 with 200 kw visual, 20 kw aural and antenna 510 feet above average terrain.

■ **KTVZ(TV)** Bend and **KTMT(FM)** Medford, both Oregon: Control (66.67%) sold by J. L. DeArmond and John R. Dellenback to George R. Johnson for approximately \$1.6 million. Buyer already owns one-third of stations. DeArmond, Dellen-

back and Johnson also have sold, subject to FCC approval, **KTVL(TV)** Medford for \$12.5 million to Freedom Newspapers (BROADCASTING, March 2). **KTVZ-TV** is CBS affiliate on ch. 21, with 77.6 kw visual, 15.5 kw aural and antenna 540 feet above average terrain.

■ **WCLE(AM)-WQLS(FM)** Cleveland, Tenn.: Sold by Southeastern Enterprises to A. Thomas Joyner for \$1.3 million. Seller is owned by Carl J. Haskins (32.5%), Teresa T. Sharpe (25%), Richard B. Helms (17.5%), and son, Richard L. Helms (15%) and Haskins's nephew, Jack L. Haskins (10%). They have no other broadcast interests. Buyer sold **WPVA-AM-FM** Petersburg, Va. (BROADCASTING, Feb. 9), and has no other broadcast interests. **WCLE** is 1 kw daytimer on 1570 khz. **WQLS** is on 100.7 mhz with 50 kw and antenna 360 feet above average terrain. Broker: Sherman & Brown Associates.

■ **WFLB(AM)** Fayetteville, N.C.: Sold by WFLB Radio Inc. to Gray Broadcast Enterprises for \$1,150,000. Seller is owned by W. E. Tart, who is new AM permittee for Aberdeen, N.C. Buyer is owned by Theodore J. Gray Jr., who owns **WKDE-AM-FM** Altavista, Va., and **WRHI(AM)** Rock

Hill, S.C. Gray also bought, subject to FCC approval, **WSML(AM)** Graham, N.C. (see below), and 20% of **WWKO(AM)** Fair Bluff, N.C. (BROADCASTING, April 27). **WFLB** is on 1490 khz with 1 kw day and 250 w night. Broker: Eden Broadcast Service.

■ **KECC-TV** El Centro, Calif.: Sold by KECC Television Corp. to Pacific Media Corp. for \$1,025,000. Seller is owned by United Broadcasting Co., Washington-based group of six AM's, four FM's and three TV's owned by Richard Eaton. Buyer is owned by Esquire Inc., New York-based publisher and owner of **KESQ(TV)** Palm Springs, Calif. Keith Swinehart is president of broadcast division. **KECC-TV** is CBS affiliate on ch. 9 with 404.6 kw visual, 40.5 kw aural and antenna 627 feet above average terrain.

■ **KCLM(AM)** Redding, Calif.: Sold by Colgan Communications Inc. to Walls & Jones Broadcasting Inc. for \$750,000. Seller is owned by John A. Colgan, who has no other broadcast interests. Buyer is owned by Henry Walls (55%), Lawrence G. Jones (35%) and Reed Van Houten (10%). They own **KGEM(AM)** Tulare, Calif., of which Walls is president. Jones is attorney and Van Houten is rancher, both Tulare-based. **KCLM** is 500 kw daytimer on 1330 khz. Broker: William A. Exline Inc.

■ **KJMO(FM)** Jefferson City, Mo.: Sold by K.A.I.R. Inc. to Triple D Properties Inc. for \$608,775. Seller is owned by John W. English and five others who have no other broadcast interests. Buyer is owned by Frank R. Newell and Harley M. Lampman (45% each) and wives, Dianne and Mary (5% each). Newell is former president of **KSRD(FM)** Seward, Neb. Lampman is general manager of **KFMQ(FM)** Lincoln, Neb. They have no other broadcast interests. **KJMO** is on 100.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: R.D. Hanna Inc.

■ **WTKO(AM)** Ithaca, N.Y.: Control (23.63%) sold by Ivy Broadcasting Inc. to VVF Communications Corp. for \$550,000. Seller is principally owned by Phebe W. Erdman. Ivy earlier sold 45% of stock to VVF (BROADCASTING, March 23) for \$3 million. Buyer is owned by Ivy Broadcasting (31.37%), Thomas J. Wincek, Francis X. Boyle, Robert A. Sniffen and Erdman's husband, Ellis (Woody) Erdman (17.16% each). Wincek, Boyle and Sniffen are officers of Washington-based Vietnam Veterans Foundation, which assists veterans in establishing new businesses. Erdman is Ithaca-based investor. They have no other broadcast interests. **WTKO** is on 1470 khz with 1 kw day and 500 w night.

■ **WSML(AM)** Graham, N.C.: Sold by Acme Communications Inc. to Graycasting Inc. for \$455,000. Seller is owned by Aubrey W. Aycock (75%) and Norman Young (25%), who have no other broadcast interests. Buyer is owned by Theodore J. Gray Jr., who has bought, subject to FCC approval, **WFLB(AM)** Fayetteville, N.C. (see above). **WSML** is 1 kw daytimer on 1190 khz.

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■ WCHN-AM-FM Norwich, N.Y.: Sold by Radio Norwich Inc. to Cooney Communications for \$310,000. Seller is owned by Scott G. Rigby (51.5%), William J. Hall (39.4%) and 14 others. None have other broadcast interests. Buyer is owned by Matthew T. Cooney Jr., public affairs manager for DuPont Co., Wilmington, Del., and former deputy director of communications for U.S. Department of Commerce, who has no other broadcast interests. WCHN is 1 kw daytimer on 970 khz. WCHN-FM is on 93.9 mhz with 3.2 kw and antenna 250 feet above average terrain.

■ WRTL-AM-FM Rantoul, Ill.: Half-interest sold by estate of Donald R. Williams to Regional Radio Inc. for \$300,000. Estate has no other broadcast interests. Buyer is William R. Brown who owns other 50% of stations. WRTL is 500 w daytimer on 1460 khz. WRTL-FM is on 95.3 mhz with 3 kw and antenna 275 feet above average terrain.

■ WJVA(AM) South Bend, Ind.: Sold by Mid-America Broadcasting Inc. to Miramar Broadcasting Inc. for \$275,000. Seller is owned by Ralph Gregory (51%) and Charles Hayes (49%), who own WMMQ(FM) Charlotte, Mich. Gregory also owns WYRQ(FM) Little Falls, Minn. Buyer is owned by Jose Berrocal (50.6%), Jason Meyer (14.5%) and nine others. Berrocal is student at Yale Law School. Meyer is student at Princeton University. Nine of 11 stockholders are former members of managing board of WPRB(FM) Princeton, N.J., student-run commercial station. They have no other broadcast interests. WJVA is 1 kw daytimer on 1580 khz. Broker: Richard A. Shaheen Inc.

■ KOKC(AM) Guthrie, Okla.: Sold by Pioneer Broadcasters Inc. to Guthrie Radio Inc. for \$250,000. Seller is principally owned by W. O. Moon Jr. and son, W. R. Moon, who have no other broadcast interests. Buyer is owned by Don Hodges, general manager of KSGI(AM) Wichita, Kan., who has no other broadcast interests. KOKC is on 1490 khz with 500 day and 250 w night.

■ Other proposed station sales include: KEXO(AM) Grand Junction, Colo.; WGVL(FM) Gainesville, Fla.; WIGO(AM) Atlanta, Ga.; WTLC(FM) Indianapolis; KRIT(FM) Clarion, Iowa; KUPL-AM-FM Portland, Ore.; KDAL(AM) Duluth, Minn.; KJMO(FM) Jefferson City, Mo.; WGBB(AM) Freeport, N.Y.; KXVQ(AM) Pawhuska, Okla., and WCDL-AM-FM Carbondale, Pa. (see "For the Record," page 81).

APPROVED

■ KOSI-FM Denver: Sold by Armstrong Broadcasting Corp. to Westinghouse Broadcasting Corp. for \$7.5 million. Seller is owned by Senator William L. Armstrong (R-Colo.) and family, who have no other broadcast interests. Buyer is New York-based subsidiary of Westinghouse Electric Corp. and group owner of seven AM's, five FM's, and seven TV's, has cable subsidiary in Dublin, Ga., that owns and operates several systems in central Georgia

and northern Florida and is in process of acquiring Teleprompter, largest cable MSO (BROADCASTING, Oct. 20, 1980). Daniel L. Ritchie is president. KOSI-FM is on 101.1 mhz with 100 kw and antenna 780 feet above average terrain.

■ 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 is buying WEBQ-AM-FM Harrisburg from Nicholes, president and principal owner (see page 68). Kirby owns cable systems serving Newton and Vandalia, both Illinois. Wilson is CPA and Pruett is investor, both of Harrisburg. They have no other broad-

cast 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.

■ WNOR-AM-FM Norfolk, Va.: Sold by Commonwealth Broadcasting Co. to Marvin Josephson Associates (MJA) for \$2.6 million. Seller is owned by Arnold Malkan and family who also owns KEYS(AM)-KZFM(FM) Corpus Christi, Tex.; WDJX(FM) Xenia, Ohio, and WKSJ(FM) Columbia City, Ind. Buyer is publicly traded, New York-based international talent agency. It also produces *Captain Kangaroo* children's television program. It owns WNIC-AM-FM Dearborn, Mich. (Detroit).

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■ **WLYC(AM)-WILQ(FM)** Williamsport, Pa.: Sold by Paul H. Rothfuss and Kerby E. Confer (50% each) to Grit Publishing Co. for \$2.3 million. Sellers own 35% each of WKRT(AM)-WNOZ(FM) Cortland, N.Y., and 25% each of KSSN-FM Little Rock, Ark. They have sold, subject to FCC approval, WHUM(AM) Reading, Pa. (BROADCASTING, March 13) and bought, subject to FCC approval, WGXL(FM) Laurens, S.C. (BROADCASTING, April 27). Buyer is family-owned publisher of *Grit*, national weekly newspaper based in Williamsport. Andrew Stabler is president. It owns WCBY-TV Bristol, Va. WLYC(AM) is 1 kw daytimer on 1050 khz. WILQ is on 105 mhz with 3.5 kw and antenna 1,300 feet above average terrain.

■ **KNIN(AM)** Wichita Falls, Tex.: Sold by Wichita Broadcasting Corp. to KNIN Broadcasting Inc. for \$1.5 million plus \$100,000 for covenant not to compete. Seller is owned by Bob H. Walker, who has no other broadcast interests. Buyer is owned by Richard J. Moran (99%) and Richard DeButts (1%). Moran is chairman of board of Moran Energy Inc., Wichita Falls-based oil and gas exploration firm. DeButts is station manager at KNIN. They have no other broadcast interests. KNIN is on 990 khz with 10 kw day and 1 kw night.

■ **WIFE(AM)** Indianapolis, Ind.: Sold by Indianapolis Broadcasting Inc. to Communicom Broadcasting Partners Ltd. for \$1.3 million. Seller is owned by Herbert Simon (22.8%), Lawrence Rogers (15.38%), Jack B. Simpson (15.1%), John S. Ansted (13.2%), James Calhoun (12.6%), Murray J. Feiwell (7.5%) and four others. Simon is president and 47% owner of Sitel Inc., which owns 49% of CP for new TV in Houston. Rogers is principal in Omega Communications Inc., 38.9% owner of WOFL(TV) Orlando, Fla.

Others have no other broadcast interests. Buyer is partnership formed by Broadcast Associates of Denver and Communicom Corp. of America. Broadcast Associates, which has no other broadcast interests, is owned by F.C. Hamilton (49.5%), Jack A. Vickers and his wife, Carolyn (24.75% each), and Jack M. Stern (1%). Hamilton and Vickers own oil and gas exploration interests in Denver. Stern owns Denver farms and real estate holdings. Communicom Corp. of America is wholly owned by Kenneth E. Palmer, president. He also owns WWDJ(AM) Hackensack, N.J., and WZZD(AM) Philadelphia. WIFE is 5 kw full time on 1310 khz.

■ **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 (see page 67). 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.

■ **WPME-AM-FM** Punxsutawney, Pa.: Sold by Punxsutawney Broadcasting Co. to Renda Radio Inc. for \$512,000. Seller is owned by Charles M. Erhard Jr. (100%), who also owns one-third of WWCH(AM) Clarion, Pa. Buyer is owned by Anthony F. Renda (100%), president and owner of WIXZ(AM) McKeesport, Pa. WPME is on 1540 khz with 5 kw day and 1 kw critical hours. WPME-FM is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other approved station sales include: KHIG(FM) Paragould, Ark.; KWDE(FM) Montrose, Colo.; WJEE(FM) Jacksonville, Fla.; KANY(FM) Ankeny, Iowa. (see "For the Record," page 81).

**Intermedia**

**Testing.** American Television & Communications announced "comprehensive test of consumer demand" for cable-delivered home information service. Test is to be joint venture of ATC and Chicago-based Tribune Co.'s Orlando, Fla. *Sentinel Star*, with service offered to selected homes in ATC's Orlando system, its second largest. Test is to begin "later this year" and continue through 1982, offering 24-hour news, information, and entertainment listings. One proposal calls for advertising targeted to cable subscribers, with special subscriber discounts. Focus is described as being "on determining which home information services cable subscribers are willing to pay for." Test will also "guage demand" for two-way services.

□ **Fund-raising ideas in L.A.** Los Angeles public television station KCET(TV) broke new ground during station's annual fund-raising auction last week by making unprecedented alliances with local commercial and STV stations. During each of auction's seven nights, KCET auctioned off to highest bidder 20 minutes of air-time donated by SelecTV, operator of STV service over KWHY(TV) Los Angeles. Winning bidders will have independent films they have produced aired at later date by station. Idea was jointly conceived by two stations as means of drawing attention to plight of independent filmmakers, who traditionally have difficulty getting their productions aired on commercial television.

□ **Staying away for pay?** New York area pay cable sports network, Sportschannel, claims survey it conducted shows sports on pay TV boosts live gate for sporting events. Sportschannel president, Marc Lustgarten, says that 81% of 325 respondents (out of 1,500 surveyed subscribers) attended at least one major sports event in past year, with 59% having attended three or more events.

## Agencies feel new shows toned-down

**CBS is viewed as probable winner in fall; rise in 'family' shows seen in wake of criticism; lack of innovation noted**

Advertising agency program chieftains seem to agree that CBS-TV will be the leading network for the new prime-time season (BROADCASTING, May 4), and that the schedules lack innovation and are not likely to encounter content problems with advertisers.

They are inclined to disagree as to whether outside pressure groups had an impact on molding schedules that shy away from controversy. And though most agency program strategists felt that the program offerings de-emphasize sex and violence, there were some dissenting voices.

Rich Busciglio, senior vice president and director of broadcast for McCann-Erickson, New York, echoed the views of many of his colleagues when he questioned the emphasis on entertainment stars of the past by both ABC-TV and NBC-TV. "You can't put Humpty Dumpty together again," he said.

Busciglio said that both ABC-TV and NBC-TV have made improvements in their schedules but that he was "disappointed" in CBS-TV's new shows. "They had only four and a half hours to change but most of their new programs are run-of-the-mill."

He likes *Gabe and Guich* and *Love, Sydney* on NBC-TV; *The Fall Guy* and *Today's FBI* on ABC-TV; *The Vintage Years* on CBS-TV, particularly its scheduling after *Dallas* on Friday night.

Busciglio said there will be a reduction in the emphasis on sex in the new schedule but "no letting up of violence in the many police shows, in which action is a must."

Eugene Petrillo, executive vice president and corporate broadcast director, D'Arcy-MacManus & Masius, New York, stressed that his evaluations were based on preliminary schedules, which undoubtedly will undergo changes by the start of the new season.

Overall, he felt that CBS will continue in the first slot (though its new programing doesn't seem to have lived up to his earlier expectations) because of the momentum of some of its returning programs and adroit scheduling changes. He saw NBC as a stronger competitor next fall, with its emphasis on comedy as a step in the right direction. He said that ABC has made

fewer changes than would be expected of a network not in first place.

Petrillo noted that both ABC and NBC are moving toward programs featuring old-time favorites, and questioned whether this tactic is viable since these programs are likely to attract an older audience.

He doubted that the activities of vocal pressure groups had an effect in shaping the new fall schedule, saying that sex and violence are still there but have been softened through the use of humor.

Arnie Semskey, senior vice president and director of media and network programing service, BBDO, New York, saw "less sex, more cops and robbers" and said that some of this trend "can't help but be due to pressure groups."

The dropping of a movie night by both ABC and NBC he believed is due to lower ratings that movies have drawn during the past season and will allow the networks to have better titles on fewer nights. He also characterized the move as "fail-safe programing"; should series fail, the networks can always go back to another movie night.

From the advertiser standpoint, he said, this season may be difficult to reach men

and ages 12-34 because of a seeming "blandness" in the offerings and a strong slant toward women, especially in the serials.

Among the new entries he thinks may have a good chance are NBC's *Father Murphy* (because of popularity of Merlin Olsen, spin-off of *Little House on the Prairie* and good time period) although he wonders if both *Prairie* and *Murphy* will suffer if producer Michael Landon is spreading himself too thin. He also likes *The Fall Guy* on ABC (recognizable Lee Majors, good time period and good male programing). The pilot of *Maggie* on ABC he thought was "awful" but it's early yet and he believes Erma Bombeck (writer and producer) may come through.

He also mentioned networks going with big names, particularly NBC and ABC (Robert Stack, Lee Majors), but said he will have to wait and see whether that strategy pays off. Also, he said it's interesting that CBS has only one new sitcom. It's the first time in years there have been so few new entries in that genre, attesting to CBS's strength last season.

Robert Buchanan, executive vice presi-

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# The Peabodys

New York's Hotel Pierre provided the backdrop last Wednesday for the presentation of the 41st annual George Foster Peabody Awards from the Henry W. Grady School of Mass Communications of the University of Georgia. At a luncheon sponsored by the Broadcast Pioneers, the 28 previously announced (BROADCASTING, April 20) Peabodys were presented. Among the recipients:



**Elaine Green**, WCPO-TV Cincinnati, "for her extreme poise and professionalism in conducting a searching personal interview with a captor who held her at gunpoint!"



**ABC Entertainment**, for *Amber Waves*, with (l-r) Nancy Dockry, VP Time-Life Television, and Thayer Bigelow, senior VP, Time-Life Films accepting.



**Lowell Thomas**, veteran news correspondent, was given a Pioneer in Broadcasting award by the Broadcast Pioneers.



**Carroll O'Connor**, for his moving portrayal of grief in the "Edith's Death" episode of *Archie Bunker's Place*.



**Sol Taishoff**, editor of BROADCASTING Magazine (c), for "his 50 years of reporting and interpreting the news in radio and television—and more recently in cable." Presenting the award were Dr. Scott Cutlip, dean of the Henry W. Grady School of Journalism and Mass Communications (l), and Fred Davidson, president of the University of Georgia.



**CBS Entertainment**, for *Playing for Time*, with the award accepted by Linda Yellen, executive producer.



**NBC News**, for "The Hallelujah Caucus" Source Report on NBC's radio network, with (l-r) associate director Brad Fish, NBC News correspondent C.D. Jaco, director James Cameron and associate director Wendy Maxwell accepting.



**NBC and Paramount Television**, for *Shogun*, with author James Clavell accepting.

dent, U.S. media director, J. Walter Thompson Co., New York, said that "for whatever reason, there appears to be a greater emphasis on 'all-family' programming. We certainly applaud that."

Buchanan noted that JWT for years has had "a large number of advertisers" who have wanted such shows, among them Kodak, Burger King, Quaker and Oscar Meyer. In 1972, for example, he said, Kraft announced that "we are a guest in the home," and that was its position well before the current pressure-group activity.

He said that advertisers should gain from the increased all-family programming because this season "advertisers have been paying a premium for it."

Among the strategic points he saw was the CBS move of *Dallas* to an hour earlier on Friday, giving a prime position to the new *Vintage Years*. As for the move of *Dukes of Hazzard* to 8 p.m. that night, he said, "Dukes as it has been would not be suitable for the all-family hour."

Overall he said the difference between CBS and NBC is that CBS has opted for the "young, attractive unknown or Broadway veteran-actor type" and that NBC has gone for the "giant name" such as Rock Hudson and Tony Randall.

Buchanan also claimed that "the network ratings picture is over-emphasized by everyone" and that buys are not made on overall season averages but on programs and for specific reasons.

Richard Welsh, vice president and manager of network programs for N W Ayer, New York, considered some of the programming to be "excellent," though he conceded that the schedules are "not wildly innovative." He said he believed that the networks were aware months ago of the possible negative effects that might result from pressure groups and have scrutinized program content carefully.

He expressed some concern that "safe" programming might cost advertisers more in the long run—paying the same or more for a show with a 28 share as one that may be controversial but garner a 31 share.

He praised CBS's scheduling strategy involving the shift in time periods of new with returning programs. He likes *Magnum* at 8 p.m. on Thursday and *Disney* on Saturday night. He said he believes NBC will be strengthened and will compete more evenly with ABC next fall.

Bruce Cox, senior vice president, programming, Compton Advertising, New York, thought that CBS will improve its standing next fall because of its better-balanced programming and skillful scheduling.

He cautioned that it's difficult to evaluate NBC and ABC since judgment must be based only on snippets of the new programming fare, while CBS showed whole programs. He is doubtful whether the long list of "big star" programs will gain a broad-based audience, believing it will skew to older demographics.

Cox is certain that the Moral Majority and other pressure groups had an effect on the new programming. There is "a lot less titillation than there was two or three years ago."

## Revamped weekend unveiled by ABC

Three new animated series and new 'Weekend Specials' episodes make up Saturday-Sunday fare

ABC's new weekend schedule, set for a Sept. 12 premiere, includes three new series (one listed as "tentative"), and new *ABC Weekend Specials* productions.

Additions to the Saturday morning schedule are all animation: *Marmaduke* ("clumsy, lovable Great Dane") on alternate weeks; *Goldie Gold* ("wealthiest teen-ager in the world") and, tentatively, *Laverne & Shirley*.

Sunday's *Kids Are People Too*, in its fourth season, gets a new host, Randy Hamilton, and a new look.

Among the new productions for *ABC Weekend Specials* are adaptations of *The Notorious Jumping Frog of Calaveras County*, and a Robert Newton Peck novel for young people, "Mr. Little."

Public service messages series, *The Dough Nuts* and *H.E.L.P.*, will be expanded, ABC said.

Dropped from this year's weekend programming roster are *Dingbat* and *The Plasticman Family*, with *Thundarr* moving to a new time and *Superfriends* and *Heathcliff* (which alternates with *Marmaduke*), said to be in a new format.

New productions were also announced for *ABC Afterschool Specials*: *The Wave* ("the first Norman Lear production for children's television"), *Please Don't Hit Me, Mom* (child abuse), *Mom Lives in a Bottle* (alcoholism) and *Star Struck* (an aspiring singer, featuring Trini Alvarez).

## Fall line-up agreed on by public stations

PBS television members pool money annually to finance about half of its schedule

Public television stations have agreed to purchase 26 series and programs for the next season in the Public Broadcasting Service's eighth Station Program Cooperative (SPC).

Although the cost for producing the programs will total a record \$51.2 million, total cost to the stations will be \$28.2 million, with the difference being made up by underwriting and Corporation for Public Broadcasting grants.

The SPC is a bidding mechanism through which PBS member stations agree to pool their money to finance about half of PBS's national programming.

Stations selected the programs from 155 proposals submitted by independent producers and public television stations.

The stations agreed to back two new series and a pilot. *Playhouse*, which will present 25 programs of American drama, plays, short story adaptations and original mini-series, will cost \$7.2 million; *Media*

*Probes*, to be hosted by John Cameron Swayze, will consist of eight half-hour segments examining TV news, political ads, and language. It will cost \$1.2 million.

The pilot, *A House Divided: The Denmark Vesey Rebellion*, a 90-minute special about an 1821 slave uprising, will cost \$157,614.

The series returning next year, along with their lengths and total costs are: *Austin City Limits*, 13 one hours, \$420,764; *The Dick Cavett Show*, 100 half hours, \$1.5 million; *The Electric Company*, 130 half hours, \$359,000; *Evening at Pops*, eight one hours, \$1,385,594; *Firing Line*, 39 one hours, \$703,317; *Great Performances*, 25 programs, varying lengths, \$4,612,676; *The MacNeil/Lehrer Report*, 261 half hours, \$6.8 million; *Mark Russell Comedy Specials*, six half hours, \$152,124; *Matinee at the Bijou II*, 16 90 minutes, \$120,000; *Mr. Rogers' Neighborhood*, 260 half hours, \$978,815; *Non-Fiction Television*, 12 one hours, \$999,670; *Nova*, 20 one hours, \$4.4 million; *Over Easy*, 65 half hours, \$3.4 million; *Sesame Street*, 130 one hours, \$8.6 million; *Sneak Previews*, 140 half hours, \$774,796; *Soccer Made in Germany*, 152 one hours, \$895,980; *Soundstage*, 10 one hours, \$539,684; *Specials*, no lengths set, \$925,000; *Up and Coming*, 10 half hours, \$1.8 million; *The Victory Garden*, 39 half hours, \$536,773; *Wall Street Week*, 52 half hours, \$747,615.

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# Lionheart springs from ashes of Time-Life TV

**Nathan heads cadre from old firm; new program distributor takes over selected sales of BBC product**

A new international television program distribution company, with most of its executives from the disbanded Time-Life Television ranks, has been formed as a subsidiary of Public Media Inc.

The new operation is Lionheart Television International. Wynn Nathan, its president and chief executive officer, was formerly Time-Life Television vice president, special market sales. Frank Miller, one-time Time-Life Television vice president, international sales and operations, is now Lionheart executive vice president.

With its start-up, Lionheart is now exclusive U.S. representative of BBC Enterprises product for commercial and public television—an assignment that Time-Life had previously. That's said to

involve a portfolio of 948 programs with series ranging from the newly released *Not the Nine O'Clock News* to *The Shirley Bassey Show*.

Other Time-Life Television veterans with Lionheart: Bob Greenstein, vice president and marketing director; Floyd Osburn, director of business administration; Mark Feldman, Osburn's assistant, and Mary Miller, director of program operations.

Nelsa Gidney, former manager, program acquisitions, noncommercial WNET(TV) New York, is Lionheart vice president, programing.

Lionheart will be headquartered at 40 West 57th Street, New York. Its parent company, Public Media Inc., also has Films Incorporated and Quartet Films subsidiaries, the former involved in non-theatrical distribution, the latter handling theatrical properties.

## Monitor

**New production leaders.** Universal television has lost its long-time dominance of network television prime-time production, and is now tied for leadership with two other Hollywood producers. MCA-owned company dropped from seven and a half hours of prime-time network programing per week last season to five hours per week for 1981-82 season. Lorimar Productions and Aaron Spelling-Leonard Goldberg Productions, both independents, also are producing five hours of weekly programing for next fall. Biggest blow to Universal was NBC-TV's cancellation of four of its series—*Buck Rogers*, *BJ and the Bear*, *Lobo*, and *The Gangster Chronicles*. NBC ordered no new show produced by Universal. Universal also lost *The Incredible Hulk* from CBS-TV, but added two new series, *Shannon* and *Simon & Simon*, there. Tied behind the top three for second place were Paramount Television, Warner Bros. Television, and 20th Century-Fox Television, each with three and a half hours each on order. Most improved showing was by MGM Television, which went from one hour last season to three hours for next fall. Columbia Pictures Television, which had no programs picked up last year, is producing two hours of programing this time around.

**Stressing sports.** Nickelodeon, Warner Amex Satellite Entertainment's young people's channel, introduces *Reggie Jackson's World Of Sports* on July 4. New York Yankee Jackson will host five one-hour sports specials "designed to encourage kids to participate in sports activities." Nickelodeon is offered by 800 cable systems with 3.65 million subscribers.

**HBO now syndicating.** Home Box Office has made its first sale to syndication. No fee was announced by HBO for sale of its recent Diana Ross special to Revco Drugs for broadcast in 50 markets. Spokesman says HBO's original tapings of theatrical productions will soon be available for syndication, with other deals also under consideration.

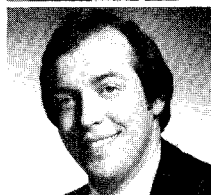
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## Ratings Roundup

Score another victory for CBS-TV in the second week of post-season network competition. For the week ended May 3, CBS clobbered its two rivals with a 17.9 rating and 31 share to ABC-TV's 15.1/26 (a low mark since last September) and NBC-TV's 14.7/25.

Of the week's top-10 shows, CBS had seven, all repeats except the top-rated *Dallas* (32.9/56). Only one movie or special made it to that list, part one of NBC's new *Murder in Texas* (fifth place, 22.3/36).

During the week, CBS took Monday, Tuesday, Friday and Sunday; NBC won Wednesday and Thursday, and ABC, Saturday.

Although nowhere near the top of the ratings list, *NBC Magazine with David Brinkley* showed considerable improvement in its new Thursday 8-9 p.m. slot. It scored a 13.2/24—48th out of the week's 64 shows; in previous weeks against *Dallas* Fridays at 10 p.m., it often had been ranked last or close to it.

Elsewhere in the ratings, ABC did well with a *Ripley's Believe It or Not* special on Sunday from 8 to 9 p.m., earning a 19.4/33, said to be its highest share in that time period in the 1980/81 season. *ABC News Closeup* "Near Armageddon" (10.0/17) and NBC's *Live from Studio 8H* "100 Years of Popular Music" (11.6/19), however, both were in the bottom 10.

### The First 20

1.	<i>Dallas</i>	CBS	32.9/36
2.	<i>Lou Grant</i> (R)	CBS	24.4/42
3.	<i>M*A*S*H</i> (R)	CBS	24.0/38
4.	<i>60 Minutes</i> (R)	CBS	22.9/44
5.	<i>Big Event: "Murder in Texas"</i> (part 1, movie)	NBC	22.3/36
6.	<i>Dukes of Hazzard</i> (R)	CBS	22.1/38
7.	<i>House Calls</i> (R)	CBS	21.9/34
8.	<i>The Jeffersons</i> (R)	CBS	21.1/33
9.	<i>Fantasy Island</i>	ABC	19.9/38
10.	<i>Hart To Hart</i>	ABC	19.6/34
11.	<i>"We're Fighting Back"</i> (movie)	CBS	19.4/34
12.	<i>Ripley's Believe It Or Not</i> (special)	ABC	19.4/33
13.	<i>Diff'rent Strokes</i> (R)	NBC	19.4/32
14.	<i>Alice</i>	CBS	19.4/30
15.	<i>Nurse</i>	CBS	19.2/32
16.	<i>Trapper John, M.D.</i>	CBS	19.2/32
17.	<i>Love Boat</i>	ABC	19.0/37
18.	<i>Academy of Country Music Awards</i> (special)	NBC	18.8/31
19.	<i>Quincy, M.E.</i> (R)	NBC	18.7/31
20.	<i>Private Benjamin</i>	CBS	17.8/33

### The Final Five

60.	<i>For the Love of Benji/Americathon</i> (movies)	ABC	10.4/18
61.	<i>ABC News Closeup</i> (special)	ABC	10.0/17
61.	<i>Gangster Chronicles</i>	NBC	10.0/17
63.	<i>Those Amazing Animals</i> (R)	ABC	9.7/19
64.	<i>WKRP in Cincinnati</i>	CBS	9.2/20

(R) indicates repeat



## SDX's Tornabene: another step up his journalism ladder

Society's new executive director is first from broadcast ranks

Russell C. Tornabene, who takes over on June 1 as executive director of the Society of Professional Journalists, Sigma Delta Chi (BROADCASTING, April 27), has been identified with journalism all of his adult life, the last 30 with NBC News.

He says he got the yen for the journalistic life at age 12, when he was selling the *Saturday Evening Post* door to door back home in Gary, Ind. He invariably had a few copies left over, invariably read them and developed a hunger for the places and events they told him about. His family was shocked when he announced he wanted to go into journalism: They thought the hours were terrible.

Tornabene got his BA and his master's degree in journalism at Indiana University in 1949 and 1950, winning an Ernie Pyle scholarship award in 1949. He also taught journalism there in 1949-50. He had served as a tank crewman in cavalry reconnaissance in the Army in Europe in 1944-46, and in 1951 was recalled to active duty during the Korean War, serving the year as desk editor and then chief correspondent of *Pacific Stars and Stripes*, the Army paper, in Tokyo and also teaching journalism at the Armed Forces Education Institute there.

He joined NBC News fresh from his second Army hitch, starting as a radio news writer at NBC's WRC(AM) Washington. That was the beginning of at least a dozen NBC News assignments, "each having a totally different character."

He moved to the network news staff as a producer in 1955, then to New York as manager of news operations in 1961 and became manager of radio network news in 1965. Two years later he was named director of news for NBC-owned television stations, and 18 months after that he became general manager, NBC Radio Network and owned radio stations news.

For two years, starting in 1973, his interest in news had to be shared with other activities as he served as vice president and general manager of the NBC Radio Network. Since 1975 he has been director of public affairs for NBC News, responsible for relations with affiliates' news departments, supervising the public appearances of NBC News correspondents, maintaining liaison with professional journalistic organizations, arranging special events and coordinating special projects,



Tornabene

among other duties.

Over the years, Tornabene has had a hand in coverage of a wide variety of events. He was editor or producer of coverage of the 1956, 1960, 1964, 1972, 1976 and 1980 presidential nominating conventions. He coordinated coverage of trips by President Eisenhower to India, Europe and Africa in 1959 and to South America in 1960, by President Kennedy to Europe and Ireland and to Costa Rica in 1963; by Pope Paul to the Holy Land in 1964 and by President Nixon to Russia, Iran and Poland in 1972. He also assisted in coverage of space launches and manned space flights, starting in the 1960's.

He also has kept in close touch with the Society of Professional Journalists, Sigma Delta Chi. He was president of both his Indiana University chapter and the New York professional chapter, and was publisher of the annual journal of the society's convention in 1979. He has also been a governor and vice president of the Overseas Press Club of America and served on the organizing committee of Indiana University's school of journalism in 1975-76, to rebuild the plant.

Tornabene will be the first broadcaster to become executive officer of the society, where he will succeed Russell Hurst, resigning after 20 years in the job. At first, Tornabene says, he wasn't much interested in the post, finding too much enjoyment in his NBC News work. But people kept calling him about it, and finally the search committee called, and he wound up taking it.

In the job, he'll be working with the officers and board of the society, running the Chicago headquarters and its staff of 15 people, directing the activities and programs of the 29,000-member organization, supervising the 310 professional and collegiate chapters, coordinating the national convention and regional meetings, speaking on journalism issues and formulating policies and activities in association with the society's board.

He'll be at NBC until near the end of

May. In the meantime he is also in the process of buying a house in the Chicago area and selling the one he and his family have occupied for 20 years in the New York suburbs near White Plains. (He is married to the former Audrey Shankey and they have four children, most of them out of the nest now: Joseph, 27; Eileen, 26; David, 22, and Lynn, 15.)

He takes pride in the society, which he calls the only journalism group that is totally horizontal (all news media) and vertical (membership ranging from publishers to cub reporters and journalism students.) And he takes pride in its contributions: "I think it is very important to America that it has an organization that serves journalism—and journalism serves."

The outlook for his new career is busy times, but he says he likes it that way and is used to it. He is 57, approaching 58, but it's an active 57. In his off-hours he plays tennis, paints in oil and pursues photography. And he wants to continue to keep busy. "You know," he says of the new job, "this is the sort of thing to take the rest of my active life."

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**Following federal precedent.** After videotapes are introduced in court, news organizations may reproduce them for broadcast or print. So ruled Acting Justice Richard G. Denzer of New York State Supreme Court on briefs from NBC and New York News Inc. (WPXI-TV; New York). Similar decision came in federal court in Abcam cases; this one, said to be first in state court, involved police tape of man charged with murder and attempted rape. NBC will pool tape to others when available.

**Shield law upheld.** Superior Court Judge Richard Abbe has upheld California's recently enacted reporters' shield law by rendering favorable decision in case of Carissa Howland, KRCR-TV Redding reporter, who refused to testify in case involving northern California drug raid. Attorneys for one of those arrested in raid argued that Howland's testimony would have exonerated defendant. Judge Abbe disagreed, saying there were other witnesses besides reporter who could provide needed information.

**Going international.** Headed for international distribution is Group W's Newsfeed service, interchange of daily news programming among Group W TV stations. Dolmatch Group, New York, will handle international sales for news programming titled *Group W Newsfeed International* with expectation that overseas clients will contribute to news pool. Both programs are fed by satellite. In U.S., Newsfeed has been bought for Mid America Broadcasting's three TV stations and Outlet Broadcasting's five stations.

**Family way.** American Family Broadcasting announced establishment of Washington news bureau to serve stations: WYEA-TV Columbus, Ga.; WAFF-TV Huntsville, Ala.; KFVS-TV Cape Girardeau, Mo.; WTOG-TV Savannah, Ga., and KTIV-TV Sioux City and KWLL-TV Waterloo, both Iowa. Bureau is headed by Alex McGehee, former staff assistant to former Congressman John F. McFall (D-Calif.). Staff photographer is Robert Ricciuti, former production assistant with ABC in Washington.

**In the marketplace.** Broadcast division of San Diego-based Tuesday Productions is offering "The News Image," new 18-piece original music package especially designed for TV news promotion and production.

## New FOI guidelines issued by Justice

**Attorney General Smith seeks legislative proposals from government agencies to reform act**

The Department of Justice has tightened its guidelines on the release of government information to the public under the Freedom of Information Act—and is working on legislation to effect the law's "reform."

Attorney General William French Smith last week informed all federal departments and agencies they no longer are bound by guidelines issued by former President Carter's first attorney general, Griffin Bell, in 1977, that they should not use technical exemptions to withhold information. Bell's directive was to make the requested disclosures unless they would be "demonstrably harmful" to the government.

The new guidelines say federal agencies should be guided by the principle that "disclosure of agency records is the foremost goal" of the law and that agencies should guard against using non-disclosure to protect "fraud, waste or other wrongdoing by government employees." But the guidelines say disclosure must be made "subject to the specific exemptions provided by Congress." The act contains nine exemptions to permit withholding of information.

Smith's new guidelines were criticized by Jack Landau, director of the Reporters Committee for Freedom of the Press. He called the new policy "unwarranted" and predicted it would be used by agencies to "use every technicality to suppress information."

However, observers generally doubted that the new guidelines would make an appreciable difference in the way the law is administered. They note that none of the guidelines issued by Bell or his predecessors dating back to 1966, when the law was enacted, have been widely followed.

Beyond issuing the new guidelines, Smith said he would solicit "legislative proposals" from the government agencies "in a collaborative endeavor to reform the FOIA." He said he is interested in how many persons are using the law in ways not intended by Congress.

But in the meantime, a Senate Judiciary subcommittee is considering legislation introduced by its chairman, Orrin Hatch (R-Utah), that, the department spokesman said, is designed to accomplish some of the goals the administration has in mind. Among other things, it would relax the deadlines for government compliance with the law and broaden the number of law enforcement and intelligence agency records that can be kept confidential.

The law, as administered under the Bell guidelines, was a matter of concern to the Federal Bureau of Investigation and the Central Intelligence Agency and their supporters in Congress.

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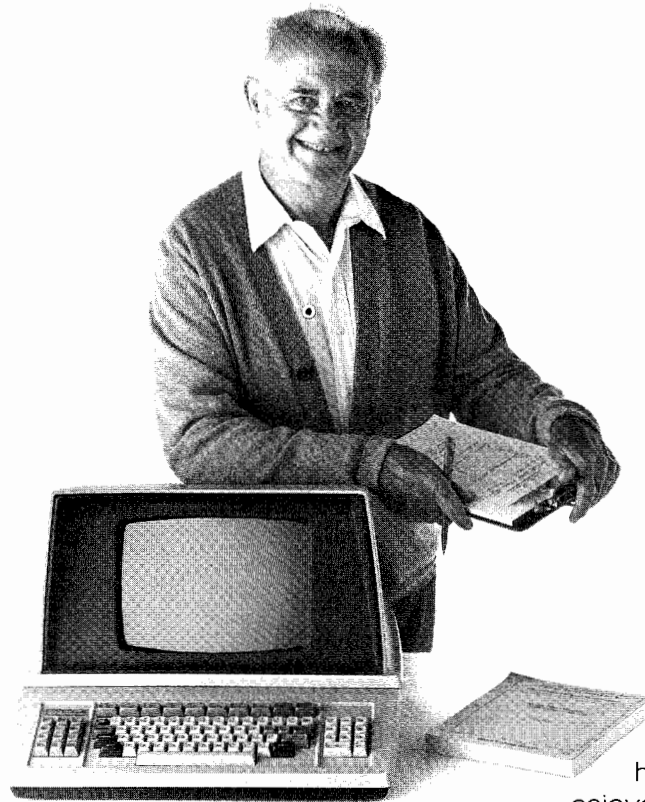
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# IN CHICAGO, WE'RE RECYCLING ONE OF AMERICA'S GREAT NATURAL RESOURCES.



## Experience.

There's only one way to get it. With time and with age. But just when most people reach the point of greatest effectiveness, they're given a hearty handshake and sent off into retirement.

The result is a willing and capable work force being carelessly wasted—a fact which was driven home to us at a luncheon honoring older workers in Chicago.

That started the Manager of Community Programs at our local NBC Flagship Station thinking about initiating a special event in their behalf. Working closely with Operation ABLE, a Chicago-based organization that matches older workers with jobs, WMAQ-TV decided to stage a Job Fair for workers past fifty.

The fair-like atmosphere was important. It added an aura of enthusiasm and style that helped make the event as enjoyable as it was informative.

The response was gratifying.

Hundreds of people regained the confidence to re-enter the job market. New positions were created. Some local companies even established special employment programs for older workers.

But that was just the beginning. Because of the event's success, other cities have contacted WMAQ-TV for help in planning senior career days of their own.

All of our NBC Flagship Stations have a long history of community service. So you might say our Job Fair in Chicago put a lot of experience to work.

## THE FLAGSHIP STATIONS OF NBC

WMAQ-TV  
CHICAGO

WNBC-TV  
NEW YORK

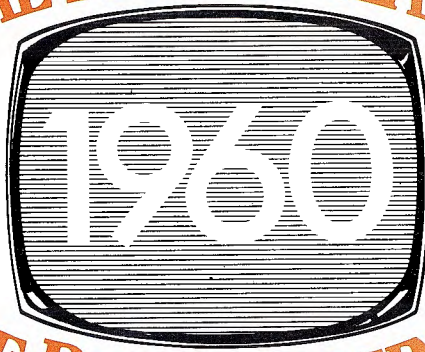
KNBC-TV  
LOS ANGELES

WRC-TV  
WASHINGTON, D.C.

WKYC-TV  
CLEVELAND



# THE FIRST 50 YEARS



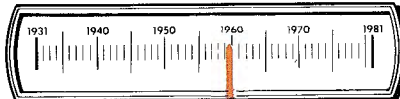
## OF BROADCASTING

The political broadcasting law had been liberalized in 1959 to exempt news programs from its equal-time obligations. It was suspended entirely in application to presidential and vice presidential candidates in 1960. The suspension made possible the four "Great Debates" between Vice President Richard Nixon and Senator John F. Kennedy (D-Mass.), without obligating broadcasters to give equal time to the nine other candidates who ran for President that year.

The suspension was triggered almost by accident. Frank Stanton, president of CBS, had been urging Congress to adopt a permanent repeal of equal-time requirements for debates featuring principal candidates but wasn't getting anywhere. The late Leon Brooks, then CBS general counsel, suggested that Congress might be more readily disposed to grant a temporary waiver. When Stanton advanced that idea while testifying before Chairman John O. Pastore (D-R.I.) of the Senate Communications Subcommittee, he found a friend. Under Pastore's leadership, Congress voted a one-year waiver of Section 315 for presidential candidates.

"By political accident broadcasters have been given a chance," BROADCASTING editorialized, "and a good one, to cover the 1960 election campaigns with the same freedom accorded the press. This is an opportunity that cannot be ignored by any broadcaster who aspires to a status superior to that of jukebox operator or popcorn concessionaire. It is an opportunity that has come when it was most needed—by broadcasters and the public. Great national policies will be formed during the 1960 campaigns. If broadcasting covers the campaigns with wisdom, ingenuity and thoroughness, the electorate that goes to the polls next November will be the best informed in history, and the image of broadcasting, now defaced by the investigations of recent months, will have been fully repaired."

Watched by the largest single TV audience up to that time, 75 million, the first debate, from Chicago on Sept. 26, changed the course of political campaigning and, quite probably, the presidential election. Image undid Nixon. While a younger, handsome Kennedy appeared with confidence, Nixon, recently recovered from an illness, appeared cautious, even hag-



*Capture by Israeli agents of former Nazi leader Adolf Eichmann was announced May 22. An American U-2 reconnaissance plane was shot down in Soviet Russia and pilot Francis Gary Powers was imprisoned. A collision of two commercial airliners over New York killed 128 in the planes and six on the ground. Americans virtually banned cranberry sauce from their Thanksgiving tables following reports that a cancer-causing agent was in a weed killer used on crops. The 1960 census found the U.S. population exceeded 179 million, up almost 30 million from a decade before. The American Football League was started, partially nourished by a five-year TV contract with ABC. And elsewhere in BROADCASTING . . .*

gard. Polls indicated those who watched the proceedings on TV felt Kennedy to have won, those who only listened to the debate on radio, about 30 million homes, felt the candidates to have fared about equally. The *New York Herald Tribune* noted that neither candidate "could resist opening a can of corn here and there," and concluded that the debate "left the electorate better prepared for November's judgment day." The *New York Times* felt that the candidates offered "at times an interesting but at no time inspiring picture of two capable young efficiency experts proposing to oil up the same machine—with different quantity and

grades of oil." The *Wall Street Journal* criticized the questions asked by a panel of network correspondents as "incredibly bad. . . . If, instead, the two candidates had been left alone to speak, to question and reply to each other, they would inevitably have pushed themselves to the hard questions. . . . Much was left in disappointing obscurity."

But radio and television were redeemed. BROADCASTING commented: "Politicians made history, and broadcasters reached the pinnacle of journalistic heights Sept. 26. The Lincoln-Douglas debates of a century ago yielded to the Nixon-Kennedy face-to-face encounters, ushering in a new era in American politics. Television and radio established new identities as the superlative mass media they are. . . . Broadcasters, through team work with networks on time clearances, and despite heavy losses in commercial revenue, have elevated their stature as responsible journalism forces. The networks handled the almost insuperable task of reconciling differences between the contending parties under inordinate pressures. The detractors of broadcasting have been answered."

The second "Great Debate" on Oct. 7 captured a television audience of 61 million; the third on Oct. 13, 70 million, and the fourth on Oct. 21, 63 million. Although Nixon performed better in the second, third and fourth debates than in the first, invaluable exposure was gained by Kennedy, who, though well-known, had not enjoyed the high visibility of the Vice President in the preceding years. Both Kennedy and Nixon described television as the primary communications medium for the 1960 elections.

Kennedy felt that television "has made a tremendous



KENNEDY, CBS'S HOWARD K. SMITH, NIXON

—Broadcasting, Jan. 5, 1976, history of First Amendment

difference in political campaigning, particularly because it is now possible for candidates to speak directly to large numbers of people. . . . Where our party candidates have difficulty in getting their views carried in newspapers, they can now, thanks to television, reach people directly." Nixon commented that TV "has not changed political ideas or programs, but it has changed the ways of presenting those ideas and programs. . . . The voters have a better chance to size up the mettle and the character of the candidates—their temperament, poise, and maturity, and their grasp of the issues. . . . Seeing a candidate from afar in a crowded rally is quite different from the close-up, penetrating view afforded by television."

Political exposure went beyond the broadcast debates. To market their campaign, the Democrats chose the San Francisco-based advertising agency, Guild, Bascom & Bonfigli, while the Republicans stayed with the New York firm of BBDO. An important and often repeated Kennedy television spot derived from a filmed version of a speech given before the Houston Ministerial Association in which Kennedy sought to forestall fears of Catholic bias in his political life by reasserting his belief in the separation of church and state and by referring to the lack of a "religious test at the Alamo." A major Nixon campaign film, produced by Gene Wyckoff of NBC, portrayed Nixon as the "Ambassador of Friendship," swooping out of the skies to discuss worldwide peace.

For the final campaign push, Nixon conducted a four-hour nationwide telethon from Detroit, estimated to have cost as much as \$500,000. Kennedy relied on a telecast of a speech from Faneuil Hall in Boston, with film clips of Jacqueline Kennedy from Hyannisport, Mass., and the

vice presidential candidate, Lyndon B. Johnson, from Austin, Tex.

To achieve the extremely close popular vote of 34,221,463 for Kennedy to 34,108,582 for Nixon (and an electoral vote of 303-219), the Democrats spent \$6,204,986 on TV and radio time, while the Republicans spent \$7,558,809. Without the debates, Kennedy said, "it [the election] wouldn't have been close."

Kennedy's communications consultant, J. Leonard Reinsch, head of Cox Broadcasting Corp., concurred. "The first debate was the big one," Reinsch concluded, "First, we broke down the Republican charge that Senator Kennedy was immature. Second, we solidified Democrats who had wondered if Senator Kennedy was the right choice to defeat the Vice President. That debate convinced campaign workers, governors and others that we had a strong, fighting candidate. It scared and shocked Republicans. Our people were inspired." The victory belonged to television, without which Kennedy felt he wouldn't have won.

After the election, broadcasters tried to use the debates as leverage to have Section 315 permanently repealed. NBC Board Chairman Robert Sarnoff said: "It would be the most appropriate mark of recognition that the new Congress could bestow on a distinguished public service." CBS President Stanton predicted: "We are confident that if the broadcasters are permitted to present candidates in debates, in face-to-face discussions, they will do so wherever feasible." Calling the repeal of Section 315 the "number-one legislative project" for the new Congress, BROADCASTING argued: "It is not enough to settle for the amendment of 1959, and four years hence, a temporary reinstatement of the suspension of the law's application to

presidential and vice presidential candidates. If broadcasters are to use the instruments of radio and television to their maximum advantage, they must be given full editorial discretion to present the candidates and issues for all offices in the way that makes the most journalistic sense."

In entertainment programming in 1960, there was a pronounced trend toward network control of their programming. By fall TV networks controlled 80% of the shows for the new season, an increase from 71% in 1959-60. Shows were first licensed to the networks and then sold to advertisers. This procedure also brought an increase in the number of shows in which the networks had a profit percentage. ABC-TV's rate of profit participation rose from 49% of prime-time shows in 1959 to 58% in 1960; CBS-TV, from 52% in 1959 to 68% in 1960, and NBC-TV's, from 46% to 60%. BROADCASTING attributed the increase in network control to economic factors—by giving up control the advertiser reduced his risk of program failure, responsibility for sales—to the debut of more hour-long programs, and to the increased tendency for networks to finance pilots, an arrangement in which the network customarily received a 50% partnership in the show.

Critics in the government complained that increased program control added to the power of the networks. Independent producers complained about the narrowing of distribution possibilities and less attractive financial arrangements under the new system. Advertisers complained about limits on their freedom as shows they could sponsor and the time periods in which the shows could be aired. The networks defended their position by pointing to increased program costs and risks, as well as to the increasing need for the networks to be more responsible for content of broadcasts.

Some of the new network TV series included: *Klondike* (NBC), a saga of the Yukon gold rush, starring Ralph Taeger; *Route 66* (CBS), continuing adventures of two teen-agers as they made their way along Highway 66, starring Martin Milner and George Maharis; *The Islanders* (ABC), escapades of a conwoman and two male adventurers running an airline in the South Pacific, starring Jan Philbrook and Diane Brewster; *Hong Kong* (ABC), adventures of an American foreign correspondent during the cold war, starring Rod Taylor; *The Man from Interpol* (NBC), a story of a Scotland Yard inspector working for an international police force, starring Richard Wyler and John Langden; *The Roaring Twenties* (ABC), a drama featuring a newspaper columnist exposing gangsters and racketeers, starring Dorothy Provine and Donald May, and *Surfside Six* (ABC), a mystery-adventure series about private detectives, starring Lee Patterson, Van Williams, Troy Donahue and Diane McBain.

ABC continued to make inroads on the dominant positions of the other two TV networks. By the spring of 1960, the ABC

1959 show, *The Untouchables*, was near the top in the ratings with 35.1 Arbitron. *The Untouchables*, televised on Thursday, wasn't the only hit ABC show. On Friday, ABC had *77 Sunset Strip*; on Sunday, *The Rebel*; on Monday, *Cheyenne*; on Tuesday, *The Rifleman*, and on Wednesday, *Hawaiian Eye*.

With TV in 46.5 million (88%) of U.S. homes, with net time sales for TV amounting to over \$1.146 billion in 1960, and with the broadcasting scandals of the past several years, the FCC felt the need to establish what broadcasters called a "U-2" plan. Under it, there was to be an intelligence-surveillance division to investigate complaints and to perform spot checks through monitoring of selected stations and programs. Thus was born the Complaints and Compliance Division of the Broadcast Bureau on June 1, 1960. However, FCC Chairman Frederick Ford was careful to promise that the division would not practice censorship; instead, censure came in the form of citations to violators of nontechnical rules.

Two other perceived threats to telecasters continued to make news in 1960: community antenna systems and pay television. The Senate in May, by a single vote, defeated a bill that would have placed CATV systems under FCC jurisdiction; the FCC meanwhile reiterated its decision of April 1959 against the licensing of CATV systems.

In another setback for telecasters, a Montana district judge dismissed an infringement suit brought by KXLF-TV Butte, Mont., against the Helena, Mont., CATV system, ruling that broadcasters had no common-law rights in their programs.

While CATV systems remained unlicensed and, to some broadcasters, unchecked, pay television appeared to be gaining support. A seeming success with pay TV on a cable system in a Toronto suburb (Etobicoke) encouraged pay TV's supporters in the U.S. Zenith in April requested permission from the FCC to run a major test of its pay TV system in collaboration with RKO General in Hartford, Conn. "After years of intensive research and development," Zenith President Joseph S. Wright said, "we have now come to the point where for the first time in history thousands of American television set owners can look forward to having shortly the finest box office entertainment right along with programs currently sponsored by advertisers."

At its October hearings to consider Zenith's application, the FCC issued a cautionary statement: "The commission shares the awareness of the television industry, the Congress, and the public of the great importance of the basic issues raised by proposals that a charge be imposed on the general public for the reception of television programs. At each stage of our consideration of the matter, great care has been taken to assay the claims, on the one hand, that subscription television would significantly enhance the selection of program matter available to the public . . . and



**Distinguished service** ■ Clair McCollough (l), Steinman Stations, was given the NAB's annual distinguished service award at the opening session of the association's convention last Monday. The presentation

was made by G. Richard Shafto, WIS-TV Columbia, S.C., chairman of the NAB Television Board. The award was given for Mr. McCollough's "record of industry citizenship unique in . . . broadcasting."

—Broadcasting, April 11



Zenith, the company which developed the first pay tv system, has a great stake in its future. Joseph S. Wright (l), Zenith president, religiously attended every moment of the five-day hearing before the FCC last week. He

was called to testify late Thursday and was on the stand Friday also. Seated with Mr. Wright is John B. Poor, RKO General vice president, whose company wants to institute Phonevision in Hartford.

—Broadcasting, Oct. 31

## Life will have to go on without Ma Perkins

The soap operas are no more.

Last Friday (Nov. 25) the surviving four of a legion that went back to the early days of network radio made their last stands on CBS Radio. Beginning today (Nov. 28) the network embarks on a schedule of 10-minute news programs on the hour, 5-minute informational programs on the half-hour, plus a cluster of entertainment shows such as Arthur Godfrey and Garry Moore.

Happy endings were the order of the day as the four serials—*Ma Perkins*, *Right to Happiness*, *Young Dr. Malone* and *The Second Mrs. Burton*—wound things up. (Three other daytime strips—*Whispering Streets*, *Best Seller* and *The Couple Next Door*—also died last Friday but none of these was in the classical soap formula.)

Oldest of the shows that went off Friday was *Ma Perkins*, which presented its 7,065th broadcast. Virginia Payne, who played Ma, has handled the role since its start on Dec. 4, 1933. In the concluding episode, listeners heard that Charlie Lindstron had accepted a job in the East and that he and Mary would take leave of Ma Perkins and Rushville Center. As the family gathered for Thanksgiving at Ma's house, she foresaw happiness ahead, primarily because Auntie Ma's had



Ma Perkins  
Her last cup of tea

court case has come to a satisfactory close, even though the missing w

post formerly held by Dr. Jerry Malone. The latter refuses to accept the board's offer to reinstate him. Ted's first reaction is that of relief. But, after Molly West makes him see the truth about his untenable position, he calls on Jerry, asking him to go back to his old job. When Mason tells him that he is leaving immediately for a destination somewhere out West where he can think out his many problems, Jerry agrees to return as head of the clinic. Meanwhile, plans for the wedding between Scotty and Jill proceed, despite the open antagonism of his possessive mother. In a last effort to effect a reconciliation, Dr. Malone calls upon Mrs. Scott and makes her realize that her son's love must be shared. Finally, she tells her son and future daughter-in-law that she will attend the wedding after all. Dr. Malone's last line, in answer to a question, gives his antidote for trouble: "Love [pause, quizzically]. Is there any other one?"

*The Second Mrs. Burton*, a relative newcomer with only 3,823 episodes under its belt, ended on this note: Terry Burton realizes that Mother has gotten herself into a trap by agreeing to take her young artist-protégé, Fenno, to Paris. Arranging to send Fenno abroad with a young friend in her place, Terry gets with-

—Broadcasting, Nov. 28

on the other hand, the fears of opponents that a subscription television service ... would 'impair' the free service now available. In no circumstances would the commission consider approval of subscription television on a trial basis or any other basis if it were shown that the rendition of subscription television services would ... black out free television or reduce it to a negligible service."

The hearings continued to the end of the year. The FCC's Broadcast Bureau in December recommended that the FCC permit the Zenith test in Hartford. In an editorial, "The Sane Approach," BROADCASTING commented: "In our view, the FCC's Third Report, establishing the criteria for a controlled test of subscription TV, was a practical compromise between two unattractive alternatives—a total government embargo against a new business enterprise or a wholly permissive policy that might have let pay TV cannibalize the free system that was still far from maturity. ... Since then the situation has stabilized. ... If subscription interests want to risk tests to exploit channels that commercial operators have rejected, there is less reason now to deny them the chance, as long as the FCC's criteria for

testing are observed. In the long run it is for the public to decide how much subscription television and how much free television there will be. That decision cannot be made until the public can give both a fair trial under conditions that do not artificially promote one while destroying the other."

While the pay TV issue remained unresolved, other hearings came to a close in 1960. The House Legislative Oversight Subcommittee ended its three-year series of investigations. In October, New York City capped two and a half years of quiz show investigations by arresting 16 contestants on charges of perjury including former participants on *Twenty-One*, headed by Charles Van Doren, who won \$129,000 plus a short-lived job with NBC; Elfrida Van Nardoff, winner of \$220,500; Hank Bloomgarden, who won \$98,000, and David Mayer, winner of \$47,500. Others, with less prize money, were contestants on *Tic Tac Dough*.

There were other low points in broadcasting during the year:

■ FCC Chairman John C. Doerfer resigned in March because of alleged improprieties of his accepting vacations on the Storer Broadcasting yacht, and his sub-

mission of double and triple billings for official government trips.

■ Former FCC Commissioner Richard Mack, under psychiatric care, was found to be too ill to stand trial for selling his vote in the Miami channel 10 case (see 1958). Thurman Whiteside, Miami attorney and friend of Mack, was tried and acquitted.

■ Alexander Guterma, former MBS president, was found guilty of fraudulent stock manipulations, and was sentenced to four years and 11 months in prison and fined \$160,000.

To deter rigged and deceptive programming, Congress in September approved amendments to the Communications Act that made such practices punishable by fine or short-term license renewal as well as possible loss of a license. To prevent plugola, the FCC—to the chagrin of broadcasters—ordered on-air disclosure of the sources and circumstances of all free program material. "It should be abundantly clear to the FCC that it went too far in its March 16 effusion on sponsor identification," BROADCASTING criticized. "It has thrown broadcasters into confusion. It threatens licensees without adequate warning or notice. ... There are some 5,000 AM, FM and television licensees,



including noncommercial educational stations, who are confounded by the interpretative memorandum. The FCC should admit that it goofed?"

The NAB, for most of 1960, functioned without a president. The unexpected death in March of Harold E. Fellows, who had served in that capacity for nearly nine years, touched off a six-month search for a successor. It turned out to be Florida Governor LeRoy Collins, elected Oct. 10 by the NAB board to assume the top NAB post on Jan. 4, 1961. The appointment of Collins, who drew national attention as permanent chairman at the July Democratic national convention, created a wave of euphoria and great expectation among broadcasters. But his term was destined to deteriorate in a few years into dissension within the NAB before he finally left office.

As broadcasters and the government tried to resolve such earthly matters as payola, plugola, fraud and illegal influence, they also turned their attention to the cosmos and space age technology. RCA and the U.S. Army Signal Corps in April launched a weather satellite into a

400-mile-high orbit around the earth to collect meteorological data. Hughes Aircraft in July unveiled a laser system (light amplification by stimulated emission of radiation). The U.S. Army in August launched Echo I, the first passive satellite balloon from Cape Canaveral, enabling radio signals to bounce off the 1,000 mile-high reflector.

BROADCASTING summarized the implications of this achievement: "Echo I heralds the imminent arrival of global communications, including international television. . . . Scientists say that worldwide TV transmission through the use of reflecting satellites is about two years away. Technical feasibility of this project was proved by Echo I." Improvements in satellite communications were tested by the launch of the Courier I-B satellite in October. While the Echo I functioned as a passive reflector, the Courier satellite acted as a voice and teletype repeater, receiving and transmitting as many as 340,000 words in every five-minute pass over a ground station. In a confirmation that space age communications had arrived, AT&T asked the FCC in December to ex-

pedite consideration of the company's application for commercial satellite service.

Global communications were entering the space age.

### Stay tuned

1. Whom did President Kennedy appoint as FCC chairman?
2. How did the new appointee stir up the NAB convention?
3. What company was awarded rights to record the trial of former Nazi Adolf Eichmann in Jerusalem?
4. Who was the Connecticut senator who said TV programming was in danger of resembling "violent Roman spectacles of 2,000 years ago that also had high ratings"?
5. Richard Chamberlin-Raymond Massey and Vincent Edwards-Sam Jaffe were star combinations on what two TV shows?

## For the Record

As compiled by BROADCASTING April 27 through May 1 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

■ Whitman, Mass.—Marshfield Broadcasting Inc. seeks 820 khz, 1 kw—U. Address: Box 487, Marshfield, Mass. 02050. Estimated construction costs: \$104,100; first-quarter operating cost: \$40,000; revenue: \$130,000. Principals: Edward F. Perry Jr. (84.2%) and William C. Blackmore (15.8%). They own WATD(FM) Marshfield, Mass. Perry also owns 13% of WVNH(AM) Salem, N.H. Filed April 10.

■ Gatlinburg, Tenn.—Vacation Media Inc. seeks 1230 khz, 1 kw-D, 250 w-N. Address: 129 Longbranch, Gatlinburg 37738. Estimated construction costs: \$72,000; first-quarter operating cost: \$30,000. Format: General interest. Principals: Roy Maples and brother,

Ralph, and Leo Ely (one-third each). They are Gatlinburg-based real estate investors who also are new FM applicants for Gatlinburg. Filed April 10.

■ Mt. Pleasant, Tenn.—Radio Maury County Inc. seeks 1460 khz, 500 w-D. Address: 105 Main Street, Adamsville, Tenn. 38310. Estimated construction costs: \$34,100; first-quarter operating cost: \$15,000; revenue: \$120,000. Format: Modern country/MOR. Principals: Carlton D. Swafford and Robert L. Vinson (50% each). They also own and operate WLIC(AM) Adamsville, Tenn. Filed March 6.

#### FM applications

■ Paradise, Calif.—Cheshire Broadcast Group seeks 92.7 mhz, 2.82 kw. Address: Route 2, Box 200A, Chico 95926. Estimated construction costs: \$92,000; first-quarter operating cost: \$20,000. Format: Adult contemporary. Principals: Alina M. Abramson (70%), husband, Edward F. (10%), Edward's father, Morris B. (10%) and William P. Huddy (10%). Edward Abram-

son is California State University professor and together with wife owns Chico toy store. Morris Abramson is retired college professor. Huddy is account executive at KFMF(FM) Chico, Calif. They have no other broadcast interest. Filed April 24.

■ Paradise, Calif.—JIBO Broadcasting seeks 92.7 mhz, 3 kw, HAAT: 529 ft. Address: P.O. Box 1085, Paradise 95969. Estimated construction costs: \$129,000; first-quarter operating cost: \$21,400. Format: Popular/Classical. Principals: James T. Flood and wife, Bonnie C. (50% each). James Flood is Paradise-based independent public relations consultant and has no other broadcast interest. Filed April 27.

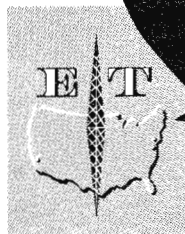
■ Paradise, Calif.—Joseph W. Schneider and Rick D. Stanton seek 92.7 mhz, 3 kw, HAAT: 268 ft. Address: 5907 Skyway, Paradise 95969. Estimated construction costs: \$90,000; first-quarter operating cost: \$32,000; first-year revenue: \$150,000. Format: Easy listening. Principals: Joseph W. Schneider and Rick D. Stanton

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(50% each). Schneider owns and operates Paradise business retail complex. Stanton is research and development technician for Hughes Aircraft, Fullerton, Calif. They have no other broadcast interest. Filed April 27.

■ Paradise, Calif.—Joseph D. Zink seeks 92.7 mhz, 2.2 kw, HAAT: 345 ft. Address: 500 Sequoyah Avenue, Chico, Cal. 95926. Estimated construction costs: \$57,000; first-year operating costs: \$170,400. Format: Classical/jazz/contemporary. Principal: Joseph D. Zink (100%), Chico attorney and real estate investor who has no other broadcast interests. Filed April 27.

■ Miami, Fla.—South Florida Broadcasting Inc. seeks 96.5 mhz, 100 kw, HAAT: 923 ft. Address: Suite 501 1401 Brickell Avenue, Miami 33131. Estimated construction costs: \$25,000; first-quarter operating cost: \$117,700; revenue: \$1,800,000. Principals: George Feldenkreis (43%), Elaine Bloom (34%), Muriel Russell (11%), Frank Soler (10%) and Maria E. Torano (1%). Feldenkreis is Miami exporter. Bloom is on-air personality at WKAT(AM) Miami. Russell is director of Greater Miami Jewish Federation. Soler is Miami-based editor and publisher. Torano is former president of National Association of Spanish Broadcasters. Filed April 27.

■ Miami, Fla.—Constance J. Wodlinger seeks 96.3 mhz, 100 kw, HAAT: 923 ft. Address: 800 Galleon Drive, Naples, Fla. 33940. Estimated construction costs: \$145,700; first-quarter operating cost: \$97,500; first-quarter revenue: \$45,000. Principal: Constance J. Wodlinger (100%), Naples, Fla., real estate investor, and LPTV applicant for 11 states. Filed March 26.

■ Miami, Fla.—Scripture Church of Christ seeks 96.3 mhz, 98 kw, HAAT: 799 ft. Address 810 O Street, N.W., Washington, D.C. 20005. Estimated construction costs: \$11,000; first-quarter operating cost: \$80,700. Format: Gospel. Principal: Nonstock, nonprofit corp. Clarence Long, president. Long is Pastor of Scripture Church of Christ, Washington, D.C., and has no other broadcast interests. Filed April 27.

## TV applications

■ Hardeeville, S.C.—Business and Minority Coalition Broadcasters Inc. seek ch. 28; ERP: 5000 kw vis, 1000 kw aur., HAAT: 1313 ft.; ant. height above ground: 1336 ft. Address: 145 King Street, Suite 305, Charleston, S.C. 29401. Estimated construction cost: \$2,467,000; first-quarter operating cost: \$459,000; first-quarter revenue: \$435,800. Legal counsel: Pierson, Ball & Dowd-Washington. Consulting engineer: E. Howard Munn Jr.-Coldwater, Mich. Principals: Robert B. Pearlman (24.1%), Thomas D. Wise (20.7%), Reinhardt G. Brown, Samuel J. Tenenbaum, James M. Hayes and W. Melvin Brown Jr. (13.8% each). Pearlman and Wise are Charleston attorneys. Reinhardt Brown, W. Melvin Brown and Tenenbaum are Charleston businessmen. Hayes is physician. They have no other broadcast interests. Filed Jan. 26.

■ Decatur, Ill.—Decatur Foursquare Broadcasting Inc. seeks ch. 23; ERP: 404.6 kw vis, 40.5 kw aur., HAAT: 627 ft.; ant. height above ground: 633 ft. Address: 321 East Leafland, Decatur 62521. Estimated construction cost: \$500,000; first-quarter operating cost: \$39,000; first-year revenue: \$160,000. Legal counsel: Farrand, Malti, Spillane, Cooper & Carpenter - San Francisco. Consulting engineer: D.C. Williams & Associates-Rancho Cordova, Calif. Principal: Nonprofit subsidiary of International Church of the Foursquare Gospel; Charles Durante, executive secretary. It is also licensee of KHIS-AM-FM Bakersfield, and KFSG(FM) Los Angeles, both California. Filed Jan. 7.

## AM actions

■ Alabaster, Ala.—Metrosouth Broadcasting Inc. granted 1500 khz, 1 kw-D. Address: 302 Euclid Avenue, Birmingham, Ala. 35213. Estimated construction costs: \$58,700; first-quarter operating cost: \$20,000. Format: MOR. Principals: John W. Standridge (50%) and wife, Janet F. (40%) and W.M. Farris (10%). John Standridge is director of sales for The Jim Dandy Co., Birmingham, Ala. Janet Standridge is Alabama State civil servant. Farris is Alabaster real estate investor and nursing home owner. They have no other broadcast interests. Action April 23.

■ Decorah, Iowa.—Ralph M. Sweeney. Returned as unacceptable for filing application for CP for new AM on 1200 khz (ARN-810316AC). Action April 23.

## FM action

■ Iron River, Mich.—Northland Advertising Inc. granted 99.3 mhz, 9 kw, HAAT: 505 ft. Address: 232 Genesee Street, Iron River, Mich. 49935. Estimated

construction costs: \$80,000; first-quarter operating cost: \$6,000; first-year revenue: \$48,000. Format: Easy listening. Principal: Eugene A. Halker (100%), who also owns WJPD-AM-FM Ishpeming, Mich. Granted April 22.

## Ownership Changes

### Applications

■ KECC-TV El Centro, Calif. (Ch. 9, CBS, 120 kw vis., 24 kw aur., ant. 1,720 ft.)—seeks assignment of license from KECC Television Corp. to Pacific Media Corp. for \$1,025,000. Seller is principally owned by Richard Eaton, who owns KSOL(FM) San Mateo and KALI(AM) San Gabriel, both California; WOOK(FM) Washington, D.C.; WSID(AM)-WLPL(FM) Baltimore; WBNX(AM) New York; WINX(AM) Rockville, Md.; WMUR-TV Manchester, N.H.; WJMO(AM)-WLYT(FM) Cleveland Heights, Ohio. Buyer: Esquire Inc. (100%), publically held, New York-based publishing company which also owns KESQ(TV) Palm Springs, Calif.; Keith Swinehart is president of broadcast division. Ann. April 21.

■ KEXO(AM) Grand Junction, Colo. (AM: 1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Century Broadcasting Co. to Western Broadcasting Co. for \$1,518,000 (BROADCASTING, March 2). Seller is owned by the Greentree Group, which is principally owned by Charles D. Powers. Greentree is also licensee of KESE(AM) Monterey and KVEC(AM) San Luis Obispo, both California; KTLK(AM) Twin Falls, Idaho, and WHPI(AM) Herrin, Ill. Buyer: Donrey Inc. (100%), which is principally owned by Donald W. Reynolds. He owns chain of newspapers based in Forth Smith, Ark., as well as KFSA(AM) Fort Smith and KBRB(AM) Springdale, Ark.; KORK-AM-FM Las Vegas and KOLO-AM-TV Reno. FCC recently approved his purchase of KOCM(FM) Newport Beach, Calif. (BROADCASTING, March 23). Ann. April 21.

■ WGVL(FM) Gainesville, Fla. (FM: 105.5 mhz, 3 kw, ant. 265 ft.)—Seeks assignment of license from Gerler Broadcasting Co. to Sunshine Wireless Co. for \$950,000 (BROADCASTING, April 6). Seller: Irving A. Uram (60%) and his mother, Sarah K. Uram (40%), who have no other broadcast interests. Buyer: Eric T. Esbensen (50%) and Donald V. and Richard Berlanti, brothers (25% each). Esbensen is Washington communications attorney. Berlanti brothers are investors who, with Esbensen, own WLQY(AM)-WKQS(FM) Hollywood, Fla. In addition, Esbensen and Donald Berlanti own KLVV(AM)-KRQK(FM) Lompoc, Calif. Filed March 31.

■ WIGO(AM) Atlanta, Ga. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WIGO Inc. to Brunson Communications Inc. for \$800,000 (BROADCASTING, April 20). Seller: Emil Mogul (70.3%) and wife, Helene (29.7%), who have no other broadcast interests. Buyer: Dorothy Brunson (100%), who owns WEBB(AM) Baltimore, Md. She is also new FM applicant for St. Augustine, Fla. (BROADCASTING, Feb. 5, 1979). Filed April 22.

■ WRTL-AM-FM Rantoul, Ill. (AM: 1460 khz, 500 w-D; FM: 95.3 mhz, 3 kw, ant. 275 ft.)—Seeks assignment of license from William R. Brown and Marion C. Brown, executrix of estate of Donald R. Williams to Regional Radio Inc. for \$300,000. Seller: William R. Brown and Donald R. Williams (50%), who have no other broadcast interests. Buyer: William R. Brown (100%), who already owns 50% of WRTL-AM-FM Rantoul, has no other broadcast interests. April 17.

■ WTLC(FM) Indianapolis (FM: 105.7 mhz, 50 kw, ant. 445 ft.)—Seeks transfer of control of Community Media Corp. from Frank P. Lloyd and others (100% before; none after) to BENI of Indiana Inc. (none before; 100% after) consideration: \$2,850,000 (BROADCASTING, March 30). Principals: Seller is owned by Frank P. Lloyd (73.77%), Judith A. Barrett (14.75%) and Robert N. Davies (11.48%). They have no other broadcast interests. Buyer is subsidiary of Broadcast Enterprises National Inc.; Ragan Henry (50.7%), Milton Clark (7.4%) and 27 others. It is Philadelphia-based group owner of four AM's, two FM's and one TV. FCC recently approved their purchase of WKTQ(AM) Pittsburgh (BROADCASTING, April 13) Filed April 23.

■ KRIT(FM) Clarion, Iowa (FM: 96.9 mhz, 93 kw,

ant. 200 ft.)—Seeks assignment of license from Wright Country Radio Inc. to Central Iowa Broadcasting Inc. for \$370,000 (BROADCASTING, March 2). Seller: Marvin Hull (47.9%), Bernard C. Bunn (11.75%), Gerald McLaughlin (11.56%), Roger K. Sumners (8.64%), Leslie Hartsock (6.93%), Lavone Isenberger (6.74%) and Russell Long (6.35%). They have no other broadcast interests. Buyer: A. Miller and Gresham M. Roskamp, brothers, and Donald L. Rabbitt (one-third each). They also own WFON(FM) Fond du Lac., Wis. Filed April 21.

■ KUPL-AM-FM Portland, Ore. (AM: 1330 khz, 5 kw-U; FM: 98.5 mhz, 100 kw, ant. 1,036 ft.)—Seeks assignment of license from Tracy Broadcasting Co. to Scripps-Howard Broadcasting Co. for \$4,750,000 (BROADCASTING, March 16). Seller: Richard B. Stevens, who has no other broadcast interests. Buyer: Cleveland-based group owner of three AM's, three FM's and six TV's and is part owned by Scripps-Howard newspaper group of 17 dailies and 22 weeklies. Filed April 23.

■ KDAL(AM) Duluth, Minn. (AM: 610 khz, 5 kw-U)—Seeks assignment of license from WGN Continental Broadcasting Inc. to Duchossois Enterprises Inc. for \$1,900,000 (BROADCASTING, Feb. 16). Seller: Station group wholly owned by the Tribune Co., Chicago-based privately held publisher of *Chicago Tribune* and other papers, which has interlocking ownership with New York News Co. (*New York Daily News*). Also Tribune Co. is cable MSO and recently agreed to acquire control of Douglas Communications, Mahwah, N.J., for \$30 million (BROADCASTING, Jan 5). Stanton R. Cook is president. Buyer: Richard L. Duchossois (100%), president of Duchossois-Thrall Group Inc., that has interests in railroad car manufacturing and leasing; and Chamberlin Manufacturing Corp., electronic and consumer products, both Chicago. He has no other broadcast interests. Filed April 23.

■ KJMO(FM) Jefferson City, Mo. (100.1 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from K.A.I.R. Inc. to Triple D Properties Inc. for \$609,375. Seller: principally owned by John W. English and Ronald E. Strong, who have no other broadcast interests. Buyer: Frank R. Newell (45%) and wife, Dianne E. (5%) and Harley M. Lampman (45%) and wife, Mary A. (5%). Frank Newell is former president of KSRD(FM) Seward, Neb. Lampman is general manager of KFMO(FM) Lincoln, Neb. They have no other broadcast interests. Filed April 17.

■ WGBB(AM) Freeport, N.Y. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Nassau Radio Corp. to The Adult Radio Co. for \$1,005,000 (BROADCASTING, April 13). Seller: Subsidiary of Susquehanna Broadcasting, New York-based group owner of seven AM's, seven FM's and one TV, principally owned by Louis J. Appell family. Buyer: Principally owned by Franz Allina and wife, Marcia. They own 70% of WBAB(FM) Babylon, N.Y., and KACY(AM) Port Hueneme and KACY-FM Oxnard, both California. Filed April 23.

■ WTKO(AM) Ithaca, N.Y. (AM: 1470 khz, 1 kw-D, 500 w-N)—Seeks transfer of control of VVF Communications Corp. from Ivy Broadcasting Inc. (55% before; 31.37% after) to VVF Broadcasting Co. (45% before; 68.63% after) consideration: \$550,000. Principals: Seller is principally owned by Phebe W. Erdman, who is relinquishing majority control. Buyer is owned by Ivy Broadcasting (31.37%), Thomas J. Wincek, Francis X. Boyle, Robert A. Sniffen and Ellis E. Erdman (17.16% each). Wincek, Boyle and Sniffen head Washington-based Vietnam Veterans foundation. Erdman is Ithaca-based investor. Filed Fed. 12.

■ WCHN-AM-FM Norwich, N.Y. (AM: 970 khz, 1 kw-D; FM: 93.9 mhz, 3.2 kw, ant. 250 ft.)—Seeks assignment of license from Radio Norwich Inc. to Cooney Communications Corp. for \$310,000. Seller: Scott G. Rigby (51.5%), William J. Hall (39.4%) and 14 others, who have no other broadcast interests. Buyer: Matthew T. Cooney Jr. (100%), public affairs manager for the Du Pont Co., Wilmington, Del., and former deputy director of communications for U.S. Department of Commerce, has no other broadcast interests. Filed April 20.

■ KOKC(AM) Guthrie, Okla. (AM: 1490 khz, 500 w-D, 250 w-N)—Seeks assignment of license from Pioneer Broadcasters Inc. to Guthrie Radio Inc. for \$250,000. Seller: W.O. Moon Jr. and son, W.R. Moon (40% each), who have no other broadcast interests. Buyer: Don Hodges (100%), salesman and general

manager at KEBC(FM) Oklahoma City. Filed April 1.

■ **KXVQ(AM)** Pawhuska, Okla. (AM: 1500 khz, 5 kw-U)—Seeks assignment of license from Thomas Neill Jackson to Edward R. Toles for \$87,500. Seller: Thomas Neill Jackson (100%), who has no other broadcast interests. Buyer: Edward R. Toles (100%), who is general manager of KSGI(AM) Wichita, Kan., and has no other broadcast interests. Filed April 22.

■ **WCDL-AM-FM** Carbondale, Pa. (AM: 1550 khz, 5 kw-D; FM: 94.3 mhz, 330 w, ant. 770 ft.)—Seeks assignment of license from Stainless Broadcasting Co. to Lifestyle Productions of Pennsylvania for \$525,000 (BROADCASTING, May 4). Seller: principally owned by Henry J. Guzewics, Richard J. Eberle and Robert A. Farrington, who own **WRAK(AM)-WKSJ(FM)** Williamsport, Pa., and **WICZ-TV** Binghamton, N.Y. Buyer: Noble V. Blackwell (60%) and Richard S. Owens, and wife, Lykema (20% each). Blackwell is former vice president and general manager of **WNJR(AM)** Newark, N.J. Owens is Washington computer analyst. They have no other broadcast interests. Filed April 20.

## Actions

■ **KHIG(FM)** Paragould, Ark. (FM: 104.9 mhz, 3 kw)—Granted transfer of control of Progressive Broadcasting Inc. from George Collier, Jr. (100% before; none after) to Hammon Broadcasting Inc. (none before; 100% after). Consideration: \$395,000. Principals: Collier is 51% owner of licensee and desires to sell his interest in corp. Buyer: Gerald Hammon (100%). Hammon Broadcasting Inc. owns 49% of stock in Progressive Broadcasters of Arkansas Inc. Hammon is network maintenance manager of Southwestern Bell Telephone Co. Action April 27.

■ **KOSI-FM** Denver (FM: 101.1 mhz, 100 kw, ant. 780 ft.)—Granted transfer of control from Armstrong Broadcasting Corp. to Westinghouse Broadcasting Corp. for \$7.5 million. Seller is owned by Senator William L. Armstrong (R-Colo.) and family, who have no other broadcast interests. Buyer is New York-based subsidiary of Westinghouse Electric Corp. and group owner of seven AM's, four FM's, and seven TV's and has cable subsidiary in Dublin, Ga. that owns and operates several systems in central Georgia and northern Florida. Action April 23.

■ **KWDE(FM)** Montrose, Colo. (FM: 96.1 mhz, 64.7 ant. 1,680 ft.)—Granted assignment of license from Sierra Linda Broadcasting Inc. to KWDE Broadcasting Inc. for \$341,000. 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 Dillion, Colo.-based businessman with interests in banking, ski equipment sales and rentals. He has no other broadcast interests. Action April 22.

■ **WJEE(FM)** Jacksonville, Fla. (FM: 107.3 mhz, 100 kw)—Granted transfer of control of Bold City Broadcasting Co. from Robert Smith et al (60% before; none after) to CLW Communications Group (40% before; 100% after). Consideration: \$450,000. Principals: Smith has no other broadcast interests. Buyer is owned by AMG International, Chattanooga based nonprofit religious organization. It already owns 40% of WJEE. It also owns **WSCW(AM)** South Charleston, W.Va.; **WCRJ(AM)** Jacksonville, Fla.; **WHYD(AM)** Columbus, Ga.; and **WVTV(FM)** Dundee, Ill. It has applications pending for new FM's in Rome, N.Y.; Alexandria, Ind., and Pittston, Pa. It has applications pending for new UHF's in Atlanta, and Boulder, Colo. Action April 28.

■ **WEBQ-AM-FM** Harrisburg, Ill. (AM: 1240 khz, 1 kw-D, 500 w-N; FM: 99.9 mhz, 50 kw, ant. 310 ft.)—Granted transfer of control from Macauley Nicholes to O.L. Turner for \$700,000. Seller is principally owned by Macauley Nicholes. Buyer also owns **WSIL-TV** Harrisburg, Ill. and **KPOB-TV** Poplar Bluff, Mo., which he has sold to Nicholes and others. Action April 23.

■ **WIFE(AM)** Indianapolis (AM: 1310 khz, 5 kw-D)—Granted assignment of license from Indianapolis Broadcasting Inc. to Communicom Broadcasting Partners Ltd. for \$1.3 million. Seller: Herbert Simon (22.8%); Lawrence Rogers (15.38%); Jack B. Simpson (15.1%); John S. Ansted (13.2%); James Calhoun (12.6%); Murray J. Ferwell (7.5%) and four others. Simon is president and 47% owner of Sitel Inc., which owns 49% of CP for new TV in Houston. Rogers is principal of Omega Communications., which is 38.9% owner of **WOFL-TV** Orlando, Fla. Others have no other broadcast interests. Buyer: Partnership formed by Broadcast Associates of Denver, Colo., and Communicom Corp. of America. Broadcast is owned by F.C.

Hamilton (49.5%); Jack A. Vicker and his wife Carolyn (24.75% each), and Jack M. Stern (1%). Hamilton owns oil and gas exploration interests in Denver, as does Vickers. Stern owns Denver farms and real estate interests. They have no other broadcast interests. Communicom is owned by Kenneth E. Palmer (100%). He also owns **WWDJ(AM)** Philadelphia. Palmer is president of Communicom Corp. of America. Action April 23.

■ **KANY(FM)** Ankeny, Iowa (FM: 106.3 mhz, 3 kw)—Granted transfer of control of Ankeny Broadcasting Corp. from Paul D. Lunde (100% before; none after) to Great Bay Broadcasting Co. (none before; 100% after). Consideration: \$402,000. Principals: Seller is owned by Paul D. Lunde (60%) and his wife, Barbara (40%). They have no other broadcast interests. Buyer: Robert F. Fuller, president, Joseph N. Jeffrey Jr., vice president, and Edward F. Bock (33% each). They also own **WOKQ(FM)** Dover, N.H., and 22% each of **KCCY(AM)** Pueblo, Colo.; Fuller and Jeffrey each own 33%, and Bock 17%, of **WBLM(FM)** Lewistown, Me. Bock also owns 20% of **WCCI(FM)** Savanna, Ill., 10% of **KCIE-AM-FM** Cherokee, Iowa, and 33% of **KCOG(AM)-KMGQ(FM)** Centerville, Iowa. Action April 23.

■ **WPME-AM-FM** Punxsutawney, Pa. (AM: 15 khz, 5 kw-D 1 kw-CH; FM: 105.5 mhz, 3 kw)—Granted assignment of license from Punxsutawney Broadcasting Co. to Renda Radio Inc. for \$512,500. Seller: Charles M. Erhard, Jr. (100%). He also has one-third interest in **WWCH(AM)** Clarion, Pa. Buyer: Anthony F. Renda (100%). Renda is president and owns 100% of **WIZX(AM)** McKeesport, Pa. Action April 28.

■ **WLYC(AM)-WILQ(FM)** Williamsport, Pa.; (AM: 1050 khz, 1 kw-D; FM: 105 mhz, 3.5 kw, ant. 1,300 ft.)—Granted assignment of license from Paul H. Rothfuss and Kerby E. Confer (50% each) to Grit Publishing Co. for \$2.3 million. Sellers each own 38% of **WHUM(AM)** Reading, Pa.; 35% of **WKRT(AM)-WNOV(FM)** Courtland, N.Y., and 25% of **KSSN(FM)** Little Rock, Ark. Buyer is family-owned publisher of *Grit* national weekly newspaper based in Williamsport. Andrew Stabler is president. It owns **WCBY-TV** Bristol, Va. Action April 23.

■ **KNIN(AM)** Wichita Falls, Tex. (AM: 990 khz, 10 kw-D, 1 kw-N)—Granted assignment of licenses from Wichita Broadcasting Corp. to KNIN Broadcasting Inc. for \$1.15 million. Seller: Bob H. Walker (100%), who has no other broadcast interests. Buyer: Richard J. Moran (99%) and Richard DeButts (1%). Moran is chairman of board of Moran Energy Inc., Wichita Falls-based oil and gas exploration firm. DeButts is station manager at KNIN. They have no other broadcast interests. Action April 27.

■ **WNOR-AM-FM** Norfolk, Va. (AM: 1 kw-D, 250 w-N; FM: 98.7 mhz, 46 kw, ant. 520 ft.)—Granted assignment of license from Commonwealth Broadcasting Co. to Marvin Josephson Associates (MJA) for \$2.6 million. Seller is owned by Arnold Malkan and family who also owns **KEYS(AM)-KZFM(FM)** Corpus Christi, Tex.; **WDJX(FM)** Xenia, Ohio, and **WKSJ(FM)** Columbia City, Ind. Buyer is publicly traded, New York-based international talent agency. It also produces *Captain Kangaroo* children's television program. It owns **WNIC-AM-FM** Dearborn, Mich. (Detroit). Action April 23.

## Facilities Changes

### AM applications

■ **KWSO(AM)** Wasco, Calif.—Seeks CP to change hours of operation to U by adding N service with 1 kw; increase D power to 10 kw; install DA-N; change frequency from 1050 khz to 1180 khz, and make changes in ant. sys. Ann. May 1.

■ **WTCM(AM)** Traverse City, Mich.—Seeks construction permit to increase D power to 5 kw. Ann. April 29.

■ **KDBM(AM)** Dillion, Mont.—Seeks CP to change TL to Lovers Leap Road, Dillion; and change SL and RC to 212 East Bannack, Dillio. Ann. April 28.

■ **KOB(AM)** Albuquerque, N.M.—Seeks MOD. of CP to change from 50 kw, DA-N to non-DA 50 kw. Ann. April 28.

■ **WNBG(AM)** Waynesboro, Tenn.—CP to make changes in ant. sys. (incre. height of tower). Ann. April 28.

■ **KORD(AM)** Pasco, Wash.—Seeks CP to change

hours of operation to U by adding N service with 250 W; increase D to 10 kw; change frequency to 870 khz and make changes in ant. sys. Ann. April 29.

■ **KVOW(AM)** Riverton, Wyo.—Seeks CP to make changes in ant. sys.; change TL to 1.4 miles east of Memorial Hospital, Riverton, Wyo.; change SL and RC to 603 Pershing, Riverton, and increase height of tower to 199 ft. Ann. April 28.

### FM applications

■ **WKSJ-FM** Mobile, Ala.—Seeks CP to make changes in ant. sys.; change TL to 4 miles N.E. of Mabilis, off US 31; change type trans.; change type ant; ERP: 80 kw (H&V); increase HAAT: 1121.45 ft. (H&V) and change TPO. Ann. April 30.

■ **KUAF(FM)** Fayetteville, Ark.—Seeks change of ERP: .1 kw (H); HAAT: 311.25 ft. (H); change type trans. and trans. line. Ann. May 1.

■ **KBOS(FM)** Tulare, Calif.—Seeks CP to change TL to Eshom Point, near Badger, Calif.; increase ERP: 16.4 kw (H&V); HAAT: 847 ft. (H&V) and make changes in ant. sys. Ann. April 28.

■ **WGCS(FM)** Goshen, Ind.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP: 7.4 kw; increase HAAT: 58.5 ft. and change TOP. Ann. April 28.

■ **WBIP-FM** Booneville, Miss.—Seeks CP to change TL to North Third Street, Booneville, Miss.; change type trans.; increase HAAT: 300 ft. (H&V) and change TPO. Ann. April 28.

■ **WNNN(FM)** Canton, N.J.—Seeks CP to install new ant. and new trans. as stand-by units. Ann. April 30.

■ **KRAZ(FM)** Farmington, N.M.—Seeks CP to make changes in ant. sys.; change TL to 4.5 miles south of Farmington, near highway No. 371, near Farmington; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 497 ft. (H&V) and change TPO. Ann. April 28.

■ **WKCO(FM)** Gambier, Ohio—Seeks CP to increase ERP: .266 kw (H); HAAT: 190 ft. (H) and change type trans. Ann. April 28.

■ **KQFO(FM)** Frederick, Okla.—Seeks mod. of CP to change TL to .85 miles west on highway 5 from center of Frederick; change SL and RC to 207 west Grand, Frederick; change type trans.; change type ant.; decrease HAAT: 221.6 ft. (H&V) and change TPO. Ann. April 29.

■ **WUHY(FM)** Philadelphia—Seeks CP to make changes in ant. sys.; change type ant. Ann. April 30.

■ **KBGG-FM** Merkel, Tex.—Seeks CP to change TL to on Buzzard Mountain, 7.45 miles south S.E. of Merkel, Tex.; change SL to North Second Street and Baker Street; change RC to Wells Lane, 0.65 miles south of U.S. Routes 80/84; change ERP: 0.398 kw (H&V); HAAT: 714 ft. (H&V) and make changes in ant. sys. Ann. April 28.

■ **KRMQ(FM)** Provo, Utah—Seeks mod. of CP to change type trans.; change type ant.; increase ERP: 47.0 kw (H&V); increase HAAT: 2788 ft. (H&V) and change TPO. Ann. April 28.

### AM actions

■ **KMJC(AM)** El Cajon, Calif.—Granted CP to Augment Standard Radiation Pattern (BP-801223AG). Action April 13.

■ **WMVG(AM)** Milledgeville, Ga.—Granted CP to make changes in ant. sys., and change TPO; conditions (BP-801209AK). Action April 13.

■ **WFKN(AM)** Franklin, Ky.—Returned as unacceptable for filing application for CP to increase power (ARN-801204AK). Action April 15.

■ **WCAO(AM)** Baltimore, Md.—Granted CP to make changes in ant. sys. and specify MEOV's on Directional Pattern; conditions (BP-800307AK). Action April 13.

■ **WGNY(AM)** Newburgh, N.Y.—Returned as unacceptable for filing application for CP to add N hours of operation, increase D power and change frequency (ARN-810113AB). Action April 23.

■ **WTBP(AM)** Parsons, Tenn.—Granted CP to increase power to 1 kw (BP-790611AH). Action April 13.

### FM actions

■ **WUSF(FM)** Tampa, Fla.—Granted University of South Florida. modification of CP to change type trans.

and ant., and change TPO (BMPED-801201AS). Action April 24.

■ **WBHI(FM) Chicago, Ill.**—Returned as unacceptable for filing application for modification of FM broadcast station on CH-203A (ARN-791231AO). Action April 23.

■ **WWLR(FM) Lyndonville, Vt.**—Granted CP to increase ERP 2.75 kw (H&V), antenna height - 180 ft. (H&V), and change channel to 218 (BPED-801205AO). Action April 24.

## In Contest

### FCC decisions

■ **FCC granted application of Firelands Broadcasting Inc., to increase power of WLKR-FM Norwalk, Ohio from 2.5 kw to 3.0 kw, and increase its ant. height from 125 to 300 ft. Petroleum V. Nasby Corp., permittee of new FM at Shelby, Ohio, asked that WLKR-FM's application be denied, alleging that station used misleading contour map in connection with its advertising rate card. PVN contended that WLKR-FM's FM contour, in addition to contour of its co-owned AM station, was not labled to indicate usual signal strength of AM and FM contour. PVN also asserted that the depicted contours were exaggerated and that applicant incorrectly claimed to serve the entire Firelands area on rate card. FCC concluded that although WLKR-FM's application did exaggerate usual AM and FM signals strengths, there was no intent to mislead and applicant withdrew map. Action April 23.**

■ **FCC denied Rhode Island Media Alert reconsideration of July 1, 1980, action approving assignment of licenses of several stations in Providence, R.I., market. Applications involved an Audio-Air Inc. proposal to assign license and sell assets of WRLM(FM) Taunton, Mass., to Franks Broadcasting Co., which in turn would assign license of its daytime-only station WHIM(AM) at Providence to East Providence Broadcasting Inc., a minority-controlled company. Concurrently, Franks would exchange WRLM for Outlet Company's full-time AM station WJAR at Providence. FCC granted waiver of its one-to-a-market rule to permit Outlet, which is also licensee of WJAR-TV whose service area encompasses all of Taunton, to acquire WRLM and approved issuance of tax certificate to Franks because of its sale of WHIM, which would make it only minority-controlled radio station in Rhode Island. Action April 23.**

### Procedural rulings

■ **Goleta, Calif. (Guy S. Erway and Goleta Communications Corporation) FM Proceeding**—ALJ Walter C. Miller granted joint request and approved agreement, authorized reimbursement of \$54,770.50 to Erway, dismissed Erway's application with prejudice, granted Goleta's application and terminated proceeding (BC Doc. 78-134-35). Action April 21.

■ **Rome, N.Y. (CLW Communications Group, et al.) FM Proceeding**—ALJ John M. Frysiak granted joint request by CLW, Tillis Communications of New York Inc., and Promedia Communications Inc. for approval of agreement and approved reimbursement to CLW for \$6,600 and to Tillis for \$9,500; dismissed with prejudice applications of Tillis and CLW; granted application of Promedia, and terminated proceeding. (BC Doc. 80-550-552). Action April 13.

■ **Belpre, Ohio (Composite Communications, Inc., et al.) FM Proceeding**—ALJ Joseph P. Gonzales granted joint request by applicants and approved agreement; authorized reimbursement by Composite Communications to Family Broadcasting Services Inc. for \$4,239.29, to Tillis Communications of Mid Ohio Valley Inc., for \$5,337 and to Belpre Broadcasting Co. for \$3,200; dismissed various pleadings as moot, granted Composite's application and terminated proceeding (BC Doc. 80-640-43). Action April 16.

■ **Cottage Grove and Creswell, both Oregon (Visionary Radio Euphonics Inc., et al.) FM Proceeding**—ALJ John H. Conlin granted joint petition by Visionary and Creswell Wireless Co., and approved agreement, authorized reimbursement to visionary for \$14,117, dismissed with prejudice applications of Visionary and Bear Mountain, granted application of Creswell for new FM station to serve Creswell, Ore., and terminated proceeding (BC Doc. 80-349-351). Action April 8.

■ **Lubbock, Tex. (Rex Broadcasting Corp. and Western Broadcasting Co.) FM Proceeding**—ALJ Ed-

ward J. Kuhlmann denied petition by Western to enlarge issues, granted motion by Rex for summary decision, granted joint petition by Western and Rex for approval of agreement and authorized reimbursement to Western of \$49,127.77; dismissed Western's application, granted Rex's application for new FM station on Channel 273 at Lubbock, Tex., and terminated proceeding (BC Doc. 80-420-421). Action April 14.

### Designated for hearing

■ **Kare-Kim Broadcasting Inc., and Benko Broadcasting Co.:** For new commercial TV to operate on channel 53 at Lansing, Mich., to determine whether both applicants are financially qualified, Benko Broadcasting's ascertainment efforts; which of proposals would better serve public interest and which should be granted (BC Doc. 81-270-71). Action April 15.

■ **Osborn Communications Corp. and Jem Broadcasting Co.:** For improvement of existing AM broadcast facilities at Kansas City, Mo., and Bentonville, Ark., respectively; to determine areas and populations which would receive primary service from each proposal, and availability of other primary aural service to such areas and populations; which of proposals would better provide a fair, efficient, and equitable distribution of radio service, and which should be granted (BC Doc. 81-288-89). Action April 22.

■ **KDUN Radio Inc., and Gospel Hymn Time Inc.:** For modified and new AM's to operate at Reedsport, Ore., and Winston, Ore., respectively, to determine areas and populations which would receive primary service from each proposal, and availability of other primary aural service to such areas and populations; which of proposals would better provide fair and equitable distribution of radio service; in event it is concluded that choice between applicants should not be based solely on above issue, which of proposals would better serve public interest and which should be granted (BC Doc. 81-290-91). Action April 22.

■ **Gospel-West Broadcasters, Radio Spokane Inc., and Western Sun Inc.:** For new (Gospel-West) and modified (Radio Spokane and Western Sun) AM's to operate at West Richland, Wash., Spokane, Wash., and Lakewood, Colo., respectively, to determine whether Gospel-West is financially qualified; to determine areas and populations which would receive service from each proposal, and availability of other primary aural service to such areas and populations; which of proposals would best provide fair and equitable distribution of service; and which of applications should be granted (BC Doc. 81-285-87). Action April 22.

■ **Little Rock, Ark., (The Board of Trustees of the University of Arkansas on behalf of the University of Arkansas at Little Rock and Arkansas Broadcasting Foundation, Inc.) FM Proceeding**—ALJ Joseph Chackin scheduled conference for April 21 at 9 a.m. (BC Doc. 80-628-629). Action April 15.

■ **Solvang, Calif. (Robert T. Mindte, et al.) AM and FM Proceeding**—ALJ Lenore G. Ehrig designated ALJ Edward Luton as presiding judge and scheduled prehearing conference for June 22 at 9 a.m. and hearing for July 23 at 10 a.m. (BC Doc. 81-194-199). Action April 15.

■ **Willits, Calif. (Broadcasting Corporation of Mendocino County) AM Proceeding**—ALJ Lenore G. Ehrig designated ALJ Thomas B. Fitzpatrick as presiding judge and scheduled prehearing conference for

June 12 at 9 a.m. and hearing for July 20 at 10 a.m. (BC Doc. 81-240-41). Action April 16.

■ **Saloma and Burnside, both Kentucky (Q. Communications Inc., and Glen J. Goldenberg) AM Proceeding**—Designated ALJ Byron E. Harrison as presiding judge and scheduled prehearing conference for June 12 at 9 a.m. and hearing for July 16 at 10 a.m. (BC Doc. 81-242-43). Action April 16.

■ **Kirksville, Mo. (Countryside Broadcasters Inc. and Admiral Broadcasting Corp.) FM Proceeding**—ALJ Lenore G. Ehrig designated ALJ Joseph Gonzalez as presiding judge and scheduled prehearing conference for June 8 at 9 a.m. and hearing for July 22 at 10 a.m. (BC Doc. 81-202-203). Action April 15.

## Allocations

■ **Sierra Vista, Ariz. Assigned UHF TV channel 58 to Sierra Vista as its first TV assignment, effective June 9 (BC Doc. 80-666). Action April 10.**

■ **Gurdon, Ark. In response to petitions by Paul Root proposed assigning 93.5 mhz to Gurdon as its first FM assignment, comments due June 9, replies June 29 (BC Doc. 81-251). Action April 10.**

■ **Sanger, Clovis, Visalia, and Fresno, all California. Assigned UHF TV channels 43 and 59 to Fresno as its sixth and seventh TV assignment; and substituted TV channel 49 for 43 Visalia, effective June 9 (BC Doc. 80-524). Action April 10.**

■ **Sonora, Calif. In response to petition by Donald E. and Sylvia B. Leutz, proposed assigning 93.5 mhz to Sonora as its second FM assignment, comments due June 22, replies July 13 (BC Doc. 81-282). Action April 30.**

■ **Weed, Calif. In response to petition by Jeanne M. and Robert C. Crabb proposed substituting 102.7 for 100.9 mhz, comments due June 9, replies June 29 (BC Doc. 81-249). Action April 10.**

■ **Naples, Fla. Assigned 105.5 mhz as its fourth FM assignment, effective June 22 (BC Doc. 80-415). Action April 30.**

■ **Milan, Ga. In response to petition by George S. Walker III, proposed assigning 104.9 mhz to Milan as its first FM assignment, comments due June 9, replies June 29 (BC Doc. 81-250). Action April 10.**

■ **Boise, Idaho. Assigned 105.9 mhz to Boise as its fifth FM assignment, effective June 22 (BC Doc. 80-251). Action April 30.**

■ **LEWISTON, Idaho. Assigned 101.5 mhz to Lewiston as its third FM assignment, effective June 22 (BC Doc. 80-200). Action April 30.**

■ **Chubbuck and Pocatello, both Indiana. Assigned 103.9 mhz to Chubbuck as its first FM assignment; substituted 102.5 mhz for 104.9 mhz at Pocatello and modified the license of KRBU-FM Pocatello, to specify operation on ch. 273, effective June 9 (BC Doc. 80-250). Action April 10.**

■ **Idaho Falls, Ind. Assigned 103.3 mhz to Idaho Falls as its third FM assignment, effective June 9 (BC Doc. 80-249). Action April 10.**

■ **Hertford, N.C. Assigned 104.9 mhz to Hertford as**

## Summary of broadcasting

### FCC tabulations as of March 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

\*Special temporary authorization

\*\*Includes off-air licenses

its first FM assignment, effective June 9 (BC Doc. 80-246). Action April 10.

- Brownsville, Edinburg, Harlingen, Baymondville, Rio Grande City, all Texas. In response to petitions by Rio Grande Valley Catholic Communications Inc. and The Texas Consumer Education and Communications Development Committee, proposed substituting 88.1 mhz for 88.9 mhz at Harlingen; substituting 91.7 mhz for ch. 201A at Raymondville; substituting 91.5 mhz for ch. 201A at Rio Grande City; substituting 89.1 mhz for 88.3 mhz at Brownsville and delete 88.5 mhz at Edinburg, comments due June 9, replies June 29. (BC Doc. 81-252). Action April 10.

- Victoria, Tex. In response to petitions by Community Television of Victoria, assigned UHF TV channel 31 to Victoria as its third TV assignment, effective June 9 (BC Doc. 80-657). Action April 10.

- Jacksonville, Lumberton, Roanoke Rapids, and Rockingham, N.C.; Farmville and Kenbridge, all Virginia. Assigned noncommercial educational TV channels 19 to Jacksonville; 31 to Lumberton; 36 to Roanoke Rapids; 53 to Rockingham; reassigned 31 from Kenbridge to Farmville, effective June 9 (BC Doc. 80-505). Action April 10.

- Roanoke, Va. In response to petition by Vine & Branch Inc. proposed assigning UHF TV channel 38 to Roanoke as its fourth commercial TV assignment, comments due June 22, replies July 13 (BC Doc. 81-283). Action April 30.

- Christiansted and Frederiksted, both Virgin Islands. In response to petitions by John T. Galanes, and Minority International Enterprises, proposed substituting 100.3 mhz for 106.1 mhz at Christiansted; and assigning ch. 291 to Frederiksted as its first FM assignment, comments due June 22, replies July 13 (BC Doc. 81-284). Action April 30.

- Deer Park, Wash. In response to petition by Tri-County Broadcasting, proposed assigning 107.1 mhz to Deer Park as its first FM assignment, comments due June 22, replies July 13 (BC Doc. 81-281). Action April 30.

## Earth stations

### Applications

- Consolidated Midwest Cable TV Inc. for Pawnee, Ill. (4.6m; S-A; E3172).

- Omniview Inc. for Blair, Neb. (4.5m; S-A; E3173).

- Davis Communications Inc. for Medical Lake, Wash. (5m; S-A; E3174).

- Edward Debartolo Corp. for Boardman township, Ohio (7m; S-A; E3175).

- Eastern Cable Corp. for Gray, Ky. (5m; AFC; E3176).

- Gulf Coast Cable Television for Almeda, Tex. (6.1m; Harris; E3177).

- Cylix Communications Network Inc. for Independence, Mo. (4.6m; S-A; E3178).

- Alascom Inc. for North Bend, Wash. (12m; Andrew; E3179).

- Tele-Media Corp. of Lake Erie for Plymouth township, Ohio (5m; S-A; KG33).

- Sammons Communications Inc. for Turlock, Calif. (4.5m; S-A; KG33).

- Camellia City Telecasters Inc. for Sacramento, Calif. (10m; S-A; KG62).

- RCA American Communications Inc. for Pasadena, Calif. (10m; RSI; KG72).

- Westex Cable Corp. for Del Rio, Tex. (6m; Harris; KG92).

- Great Plain Community Television for Perryton, Tex. (4.5m; Andrew; KH29).

- Canton Cablevision Inc. for Canton, Miss. (5m; S-A; WF59).

- Sammons Communications of Virginia Inc. for Horse Mountain, Va. (5m; S-A; WG54).

- Satellite Business Systems for McLean, Va. (7.7m; Hughes; WS27).

### Grants

- Centel Communications for Lake Zurich, Ill. (E2775).

- Dow Jones & Co. for Dallas (E2924).

- Dow Jones & Co. for White Oak, Md. (E2925).

- Scott County Cablevision Inc. for Weber City, Va. (E3006).

- U.S. Cable Corp. for Griffith, Ind. (E3007).

- American Cable Television Inc. for Chandler, Ariz. (E3008).

- WJAC Inc. for Johnstown-Office, Pa. (E3009).

- WJAC Inc. for Johnstown, Pa. (E3010).

- WSKG Public Television for Conklin, N.Y. (E3011).

- Edwards Cable TV Service for Blaine, Ky. (E3012).

- Port Angeles Telecable Inc. for Sequim, Wash. (E3013).

- Cylix Communications Network Inc. for Oklahoma City (E3014).

- American Satellite Co. for Offutt AFB, Neb. (KB38).

- American Satellite Co. for Centerville Beach, Calif. (KB39).

- Allen's TV Cable Service Inc. for Morgan City, La. (KG21).

- Com-West Inc. for Duncan, Okla. (KG25).

- Twin Lakes Television Co. for Berryville, Ark. (KG34).

- G-F Cable TV Inc. for East Grand Forks, Minn. (KG52).

- Beatrice Cable TV Co. for Beatrice, Neb. (KG54).

- Mid-America Cable Systems for Olathe, Kan. (KG58).

- Cox Cable Communications for Megler, Wash. (KG78).

- Teleservice Corp. of America for Painview, Tex. (KG36).

- Semo Microwave Inc. for Malden, Mo. (KH42).

- Breckenridge TV Cable Co. for Breckenridge, Tex. (KG44).

- Exxon Communications Co. for Alaskan Star, Alaska (WD33).

- The Public Broadcasting Council of Central New York Inc. for Syracuse, N.Y. (WD44).

- Rochester Area Educational Television Association for Webster, N.Y. (WD76).

- Pennsylvania State University for University Park, Pa. (WD81).

- Long Island Educational Television Council Inc. for Stony Brook, N.Y. (WD86).

- University of Vermont for Colchester, Vt. (WE36).

- North Gibson CATV Associates for Dyer, Tenn. (WG22).

- American Television and Communications Corp. for Tawas City, Mich. (WG40).

- Cantral Cable System Inc. for Clinton, Ill. (WG49).

- Warner Amex Cable Communications for Kingsport, Tenn. (WG61).

- American Television and Communications Corp. for Lexington, Tenn. (WG66).

- Jones Intercable CATV Fund for Alton, Ill. (WG67).

- American Cablevision of Carolina for Charlotte, N.C. (WG86).

- Lynchburg Cablevision Inc. for Lynchburg, Va. (WG88).

- Cablevision of Durham Inc. for Durham, N.C. (WG89).

- Telecable Inc. for Jonesboro, La. (WH26).

- Storer Cable TV for Port Charlotte, Fla. (WH54).

- Storer Cable TV for Venice, Fla. (WH53).

- Salem Cable TV Co. for Salem, Va. (WH56).

- Community Television Inc. for Jacksonville, Fla. (WM23).

- State University of New York for Oswego, N.Y. (WP48).

- Southern Tier Educational Television Association Inc. for Endwell, N.Y. (WP89).

- West Chatham Cablevision Inc. for Pooler, Ga. (E3000).

- Atlantic Cablevision Inc. for Atlantic, Iowa (KE94).

- New Jersey Public Broadcasting Authority for Clarksville, N.J. (WD56).

- University of Georgia for Athens, Ga. (WE30).

- Mohawk-Hudson Council on Educational Television for Schenectady, N.Y. (WF91).

- Clear Television Cable Corp. for Toms River, N.J. (WG38).

- Storer Cable TV of Florida Inc. for Lake Wales, Fla. (WH52).

## Other

- FCC released summary of all rulemaking proceedings being handled by its staff as of last December 31. On that date, rulemaking items accounted for 44% of commission's overall workload. FCC summary contains rulemaking number, petitioner, target completion date, date petition was filed, date it was announced on public notice, the Bureau, division and individual handling including brief statement of issue. Copies of summary are available from Government Printing Office (S. No. 044-000-00384) at \$4.25 per copy.

- Total of 19,894 complaints from public were received by Broadcast Bureau in March 1981, decrease of 2,830 from February, 1981. Other comments and inquiries for March totaled 953, decrease of 1,319 from previous month. Ann. May 1.

- FCC's January 1981 Radio Equipment List is now available. List contains equipment considered by FCC as acceptable for licensing in following services: Experimental Radio; Domestic Public Radio; Radio Broadcast; Experimental, Auxiliary and Special Broadcast; Cable Television Relay; Stations on Land in Maritime Services and Alaska-Public Fixed Station; Stations on Shipboard in Maritime Services; Aviation; Private Land Mobile Radio; Private Operational-Fixed (Microwave); and Amateur Radio. Inquiries concerning listing of equipment may be sent to FCC Laboratory, P. O. Box 429, Columbia, MD 21045. Telephone (301) 725-1585.

## Call Letters

### Applications

Call	Sought by
	<b>New AM</b>
KQPM	McLeod County Broadcasting Co., Glencoe, Minn.
	<b>New FM's</b>
KERU-FM	Escuela de la Raza Unida, Blythe, Calif.
KAIN-FM	Rojac Enterprises, Caldwell, Idaho
KLCQ	Lynnlee Broadcasting Inc., Monroe City, Mo.
KAUB-FM	Midway Broadcasters, Auburn, Neb.
	<b>New TV</b>
WWMA-TV	TV 17 Unlimited Inc., Grand Rapids, Mich.
	<b>Existing AM's</b>
WOKV	WAIV Jacksonville, Fla.
WRAC	WBOO Baraboo, Wis.
	<b>Existing FM</b>
WZBQ-FM	KSNM Pocatello, Idaho
	<b>Existing TV's</b>
KTUU-TV	KENI-TV Anchorage, Alaska
WVEO	KTDS Brownsville, Tex.

### Grants

Call	Assigned to
	<b>New FM's</b>
WFAR	Danbury Community Radio Inc., Danbury, Conn.
WHRC-FM	Peter Edward Hunn, Port Henry, N.Y.
KWES	Texas Wireless Inc., Monahans, Tex.
KIXC-FM	Joy Radio Broadcasting Inc., Quana, Tex.
KSOX-FM	Edgar L. Clinton, Raymondville, Tex.
	<b>New TV</b>
WRJK-TV	Channel 40 Inc., Bluefield, W. Va.
	<b>Existing AM</b>
KZBQ	KISU Pocatello, Idaho
	<b>Existing FM's</b>
WTCO	WVMM Arlington Heights, Ill.
KJYO	KZUE Oklahoma City
WOWQ	WCED-FM Dubois, Pa.
WMYU	WSEV-FM Sevierville, Tenn.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Station Manager** with proven sales and administrative ability for growing South Texas station. E.O.E. Box D-138.

**Terrific Number 1 SALESPERSON** sought for sales manager of first class AOR FM in m-dium 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 much more than just another job, but we need a hard, hard worker. Investigate by letter and resume to General Manager. Box D-140.

**If you are looking** for an opportunity to move into management and are willing to prove your sales ability first, then send your resume immediately! This is a golden opportunity in Northern New England with one of the fastest growing groups in the country! Experienced only, as this will lead to S.M. or G.M. in 3-6 months. E.O.E. reply Box D-156.

**Sales Manager:** \$20,000 - \$30,000 income directing staff in Santa Fe, Espanola, Taos areas of New Mexico. Person with proven sales record ... creative, promotion oriented ... must be tough and demanding. Will have complete authority. EOE. Jim Hoffman, KDCE Radio, Box 970, Santa Fe 87501.

**Sales Manager**, who can do it all—sell, lead, recruit sales staff, promote, merchandise, entrench in community affairs ... who's seeking greener pastures, and greener dollars. Reply Box E-1.

**Station manager** for group owned profitable automated single station market class IV AM in the Northeast. Must have strong sales background. Send resume and references with first reply to: Box E-13.

**General Manager** needed for 50,000 watt urban FM commercial station which exists as an academic training ground for students. M.A. in Communication area with management and teaching experience. Salary competitive. Applications with resume by May 29, 1981 to: Don B. Morlan, Chairperson; Department of Communication Arts; University of Dayton; Dayton, Ohio 45469. University of Dayton is an Affirmative Action/Equal opportunity Employer.

**Sales Manager** and possibly later as manager at station where 72 year old owner wants to retire. Charlie Persons KVBR Brainerd, Minn. 56401.

**Director of Radio Activities** America's highest rated Public Radio station seeks new leader. BA/BS in communications or administration plus significant management and radio programming experience required. MA and/or teaching experience preferred. Salary: \$22,000-\$25,000. Apply before June 30, 1981, to Dennis Haarsager, General Manager, Edward R. Murrow Communications Center, WSU Pullman, WA 99164. An EO/AA Employer.

**General Sales Manager** adult contemporary WKIX-AM located in beautiful capitol city of North Carolina. We need a person who likes to help others be successful. Excellent salary and bonus plan with this Mann Media Station. Contact Ed Weiss General Manager, WKIX, Raleigh, North Carolina 27605.

**Business Manager, Radio.** Radio Station looking for a person with accounting degree plus 2 to 3 years general ledger experience with good communications skills. Total package includes attractive fringe benefits. Send resume to Norm Schruett, KZLA AM/FM, 5700 Sunset Blvd., L.A. Ca 90028. No phone calls please. EOE.

### HELP WANTED SALES

**Black Format.** New in the market. New Haven Connecticut. Unlimited sales opportunities. \$100 weekly expenses. Commission on collections. Ideal opportunity to begin radio sales career. Send resume to Edie Acabbo, Station Mgr. WNHC, PO Box 1340 New Haven, CT, 06505.

**Sales:** position w/medium-market station. No order takers. Experienced, street sales only. We are the only local station in market. Salary+ comm+expenses+bonus. Call 201-965-1530 or send resume to Sales Manager, WJDM 9 Caldwell Pl., Elizabeth NJ 07201.

**Aggressive,** successful local salesperson wanted for top rated AM & FM combo. Must have at least 5 years radio sales experience with successful record. Resume to DeBeau Broadcasting, Box 1929, Punta Gorda, Fla., 33950, or phone 813-639-1188. EOE.

**Proven radio sales** track record? Work well with people, with just the right balance of aggressiveness and empathy? We need an Assistant Sales Development Manager for our broadcast division that is expanding into cable TV. If qualified and interested in joining a proven AM/FM leader in the industry, EOE, send your success story and resume to Box D-166.

**The best,** hardest working radio salesman in the mid-west wanting a chance in TV. 20-25 the first year with realistic opportunity on up side. Seasoned staff of pros to work with, and management that will help you grow. RAB training a plus. Send resume to Box D-177, EOE.

**Growing, Creative** five station California Radio group seeking radio time salespeople to work for KARM/AM and KFIG/FM in Fresno. Call for an appointment 209-268-8801. Radio sales experience not required, sales experience is required. Equal Opportunity Employer.

**Aggressive Small Market** sales person wanted. Come to beautiful Fort Myers, Florida, the fastest growing city in the United States and work with a professional management team. Call Doug Auerback, WAYK Radio area code 813-481-0001 or write WAYK Radio 3858 College Parkway, Fort Myers, Florida 33907.

**Radio sales manager** position in a small Northeast market open for an enthusiastic, dependable salesperson who wants to step up into management and who wants the opportunity to grow. Reply in confidence to Box E-70.

**100,000 Watt Contemporary FM.** Established list. Needs experienced sales person. Better than average opportunity good guaranteed draw resumes and income requirements to Jim Lord Chaplin WOVV-FM, PO Box 3192, Ft Pierce, Florida 33454 EOE.

**Radio Sales Manager** To lead the Sales Department of our excellent middle market AM/FM combination. Are looking for a hard-driving person who likes to sell business and lead a staff to success. Outstanding financial opportunity for right person. We're an equal opportunity employer. M/F Send resume to PO. Box 175, Terre Haute, IN 47807.

**"Moving on Up."** You can sell ... now, can you sell and lead. We're looking for a local sales manager who can lead thru creative, productive sales. We have the tools, ratings and team to help make you money with our Contemporary and Modern Country stations. Give me your best shot and I'll give you mine. Phil Hoover, WIQB/WNRS Radio, PO Box 8605, Ann Arbor, Michigan 48107. Equal Opportunity Employer.

**FM Radio Station** looking for aggressive salesperson. Excellent growth opportunity. Salary commensurate with experience. At least one year street experience. Send resume to Box 701, Freeport, IL 61032.

**St. Louis FM** Station seeks experienced sales person to replace long time salesman. Excellent opportunity for advancement. Send resume to General Manager, Box E-44. EOE Employer.

**Selling Sales Manager** for community involved AM-FM located in lovely Indiana town of 18,000. Great chance to grow with group owner if you have a strong desire to succeed! E.O.E. Contact John Dotas, WCBN-AM-FM, Box 619, Connersville, Indiana. 317-825-6411

### HELP WANTED ANNOUNCERS

**Ohio Small Market** needs experienced, versatile, first ticket combo. Security and dollars for right person. Resume to Box E-4.

**If you like an air shift,** if you like sales, if you like news you can get all three. And not for the price of one! We are an award winning station with an opening for such versatility. Send complete resume. If this is the challenge you desire apply now. If you aren't the type, don't waste our time and yours. Box E-29.

**WRTA, Altoona, Pa.** has an opening for a morning personality. Our's is moving into ownership/management. Minimum of three years' experience. Adult-Contemporary format. Established facility and moving into new quarters in July EOE. Send tape and resume to Rod Wolf, PO. Box 272, Altoona, Pa., 16603.

**Outlet Broadcasting** Radio is interested in establishing a "talent pool" for future openings at its stations in Providence, Orlando, Philadelphia, Los Angeles, Detroit, and Washington, D.C. Interested news anchor/directors, and DJs send telescoped cassette tapes to: Dick Rakovan, Outlet Broadcasting, 111 Dorrance Street, Providence, Rhode Island 02903. Outlet—a company acting affirmatively. E.O.E. M/F

**WEVE AM/FM,** Eveleth, Minnesota, has immediate opening for experienced announcer who wants to become a program director. Current PD is getting married this summer and moving to Alaska. A great opportunity to get into management! Send tape and resume to Lew Latto, 419 W. Michigan St., Duluth, MN 55802. 218-727-7271. EEO/MF

**Night announcer** for religious AM-FM group stations in Fargo, N.D. Need experienced, mature personality, preferably with knowledge of sacred music. Equal Opportunity Employer. Send resume with references to: Gary Herr, KFNW, Fargo, North Dakota 58108.

**Announcer/Writer:** Aggressive young agency needs experienced announcer/writer. Exceptional opportunity. Strong creative ability essential. If you are really good, we need you. Salary wide open. No calls, please. Send tape, resume and salary history to: Gamzo Advertising, 624 S. Michigan Ave., Chicago, IL 60605. Attn: Robert Cody.

**Afternoon Personality** at a suburban New York AM-FM Combo. Rush resume to Box E-51. EOE/AA Employer.

### HELP WANTED TECHNICAL

**I need** an engineer NOW! Good pay, full benefits working with automated equipment in Northern New England. Respond only if you are serious about seeking a good opportunity. E.O.E. Reply Box D-157.

**Columbus, Indiana** needs Chief Engineer for AM/FM station. Must be familiar with automation. Send references, resume, and salary requirements to Jim Kauper, WCSI AM/FM, PO Box 809, Columbus, Indiana 47201. EOE.

**Technical Director** for growing sun-belt broadcast group. Must have first class license, working knowledge of FCC Rules and Regulations, and practical experience in AM/FM Transmitters, maintaining and adjusting DA, STL's, audio processing, and automation. Salary commensurate with qualifications. Send resume to Box E-37. E.O.E.

**Assistant Chief Engineer** for WSPD Radio, Toledo, Ohio, a full-time 5 KW station. First Class License required, with experience in preventive maintenance, transmitters, studio construction and directional antennas. Salary negotiable. Equal Opportunity Employer. Qualified candidates send resume, with references, to Chief Engineer, WSPD Radio, 125 South Superior, Toledo, Ohio 43602.

**Northern California** station needs good chief engineer for Class III directional. Good knowledge of studio and directional equipment a must. Jeff Martin, PO. Box 1918, Redding, CA 96099.

**Chief Engineer.** Job opening for adventurous person FCC 1st required duties: Weekly maintenance of transmitter, studio, satellite & STL equipment. Remote production, on air announcing. Salary \$24,100. Contact Brad Reeve—KOTZ, PO. Box 78, Kotzebue, AK 99752. 907-442-3435.

## HELP WANTED TECHNICAL CONTINUED

**Chief Engineer for AM/FM** stations in NE and SW New Mexico belonging to growing sun-belt broadcast group. Must have first class license, working knowledge of FCC Rules and Regulations, and practical experience in AM/FM transmitters, maintaining and adjusting DA, STLs audio processing, and automation. New Class C FM to be constructed soon. Salary commensurate with qualifications. Send resume to Box E-38. E.O.E.

**Chief Engineer** for nation's leaders in Religious Radio, KCFO-FM and KAKC-AM, Tulsa. Top pay, benefits & work with a purpose! AM directional experience a must. Call Dennis Worden at 918-445-1186. An Equal Opportunity Employer.

**Chief Engineer**—Opportunity to join professional team with groups 5th facility—Class C FM in Lake Charles, LA. First class and FM knowledge required. Call Gary Koeffler, G.M. 713-639-4455.

**Experienced Chief Engineer** wanted for AM/FM in large Midwest city. Excellent salary, benefits, engineering staff. Must be experienced with DA's and state-of-the-art equipment. Excellent opportunity for a qualified chief to improve his status. Resume to Box E-32.

**Dallas, Texas.** Rare opening in five-man engineering staff. KLIF 50 KW AM, KPLX 100KW FM. High energy, competitive operation! Opportunity for small or medium market chief to move up. First class license, experience, good ears, enthusiasm, and desire to be part of winning team required. Apply in confidence by resume including salary history and cover letter to David Briggs, 411 Ryan Plaza, Arlington, TX, 76011. EOE 817-461-0995.

**Southeastern 100,000 Watt FM** 5,000 Watt AM clear channel looking for chief engineer with air experience. If you are a team player looking for stability with a rapidly growing company and would like to make 19+K, send complete resume to Box E-78.

**Sunbelt, Group-owned AM** looking for strongest engineer in the country. MW-5 experience a plus. Immediate opening. First phone required. Resume, references and salary requirement to GM, WDAE, 504 Reo Street, Tampa, 33609. EOE/M-F.

**Broadcast Engineer**—production and maintenance. Needed immediately. Experience and good references required. Send resume to: Fred Rathert, WCAO/WXYV Radio, 8001 Park Heights Ave., Baltimore, Maryland 21208. EOE.

**Medium size** Central Florida market AM-FM with latest state of art equipment needs full charge CE. Great climate and market. Resume and salary requirement to Box D-190.

**Columbus, Indiana** needs Chief Engineer for AM/FM station. Must be familiar with automation. Send references, resume, and salary requirements to Jim Kauper, WCSI AM/FM, PO Box 709, Columbus, Indiana 47201. EOE.

**Midwest AM Directional/100,000 Watt Automated FM** have excellent opportunity for Chief Engineer. Please send resume and salary expectation to Box E-50, EOE.

**Chief Engineer** for small Northeast station. Experience required. Some air work. \$12,500 to start. Life and health insurance. Pension Plan. Box E-66.

## HELP WANTED NEWS

**Wanted: News Director.** 10KW full timer in Aberdeen, S.D., looking for experienced news director in medium market. Top pay/benefits. Tape-resume to KKAA Box 1770, Aberdeen, S.D. 57401.

**Writer/Reporter:** Minimum one year experience. Emphasis on anchoring news casts. Send tape and resume to Personnel Director-Broadcasting PO. Box 100, Nashville, Tennessee 37202. An Equal Opportunity Employer.

**1220/WGAR**, the leader in Cleveland radio, is seeking an experienced reporter for street and anchor assignments. Send tape and resume to John O'Day, WGAR, Cleveland, 44147. An equal opportunity employer.

**WIRL**—looking for right morning newscaster. No beginners. This is an aggressive news operation which demands excellent delivery, initiative and judgement and 2 years experience. No phone calls. Equal Opportunity Employer. Aircheck and resume to: Ira Bitner, PO. Box 3335, West Glen Station, Peoria, Illinois, 61614.

**Gulf Coast** news-talk station needs strong morning anchor/reporter. Three years experience required. Self-starter a must. Send tape/resume to: Joe McKay, PO. Box 2367, Mobile, AL., 36652. EOE.

**News Director** Number one Midwest adult contemporary now ready to build number one professional news department. Our News Director will be a highly competitive, professional journalist whose ego will not allow second best and who understands contemporary news approach. This is a career opportunity for individual looking for take charge position and big market income. We are committed to providing budget for personnel, equipment, and promotion. Send resume, tape, and philosophy to Larry Lakoduk, General Manager, KQWB, Box 2983, Fargo, North Dakota 58108.

**News Reporter/Anchor.** Experience required. Salary commensurate with ability. Contact Bob Wilbanks, News Director, WHO Radio, 1100 Walnut Street, Des Moines, Iowa 50308.

**Host/Anchor** sought for 5-9 a.m. newsblock. Applicant must have proven (1) news credibility (2) spontaneity (3) imagination (4) "up" morning personality (5) sense of humor (6) community involvement. We need a memorable, "live wire" interlocutor who can show a track record, not just potential. Rush material to Ted Landphair, WGSO, 1440 Canal St., New Orleans, LA 70112.

**News Director/Asst. Professor** wanted for NBC and CBS affiliated, award-winning commercial AM and FM owned by the University of Florida, Gainesville. Must be top-flight journalist who will be responsible for teaching and training broadcast journalism students; supervising professional and student staff; and maintaining highly competitive objectives of stations' news commitment. Will teach some courses at U.F. minimum: related M.A. and three years (commercial preferred) broadcast news experience. Salary range: \$17,000 to \$19,500. Excellent benefits; send resume and tape before June 5, 1981 to: Hank Conner, Committee Chairman, College of Journalism and Communications, University of Florida, Gainesville, Florida 32611.

**Black All-News**, talk, WLIB-AM and number one rated WBLS-FM seeking female/male newsreporter. Good anchor. Heavy solid street experience. References required. Company will not pay relocation expenses. Start immediately. Only Ms. or Mr. right need apply. No calls. Send resume to News, 801 Second Avenue, New York, NY 10017.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**WQSM TM** Stereo Rock needs morning host/operations manager. Quality air work and production is essential. Minimum five years experience. Tapes and resumes to Paul Michels, Box 35297, Fayetteville, NC 28303. EOE M/F.

**We Need a Program Director** for a medium market daytimer that can deliver a major market sound. Must be aggressive, a solid programmer, and can work with people. Must be able to execute policy, yet have initiative to produce creative programming in an overally saturated market. Box E-16.

**Near Genius Wanted:** Producer/Writer who revels in writing and producing radio works of art. If imagineering and audio technique are your game, we want to hear from you. '79 Billboard Station of the Year, 9 AP Awards, etc., etc. One of the country's best stations offers excellent salary, benefits, and life-loving working environment in our new \$1.2 million building shared with our sister newsmagazine. Send resume, writing samples, and tape to: GENIUS, WLDF Radio, Box 10,000, Marion, Ohio 43302 EOE.

**Excellent opportunity** for do-it-all person. We need a morning drive (7-9 am) personality, copy writer and automation/personel overseer. You will be directly responsible for the entire programming operation, so you must be sharp and good. Send tape and resume to: Box 377, Newport, Vermont 05855 E.O.E.

## SITUATIONS WANTED MANAGEMENT

**General Manager** available immediately. Highly qualified, group experience, major markets. Documented performance, demonstrated ability. Familiar with all formats. Former GM of 50,000 watt country giant. Great references. Reply Box D-11.

**Successful** major market General Manager offers excellent background in sales, sales management, cost control, programming, FCC R&Rs, and administration. I am seeking a management position which will allow me to increase your profits and numbers. Box D-125.

**Aggressive programmer** for 35+ audience. Theatre, Film, Nostalgia, Beautiful Music, Classical. MA. \$18M. Sales background, management experience. Box D-188.

**General Manager/V.P.** Jennings, RAB, College, over 16 years, successful track record, interested in medium market. Seven stations achieved history breaking sales. Five moved to number one. Strong sales, programing, promotion and management. Call 812-865-2315.

**Currently Employed** SM looking for first move to station management, small to medium market. Prefer turn-around situation, West/Midwest but other locations considered. Sales and programing background. Starting salary not as important as incentive structure. 208-734-6608 evenings.

**G.M. - 23 years experience.** Highly qualified in all phases of operation, including station ownership. Sales and promotion oriented a leader, self starter, and motivator. Contact: Jack A. Carpenter-601-956-2859.

**Take Charge Manager** will do it your way with knowledge and expertise gained from over 25 years in every phase of broadcasting. Good management will always produce a profit. Box E-73.

**General Manager** seeks position with equal opportunity employer, sales, programming, administration, budgeting, FCC expertise urban contemp and black oriented formats, result oriented, currently employed excellent references. Box E-87.

**\$\$\$—A manager** who can SELL. A Salesman who can MANAGE. Eight year pro who can do it all. Copy, Production, Remotes, Air work and Play by Play. Stations not afraid to accept big orders should write today. While there may be plenty of you, there is only one ME. David G. Stern, 1827 K SW, Miami, OK 74354 ... or call 918-542-6950 after 6 PM CDT.

**General Manager**, professional, expert in sales management and sales desires management East Tennessee stable growing operation. 615-764-0042 after 6 p.m.

## SITUATIONS WANTED SALES

**Ten Years** Midwest Sales Experience! Promotion oriented. Bumper Sticker, local Sports, Seasonal, etc. Complete broadcast background. Box D-145.

**Female-C&W Jockess** Dependable-hard working ambitious/will relocate. Tape and resume available. Mary Ann Anifer, 312-254-2335 after 4:00 p.m. 4224 South Rockwell Street Chicago, IL 60632.

**Weather-Forecaster-Meteorologist.** I am a bright and well appearing young man with a good college background in meteorology and now enrolled at Emerson College. I've some radio and forecasting experience, with excellent recommendations. Desire to gain more experience on a full or part time basis and will consider replies from any part of the country. Contact: Steven Bernson, PO. Box 68, Boston, MA 02167 or call days at 617-389-5209.

**Take a chance** on me. Experienced and college degreed announcer. If you're really looking for steady, long-term man call me. Prefer contemporary. Top 40 or MOR. Bruce, 512-992-4566 or 512-452-6536.

**Experienced Salesman** with radio and television background desires to re-enter the broadcasting field, seeks sales or sales managers position, any size market, 1st phone. Box E-80.

**Young, hard-nosed** street fighter, 4 yrs. experience-radio and TV sales, desires radio challenge with solid organization. Excellent references/track record. Call John, 202-338-5097.

## SITUATIONS WANTED ANNOUNCERS

**Catch It!** That is: the ability and talent of a hard working, dependable Top 40 Jock. I love music and public relations. I got it together: so put me on. Have wheels: will go. Tape and resume available. Amy Jay, 410 Ironwood, Glen Ellyn, IL 60137.

**Top Notch Sports Announcer** seeks Sports Director and/or play-by-play opening. You name it, I can do it. 4 years experience doing major college football and basketball. I sound damn good and have the tapes and experience to prove it! Contact Burt Groner, 5455 Grove Street, Skokie, Illinois 60077 312-966-3875.

**This Time, Get What's Coming to You** ... An experienced air personality, production pro, with a first ticket. Call Barry Raines 516-432-5258.

**Creative, Comedy Duo.** Not Jokesters. Both have experience. Definite audience attractive. Tight board. Routine adjustable to format. Best with Top 40/Rock. Call Brian 404-542-7100 for tape and resumes.

**Here I Am** Top 40 DJ with talent and a desire to work. Have job will travel. For tape & resume call Steve Michaels, 312-758-3850.

**S.F. Bay Area** is where I am and want to work. Any shift. Part-time OK. Have first and experience. 415-948-4880.

**Small Markets:** If you want someone who's unproductive, unaggressive and egotistical, forget it! But if you want someone with good voice and light experience in news, rock, production, who's dependable, aggressive, productive, who will produce revenue, call Garry 212-987-6891. Will relocate.

**Give this female** her first break! Excellent voice. Hard working and easy to learn. Will relocate. Tapes upon request. Call Anne Sweeney, 212-528-0251.

**If you've got the Bread,** I've got the Jam. Dependable, hardworking. I will relocate immediate to do RB/Disco Show, tape and resume available. Mike Stevens 312-925-9630 after 10 pm. 6126 Carpenter, Chicago, Illinois 60621.

**Copywriter/Announcer**—1½ years experience. College graduate. Charles Conner, 26 Vermont Drive, Willimantic, CT, 06226.

**8 years experience.** Dependable. Excellent references. All formats. Any hours. ALL NIGHT preferred. Professional stations only! Mike 904-255-6950 or 373 Williams, Daytona, Fla. 32018.

**Experienced, Energetic, Professional** delivery. Prefer small to medium market. College grad in Electronics Engineering. Hard working and dedicated. Excellent sales background too. Jim Willison, 2794 Pinellas, Columbus, Ohio 43229 614-835-0363.

**Look no further.** I'm the D.J. you want. Take a chance on me. For tape and resume, write: Fred Sal Denton, 5756 S. Monitor, Chicago, ILL 60638 or call: 312-585-3542.

**Eager to learn,** young broadcasters, available immediately, one year varied experience, 1st class FCC. Could add a lot to local sportscasting. Work any hours, prefer upper midwest. Tape and resume available. Call Tim Duncan, 612-455-7385 or write 6842 Booth Ave East, Inver Grove Heights, Minnesota 55075.

**Communication grad;** 4 years experience with 4 non-commercial, 3 commercial stations, covering a wide range of duties, is still in search of first full-time announcing job. Prefer Rock format. B.C. 106 Bartlett Ave., Arlington, Mass. 02174.

**People listen to** and talk about "Slightly Strange". Now a free agent. Experienced in Drive Time, and PBP Midwest only. Will move pronto. Call, 715-246-2254.

**Dependable Exp.** Female Jock, soft rock or Top 40-Oldies a specialty, for tape and resume, call Chris anytime from 7 a.m.-12 p.m. 312-298-4775.

**Experienced,** quality PBP available. All sports, even wrestling. Will travel immediately. AM drive experience also. Call Steve True 715-246-2254 before noon.

## SITUATIONS WANTED TECHNICAL

**Experienced Major Market AM-FM Chief** wishes larger corporate responsibilities. High profile manager with budgeting experience, 16 years in field. SBE certified Senior Broadcast Engineer. Current Salary over 30 K. Have handled multiple stations in past. Box E-54.

**Experienced,** dedicated, conscientious, professionally oriented board operator wants fulltime position. Can also do announcing and production competently. Write: Rick Mamches, 621 Lenox Avenue, Miami Beach, FL 33139 or call: 305-672-4890.

**Chief Engineer** of one of Americas top rated radio stations, desires a better opportunity for professional growth. Experience includes 50KW-DA, FM, STL, assistant group tech. director, construction, 1st. class, SBE certified. Box E-68.

**Electronic tech** with ASET Degree and First Phone, desires assistant CE position at AM facility in Western large market. Experienced in mostly everything; except automation, transmitters over 5kw, & DA's with more than two towers. Resume & equipment lists available. Reply to Box D-129.

## SITUATIONS WANTED NEWS

**Looking for a pro** to handle your football and basketball play by play for next season. Contact Box D-176 or call 206-538-0336.

**The sound you're looking for!** My tape will sell you! Enthusiastic newscaster, 4 yrs. radio experience including contemporary DJ, skilled production, sales. Will relocate. Tape and resume ready to go. Bruce Nesmith 312-355-7841.

**Creative, Determined,** Capable. Tape, Resume available. Justin Shay 312-874-7111.

**Beginner with 3 years news/production** experience. Format, hours, location flexible. Summer '81. Full time, 6/1/82. Jerry Wiegand. 314-652-9816. 4440 Lindell Blvd., No. 501, St. Louis, Mo. 63108.

**Sportscaster**—8 years experience, currently broadcasting professional hockey seeks sports reporting or directing position (including pro or college PBP of any of the four major sports) in medium to major market. Also have limited television experience. Box E-77.

**Black college grad** wants to work for your news department. Good voice, delivery, writing skills. East coast area preferred. Call John Clark, 814-234-8584.

**Black female.** Dependable dedicated to news seeks 1st main break. Radio or TV. Journalism degree. Internships with major NYC networks. Announcers Training Studios graduate. Solid references. Will relocate. Small or medium market O.K. Call Kathy 212-287-9272 after 6 p.m. 489-2812.

**Sportscaster**—Exceptional PBP ability Top Quality sportscasts as well. Five years experience. Medium and major markets only. 612-255-0386, 10 am-2 pm central time, evenings. Gary

**Sports or news announcer** seeking employment. Recently received BA in broadcasting. Hard work, enthusiasm, and vast knowledge (especially sports) will more than make up for slight lack of experience. Please give me a chance to prove myself. Call Tommy Williams at 219-882-1934. Midwest Markets only please.

**Experienced** journalist seeks Eastern location. 32 year old pro. Reporter, anchor, writer, producer, talk-show. Call Steve 803-771-7641.

**Female News Caster** with great voice, can work any shift. Tape and resume available. Ann Jones, 312-787-8220/233 E. Ontario, Suite 902, Chicago, IL 60611.

**News Director** seeks new challenge and GM committed to a quality news department. Experienced in all formats including all news plus television and network radio exposure. A team motivator. Box E-45.

## SITUATIONS WANTED PROGRAMMING PRODUCTION, OTHERS

**Looking for a sports director** to make your sports come alive? If so, you've found him right here. 4 Years PBP & sportscasts. Will travel. Box D-151.

**Hardwork** ... Not everyone my age has forgotten what it means. Eight year pro with ability to do it all ... and sell big buck orders too. RAB, Welsh Company, and University of Oklahoma trained. Seven years selling in small and medium markets. Crisp production, copy that sells, good air work, play by play, and appreciation for FCC rules and regs. First phone. David G. Stern, 1827 K SW, Miami, OK 74354 or call 918-542-6950 after 6 PM CDT.

**Experienced Talk Show Host** available immediately. 216-732-8383.

**Fourteen years experience** as announcer, programmer, manager. Creative production. First Phone. Available August first. Box E-46.

# TELEVISION

## HELP WANTED MANAGEMENT

**Production Manager** Public television Production Manager requires BA degree (Masters preferred) and minimum 3 years' experience as production manager or production director with skill in lighting, staging, directing and writing. Ability to manage people and administrative details. Salary commensurate with experience, with excellent benefits. Oklahoma Educational Television Authority, 7403 N. Kelley, Box 14190, Oklahoma City, OK 73113. 405-848-8501. EEO/AA Employer.

## HELP WANTED SALES

**Account Executive:** Unique opportunity to join a new ABC affiliate serving Northeast South Carolina, including Myrtle Beach. Established list, excellent growth potential. Send resume with references to Paul Brewer, General Sales Manager, WPDE-TV, Box F-15, Florence, SC 29501. EOE.

**Account Executive** Top 20 ABC affiliate in Florida seeks professional dedicated sales person with a proven track record. Established list, strong retail, top earnings! Minimum of 3 years broadcast sales experience required. An Equal Opportunity Employer. Send resumes plus data reflecting growth to Box E-22.

**National Sales Manager** Group-owned CBS affiliate. National sales experience required. Must be quality individual with high standards of performance. Resumes to Jim Keeley, G.S.M., KMGH-TV, P.O. Box 5007, Denver, CO 80217.

## HELP WANTED TECHNICAL

**Television Engineer:** Openings available experienced studio or transmitter maintenance personnel and switchers. Electronics school graduates or equivalent technical education desirable. Number one station, beautiful middle market. Resume, salary history, and references to Director/Engineering Donrey Media Group, Box 550, Las Vegas, NV 89101. An Equal Opportunity Employer.

**Film Transfer Operator:** Applicant must possess a solid background in commercial and feature film transfer work. Contact: Lori Weiss, CFA Video, Los Angeles, CA 90028. 213-467-5103.

**Maintenance Engineers:** Due to recent Facility expansions, Video Tape Associates, a leader in State of the Art Television Production, has maintenance positions open at both its Hollywood, Florida & Atlanta locations. Applications should be capable of performing maintenance on quads, Color camera & Switcher, 1 inch Computer editing & Digital effects systems. Light design capabilities helpful in some positions. Salary negotiable. Call: Michael Orsburn, Director of Engineering 305-920-0800 or send resume and salary requirements to: Video Tape Associates, 2040 Sherman Street, Hollywood, FL 33020.

**Photographer/Editor** (Videotape/Film). Position requires skilled and experienced videotape/film photographer/editor for Public Affairs Programs. Resumes and Tapes only to Jon Miller, Director of Public Affairs, WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. An Equal Opportunity Employer.

**Maintenance Engineer.** KWTW needs a maintenance engineer with a valid first class radio/telephone operators license. Requires: high school diploma or equivalent plus two years training in electronics and two years experience. TV experience preferred. Send resume to: Pamela Dean, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. EOE/M/F

**Engineer's Retreat:** Get out of the rat race. If you know R.F., would like to help an independent public TV station, would like to work alone, at your own pace, then you'll love maintaining our Colorado mountain top transmitter site. Pay is modest \$15,000 but there is room for growth in this new VHF major market station. Call 303-469-5234 or write KBDI-TV, Box 6060, Boulder, CO 80306.



## HELP WANTED TECHNICAL CONTINUED

**Maintenance Technician**—Maintains, sets-up, operates and repairs audio and video equipment for public TV and Radio joint licensee in California. Requires: Valid FCC First Class Radiotelephone Operator's license and two years full time experience in repair and maintenance. Salary: \$14,268 to \$17,340 plus full benefits. Applications must be postmarked by May 23, 1981. Apply to Winston W. Carl, Personnel Officer, San Bernardino Community College District, 631 S. Mt. Vernon Ave., San Bernardino, CA 92410. An equal opportunity affirmative action employer.

**South Fla. Television** station looking for a studio maintenance/operations engineer. Must have experience with microwave and ENG equipment. FCC 1st class required. EOE—Contact: Chief Engineer, PO. Box 510, Palm Beach, FLA. 33480. Ph No. 305—655-5455.

**Director of Engineering**—Immediate opening at new post production and production facility nearing completion in San Francisco Bay Area. CMX, 1" VTR's, Quantel Digital Effects, GVG Switchers. Applicant should have demonstrated skill and experience with sophisticated television and digital systems. Full technical responsibility for all aspects of facility, including hands-on maintenance and willingness to handle operating responsibilities. Stable organization, excellent fringe benefits. Salary open. Send resume with salary history to: Box E-93. An Equal Opportunity Employer M/F.

**Director of Engineering**—A Corporate Staff position is available with a group Broadcaster having six TV and five Radio stations. Knowledge of technical equipment, industry trends, capital budget expenditures required. Equal Opportunity Employer M/F. Send Resume and salary history to Box D-30.

**Film Transfer Operator:** Applicant must possess a solid background in commercial and feature film transfer work. Contact: Lori Weiss, CFA Video, Los Angeles, CAL. 90028. 213—467-5103.

**Expanding post-production** facility for advanced consumer entertainment and industrial video disc programming has the need for: Maintenance Engineers, Technical Operations Manager, and CMX Editors, Operators. Excellent salary and benefits. Send resume to: D. Leverette, Discovision, PO. Box 6600, Costa Mesa, CA. 92626. An Equal Opportunity Employer.

**Southern California Opportunity.** Experienced videotape maintenance engineer for rapidly expanding successful postproduction facility. Knowledge of 2" Quad, 1" VTR's and CMX editing systems required. Also seeking qualified CMX editors and 1" videotape operators. Salary negotiable. Send resume or call Dick Wellman or Rich Thorne, The Post Group, 6335 Homeewood Avenue, Hollywood, California 90028, 213—462-2300.

**Photographers**—expanding staff has 4 new positions open immediately. Strong commitment to telling the story, with video emphasis on quality shooting and editing and post-production. Must work well with others to join current staff of 10 ten photographers with state of the art equipment. If you want to join an aggressive team of dedicated journalists, send resume to Box E-57. Experienced required. E.O.E.

## HELP WANTED NEWS

**General Assignment Reporter**—Minimum one year experience. Must be willing to work weekends. Send tape and resume to the Personnel Director, Broadcasting, Box 100, Nashville, TN 37202. An Equal Opportunity Employer.

**Assignment Editor.** Position available early June. Two years experience in broadcast or print journalism, and knowledge of western Pennsylvania, northern West Virginia, and eastern Ohio. Send resume to Steve Mazure, WTRF-TV, 96 16th Street, Wheeling, WV 26003 no later than May 22, 1981. EOE.

**TV News Director.** Need individual to manage and direct a growing committed news operation. This job is for someone interested in becoming a News Director who possess management ability, production experience, solid journalistic background and is only satisfied with producing the best production. Send resume, state salary requirements and availability. Box E-75.

**Co-anchor/reporter** for evening newscast. Must have street reporting and some anchor experience. Send tape and resume to Steve Mazure, WTRF-TV, 96 16th Street, Wheeling, WV 26003 no later than May 15, 1981. EOE.

**ENG Editor/Tech** to join all ENG staff in top five market. Minimum 2 years on line news experience with feature and/or commercial background preferred. Duties include ENG microwave reception and tape playback. 1st FCC a must. Include references. EEO. Resume to Box E-71.

**Weekend Anchor Producer.** We've promoted our current weekend anchor and that creates a chance for a bright articulate anchor person to move into his slot. Minimum 2 years commercial TV. news reporting or anchoring experience required. Audition tape and resume to: Robert G. Allen, News Director, KOTV, PO Box 6, Tulsa, OK 74101. Equal Opportunity Employer.

**Meteorologist:** Need person to talk to our viewers about the weather, using state of the art equipment. Send resume to Box E-81.

**Assistant News Director:** Are you a leader, crack-jack journalist, innovative, organized, people person? Send your news ideas and a resume to Box E-82.

**Anchor** for top rated station in the South. We are looking for that unique individual who loves to be where the action is ... whether it is field anchoring, on the set, in the newsroom or reporting. If you like working with dedicated journalists ... and management who cares about news ... Write Box E-84. EOE.

**News Director**—Needed now full charge, aggressive administrator with solid background. Rocky Mountain area. EEO Box E-85.

**Co-anchor** with reporting experience, needed yesterday. Writing and producing skills a must. Send tapes, resumes to Tom Maxedon, WLFI-TV, Box 18, Lafayette, IN 47902. E.O.E.

**Anchor.** Our weekend anchor is super, but her partner moved on. Must be a solid reporter and capable producer. Strong possibility for promotion to weekdays in the future. Medium market, highly rated, aggressive news operation heading for the top. EOE. Resumes to Box E-31.

**WTVQ-TV News** currently has an opening for an experienced news reporter. The position requires a college degree, one year TV experience and the ability to shoot tape when necessary. Send a resume, video cassette of your work and salary requirement immediately, to Dave Winters, News Director, PO. Box 5590, Lexington, Ky. 40555.

**Three Reporter** positions open immediately ... We are expanding our talented staff ... If you're aggressive and care about TV journalism then you may have a bright future with us. Send resume and detailed letter of your news philosophy to Box D-207. Degree experience required. EOE.

**Special Projects** ... Expanding news operation looking for a unique individual ... Do you stand out from others? Can you go beyond the surface of a complicated story? If so, tell me what you can do in my news department by sending resume along with detailed letter of news and special projects philosophy to Box D-208. Degree experience required. EOE.

**Program host** needed for weekly public affairs series, "Inside Washington." Working knowledge of all aspects of Washington political life required. On-air experience and writing skills necessary. Send resume and tape, by May 15th, to: John Grassie, Producer "Inside Washington", Md. Center for Public Broadcasting, Owings Mills, Md. 21117. An Equal Opportunity Employer.

**TV News Director** "Excellent opportunity to direct a news operation in a small but influential TV market with excellent acceptance. We are looking for a person with a good news background and the ability to deal effectively with people. Excellent opportunity to grow within our company. Send resume to Box E-64. An equal opportunity employer. M/F.

**TV News Reporter**—major east coast market ABC affiliate looking for solid street reporter. No phone calls. Tapes & resumes to WTNH TV, PO Box 1859, New Haven, CT 06508. Include stamped return envelope for tapes. Equal Opportunity Employer.

**Farm Director** to gather and report agricultural news. Minimum one year experience in Television/Radio or as agricultural writer required. Preferred background in agriculture and ability to relate agricultural news to both farm and general audiences. Submit application to Operations Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. No phone calls. EOE/MF.

**News Photographer**—One year experience required for position to shoot and edit 16mm film and videotape. Creativity, imagination and technical skills with ENG photography and editing equipment preferred. Submit application to Operations Manager, KTUL-TV, PO Box 8, Tulsa, OK 74101. No phone calls. EOE/MF.

**Photojournalist** for TV News. Needs three years experience in Commercial Television. College degree preferred. Must have working experience with ENG, both shooting and editing. Writing experience helpful. Send resume-tape to Larry Hatteberg, KAKE-TV, PO. Box 10, Wichita, KS 67201. EOE.

**KMPH-TV** is now accepting applications for a sports reporter/anchor. Applicant must have at least three years of medium market experience in "on air anchor" as well as a like amount of field experience. This person should be able to use ENG video equipment as well as edit own material. Although not a requirement this person should have the capability to do "play by play" sports reports. Applicants meeting the aforementioned requirements send resume and salary requirements to News Director, KMPH-TV, 5111 E. McKinley Ave., Fresno, CA 93727. An EOE/M-F Employer.

**Meteorologist,** Group seeks experienced, personable person. We are the leaders in state of the art equipment, and growing. If weather excites you, then send resume, and salary required to Box E-56. Degree, experience required. E.O.E.

**Medium Size Midwest** market wants person to do early and late weather. Send resume and salary requirements to Box E-59.

**Farm Director.** Agricultural background and on air experience a plus. Send 100 markets. Send resume Box E-60. EOE.

## HELP WANTED PROGRAMING, PRODUCTION & OTHERS

**Progressive, new sign-on Indie** seeking hard-working production manager to train staff and handle all new studio and equipment. Be prepared for a staggering work load, a demanding professional staff and a great experience. Heavy production/switching background necessary. Send resume, tape, salary requirements, etc. to: Mr. Richard Nailling, 48 WGGT, PO. Box 1618, Greensboro, NC 27402.

**Host/Weathercaster.** Strong station medium sized sunbelt market. Co-host morning community-oriented news/talk program and present weather segment within program and on weekend news. Must have ability to interview wide range of people and write/produce news/talk segments. Send resume to Box D-172. EOE.

**Creative** Commercial Copywriter with photographic know-how for growing market in south Texas. E.O.E. Box D-160.

**Producer/Director** (TV/Film Programs). Position requires skilled and experienced self-starting Producer/Director for various forms of public affairs programs. Individual will be responsible for proposing, selecting and developing content for local Public Affairs Programs. Position requires a demonstrated ability to direct and supervise production personnel. Resumes and tapes only to Jon Miller, Director of Public Affairs, WPVI-TV, 4100 City Line Avenue, Phila., PA. 19131. An Equal Opportunity Employer.

**Program Director** Cable Satellite Network seeks experienced person skilled in program scheduling and the development of a bright, sophisticated "on air look." Knowledge of the performing arts essential. New York area location. Send resume to Rainbow, Attn: Director of Programming, 100 Crossways Park West, Suite 200, Woodbury, New York 11797.

**Promotion Manager** needed for top ten independent. Experience creating print, radio and TV promotion required. Send resume and salary requirements to Box E-3. E.O.E. M/F

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## HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

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**Executive Producer PM Magazine**—Prior production/directing experience required, PM experience preferred. Must have administrative/organizational and supervisory skills. Group owned, network affiliate in top 60 market. An Equal Opportunity Employer. Send resume to Box E-5.

**Wanted:** Camera/Editor to shoot variety of public affairs programming and commercials. Minimum two (2) years professional experience; knowledge of all field production and use of music in editing. EOE. Resumes only. Box E-69.

**Director/Announcer/Writer:** We're seeking a director with experience, talent, and enthusiasm. Someone skilled in location and studio tape production, and equally talented on-camera. Whatever it takes to produce a selling commercial from concept to completion you'll have the freedom to create. Join our award-winning staff in a unique Southeast medium market. EOE. Box E-76.

**KOMO-TV, Seattle,** seeking photographer/Editor for local nightly newsmagazine (not PM Magazine). News background and two years magazine or production experience preferred. ENG experience necessary. Send resumes and cassettes to Personnel Dept., KOMO-TV, 100 Fourth Ave. No., Seattle, WA 98109. Equal Opportunity Employer.

**Broadcast Traffic.** Continuity coordinator needed to schedule station breaks and prepare program logs for New Jersey Public Television. \$10-12,000. Send resume and salary history to Michael Mitrano, NJPTV, 1573 Parkside Ave., Trenton, NJ 08638.

**Promotion Manager**—Northern New England affiliate seeking creative and enthusiastic individual. Must have experience writing and producing TV, radio and print. Send resume and salary requirements to Box 1731. Broadcast Center, Northport Plaza, Portland, Maine 04104. E.O.E.

**Art Director**—Television station with strong in-house production capabilities is looking for an Art Director to conceptualize, create, and supervise use of on-air graphics and print advertising. Television experience and hands on knowledge of stat cameras, typesetters, etc. is a must. Send resume to Box E-91.

**Weekend Producer/Director** ... Must know how to produce direct and switch complicated news cast. Sound journalistic judgment and production values essential. Position open immediately. Excellent chance to grow with group. Degree and experience required. EOE. Box D-205.

**Associate Producer** ... Immediate opening for the right person. Our news cast has strong emphasis on content and production values. Great future with group ... If you're the one, send resume and detailed letter of news philosophy to Box D-206. Degree experience required. EOE.

**Producer/Director** Must be creative with minimum 5 years experience. M/F EOE. Box E-64.

**Producer/Director** Metromedia Television is seeking a Producer/Director for its Washington station—WTTG. Individual selected must have: At least 4 years of commercial directing experience—including news, talk/variety, commercials and sports. Good working knowledge of state of the art editing equipment and switchers. A proven record of leadership and advancement. A strong desire to move up. Send resume to: Mary A. Summerville, Personnel Director, WTTG, 5151 Wisconsin Ave., N.W., Washington, D.C. 20016. We are an Equal Employment Opportunity Employer M/F.

**Executive Producer/Production Manager** responsible for all productions, seeking and obtaining funds for productions and to oversee the production department. Bachelor's Degree. Extensive background in Television Production. Salary: Commensurate with experience. Starting date: As soon as possible. Send resume to WVIA-TV/FM, The Public Broadcasting Center, Pittston, PA. 18640. Equal Opportunity Employer.

**Director**—position open today. We produce highly paced visual newscasts. If you are creative and work well with others, and can switch your show let me know. Resume and salary requirements to Box E-58. Experience required. E.O.E.

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**Producer/Director** Producer/Director position opening in top 25 market; minimum five years commercial TV. experience; duties include the No. 1 rated News/Sports/Weather promotion, public service and involved special projects; send resume to: Box E-61.

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### SITUATIONS WANTED ANNOUNCERS

**Weather-Forecaster-Meteorologist.** I am a bright and well appearing young man with a good college background in meteorology and now enrolled at Emerson College. I've some radio and forecasting experience, with excellent recommendations. Desire to gain more experience on a full or part time basis and will consider replies from any part of the country. Contact: Steven Bernson, P.O. Box 68, Boston, MA. 02167 or call days at 617—389-5209.

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### SITUATIONS WANTED TECHNICAL

**News Photographer/Editor,** with film processing experience, seeks creative atmosphere in mid-size market, excellent references, Anthony 213—931-9100.

**Super Chief** available on short term basis totally familiar with all phases of TV engineering transmitter to personell J. Devine 315—677-9511.

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### SITUATIONS WANTED NEWS

**Experienced sports director** seeks new challenge in larger market. Talented, organized and ready to produce. Call 702—826-1714 mornings.

**Emerson College Grad.** with four years radio & two years TV News experience seeks TV Reporting job. Write Box D-127 or call 617—536-5277 for resume and tape.

**Experienced TV reporter,** interested in top 30's markets. Send replies c/o M. Cain, 350 Trowbridge, Detroit, Michigan 48202.

**Business/Economics** reporter-producer; knowledgeable, creative and experienced. Box D-117.

**Reporter/Producer:** Female, 29, 5 yrs exp. currently producing and hosting magazine format show, seeks position as host or anchor. Articulate-attractive. Prefer move from New York to warmer climate, but will answer all inquiries. Call Patricia for tape/resume 212—472-2911.

**Reporter,** MA Broadcasting, producing experience, prefer Western states, any market, Judy 415—771-4644.

**Experienced Reporter/Anchor** seeks medium market position. Tireless worker. Solid communicator. B/F Box E-33.

**Female graduate** seeking entry-level television news position. BA Journalism. Top 20 market television news internship experience. Marisa 404—355-7087.

**Medium market sports** director has helped raise station's ratings 25 per cent, ready for larger market with major college or pro sports. Four years on-air, six years newspaper experience before that. Strong PBP all sports, statewide prep hockey, Division One hockey. Can write well, produce highlights and features with the best. Looking for more than just a pretty face? I'll bring solid reporting skills to your staff. Box E-23.

**AMS TV-Meteorologist,** established pro with light touch, stable, 10 years present station, Bob 309—755-6389.

**Black Man, B.A. Journalism,** seeking first break in television news. Interned at a top-5 station. Dedicated, talented. Call John Clark 814—234-8584.

**Weathercaster.** Expert forecasts, articulate, lively, highly credible, good appearance. Medical reports. Majors only, please. Box E-74.

**Bright, ambitious** reporter with print background and three months on-air TV experience. Eager for entry level TV reporter slot. Box E-79.

**Reporter/Producer.** Experienced, aggressive, highly creative NY journalist seeks position as reporter/producer. Excellent interviewer. Marketable personality. Produced acclaimed ENG documentaries for major market. MA, Journalism. Will relocate. Alan B. Goldberg, 212—777-2578 or Box E-92.

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**Hard news reports** and live shots that bring the story home! Feature stories that touch the viewer! Anchoring with authority and credibility! Interested? Reply to Box E-52.

**Award winning** sports reporter-photographer with strong sports background, 8 years experience & college. Can shoot & edit ENG or film, report live shots, features and profiles. Box E-67.

**Sports Director** with excellent track record seeking position in Division I and/or Professional market(s). Box E-65.

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### SITUATION WANTED PROGRAMING, PRODUCTION, OTHERS

**Television Director.** Capable of directing/switching newscast and station breaks. Young but talented pro. Strong leader with management potential. Send inquiries to PO. Box 3016, Jackson, MS. 39207. Call 601—948-0557.

**Experienced Female Producer/Director.** For the past ten years, I have produced, directed, written, edited, administered and taught. A Master's from Syracuse and experience with commercials, station in-studio production, EFP from rock concerts to open-heart surgery and ETV. Confirmed workaholic wants a change and a challenge. Box E-14.

**College graduate** seeks job in graphic arts or technical production, within limits of Buffalo, New York. Contact Tony at 716—836-3322.

**Host.** I'm a 30 year-old energetic lawyer with professional comedy performing/writing credits and top-level government experience. I'm seeking a talk/variety program to host and co-produce. Top ten market production experience. If you're looking for a fast wit who can handle the sublime and the ridiculous, let's talk. Box E-42 or 202—234-0592 evenings.

**Commercial Production** Assistant with news directing and switching experience and B.S. in television production, wants to work for an ENG/EFP oriented production department. Hayes DeLisle, 406—453-2433.

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## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Assistant or Associate Professor** to teach in Broadcast Production and other areas of expertise. Interest in applied research and in cable and corporate communication. Terminal degree. Professional experience required. Grad teaching experience helpful. Tenure track position in rapidly growing, progressive department. Send letter of application with supporting materials to: Dr. Peter Pringle, Department of Communication, University of Miami, Post Office Box 248127, Coral Gables, Florida 33124 no later than May 30, 1981. AA/EEO Employer.

**Instructor/Assistant Professor**—Broadcasting. Undergraduate instruction in radio and television with specialty in theory and regulation. Master's Degree required. Salary negotiable. Starting date August 1981. Application deadline June 15, 1981. Write: Dr. John Malcolm, Chairperson, Department of Communications, McEwen Hall, State University College, Fredonia, New York 14063. An AA/EO Employer.

**Active journalist** familiar with covering urban issues to organize and direct program in Broadcast Journalism. Must have thorough grounding in daily newspapers as well as in news broadcasting. Rank and salary open; send resumes to John Quinn, Vice President Academic Affairs, 3137 Boylan Hall, Brooklyn College, Brooklyn, N.Y. 11210. Brooklyn College is an Equal Opportunity Employer.

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### 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.)

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## CONTINUED

**Wanted used tower** to support FM antenna. Must be at least 1200. Contact Ben Weiss, 816-531-3400.

**We are currently looking** for a used Thomson Noise Reducer. If you have one for sale please contact: Norman Friedman, Visual Information Systems, 15 Columbus Circle, New York 10023 212-541-8080.

**Wanted:** TK-44 or TK-45 RCA Cameras PAL—Studio Equipment: Recorders, Monitors, Switchers, Generators, etc. Call: Panos Productions—Days: 312-236-5535.

## 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.

**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. \$35,000. Call 800-241-7878, Bill Kitchen, Quality Media Corporation. (In GA call 404-324-1271).

**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.

**JVC KY-2000** color video camera with Fujinon 12:1 Lense with Auto Iris. 5" Viewfinder for studio use. Camera is new and has not been used. Contact Steve Burrell 805-544-2618.

**3 RCA TR-600** video recorders with AE-600 edit controller, internal time code generators and readers, monitor bridges, HB/SHB option, five headwheel panels, air compressor. Machines have less than 1000 hours on head meters. Three of the five heads have been recently refurbished by Spin Physics. Available immediately. Will consider cash or equipment trades. Will sell one at a time for \$60,000 or \$152,000 for all three. Let's talk. Contact Bob Olsen, Chief Engineer, Fred Niles Communications, 1058 West Washington Boulevard, Chicago, Illinois 60607. 312-738-4181.

**FM Transmitter for Sale.** RCA BTF-10E-1 10kw full stereo plant, ten years old. Like news. Owner going 30kw. Includes Optimod, monitoring equipment, Dolby and spare parts. Available first week of June. F.O.B. Muscatine. Call Dave Metz or Vince Beckey for price and list of all equipment included. 319-263-2442.

**American Data 558-3** Production Switcher with 2 ME's and Down Stream Keyer. One Buss Quad Split with color border, Cut Bar, 2 RGB Chroma Keyers, 4 matte generators, 2 border generators. A full blown Switcher with all options. Priced to be sold! Call Steve or Baird at 305-724-6710.

**TR5 High Band Record** Machine (RCA), with spares and parts for two others. Keene 3/4-inch Videocassette Tape Loader. Contact David Antoniak at Global Video Communications, 744 W. Church Street, Orlando, Florida 32805. Call 305-423-8299.

**Video Production** Switching Systems: Vital VIX-114-10A featuring encoded chroma keyer; downstream keyer; Telemet decoder; AFV package. In good condition: \$12,000 or best offer. Cross Point Latch 6112 four base switcher with two independent mix effects systems; encoded chroma keyer; downstream keyer; quadruple re-entry. In good condition: \$5,000 or best offer. Contact: National Video Industries, Inc. 15 West 17th Street, NY, NY 10011. 212-691-1300.

**For Sale** RCA TK 76C camera. In service 6 months. Angenieux 15 to 1 zoom lens, pistol brace, range extender. Large and small viewfinders. Plumbicon tubes. Carrying case. \$33,500 WYES-TV 504-486-5511. No collect calls.

**For Sale** Remote Production Vehicle. 27 foot of production length on roadworthy Ford chassis and cab. Entire unit custom built by Ampex for Transmedia. Aluminum body by Montibello with welded steel dropframe storage compartments. Originally configured for 6 cameras. All original cabling in place and excellent. Three phase/single phase, all voltage patchable with Stabiline regulators. Air conditioning and heating functional. Four Hannay electric cable reels and dual voltage power cable reel. The unit is panelled and carpeted with all racks in place. Present equipment includes two TKP 45 cameras complete with Plumbicon tubes, lenses and O'Connor Hydrodops. The switcher is a CDL VS10. Audio console is Collins 212T-2 sixteen input with 4 Ward Beck AA601 distribution amps. Monitoring includes 2 Tek 527 WFMS and a Conrac RHA19. Intercom all operating stations and two 5 line phones each position. Telephone bay. Extensive external connector panel. 400 feet of TV81 camera cables, air compressors and other items. Contact Director of Engineering, WYES-TV, 504-486-5511. No collect calls. Serious inquiries only.

## COMEDY

**Free Sample** of radio's most popular humor service! (Request on station letterhead) O'Liners, 1448-C West San Bruno, Fresno, CA 93711.

## MISCELLANEOUS

**Low Power Television**—Have a question? Free brochure. "Inside Reports-LPTV"; TRA, Inc., 2900 N. Dixie Highway, Fort Lauderdale, FL 33334.

**Persian Recipes.** 30 unique, original recipes. \$3.75. 134 Pinecone, Lawrence, Kansas, 66044.

**Star Contact** Interview TV stars and other celebs details Interlink, 6399 Wilshire No. 700, Los Angeles, CA 90048.

## RADIO PROGRAMING

**Treasure Vaults,** Push button locks, for sale. Excellent, tested promotion. Info—813-522-6896, Box 84, St. Petersburg, FL, 33703.

**Bored with a predictable diet** of wire copy stories from Washington? Uncork a fresh approach to news by seeing how decisions specifically impact your audience. We are a customized news service, covering Congress and the agencies with a fine-tooth comb. Details. Washington Spectrum, 10110 Brunett Avenue, Silver Spring, MD 20901.

## INSTRUCTION

**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

**Investor-Partner needed,** active or inactive. Need equity capital for existing Midwest AM. Presently being turned around. Up to 50% ownership available. Also have possibilities of several other properties to build. Box E-63.

**Investors needed,** active or inactive. Have C.P.s pending and other searches completed. Golden opportunity for excellent investment and ownership tax advantages. Presently involved in ownership and management of three radio properties. Will trade references. Box E-62.

## CONSULTANTS

**MJO News Associates.** Consulting services that meet station and market needs. Box 11043, St. Louis, MO 63135. 314-522-6325.

# RADIO

## Help Wanted Sales

### SALES MANAGEMENT

Continental Radio is seeking aggressive, successful sales and sales management people for its expanding satellite network and adult contemporary FM flagship station in Norfolk, Va. Continental Radio is the commercial subsidiary of the Christian Broadcasting Network, an evangelical Christian ministry. If you can qualify and feel led, please send resume, picture, and references, (no calls please) to:

CBN Personnel  
CBN Center  
Virginia Beach, VA 23463  
CBN is an equal opportunity employer.

## Help Wanted Management

### TOP 10 MARKET

Major midwest radio station has rare opportunity for advertising/promotions professional. Position requires previous experience with an established track record in audience promotion, creative direction, and marketing related to retail business development.

Excellent benefits. Salary commensurate with ability. Send resume with samples of work including but not limited to VTR's of TV produced, print materials (station ads to sales collateral items) and client presentations to:

Box E-53  
EOE M/F

**BUSINESS MANAGER  
WLUP-FM CHICAGO  
WIKS-FM INDPLS  
HEFTEL STATIONS**

Radio Stations looking for a person with 2 to 3 years Broadcast Accounting, plus Supervisory and General Ledger experience with good communications skills. Send Resume to L. Wilson Heftel Broadcasting Corp., 875 North Michigan Ave., Suite 4102, Chicago, Illinois 60611. No phone calls please. E.O.E.

**Help Wanted Announcers**

**MORNING DRIVE PERSONALITY**

Outstanding opportunity for professional personality who is fun, funny, outrageous, friendly and ready for a major market. New ownership of 50,000 w FM, simulcast AM, in Washington, D.C. Send tape, resume and salary requirements to: The Dalton Group Inc., No. 2 Golden Crest Court, Rockville, Maryland 20854. E.O.E.

**Wanted:**

Bright, humorous Morning Personality who can interact with award winning News Department and is not afraid to do telephone bits. Growing S.E. radio chain, willing to pay for the right person. Send resume to Box E-86. An equal opportunity employer.

**RADIO OPENINGS**

Need your first radio job? Need a new radio job? 100 to 200 Nationwide jobs. Open every week—Disk Jockeys—News—Programming—Top 40—Country—AOR—All Formats—All Market Sizes—This National computer list is available weekly for six dollars.

**Special Discount**—receive nationwide mailed to you for 4 consecutive weeks only \$12.50. You save \$10. If you don't need a job now, cut and save this ad.

**AMERICAN RADIO  
JOB MARKET  
6216 Don Gaspar  
Las Vegas Nevada 89108**

**ON AIR TALENT**

Continental Radio is seeking super air talent, programming and production people for its expanding adult contemporary satellite network and FM flagship station in Norfolk, Va. Continental Radio is the commercial subsidiary of the Christian Broadcasting Network, an evangelical Christian ministry. If you can qualify and feel led, please send resume, picture, tape and references, (no calls please) to:

CBN Personnel  
CBN Center  
Virginia Beach, VA 23463  
CBN is an equal opportunity employer.

**Help Wanted Technical**

**First Class Broadcast Engineer**

for WQUE/WGSO New Orleans. Taxe charge of FM studio and transmitter operation. Able to assist AM directional operation. Contact Herb Korte, Insilco Broadcasting, P.O. Box 85, New Haven, Connecticut 06501. Phone 203/281-9600. Affirmative Action/Equal Opportunity Employer.

**BROADCAST CHIEF  
ENGINEER/RADIO**

needed immediately for group owned WPOC-FM Baltimore. Complete charge of technical department. Position is Chief Operator of station in charge of all maintenance, construction, hiring of technical people and ensurance of station's complete technical compliance to FCC rules. Candidates must have management experience, FCC First Class License, own automobile, plus experience in both studio and transmitter construction and maintenance. Salary commensurate with experience. Great benefits package. For interview call General Manager at 301-366-3693 or send resume with references to General Manager, WPOC, 711 W. 40th St., Baltimore, MD 21211. No beginners please. A Nationwide Communications Inc. Station, An Equal Opportunity Employer.

**Help Wanted News**

**Help Wanted News**

... Come to beautiful Cape Cod: Market leader with heavy news commitment seeks news person for anchor/investigative reporter duties. Good salary. Excellent career opportunity with growing regional group. Tape, resume and salary requirements to: News Director, WOGB, P.O. Box 668, West Yarmouth, MA 02673.

**Help Wanted Programing,  
Production, Others**

**Chief Engineer  
Schulke II  
WEFM**

50,000 watt, Chicago FM radio station seeks an experienced individual with strong audio and preventative maintenance skills. The ideal candidate has a good ear, unusually high standards and enjoys SRP. We offer an excellent benefit package and an outstanding facility. Contact:

David Lee Austin  
WEFM Radio  
John Hancock Center  
875 N. Michigan  
Chicago, Il. 60611  
(312) 649-0099

**WEFM99.5**

GCC Communications Inc.  
An Equal Opportunity Employer

**Major FM  
Broadcast Group**

... with contemporary music stations in America's major markets is seeking talented professionals to fill positions in programing and music direction. Grow with us. Send detailed description of background along with career ambitions. Replies strictly confidential.

**Box E-24**

An equal opportunity employer

## Situations Wanted Announcers

### Employed TV/Radio Sports Director

seeking major college or pro play-by-play opportunity, especially basketball. Experience includes radio p-b-p in basketball, football, baseball, extensive anchoring, reporting, ENG editing. Call Jim, 216-793-6051 mornings.

### PLAY-BY-PLAY PROFESSIONAL

Major market and network play-by-play sports announcer. Both radio and television network experience. Three-time award winner in Top Ten market, with only the finest references. 30 years old, with college and professional experience. Interested in solid opportunity Box E-89.

### !!HELP!!

Looking for a place to settle as we re-group personally and professionally ... Dynamic male/female team with major market experience (AC and Country); both on-air and programming. No offer overlooked, regardless of locale or market size. Available immediately ... Call (817) 261-3769.

## Situations Wanted News

### EXPERIENCED ANCHOR/ REPORTER

seeking all news or news-talk spot. Heavy on interviews, actualities, writing, delivery. Numerous awards. Tape, resume and references all available. Can handle talk show. Box E-94.

## Situations Wanted Programing, Production, Others

### Sports Producer/Writer

TV/Radio sports producer with background in NFL Football, ML baseball, NBA Basketball, and NHL Hockey, seeks TV sports production position. Currently producing basketball, but also have wide background in all other types of programming. Box E-55.

### NETWORK PROGRAMMER

Available now to program your major market station. 10 years experience in all formats, past 5 years with Westinghouse, ABC and CBS. Dependable and energetic family man, with excellent credentials, looking to settle within a stable organization. All offers considered. Inquiries invited at 312-998-6294.

## TELEVISION Help Wanted Technical

### VIDEOTAPE EDITOR WITH CMX EXPERIENCE

VTR maintenance, studio maintenance TV one position in U.S. Others are overseas with a one year contract. Good salary, benefits, housing and transportation. Prefer single person. Tel. (312) 298-9527 or resume to: John Harrington, Box 66375, AMF O'Hare, IL 60666.

### Transmitter supervisor

Must have broadcast VHF, UHF transmitter maintenance experience. Also, familiar with studio equipment maintenance helpful. Call KTXA-TV, Ed Reid, C/ E, 817-265-2100.

## Help Wanted Technical Continued

# MAINTENANCE SUPERVISOR

WCVB-TV, the ABC affiliate in Boston, seeks technically-skilled manager to oversee the operation of the WCVB-TV Engineering Maintenance Department.

Responsibility includes supervision of maintenance technicians, maintenance budget preparation and compliance, and making recommendations on equipment purchased and facilities designed. The Maintenance Supervisor will oversee all equipment installation and will be responsible for maintaining all engineering standards in studio, remote, and transmitter equipment, consistent with good engineering practice and FCC rules and guidelines.

The successful applicant will have had a minimum of 5 years experience as a television maintenance engineer. A first class license is required; a degree in electrical engineering or related degree is an asset. Relevant supervisory experience is also a plus.

The ability to work irregular hours and to respond to rapidly changing facility needs, demands and problems is essential.

Salary will be commensurate with experience.

If qualified and interested send resume (no telephone calls please) to Boston Broadcasters Inc., Personnel Dept., E581, 5 TV Place, Needham, MA 02192.

An Equal Opportunity Employer M/F

## Traffic Assistant

We are seeking an individual with 1-2 years Media Traffic experience. Must be able to operate a CRT & TWX, be detail-oriented & work well under pressure. We offer an outstanding benefits package. Please send resume including salary requirements to Employment Manager.

**WTVJ**  
324 North Miami Ave.  
Miami, Fla 33128

Equal Opportunity Employer M/F

## 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

### SOUND MIXERS

Now hiring for a national bilingual TV series for teenagers, applications, resumes and work samples for staff position. Relocation to Austin, Texas with extensive nationwide travel. Send resume with production credits to Tony Mussari, Production Coordinator, Southwest Center for Educational TV, 7703 North Lamar Blvd., Suite 500, Austin, Texas, 78752. Equal Opportunity/Affirmative Action Employer.

### ENGINEERING

#### TV ENGINEERING TECHNICIAN

Immediate opening for TV Technician with 1-3 years experience to operate and maintain state-of-the-art EFP production equipment, computer assisted post production and type B tape equipment. This individual must be able to provide a superior finished product; some production skills also desirable. Position will be both studio and field work with approximately 20-30% travel.

We offer a competitive starting salary and an excellent benefits program. Qualified applicants, please forward brief resume to Mr. R.J. Hope.



**Air Products & Chemicals Inc.**  
P.O. Box 538  
Allentown, PA 18105

## Help Wanted News

### Tireless investigative

reporter, undeterred by hard work, attention to detail and officialdom, sought by leading major market West Coast Television Station. The street-smart person we hire will understand public records, financial statements and the law. We're looking for a proven storyteller, journalist and gumshoe. Your work should be of award-winning quality that gets results. We offer a seasoned production team and state-of-the-art technology. You should offer us the promise and delivery of investigative stories that generate respect and action. Pro's only please, no beginners. Call:

Joe Hunig, I-Team Manager  
KPIX  
415-765-8679  
EOE

## TV NEWSWRITER

Large and respected New York metropolitan broadcasting organization seeks competent news writer to prepare written copy, and supervise editing of videotape pieces for news broadcasts. Qualified candidates should have several years of hard news experience in television. Degree in journalism preferred. Salary is union scale. Company offers an outstanding corporate benefits package. Please send resume or letter outlining education, work and salary history to:

**Box BM 1996, 810-7th Ave., NY 10019**

An Equal Opportunity Employer M/F

### NEWS PRODUCER

For station with strong news commitment. Must have 3 to 5 years news producing experience. The ideal candidate will have talents both in the technical aspects of producing news and also a strong knowledge of journalism. Prefer prior experience producing hour news broadcast. EEO. Contact: Ken Middleton, Asst. News Director/Programs, WJLA-TV, 4461 Conn. Ave., N.W., Washington, D.C. 20008.

### EJ PHOTOGRAPHER

Must have 3 to 5 years experience working in a news operation. This person must know how to edit 3/4 inch tape and do live shots from a microwave van. Send tape and resume to Assistant News Director/Operations, WJLA-TV, 4461 Conn. Ave., Washington, D.C. 20008. Equal Opportunity Employer.

### VIDEO PRODUCER

This person will work closely with the producers, the assignment desk, and reporters to determine editing priorities; also will assign stories to editors and supervise the editorial editing of microwave feeds. This person should have previous producing experience and the complete knowledge of story construction, both journalistically and technically. Send resume to Asst. News Director/Operations, WJLA-TV, 4461 Conn. Ave., N.W., Washington, D.C. 20008. Equal opportunity employer.

### KAKE-TV/WICHITA KANSAS

EXECUTIVE NEWS DIRECTOR sought by KAKE-TV for its top-rated state of the art news operation. Applicants must have a minimum three years top level news management experience, a record of outstanding achievement, and a commitment to quality journalism. Excellent compensation and benefits. Rush resume, tape to Martin Umansky, President, KAKE-TV, P.O. Box 10, Wichita, KS 67201. EOE.

## News Producer

Top-rated news department in top 20 market needs a News Producer/Assignment Editor. Must be a good writer with minimum 3 years TV experience. We offer an outstanding benefits package. Please send resume including salary requirements to Employment Manager, P.O. Box 010787, Miami, Fla. 33128.

Equal Opportunity Employer M/F

### 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 D-179. EEOE, M/F

## Help Wanted Programing, Production, Others

### NEWS PRODUCER

Major market TV station seeks experienced News Producer to supervise production of station's major news programs. Also work with news reporters on mini-documentaries and special reports, and handle a variety of producing assignments. College degree and minimum of 3 years experience in commercial television news preferred. Send resume to: Robert Warfield, Assistant News Director, WDIV, 622 Lafayette Blvd., Detroit, MI 48231. An Equal Opportunity Employer.

### EXECUTIVE PRODUCER/ PRODUCTION MANAGER TOP 25 MARKET

Applicants must have strong management, budget and organizational skills. At least 5 years full-time producing and directing experience. Comprehensive knowledge of studio, field, and post-production, state-of-the-art equipment, and contemporary program formats required. Previous production management preferred. Send resume and representative cassette of programs (no phone calls please) to Craig Smith, Program Director, KGW-TV, 1501 S.W. Jefferson St., Portland, OR 97201. Deadline is May 22, 1981. An Equal Opportunity Employer. M/F/H.



We are looking for an aggressive co-host/writer to work with male co-host already on staff of our highly rated PM Magazine now starting its second season. We are the dominant station in a medium sized southeast market on-air experience preferred. Send resume to Box E-88. An equal opportunity employer.

## Help Wanted Programing, Production, Others Continued

### MAKE-UP ARTIST

Evangelical Christian Ministry seeks qualified make-up artist. Applicants interested in this exciting field of television make-up must have a minimum of two years professional TV experience and have a desire to serve. If you feel led, please send resume to:

CBN Personnel

CBN Center

Virginia Beach, VA 23463

CBN is an Equal Opportunity Employer.

### LINE PRODUCERS

Christian Broadcasting Network has immediate need for Line Producers. These qualified applicants will be responsible for on-line day of air live national TV show. Applicants must have studio production experience in a daily talk or news format show with ENG experience helpful. Ability to coordinate all activities of show is required. If you are qualified and feel led to serve, please send resume to:

CBN Personnel

CBN Center

Virginia Beach, VA 23463

CBN is an Equal Opportunity Employer.

### ASSIGNMENT COORDINATOR

Christian Broadcasting Network has an opening for applicant with hands on and production experience. This qualified person will have organizational and producing experience to manage and organize field production teams. If you can qualify and feel led to serve, please send resume to:

CBN Personnel

CBN Center

Virginia Beach, VA 23463

CBN is an Equal Opportunity Employer.



### WTVJ/MIAMI

Now accepting applications for Associate Program Producer for the third highest rated PM MAGAZINE show in the country. Prior experience with PM/Evening magazine, technical, organizational, and story producing skills a must. Send updated resume with salary requirements, tape, and current snapshot (NO PHONE CALLS, PLEASE) to:

Oscar Welch, Executive Producer

### WTVJ PM MAGAZINE

316 North Miami Ave.  
Miami, Florida 33128

An Equal Opportunity Employer M/F

## Help Wanted Programing, Production, Others Continued

### SHOW PRODUCER

We've got a terrific staff, a super host, and a dynamite time period on the NBC affiliate in San Francisco. What we need now is a great Producer who can take advantage of this remarkable opportunity and work with us to develop the full potential of a nightly live half-hour show that comes complete with studio audience, a band, four cameras, and its own tape crew.

We're looking for a pro who knows how to structure elements into segments and segments into shows. The person we pick as our Producer will understand how important it is to develop a harmonious working relationship with all members of the show staff.

If this sounds like a job you're ready for and you want to live in the most beautiful city in the world, write Marty Schultz, Executive Producer at KRON-TV, Box 3412, San Francisco, CA 94119.

AN EQUAL OPPORTUNITY EMPLOYER.

## Help Wanted Sales Continued

### TERRITORY SALES EXECUTIVE

Sell to local and regional advertisers; work with TvB member station sales staff; represent the television industry. Must have station and/or rep sales experience and knowledge of competitive media. New York location. Send resume to: Bob Lefko, Television Bureau of Advertising, 485 Lexington Avenue, New York, N.Y. 10017. No phone calls.

### Situations Wanted News

#### REPORTER/ANCHOR

Professional, aggressive, top-notch weekend anchor/reporter seeking good position with a solid, large market TV news department. Eight years of dedicated hard work in broadcast journalism. Award winning, plus high ratings too. Box E-90.

## WDVM TV 9 WASHINGTON, DC

The #1 station in the Nation's Capital is looking for the best **STORY PRODUCER** and **ASSOCIATE PRODUCER** in the country.

Our story producer must have extensive ENG field experience in addition to excellent writing skills. The candidate must have the ability to produce informative, entertaining and absorbing feature stories.

Our associate producer for our local departments must be organized and must have the ability to direct talent in the field in addition to good writing skills. A minimum of two years ENG field experience is required.



Send your tape and resume to:

Lenny DePanis, Producer  
WDVM TV 9  
4001 Brandywine Street, NW  
Washington, DC 20016

An equal opportunity employer

### 12 YEAR TELEVISION-RADIO AMS/METEOROLOGIST

seeks permanent position with community minded organization. Presently midwest, will consider all locations. Box E-68.

#### AVAILABLE

PILOT/REPORTERS  
ENG HELICOPTER

- Extensive flight exp: ATP(IFR)
- Broadcast training & experience



For resume, demo tape: Box E-83.

### BUSINESS AFFAIRS ATTORNEY

All fields—Entertainment—Production and distribution. Heavy negotiations (includes animation). Both coasts. Highest references. Experienced in administration.

Box E-43

## Help Wanted Sales

### TV ACCOUNT EXECUTIVE

Minimum two years experience in TV Broadcast Sales or five years other media sales experience required. Contact Larry Hogue at WTVR TV, 3301 West Broad Street, Richmond, Virginia 23230.

### WANTED: DIRECTOR OF MARKETING FOR INTV

The Association of Independent Television Stations Inc. Required: Strong BROADCAST SALES-MARKETING Background, good contact with Advertising Executives in Agencies and Client Organizations; Direct National Marketing team, with personal responsibility for Eastern region; Able to relate to Independent Station Sales Managers. LOCATION—N.Y. CONTACT:

Herman W. Land, President,  
INTV, 1200 18th St., N.W.  
Washington, D.C. 20036  
(202) 887-1970

### SENIOR PRODUCER

Christian Broadcasting Network has an outstanding position available for a Senior TV Producer with demonstrated producer experience. This unique position requires applicant with administrative ability and ENG experience. This top-notch person will oversee entire production of CBN's new fast paced, informative wake-up national TV show. If you are qualified and feel led to serve, please send resume in confidence to:

CBN Personnel  
CBN Center  
Virginia Beach, VA 23463

CBN is an Equal Opportunity Employer.

## ALLIED FIELDS

### Help Wanted Management

### The National Association of Broadcasters

is now accepting applicants for the position of Regional Manager. Applicants must have a general broadcasting background in both radio and television, with a general working knowledge of accounting, billing procedures and sales. The applicant must be a self-motivator who communicates freely with both radio and television broadcasters. The position is one of extensive travel throughout the states of Connecticut, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, and Maine. Knowledge of FCC rules and regs helpful. Mail your complete resume and salary requirements to: Larry E. Tierney, Vice President of Membership, NAB, 1771 N Street, N.W., Washington, D.C. 20036. E.O.E.

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**Help Wanted Management  
Continued**

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Newly formed subsidiary of Fortune 500 company located in Princeton, N.J. area seeks a dynamic marketing expert capable of introducing a unique, innovative product in the Information Dissemination field.

The successful candidate will have experience using a wide range of marketing techniques. In addition, the individual will have demonstrated success in achieving high volume market penetration utilizing these techniques for the introduction of a new product.

We offer a growth of opportunity as well as a competitive salary and excellent benefits.

Please forward resume including salary history and requirements to:

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PRINCETON, NEW JERSEY 08540

An Equal Opportunity Employer M/F

## Help Wanted Technical

### ELECTRONICS

## VIDEO TECHNICAL SPECIALIST

Excellent opportunity in Corporate Communications for a person with at least 5 years experience in setting-up cameras, switchers, recorders, as well as maintenance and repair of broadcast quality video equipment. Candidates should have 5 years experience in digital technology, and knowledge of EFP/ENG technology. Manufacturer training and work experience with Ikegami cameras, CVS TBCs 1SI switcher, Sony 3/4" recorders, Video Media Z6 Editor and Quantafont Q7A preferred. Electronics degree and familiarity with Tektronix test equipment preferred.

Liberal starting salary/benefits package. Please write outlining training and experience to: Andrea Southall, SMITHKLINE CORPORATION, 1518 Spring Garden Street, Phila, PA 19101.

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CORPORATION**

### CINEMATOGRAPHERS/EDITORS

Now hiring for a national bilingual TV series for teenagers, applications, resumes and work samples for staff position. Relocation to Austin, Texas with extensive nationwide travel. Send resume with production credits to Tony Mussari, Production Coordinator, Southwest Center for Educational TV, 7703 North Lemar Blvd., Suite 500, Austin, Texas 78752. Equal Opportunity/Affirmative Action Employer.

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## Public Notice

### PUBLIC NOTICE APPLICATIONS FOR CABLE TELEVISION HADLEY, MASSACHUSETTS

The town of Hadley, Massachusetts will accept applications for a cable television license pursuant to the regulations established by the Massachusetts Community Antenna Television Commission. Applications must be filed on the Massachusetts C.A.T.V. Commission Form 100 and must be accompanied by a \$100, non-refundable filing fee, payable to the town of Hadley, Massachusetts. A copy of the application shall also be filed with the Massachusetts C.A.T.V. Commission.

All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee.

This is the only period during which applications may be filed.

### REQUESTS FOR PROPOSALS

The City of Springfield, Massachusetts is requesting applications for the operation of a Cable Television System. The City of Springfield has obtained a waiver from Community Antenna Television Commission of the Commonwealth of Massachusetts, which will allow first and final applications to be made to the City. The deadline for filing such applications is 12:00 noon, on July 31, 1981, with the City Clerk, City of Springfield, 36 Court Street, Springfield, Massachusetts.

All Applications must be made according to Form 100 of Community Antenna Television Commission, and are available from the Commission at 100 Cambridge Street, Boston, Massachusetts 02202 (617-727-6925). Applications must also be made pursuant to an issuing authority report of Mayor Theodore E. Dimauro, and are available from the City Clerk, City of Springfield, 36 Court Street, Springfield, Massachusetts.

All applications shall be accompanied with a \$100 check payable to Clerk, City of Springfield, Cable Television Fund. Each applicant shall file 25 copies of its application with the City Clerk.

A pre-applicant conference shall be held on May 15, 1981, at the Springfield Civic Center to discuss the issuing authority report. For further information, please contact Assistant City Solicitor, William P. O'Neill, Law Department, 36 Court Street, Springfield, Massachusetts (413-787-6085).

### The Annual Meeting of the National Association of Public Television Stations

will be May 27-29, at the Mayflower Hotel, Washington, D.C. The NAPT's Board of Delegates business meeting will convene May 28 at 9:00 a.m. The agenda will include 1981-82 activities, discussion of federal legislation and meetings with government officials. The NAPT's Board of Trustees Annual Meeting will convene at 9:00 a.m. May 29. The agenda will include election of officers, discussion of Delegate activities, 1981-82 plans, staff reports, and any other appropriate business. Except for an Executive Session, the Board meeting is open to the public.

### ELECTRICAL ENGINEER

Responsibilities include design, testing, evaluation & installation of communications sub-systems. Requires: BS, EE or equivalent with working knowledge of analog & digital circuits. Field exp. in installation & testing desired, but not required.

Competitive salary & benefits. Contact:

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### Consultants

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Increase your chances for a successful outcome of your FCC LPTV application. Obtain the services of a long-established, top-quality firm. "Only those applications that are engineered with care and certified by a technically qualified individual will be accepted for filing and processed". FCC Notice

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### LOW POWER TV

Thought you were too late? Take advantage of temporary FCC freeze period to let TRA Inc. carefully prepare your complete application & be ready to file as soon as freeze lifted! Professional communications consulting firm (since 1975) can handle all details and put you on winning team! Research study: "Inside Reports-LPTV" available. Your questions welcome.

**TRA INC.**

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(305) 561-1505



**Public Notice Continued**

**PUBLIC NOTICE**

The Village of Croghan, the Village of Castorland and the Hamlet of Beaver Falls, in Lewis County, New York, invite applications for a cable television franchise. Applications shall be prepared and submitted in accordance with a "Request for Proposals" available from the undersigned. Applications will be accepted until July 15, 1981, and all applications received will be available for public inspection during normal business hours at the Village Office, Main Street, Croghan, New York. Robert F. Snyder, CCB Cable Television, Croghan, N.Y. 13327. Telephone—Home—315—346-6862, Business 315—782-6000.

**Miscellaneous**



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40 ALBUMS \$7.<sup>98</sup> EACH

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For the small and medium market station. Does logs, billing, affidavits, and more. Available lease plan for national brand turn-key system or purchase software only. Developed by current station owner who will personally show you how to save labor costs and improve operations at 75% less than existing systems. This system will not only pay for itself, it will save you money. Call Bob Kramer collect at 614-967-6776 for straight talk about your bottom line.

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**For Sale Stations Continued**

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Low frequency, Full Timer, Rocky Mountains, Bargain at \$680.00 Box E-72.

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powerful AM single station. Mid-west market. Owners retiring. Long history of high profit and excellent cash flow. No brokers. Include financial qualifications in first reply.

Box E-28

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significant 10,000 w 24 hr AM in major top 100 market. Pac. NW. \$300K and assume. Suite 652, Security Center, 222 N. Central Phoenix, Az. 85004.

**NORTHERN MINNESOTA AM-FM**

Fu-l time AM, Class A FM in small, stable market. \$395,000-100,000 down—owner will finance balance. Please state financial qualifications. No brokers.

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**Lee Wilkins and Associates**  
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TX	AM & FM	750K	Small
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NY	FM	635K	Small
AR	FM	350K	Suburban
MS	Daytime AM	295K	Medium
MS	AM & FM	475K	Small
WI	FM	700K	Medium
AL	FM	475K	Small
ND	Daytime AM	300K	Small
ID	Fulltime AM	835K	Medium
IL	Fulltime AM	725K	Small
IN	AM & FM	500K	Small
WV	AM-Downpayment	25K	
SC	AM-Downpayment	25K	

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MW Small FM \$235K 29%	Jim Mackin (312) 323-1545
W Small AM/FM \$400K \$90K	Ray Stanfield (213) 363-5764
MW Small AM/FM \$525K Terms	Bill Whitley (214) 387-2303
MW Small AM/FM \$550K \$100K	Peter Stromquist (218) 728-3003
NE Small AM/FM \$650K 29%	Bob Connelly (603) 431-3421
SCent.Regional AM/C1CFMS\$1,500K Terms	Bill Chapman (404) 458-9226

To receive offerings of stations within your areas of interest, or to sell your station, write John Emery, Marketing Manager, Chapman Co. Inc., 1835 Savoy Dr, Atlanta, GA 30341 or call (404) 458-9226.

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- FM in Big Town in W. Oklahoma \$480,000.
- Powerful daytimer in east Tenn. \$460,000.
- Daytimer. S.W. Mich City. Real estate. \$460,000.
- Powerful daytimer. Coastal area of Md. \$560,000.
- Fulltime N.W. Alabama City. Alabama's fastest growing area. \$520,000.
- Class C covering large Oklahoma city plus AM daytimer. \$1.75 million.
- Daytimer in eastern Ark. Good cash flow. \$360,000. Terms.
- Coastal. S.E. Fla. powerhouse. AM fulltimer \$1.8 million including \$700,000 in real estate.
- Fulltimer. Powerful big city in Ark. \$980,000. Terms.
- FM. N.W. Missouri billing about \$100,000. Good real estate. \$195,000.
- Ethnic daytimer in Cleveland metro area. \$490,000.
- Daytimer. N.E. Texas city. \$600,000.
- Daytimer and weekly newspaper in greater Charlotte. N.C. area. \$580,000. Terms.
- E. Ky. 1000 watt daytimer. \$280,000. \$30,000 down.
- Spanish speaking S.C. California. \$520,000.
- 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.
- Daytimer. Fort Worth powerhouse.
- AM/FM Eastern Kentucky. \$360,000.
- Daytimer, N.C. Missouri. \$380,000.
- Fulltimer near Charlotte, NC. \$600,000. Terms.
- Daytimer. Good diai position. Central Florida. \$280,000.
- NW Florida. C.P.—\$100,000 at cost.
- Atlanta area. 5,000 watts. \$470,000.
- 3,000 watt FM. Arkansas. \$380,000.
- Cable TV Southern Alaska. Small. \$110,000. Terms.
- 500 watt daytimer. Single market station. CA resort area. \$430,000.
- VA. Coastal. Attractive. \$650,000.
- Fulltimer. Dominant. Metro. TX. \$1,200,000.

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Mountain State, Fulltime AM, Gross sales at \$330,000. Cash flow of \$80,000. Call Bob Crews, (605) 338-1180.

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upper Midwest market. Great future for success and family-living. Very low frequency, big coverage. Buyer assumes long payout, low interest rates. Ninety thousand down on 460,000 price. Box E-49.

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When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70¢ per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40¢ per word. \$5.00 weekly minimum. All other classifications: 80¢ per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Fates & Fortunes®

## Media



Fowler

**William Fowler**, general manager of Park Broadcasting's WNAX(AM) Yankton, S.D., named VP-radio operations for Park. Based at corporate headquarters in Ithaca, N.Y., Fowler will be responsible for Park's seven AM's and seven FM's.

**Gail Brekke**, national sales manager, KPLR-TV

St. Louis, named VP-general manager of newly acquired, co-owned KRBK-TV Sacramento, Calif.

**Richard Wolfson**, executive VP-general counsel, Wometco Enterprises, Miami, announced early retirement, effective Dec. 31. Wolfson, also chairman of executive committee, will remain director of Wometco Enterprises and Wometco Cable TV. Wolfson told BROADCASTING he is retiring because it is apparent that he won't succeed uncle, **Mitchell Wolfson**, as president. **Charles Simmons**, vice chairman and executive VP, Eastern Airlines, Miami, joins Wometco, as assistant to Mitchell Wolfson. He will act as consultant, and, according to Richard Wolfson, will be responsible for finding new president.

**Bill Andrews**, general manager of Television Program Enterprises, syndicated programing arm of TeleRep, New York, joins KAME-TV Reno, Nev., scheduled to go on air Sept. 27, as co-owner and general manager.

**Paul Aaron**, president-general manager, WWWE(AM)-WDOK(FM) Cleveland, joins WIFE(AM) Indianapolis as general manager.

**Thomas Connolly**, general sales manager, WKRC(AM) Cincinnati, named general manager of co-owned WDAF(AM) Kansas City, Mo.

**Jack Alix**, general manager, Patten Communications' WDOQ(FM) Daytona Beach, Fla., named VP of Patten and assumes managerial responsibility for co-owned WNJY(FM) Riviera Beach, Fla.

**Lin White**, local retail sales manager, WHO-TV Des Moines, joins KCOY-TV Santa Maria, Calif., as general manager.

**James Anthony**, manager of business affairs, WSIX-AM-FM-WNGE-TV Nashville, named station manager of WNGE-TV.

**Fred Esplin**, director of marketing, noncommercial KUED(TV) Salt Lake City, named station manager.

**Henry Goldman**, VP-general manager, WELM(AM)-WLTV(FM) Elmira, N.Y., joins WCHS(AM) Charleston, W.Va., as general manager.

**Jack Chunn**, general manager, KALE(AM)-KIOK(FM) Richland, Wash., named to same post at co-owned KXRX(AM)-KSJO(FM) San Jose, Calif.

**Jack Starr**, VP-general manager, WDEF-AM-FM Chattanooga, joins WNOR-AM-FM Norfolk, Va., in same capacity.

**Paula Schneider**, general sales manager, WOMN(AM) Hamden, Conn., and co-owned WPLR(FM) New Haven, Conn., named station manager.

**John Boyette**, assistant treasurer, Cox Broadcasting, Atlanta, assumes additional duties as controller.

**Maurie Goodman**, director of Broadcast Standards, West Coast, NBC, Los Angeles, named VP. He succeeds Jerome Stanley, who retired. **Tracy Rich**, from Los Angeles law firm of Morrison & Forrester, joins NBC West Coast law department there as senior counsel.

**Marcia Le Roy**, operations assistant, WHWH(AM) Princeton, N.J., named public service director.

**Gordon McCollum**, station manager, WXJY(FM) Menomonee Falls, Wis., joins WKAN(AM) Kankakee, Ill., as public service director.

**Andrew Denmark** and **Bernadette Heyer**, regional managers, affiliate relations, The Source, NBC Radio's young adult network, New York, named regional directors.

**Lenore Johansen**, manager, central typing, ABC Inc., New York, retires after 38 years of service.

**John Clark Jr.**, director of business affairs, Warner Amex Qube, Columbus, Ohio, named director of marketing for Warner Amex Cable Communications, Dallas.

**Douglas Wenger**, account executive, Storer Broadcasting's WITI-TV Milwaukee named director of marketing for Storer's Cable Communications Division, Miami.

**Joann Campos**, administrative assistant in governor's office, Denver, joins Daniels & Associates as coordinator for its Denver franchise bid, Mile High Cablevision.

**Don Glasell**, director of franchise development, Matrix Enterprises, Franklin, Tenn.-based MSO, joins Multimedia Cablevision as director of franchising, responsible for development of additional franchises in Chicago area. He will be based in Oak Lawn, Ill.

## Advertising

**Raphael Richman**, management supervisor, Dancer Fitzgerald Sample, New York, named senior VP. **R. Doug Harting** and **Scott Rossborough**, account supervisors, DFS, New York, named VP's.

**Peter Metz**, account supervisor, **Ted Naron** and **Bob Welke**, associate creative directors, Leo Burnett, Chicago, named VP's.

**Mark Gersham**, creative supervisor, Benton & Bowles, New York, named VP.

**Gordon Sleeper III** and **Randy Groves**, account supervisors, Doyle Dane Bernbach, New

York, named VP's.

**Bradley Wells**, director of advertising, Avon Products, New York, joins Tracy-Locke Advertising, San Francisco, as VP-management supervisor.

**Robert Hurley**, account executive, Creamer Inc., New York, named VP-account supervisor.

Elected partners, Tatham-Laird & Kudner Advertising, Chicago: **Mary Martin**, TLK art director; **Kathy McPherson**, TLK associate media director, and **Rawdon Parry**, TLK account executive.

**Dave Cole**, manager of advertising and public relations, Dunlop Tire & Rubber Co., Buffalo, N.Y., joins Murray & Chaney Ketchum, Hudson, Ohio, as account supervisor.

**Lesley Norman**, national sales manager, WSB-AM-FM Atlanta, joins CBS-FM National Sales, as sales manager for its new Atlanta office.

**Abe Mendel**, account executive and assistant New York sales manager for The Katz Agency, joins H-R Stone there as VP-national sales manager.

**Robert Dickenson**, Western sales manager, Eastman Cable Rep, Los Angeles, named VP-director of Western area sales.



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**Communications division.** Ronald Hoff, senior VP and executive creative director of Foote, Cone & Belding/New York, has been named executive director and executive creative director of FCB/Corporate, a newly formed communications division that will work exclusively for corporate clients. Supervising the activities of the new unit along with Hoff is Bruce Jackson, general manager of Albert Frank/FCB division, New York, who has been named senior VP and management supervisor.

**Jeff Dashev**, Western division marketing-network director, McGavren-Guild, Los Angeles, named regional manager there.

**Robert Manown**, assistant manager, Blair Television's ABC/CBS/independent sales team, Los Angeles, named manager of new ABC sales team there. **Ed Youngmark**, account executive, A/C/I team, named manager of new CBS/independent sales team in Los Angeles. **Judy Ann Ritchey**, from Storer Television, Los Angeles, joins Blair's CBS/independent sales team there as account executive. **Patricia Gennell** and **Charles Hansen III**, account executives, Blair, New York, named assistant sales managers there for NBC/blue sales team and CBS/green team, respectively.

**Gayle Brammer**, account executive, Metro TV Sales, New York, named Northeast account executive.

**Zarkis Ramirez**, credit manager, Katz Agency, New York, named director of credit services. **Donn Harman**, financial director, Katz Network and Special Services, has retired after 25 years.

**Charles Hobbs**, account executive from Radio Advertising Representatives, Detroit, joins WPNT(FM) Pittsburgh as general sales manager.

**Martin Dunn**, VP and partner of Weather Network, Sacramento, Calif.-based weather reporting service, joins new KFTY(TV) Santa Rosa, Calif., as general sales manager. Named account executives, KFTY: **Afton Sizemore**, account executive from KVRE-AM-FM Santa Rosa; **Tom Matthews**, from KYYN(FM) Napa Valley, Calif., and **Carol Robinson**, account executive from KZST(FM) Santa Rosa.

**DeAnne Sheehan**, account executive, KTKT(AM)-KLPX(FM) Tucson, Ariz., named sales manager, KLPX.

**David Simmers**, account executive, KIKK-AM-FM Houston, named FM sales manager.

**Mike Gardner**, regional manager, Pikes Peak Broadcasting, Denver, joins WATU-TV Augusta,

Ga., as general sales manager.

**David Boylan**, account executive, NBC Spot Sales, Chicago, joins co-owned WKYC-TV Cleveland as national sales manager.

**Chuck Hurd**, assistant traffic director, KTLA(TV) Los Angeles, named director of traffic and operations.

**Jerry Kaye**, client service representative and national sales manager, Reicheld Corp., Detroit, joins WKEF(TV) Dayton, Ohio, as local sales account executive.

**James McVey**, with WPLR(FM) New Haven, Conn., named local sales manager for WPLR and co-owned WOMN(AM) Hamden, Conn.

**Catherine Myers**, account executive, KFSN-TV Fresno, Calif., joins KGNU(FM) there in same capacity.

**Barbara Slater**, programing assistant, WXII(TV) Winston-Salem, N.C., named local account executive.

**Greg Morris**, account executive, WIBC(AM) Indianapolis, joins WNDE(AM) there in same capacity.

## Programing

**Eddie Kalish**, senior VP of marketing, Paramount Pictures, Los Angeles, joins United Artists, New York, as VP-domestic marketing.

**Denny Adkins**, VP of programing, research and development, Drake-Chenault Enterprises, Los Angeles, named senior VP. **Gary Chenault**, from KYNO(AM) Fresno, Calif., joins Drake-Chenault as regional manager of format sales.

**Jim Mervis**, VP-program development, East Coast, Showtime, New York, joins CBS Video Enterprises there as VP-programing. **Winifred Gorlin**, manager of administration and program practices for cable division of CBS/Broadcast Group, New York, named director of program practices.

**Bill Madden**, VP, program sales and production, TVS Television Network, New York, named VP, sales. **Eileen Bedell**, district supervisor of affiliate relations, CBS-TV, joins TVS as director of station relations.

**Edward Drake**, executive VP, United Cable (now based in Denver) when it was headquartered in Tulsa, Okla., joins Satellite Syndicated Systems, Tulsa, as VP, business planning.

**Bruce Sallan**, producer, Cypress Point Productions, Los Angeles, joins Highgate Pictures there as VP of West Coast television.

**Clare Thain**, VP of card marketing, Carte Blanche, subsidiary of Citibank, Los Angeles, joins American Educational Television Network, Irvine, Calif., as president-chief executive officer.

**Robert Mandell**, director of creative services, ITC Entertainment, New York, named VP, creative services.

**Philbin Flanagan**, VP of Television Marketing Associates, TeleRep's retail marketing division, New York, named general manager of Television Program Enterprises, TeleRep's programing arm there. He succeeds Bill Andrews (see "Media").

**Dick Ingebrand**, VP, new business development for Bank Building Mid-Atlantic, St. Louis, space planning consulting firm for financial in-

stitutions, joins Showtime Entertainment as north-central regional director, based in Chicago.

**Martin Weinstein**, president of Group One Television, New York, joins Worldvision Enterprises there as director of pay cable.

**William Kunkel**, Southern division manager, MGM Television, Atlanta, named Western division sales manager, based in Culver City, Calif.

**Lawrence Feinberg**, VP of Cinemerica Inc., Beverly Hills, Calif., joins Gold Key Entertainment, Los Angeles, as director of sales for pay television division. **Howard Mendelson**, executive VP, ICM Television Marketing, New York, joins Gold Key Media as director of media sales for its new New York office. He will maintain offices in Los Angeles and New York.

**Eileen Potrock**, syndication coordinator, Post-Newsweek Distribution, New York, named operations manager.

**Steve Kreindel**, marketing representative for Premiere, proposed pay TV network, based in Los Angeles, joins USA Network as manager of affiliate sales, West Coast, based in Manhattan Beach, Calif. Kreindel eventually will work out of proposed Los Angeles office.

**Lou Maltese**, director of sales, Reeves Teletape, New York, named VP.

**Douglas Bieniek**, district manager, New England Telephone, Boston, joins Preview, Norwood, Mass., as assistant general manager. Preview is STV service of New England Subscription Television (NESTV), which is joint venture between American Television & Communications Corp., Englewood, Colo.-based MSO, and SICOM, licensee of STV operations for WSMW-TV Worcester, Mass.

**Jeff Lucifer**, program director, KSFM(FM) Sacramento, Calif., joins KGB-FM San Diego in same capacity.

**Pat Martin**, program director, WXYQ(AM)-WSPT(FM) Stevens Point, Wis., named to same post at co-owned WBCS-FM Milwaukee. **Brad Fuhr**, with WXYQ and WSPT, succeeds Martin.

**Margo Melnicove**, community access director, noncommercial KTOO(FM) Juneau, Alaska, named program director. **Cy Peck Jr.**, staff producer, KTOO, succeeds Melnicove.

**Dave Kettinger**, promotion director, WKHI(FM) Ocean City, Md., joins WETT(AM) there as program director.

**Ken Rees**, associate news director for news related programs, WCCO-TV Minneapolis, named director of local programs and program development.

**Richard O'Dell**, director-producer, WKYC-TV Cleveland, named production manager.

**John Russell**, production manager, WPLG(TV) Miami, named executive producer.

**Krista Sue Fordham**, air personality, WAOK(AM) Atlanta, joins WSB-FM there in same capacity.

## News and Public Affairs

**Arthur Alpert**, news director, KGGM-TV Albuquerque, N.M., joins WDSU-TV New Orleans in same capacity.

**Bruce Anderson**, news director, WCXI(AM)

Detroit, joins WKHK(FM) New York in same capacity.

**Reid Johnson**, executive news producer, WCCO-TV Minneapolis, named news director, succeeding Ronald Handberg, named general manager ("Fates & Fortunes," April 20). **Skip Loescher**, associate news director for hard news, WCCO-TV, named Washington news director, responsible for operation of new Washington bureau. **Mike Sullivan**, associate news director for public affairs, WCCO-TV, named director of public affairs and special projects.

**Don Dunphy**, news producer, WABC-TV New York, named manager of news advisory service for ABC Television Network there.

**Paul Rae**, anchor WDHO-TV Toledo, Ohio, named news director. **John Ostakovich**, reporter, WDHO-TV, named assignment editor and assistant news director. **Shelley Czeizler**, reporter, WEYI-TV Saginaw, Mich., **Heather Mackenzie**, reporter, WEYI-TV, and **Regina Benjamin**, noon anchor, WILX-TV Onondaga, Mich., join WDHO-TV as reporters.

**John Neal**, assistant news director-executive producer, KMGH-TV Denver, joins WFMV-TV Greensboro, N.C., as news manager.

**Kevin Araki**, from noncommercial KUOP(FM) Stockton, Calif., joins noncommercial KTOO(FM) Juneau, Alaska, as news director.

**Dave Webber**, assistant sports director, WQWT(TV) Omaha, Neb., named sports director.

**Gary Radnich**, from KMPH(TV) Tulare, Calif., joins KTXL(TV) Sacramento, Calif., as sports director. **Patricia Harris**, assistant to director of student affirmative action, California State University, Sacramento, joins KTXL as public affairs director.

**Katherine Wulff**, assignment editor, WHBQ-TV Memphis, joins WVUE(TV) New Orleans as executive news producer. **Candace Goldfarb**, senior news producer, WHBQ-TV, joins WVUE as 6 p.m. news producer.

**Lee Somerstein**, anchor-reporter, KOMO(AM) Seattle, named managing editor. **Dennis Fleenor**, general assignment reporter, KOMO-TV Seattle, named general assignment reporter-anchor for co-owned KOMO(AM).

**Debbie Hanley**, news director, WATR(AM) Waterbury, Conn., named news director and anchor for co-owned WATR-TV's *Newswatch 20*. **Mike Cella**, executive news and sports producer for Access TV, Waterbury-based cable programming company, joins WATR-TV as co-anchor for *Newswatch 20*.

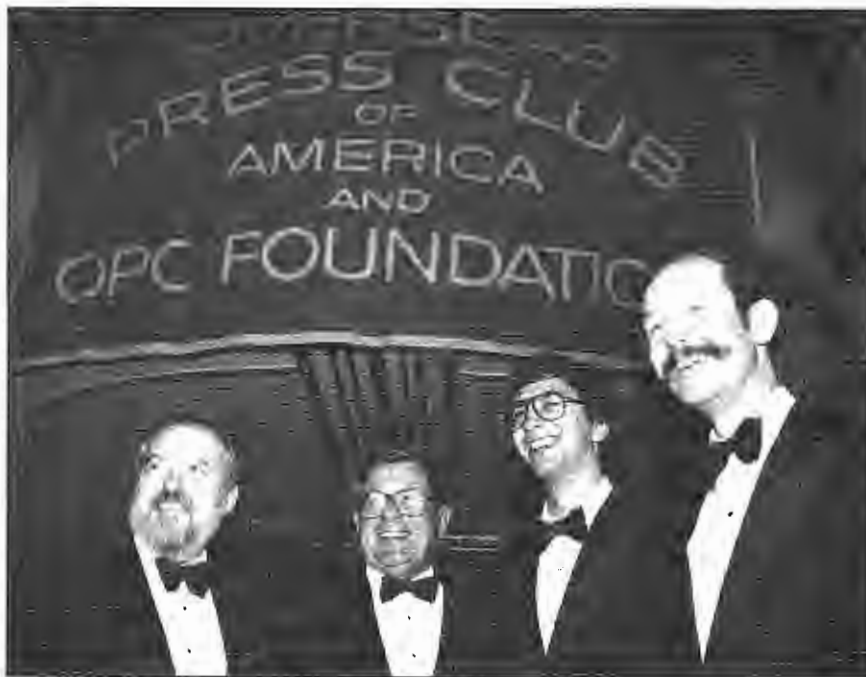
**Bill Alford**, news director, KENR(AM) Houston, joins KHOU-TV there as night assignment editor.

**Bob Goodman**, reporter, KIRO-TV Seattle, named weekend news producer. **Ron Callan**, *PM Magazine* co-host, KHQ-TV Spokane, Wash., joins KIRO-TV as sports reporter.

**John McDonald**, news director, WDEA-AM-FM Ellsworth, Me., joins Maine Information Radio Network, Portland, in same capacity. **LuAnn Steia**, news director, WRUF-AM-FM Gainesville, Fla., joins Maine Information Radio Network as reporter-anchor.

**Paul Udell**, anchor, KHON-TV Honolulu, joins WLS-TV Chicago as co-anchor of its *Eyewitness Newsmagazine*.

**Sharon West**, news anchor and reporter, WFAA(AM) Dallas, joins RKO Radio Network as correspondent for its Washington bureau.




**News award.** One of six broadcast winners of Overseas Press Club awards—AP Radio's Frank Sesno (third from left)—celebrates with colleagues outside the club in New York. L to r: Ed DeFontaine, managing editor, AP Radio, Washington; Roy Steinfort, AP's vice president for broadcast services; Sesno, who won in the radio news reporting category, and Bill McCloskey, assistant managing editor, AP Radio, Washington. Other broadcast winners: Robert Trout, ABC News Radio, for radio interpretation of the news; Richard Threlkeld, CBS-TV, for spot TV reporting; Bill Moyers, WNET-TV New York, for TV interpretation of the news, and Chris Wallace and Morton Silverstein, NBC-TV, for best editorial or editorial series.

Appointments at Cable News Network: **Peter Vesey**, Washington bureau chief, moves to Atlanta bureau as executive producer of *Prime News 120*, two-hour weekday prime-time newscast. He replaces **Mark Dulmage**, who becomes executive producer, weekend news, and is succeeded by **Jerry Levin**, news director, KHOU-TV Houston. **Charles Hoff**, news director, KWTW(TV) Oklahoma City, joins CNN as Chicago bureau chief, succeeding acting bureau chief **Cindy Druss**, who becomes reporter there. **Charles Bierbauer**, Bonn bureau chief, ABC News, joins CNN Washington bureau as Pentagon correspondent. **Paul Sisco**, Washington bureau manager, UPITN, joins CNN Washington bureau, as senior assignment editor, and **Amy Birnbaum**, assignment editor, CNN Atlanta bureau, moves to Washington in same capacity. **Karen Sughrue**, producer, Atlanta, joins Washington bureau in same capacity.

**Peter Lundquist**, news director, anchor and reporter, KXLY-TV Spokane, Wash., joins WFLA-TV Tampa, Fla., as field anchor. **Neil Vicino**, reporter-news producer, WTVT(TV) Tampa, joins WFLA-TV as reporter. **Ray Kougell**, freelance producer, based in Fort Lauderdale, Fla., joins WFLA-TV as associate producer.

**John Rawlins**, reporter, WAVE-TV Louisville, Ky., joins WPVI-TV Philadelphia as investigative reporter. **Gary Luczak**, executive news producer, WPVI-TV, named investigative producer. **Scott Palmer**, with WPVI-TV, named sports anchor. **Gary Papa**, weekend sports anchor, WGR-TV Buffalo, N.Y., joins WPVI-TV as weekend sports anchor-reporter.

**Debra Lynn Ross**, assistant promotion manager, WIND(AM) Chicago, joins WJJD(AM)-WJEZ(FM) there as public affairs director and promotion director.

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**Jim Beneman**, from KSBW-TV Salinas, Calif., joins KBTB(TV) Denver as reporter for its new Boulder county (Colo.) bureau. **Dave Delozier**, cameraman, KPNX-TV Phoenix, joins KBTB's Boulder bureau in same capacity.

**Stuart Soroka**, assistant news director, WXXS-FM Medford, Mass., joins Cable News Network, Atlanta, as staff meteorologist.

## Technology

**James Smith**, marketing director, R.F. Technology, Norwalk, Conn., named VP.

**William Endres**, in charge of engineering and sales operations for Tele-Measurements, Clifton, N.J., named president-general manager, succeeding **Jack Poppele**, who assumes post of board chairman.

**Carl Michelotti**, executive director, color television engineering, Zenith, Glenview, Ill., named VP. **David Levin**, assistant treasurer, Zenith, named treasurer.

**Donald Snodgrass**, director of specialized networks, Rockwell International, Dallas, joins Warner Amex Cable Communications as VP-engineering and construction for franchise there.

**Robert Burgener**, Washington-based communications consultant, joins Telidon Videotext Systems, Stamford, Conn., as director of special projects, based in Washington.

**Kenneth Lukasik**, customer service manager, Elkin, N.C., district for Central Telephone & Utilities Corp. (Centel), named general construction/facilities support manager for Centel's Chicago-based cable television operation, Centel Communications. **Paul McElroy**, general manager of cost analysis, Centel Communications named VP-general manager of its subsidiary, Comco Electronics, Chicago-based master antenna TV firm.

**Richard Hajdu**, distributor-sales manager, Industrial Sciences Inc., switching equipment manufacturer, based in Gainesville, Fla., joins Peirce-Phelps video systems division, Philadelphia, as manager of broadcast sales for its video systems hardware.

**Roy Raymond**, regional manager, Sony Video Products, mid-Atlantic region, Lanham, Md., named manager of national interactive programs, based in New York. **Robert Bensman**, with Gray Communications Consultants, Atlanta, joins Sony Video Products there as market development manager for Southeast.

**Yates Canipe**, president of Yates Inc., Omaha, Neb.-based engineering and software development firm, joins EECO, Santa Ana, Calif., as manager of engineering for electronic products division.

**Marvin Mason Jr.**, district sales engineer, Magnavox CATV Systems, Atlanta, joins MetroVision there as staff engineer.

**Newell McDonald**, senior VP, Times Fiber Communications, Wallingford, Conn., retires.

**Bill Huey**, assistant chief engineer, KCCI-TV Des Moines, named chief engineer.

**Rick Sietsema**, technical director, Musicworks Inc., Nashville-based radio syndication firm, joins WHYL(AM)-WZUE(FM) Carlisle, Pa., as chief engineer and assistant chief engineer for stations' licensee, Mid Atlantic Radio Network.

**Bruce Ingham**, chief engineer, KCJJ(AM) Iowa City, joins KRNA(FM) there as technician.

## Promotion and PR

**Peter Murray**, acting director of visual communications, East Coast, ABC, New York, named director, responsible for creation and execution of visual campaigns for ABC Television Network and other divisions. **Debbie Bernstein**, publicity associate, ABC Radio, New York, named supervisor of public relations.

**June Burakoff-Smith**, with 20th Century-Fox Television, Los Angeles, named manager of promotion and advertising.

**Morgan Moore**, supervising publicist for Columbia Pictures, Los Angeles, joins Walt Disney Productions there as national director of film promotion.

**Betsy Bucken**, from WPIX-FM New York, joins WCBS-FM there as director of advertising and promotion.

**Patricia Bario**, deputy press secretary for former President Carter, forms own Washington public affairs-public relations consulting firm, Patricia Bario Associates.

**Christine Reynolds**, assistant to president and public service director of WITS(AM) Boston, joins Preview, Norwood, Mass., as public relations director. Preview is STV service and subsidiary of New England Subscription Television, which is joint venture of American Television & Communications Corp., Englewood, Colo.-based MSO, and SICOM, licensee of STV operations for WSMW-TV Worcester, Mass.

**Linda Ware**, with KIKK-AM-FM Houston, named advertising and promotion manager. **Betsy Rose Hargraves**, with KIKK-AM-FM, named director of public relations and special projects.

**Charlie Folds**, supervisor of film department, WCKT(TV) Miami, named public relations director.

**Donald Cohen**, promotion manager, KMOT(TV) Minot, N.D., joins WTOL-TV Toledo, Ohio, in same capacity.

**Ed Gray**, from public relations department of Cessna Aircraft Co., Wichita, Kan., joins Associated Advertising Agency there as director of public relations.

**Jerry Vonne**, account supervisor, ICPR, Los Angeles, named VP-client services.

**Nicholas Biro**, corporate VP-public relations and communications, Holiday Inns, Memphis, joins Harshe-Rotman & Druck, Chicago, as senior VP.

**Yvonne Martin**, from Harshe-Rotman & Druck, Los Angeles, joins Manning, Selvage & Lee/Pacific, Santa Monica, Calif., as VP-account supervisor.

## Allied Fields

**Terry Lynch**, director of research, King World Productions, Summit, N.J., joins Broadcast Information Bureau and Film Service Corp., Syosset, N.Y., as head of both groups' research divisions.

**Richard Greenhut**, manager, Eastern Advertiser/Agency Sales, Arbitron Radio, New York, named division manager.

**David Saylor**, FCC deputy general counsel, Washington, joins law firm of Hogan & Hartson there as partner.

**Patricia Mahoney**, with Fletcher, Heald & Hildreth, Washington communications law firm, named corresponding secretary for Washington chapter of American Women in Radio and Television (for other chapter officers see "Fates & Fortunes," May 4).

**Cortland Anderson**, VP-corporate affairs, Washington Post Co., Washington Post Co., Washington, and former executive VP for Corporation of Public Broadcasting, Washington, joins Ohio University's School of Journalism as director.

## Deaths

**Nat Polen**, 66, daytime television performer on numerous series, including starring role on *One Life to Live* on ABC-TV, died of cancer May 3 in New York. He is survived by his wife, Nancy, and two daughters. Scholarship for aspiring young actors is being set up in his name at American Federation of Television and Radio Artists.

**Herb Volland**, 63, television actor whose career spanned more than 30 years, died April 26 of stroke at Riverside Community hospital, Riverside, Calif. Volland, appeared in many television shows, including, *Love American Style*, *Bewitched* and *M\*A\*S\*H*, where he played character of General Brandon Clayton. He appeared in such early TV series as *Philco TV Playhouse*, *Studio One*, and *Omnibus*.

**Raymond Joseph Douglas**, 54, producer-director of Colts football and Orioles baseball coverage at WMAR-TV Baltimore, died May 3 of heart attack at his Lutherville, Md., home. Although with WMAR-TV for 30 years, Douglas, also worked in 60's and early 70's as director for National Football League coverage by CBS. He is survived by his wife, Lois, and three sons.

**Lawrence Turet**, 58, independent television consultant, died April 25 of heart attack at his home in Mill Valley, Calif. Turet who had been consultant for KTSF-TV San Francisco, was at other times associated with WUHF-TV Milwaukee and Field Enterprises, Chicago. He is survived by his brother, Morton, of Deer Park, N.Y.

**William Miller**, 52, news director, WWBA-AM-FM Tampa-St. Petersburg, Fla., died May 1 of heart attack at Bay Front Medical Center, St. Petersburg. Miller was with WWBA since 1972 and previously with WQMR(AM) [now WGAY]-WGAY-FM Washington. He is survived by his wife, Joan, and three sons.

**Jack Siegel**, 63, retired radio engineer and former station owner, died of heart attack at his home in Ormond Beach, Fla., April 11. Siegel was former owner of WMFJ(AM) Daytona Beach, Fla., and WMEL(AM) Melbourne, Fla. He is survived by his wife, Euna, and five children.

**Lewis Lederer**, 75, formerly with U.S. Information Agency, Washington, died of cancer April 28 at Fairfax hospital, Fairfax, Va. Lederer joined USIA (now International Communication Agency) in 1955 after serving with Armed Forces television and radio networks. He had been director of U.S. Information Service in Australia, retiring from USIA in 1969. He is survived by his wife, Marjorie, daughter and son.

## NPR's Barbara Cohen: from printer's ink to radio with elan

*All Things Considered*, National Public Radio's daily, 90-minute news program, celebrated its 10th anniversary last week with a special show highlighting its history and giving its stars, household names for its estimated five million listeners, an opportunity to take bows for a job well done. Somewhat overlooked in the hoopla was Barbara Cohen, the 35-year-old woman ultimately responsible for getting *ATC* on the air every evening—the same woman who, as NPR's director of news and information, is responsible for NPR's news staff of about 100 and seeing that the other two and a half hours of NPR's daily news and public affairs programming get on the air as well.

Unlike many young broadcasters, Cohen accumulated 10 years of printer's ink underneath her fingernails before she took her first (and current) broadcasting job—one that places her in the front rank of female news executives.

Born in Akron, Ohio, in June 1945, Cohen got her first taste of journalism in college. While a freshman at Swarthmore, she started writing for the college paper, soon becoming its first woman editor in more than 10 years.

Until her junior year, however, Cohen says she was still thinking about careers then thought to be "suitable for a woman"—becoming a librarian or getting an advanced degree in English literature. But a faculty adviser helped her change her mind. "Have you ever stopped to realize that though you say you're interested in an academic career, you're spending all your time on that newspaper? Why don't you pursue a journalism career?" he said. And at that moment, Cohen says, "something clicked. . . and I said, 'Why not?'"

So, when she was a senior, she applied to Columbia University's graduate program in journalism and started looking for employment. But the jobs she was offered—researcher/secretary sorts of things—were "fairly dismal," and she stopped looking altogether when she was finally accepted at Columbia, thinking that a master's degree would give her a leg up in the journalism business.

At Columbia, Cohen made a series of discoveries that shaped her future. First, although she realized that she wasn't a "particularly brilliant writer," she found that she had a flair for copy editing and "was destined to be bossy." She also fell in love.

The object of her romance was Richard Cohen, another Columbia student who had gotten a job as a reporter for the *Wash-*



Barbara Stubbs Cohen—director of news and information, National Public Radio; b. June 16, 1945, Akron, Ohio; BA in English literature, Swarthmore College, Swarthmore, Pa., 1967; MA in journalism, Columbia University, New York, 1968; *Washington Star*, Washington, D.C., 1968-1979; as copy editor, progressing to assistant city editor, assistant editor on the national desk, national editor and managing editor; director of news and information at NPR since 1979; m. Richard Cohen, May 3, 1969; child—Alexander, 9.

*ington Post* (for which he is now a columnist). "We were pretty serious about each other, and it was determined that I would look for a job in Washington," she says.

So, after graduating from Columbia, Cohen went to Washington and found a job within two weeks as a copy editor for the *Washington Star*.

Although she had been turned down at both the *Post* and the *Star* for reporting jobs, the *Star* copy desk, implementing a new policy for recruiting young women and minorities, hired her in June of 1968.

After a brief stint of reporting—the *Star* makes all its editors work as reporters for four months—she started out on the copy desk and soon found that she was being assigned the big stories because "I just cared a lot more; I had a lot more enthusiasm," she says.

Soon after she landed the job, she married and started wending her way up through the newsroom hierarchy. After a year and a half on the copy desk, she was promoted to the city desk, where she worked until she took five months off in early 1972 to have a baby.

Back on the job, she was promoted to assistant assignment editor on the national desk, assigning reporters stories and deciding which would run in the paper.

In 1974, after Jack Germond became assistant managing editor, he dropped the coverage of the election in her lap. When he saw how she handled the election, he recommended that she be made the *Star's*

national editor, a position she held from 1974 to 1976 and describes as her "most rewarding" experience at the *Star*: Joe Allbritton sold the paper to Time Inc. in February 1978, and Time named her managing editor in May that year.

Meanwhile, Frank Mankiewicz, NPR president, was searching for a woman news executive and started calling Cohen, asking her to come over to NPR. He presented an attractive package, promising her own news organization, money, an opportunity to double the size of the news department staff and double NPR's news programming hours.

Mankiewicz was "really anxious" to get Cohen on the staff. First, because she had been managing editor of one of the major newspapers in the country and her presence would send out a signal to the rest of the journalism world that NPR was a "serious" news operation. Second because he knew she would be a "first-class news director." Cohen eventually said yes and joined NPR on March 19, 1979.

Mankiewicz feels now that his reasons for recruiting her have paid off handsomely. Since she arrived, he says, she has turned NPR into "one of the major news operations"; she has more than doubled its news output and doubled its news staff, "attracting top talent in the process."

Mankiewicz also credits her for having launched *Morning Edition*, NPR's award-winning, two-hour morning news program, and for being responsible for NPR's coverage of such special events as the gavel-to-gavel convention coverage during the last election and its recent documentary (produced by James Reston Jr.) on the Jonestown tragedy. "It's no accident that since she's been here NPR has won both the Alfred I. Dupont-Columbia and George Polk awards for excellence in news coverage (for both *ATC* and *ME*)," he says.

Has she been happy there? "I consider myself a professional journalist first. And the reason I love National Public Radio is because it is a superb arena in which to practice professional journalism. You have the luxury of time; you have the luxury of not having to fight someone about having to bump commercials; and as long as you have the resources, you can do as much as you want to do," she says.

What has been her biggest contribution? "What I hope that I've done is to make National Public Radio a news organization that is willing to tackle any story that comes along; that we won't say, 'Oh, we can't do that because we don't have the money, the time, the people'. We do have a tremendous machine now, and we can really use it in a whole variety of ways."

**Distributors of pay television** won another major court victory in their effort to erect legal defenses against what they consider piracy of their signals. U.S. Court of Appeals in San Francisco last week held that companies distributing pay programming in scrambled form should be protected against interception of that material by unauthorized decoders. Court held that transmission of scrambled signals is not "communication broadcast for the use of the general public" and therefore is subject to Communications Act provision barring unauthorized reception of radio communications. Court opinion tracked similar one issued in December by U.S. Court of Appeals for Sixth Circuit (BROADCASTING, Jan. 5) and reversed decision of district court in Los Angeles. Lower court had ruled in favor of manufacturers of decoding devices—S&H TV, JKL Electronics, R&R Associates, JK Electronics, SCR Electronics and Video Movie House. Appeals court acted on appeal taken by National Subscription Television Co., which transmits ON TV pay programming, and Oak Broadcasting Systems. Donald Pollock, associate house counsel for ON TV, hailed decision as one that makes clear that "signal piracy is illegal."

Responding to acknowledgment by Chairman Leonard H. Goldenson that new video technologies will dilute traditional broadcasting audience "to a certain extent" (see page 60), **ABC affiliates** meeting in Los Angeles last week decided to take some action. At least nine affiliates reportedly announced during last Wednesday's closed-to-press wrap-up session they have formed Viewer Information and Education Committee and are launching promotion campaign to tell public of value of free TV network broadcasting. Campaign is to include TV spots, press releases and print-media advertisements. Sources also disclosed ABC plans to air tag in association with its big-budget specials, designating such programming as offering by "free advertiser-supported television." Both proposals were said to have received enthusiastic support from delegates, many of whom during three-day meeting expressed anxiety about encroachment of new technologies.

**Representative Al Swift** (D-Wash.) introduced bill last Wednesday, May 6, to codify existing FCC crossownership rules and to prohibit FCC from considering crossownership or extent of on-site management in license renewal proceedings. Bill is identical to one he introduced and House passed in 96th Congress (H.R. 6228). It never reached vote in Senate. Co-sponsoring H.R. 3475 are Representatives James Collins (R-Tex.), Carlos Moorhead (R-Calif.), Thomas Bliley (R-Va.), Matthew Rinaldo (R-N.J.), Thomas Luken (D-Ohio), Tom Loeffler (R-Tex.) and Albert Gore (D-Tenn.).

**Federal District Court** in Salt Lake City issued temporary restraining order blocking implementation of Utah law barring cable distribution of "indecent" material. Home Box Office and four Utah cable systems challenged law on First Amendment grounds with HBO claiming it would not only block cablecasting of such films as "Kramer vs. Kramer" and "Any Which Way But Loose"—but even scenes including art works, like nude "Venus de Milo." Decision from Judge Bruce Jenkins cited

**Big Two weigh in for radio.** Both *The New York Times* and *Washington Post* used their editorial pages last Friday (May 8) to applaud the recent Supreme Court decision in the radio format case. Said the *Post*: "So far, at least as we hear, there hasn't been any dramatic change in the air fare across the dials... what's missing, for the most part, are a lot of outmoded policies that resulted in much contorted programming by way of compliance." From the *Times*: "The trend is surely healthy. Any government control over entertainment or information is an irritant to American values. Even loose standards, like the FCC's, tread ominously near free-speech rights."

"serious question of intrusion by the state on First and Fourteenth Amendment rights," said there are "serious and substantial reasons to believe the law is unconstitutional on its face." Hearing on permanent injunction is expected this summer.

**Confirmation of Mark Fowler's nomination to FCC** ran into snag late last week after *Washington Star* broke story that his former law firm is defendant in malpractice suit. Senate Democrats, who asked for copies of pleadings in case, had not given necessary clearance by Friday to permit Senate to vote on nomination of person President Reagan will designate as FCC chairman. Senate Commerce Committee unanimously approved nomination on Wednesday, and committee aides did not expect problems with nomination on floor. But Fowler's confirmation and swearing-in as FCC member are now delayed at least until early this week. Malpractice countersuit was filed by group of Florida businessmen who had hired Fowler & Meyers to represent them in applying for FM station in Tampa Bay, after Fowler firm sued them for failure to pay \$14,000 legal bill. Businessmen said they spent unnecessary time and money in prosecuting application because of what they said was poor advice from firm. Group won review board decision following comparative hearing, but case is on appeal to commission. Fowler brushed off malpractice suit as obvious tactic "to create leverage" in defending against bill-collection suit. "There's not a scintilla of evidence of malpractice," he said.

President of **ABC Motion Pictures**, Brandon Stoddard, told affiliates meeting in Los Angeles last week network is budgeting \$35 million for in-house production of "The Winds of War," to air in 1982-83 season. Terming production "the largest single television production ever," Stoddard said 16-hour program will be five years in making. *Winds* is one of six novels-for-television ABC has announced for telecast in coming two years.

**Warner Amex Cable Communications** launched 60-channel two-way interactive service in greater Cincinnati on Thursday, May 7. Present subscribers total 9,000, 4,500 opting for Qube.

**Copyright action is set to surface in Congress again this week.** Representative Robert Kastenmeier (D-Wis.) plans to introduce bill to limit compulsory licensing to two broadcast signals retransmitted by cable systems and to exempt systems with 5,000 or fewer subscribers from copyright liability. Bill is said to be not significantly changed from draft he has shown to industry groups (BROADCASTING, March 30, April 6). Representative Barney Frank (D-Mass.) plans to introduce bill to eliminate compulsory licensing for any secondary transmission. Both bills are expected to be on books by Thursday, May 14, when Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice opens hearings on issue. Witnesses set to appear are Vincent Wasilewski, president, National Association of Broadcasters; Jack Valenti, president, Motion Picture Association of America, and Bowie Kuhn, commissioner of baseball.

**ABC-TV, which phased out two commercial minutes per hour in children's programs** in 1980-81 (BROADCASTING, Jan. 22, 1979), plans to reinstate 30 seconds of that time, effective Sept. 12. Officials said rising costs and need to maintain program quality, plus failure of other networks to follow suit made step necessary, but that, even so, ABC children's programs will carry only seven commercial minutes per hour, well below nine-and-a-half minutes of nonprogram time allowed by commercial code. Officials also told affiliates in closed meeting during convention that: (1) ABC will introduce 60-second "sports briefs" (50 seconds of content, 10 seconds of commercial, with affiliates to be compensated) at 8:59 p.m. NYT Saturdays and 7:59 p.m. Sundays, starting Sept. 12-13; and (2) on Sept. 6 will start "experiment" with closed-circuit sports feed, during station



breaks on Sunday evenings, for affiliates' use in local newscasts. ABC News, meanwhile, under affiliate protest against plan to drop 6 p.m. NYT feed of *World News Tonight*, agreed to postpone cancellation from Jan. 4, 1982, to May 31, 1982.



**John Fetzer** (r) receives citation as Michigan's Citizen of the Year from **Joe D. Buys**, WVIC-AM-FM Lansing, president of Michigan Association of Broadcasters. Present at annual congressional dinner in Washington were members of state's congressional delegation and station owners and managers. Octogenarian Fetzer, founder-chairman of Fetzer stations, is also owner of Detroit Tigers. Among previous recipients of award are former President Gerald Ford (in 1976) and John D. Dingell (D-Mich.), chairman of House Commerce Committee.

**FCC has adopted**—as permanent standard—rule exempting TV stations in communities with **population of 10,000 or less** and not located within larger market area **from formal ascertainment filing requirements**. Exemption has been in effect—on experimental basis—since 1976.

**FCC has denied reconsideration** of its decision last November **denying \$15-million distress** sale of three Faith Center stations—KHOF-TV San Bernardino, Calif.; KVOF-TV San Francisco, and WHCT-TV Hartford, Conn.—to East Los Angeles Community Union. Commission also denied Faith reconsideration of decision dismissing renewal application of KHOF-TV which had been in discovery phase of hearing since 1978 for allegedly fraudulent over-air fund-raising practices.

**Strike by members of Writers Guild of America** ended its fourth week last Friday, with **no breakthrough in sight**. Contracts were signed between WGA and several independent producers, allowing some productions (including NBC-TV's *Johnny Carson Show*) to resume (BROADCASTING, May 4). However, talks between WGA and major producers, representing 98% of industry employment, have broken off with no resumption scheduled. In related development, representatives of **Directors Guild of America submitted preliminary contract demands** calling for substantial minimum payment increases. DGA is expected also to seek share of pay TV and home video profits, issue that has proved major obstacle in settling writers' strike. Current DGA contract expires July 1.

**House Telecommunications Subcommittee voted to fund public broadcasting** up to \$160 million, \$145 million and \$130 million for fiscal years 1984, '85 and '86 in markup session last Wednesday. Most controversial item to be decided when session continues today (May 11) is whether to allow stations to air institutional advertising or restrict them to use of logos in identifying underwriters.

**KGST-TV Harlingen, Tex.**, which currently shares affiliation with CBS-TV and NBC-TV in Brownsville-McAllen, Tex., markets,

**becomes full-time CBS affiliate** June 29. **NBC**, in turn, has announced its **214th affiliate**, also in that market, **with new station ch. 23**, whose proposed call letters are KVEO. Minority-owned (Mexican-American) KVEO has targeted air date of mid-August. **KGST-TV** has been secondary affiliate of NBC since 1975.

**Eugene S. Cowen**, ABC Washington VP is recuperating from surgery to correct ruptured disk which caused pressure on back nerve, at George Washington University hospital, Washington. **George Gray**, NAB government relations special representative, is recuperating from lung surgery performed last week at Fairfax (Va.) hospital.

**George Burns**, pointing skyward after memorial services in Los Angeles for MCA founder Jules C. Stein, who died April 29 (BROADCASTING, May 4): "Jules is up there now, handling Guy Lombardo, Tommy Dorsey and Glenn Miller again. He's starting all over." **Lew R. Wasserman** was elected last week to replace Stein as board chairman and chief executive officer of MCA Inc. **Sidney Jay Sheinberg** was elected president and chief operating officer. Board also declared quarterly cash dividend of 37.5 cents per share, payable June 15 to stockholders of record May 27.

**Agnes Nixon**, executive producer of ABC-TV's *All My Children* and long-time writer-producer on daytime dramatic serials, named to receive **1980-81 Trustee Award** of National Academy of Television Arts and Sciences during NATAS national daytime Emmy Awards telecast over ABC-TV May 21 (3-4:30 p.m.). It is first time that Trustee Award will be given to creative personality in daytime television and first time it will be presented to woman.

**Marcus Cohn**, senior partner in Cohn & Marks, Washington law firm, will be honored by American Jewish Committee at Diamond Jubilee Dinner in Washington on May 14. Cohn will receive committee's Human Relations Award "in recognition of leadership in the effort to overcome prejudice and bigotry and for devotion to the cause of understanding among all people based on the universal recognition of the rights of the individual and the value of human dignity." Cohn is on board of governors of AJC, as well as on its national executive council.

## Up Coming

**On Capitol Hill:** House Telecommunications Subcommittee will mark up H.R. 3238, bill to fund public broadcasting, in room 2218 Rayburn House Office building, 1 p.m., today (Monday).  
 □ House Judiciary Subcommittee on Courts, Civil Liberties and Administration of Justice will hold hearings on copyright in room 2226 Rayburn, 10 a.m., Thursday. **At FCC:** Open meeting of Advisory Committee on Radio Broadcasting and its technical and allocations subgroups will be held at FCC annex, 1229 20th Street, N.W., at 9 a.m., Tuesday. **Also in Washington:** Frank Mankiewicz, National Public Radio president, will speak at League of Women Voters luncheon in Capitol Hilton Tuesday.  
 □ Corydon Dunham of NBC will address Federal Communications Bar Association luncheon at Touchdown Club Wednesday.  
 □ Federal Bar Association will hold "Telecommunications Law for the Eighties" seminar at Mayflower hotel today and Tuesday.  
 □ National Citizens Committee for Broadcasting is sponsoring brown bag lunch with House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) at 1530 P Street, N.W., 12:30 p.m. Friday. **In Los Angeles:** CBS-TV affiliates meeting is under way at Century Plaza (see page 30). **In Quebec City:** Canadian Cable Television Association starts four-day annual convention and trade show today. **In Madison, Wis.:** RAB opens its series of Idearama conferences at Sheraton Inn and Conference Center Tuesday.

## Close to home

The Nielsen company's new market-by-market estimates of TV households, based on the 1980 U.S. census and published elsewhere in this issue, will be examined carefully and perhaps anxiously by broadcasters. After all, on these numbers—and on similar ones being developed by Arbitron—their fortunes may rise or fall.

Broadcasters will find surprises. When compared with the estimates that had been in use since last October, the new ones show many differences, some of large magnitude. In many cases the differences are enough to affect the rank order of markets. Although this is not the case among the top 10, all of the next 10, for instance, change by at least one position and one changes by five.

Perhaps the most surprising part of the whole thing is that for some markets where populations are known to be booming, such as San Diego and Los Angeles-Palm Springs, the new estimates of TV households are substantially lower than the old ones. Nielsen says that is because, in those markets, the growth-rate projections used to arrive at the old estimates simply turned out to have been too high when the census figures arrived. It also works the other way around: Some markets show disproportionately large increases because earlier projections underestimated their real growth rates.

This explanation will not, of course, console those who "lost" potential audience in this new deal and who may, perhaps with good reason, try to get their estimates changed. On the whole, however, the minuses are on the relatively low side, while the pluses tend to be higher and far more numerous. To no one's surprise, the largest gains are in the so-called Sun Belt. In fact, virtually all of the markets with increases in double-digit percentages are Sun Belt markets.

In total, the changes work out to a plus 2.7% for all U.S. markets. Given the fact that the old estimates had their roots in the 1970 census, and thus were projections based on projections based on other projections, going back 11 years, a 2.7% variance does not make the old estimates look terribly far off the mark. But that is in total. For the individual broadcaster, no doubt, the rightness or wrongness of the new estimates will depend on how they have treated the markets that he knows.

## An inch forward

The vagaries of politics considered, no one should forecast a Senate action until the last vote is cast. It may be safe to say, however, that the Senate is at least inclining toward the admission of television to its sacred chamber.

To be sure, even the senators who have testified in favor of letting cameras in seem to think of television as a modern and therefore suspect artifact that may not fit comfortably with the inkwells and cuspidors. Still, enough have indicated a willingness to experiment to justify hope that the body will put itself on public view through today's principal news medium. Senator Charles McC. Mathias (R-Md.), chairman of the Rules Committee, has promised a markup of enabling legislation in time for Senate action by July 4.

It may not be what television journalists have requested, permission to enter the chamber with their own equipment and personnel to show what really goes on, if anything. Prospects are that if the Senate lets television in at all, it will create its own system,

modeled after the one that the House has operated for the past two years.

The House system, undeniably, is a poor substitute for the coverage that would emerge from there if professional journalists were in command of their own gear. No camera has yet caught a congressman dozing in his chair or yawning at the tedium of a colleague's oratory. It is, however, better than no system at all and is of at least some journalistic value when used selectively in news presentations. Indeed it may have an entertainment value as well to viewers who watch the unedited carriage of House proceedings on the C-SPAN feed to cable.

As has been suggested here before, without perceptible response, there is no reason why both Senate and House should not run their own television systems for their own purposes and admit television journalists with the necessary equipment to conduct their own coverage of newsworthy occasions. If modern ENG equipment were utilized, nobody would realize the strangers were there.

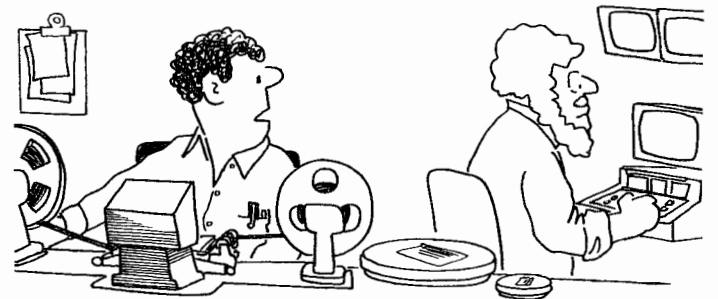
## Sure thing

The latest filing by Comsat's Satellite Television Corp. in its quest for approval of its proposed satellite subscription television service ought to be examined by the FCC with more skepticism than the agency has thus far demonstrated. STC is suggesting that the FCC postpone the formation of ultimate policy on the reservation and regulation of frequencies for DBS use until "experimental" services such as STC's have had a chance to prove themselves.

If the FCC bites on that, its charter of independence may deservedly be claimed as a trophy to be hung in the offices of Comsat's subsidiary.

Does anyone really believe that the FCC would be free to set policy that might exclude STC after it had allowed STC to spend well over half a billion dollars "experimentally" to send up satellites, install antennas and establish service to any significant number of American homes? If permitted, Comsat may proceed with its "experiment" in full confidence that it has been put in permanent business under a false name.

As the profusion of conflicting comments now in the FCC's possession indicates, DBS policy is of major importance to the U.S. Policy cannot be rationally set if the FCC clutters up the DBS frequencies with operations it could not some day stop if it wanted to.



Drawn for BROADCASTING by Jack Schmidt

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